

Re-Framing Housing Availability and Affordability: The YIMBY Movement

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Re-Framing Housing Availability and Affordability

We are not building enough housing

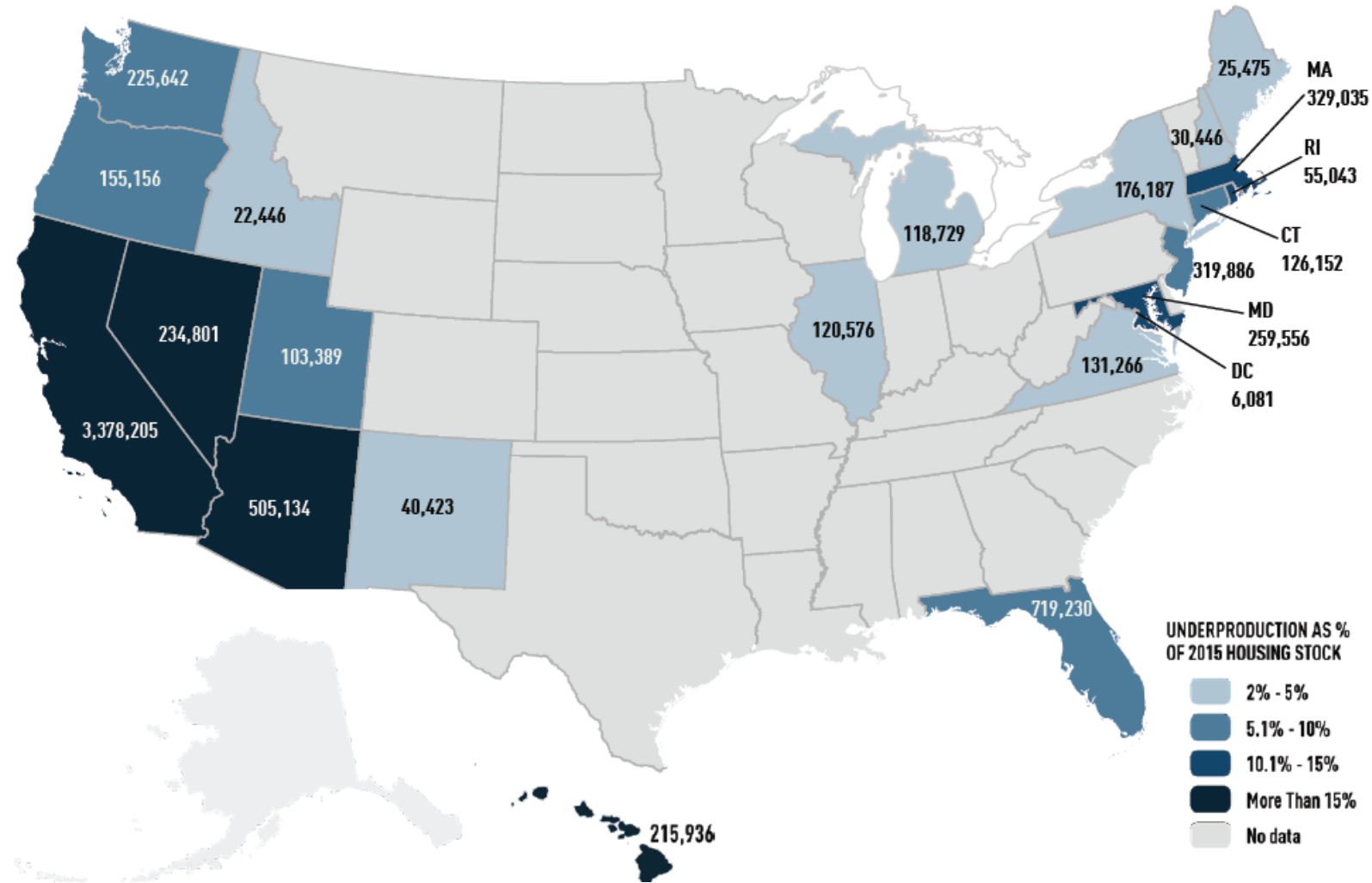
We know what needs to be done

We need to convert (some) NIMBYs to YIMBYs

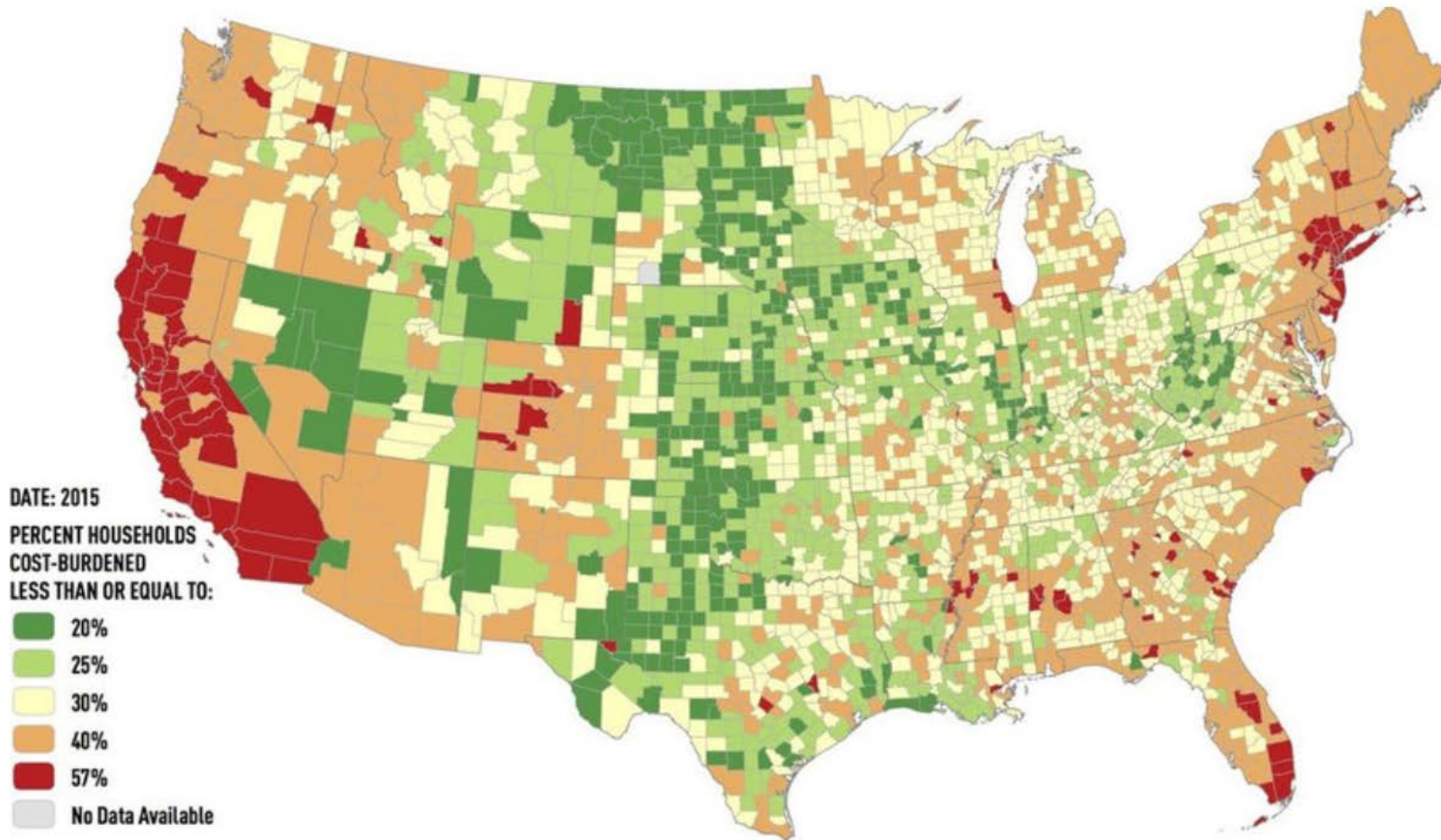
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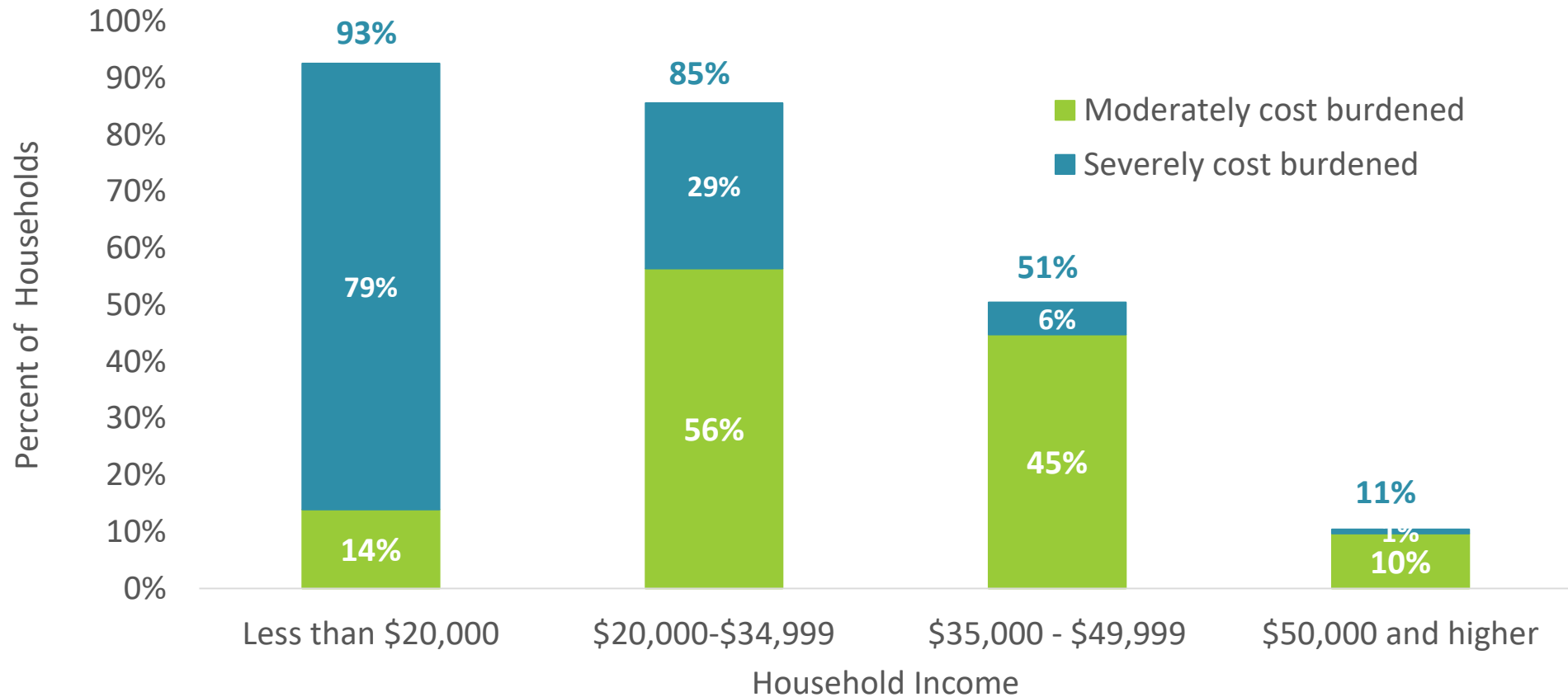


Housing affordability challenges are on the rise across the country



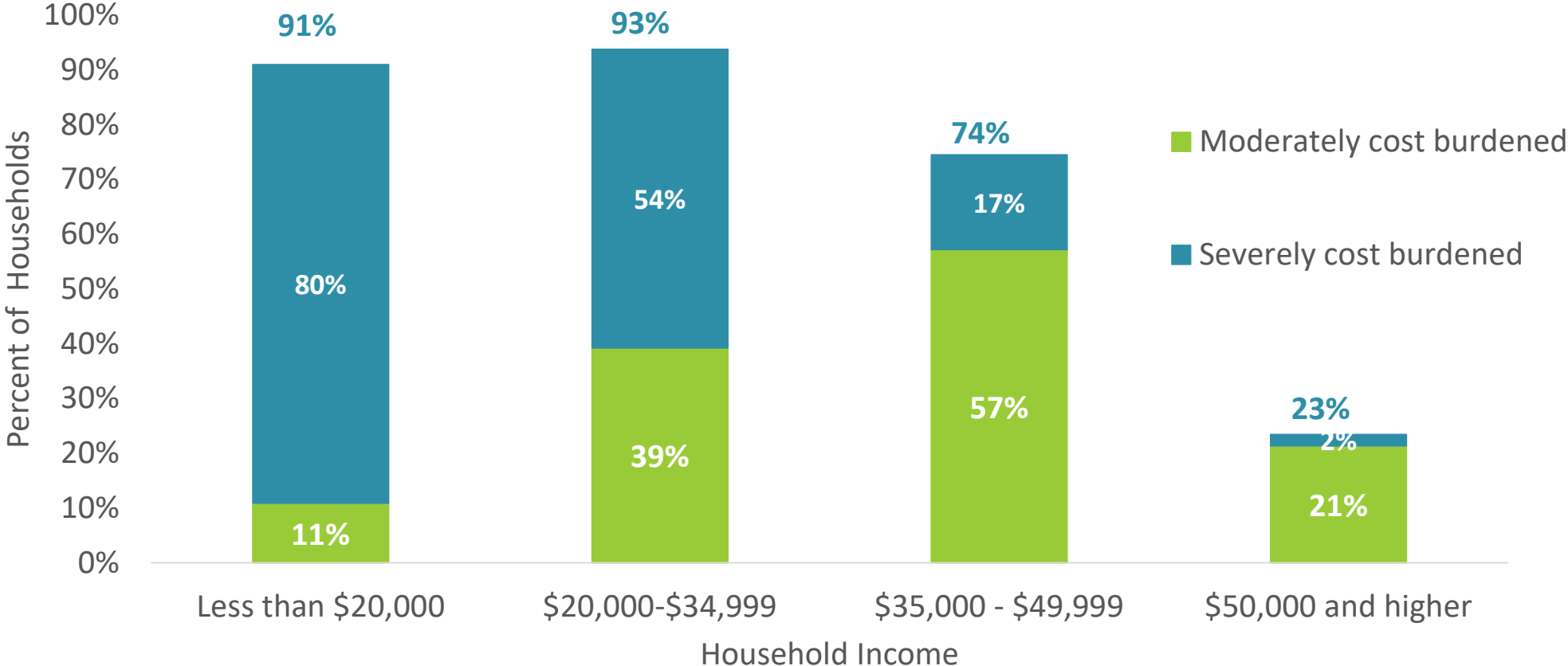
Housing Cost Burden by Income

Tampa Bay Metro Area



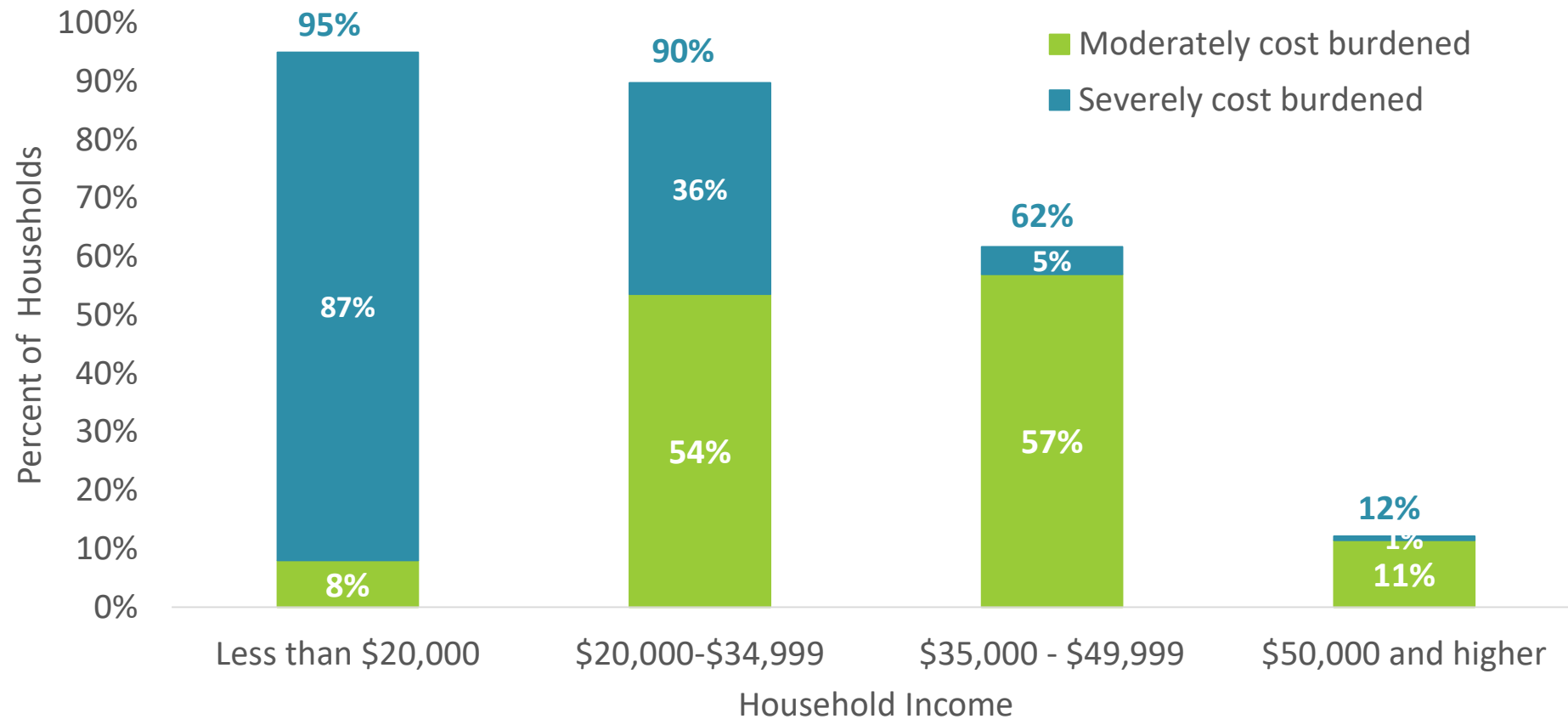
Housing Cost Burden by Income

Miami Metro Area

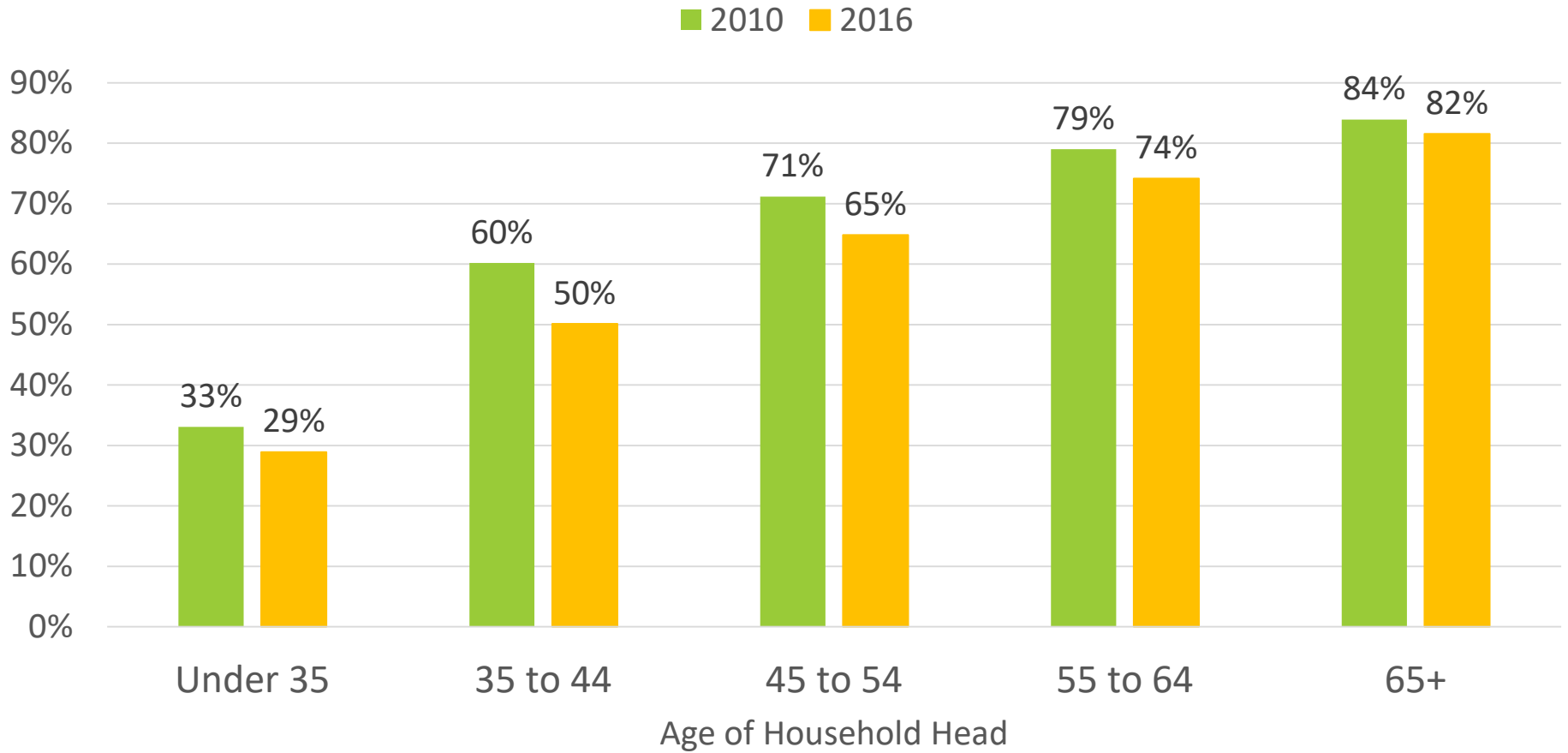


Source: U.S. Census Bureau, 2016 American Community Survey

Housing Cost Burden by Income Orlando



Home Ownership by Age Group Florida



What are the implications of an insufficient supply of housing?

**Nationally,
\$1.6 trillion a year in
lost wages and
productivity**

What are the implications of an insufficient supply of housing?

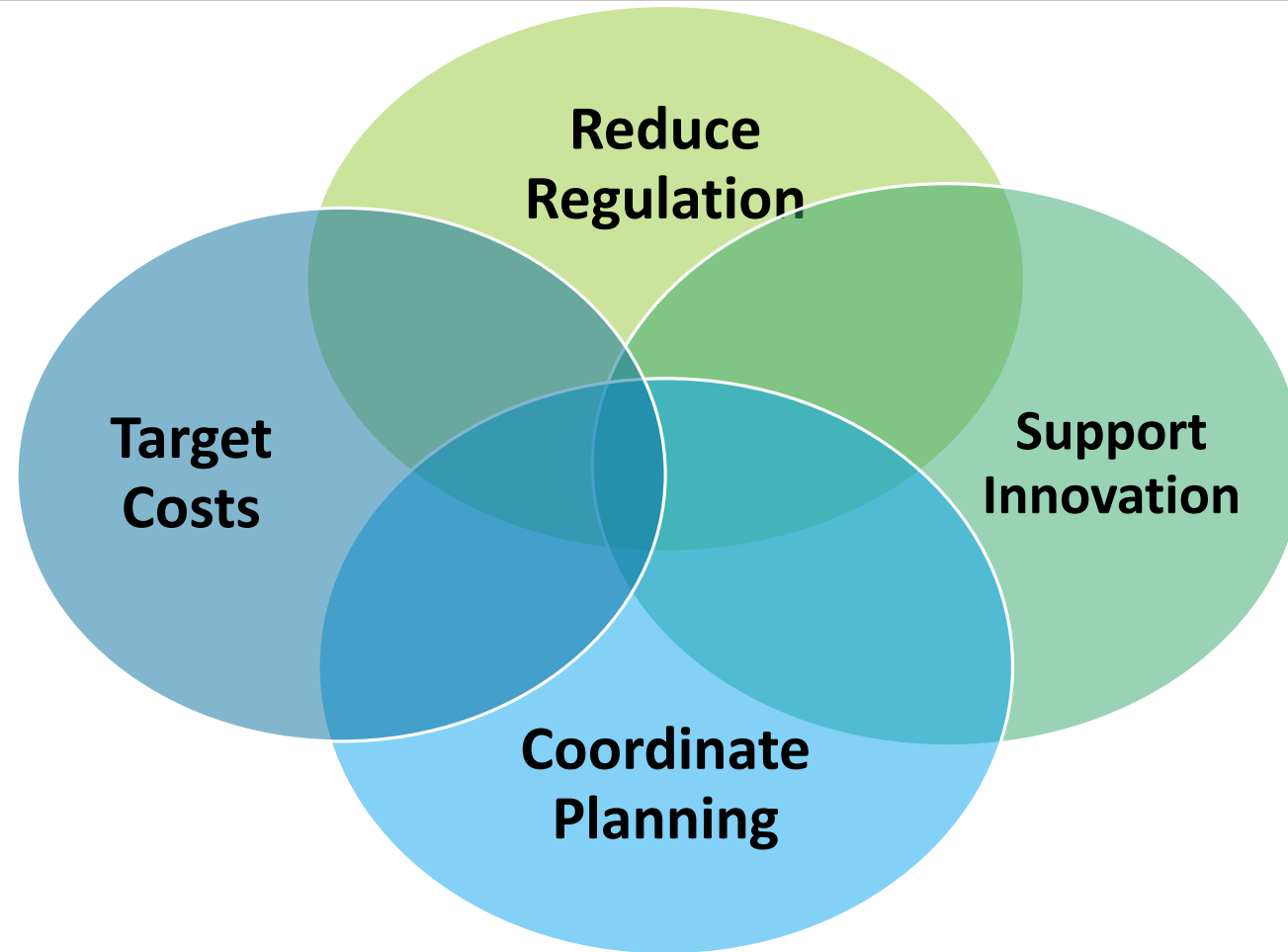
At the local level, hard data and anecdotes from businesses and workers demonstrate that more housing options:

- Helps people both live and work in the community, leading to shorter commutes and less traffic
- Makes it easier to attract and retain workers
- Promotes income integration, which is associated with faster overall economic growth
- Broadens the tax base

Why aren't we building enough housing?

- Expensive **land** and/or a lack of developable land
- Rising **material and labor costs**
- Few incentives or opportunities for building **innovation**
- State and local **regulations**, including zoning that limits the construction of smaller homes, material and building specs, etc.
- **Community opposition** to new housing

What we need to do



Reduce Regulation

By-Right Approval. Establish "by-right" higher-density residential development near transit and in other types of neighborhoods.

Parking Reductions. Study parking standards and lower parking requirements.

Greentaping. Streamline and reduce inefficiencies in the development review and approval process.

Support Innovation

Diverse Housing Types. Change zoning to allow for a more diverse set of housing types, including accessory dwelling units and “missing middle” housing.

Building Standards. Review building and materials requirements and modify to allow modular and manufactured homes.

Adaptive Re-Use. Create opportunities to reposition commercial properties as housing.

Coordinate Planning

Public Land. Make publicly-controlled land available to developers of mixed-income or affordable housing.

Co-Location of Housing. Establish a priority in Capital Improvements Programs to co-locate housing with new or redeveloped public facilities.

Integrated Planning. Work across public agencies to coordinate housing, land use, transportation, schools and economic development planning.

Target Costs

Impact Fee Modifications. Examine and revise impact fees to reflect actual costs of infrastructure service for higher-density development.

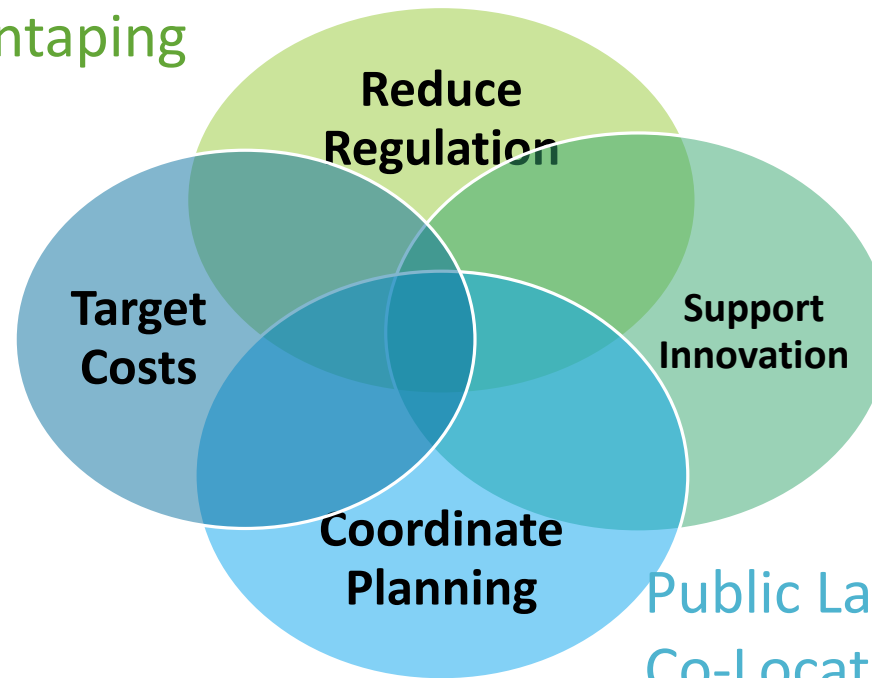
Property Tax Abatement. Use property tax abatement as a gap-financing tool to support more compact and affordable housing communities.

Construction Workforce. Work to expand interest and opportunities in construction trades.

What we need to do

By-Right Approval
Parking Reductions
Greentaping

Impact Fee Modifications
Property Tax Abatements
Construction Workforce



Diverse Housing Types
Building Standards
Adaptive Re-Use

Public Land
Co-Location of Housing
Integrated Planning

How to turn NIMBYs into YIMBYs

Converting the **NIMBYs**,
NOTEs,
BANANAs

Or not?

Why Housing Matters

Housing serves as a platform for **individual and family well-being**

Physical and mental health and well-being

Student achievement and academic success

Economic self-sufficiency and upward mobility

Housing is the basis for **inclusive and diverse communities**

Equitable access to opportunities and services, regardless of race and socioeconomic status

Communities in which everyone can prosper

Housing supports sustainable **local economic growth**

Housing opportunities to encourage people to both live and work in the community

Short commutes, easier to attract and retain workers

Communities that attract businesses and investment

Communicating About Housing

1. Bring the connection between housing and other issues into sharper focus.
2. Don't directly contest public assumptions. Instead explain and educate.
3. Help people connect the causes and effects of a lack of sufficient housing.
4. Tell a "Story of Us" rather than a "Story of Them"

Communicating About Housing

5. It's okay to raise challenges of the past, but focus on the kinds of change that lead to better outcomes.
6. Use robust and visual examples that show how new housing policies worked.
7. Widen the public's view of who is responsible for taking action and resolving outcomes.

Making the Economic Case for Housing

Having a Mix of Housing Creates Places that are More Economically Productive & Innovative

Doubling density increases productivity by 2 to 4 percent

Especially in “idea” industries

Richard Florida has found density is a key factor in a city’s economic growth

Occupations particularly attracted to density: arts & media, science & tech, and business management



Raleigh, North Carolina

Making the Economic Case for Housing



Nashville, Tennessee

More Housing Means Higher-Quality Retail Options

ULI has found that retail rents are up to 20% higher in mixed-use neighborhoods compared to single-use commercial neighborhoods

A diverse population is required to sustain diverse, local retail offerings

Need higher densities and a mix of uses to “extend day into night”

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Questions & discussion