



# HOUSING4ALL Draft Plan

The City of Evanston's  
Strategic Housing Plan

[cityofevanston.org/housing4all](https://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?

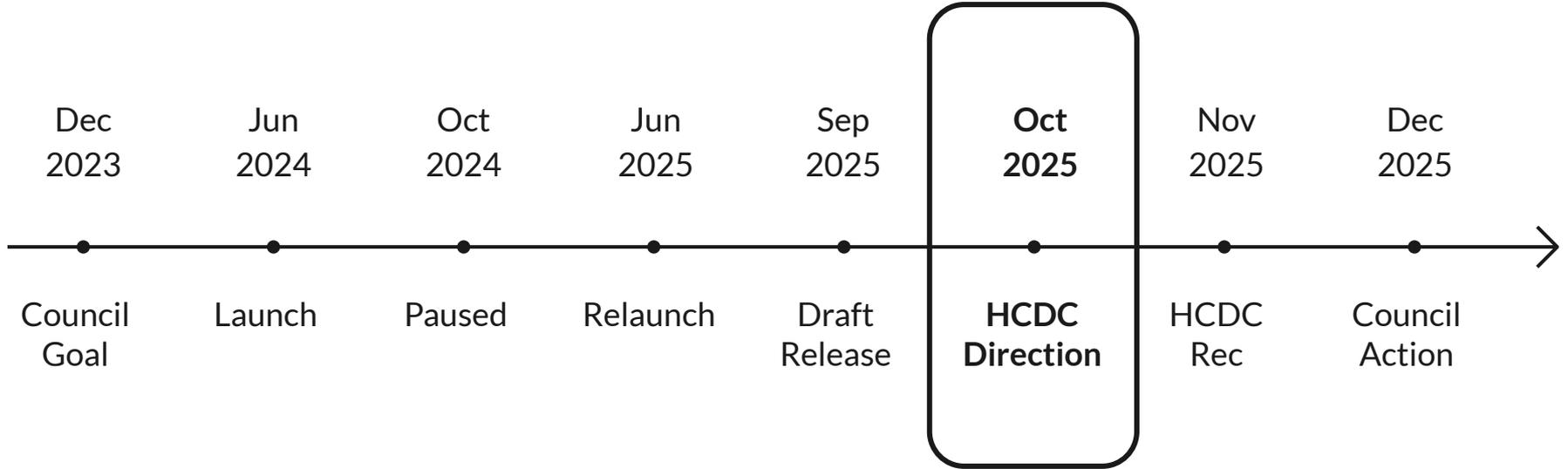


- A cure-all
- New housing (now)
- Audit of current initiatives
- A dusty plan on a shelf
- The end of the process



- 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.

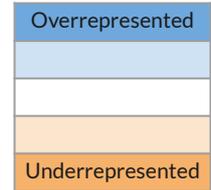
# Who we heard from: Tenure



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

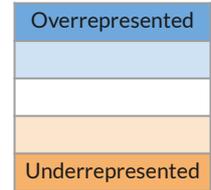


Household Income*	Evanston (ACS)	Responses	Cost Burden
Under \$60,000	33%	19%	68%
\$60,000 - \$95,000	18%	18%	56%
\$95,000 - \$145,000	15%	19%	<28%
\$145,000+	33%	43%	~4%

\*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

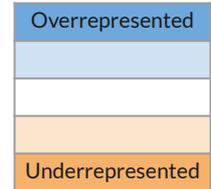


Race/Ethnicity (Population)	Evanston (ACS)	Responses	Median Income
White alone	58%	70%	\$121,000
Black or African American	18%	15%	\$56,000
Hispanic or Latino	12%	6%	\$91,000
Asian	12%	5%	\$77,000
Other*	12%	12%	\$74,000

\*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.

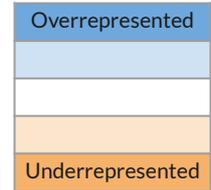
# Who we heard from: Ward



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.

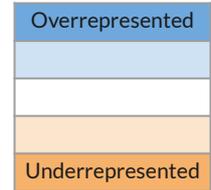
# Who we heard from: Household Size



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+% <sup>⬆</sup>
	Majority	1-4% <sup>⬆</sup>
Oppose	Majority	1-4% <sup>⬆</sup>
	66%	5+% <sup>⬆</sup>

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+% <sup>⬆</sup>
	Majority	1-4% <sup>⬆</sup>
Oppose	Majority	1-4% <sup>⬆</sup>
	66%	5+% <sup>⬆</sup>

#	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



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**Community Feedback**

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**Committee Direction**



## Staff Recommendations: Overall

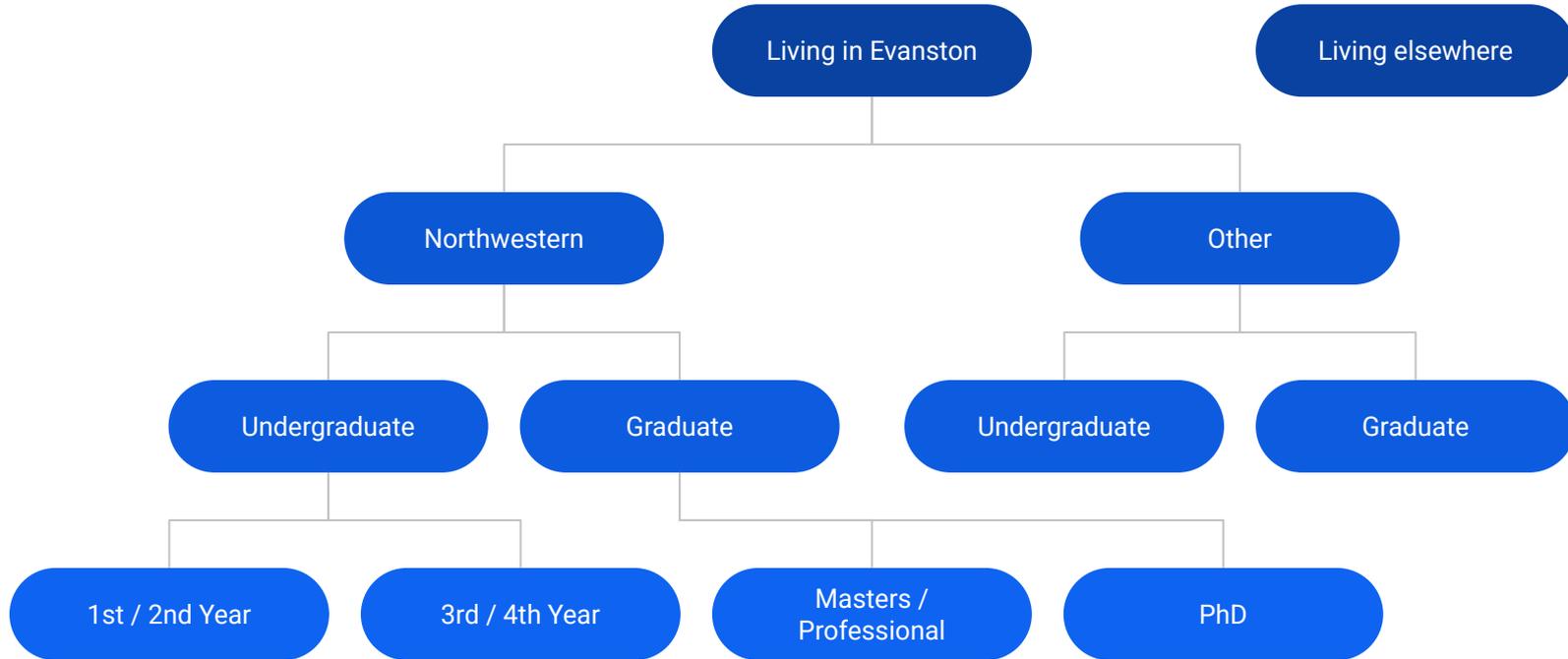
- Evidence-based
- Rooted in best practice
- Incorporates recent community feedback
- Focused on those disproportionately cost-burdened



# 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

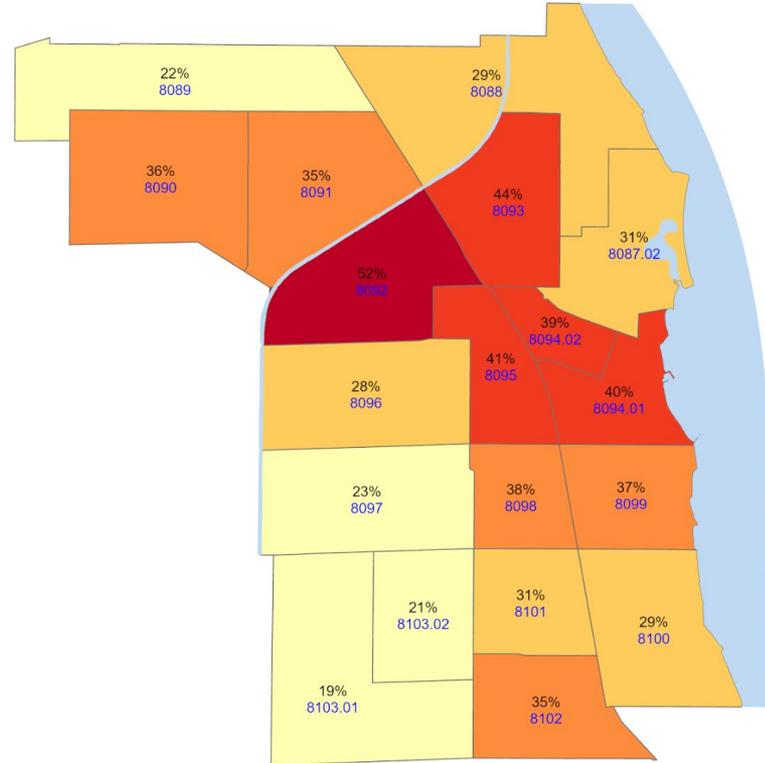
### Proposed

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

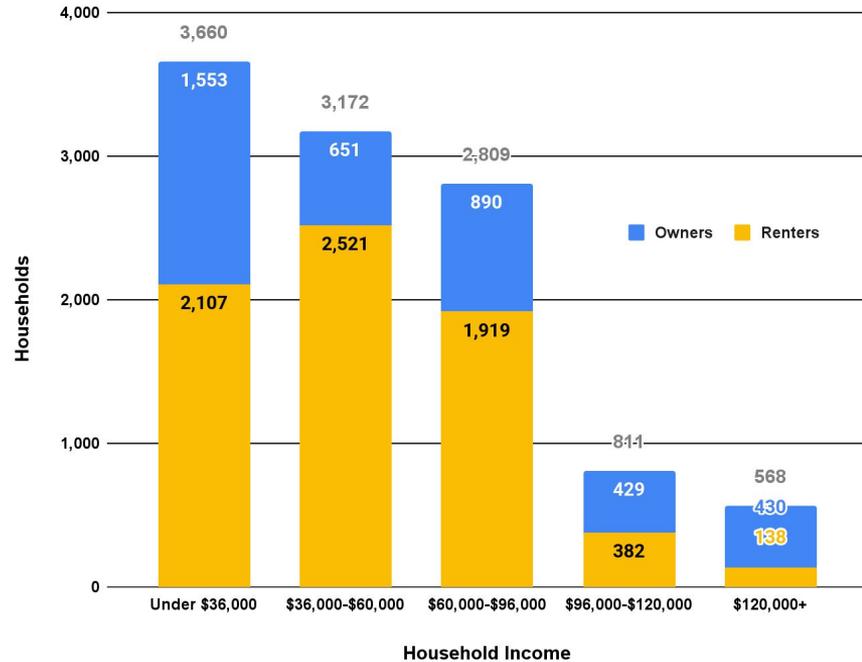


Source: 2019-2023 American Community Survey, U.S. Census; City of Evanston.

# Staff Recs: Needs

- 5. Add data charts for greater readability

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

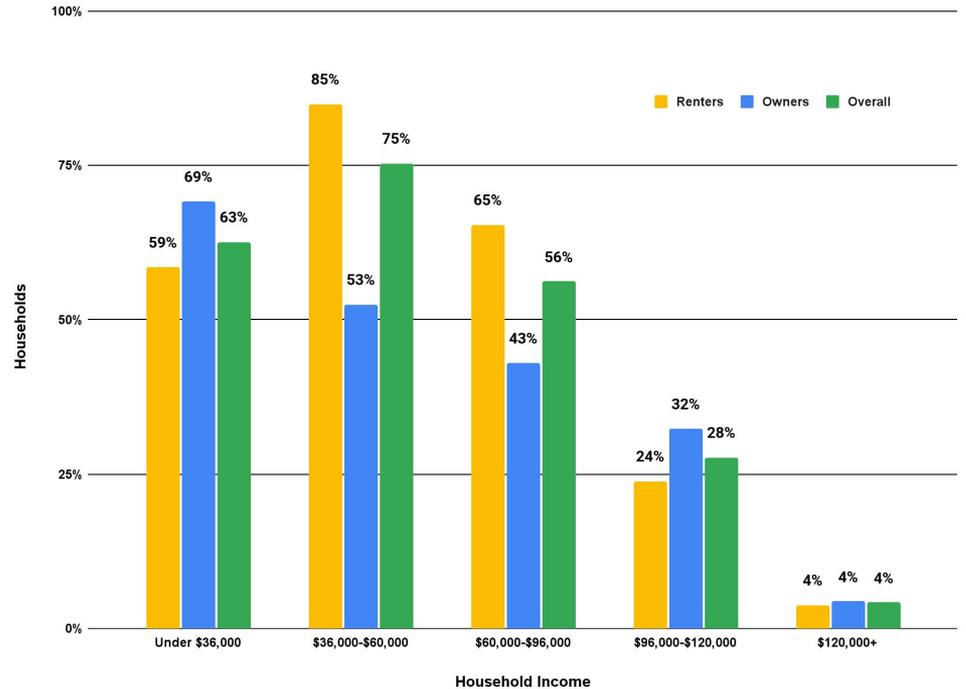


Source: ESRI, 2025; HUD CHAS, 2021; ACS, 2023; Development Planning Partners.

# Staff Recs: Needs

- 5. Add data charts for greater readability

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

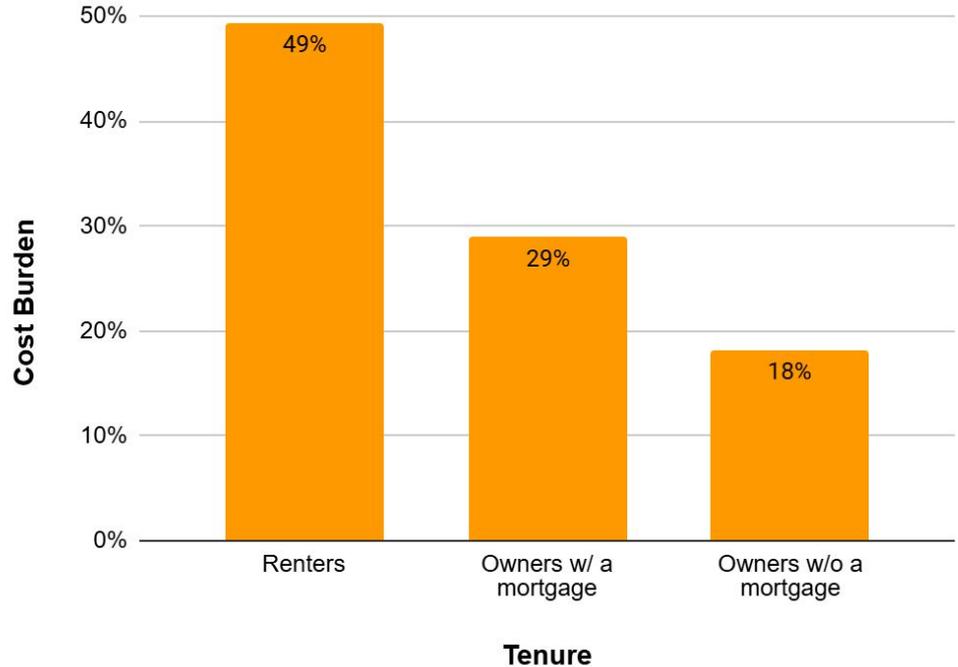


Source: ESRI, 2025; HUD CHAS, 2021; ACS, 2023; Development Planning Partners.

# 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

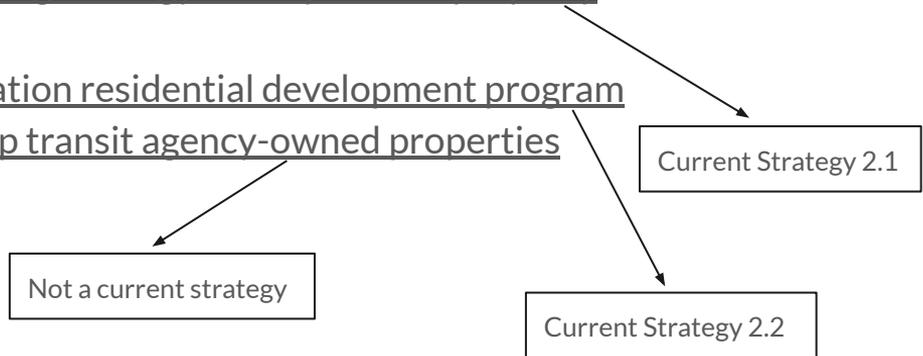
## Example 2

**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



**What is Housing4All?**

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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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