

# ATTACHMENT A

## Housing Master Plan Update: Goals & Strategies

### Guiding Principle:

#### Expand Housing throughout Mesa for Persons of All Incomes and Needs

- **IDENTIFY EXISTING HOUSING INVENTORY:** Complete a comprehensive survey to document existing locations citywide of the types of housing available today in Mesa.
  - **USE DATA TO BALANCE TYPE/LOCATION HOUSING:** Use housing inventory as one indicator when considering infill projects, or to consider 'balance' of type/location of new housing needs citywide.
  - **CONNECT HOUSING TO EXISTING/PLANNED RESOURCES:** Make this information a mapped tool where other overlays can be added for more insights, such as socioeconomic, demographics, city council districts, economic opportunity zones, existing zoning, quarter sections eligible for federal funding, existing parks, streets, transit, existing infrastructure, etc.
  - **IDENTIFY ATTAINABLE HOUSING STRATEGIES AND INCENTIVES:** Work with internal departments, developers and the community to identify housing strategies that are attainable for residents of all incomes in Mesa that is presented for action by the City Council.
    - Provide specs as an incentive for accessory dwelling units.
    - Assess other incentives for planning and construction phases.
- **CREATE HOUSING STRATEGY FOR DOWNTOWN CORRIDOR:** Create a housing guideline strategy specific to downtown Mesa, using housing stats/data and also plans for the Central Main Plan, Transit-Oriented Design, Parks Masterplan, Downtown Enterprise Zone, Downtown Vision, ADA, and the General Plan to identify strategies for celebrating existing diversity/culture and also ensuring ample housing types/supplies for Downtown's long-term economic growth and business/industry needs.
- **CONNECT BUSINESS NEEDS TO EXECUTIVE AND WORKFORCE HOUSING:** Increase efforts to attract more executive and workforce housing to align with existing and new business/industry needs.
  - **CONNECT MESA-TEMPE BROADWAY ROAD HOUSING CORRIDOR:** Consider workforce housing strategy on Broadway Road that connects with Tempe plans.
  - **CREATION OF NEW COORIDORS OR DISTRICT PLANS:** Being mindful of the housing needs as new workforce and business corridors, districts and other related site plans are created and considered.
- **PARTNER WITH NON-PROFITS TO PROVIDE AFFORDABLE HOUSING AND WRAP-AROUND SERVICES:** Work with local non-profit and other agencies to identify plans and resources to build new affordable housing, bridge housing, etc. to meet citywide needs and to ensure connections to healthy community ideals, i.e. connections to transit, shopping, schools, parks, walkable areas.
  - Increase the number of multi-family housing development owners/operators to work with the City for Section 8 housing.

## **Guiding Principle:**

### **Ensure the Current Inventory of Housing is Healthy, Maintained and Safe**

- **PROMOTE PUBLIC HEALTH AND SAFETY:** Use existing resources, both financial and service/program related, to promote housing that meets health and safety codes. Seek new public-private partnerships and funding sources to achieve this goal.
- **CONTINUE PROGRAMS THAT SUPPORT NEIGHBORHOODS:** Maintain and grow upon City programs that support neighborhoods and its residents.
  - **CODE COMPLIANCE TO SUPPORT NEIGHBORHOODS:** Identify key areas throughout Mesa and work cross-departmentally as well as bringing in community partners to apply a team approach to encouraging healthy neighborhoods and neighborhood pride.
  - **CONTINUE 'LOVE YOUR NEIGHBORHOOD' PROGRAM AND NEIGHBORHOOD LEADERSHIP DEVELOPMENT:** Continue to use federal funds and cross-departmental efforts to pursue data-driven approaches to strengthen and enhance challenged neighborhoods. Continue to strengthen neighborhood leadership and to encourage neighborhood engagement and to build a sense of community, connection, pride and safety.
- **REHAB AGING HOUSING STOCK:** Increase federal funding allocations to the City's rehabilitation program to continue addressing needs of aging housing stock.
  - Identify priorities to purchase and rehab i.e. duplexes, fourplexes for resale to eligible families and to strengthen neighborhoods.
- **INVENTORY AND PLAN FOR MANUFACTURED HOUSING CITYWIDE:** Identify all mobile home, manufactured housing communities in Mesa as well as their age and conditions. Create a community-based strategy to identify priorities, risk factors and to utilize federal funding, assistance from non-profits and support from industry to provide a combination of strategies, including codification of some requirements, to support safe and healthy living conditions for existing homes and to identify standards for future manufactured housing proposed in Mesa.
  - Consider 'tiny home' development strategies for replacement of deteriorated housing.

## **Guiding Principle:**

### **Prioritize Federal Funding Housing Strategies that Include Reducing Homelessness and Promoting Homeownership**

- **OPTIMIZE AND LEVERAGE HUD FUNDING:** Build on effective strategies using federal funding to reduce homelessness in Mesa.
  - Work regionally for transitional housing, data-sharing and program partnerships
  - Support navigation program that seeks to assistance to people experiencing homelessness, i.e. from no home to temporary/transitional shelter or housing to permanent, supportive housing.
  - Support changes and new tools for police and court interaction with individuals experiencing homelessness.
  - Seek non-traditional options and local partnerships to create new, safe transitional housing.
    - Examples: purchasing a crime-ridden hotel that is a neighborhood eyesore and problem and converting the use to transitional housing that is managed by non-profits and regulated to be safe and healthy for families, teens aging out of foster care, Veterans and elderly. Encourage 'tiny home' communities for transitional housing.

- **ENCOURAGE HOME OWNERSHIP:** Prioritize investment in HUD funding for homeownership programs, such as down payment assistance, leveraging financial lending partners.
  - Increase HUD funding allocation for rental assistance and require homeownership counselling and/or educational events to help renters work toward transition to homeownership.
- **STRENGTHEN COMMUNITY ENGAGEMENT:** Develop new public participation guidelines to encourage more community engagement with HUD-funded deliverables and efforts.
  - Update website, use social media, conduct educational forums

### **Guiding Principle:**

#### **Seek Partnerships to Leverage Housing Development**

- **DEVELOPER ENGAGEMENT:** Develop tools to encourage mixed-income housing strategies, ensure developers understand City goals for new housing in Mesa, and to seek developer comments and insights to increase partnership with the City on housing types, locations.
- **BROADEN PARTNERSHIPS:** Look for non-traditional partners to create healthy and workforce housing, such as the healthcare industry, non-profits, regional partners, etc.

### **Guiding Principle:**

#### **Ensure Cohesiveness with the Mesa 2040 General Plan through Strong Internal Partnerships**

- **MAINTAIN AND EXPAND INFRASTRUCTURE:** Consider housing types and locations when planning citywide infrastructure needs and resources.
  - Connections to parks and green space
  - Sustainable development strategies and opportunities
  - Economic opportunities, jobs
  - Recreational multi-use paths/corridors
  - Intelligent transportation and technology
  - Transit needs, especially for options on Gilbert Road and east of Power Road
  - Street lighting and sidewalks
- **INTERDEPARTMENTAL COHESION:** Create an interdepartmental team to align planning decisions and projects in order to create comprehensive recommendations to City Council and the community for housing and supportive infrastructure needs citywide.
- **SUPPORT FOR INITIATIVES THAT IMPACT MESA:** Staff to represent and support initiatives or policy efforts that benefit the City such as Prop 400, Census and other regional efforts.
- **DECISIONMAKING TOOL:** Create checklists for decision makers to use when considering new housing projects in Mesa.