



Image: National Low Income Housing Coalition report

Identify the gap

Determine need

Santa Cruz Sentinel

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NEW RECORD

Median home price \$875,000

As Santa Cruz County home values escalate, homes, reached a record \$982,670.

A three-bedroom home at 246 Chico

Gather Data

- What is the median value of homes?
- What is the AMI of the area?
- Who is able to afford the homes in your community?
- What is the annual household income needed to afford a home in your community?
- Land Cost/Acre

Do the analysis



Who are "those people" that you are trying to attract into our community??

WE NEED THE PEOPLE
WHO NEED AFFORDABLE HOUSING



AFFORDABLE HOUSING STRENGTHENS COMMUNITIES.
SO, WHEN AFFORDABLE HOUSING IS MENTIONED
WHERE YOU LIVE... SAY YES!

HOUSING ILLINOIS

For more information on
affordable housing, contact:
www.HousingIllinois.org
(312)663-3936

Put a face to the end-user

- Are these the teachers, fire-fighters, seniors, police officers, or local employees?
- Are these new residents you are enabling to buy a home?
- Are these residents who grew up in your community and want to buy their first homes?

Provide
alternatives
to your
elected
officials

Mandatory 'set-aside' by zoning?

(sliding scale of requirements?)

Voluntary – provide incentive

(e.g. density/no. of units per acre/fee waiver)

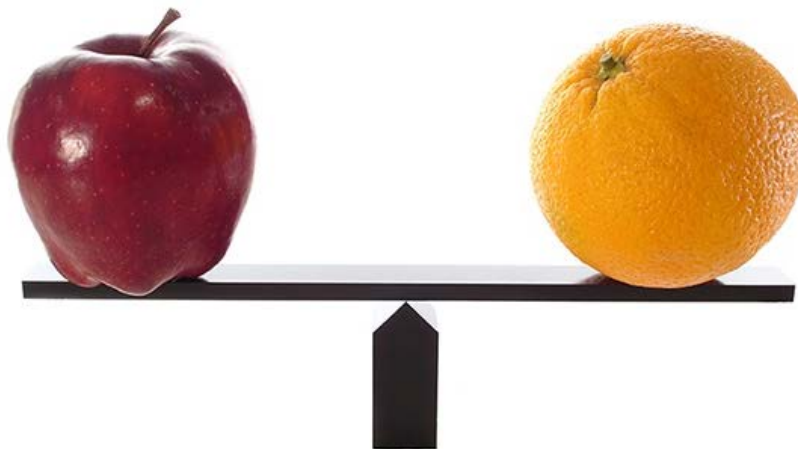
Fee-in-lieu, for those that cannot build units (when does this apply?)

Criteria for when the requirement/
incentive does **NOT** apply

Leadership buy-in is key

Identify Community Goal


- ❖ **Is the main goal to add more affordable units?**
- ❖ **Or create a fund for municipality to provide units?**
 - Housing Trust Fund/Land Trust
 - Loan Program
 - Employer Assisted Housing Program



Provide pros and cons for the alternatives



- ✓ Financial impact for developers (tipping point)
- ✓ What will the market bear?
- ✓ What will provide more units?
- ✓ What will generate revenue?
- ✓ Will it slow down development?



Search for the right name:
What will you call it?

- ✓ Affordable housing
- ✓ Attainable housing
- ✓ Inclusionary housing

As you design requirements, think about:

- ✓ Does it make it more lucrative for developers to pay fee-in-lieu and not build?
- ✓ Should there be a minimum requirement for provision of affordable units?
- ✓ Include School and Park District feedback early on
- ✓ When should requirements kick in?
- ✓ Should there be a sliding scale (large subdivisions vs. small developments)?





There is no
“One Size Fits All”

Approach can vary community to community:

- **Highland Park** (Housing Commission, Land Trust, Housing Trust Fund, etc.)
- **St. Charles** (Hsg Comm., Inclusionary Housing Ord., Employer Assisted Prog)
- **Hanover Park** (Fair Housing Plan, Partnership with Habitat for Humanity: grassroots rehab of neighborhood)

Educate:



Elected
Officials



Residents



Developers

Find Partners



- Other Housing Orgs
- Not-for-profits
- Realtor Association
- Philanthropic orgs with funding

A close-up photograph of a brick wall. The bricks are in various shades of red, brown, and grey, with some showing signs of weathering and discoloration. The mortar is a light grey color. The word "Questions?" is written in a large, white, sans-serif font across the center of the wall. Two horizontal white lines are drawn across the wall, one above and one below the text. At the bottom of the image, there is a strip of green grass.

Questions?