



HOUSING4ALL Draft Plan

The City of Evanston's
Strategic Housing Plan

cityofevanston.org/housing4all

Housing and Community Development Committee
Tuesday, October 21, 2025

Committee Direction

1. Staff
Recommendations

2. Committee
Recommendations

3. Timeline:
Draft Plan Update

4. Timeline:
Next meeting(s)



What is Housing4All?

Community Feedback

Staff Recommendations

Committee Direction



What is Housing4All?

- Climate Action → CARP
- Public Health → EPLAN
- Historic Preservation → Preserve 2040
- Business Districts → Evanston Thrives
- **Housing** → **Housing4All**



What is Housing4All?

- 10-Year Time Horizon
- Assess Our Needs
- Establish Our Priorities
- Focus on Taking Action



What is Housing4All?

- Evanston residents face acute housing challenges
- These challenges require bold, strategic action
- Actions need to be efficient and impactful
- The City cannot do it alone – collaboration is essential
- The City cannot pay for it alone - new funding is critical
- Evanston's economic and racial diversity is at stake

What is Housing4All?

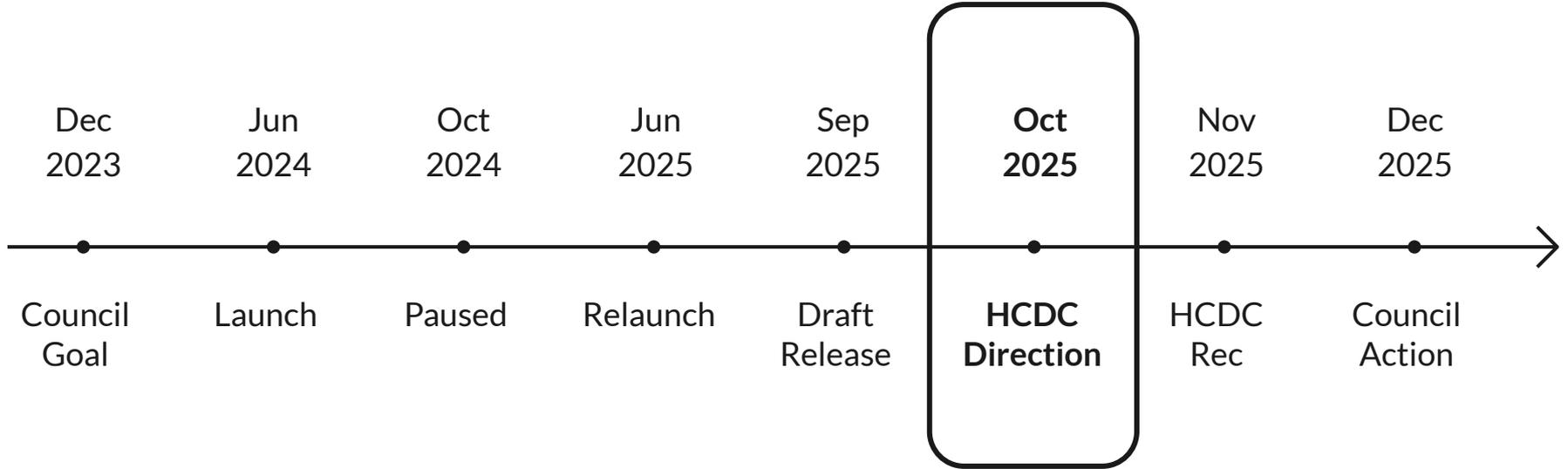


- A cure-all
- New housing (now)
- Audit of current initiatives
- A dusty plan on a shelf
- The end of the process



- A north star
- New housing (future)
- Catalog of current initiatives
- Embedded in decision-making
- An important, first step

We are Here



Public Process to date

2024	June	HCDC: Introduction
	July	Housing Conversation [in-person] Preliminary Feedback [digital]
	September	HCDC: Draft Framework
2025	June	City Council: Refresh
	July	HCDC: Refresh
	September	HCDC: Draft Plan Overview
	September - October	Feedback Forms [digital, paper, in-person]



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Feedback Form

- Responses: *677*
- Available: September 12 - October 12, 2025
- Medium: Online and paper [6 pick-up and drop-off locations]
- Language: English and Spanish
- Outreach: Ward meetings, housing orgs, newsletters, flyers, etc.

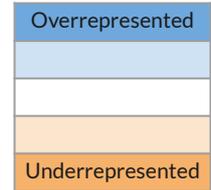
Who we heard from: Tenure



Tenure (Households)	Evanston (ACS)	Responses	Cost Burden
Renter	44%	21%	49%
Owner w/ a mortgage	35%	50%	29%
Owner w/o a mortgage	21%	24%	18%

Source: 2019-2023 American Community Survey, U.S. Census; City of Evanston.

Who we heard from: Household Income

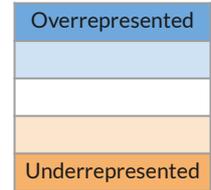


Household Income*	Evanston (ACS)	Responses	Cost Burden
Under \$60,000	33%	19%	68%
\$60,000 - \$95,000	18%	18%	56%
\$95,000 - \$145,000	15%	19%	<28%
\$145,000+	33%	43%	~4%

*Income brackets are similar but not identical for “Evanston” and “Housing4All Feedback”.

Source: ESRI; HUD Comprehensive Affordability Housing Strategy (CHAS) database; 2019-2023 American Community Survey, U.S. Census; Development Planning Partners; City of Evanston

Who we heard from: Race/Ethnicity

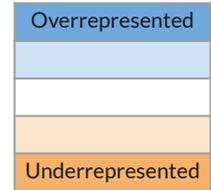


Race/Ethnicity (Population)	Evanston (ACS)	Responses	Median Income
White alone	58%	70%	\$121,000
Black or African American	18%	15%	\$56,000
Hispanic or Latino	12%	6%	\$91,000
Asian	12%	5%	\$77,000
Other*	12%	12%	\$74,000

*Includes American Indian, Alaska Native, Native Hawaiian, and Other Pacific Islander

Source: 2019-2023 American Community Survey, U.S. Census; Development Planning Partners; City of Evanston.

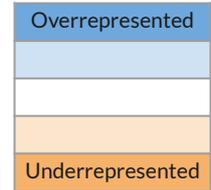
Who we heard from: Ward



Ward (Households)	Evanston (ACS)	Responses	Ward (Households)	Evanston (ACS)	Responses
1st Ward	9%	8%	6th Ward	12%	16%
2nd Ward	11%	9%	7th Ward	9%	15%
3rd Ward	13%	12%	8th Ward	12%	5%
4th Ward	12%	9%	9th Ward	12%	9%
5th Ward	11%	9%			

Source: 2019-2023 American Community Survey, U.S. Census; Development Planning Partners; City of Evanston.

Who we heard from: Bedrooms



Bedrooms	Evanston (ACS)	Responses
Studio	5%	1%
1 Bedroom	21%	10%
2 Bedroom	31%	28%
3 Bedroom	24%	34%
4 Bedroom	14%	22%
5+ Bedroom	5%	5%

Source: 2019-2023 American Community Survey, U.S. Census; City of Evanston.

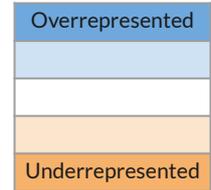
Who we heard from: Household Size



Household Size	Evanston (ACS)	Responses
1 person	37%	19%
2 person	33%	38%
3 person	15%	17%
4 person	11%	18%
5+ person	5%	8%

Source: 2019-2023 American Community Survey, U.S. Census; City of Evanston.

Who we heard from: Age



Age (Population, 18+)	Evanston (ACS)	Responses
18-24	19%	1%
25-44	30%	23%
45-64	29%	39%
65+	22%	37%

Source: 2019-2023 American Community Survey, U.S. Census; City of Evanston.

What we heard: Objectives

Objective	Overall Agree		Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
Preserve affordable housing units	75%		56%	20%	11%	13%
Create new housing to address gaps in the supply	59%		43%	17%	16%	25%
Protect residents from displacement	68%		49%	18%	17%	16%

What we heard: Objectives

	Responses	Change
Support	66%	5+% [⬆]
	Majority	1-4+% [⬆]
Oppose	Majority	1-4+% [⬆]
	66%	5+% [⬆]

Objective	Overall Agree				
	Unweighted	Weighted: Tenure	Change	Weighted: Income	Change
Preserve affordable housing units	75%	77%	2%	80%	5%
Create new housing to address gaps in the supply	59%	66%	7%	67%	8%
Protect residents from displacement	68%	73%	5%	73%	5%

What we heard: Preserve

	Responses	Change
Support	66%	5+%
	Majority	1-4%
Oppose	Majority	1-4%
	66%	5+%

#	Preserve affordable housing units	Overall Agree				
		Unweighted	Weighted: Tenure	Change	Weighted: Income	Change
1.1	Extend the affordability periods of subsidized affordable housing	71%	75%	4%	76%	5%
1.2	Sustain existing naturally occurring affordable housing (NOAH)	78%	79%	1%	78%	0%
1.3	Establish a “one-stop shop” of housing rehabilitation resources	64%	68%	4%	68%	4%
1.4	Expand shared-equity homeownership models, including land trusts and limited equity cooperatives	57%	60%	3%	59%	3%
1.5	Establish an Acquisition & Preservation Fund	51%	55%	4%	55%	5%
1.6	Establish a joint call for housing project funding	56%	65%	9%	64%	8%
1.7	Explore instituting a housing impact fee	45%	52%	7%	54%	9%
1.8	Explore an anti-deconversion policy	53%	59%	6%	60%	7%
1.9	Explore the creation of a transfer of development rights program	34%	39%	5%	39%	4%
1.10	Support policies for adaptive reuse	89%	91%	2%	90%	1%

What we heard: Create

	Responses	Change
Support	66%	5+% [⬆]
	Majority	1-4% [⬆]
Oppose	Majority	1-4% [⬆]
	66%	5+% [⬆]

#	Create new housing to address gaps in the supply	Overall Agree				
		Unweighted	Weighted: Tenure	Change	Weighted: Income	Change
2.1	Redevelop City-owned properties	79%	79%	0%	80%	1%
2.2	Partner with religious institutions to redevelop surplus property	73%	72%	-1%	74%	1%
2.3	Develop an accessory dwelling unit (ADU) financing and technical assistance program	66%	69%	3%	67%	1%
2.4	Strengthen the inclusionary housing ordinance to maximize affordable unit creation	48%	57%	9%	57%	9%
2.5	Update the zoning code to facilitate housing development and allow different housing types	51%	58%	7%	59%	8%
2.6	Streamline the entitlement and permitting processes	74%	77%	3%	76%	2%
2.7	Explore employer-assisted housing programs	60%	61%	1%	60%	0%

What we heard: Protect

	Responses	Change
Support	66%	5+%
	Majority	1-4%
Oppose	Majority	1-4%
	66%	5+%

#	Protect residents from displacement	Overall Agree				
		Unweighted	Weighted: Tenure	Change	Weighted: Income	Change
3.1	Expand fair housing education and enforcement	81%	87%	6%	86%	5%
3.2	Establish housing provider mitigation fund	57%	65%	8%	65%	8%
3.3	Create an asset building / financial counseling program	72%	76%	4%	77%	5%
3.4	Update building code to reduce the cost of construction	69%	72%	3%	73%	4%
3.5	Expand impact of rental registration program	71%	76%	5%	75%	4%
3.6	Diversify and expand anti-displacement funding sources	57%	63%	6%	64%	7%
3.7	Explore local hospital housing investment partnership	56%	62%	6%	63%	7%
3.8	Explore just cause eviction policy	51%	60%	9%	68%	18%
3.9	Explore rental assistance expansion	66%	72%	6%	72%	6%
3.10	Improve promotion of current City and partner housing resources	75%	80%	5%	81%	6%



Feedback Form: Open-Ended Responses

- **Open-Ended Responses: 940+** (5 opportunities / form)
- **Common themes**
 - Property taxes
 - Density, upzoning
 - Housing costs, rental assistance
 - Sustainability, public transit



Additional Feedback

- Organizational Written + Public Comment
- Individual Written + In-Person Comment
- Land Use Commission: Wednesday, October 8, 2025
- Preservation Commission: Tuesday, October 14, 2025



What is Housing4All?

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Committee Direction



Staff Recommendations: Overall

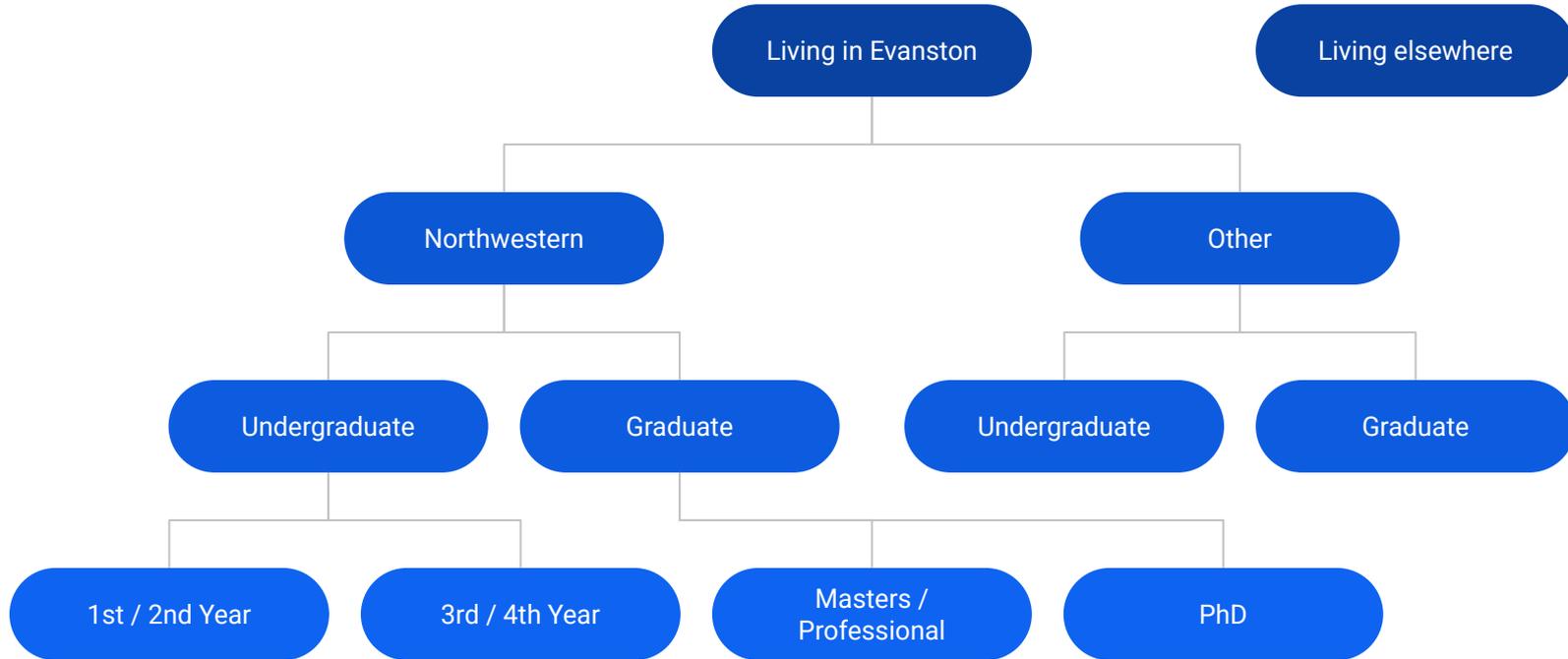
- Evidence-based
- Rooted in best practice
- Incorporates recent community feedback
- Focused on those disproportionately cost-burdened



Staff Recommendations: Introduction

1. Add “Understanding our Community” section
 - a. Income brackets (% AMI)
 - b. Student housing needs
 - c. Senior housing needs
 - d. Households w/children’s housing needs
2. Address overall household growth, not just for seniors

Example: Student Housing



Staff Recommendations: Needs

3. Update Key Takeaways

Current

Economic diversity is at risk
Racial diversity is at risk
The Black population has declined
Evanston is diverse, yet segregated
Renters are significantly cost-burdened
There are steep barriers to homeownership
Seniors have diverse housing needs
Students have diverse housing needs

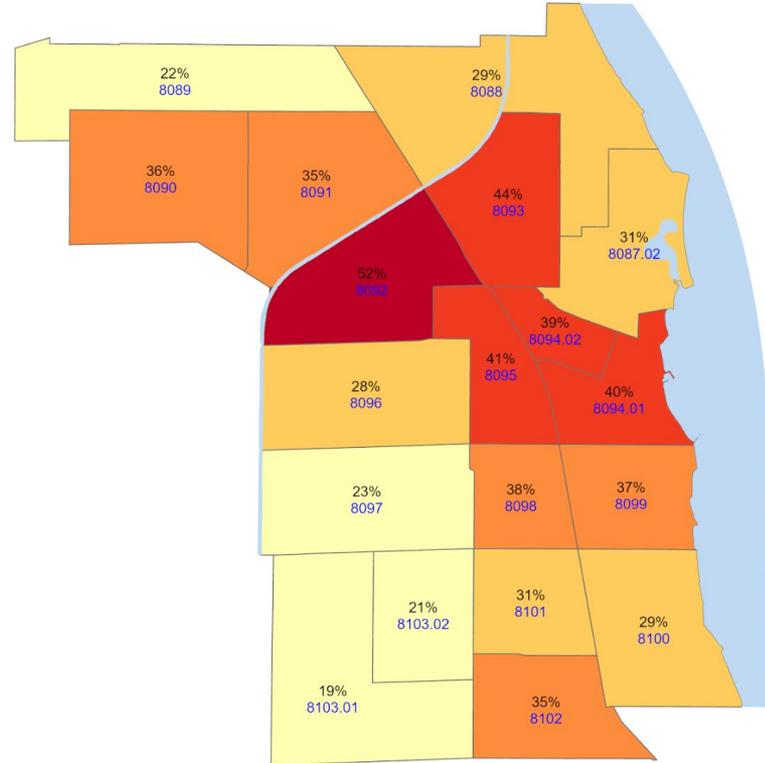
Proposed

Economic and racial diversity are at risk
Evanston is diverse, yet segregated
Renters are significantly cost-burdened
There are steep barriers to homeownership
Seniors have diverse housing needs
There is a lack of “missing middle” housing

Staff Recs: Needs

- 4. Add census tract maps for greater readability

Housing Cost Burden by Census Tract, 2023

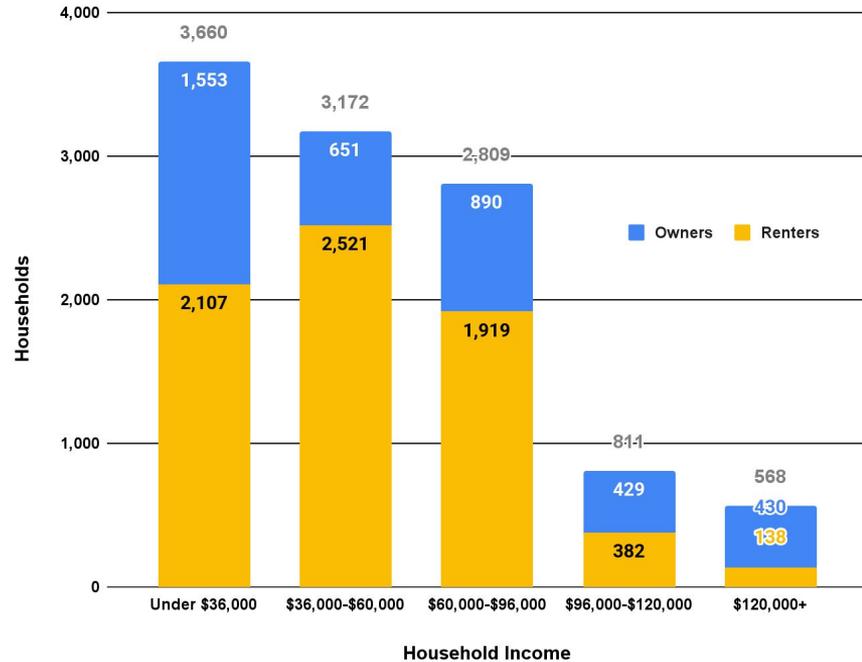


Source: 2019-2023 American Community Survey, U.S. Census; City of Evanston.

Staff Recs: Needs

- 5. Add data charts for greater readability

Housing Cost Burden by Household Income and Tenure (#), 2023

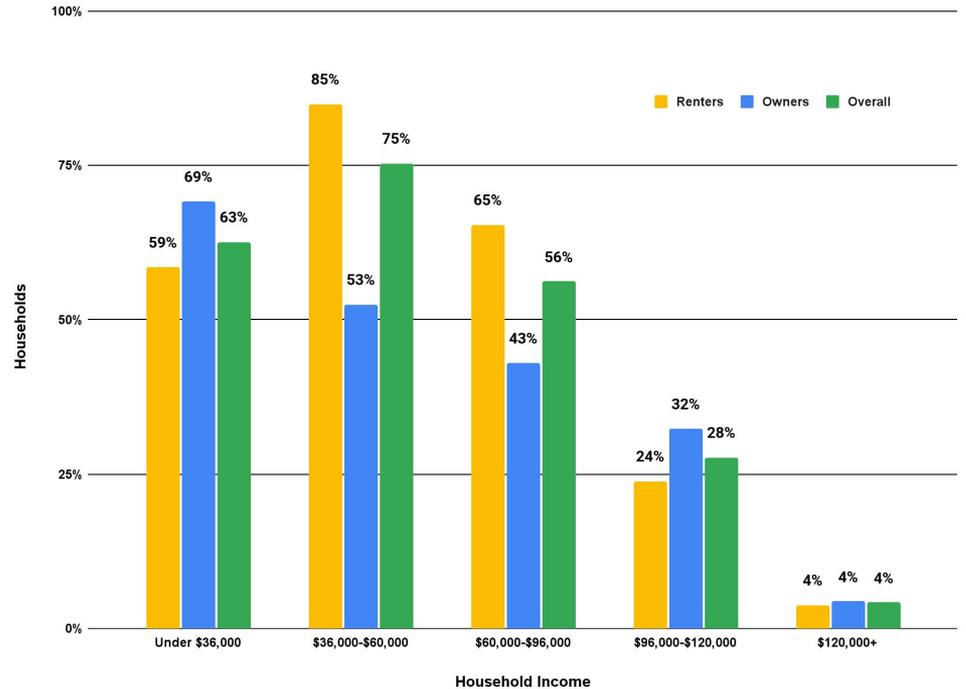


Source: ESRI, 2025; HUD CHAS, 2021; ACS, 2023; Development Planning Partners.

Staff Recs: Needs

- 5. Add data charts for greater readability

Housing Cost Burden by Household Income and Tenure (%), 2023

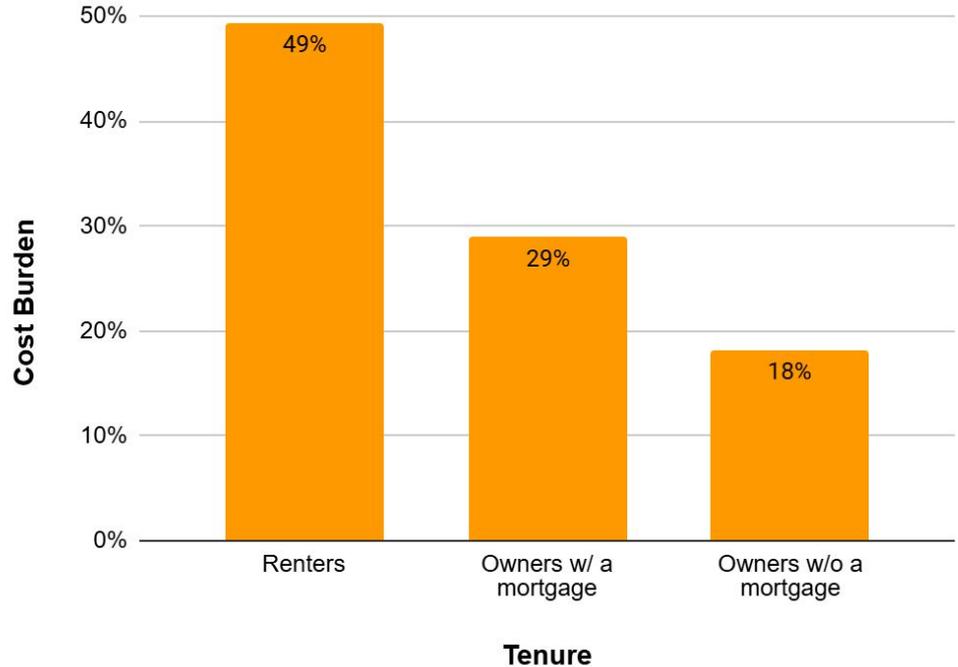


Source: ESRI, 2025; HUD CHAS, 2021; ACS, 2023; Development Planning Partners.

Staff Recs: Needs

- 5. Add data charts for greater readability

Housing Cost Burden by Tenure (%), 2023



Source: ACS, 2023, DP04, B25091, B25070; Development Planning Partners.



Staff Recommendations: Goals

6. Clearly connect the Plan's goals to the goals of each objective



Staff Recommendations: Strategies

7. Consolidate strategies and add an extra layer of detail
 - a. Resolve the significant variation in scale and scope
 - b. Highlight initiatives that advance multiple strategies
 - c. Provide alternatives to achieve each strategy

Example 1

Objective: Preserve

Strategy: Preserve homes for low- and middle-income households

Initiatives:

- Streamline current rehab programs (“One Stop Shop”)
- Streamline the permitting process

Current Strategy 2.6 (partial)

Current Strategy 1.3

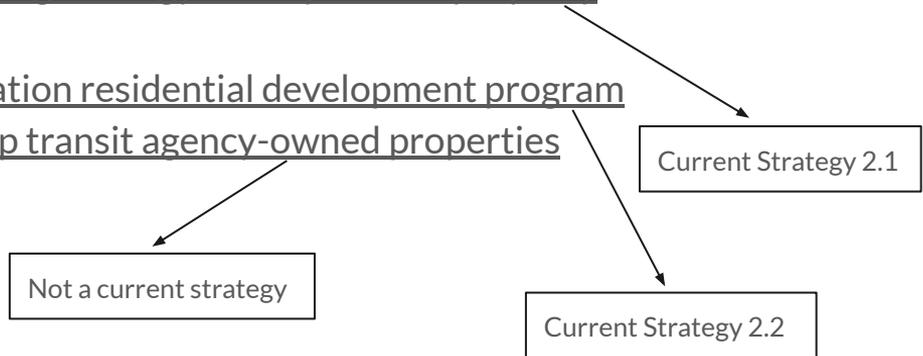
Example 2

Objective: Create

Strategy: Preserve new housing on tax-exempt properties, with a focus on low- and middle-income households

Initiatives:

- Develop and implement a housing strategy on City-owned property (Putting Assets to Work)
- Develop a faith-based organization residential development program
- Form partnerships to redevelop transit agency-owned properties





Staff Recommendations: Strategies

8. **Add three strategies essential for the success of all objectives**
 - a. Expand funding
 - b. Expand collaboration
 - c. Expand data tracking and reporting

9. **Add a table summarizing strategies and initiatives**
 - a. Vision / objective alignment
 - b. Income bracket(s) served
 - c. Alignment with community feedback

10. **Add additional case studies, highlighting relevance to Evanston**



Staff Recommendations: Implementation

11. Provide more detailed timeframe by initiative
12. Add lead and supporting departments by initiative



Staff Recommendations: Oversight

13. Include specifics regarding frequency and audience of regular reporting



Staff Recs: Current Programs

14. More clearly connect current programs to Plan objectives



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Current Timeline

November 11	Draft Plan Update Release
November 18	HCDC: Draft Plan Recommendation
December TBD	City Council: Accept and Place on File

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