

HOUSING ADVOCACY + COLLECTIVE IMPACT

SUPPORTING HOUSING AFFORDABILITY,
DIVERSITY AND SUPPLY IN LANE COUNTY

Kaarin Knudson, AIA

Better Housing Together

May 25, 2023

House Committee on Housing and Homelessness

Chair, Representative Maxine Dexter

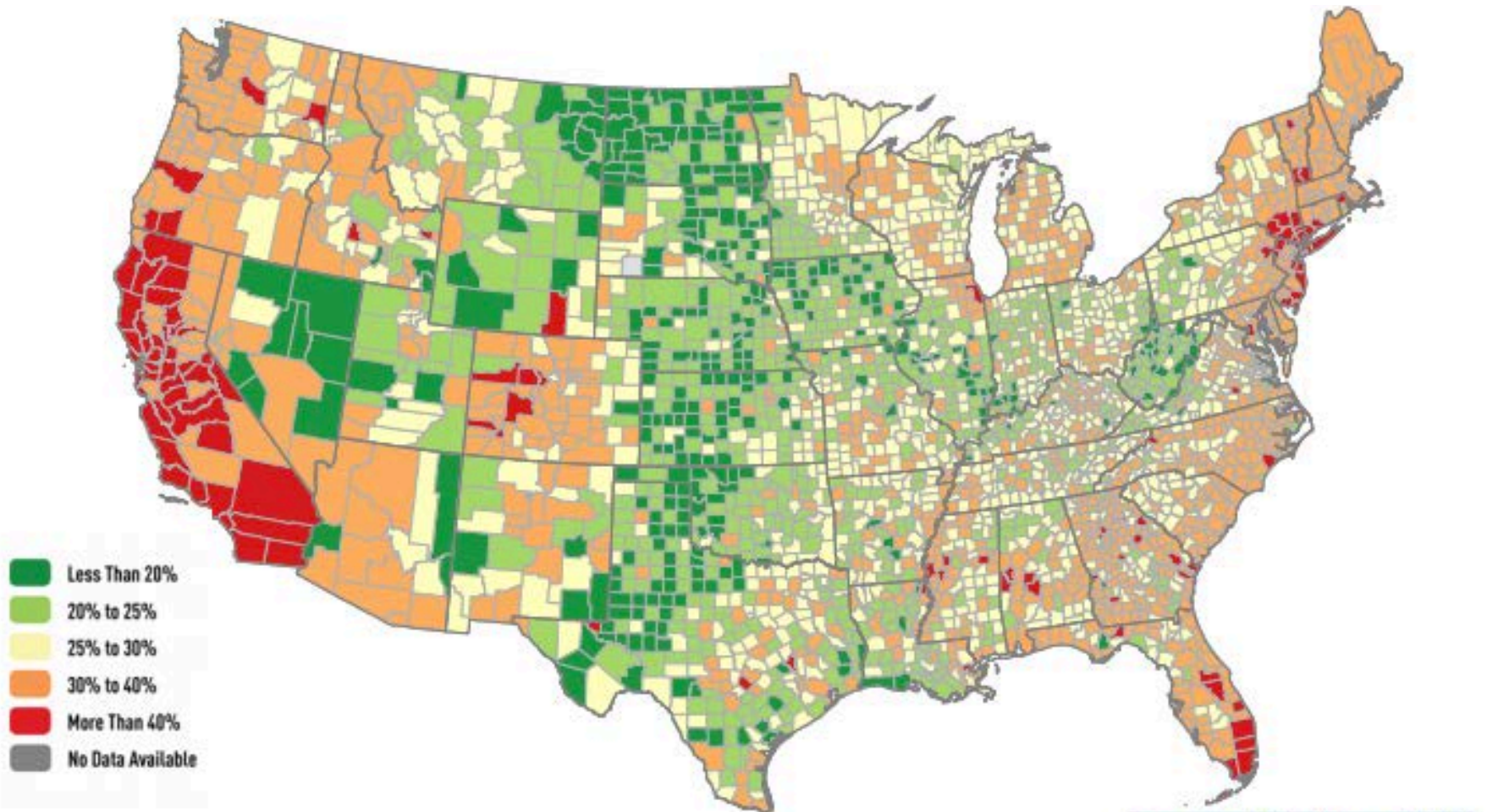
Who is Better Housing Together?

Founded in 2017, we work collaboratively to increase housing affordability, diversity and supply in Lane County.

We are the only multi-sector, community-led advocacy organization addressing Lane County's housing crisis.



% HOUSEHOLDS COST-BURDENED BY HOUSING



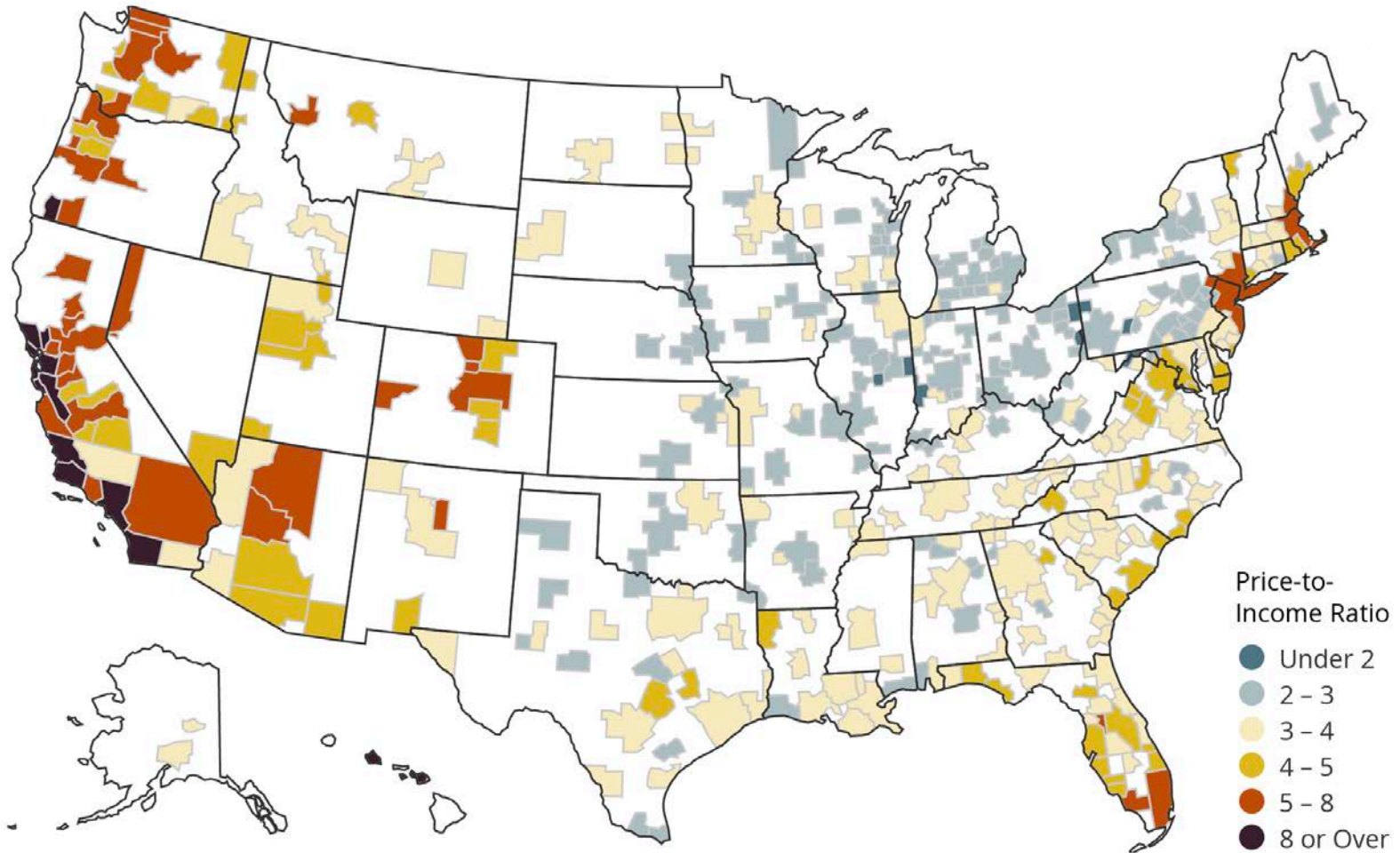
Housing Cost-Burden:

Paying more than 30% of your income for housing

Severe Cost-Burden: >50%

Source: St. Louis Federal Reserve GEOFRED

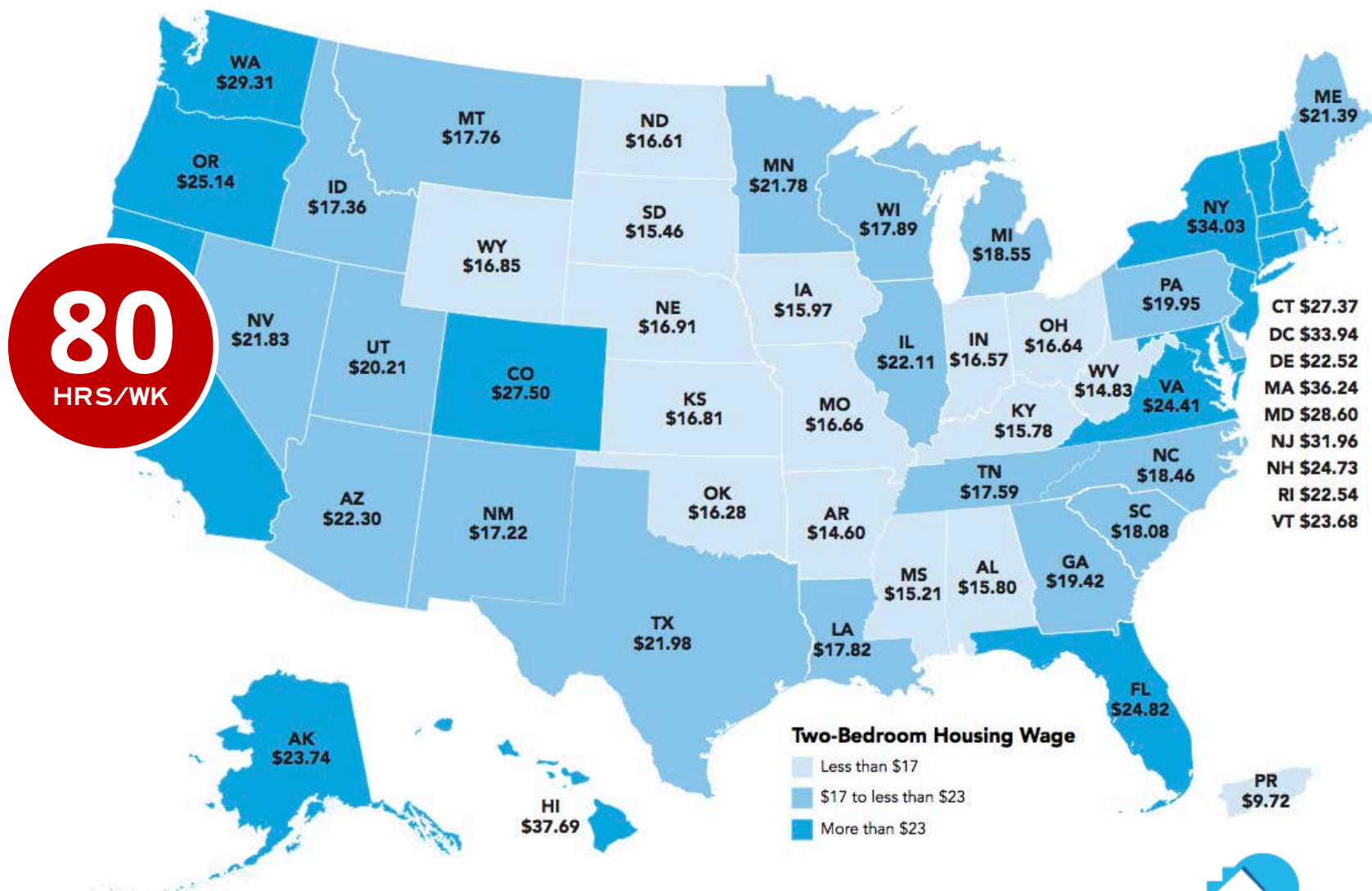
AVERAGE PRICE: INCOME RATIO BY METRO AREA

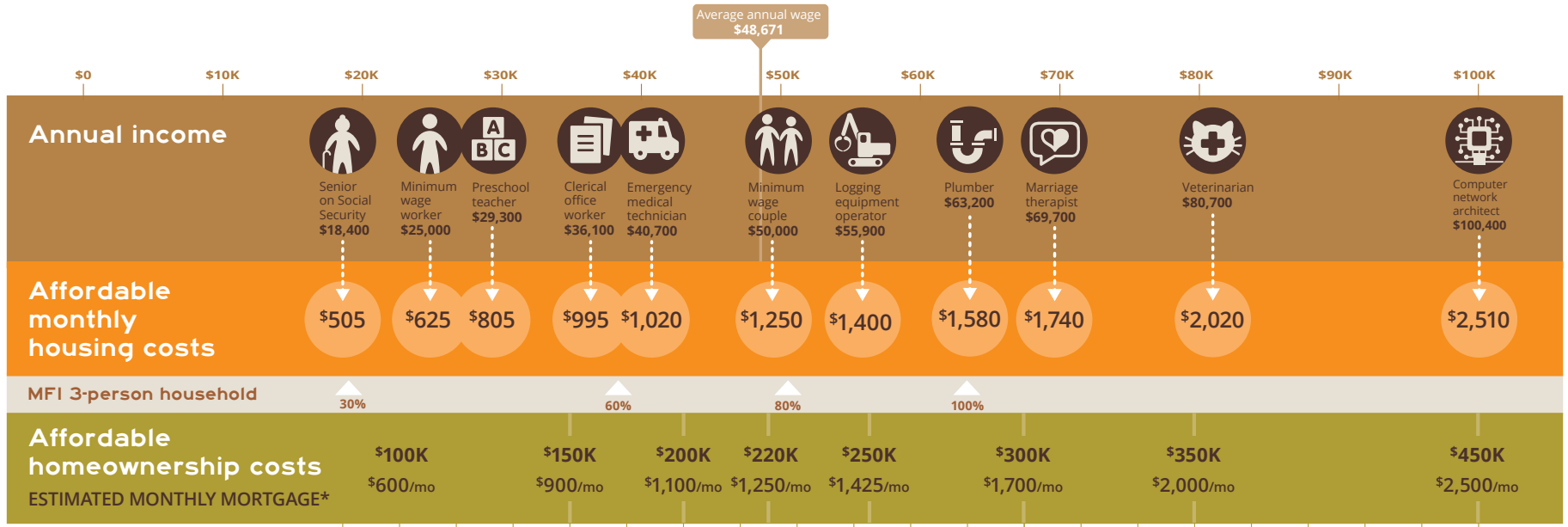


Price-to-Income Ratio

The number of years of annual income needed to afford a median home. The greater the ratio, the less affordability.

MINIMUM WAGE TO AFFORD AN APARTMENT





* Monthly mortgage estimated based on calculations of 30-year



HOUSING DISCRIMINATION IS REAL

It affects people for generations

HOMEOWNERSHIP IS A KEY TO BUILDING WEALTH



HOW IT HAPPENED: RESTRICTIVE, EXCLUSIONARY ZONING

A short history of housing discrimination

1900s: African-Americans prohibited from moving into majority white areas through locally adopted zoning

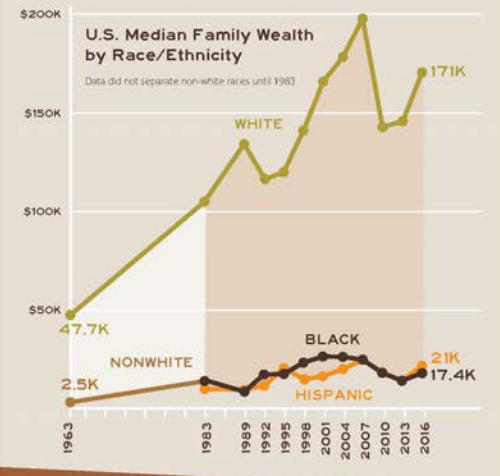
1920-1948: Racially discriminatory covenants prohibited the purchase, sale or occupation of property by non-whites

"No person of any race other than the Caucasian race shall use or occupy any building or any lot, except that this covenant shall not prevent occupancy by domestic servants of a different race domiciled with an owner or tenant." —from 1947 deed in Eugene, Oregon

1933-1968: Federal redlining programs target Black and immigrant communities; Civil Rights era and passage of Fair Housing Act

1970-present: Local discrimination continues through income-based tactics, land use processes, and exclusionary zoning

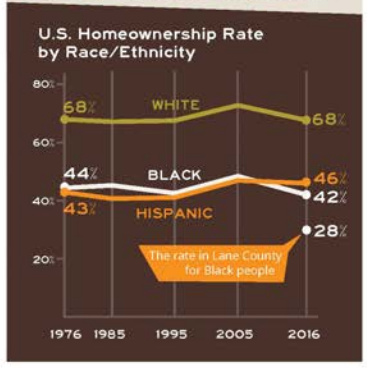
LESS HOMEOWNERSHIP = LESS WEALTH IN BIPOC HOUSEHOLDS



Racial disparities in homeownership and wealth did not emerge by chance. Structural inequality is the result of ongoing discrimination in federal, state and local housing policy with affects felt for generations.

Racial wealth disparity is as high or higher than it was in 1963.

HOMEOWNERSHIP RATES: VERY LITTLE CHANGE SINCE CIVIL RIGHTS ERA



ACTIONS TO SUPPORT EQUITABLE HOUSING

- ✓ Expand Middle Housing options in all neighborhoods/areas and eliminate exclusionary zoning
- ✓ Support a "Deeper Affordability" density bonus for Affordable Housing
- ✓ Expand access to small mortgage programs
- ✓ Reverse policies that break up Black communities
- ✓ Support public investments in BIPOC neighborhoods



SOURCES + MORE INFORMATION:
 Urban Institute Housing Finance Policy Center, 2017
 Oregon Housing & Community Services, 2019
 US Census / American Community Survey
 State of Black Oregon Report, 2015
 Federal Reserve
 City of Eugene Relocating Project
 UCB Urban Displacement Project



MIDDLE HOUSING HELPS PEOPLE



Let's say YES to solutions

MIDDLE HOUSING HELPS PEOPLE



WHAT IS MIDDLE HOUSING?

In Oregon, "Middle Housing" refers to 5 common housing types that are like single-family homes: the duplex, triplex, quad, cottage cluster, and townhome. These are traditional, well-loved American housing types that have long served a diversity of household sizes and income levels. We haven't built many of them since the mid-20th century when single-family-only zoning segregated communities.

OUR HOUSING CRISIS NEEDS SOLUTIONS

We have a local housing crisis, one of the worst in the country. The median family home price in Eugene is now \$451,000, the average rent is \$1,300/month, and the housing provided has not changed to meet our demographics or community wages. Working families cannot afford to live here. The breadth and depth of the housing crisis is destabilizing our community.



HOW MIDDLE HOUSING CAN HELP

CUSTOM SOLUTIONS FOR EUGENE

Eugene's unanimous Planning Commission recommendation encourages climate-responsive homes and Affordable Housing outcomes – things that our community values. Over decades, Middle Housing will increase the housing diversity in Eugene's neighborhoods and create smaller and more affordable homes.

Other Oregon cities that customized their code to exceed the state's standards:

- | | | | |
|--------|-----------|----------|-------------|
| Albany | Gresham | Newberg | Salem |
| Bend | Milwaukie | Portland | Springfield |

Planning Commission Recommendation

- ✓ SMALLER LOTS TO LOWER COSTS
- ✓ AFFORDABLE HOUSING (income-qualified)
- ✓ SMALL HOMES (energy-efficient)
- ✓ TRANSIT-ORIENTED (car-free options)
- ✓ DETACHED PLEXES (address trees, slopes and existing structures)

OUR NEIGHBORS NEED MIDDLE HOUSING

More than **90%** of our residential areas are now restricted to single-family-only housing

Only **1 in 4** households are a couple with school-aged children at home

Our community needs much more housing for single- and two-person households and families without children at home.

HOW CAN LAND USE SUPPORT MORE AFFORDABLE HOUSING?

Land is the most expensive component of housing construction. Costs can be lowered by:

- ✓ Using land more efficiently – sharing land among multiple homes
- ✓ Building smaller, efficient homes – detached or attached units
- ✓ Eliminating mandated parking development – one parking space can increase costs by 12.5% per unit

The Planning Commission recommendation includes an incentive that allows income-qualified housing to have smaller lots, making projects more feasible for the nonprofits that build them.

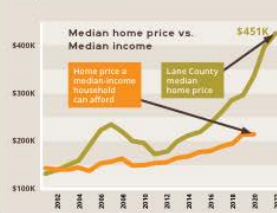
COMMUNITY DISCUSSES MIDDLE HOUSING FOR FIVE YEARS

It started with public events in 2017 and Oregon's new ADU laws. In 2018 and 2019, community meetings and programs focused on affordability and what was missing locally. Then, in 2019, the passage of HB2001 re-legalized Middle Housing throughout Oregon. State standards were adopted, and Eugene began its public process on a custom Middle Housing code in summer 2020.

DIVERSE LOCAL VOICES HEARD



Following the Legislature's passage of HB2001, the Planning Commission began an intensive two-year process that included some innovative approaches, like the "Healthy Democracy" panel. Typically, residents who engage with extensive housing policy processes are white male homeowners. The Healthy Democracy process involved a representative cross-section of the community over 10 months. With guidance from this group, other public input, and technical analysis (in 40 public meetings), the Planning Commission unanimously recommended the proposed Middle Housing Code.



INCREMENTAL CHANGE



Middle housing already exists in most Eugene neighborhoods, and it is similar in scale to existing housing. Middle Housing is not large apartment buildings.

The Middle Housing recommendation includes a 35' maximum height limit, which is only 5' taller than the current, 30' single-family zoning height. The recommended lot coverage is 75%, in comparison with the 50% lot coverage with single-family zoning, to account for feasible projects and typical house plan organizations on smaller lots.

Eugene needs more Middle Housing today, but change will be slow. In an economic analysis, EcoNorthwest concluded that Middle Housing will be built very incrementally across all neighborhoods. Though it will take many years, these changes allow our typical housing to be better aligned with community needs and more resilient to change.



HOW HOUSING IS BUILT

Housing creation is informed and regulated by many layers after land use and residential development standards, including building and structural code, energy code, stormwater code, tree preservation standards, public works standards, and Fair Housing or the ADA, among others. Dan Parolek, who coined the term "Middle Housing," spoke to this diagram in Eugene in 2017. We create housing when zoning, financing, and demand overlap.



BetterHousingTogether.org

Yes!

PART OF THE USA TODAY NETWORK

Eugene and Springfield take steps to spur 'middle' housing

Megan Banta Eugene Register-Guard
USA TODAY NETWORK

Regulatory barriers are impacting the housing supply in Eugene, an expert in development and housing told city officials Monday night. Tyler Bump, a project director with ECONorthwest, said the feasibility of "middle



Yes!

AFFORDABLE HOUSING ACTION PLAN

Expanding Housing Affordability, Diversity and Supply

**Lane County Board of Commissioners Approve
Affordable Housing Plan**

By MELORIE BEGAY • DEC 17, 2020



**better
HOUSING
together**



LANE COUNTY
December 2020

The Register-Guard

Eugene council approves construction excise tax

By [Christian Hill](#)

Posted Apr 9, 2019 at 12:01 AM

Updated Apr 9, 2019 at 7:17 PM

The new tax, which takes effect July 1, is aimed at generating revenue to provide more public subsidies to make new housing more affordable.

Eugene city councilors narrowly approved late Monday night an excise tax on new home and commercial construction to help pay for affordable housing.

The vote, which caps two years of discussions that included housing advocates and developers, represents the most significant policy move to date by elected leaders to attract more publicly subsidized housing. There's ongoing concern that market home prices and rents in Eugene have become unaffordable for many residents.

The council made two major changes to the proposed tax before approving it, both reducing the tax rate and removing a cap on the maximum amount a developer would pay in tax on a single or multi-phase development.

The deciding vote was 5-3. Councilors Claire Syrett, Betty Taylor and Alan Zelenka voted no.

"This is a solid step in the right direction," Kaarin Knudson, project lead for Better Housing Together, a local coalition working to make housing more affordable in the city, said Tuesday. "It's important that our City Council take meaningful action to address the housing crisis."

Ed McMahon, Home Builders Association of Lane County executive vice



City of Eugene

Affordable Housing Trust Fund (AHTF)

Fact Sheet

Investing in Affordable Housing

A dedicated source of funding for affordable housing in Eugene

Eugene's AHTF pays for projects and programs that increase availability and access to owner and renter occupied housing that is affordable to middle- and low-income community members.

The AHTF is funded by a local Construction Excise Tax (CET). The Eugene City Council passed [Ordinance No. 20609](#) establishing the CET for affordable housing in 2019. The CET collects 0.5% on the construction of new structures and additions to existing structures in Eugene.

The Ordinance also created a community member advisory committee to advise City staff on the use of the AHTF.

CET revenue changes from year to year based on demand for construction. The City Council also makes annual general fund contributions to the AHTF.

	CET	Council General Fund	Total AHTF
FY21	\$300,000	\$500,000	\$800,000
FY22	\$1,140,000	\$500,000	\$1,640,000

Most of the AHTF (75%) goes toward housing development; 25% goes toward direct assistance to renters and homeowners to help increase access to housing.

AHTF Highlights 2020 – 2022

- \$1.3 million from AHTF will leverage more than \$48 million to support new affordable housing in Eugene
- Supporting creation of 130 new rental units and 70 new owner-occupied tiny homes
- Kept over 100 local families and individuals in their homes in the wake of the pandemic with rental assistance and foreclosure prevention funds

Learn more at: eugene-or.gov/affordablehousingfund

Yes!

AHTF Funded Projects

- Grove on Garden Way – 122 rental units
- Peace Village – 70 owner-occupied tiny homes
- Green Lane Veteran's Housing – 10 transitional units and services for homeless vets
- Rental assistance – 93 households assisted
- Foreclosure prevention – 5 households assisted (5 more in progress)
- Homeownership assistance – starting in 2022, down payment assistance affirmatively marketed to Black, Indigenous and People of Color
- Rental access/support – starting in 2022, supporting tenant hotline and rental housing navigation services



With help!
ADU Architects



Eugene updates city code on Accessory Dwelling Units; free designs available

by News Staff | Wednesday, September 29th 2021



SHED ROOF OPTION

One of the two pre-approved, free designs for an accessory dwelling unit unveiled Thursday by the City of Eugene. The goal: to incentivize and streamline construction of small homes seen as critical in responding to the City's housing crisis. (City of Eugene)

A large audience is seated at round tables in a conference room. In the background, a presentation screen displays the text "HOUSING Together". The room has a modern design with recessed ceiling lights and large windows on the left side. The overall atmosphere is professional and focused.

WHAT'S NEXT:

- **Downtown + Workforce Housing**
- **Solutions for Our Unhoused**
- **Support for Supply Innovation**

THANK YOU

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