

HOUSING OUR FUTURE

Charleston County

Prepared for **County Council**

February 2022

HOUSING...



...IMPACTS EVERYTHING

BORDON
843.801.2777

Affordable housing supports **health**

Secure housing strengthens **education**



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

Housing development builds the **economy**



1 OUR TEAM

BORDON
843.801.2777

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



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PROCESS & ENGAGEMENT



» UNDERSTAND »»»»»»»»
QUANTIFY »»»»»»»»
STRATEGIZE »»»»»»»»
ALIGN »»»»»»»»
FINALIZE »»»»»»»»

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

Steering Committee>

Municipal Leaders Group>

Housing Stakeholders>

Neighborhood Groups & Settlement Communities>

General Public>

County Council>

JAN - MAR

MAR - APR

MAY - JUL

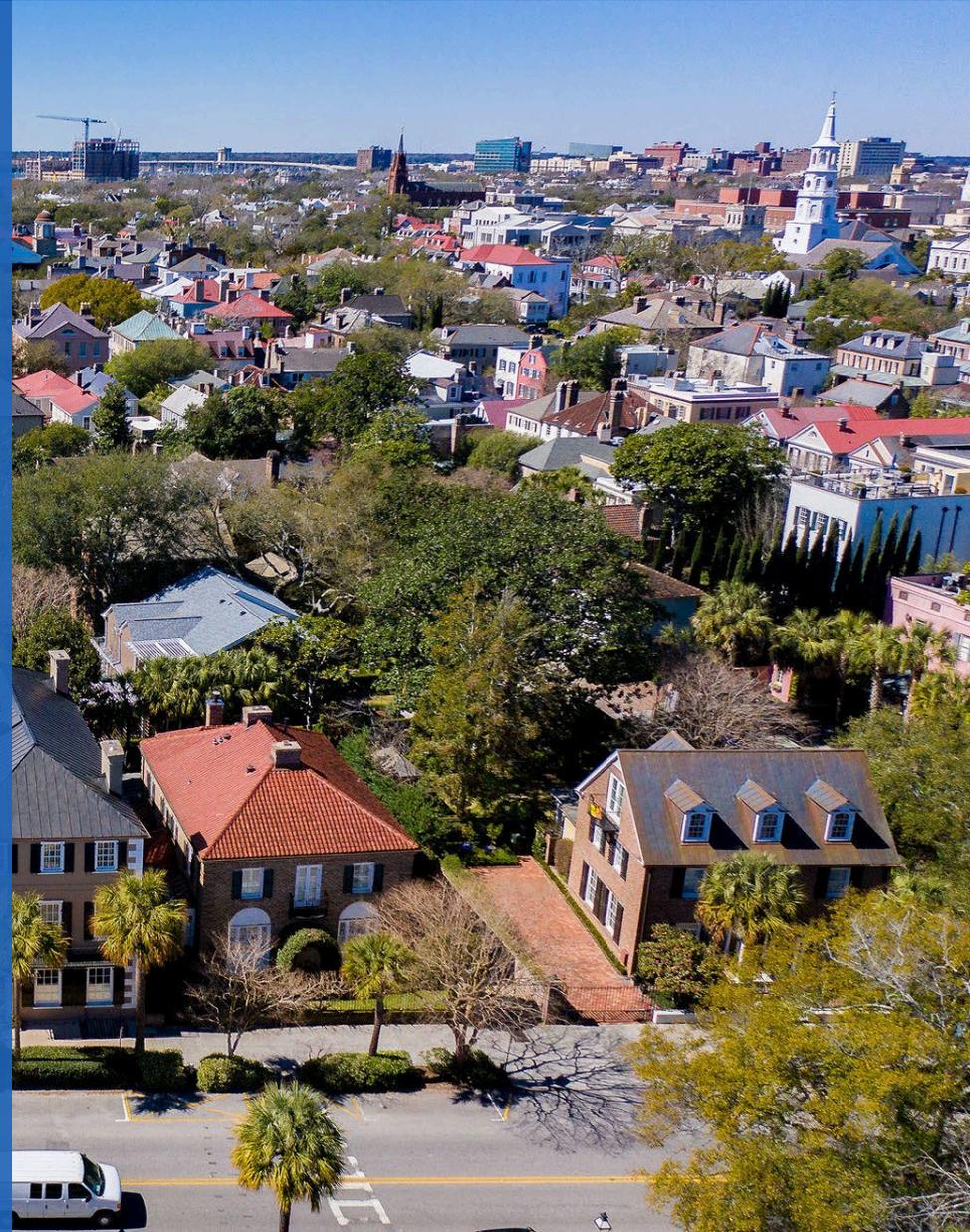
AUG - OCT

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?**





Policy & zoning
Tools & incentives
Public investment
Partnerships & coordination

existing tools,
programs & resources

private financing
and investment

ANALYSIS & EDUCATION

THEMES WE WILL EXPLORE



resident
affordability



worker
affordability



growth &
resilience



transit &
transportation



existing affordable
housing stock



racial **equity**



density &
affordability



preservation & new
construction



migration



opportunity



peer
competitiveness



intergenerational
wealth

#1

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

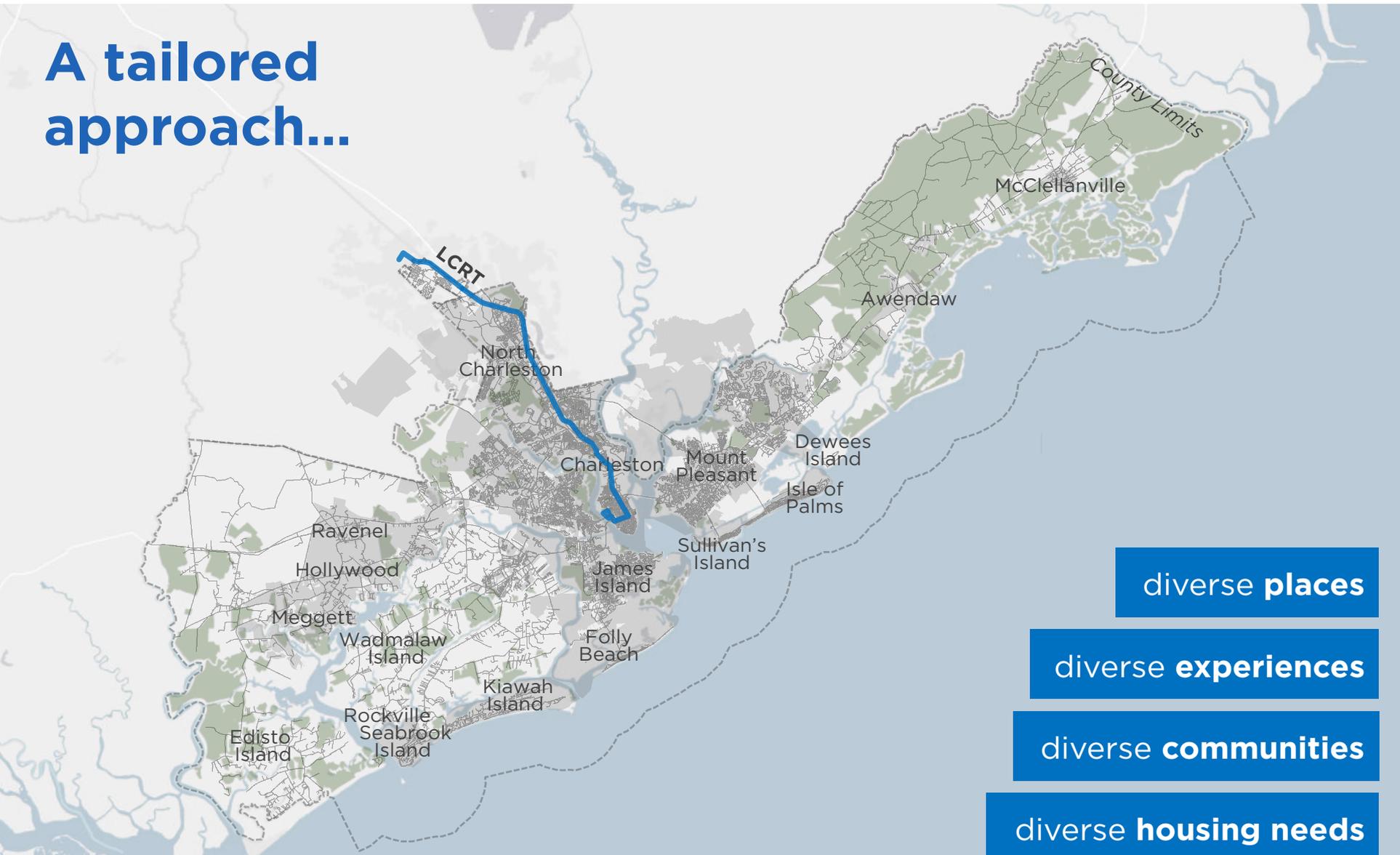
And what is the best strategy for **deploying available resources, tools, and policy**?

#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 three historic houses. On the left is a light blue house with arched windows. In the center is a white house with a prominent bay window. On the right is a red house with a two-story porch supported by white columns. Palm trees are visible in the foreground and background against a blue sky with light clouds.

In-person visit next week

Steering Committee

Website in development

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NEXT STEPS