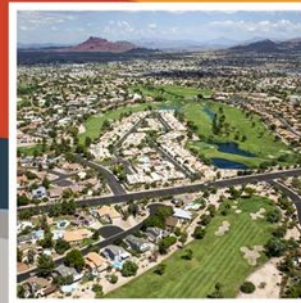


# HOUSING MASTER PLAN UPDATE: GOALS & STRATEGIES



COMMUNITY & CULTURAL DEVELOPMENT COMMITTEE MEETING



December 5, 2019  
RUTH GIESE  
COMMUNITY SERVICES DEPARTMENT DIRECTOR

# 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



# PHASED APPROACH



## Phase I

**Data Collection &  
Analysis**

November 2017

## Phase II

**Community  
Engagement**

November 2018

## Phase III

**Guiding Principles,  
Goals & Strategies**

November 2019

# HOUSING MASTER PLAN GUIDING PRINCIPLES

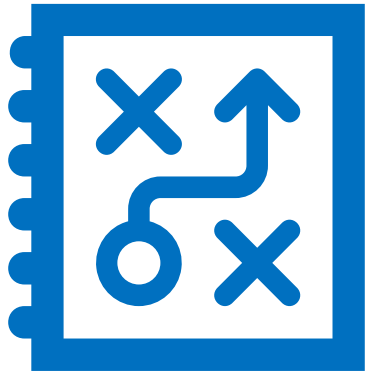


1. Expand housing throughout Mesa for persons of all incomes and needs.
2. Ensure the current inventory of housing is healthy, maintained and safe.
3. Prioritize federal funding housing strategies that include reducing homelessness and promoting homeownership.
4. Seek partnerships to leverage housing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

## PHASE III– GUIDING PRINCIPLES, GOALS & STRATEGIES



EXPAND HOUSING THROUGHOUT MESA FOR PERSONS OF ALL INCOMES AND NEEDS.



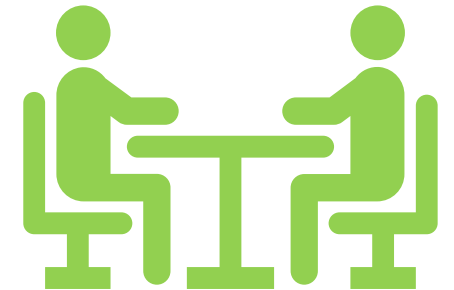
Identify Existing  
Housing Inventory



Create Housing  
Strategy for  
Downtown Corridor



Connect Business  
Needs to Executive &  
Workforce Housing



Partner with  
Non-Profits to Provide  
Affordable Housing &  
Wrap-Around Services

## PHASE III– GUIDING PRINCIPLES, GOALS & STRATEGIES



ENSURE THE CURRENT INVENTORY OF HOUSING IS HEALTHY,  
MAINTAINED AND SAFE.



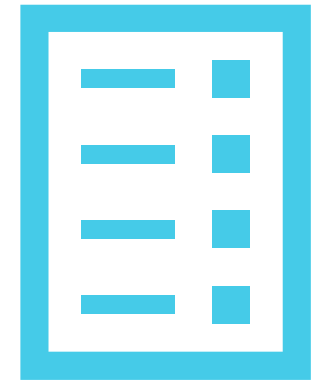
Promote Public Health  
& Safety



Continue Programs  
that Support  
Neighborhoods



Rehab Aging Housing  
Stock

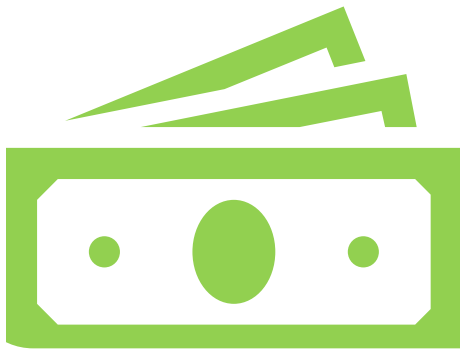


Inventory & Plan for  
Manufactured Housing  
Citywide

## PHASE III– GUIDING PRINCIPLES, GOALS & STRATEGIES



PRIORITIZE FEDERAL FUNDING HOUSING STRATEGIES THAT INCLUDE  
REDUCING HOMELESSNESS AND PROMOTING HOMEOWNERSHIP.



Optimize and Leverage  
HUD Funding



Encourage Home  
Ownership



Strengthen  
Community  
Engagement

## PHASE III– GUIDING PRINCIPLES, GOALS & STRATEGIES



SEEK PARTNERSHIPS TO LEVERAGE HOUSING DEVELOPMENT.



Developer Engagement



Broaden Partnerships



## PHASE III– GUIDING PRINCIPLES, GOALS & STRATEGIES



ENSURE COHESIVENESS WITH THE MESA 2040 GENERAL PLAN  
THROUGH STRONG INTERNAL PARTNERSHIPS.



Maintain & Expand  
Infrastructure



Interdepartmental  
Cohesion



Support for  
Initiatives that Impact  
Mesa



Decision-Making Tool

# NEXT STEPS



- Final Draft of the Housing Master Plan Provided to Mayor & Council – Mid-February 2020
- Public Meeting Presenting the Final Draft of the Housing Master Plan – Mid-February 2020
- Mayor & Council Approves the Housing Master Plan – February 27, 2020
- Housing Master Plan to be Published & Implemented – Spring 2020

# QUESTIONS?

