

# HOUSING OUR FUTURE

Charleston County

Prepared for **County Council**

February 2022



**HOUSING...**



**...IMPACTS EVERYTHING**

Affordable housing  
supports **health**

Secure housing  
strengthens **education**



Stable housing creates  
**financial security &  
intergenerational wealth**

Housing development  
builds the **economy**





BORDON  
843.801.2777

# 1 OUR TEAM



# DEVELOPMENT STRATEGIES

## OUR EXPERIENCE FOR THIS EFFORT

### Housing Strategies



Regional Housing  
Strategy & Strategy  
Omaha, NE



Central City  
Housing and Equity Strategy  
Tulsa, OK



Comprehensive  
Housing Study & Strategy  
Topeka, KS

### Southeast Experience



Downtown Strategic  
Master Plan  
Gainesville, FL



Citywide Affordable  
Housing Strategy  
Greenville, SC



Comprehensive Plan  
Asheville, NC

### Engagement



ClemsonNEXT Strategic Plan  
for Development  
Clemson, SC



OurFerguson2040  
Comprehensive Plan  
Ferguson, MO



Housing Study &  
Downtown Strategic Plan  
Blacksburg, VA



# BOUDREAUX GROUP

## OUR EXPERIENCE FOR THIS EFFORT

### Local Visioning & Planning



Master Plan  
City of Hartsville, SC

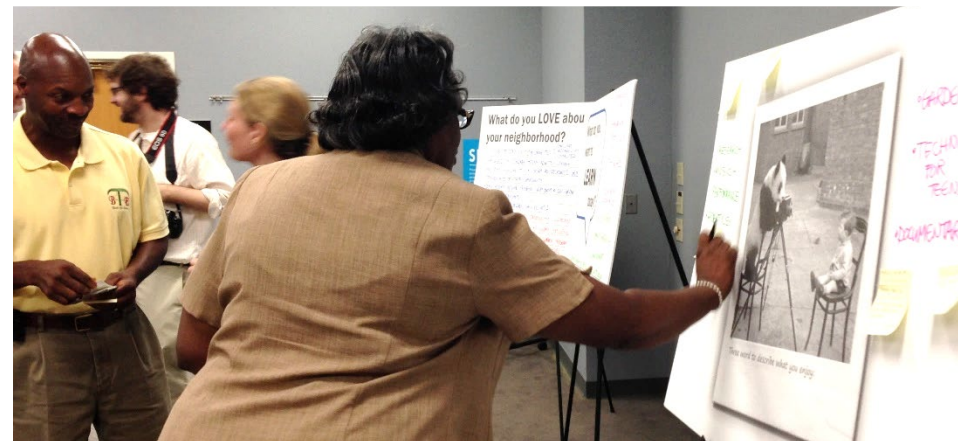


Vision Plan  
Town of Lexington, SC

### Engagement



Charrette Meeting  
Cheraw, SC



Richland Library Community Meeting  
Richland County, SC





## 2 PROCESS & ENGAGEMENT





**ACTIVITIES**

Review past studies  
Key issues, opportunities  
Engagement plan

Needs summary  
Demand projection  
Resource needs

Tools  
Resources  
Partnerships

Documentation  
Implementation steps  
Action plan

Advisory and oversight structure

**KICK OFF**

**NEEDS SUMMARY**

**STRATEGIC FRAMEWORK**

**DRAFT PLAN**

**FINAL PLAN**

**ENGAGEMENT**



**JAN - MAR**

**MAR - APR**

**MAY - JUL**

**AUG - OCT**

**NOV - DEC**



#1

**What is needed** to meet the full spectrum of housing needs?

And what is the best strategy for **deploying available resources, tools, and policy?**









ANALYSIS & EDUCATION  
THEMES WE WILL EXPLORE





#1

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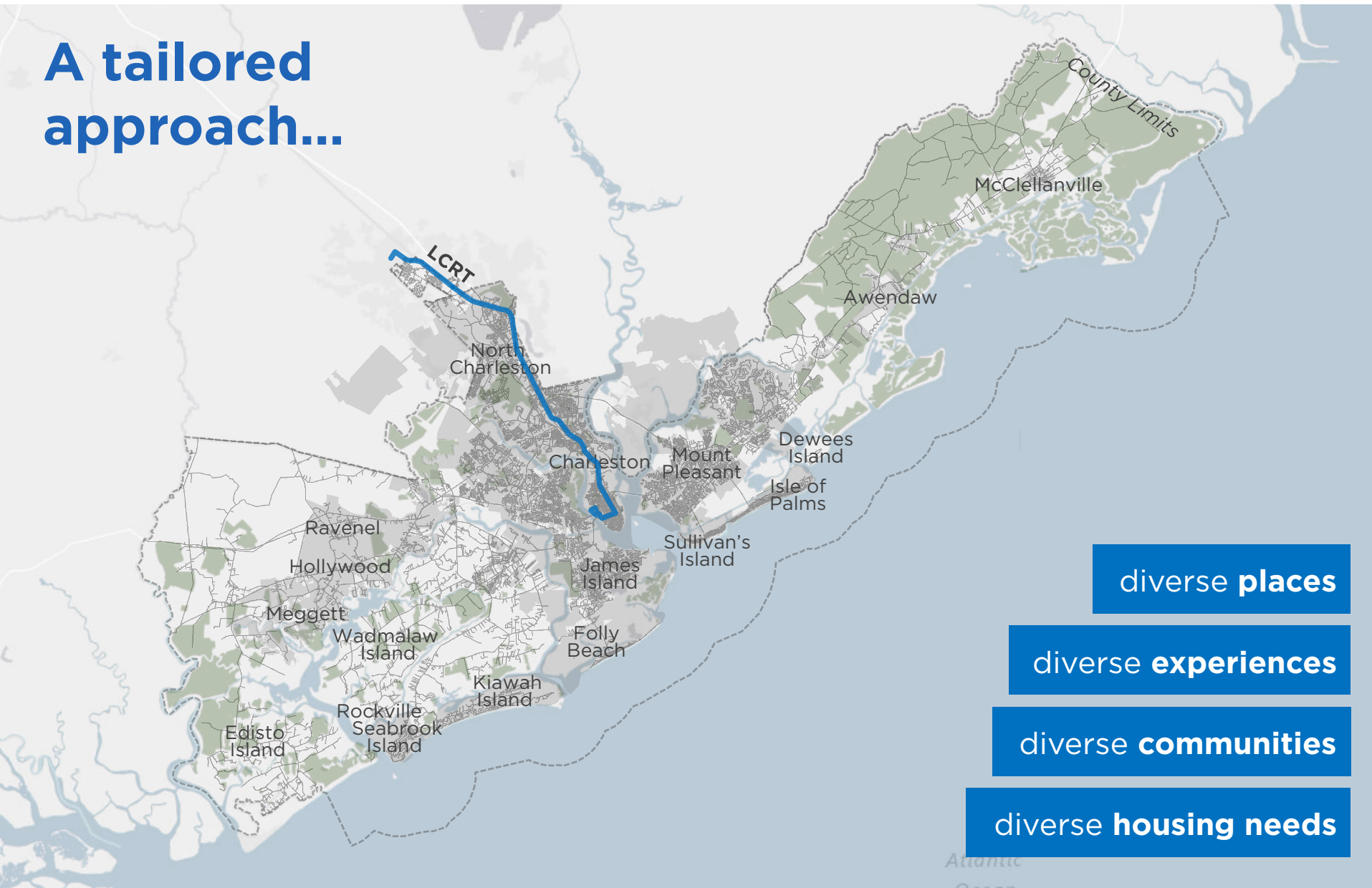
#2

How do we engage the community in a way that raises **awareness**, builds **trust**, and bolsters **public confidence** in the plan?



PROJECT PROCESS  
REFLECTING THE COUNTY'S SPECIFIC CONTEXT

# A tailored approach...



diverse **places**

diverse **experiences**

diverse **communities**

diverse **housing needs**



# PROJECT PROCESS

## ENGAGEMENT & OUTREACH

### **Steering Committee**

Guidance  
Priorities  
Sounding board

### **General Public**

Listening  
Education & awareness  
Diverse experiences

COORDINATING TEAM

DS &  
Boudreaux  
+  
County  
Staff

### **Municipal Leaders Group**

Community connections  
Policy inventory  
Feedback & alignment

### **Housing Stakeholders**

Local expertise  
Grassroots perspectives  
Strategy feedback



# ENGAGEMENT AND OUTREACH

## STAKEHOLDER CONVERSATIONS TO DATE

**8** roundtables

**60+** participants

**50+** organizations represented

Affordable housing developers

Economic development

Faith leaders

Housing & social justice advocates

Housing lenders & investors

Institutional / philanthropic partners

Major employers

Market-rate developers

Public sector partners

Social service providers



# WHAT WE HEARD

## STAKEHOLDER CONVERSATIONS TO DATE

Most pressing needs? What is standing in the way?

“Major **spatial mismatch** between housing and jobs”

“**Shortage of affordable options across the spectrum**, but especially for low-income households.”

Opportunities for increased regional coordination?

“Need to address issues of **intergenerational wealth** & access to homeownership.”

“Development needs to be **mixed-use and mixed-income in transit-oriented, service-rich areas**”

The region’s greatest recent successes on the issue?

“**ZLDR amendments** in County were a success—more opportunities for missing middle housing”

“Opportunity to build understanding around housing as a **regional issue.**”

Issues that are misunderstood? Opportunities for education?

“People can **conflate traffic and congestion with density.**”



The background of the slide features a photograph of historic, multi-story houses with ornate balconies and white columns. Palm trees are visible on the left and right sides of the image. A large blue semi-transparent rectangle is overlaid on the top half of the image, containing white text. At the bottom left, there is a teal semi-transparent shape containing the number '3'.

**In-person visit next week**

**Steering Committee**

**Website in development**

**3**

**NEXT STEPS**