

**RECOMMENDATIONS**

The availability of housing to all Rock Hill residents, and the quality of existing and future housing, is essential to the continued growth and prosperity of the City. In order to accommodate more than 15,000 new residents expected in Rock Hill by the year 2020, the City must address issues of housing *affordability*, housing *diversity*, and housing *sustainability*, among others. The following goals, objectives, and strategies are designed to proactively address the housing needs of Rock Hill’s population in both the present and future. Short-term tasks are anticipated to be completed within 1-5 years; and long-term, between 5-10 years. Ongoing strategies do not have a defined timeline for completion and should be carried out on an ongoing basis over the short and long-term.

**HOUSING AFFORDABILITY**

**GOAL 4-1: Increase Housing Availability & Affordability in Rock Hill**

Objective 4-1A: Seek ways to remove impediments to housing affordability

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Provide incentives to promote an increase in the affordable housing stock, particularly in identified priority investment areas	Planning & Development; Economic & Urban Development	Short-term
2. Identify and reduce regulatory impediments to affordable housing development, particularly in identified priority investment areas	Planning & Development	Short-term

Objective 4-1B: Increase home ownership opportunities

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Continue to search for funding to provide homebuyer assistance	Housing & Neighborhood Services	Ongoing
2. Expand Housing Development Corporation of Rock Hill (HDCRH) housing construction program	Housing & Neighborhood Services; City Management	Ongoing

Objective 4-1C: Encourage housing options which are convenient to commercial areas, employment centers, and transit

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Evaluate Zoning Ordinance and Map to provide housing in areas convenient to commercial development, employment centers, and transit	Planning & Development	Short-term

#### IV. Housing Element

### HOUSING DIVERSITY

#### GOAL 4-2: Promote a Diverse Housing Stock

Objective 4-2A: Encourage a greater mix of housing types to accommodate all residents

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Encourage the development of residential units above commercial development, particularly in Urban Mixed Use Areas	Planning & Development; Economic & Urban Development	Ongoing
2. Encourage developers to offer a variety of housing options at different price points	Planning & Development	Ongoing

Objective 4-2B: Encourage higher density residential development and more compact infill development within Old Town, the Textile Corridor, and along transit corridors

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Explore incentives to encourage residential mixed-use and infill development, such as donating City-owned property or waiving fees	Planning & Development; Economic & Urban Development	Short-term
2. Evaluate and promote the cleanup and redevelopment of brownfield sites for residential and mixed-use, where feasible	Planning & Development; Economic & Urban Development	Long-term

Objective 4-2C: Encourage adequate housing opportunities for special needs populations

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Work with local agencies to secure funding for housing development for special needs persons	Housing & Neighborhood Services	Ongoing
2. Partner with special needs service providers to provide adequate housing	Housing & Neighborhood Services	Ongoing
3. Support community initiatives that implement the recommendations of Rock Hill's 10-Year Plan to Reduce Homelessness	Housing & Neighborhood Services	Short-term

## HOUSING CONDITIONS

### GOAL 4-3: Improve Existing Housing Conditions

Objective 4-3A: Reduce substandard housing

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Examine the feasibility of a Rental Inspection Program	Housing & Neighborhood Services	Short-term
2. Increase funding for home rehabilitation and neighborhood revitalization programs through HDCRH	Housing & Neighborhood Services	Ongoing
3. Provide assistance to increase the number and quality of owner and renter occupied houses in Old Town	Housing & Neighborhood Services; Economic & Urban Development	Ongoing

Objective 4-3B: Protect existing residential neighborhoods

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Streamline the City's demolition program to promote community stabilization and protect existing neighborhoods from illicit activity	Housing & Neighborhood Services	Short-term
2. Proactively implement the maintenance enforcement program (PACE)	Housing & Neighborhood Services	Ongoing
3. Promote neighborhood compatibility through implementation of building and design standards in the Zoning Ordinance	Planning & Development	Ongoing
4. Support Weed & Seed efforts in the Old Town neighborhoods	Housing & Neighborhood Services	Short-term

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### PARTNERSHIP & COORDINATION

#### GOAL 4-4: Improve Partnerships & Inter-Agency Coordination

Objective 4-4A: Partner with York County on ordinances which affect density, location, and type of residential development in the 2020 Planning Area

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Encourage York County to establish and adopt residential design standards for the 2020 Planning Area to be compatible with Rock Hill's residential design standards	Planning & Development	Short-term

Objective 4-4B: Seek opportunities for public-private partnerships to address housing needs and goals

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Seek ways to encourage and support non-profit housing organizations such as HDCRH	Housing & Neighborhood Services; Economic & Urban Development	Ongoing
2. Explore opportunities for public-private joint venture projects for targeted residential development	Economic & Urban Development	Ongoing

Objective 4-4C: Encourage increased coordination among non-profit organizations

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Explore ways to facilitate greater communication between non-profits on specific housing related efforts	Housing & Neighborhood Services	Ongoing

### EDUCATION & PUBLIC AWARENESS

#### GOAL 4-5: Enhance Education & Public Awareness

Objective 4-5A: Coordinate housing program awareness among non-profit housing agencies, HDCRH, and other local housing stakeholders

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Develop strategies to inform the public about housing programs using all available media	Housing & Neighborhood Services; City Management	Short-term
2. Explore opportunities for additional financial management and home ownership education for residents	Housing & Neighborhood Services	Ongoing

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3. Proactively disseminate information about HUD and other federal and state housing programs	Housing & Neighborhood Services; City Management	Ongoing
4. Create a consolidated homebuyer awareness program with non-profits, HDCRH, and City government (Housing & Neighborhood Services)	Housing & Neighborhood Services; City Management	Long-term

Objective 4-5B: Coordinate with adjacent local government officials, including school officials, on housing growth and its impact on facilities

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Inform local officials about the impacts of sprawl growth patterns on community services and facilities	Planning & Development	Short-term
2. Establish a dialogue with school officials concerning the effects of school location on future housing location, growth patterns, and infrastructure needs	Planning & Development	Ongoing

### HOUSING SUSTAINABILITY

#### GOAL 4-6: Increase Focus on Sustainable Housing & Neighborhoods

Objective 4-6A: Explore policies to promote environmentally-friendly, walkable, sustainable neighborhoods

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Encourage residential developments to locate in areas adjacent to existing services and infrastructure	Planning & Development	Ongoing
2. Implement Complete Streets design and development connectivity standards to ensure walkability at the neighborhood level	Planning & Development	Short-term
3. Promote and encourage innovative, environmentally-conscious design strategies such as Conservation Subdivision Design (CSD) and Low Impact Development (LID) technologies	Planning & Development	Ongoing
4. Consider providing incentives for using permeable landscaping materials to re-hydrate the land	Planning & Development	Short-term

Objective 4-6B: Encourage sustainable housing design and construction methods

Implementation Strategies	Agencies Responsible	Timeframe for Completion
1. Create a training program for home designers, contractors, and potential homeowners on the advantages and benefits of sustainable homes	Housing & Neighborhood Services	Long-term
2. Encourage the use of native, drought-resistant landscaping on home sites	Planning & Development	Ongoing

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3. Create a task force comprised of LEED and/or Green Globes professionals, engineers, and landscape architects to evaluate and recommend green building design and sustainable options. Use the task force to train citizens on the sustainable policies	Planning & Development	Short-term
4. Promote the benefits of construction, design, and maintenance of sustainable homes: Healthy & Safe, Durable, Water Efficient, Environmentally Responsible and Energy Efficient (Energy Star Rated)	Planning & Development; Housing & Neighborhood Services	Ongoing