

Consent	CITY OF MILPITAS - CITY COUNCIL AGENDA REQUEST AND SUMMARY (ARS)				Item No.
X					
MEETING OF:	X	City Council	RDA	MEETING DATE:	8.5.08
CATEGORY (check one)					(N/C = Not Consent)
<input type="checkbox"/>	Public Hearing (N/C)		<input type="checkbox"/>	Ordinance: 2nd reading (Adoption)	
<input type="checkbox"/>	Unfinished Business (N/C)		<input type="checkbox"/>	Ordinance: (Urgency) (N/C)	
x	Report of: Economic Development Commission		<input type="checkbox"/>	Resolution	
<input type="checkbox"/>	New Business		<input type="checkbox"/>	Bid/Contract	
<input type="checkbox"/>	Ordinance: 1st reading (Introduction) (N/C)		<input type="checkbox"/>	Claim/Demand	

Economic Development Commission Review of Housing Market Study (Staff Contact: Diana Whitecar, x3059)

Background: In response to the City Council direction on March 4, 2008, the Economic Development Commission reviewed the Housing Market Study (HMS) at its meeting on April 14, 2008. The primary area of EDC review was to evaluate the HMS as it relates to the Citywide Economic Development Strategy.

The Strategy addresses housing in its Goal 3 “Balance Housing Supply with Demand for Housing by Local Workers” and in two Implementation Strategies – “Enhance the range of housing choices and neighborhoods including executive market-rate housing, through the implementation of the Housing Element and the Midtown Plan” and “Build upon existing City – led programs to increase all types of housing as well as affordable, owner-occupied housing”. The Commission remains committed to the need for a variety of housing types, especially the need for more high-end housing that will strengthen the local business community. In particular, the Commission requests that the City explore the opportunity sites identified in the Housing Market Study to provide a broader range of housing for executives and CEO’s.

In their discussion of the HMS, the Commission heard a request of Richard Ruth to ask the City Council to initiate hillside planning measures allowing higher density housing development up to the Urban Growth Boundary. This agrees with the spirit of the Commissions’ implementation strategy for more single family executive market-rate housing.

Commissioners decided that another focus for executive style housing could be the Midtown area, as it holds the potential of creating other accoutrements that go along with executive housing decisions, such as lifestyle oriented shopping and entertainment; this is consistent with the vision of the Midtown Specific Plan.

The Commission appreciates the opportunity to review the Housing Market Study

Fiscal Impact: There is no fiscal impact associated with this action.

Recommendation: The Commission finds the Housing Market Study recommendations consistent with the Goals and Implementation Strategies of the Economic Strategic Action Plan and requests that the Council direct staff to explore the opportunity sites identified in the Housing Market Study to provide a broader range of housing for executives and CEO’s..

ATTACHMENTS:

No
Yes (*list below*)

Budget Change Form
(Requests for funds, moving money, grant, etc.)

SEND AGENDA TO:	Attachments	
	Yes	No
Felix Reliford		

SUBMITTED BY	DEPT. HEAD APPROVAL
Diana Whitecar	Name