MULTIFAMILY HOUSING:
NEW TRENDS AND OPPORTUNITIES
Multifamily Housing Overview

- What are the market and demographic trends?
- The new multifamily housing
- Potential new areas for multifamily housing
- The increasing importance of design
- Tools – Area Plans, Multifamily Development Opportunities Study, etc.
Piedmont Triad Market Trends

- Greensboro
- High Point
- Winston-Salem
- Piedmont Authority for Regional Transportation
- Piedmont Triad Regional Council
- US Department of Housing and Urban Development, Office of Sustainable Communities
National Trend: Homeownership

- The “American Dream” includes owning a home
- The kind of housing and communities Americans will choose to live in is likely to change over the next few decades
- Many Americans may choose differently
National Trend: Homeownership

- Changes in the economy will reduce the homeownership rate:
  - Rising energy costs
  - Falling incomes
  - Lagging employment
  - Shifting wealth
  - Tighter home financing
National Trend: Declining Homeownership

Source: Piedmont Triad Market Trends, Preferences and Opportunities to 2025 and 2040
Demographic changes will reshape the demand for types of homes and their locations:

- Baby Boomers reaching retirement
- Non-Hispanic whites less dominant and population growth by racial and ethnic minorities
- Number of households without children
National Trend: Multifamily Housing

Source: Census Bureau, National Bureau of Economic Research
National Trend: Single-Family Housing

Source: Census Bureau, National Bureau of Economic Research
National Trend: Shrinking Household Size

Source: Piedmont Triad Market Trends, Preferences and Opportunities to 2025 and 2040
50% of those under age 34 support and want to live in walkable, mixed-use communities

- Only 20% have this option now

40% of residents want the option to live in attached housing unit

- Only 30% have that option now

Source: Piedmont Triad Market Trends, Preferences and Opportunities to 2025 and 2040
Piedmont Triad Market Trends

By 2025...

- 250,000 Triad households will want to live in walkable, mixed-use communities with range of housing types

These options not available to one third of people who want them now!

Source: Piedmont Triad Market Trends, Preferences and Opportunities to 2025 and 2040
Winston-Salem Metro Market Trends

Plant 64, Downtown Winston-Salem
Winston-Salem Metro Market Trends

- 27% of Households Will Be 35 or Younger
- 53% of Households Will Be Single
- 53% of Households Will Be 65 or Older
- 81% of Households Will Have No Children
Winston-Salem Metro Market Trends

2040
+66,000 Housing Units

2010
157,000 Housing Units
And, much of that new population wants to live in multifamily housing.
Multifamily: from utilitarian to urban

In the 1980s...

- Multifamily housing was not connected to the surrounding community and was typically developed without considering other land uses essential to the daily lives of residents.
With rising demand for mixed-use and walkable places, these conventional developments are no longer desirable to a number of renters.
The New Multifamily Housing

- New multifamily is different from the utilitarian multifamily from decades ago in that it is responsive to consumer desires for connectivity, walkability, and livability.

- Increasing demand by young adults and empty nesters for quality multifamily.

- Attractive design and resort-like amenities are important.
The New Multifamily Housing

Wilmington, NC
The New Multifamily Housing – Urban Lifestyle

Arlington, VA

Raleigh, NC

Charlotte, NC

Birkdale Village, Huntersville, NC
The New Multifamily Housing - Amenities

- Bike Storage & Repair
- Car-Sharing Service
- Childcare Service
- Concierge
- Cooking Classes
- Dry Cleaning
- iCafe
- Package Delivery Management
- Personal Shopper
- Pet Grooming
- Rooftop Terrace
- Spa/Massage Center
- Wine Cellar
- Yoga/Aerobics Classes
The New Multifamily Housing - Amenities

- Pool
- Business Center/Wi-Fi
- Hammock Station
- Aerobic Room
- Clubhouse
- Outdoor Kitchen
- Community Room
- Billiard & Game Room
- Fitness/Health Center
- Entertainment Room
- Grilling Area
- Gym
- Fire Pits
- Conference Room
- Outdoor Kitchen
The New Multifamily Housing - Affordability

- Urban Lifestyle Expensive (high construction & land prices)
- Controlling Operating Costs
- Smaller Units
- Multifunctional Spaces Within Apartment Unit
- “Micro” Apartment
The New Multifamily Housing - Affordability
The New Multifamily Housing - Affordability

Gateway Commons

The Oaks at Tenth

Arbor Oaks

Happy Hill
New Multifamily - Preferred Locations

- Close to downtown, shopping areas, and connected to surrounding neighborhoods
- In mixed-use developments
- Part of retrofitted old commercial and residential existing developments

Connectivity, livability, and walkability
Close to Downtown – Link Apartments
Close to Shopping – The Lofts at Little Creek
Close to Employment – The Edge
Mixed-Use Development - Urban
Mixed-Use Development – Robinhood Village
Mixed-Use Development – Robinhood Village
Vertical Mixed-Use

Southeast Gateway

Tar Branch Towers

West End Village
Older Shopping Center Retrofit

The End of the Aspirational, Middle-Class Mall Shopper?

Online shopping, declining retail traffic and a beleaguered middle class are hollowing out the retail sector.

More than two dozen malls have closed since 2010 as declining retail traffic makes profitability problematic.
Older Shopping Center Retrofit
Older Shopping Center Retrofit

Stow, OH
Older Shopping Center Retrofit

Crabtree Valley Mall, Raleigh
Retrofitted Shopping Mall

Oak Hollow Mall, High Point
Existing Retrofit, Adaptive Reuse
The Increasing Importance of Design
Buildings Closer to the Street

The Oaks at Tenth

Marshall Street Brownstones
Parking to The Side Or The Rear

The Oaks at Tenth
Site Design/Street Level Activity
Gathering Spaces
Façade Design
Balconies

Oakwood Square
Where to Locate The New Multifamily?
Legacy 2030 Comprehensive Plan
Guide From Area Plans

- Area plans guide future development, including multifamily housing
- Part of Legacy 2030 comprehensive plan
- Site-specific recommendations
- Many opportunities for community input
Activity Centers: compact, pedestrian-oriented, neighborhood business areas that provide needed services within walking distance or residential areas.
Guide From Area Plans – Urban Infill

- Potential Infill Site:
  - Compatible urban multifamily and townhouse development
  - Limited, small-scale commercial uses integrated within the buildings
  - Reuse of historic house for office or commercial
Guide From Area Plans – Urban Redevelopment

- Potential Redevelopment Site:
  - Baity Street mixed-use area
  - Vertical mixed-use buildings
  - Pedestrian-friendly streetscape
West Salem Shopping Center:
- New stand-alone buildings in existing surface parking area
- Retail, office, and townhouses
- Pedestrian-friendly streetscape
Multifamily Development Opportunities Study

Sites consistent with Legacy’s Proposed Land Use and Current Zoning
Development Opportunities Study

- Assessment of primarily vacant or underdeveloped parcels that have proposed land uses consistent with Legacy
- Maps created identifying parcels of land that could potentially be considered for multifamily
- Parcels are vacant or have a low building to land value
- Are at least 2 acres in size
Development Opportunities Study
Commercial Building Evaluation Service

- Help facilitate the re-use of an existing commercial building
- Requirements for converting a commercial building for a new use
- Review building and fire safety, ventilation, electrical, plumbing, and zoning
Where to Find Information

- Area Plans and Development Opportunities
  Study on our web page
  www.cityofws.org/planning
- Available at Office Counter
- Free Assistance
- Friday Morning Meeting
In Conclusion...

- Market calling for more well-designed multifamily with appealing amenities near a mixture of uses.
- Planning can help Forsyth County position itself to meet these market demands.
- Following Legacy 2030 recommendations for locations and design of new multifamily will increase chances of community acceptance.