

RYE HOUSING NEED ASSESSMENT REPORT

October 17, 2023

Rye Planning Board Meeting

Project Background

- 2021 – Rye held Community Visioning Session
- February 2023 - \$17,750 grant from InvestNH awarded to Rye
- March 2023 – Rye voters fund Master Plan Update & Buildout Analysis
- March 2023 – RPC Regional Housing Needs Assessment Released
- April 2023 – Rye selects RPC to facilitate Housing Needs Assessment and outreach.
- May 2023 – Rye selects Resilience Planning & Design and FB Environmental to work as a team, along with RP,C on the Master Plan update and Buildout Analysis.



InvestNH Municipal Planning & Zoning Grants

This program is administered by:



Project Purpose

Develop Housing Needs Assessment

- Evaluates the housing status, demographics, and housing-related issues within Rye
- Provides guidance about tools and potential changes to regulations that fit with Rye's priorities and goals.

Public Outreach & Engagement

- Conduct survey to seek public feedback on housing preferences.
- Hold input session to present housing information, seek additional feedback on Rye's housing needs and desires.



InvestNH Municipal Planning & Zoning Grants

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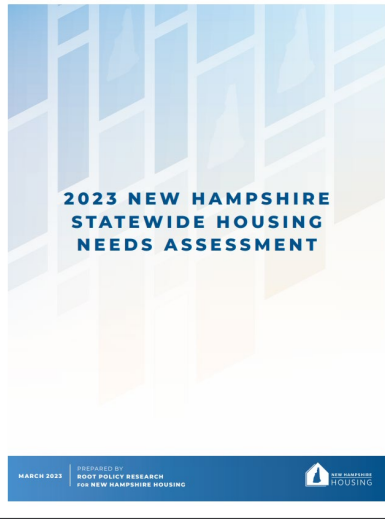


Why Is Rye Doing This Project?

- **Discussing housing as a follow-up to 2021 Community Visioning**
- **Timely work with efforts to update Master Plan and Buildout Analysis.**
- **Leveraging grant opportunities to further Rye planning efforts.**
- **To gain better understanding of Rye's compliance with NH's Workforce Housing Law (RSA 674:58-61)**

Quick items to know-

- **NH's Workforce Housing Law does not require municipalities to build workforce housing, it requires them to provide opportunity to build such housing.**
- **Rye Beach Village District has separate legal responsibility to comply with the Workforce Housing Law.**
- **Affordable housing & workforce housing do not explicitly mean low income housing.**



2023 Regional Housing Needs Assessment

What is Impacting Housing in NH, the Region and Rye

Population increase.

Aging population

Housing production has slowed.

Cost of housing is increasing.

Income has lagged as housing prices continue to increase.

Current housing stock does not meet the needs of our communities.

Environmental Constraints

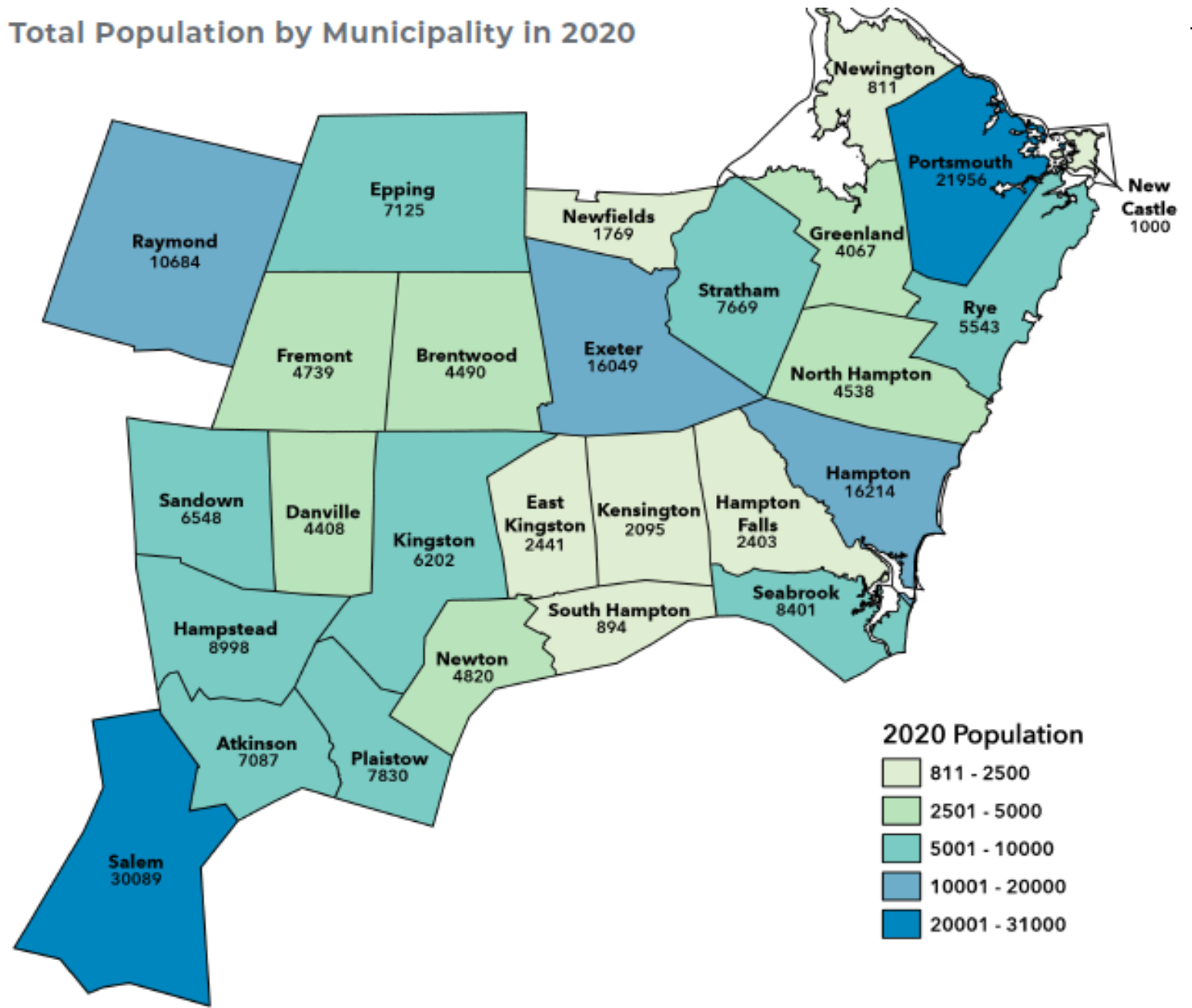


The Town of Rye is currently undertaking several planning efforts related to the future of Rye. These efforts include an update to the Master Plan, conducting a Housing Needs Assessment and a Buildout Analysis. All three efforts will include extensive public engagement and outreach prior. This page is currently under construction and will be updated in the coming weeks so please check back!

Population increase.

2000: 177,962
 2010: 188,521
 2020: 198,870
 2040: 221,897

Total Population by Municipality in 2020



Rockingham Planning Commission Regional Population

YEAR: 2000

177,962
Population

YEAR: 2020

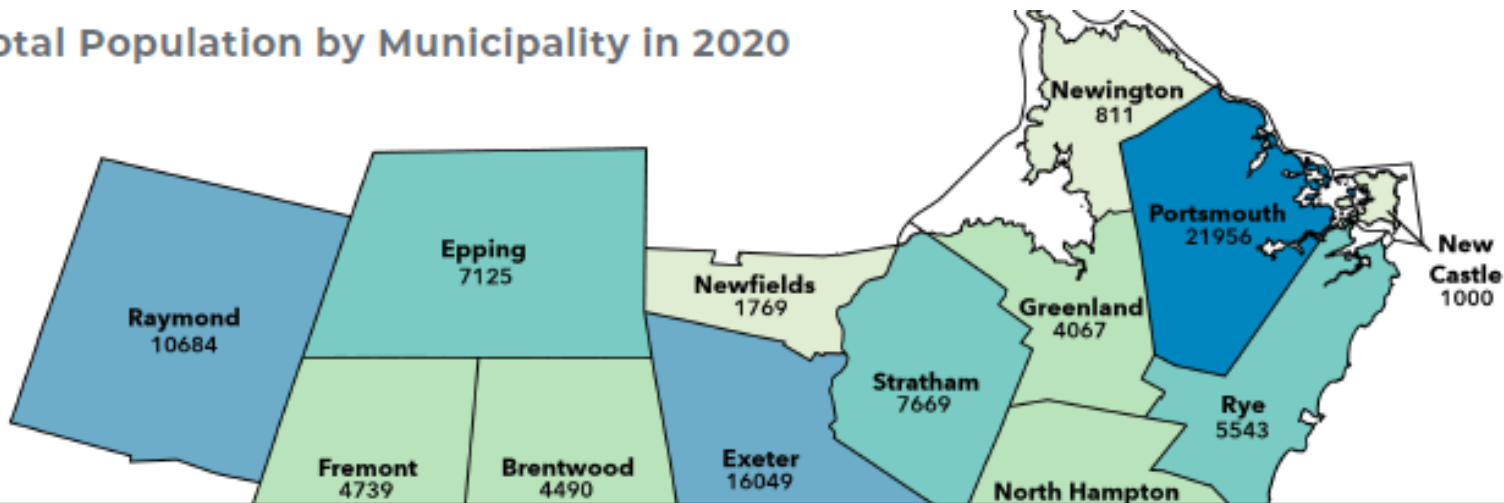
198,870
Population

+11.7%
CHANGE
over 20 years

Source: Decennial Census, 2010, 2020

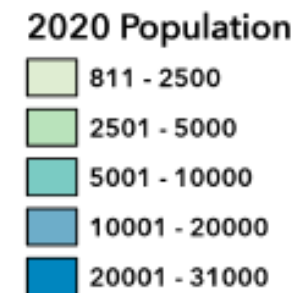
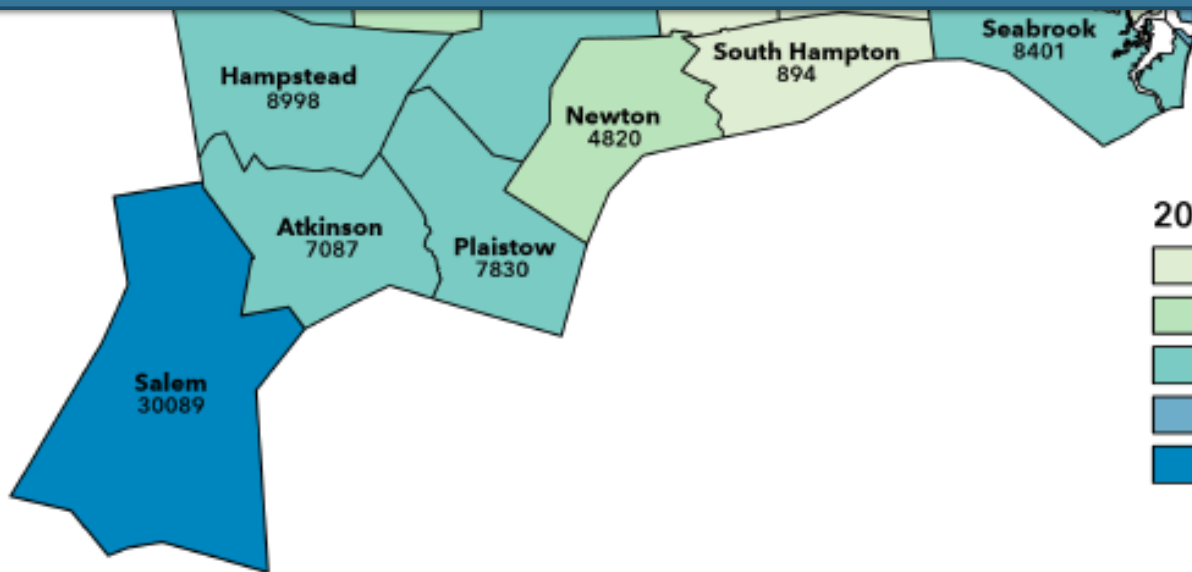
Source: Decennial Census, 2020

Total Population by Municipality in 2020



Rye's 2020 Population : 5,543 individuals,
an increase of 245 people since 2010.

2000:
2010: 188,521
2020: 198,870
2040: 221,897



Rockingham Planning Commission Regional Population

YEAR: 2000	YEAR: 2020	CHANGE
177,962 Population	198,870 Population	+11.7% CHANGE over 20 years

Source: Decennial Census, 2010, 2020

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Aging population.

Average Regional Age:
 2010: 43
 2020: 47

Youngest Population:

- Portsmouth
- Raymond
- Sandown
- Danville
- Brentwood

Oldest Population:

- Rye
- New Castle

HOUSEHOLDS SNAPSHOT

Average Age by Municipality

Town	2010 Average Age	2015 Average Age	2020 Average Age
Atkinson	47.5	47.5	51.9
Brentwood	40.4	42.8	42.1
Danville	40	41.5	42.8
East Kingston	45	44.1	52.8
Epping	39.3	41.7	46.9
Exeter	46.6	43.9	47.6
Fremont	38.5	43.9	44
Greenland	42.3	45.4	46.5
Hampstead	43.4	46.4	44
Hampton	46.3	49.7	50.3
Hampton Falls	41.8	44.9	46.4
Kensington	43.7	47.2	46.6
Kingston	40.4	46	47.5
New Castle	55.1	57.2	56.8
Newfields	39.1	41.8	47.2
Newington	50	53.7	51.5
Newton	40.1	38.8	44.7
North Hampton	42.5	49	50.2
Plaistow	43.2	42.5	44.2
Portsmouth	38.5	41.2	41.5
Raymond	40.4	39	40.5
Rye	49.1	54.5	55.6
Salem	42.3	43.5	45.1
Sandown	36.8	40.8	40.2
Seabrook	46.7	49	49.7
South Hampton	45.8	49.5	44.8
Stratham	42.1	44.5	48.2
RPC Region	43.2	45.6	47.0

Source: American Community Survey, 5-year estimates, 2006-2010, 2011-2015, 2016-2020

Aging population.

Rye's 2020 Average Age: 55.6 Years
 2010 Average Age: 49.1 Years

Average Regional Age:
 2010: 43
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Youngest Population:

- Portsmouth
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Oldest Population:

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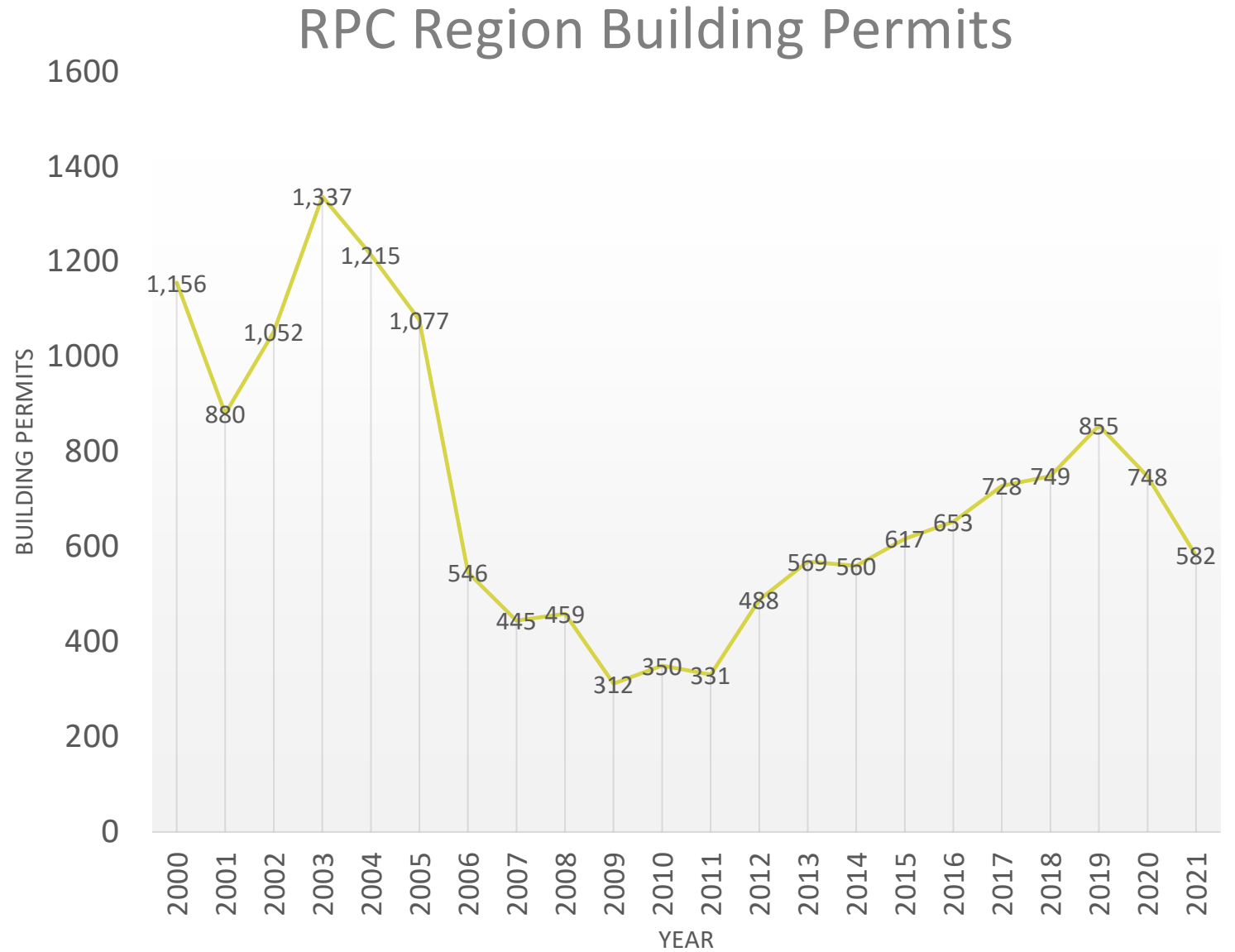
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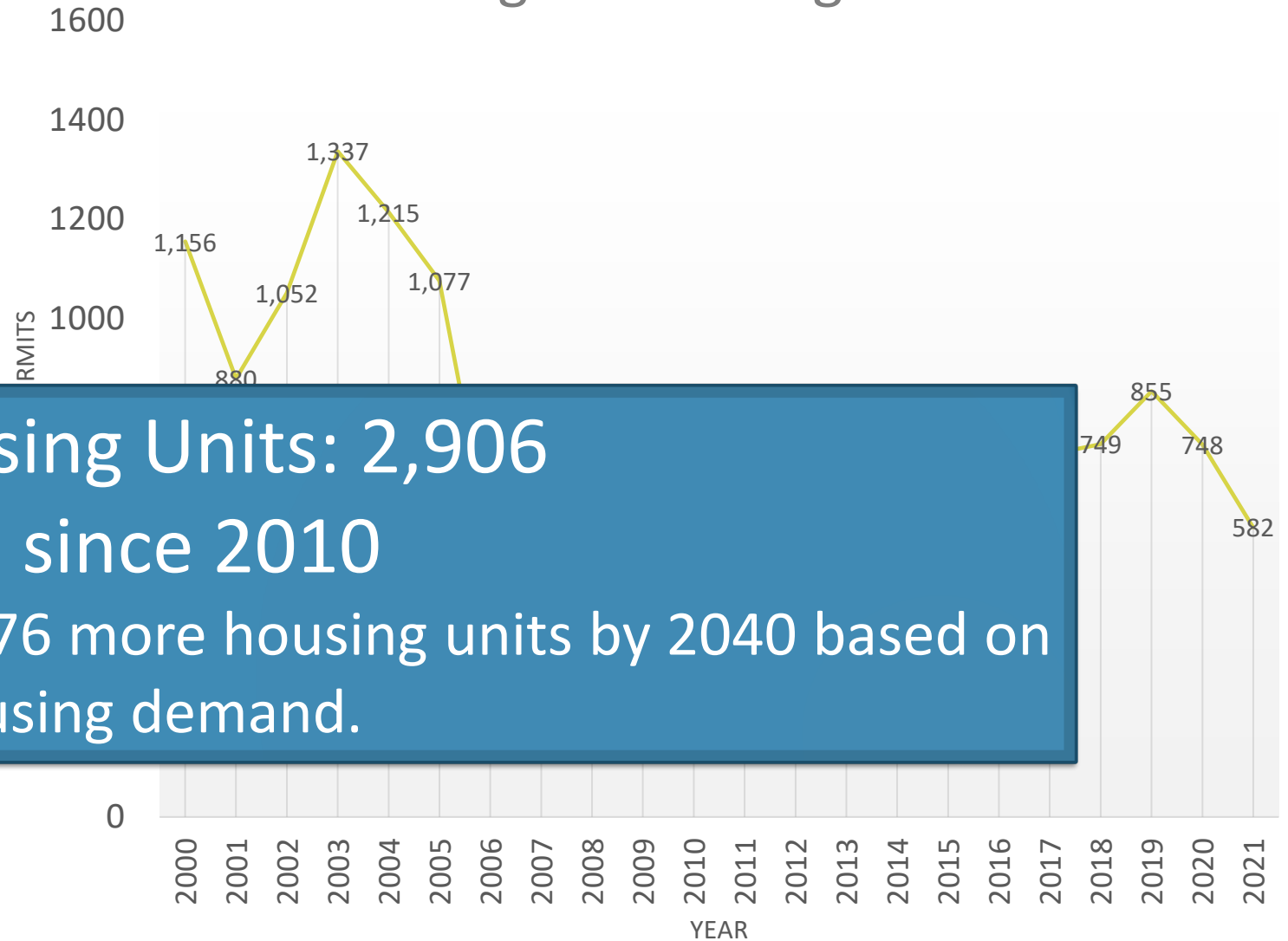
Source: American Community Survey, 5-year estimates, 2006-2010, 2011-2015, 2016-2020

Housing
production
has slowed.



Housing production has slowed.

RPC Region Building Permits



Rye's 2020 Total Housing Units: 2,906

Increase of 170 Units since 2010

Rye is projected to need 476 more housing units by 2040 based on population growth and housing demand.

Cost of housing has increased.

**RPC Region
Median Gross Rent**

+47%

2010: \$1,086

2022: \$1,595

**RPC Region
Median Home Price**

+99%

2010: \$265,000

2022: \$527,000

**Rockingham County
Average 2- bedroom Rent**

2023: \$1,944

**Rye Average Home Sale
Price**

\$1,185,566

(August 2022 – August 2023)

Condo: \$685,115

Single-Family: \$1,224,534

Cost of housing has increased.

RPC Region
Median Gross Rent

+47%

RPC Region
Median Home Price

+99%

2023 Affordable home purchase price in Rye: \$407,000

2023 Affordable rent (2-bedroom): \$1,552 per month

Affordable housing means you are not spending more than 30% of your income on housing.

2019 \$265,000
2023 \$407,000

Home Sale

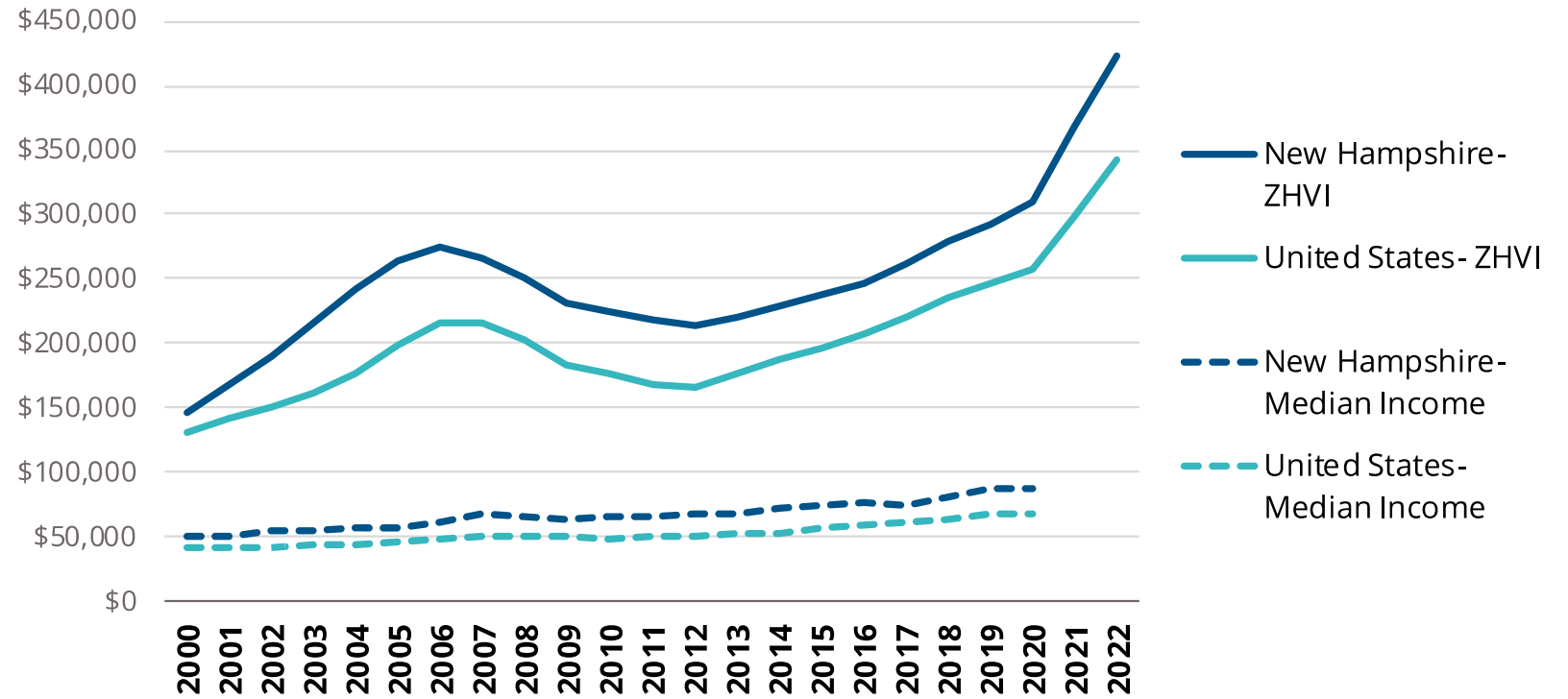
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115
224,534

Rye's Housing Needs Projections

• Projections			2040
Total Units Needed (cumulative)			476
"Affordable" Units Needed			151
Market Rate Units Needed			326
Rental Units V. Owned Units	29% Rental Units Needed & 71% Owned Unites Needed		

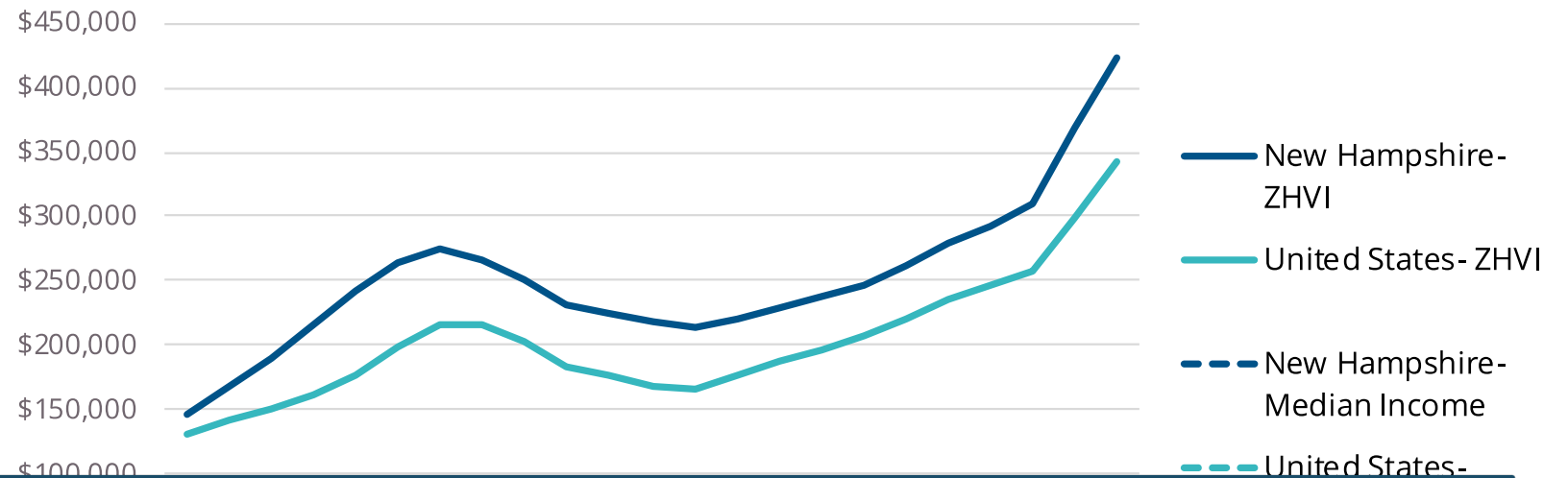
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Statewide Zillow Home Value Index and Median Income, 2000 – 2022



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Statewide Zillow Home Value Index and Median Income, 2000 – 2022



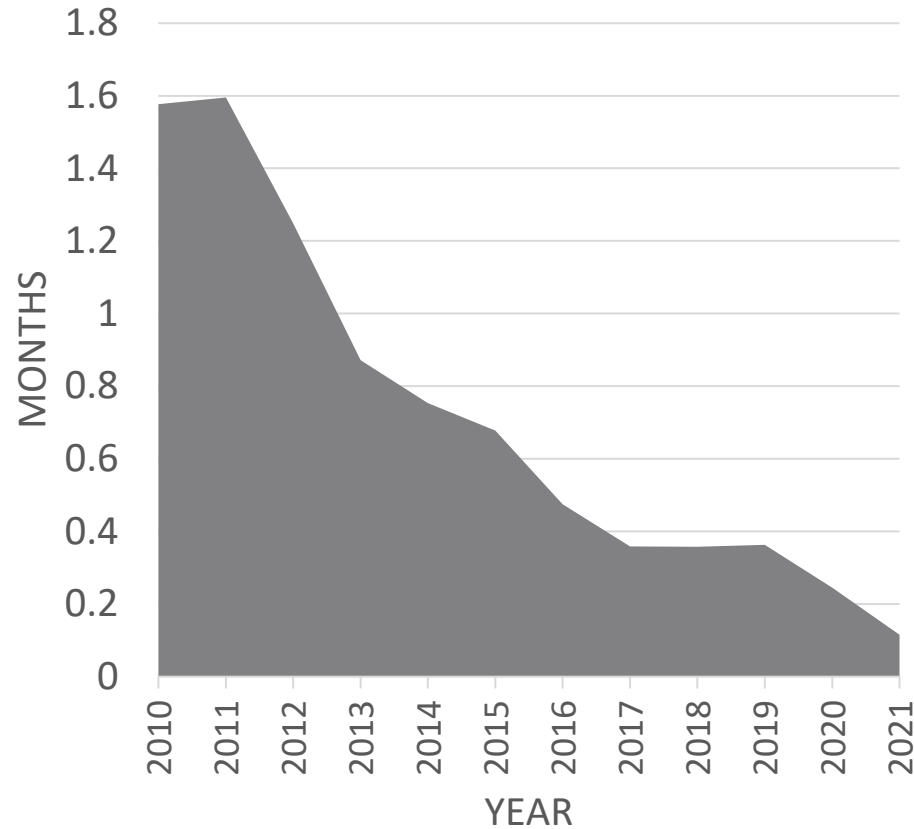
Rye's 2020 Annual

Median Household Income: \$108,450

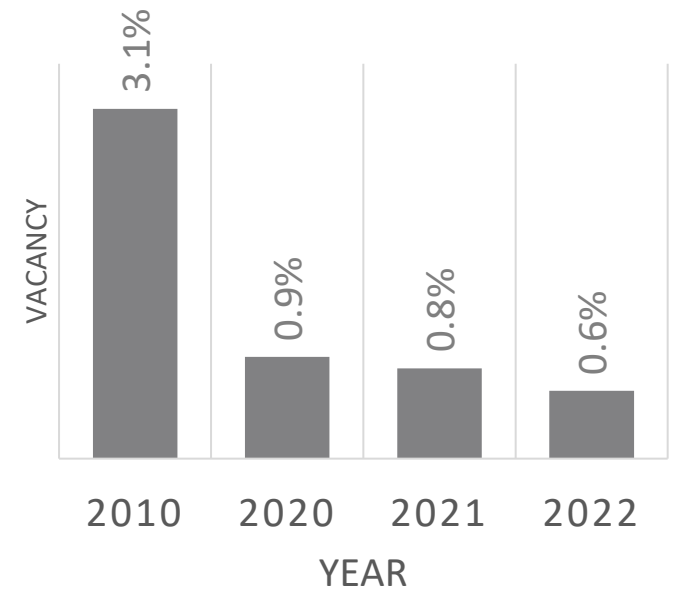
Regional 2020 medium household income: \$107,114

Current housing stock does not meet community needs.

REGIONAL MONTHS TO ABSORB

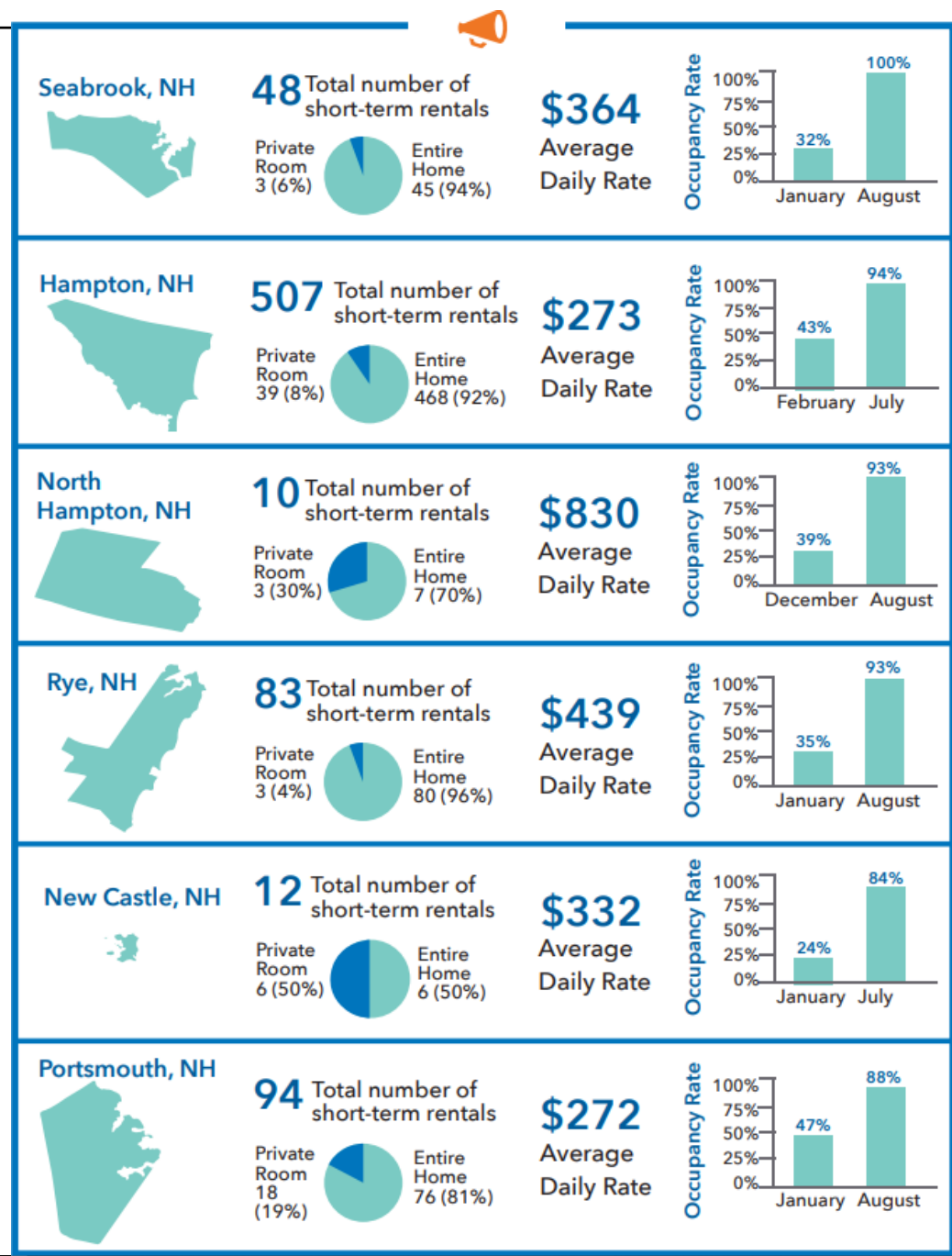


REGIONAL RENTER OCCUPIED VACANCY RATE



Current housing stock does not meet community needs.

Rye has 616 seasonal homes and 83 short-term rentals.



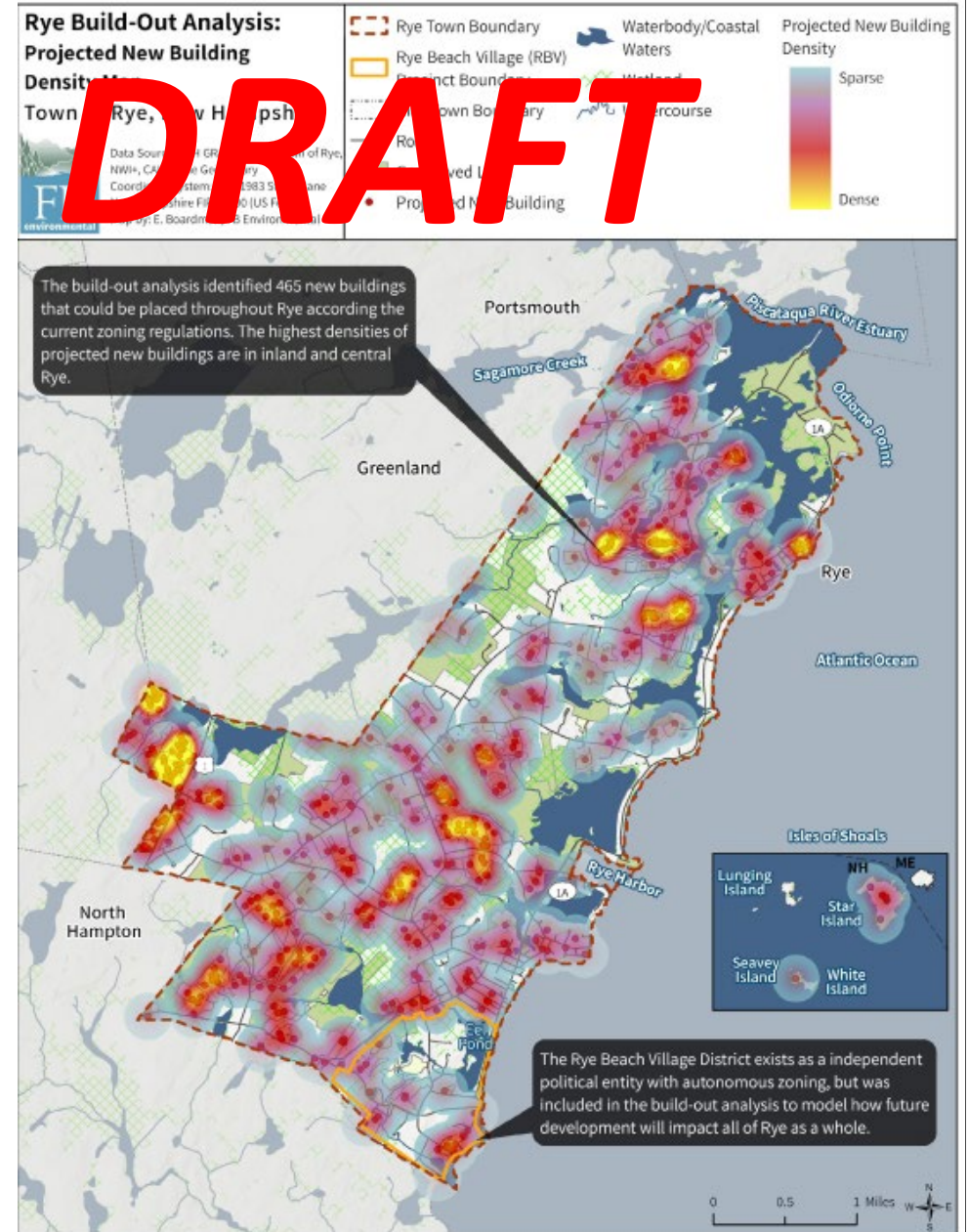
Environmental Constraints



Environmental Constraints

In Rye, flooding impacts housing –existing and future.

Currently, 450 structure (300 primary structures – mainly homes) within Rye’s flood zones.



DRAFT

What Rye Said About Housing?

Main findings:

- Strong desire to maintain Rye's character.
- Priority to protect natural resources
- Most feel secure in their current housing
- Lack of understanding of Rye's housing goals.



August 2023

Overview

Communities throughout New Hampshire are wrestling with housing challenges. For Rye, the big question is how to integrate housing options into the existing fabric of the community. The first step is to engage the town in a conversation about housing to identify the priorities and strategies that best accommodate the community's needs.

In February 2023, the Rye Planning Board was awarded a \$17,750 grant from InvestNH Municipal Planning & Zoning Grant Program's Housing Opportunity Program Needs Assessment Grant (HOP Grant) to prepare a Needs Analysis and Plan to fund the public engagement, analysis, and ngham

SHARE YOUR IDEAS ABOUT THE FUTURE OF HOUSING IN RYE

ATTEND THE RYE HOUSING PUBLIC INPUT SESSION

**SEPTEMBER 27, 2023
6:30 - 8:00 PM AT RYE JR. HIGH SCHOOL**

**MORE INFO AVAILABLE AT:
WWW.PUBLICINPUT.COM/RYEFUTURE**



THE RYE PLANNING BOARD, WITH ASSISTANCE FROM ROCKINGHAM PLANNING COMMISSION, IS SEEKING OPINIONS AND INPUT ABOUT THE FUTURE OF HOUSING IN RYE.



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relation

to Rye residents' priorities and community goals. The assessment will be presented to the Planning Board later this summer.

What Rye Said About Housing?

No more housing:

- Build, but not big box design
- No growth in environmentally sensitive areas.
- Rural development is very desirable.
- Higher density would not lower taxes and require more services.
- Is Rye the place where this {affordable rentals} should be?

Some housing

- Some housing clusters or stock that younger families can afford.
- Slow growth respectful of the environment and the town's ability to absorb additional residents.
- Slow growth in right places – low density.
- Encourage accessory dwelling units – Best to have an interested individual property owner looking after things. Helps to build a bridge between generations.

More housing is needed.

- Cluster housing that will accommodate young families – possibly using a small portion of conservation land.
- Could the concept of co-housing allow Rye to create denser living areas with protections for open space?
- This{the affordable rental market} would be helped by ADUs.

Housing Map

What type of housing best fits Rye and where?

1



2



5



6



3



4



7



8



Housing Map

What type of housing best fits Rye and where?



1



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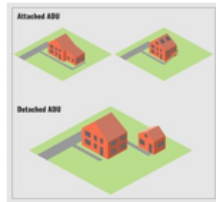
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What should Rye do next?

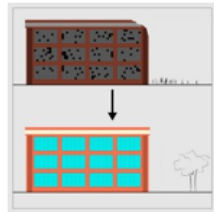
Housing Considerations

The following housing strategies are derived from the New Hampshire Housing Toolbox with expanded local context from the Rockingham Planning Commission. The strategies that have been selected are intended to support the expressed community goals, however no single strategy will be able to fulfill all community needs and should be used in combination with other strategies. Additional information on any of these housing strategies can be found at: www.nhhousingtoolbox.org.



Accessory Dwelling Unit (ADU)

Secondary homes or apartments on an existing single-family lot. ADUs can be attached or detached.



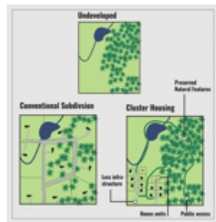
Adaptive Reuse

The practice of reusing old buildings for new purposes.



Age-Friendly Neighborhoods

Places that address the needs of younger and older adults.



Cluster Housing

A style of development in which homes are grouped together on a site and given large shared open spaces.



Mixed Use Development

A type of real estate development that combines multiple uses



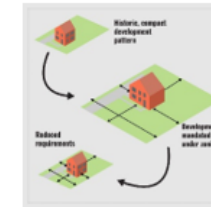
Inclusionary Zoning

Encourages the creation of deed-restricted affordable housing within market-rate developments.



Tax Increment Financing (TIF)

An economic development tool meant to make private developments feasible at low upfront costs to the community



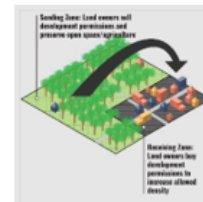
Reduced Zoning and Subdivision Requirements

A process of matching local land use rules with the existing built character of a place, with community needs, with contemporary real estate economics, and with a community's vision for its future.



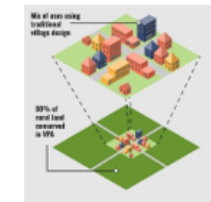
Short-Term Rental Regulations

Online markets for overnight and short-term homestays (such as AirBNB and VRBO) have grown exponentially over the past decade.



Transfer of Development Rights (TDR)

A zoning tool used to distribute development in an area to the places best suited for development, while letting all property owners recoup the value of development.



Village Plan Alternative (VPA)

A zoning tool designed to encourage the development of new villages in rural areas.

What should Rye do next?

- Keep talking! And integrate community goals into the master plan update and implementation section.
- Review existing regulations to evaluate possible zoning regulation modifications to increase housing opportunities.
- Include the pros and cons of potential changes.
- Assess the level of effort to make the change.
- Identifying support (or lack thereof) for such changes.
- Understand the anticipated level of impact on housing of the regulation change.

Thank you!

- JENN ROWDEN | RPC LAND USE PROGRAM MANAGER
- JROWDEN@THERPC.ORG | 603-658-0521