

HOUSING FOR ALL

Planning and Zoning
Commission

August 13, 2019



Some housing challenges I've experienced are...

- Finding low income housing not geared towards students
- Finding housing or programs geared towards people with problem rental histories
- Lack of "open" programs for lower income families
- Lack of programs for individuals w/ low income but no children in the "house"

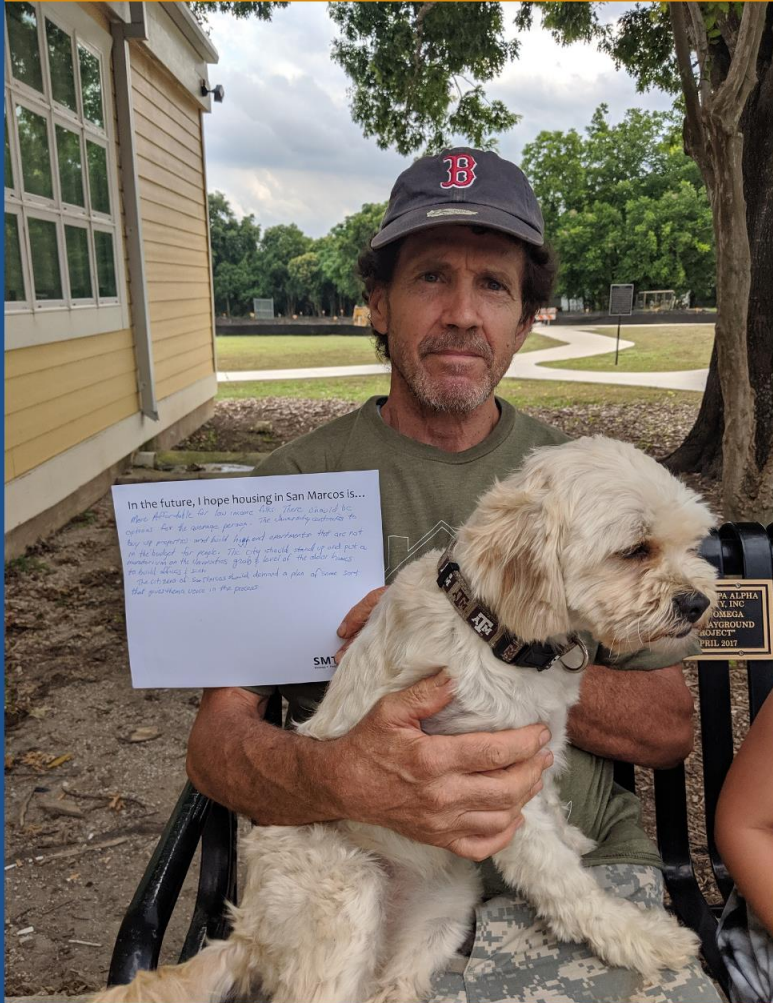
Presentation Outline

- 1 Project Overview
- 2 Why is Housing Important?
- 3 Needs Analysis Findings
- 4 Draft Strategic Housing Action Plan
- 5 Public Outreach



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

- 2000 participants
- 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

- Open House
- Community Conversations
- Housing Story

HOUSING TASK FORCE



THE CONTINUUM OF HOUSING

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

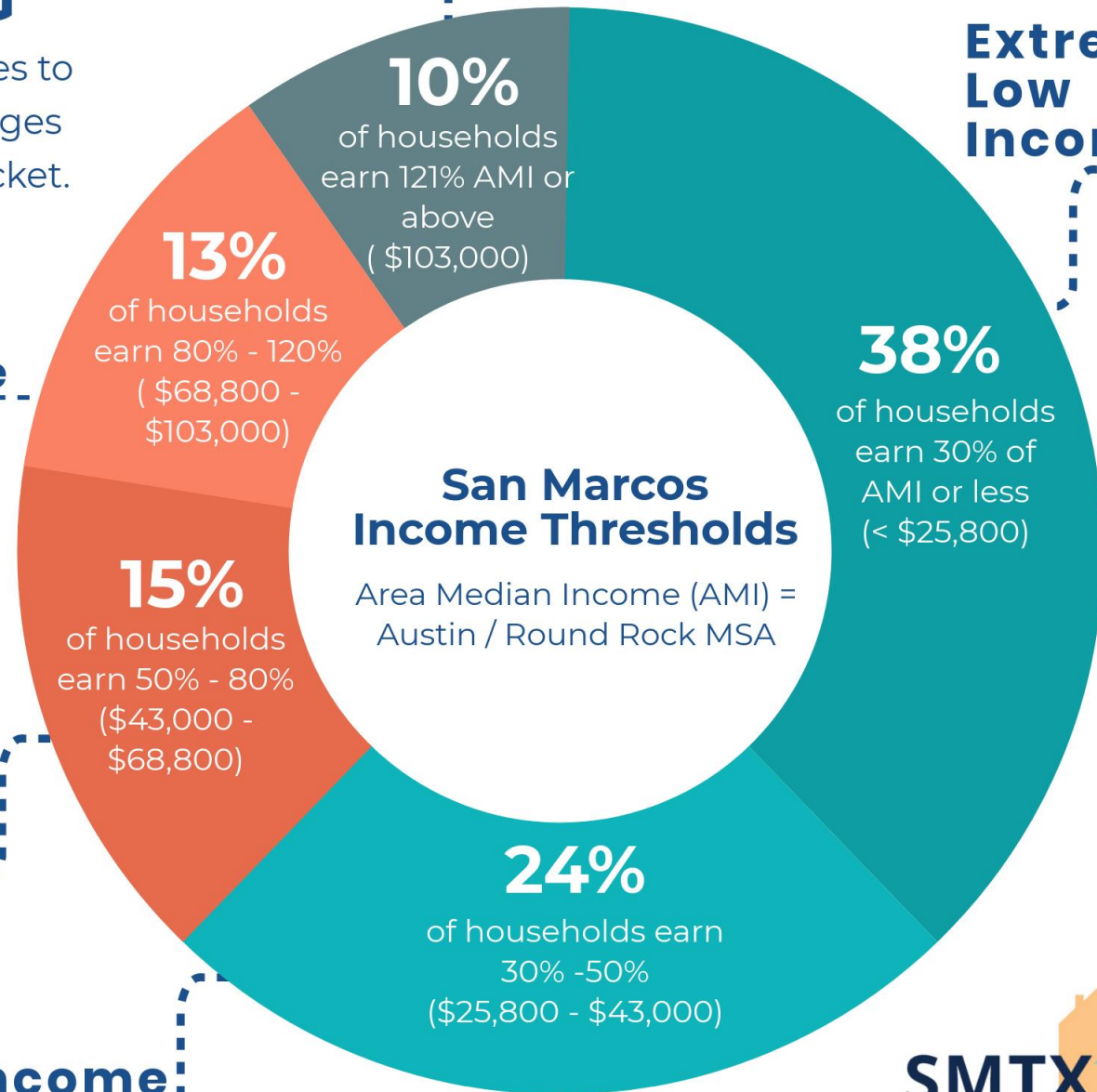
**Median Income
"Workforce"**

Low Income

Very Low Income

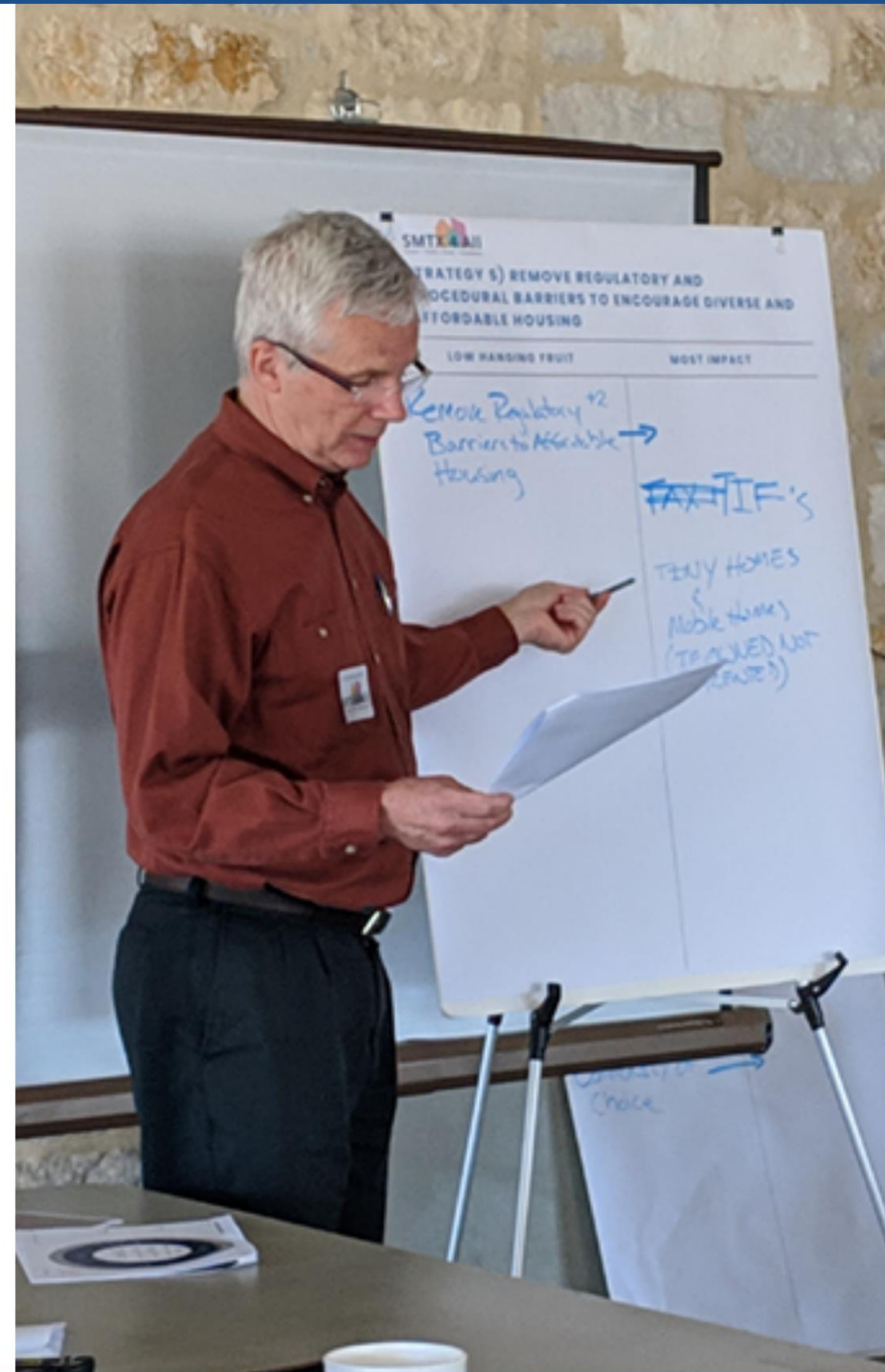
Market Rate

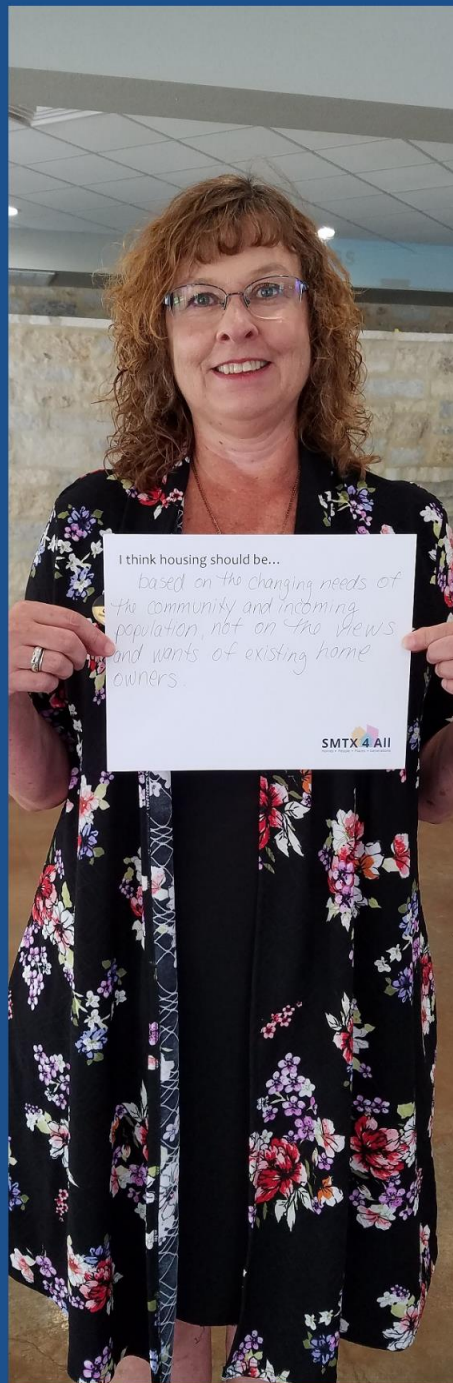
Extremely Low Income



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 Refinement

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

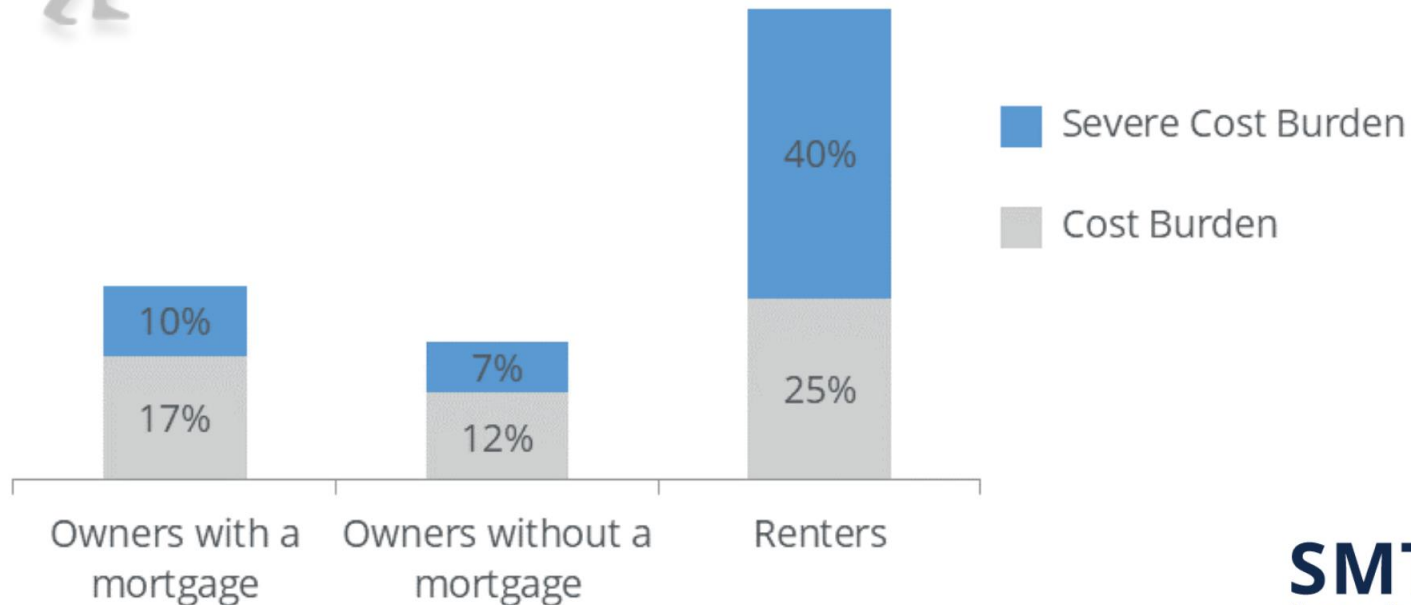
Cost Burdened Owners and Renters - 2017

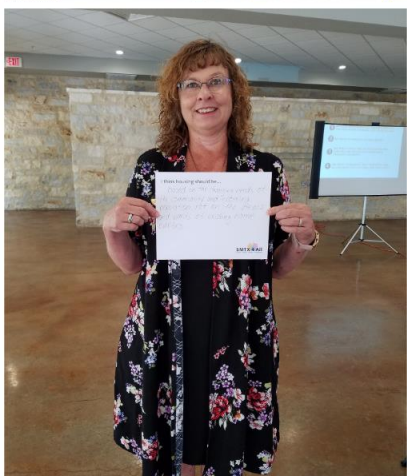
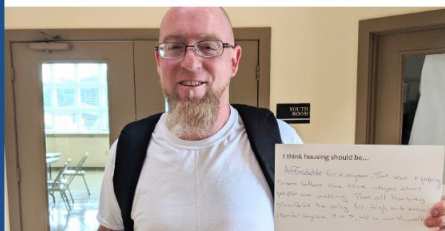
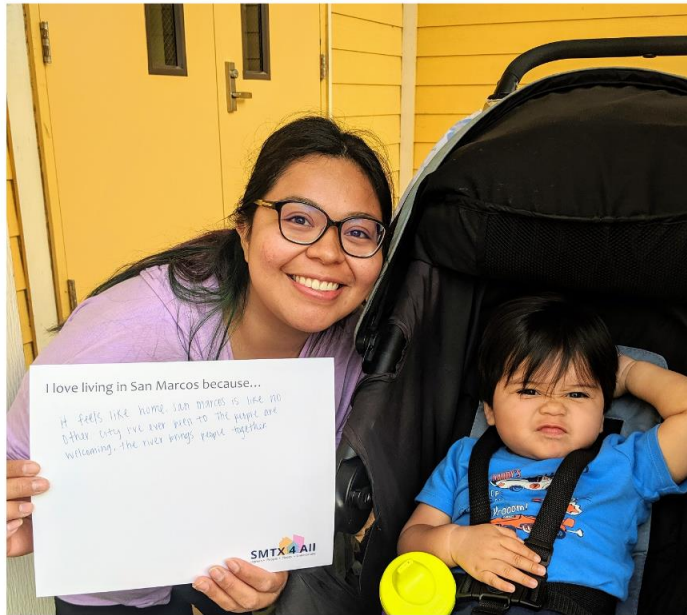
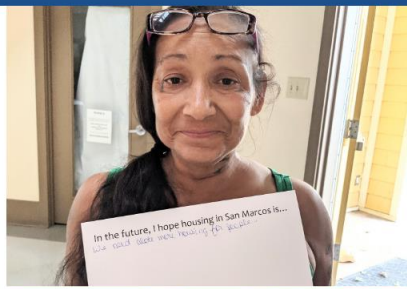
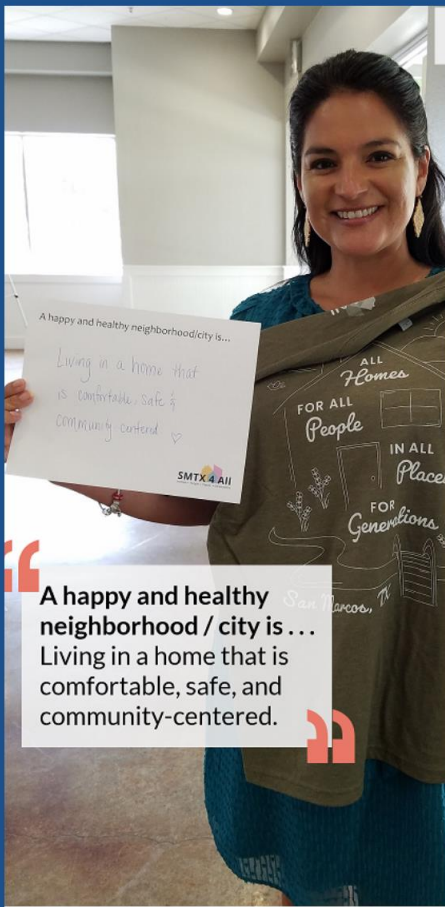


Households paying
> 30% for housing
are **cost burdened**



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

UNDERSTANDING OUR HOUSING CHALLENGES:

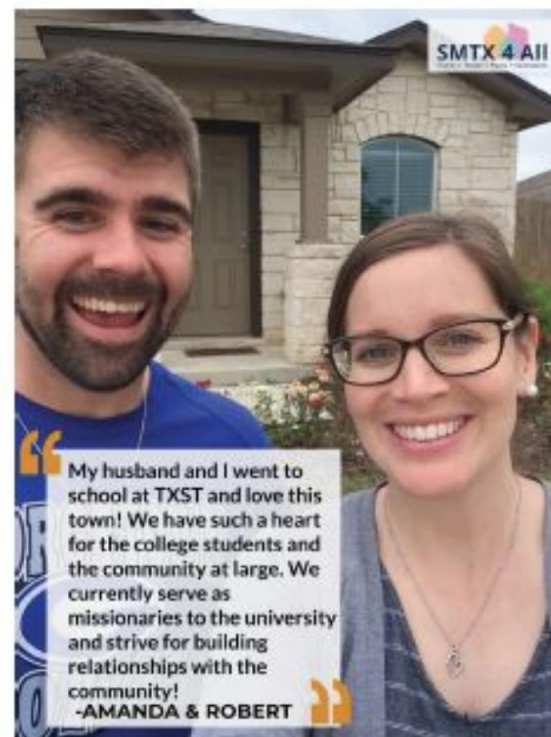
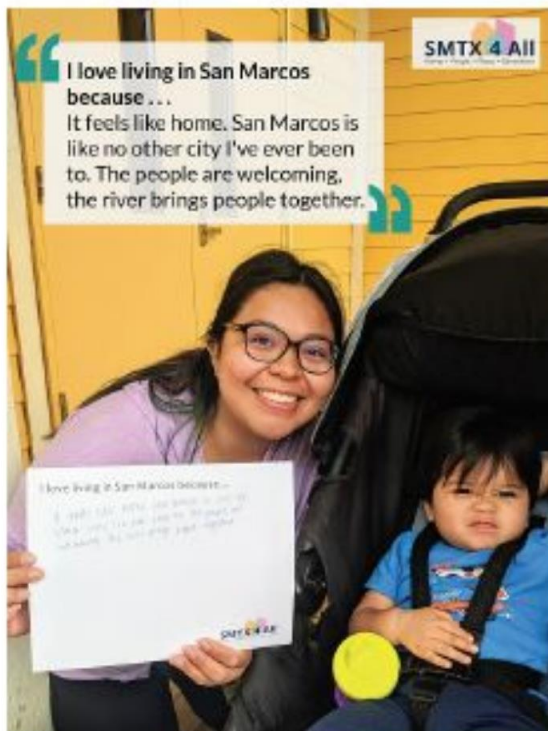
HOUSING NEEDS ASSESSMENT

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**

ADDRESSING CHALLENGES WITH SOLUTIONS:

DRAFT STRATEGIC HOUSING ACTION PLAN



CITY OF SAN MARCOS

SAN MARCOS STRATEGIC HOUSING ACTION PLAN: ADDRESSING THE CONTINUUM OF HOUSING NEED

MAY 2019 - DRAFT

DRAFT



1 ADVANCE HOME MAINTENANCE AND REPAIR PROGRAMS

Help people stay in and improve their current living situation, assist neglected renters, and enhance properties in disrepair.

- Among non-student in-commuters who considered San Marcos, **1 in 3** chose to live elsewhere because:

"housing I could afford was lower quality and/or needed repairs/improvements"

2 IMPLEMENT LIFECYCLE AND DIVERSE HOUSING PRINCIPLES

Support diverse housing products. Encourage diversity of housing in new developments and assist builders willing to construct affordable infill products.

- Shortage of units for residents earning less than \$75,000.
- Difficulty in developing such units in residential neighborhoods in San Marcos due to lack of available zoning.

3

FOCUS ON PROGRAMS THAT CREATE, PRESERVE, AND EXTEND LONG TERM AFFORDABILITY AND INDIVIDUAL WEALTH CREATION.

Support the preservation of affordability within neighborhoods through programs such as Shared Equity and Land Banks.

- Nearly 50% of non-student renters who experienced displacement did so because their rent increased more than their ability to pay.

4

PRE-APPROVE RESIDENTIAL DEVELOPMENT IN STRATEGIC LOCATIONS.

Support diverse housing products. Encourage diversity of housing in new developments and assist builders willing to construct affordable infill products.

- San Marcos is home to more renters (72%) than owners (28%)
- Need for family homes priced near or below \$200,000

5

**REMOVE REGULATORY
AND PROCEDURAL
BARRIERS TO
ENCOURAGE DIVERSE
AND AFFORDABLE
HOUSING.**

- Shortage of affordable units for renters earning less than \$25,000 per year
- Family Homes: Median rent for a 3+ bedroom apartment = \$1,300 - \$1,400

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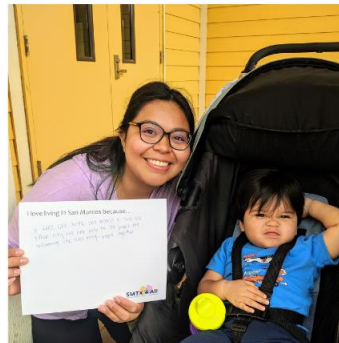
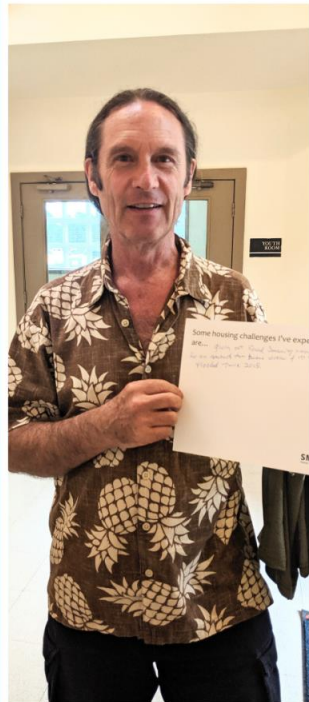
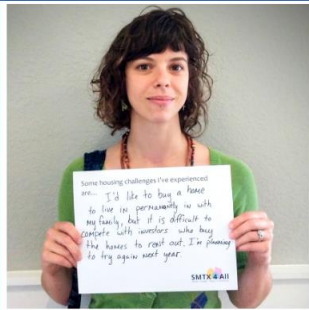
**PROMOTE SAN MARCOS
AS A PLACE FOR ALL
TYPES OF HOUSING IN
ALL TYPES OF PLACES
FOR ALL TYPES OF
PEOPLE THROUGH A
ROBUST EDUCATION AND
MARKETING CAMPAIGN**

While housing survey respondents indicated that providing a place for diverse people was important, San Marcos residents, especially homeowners, are not inclined to agree that housing types other than larger lot single family homes are appropriate in their neighborhoods.

Community Conversations

- SUPO
- WIC Staff
- SMCISD Cabinet
- Downtown Association
- Facebook Live
- SMCISD Parent Liaisons
- Neighborhood Commission Open House
- Homeless Advocacy Group
- Food Bank Staff
- Corridor Real Estate
- Food Bank Distribution
- Local Realtor
- Hays Caldwell Women's Center
- Chamber - Public Policy
- Council of Neighborhood Associations
- CTMC Leadership Team
- Main Street Advisory Committee
- Neighborhood Enhancement Staff
- League of Women Voters - Public Meeting
- Lions Club
- Sustainable Placemakers
- Homebuilders Association Advocacy Forum
- Neighborhood Commission
- Reclaim Dunbar Leadership
- Rotary Club
- Facebook Live (#2)
- Heritage Association
- SMCISD Back to School Convocation

Conversations: 29
Individuals: 450



131 Written Comments

8 Themes

- Meeting Community Housing Needs
- Increased Housing / Density / Diversity
- Transportation / Location
- Subsidized Housing / Partners
- Other: Jobs / Homelessness / Flooding
- Event Feedback
- Tenants Rights
- Infill Housing

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



City of San Marcos
**Workforce Housing
Task Force**

OPEN HOUSE

Please join us for an informative open house on the housing needs in San Marcos and potential strategies identified by the Housing Task Force to begin addressing our affordability challenges in San Marcos.

Date: Wednesday, August 14

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

A presentation will begin at 6 p.m.

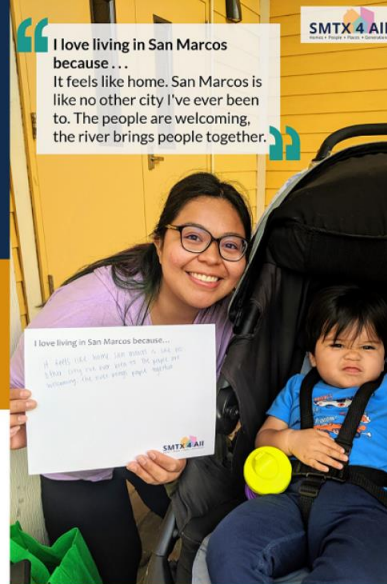
Location: San Marcos Activity Center;
501 E Hopkins Street

**We want to hear
from you!**



Tell us your thoughts on the Draft Strategic Housing Action Plan and the proposed solutions by visiting:

www.sanmarcostx.gov/smtx4all



Share Your Housing Story!

Share your housing story at the Open House.

School Supply Drive!

Benefiting SMCISD teachers. Bring one of the following items to receive a free T-shirt!

- backpacks
- crayons
- yellow pencils
- pink erasers
- glue sticks
- dry-board markers
- facial tissues