



Housing Locational Policy Community Engagement

Housing & Neighborhood Development Committee
September 12, 2018

Briefing Objectives

- ▶ Housing Locational Policy
- ▶ Community Meetings
- ▶ Policy Waivers
- ▶ Next Steps



Housing Locational Policy Background

- Referred to Committee in FY2017
- Current policy was approved by City Council on March 28, 2011
- Provides a guide for the location of new, rehabilitated or converted subsidized multi-family housing developments serving low-income households
- Creates permissible and non-permissible areas
- Council has authority to issue waivers

Housing Locational Policy Proposed Policy Goals

Based on Committee feedback, key goals of a locational policy that will provide guidance for investments that create and/or preserve affordable and workforce housing include areas:

- Near **employment centers**
- Near **commercial centers**
- Near existing and proposed **transit services**
- In **Center City**
- In **neighborhoods experiencing change**
- That support City's **revitalization efforts**
- That promote **diverse neighborhoods**

Housing Locational Policy Applicability & Exemptions

Applicability

- This policy applies to new, **4% subsidized multi-family** housing developments serving households earning 80% or below of AMI.

Exemptions

- Subsidized multi-family housing developments **servicing elderly or disabled populations** are exempt from the current policy.

Community Engagement

- Seven public meetings have been scheduled in each quadrant of the city, including Ballantyne, and uptown
- Meetings held 6:00 - 8:30 pm and Saturday 10:00 – 11:30 am, at venues that allow for convenience
- Marketing/outreach efforts: Postcards/handouts, social media including boosted Facebook posts, newsletter, Nextdoor, website
- 185 citizens have participated thus far, 2 meetings remain



Community Engagement

Each community engagement session followed the format of:

- ▶ Welcoming remarks
- ▶ Overview of the Housing Locational Policy and proposed scoring system
- ▶ **Break Out Group discussions** facilitated by staff and consisting of citizen responses to a series of questions
- ▶ **Group Report Outs**
- ▶ Closing/Next Steps



Common Themes

Based on today's current housing environment and needs, what do you believe the main objectives of the Housing Locational Policy should be?

- ▶ Disperse throughout Charlotte; areas need to have their "fair share"
- ▶ Deconcentrating poverty
- ▶ Addressing displacement and gentrification
- ▶ Income diversity
- ▶ Policy should be sensible and provide flexibility
- ▶ Consider impact on schools
- ▶ Avoid areas with concentrations of Habitat homes

Common Themes

What, if any, exemptions should be considered when drafting a new policy?

- ▶ **Many participants agreed with the senior and disabled exemptions;** add a density bonus for these groups
- ▶ Consider existing concentrations of senior housing, new senior housing should be prohibited in areas with a high concentration; at a minimum, use site scoring for senior housing
- ▶ **Do not allow any exemptions**
- ▶ **Areas that are gentrifying**
- ▶ Housing for veterans, public servants
- ▶ Permanent supportive housing for homeless; single room occupancy developments
- ▶ Small developments (less than 25 units)
- ▶ Reuse of historic buildings
- ▶ Developments that include mixed income / mixed use components
- ▶ Developments that provide a higher percentage of units for targeted AMI groups
- ▶ Proximity to transit and other significant public investments

Common Themes

Do you think the Score Card is a good tool to determine priority locations to build affordable housing?

- ▶ Scorecard is a good tool
- ▶ Keep it simple
- ▶ When scoring, give more important criteria, such as access to food and income diversity, a higher weight (e.g. to demonstrate that food access – a necessity - is more important than access to non-essential items like entertainment)
- ▶ Update data regularly
- ▶ Adjust scorecard as needed and as we learn more about how to effectively use it as a tool - allow a "discovery period"
- ▶ Eliminate map of permissible and non-permissible areas; use scorecard only
- ▶ Eliminate the policy itself; use scorecard only
- ▶ Citizens were interested in understanding more about the data that will be used

Common Themes

Are there other criteria we should consider adding to the score card?

- ▶ When evaluating access to transit, consider bus transportation - not just light rail and TOD
- ▶ When evaluating access to jobs, consider quality versus quantity
- ▶ Consider impact on schools
- ▶ Consider larger unit sizes to accommodate larger families with multiple children
- ▶ Consider if new development is itself causing displacement
- ▶ Consider impact on infrastructure (roads, traffic)

Common Themes

When deciding where to live, what resources like transportation, amenities, jobs, etc. are most important for you to live near or have access to?

- ▶ Food options (grocery stores, farmers markets)
- ▶ Healthcare; pharmacy
- ▶ Quality education
- ▶ Childcare
- ▶ Current job; Job opportunities
- ▶ Transportation options
- ▶ Retail; necessity-based shopping
- ▶ Restaurants, entertainment options
- ▶ Activities for children and youth
- ▶ Access to parks, greenways and other "third spaces" that build community
- ▶ Cultural resources including ethnic dining, etc.
- ▶ Low crime; safe communities
- ▶ Senior services
- ▶ Neighborhood involvement

Common Themes

What else should the City consider when revising the Housing Locational Policy?

- ▶ Dispersion isn't important considering crisis we are facing; displacement is a larger problem than concentrated poverty - get more people into units
- ▶ Consider eliminating the locational policy and permissible/non-permissible areas; replace with site scorecard only
- ▶ Know what success looks like, create metrics of success, measure/track results
- ▶ Consider the big picture – housing alone isn't the solution, also need job creation, transportation options, etc.
- ▶ Advocate for inclusionary zoning at the state level; Developers should be required to provide affordable units
- ▶ Create complimentary programs, such as subsidies for grocery stores, lower/eliminated developer fees such as TAP fees, expedited rezoning process, proactively purchasing land in advance of transit and other investments, creating home ownership opportunities
- ▶ Keep things simple; allow for flexibility

Common Themes

What does the phrase "Mixed Income" development or neighborhood mean to you?

- ▶ All levels of income; AMI diversity
- ▶ Diverse price point housing
- ▶ Diverse neighborhoods
- ▶ Rental and home ownership opportunities
- ▶ Provides upward mobility; access to opportunity including different kinds of jobs
- ▶ A melting pot
- ▶ Diversity across people from all walks of life who may have different backgrounds, education and races

Policy Waivers

Since 2001, City Council has approved 19 Housing Locational Policy waivers

Total HTF Projects*	89	HLP Waiver Requests	20
<small>*Rental multi-family projects only</small>		Denials	1
		Approved: City Funding	16
		Approved: LIHTC Only	3
		Total Approved Waivers:	19

Next Steps

- **September:** Final Community Engagement Meetings
 - **Tuesday, September 25** (*rescheduled due to hurricane*)
St. Matthews Catholic Church
6:30 – 8:00 pm
 - **Saturday, September 29**
CFD Headquarters
10:00 – 11:30 am
 - Citizens can continue to provide feedback online at CharlotteNC.gov/Housing until September 29
- **October:** Housing & Neighborhood Development Committee
- **November:** City Council