

**Market Value Analysis (MVA)**

**What is it?**

- An objective, data-driven tool for evaluating the housing market
- Built on local administrative data and validated with local experts
- Targets interventions and investment by market type
- Promotes coordination across organizations, agencies and funding sources

**Goals of the MVA:**

- Define opportunities/ challenges across MVA types
- Match tools to types
- Build on existing efforts

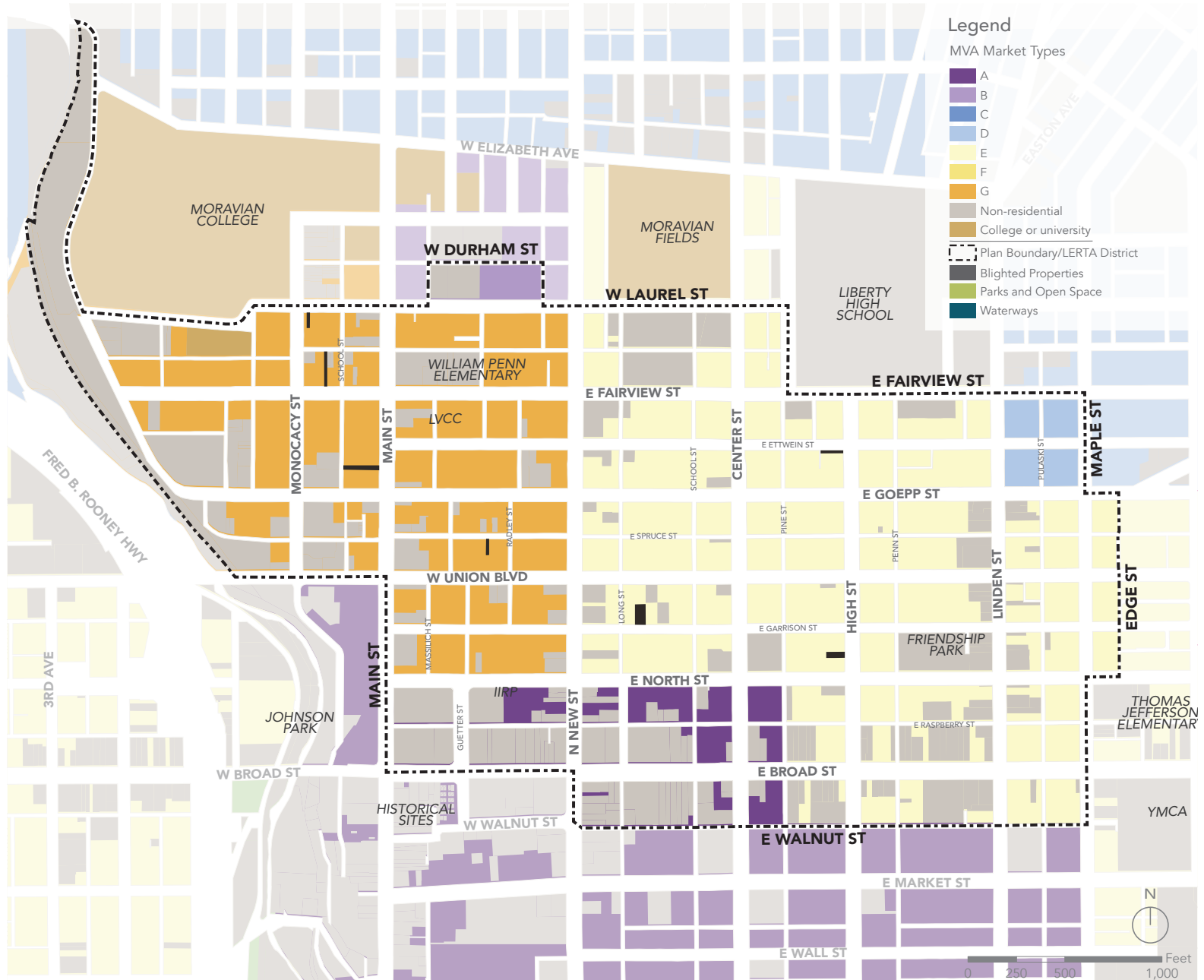
**How can it be used in a planning process?**

- Focus code enforcement efforts
- Evaluate development opportunities
- Select transformative tipping point projects
- Engage partners in coordinated efforts to improve neighborhoods

	MARKET TYPE	HOUSING CHARACTERISTICS
STRONG	A	» Highest sales price » Low owner occupancy » Elevated levels of investment activities » Low levels of distress
	B	» High sales price » High owner occupancy » Lowest housing density » Low levels of investment activities » Low levels of distress
TRANSITIONAL	C	» Sales price slightly higher than citywide median » Low owner occupancy » Concentration of new construction » Low levels of distress
	D	» Sales price aligns with citywide median » Moderate owner occupancy » Low housing density » Lower levels of investment activities » High levels of violations
	E	» Sales price slightly lower than median » Moderate owner occupancy » High levels of investment purchases » High levels of financial distress
DISTRESSED	F	» Low sales price, lowest owner occupancy » Highest housing density » Concentration of subsidized rentals » Highest levels of investment purchases » High levels of financial distress
	G	» Lowest sales price » Low owner occupancy » Highest variance in sales price » High level of investment purchases » High levels of financial distress and violations

# EXISTING CONDITIONS

## HOUSING



Source: City of Bethlehem, Reinvestment Fund

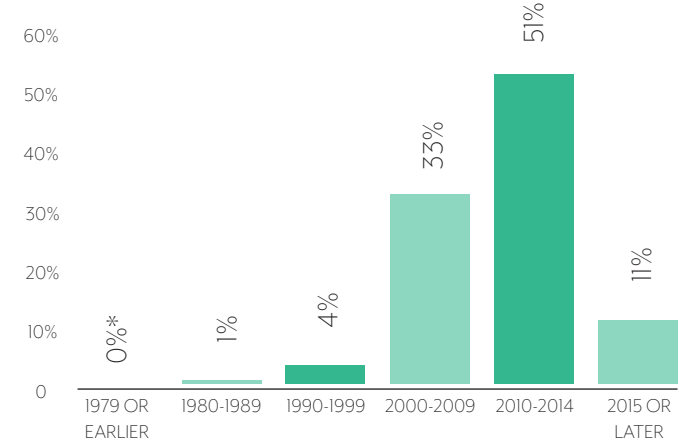
# EXISTING CONDITIONS

## HOUSING

### NORTHSIDE NEIGHBORHOOD



YEAR HOUSEHOLDS MOVED INTO CURRENT HOME (RENTER-OCCUPIED)



### IN COMPARISON

	NORTHSIDE 2027 NEIGHBORHOOD	CITY OF BETHLEHEM	ALLENTOWN/ BETHLEHEM/ EASTON MSA
HOUSEHOLDS	2,299	28,828	324,243
TENURE			
OWN	37%	45.9%	62.1%
RENT	55%	47.6%	29.9%
VACANT	8%	6.5%	8%
MEDIAN HOME VALUE	\$145,736	\$187,192	\$231,148
MEDIAN YEAR BUILT	1940	1955	1967

\* Data for renters who moved in prior to 1979 is rated "low reliability" by Esri Business Analyst

YEAR HOUSEHOLDS MOVED INTO CURRENT HOME (OWNER-OCCUPIED)

