

Housing Salem Today & Tomorrow



Town of Salem Master Plan

Finding the right mix of housing types and prices

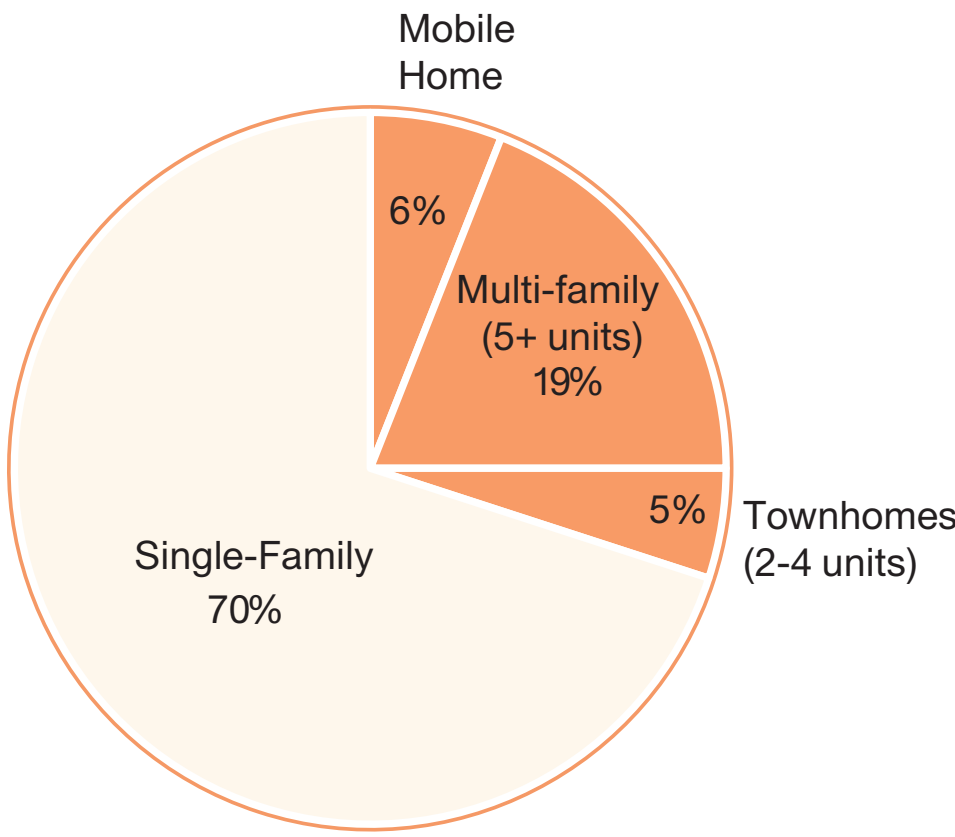
Salem’s Existing Housing & Affordability

Salem has **13,031** homes

77.2% are owner-occupied

70% are single-family

Salem’s current housing mix is **too expensive** for many residents’ budgets.

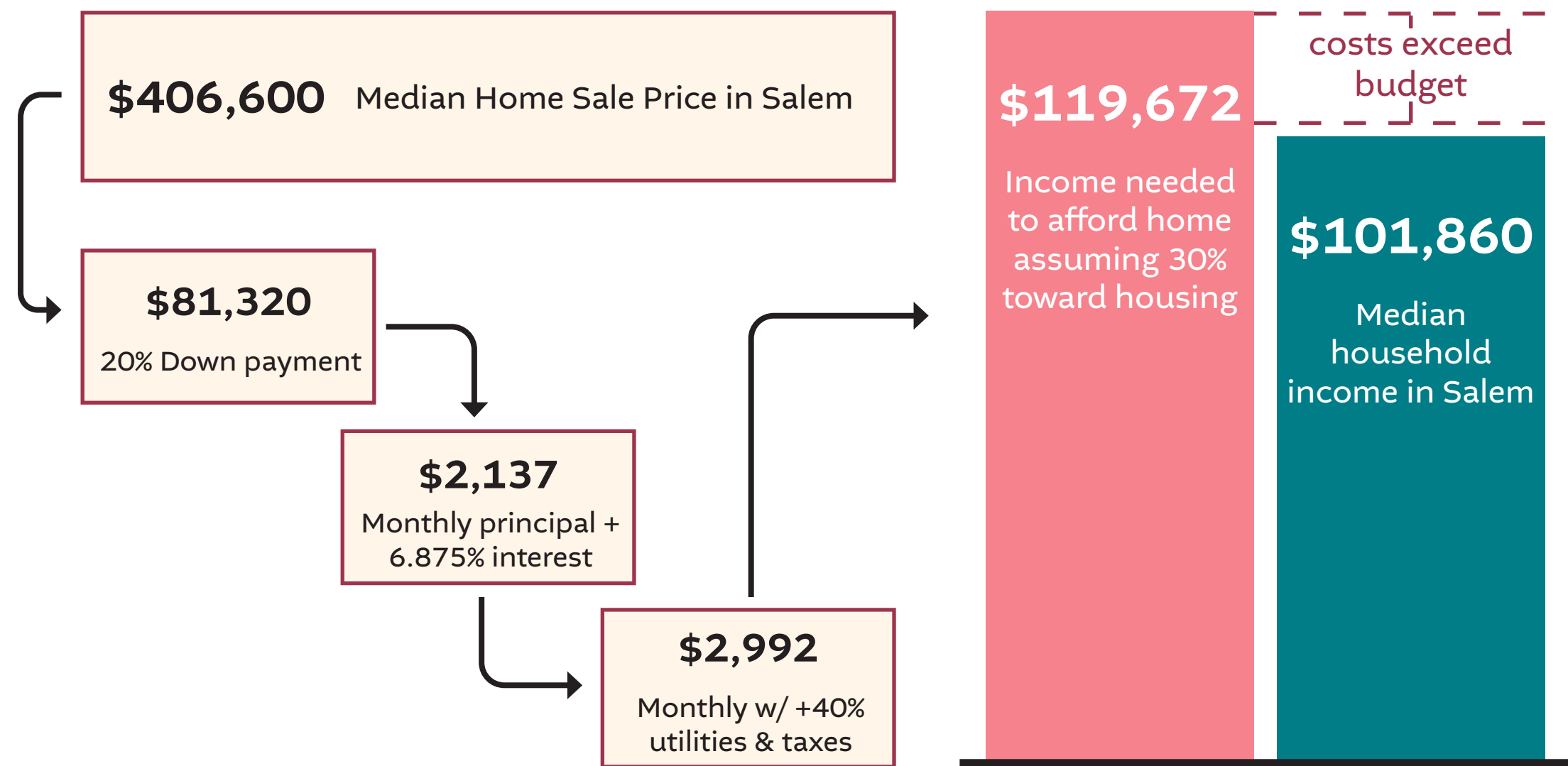
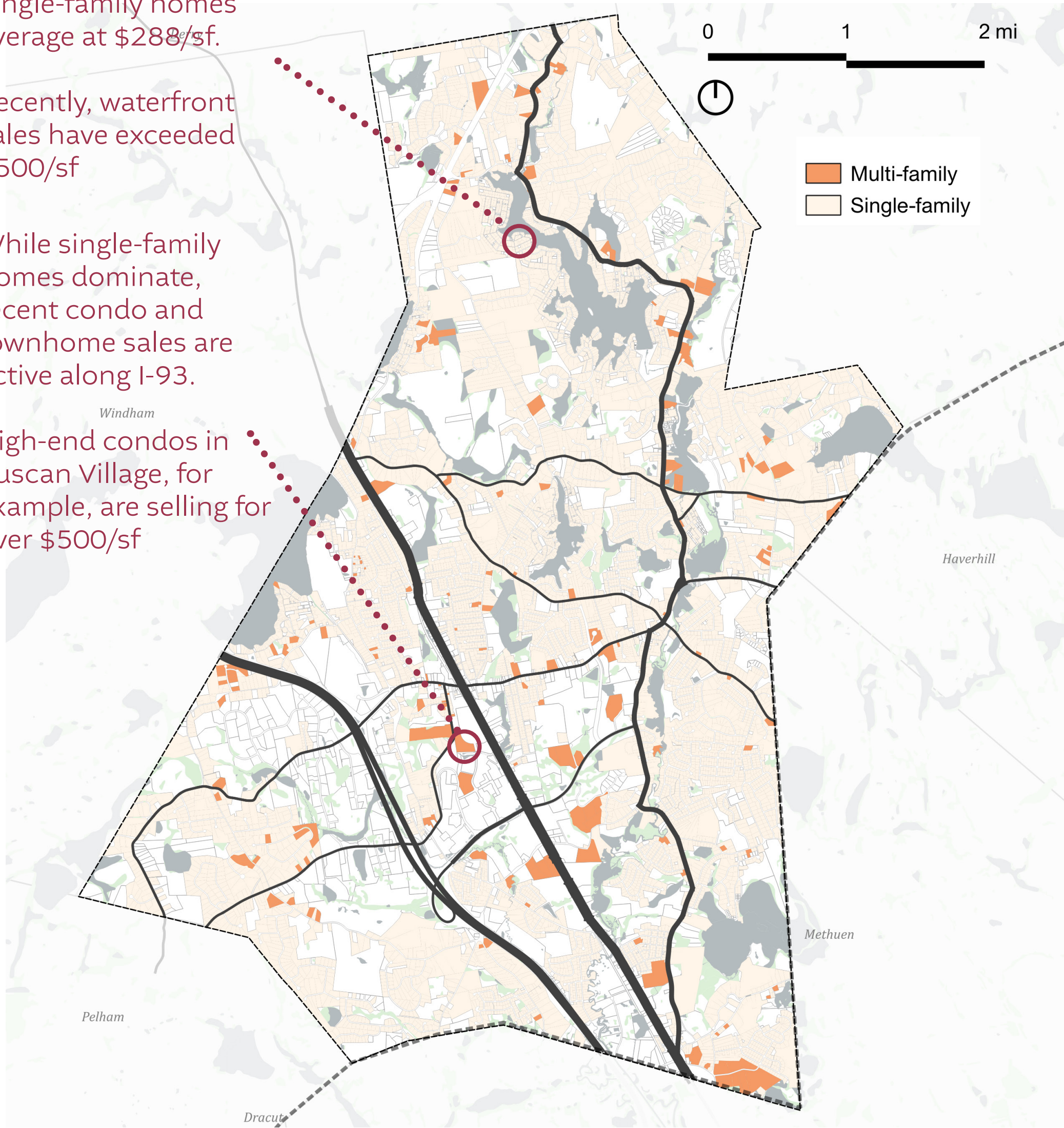


Single-family homes average at \$288/sf.

Recently, waterfront sales have exceeded \$500/sf

While single-family homes dominate, recent condo and townhome sales are active along I-93.

High-end condos in Tuscan Village, for example, are selling for over \$500/sf



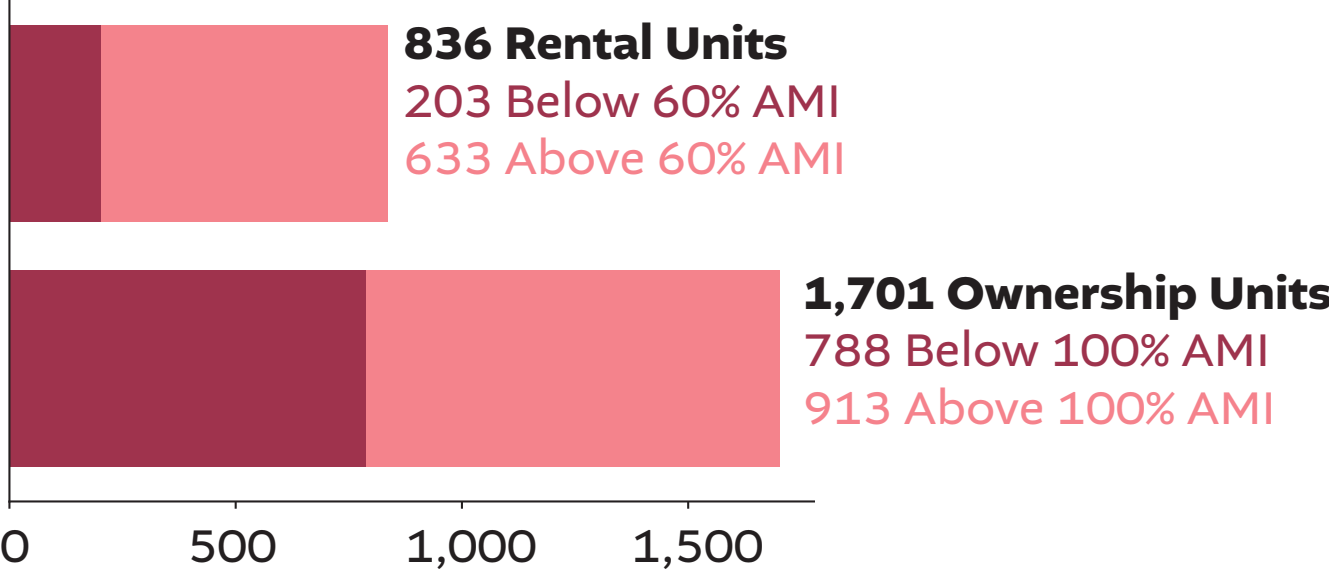
Demographic Trends & Housing Needs

Household trends nationally are towards **smaller households**. As of 2020 Salem’s average household size is just over 2.5 for owners and just over 2 for renters.

Seniors and empty nesters looking to **downsize and age in place** are an important piece of this trend. Since 2010 Salem’s average age has gone from 42.3 to 45.1 years old.

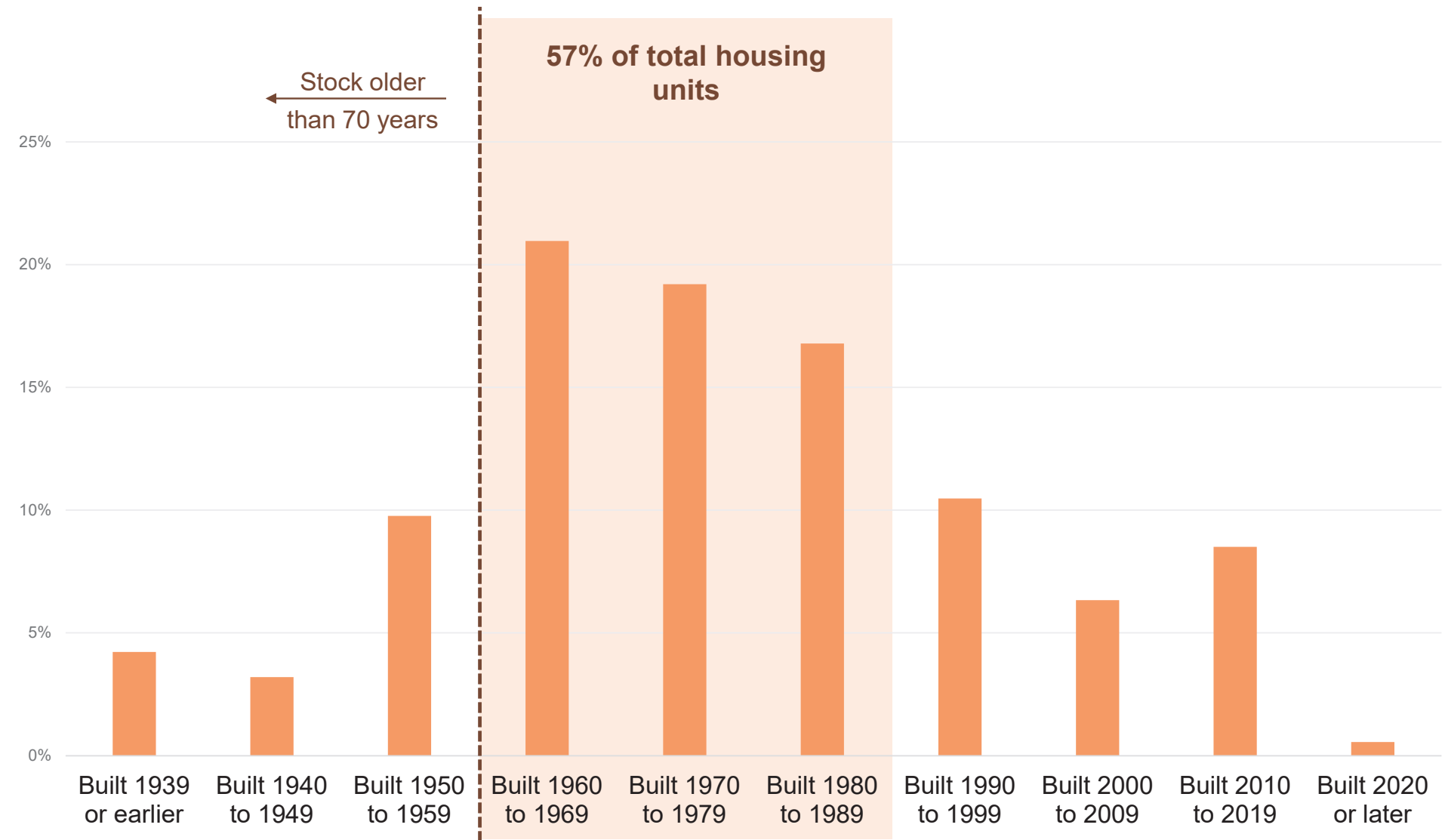
To address these demographic trends, Salem needs more **affordable and diverse housing** options that offer more variety for time of life and lifestyle preferences.

According to the Fair Share Housing Production Model developed by Root Policy Research (which is designed to help municipalities achieve the NH Workforce Housing Statute), Salem should aim to produce **2,537 units** of housing by 2040. These units should offer a mix of rental and ownership that is affordable for a range of incomes, measured as a percentage of Area Median Income (AMI).



Salem’s **housing production** has lagged since 1990, which is when many of the current demographic trends began to show up.

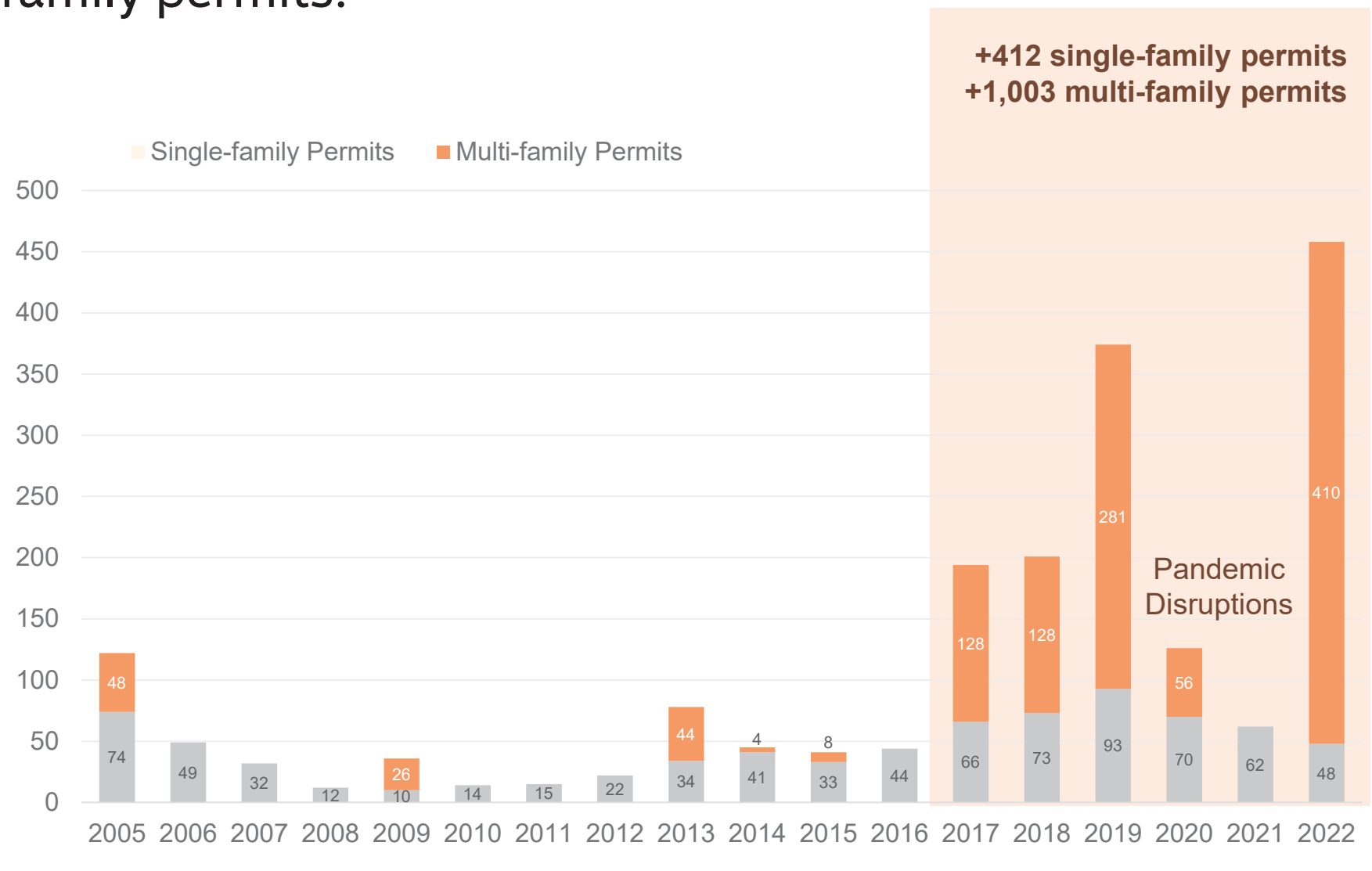
Over half of Salem’s housing stock was built in the period between 1960-1989, after which production fell dramatically. During the 1960s an average of 260 units/year were added.



Source: Landwise Advisors / ESRI BAO 2023, ACS 5-year Estimates 2022.

There has been a significant uptick in **multi-family units** since 2016, likely reflecting Tuscan Village. However, those units are priced such that they don’t fully meet Salem residents’ needs for affordable and diverse unit types.

Over the last six years a substantial number of units have been permitted, but the average is more in the range of 236 units/year with a shift towards multi-family permits.



Source: Landwise Advisors / ESRI BAO 2023, ACS 5-year Estimates 2022.