



## Community and Cultural Development Committee

**Date:** December 5, 2019  
**To:** City Council  
**Through:** Natalie Lewis, Deputy City Manager  
**From:** Ruth Giese, Community Services Director  
**Subject:** Housing Master Plan,  
Citywide

### Purpose and Recommendation

The purpose of this report is to provide an overview and discuss the goals and strategies of the Housing Master Plan, which were derived from a collection of comprehensive data and input from the public and stakeholders.

### Background

The intention of the Housing Master Plan is to provide a broad and comprehensive set of data related to all housing inventory types and varieties, as well as guiding principles and strategies to help City Council make informed and consistent decisions for the housing landscape throughout Mesa over the next 20 years.

The Housing Master Plan update will serve as a subsection to the Mesa 2040 General Plan under Chapter 4. The plan was developed under working knowledge of other related City and regional plans and will support the update of Housing & Community Development's Consolidated Plan, which focuses primarily on identifying priorities for federal funding within targeted Community Development Block Grant (CDBG) areas in Mesa.

The Housing Master Plan has been developed in a series of phases, as approved by City Council on September 8, 2016.

The purpose of the first phase was to develop a historical context and foundation of our existing housing inventory. This first phase, or initial data collection and analysis, was conducted by *Elliott D. Pollack & Company* and focused on:

- The demographic characteristics of the Mesa population;
- Historical housing trends and current housing conditions;
- Federal funds use and progress made in addressing housing need; and
- Primary housing issues and challenges facing the city of Mesa.

The second phase, or community engagement, was conducted by *Extraordinary Balance* with the purpose of soliciting feedback from the community regarding key elements to be considered in the construction of the Housing Master Plan. This second phase brought together staff, residents, community members, businesses, and representatives of housing-related industries through a series of community conversations, internal meetings, public survey, and organized thinktank.

We are now in the third and final phase which includes the drafting of the guiding principles, goals and strategies. Mayor and Council provided direction and approved the 'Guiding Principles' for the Housing Master Plan on October 10, 2019. We are now asking the Community and Cultural Development Committee to consider and provide input on the goals and strategies that will be used to support housing needs and options in Mesa for the next 20 years.

## **Discussion**

The Housing Master Plan has the data and analysis of the housing landscape for the City, and an understanding of the trends and a forecast for what Mesa can expect in the next 20 years. We also have input from a variety of residents, housing industry experts, and staff on what is needed and possibilities of what can be done.

Based on this collection of information, the following 'Guiding Principles' have been approved for the Housing Master Plan:

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

We now ask the Community & Cultural Development Committee to consider and provide direction on the identified goals and strategies that will be included in the final draft of the Housing Master Plan in order to achieve the above principles.

A compilation of the goals and strategies for the Housing Master Plan can be found as an attachment to this report:

- Attachment A- Housing Master Plan Update: Goals & Strategies

Staff will provide Mayor and Council a final draft of the Housing Master Plan and recommend for approval in mid-February. Additionally, staff will be conducting a community meeting in Mid-February to present the final draft of the Housing Master to the public. The Housing Master Plan will be slated for Council approval on February 27, 2019, and then be published in Spring of 2020.

## **Alternatives**

Community and Cultural Development Committee will have the opportunity to provide direction on the goals and strategies of the Housing Master Plan.

**Fiscal Impact**

There is no fiscal impact at this time as this is a planning document.

**Coordinated With**

The Housing Master Plan is coordinated with the community, non-profits, the Housing and Community Development Advisory Board, the Community Services Department, other City departments, all of which provided input and recommendations for this report.