

# STRATEGIC GOALS & OBJECTIVES

## GOAL 1

July 19, 2021

Goal 1: Create housing choices for Village residents.			
Objective	Tasks & Resources Needed	Progress to Date	Next Steps
Conduct housing market inventory and analysis.	<ul style="list-style-type: none"> <li>• Staff to gather data sources, existing reports, and other information.</li> <li>• Analyze data.</li> <li>• Provide initial recommendations to Planning Commission and Village Council on current housing issues and needs.</li> </ul>	<ul style="list-style-type: none"> <li>• 2019 Elk Rapids Employee Housing survey conducted. PowerPoint of results available upon request.</li> </ul>	<ul style="list-style-type: none"> <li>• Revisit survey results with Housing Committee and Planning Commission.</li> <li>• Consider reissuing survey to compare today's results vs. the 2019 survey.</li> </ul>
Identify desired housing types and potential housing development sites.	<ul style="list-style-type: none"> <li>• Utilizing housing market inventory and analysis, Staff, Planning Commission, and Village Council to decide on desired housing types and potential development sites.</li> <li>• Use information to market the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Housing committee created; will reconvene in July/August 2021.</li> <li>• Bill Clous Project ongoing.</li> <li>• Single family housing deemed most desirable for the community.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue Bill Clous project.</li> <li>• Eventually create Village marketing strategy.</li> </ul>
Consider developing short-term rental regulations.	<ul style="list-style-type: none"> <li>• Utilizing housing market inventory and analysis, staff to provide alternatives to managing and regulating short-term rentals.</li> </ul>	<ul style="list-style-type: none"> <li>• Short-Term Rental Ordinances (502 &amp; 503) approved by Council in 2020.</li> </ul>	<ul style="list-style-type: none"> <li>• Amend regulations as needed.</li> </ul>
Review zoning ordinance to reduce obstacles to housing development.	<ul style="list-style-type: none"> <li>• Staff and Planning Commission to study the current zoning regulations that may inhibit housing and provide recommended changes.</li> </ul>	<ul style="list-style-type: none"> <li>• Housing committee needs to review.</li> </ul>	<ul style="list-style-type: none"> <li>• Planning &amp; Zoning Administrator along with Planning Commission to review ordinances to consider housing development obstacles.</li> <li>• Consider third-party review of Zoning Code of Ordinances similar to the Municode recodification project.</li> </ul>