

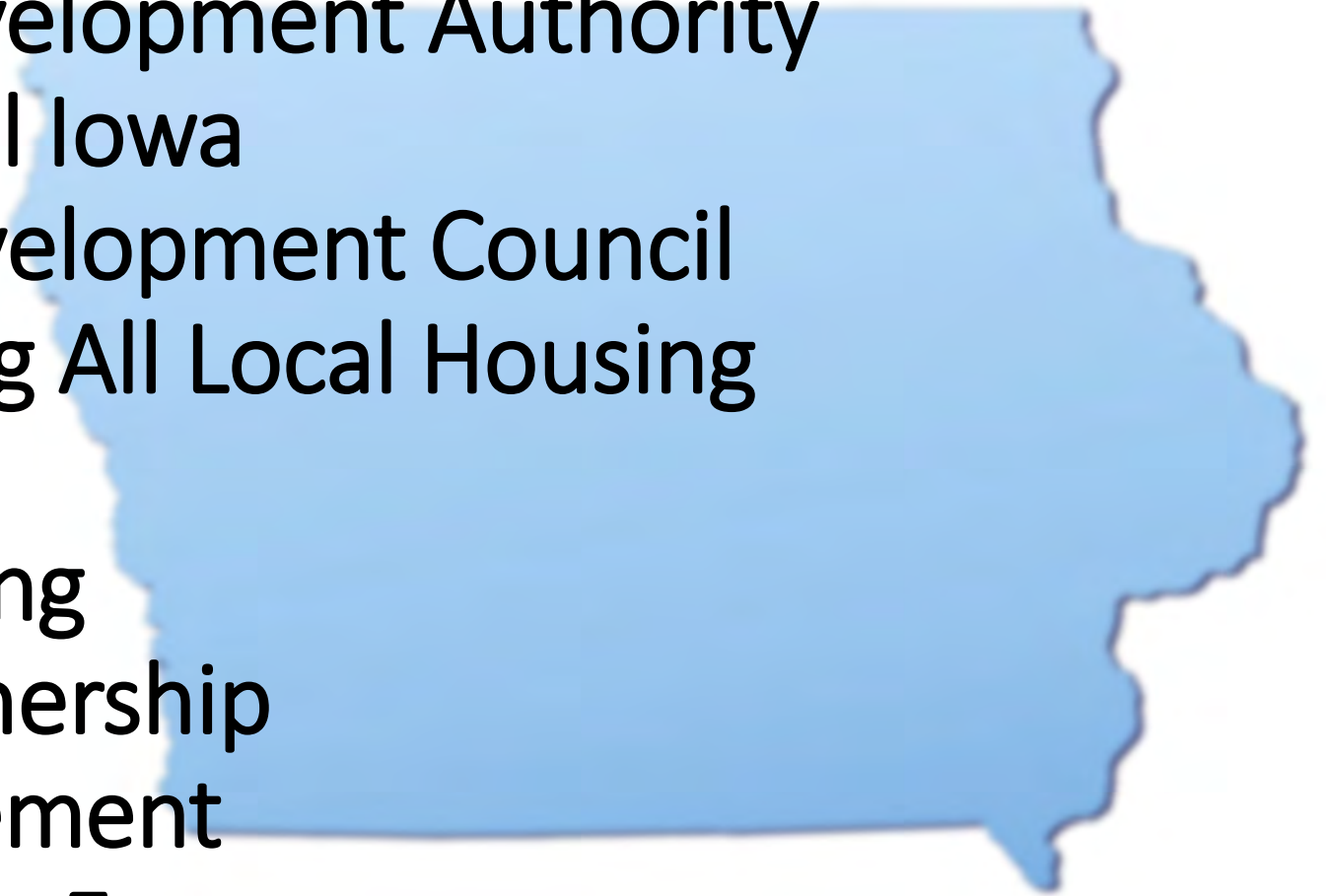
# Housing Matters

for your Community

Jim Thompson  
Downtown Economic Development Specialist  
Iowa Economic Development Authority

Iowa Economic Development Authority  
Empower Rural Iowa  
Iowa Rural Development Council  
Addressing All Local Housing

Workforce & Housing  
Public/Private Partnership  
Community Engagement  
Employer/Employee Engagement

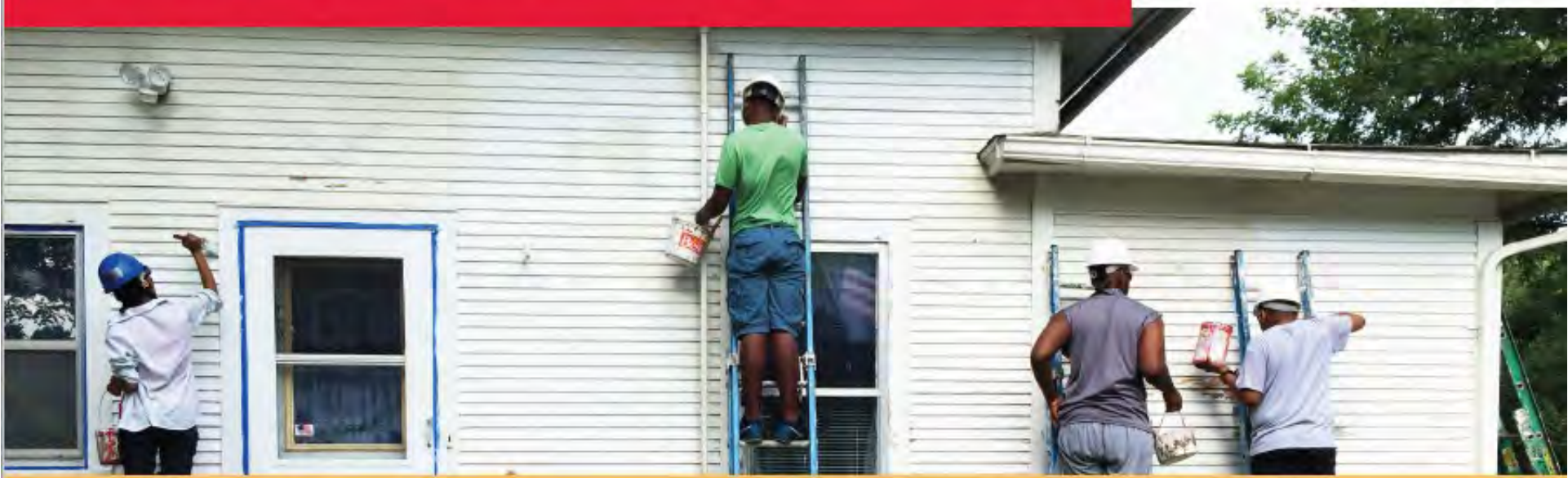






# Rural Housing Readiness Assessment

IOWA STATE UNIVERSITY  
Extension and Outreach  
Community and Economic Development





# WHAT WORKED IN STANTON? (POPULATION 678)

Before



After



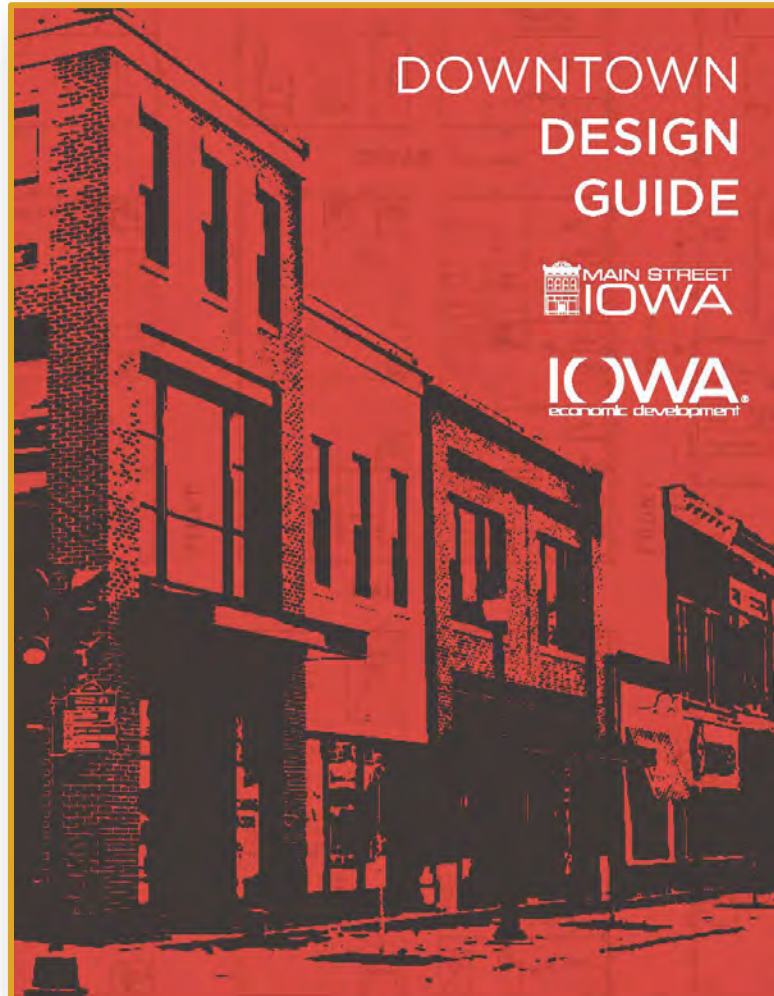
# Create Local Funding Sources

- Urban Renewal (Tax Increment Financing)
- Urban Revitalization (Consolidated Abatement)
- Hotel-Motel Tax
- Local Option Sales Tax
- Others (How about In-Kind?)



# Iowa Downtown Design Guide

[www.iowaeda.com/downtown-resource-center/networking/](http://www.iowaeda.com/downtown-resource-center/networking/)



DOWNTOWN DESIGN GUIDE

## GUIDING PRINCIPLES FOR DESIGN

Main Street Iowa observes and recommends the following principles for design:

1. **Retain and preserve** the historic character of the district and individual properties.
2. **Prioritize rehabilitation** of existing buildings and repair of deteriorated materials and features over new construction or replacement.
3. **Focus on maintenance** to prevent the need for future large-scale rehabilitation or demolition of properties.
4. **Maintain authenticity.** Do not add features to a building that portray a false sense of history, such as ornamentation that never existed. Base any restoration efforts on documentation or physical evidence.
5. **Design for longevity.** Quality materials and quality design contribute to resilience.
6. **Celebrate diversity.** Main Street should be a place where everyone is included and feels welcome. Celebrating diversity can include racial, ethnic, cultural, religious, generational, gender identity, sexual orientation and socioeconomic differences, among others. It contributes to a rich and inviting experience for all visitors and helps set your community apart.
7. **Provide for a living, breathing community.** Retain physical changes over time if they have positively contributed to the building. This means keeping changes that have gained their own historic significance or are necessary to keep the building occupied and thriving.
8. **Consider your neighbor.** Embark on improvements with adjacent properties in mind. New construction should be compatible with the surrounding existing buildings.
9. **Follow sustainable practices.** Sustainability is not only good for the environment but can provide cost savings over time.
10. **Ensure accessibility for all.** Make sure that all people can access and enjoy downtown regardless of their physical ability.

Image: Brad Graft

DOWNTOWN DESIGN GUIDE

Waterloo - before (L) and after (R)

West Union - before (L) and after (R)

Woodbine - before (L) and after (R)

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# How can the design guide be used in your community?

- Voluntary / Advisory
- **Incentive Based**
- Mandatory / Regulatory



# Why Housing Matters

Housing serves as a platform for **individual and family well-being**

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*Physical and mental health and well-being*

*Student achievement and academic success*

*Economic self-sufficiency and upward mobility*

Housing is the basis for **inclusive and diverse communities**

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*Equitable access to opportunities and services, regardless of race and socioeconomic status*

*Communities in which everyone can prosper*

Housing supports sustainable **local economic growth**

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*Housing opportunities to encourage people to both live and work in the community*

*Short commutes, easier to attract and retain workers*

*Communities that attract businesses and investment*



# Comprehensive Approach to Meeting Local Housing Needs

- Appropriate Housing (Rental, Owner-occupied)
- Quantifying Housing Needs
- Establishing Goals and Principles
- Communicating the Importance of Housing *Outreach, Listening,  
Education and Self-Help*
- Dispelling Myths
- Building the Toolbox



# Making the Economic Case for a Diversity of Housing

Hard data and anecdotes from businesses and workers demonstrate that more housing options:

- Helps people both live and work in the community, leading to shorter commutes and less traffic
- Makes it easier to attract and retain workers
- Reduces income segregation, which is associated with slower overall economic growth
- Broadens the tax base



**Community Catalyst Building Remediation grants help communities redevelop or rehabilitate buildings to stimulate economic growth and reinvestment in the community.**

- All 940 Iowa Cities are eligible
- City must be the applicant and must provide \$\$\$
- Over \$25,000,000 grants invested
- Over 250 funded projects
- 40% of funds must be allocated to cities under 1,500 pop.
- 90% of all funded projects have included housing
- Consider a local RFP process

# Community Catalyst Building Remediation

This grant program assists communities with the redevelopment or rehabilitation of buildings to stimulate economic growth or reinvestment in the community.

## **Program Definition & Eligibility**

- Provides financial assistance to cities for redevelopment of vacant buildings
- Must stimulate economic growth
- Strong application will be a catalyst for additional growth
- Exhibit appropriate design
- Be well-funded and demonstrate partnerships

## **Program Details**

- Applicant must be a city
- Grant \$100,000
- 40% of funds will be awarded to cities with populations under 1,500
- Mandatory pre-application process
- Applications are by invitation only
- City must provide financial resources



# HOW TO BECOME AN IOWA THRIVING COMMUNITY

**Applications will be scored on the following six categories:**

- Financial Support
- Iowa Thriving Community Attributes
- Planning and Assessment
- Proposed Neighborhood or Site for Housing Development
- Strategic Leadership and Partnerships
- Workforce Attraction and Retention

**Bonus points if project includes housing and is a Designated Community**



# FEDERAL LOW-INCOME HOUSING TAX CREDIT PROGRAM

- The LIHTC program provides tax incentives to developers for the construction and rehabilitation of income-restricted rental properties.
- The tax credits are sold to investors who provide up front equity to develop the affordable properties.
- IFA's Qualified Allocation Plan (QAP) details the program requirements and selection criteria, and housing priorities.
- Awards are made annually through a highly competitive application process.



Thomas Place, Bettendorf



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# WORKFORCE HOUSING TAX CREDITS

- State tax incentive program for developers to build or rehabilitate housing in Iowa communities.
- \$35 million allocation split equally for Large and Small cities.
- Eligible sites include grayfield/brownfield, upper story, rehabilitation of dilapidated housing, and greenfield.
- Cost Caps are \$298,021 per single family unit or \$241,643 per multifamily unit.
- Large community – Up to \$15,000 per unit tax credit plus sales tax rebate, \$1 million maximum incentive
- Small community – Up to \$30,000 per unit tax credit plus sales tax rebate, \$1 million maximum incentive

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Briar Grove Apartments, Decorah



# What worked in Adair? (Population 781)





















What worked FOR CASEY?  
Population 401







**Negative people have  
a problem for every  
solution.**



The background of the slide features a collection of 3D question marks. One question mark in the center is a vibrant red, while the others are a light gray. They are scattered across the upper half of the slide, with some appearing in sharp focus and others blurred in the background.

# Jim Thompson

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