

Addressing the Housing Gap in Placer County



Placer County communities today struggle with numerous obstacles – from fiscal disincentives and lengthy approval processes to community opposition that makes it difficult to say yes to new housing. It becomes increasingly important to advance an “all of the above” solution to increase affordability as we expand our supply of housing in the coming years.

Many potential options that begin to address housing challenges fall into one of three broad categories:

- ✓ Reform land use policies to advance affordability, sustainability, and feasibility.
- ✓ Address housing and access needs for vulnerable populations through greater interagency coordination, program design and evaluation.
- ✓ Invest in affordable home development and rehabilitation, rental and homeownership assistance.

Additional Considerations for Closing the Housing Gap

Require industrial, commercial, and office developments to aid in the development of work force housing to offset the demand for housing created by the new work force. This could be a policy similar to the requirements of Eastern Placer County (greater Tahoe communities) that new developments provide employee housing equal to 50 percent of the housing demand generated by the project.

Other major elements of an “all of the above” housing policy may include;

- a) Program investments that promote affordability,
- b) Regulatory incentives that reduce housing costs and accelerate responsible development,
- c) Require replacement of unregulated low-cost housing demolished in private market-rate development projects with new, good quality affordable housing with long-term affordability controls, and
- d) Improve approval and permitting rules – enforce and strengthen to approve or permit adequate affordable and market-rate housing.

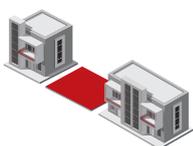
As needed, reach out to and work with a coalition of builders, housing advocates, equity groups, environmentalists, and local government leaders to address this housing situation in our county.

A look at possible solutions to close Placer County's housing gap

TOOLS TO CLOSE THE GAP



IDENTIFY "HOUSING HOT SPOTS"



Build on available vacant land already zoned for multifamily development



Intensify housing around transit hubs



Add units to existing single-family homes



Add units to underutilized land zoned for multifamily development



Do more to link the production of affordable housing to the production of market-rate housing



Encourage mixed-use development



Explore means to encourage building more smaller houses



Identify government-owned surplus land



Moratorium on single-family homes on sites zoned for multifamily residential



REMOVE BARRIERS TO HOUSING DEVELOPMENT



Production incentives for eligible projects, RHNA progress



Accelerate land-use approvals



Prioritize funding for affordable housing



Attract new investors in affordable housing



Design regulations to boost affordable housing while maintaining investment attractiveness



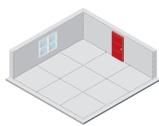
ENSURE HOUSING ACCESS



UNLOCK SUPPLY BY CUTTING THE COST AND RISK OF PRODUCING HOUSING



Raise construction productivity



Deploy modular construction



Accelerate construction permitting



Reduce housing operating costs



Align development impact fees with housing objectives



Consider statewide initiatives



Attract grant funding to subsidize building costs



Ideas to reduce land/construction costs



Increase coordination of municipalities and county gov'ts

Vital Steps Needed to Address the Housing Gap

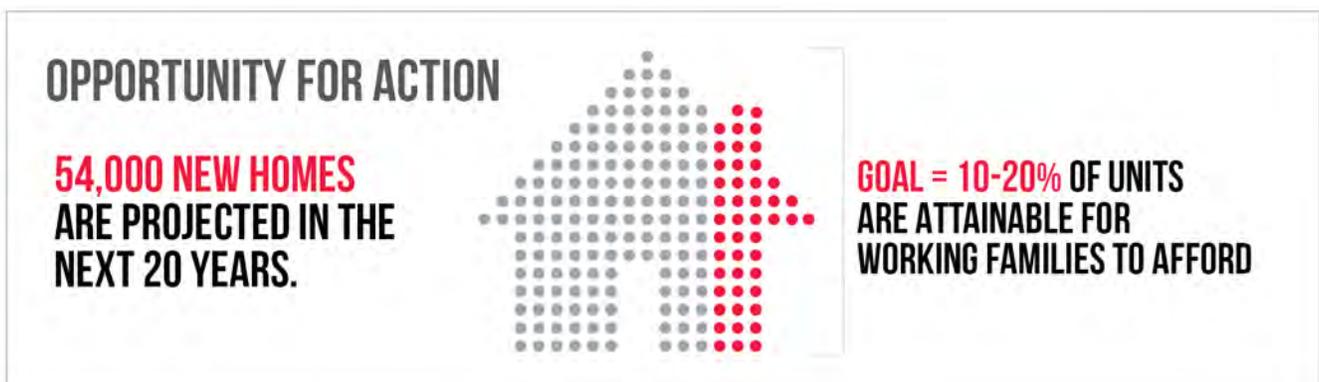
Most of our Placer County communities today struggle with numerous obstacles—from fiscal disincentives and lengthy approval processes to community opposition—that makes it difficult to say yes to new housing.

It doesn't have to be this way. Communities can support the development of housing for people and families at a variety of income levels. By doing so, we pave the way for greater economic growth in our community. The availability of decent housing that is close to work and affordable for the jobholders upon which the proper functioning of the local economy depends is essential to the community's economic health.

It should also be noted that when considering Western vs. Eastern Placer County, there are unique challenges that may require different approaches in each region.

Now more than ever we need to take action to meet the housing needs of our community.

IDENTIFY AND SET OBJECTIVES WHICH ARE ACHIEVABLE AND MEASURABLE



IDENTIFY AND PRIORITIZE THE STEPS NEEDED TO ACHIEVE THE GOALS

1. Staff for Success



We need strong, creative leadership that champions and is accountable for achieving the housing goals of the community.

2. Offer a Range of housing options



The goal must include developing a full range of affordable and market-rate housing options; Rental and for-purchase units that accommodate a variety of income levels.

3. Nurture Partnerships



We need to create partnerships (from CDRA to developers to special districts, etc). A public sector partnership with the private sector produces outcomes that reflect both the community vision and the market reality.