

## 2030 Update Steering Committee

December 5, 2019



### What is your first impression?

- Ambitious, but achievable
- Digestible, organized, detailed, implementable
- A lot to do, a lot of effort
- Some easy, others really big
- Nothing new, reflects Steering Committee conversations
- Suggestions for updating, a lot of updating
- Generic overview of what long range planning should be

### What are the benefits of the strategies?

- Provides a measuring stick for success
- Can draw direct connections to goal and policy work
- Creating something that everyone can use
- Plan, vision of what we want the city to look like in 2030
- Specific enough to have teeth
- Good balance of achieving goals, not telling people no and not giving away everything
- Good variety of tools and timeline

### What are concerns?

- *Using the plan*
  - What process will this be applied to, when someone wants to build something?
  - Residential vs. non-residential % for future land use can possibly be too hard to balance and enforce
  - Do we have enough criteria to make discretionary decisions? Is there enough detail for staff analysis?
- *Keeping the Plan Alive*
  - Bandwidth of City staff to keep plan alive with current staffing levels
  - Is this a plan that will be on the shelf? Hate to do the work and it go unused
- *Incentives*
  - Development incentives - clarify, political; who is developing the standards/incentives?
  - Incentives for single family residential historic properties need to be listed
- *Home Repair*
  - Minimal dedicated funds limit its effectiveness
  - Usage of MF rehab strategy could lead to landlords abusing improvement funds and raising rents
- *Miscellaneous*
  - Balancing the visions of the plan with property owner rights and the City making decisions
  - Appears to be a lot of plans in the implementation strategies and not many partnerships or programs
  - County should be an identified partner



**What are the options to address the concerns?**

- *Using the Plan*
  - Pay attention to detailed implementation, keep the big picture in mind
- *Keeping the Plan Alive*
  - Annual reviews and reports to evaluate progress, quarterly evaluations of 2030 Plan
  - Use checklist as a way of keeping plan alive
  - Invest in resources to get the work done
- *Incentives*
  - Define what an incentive is
  - Dedicated funding resources for incentives to encourage housing goals
  - Utilize cheapest incentives
  - Specifically initiate (tax abatement for historic downtown, residential incentives)
- *Home Repair*
  - Rent control and usage of other tools to not take advantage of renters
  - Educate to ensure that people know about homestead exemptions to stay in homes
- *Miscellaneous*
  - Start working with County early
  - Stay connected to national innovation

**What changes are needed, if any?**

- Key areas should be identified for targeted development and the use intentional infrastructure
- Dedicated funding source for implementation of housing goals should be identified
- Keep the plan alive through identified solutions and additional staff resources to prioritize implementation
- Define incentives to include financial and development standard incentives including historic preservation