

# Housing Affordability Livability Agenda (HALA)



Presentation to Seattle Planning Commission

December 10, 2015

# Investing In Our Communities.



# The reality of housing

2,813 people are living **without shelter** in Seattle.



Over 45,000 Seattle households pay **over half of their income** on housing.

Average Rents for a 1-bedroom apartment in Seattle **increased 29%** in the last five years.



# A bold vision



“This is a multi-pronged approach to deliver more housing choices. Calling for innovative changes in how Seattle plans and accommodates housing, as well as a shared commitment between residents, businesses, nonprofits and developers to support construction and preservation of affordable housing.”

Mayor Ed Murray

# How We Got Here

## Housing Affordability and Livability Agenda (HALA) Process

- 28 member advisory committee
- November 2014 – July 2015
- 50+ stakeholders involved in subcommittees
- Input from ~2,700 community members online and in person
- Committee recommendations released July 2015

## Mayor's Affordable Housing Action Plan

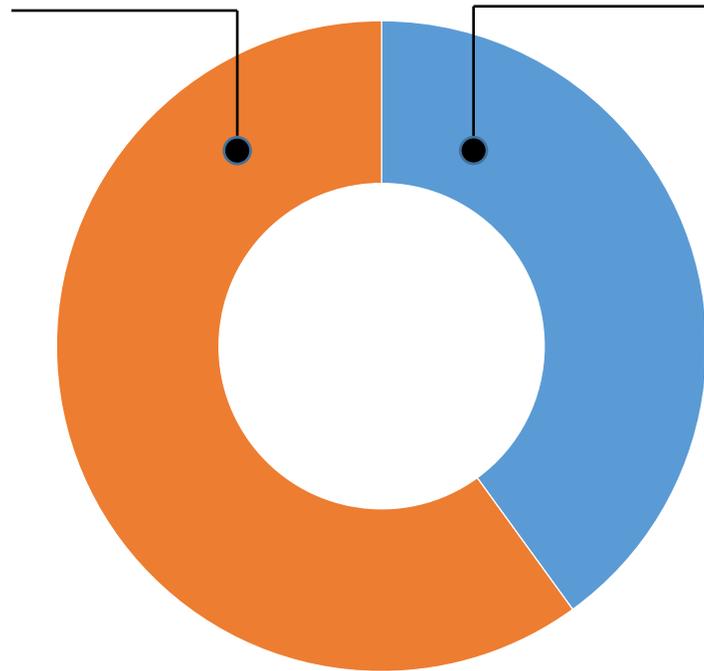
- Released by Mayor on July 2015

# What is the Goal?

## 50,000 Housing Units Over the Next 10 Years

### 30,000 New Market Rate Housing Units

- Continues growth in urban centers
- Reduce permitting barriers
- Maximize efficient construction methods



### 20,000 New or Preserved Affordable Housing Units

- Net rent restricted units
- About 3x current production
- Includes preservation
- New and expanded public and private resources
- Funding primarily used for <60% AMI households
- Incentives used for 60-80% AMI households
- Family sized housing



## Invest in Housing for Those Most in Need

### Action Items Include:

- ✓ Renew voter-approved Housing Levy
- ✓ Maximize City-owned surplus property



## Create New Affordable Housing As We Grow

### Action Items Include:

- ✓ Require all new multi-family development contribute to affordable housing
- ✓ Expand on successful incentive programs



## Prevent Displacement and Foster Equitable Communities

### Action Items Include:

- ✓ Strengthen tenant protections
- ✓ Investing in programs that stabilize vulnerable populations



## Promote Efficient and Innovative Development

### Action Items Include:

- ✓ Review Planning and Development processes; focus on what works
- ✓ Invest in quality development and design

# What is the MHA Program?



## **A new program to create affordable housing units as we grow.**

- Requiring that all NEW multi-family residential and commercial development contribute to affordable housing
- Providing additional development capacity to offset the cost of these requirements
- Utilizing a state-approved approach used by other local cities





## Principles

MHA program should:

- Aim to generate 6,000 affordable units toward the 20,000 unit goal
- Target households making less than 60% of Area Median Income  
(\$38,000 for one person and \$54,000 for a family of four)
- Build upon existing Incentive Zoning program
- Encourage a mix of performance and payment
- Apply broadly while considering specific exceptions for historic areas, lakefront blocks, or the shoreline district

## Creating a Framework

- MHA-Commercial Structure (Complete)
- MHA-Residential Structure (Spring 2016)

## Zoning Changes and Implementation

- Downtown, SLU, select neighborhoods (Summer 2016)
- Remaining Areas (Spring 2017)

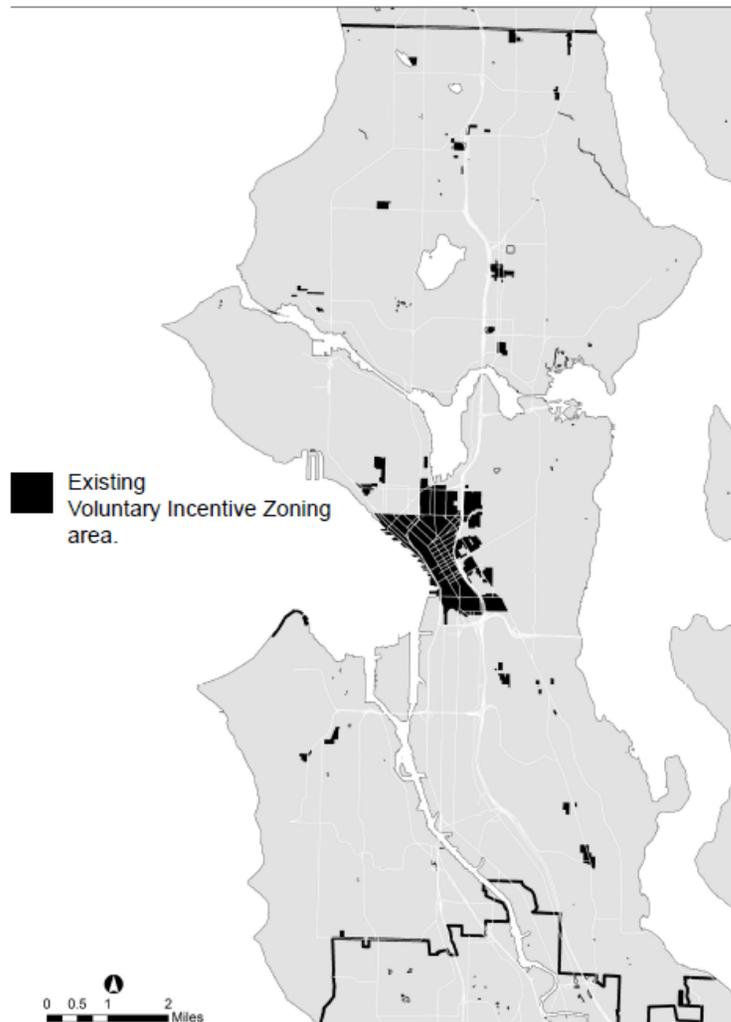


# Housing Seattle

## Existing:

### Voluntary Incentive Zoning

- Applies only in Downtown / South Lake Union and a few other neighborhood areas in other parts of the city.



## Proposed:

### Affordable Housing Program Areas

- Applies to all areas of the city where commercial development and multi-family housing are allowed.



# Affordable Housing Requirements



## Specific Proposal for Downtown & South Lake Union

Requirements vary by zone:

	Payment Option (Per Square Foot)	Performance Option (Percentage)
Commercial	\$8 to 18	5% to 11%
Residential*	\$5 to 13	2% to 5%

- Considers existing IZ program requirements.
- Most Downtown & South Lake Union areas require other non-housing contributions to achieve full development (ie. childcare, open space).

\* Subject to changed based on additional process and community input.

# Next Steps – Downtown & SLU



## Presentations & Discussion

December 2015  
- February 2016

## Legislation to Council

June 2016

**Open House**  
February 2016

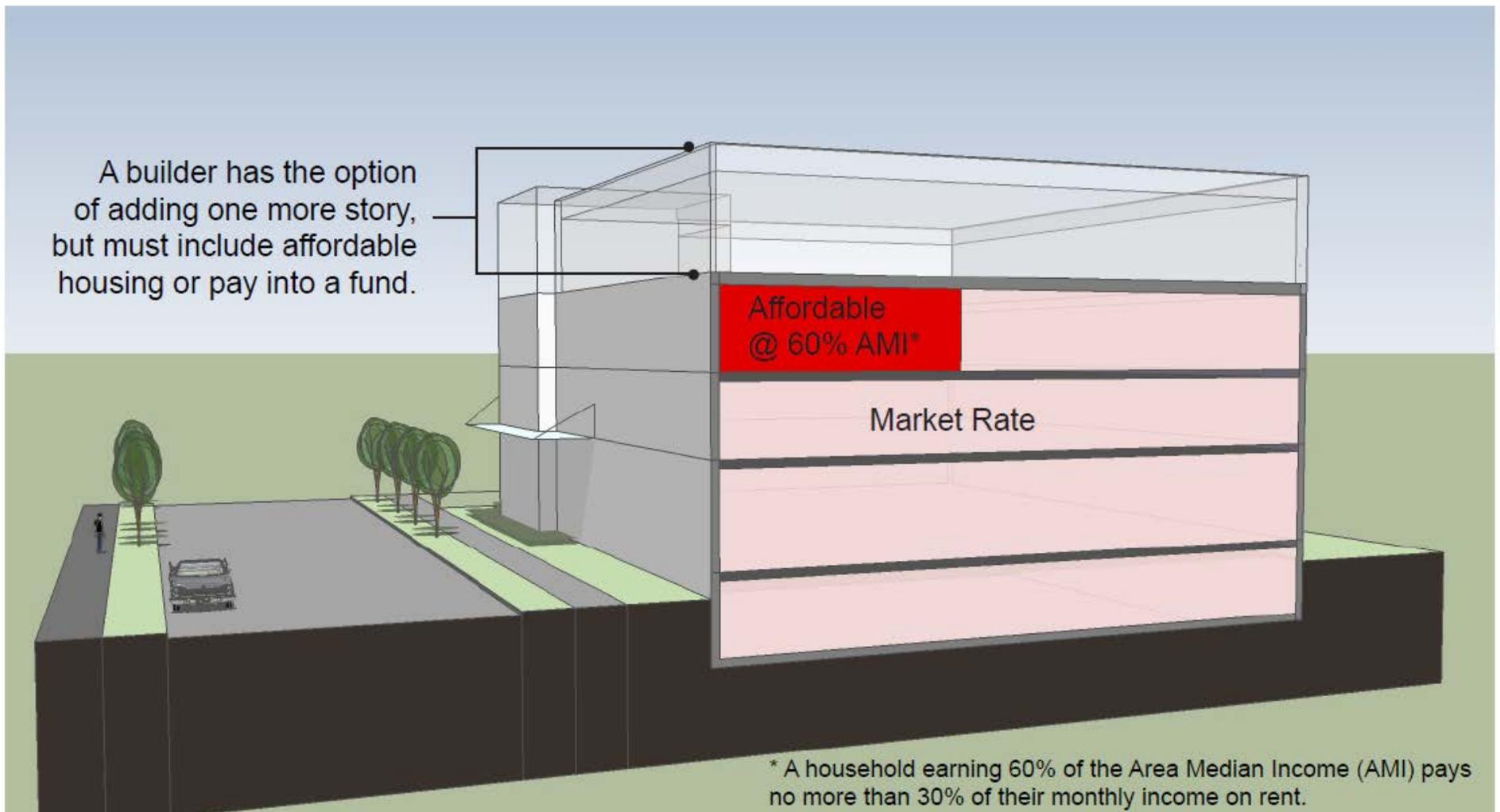
**Potential Adoption**  
September 2016



# Neighborhood Commercial Example



**Proposed:** Increase allowable height by about 1 story and FAR by about



# Affordable Housing Requirements

## Proposal for Outside of Downtown & South Lake Union

	Payment Option (Per Square Foot)	Performance Option (Percentage)
<b>Commercial</b>		
Low Cost Areas	\$ 5	5%
Medium Cost Areas	\$ 7	5%
High Cost Areas	\$ 8	5%
<b>Residential*</b>		
Low Cost Areas	TBD – Derived from performance percentage.	5%
Medium Cost Areas		6%
High Cost Areas		7%

\* Subject to changed based on additional process and community input.

\* There is some consideration of lowered requirements in certain zones, if additional development capacity granted produces low value for development.

# Next Steps – Citywide Outreach Process



*Draft for discussion purposes*

- **Citywide conversations about HALA goals & values ie...**
  - Neighborhood Summit
  - Mini Town Halls
  - Neighborhood Night Out
  - Year End Gala
- **Neighborhood-based working groups focus on MHA**
  - Community-based & transparent selection process
  - Racial and social equity valued in working group composition
  - Groups of Urban Village / neighborhood areas working together
  - Community representatives ‘report back’ to local neighborhoods
- **Engage using a variety of tools**
  - Direct mailer
  - Telephone town halls
  - Branded website
  - Social media and blog presence

# Discussion Topics



- How to increase organizational capacity to produce the projected amount of affordable housing?
- How to encourage the right types of low income housing in market driven (MHA) projects.
- What's the right community engagement approach for the MHA zonewide changes?
- What factors are important to consider when studying the MHA zonewide capacity increases?