



Regional Housing Strategy

Advisory Committee Kick-Off Meeting

February 27, 2025

Regional Housing Strategy

Stakeholder Meeting Agenda

- 12:00** **Lunch**
- 12:30** **Introductions and Ice Breaker**
- 12:50** **Welcome from CRCOG Executive Director Matt Hart**
- 1:00** **Project Overview and Discussion**



Introductions and Ice Breaker

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Introductions and Ice Breaker

1. What is your name?
2. What organization are you affiliated with?
3. What makes you interested in housing?
4. What is your favorite place to have fun in the CRCOG region?

Please try not to use acronyms, but if you do, please define them!





Welcome

CRCOG Executive Director Matt Hart

About CRCOG

- Largest of state's 9 councils of governments:
 - Population almost 1 million
 - 1,047 sq. miles
- CRCOG Policy Board comprised of chief elected officials of the 38 member municipalities.
- Departments:
 - Transportation Planning
 - Regional Planning & Development
 - Administration & Municipal Services
 - Public Safety & Homeland Security



CRCOG Mission Statement

The Capitol Region Council of Governments (CRCOG) leads as a catalyst to enhance the quality of life, vibrancy, and vitality of the Greater Hartford region. CRCOG provides planning, programs, and services to its member municipalities and is the region's designated Metropolitan Planning Organization (MPO). CRCOG is a strong advocate for the region and regional solutions.

Why a Regional Housing Strategy?

- CRCOG’s Strategic Playbook and recently-adopted long range land use plan (“Plan of Conservation and Development”) identify a need for a regional approach to housing challenges.
- This is the first phase of a multi-year effort.

Goal: Increase affordable housing in the region.

ACTIONS

- ➔ **Develop a Regional Housing Strategy to conduct a deeper analysis of housing trends, needs and gaps in the region and to create tailored solutions and programs to help municipalities.** CRCOG expects to complete such an initiative shortly after adoption of this POCD. The initiative could provide municipalities with educational tools and resources to respond to local questions and resistance to new housing projects. The initiative likely will explore regional approaches to housing production, including regional land banks and a regional housing production fund to facilitate development.

CRCOG Plan of Conservation and Development.

STRATEGIC PRIORITIES

13

Regional Housing Strategy

Housing, particularly affordable and workforce housing, is a critical issue across our region. Housing supply impacts our residents’ quality of life and the economic competitiveness of our towns and region. CRCOG is well situated to play a leadership role in this policy area by convening stakeholders and helping to guide and facilitate the development of a comprehensive housing strategy for our region. The regional housing strategy should not seek to employ a one-size-fits-all model but instead provide a range of options that municipalities could apply and adapt based on their own needs.

Goal: Assist member municipalities across the region with increasing access to quality housing for people of varying income levels.

Action Steps:

1. Develop a comprehensive housing strategy for our region in partnership with housing-based organizations and other stakeholders.
2. Develop a housing toolkit, including model regulations and policies, based on recommendations outlined in the strategy.
3. Seek support and funding to implement strategy recommendations.
4. Implement the HUD-funded grant assistance program for Low to Moderate Income (LMI) homeowners with crumbling foundations.
5. Increase housing supply by continuing to implement CRCOG’s Brownfields Remediation Program, prioritizing brownfields redevelopment within transit-oriented corridors.

CRCOG Strategic Playbook.



Project Overview

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Goman+York: Who We Are

Client Groups

Municipalities

Towns
Councils of
Governments

Institutions

Non-Profits
Schools &
Universities

Private Businesses

Developers
Property Owners



What we do

Economic Development
Services

Market & Demographic
Research

Advisory Services

Market & Financial
Feasibility Analysis

Strategic & Master
Planning

Property Repurposing



Mike Goman
Principal,
Advisory and
Development
Services



Don Poland,
PhD, AICP
SVP/Managing
Director,
Planning and
Strategy



**Justin
LaFountain,**
AICP
SVP Planning
and Economic
Development



**Denise L.
Robidoux,**
EVP & Chief
Operating
Officer

Our Approach



Creating Reality-based Solutions as a Framework for Success

Drawing on decades of experience, our primary mission is to develop realistic and actionable strategies that revitalize towns, cities, and neighborhoods at the intersection of planning, economic development, and real estate development.

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Project Overview

1. **Advisory Committee and Stakeholder Engagement**
2. **Regional Assessment and Trends**
3. **Local Housing Toolbox**
4. **Regional Framework**
5. **CRCOG Implementation Plan**



What is the purpose of this Advisory Committee?

1. Expertise
2. Insight
3. Connections
4. Review of Recommendations

What is the schedule of future meetings?

Quarterly meetings, potentially revolving between Zoom and in-person.

Regional Housing Strategy

Community Engagement Plan

Tier 1: Local planning, zoning, and economic development staff

Tier 2: Decision-Makers

Tier 3: Private Stakeholders

Tier 4: General Public



Major Employers
Website Posting
Key Stakeholders
Public Workshops
Community Organizations
Public Engagement
Religious Organizations
Boards & Commissions
Small Businesses
Senior Citizens
Kick-Off Event
Youths
Vision



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Regional Assessment and Trends

Housing and Demographic Analysis

- What are the current and potential future contributing factors leading to home-buying difficulties?
- What types of housing development should be a focus for the CRCOG region?
- How successful are the 8-30j Affordable Housing Plans?

Multi-Family Development Resident Survey

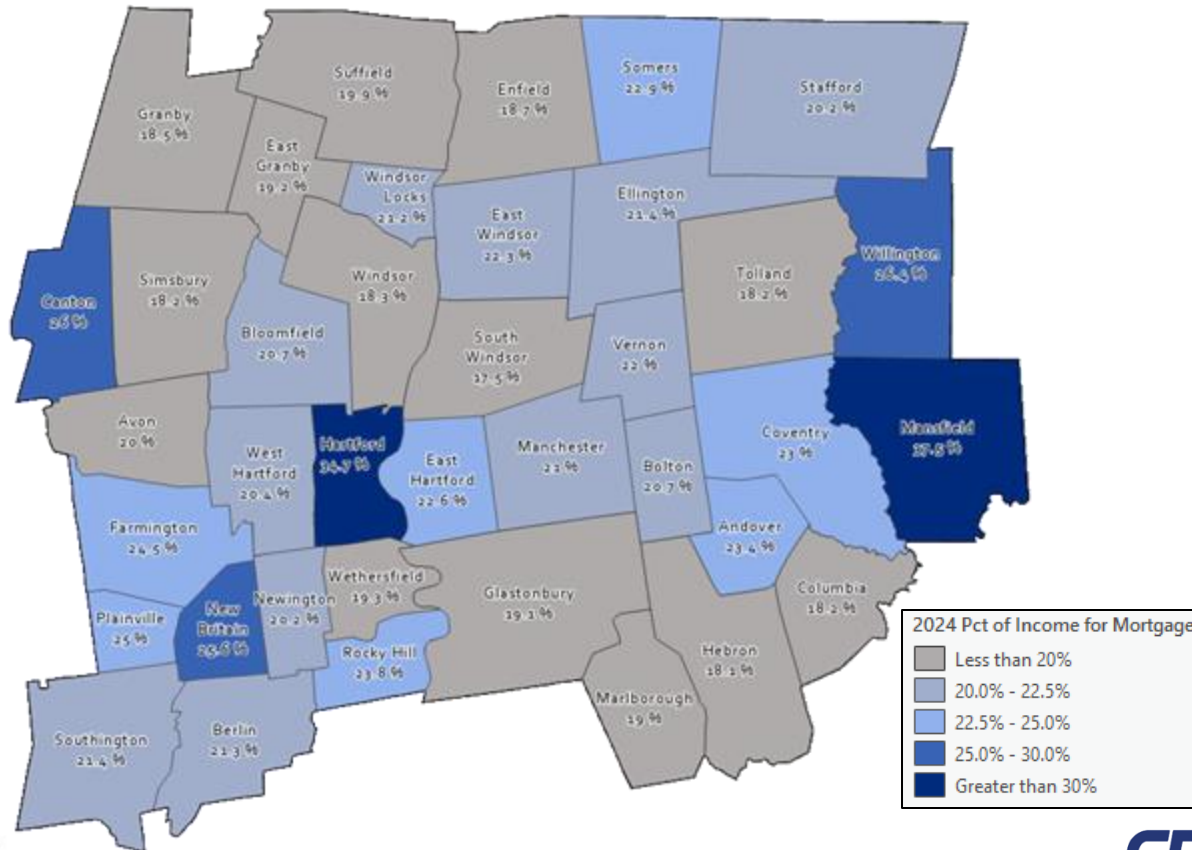
- Who is moving to new residential buildings?

Regional Housing Opportunity Areas/Priorities

- What areas potential for housing developments, using local plans and regional guidance.

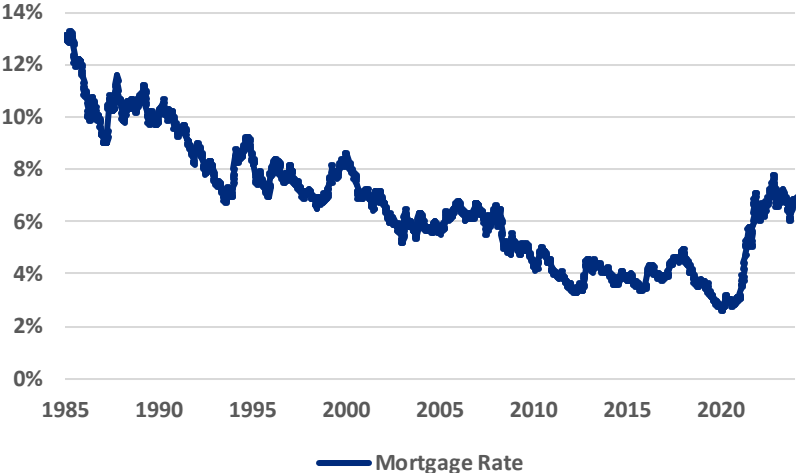
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Regional Assessment and Trends

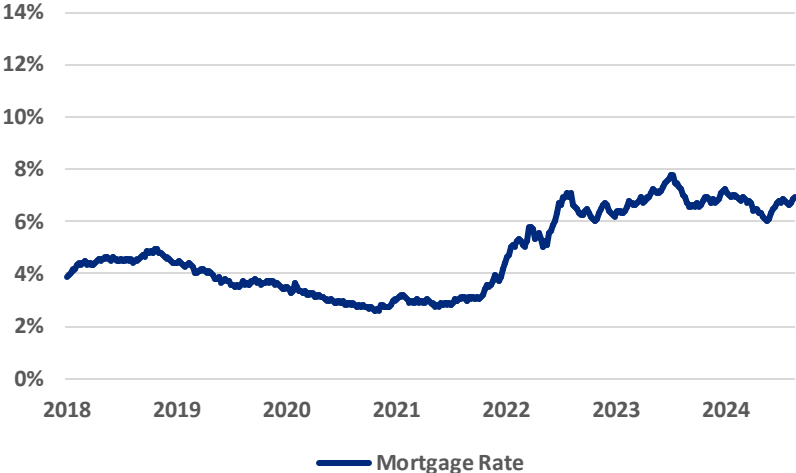


United States 30 Yr Fixed Rate Mortgage Average

Historical



Pre & Post Covid



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Regional Assessment and Trends

Landscape Analysis

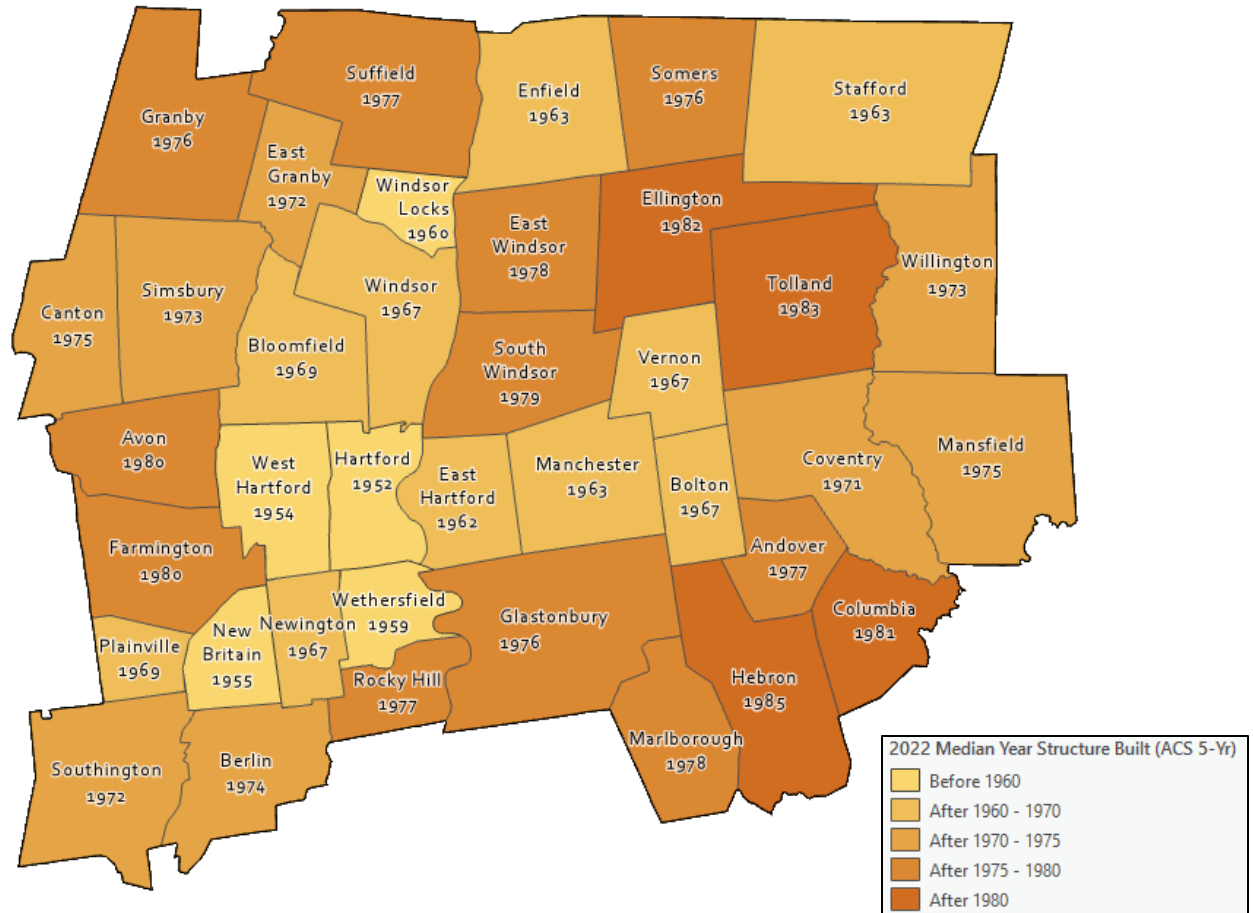
- Study of recent single and multi-family developments in the region.
- How were they developed?

Innovation in Housing

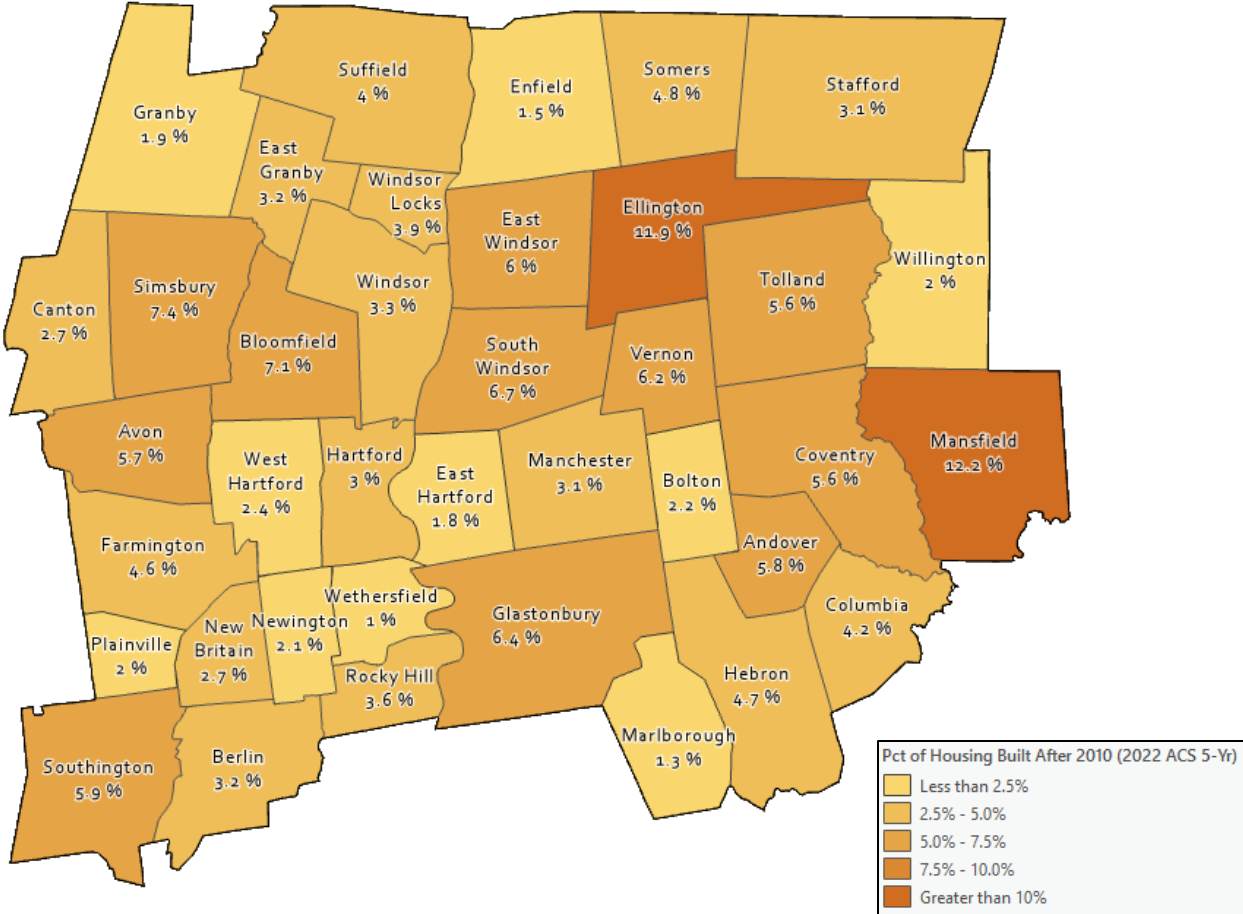
- What housing trends are on the horizon?
- What are some creative ways to encourage or facilitate housing development?



Years of Housing Construction



Percent of Housing Constructed after 2010



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Local Housing Toolbox

Assessment of Current Local Housing Tools and Programs

- Preparation of recommendations to improve current local policies and zoning regulations.

Housing Communication Toolkit for Local Officials

- Housing related topics generate considerable public discourse, both positive and negative. How do we improve municipal communication with residents regarding housing?
- This will include a toolkit for cost-of-service discussion (potential enrollment impacts, tax impacts, etc.).

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Local Housing Toolbox

Missing Middle Toolkit

- Where do roadblocks currently exist, slowing or preventing missing middle housing?

Expiring Units Strategy

- For restricted affordable units that will expire, how can we maintain them as affordable?



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Local Housing Toolbox

Site-Specific Case Studies

- Three priority sites throughout the region will be selected for this item, based on our earlier findings.
- We will prepare feasibility analyses for each site, relating to zoning, utilities, wetlands/floodplains, etc.
- An initial pro-forma will be developed for potential housing uses.



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Regional Framework

Regional Best Practices

- Based on the different typologies that exist in the CRCOG region, we will prepare recommendations as to how housing availability can be improved.

Regional Housing Trust/Land Bank

- Could a housing trust or land bank be effective in the region? What other regions have successfully utilized such tools?

Trainings and Forums

- Once our research is complete, we will facilitate workshops to help train local officials and educate residents regarding housing development.

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CRCOG Implementation Plan

Organizational Analysis and Implementation Plan

- How do we follow-through on the findings of this work?
- We will create timelines and metrics for success of the implementation of the strategy.





We want to hear your thoughts!