

HOUSING, DENSITY, AND THE POLITICAL WILL TO DELIVER

Mayor's Innovation Project Summer Meeting





INTRODUCTION

How cities can translate complex housing data into a shared municipal vision that builds broad, local coalitions. Because there are no silver bullets to the housing crisis, we need to build a comprehensive toolkit utilizing zoning, funding, and process improvements.

WHAT DID WE DO



Area Plans



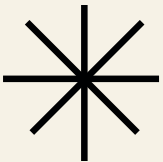
12 Areas



10 Year Schedule



Standard Format



Zoning Changes



Easier to Build

ADU By Right
Duplex By Right
Adjust Conditional Use
Thresholds



Diverse Infill Options

Flag Lots
Cottage Courts



Reduce Regulations

Reduce Lot Size & Width
Eliminate Open Space
Standard
Flexible Building Placement



Push Development

Proactive Rezone
Transit Overlay District
Height Bonus for
Affordability

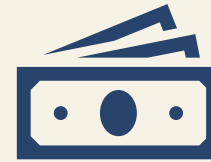
HOMEOWNERSHIP PROGRAMS



Downpayment
Assistance Loans



Property Tax
Assistance for Seniors



Rehab Loans



Housing Forward RFP

RENTAL REHABILITATION



REHAB LOANS

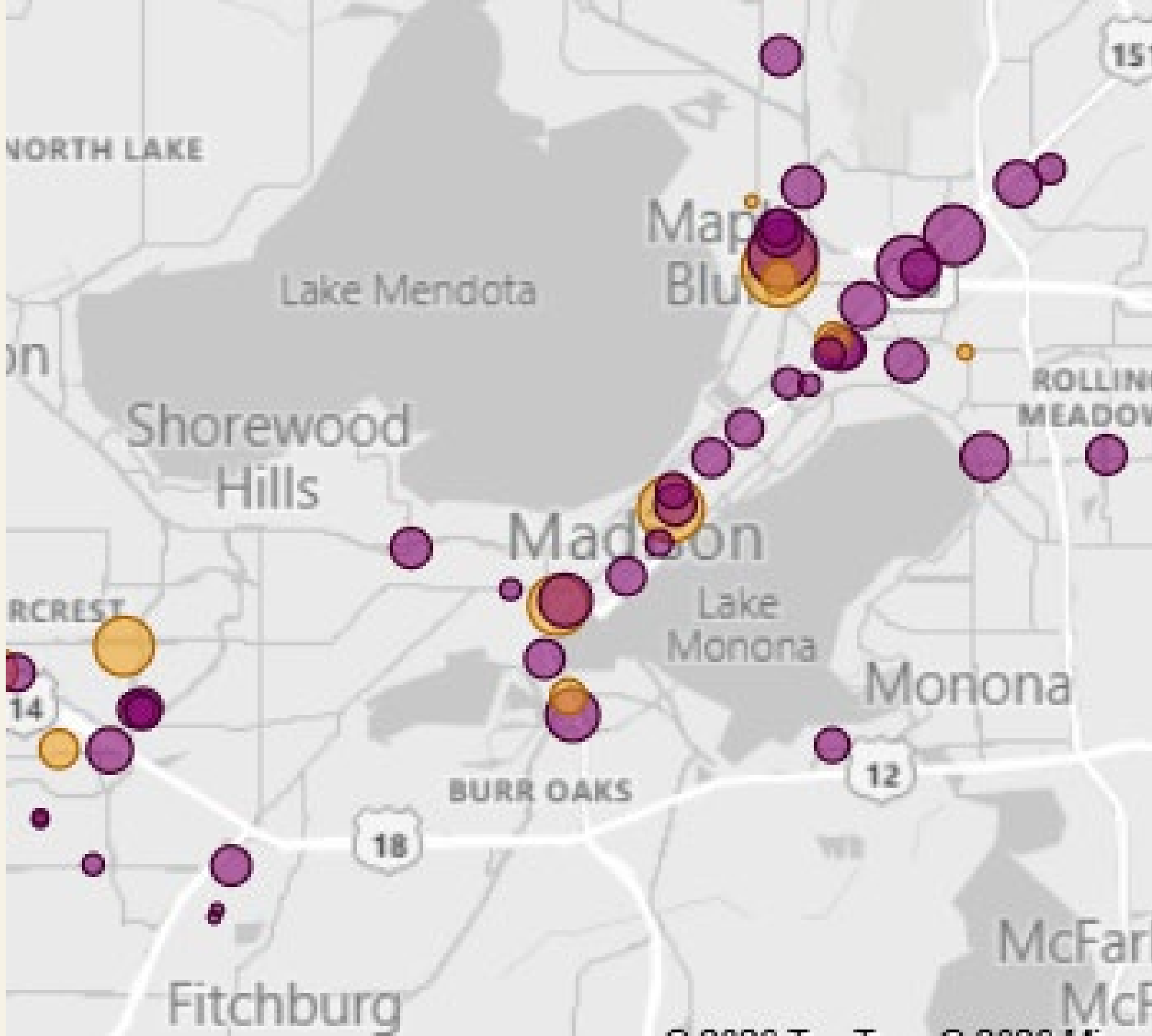


NOAH ENERGY EFFICIENCY

AFFORDABLE HOUSING FUND & TIF

>4,000 Units in 10 Years

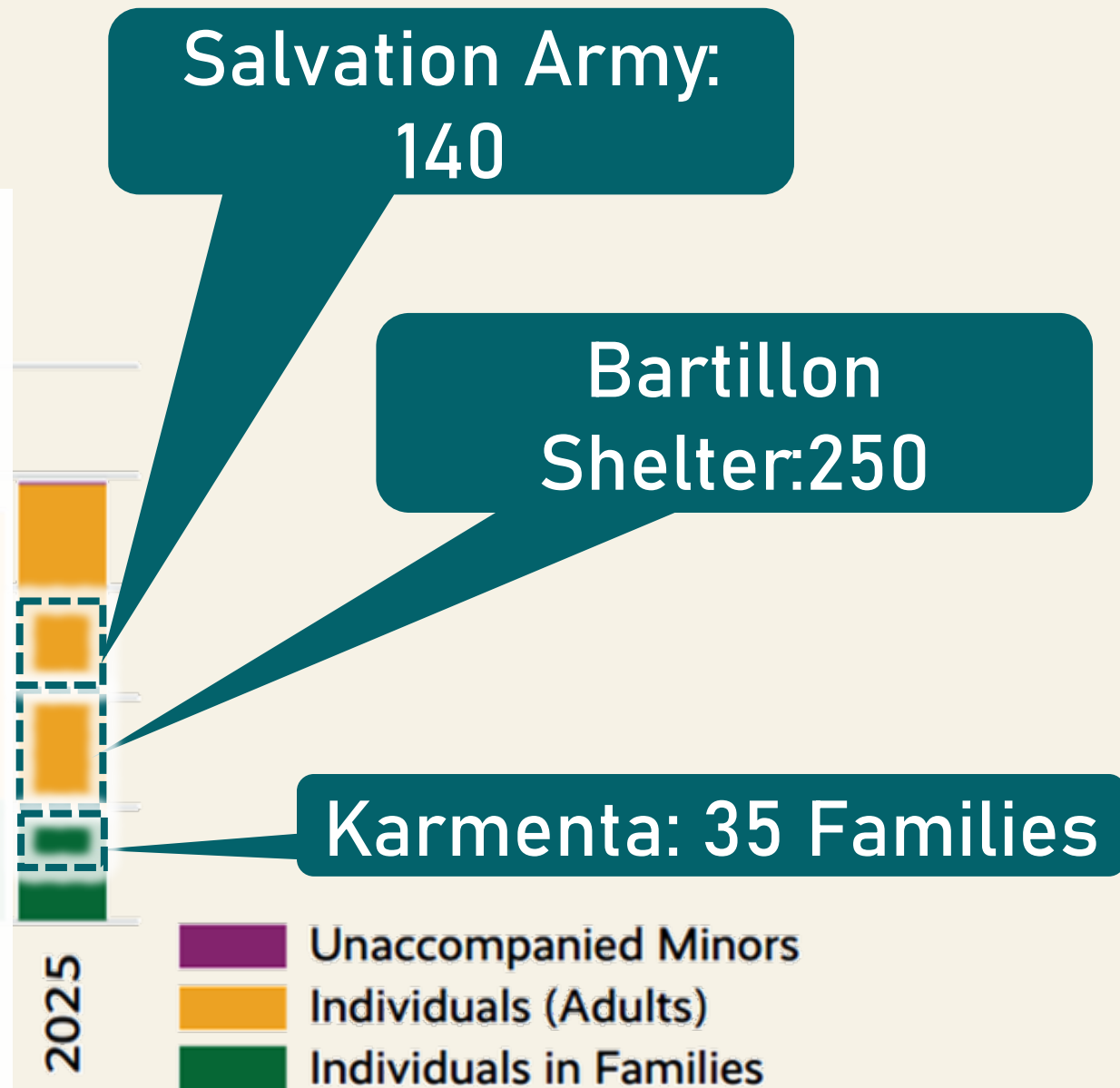
>1,000 Under Construction



CITY LED DEVELOPMENT



Homelessness



RESULTS



**>26,000 NEW HOMES
IN 10 YEARS**



**>4,000 NEW
AFFORDABLE HOMES**



VACANCY 2% → 6%

HOW DID WE DO IT

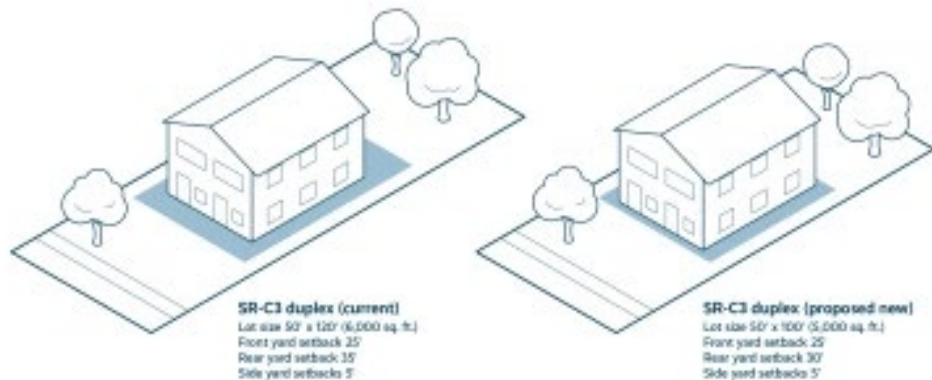
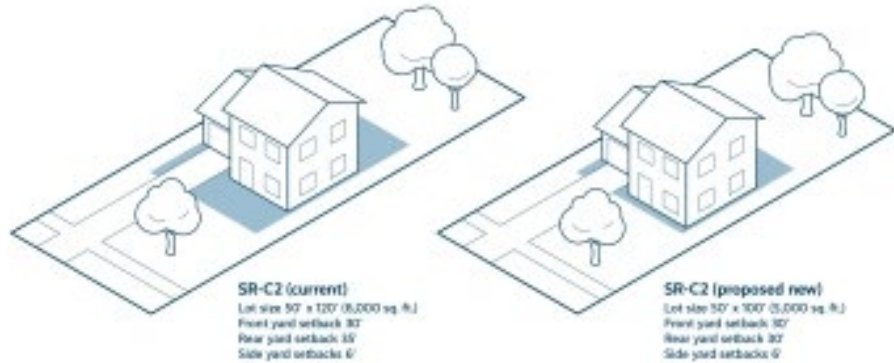
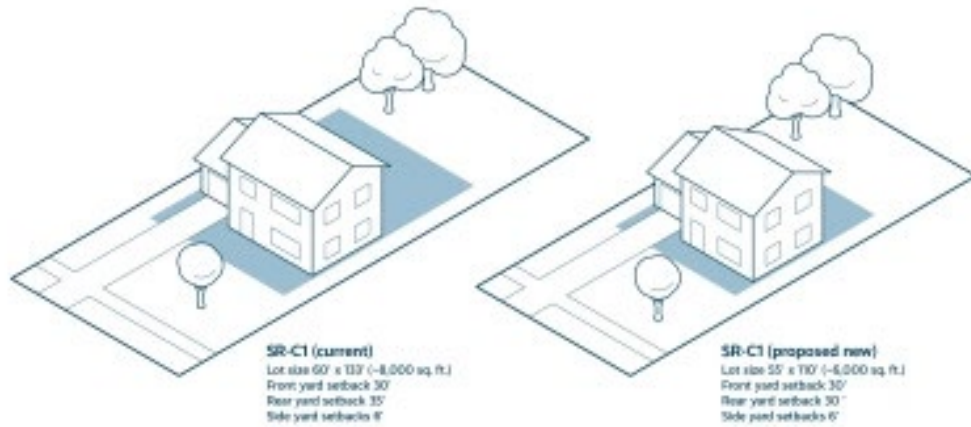


	# People	Occupation(s)	Income	% of Area Median Income
	1	None	\$24,000	30%
	4	Hotel Desk Clerk	\$35,000	30%
	5	Childcare Worker, Restaurant Cook	\$70,000	50%
	1	Nursing Assistant	\$40,000	50%
	2	Administrative Assistant, Part-time Retail Clerk	\$62,000	60%
	5	3rd Grade Teacher, Library Technician	\$84,000	60%
	1	Registered Dietician	\$70,000	80%
	1	Radiation Therapist	\$85,000	100%
	2	Veterinarian, Non-profit Program Director	\$156,000	150%
	4	Registered Nurse, Part-time Teaching Assistant	\$103,000	80%
	3	Firefighter, School Social Worker	\$120,000	100%
	1	Physical Therapist	\$108,000	120%

UNDERSTAND THE PROBLEM

-
- Translate Data into English
 - Get the Message Out
 - Repeat

THERE ARE NO SILVER BULLETS



- Build a Toolkit
- Frequent Revision & Incremental Change



TAKE RISKS

- Do the Hard Things the Market Won't
- Demonstrate That it is Possible
- Show That You Are A Partner
- Learn



UNDERSTAND THE PROBLEM

- Every City, neighborhood, and council district has a housing problem
- Build a coalition
- Find a win for each stakeholder



THERE ARE NO SILVER BULLETS

- Start with where there is consensus
- Frequent revision/incremental change – it gets easier, build on success



TAKE RISKS

- Demonstrate the City is willing to tackle problems
- Make efforts visible – Branded initiatives w/ goals, clear budget items, buildings!
- Be stubborn