



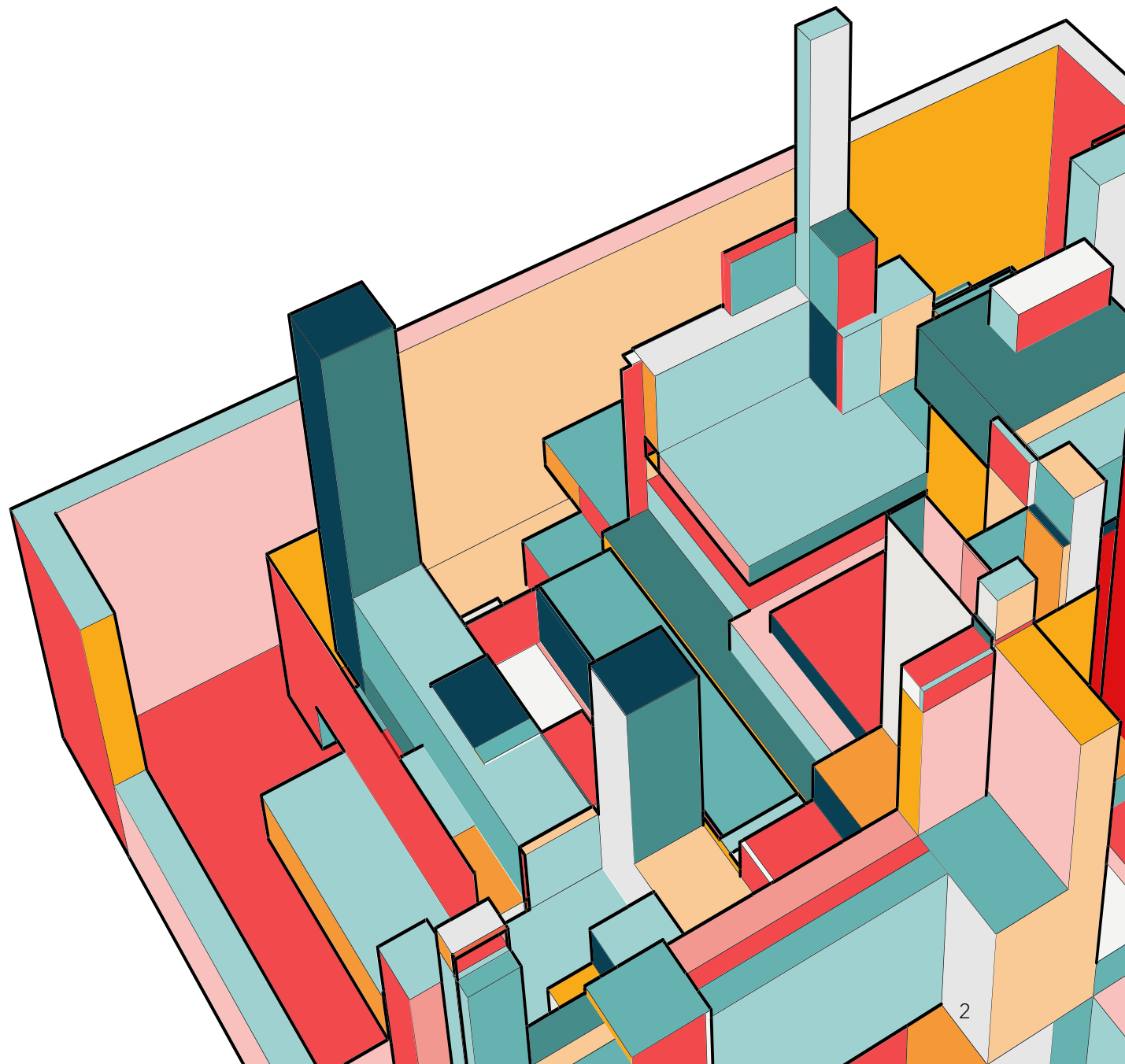
COMMUNITY HOUSING PLANNING

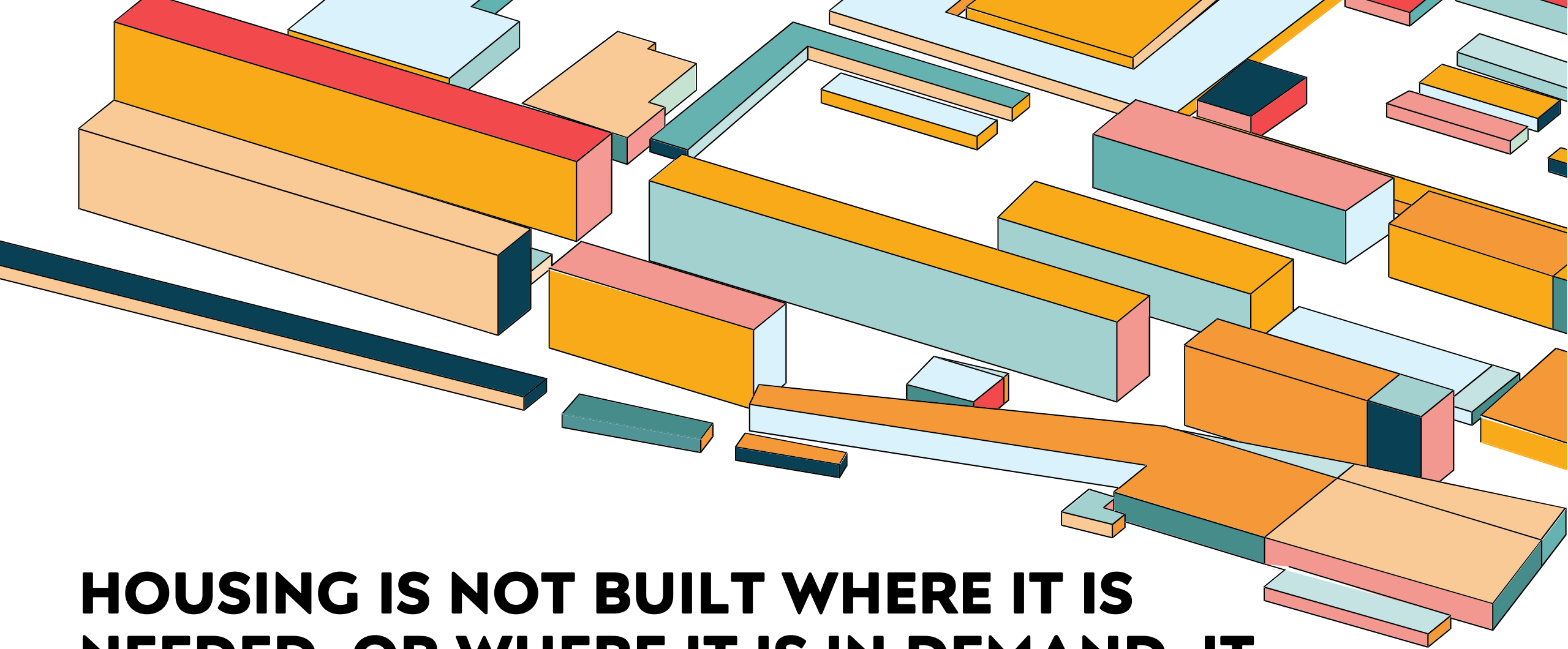
Isaac Meyer

Housing Development Director, KOOTASCA Community Action

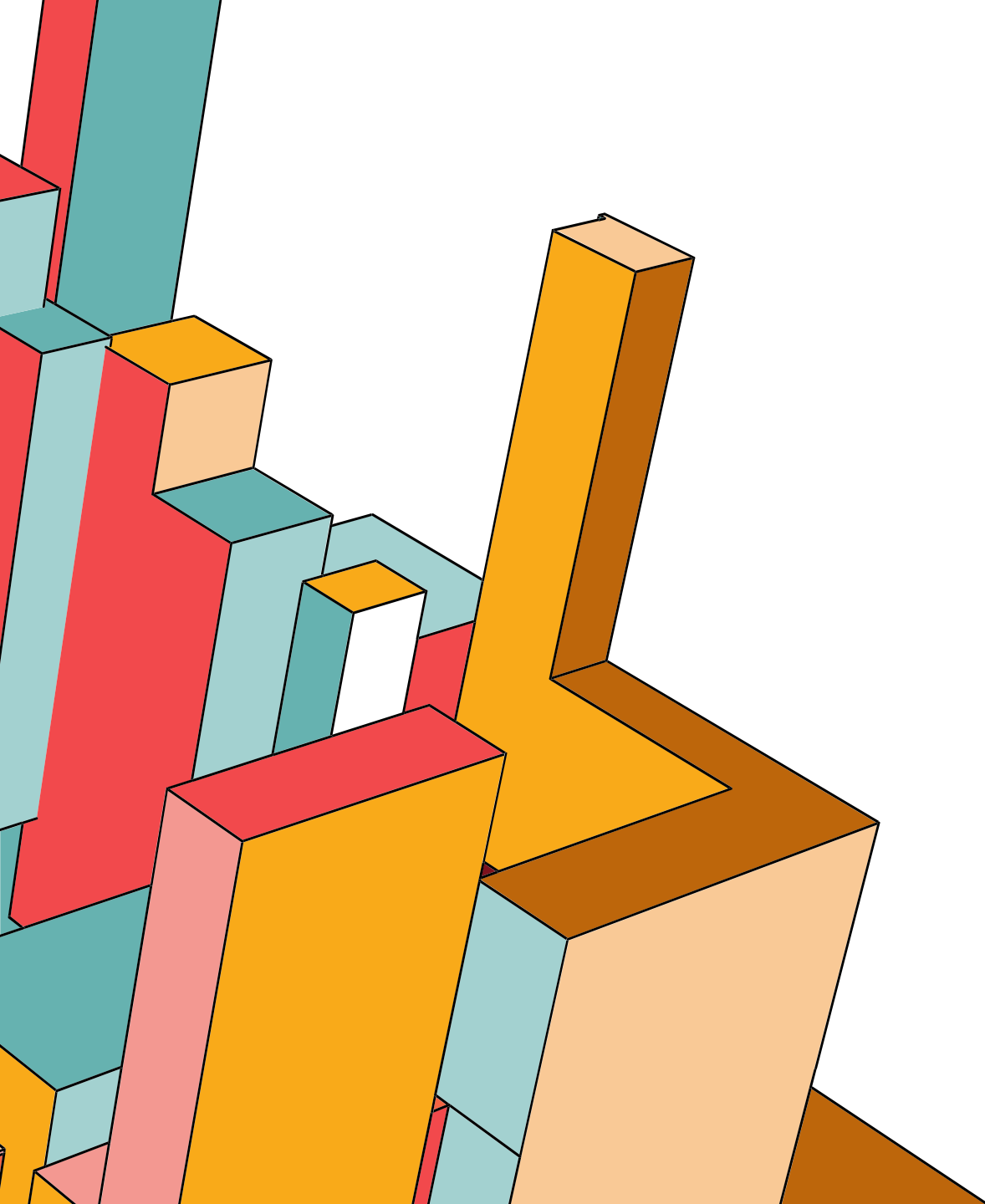
ABOUT US

KOOTASCA Community Action is a private 501(c)(3) non-profit organization serving Northern Minnesota. Founded by local citizens in 1965 to address the root causes and conditions of poverty in our community, KOOTASCA is led by the community it serves and empowers those experiencing poverty to determine the needs and solutions for our communities.





**HOUSING IS NOT BUILT WHERE IT IS
NEEDED, OR WHERE IT IS IN DEMAND, IT
IS BUILT WHERE IT IS MOST PROFITABLE.**

An abstract geometric composition of various 3D rectangular blocks in shades of red, teal, orange, and brown, arranged in a complex, overlapping structure on the left side of the slide.

CONCEPTUALIZING THE CHALLENGE

As you think about the housing problems in your community, I urge you to resist solutions that are simply "Here's the fix, we're going to solve the problem," and instead **think about** how do we get to a system that can produce solutions."

HOUSING DEVELOPMENT PROCESS

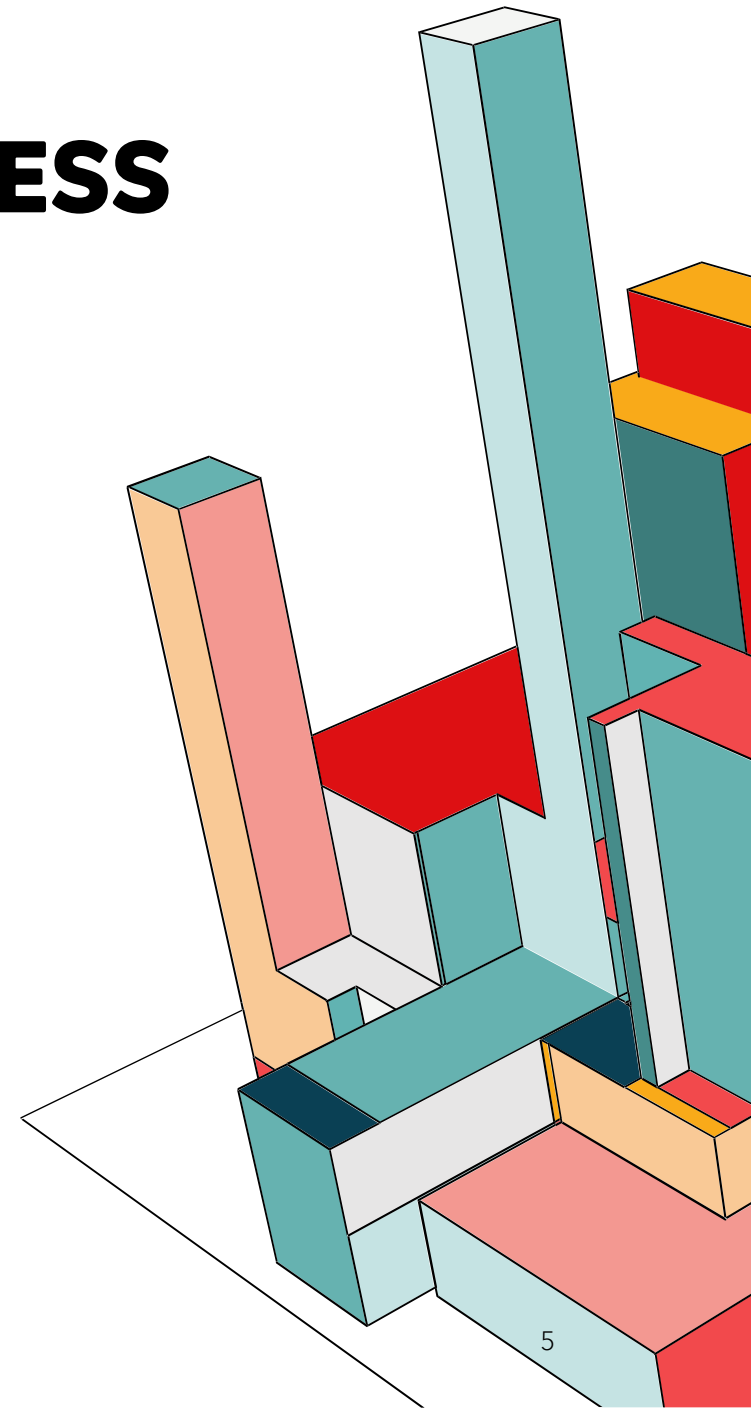
Concept

Feasibility

Dealmaking

Construction

Operation or Sale



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The housing needs of a city can be as unique as the residents that live there, and often reflect the demographics, economic priorities, and geography of the community.

City officials use the tools and authority available to them to **PRESERVE, MAINTAIN, ATTRACT, and DEVELOP** the mix of housing options that their community needs most, which may include:

- New Affordable and Market-Rate Single Family Homes
- Condos and Townhomes
- Existing Single-Family Owner Occupied



- Rental Apartments, Townhomes, Duplexes
- Single-Family Rental Property
- Subsidized Rental



- Tiny Homes
- Accessory Dwelling Units



- Short-Term Rental
- Hotels



- Student Housing
- Rooming Houses



- Senior Housing
- Veterans Housing



- Rehabilitation Facilities
- Long-Term Care Facilities



- Emergency Shelter



PLANNING

Understand your market

What's needed? What's in demand?
What's profitable?

Map your assets

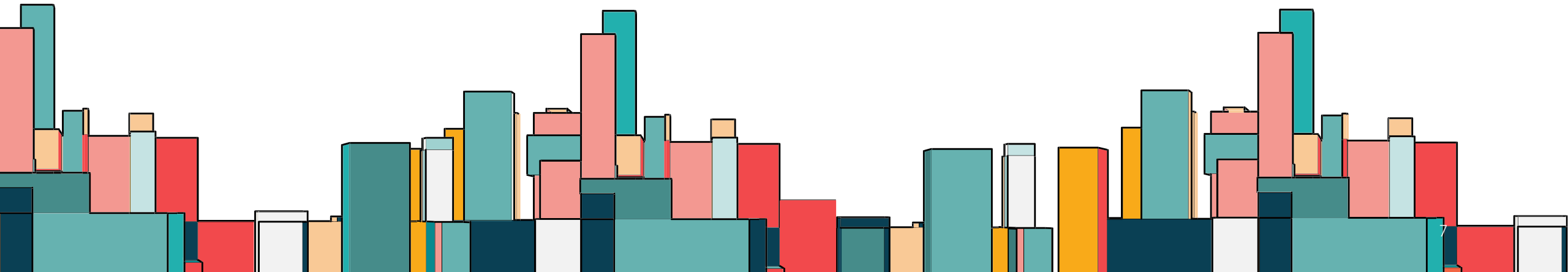
Identify the locations of strengths and weaknesses in the local housing ecosystem and map opportunities

Assemble Stakeholders

Identify issues, select important strategies and identify the roles of partners in implementation

Professional Support

Seek the help of experts in the field.
Consider a housing study.



SOLUTIONS FOCUSED STRATEGIES



Prevent
Preserve
Demo
Build



For who?
Who will do it?
Who will they work with?



How will your
community assist?
What capacity exists or
is needed?

LAND AND ZONING

- What land is or could be available?
- What can be acquired?
- How can zoning change to encourage development?
- What size land do developers need?
- What infrastructure is available or required?
- How readily are you sharing this information?

Do you have land?

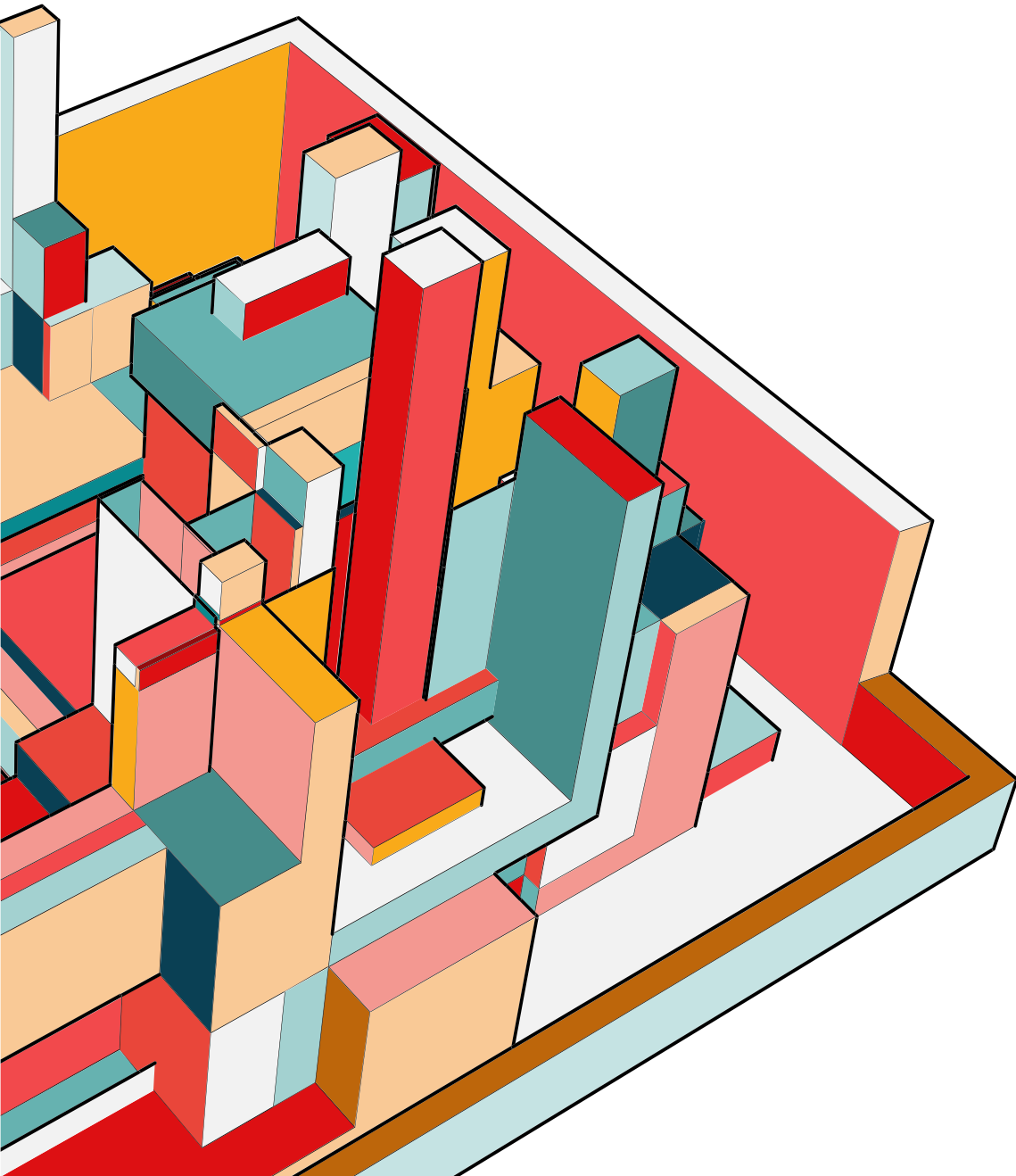
- How are you marketing it? For what?
- Is it a good location for the use? Do developers agree?
- Can your community support the maintenance and construction of utilities?
Can the developer?
- What site prep is required?
- What does financial feasibility for the intended use look like?

QUESTIONS?

About planning or market
studies?

About the development
process?

Anything?
General Housing Financing?



SUMMARY

Housing is not built where it is needed, or where it is in demand, it is built where it is most profitable.

Developers have their choice of community to work with to the extent their equity allows.

If your community knows what it wants, knows how the market works, and knows what it is willing to contribute in process support, marketing, and assistance an active role can be taken.

THANK YOU

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