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**TO:** FRUITA CITY COUNCIL AND MAYOR

**FROM:** PLANNING & DEVELOPMENT DEPARTMENT and POINTS CONSULTING

**DATE:** JANUARY 20, 2026

**AGENDA TEXT:** Resolution 2026-08 - Housing Needs Assessment and Housing Action Plan Adoption

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## **PURPOSE**

The purpose of this agenda item is to present the completed Housing Needs Assessment (HNA) and Housing Action Plan (HAP) to City Council for consideration of final adoption. These documents provide a comprehensive evaluation of Fruita's current and future housing needs and outline strategic, actionable steps to guide housing policy and decision-making.

## **BACKGROUND**

In alignment with the City of Fruita's Strategic Plan priority to provide opportunities to Live and Work in Fruita and required by Senate Bill 24-174, the City has been undertaking a comprehensive Housing Needs Assessment and Housing Action Plan. This effort is a critical step in understanding Fruita's current housing landscape and planning for future growth in a way that meets the needs of all current and potential residents. Earlier this year, the City selected Points Consulting through a competitive RFP process to lead this assessment.

The Housing Needs Assessment includes an in-depth analysis of Fruita's existing housing stock, examining factors such as housing types, conditions, and production trends over the past decade. In addition, the study forecasts housing demand over the next 2, 5, and 10 years. This will help the City identify the specific types, price points, and tenure options (rental vs. ownership) needed to meet current and future community needs.

The study also evaluates which housing options, such as multifamily units, accessory dwelling units (ADUs), and other alternative housing types, are currently underrepresented or missing from Fruita's market. This will help pinpoint supply gaps and inform decisions about which housing solutions the City should support moving forward.

Building on the findings of the assessment, the Housing Action Plan translates data into clear, implementable strategies. The plan outlines policy recommendations, potential zoning and regulatory considerations, partnership opportunities, and priority actions to support housing across the continuum, including workforce and attainable housing.

Together, the HNA and HAP provide a data-driven framework to guide future land use decisions, development review, and housing-related policy discussions. This plan is tailored to Fruita's unique housing challenges while also ensuring compliance with Senate Bill 24-174, which requires municipalities to develop housing strategies aligned with statewide goals. This project is funded through grant revenues and was included in the City's adopted 2025 Budget.

Compliance with the Senate Bill also required the City to post the Final Draft on the City's website at least 30 days prior to City Council. This plan is required to be approved and filed with the state and will be required to be updated every 6 years.

Key findings show that Fruita's housing stock is predominantly single-family homes, with limited options for renters, first-time homebuyers, seniors, and workforce households. While Fruita remains more affordable than many parts of Colorado, rising home prices and rents are placing increasing pressure on households, particularly those with lower and moderate incomes. The study also projects continued population growth, creating demand for additional housing units over the next 10 years.

Building on these findings, the Housing Action Plan outlines clear goals and strategies to guide future housing decisions. These include encouraging a greater mix of housing types, supporting infill and redevelopment within existing city limits, and supporting opportunities for affordable and workforce housing. Together, the Housing Needs Assessment and Housing Action Plan serve as guiding documents to help Fruita plan for growth, support economic vitality, and maintain the community's quality of life while meeting state housing planning requirements.

#### Public Engagement:

- City Council Workshop – July 21, 2025
- City Link – Fall 2025 Edition
- Community Housing Needs Survey – Open from August 14 – October 15, 2025
- Fruita Farmers Market – September 13, and September 27, 2025
- Stakeholder Interviews – September 24 – 26, 2025
- Fruita Fall Fest – September 26 – 27, 2025
- City Council Update – November 4, 2025
- Final draft HNA and HAP on City Website for Public Comment – December 15 – January 20, 2026.
- City Council public hearing – January 20, 2026

#### **APPLICABILITY TO CITY GOALS AND OBJECTIVES**

A Housing Needs Assessment directly supports the goals outlined in both the Fruita in Motion Comprehensive Plan and the 2024–2027 Strategic Plan. Both plans emphasize thoughtful growth, housing diversity, and community sustainability. The Comprehensive Plan identifies housing affordability and the lack of diverse housing types as key issues affecting workforce retention and economic vitality. It calls for policies that “*promote access to housing across the income spectrum*” and encourage “*development within the existing city limits and Urban Growth Boundary*” to maintain Fruita's small-town character while accommodating growth.

The Strategic Plan builds on those objectives, prioritizing an updated housing study to guide development decisions and policy adjustments. Specifically, Objective 2 under Opportunities to Live

and Work in Fruita calls for updating Fruita’s Housing Needs Assessment to identify strategies that “*meet demand across the housing continuum,*” consider zoning changes to support those strategies, and strengthen partnerships that expand affordable ownership and workforce housing opportunities.

**ATTACHMENTS:**

- Final Housing Needs Assessment & Housing Action Plan.
- Executive Summary.
- Public comments received by Staff.

**OPTIONS AVAILABLE TO CITY COUNCIL:**

1. Adopt Resolution 2026-08, the Housing Needs Assessment and Housing Action Plan as prepared, to serve as guiding policy documents for future housing-related decisions and implementation efforts.
2. Request additional information related to Resolution 2026-08 and continue the resolution to a date specific.

**RECOMMENDATION**

It is the recommendation of Staff that the Council by motion:

**ADOPT RESOLUTION 2026-08, THE HOUSING NEEDS ASSESSMENT AND HOUSING ACTION PLAN AS PREPARED, TO SERVE AS GUIDING POLICY DOCUMENTS FOR FUTURE HOUSING-RELATED DECISION AND IMPLEMENTATION EFFORTS.**