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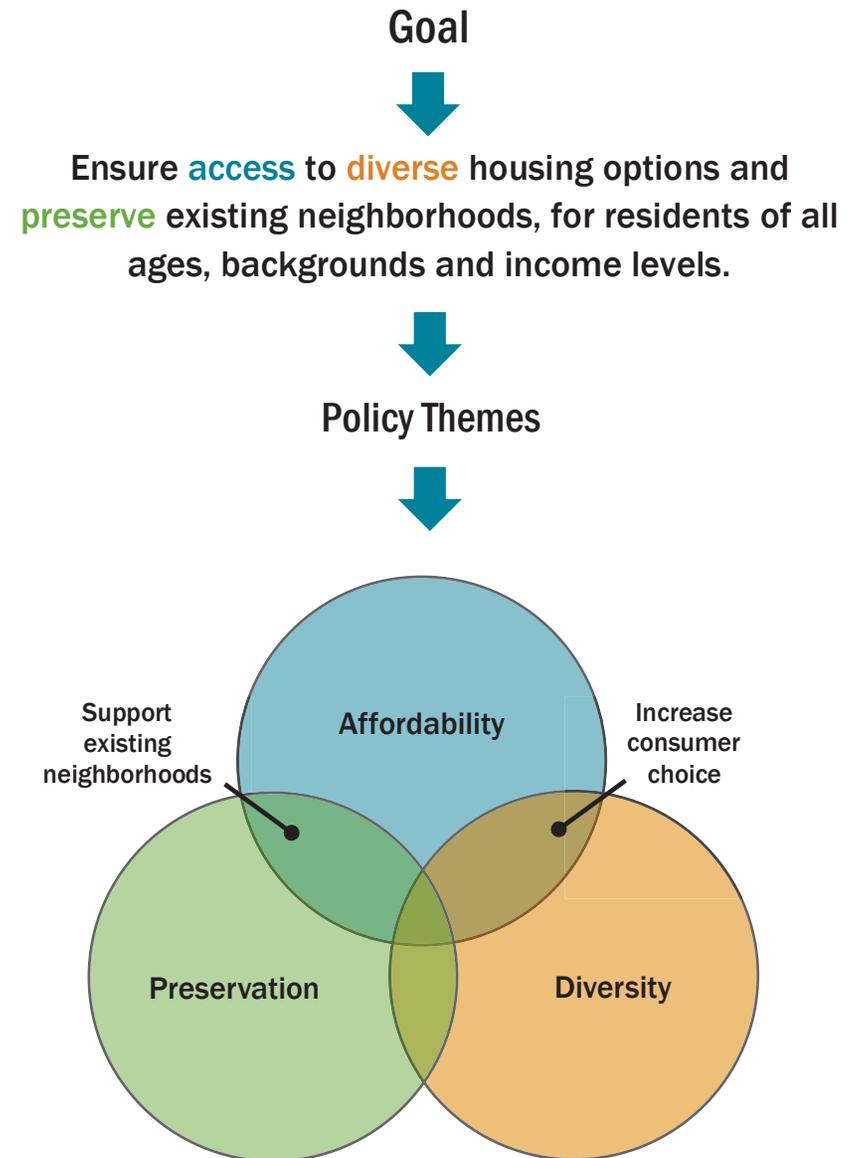
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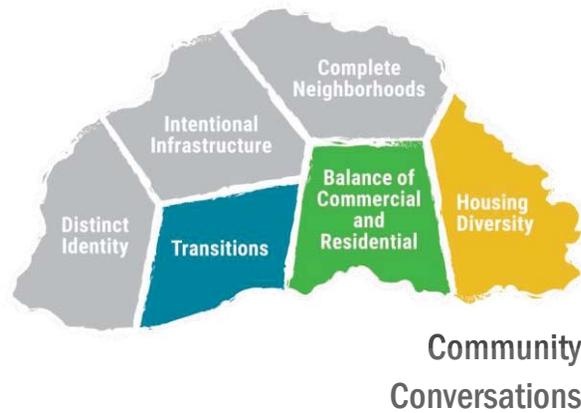
Introduction

Community conversations highlighted the need to address housing and affordability in Georgetown. Residents mentioned rising housing costs, availability of housing options and changing neighborhoods as concerns. (See **Appendix C: Public Input Reports** for an additional summary of public input.) Community input led to development of a housing specific goal for 2030.

The keywords of **access**, **diverse** and **preserve** represent three specific policy themes: affordability, diversity, and preservation. The existing housing conditions (see **Appendix P: Housing Inventory**, **Appendix Q: Housing Subarea Profiles**, and **Appendix S: Housing Affordability Analysis** for full study) and the public input inform the policies for each of the areas. Together, the policy themes provide a community housing strategy that preserves existing housing stock and neighborhoods and accommodates future needs by creating greater consumer choice of housing options (**Figure 81**).

Figure 81. Comprehensive Housing Strategy





Community Conversations: Housing Needs

Quotes from community members:

- Concerned too expensive to live here for much longer.
- Maintain existing core neighborhoods and downtown areas. Infill and expansion construction should be compatible with neighboring properties.
- Many want a better variety of housing types in the City.
- Apartments are clustered into the same areas. Spread them around.
- There is a need to have better walkability and possibly smaller, affordable grocery stores.

Respondents to the online survey that focused on housing issues said:

- The most important factors affecting housing preservation and the ability for residents to stay in their homes is property tax increases, public safety, and the inability to age in place.
- The most desired housing types are single-family homes, followed by townhomes and mixed-use development.

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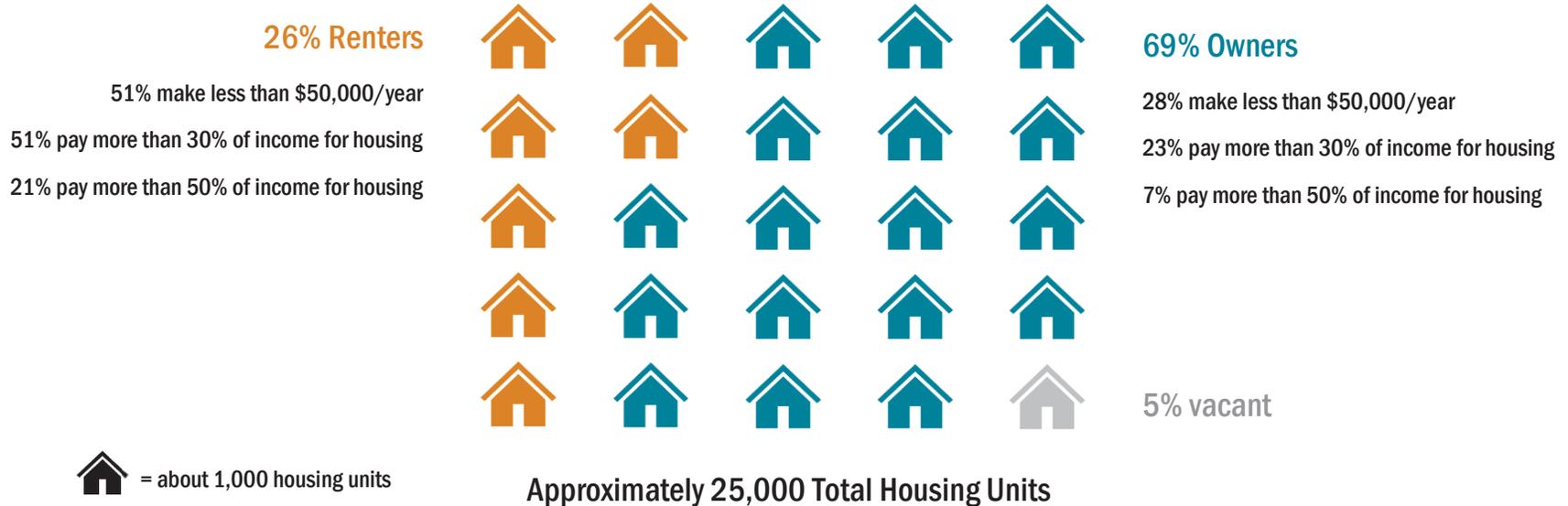
Existing Conditions

The state of housing was studied for the planning area of the 2030 Plan Update (i.e., City limits and ETJ) to establish a baseline for the development of housing policies. This analysis included a profile of housing types, densities, and cost, along with an evaluation of historic trends (see **Appendix P: Housing Inventory**, **Appendix Q: Housing Subarea Profiles**, and **Appendix S: Housing Affordability Analysis** for full study). The analysis was conducted by *subarea* – 14 smaller geographies identified for individual evaluation. This analysis identified the need for housing affordability, a diversity of options, and preservation of existing housing.

Key Takeaways: Households Analysis

- Over twice as many owners as renter households
- A majority of renter households earning less than \$50,000/year have housing expenses exceeding 30 percent of gross income
- Prices have increased for both renters and buyers in the planning area over the past decade

Figure 82. Summary of Existing Housing and Households (2016)



Source: U.S. Census Bureau, 2016 ACS

Figure 83. Comparison of Leasing Rates by Year within the Planning Area

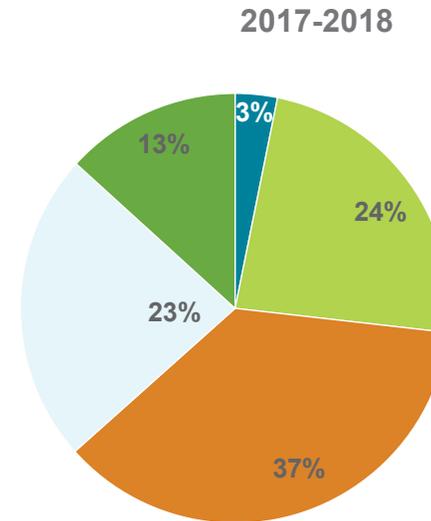
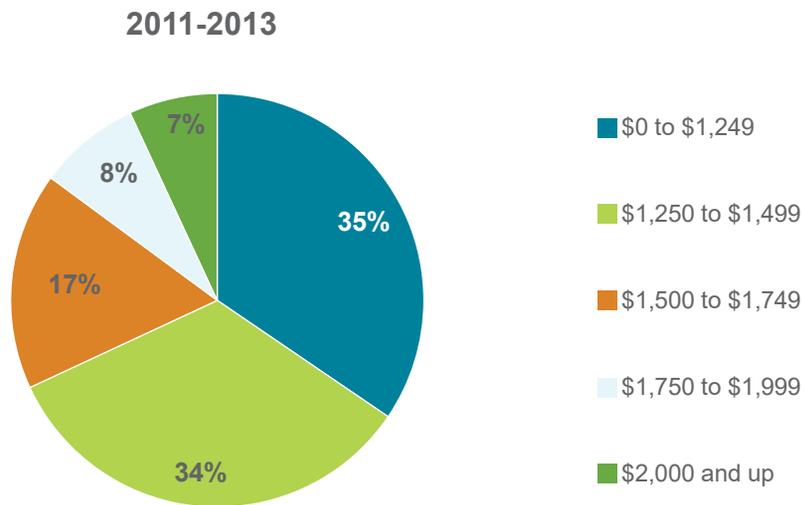
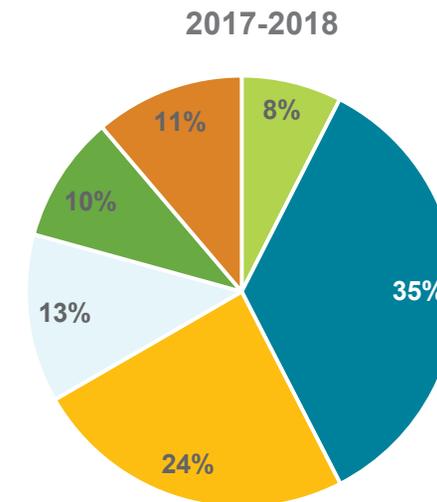
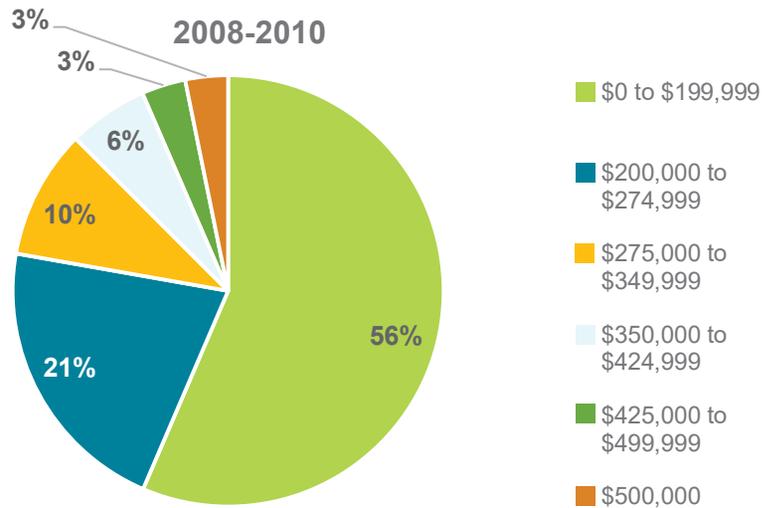


Figure 84. Comparison of Sales Price by Year within the Planning Area

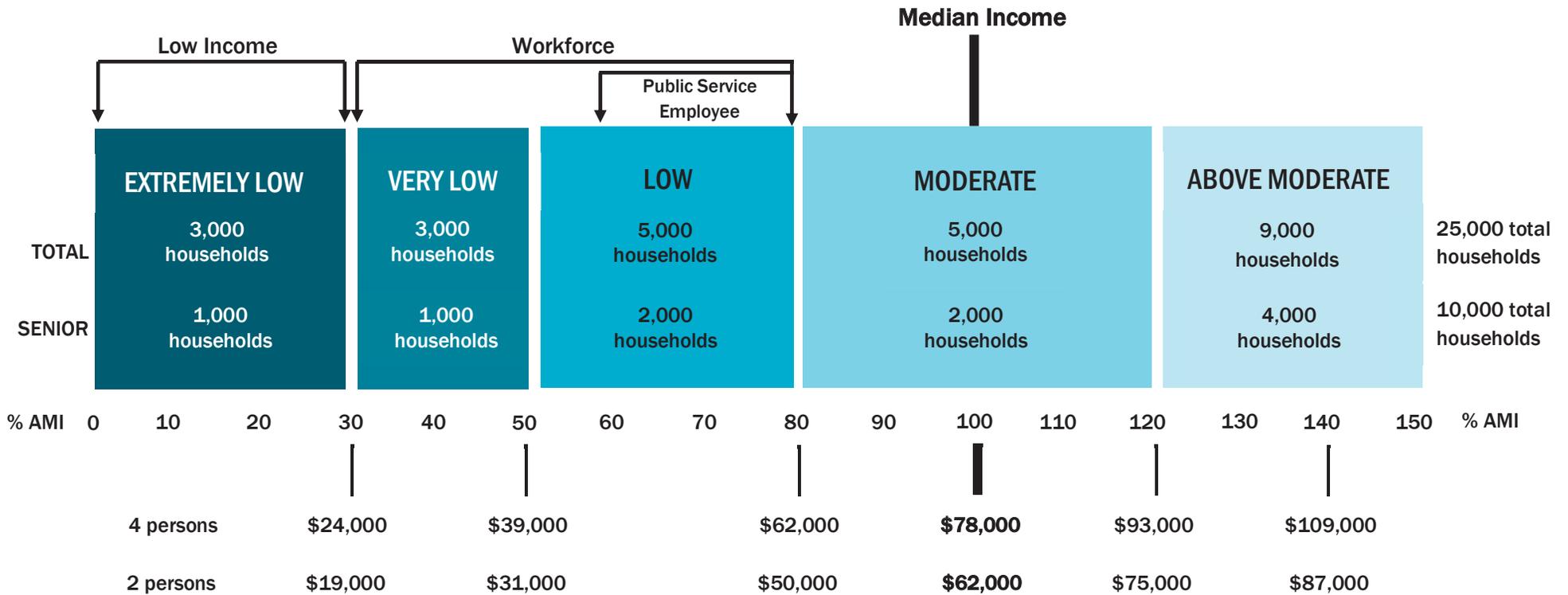


Source: Austin Board of Realtors (ABOR)/MLS July 2018

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In response to the community conversations regarding housing options for low-income, workforce, and senior population segments, the distribution of existing households in each of these classifications was evaluated. **Figure 85** illustrates the number of Georgetown households at each of the HUD-defined income levels using the Williamson County Area Median Income (AMI) of \$77,800 for 2016. As a benchmark, civil servants in Georgetown with five years of service generally earn in the 60 to 80 percent of AMI range.

Figure 85. Georgetown Households by Defined Income Levels



Source: 2016 HUD Income Limits, ACS 2016 1 Year Estimate

Future Housing Need

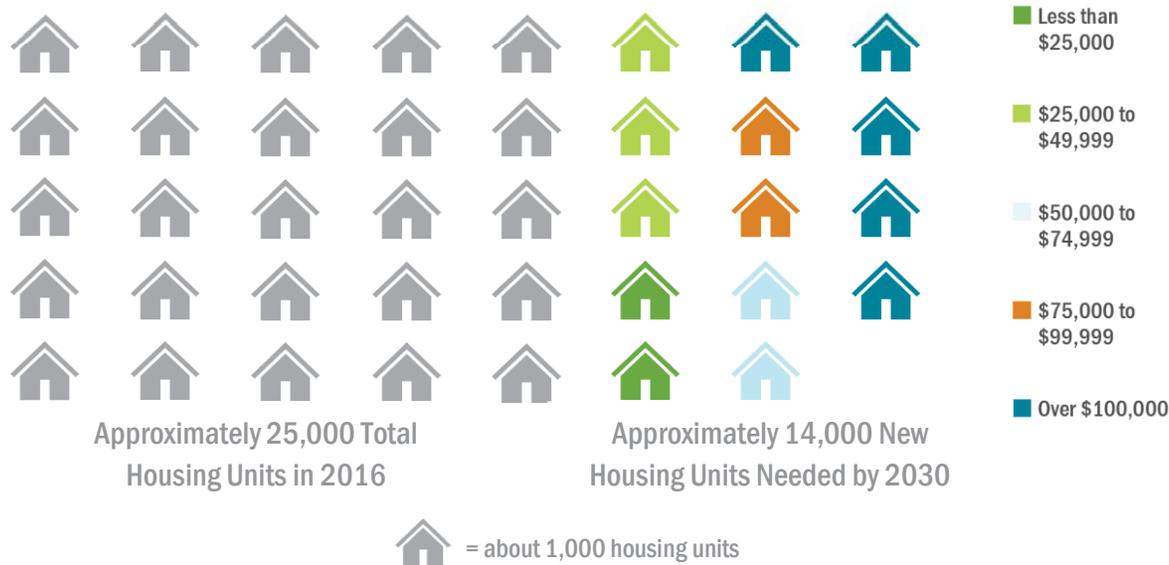
By 2030, the City of Georgetown will need 14,000 more housing units. **Figure 86** below provides a simple projection analysis using an estimated 55 percent rate of growth of Williamson County between 2020-2030 (Texas State Data Center, 2019). **Figure 87** illustrates the number of housing units needed in 2030 if the share of incomes remains the same as 2016 (assuming housing values and income growth are both held constant).

Figure 86. Projected Housing Units Needed in Georgetown by 2030

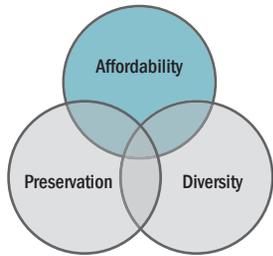
2016 Households		2030 Williamson Co. Population % Change (Est.)		New Housing Units by 2030 for Projected Population Growth
25,000	x	55%	≈	14,000

Source: Texas State Data Center, U.S. Census Bureau, 2016 ACS

Figure 87. Existing Housing Units and Additional Housing Units Needed by Income Range



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Housing Affordability

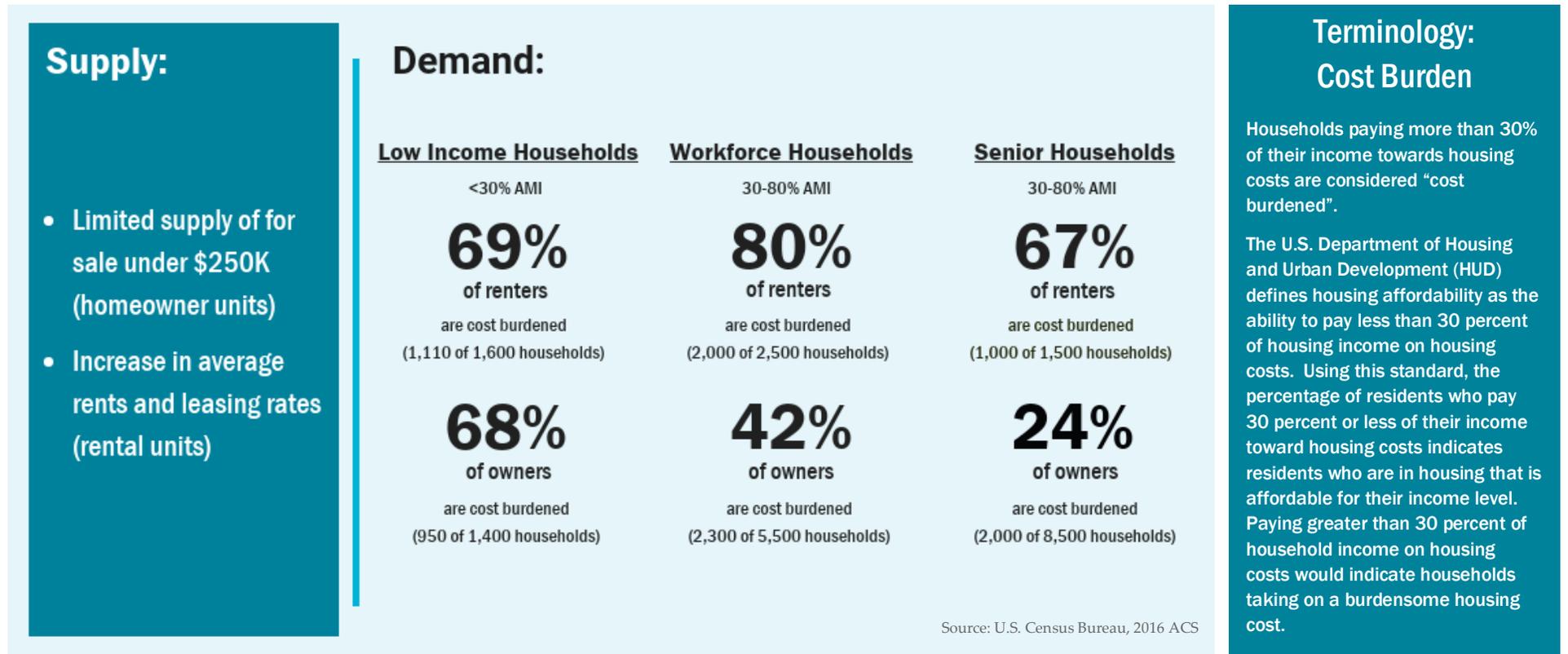
Affordability refers to overall housing costs and ensuring that a range of price options exist in the City. An analysis of supply and demand for both owner and renter households was completed using factors such as income and sales and number of units available (See **Appendix S: Housing Affordability Analysis**.) Between 2008 and 2018, home values and rents increased almost twice as much as income (**Figure 87**). As illustrated in **Figure 89**, a majority of low income, workforce, and senior renters pay more than 30 percent of their income on housing costs, exceeding the standard guidelines for housing affordability.

Figure 88. Median Income, Housing Costs, 2008-2018

	Median Income	Median Home Value	Median Rent
2008	\$60,248	\$177,900	\$830
2018	\$71,410	\$255,300	\$1,234
% Increase	19%	44%	49%

Source: U.S. Census Bureau, 2008,2018 ACS

Figure 89. Supply and Demand for Focus Groups



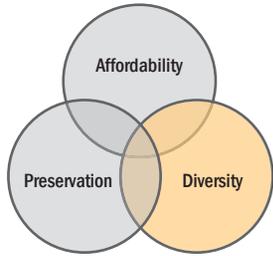
Source: U.S. Census Bureau, 2016 ACS

	Population Segment	Challenges	What We Want to Achieve
Low Income	Households earning less than 30 percent of the local median income	<ul style="list-style-type: none"> • Cost of living has increased significantly. • Building low income housing in a community like Georgetown, can be difficult, especially because central, well-connected housing tends to represent high value land. • Providing affordable rental housing that is well-connected to transportation options as well as goods and services. 	<ul style="list-style-type: none"> • Preservation of existing rental housing units • Support and education for homeowners • Support completion of needs assessment for vulnerable residents
Workforce	Households earning between 30 and 80 percent of the local median income	<ul style="list-style-type: none"> • Lack of affordable rental options for low to moderate income residents and workers • The number of low- to moderate-income jobs is increasing, while housing supply is limited relative to demand. • Increasing costs of developing and delivering new housing • Development costs are high and rising; however, no new rental housing for moderate prices is being produced and homeownership opportunities for workforce households are limited. 	<ul style="list-style-type: none"> • Assist supply expansion of workforce housing • Partner to build on the successful housing work being done locally and regionally • Review UDC requirements • Provide financial assistance to housing developers and builders
Senior	Households over the age of 65	<ul style="list-style-type: none"> • Availability of rental options for low income senior households 	<ul style="list-style-type: none"> • Preservation of existing rental units

Key Takeaways: Affordability Need

- Options for low-income, workforce and senior renters and workforce homeowners
- Support for community organizations providing housing for vulnerable populations.

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Housing Diversity

Georgetown defines *diversity* as the housing type (e.g., single-family home, townhouse, duplex), size, and price point. While related to affordability, diversity also considers the specific preferences or needs of the household, which often varies by life stage.

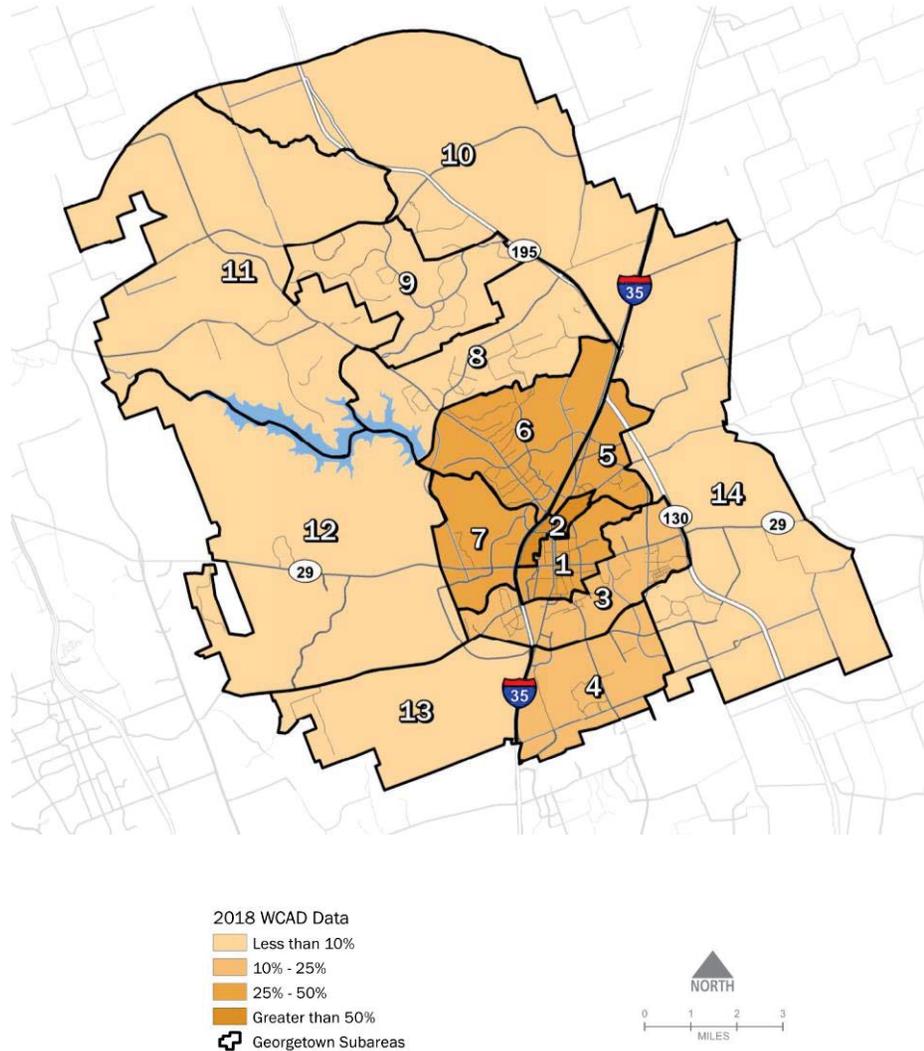
Housing unit type is an important characteristic to consider for cities to adequately understand housing challenges and issues facing their residents and workforce. Georgetown's breakdown of housing unit types has remained virtually unchanged since 2000. This may be due to the annexation of lower density areas, which would offset the increased number of multi-family units. A greater diversity of housing includes providing options for different household types and income levels.

Figure 91. Percentage of Housing Units as Single-Family Homes



Source: U.S. Census Bureau, 2016 ACS

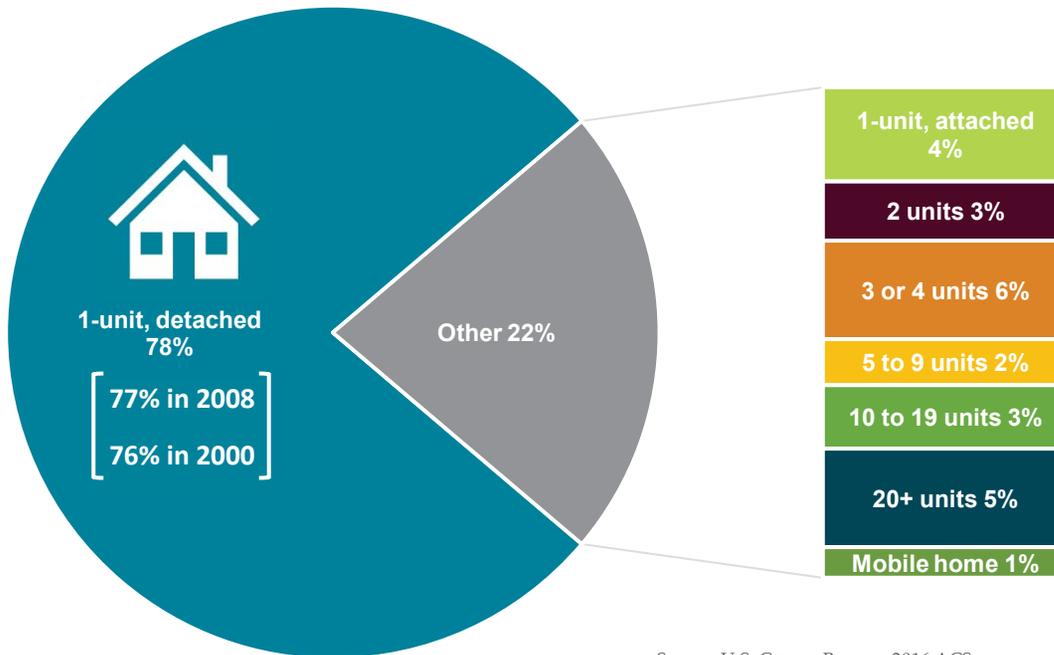
Figure 90. Share of Multi-Family Units by Subarea



Source: CDS/Nielsen/Claritas Housing Data, 2018

Challenges	What We Want to Achieve
<ul style="list-style-type: none"> • Two main housing options available (traditional single-family and apartment units) • Current regulations (i.e., special use permits for accessory dwelling units), increasing the diversity of new housing development types • Aging in place, including transportation and support services 	<ul style="list-style-type: none"> • Promote additional housing types to accommodate a range of ages, incomes, and lifestyles • Evaluate regulations and amend as necessary, create development incentives • Accessibility home improvements and coordination with nonprofits

Figure 92. Housing Unit Types



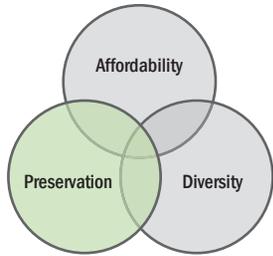
Key Takeaways: Diversity Need

- Increased options and distribution of housing development types.
- Opportunities and coordination of services to support aging in place.

Source: U.S. Census Bureau, 2016 ACS

*over 100% due to rounding

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Housing Preservation

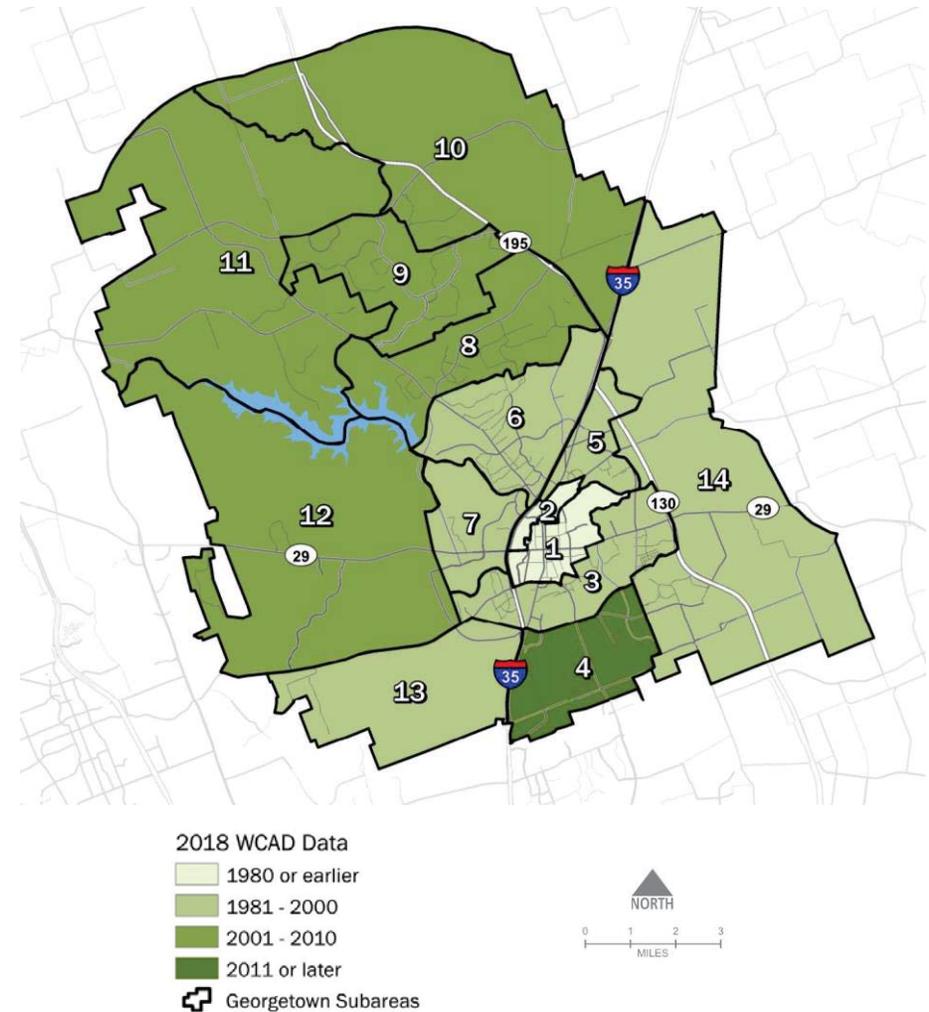
Preservation refers to the retention and maintenance of the existing homes and neighborhoods in Georgetown, as well as ensuring the ability of residents to stay in their homes over time.

Figure 93 illustrates that more homes have been constructed during the 2000 to 2009 period than any other decade, which is consistent with Williamson County overall. Much of Georgetown’s newest housing is concentrated to the north and west, though new single-family home development is also occurring in the southeast portion of the City. The age of housing stock provides information for developing neighborhood programs to address housing conditions over time.

While over 45 percent of the housing stock in Georgetown has been built since 2000, older housing stock, including duplexes and fourplexes, serve an important role in providing housing to workforce renter households. Preserving this housing will assist in meeting needs for low income and workforce households as the cost of building new units is far more expensive. (See **Appendix S: Housing Affordability Analysis**.) As shown in **Figure 95**, the average cost per square foot of homes sold has gradually increased across all 14 subareas over the last decade.

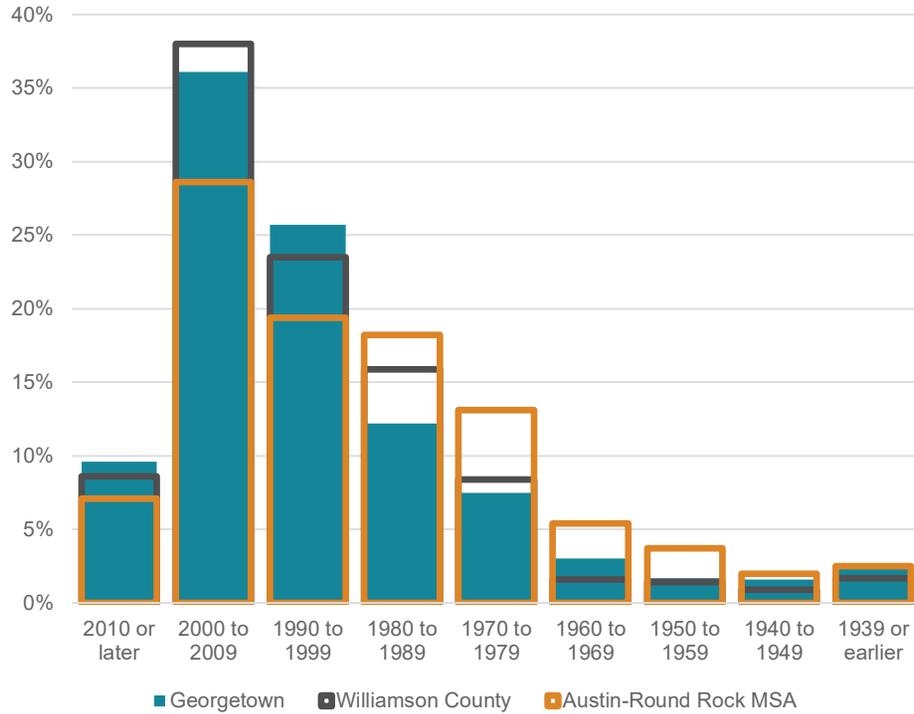
Input from the public indicated a desire to maintain established neighborhoods (See **Appendix C: Public Input Reports**), particularly in terms of the ability of residents to stay in their homes over time and encourage reinvestment in existing neighborhoods.

Figure 93. Median Year Built by Subarea



Source: CDS/Nielsen/Claritas Housing Data, 2018

Figure 94. Year of Structure Construction



Source: U.S. Census Bureau, 2016 ACS

Figure 95. Change in For-Sale Cost Per Square Foot (2008-2018)

Year	2008	2018	Percent Increase
Planning Area	\$ 101	\$ 146	45%
Subarea 13	\$ 143	\$ 261	82%
Subarea 1	\$ 112	\$ 192	72%
Subarea 4	\$ 84	\$ 132	58%
Subarea 14	\$ 92	\$ 144	56%
Subarea 3	\$ 82	\$ 127	54%
Subarea 9	\$ 109	\$ 164	50%
Subarea 6	\$ 99	\$ 147	49%
Subarea 5	\$ 93	\$ 132	43%
Subarea 7	\$ 111	\$ 156	41%
Subarea 11	\$ 127	\$ 170	34%
Subarea 10	\$ 131	\$ 171	31%
Subarea 8	\$ 99	\$ 127	28%
Subarea 2	\$ 153	\$ 183	20%
Subarea 12	\$ 144	\$ 150	4%

HOUSING

Challenges	What We Want to Achieve
<ul style="list-style-type: none"> Established neighborhoods experiencing change 	<ul style="list-style-type: none"> Neighborhood plans and programs
<ul style="list-style-type: none"> Physical preservation of existing affordable/workforce housing Much of the existing non-subsidized moderately priced housing stock is over 40 years old 	<ul style="list-style-type: none"> Housing rehabilitation
<ul style="list-style-type: none"> Economic preservation of existing affordable/workforce housing Rental rates in non-subsidized existing units have been increasing 	<ul style="list-style-type: none"> Rental Housing Preservation: <ul style="list-style-type: none"> Small-scale, multi-unit rental structures (primarily duplexes and quadplexes) Older, non-subsidized, income restricted apartment complexes Subsidized properties serving very low income and low-income residents
<ul style="list-style-type: none"> For-sale existing housing priced under \$250,000 has been rapidly decreasing, The opportunity to preserve for-sale housing under \$200,000 has nearly passed in Georgetown; keeping the existing stock at those prices would require rapid and significant action. 	<ul style="list-style-type: none"> Preservation of housing in the \$200,000 to \$275,000 range, both in terms of existing older housing (especially east of I-35) and sites for new housing development (primarily east of I-35).

Key Takeaways: Preservation Need

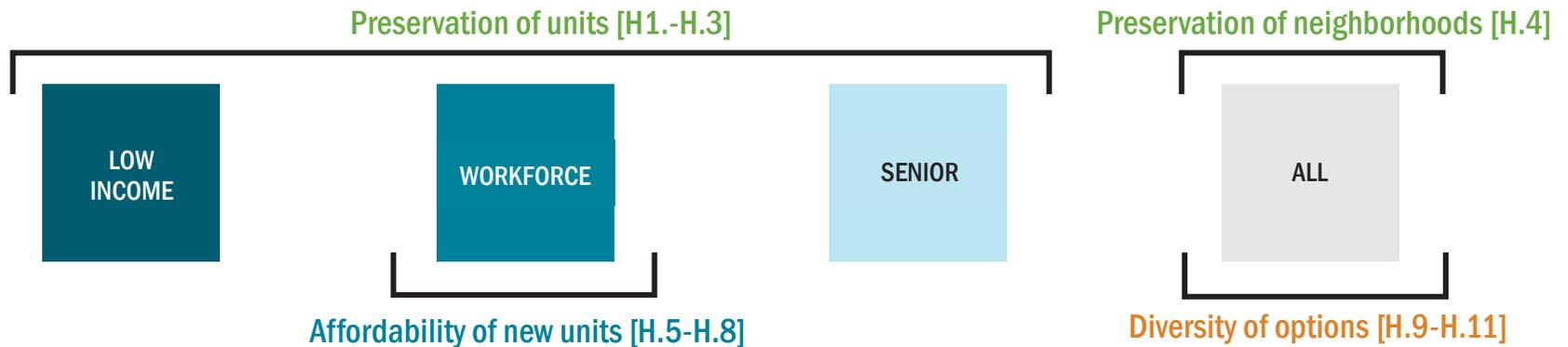
- Physical preservation of non-subsidized housing stock and economic preservation of existing affordable/workforce housing.
- Preservation of existing neighborhoods is critical to providing homes for workforce households and residents who desire to stay in their homes over time.

Comprehensive Strategy to Address Needs

The comprehensive strategy of addressing housing affordability, preservation and diversity will work to meet the current and future housing needs of Georgetown residents. The policies on the following pages address each part of the strategy as illustrated in **Figure 96**.

The Housing Toolkit is intended to be a reference guide for programs, policies, and regulations that could be implemented, as needed, to address identified housing needs. As annual reporting takes place, the Toolkit will provide a reference for additional tools that may be utilized to support housing goals and policies. The complete Toolkit is available in **Appendix R: Housing Toolkit**.

Figure 96. Addressing Community Housing Needs



HOUSING

Housing Policies



Policy H.1 Preserve existing housing stock that contributes to diversity and affordability.

- » Protect existing housing stock that provides a range of housing types, price points and sizes to overall inventory.



Policy H.2 Preserve existing neighborhoods in targeted areas.

- » Certain neighborhoods require special consideration of development impacts to ensure character and compatibility are protected.
- » Preservation efforts may be defined through small area planning.



Policy H.3 Support owners' ability to stay in homes in neighborhoods with rapid value increases without limiting the sale of the home.

- » Homeowners may be priced out of their existing homes and neighborhoods due to drastic increases in property values, as shown in the housing subarea profile analysis (**Appendix Q: Housing Subarea Profiles**), that result in property tax increases.



Policy H.4 Maintain and promote neighborhood character and quality.

- » Neighborhood vitality is maintained and promoted through neighborhood association support, enhancements and beautification efforts.
- » Character and quality may be defined and promoted through small area planning or creation of neighborhood conservation districts.



Policy H.5 Support and increase rental choices for low-income and workforce households, unless the housing is substandard.

- » Support existing rental choices for low-income households and workforce households as identified in the housing inventory (**Appendix P: Housing Inventory**).
- » Increase rental choices for workforce households through support of LIHTC development and providing incentives in development regulations, agreements and negotiated standards.
- » Substandard housing is defined through coordination with Code Enforcement and Chief Building Official.



Policy H.6 Support rental choices for senior households.

- » Maintain age-restricted units to provide rental choices for cost-burdened senior renters..



Policy H.7 Increase homeownership choices for workforce households.

- » Homeownership opportunities are targeted for workforce households earning between 60 to 80 of the Area Median Income (AMI).



Policy H.8 Support the nonprofit community in creating housing opportunities for the most vulnerable residents (including but not limited to homeless, seniors, youth aging out of the foster care system, and people with disabilities).

- » Maintain and continue to develop community partnerships to assess community need.
- » Assist non-profits through Strategic Partnership grants.

HOUSING



Policy H.9 Encourage and incentivize new housing and reinventions or additions to existing housing to provide a mixture of housing types, sizes, and price points.

- » Ensure development regulations support and include incentives for diverse housing options.
- » Negotiation during Municipal Utility District (MUD), Planned Unit Development (PUD), and other similar initiatives can provide opportunities to include various housing options.



Policy H.10 Ensure land use designations and other policies allow for and encourage a mixture of housing types and densities across the community.

- » Land use and special district policies are regularly reviewed to support housing diversity.
- » Application of land use ratios and care taken to ensure developments include supporting uses.



Policy H.11 Promote aging in place opportunities by aligning land use policies and transportation policies that promote a housing market capable of accommodating residents throughout all stages of life.

- » Aging in place means that a person can comfortably spend their entire life within the community if desired – and possibly within the same home.
- » Coordinated services and land use decisions support aging in place.



Policy H.12 Actively seek and build public and private partnerships to leverage resources and promote innovation.

- » Coordinate the City's housing goal and policy through engagement with entities such as Williamson County, local financial institutions and non-profits.



Policy H.13 Align housing goals with other city policies and strategic plans.

- » Aligning all plans supports effective and efficient governance.
- » This policy acknowledges that housing is an integral land use and the decisions related to the services the City provides include the consideration of housing policies.



Policy H.14 Provide opportunity for community engagement through outreach and communication.

- » Ensure the community has the opportunity to understand and participate in housing plans and decisions.
- » Provide opportunities for engagement in the community where residents are already gathered.

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