

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Comprehensive Housing Strategy Workplan
DEPARTMENT: Planning and Development Services
PRESENTED BY: Joe Tovar, Director of Planning and Development Services Steve Cohn, Project Manager for Comprehensive Housing Strategy Rob Beem, Human Services Manager

PROBLEM / ISSUE STATEMENT:

The purpose of this memorandum is twofold: 1) to share staff's ideas about the objectives and outcomes of the proposed Comprehensive Housing Strategy and 2) to discuss staff's proposals for public involvement during the process.

The City Council Goals have been adopted and the Housing Strategy has been reaffirmed as a city priority. To complete the Strategy in a timely manner, staff would like to begin the process in the Fall; the first step is to appoint members of the Citizen's Advisory Committee.

FINANCIAL IMPACT:

Most of this work will be handled by current staff and is assumed in next year's budget. There will be no impact on staffing levels. The consultant that will be hired to gather data will be funded from this year's budget. Staff does not foresee a request for additional funds.

ACTION REQUESTED

Staff requests that the Council approve the Comprehensive Housing Strategy workplan and process for creating the CAC.

Approved By: City Manager  City Attorney _____

BACKGROUND

On February 13, 2006, the City Council directed staff to draft a workplan for a comprehensive housing strategy. In expanding on the motion, Deputy Mayor Fimia clarified that the plan would:

- Present the council and community with more detail of present and future housing needs, economic drivers, community values and goals,
- Provide information about viable options and ways to achieve these goals and identification of alternatives and potential partners in this effort,
- Be a strategic plan to look at the broader short and long term housing needs of our citizens.

On April 3, 2006, staff presented demographic data and additional information about the proposed Comprehensive Housing Strategy. The Council offered several suggestions focusing on public outreach, including suggestions to have a public meeting early in the Citizen Advisory Committee process and making sure that the City coordinates the strategy with agencies that provide affordable housing.

Development of a Comprehensive Housing Strategy was identified as one of the Council's recently adopted 2007-2008 goals.

Issues to be addressed by the Comprehensive Housing Strategy (CHS)

Shoreline is a "first suburb", one of many throughout the United States built after World War II in the first ring of communities near the central city of a metropolitan area. First suburbs throughout the nation are affected by similar demographic and economic forces: They are seeing older housing stock, aging and smaller families, and more diversity.

As the nation and the region's demographics change, the types of residential structures needed to house the population will change as well.

Housing Strategy Objectives

The CHS will provide a comprehensive analysis of the question: *How can the housing needs of Shoreline's changing demographics be met?* Working with the community, we will address the following issues:

Who should we plan for?

Should Shoreline try to attract new families (with and without children), younger singles, and make an effort to retain older residents who want to stay in Shoreline but desire an alternative to their current home? How can Shoreline housing be accessible to families with limited incomes?

What do we want to happen with housing supply, what type of housing mix do we want?

Shoreline has a preponderance of single-family homes, largely built in the 50s and 60s. Will other forms of housing be more desirable in the future, given economic realities and

market preferences driven by changing demographics? What other housing types are being constructed in nearby cities?

How active should the City be in implementing new housing?

What tools can Shoreline use to promote new housing in specifically designated areas? Should the City try to encourage development of housing that is more affordable? While there is a market for single family homes, they are not affordable to first time home buyers or many working families. What tools are available to encourage affordable housing? What strategies have worked in cities like Shoreline?

Formation of the Citizen's Advisory Committee (CAC) and other public outreach

Public interaction will be an important aspect of refining the Housing Strategy. Staff proposes two major components of this outreach:

- Citizen's Advisory Committee
- Outreach to the general public

CAC

Creation of a CAC (or a similar publicly-constituted group representative of the local community) is an important component of the development of the Housing Strategy. Staff suggests that the CAC be diverse and representative of the community including, if possible: long-time and newer residents, older and younger residents, representation from the residential and business communities, as well as from the Planning Commission and City Council. We could also solicit applications from the dozen applicants for the Planning Commission who were not appointed this past Spring. In addition, it would be useful to have a residential builder or residential leasing or sales agent, and a representative from the non-profit housing sector. While it would be optimal for the latter committee members to be residents or work in Shoreline, it would not be mandatory. However, they should have a working knowledge of the North King County/South Snohomish County housing market.

It is staff's goal to widely advertise the CAC so that we are reaching out to new people. We intend to inform the public of the opportunity to volunteer using the print and electronic media, as well as other avenues.

Staff proposes that interested people make a formal application to serve on the CAC. We suggest that staff interview the candidates and develop a list of recommended participants by mid-October. We also suggest that the CAC total no more than 11 to 12 members. The Council would appoint the CAC members and we would have our first meeting in early November. Our current schedule would have the committee's work completed by April or early May.

Public Outreach

The proposed schedule has the CAC meeting with the public soon after the committee first convenes so that the CAC can present its preliminary agenda and ask for additional ideas. Another public workshop is scheduled for April to discuss proposed strategies. The timing of the workshops and Council reports is subject to change and is dependent on the progress of the CAC.

The schedule also shows two meetings with the City Council, one in February and one in April. Both will report on the progress of the CAC and check in to see if there is additional direction from the Council.

In addition, staff hopes to use cable television, the webpage, the neighborhood councils and Currents to inform residents and other interested parties about the CAC's progress and schedule.

Draft Work Plan

Staff proposes the following steps in developing the Comprehensive Housing Strategy:

1. Fall 2006 – Inventory existing conditions: Consultant and staff will gather this data.
 - Existing housing stock and land use potential under current zoning
 - Demographics and trends
 - Current housing market and regional context
2. September 2006—Discuss proposed workplan with Council
 - Discuss work program and timeline
3. September-early October
 - Advertise for CAC members
 - Staff develops a recommendation for a CAC composed of a wide variety of stakeholders
4. Mid-October
 - Council appoints citizen advisory committee and outlines its charge: To develop a housing vision statement, preferred strategies and programs and incentives to implement strategies.
5. November, 2006
 - Committee meetings begin
 - CAC holds community meeting to present existing conditions for both owned and rental housing and recommendations for additions and or deletions to the scope of work to be completed by the committee;
6. January 2007
 - CAC meetings continue
 - Staff identifies current and future housing needs including emergency shelter, transitional and permanent housing and housing for people with limited incomes.
 - Staff identifies strategies to address the needs/gaps in housing.
 - CAC develops housing goal/vision statement for Shoreline
 - CAC groups strategies according to difficulty of implementation/impact on the availability and accessibility of housing and feasibility of success.

7. February, 2007
 - Report to Council – Staff and CAC present draft Housing vision statement, strategies, potential incentives and programs. Council clarifies scope and direction of CHS.
 - CAC begins work to rank proposed strategies, select short and long term strategies with goal of one or two that can be implemented by end of 2007
8. March/April, 2007
 - CAC meetings continue
 - Draft proposed strategies, including priorities for implementation, measures of success are presented to Council
 - Council provides any needed clarification or direction
9. April/May, 2007 - Community Meeting on Proposed Strategies
 - Implementation/costs/benefits of strategies
 - CAC hears public comment and develops final recommendation
10. May/June 2007 - Council Public Hearing and adoption of CHS by resolution

SUMMARY

Staff will begin advertising the CAC application process this week. Applications will be accepted through the end of September. Staff will interview candidates and send its recommendation to Council by mid-October.

Staff has been collecting local data on housing and demographics during the summer and will hire a consultant soon to gather more detailed information. It is our intent to present this information to the CAC early in the discussion.

ACTION REQUESTED

Staff requests that the Council approve the Comprehensive Housing Strategy workplan and process for creating the CAC.