

Chapter 7 – Expanding Housing Opportunities

I. Introduction

Housing in the Granville area is predominately detached, single-family and owner-occupied units (roughly 85%). The homeownership rate is above the State rate (69.1%) and well above the national rate (66.2%). The proportion of single-family units is roughly 20% higher than the national figures. This consideration has many positive aspects, including a tendency toward neighborhood and property value stability.

Because 85% of housing is single family, there may be few housing choices for those with limited incomes, for example younger families, single individuals and senior citizens. Younger families often have difficulty affording detached, single family units, and older residents (who might be empty nesters or individual persons living alone) sometimes would prefer to live in housing units that are smaller and require less maintenance.

This chapter covers the goals and related strategies for expanding housing opportunities in Granville.

II. Goals and Strategic Recommendations

Goal A: Provide Housing Choices that Continuously Meet the Needs of the Community

1. Affordable Housing

Because of the low supply of rental units and higher housing prices, there may be greater demand for affordable rental housing. Generally, the cost of rent is significantly higher in the Granville area than statewide. Sometimes this housing market demand is met by the private sector. Other times, government regulations or other obstacles such as high land costs prevent construction of affordable condominiums, town homes, apartments, or similar higher density housing units.

It appears there is a shortage of units at the very low end of the housing market. Roughly 9% of all households fall into this category. There are almost no owner-occupied units valued under \$80,000 (with an approximate monthly house payment of \$525 or less), and only 24% of all renter-occupied units are in this range. This indicates there is most likely a shortage of housing that is affordable to households in this income range. For those earning less than \$20,000, the cost for housing is \$500 or less per month. This group of households may include both young families and older residents on fixed incomes.

Less than one fifth of all homeowners in the area are considered cost burdened. Conversely, in the Village and Township of Granville, over one third of renters are considered “cost burdened,” paying more than 30% of their gross monthly household income towards housing costs. The relatively high cost of purchasing a home in Granville and the low supply of available rental units may cause rental rates to remain higher.

2. Makeup of Housing Stock

Less than one-quarter of the housing units in this area (22.3%) were built prior to 1939. However, within the Village, 503 units were constructed before 1939 and that represents 36% of the Village's housing stock. In comparison, 20% of the housing units in Licking County and 22% of the housing units in the State were built prior to 1939. An older housing stock, like that of Granville's, poses unique circumstances. Some of these older homes have distinctive architectural features that give character to the neighborhoods, but they also require extensive maintenance and repairs to upgrade or replace obsolete mechanical and HVAC systems. These upgrades can be costly and not all owners of these older properties have the means to make the necessary repairs. Granville should investigate rehabilitation programs to provide assistance to those owners that may need it.

3. Residential Growth

Granville is located near one of the fastest growing regions in the state. Though significant growth has occurred in Central Ohio, it has mainly ringed the entire City of Columbus with explosive growth occurring in Delaware County, north of Columbus. The growth to the northeast of Columbus, in Licking County, has been predominately around the New Albany, Johnstown, and Pataskala areas. From MORPC's "Five Year Incremental Forecasts: 2000-2030," the Licking County West Central Planning Area, which encompasses Granville and this study area, is projected to experience nominal growth between 2000 and 2020. Population will increase by 25% and new housing units will increase by 21%. Jobs, however, are expected to decrease by 19%.

From MORPC's 2030 Land Use Forecasting Assumptions, Granville is predicted to remain stable, with the majority of anticipated growth expected to take place outside of the Granville area. The area northwest of Granville, west of SR 661, is expected to have 300 new units of housing; the land west of Granville along the SR161/SR37/SR16 corridor is expected to have 1,200 new units of housing; and the area south of Granville towards Hebron is expected to have 600 new units of housing.

This projected long-term stable growth for the study area is a reflection of MORPC's tracking of building permits and subdivisions. For the period between 2000 and 2005, most of the permits have been issued for the area southwest of Granville towards SR310, SR16, and SR161. According to Licking County Building Permit records, there were 109 residential building permits issued in Granville and Granville Township (77 and 32 respectively) between 2003 and August 2007. This represents only 3.12% of all permits reported by the County for that time period. Land uses beyond the Village limits are mostly rural residential and agricultural, conducive to low density residential development. Though western and southwestern Licking County is a growing real estate market, and housing in the Granville area is very desirable given current market conditions and convenience to the greater Columbus area, residential growth in Granville and Granville Township will be very modest and limited.

While income levels for the Village of Granville have increased over the last decade, the single-family housing stock in the Village of Granville, much like that of the surrounding Township communities, Licking County and statewide in Ohio, has increased in size and cost. Meanwhile, the size of the households living in these larger more expensive homes has decreased. Essentially, the market has shifted towards bigger houses with fewer people living in them. This is reflective of state and national trends. In 1990, the average household size for Granville was 2.34 persons, for Licking County it was 2.6 persons, and for Ohio it was 2.59 persons. In 2000, Granville's was 2.42 persons, Licking County's was 2.56 persons, and Ohio's 2.49 persons. For 2006, estimates from the American Housing Survey have Licking County's average household

size at 2.55 persons, Ohio's at 2.48 persons, and the U.S.'s at 2.61 persons. There were no estimates available for the Village of Granville or Granville Township.

4. Trends

Several trends are occurring in the nation and locally that will impact the style, type, and construction of new housing in the Granville area. First, household sizes continue to decrease. With fewer persons per home, even without any increase in population, more housing units will be needed.

A second trend is the continued attraction of the Village of Granville and vicinity as a "bedroom" community. As mobility increases due to enhanced transportation corridors, demand for high quality residential areas with good schools will continue to be attractive to families with school age children, thereby increasing housing demand. Between 2000 and 2005, of the 34,445 people that moved into Licking County, 13,535 (39%) were from nearby Franklin County.¹

A third trend is the longer life span experienced by baby boomers, who are now in or approaching retirement. Since they are living longer, more housing options will be needed. Appropriate types would include one story residences such as ranch style house, senior villas, over 55 housing complexes, condos, and congregate care facilities to name a few. Additionally, these newer units must incorporate universal design elements to accommodate the growing number of disabled householders. Further, as a community's population ages, many of the senior residents would prefer to remain in the area to be with friends and family. Consideration should, therefore, be given to ensure that suitable housing options are made available for this population.

Currently, the most significant residential development that is underway is located northeast of Granville in the City of Newark and in the Granville School District. When completed, this project may have up to 350 units of housing. The City of Newark will be providing water and sewer for this development. An additional opportunity exists for new in-fill housing development within Granville. There is an approximate 100 acre site along the northeastern part of the Village.

5. Development Patterns Throughout Granville

Like most other communities, residential uses are the predominant type of land use in Granville. However, all communities need to have a good balance of uses for economic and fiscal impact reasons. Residential uses require more municipal services than industrial and office uses and are consequently more costly to a community.

a. Eastern Neighborhoods

The eastern neighborhoods are roughly designated as those areas southeast of Welsh Hills Road to Newark Granville Road (see Plate 5-1). These areas are predominately existing suburban residential uses with some commercial uses located along Newark Granville Road. Most of the newer residential development that has occurred in the Granville area has occurred in these neighborhoods, as evidenced in the curvilinear street design and layout versus the grid design of the traditional village core. While these areas are predominately built-out, there is some potential for in-fill development.

Some conservation design has been identified as desirable southeast of Welsh Hills Road and along the bluff just south of Milner Road. At the intersection of Newark-Granville Road and

¹ Charlotte Observer analysis of IRS Data.

Cherry Valley Road, to the north is a proposed mixed-use neighborhood area with Suburban Residential further north and beneath the bluff.

b. Western Neighborhoods

The western neighborhoods are comprised of the existing suburban residential developments directly west of the Village of Granville along Raccoon Valley Road, as well as the less intense residential areas further west and to the south of SR 37/161 (see Plate 5-2). This area is the primary western gateway into the community. If there is in-fill development in this area, it should be of a more rural character. Specific areas have been targeted for the conservation design concept as new residential development is proposed. Open space should be actively pursued for preservation in the areas identified in the Future Land Use Plan (see Plate 2-1).

c. Southern Neighborhoods

The existing suburban residential development south of Columbus Road (SR 16) and SR 37 has been designated as the southern neighborhoods (see Plate 5-3). Much of this area is wooded. As a southern entrance and potential gateway for the community, this area has been targeted for conservation design once development is proposed. Open space should be actively pursued for preservation of this area as the primary southern gateway into the community to retain the rural character of the area.

d. Northern Countryside

The portion of the Granville Comprehensive Plan study area designated as “Northern Countryside” is delineated on Plate 4-6: Northern Development Scenario. This area is predominately farmland, and more specifically, the northwestern half of this area has been identified as having prime farmland soils as defined by the Licking County Soil and Water Conservation District. The eastern half of this area has been slowly developing as very low density, large lot rural residences. The majority of the community’s remaining intact woodlands and wetlands can be found in this area.

6. Policy & Strategy Recommendations

The following are the policy and strategy recommendations for expanding housing opportunities:

- * Development of alternative moderately priced single-family housing, apartments, and condominiums to accommodate seniors and retirees should be encouraged to balance the upscale developments and to maintain a wide range of housing prices for existing and prospective residents. Areas for future rural, suburban, and urban single-family residential land uses are indicated on [Plate 2-1](#).
- * Encourage flexibility with residential designs and densities in new residential zoning districts, such as mixed-use neighborhood development and conservation design districts.
- * Encourage use of different builders on contiguous tracts of land to ensure a diversity of housing styles.
- * Encourage mixed density in residential developments to allow a creative mixture of housing styles and types. Development of this area should focus on maintaining the aesthetic quality of the community in general and the neighborhood in particular by providing for architectural diversity, adequate landscaping, and open space. This type of development will help Granville achieve a diverse and balanced community with housing available for

varying household types in all income levels. Specific percentages as to the desired mix of density and income levels should be established as benchmarks to be achieved. Encouraging this type of housing stock diversity will allow recently-graduated young professionals, retirees/seniors, as well as local service and skilled workers to afford housing in the Granville community. To the right are a number of examples depicting multi-family residential uses that would be appropriate for mixed density development. The designs of the units are such that they complement the detached single-family units surrounding them.

- * Senior, assisted, affordable, and special need housing should be encouraged.
- * Consider attracting developers to create new retirement housing and mixed-use projects in the community.
- * Granville should investigate rehabilitation programs to provide assistance to those owners that may need it.
- * Encourage mixed use where residential can be developed on the stories above commercial uses. Two-story structures found in Downtown Granville can accommodate both residential and commercial uses. While commercial uses are most appropriate for the first floor storefront, residential rental apartments or market rate for-sale condominiums can be developed on the second or third stories. Providing these types of housing units will aid in making available a variety of dwelling units at suitable price ranges for the local housing market. The Granville Planning and Zoning Code currently provides for this type of permitted uses in the Village Square Sub-District of the Village Zoning District and the Planned Unit Development (PUD) District.²
- * As areas are developed, interconnectivity between new developments and existing developments should be encouraged.
- * Conservation design and open space preservation should be encouraged in areas targeted for development.

² See Sections 1159.02 and 1171.02 of the Planning and Zoning Code.