Virtual housekeeping

Thinking differently about housing

The Housing Plan

What we have heard

Housing: where matters as much as what

A few other thoughts

Q & A

Break-out discussion

Idea Wall

Next steps
Virtual housekeeping

Workshop rules

- Everyone is muted on entry and video is disabled.
- The presentation will take about 30-minutes. We’ll answer questions after the presentation.
- Please type out your questions in the Chat and send them to “Q&A”. Or ask your questions live during the break using the “Raise Hand” feature under “Reactions”.
- For Spanish interpretation, click on the “Interpretation” button, choose “Spanish” to hear the translated presentation.

This workshop is being recorded!!
Why is it important to think differently about Housing?
Shifting household demographics

Today, 30% of households are single persons

By 2025
75-85% of households will not have children

By 2030
1 in 5 Americans will be 65+

From 2005 to 2050
Latinos will account for 60% of the nation's population growth
Modesto’s Context

Housing demand + changing demographics = realities of 21st century living

11,200
new units needed by 2030 in Modesto

The CBPR REMI Forecast projects that Stanislaus County will need 25,000 new units in the 2020s and 1,500 additional new units per year thereafter.

86%
increase in Stanislaus County population age 65+ by 2050

The Stanislaus County Demographic and Employment Forecast reports that the fastest growing population by age is those 65 and over. This age group is projected to grow 86% between 2020 and 2050.

95%
of housing units in Modesto currently occupied (7% higher than national average)

The population ages 25-64 is projected to increase by over 50,000 (19% growth) between 2020 and 2050.

27%
single-person households

48%
Hispanic households in 2020
Households are looking for walkability

Baby Boomers (55-64)
- Single Family: 71%
- Townhomes: 11%
- Condos: 9%
- Multifamily: 7%
- Mobile Homes: 2%

27% Looking for MMH

Millennials (25-34)
- Single Family: 39%
- Townhomes: 34%
- Condos: 10%
- Multifamily: 15%
- Mobile Homes: 2%

59% Looking for MMH
The affordable housing crisis is growing

In 2017, 31% of American households were housing cost burdened.

~American Housing Survey

Image source: Plan Hillsborough
Most cities are zoned for mainly single-family housing
Need to **think outside the box** about housing using **new tools:** Housing Plan

Vs
The Housing Plan
What is the Housing Plan?

The Housing Plan is a once-in-a-generation opportunity for Modesto to expand housing choices and affordability for its current and future residents.

Led by community input and feedback, the Housing Plan will:

✓ Focus on the “nuts and bolts” of how and where to develop new housing

✓ Remove regulatory and other barriers to boost housing production

✓ Recommend zoning and policy changes to increase housing choices at all levels of affordability.

✓ Inform the City’s long-term housing policy in the General Plan and Housing Element.
Housing Plan: key tasks

**Task 1. Outreach and visioning**

**Task 2. Opportunity sites**

**Task 3. Infrastructure and services**

**Task 4. Performance + density standards**

**Task 5. Pro-housing policies**

**Task 6. Barriers to affordable housing**

**Task 7. Facilitate housing development**

**Additional Task. Scenario Modeling**

What will be produced by the Housing Plan?

- A comprehensive report including findings from each task
- Zoning and policy recommendations for General Plan + Housing Element
- Scenario modeling of baseline and alternate growth scenarios will inform future land use designation
What will the Housing Plan do?

Task 1. Outreach + Visioning

- Establish outreach plan
- Stakeholder interviews
- Four public workshops at key milestones
What will the Housing Plan do?

Task 2. Opportunity Sites

- Citywide context mapping
- Determine range of lot types citywide
- Analyze opportunity sites with physical test fits
- Market analysis and feasibility testing
- Adaptive reuse study of Courthouse site
What will the Housing Plan do?

**Task 3. Infrastructure + services**
- Analyze existing infrastructure capacity
- Assess transit capacity + potential streets

**Task 4. Performance + density standards**
- Regulatory analysis for opportunity sites
- Recommendations for streamlining
What will the Housing Plan do?

Task 5. Pro-housing policies
Task 6. Barriers to affordable housing

- Analyze existing + anticipated policies, programs
- Analyze existing development standards
- Develop pro-housing policies + strategies to remove barriers to affordable housing

Task 7. Facilitate housing development

- Analyze existing entitlement process
- Recommend improvements for streamlining
What will the Housing Plan do?

Additional task: scenario modeling

- Generate “baseline” scenario and three alternate scenarios depicting housing capacity and feasibility
- Help City gauge ability to meet RHNA targets
**Major milestones**

- **Aug 2021**: Project kick-off
- **Sep-Oct 2021**: Focus group meetings
- **Oct 2021**: Workshop 1: Introducing the Housing Plan
- **Nov 2021**: Workshop 2: Analysis of Opportunity Sites
- **Jan/Feb 2022**: Workshop 3: Zoning + Policy Recommendations
- **Mar/Apr 2022**: Workshop 4: Draft Housing Plan

**Project website**

https://www.modestogov.com/Housing-Plan

- All deliverables will be uploaded for easy review
- Ability to comment on what has been done
- Please subscribe for emails and project updates
Who is the project team?

**City of Modesto**
Departments of Housing + Community Development

**Opticos Design, Inc.**
Team lead
Urban Design, Housing Types, Zoning + Policy, Community Engagement

**Lisa Wise Consulting**
Financial Analysis Market Study
Zoning + Policy

**Cascadia Partners**
Citywide Housing Scenario
Modeling

**Garavaglia Architecture**
Historic Preservation + Adaptive Reuse

**O’Dell Engineering**
Infrastructure + Services

**Rick Kos**
GIS database + support
What we have heard
Focus Group meetings

Questions we asked:

- What are types of multifamily housing do you think will work in Modesto?
- Where can new housing go?
- Do you see the need/market for innovative housing types in Modesto – such as multigenerational housing, co-living, etc.?
- Do you anticipate that Modesto residents will trade the size of home for walkability and amenities?
- Do you see any challenges to creating (affordable and market rate) housing in Modesto?

Focus Groups:

- Housing advocates
- Interest groups
- Neighborhood groups
- Environmental and social justice advocates
- Volunteer groups
- Affordable housing developers
- Market-rate developers
Key things we heard

Housing affordability (both rental and ownership)
Inadequate housing variety to suit different households
Reducing rates of home ownership
Inadequate housing options for seniors, retirees, and others on fixed incomes
Few housing options for larger families
Entitlement process takes too long and is unpredictable
Not sure what is feasible to build with high costs and fees
Many vacant sites but inadequate infrastructure
Not all neighborhoods feel safe

Focus Groups:

- Housing advocates
- Interest groups
- Neighborhood groups
- Environmental and social justice advocates
- Volunteer groups
- Affordable housing developers
- Market-rate developers
Where matters as much as what type of housing
Families are evaluating housing and lifestyle choices as their needs change

- What mobility options will I have? Will I need to rely on a car to get everywhere?
- What can I walk to? Am I willing to live in a smaller home in order to be within walking distance of amenities and services? How far am I willing to walk everyday?
- What are my choices when I can no longer drive and do not want to be isolated?
- Where can I live that provides a strong sense of security?
- How sustainable is this lifestyle choice?
Context types in Modesto

**Contexts determined by:**
- Existing built character
- Street and block pattern
- Lot sizes, widths and depths
- Connectivity and access
- Mobility options + transit
- Access to amenities

**Process will identify different housing choices and lifestyle based on context**
Range, intensity and character of housing will depend on its context. Not all housing types can work in every context type.

Suburban Residential
- Neighborhoods are auto-oriented and include primarily single-family houses
- 44,840 lots

Mixed-Use Corridor
- Corridors are auto-oriented with public transit and commercial amenities nearby
- 1,350 lots

Downtown Adjacent
- Neighborhoods are compact and within biking distance of downtown
- 6,982 lots

Downtown Transition
- Blocks include housing and various amenities within walking distance of downtown
- 918 lots

Downtown Core
- Downtown hosts the core of civic activity and numerous commercial amenities
- 117 lots

Context informs housing diversity
Context types | Suburban Residential

Housing: Spacious homes

Open Space: Backyards

Mobility: Quiet streets

Amenities: Sports fields

Single-family house

Multi-generational house

Carriage house/ADU
We are a family.
We love living near other families and our neighborhood elementary school. Having a backyard where our kids can play is important to us.

We are a multigenerational family.
We have room for three generations to live together. We love having our children grow up with their grandparents, who moved into the ADU, while we live in the main house with the kids.
Context types | Mixed-use corridors

**Housing:** Townhomes and apartments

**Open Space:** Parks and greenways

**Mobility:** Convenient transit

**Amenities:** Nearby grocery stores and pharmacies

- Townhouse
- Fourplex
- Courtyard Apartment
- Multiplex Large
We are a couple.
We love our condo and our easy commute to work - we walk one block to the bus stop that takes us downtown.

We are retirees.
We enjoy the community at our senior housing facility and the convenience of the medical offices and grocery store nearby.

We are roommates.
I enjoy living with young adults with similar interests as me! Commuting to work is a breeze with a short walk and bus ride.

I'm a single person.
I love living near my favorite coffee shop and gym, and my college campus is a bike ride away. My studio apartment is perfect for me as I build my savings.
Housing: Neighborhood feel

Open Space: Parks and small yards

Mobility: Biking and transit options

Amenities: Nearby schools and parks

Context types | Downtown Adjacent
We are a family. I enjoy raising my kids in a quiet neighborhood where they can safely bike to school and to the park around the corner.

We are a multigenerational family. We have room for three generations to live together. We love having our children grow up with their grandparents.

We are retirees. Our kids may be grown, but our neighborhood has many families and young adults so it still feels lively!

We are roommates. Biking to work and living with a few roommates is helping me save up for my own place downtown!
Context types | Downtown Transition

**Housing:** Neighborhood feel

**Open Space:** Small shared yards and parklets

**Mobility:** Biking and walking

**Amenities:** Community events like Farmers Market

Townhouse | Duplex | Triplex | Fourplex | Multiplex | Live/Work
We are a family. We have decided to live a more compact lifestyle. We can bike or walk almost everywhere we need to go.

We are a couple. We’re choosing to live smaller and like being close to the action. Walking to the farmer’s market is our Saturday morning ritual.

I’m a single person. I love that I can bike to work every day. My studio apartment is perfect for me as I build my savings.

We are retirees. We downsized into a ground-floor unit where we can age in place. We’re relieved that there’s no more yard work!
Context types | Downtown Core

Housing: Apartments

Open Space: Shared rooftop space

Mobility: Bike and walk to work

Amenities: Shopping, dining, and entertainment

Courtyard Apartment

Multiplex Large

Podium Building

Modesto Housing Plan | Workshop 1: Introducing the Housing Plan | 10.14.2021
I'm a single person. Downtown is a great place to meet people, and I live three blocks from the ACE train station.

We are roommates. There are so many things to do in downtown, and it's even better having roommates to enjoy the action with!

We are a family. We choose to live a compact lifestyle and love hosting friends on our rooftop deck. We bike and walk everywhere.

We are a couple. We live in the center of the action. We can walk to our favorite plays, bars, and restaurants, and we love being plugged into DOMO events.
A few other thoughts
Missing Middle Types for housing choice

**House-scale buildings with multiple units in walkable neighborhoods**

**Missing Middle increases housing choice**
- Smaller units to suit a variety of lifestyles
- Lower cost of construction per square foot
- Blend in well with single-family neighborhoods and transition areas
Has 3 units but looks like a house

“house scale”
Missing Middle Types

**Duplex**

- Found in Context Types:
  - Downtown Adjacent
  - Downtown Transition

**Multiplex**

- Found in Context Types:
  - Downtown Transition
  - Downtown Core
Live/Work

Found in Context Type:
- Downtown Transition

Courtyard Apartment

Found in Context Types:
- Mixed-Use Corridor
- Downtown Core
Missing Middle Types

Triplex/Fourplex

Found in Context Types:
- Mixed-Use Corridor
- Downtown Adjacent
- Downtown Transition

Townhouse

Found in Context Types:
- Mixed-Use Corridor
- Downtown Transition
Missing Middle Types

Cottage Court

Found in Context Types:
- Downtown Adjacent
Explore new housing choices

The Housing Plan will consider **innovative types of housing** that could form part of the strategy to house Modestans for the next hundred years.
Questions?
Idea Wall + Break-Outs
Break-out rooms

What to expect

- Participants will be randomly assigned to break-out rooms.
- Each break-out room will have a moderator and a note-taker from the design team. The moderator will facilitate the discussion.
- Everyone will be un-muted. You can also use the Chat if you prefer.
- We want to hear from everyone. Please allow time for everyone to speak and share their feedback.
- If you need translation, please let us know by using the “Raise Hand” feature under “Reactions” or by entering in the chat.

Break-out discussions will not be recorded
We need your input!

Share your vision for future housing in Modesto

- Think of a **word or short phrase to describe your vision** for what housing in Modesto could look like in the next 10-20 years
- Discuss what was presented, share your thoughts (about 25-30 minutes)
- Report back: summarize ideas, 2-3 minutes for each break-out group

Please remember

- There are no bad ideas
- Differing opinions should be respected
- Everyone should have a chance to participate
Break-out discussion
Next steps
What’s next?

Join us in November for the next workshop on Opportunity Sites!

The team will present their initial analysis on selected opportunity sites and get feedback for next steps. Join us and invite your family and friends!

Workshop 1: Introducing the Housing Plan [today]

Workshop 2: Analysis of Opportunity Sites – November 2021


Workshop 4: Draft Housing Plan – March/April 2022
Thank you for participating!

Visit the Housing Plan webpage and subscribe for email updates:

https://www.modestogov.com/Housing-Plan

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