



## Media Borough Affordable Housing Strategy

October 2024

# Vision Statement

*Media Borough will be a place where renters and homeowners can access affordable housing at all stages of life from residents' first apartments to starter homes to downsizing in our community.*

## GOAL 1: Eliminate barriers to obtaining affordable housing that are a result of long-standing discriminatory practices in the housing market.

### STRATEGY 1.1

Deepen partnerships with housing agencies and organizations to increase funding for housing programs targeted at marginalized populations living in the Borough

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"><li>Target pre-purchase programs (down payment assistance and housing counseling) for Borough residents</li><li>Explore the creation of a HomeShare Program</li></ul>	<ul style="list-style-type: none"><li>United Way, Foundation, Fellowship House, County</li><li>Fellowship House</li></ul>	<ul style="list-style-type: none"><li>N/A</li></ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"><li>Fund pre-purchase programs (down payment assistance and housing counseling)</li><li>Implement a HomeShare Program with Fellowship House</li></ul>	<ul style="list-style-type: none"><li>United Way or Fellowship House</li><li>Fellowship House</li></ul>	<ul style="list-style-type: none"><li>~\$50K</li><li>~\$15k</li></ul>

## STRATEGY 1.2

Combat inequities in the housing market by educating marginalized populations about available programs and funding opportunities

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"><li>● Develop a housing resource page and post on website</li><li>● Use other borough resources to promote relevant programs</li></ul>	<ul style="list-style-type: none"><li>● Fellowship House, NAACP</li></ul>	<ul style="list-style-type: none"><li>● N/A</li></ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"><li>● Create communication campaign to promote affordable housing resources and solutions via social media and newsletter</li></ul>	<ul style="list-style-type: none"><li>● Dandelions Digital</li></ul>	<ul style="list-style-type: none"><li>● ~\$2K</li></ul>

## STRATEGY 1.3

Eliminate zoning barriers to increasing density

	Action Item	Partners	Budget Implication
Short-term (6-12 months)	<ul style="list-style-type: none"><li>✓ Adjust zoning code to allow accessory Dwelling units</li><li>● Meet with Braintrust- including developer, architect, lender on zoning relief needed</li></ul>	<ul style="list-style-type: none"><li>● TBD</li></ul>	<ul style="list-style-type: none"><li>● N/A</li></ul>
Long-term (1-3 years)	<ul style="list-style-type: none"><li>● Amend zoning ordinance to include an affordable housing overlay- that expands building coverage percentages, if units are affordable</li><li>● promote office to residential housing conversion</li></ul>	<ul style="list-style-type: none"><li>● TBD</li></ul>	<ul style="list-style-type: none"><li>● \$5k-\$100K</li></ul>

## GOAL 2: Maintain and expand affordable housing opportunities for low-moderate income households (under \$75,000)

### STRATEGY 2.1

Preserve affordable housing units by providing incentives (zoning relief, tax abatement, etc.) for landlords who wish to redevelop and maintain affordability to households 80% AMI and below (1 person HH, \$64,064)

	Action Item	Partners	Budget Implication
Long-term (1-3 years)	<ul style="list-style-type: none"> <li>Develop working committee to meet with landlords about affordable housing goals and incentives</li> <li>Adopt an affordable housing ordinance, which allows for rehab incentives</li> <li>Adopt a strategy or ordinance that incentivizes the creation of affordable units in small rental buildings</li> </ul>	<ul style="list-style-type: none"> <li>Fellowship House, County</li> <li>N/A</li> <li>Small unit landlords</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>

### STRATEGY 2.2

Increase supply of affordable units on the market by promoting nontraditional housing such as Accessory Dwelling Units (ADUs) and home-sharing opportunities in the borough

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"> <li>Working committee to develop promotional materials on ADUs</li> </ul>	<ul style="list-style-type: none"> <li>Dandelions Digital, Planning Commission, Codes department</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"> <li>Implement communication campaign around ADUs as a housing option</li> </ul>	<ul style="list-style-type: none"> <li>Dandelions Digital</li> </ul>	<ul style="list-style-type: none"> <li>\$2k</li> </ul>

## STRATEGY 2.3

Adopt a market-informed inclusionary zoning policy for new construction and substantial rehabilitation

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"> <li>Working committee to review inclusionary policies from across the country and draft a policy</li> <li>interview developers on the effects of the policy</li> <li>Identify existing stock of vacant ground parcels</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"> <li>Adopt an inclusionary zoning policy</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>

## STRATEGY 2.4

Develop borough owned property for low-income households (under \$75,000)

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"> <li>Site identification with community support-opportunities and constraints analysis</li> </ul>	<ul style="list-style-type: none"> <li>External consultant TBD, AHG Media</li> </ul>	\$25k-\$225k
Long-term (1-3 Years)	<ul style="list-style-type: none"> <li>Public meetings on long-term visioning for sites</li> <li>Issue RFP/RFQ for specific contract with developer</li> </ul>	<ul style="list-style-type: none"> <li>External consultant TBD</li> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>(see above)</li> <li>N/A</li> </ul>

## STRATEGY 2.5

Establish partnerships with local property owners to build affordable housing targeting low-income families (under \$75,000)

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"><li>• Develop list of local multi-family landlords</li><li>• Council liaisons/Manager meet with landlords to develop relationship and share vision</li></ul>	<ul style="list-style-type: none"><li>• TBD</li><li>• N/A</li></ul>	<ul style="list-style-type: none"><li>• N/A</li><li>• N/A</li></ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"><li>• TBD</li></ul>	--	--

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## GOAL 3: Ensure senior citizens can age in place in various scenarios (i.e. staying in their current unit or downsizing to a new unit in this community)

### STRATEGY 3.1

Deepen relationships with partners that already support seniors ageing in place

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"><li>• Identify programs and organizations who already do this work</li></ul>	<ul style="list-style-type: none"><li>• COSA, AARP, Senior Community Services</li></ul>	<ul style="list-style-type: none"><li>• N/A</li></ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"><li>• Fund ageing in place programs</li></ul>	<ul style="list-style-type: none"><li>• TBD</li></ul>	--

## STRATEGY 3.2

Develop borough owned property for age-restricted affordable housing

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"> <li>Site identification with community support-opportunities and constraint analysis</li> </ul>	<ul style="list-style-type: none"> <li>External Consultant TBD, AHG Media</li> </ul>	<ul style="list-style-type: none"> <li>\$25k-\$225k</li> </ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"> <li>Public meetings on long-term visioning for sites</li> <li>Issue RFP/RFQ for specific contract with developer</li> </ul>	<ul style="list-style-type: none"> <li>External consultant TBD</li> </ul>	<ul style="list-style-type: none"> <li>(See above)</li> <li>N/A</li> </ul>

## STRATEGY 3.3

Establish partnerships with local property owners to build age-restricted affordable housing

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"> <li>Develop list of local multi-family landlords</li> <li>Appoint Council Liaisons/Manager to meet with landlords to develop relationship and share vision</li> </ul>	<ul style="list-style-type: none"> <li>TBD</li> <li>N/A</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"> <li>Strategic outreach to property owners</li> </ul>	<ul style="list-style-type: none"> <li>Archdiocese of Philadelphia or BVM directly, Media Real Estate, Morris Brothers</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>

### STRATEGY 3.4

Increase supply of affordable units on the market by promoting nontraditional housing such as Accessory Dwelling Units (ADUs) and home-sharing opportunities in the borough

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"> <li>Working committee to develop promotional materials on ADUs, home-sharing, and identifying age-appropriate distribution outlets</li> </ul>	<ul style="list-style-type: none"> <li>Dandelions Digital, Planning Commission, Codes Department, Senior Community Services, County Department of Aging</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"> <li>Implement communication campaign around ADUs as a housing option</li> </ul>	<ul style="list-style-type: none"> <li>Dandelions Digital</li> </ul>	<ul style="list-style-type: none"> <li>\$2k</li> </ul>

### STRATEGY 3.5

Educate senior citizens on available programs, funding, grants, for home improvements to facilitate aging in place

	Action Item	Partners	Budget Implication
Short-term (6-12 Months)	<ul style="list-style-type: none"> <li>Develop a specific webpage for senior housing resources and grants</li> </ul>	<ul style="list-style-type: none"> <li>County Department of Aging, Senior Community Services, AARP</li> </ul>	<ul style="list-style-type: none"> <li>N/A</li> </ul>
Long-term (1-3 Years)	<ul style="list-style-type: none"> <li>Create communication campaign to promote options for “aging in place” via social media and newsletter</li> <li>Establish a “Give Back Saturday” program-identity contractors to help seniors adapt home to age in place (i.e. build ramps, add bathroom facilities, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>Dandelions Digital</li> <li>Presbyterian Retired Contractors Group, Williamson College of the Trades, Habitat for Humanity</li> </ul>	<ul style="list-style-type: none"> <li>\$2k</li> <li>TBD</li> </ul>