ATTACHMENT #4B: Goals, Objectives, and Policies from the Comprehensive Plan Pertaining to Attracting Market-Rate (and Higher Priced) Housing within the Southern Strategy Area

SOUTHERN STRATEGY AREA

Goal LU 11: Southern Strategy Area
The goal of the Southern Strategy is to encourage quality land development and redevelopment which results in increased population growth toward the southern part of the Tallahassee urban area, to retain and increase employment opportunities, and to attain an income mix in the Southern Strategy Area that is comparable to the remainder of the urbanized County. This goal is to be achieved through considered land development decisions, capital investments, and policies by all levels of government so as to serve as a catalyst for private sector investment in the area. Such decisions are to be based on a sound balance of social, economic, and physical development criteria that are designed to make better use of the available resources to the south, while lessening development pressure in the north and east. The boundaries of the Southern Strategy Area are as shown on the attached map.

Objective LU 11.1 - Housing:
In conjunction with the efforts to redirect development and focus population growth toward the southern part of the Tallahassee urban area, a wide range of housing opportunities, both in terms of type and price, will be directed toward the Southern Strategy Area. Components to this effort will be phased.

Policy LU 11.1.1:
In years 1999 through 2004, housing efforts shall focus on:
- Maintaining the supply of affordable housing and raising the overall assessed value of housing in the Southern Strategy Area by attracting additional quality residential development to the area.
- Improving the quality of the existing housing stock.
- Improving the safety, appearance, and overall quality of life in the area.
- Increasing home ownership opportunities.

Strategies shall include, but need not be limited to maintaining existing housing stock and residential neighborhoods through increased commitment to code enforcement measures. Such strategies should:
a. Consider and develop funding sources for the acquisition of appropriate land or homes in the target area for rehabilitation and development.
b. Involve non-profit organizations to the maximum extent possible as a source for providing the funds, assistance and labor for the rehabilitation of existing structures. Self-help and volunteer labor programs should be emphasized to offset the costs of rehabilitation and redevelopment projects.
c. Encourage home ownership through local lending institutions such as the Tallahassee Lenders Consortium to make new and rehabilitated homes available to potential residents with reduced or market rate loans, with more flexible underwriting criteria, or at a reduced cost.

Policy LU 11.1.2:
Long term housing policy shall focus on increasing the amount of moderate and upper income housing in the area as a proportion of total housing stock. Strategies shall include, but need not be limited to, improving public infrastructure, improving public safety, and encouraging increased employment opportunities in the Southern Strategy Area.

Policy LU 11.2.4:
By 2002, develop and implement a program which is intended to establish incentives for construction, reconstruction , and rehabilitation of housing in the Southern Strategy Area. This program may include, but need not be limited to incentives such as the allocation of funding for and implementation of water and sewer rebates for construction costs (on site and off site), payment of utilities connection fees, and systems charges.

Objective LU 11.3 Attraction of Development:
Based on the need to reduce infrastructure and public service delivery costs, enhance urban core stability, protect natural resources, and reduce economic disparity, it is intended that new development be directed into the Southern Strategy Area by making areas inside the urban core and Southern Strategy Area more attractive to development than development at the edges of the urbanized area. To accomplish this over the course of the comprehensive plan time frame, it is intended that residential densities in the Southern Strategy Area average at least two dwelling units per gross acre, and that new non-residential development average at least 10,000 square feet per gross acre.

Policy LU 11.3.2:
Require a differential in costs of development for areas outside the Southern Strategy Area to be used as an incentive for development inside the Southern Strategy Area. This can be done through techniques such as reduced permit fees and/or facilities surcharges, and/or through streamlined review for development within the Southern Strategy Area, so long as these techniques are not at the expense of other areas.