



SMTX 4 All

Homes • People • Places • Generations

Planning and Zoning Commission

May 28, 2019



Presentation Outline

1 Project Overview

2 Why is Housing Important?

3 Needs Analysis Findings

4 Next Steps



PROJECT OVERVIEW



OUTCOMES

WORKFORCE HOUSING STRATEGIC INITIATIVE



Assemble a Workforce Housing Task Force



Increase the Rates of Home Ownership



Maintain Existing Housing Stock in Safe Conditions

September

Project Launches

- Task Force Goals
- Initiate Needs Assessment

November

Housing Choice Survey

- Remove Workforce from Title
- Working Groups
- Refine Goals

January

Data Brief and Gaps Analysis

- Refine Strategies
- Actions

March

Needs Assessment

- Development Code Amendments
- Public Outreach Strategy

May

Public Outreach

HOUSING TASK FORCE



THE CONTINUUM OF HOUSING

Create different strategies to address housing challenges within each income bracket.

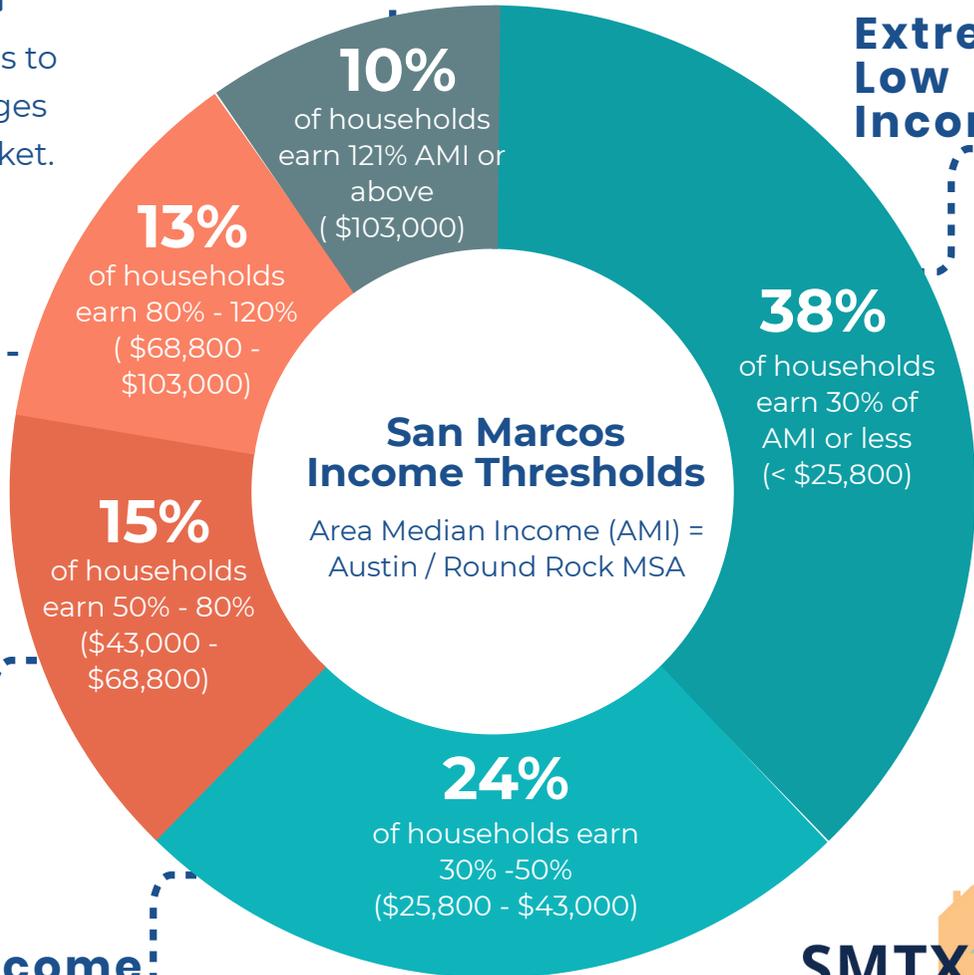
Median Income "Workforce"

Low Income

Very Low Income

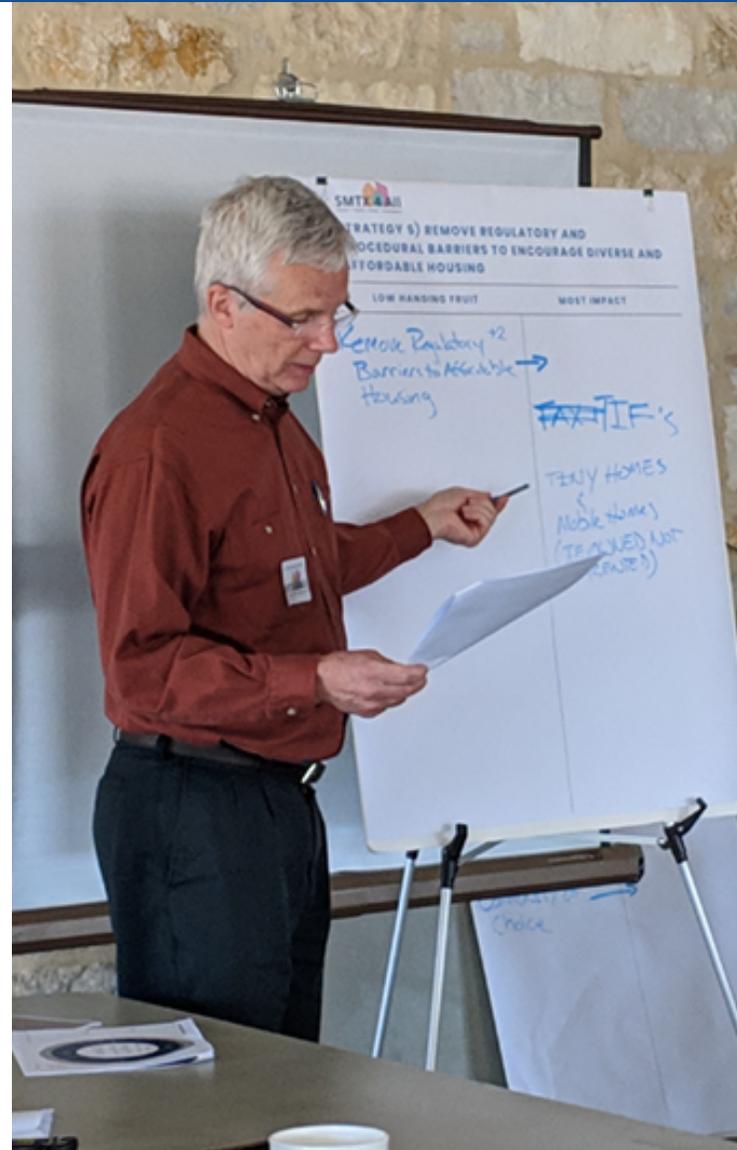
Market Rate

Extremely Low Income



Five Working Groups:

- Preventing Displacement
- Facilitating New Housing
- Long Term Affordability
- Development Code Amendments
- Public Outreach





Strategic Initiative



Assemble a Workforce Housing Task Force



Increase the Rates of Home Ownership



Maintain Existing Housing Stock in Safe Conditions



Task Force Goals

Leverage Community and Regional Partners



Expand Opportunities for Housing



Preserve and Enhance Existing Housing Stock

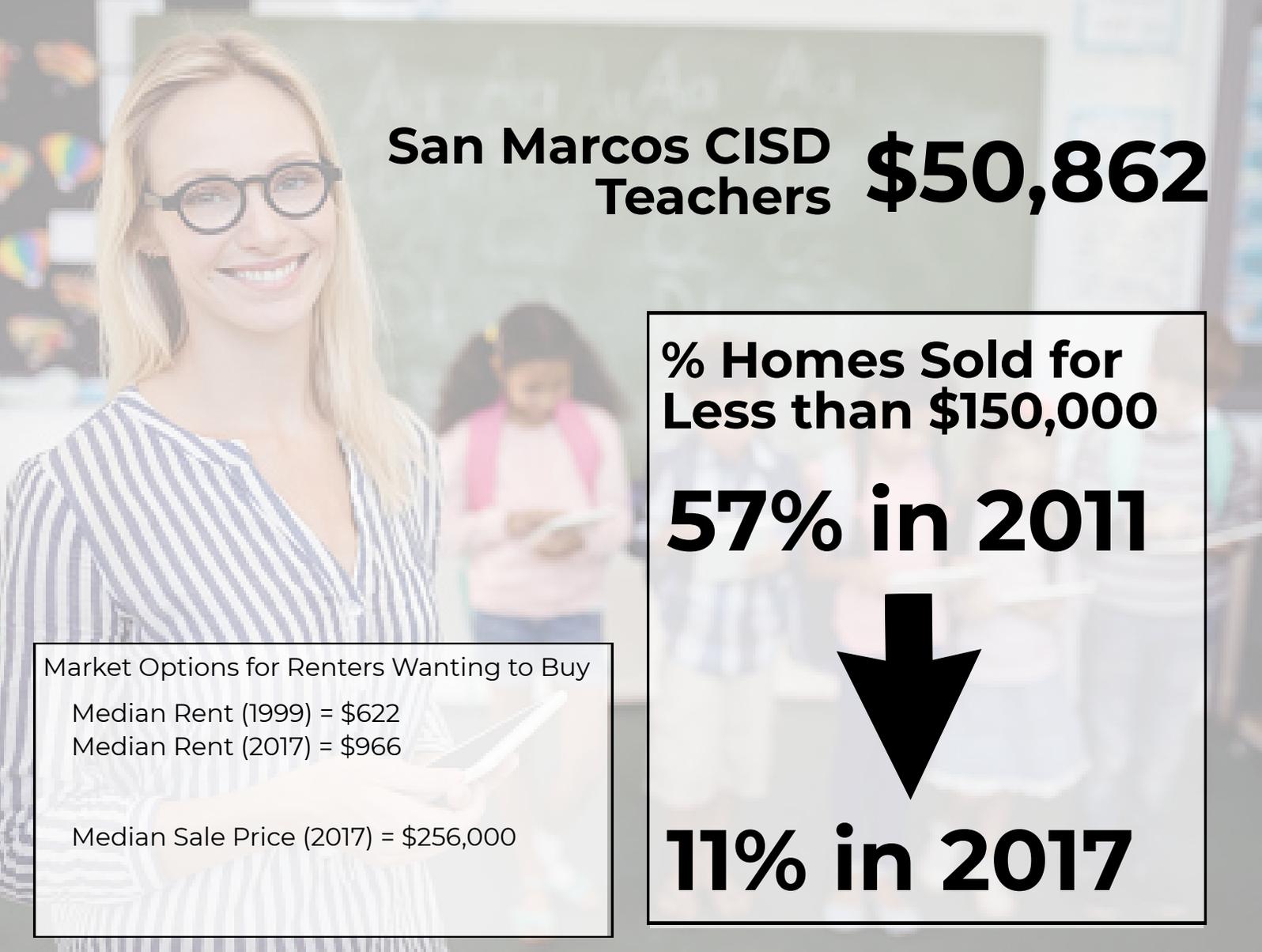


Quantify and meet the needs of existing and future residents.



WHY IS IT IMPORTANT?





San Marcos CISD Teachers \$50,862

**% Homes Sold for
Less than \$150,000**

57% in 2011



11% in 2017

Market Options for Renters Wanting to Buy

Median Rent (1999) = \$622

Median Rent (2017) = \$966

Median Sale Price (2017) = \$256,000

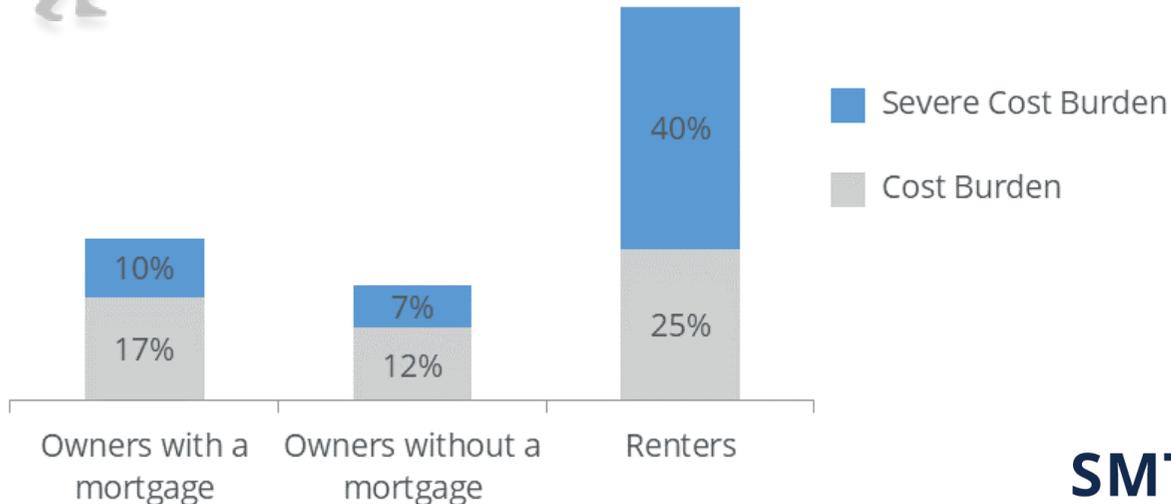
Cost Burdened Owners and Renters - 2017

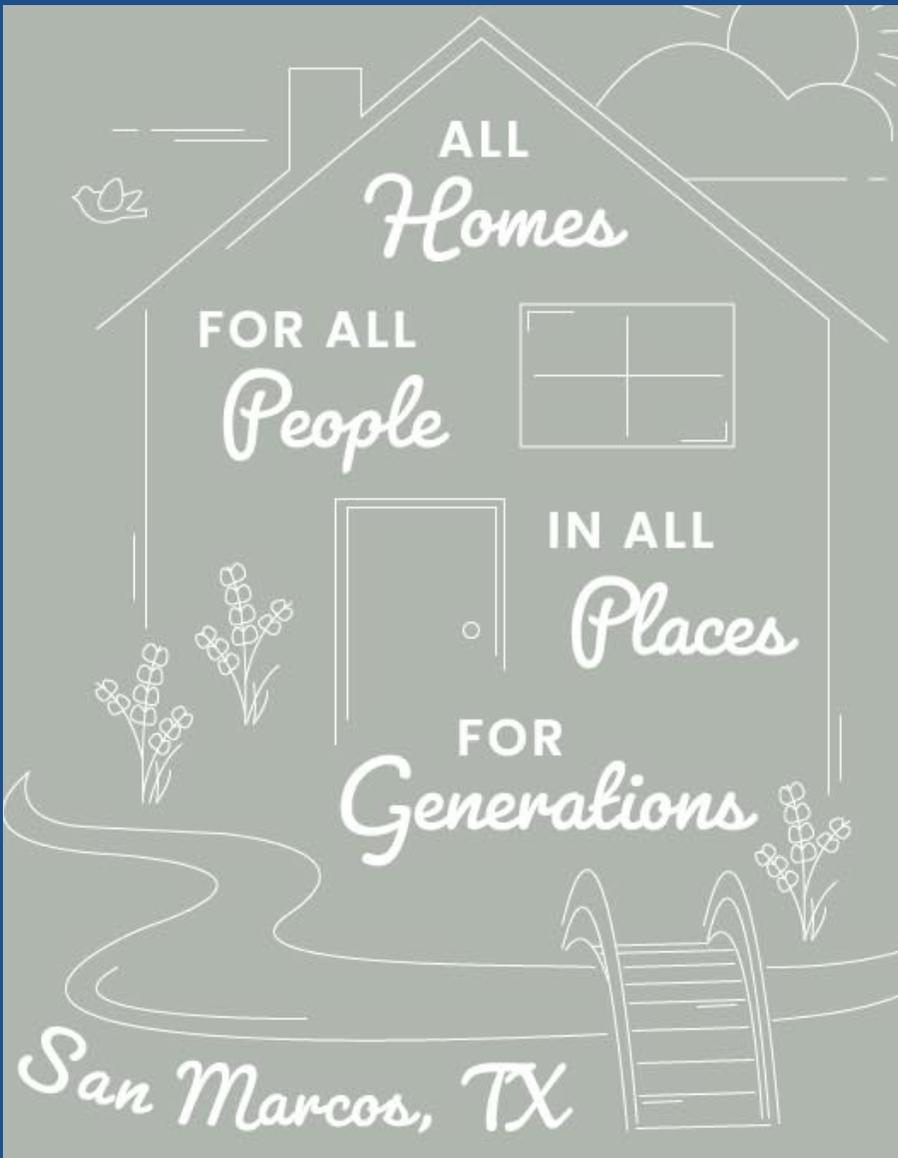


Households paying > 30% for housing are **cost burdened**



Households paying > 50% for housing are **severely cost burdened**





San Marcos residents believe it is very important that there is a place for middle class families, public servants, residents living on fixed incomes, the retail workforce, first-time homebuyers, and low and moderate income families, in San Marcos.

- San Marcos Housing Needs Assessment

KEY FINDINGS NEEDS ASSESSMENT

KEY FINDINGS

- 1 WE NEED ADDITIONAL AFFORDABLE RENTALS FOR RESIDENTS EARNING LESS THAN \$25,000**
- 2 WE NEED TO PREVENT DISPLACEMENT**
- 3 WE NEED HOMES PRICED NEAR OR BELOW \$200,000 AND INCREASED OWNERSHIP PRODUCT DIVERSITY**
- 4 WE NEED TO IMPROVE THE CONDITION AND ACCESSIBILITY OF EXISTING HOUSING STOCK**

NEXT STEPS



May

Public Input

- Open House
- Community Conversations
- Housing Story

June

Draft Housing Action Plan

- Task Force Review
- Council Committee Review

July

Public Feedback

- Open House
- Community Conversations
- Housing Story

September

Final Housing Action Plan

- Task Force Final Recommendation

October

City Council Adoption

Implementation

Next Steps



PUBLIC INPUT

City of San Marcos

Housing Task Force

OPEN HOUSE

Date: Wednesday, May 22

Time: 5:30 - 7:30 p.m.

A Presentation will begin at 6 p.m.

Location: San Marcos Rec Hall, 298
Jowers Access Road





The City of San Marcos invites you to host a

Community Conversation

To Discuss **Housing** in San Marcos!

San Marcos is developing a Strategic Action Plan aimed at addressing the housing needs in San Marcos. We invite community groups and stakeholders to host a Community Conversation with your neighborhood, school, or business association to learn more and provide input for consideration by the housing task force!

Community Conversations can be facilitated by City Staff or Housing Task Force Members. Please sign up using the link below and staff will contact you to find out more about your organization and schedule a meeting time that works best for you!

sanmarcostx.gov/smtx4all

University Housing Group	5/7
Regional WIC Staffing	5/9
SMCISD Cabinet	5/13
DTA Quality of Life Committee	5/15
Neighborhood Commission	5/20
Hays County Food Bank Staff	5/22
Food Bank Distribution	5/29
CONA	6/17
Neighborhood Enhancement	6/20
ACT Ally Managers	7/11

Share Your Housing Story!



Why do you love living in San Marcos? What's your take on the housing challenges in San Marcos? Stories like yours illustrate that housing should be for all people, in all places, for all generations. We invite you to share your housing story online through a photo campaign!

Visit sanmarcostx.gov/smtx4all to share

Upcoming Event: Housing Open House

Please join us for an informative open house on the housing needs in San Marcos

Date: Wednesday, May 22

Time: 5:30 - 7:30 p.m.

Location: San Marcos Rec Hall, 298 Jowers Access Road

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