



Roseville HRA Strategic Plan 2008-2012

The mission of the Housing & Redevelopment Authority for the City of Roseville is to plan, implement, and manage housing projects and activities for citizens by providing equal opportunities for quality, decent, safe homes, and a suitable living environment; and strengthening partnerships among all levels of government, non-profit and for-profit organizations to maximize social and economic benefits.

Below are the goals and polices of the HRA strategic plan:

I. To encourage the development of a variety of housing options in price and product type to meet life cycle needs of the community as well as to retain and attract a diverse mix people and family types with varying economic statuses, ages, and ability.

- a) Provide a link between Roseville seniors seeking to move out of existing single family homes and young families seeking first time purchase options.
- b) Support, initiate, and promote alternate housing for seniors to enable them to remain a vital part of the community.
- c) Preserve existing housing and develop new housing in partnership with federal, state and regional agencies and non-profit community groups and private sector development partners.
- d) Encourage the development of market-rate intergenerational housing.
- e) Regularly review official controls to ensure opportunities for development of housing stock that provides a diversity of housing choices.
- f) Encourage the integration of affordable housing in new and existing neighborhoods.

II. To see that funding sources are identified and well managed in order to support/provide housing options/ for residents within the City of Roseville.

- a) In order to ensure that funding sources are implemented and well managed, the HRA will move aggressively to secure funding through a variety of Federal, State, County, City and non-profit, and private sources.
- b) Ensure that policies are in place regarding the use funding mechanisms that will promote the provision and improvement of housing through such tools as Housing Improvement Areas, Conduit Debt Financing, and Bonding.

III. To promote the City as a safe community with an enhanced quality of life and a sense of community and vibrant neighborhoods.

- a) Provide information regarding the importance of quality housing opportunities and diverse, close-knit neighborhoods to foster a sense of community.
- b) Increase awareness of the HRA to all levels of the community both internally and externally.
- c) Increase awareness of HRA's financial resources, housing programs and the services of the *HousingResource* Center that are available to all residents, property owners and others.
- d) Partner with police and fire departments, neighboring cities, school districts, non-profits, and consumers to foster a better overall quality of life in the City.
- e) Foster the creation of neighborhood individual neighborhood identities in partnership with new and existing neighborhood organizations that promote each neighborhood's unique attributes and amenities.

IV. To provide necessary staff support to make sure that the goals and objectives are carried out on a daily basis following well-established best management practices.

- a) The Community Development Director of the City of Roseville shall serve as the Executive Director of the Roseville HRA.
- b) The Housing Coordinator, along with necessary staff and/or consultants will implement day to day tasks for all aspects of the HRA.
- c) Actively promote education, growth, and advancement of employees, board members and community members.
- d) Quarterly Progress Reports on all funding sources, grant programs and the overall operations of the Roseville HRA will be provided to the HRA board.
- e) Annually review with the City Council the Roseville HRA's strategic Plan and budget. A new strategic plan will be developed every four years.
- f) Leverage technology to allow for the HRA to deliver its services more efficiently and effectively as well to better inform the public.

V. To develop and review Zoning and building code standards to ensure that the existing housing stock and neighborhoods are properly maintained in the City of Roseville.

- a) The HRA, in partnership with the City, maintain proactive code enforcement policies to prevent nuisance properties from negatively impacting surrounding properties.
- b) The HRA, in partnership with the City, will continue to work with Community Development staff to enhance code enforcement efforts within the Housing Maintenance Section of the City Code.
- c) The HRA, in partnership with the City, will explore further regulation, including licensing, of rental units within the City of Roseville.

VI. To develop sustainable solutions to housing through the promotion and advocacy of green building techniques and environmental stewardship practices.

- a) Develop standards for supporting green building techniques, including the use of alternative building materials and recycling of building materials (wherever feasible) in a new construction and rehabilitation.
- b) Leverage technological advances in the areas of energy and water conservation, natural drainage systems and wastewater treatment and incorporate them into the design of new and renovated housing units.
- c) Promote transit-oriented development by conducting (and funding) planning at key transit nodes.
- d) Work with local utility companies to establish and expand programs to encourage improvements to properties that increase energy efficiency and conservation of resources.
- e) Create programs and resources that better inform residents of basic green improvements that can be made to their homes.
- f) Promote walkability and pedestrian connectivity in new and redevelopment housing projects.
- g) Create programs that assist residents to implement green practices by providing technical resources (architects, construction experts) and financial resources.

VII. To respond to priorities, develop, drive, and inform residents and stakeholders regarding the housing market within Roseville.

- a) Each quarter, the HRA will ask guest speakers to represent to the HRA and Roseville community. These presentations will focus on issues like housing stabilization, preservation, code enforcement, LEED certification and sustainability.
- b) Promote and provide effective resources that meet the needs of our stakeholders while actively seeking out and developing service improvements.

- c) Consult stakeholders and actively listen to and act upon their views regarding development opportunities affecting their residences.
- d) Continue rethinking strategies internally to promote organizational development, continuous improvement, and appropriate responses to budget challenges and program changes.

VIII. To implement the Housing Goals contained in Roseville's 2030 Comprehensive Plan

- a) The HRA will, in coordination and consultation with the City Council, implement the housing goals and policies identified within the 2030 Comprehensive Plan.

IX. To encourage the development of neighborhood identities that build a sense of community and foster neighborhood interaction.

- a) In partnership with the City and other City commissions and boards, the HRA will assist residents in developing and maintaining neighborhood organizations and forums.
- b) The HRA will partner with neighborhood organizations to provide forums for residents to participate in the achievement of housing and neighborhood goals.

New ideas for programs (2010 +)

- 1) Work force housing – incentivize living/working in community**
- 2) Community Land Trust - creation/use existing land trust**
- 3) HIA policy**
- 4) Conduit Financing – collection of additional housing fee**
- 5) Rental Licensing**
- 6) Excessive Use Ordinance**
- 7) HRA purchase/develop property**
- 8) Senior Co-op (Ecumen)**
- 9) Energy Efficiency Pilot Project (Windows)**
- 10) “Green Book” How to do Green**
- 11) Use technology to better inform public**
- 12) Market City**

Program Review 2008-2012

2008 Levy Request: \$350,000

2009 Levy Request: \$258,000

Long Range Goals:

Home and Garden Fair

Annual fair featuring housing contractors, vendors, landscape companies and financing agencies.

- 2008 6-8 new sponsors (\$3,600+ in new revenue)
- 2009 10+ new sponsors (\$6,000+ in new revenue)

Multi Family Rehab

Renovation of older multifamily complexes through the use of revolving loans.

- Develop qualifying criteria for the disbursement of funds.
- Identify properties within the City that will qualify for funds.
- Speak with landlords about qualifying criteria and submittal process.

Ownership Rehab

Provides low interest loans for housing improvements.

- Determine if the Family Home Ownership Rehabilitation Loan Program and Owner Occupied Revolving Loan Program should be combined.
- Determine criteria with an emphasis on green and energy efficient design.

First Time Homeowner

Revolving loans for first time homeowners as well as loans for the repair of dilapidated or foreclosed properties.

- Determine if the City wishes to purchase dilapidated properties for renovation and resale.
- Determine if the City wishes to purchase foreclosed properties in order to resell to first time homeowners.
- Determine criteria for second mortgage.
- Establish increased levy amounts and overall funds for 2009 and beyond.

Neighborhood Enhancement

Prevention of nuisance properties within the City of Roseville.

- Work with the Council to develop proactive code enforcement policies.
- Temporary staff should be utilized to assist in the development of procedures similar to Shoreview Shines.
- Educate residents through newsletters and postings on code enforcement issues.

Redesign Initiative

Design standards and architectural guidelines for housing and commercial uses within the City of Roseville. The focus of these standards will be on green design and energy efficiency.

- Develop RFP for Roseville Redesign. Hire a consultant in 2008.
- Promote speaker series through e-mail alerts and postings.
- Create design scenarios that are specific to the City of Roseville and address issues like form, function, green building standards, water conservation and energy efficiency.

Staffing

Support staff needs for the Roseville HRA.

- Hire Housing Coordinator position in 2008.
- Identify training local and national training programs that encourage green design and promote progressive HRA involvement.