



Roseville HRA Strategic Plan 2012-2016

The mission of the Housing & Redevelopment Authority for the City of Roseville is to Contribute to a strong city economy and vibrant community through environmental stewardship, investment of resources, and intentional leadership so that Roseville:

- Is known for innovation and flexibility in housing design and business development
- Maximizes a sense of community in a large scale context
- Advances the unique benefits of Roseville as a destination and place where people want to live and work in for a life time
- Embraces the diversity of its residents culture and their ever-changing housing and business needs
- Makes decisions with a focus on the future and intergenerational uses over time

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

I. Foster, promote, and effectively communicate the advantages of living in Roseville.

- a. Increase the use of HRA's financial resources, housing programs and *HousingResource Center* services by residents, property owners, and others. (Meets SP-IIIc.)
- b. Continue to position the HRA as a leader in providing education and information about resources that support sustainable life styles.
- c. When marketing the City, highlight advantages for changing demographics.
- d. Produce events such as the Living Smarter Home and Garden Fair, workshops, and create partnerships that encourage environmental stewardship when creating and/or remodeling housing stock and when developing neighborhoods. (Meets HG#4)
- e. Create programs and resources that assist residents in incorporating healthy building techniques. (Meets HG#4.4, SP-Vid., and SP-VIg.)
- f. Expand the HRA's presence in social media and Web-based services. (Meets SP-Vf.)
- g. Promote innovative housing developments to foster neighborhood-level places that maximize the sense of community.

II. Create and maintain high quality, sustainable multi-family housing options.

- a. Increase alternative housing options and flexible designs to support both changing demographics and long term uses. (Meets SP-Ib.)

- b. Provide financial resources to preserve and develop new housing in partnership with non-profit community groups, private sector development partners, and federal, state, and regional agencies. (Meets SP-If.)
- c. Create walkability and pedestrian connectivity in all redevelopment plans that the HRA participates in. (Meets HG4.6 and SP-VIc.)
- d. Provide leadership in assembling sites and/or providing financial assistance for the development of intergenerational housing. (Meets SP-Id.)
- e. Continue to provide resources that support affordable housing options in the community. (Meets HG#1)
- f. Identify preferred redevelopment sites and increase partnerships so the HRA has a development “in the works” at all times.

III. *Create, and maintain high-quality, sustainable single-family housing options.*

- a. Increase resources to renovate, redevelop, and/or undertake infill projects. (Meets HG2.3)
- b. Maintain and encourage a mix of housing types in each neighborhood by directly purchasing available properties for demolition and supporting new home construction. (Meets HG2.4)
- c. Ensure availability of appropriate resources to rehabilitate and upgrade existing housing stock for changing demographics. (Meets HG2.2)

IV. *Prevent and eliminate blight on individual properties, neighborhoods and the entire communities.*

- a. Identify properties that are underutilized, deteriorated, or blighted and use available tools (such as condemnation, licensing and/or regulations) to revitalize or redevelop. (Meets LU#3)
- b. Utilize funding tools such as Housing Improvement Areas, Conduit Debt Financing, and Bonding to be used to promote the improvement of housing and redevelopment sites. (Meets SP-IIb.)
- c. Continue to provide resources to maintain proactive code enforcement policies to prevent nuisance properties from negatively impacting surrounding properties. (Meets SP-Va, SP-Vb and ED4.4)
- d. Continue to explore, in partnership with the City, further regulation (such as licensing) of rental units within the City and develop a better understanding of the resources needed. (Meets SPV-g.)
- e. Identify at-risk neighborhoods and create partnerships to strengthen them.

V. *Retain and attract desirable housing and businesses that lead to employment, investment, and commitment to the community.*

- a. Engage the community in developing objectives that articulate business development priorities. (Meets ED1.4)
- b. Support the creation of redevelopment plans for areas and corridors that would benefit from reinvestment and revitalization. (Meets ED1.1)
- c. Use public-private partnerships to encourage reinvestment, revitalization, and redevelopment of retail, office, and employment districts. (Meets ED#4 and ED1.5)
- d. Create strong relationships with existing and prospective businesses to understand their needs and to maximize opportunities for business retention, growth, and development. (Meets ED2.1)
- e. Develop programs for businesses that encourage people to live within the community. (Meets ED2.2)
- f. Incentivize environmental stewardship of commercial redevelopment. (Meets ED#6)
- g. Partner with City Council to provide financial resources to facilitate community economic development and redevelopment objectives. (Meets ED#5)

VI. *Provide the necessary staff support and resources to work with partners to ensure goals and objectives of the strategic plan are accomplished in a timely manner. (Meets SP IV)*

- a. Review current HRA staffing levels and provide any additional support needed to ensure implementation of the Strategic Plan (Meets SP-IVa., and SP-IVb.)
- b. Explore and evaluate financial resources available to support the implementation of the Strategic Plan.
- c. Actively promote education, growth, and advancement of staff, board members, and community members. (Meets SP-IVc.)
- d. Provide a Quarterly Progress Report to the HRA board of all HRA's funding sources, grant programs, and overall operations. (Meets SP-IVd.)
- e. Conduct an annual review with the City Council of the HRA's strategic plan and budget. A new strategic plan will be developed every four years. (Meets SP-IVe.)
- f. Seek and nurture partnerships with police and fire departments, neighboring cities, school districts, non-profits, and consumers to foster a better overall quality of life in the City. (SP-IIIa.)