



# Housing Initiative

## What's Changed: 2008 to 2015

In 2008, the Family Housing Fund invited ULI Minnesota and the Regional Council of Mayors (RCM) to partner and expand the Fund's regional capacity. Our shared mission is to shape and develop tools, strategies and policies to support a full range of housing choices in connected, livable communities.

This partnership was launched at a time when development was paralyzed by the Great Recession. As private sector investment returned, communities began to understand that there was a "new normal" and wanted to learn how to respond to market shifts. Guided by a multi-disciplinary public/private advisory group and co-chaired by a private sector leader and suburban mayor, the ULI MN/RCM Housing Initiative has helped local governments shape a competitive future.

*"ULI MN's support of the Regional Council of Mayors along with its advisory services program has provided invaluable benefit to the City of Edina, resulting in a deeper understanding of the importance of providing a full range of housing in our community. The expert content, data driven presentations, and connections to private sector market information all contributed to the City's unanimous decision to support the Beacon Homeless Youth Project and to adopt a new housing policy."*

**Mayor Jim Hovland**  
City of Edina

## Housing Initiative Programs

### Advisory Services

- Navigating Your Competitive Future
- Technical Assistance Panels
- Opportunity City Program
- Policy Technical Assistance

### Online Tools

- Housing Policy Toolbox
- (Re)development Ready Guide

## Making an Impact

The Housing Initiative has been a catalyst for a cultural shift in support of a full range of housing choices as evidenced by the following actions:

### New Perspectives

Local governments are demonstrating broader acceptance and intentional actions that support affordable housing for existing residents and future generations. Cities recognize the economic imperative of a full range of housing choices to ensure their competitive ability to accommodate income diversity in their communities.

### Housing Policies & Zoning Codes

Communities are adopting housing policies and modifying zoning codes to support mixed use, mixed income and walkable places.

### Units Built & Preserved

51% of the total affordable housing units in suburban areas were built or preserved in RCM cities that participated in ULI MN advisory services programs from 2008 to 2014. This includes:

### 2,919 total units of affordable housing:

- 130 new ownership
- 828 new rentals
- 1,961 preserved rental

# By the Numbers

## 46 Cities

Participated in Navigating Your Competitive Future, a two hour, fact-based, nonpartisan workshop

## 3 Metro, 2 Greater Minnesota, 2 National

Technical Assistance Panels delivered an unbiased, interdisciplinary panel of volunteer real estate professionals to address a specific project, development, or policy issue

## 2,440 Volunteer Hours

Provided by ULI MN private sector members since 2008 at an estimated monetized value of \$366,000

## \$100,000 Additional Funds Per Year

Leveraged by the Family Housing Fund's support to further ULI Minnesota's mission and expand its reach

## 6 RCM Mayors

Joined Commissioner Mary Tingerthal of Minnesota Housing to discuss concerns about the need to increase strategies and programs for preservation of naturally occurring affordable housing

## 53 Mayors

Participating in the Regional Council of Mayors, growing from 8 in 2004

## 3 Mayors, 120 Volunteer Hours

To guide the Metropolitan Council's Housing Policy Plan, its performance scores and affordable housing goals

## 25 RCM Mayors & 15 County Officials

Participated in the Brookings Institution's "Confronting Suburban Poverty" workshop to raise awareness about the changing face of suburban communities

## 30 Cities

Committed to participate in the ULI Minnesota Community Development Product Council, a forum for information and candid exchange on state-of-the-art, innovative development practices

## 6 RCM City and County Staff Members

Helped develop local tools and strategies as part of the "MN Challenge for Affordable Housing" initiative

# City Action

## Brooklyn Park

Approved first new rental housing development in over 15 years

## Coon Rapids

Adopted a referendum for parks and trails to connect community amenities and services to existing and new housing choices.

## Duluth

Reevaluated land use plans to provide public access and increased housing options along the St. Louis River

## Edina and St. Louis Park

Adopted mixed income housing policies

## Golden Valley

Approved six large-scale multi-family housing developments

## Hopkins

Approved over 400 units of housing; new market rental connected to future light rail; preservation of existing affordable rental and approval of new mixed income housing units

## Inver Grove Heights

Restructured land use policies and infrastructure funds for increased density and mixed uses

## Minnnetonka

Created a Housing Fund to annually dedicate financial support for new affordable housing.

## Richfield

Increased funding of the Transformation Home Loan program and created egress window program

## Shoreview

Provided funding and land use support in the development of new rental housing connected to existing naturally occurring affordable housing

## Southwest LRT Corridor Cities

Implementation of a corridor housing strategy

Collaborating on corridor funding tools

Adopted mixed use, form based and TOD zoning codes

To learn more, visit [minnesota.uli.org](http://minnesota.uli.org)