

HOUSING STRATEGY

Council Workshop - June 13 , 2011



SLATE MAY 13, 2011

THE DEATH OF THE MCMANSION

WHEN THE HOUSING MARKET RETURNS, WE'LL WANT SMALLER HOMES BUILT CLOSER TOGETHER.

Building Wealth Through Renting

Economix May 11, 2011

Housing becoming less affordable

Globe and Mail, Sep. 27, 2010

Housing prospects

'dismal': IMF

Globe and Mail, Oct. 06, 2010

Study ranks Kelowna 38th most expensive place to live world-wide

Capital News, Jan 26, 2010

Surge in renters

lowers vacancy rate:

Globe & Mail June 9, 2011

Surveys show that those born between 1980 and the early 2000s

unlikely to benefit Kelowna.

Capital News, Sept. 30

Want to live in an urban setting

National Home Builders Conference January 2011

Canadian Chamber Supports Rental Incentives

Kelowna Chamber, Sept 28, 2010

Mixed messages about B.C.'s real estate market

Capital News, Oct. 5

Defining the 'affordable' home

Globe and Mail, Jul. 22, 2010

Housing becoming less affordable

Globe and Mail Update, Sep. 27, 2010

Motel turned into affordable housing project

Capital News, September 22, 2010

Home ownership costs rise across Canada

Globe and Mail, May 25, 2010

COUNCIL DIRECTION - MAY 2010

Issue Areas

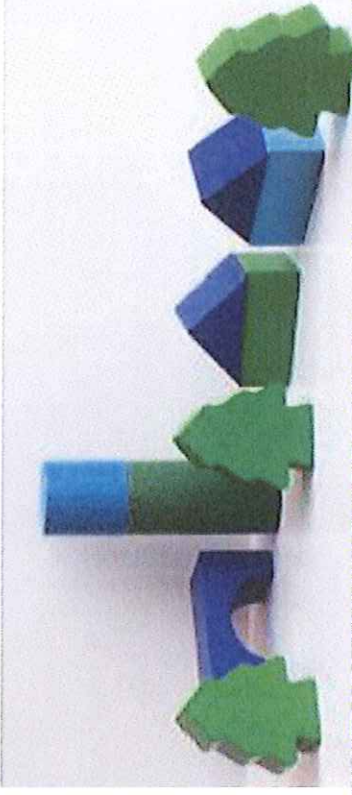
- ▶ Affordability
- ▶ Rental Housing
- ▶ City-Owned Land
- ▶ Green Housing
- ▶ Partnership Opportunities
- ▶ Housing Opportunities Reserve Fund



- ▶ Family Housing
- ▶ Mixed Use
- ▶ Density
- ▶ Density Bonusing
- ▶ Mobile Home Parks
- ▶ Secondary Suites

STAKEHOLDER CONSULTATION

PROCESS

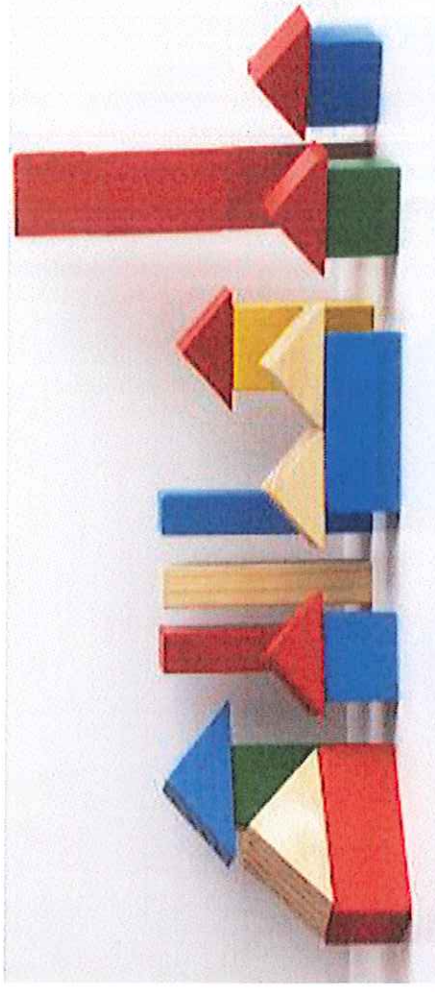


[P:\Policy_Planning\1200 COMMUNITY PLANNING\1200-40 Other Plans and Studies\1200-40 Housing Strategy\Website Documents\2011-04-06 Housing Strategy Actions flow chart.pdf](#)

- ▶ Housing Committee has worked on theme areas since 2009
- ▶ Interviews with rental housing stakeholders
 - ▶ Summer 2010 and Winter 2010/2011
 - ▶ Builders, managers, lenders, government agencies
- ▶ Stakeholder workshop October 6, 2010
- ▶ Community survey April / May 2011
- ▶ UDI Liaison meeting May 6, 2011

HOUSING COMMITTEE THEMES INCORPORATED INTO STRATEGY

- ▶ Promoting rental housing
- ▶ Family, student, senior, & disabilities housing supply
- ▶ Easing the development process
- ▶ Mixed land use opportunities
- ▶ Reducing cost & time
- ▶ Mobile home parks



Non Market Housing

Market Housing

MONTHLY \$ for SHELTER	< \$250	\$250-\$499	\$500-\$749	\$750-\$999	\$1,000-\$1,749	\$1,750-\$2,499	\$2,500+
Gross Annual Income	< \$10,000	\$10,000-\$19,999	\$20,000-\$29,999	\$30,000-\$39,999	\$40,000-\$69,999	\$70,000-\$99,999	\$100,000+
Housing Type	Homeless Shelters, Boarding Homes, Shared Housing	Supportive & Transitional Housing	Rent Geared to Income, Subsidized Rental & Affordable	Subsidized Rental or Owner & Market Rental	Starter Home Ownership and Low End of Market Housing	Mid-Market Housing	High End Housing
Estimated Deficit (-) or Surplus (+)	-6900 units				-6,000 units	+13,750 units	-820 units



Gospel Mission Men's Shelter



Alexandria - Gardner Women's Shelter



Penny Lane Youth Shelter



Willowridge



Cardington Apartments



Ozanam House



Apple Valley



Market Rental



Subsidized Family Rental



Verve



Dwell



Duplex



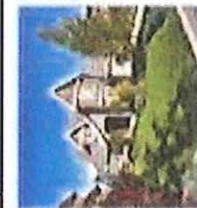
Camery Lofts



Single detached



Duplex



Single detached



Madison



Centuria

WHO ARE THESE PEOPLE?

Kelowna Service Requests:

- ✓11 single mums
- ✓11 singles (disabilities)
- ✓7 seniors
- ✓5 families
- ✓1 student



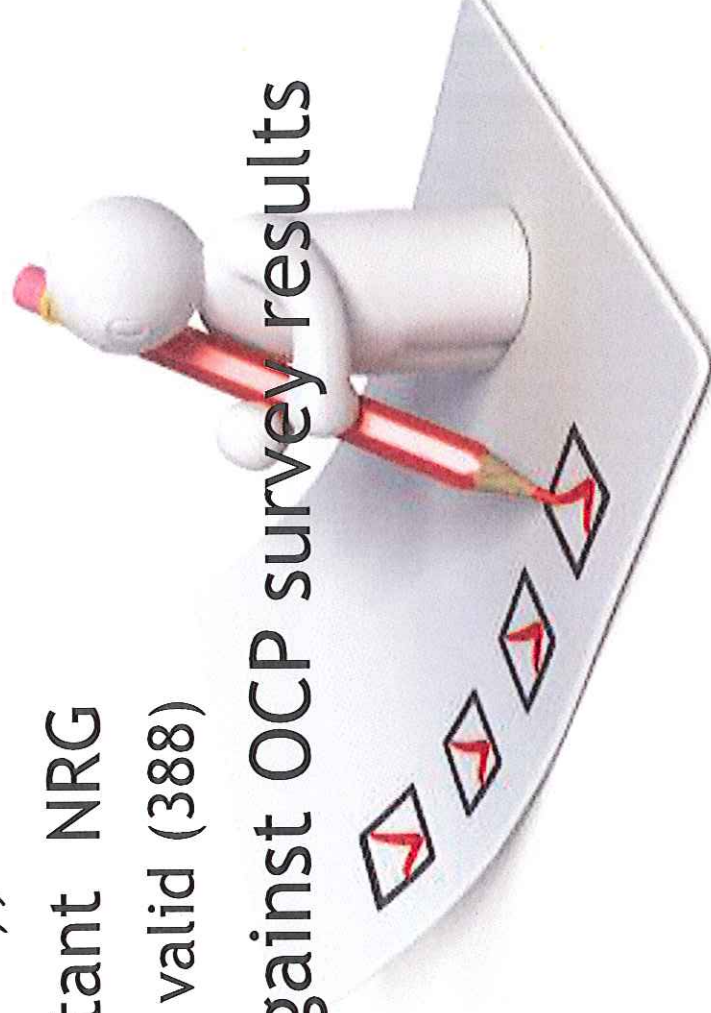
RESEARCH FINDINGS

- ▶ Complete shift in the housing market;
- ▶ Density bonusing isn't the tool for the present;
 - ▶ OCP allows sufficient density for growth
 - ▶ Unsold existing housing stock
- ▶ Kelowna housing supply shows significant inequity with economic distribution of Kelowna households
 - ▶ Long term rental housing is still key



SURVEY RESULTS

- ▶ 2 housing survey releases
 - ▶ one on-line (197); &
 - ▶ one by consultant NRG
 - ▶ -statistically valid (388)
- ▶ Comparable against OCP survey results



COMMUNITY FEEDBACK: PREFERRED HOUSING



On Line

80% single detached 1st

other choices as follows:

Townhouses 41 %

Side by side duplex 33%

Carriage home 25%

Apartment <5 storeys 23 %

Apartment 5+ storeys 20%

$\frac{1}{2}$ of these can't afford high rise

Secondary suite 14%

NRG

77% single detached 1st

choice

2nd Choice:

Townhouse 39%

Duplex/multiplex 31%

Carriage house 16%

Apartment 31%

Secondary suite 11%

COMMUNITY FEEDBACK - GREATEST CHALLENGE

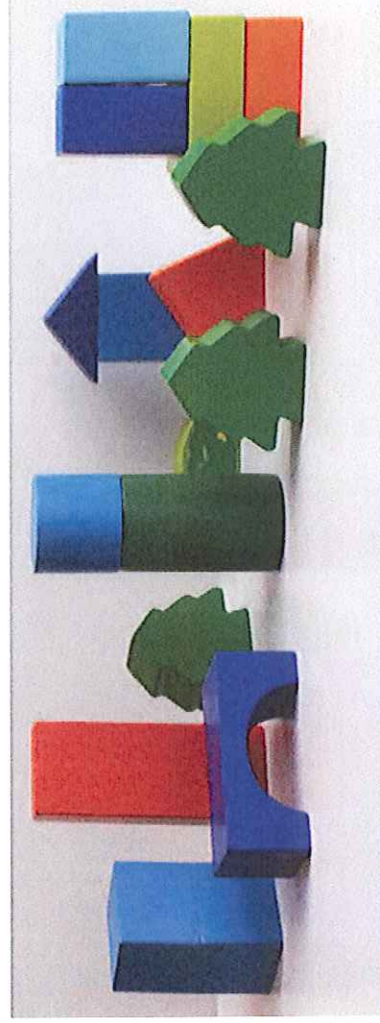
Online: (193)

NRG (388)

- ▶ Cost of housing 81%
- ▶ Not enough rentals 40%
- ▶ Restrictions on occupancy 39%
- ▶ Cost of housing 78%
- ▶ Not enough rentals 42%
- ▶ Restrictions on occupancy 47%

- Not enough rentals 40% ► Not enough rentals 42%

- Restrictions on occupancy 39%



ANNUAL CITY SPENDING ON HOUSING

Online: 197

NRG: 388

- ▶ 76% thought it should increase
 - ▶ 53% said over \$1 million
 - ▶ 42% said between ½ to \$1 million
 - ▶ 5% said it should be <\$ half million
- ▶ 10% wanted a decrease

- ▶ 63% favoured an increase
- ▶ 6% thought it should decrease



WHAT WE HEARD: STAKEHOLDERS & SURVEY

- ▶ DCCs make a big difference in rental housing situations
- ▶ Desire for diverse housing options; e.g.: more ground-oriented housing choices; mixed use
- ▶ Support for the City's investment in affordable housing (fund & land purchases)
- ▶ Anything to reduce time & cost of process is key



RENTAL HOUSING SUPPLY: SHORT TERM STRATEGY

- ▶ Rental housing does not achieve a profit the 1st 10 years (in most cases)
- ▶ We have some great opportunities in our market right now; This window is *2 years or less...*
- ↑ Rental Supply = Kelowna developers + Kelowna housing market
- ▶ Source: Housing Opportunities Reserve Fund
- ▶ Opportunity is disappearing due to condo market

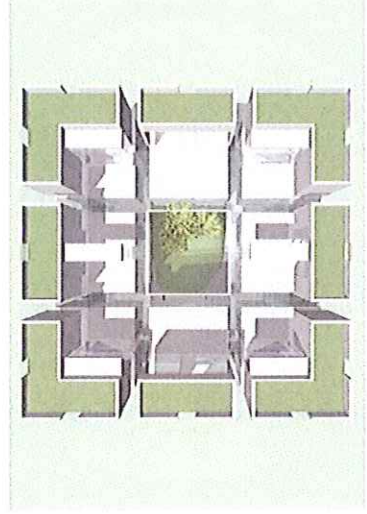


LONG TERM IDEAS:

- ▶ Consultation, research, Housing Committee
- ▶ Reward housing we need that conforms to the OCP,
 - ▶ reduce process & cost;
- ▶ More flexibility in Zoning Bylaw (e.g. live-work; multi housing options; rental housing)
- ▶ Continuing & expanding financial, partnership & advocacy commitments by the City

SOME NEWER IDEAS

- ▶ Focusing on the urban core
- ▶ Adjust zoning to allow more multi-housing options;
 - ▶ e.g.:courtyard housing,
<http://www.courtyardhousing.org/inner/I-048B.pdf>
<http://www.courtyardhousing.org/eastern/E-003A.pdf>
 - ▶ fee simple townhouses



Images: Courtyard
housing in Portland,
Oregon



SECONDARY SUITES - SURVEY RESULTS

Online: 197

NRG: 388

- ▶ 80% (158) of all respondents agreed to allowing legal suites that meet all City requirements in their own neighbourhood.
- ▶ 79% (156) agreed that suites should be allowed in more neighbourhoods
- ▶ of 332 respondents; 72% (239) agreed to “allow suites in my neighbourhood”
- ▶ 66% (256) favoured permitting suites in more neighbourhoods



OCP Survey 2 (2008) results: 64 % (388) support secondary suites in all single family neighbourhoods; Of these, 116 would support with “refinements”



FOR DISCUSSION & COUNCIL FEEDBACK:

- ▶ Increasing annual taxation commitment to Housing Opportunities Reserve Fund
 - ▶ from \$200,000 to \$500,000
 - ▶ Short term: 2 years & report back
 - ▶ For rental housing assistance on case by case basis
- ▶ Ground oriented density comparison to high rise
- ▶ Reducing process e.g.: public hearings; APC
- ▶ Augmenting density in Zoning By-law review
 - ▶ Different forms of multi housing/urban core & designated areas
 - ▶ Will we need density bonuses?
- ▶ Expanding areas for secondary suites



Shape your neighbourhood It's nice to have a little variety

It's time to rethink the future of housing.
As our city grows and diversifies, it will take all types of housing to make
healthy and affordable neighbourhoods.

The City of Kelowna is developing a new housing strategy and would like your input.
It's time to have your say.

