



City of Dublin

Office of the City Manager

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Memo

To: Members of Dublin City Council
From: Dana L. McDaniel, City Manager
Date: May 10, 2022
Initiated By: Jennifer M. Rauch, AICP, Director of Planning
Tammy Noble, Senior Planner
Christopher Will, AICP, Planner II
Re: Dublin Area Housing Study Update

Summary

The City of Dublin has contracted with Urban Partners to conduct the Dublin Area Housing Study that began in December 2021. Dublin's study is a result of the discussions and recommendations from the Mid-Ohio Regional Planning Commission's Regional Housing Strategy. The Dublin Area study is intended to provide data collection, analysis and strategies that will be a resource to help inform Dublin's role in addressing the housing needs within Central Ohio. Urban Partners is finalizing phase one of the analysis and will provide an overview to City Council of the existing conditions data collected at the upcoming work session. A general overview is provided below for Council's reference, as well as the detailed presentation that will be reviewed at the work session.

Study Details

The first phase of the two phase study provides existing conditions information, which includes demographics, economic trends, peer communities benchmarks, stakeholder meetings, and housing inventory, which will conclude in May 2022. The second phase of the project will begin in May 2022 and include a market demand and opportunities analysis, best practices research, and identify potential housing strategies. This phase will conclude in fall 2022 and will complete the study. The results from the study will be used to inform the upcoming update to the Dublin Community Plan and other associated City plans and policies.

Phase One Overview

Phase one provides information on the existing conditions, which includes demographics, economic trends, peer communities benchmarks, stakeholder meetings, and housing inventory. Following guidance from Council, a study area was determined which encompasses the Dublin City School District and Dublin future service and annexation areas. Additionally, as Dublin is a large center of employment and attracts workers from across Central Ohio, other areas at the periphery of Dublin proper were also included in the study area. For purposes of comparing and reporting data, the study area boundary also needed to nest US Census Tract boundaries which provide the US Census Bureau national decennial census and American Community Survey (ACS) data. The study area is roughly bound by; US-42 to the northwest, Madison County to the southwest, Hayden Run Road to the south, the CSX railway which passes through Linworth to the east, and Shawnee Hills to the north. The study area was used to draw data for the existing market analysis though phase one does reference Dublin proper statistics, specifically for the demographic and trend analysis and the peer communities benchmarks.

Demographic Analysis

A demographic analysis is a fundamental element of any existing conditions analysis and determines how a local community is growing compared to regional and national trends. The study conducted by Urban Partners found Dublin proper grew 18% between 2010 and 2020, whereas the study area which extends beyond the corporate boundary, grew 26%. This difference is an indicator of the rise in greenfield development in surrounding jurisdictions including Jerome Township, Plain City, and Columbus. The analysis further states that the largest segment of the population is school-aged children ranging from 5 to 17 years old which is indicative of Dublin as a choice community for families with school aged children. The largest cohort of growth within the decade (2010 to 2020) is residents over 65 years of age. This segment growth rate increased from 7.5% in 2010 to 12.2% in 2019. This latter statistic is indicative of national trends.

Lastly, the analysis indicates Dublin proper has the highest median household average of \$137,867 which exceeds the average for Delaware County, Franklin County, Union County, and the study area. Those living below the poverty level is 2.5%, which is considerably lower than the county averages in the study area. Delaware County has an average of 4.8% residents living below the poverty line, Union County has 5.9% and the largest percentage was in Franklin County and is at 15.7%

Economic Trends

Economic vitality is essential for a community and important to understand the varying needs a community balances to ensure economic and financial well-being. Urban Partners provided information that indicates positive growth for job placement within Dublin proper. From 2002 to 2019, the analysis shows that jobs within Dublin proper have grown from 37,899 to 48,007 jobs for a net gain of 10,118 jobs. The analysis also indicates that a significant majority of our employees commute from other parts of the region based, with only 7.4% of those working in Dublin also living in Dublin. Of those commuting, Columbus (34.2%), Hilliard (3%), Delaware (1.8%), and Marysville (1.7%) constitute the largest home-bases of workers employed in Dublin.

Housing Market Analysis

The market analysis included a comprehensive search of 7,901 home sale transactions over a five-year period ending in 2021 in the study area. During that time, median home sale prices were \$320,000 and increased 22% in price during that period. A majority of house sales are from owner-to-owner transfer but the highest sale price, per home, is from new construction sales. In the smaller home-size (less than 2,000 square feet), the cost was \$161 to \$220 per square foot. In larger homes (2,700 to 3,599 square feet), the cost is \$157 to \$162 per square foot. In very large homes (more than 3,600 square feet of home), the cost is \$157 to \$159 per square foot. The analysis also indicated that the home size with the most number of sales, for single-family residential development, was the large home size (2,700 to 3,599 square feet) comprising 45% of the homes sold. In addition to the 5-year search of transactions, the consultant also analyzed historical trends for the housing stock. This analysis found houses not only increased in price range, but also grew in square footage. In 1970, the median house size was 1,912 square feet, whereas after 2010 the median square footage of house was 3,478 square feet.

The market analysis also includes an analysis of the condominium market. This portion of the market comprised a fourth of all sales within the five-year period of time, ending in 2021. Similar to the single-family detached market, owner-to-owner sales were the highest percentage of sales constituting 87%. The median sale price of condominiums is \$139 square feet for owner-to-owner transfer compared to \$209 square feet for new construction builders. Similar to the single-family detached market analysis, the consultant also analyzed historic housing stock trends prior to the 5-year period. This analysis also found the demand for larger square foot condominiums is also a trend and from 1980 to 2010 the square footage increased from a median of 1,195 square feet to 2,340 square feet, nearly doubling in size.

The last segment to be included in the existing conditions market analysis is multi-family, residential units. In the study area, there are 72 multi-family residential complexes with a total number of 21,136 units. A majority of the units, 79% or 17,544 units, were located outside Dublin proper. The remaining 21% or 3,592 units are within Dublin boundaries. The available units for all of the multi-family units within the study area was a 1.2% or 213 units, indicating high demand and low supply. The consultant notes, a healthy rental vacancy rate for a community is 4% to 5%.

Peer Community Comparison

Urban Partners compared Dublin proper to eight other local communities and three more regional communities. The local communities consisted of Delaware, Hilliard, Marysville, New Albany, Powell, Upper Arlington, Westerville and Worthington. The more regional comparisons were Mason, Ohio; Carmel, Indiana; and Franklin, Tennessee. With 49,328 residents, in terms of population Dublin proper is the largest in size of all of the local communities. Both Franklin, Tennessee and Carmel, Indiana were substantially larger with 83,454 residents and 99,757 residents, respectfully. Population growth for the Dublin proper was comparable to other suburban communities and the analysis shows an increase of 7,577 residents over a ten-year span of time.

In terms of median value of house sales (owner-occupied), Dublin was in the top third tier of local communities with the median house sale price of \$377,500, of 2019. This median home sale value is different than shown in the market analysis as it represent only home sales within Dublin proper and not the median for the entire study area. Inversely, Dublin is in the lowest tier of households that experience housing cost burden (percent of households spending 30% or more of household income on housing and utilities) with only Powell (13.9%) below Dublin (15.6%). The housing cost burden in Franklin, TN is 23.1%. In overall comparison to our peer communities, Dublin has one of the largest populations and has a significant growth in the younger populations, higher percentage of high wage households, higher inventory of expensive housing stock and higher numbers of jobs per resident.

Stakeholder Engagement

In addition to the market analysis, Urban Partners also provided significant stakeholder engagement via small-group and one-on-one virtual meetings. Planning worked to assemble a wide array of stakeholder groups including elected officials, regional partners, mobility partners, school district officials, the employment community, home builders, real estate professionals, and advocacy groups, including partners in our Equity and Inclusion efforts. In total, Urban Partners conducted stakeholder interviews with over 70 organizations and individuals. Common themes from the stakeholder interviews included; a need for a variety of housing types, need to maintain quality of housing product, strong support for housing diversity and walkable communities such as Bridge Park, and that housing needs are a regional issue and need to be solved in a variety of ways, including the provision of mobility options.

Next Steps

Following City Council's review and input, Urban Partners will finalize the Phase I Existing Conditions Assessment portion of the study in late May 2022. The second phase of the project will immediately follow and will include a market demand and opportunities analysis, best practices research, and identify potential housing strategies. This phase will conclude in fall 2022 and will complete the Dublin Area Housing Study.

Recommendation

Staff recommends City Council provide feedback regarding Phase One of the Dublin Area Housing Study.