How Municipalities Can Help Create The Homes They Need

• 3 Critical Barriers to Overcome
  1. TOWNS don’t know how to do this— not their fault, never have had to
  2. Most towns don’t have the capacity; again, not their fault
  3. Finally, most people know very little about housing because they never had to
• Then 2010 rolled around, Great Recession, but also BBoomerMillenial stars aligned
• They wanted housing few towns had. 2/3 had 70% SF or more and the market was calling for MF
First Steps

1. Conquer the myths: property values, school costs, crime
2. Educate officials
3. Consider tools, strategies, methods
4. Allow towns to help each other
5. Engage the public
Education

- How a wider array of housing options can help the town
- Look at town in a new light
- Locations matter
- Lacking infrastructure isn't a dealbreaker
- Redevelopment -- eg. strip malls
- Invite developers to town
- Consider help: tax abatement, relaxed parking, assuming costs
- Engage local businesses