



Takoma Park City Council Meeting – March 21, 2018 Agenda Item 4

Work Session

Discussion of Draft Housing and Economic Development Strategic Plan Recommendations

Recommended Council Action

None – discussion only

Context with Key Issues

This is the first in a series of three discussions that have been scheduled to provide the City Council with the opportunity to review the recommendations included in the DRAFT Housing and Economic Development Strategic Plan (October 18, 2017) and develop a plan for the implementation of selected recommendations prior to the adoption of the finalized plan.

The recommendations identified in the draft plan are grouped into six distinct areas of focus: Increased Economic Development Capacity; Business Attraction; Business Retention and Expansion; Entrepreneurship and Small Business; Workforce Development; and the Preservation and Expansion of Housing Options. Included within each of these focus areas are recommendations designed to streamline existing programs, catalyze investment, and/or leverage resources to advance the Council's housing and economic development goals. The recommendations also address the need to formalize relationships with nearby jurisdictions, ensure affordable and stable housing options, and provide programming to make the City more welcoming to both residents and the business community.

During the March 21 Work Session, staff will provide an overview of the recommendations included in the draft plan and outline a tentative implementation schedule. The Council will be asked to identify the recommendations/efforts/approaches it would like to pursue. The guidance provided during this discussion will be used to refine the recommendations and develop a more specific implementation plan and schedule which will be presented to the Council for consideration on April 11. The strategic plan and implementation plan will be finalized and presented to the Council for adoption in May.

Council Priority

- "A Livable Community for All" with the goal of ensuring that a range of safe, quality, and stable housing options are available for residents of varying incomes.
- "Advancement of its Economic Development Efforts" with a goal of attracting new businesses to the community and preparing for economic development within the City and the region.

Environmental Impact of Action

TBD – We believe the recommendations included in the Strategic Plan, once finalized and adopted by the Council, will identify opportunities for improving the environment, including saving energy and improving water quality as part of redevelopment, and minimizing transportation distances to goods and services.

Fiscal Impact of Action

TBD – The initial cost of working on these efforts could be substantial for the City, including additional personnel, contracts for services and use of funds from the Housing Reserve to leverage projects. In the long run, these efforts are needed to build a strong economic base for Takoma Park which in turn will provide funds for the City services needed for an improved and equitable quality of life in the community.

Racial Equity Impact of Action

TBD - We believe the recommendations included in the Strategic Plan, once finalized and adopted by the Council, will identify opportunities that will positively impact people of color, including immigrants and refugees.

Attachments and Links

- DRAFT Housing and Economic Development Strategic Plan: Overall Recommendations
- [Project Page: Housing and Economic Development Strategic Plan](#)
- [Strategic Plan \(October 18, 2017 DRAFT\)](#)

City of Takoma Park

DRAFT Housing and Economic Development Strategic Plan

Overall Recommendations

The recommendations below are structured according to the objective of housing and economic development: increased economic development capacity, business attraction, business retention and expansion, entrepreneurship support, workforce development, and preservation and expansion of housing. Recommendations for the development of new affordable housing are built into the category of business attraction, because any new development of housing is likely to be mixed-use and therefore tied to the development of commercial buildings. (Draft Strategic Plan, pages 7 - 8)

Increase Economic Development Capacity

- Create a Bi – County BID Along the Takoma Langley Crossroads/New Hampshire Avenue Corridor
- Establish an Economic Development Unit within the City

Business Attraction

- Infrastructure Improvements to Improve Pedestrian, Bike, and Transit Access in Takoma Langley Crossroads and New Hampshire Avenue
- Special Taxing District
- Grow the Takoma Park Housing Reserve Fund
- Neighborhood BusinessWorks Loan Program
- Assess a Higher Fee on Vacant Structures
- Facilitate the Creation of a Community Land Trust
- Partner with Washington Adventist Hospital
- Utilize Benefits Provided by Enterprise Zone to Encourage Business Investment
- Promote High Density Development in Targeted Areas
- Market Development Opportunity in the Takoma/Langley Crossroads Area

Business Retention and Expansion

- Outreach Campaign to Business Community
- Review Personal Property Tax

Entrepreneurship and Small Business

- Create Spaces to Start
- Expand Knowledge of Financing Options
- Business Familiarization

Workforce Development

- Increase Access to Training

Preservation and Expansion of Housing Options

- Preservation and Expansion of Housing
- Amend the Rent Stabilization Ordinance
- Modify the City's PILOT Program
- Aggressively Enforce the Rental Licensing Program Requirements
- Assess a Higher Fee on Vacant Structures
- Explore the Feasibility of Non-profit Management Organizations
- Modify the Tenant Opportunity to Purchase Program
- Modify the Home Stretch Down Payment Assistance Program
- Apply for State HOME Program Funds for Housing Rehabilitation
- Continue the Tenant Rights Workshops
- Continue the Tenant/Landlord Program
- Encourage the Development of Accessory Dwelling Units

DRAFT October 18, 2017