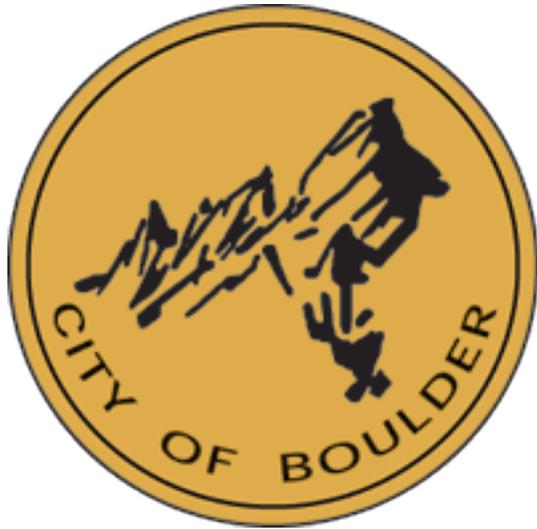


Housing Boulder 101



November 20, 2014
12 to 1 p.m.



Overview

- Purpose and Introductions
- Why Housing Matters!
- Background
 - Challenges
 - Affordable Housing
- Community Dialogue
 - Role of the Working Groups
- Toolkit of Housing Options
- Questions



Housing Boulder Team

- **David Driskell** – Interim Housing Director, Executive Director of Community Planning & Sustainability (CP&S)
- **Susan Richstone** – Deputy Director, CP&S
- **Jeffrey Yegian** – Manager, Division of Housing
- **Jay Sugnet** – Project Manager, Housing Boulder
- **Lesli Ellis** – Comprehensive Planning Manager, CP&S
- **Crystal Launder** – Housing Planner, Division of Housing
- **Marie Zuzack** – Planner, CP&S
- **Nick Grossman** – Communications
- **Corrie Frank** – Intern, Division of Housing

Why Housing Matters!



Boulder's Housing Challenges

- Boulder's shrinking economic middle
- Single-family homes are increasingly less affordable
- Condos and apartments are more affordable, but less appealing to families
- Almost 60 percent of workers live outside of Boulder
- Shifting demographics
- Changing housing preferences
- How best to guide redevelopment to address Boulder's housing challenges

Community Engagement Overview

Phase I – Foundations

- Market and Choice Analysis, focus groups

Phase II – Strategic Direction

- Why does housing matter in Boulder?
- How can we make Boulder more inclusive and affordable?
- Which ideas will work best?

Phase III – Strategic Action

- Council decisions on short-, medium- and long-term actions

Goals

1. Strengthen Current Commitments

Reach or exceed Boulder's goals to serve very-low, low- and moderate-income households, including people with disabilities, special needs and the homeless.



High Mar

2. Maintain the Middle

Prevent further loss of Boulder's economic middle by preserving existing housing and providing greater variety of housing choices for middle-income families and for Boulder's workforce.



Steel Yards

Goals

3. Create Diverse Housing Choices in Every Neighborhood

Facilitate the creation of a variety of housing options in every part of the city, including existing single-family neighborhoods.



North Haven Co-op

4. Create 15-minute Neighborhoods

Foster mixed-income, mixed-use, highly walkable neighborhoods in amenity rich locations (e.g., close to transit, parks, open space and trails, employment, retail services, etc.).



Steel Yards

5. Strengthen Partnerships

Strengthen current partnerships and explore creative new public-private-partnerships to address our community's housing challenges (e.g., CU, private developers, financing entities, affordable housing providers, etc.).



Williams Village

6. Enable Aging in Place

Provide housing options for seniors of all abilities and incomes to remain in our community, with access to services and established support systems.



Silver Sage

More Information

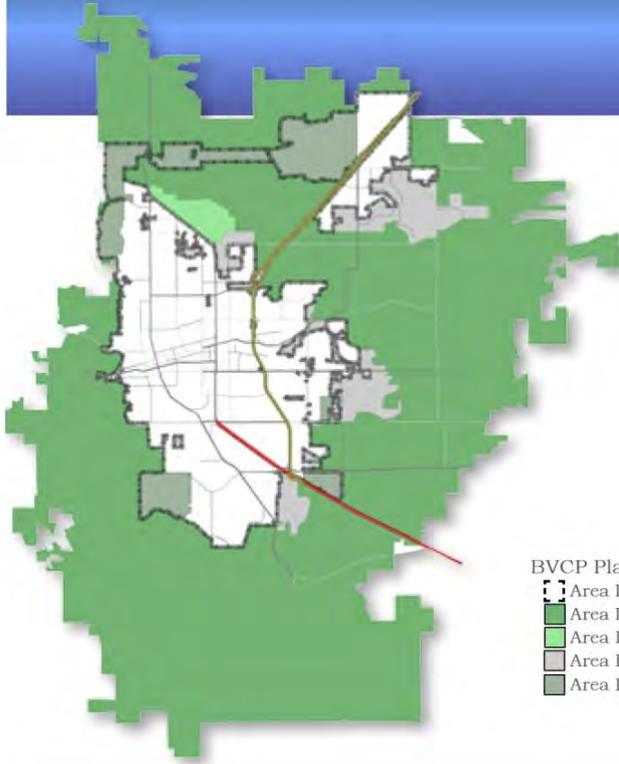
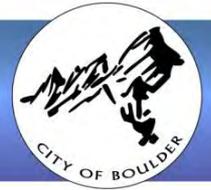
- [HousingBoulder.net](#)
 - ▶ Project Description
 - ▶ Housing Boulder Goals
 - ▶ Phases and Timeline
 - ▶ Common Housing Terms
- Boulder Valley Comprehensive Plan Housing Policies
bouldercolorado.gov/links/fetch/20845
- City Council Memos
 - ▶ February 13, 2013
bouldercolorado.gov/links/fetch/17505
 - ▶ May 14, 2013
bouldercolorado.gov/links/fetch/17500
 - ▶ May 27, 2014
bouldercolorado.gov/links/fetch/21007

Background



Community Profile

2014 Community Profile



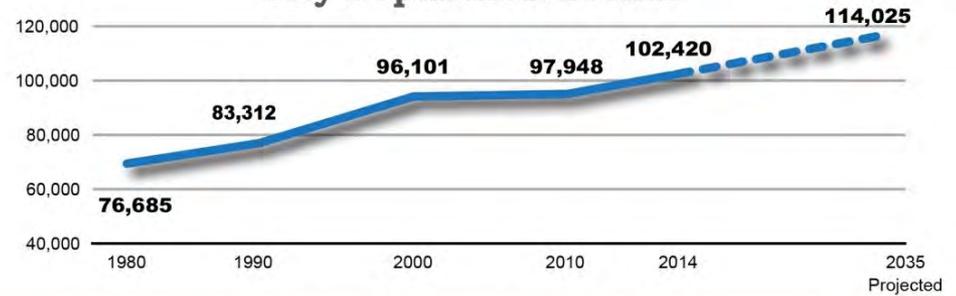
- BVCP Planning Areas
- Area I Boulder City Limits
 - Area III Rural Preservation Area
 - Area III Planning Reserve
 - Area II Service Area³
 - Area III Annexed

25.8
square miles

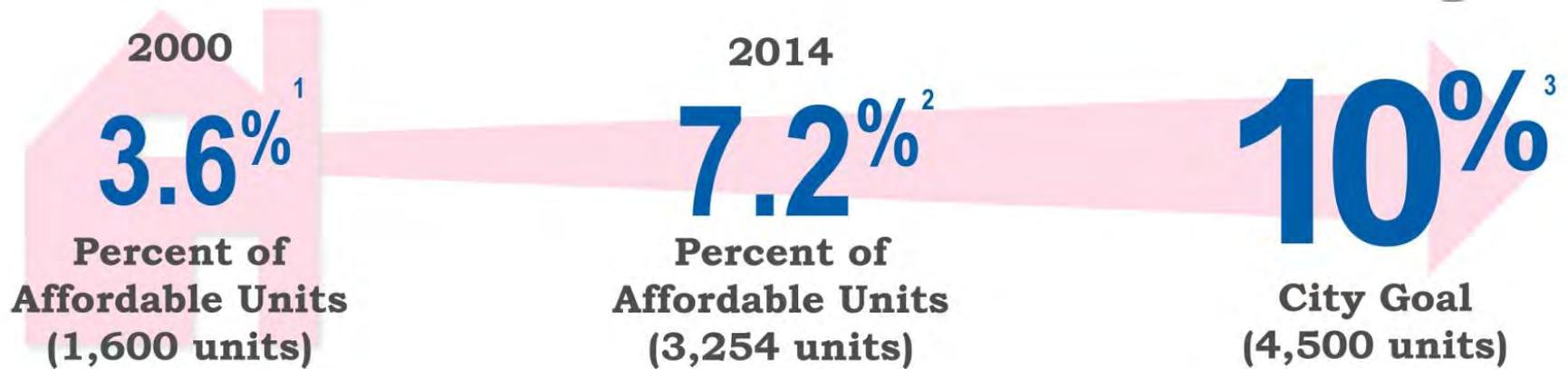
70
city Open Space
square miles¹

102,420
city population²
114,200 Service Area Population

City Population Trends



Affordable Housing Development Trends



For More Information

- Current Housing Programs
bouldercolorado.gov/housing
- 2014 Community Profile (Population, Housing, Jobs)
bouldercolorado.gov/links/fetch/20445
- 2014 Affordable Housing Development Trends
bouldercolorado.gov/links/fetch/20955
- Boulder Demographic Profile
bouldercolorado.gov/links/fetch/12381
- Highlights From the 2010 Census
bouldercolorado.gov/links/fetch/10820
- Boulder Census 2010
bouldercolorado.gov/planning/highlights-from-the-2010-census
- Existing and Projected Jobs, Housing, and Population
bouldercolorado.gov/planning/existing-and-projected-jobs-housing-and-population



Challenges

- **Housing Market** – Trend and data analysis
- **Housing Choice Survey** – Why people make certain housing choices

Housing Market Analysis: *Rental Market*

- Rental market extremely tight
 - ▶ Vacancy rates historically low: 2.8% (Q3, 2013)
 - ▶ Rental market is short about 5,100 units affordable up to 50% of area median income (about \$40,425 for a three-person household in 2013) households

Rental Market: *Changing Dynamics*

4474 Broadway: Violet Crossing



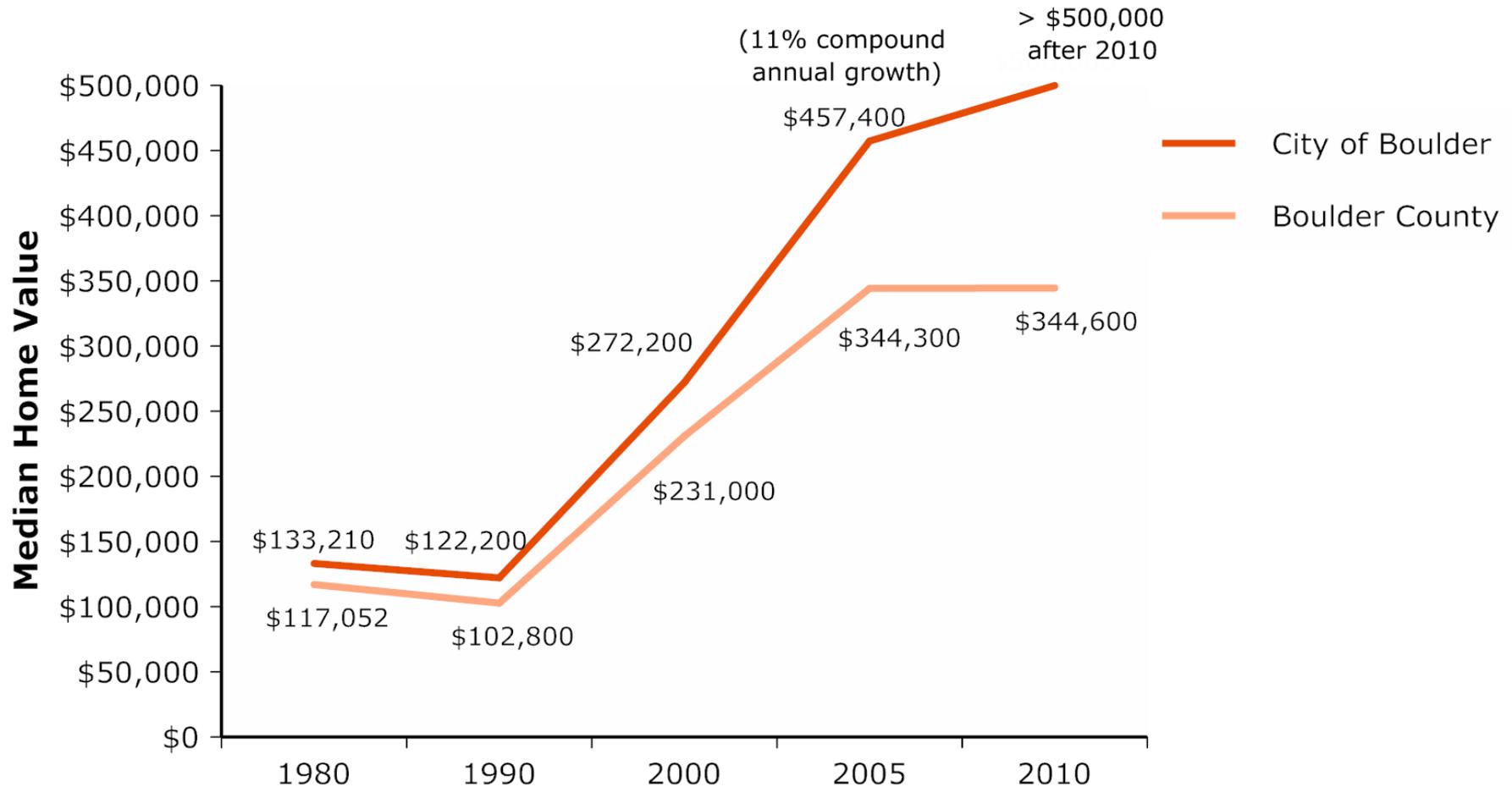
955 Broadway



bouldercolorado.gov/links/fetch/22295

Housing Market Analysis: Homeownership

Widening Difference in City and County Home Values



Housing Market Analysis: Homeownership

The number and proportion of affordable units for sale has dropped by half, making it harder for new homebuyers or young families to enter the Boulder market.

2000

2012

Listing Price	Units	% of Units	Units	% of Units
Listed below \$200K	497 units	26%	281 units	13%
Listed below \$300K	1,015 units	52%	541	26%

Housing Choice Survey

54%

of middle-income in-commuters would consider moving to Boulder in the future

To live in Boulder I would.....

“As long as the housing provided my own small courtyard—not a deck/balcony—but an actual outdoor fenced-in space, it would work.”

- 84%** Live in an older home
- 75%** Live in a small, single-family detached
- 49%** Live in a townhome
- 35%** Live in a duplex/triplex/fourplex
- 25%** Live on a busy street
- 25%** Live in a condo

Seniors (60+)

14% population now  25% by 2028
(14,000 seniors) (30,000 seniors)

Senior residents want to stay in Boulder, but perceive a lack of housing to meet future needs.

Top Findings from Choice Survey

- Open space, outdoors access, shorter commute—highly valued
- Many are willing to make—or have made—certain housing trade offs and economic sacrifices for Boulder
- Lack of housing product opportunity, mostly for middle-income families, limits the “trade offs” that many would make
- Affordability critical for persons with disabilities to live in Boulder

More Information

- Housing Market Analysis 2013
bouldercolorado.gov/links/fetch/20720
- Housing Choice Survey 2014
bouldercolorado.gov/links/fetch/20951
- Summary of Large Site Review Approvals
bouldercolorado.gov/links/fetch/22295

Affordable Housing

Average Annual Salary in Boulder

Teachers - \$48,511

Firefighters - \$47,900

Registered nurses - \$68,310

Area Median Income: \$96,100

What is affordable?

- 1/3 of gross income to housing costs
- Housing Costs:
 - Mortgage/rent
 - Taxes
 - Insurance, etc.
- Any more and you are “housing burdened”
- Transportation Costs



What is Affordable? (2013)

- The median home price in Boulder (detached, single-family unit) is **\$631,250**.
- The average rent for a three-bedroom apartment (in a building with 50+ units) in Boulder is **\$2,050**.

	100% Area Median Income (AMI)	30-60% AMI (Low Income)	60-80% AMI (Moderate Income)	80-120% (Middle Income)
Income (4-person HH)	\$91,600	\$27,500 - \$55,000	\$55,000 - \$73,600	\$73,600 - \$109,900
Affordable Home Price (4-person HH)	\$351,000	\$85,300 - \$199,000	\$199,000 - \$276,000	\$276,000 - \$426,500
Affordable Rent (3-BR)	\$2,382	\$715 - \$1,429	\$1,429 - \$1,675	...

The image features a large orange arrow pointing right from the left edge, containing the text "Community Dialogue" in white. The background is a photograph of a modern residential complex with a central courtyard. The courtyard has a winding path, lush greenery, and a multi-level deck with a glass railing. People are seen sitting at tables on the deck and walking on the path. In the background, there are rolling hills and mountains under a clear sky.

Community Dialogue

Community Engagement Overview

Phase I – Foundations

- Market and Choice Analysis, Focus Groups

Phase II – Strategic Direction

- Why does housing matter in Boulder?
- How can we make Boulder more inclusive and affordable?
- Which ideas will work best?

Phase III – Strategic Action

- City Council will make decisions on short-, medium- and long-term actions

Engagement

In Person

- **Why Housing Matters!** Symposium
- Working Groups
- Rapid Ideas and Insight Events
- Housing Choices Summit
- Storefront workshops
- Meeting kits

Virtual

- Inspire Boulder
- Website postings
- Housing Feedback Panel
- Telephone Town Hall
- Survey
- New technology ideas

Why does housing matter in Boulder?

- **Why Housing Matters! Community Symposium**
- **Inspire Boulder** – Digital town hall
- **Form Five Working Groups** – Organized by goal

How can we make Boulder more inclusive and affordable?

- **Rapid Ideas and Insights Forum**
- **Inspire Boulder** – Digital town hall
- **Working Groups** – Meet and discuss ideas
- **Neighborhoods** – Ideas for my neighborhood

Engagement

Which ideas will work best?

- **Online Housing Feedback Panel** – Evaluating ideas based on a representative sample of the community
- **Telephone Town Hall / Surveys**
- **Meeting Kits** – workshop in a box for any organization
- **Neighborhoods** – what works in my neighborhood
- **Potential Pilot Projects**
- **Housing Choices Symposium** – Explore the implications of choices

How should we get to work?

- **City Council acceptance of a strategy**
 - ▶ Workplan for the remainder of 2015 and beyond

Working Groups

Role

- Review and evaluate ideas in the toolkit
- Identify new ideas
- Provide guidance to staff on techniques to ensure an ongoing community dialogue
- Meetings noticed and open
- *Not making recommendations*

What to Expect

- An online poll in early December to find meeting dates
- A call from the group facilitator
- Start meeting in late January / early February

More Information

- Community Engagement Plan

bouldercolorado.gov/links/fetch/22845

- Inspire Boulder

www.inspireboulder.com/housing-boulder

- Email updates

bouldercolorado.gov/newsroom/city-of-boulder-email-lists

Toolkit of Housing Options



Toolkit of Housing Options

Discussion Draft

- Will evolve
- Meant to inspire ideas and dialogue
- Background and key issues
- Tools have implementation options



A3. Co-housing

Co-housing is a type of intentional community that provides individual dwelling units, both attached and detached, along with shared community facilities. Members of a co-housing community agree to participate in group activities and members are typically involved in the planning and design of the co-housing project. Private homes contain all the features of conventional homes, but residents also have access to extensive common facilities, such as open space, courtyards, a playground, and a common house. This tool would encourage development of more co-housing.

Key Issues:

- Co-housing creates an option for people who wish to live in an intentional community.
- Co-housing provides housing choice, but not necessarily affordability.
- Because co-housing does not have a land use definition, new co-housing projects must be held to the same standards as any other subdivision or development. Most co-housing projects apply for a parking requirement reduction, but this can be difficult to qualify for. Creating a separate definition for co-housing would enable development standards to be customized to this unique housing type.
- Co-housing will not substantially expand the number of units in Boulder, because this is a specialized type of housing and lifestyle.
- The provision of communal amenities can reduce affordability.

Background:

Several co-housing communities exist in Boulder, including:

- Washington School Village (<http://www.washington-village.com/>);
- Nomad (<http://nomadcohousing.org/>);
- Wild Sage (<http://www.wildsagecohousing.org/>); and
- Silver Sage (<http://bouldersilversage.wordpress.com>).

All were developed by Wonderland Hill Development Co., a Boulder-based co-housing developer.

Wonderland Hill Development's Peter Spaulding made the following argument in support of co-housing for seniors: "A recent national study contends that 40 percent of the seniors in assisted care today are prematurely institutionalized. That's what happens when you don't live in a supportive community. It is also unfortunate that, instead of sitting on one of their front porches discussing the issues of the day or playing a game of Scrabble with their neighbors, the average senior in America is watching over 6 hours of TV per day. That's a lot of humanity left on the table. Americans drove 5 billion miles last year between taking meals to seniors at home and nurses on-the-go providing services. For many seniors, that is their only contact with another human during the day. And it is hard on our environment."

Implementation Options:

1. Consider revising land use regulations to facilitate development of more co-housing.
2. Explore working with developers to identify appropriate locations for new co-housing.

Goals Addressed through this Tool:

- Strengthen Our Commitments
- Maintain the Middle
- ✓ Create Diverse Housing Choices in Every Neighborhood
- Create 15-Minute Neighborhoods
- Strengthen Partnerships
- Enable Aging in Place



Wild Sage Co-housing. Source: wildsagecohousing.org accessed September 9, 2014

Discussion Draft: *Tool Categories*

- ▶ **General Housing** (Accessible Housing, Co-housing)
- ▶ **Existing Programs** (Homebuyer Assistance Programs, Inclusionary Housing Program)
- ▶ **Preservation Strategies** (Community Land Trusts, Land Banking)
- ▶ **Partnership Initiatives** (Employee-Assisted Housing, Reverse Mortgages)
- ▶ **Land Use & Regulations** (Linkage fees, Zoning Changes)
- ▶ **Other** (Housing Advisory Board, Rent Control)

bouldercolorado.gov/links/fetch/22490

Questions



Next Steps

- **Talk To Neighbors, Friends, & Colleagues –**
November – January 2015
- **Opening Symposium –** January 26, 2015
- **Working Groups Meet –** January – March 2015
- **Rapid Ideas and Insight Forum –** February 2015
- **Housing Feedback Panel / Meeting Kits –** Spring 2015
- **Inspire Boulder –** Ongoing
- **City Council Meeting –** Spring 2015