

# HOUSING MASTER PLAN UPDATE

HOUSING AND NEIGHBORHOODS, THE MESA WAY

A SUSTAINABLE, DIVERSE, AND VIBRANT COMMUNITY FOR ALL



OCTOBER 10, 2019

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# WHAT IS THE HOUSING MASTER PLAN?



- Vision to manage housing needs for all city residents
- Aligns with priorities of Mesa 2040 General Plan
- Provides planning strategies for anticipated growth needs



# GENERAL PLAN OVERVIEW

## Purpose:

- Official policy guide concerning physical development of the city
  - Lays out a vision and provides strategies for achieving it
  - Expression of the community goals
  - Fulfillment of State law and City Charter

## Housing Goals in the Plan:

- Encourage a range of housing options
- Responds to the needs of the community
- Update the City's Housing Master Plan



# HOUSING MASTER PLAN PROCESS



**The goal throughout this process is to produce a comprehensive plan that:**

- Is data-driven
- Integrates with other related plans
- Engages the public
- Includes expert analysis and input by a variety of stakeholders, community leaders, and staff



# PHASED APPROACH



## Phase I

**Data Collection &  
Analysis**

November 2017

## Phase II

**Community  
Engagement**

November 2018

## Phase III

**Guiding Principles &  
Strategies**

November 2019

# PHASE I – DATA COLLECTION & ANALYSIS



## Demographic Analysis: Mesa is Growing



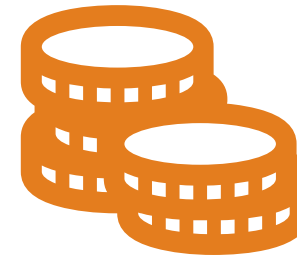
500k+ Residents



Estimated  
566,600  
Residents  
by 2030



\$49,177 Median  
Income (2015)



38.5% Classified  
as Low or  
Moderate  
Income



17.2% Live in  
Poverty

## PHASE I – DATA COLLECTION & ANALYSIS



### Housing Inventory: Housing Needs are Growing



206,000 Housing Units/  
75,000 Occupied



Approx. 30k Units  
Needed by 2030



5% All-Time Low of  
Rental Market  
Vacancy Rate



Avg. 10% Annual  
Rental Increase

# PHASE I – DATA COLLECTION & ANALYSIS



## Current Federal Funding Programs



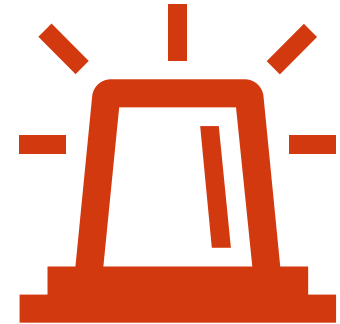
Housing Choice  
Vouchers



HOME Investment  
Partnership Program



Community  
Development Block  
Grant



Emergency  
Solutions Grant



## PHASE II - COMMUNITY ENGAGEMENT



### Public Engagement Campaign in Fall 2018

- Web-based Survey and Marketing
- Think Tank
- Stakeholder Meetings & Staff Working Groups
- Community Conversations



## PHASE II - COMMUNITY ENGAGEMENT



Existing  
Neighborhoods



New Housing



Community  
Engagement



Information  
Sharing



Access to  
Transportation



Land Use &  
Planning



Economic  
Development



Amenities &  
Destination  
Facilities

## PHASE III – GUIDING PRINCIPLES



### **For Council Consideration and Direction:**

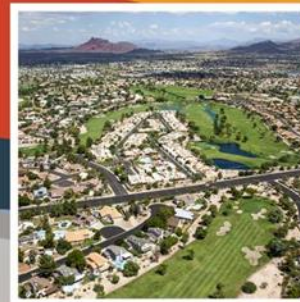
1. Expand housing throughout Mesa for persons of all incomes and needs.
2. Ensure the current inventory of housing is healthy, maintained and safe.
3. Prioritize federal funding housing strategies that include reducing homelessness and promoting homeownership.
4. Seek partnerships to leverage housing development.
5. Ensure cohesiveness with the Mesa 2040 General Plan through strong internal partnerships.

# NEXT STEPS



- Community & Cultural Development Committee reviews and recommends approval of Housing Master Plan – December 5, 2019
- Mayor & Council approves Housing Master Plan – January 2020
- Housing Master Plan to be published – Spring 2020

# QUESTIONS?



Special Thanks to Mesa Residents, Community Members, Faith-Based Organizations, Business Leaders, Consultants, and Staff for providing valuable feedback and effort to develop the City of Mesa's Housing Master Plan!