

Affordable Housing

At Home In Tacoma

Housing Equity Taskforce

October 8, 2020



Meeting Objectives

- Benchmarking – learning from other communities
- Engagement strategy input

Prior steps

- Appointed co-chairs; set schedule; preliminary scope of work

Next Steps

- HET meeting 11/05/20 – set agenda
- City Council study session 10/27/20
- Planning Commission workshop 11/18/20



Housekeeping

- Approve notes from 09/08/20
- Report outs
- Questions about HET meetings/methods



What can we learn from benchmarks?

- Portland, Seattle, Minneapolis, SF Bay Area
- What can we learn?
 - Project objectives and approach
 - Engagement strategies
 - Outcomes
 - Equity focus



Portland Residential Infill Project

PROJECT OBJECTIVES: Missing Middle Housing in Single-family areas

APPROACH : 6-year project implementing Portland's 2035 Comp Plan

PHASE 1: Concept Development

PHASE 2: Code and Map Amendments

ENGAGEMENT STRATEGIES:

Mayor appointed SAC, online questionnaire, Concept Report, Council Public Hearing. Interactive storymap, social media, monthly emails, e-newsletters, media coverage, in-person meetings, graphics, neighborhood tours

OUTCOMES: Changed zoning and development regulations

1. Expand housing choices in residential neighborhoods
2. Limit size of new buildings to bring them in line with existing homes

EQUITY FOCUS: High

Small houses; displacement analysis; visitability

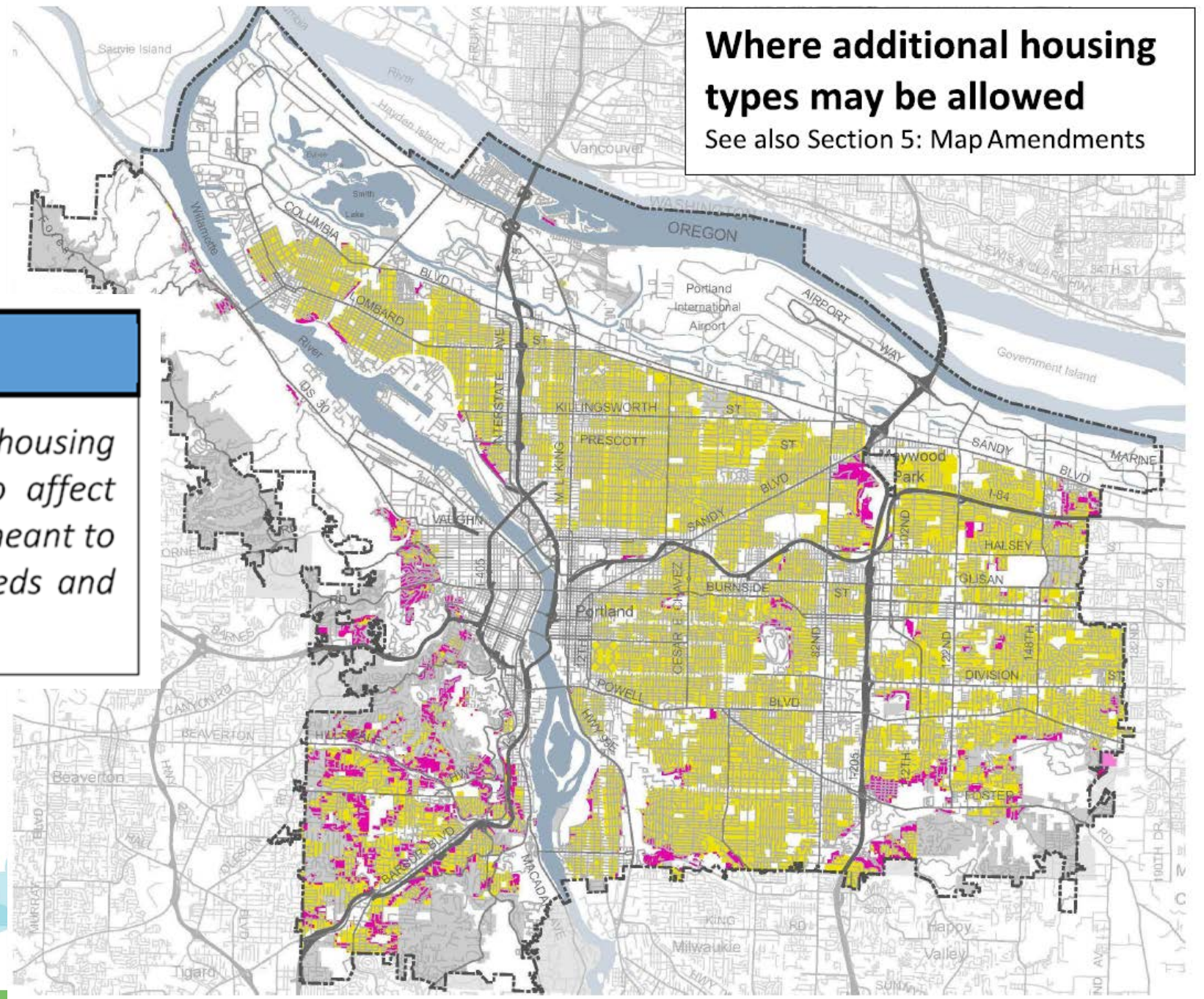


Where additional housing types may be allowed

See also Section 5: Map Amendments

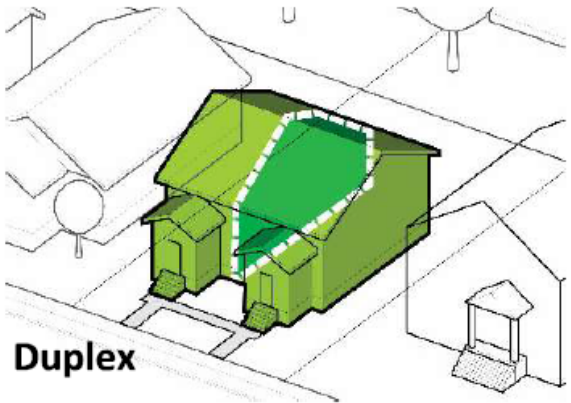
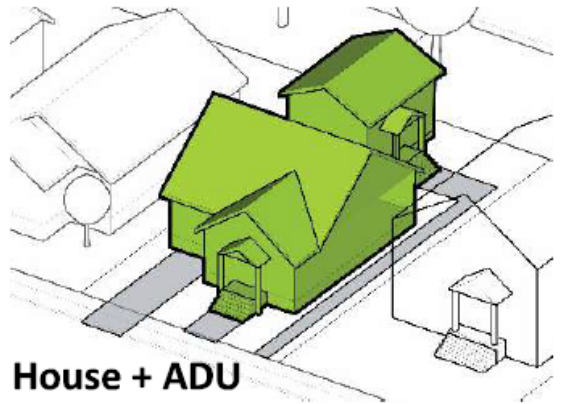
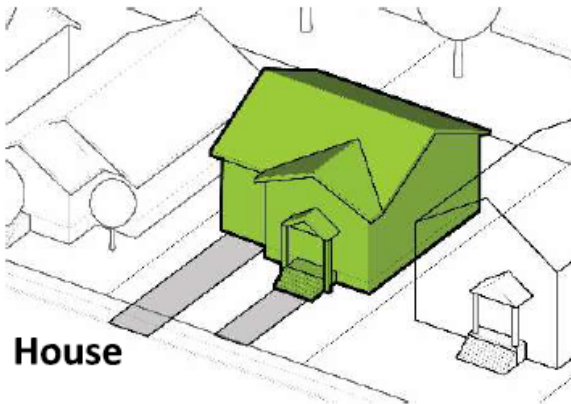
Why this is important

The rules that govern the types of housing allowed in our neighborhoods also affect who can live there. These rules are meant to be adapted to suit the evolving needs and values of our communities.

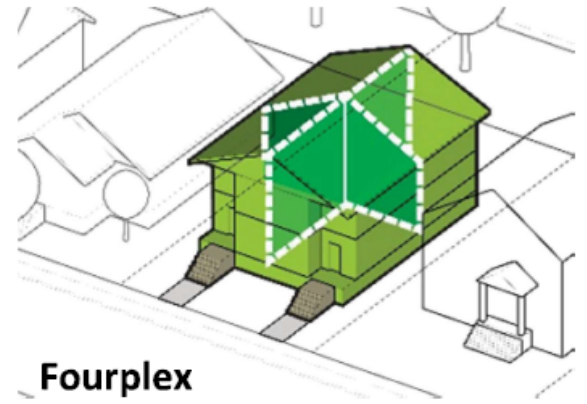
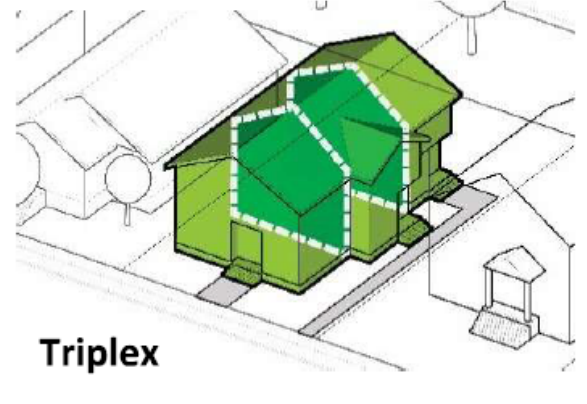
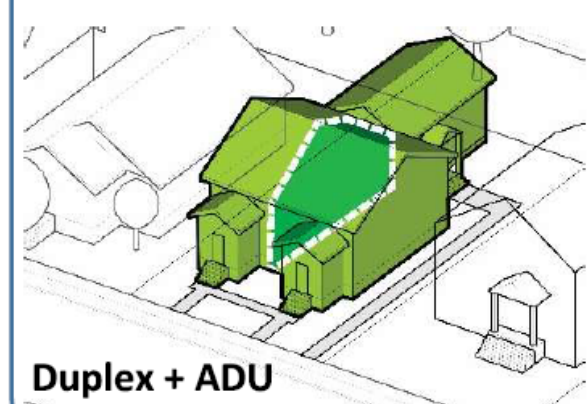
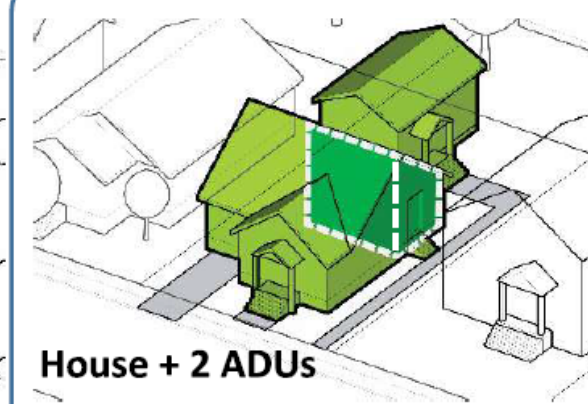


For example:

Currently Allowed

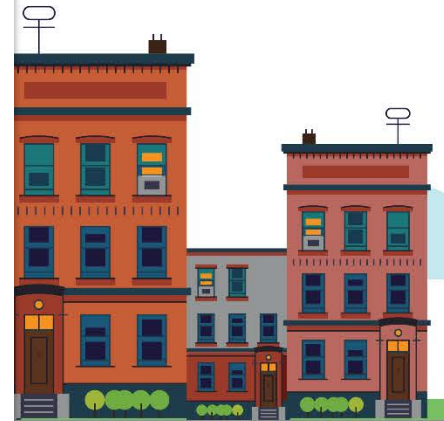


Additional Housing Types



Variations of different residential infill options. In each case, there is a single primary structure on the lot at a scale that is compatible with existing single houses.

NOTE: A “deeper affordability bonus” is also available that permits 4-6 units when at least ½ are affordable at the 60% MFI level. See Volume 2: Code and Commentary for specifics.



Seattle Neighborhoods For All

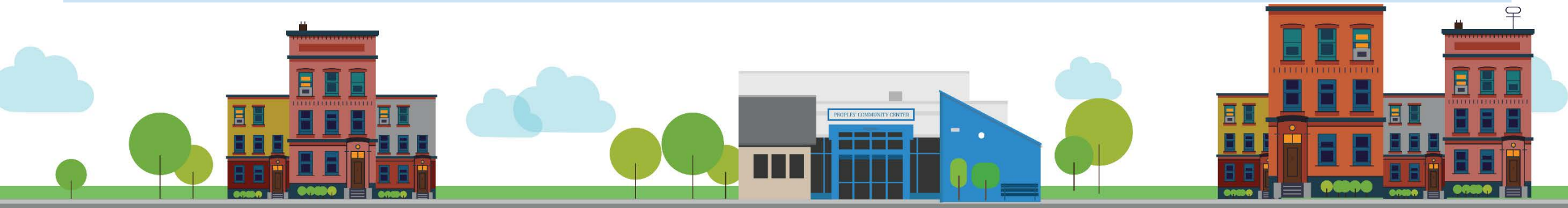
PROJECT OBJECTIVES: Expanding housing opportunity in Seattle's single-family zones

APPROACH: Planning Commission study (part of multi-year policy effort); following up with implementation recommendations.

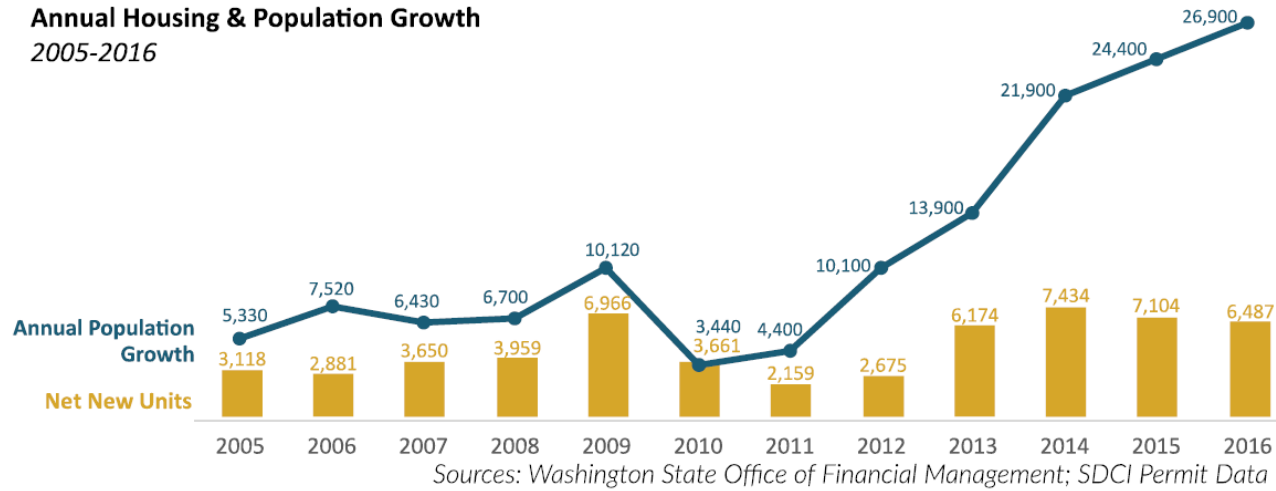
ENGAGEMENT STRATEGIES: No specific outreach for this study (to my knowledge); Massive engagement for the larger efforts

OUTCOMES:
Recommend Single-family becomes

EQUITY FOCUS: High ("A Growing City; An Equitable City"); called out redlining/covenants SF Zoning leads to inequitable access to opportunity and benefit from public investments



Annual Housing & Population Growth 2005-2016



Median Household Income by Unit Type

Source: 2015 American Housing Survey;
Seattle Metro Area

Single-family \$98,000

1 Attached Unit \$55,000

2 - 4 Units \$49,000

5 - 9 Units \$42,780

10 - 19 Units \$47,000

20 - 49 Units \$42,000

50+ Units \$48,000

Households who live in detached single-family houses are mostly well above Seattle's area median income. Smaller housing types appear to have occupants with lower median income.

Distribution of Public Parks and Schools by Zone

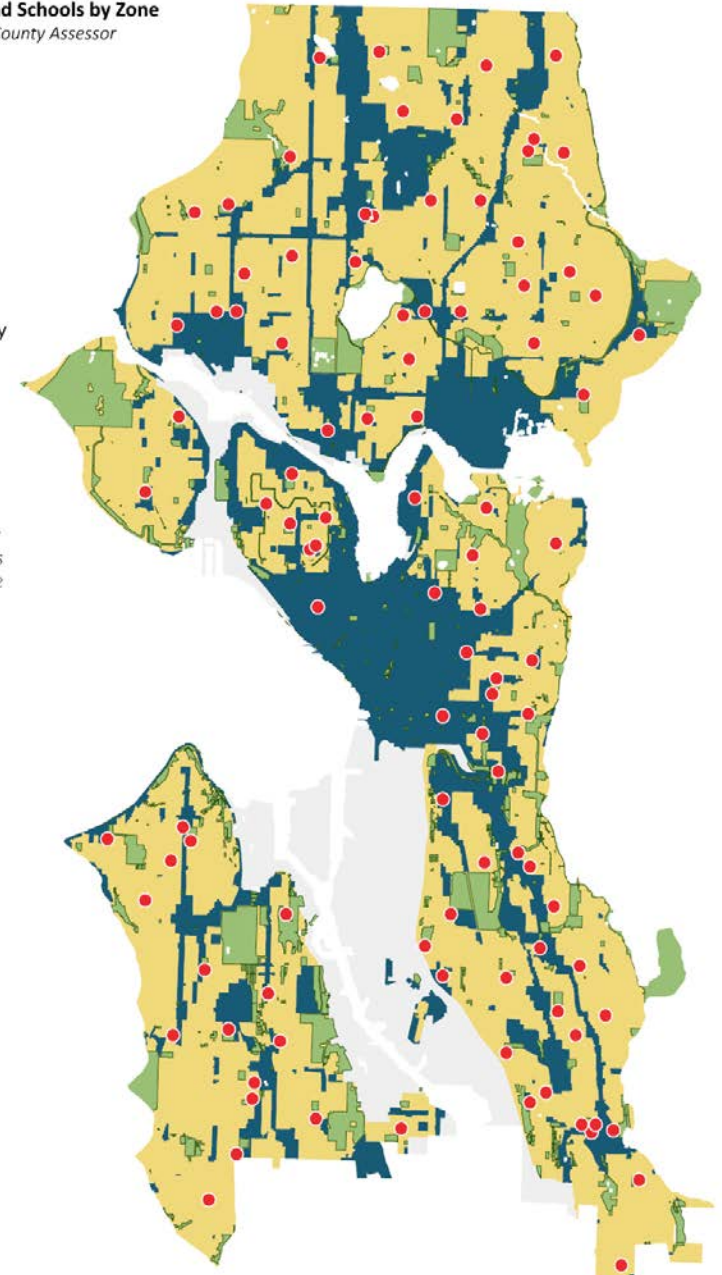
Data source: City of Seattle, King County Assessor

Schools & Parks

- Public School
- City Owned Open Space

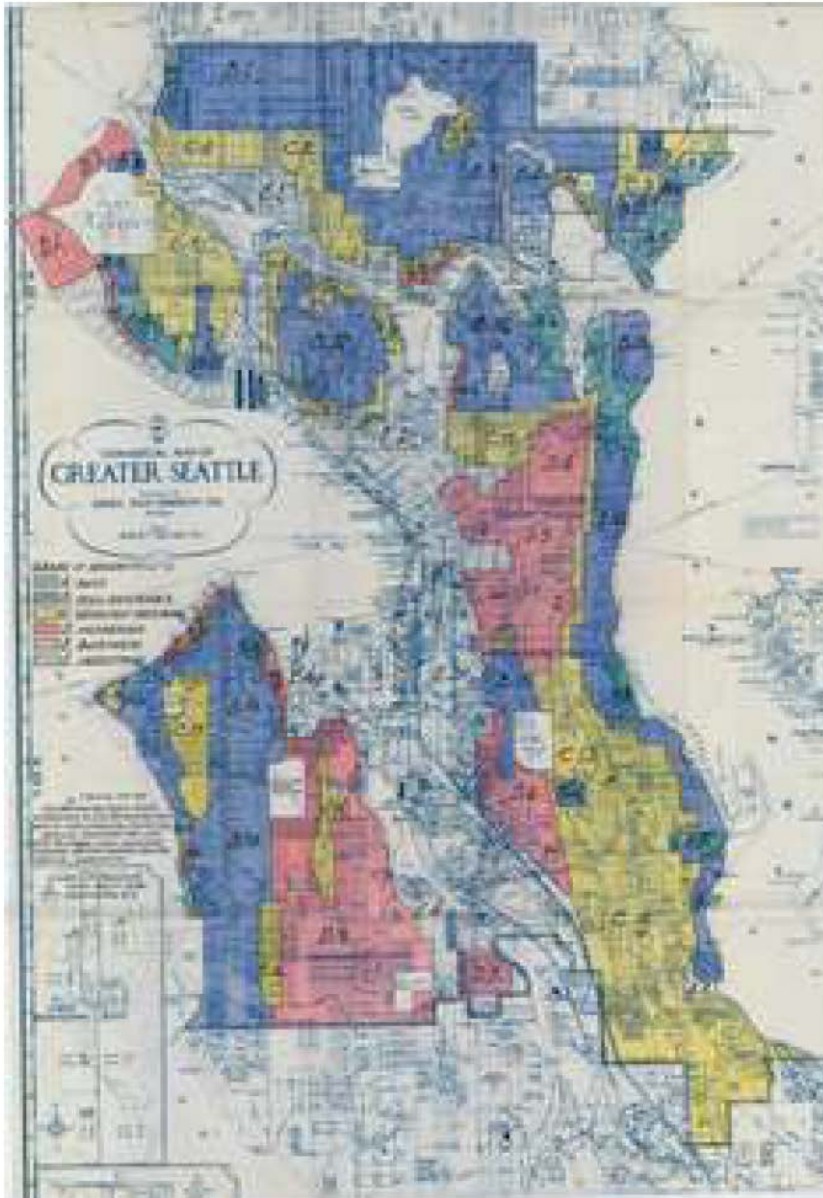
Current Zoning

- Single-Family
- Mixed-Use & Multifamily
- Industrial



Most of Seattle's public schools and City-owned open spaces are located in Single-Family zones, meaning that living within walking distance to these public services is unattainable for those without the economic means to live in Single-Family zones.





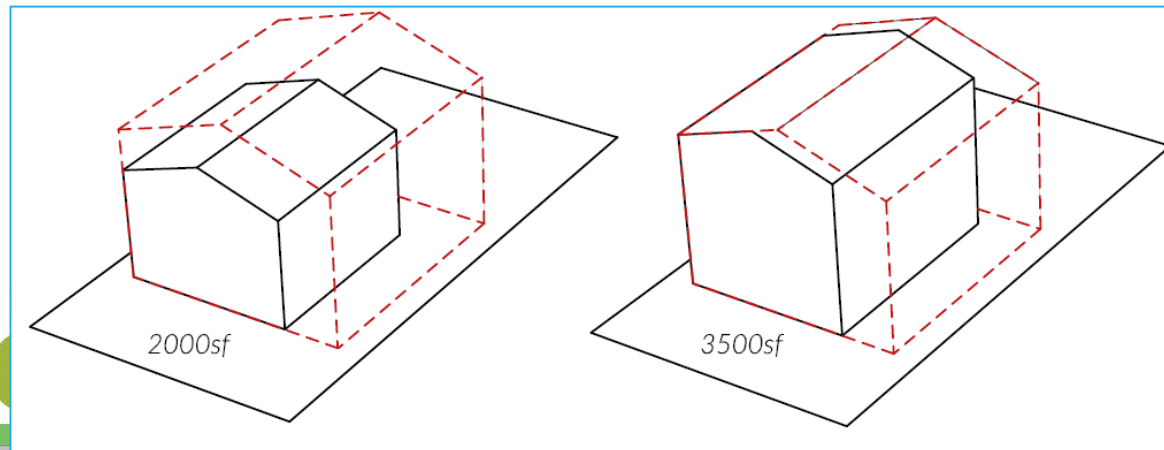
A 1936 redlining map shows where loans were prohibited. Source: Mapping Inequality⁹



1922 Zoning Commission Poster

The fundamental goal of this report is to increase housing choices by returning to the mix of housing and development patterns found in many of Seattle's older neighborhoods.

This is not just an issue of addressing the legacy of discriminatory housing and land use practices; it is about building an equitable Seattle for the present and future generations.



SUMMARY OF OBSERVATIONS

The observations presented here frame the challenges and opportunities related to expanding access to single-family zones, and they shape the strategies presented in Part II.

OBSERVATION 1

The large portions of Seattle that are restricted to one house per lot are quickly becoming more expensive, excluding many people.

- The cost of housing in areas zoned single-family continues to rise.
- Rising housing costs impact existing and future residents.
- As larger, more expensive houses replace smaller ones, neighborhood character is changing despite single-family zoning.
- Despite Seattle's growth, some areas of the city have fewer residents than in 1970.

OBSERVATION 2

The range of housing types is constrained by the amount of single-family zoning.

- Seattle lacks a range of housing types that can accommodate a broad spectrum of households.
- A small amount of Seattle's land allows multifamily residential.

OBSERVATION 3

Single-family zoning limits opportunities for housing types that are inclusive to people of different ages and life stages.

- Seattle has a changing population with a wide range of housing needs, yet housing policies preserve almost half of Seattle's land for one housing type.
- Expanding housing choice in single-family zones requires more than accessory dwelling units and backyard cottages.

OBSERVATION 4

Many of Seattle's most walkable and sought-after neighborhoods were built before single-family zoning and minimum lot sizes existed.

- Standards established in the 1950's are preventing new development from creating the diverse, walkable, and livable urban neighborhoods that once prevailed in Seattle.

OBSERVATION 5

Current zoning does not promote equitable access to public amenities and assets.

- Single-family zoning limits households within walking distance to parks and schools.
- Current zoning perpetuates the legacy of redlining, racial covenants, and disparities in homeownership.

OBSERVATION 6

The benefits and burdens of growth have not been distributed equitably throughout Seattle.

- Most growth has been concentrated in a small portion of Seattle.
- Areas zoned single-family are shielded from accommodating new households.
- Restricting housing in areas where property values are high shifts development pressure to areas already threatened by displacement.

OBSERVATION 7

Seattle needs strategies to grow more complete & walkable neighborhoods.

- Seattle's current single-family zoning allows one type of development which does not offer the variety and density to grow walkable, transit-friendly neighborhoods.

SUMMARY OF STRATEGIES

The strategies presented in Part II focus on expanding housing options, and are a menu of short-term and long-term policy and code changes for further exploration.

STRATEGY 1

Evolve Seattle's growth strategy to include residential areas across the city.

- Expand all established urban villages to 15-minute walksheds from frequent transit.
- Promote the evolution of Seattle's growth strategy to grow complete neighborhoods outside of urban villages.
- Establish new criteria for designating and growing new residential urban villages shaped around existing and planned essential services.

STRATEGY 2

Create a zoning designation that promotes the intended physical form and scale of buildings while being more equitable and inclusive.

- Rename "Single-Family" zoning to "Neighborhood Residential."

STRATEGY 3

Foster a broader range of housing types in areas with access to essential components of livability.

- Establish a designation that allows more housing types within single-family zoned areas near parks, schools, and other services.
- Develop design standards for a variety of housing types to allow development that is compatible in scale with existing housing.
- Revise parking regulations to prioritize housing and public space for people over car storage.

STRATEGY 4

Retain existing houses while adding housing types that allow more people to live in every neighborhood.

- Allow the conversion of existing houses into multiple units.
- Allow additional units on corner lots, lots along alleys and arterials, and lots on zone edges.
- Incentivize the retention of existing houses by making development standards more flexible when additional units are added.
- Provide technical and design resources for landowners and communities to redevelop and maintain ownership.

STRATEGY 5

Encourage more compact development on all lots.

- Reduce or remove minimum lot size requirements.
- Create incentives for building more than one unit on larger than average lots.
- Limit the size of new single-unit structures, especially on larger than average lots.

STRATEGY 6

Ensure new housing supports greater household diversity.

- Retain and increase family-sized and family-friendly housing.
- Remove the occupancy limit for unrelated persons in single-family zones.

Minneapolis 2040

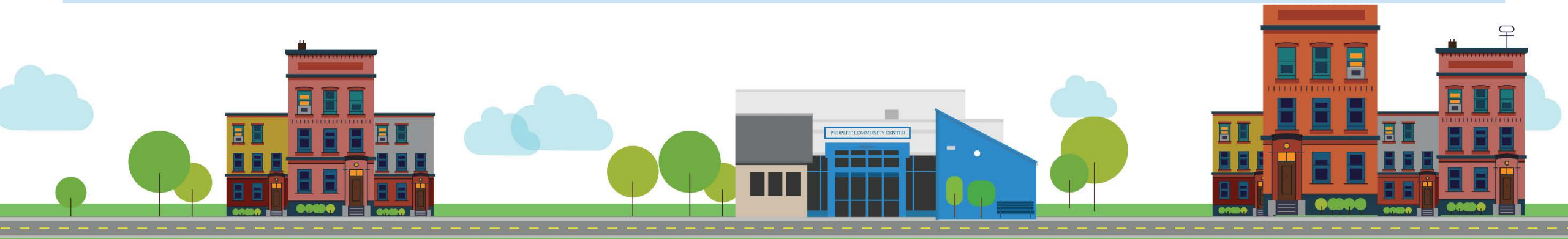
PROJECT OBJECTIVES: Full Comp Plan update

APPROACH: 3 phases (2016 to 2019)

ENGAGEMENT: Very broad and targeted outreach to under-represented groups; collaboration with advocacy/nonprofit groups; open houses; online tools

OUTCOMES: Comp Plan policy change, followed by zoning changes -- SF Zoning to low-density residential

EQUITY FOCUS: Very high; lots of attention to equitable engagement; called out redlining/covenants; Gentrification risk; infill = access to opportunity



Phase 1 Launch Engagement Events

Engagement Methods



Technology



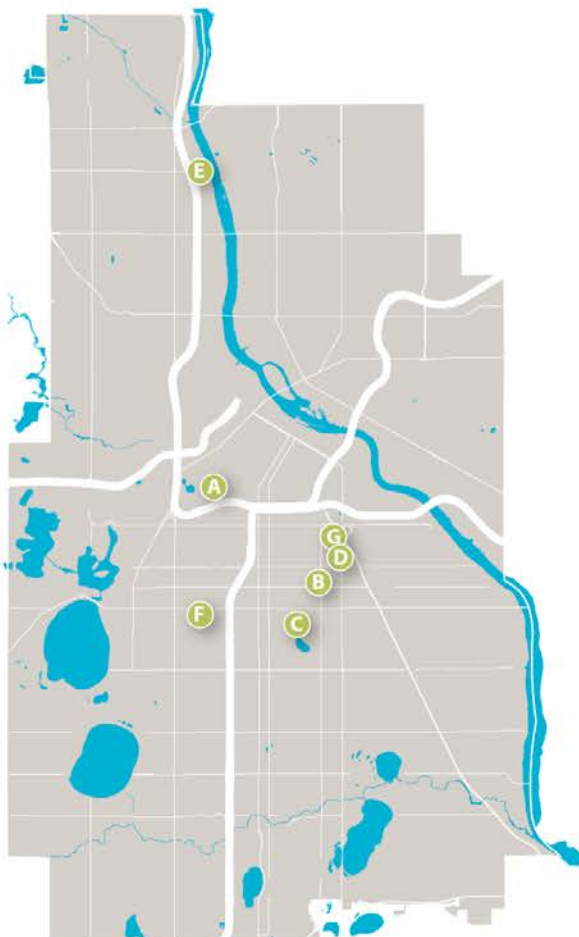
In-Person



Large Convening Event



Creative Tools



- A. Big Ideas: Your Minneapolis - Community Connections Conference**
 Saturday, April 2, 2016
 Minneapolis Convention Center
- B. South Minneapolis Housing Fair**
 Saturday, May 1, 2016
 YWCA Minneapolis Sports Center
- C. MayDay Parade and Festival**
 Sunday, May 1, 2016
 Powderhorn Park
- D. May 4th Attendance Fair**
 Wednesday, May 4, 2016
 East Phillips Community Center
- E. Southeast Asian Community Dialogue**
 Friday, March 11, 2016
 HAMA
- F. East African Community Dialogue**
 Friday, March 11, 2016
 Isuroon
- G. Metropolitan Urban Indian Directors (MUID)**
 Tuesday, March 29, 2016
 Minneapolis American Indian Center

How can you stay informed or get more involved?

W Visit www.minneapolis2040.com



Follow us on Twitter
@Mpls2040



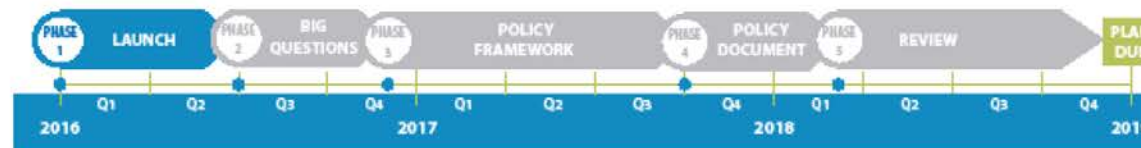
Call the Minneapolis
3- 1-1 Assistance Line



minneapolis
2040

Civic Engagement Plan Phase I: Launch Summary

City of Minneapolis
Department of Community Planning and Economic Development
June 2016



Growth



Equity



Sustainability



Livability



Competitiveness



Good Government

2040

Phase 1 Launch Overview

As the kick-off to the Minneapolis 2040 process, the Launch phase primarily included preparing for the engagement process by designing an interactive website, setting up a decision-making structure with internal staff Research Teams and a Steering Committee, and finalizing the Civic Engagement Plan. The City Council formally kicked-off the process on April 1st with the first public engagement event – the Community Connections Conference – occurring the next day.

Key Audiences Reached

- General Public
- Youth and Families
- Residents
- Tourists and Visitors
- Cultural Organizations
- Media

Engagement Questions

- What are your big ideas for the future of Minneapolis?
- How would you like to be engaged in the upcoming comprehensive planning process?
- What issues is your community currently working on?
- How do you engage your own community?

Engagement Methods Activated

Technology



- Interactive website
- Online survey
- Email sign-up
- Twitter @mpls2040 and #bigideas
- Engagement Question: What are your big ideas for growth?

In-Person



- Community Dialogues
- Street Festivals
- Meeting-in-a-Box



Large Convening Event

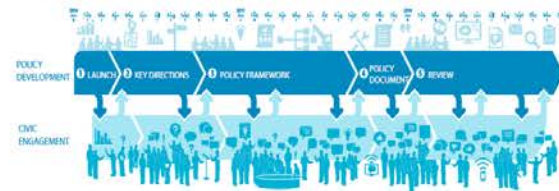


- Community Connections Conference
- Conducted culturally-specific outreach
- Hired artists to create graphics to explain Comprehensive Plan Process

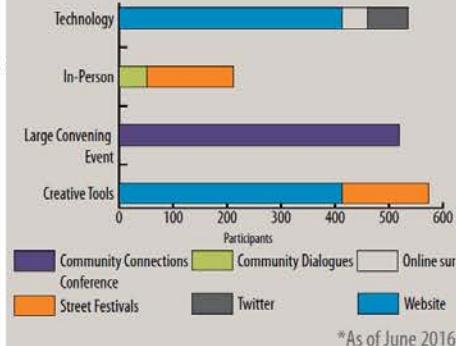
Creative Tools



- Process Infographic and Comprehensive Plan Values Infographic designed by artist Arlene Birt



Phase 1 Launch: Participation Across Methods



Lessons Learned

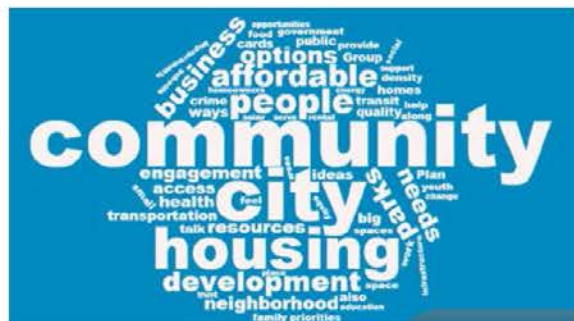
- Promote traffic to the website early and often.
- Use Street Festivals to creatively raise awareness but rely on other engagement methods (e.g. Community Dialogues) for a deep discussion.
- Boost email sign-ups at Street Festivals.
- Involve Research Teams and other departments directly in engagement activities for higher impact.
- Focus staff time on building relationships within Key Audiences.
- Raise awareness of Meeting-in-a-Box

Next Steps

- Assign staff to act as liaisons within various Key Audiences.
- Work with Research Teams to design engagement questions for Key Directions.
- Hire artists to assist in engagement through the Key Directions phase.
- Hire an engagement consultant to help promote October Key Directions events with diverse audiences and design the events to be accessible, fun, interactive, and family-friendly.

Feedback

What are your big ideas for the future of Minneapolis?



What did we hear?

"The city becomes more sensitive to environmental justice issues, particularly in NE Minneapolis, and acts accordingly."

"I'm hoping we have self-driving cars by 2040 and I'm hoping that this city continues to be #1 for biking, #1 for parks, and #1 for residents who go outside in all weather conditions."

"Have a variety of TRULY affordable (and livable!) housing options, for singles and families."

Discussion...

Do you see consistency in these efforts?

- Single-family zoning reduces supply, choice, affordability
- Linked to history of racist systems
- Impacts non-white/BIPOC people disproportionately
- Equitable engagement to support changes
- Link with other community goals

Lessons for Tacoma?



Home In Tacoma Project

PROJECT OBJECTIVES: AHAS Obj. 1: More Homes for More People

Goals: Housing supply, affordability and choice

APPROACH: Phases: AHAS 2018

Phase 1: Recommend housing growth strategy changes + nearterm actions

Phase 2: Plan and zoning changes

ENGAGEMENT STRATEGIES: ...

OUTCOMES:

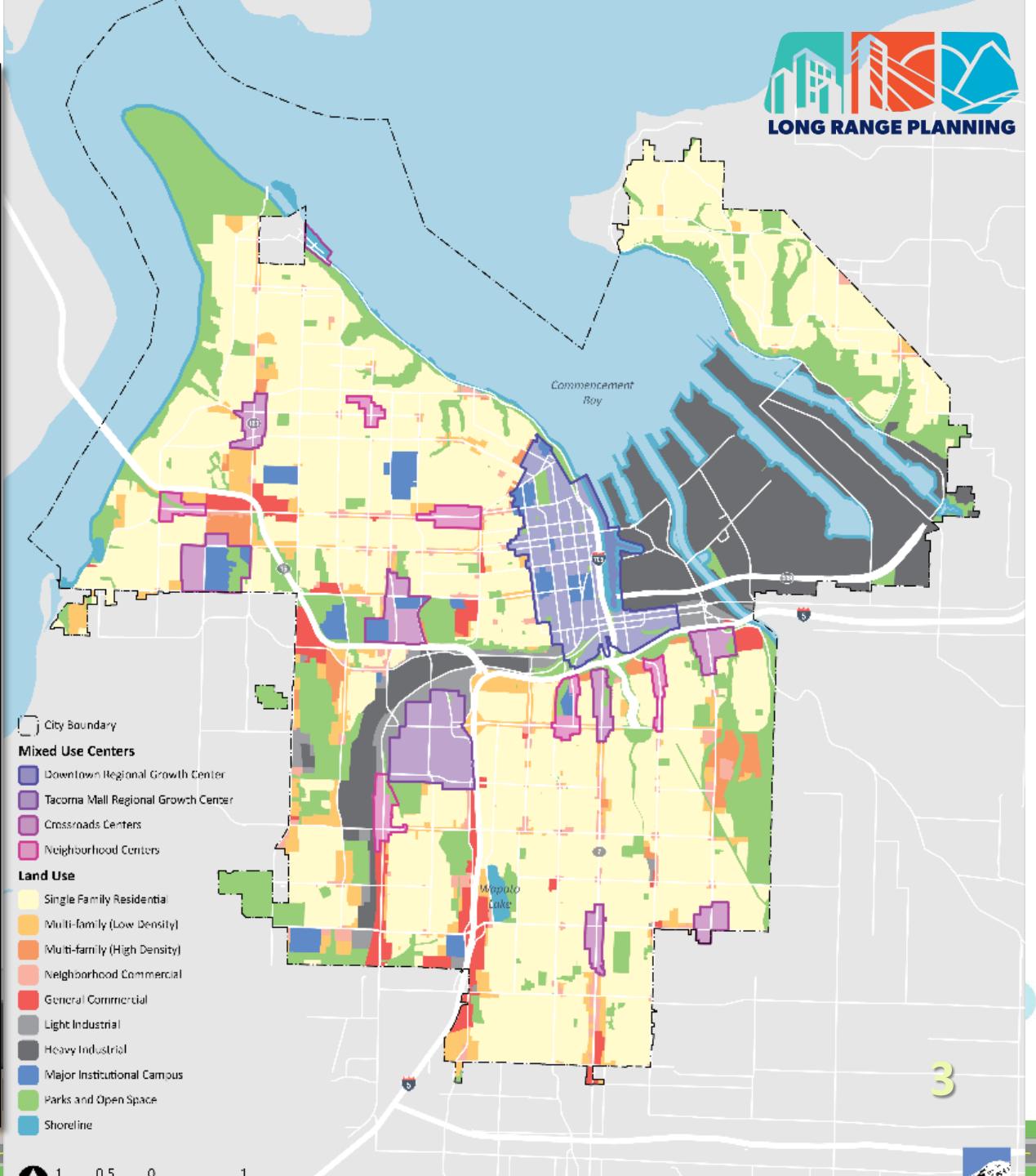
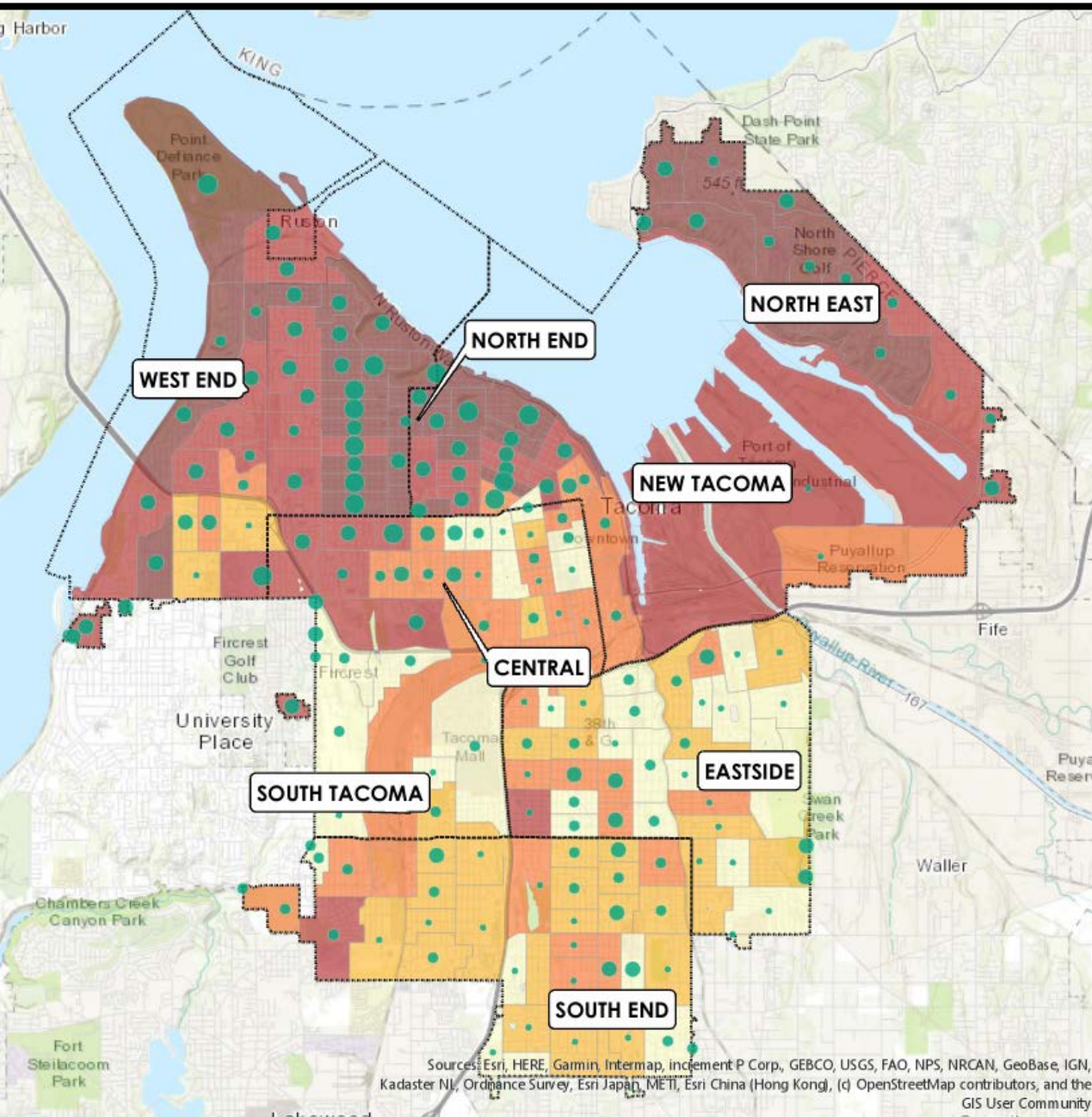
Diverse Housing Types + Affordability Incentives/requirements

EQUITY/ANTIRACISM FOCUS:

Equity and Empowerment Framework

Antiracism Resolution



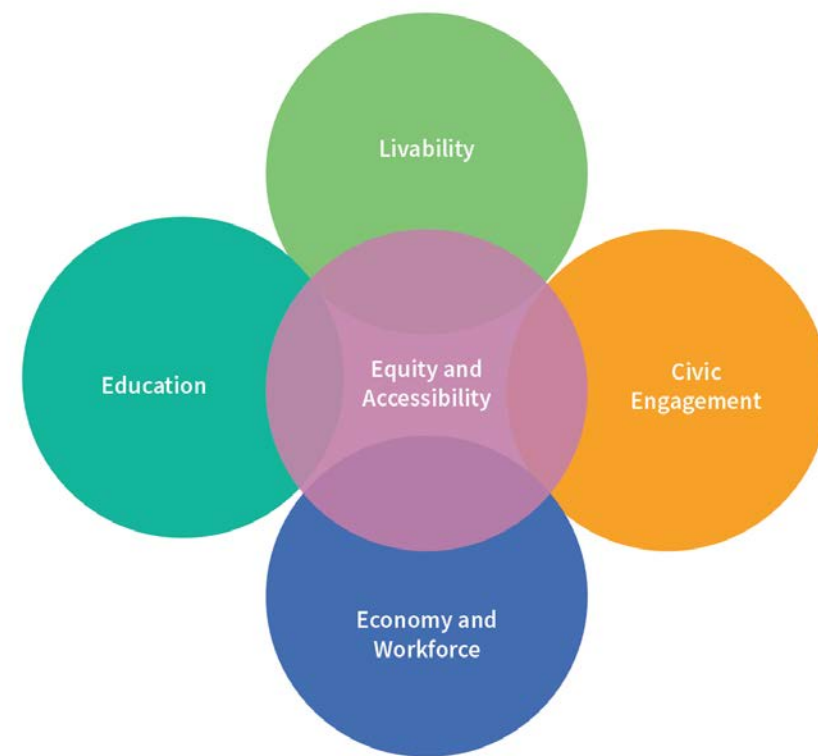


How can we increase equity?

What are the goals for Tacoma 2025?

For starters...

- Broaden engagement
- Increase housing choice in all neighborhoods
- Connect people with jobs, transit and amenities
- Reverse historic inequities
- Promote racial integration
- Reduce displacement risk
- All neighborhoods benefit from growth



Engagement strategies

- General engagement
 - Planning Commission (lead)
 - Tacoma residents
 - City Council
 - Neighborhood and Community groups
- Targeted engagement
 - Commissions
 - AHAS Technical Advisory Group
 - Development and housing community
 - Internal departments
 - Housing Equity Taskforce
 - Under-represented communities

Two general phases:

1. Generating Ideas
2. Refining Ideas

- Structured around 2 online workshops
- Focused and shared conversations
- Many opportunities to learn and participate
- Delegate the message



Discussion...

- How can we reach under-represented groups?
- Outreach methods
- Identify stakeholders
- Messaging



Next steps

Today's objectives:

- Identify gaps in the current engagement strategy
- Identify models and lessons from other communities

Upcoming topics:

- Summarize equity and social justice policies applicable to housing
- Oversee equity assessment of Tacoma's current growth strategy
- Identify key themes to improve equity in planning and zoning actions

