



CHARLESTON COUNTY **Housing our Future**

Steering Committee
Kick-Off Meeting

April 6, 2022



Introductions

Overview of Committee Responsibilities & Procedural Information

Appointment of Chair & Vice-Chair

Consideration of Committee By-Laws

Housing Our Future

Next Steps

Adjourn

HOUSING...



...IMPACTS EVERYTHING

Affordable housing
supports **health**

Secure housing
strengthens **education**



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

Housing development
builds the **economy**

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

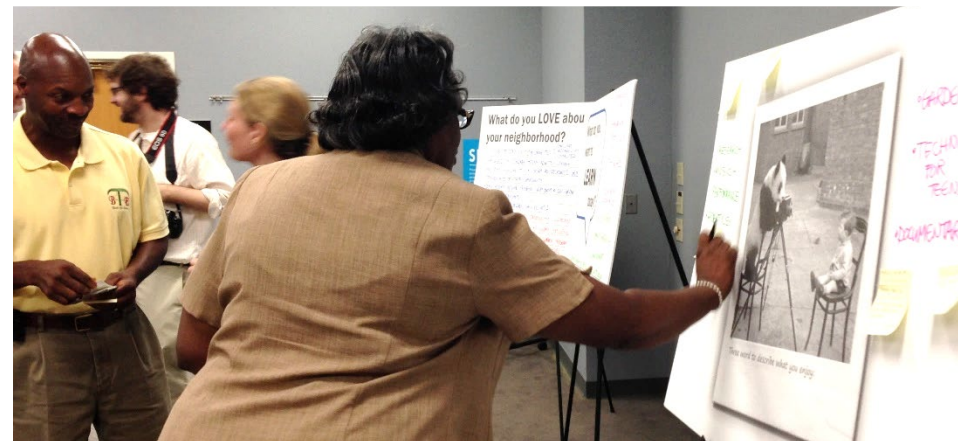


Vision Plan
Town of Lexington, SC

Engagement



Charrette Meeting
Cheraw, SC



Richland Library Community Meeting
Richland County, SC



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?**





Policy & zoning
Tools & incentives
Public investment
Partnerships & coordination

existing tools,
programs & resources

private financing
and investment

ANALYSIS & EDUCATION
THEMES WE WILL EXPLORE



#1

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

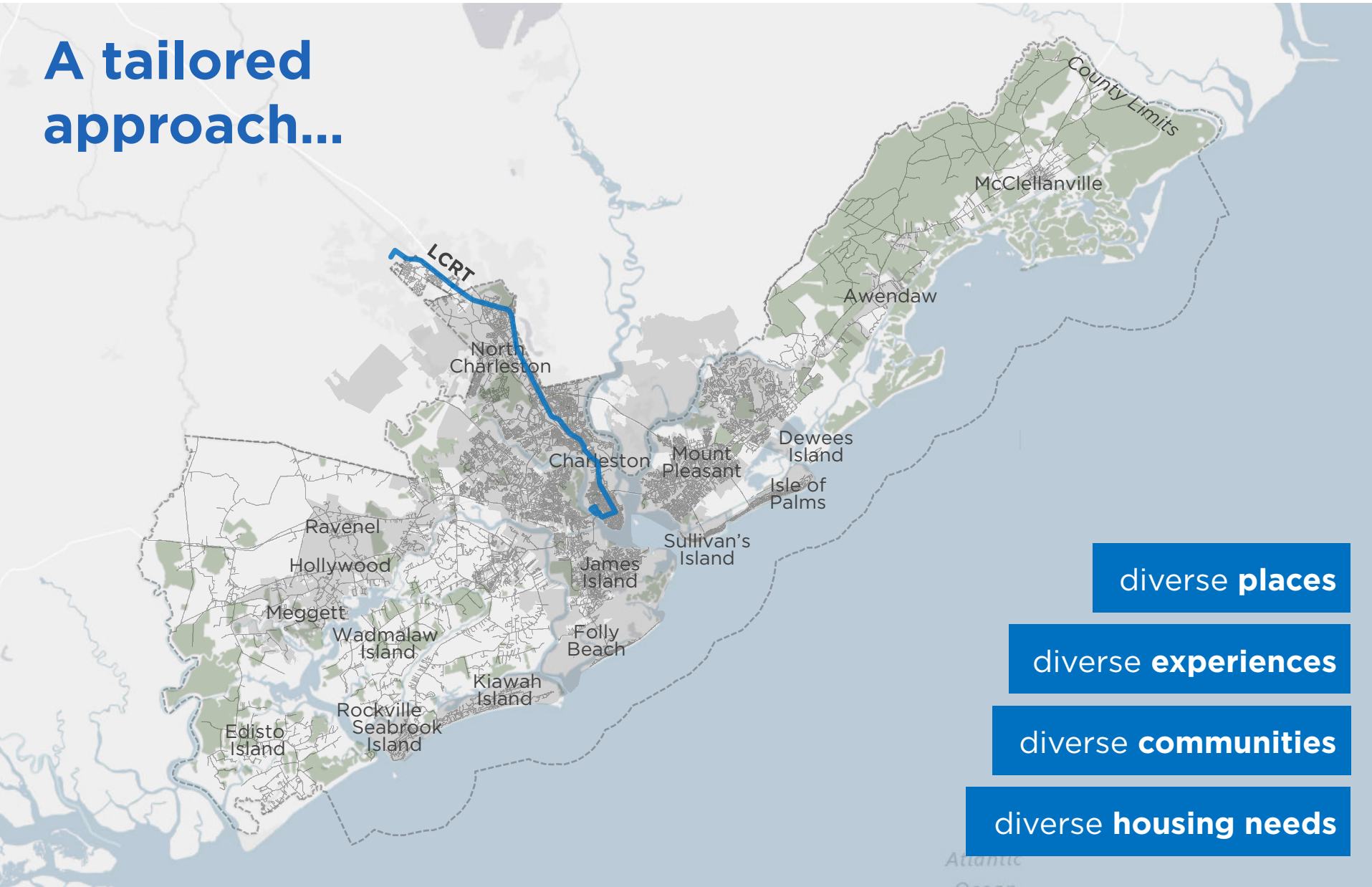
And what is the best strategy for **deploying available resources, tools, and policy**?

#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

10 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 role of the Steering Committee

A **sounding board** for ideas

A **working group** for strategies

People with whom we can be
fully open, **discuss tough issues**

PROJECT PROCESS

COLLABORATION WITH YOU

Presentations & work sessions

One-on-one conversations

Outreach & connection

Deliverable Review

A **sounding board** for ideas

A **working group** for strategies

People with whom we can be fully open, **discuss tough issues**

DISCUSSION

SHARE YOUR THOUGHTS

Q1

From your perspective, what is the most pressing housing need in the County?

-

What is standing in the way of meeting that need today?

Funds—having funds available to meet the need, that is accessible to partners positioned to meet key needs

Connecting potential projects with the funding.

As a region, we're missing out on state sources. A local fund could help attract those dollars, make projects more competitive.

Schools are another form of infrastructure that is in short supply (e.g., in West Ashley). And places where there might be capacity are very distant from employment opportunities.

Capacity & collaboration. Collaboration is key, and missing from the community.

Regional collaboration is also key—identifying best practices that can be shared (whether policy, funding, etc.).

We need to be clear, when we build/talk about “affordable” housing, **make sure we're clear on who housing is affordable to.**

NIMBY mentality is standing in the way of meeting housing needs in a lot of the County.

Land costs are really prohibitive (and always going up), alongside rising construction costs.

Infrastructure really impacts the supply side of the issue. In areas where there may be demand, funding, land, the infrastructure capacity isn't there to build at a more moderate density (i.e., relying on septic). → also an issue that affects use/development of heirs property by owners

We're missing the variety of housing needed (and policies to allow it) to create opportunities for people. Sprawl in parts of the region have created a real problem. Need to build in a more sustainable pattern.

Q1 (cont'd)

From your perspective, what is the most pressing housing need in the County?

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What is standing in the way of meeting that need today?

Seeing more participation/collaboration from the private sector.

They're big drivers of the challenge, and beneficiaries of the solutions.

Need to collaborate across sectors more. Will take a change, but it's an attainable one.

Understand the problem as a shared responsibility.

Capacity: nonprofits need support.

The Navy Yard project has been a real support—mentorship, ideas, technical assistance. A bright spot in partnership.

Other communities have policies that mitigate this tension (e.g., inclusionary policies) which are not allowed to be made mandatory in SC. Need to explore mechanisms that work for Charleston County.

Low-income and workforce housing is the most pressing need.

Encourage more for-profit / non-profit partnership.

Inventory across all price points is a challenge—this hits lowest-income segments hardest.

An interesting time, in terms of where we find community post/during COVID. Finding a sense of community within socio-economic diversity is an opportunity, and perhaps timely.

Transitional housing is a chronic gap, need.

Housing for formerly-homeless individuals + wrap-around services to get them into permanent housing.

Q1 (cont'd)

From your perspective, what is the most pressing housing need in the County?

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What is standing in the way of meeting that need today?

Collaboration: opportunity for collaboration between municipalities / elected officials.

The BEST Committee was a great example, of Tri-County govt officials, to guide economic development / transition around naval base closure.

At every stage, we need to be clear on affordable to **whom**.

- **0 to 30%**
- **30% to 50%**
- 50% to 80%
- 80% to 120%
- 120% to 150%
- 150% +

Strong displacement pressures on those 0-30%, 30-50% segments.

Preservation of affordability & anti-displacement both need to be part of the conversation.

Shortages of upscale/luxury housing impact the rest of the **spectrum**—people with super high incomes are competing against moderate- and lower-income people for limited units.

Pine Crest an example of a previously affordable housing (which used to accept section 8) opportunity being acquired by for-profit organization, losing those units.

People in many cases wait for a long time on the waitlist, and then have a difficult time finding a place that accepts it, lose it if they can't find a place in 60 days.

And it's not just about creating affordable units, it's about creating it in communities where people live now.

DISCUSSION

SHARE YOUR THOUGHTS

Q2

What information is most needed to guide decisions on key policy and investment issues?

Defining “affordability” / “attainability” from the perspective of WHO it’s affordable / attainable to

Capacity—overlaps & gaps?

Education at all levels.

Confronting / understanding NIMBYism.

Perhaps there are limits to how much people will be persuaded / concerned.

Rather need to educate by doing.

Some people will not be persuaded by information.

Need to show through experience that new affordable opportunities won’t adversely impact them.

Have a coherent and holistic strategy.

We can’t overlook the history of discriminatory/ biased policies that got us here.

Need both money and leadership to tackle this challenge.

Need to unpack the relationship between shortage of upscale supply and overall affordability challenges. Dig into the data around impacts of expanding supply at top end of spectrum.

DISCUSSION

SHARE YOUR THOUGHTS

Q2

What information is most needed to guide decisions on key policy and investment issues?

Need to synthesize what we have into a format that can be easily shared with / understood by decision makers.

Demonstrating what solutions look like may be what helps build momentum.

Need to talk about the regulatory and permitting process—costs of time are real on prices, availability.

And expand on the implications of what these numbers really mean in peoples' lives, experience, options.

On collaboration: A better understanding of individuals and organizations currently developing or preserving affordable housing, and how we can engage them in this process.

Examples of successful city / county collaboration on issues of housing. To learn from this experience.

And communicate that mixed-income communities are the healthiest—for everyone.

Empower Council members and Planning Commissions across the region.

Need to expand information / education for start-up developers on available resources / tools.

For example: Collaboration on issues of homelessness in Fresno.

Need to share successful bold ideas from other communities facing similar challenges.