

## 8

**MINDFUL GROWTH**  
**Goal: AFFORDABLE HOUSING**
**Objective #1: Develop an Affordable Housing Task Force**

**Narrative:** Involve a diverse representation of the town create an Affordable Housing Task force to 1) propose solutions, 2) identify partners, and 3) seek resources for affordable housing options. This task force should be overseen by the Town of Bluff and work collaboratively with Bluff’s Planning and Zoning Commission to inform, problem solve, and propose solutions for a wide variety of housing options in the incorporated limits of Bluff. This task force should also engage with the San Juan County affordable housing task force, neighboring communities and throughout the region to capitalize on best practices and potential sources of funding.

**Responsible Agency/Department:** Town Council, Affordable Housing Task Force, Planning and Zoning Commission

**Short-Term Actions:**

- Develop a diverse task force representing local government, businesses, the work force, and neighboring communities to Bluff
- Participate in county-wide, regional, and state discussions on affordable housing; have one member of the Bluff task force meeting semi-regularly with the County task force
- Survey the community to identify possible locations or landowners who may be interested in multi-unit residences
- Research and report on what other small, rural communities are doing to address affordable housing nationwide, and especially in Utah, Colorado, and Arizona
- Preserve existing affordable housing through strategies and incentives including incentives for property owners to maintain their properties, and programs to help low-income families purchase their homes
- Raise community awareness by conducting community outreach campaigns to raise awareness about the need for affordable housing in the town, and to build support for affordable housing development initiatives. This could include hosting community meetings, distributing informational materials, and engaging local media

**Long-Term Actions:**

- Identify and partner with non-profit organizations that specialize in affordable housing development to help them expand their capacity to build affordable units in town
- Identify and compile resources for community members seeking affordable housing
- Collaborate with neighboring communities and San Juan County to be included on any grant programs which specifically address affordable housing

**Objective #2: Develop a broader range of housing options through changes in zoning and regulations**

**Narrative:** This objective seeks a review of Bluff’s existing zoning regulations regarding density, multifamily units, mobile home parks, and recreational vehicle (RV) parks and resulting equitable changes made to encourage a broader range of rental and purchased housing options. Creating affordable housing incentives can generate economic activity and job creation in the local construction and development industries, which can have positive ripple effects throughout the community.

**Responsible Agency/Department:** Town Council, Planning and Zoning, Affordable Housing Task Force

**Short-Term Actions:**

- Identify best practices in affordable housing zoning codes and regulations from comparable towns
- Conduct an analysis of the current Town of Bluff Zoning Code and Land Use ordinances (including zoning code, RV regulations, density, short term rentals) and a road map for suggested ordinance and policy changes
- Survey the community for placement of development
- Evaluate proposed legislative changes and actively support legislation which supports local control for Short Term Rentals

**Long-Term Actions:**

- Create a zoning overlay map where affordable housing can be prioritized within Town boundaries
- Create requirements for long-term housing development in association with large construction/development projects
- Rezone for densities necessary to facilitate the production of moderate income housing

**Objective #3: Research affordable housing incentives for developers**

**Narrative:** The purpose of this long-term objective is to initiate research on regulatory and other incentives to encourage diverse affordable properties for rent or to own. The actions outlined below do not include specific policies to be implemented.

**Responsible Agency/Department:** Affordable Housing Task Force, Town Council

**Short-Term Actions:**

- Contact landowners/possible developers for feasibility.
- Research best practices in incentives for developers (i.e., federal and state tax credits, town incentive programs)
- Research best practices in incentives for second homeowners to create affordable rentals

**Long-Term Actions:**

- Implement incentives for developers at a local level by collaborating with regional and state entities
- Evaluate whether developers must be required to include a certain percentage of the development be reserved for affordable housing

### Affordable Housing Outcomes

- The task force will represent the diversity of Bluff (e.g., age, gender, race, income, political identity)
- People seeking affordable rental or properties can easily access information and resources
- The task force will provide realistic and innovative solutions for housing needs
- The Town attracts a wider range of residents from different income levels, backgrounds, and professions, which creates a more diverse and vibrant community.



### Affordable Housing Progress Indicators

- Task force is formalized by end of 2024
- Report on best practices delivered by June 2025
- Zoning regulations reviewed and/or changed to allow areas of higher density by the end of 2025
- Community surveyed for views on density and placement of development by 2025
- Locations or landowners who may be interested in multi-unit residences identified by end of 2025
- A requirement for long-term housing development in association with large development projects is codified by 2027
- 8-10 new affordable properties, including rentals, become available by 2030
- At least one developer uses the incentive program to build affordable housing by 2030

