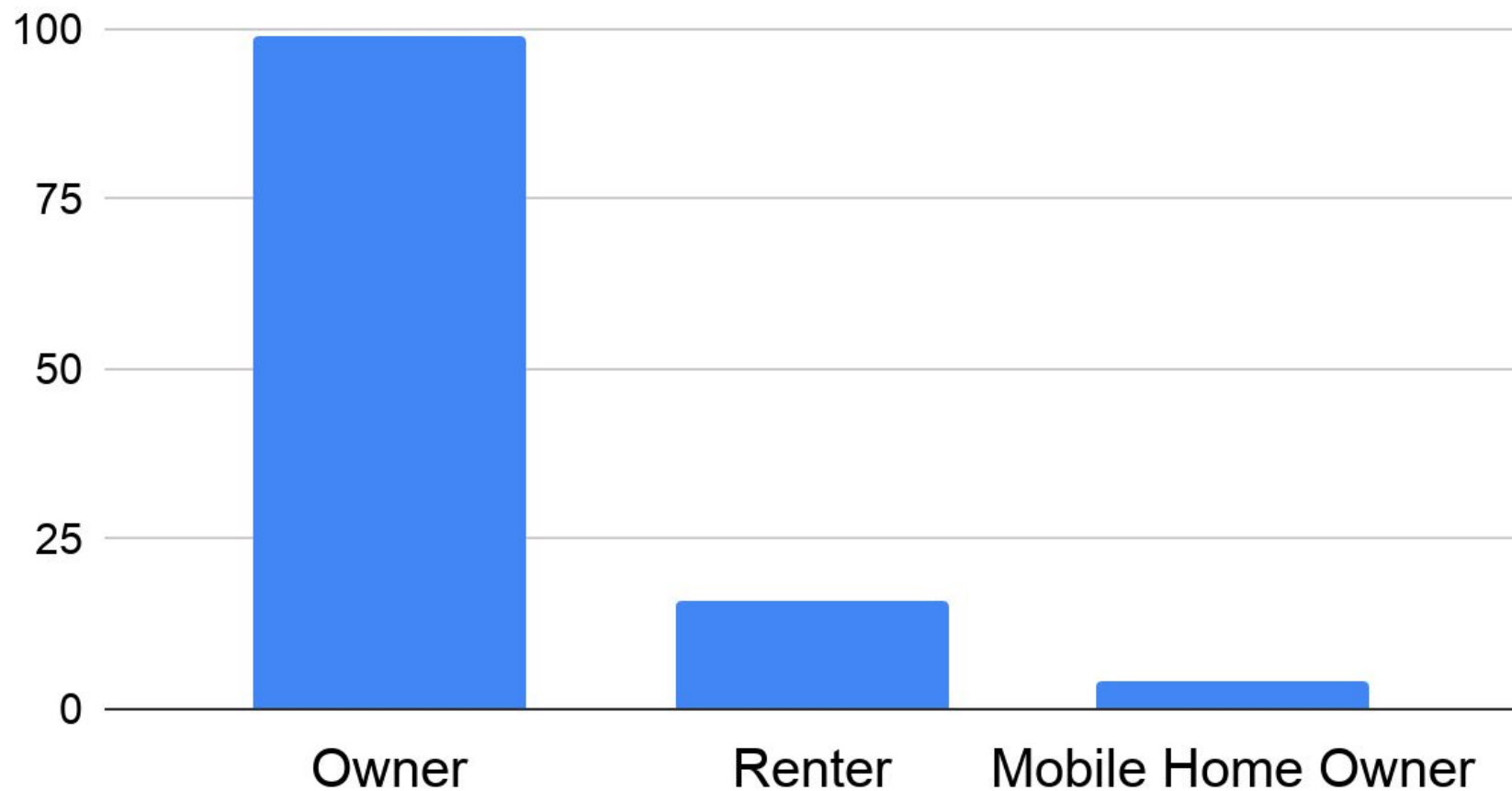


2021 GUHTF Housing Survey Results

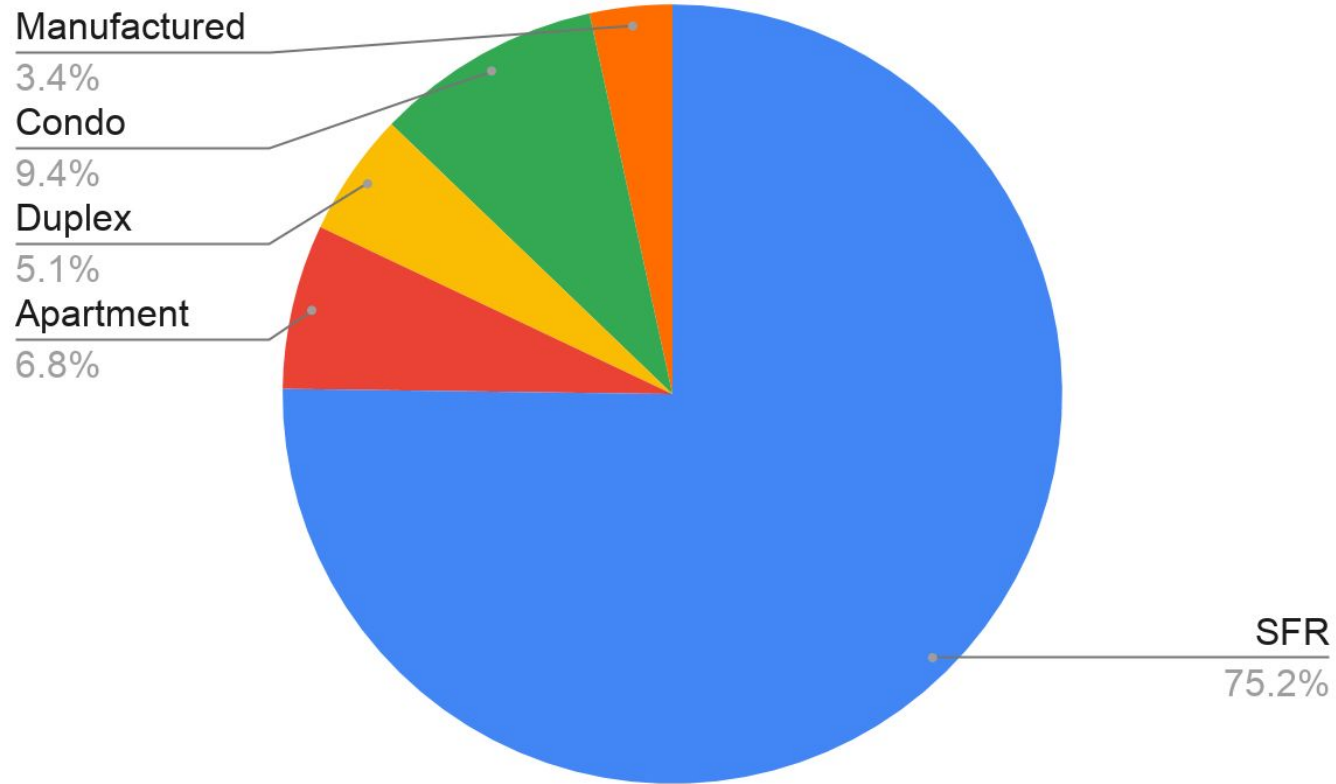
Agenda

- Demographics of respondents
- Summary results (priorities)
- Comments
- Takeaways

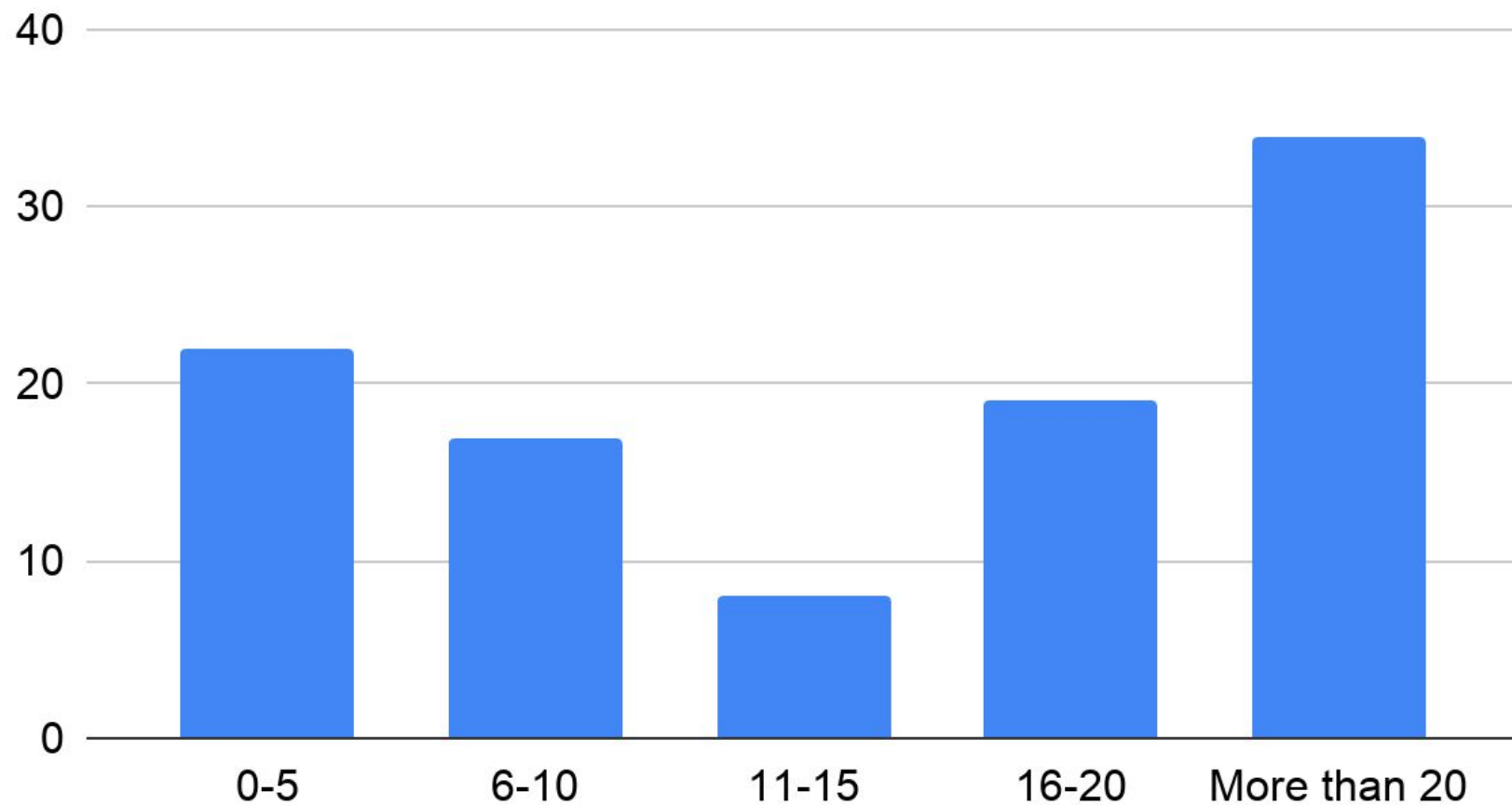
Type of Owner or Renter



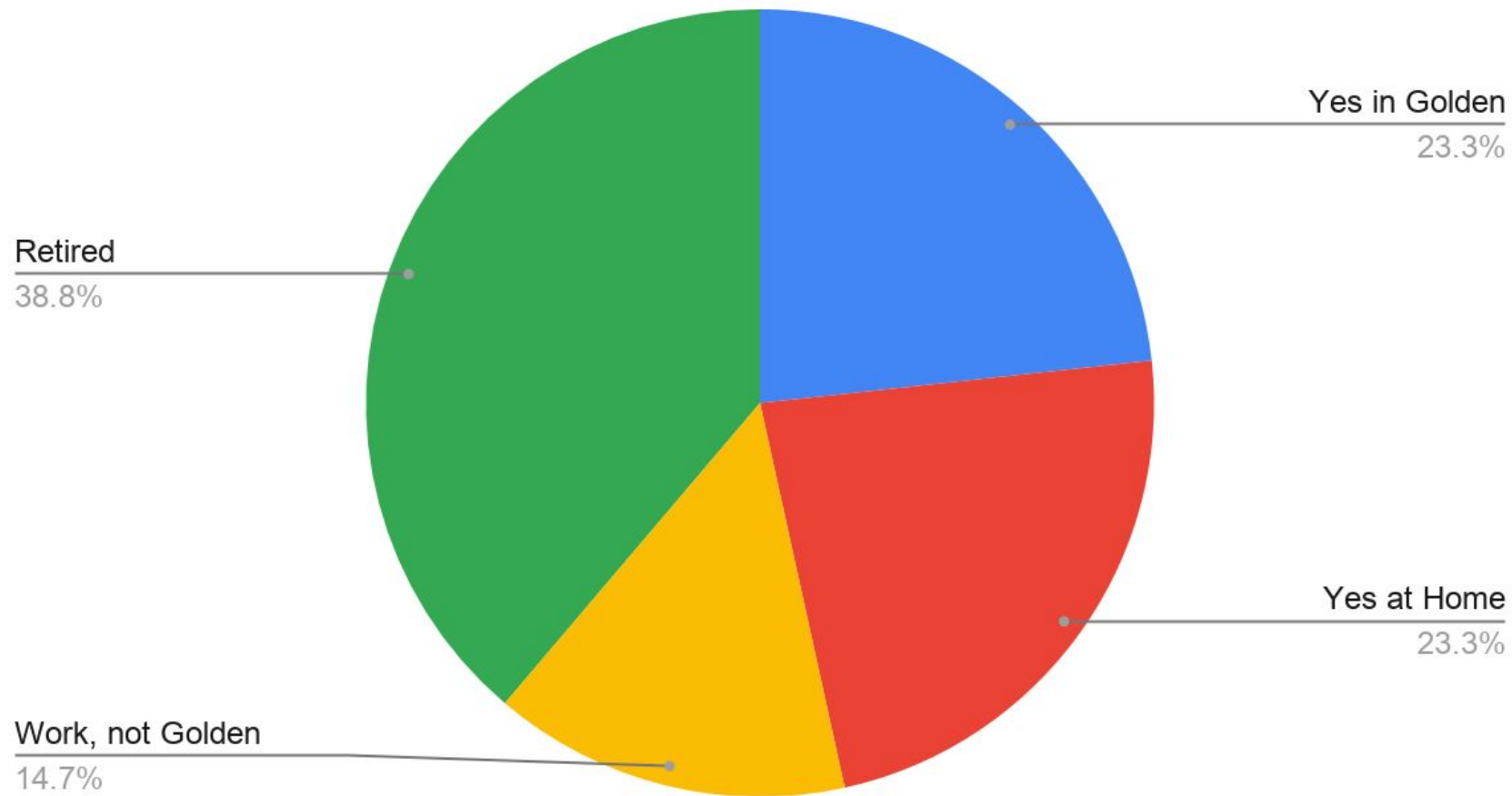
Type of Home for Survey Respondents



Years in current home



Work?



What Does “Affordable Housing” Mean to You?



Sample Comments

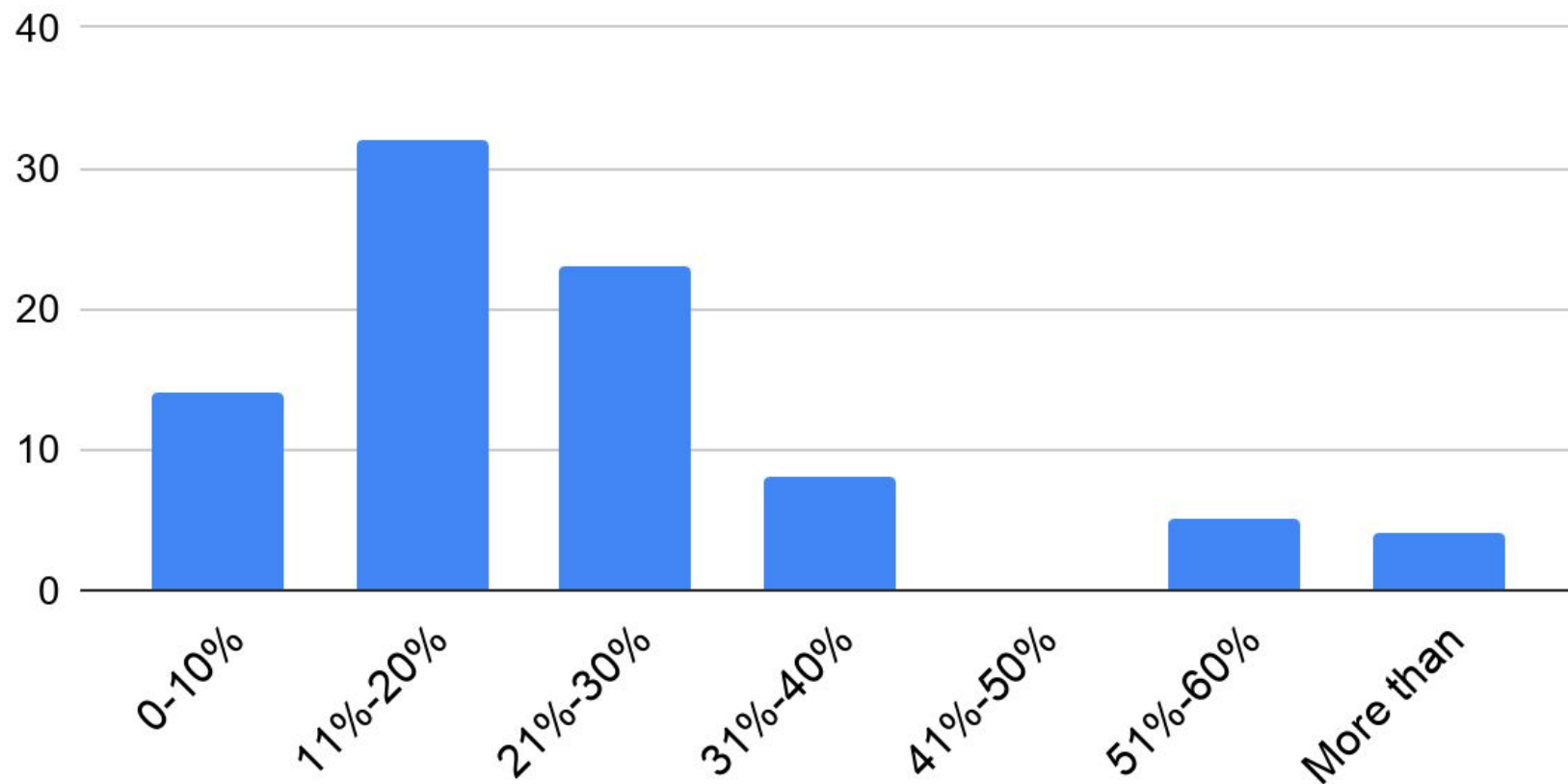
Affordable to both low and moderate income.

I know most people think of violence and high rise building and the term "ghetto" but I think about the FHA loan I got to purchase a condo as a teacher and how far "out" I had to live from Denver to find something in my price range

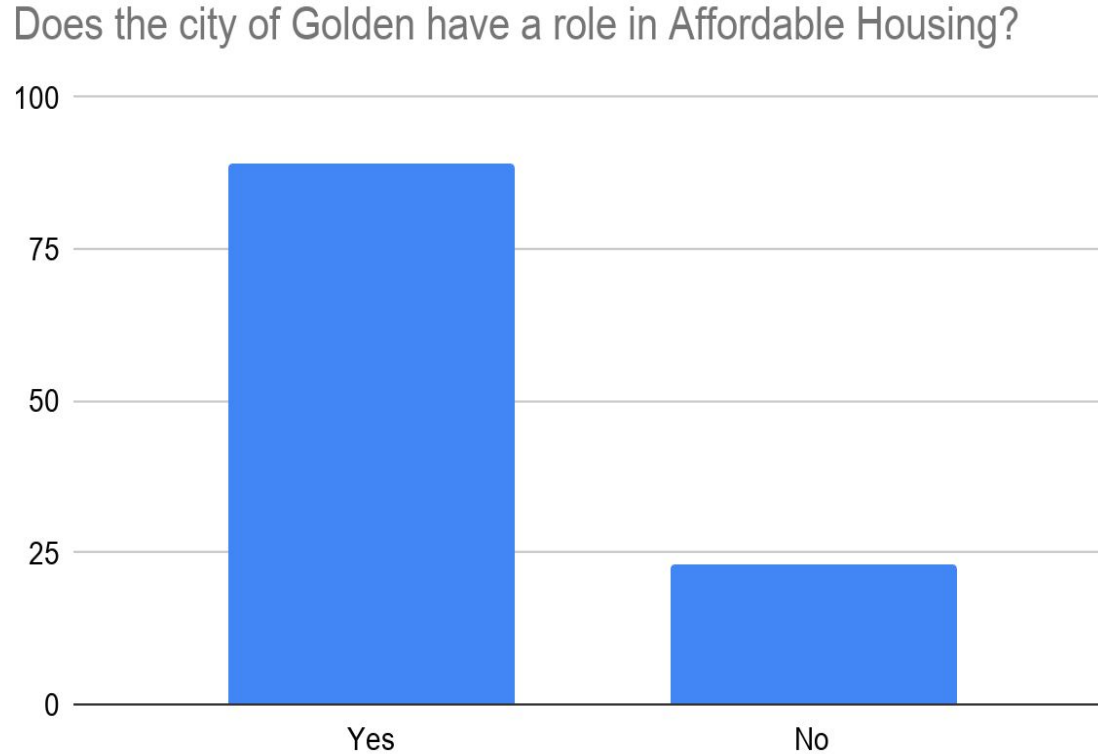
felons, sex offenders, drug and domestic violence problems that will drain our city's safety resources,

introduction of welfare dependent, higher crime, lowering of standards, greater taxes, increased homeowner burden

What is a rough estimate of how much of your gross annual (pre tax) household income you spend on housing (rent or mortgage, utilities, fees, insurance, and taxes)



Does City of Golden Government have a roll?



What Should the City do to Promote Affordable Housing?

Build affordable housing and change policies that discourage it

Increase the limit of 4 non-related people per house

Appoint a task force to investigate the problem and advise the Council

Provide tax incentives to builders

Increase options that utilize existing housing (ADU's, home share programs, etc.)

Lift annual cap on new construction and stop interfering with free market

Understanding our housing stock; conduct needs assessment

Partnerships

Partner w/ developer using city land to reduce rents

Partner with areas where housing costs are lower

Partner with Habitat for Humanity

Inclusionary Housing policies that require developers to include affordable units

Half of each developer's permit should include affordable housing

Land trust, funding, and Heart of Golden commitment to affordable housing (immediate proactive opportunity)

Land trusts, city owned property for tiny homes

Focus on banking land

Diversity of homes and home prices, affordable means something different to everyone

Affordable housing for allocations

Zoning codes

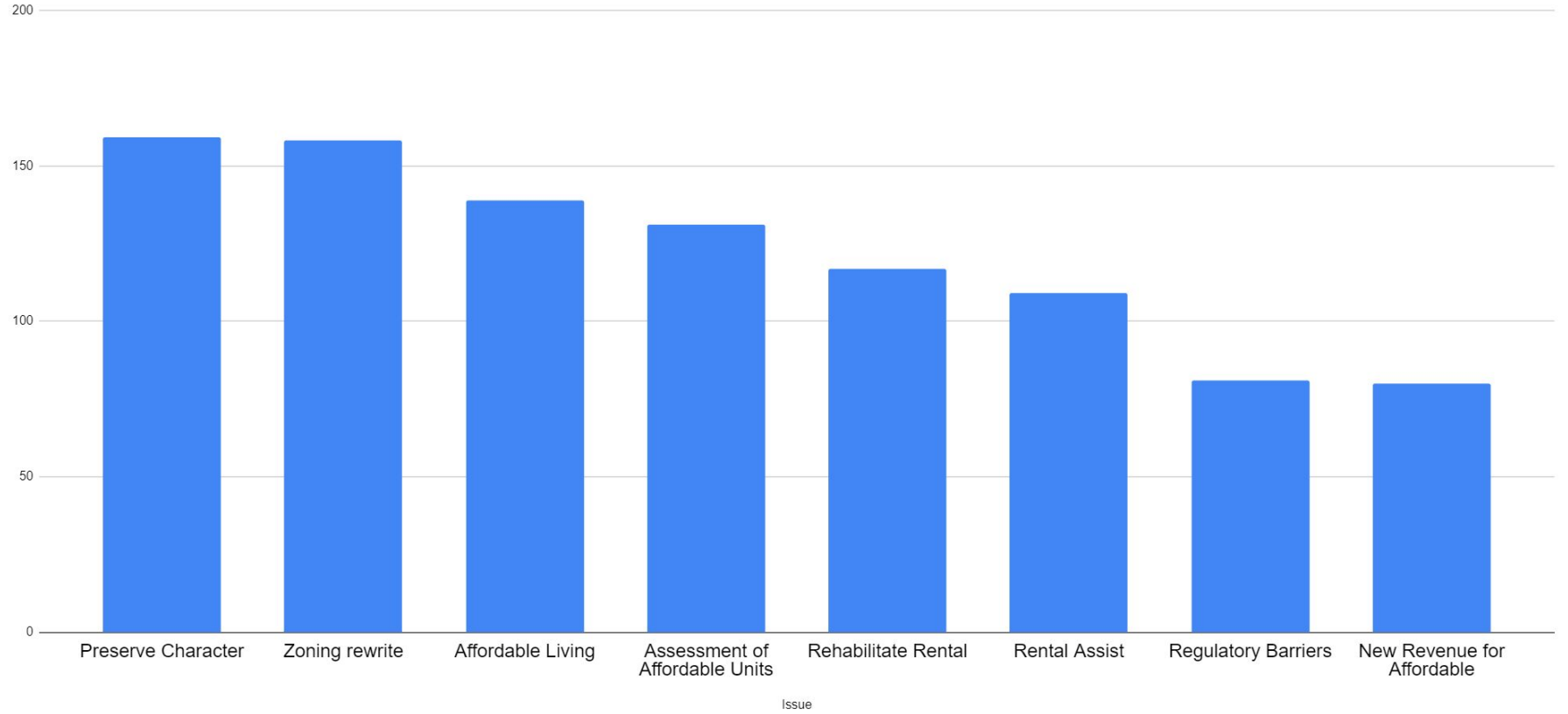
Limit the percentage of homes that can be used as non-primary residences in Golden city limits

Heart of Golden should incorporate affordable housing

Use of city owned land as leverage to subsidize affordable housing

Create designated funding source for affordable housing

Top Weighted Priorities 2021 GUHTF Housing Survey



Take aways from initial questions

Demographics skew to

Retired

Long Term Residents

Priorities

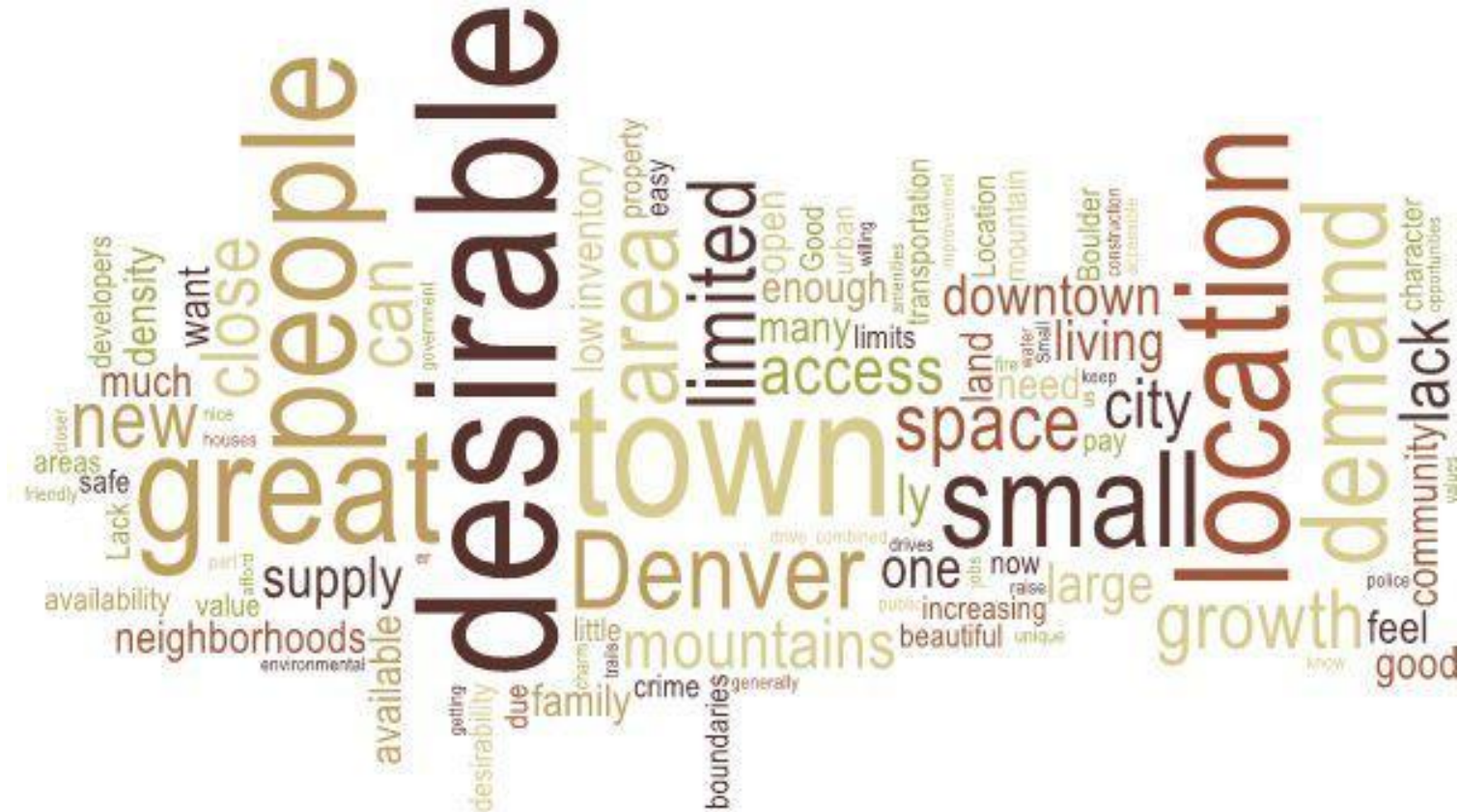
Quite scattered

Education is important across the board

Breakdown of Priorities by Duration in Golden

Homeowner > 20 years	Homeowner < 20 years
Preservation of neighborhood character	Education about Golden's zoning rewrite
Education about Golden's zoning rewrite	Education about affordable living in Golden
Overcome regulatory and zoning barriers	Rental assistance for Golden residents
Rehabilitate affordable rental housing	Preservation of manufactured housing

Why are Golden's Home Prices So High?



Additional ideas and priorities

Various

- Dedicated shelter for homeless individuals and / or families
- Sustainable home developments and initiatives for established homes
- Interspersed affordable housing within existing communities
- Less focus on senior housing
- Community education about forward thinking
- Prevent an influx of renters having no ties to the community

Small town character

- Zoning to prevent big box housing
- Walkability
- Safety
- Prevent crowding
- More on-street parking

Transportation

- Shuttle Service around Golden and some of unincorporated Jeffco adjacent to Golden
- Reduce traffic congestion

More resources for low-income people

- Help current residents with home maintenance or temporary rental/mortgage assistance

Starter/affordable home ownership opportunities

- Sustainability upgrades for affordable living
- Central list online and at City with affordable housing availability

More Take aways

Education, education, “edumication”

Different priorities for long-time homeowners versus more recent homeowners

Comments show fairly diverse opinions