

SECTION 1 - OVERVIEW OF RESEARCH ACTIVITIES & EXPECTED OUTCOMES

PURPOSE OF STUDY

This **Housing Study for Manhattan, Kansas**, was commissioned by the City of Manhattan. The Study was conducted by Hanna:Keelan Associates, P.C., a Nebraska based community planning and research consulting firm, with the assistance of a Housing Steering Committee and City of Manhattan Community Development Department. The Housing Study was conducted between January, 1999 and January, 2000.

The **purpose of this Housing Study** is threefold: (1) **analyze** the recent past and present housing situation in Manhattan and surrounding communities; (2) **project** both the existing and future housing demand potential for Manhattan and (3) **provide a process** for educating and energizing the leadership of Manhattan to take a more active role in improving and creating new, modern and safe, market rate and affordable housing.

LOCATION MAP ILLUSTRATION 1

The community of Manhattan, Kansas is located in the heart of the Flint Hills in northeast Kansas near Interstate 70.

RESEARCH APPROACH, A QUALITATIVE DRIVEN PROCESS

Housing steering committee

The Manhattan Housing Study was “*qualitative*” in that a **comprehensive community participation process** was employed in an effort to involve as many citizens as possible. A **Housing Steering Committee**, comprised of 18 local leaders, representing all sectors of the community, was organized to assist the Consultant in analyzing the results of pertinent research activities. This group set the agenda for the housing study process by participating and approving the final “**scope of services.**”

- < *accommodate responsible growth;*
- < *elevate housing as economic development;*
- < *create a housing development program that is proactive, not reactive;*
- < *combine the findings in the Housing Study with the City’s Comprehensive Plan;*
- < *create a housing plan for funding groups;*
- < *insure proposed housing activities address quality of life issues;*
- < *both the qualitative and quantitative determination of housing needs;*
- < *build community consensus for future housing development activities;*
- < *project housing potential for both a two- and five year period; and*
- < *communicate the Housing Study process to the general public.*

Survey tools

The Housing Study 2005 process included the implementation of four important survey tools. The **Community Household Survey** was completed by 1,300 households in Manhattan. A **Provider Survey** was completed by 19 local housing stakeholders. A total of 123 **Consumers** returned a survey, providing valuable information regarding their housing needs and perceptions of housing issues in Manhattan. Several local financial professionals completed a **Lender Survey**, responding to important housing financing questions.

Each of these surveys provided valuable data to the Housing Study process. Information received from these surveys proved very useful to the Housing Steering Committee and the Consultant.

Focus Group Meetings

In addition to the four surveys, **10 focus group meetings** were held to obtain input from local Manhattan special interest groups. These groups included senior citizens, business and industry, government, social services agencies, the faith community, project managers, disabled and special populations, lenders, neighborhood groups and builders, developers, architects, engineers, realtors and landlords. In addition to discussing results of the survey and local population, housing and economic data, focus group participants produced a **“report card”** evaluating local housing efforts during the last 10 years. They also provided an initial **priority listing of housing needs** in the community, the first step in creating a consensus about housing activities in Manhattan.

Electronic Town Hall Meetings

The final citizen participation activity allowed 66 local residents to respond to a series of housing questions, via an electronic key pad system. This unique method was utilized to reach a consensus in prioritizing housing needs, allocating funds and administrating housing programs. The **electronic town hall meeting** served as a public forum to address other important Manhattan planning issues, such as public transit, downtown neighborhood development and future housing code enforcement strategies.

Qualitative Data

The results of the qualitative research activities were validated by **quantitative, statistical data**. The **Housing Study** contains information obtained from both public and private sources. All 1980 and 1990 demographic, economic and housing data for Manhattan, Riley County and area communities were derived from the U.S. Census of Population and Housing. The Consultant projected statistical data depicting demographic, economic and housing profiles of the subject areas from the 1990 Census and the 1998 Census estimates to 2005.

The projection of statistical information utilized in determining the housing demand potential in Manhattan, Kansas, between 2000 and 2005, included trend and projection analysis of past and present population, households and income data, supplemented by employment and building construction data. Qualitative information received from housing landlords and managers, organizations and businesses, local departmental agencies, and the community-wide survey results assisted the Consultant in arriving at reasonable estimates of future housing demand in Manhattan.

Data Sources

The **primary source** used to compile the majority of statistical information found in the numerous tables presented in this Housing Study was the **U.S. Census 1980 (1990 and 1998 estimates)**. In some instances, total frequency counts are available, and in other tables data is presented as “specified,” which indicates total estimates were a product of a random, selected sample. **Data presented for total frequency counts will not always match data presented as “specified” and vice-a-versa.**

Planning Period

The planning, or study period for the Manhattan Housing Study is five years, including both a two- and five year projection of various data, to January, 2005.

Population Scenarios

The **primary subject area** of this Housing Study is **Manhattan, Kansas**. Manhattan has been in a growth mode since the early 1980's. The City of Manhattan, between 1980 and 2000, has increased an estimated 3 percent per year in population. New job opportunities and expanded public facilities and services have contributed to this growth.

The City of Manhattan is predicted to reach a population of close to 56,000 by 2005, an increase of 31 percent from 1990.

Manhattan Land Use

Included in this Housing Study is an analysis of land and properties available in Manhattan for both housing development and rehabilitation. Developers of new housing projects will need to be cognizant of land use and zoning issues in determining site location.

Housing Structural Survey

A windshield survey was conducted of all housing structures in Manhattan. Data was collected by observing housing structural conditions from the street. Residential buildings were rated using criteria established by Kansas Department of Commerce and Housing.

The results of the housing structural survey provided important information and direction for the overall improvement of the housing stock in Manhattan.

EXPECTED OUTCOMES

Most importantly, the results of the Manhattan Housing Study will provide a foundation for improving the overall housing market in the community. The **housing demand potentials** identified in this Study **should be pursued utilizing the careful partnering of both public and private funds.**

Second, the results of the Housing Study should help to stimulate the Manhattan housing economy. Typically, the research and projection of housing needs and documentation of specific housing development programs will entice both local and nonlocal contractors and investors to do more housing business. The City of Manhattan should actively encourage developers capable of building a variety of housing types including both single- and multifamily units of varied affordability levels.

Lastly, the Manhattan Housing Study provides the City with a **housing "vision"** and, thus creates opportunities for population stability and growth. New housing programs, as well as housing rehabilitation activities will improve the local tax base and provide financial resources for new and improved public facilities.