



Housing Strategy

NOVEMBER 5 , 2015

Strategic Planning – Developing a Direction

- ▶ Builds consensus
- ▶ Gives direction to the community
- ▶ Provides a framework for programs
- ▶ Uses limited resources efficiently and effectively
- ▶ Can be the basis for grant applications

Strategic Initiatives



- ▶ Infrastructure Financing
- ▶ Housing
- ▶ Economic Development

Issues

- ▶ Conditions

 - Many homes in good condition but amenities are dated.

 - All neighborhoods have pockets of blight.

 - There are some vacant properties not active in the market.

- ▶ Population Needs (Potential Growth Opportunities)

 - ▶ Young professionals with families

 - ▶ Service/trade workers

 - ▶ Seniors with moderate incomes

 - ▶ High end urban

 - ▶ Single young professionals

Overall

- ▶ Complex issue
- ▶ Market left to its own devices has resulted in current conditions
- ▶ Need intervention in market to make improvements
- ▶ Economic Development Model
- ▶ Must be strategic and highly prioritized
- ▶ Focus on “Whole House” approach
- ▶ Reclaim neighborhoods “block by block”
- ▶ Public-Private Partnership primary vehicle for implementation
- ▶ Needs to be adequately staffed and funded



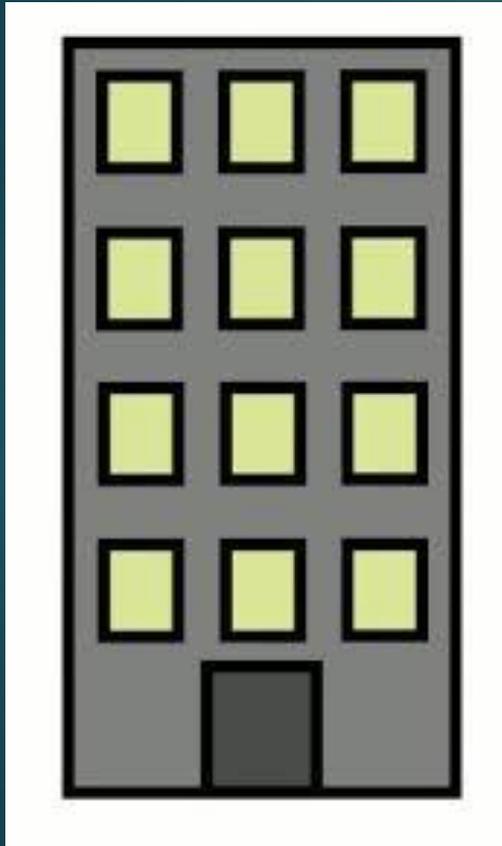
A Market Driven,
Economic Development Approach

Public-Private Partnership

- ▶ These partnerships permeate the community
- ▶ Gaffer District model highly successful
- ▶ Leverages strengths of both sectors
- ▶ Builds consensus
- ▶ Targets resources
- ▶ Is an economic development model

Filling the Gap – Economic Development

\$900K



\$175K





The “Whole House” and “Block by Block” approaches are intended to have impact

Whole House Approach



Not Individual Programs

Comprehensive package which is customized to each property to address multiple improvements (the “Whole House”)

PACKAGE

Roof
Furnace
Windows
Siding
Sidewalk

Low interest loan
Grant
Tax incentive



How do we guide development and
protect investment?

Zoning

- ▶ Current ordinance contains passive language
- ▶ Doesn't guide development, just recognizes development where it is likely to occur.
- ▶ Inconsistencies in terminology (R1)
- ▶ City needs to determine where it wants various development types to occur
 - ▶ Ensure compatible uses
 - ▶ Address density issues
 - ▶ Protect investment

Prioritize Code Enforcement

- ▶ Helps provide a baseline for acceptable standards
- ▶ Not intended to entice investment but can protect investment
- ▶ Limited resources need to be prioritized
- ▶ Need support from the City Court

Vacant Property Registry

- ▶ Can become blighted
- ▶ Registry may help us put these properties back into productivity
- ▶ Need to define “vacant”
- ▶ Structured to be sustainable with limited resources
- ▶ Reviewing ordinances from other municipalities

Neighborworks

- ▶ Community Leadership Institute
- ▶ Lexington, Kentucky
- ▶ Brings together residents, practitioners, and volunteers.
- ▶ Best practices and solutions
- ▶ Implementation planning
- ▶ Jeff Eaton, Arbor Development
- ▶ Bill Boland, Housing Committee Chairman
- ▶ Jeanne Glass, Arbor Development
- ▶ Nicholette Barbor, Planner
- ▶ Dave Moses, Real Estate Agent
- ▶ Al Lewis, Landlord
- ▶ Jack Benjamin, Three Rivers Development
- ▶ Mark Ryckman, City Manager

Next Steps

- ▶ Develop a service agreement with Three River Development to provide for the administration of the partnership.
- ▶ Establish a steering committee.
- ▶ Identify and secure public and private sector funding.
- ▶ Update the City's zoning.
- ▶ Establish a vacant property registry.
- ▶ Inventory the City current incentive programs and make any modifications to align them with the new housing strategy.
- ▶ Select demonstration projects sites.
- ▶ Develop a set of metrics to measure the impact the strategy is having on improving the housing stock.