

# Event Session

## Policy Innovations to Increase Production

Date: February 25-26, 2025

00:00:01 --> 00:00:01: I think he.

00:00:01 --> 00:00:03: Switched, so good afternoon.

00:00:06 --> 00:00:09: Usually in the South, when we say good afternoon, all

00:00:09 --> 00:00:10: attention comes to the same.

00:00:11 --> 00:00:12: So we're going to try one more time.

00:00:12 --> 00:00:13: Good afternoon.

00:00:13 --> 00:00:14: Good afternoon.

00:00:14 --> 00:00:17: I am so elated to be here with you today.

00:00:17 --> 00:00:20: My name is Terry Lee, and I have the opportunity

00:00:20 --> 00:00:22: to serve not just as your moderator, but as the

00:00:22 --> 00:00:25: President and CEO of the Housing Authority for the City

00:00:25 --> 00:00:26: of Atlanta, GA today.

00:00:27 --> 00:00:28: Absolutely.

00:00:29 --> 00:00:30: You know what?

00:00:30 --> 00:00:30: Thank you, Sir.

00:00:30 --> 00:00:32: My vice chair is here, and so I want her

00:00:32 --> 00:00:34: to know I got an applause before I can start

00:00:35 --> 00:00:35: talking.

00:00:37 --> 00:00:38: But you know what?

00:00:38 --> 00:00:41: When I think about it, this panel has 60 minutes

00:00:41 --> 00:00:44: to solve all the world's problems when it comes to

00:00:44 --> 00:00:45: housing affordability.

00:00:46 --> 00:00:48: And I think we may not be able to do

00:00:48 --> 00:00:51: it, but I do believe we'll have the opportunity to

00:00:51 --> 00:00:54: have a robust discussion on what housing actually means.

00:00:54 --> 00:00:56: If you could go back to the first slide, that'll

00:00:56 --> 00:00:56: be helpful.

00:00:57 --> 00:01:00: And so our panel today will share with you innovations

00:01:00 --> 00:01:02: not just here from the city of Atlanta, but innovations

00:01:02 --> 00:01:05: across the country as to how other cities are addressing  
00:01:05 --> 00:01:06: their housing problems.  
00:01:06 --> 00:01:08: How many of you are in a city with a  
00:01:08 --> 00:01:09: housing crisis?  
00:01:10 --> 00:01:10: Everybody.  
00:01:11 --> 00:01:13: How many of you have figured it out?  
00:01:14 --> 00:01:17: So you are absolutely in the right room today.  
00:01:17 --> 00:01:19: Today we have 5 four.  
00:01:19 --> 00:01:22: It's extreme national experts to share with us their thoughts  
00:01:22 --> 00:01:26: and their concepts on how they are addressing housing  
affordability  
00:01:26 --> 00:01:27: in their city.  
00:01:27 --> 00:01:30: We have with us Don Arnold would invest Atlanta as  
00:01:30 --> 00:01:34: well as Mike Kinsella would up for growth, Edward Pinto  
00:01:34 --> 00:01:38: with American Enterprise Institute and then our very own Jeff  
00:01:38 --> 00:01:40: Koski with the KB Advisory Group.  
00:01:41 --> 00:01:44: So each panelist will introduce themselves no more than two  
00:01:44 --> 00:01:47: minutes and then we'll go right into questions.  
00:01:48 --> 00:01:49: So, Jeff, I'll start with you.  
00:01:49 --> 00:01:49: Sure.  
00:01:49 --> 00:01:50: Thank you, Terry.  
00:01:50 --> 00:01:50: Appreciate it.  
00:01:51 --> 00:01:54: Again, Jeff Koski, President and owner of KB Advisory  
Group.  
00:01:54 --> 00:01:57: We are a local consulting firm here in Atlanta.  
00:01:58 --> 00:02:01: We work on housing issues throughout the Southeast as well  
00:02:01 --> 00:02:03: as economic development issues.  
00:02:03 --> 00:02:06: Most of our clients are are small and medium sized  
00:02:06 --> 00:02:08: cities and counties in the Southeast.  
00:02:08 --> 00:02:10: And so we do a lot of work trying to  
00:02:11 --> 00:02:14: figure out housing and trying to figure out how the  
00:02:14 --> 00:02:17: public and private sector can work together to, to enhance  
00:02:17 --> 00:02:19: the housing supply.  
00:02:19 --> 00:02:22: And we're seeing that again everywhere we go, that the,  
00:02:22 --> 00:02:25: that the, the determination among the, both the public sector  
00:02:25 --> 00:02:28: and the private sector to get something done to get  
00:02:28 --> 00:02:31: housing out of the ground has become more and more,  
00:02:31 --> 00:02:32: more and more elevated.  
00:02:32 --> 00:02:34: And so really excited to talk about some of the  
00:02:34 --> 00:02:36: some of the interesting things we're seeing.  
00:02:37 --> 00:02:37: Thank you, Jeff.  
00:02:38 --> 00:02:40: Thank you, Don Arnold.  
00:02:40 --> 00:02:43: I am the Executive Vice President and CEO at Invest

00:02:43 --> 00:02:44: Atlanta.

00:02:44 --> 00:02:47: For those that may not know Invest Atlanta and what

00:02:47 --> 00:02:49: we do, we are actually the city of Atlanta's economic

00:02:50 --> 00:02:50: development arm.

00:02:51 --> 00:02:55: So in addition to being charged with growing the city

00:02:55 --> 00:03:00: by leaps and bounds and population driving capital investment, we

00:03:00 --> 00:03:05: also administer about 20 affordable housing programs and initiatives.

00:03:06 --> 00:03:09: I think some of you all will see tomorrow one

00:03:09 --> 00:03:11: of our projects that we're so proud of and I'm

00:03:12 --> 00:03:14: sure Terry's going to hit on it to Peachtree.

00:03:14 --> 00:03:17: We now are the owners of our 41 story office

00:03:18 --> 00:03:21: building that we're converting to residential.

00:03:21 --> 00:03:26: So interesting concept and couldn't speak more to public private

00:03:26 --> 00:03:29: partnerships, but happy to be here.

00:03:29 --> 00:03:32: I do have the pleasure of serving as the Chair

00:03:32 --> 00:03:36: of the National Association of Local Housing Finance Agencies out

00:03:36 --> 00:03:36: of DC.

00:03:37 --> 00:03:40: So I've spent a lot of time lately in DC

00:03:40 --> 00:03:43: making sure that we can keep this train moving with

00:03:43 --> 00:03:45: our federal funding.

00:03:45 --> 00:03:48: We have a robust pipeline here in Atlanta and over

00:03:49 --> 00:03:52: 70% of our deals are dependent on federal funds.

00:03:52 --> 00:03:54: So happy to be here so.

00:03:55 --> 00:03:56: Thank you, Don Ed.

00:03:57 --> 00:03:58: Hi, I'm Ed Pinto.

00:03:58 --> 00:04:01: I'm the Co director and Co founder of the American

00:04:01 --> 00:04:03: Enterprise Institute's Housing Center.

00:04:05 --> 00:04:12: AEI is a nonpartisan, nonprofit, charitable organization, academic institution.

00:04:12 --> 00:04:14: We do in the housing Center, of course, does housing

00:04:14 --> 00:04:14: research.

00:04:14 --> 00:04:19: Our motto is data, turning data into information, information into

00:04:19 --> 00:04:21: knowledge, knowledge into action.

00:04:21 --> 00:04:24: And so I hope to impart some of those that

00:04:24 --> 00:04:25: knowledge and action.

00:04:26 --> 00:04:29: What I'll be covering when we get to the discussion

00:04:29 --> 00:04:33: is how to unleash the free market to achieve housing

00:04:33 --> 00:04:34: opportunity.

00:04:35 --> 00:04:38: We need to focus on making housing that's affordable, not  
00:04:39 --> 00:04:41: capital A affordable housing.  
00:04:42 --> 00:04:44: 90% of the multi family housing gets built in the  
00:04:44 --> 00:04:45: United States.  
00:04:45 --> 00:04:48: Is is not capital A affordable housing and almost all  
00:04:48 --> 00:04:52: of the single family housing gets built is not capital  
00:04:52 --> 00:04:54: A affordable housing?  
00:04:55 --> 00:04:59: However, our research shows that the failure to have  
adequate  
00:04:59 --> 00:05:04: levels of housing, both supply and affordability, is not a  
00:05:04 --> 00:05:05: market failure.  
00:05:05 --> 00:05:07: It's due to regulatory failure.  
00:05:08 --> 00:05:09: And we'll see that.  
00:05:09 --> 00:05:13: Our solution is if you institute by right zoning, keep  
00:05:13 --> 00:05:18: it simple, stupid regulatory rules, you will get unleashed in  
00:05:18 --> 00:05:22: a massive amount of housing and we'll talk about that.  
00:05:23 --> 00:05:24: Thank you so much, Ed, Mike.  
00:05:24 --> 00:05:28: Hi everyone, my name is Mike Kingsella, CEO and founder  
00:05:28 --> 00:05:29: of Up for Growth.  
00:05:29 --> 00:05:33: We are a national policy association focused on one thing  
00:05:33 --> 00:05:35: and that's solving America's housing shortage.  
00:05:36 --> 00:05:40: Like Ed and others on stage, we are a non  
00:05:40 --> 00:05:42: partisan 501C3 organization.  
00:05:42 --> 00:05:45: We do have an advocacy arm that engages with members  
00:05:46 --> 00:05:49: of Congress on both sides of the aisle on federal  
00:05:49 --> 00:05:53: policies to unlock production because ultimately we believe  
that more  
00:05:53 --> 00:05:58: housing, housing abundance is prerequisite to more  
Americans, to frankly,  
00:05:58 --> 00:06:01: all Americans being able to achieve that dream of a  
00:06:01 --> 00:06:04: home in a neighborhood of their choice.  
00:06:04 --> 00:06:09: I'm, I'm reminded of Governor Kathy Hochul's comments a  
few  
00:06:09 --> 00:06:12: years ago that housing is a human right.  
00:06:12 --> 00:06:15: And the number one way to protect that right is  
00:06:15 --> 00:06:18: to ensure that builders are able to build enough housing  
00:06:18 --> 00:06:19: to go around.  
00:06:19 --> 00:06:22: And as Ed said, we're not doing that today because  
00:06:22 --> 00:06:27: of layer upon layer of outmoded, outdated and exclusionary  
land  
00:06:27 --> 00:06:28: use and zoning policies.  
00:06:28 --> 00:06:31: And so that's our mission, to tear those barriers down  
00:06:31 --> 00:06:33: and create housing abundance.

00:06:33 --> 00:06:36: And I'm really looking forward to this discussion with such  
00:06:36 --> 00:06:37: great experts.  
00:06:37 --> 00:06:37: Awesome.  
00:06:38 --> 00:06:40: And again, my name is Terry Lee and I have  
00:06:40 --> 00:06:42: again to serve as the President and CEO of Atlanta  
00:06:42 --> 00:06:42: Housing.  
00:06:42 --> 00:06:47: Atlanta Housing, we serve on an annual basis over 26,000  
00:06:47 --> 00:06:48: families, 17%.  
00:06:48 --> 00:06:52: I'm sorry, 60% of my families make less than \$17,000.  
00:06:52 --> 00:06:54: And so when you talk about the rubber meat in  
00:06:54 --> 00:06:56: the road as to who needs affordable housing, those are  
00:06:56 --> 00:06:58: the residents, Those are the clients we serve.  
00:06:58 --> 00:07:02: When you think about the 26,000, that's 43,000 individuals  
and  
00:07:02 --> 00:07:05: over 10,000 children that if we don't do our job  
00:07:05 --> 00:07:08: and do it right, we will impede someone to have  
00:07:08 --> 00:07:11: the ability to have a stable home and a place  
00:07:11 --> 00:07:12: to sleep at night.  
00:07:12 --> 00:07:14: So we're excited about the we're excited going for the  
00:07:15 --> 00:07:17: conference to be in Atlanta, but we're also excited about  
00:07:17 --> 00:07:19: the conversation we'll have today.  
00:07:19 --> 00:07:20: So let's jump in.  
00:07:21 --> 00:07:25: So the majority of our conversation really feeds from the  
00:07:25 --> 00:07:28: report that You alive that You alive produced last year  
00:07:28 --> 00:07:31: and it's building the future innovations in state and local  
00:07:31 --> 00:07:33: policies to boost housing supply.  
00:07:33 --> 00:07:35: How many of you have had opportunity to review the  
00:07:35 --> 00:07:35: report?  
00:07:38 --> 00:07:38: Awesome.  
00:07:38 --> 00:07:40: So I don't have a prize for you, but what  
00:07:40 --> 00:07:42: I will say is that some of the some of  
00:07:42 --> 00:07:45: the things that we'll speak about today, you'll see that  
00:07:45 --> 00:07:48: they were highlighted within the report and you also may  
00:07:48 --> 00:07:50: learn something New South.  
00:07:50 --> 00:07:51: Jeff, let's start with you.  
00:07:51 --> 00:07:54: You've been in Atlanta for quite a while and you've  
00:07:54 --> 00:07:56: done a lot of work for the city, for the  
00:07:56 --> 00:07:57: Housing Authority Invest Atlanta.  
00:07:58 --> 00:08:02: How would you describe Atlanta's housing challenges,  
especially looking at  
00:08:02 --> 00:08:04: the intersection with national trends?  
00:08:05 --> 00:08:07: And what can other cities learn from our approach here

00:08:07 --> 00:08:08: in Atlanta?

00:08:09 --> 00:08:09: That's a great question.

00:08:10 --> 00:08:13: You know, I think people are looking at Atlanta there.

00:08:13 --> 00:08:16: There's something if you're from Atlanta, you, you know that

00:08:16 --> 00:08:18: there's something called the Atlanta way and and that's been

00:08:18 --> 00:08:20: sort of Co opted in a lot of different directions.

00:08:21 --> 00:08:23: But I think we are emerging with an Atlanta way

00:08:23 --> 00:08:25: of approaching housing.

00:08:25 --> 00:08:28: There's been a lot of initiatives through the city of

00:08:28 --> 00:08:28: Atlanta.

00:08:28 --> 00:08:31: You heard Courtney English speak earlier about some of the

00:08:31 --> 00:08:33: initiatives that have come out of the mayor's office.

00:08:33 --> 00:08:38: But certainly thinking about things like putting public, public  
land

00:08:38 --> 00:08:39: into action.

00:08:39 --> 00:08:43: And when it comes to housing, that we've that that

00:08:43 --> 00:08:46: not just the city, but the schools and other government

00:08:46 --> 00:08:48: entities own lots of land.

00:08:48 --> 00:08:50: Some of it is very well located and is, you

00:08:50 --> 00:08:53: know, frankly, just sitting there fallow.

00:08:53 --> 00:08:56: Why can't we put that into action, right?

00:08:56 --> 00:08:59: And, and, and there's a lot of momentum around that

00:08:59 --> 00:09:01: in in the city of Atlanta and also in other

00:09:01 --> 00:09:05: cities surrounding Atlanta, thinking about this, this is an  
asset.

00:09:06 --> 00:09:09: The other thing is really kind of thinking about economic

00:09:09 --> 00:09:12: development tools that that can be used to impact the

00:09:13 --> 00:09:14: housing discussion, right?

00:09:14 --> 00:09:17: So often within in years past and decades past, we're

00:09:17 --> 00:09:21: thinking about tax abatements and TIF and these sorts of

00:09:21 --> 00:09:21: things.

00:09:21 --> 00:09:23: They've often been used to attract jobs.

00:09:24 --> 00:09:26: They've often been used to, to think about, you know,

00:09:26 --> 00:09:28: how do we get the next office building out of

00:09:28 --> 00:09:28: the ground?

00:09:28 --> 00:09:31: How do we next industrial building on the outskirts of

00:09:32 --> 00:09:33: town out of the ground?

00:09:33 --> 00:09:36: Well, now those tools are starting to really be implemented

00:09:36 --> 00:09:39: are being being able to be used for housing, right.

00:09:39 --> 00:09:42: And so it's, it's not just thinking about the tools

00:09:42 --> 00:09:44: that we have to attract jobs, but how do we

00:09:44 --> 00:09:46: house the people that that are here?

00:09:47 --> 00:09:49: And I'm seeing that really all over the Southeast, again,

00:09:49 --> 00:09:50: in cities large and small.

00:09:50 --> 00:09:53: I talked to economic development directors all day, every day.

00:09:54 --> 00:09:56: And it's more and more there's they're seen housing at

00:09:57 --> 00:09:58: the forefront of their jobs.

00:09:58 --> 00:10:01: And they did not expect that five years ago.

00:10:01 --> 00:10:05: And even in smaller markets where there wasn't a housing

00:10:05 --> 00:10:09: imperative five years ago, there is a housing imperative now.

00:10:09 --> 00:10:11: And it turns out they actually have some tools on

00:10:11 --> 00:10:13: the books that they could use if they just apply

00:10:13 --> 00:10:14: them in a different way.

00:10:14 --> 00:10:16: And so that's some of the things that I think

00:10:16 --> 00:10:19: we're really starting to see here here in in Atlanta

00:10:19 --> 00:10:21: and in the state of Georgia particularly.

00:10:21 --> 00:10:24: But I also see it around around the room.

00:10:24 --> 00:10:26: We talk to people around the country and, and I

00:10:26 --> 00:10:28: see these things starting to emerge.

00:10:28 --> 00:10:31: But I really feel that we in Atlanta are willing

00:10:31 --> 00:10:33: to take a take a leap, if you will.

00:10:34 --> 00:10:36: We know we have an issue and we know we've

00:10:37 --> 00:10:39: got tools that we need to put into play and

00:10:39 --> 00:10:41: and we're starting to do it.

00:10:41 --> 00:10:42: We're not all the way there.

00:10:42 --> 00:10:44: There's a lot of work to be done.

00:10:44 --> 00:10:46: But but I am encouraged about the fact that people

00:10:46 --> 00:10:48: are looking at Atlanta to as as kind of being

00:10:48 --> 00:10:51: on the forefront of some of these, some of these

00:10:51 --> 00:10:51: issues.

00:10:52 --> 00:10:54: So Jeff, you said we're not quite there yet.

00:10:54 --> 00:10:57: What barriers are you seeing that this really stand in

00:10:57 --> 00:10:59: the way of Atlanta getting there?

00:10:59 --> 00:11:01: Because I'm sure other cities are facing the same thing.

00:11:02 --> 00:11:02: Yeah.

00:11:02 --> 00:11:04: I mean, I think some of it comes to what

00:11:04 --> 00:11:07: Ed was mentioning is, is the regulatory environment.

00:11:08 --> 00:11:11: The city of Atlanta is undergoing a zoning rewrite right

00:11:11 --> 00:11:11: now.

00:11:12 --> 00:11:14: Cities, you know, are often do that.

00:11:15 --> 00:11:18: And, you know, I think one of the questions is

00:11:18 --> 00:11:21: how do we tweak our zoning to increase production because

00:11:22 --> 00:11:25: that hasn't always been the the goal, right with with

00:11:25 --> 00:11:28: zoning is not always how do we get more housing

00:11:28 --> 00:11:28: right?

00:11:28 --> 00:11:30: Zoning serves lots of functions.

00:11:30 --> 00:11:33: It was created in an, you know, in an era

00:11:33 --> 00:11:37: that was intended for, you know, some nefarious uses.

00:11:37 --> 00:11:40: Zoning has been a nefarious use along through the years.

00:11:41 --> 00:11:43: And so now I think we've seen this, this mind

00:11:43 --> 00:11:43: shift.

00:11:43 --> 00:11:45: A lot of our zoning codes are, you know, go

00:11:45 --> 00:11:48: back to the 80's, the 70s, eighties, early 90s.

00:11:48 --> 00:11:49: And those are outdated.

00:11:49 --> 00:11:52: Whether, you know, no matter what their purpose in life

00:11:52 --> 00:11:53: is, they're just outdated.

00:11:53 --> 00:11:55: If they're 30-40 years old, they don't meet today's needs.

00:11:56 --> 00:11:58: And but the question is, what is the goal, right?

00:11:58 --> 00:12:00: What are we trying to do with our zoning rewrite?

00:12:00 --> 00:12:03: Are we trying to, you know, preserve communities in amber

00:12:03 --> 00:12:07: so that nothing changes and the NIMBE's stay home and

00:12:07 --> 00:12:09: never show up to a meeting to yell?

00:12:09 --> 00:12:13: Are we actually trying to get more housing production thanks

00:12:13 --> 00:12:14: to our zoning codes?

00:12:14 --> 00:12:16: And so I think that's that to me is one

00:12:16 --> 00:12:17: of the big questions.

00:12:17 --> 00:12:20: And again, it it's one of those things where we

00:12:20 --> 00:12:23: if we can unleash some innovations in our zoning codes,

00:12:23 --> 00:12:24: we can unleash the market.

00:12:25 --> 00:12:25: All right.

00:12:25 --> 00:12:28: And we don't necessarily need subsidies and we don't need

00:12:28 --> 00:12:30: some of the some of the things that that that

00:12:30 --> 00:12:31: increased cost.

00:12:31 --> 00:12:34: We may be looking at at decreasing cost and letting

00:12:34 --> 00:12:35: the market do its job.

00:12:35 --> 00:12:38: And so where's where's the the the the the happy

00:12:38 --> 00:12:39: medium there got?

00:12:39 --> 00:12:40: It thank you so much, Jeff.

00:12:41 --> 00:12:44: So Don, you've labored in Atlanta for 30 years or

00:12:44 --> 00:12:47: more, and I think that's the right way to to

00:12:47 --> 00:12:51: to see exactly seen a transition, not just from political

00:12:51 --> 00:12:55: climate standpoint, but even the economic status of the city

00:12:55 --> 00:12:58: and how the city has grown just in that time

00:12:58 --> 00:12:59: period.

00:12:59 --> 00:13:02: What innovative approaches have you seen Atlanta

undertake to really



00:13:02 --> 00:13:04: address the affordable housing crisis?

00:13:05 --> 00:13:06: Thank you for that, Terry.

00:13:07 --> 00:13:09: And and when did you realize Atlanta had an affordable housing?

00:13:09 --> 00:13:09: housing?

00:13:10 --> 00:13:10: Crisis.

00:13:10 --> 00:13:12: When did I realize 30 years ago?

00:13:13 --> 00:13:14: When I started this work.

00:13:15 --> 00:13:16: So thank you for that, Terry.

00:13:17 --> 00:13:21: You know, Jess said some some great things in terms of the Atlanta way we have spent a lot of

00:13:21 --> 00:13:24: time, I think we probably are on our 4th, 5th,

00:13:24 --> 00:13:27: 6th housing strategy tere that we've done and each one gives us new methods to really produce affordable housing.

00:13:31 --> 00:13:36: Some of the things that, you know, I noticed in Atlanta was outside of the regulatory was that, you know,

00:13:40 --> 00:13:44: we, we've often tried to finance our way out of this crisis.

00:13:47 --> 00:13:48: And I always told, you know, my elected officials, you can't finance our way.

00:13:49 --> 00:13:53: They're, they're going to have to be some policy changes because no matter how much money you put, you put

00:13:53 --> 00:13:54: towards affordable housing, there's always going to be the need

00:14:00 --> 00:14:04: for more housing.

00:14:04 --> 00:14:05: At Invest Atlanta, I mentioned that we're the city's economic development arm.

00:14:06 --> 00:14:08: So often times, you know, we, we struggle with how to keep that balance of, you know, the economic mobility,

00:14:08 --> 00:14:09: which is really housing is a true, is a true indicator of how well people are doing because most people

00:14:13 --> 00:14:16: get their wealth through their homes.

00:14:16 --> 00:14:19: But also balancing that with capital investment coming to our city, meaning recruiting some of the, you know, some of

00:14:20 --> 00:14:23: the Fortune 500 companies, the headquarters and then still keeping

00:14:23 --> 00:14:26: Atlanta affordable.

00:14:27 --> 00:14:30: I will say some of the things that we've implemented probably over the past, you know, 7-8 years have been

00:14:30 --> 00:14:33: pretty innovative.

00:14:33 --> 00:14:37: I think one of the things, and this was, you know, to Terry's credit, when she was our city's first

00:14:37 --> 00:14:39: Chief housing officer.

00:14:43 --> 00:14:46: So for those who don't know, before Terry left and

00:14:46 --> 00:14:48:

00:14:48 --> 00:14:51:

00:14:51 --> 00:14:55:

00:14:55 --> 00:14:57:

00:14:57 --> 00:15:00:

00:15:00 --> 00:15:03: went over to Atlanta housing or took a leap to  
 00:15:03 --> 00:15:06: Atlanta Housing, she served as the, the one and only  
 00:15:06 --> 00:15:08: Chief housing officer that we've ever had here.  
 00:15:08 --> 00:15:10: One of the things that came out of this.  
 00:15:24 --> 00:15:26: So and we and we have, but one of the  
 00:15:26 --> 00:15:29: things that came out of that was the creation of  
 00:15:29 --> 00:15:31: a housing innovation lab.  
 00:15:32 --> 00:15:34: And I don't know if you if Courtney English touched  
 00:15:34 --> 00:15:37: on it, but you know, they're charged with going out,  
 00:15:37 --> 00:15:40: finding innovative ways for us to do housing, to do  
 00:15:40 --> 00:15:44: it differently and to not necessarily focus on driving dollars,  
 00:15:44 --> 00:15:48: which are important, but really thinking about some policy  
 changes  
 00:15:48 --> 00:15:50: that we can implant implement and some of the low  
 00:15:50 --> 00:15:51: hanging fruit.  
 00:15:52 --> 00:15:54: So one of the things that I think was, and  
 00:15:54 --> 00:15:57: if I, if I talk about I didn't hear Courtney's  
 00:15:57 --> 00:15:58: speech earlier.  
 00:15:58 --> 00:16:00: So if I say something that you've heard before and  
 00:16:00 --> 00:16:03: I sound like I'm repeating what he said, can someone  
 00:16:03 --> 00:16:05: please raise their hand and say we've heard that?  
 00:16:06 --> 00:16:08: And so I won't, so I won't inundate you with  
 00:16:08 --> 00:16:10: things you've already talked about or heard about.  
 00:16:10 --> 00:16:15: But I think one of the most innovative things that  
 00:16:15 --> 00:16:20: we've done here outside of creating our housing opportunity  
 bond  
 00:16:20 --> 00:16:24: and you know that started back in 2007 where the  
 00:16:24 --> 00:16:28: city actually pays the debt service on on we have  
 00:16:28 --> 00:16:31: we're up to now about 200 and about 200 and  
 00:16:32 --> 00:16:34: and \$50 million that we've issued.  
 00:16:35 --> 00:16:38: But a big part of that was really using that  
 00:16:38 --> 00:16:41: pool of money to find innovative ways to do housing.  
 00:16:43 --> 00:16:45: And you may hear later on as we talk about  
 00:16:45 --> 00:16:49: public private partnerships, was really making sure that we  
 had,  
 00:16:50 --> 00:16:52: you know, an entity and we had a group of  
 00:16:52 --> 00:16:56: individuals who woke up every day thinking about housing  
 and  
 00:16:56 --> 00:16:59: how to make housing work, but in a holistic way.  
 00:17:00 --> 00:17:04: Not just housing developments, but developments that really  
 focus on  
 00:17:04 --> 00:17:07: neighborhoods and revitalizing those neighborhoods.  
 00:17:07 --> 00:17:11: So the this administration, the mayor created the housing

00:17:11 --> 00:17:11: strike  
 00:17:12 --> 00:17:15: force.  
 00:17:15 --> 00:17:18: The Courtney mentioned that, yes, raise your hand.  
 00:17:18 --> 00:17:21: I know he he lives by by the housing Strike  
 00:17:21 --> 00:17:22: Force and so does the Mirror and so many of  
 00:17:22 --> 00:17:25: you know what that is.  
 00:17:25 --> 00:17:29: But if we have a group of all the public  
 00:17:29 --> 00:17:33: agencies that meet once a month and my understanding  
 00:17:33 --> 00:17:34: from  
 00:17:34 --> 00:17:36: talking to Courtney is this the most exciting meeting that  
 00:17:36 --> 00:17:37: the Mirror has.  
 00:17:38 --> 00:17:40: He comes down the hall skipping and saying strike force  
 00:17:40 --> 00:17:44: time.  
 00:17:44 --> 00:17:47: And so he gets us all in this room and  
 00:17:47 --> 00:17:51: we all talk about the 800 acres of developable land  
 00:17:51 --> 00:17:54: that we have here in the city of Atlanta and  
 00:17:54 --> 00:17:56: how we can leverage that land for affordable housing as  
 00:17:56 --> 00:17:59: well as making sure that it is a economic catalyst  
 00:17:59 --> 00:18:02: for many of the neighborhoods.  
 00:18:02 --> 00:18:04: I mean, so I think that was probably one of  
 00:18:04 --> 00:18:07: the most innovative ideas in terms of getting us all  
 00:18:07 --> 00:18:11: in the room to talk about it.  
 00:18:11 --> 00:18:14: Not only talk about how we dispose of this, of  
 00:18:14 --> 00:18:16: this, of these properties, but in what order, because often  
 00:18:16 --> 00:18:18: times we were releasing RPS at the same time and  
 00:18:18 --> 00:18:20: developers had to make a choice.  
 00:18:20 --> 00:18:22: Do I respond to Invest Atlanta?  
 00:18:22 --> 00:18:25: Do I respond to Marta?  
 00:18:25 --> 00:18:27: Do I respond to whoever?  
 00:18:27 --> 00:18:31: And, and often times the resources were limited and so  
 00:18:31 --> 00:18:34: were the, you know, the times and the, and the  
 00:18:34 --> 00:18:37: financing that the developers had to dedicated to projects.  
 00:18:37 --> 00:18:40: And so we now have a coordinated effort about how  
 00:18:40 --> 00:18:42: we release those RF PS and, and really work towards  
 00:18:42 --> 00:18:45: making sure that it's that it's the right timing for  
 00:18:45 --> 00:18:48: certain types of properties.  
 00:18:48 --> 00:18:51: The other thing that I think is important, you know,  
 00:18:51 --> 00:18:54: that comes out of the strike force meeting, is the  
 00:18:54 --> 00:18:57: city has been really the innovation lab in particular has  
 00:18:57 --> 00:19:00: been really innovative in terms of making sure that if  
 they're if it's public land, that we go through the  
 zoning process for our developers before we put it out.

00:19:01 --> 00:19:04: Because we understood in our conversations that that is one  
00:19:05 --> 00:19:08: of the most discouraging things when it comes to responding  
00:19:08 --> 00:19:09: to RFPs.  
00:19:09 --> 00:19:11: Just thinking about going through the community  
engagement process.  
00:19:12 --> 00:19:16: And if you don't know, Atlanta has a unique system  
00:19:16 --> 00:19:18: of how we did someone laugh?  
00:19:21 --> 00:19:24: Yeah, we have a unique system for how we engage  
00:19:24 --> 00:19:25: with the public.  
00:19:25 --> 00:19:28: And as a part of that, there's a lot of  
00:19:28 --> 00:19:32: community, you know, support for and against affordable  
housing.  
00:19:33 --> 00:19:36: And so the city oftentimes will go through the process  
00:19:36 --> 00:19:39: of making sure that we have not only, you know,  
00:19:39 --> 00:19:43: collectively gathered those pieces, those parcels, but that  
they are  
00:19:43 --> 00:19:43: properly zoned.  
00:19:44 --> 00:19:46: And that way we can also ensure that we're going  
00:19:46 --> 00:19:47: to get on that property what we really want.  
00:19:48 --> 00:19:51: And it's not a back and forth with the developer  
00:19:51 --> 00:19:54: about I want mixed-use, I want, you know, retail, I  
00:19:54 --> 00:19:54: want housing.  
00:19:55 --> 00:19:57: You know, we have zoned it as such.  
00:19:57 --> 00:20:00: And so I think that strike force is probably the  
00:20:00 --> 00:20:01: most innovative ideas.  
00:20:01 --> 00:20:05: I think having 800, you know, acres of property that  
00:20:05 --> 00:20:07: can be developed gives us a lot of leverage in  
00:20:08 --> 00:20:10: terms of how we move forward and how we move  
00:20:10 --> 00:20:14: forward not only with our land disposition, but with our  
00:20:14 --> 00:20:14: P threes.  
00:20:14 --> 00:20:16: And so you'll hear me a little bit later talk  
00:20:16 --> 00:20:18: about P threes on this terrace, going to ask me  
00:20:18 --> 00:20:19: about that now.  
00:20:20 --> 00:20:22: But but yes, so I think that was probably one  
00:20:22 --> 00:20:24: of the most innovative ways and and things that we  
00:20:24 --> 00:20:25: put in place.  
00:20:25 --> 00:20:27: And I was in by saying I think we.  
00:20:27 --> 00:20:30: We have a housing, we have a housing production fund  
00:20:30 --> 00:20:32: and it's not that innovative.  
00:20:32 --> 00:20:36: We actually stole it from Montgomery County, but it works  
00:20:36 --> 00:20:38: very well in Atlanta.  
00:20:38 --> 00:20:41: And we have of the funding that we've issued out  
00:20:41 --> 00:20:44: of Housing Opportunity fund, we have a special pot of

00:20:44 --> 00:20:48: money for a newly created entity that was created through

00:20:48 --> 00:20:52: the Housing Authority that is really focused on the disposition

00:20:52 --> 00:20:53: of our publicly owned land.

00:20:54 --> 00:20:59: And that fund is used as mezzanine debt that goes

00:20:59 --> 00:20:59: in.

00:21:00 --> 00:21:03: And it is basically used as to kind of help

00:21:03 --> 00:21:08: de risk the project initially and to attract responses from

00:21:08 --> 00:21:10: developers who are like minded.

00:21:11 --> 00:21:14: And that understand, you know, all the things that come

00:21:14 --> 00:21:18: along with partnering with the government in terms of

00:21:18 --> 00:21:21: transparency,

00:21:18 --> 00:21:21: in terms of making sure that we are giving showing

00:21:21 --> 00:21:24: the public benefit for the dollars that we're putting into

00:21:24 --> 00:21:24: deals.

00:21:25 --> 00:21:27: But as a part of that fund, we also, you

00:21:27 --> 00:21:29: know, put our money where our mouth is.

00:21:29 --> 00:21:33: We're basically going in and we're using those dollars to

00:21:33 --> 00:21:36: help with, you know, again de risking those deals and

00:21:36 --> 00:21:40: it's usually taken out at the point where the property,

00:21:40 --> 00:21:42: the project is recapitalized.

00:21:42 --> 00:21:45: So I think between the strike force and the the

00:21:45 --> 00:21:48: housing Production fund are probably the two most

00:21:48 --> 00:21:49: innovative things

00:21:48 --> 00:21:49: that we've done, lady.

00:21:50 --> 00:21:52: And I, and I can lean into that just a

00:21:52 --> 00:21:54: little bit before I, I go to Mike.

00:21:54 --> 00:21:57: When Dawn spoke about the 800 acres, 300 acres were

00:21:57 --> 00:22:00: actually under the possession of the Housing Authority and

00:22:00 --> 00:22:03: they

00:22:00 --> 00:22:03: were former public housing sites that have been vacant for

00:22:03 --> 00:22:04: probably about a decade.

00:22:05 --> 00:22:07: Right now, today, we have 197 of those acres under

00:22:07 --> 00:22:10: a massive development agreement and we have, I believe it

00:22:10 --> 00:22:12: constituted about 10 sites.

00:22:12 --> 00:22:15: We have five of those sites under active redevelopment.

00:22:15 --> 00:22:18: And so we're moving with the urgency of now intentionally

00:22:18 --> 00:22:21: making sure that we can have more affordable housing

00:22:21 --> 00:22:23: development

00:22:21 --> 00:22:23: occur here with the Vin City.

00:22:23 --> 00:22:25: But but Mike, when we think about that, I talked

00:22:26 --> 00:22:28: about, Don spoke a lot about the innovative approaches.

00:22:29 --> 00:22:32: Jeff shared some of the barriers that we faced here

00:22:32 --> 00:22:32: in Atlanta.

00:22:33 --> 00:22:36: A lot of your work have really been focused on

00:22:36 --> 00:22:40: the under production as a key driver of the affordability

00:22:40 --> 00:22:40: crisis.

00:22:41 --> 00:22:43: Can you explain for us what do you mean by

00:22:43 --> 00:22:47: housing under under production, why it's happening and why

00:22:47 --> 00:22:50: cities

00:22:47 --> 00:22:50: not just like Atlanta but other cities across the country

00:22:50 --> 00:22:51: can do to to solve it?

00:22:52 --> 00:22:53: Yeah, of course.

00:22:54 --> 00:22:57: So housing under production, for those of you who are

00:22:57 --> 00:23:00: have had the opportunity to read it, is our annual

00:23:00 --> 00:23:01: report.

00:23:01 --> 00:23:04: It's a scorecard that measures the extent to which we

00:23:04 --> 00:23:07: have a gap between the housing the communities have and

00:23:07 --> 00:23:09: the housing the communities need.

00:23:09 --> 00:23:12: In other words, we are estimating the shortage.

00:23:12 --> 00:23:15: And it turns out that across the country we have

00:23:16 --> 00:23:18: a shortage of homes in every single state.

00:23:19 --> 00:23:22: When we started this report, West Virginia, Wyoming weren't

00:23:22 --> 00:23:23: on

00:23:22 --> 00:23:23: the list.

00:23:23 --> 00:23:26: Today, post pandemic, they are on the list, as is

00:23:26 --> 00:23:28: every other state across the country.

00:23:29 --> 00:23:31: And so if we take a step back and we

00:23:31 --> 00:23:35: look at the housing shortage broadly, we see over the

00:23:35 --> 00:23:38: past decade, we have more than doubled the number of

00:23:38 --> 00:23:41: missing homes across the United States.

00:23:41 --> 00:23:45: We were at approximately 1.6 million missing homes way

00:23:45 --> 00:23:46: back

00:23:45 --> 00:23:46: in 2012.

00:23:47 --> 00:23:51: We Fast forward to 2024, we're missing nearly 4 million

00:23:51 --> 00:23:52: homes across the country.

00:23:53 --> 00:23:55: So it it comes as no surprise that there is

00:23:55 --> 00:23:58: increased political will on the part of policy makers.

00:23:58 --> 00:24:02: There is increased attention not just on the part of

00:24:02 --> 00:24:07: you all in the affordable housing community, but employers,

00:24:07 --> 00:24:11: unions,

00:24:07 --> 00:24:11: groups that focus on economic development, right, groups

00:24:11 --> 00:24:16: that are

00:24:11 --> 00:24:16: individual, labor intensive, major employers, folks who care

00:24:16 --> 00:24:21: about the

00:24:16 --> 00:24:21: environment, folks who care about education and healthcare

00:24:21 --> 00:24:24: policy and

00:24:21 --> 00:24:24: quality of life across our communities.

00:24:24 --> 00:24:29: Everything is impacted when we don't have enough homes and

00:24:29 --> 00:24:35: we have year after year after year, systematically underproduced relative

00:24:35 --> 00:24:36: to housing needs.

00:24:36 --> 00:24:39: Now, of course, we're in Atlanta, so I'm going to

00:24:39 --> 00:24:42: poke some fun at California, which is the worst state

00:24:42 --> 00:24:44: in the Nation Today in terms of your nominal housing

00:24:44 --> 00:24:45: shortage.

00:24:45 --> 00:24:49: That state, for every one percentage point increase in housing

00:24:49 --> 00:24:52: demand, has only responded with a half a point of

00:24:52 --> 00:24:54: housing production, right?

00:24:54 --> 00:24:57: So it's no surprise that we see the levels of

00:24:57 --> 00:25:00: unsheltered chronic homelessness that we do in the state of

00:25:00 --> 00:25:01: California.

00:25:01 --> 00:25:05: It's no it's no wonder that so many Californians can't

00:25:05 --> 00:25:06: attain home ownership.

00:25:06 --> 00:25:09: And it's not any surprise why.

00:25:09 --> 00:25:11: More than 50% of renters pay more than 30% of

00:25:12 --> 00:25:14: the gross paycheck on rent in that state.

00:25:15 --> 00:25:19: And so housing under production is a critical metric that

00:25:19 --> 00:25:22: we have seen put to use in policy conversations just

00:25:22 --> 00:25:26: over the past five years to set that aspirational target,

00:25:26 --> 00:25:29: to set the pace, to set the priority for getting

00:25:29 --> 00:25:33: regulations and barriers out of the way so builders can

00:25:33 --> 00:25:36: do what they do best, which is build homes relative

00:25:36 --> 00:25:37: to market demand.

00:25:38 --> 00:25:41: In terms of what are the headwinds in Atlanta and

00:25:41 --> 00:25:44: really globally, I always like to point at the National

00:25:44 --> 00:25:45: Association of Home Builders.

00:25:46 --> 00:25:50: I always enjoy alliteration, land, labor, lumber and lending, the

00:25:50 --> 00:25:53: four core components of getting units out of the ground,

00:25:54 --> 00:25:54: right?

00:25:54 --> 00:25:58: And and certainly we have headwinds, right, whether you're looking

00:25:58 --> 00:26:02: at trade policy and concerns about what's the next tariff

00:26:02 --> 00:26:06: to drop, whether you're looking at our labor shortage, which

00:26:06 --> 00:26:09: has perpetuated along has persisted well over a decade.

00:26:10 --> 00:26:13: Whether you're looking at the lending environment and the interest

00:26:13 --> 00:26:15: rates that developers are trying to make sense of in

00:26:15 --> 00:26:17: terms of getting the green light on any given project

00:26:17 --> 00:26:19: today in this market environment.

00:26:19 --> 00:26:21: But interest rates will go up and down.

00:26:21 --> 00:26:24: Commodities prices will fluctuate, but zoning is forever.

00:26:24 --> 00:26:28: And so that land piece, right, that scarcity of land

00:26:28 --> 00:26:30: is the number one driver.

00:26:30 --> 00:26:33: I don't care if you're looking at Atlanta or if

00:26:33 --> 00:26:36: you're looking at San Francisco or you're looking at any

00:26:36 --> 00:26:40: place in between, the shortage of properly zoned land in

00:26:40 --> 00:26:44: a available shovel ready dirt for homes, single family and

00:26:44 --> 00:26:48: multifamily alike is the biggest driver of the shortage that

00:26:48 --> 00:26:49: we're facing today.

00:26:49 --> 00:26:52: So I'm really excited to hear about the work, Don

00:26:52 --> 00:26:56: and Terry, that you were describing in terms of leveraging

00:26:56 --> 00:26:58: the 800 acres of Atlanta's public lands.

00:26:58 --> 00:27:01: And I'm really excited to digging into more solutions on

00:27:02 --> 00:27:03: that front in this conversation.

00:27:04 --> 00:27:04: Absolutely.

00:27:04 --> 00:27:05: Thank you, Mike.

00:27:05 --> 00:27:08: So, Ed, your research, you've LED a lot of research

00:27:08 --> 00:27:12: around light touch density as a scalable solution to address

00:27:12 --> 00:27:14: housing and production under production.

00:27:14 --> 00:27:18: Can you explain what light touch density actually means and

00:27:18 --> 00:27:21: how it differs from traditional density policies?

00:27:22 --> 00:27:23: Great.

00:27:23 --> 00:27:24: Thank you for that question.

00:27:24 --> 00:27:28: So light touch density is a concept that I developed

00:27:28 --> 00:27:29: seven or eight years ago.

00:27:30 --> 00:27:34: It's actually been implemented was mentioned in earlier

00:27:34 --> 00:27:39: session in

00:27:39 --> 00:27:43: California, some of the Senate B9SB9SB10, SB 10 is

00:27:43 --> 00:27:43: actually

00:27:43 --> 00:27:43: called the light touch density bill when it was passed

00:27:44 --> 00:27:47: in 2022.

00:27:44 --> 00:27:47: And what light touch density is, it's actually a throwback

00:27:48 --> 00:27:51: to the way things were done in the early 20th

00:27:51 --> 00:27:55: century, the late 19th century, which was you would routinely

00:27:55 --> 00:28:00: have single family detached AD, US townhomes, duplexes,

00:28:00 --> 00:28:04: triplexes, all

00:28:00 --> 00:28:04: in the same neighborhood, along with a little grocery store

00:28:04 --> 00:28:08: and doctor's offices and all kinds of different things all

00:28:08 --> 00:28:09: in the same little area.

00:28:10 --> 00:28:13: And sometimes you'd have a node that had more commercial



00:28:13 --> 00:28:15: or larger apartment buildings.

00:28:15 --> 00:28:18: All that went out the window in 1922 when the

00:28:18 --> 00:28:23: federal government came up with the the statutory structure that

00:28:23 --> 00:28:27: it suggested states implement for zoning and that zoning was

00:28:27 --> 00:28:29: basically exclusionary zoning.

00:28:30 --> 00:28:33: It excluded everything but what was zoned to be legal.

00:28:33 --> 00:28:38: And that eventually became very quickly single family detached and

00:28:38 --> 00:28:43: everything else was excluded, including duplexes and triplexes and townhomes

00:28:43 --> 00:28:45: were thrown into multi family.

00:28:46 --> 00:28:49: And so you really they were just in, you couldn't

00:28:49 --> 00:28:50: build duplexes and triplexes.

00:28:50 --> 00:28:53: If you could build a large multifamily, you'd build that,

00:28:53 --> 00:28:54: not the duplexes and triplexes.

00:28:55 --> 00:28:58: So light touch density is returning to that.

00:28:59 --> 00:29:00: It occurs.

00:29:00 --> 00:29:04: And we're, we've put together playbooks and, and you'll get

00:29:04 --> 00:29:05: access to the slides.

00:29:05 --> 00:29:08: If you can bring up the slide one please, the

00:29:08 --> 00:29:11: you'll have access to this whole presentation.

00:29:12 --> 00:29:15: But we have a Atlanta City Housing Success playbook and

00:29:15 --> 00:29:19: it's based on light touch sensity and we're developing playbooks

00:29:19 --> 00:29:20: for the entire country.

00:29:20 --> 00:29:24: We'll have all counties, all SMS as all the states,

00:29:24 --> 00:29:28: all the communities of care and all municipalities, 10s of

00:29:28 --> 00:29:32: thousands of different geographies that we'll be covering.

00:29:32 --> 00:29:35: And this is all based on data that we've developed

00:29:35 --> 00:29:39: and and projections that we've developed with what's feasible economically

00:29:39 --> 00:29:41: and viable reliably using these programs.

00:29:41 --> 00:29:46: The 1st is light touch density in Greenfield subdivisions.

00:29:46 --> 00:29:50: Subdivisions that don't exist have existing structures on them.

00:29:50 --> 00:29:51: They're Greenfield.

00:29:52 --> 00:29:56: It turns out that Atlanta city, there's a fair amount

00:29:56 --> 00:29:59: of Greenfield development that occurs.

00:30:00 --> 00:30:03: If you were to allow smaller lots or lot subdivision

00:30:04 --> 00:30:07: of those lots that was done in Seattle and it's

00:30:07 --> 00:30:11: done in Houston, you could increase the number of houses

00:30:12 --> 00:30:15: that get built annually in Atlanta City by 1200 a

00:30:15 --> 00:30:16: year.

00:30:17 --> 00:30:19: That's a sizeable number.

00:30:19 --> 00:30:22: The total I'm going to be talking about is 4000

00:30:22 --> 00:30:26: a year, which given that Mayor Dickens has talked about

00:30:26 --> 00:30:29: building 20,000 / 8 years, 4000 a year times 8

00:30:29 --> 00:30:30: is 32,000.

00:30:30 --> 00:30:33: So the suggestions I'm going to be making here could

00:30:33 --> 00:30:35: lead to 32,000 additional homes over 8 years.

00:30:36 --> 00:30:37: That's a lot of homes.

00:30:38 --> 00:30:41: The second option is light touch density.

00:30:41 --> 00:30:43: Same thing with infill.

00:30:44 --> 00:30:47: So you can imagine you're probably familiar with places in

00:30:47 --> 00:30:50: Atlanta where you have what we call MC Mansions.

00:30:51 --> 00:30:54: That's because the city zones that the only thing that

00:30:54 --> 00:30:55: can be built in that area.

00:30:56 --> 00:30:59: They don't intentionally do this, but the market responds to

00:30:59 --> 00:31:02: what the legality is, is to build a MC mansion.

00:31:02 --> 00:31:04: You can keep the single family detached structure that's

00:31:04 --> 00:31:06: there,

00:31:06 --> 00:31:08: or you can tear it down and build another single

00:31:08 --> 00:31:10: family attached structure.

00:31:11 --> 00:31:14: As Mike said, land is all.

00:31:14 --> 00:31:17: If the land value is this high and the land

00:31:17 --> 00:31:20: share is very high, then the the economic highest and

00:31:20 --> 00:31:23: best use of that land is to tear down the

00:31:23 --> 00:31:24: existing structure and replace it.

00:31:24 --> 00:31:27: If the only thing that can be built is a

00:31:27 --> 00:31:29: single family attached home, you replace it with a 4000

00:31:29 --> 00:31:31: or 5000 square foot in a mansion that sells for

00:31:31 --> 00:31:33: two, three, \$4 million.

00:31:33 --> 00:31:36: And you know neighborhoods in Atlanta that are doing that.

00:31:36 --> 00:31:39: On the other hand, if you could build do lot

00:31:39 --> 00:31:43: splitting and build 4 townhomes or five townhomes on a

00:31:43 --> 00:31:43: 10,000 or 8000 square foot lot, any builder will choose

00:31:43 --> 00:31:46: that.

00:31:46 --> 00:31:47: They will make more money building 4 or five townhomes.

00:31:47 --> 00:31:50: Let me repeat that.

00:31:50 --> 00:31:52: They will make more money building 4 or five townhomes

00:31:52 --> 00:31:53: on that 8000 square foot lot.

00:31:53 --> 00:31:55: Then they will build.

00:31:55 --> 00:31:58: Then we'll make building the MC mansion.

00:31:58 --> 00:32:00: We can prove that we've done studies all around the

00:31:58 --> 00:31:58: country.

00:31:58 --> 00:32:02: So that would add 2700 net homes per year.

00:32:02 --> 00:32:05: That counts tearing down one home, and then you get

00:32:05 --> 00:32:06: net homes of and 2700.

00:32:06 --> 00:32:08: So now we're up to 3900.

00:32:09 --> 00:32:12: The last piece is the accessory dwelling units, which have

00:32:12 --> 00:32:16: been mentioned, but accessory dwelling units have two issues related

00:32:16 --> 00:32:17: to them.

00:32:17 --> 00:32:22: They're good things, but not every accessory dwelling unit turns

00:32:22 --> 00:32:23: into a dwelling unit.

00:32:24 --> 00:32:26: Many of them, half of them perhaps get used for

00:32:26 --> 00:32:27: other things.

00:32:27 --> 00:32:30: They're used as spare bedrooms for family visiting.

00:32:30 --> 00:32:31: They're used as an office.

00:32:32 --> 00:32:33: They're used as an exercise location.

00:32:33 --> 00:32:34: They're rented out as an Airbnb.

00:32:35 --> 00:32:37: They are not permanent dwelling units.

00:32:37 --> 00:32:41: When you build a townhome, it's a permanent dwelling unit.

00:32:41 --> 00:32:42: So that's one difference.

00:32:42 --> 00:32:46: And the other is that if you actually allow the

00:32:46 --> 00:32:50: infill tear down to occur, the demand for doing the

00:32:50 --> 00:32:51: AD US goes down.

00:32:51 --> 00:32:54: If you don't allow the infill tear down to a

00:32:54 --> 00:32:57: car, yes, you'll get more AD US, but that is

00:32:57 --> 00:32:59: still not the highest and best used.

00:32:59 --> 00:33:02: So as I said, that gets you 4000 homes per

00:33:02 --> 00:33:04: year, which is a tremendous increase.

00:33:05 --> 00:33:09: And that continues, not for eight years, not for 10

00:33:09 --> 00:33:12: years, for 40 years, because this process is very slow

00:33:12 --> 00:33:16: and it takes 40 years to fully redevelop a neighborhood.

00:33:17 --> 00:33:20: So Jeff, Ed just shared a lot of numbers about

00:33:20 --> 00:33:24: how if we just had a couple of policy tweets,

00:33:24 --> 00:33:28: we could increase production specifically here in Atlanta.

00:33:29 --> 00:33:31: How realistic is that?

00:33:31 --> 00:33:35: And can it actually happen, especially with the city going

00:33:35 --> 00:33:36: through a zoning rewrite?

00:33:39 --> 00:33:40: I mean, it's, it's got to be realistic.

00:33:40 --> 00:33:42: I think, I think that, you know, that we really

00:33:42 --> 00:33:44: don't have any options for not to be realistic or

00:33:44 --> 00:33:47: else is this this this crisis that we're in is

00:33:47 --> 00:33:47: is going how do we?

00:33:47 --> 00:33:48: Get it implemented.

00:33:50 --> 00:33:52: Well, I think, I think for one, we have to

00:33:53 --> 00:33:56: make the economic case for this, right in that that

00:33:56 --> 00:33:59: there is, you know, there is an economic and fiscal

00:34:00 --> 00:34:02: benefit to building new homes.

00:34:02 --> 00:34:05: And, and not just the the economy around a new

00:34:05 --> 00:34:09: house or around a new apartment building, but the fact

00:34:09 --> 00:34:13: that our our economy is, is dependent upon having quality

00:34:13 --> 00:34:14: housing near jobs.

00:34:14 --> 00:34:17: And so I think I think that's part of the

00:34:17 --> 00:34:19: case is that we just have to make sure that

00:34:19 --> 00:34:22: our elected officials understand that when, if and when

00:34:23 --> 00:34:26: they're saying no to housing, they're not just making the neighbors

00:34:26 --> 00:34:30: happy, but they are actually impacting and potentially

00:34:30 --> 00:34:31: crippling the

00:34:31 --> 00:34:33: local economy, right.

00:34:33 --> 00:34:36: And so I think there's an education piece to this.

00:34:36 --> 00:34:40: I think it's also a matter of letting the public

00:34:40 --> 00:34:44: understand that, you know, by, by having duplexes and

00:34:44 --> 00:34:47: triplexes,

00:34:47 --> 00:34:50: quad plexes in your, in your neighborhood, that it doesn't

00:34:50 --> 00:34:53: necessarily mean your community's character, right?

00:34:53 --> 00:34:55: And we hear this a lot that, that, you know,

00:34:55 --> 00:34:56: we don't want density in our neighborhoods because it's, it's

00:34:56 --> 00:34:58: going to, it's going to somehow make my life worse,

00:34:58 --> 00:35:00: right?

00:35:00 --> 00:35:03: And that it's a 0 sum game for resources and

00:35:03 --> 00:35:05: that, you know, the lines are going to be longer,

00:35:05 --> 00:35:08: the traffic's going to be worse prices, everything's going to

00:35:08 --> 00:35:08: be worse the more people we accept.

00:35:08 --> 00:35:10: And I think that's just a major misnomer among the

00:35:10 --> 00:35:13: public.

00:35:13 --> 00:35:15: And I think we've got to do a better job

00:35:15 --> 00:35:18: of, of getting out in front of that and showing

00:35:18 --> 00:35:21: up to meetings and, and, and talking to people about

00:35:21 --> 00:35:22: the fact that there are lots of benefits to allowing

00:35:22 --> 00:35:25: your neighborhood to evolve and to allowing more neighbors

00:35:25 --> 00:35:28: in

00:35:28 --> 00:35:31: your neighborhood.

00:35:31 --> 00:35:34: Because again, I mean, one, one of my heroes in

00:35:34 --> 00:35:37: life, right, is, is Andres Dewani, right, the father of

00:35:28 --> 00:35:29: New Urbanism.

00:35:29 --> 00:35:31: He has a great saying that says density makes the

00:35:31 --> 00:35:32: doughnuts fresher, right?

00:35:33 --> 00:35:35: And, and I think that's one of the ways in

00:35:35 --> 00:35:38: that that we as a society can benefit to know

00:35:38 --> 00:35:41: that, you know, when we're all spread out, you know,

00:35:42 --> 00:35:45: on one acre lots, it's really hard to provide services

00:35:45 --> 00:35:45: to us.

00:35:46 --> 00:35:48: And that when we are actually, you know, living in

00:35:48 --> 00:35:52: communities and having, you know, an actual community where we

00:35:52 --> 00:35:55: interact with each other, the economy works better with the

00:35:55 --> 00:35:59: there's more retail opportunities, there's more amenity opportunities.

00:35:59 --> 00:36:01: And so, so again, I think a lot of it

00:36:01 --> 00:36:04: comes back to the benefits as to explaining the benefits

00:36:05 --> 00:36:05: to density.

00:36:05 --> 00:36:09: If we do it right, there's economic benefits, there's social

00:36:09 --> 00:36:13: benefits and, and those things cascade down throughout our households.

00:36:13 --> 00:36:15: And so some of it, I think it's not, you

00:36:15 --> 00:36:17: know, it may be naive to think that we're just

00:36:17 --> 00:36:20: going to make a PowerPoint presentation and tell everyone, you

00:36:20 --> 00:36:23: know, the benefits of, of, of greater densities in our

00:36:23 --> 00:36:25: neighborhoods and expect everyone just to sign up for it.

00:36:26 --> 00:36:29: But I think, again, I think people are realizing that

00:36:29 --> 00:36:32: this is the way that that that housing is only

00:36:32 --> 00:36:33: going to get done.

00:36:33 --> 00:36:37: We're only going, we're only going to improve our under

00:36:37 --> 00:36:40: production by, by allowing more housing in our neighborhoods.

00:36:40 --> 00:36:42: And, and, and I think we've just got to, we've

00:36:42 --> 00:36:44: just got to keep that, that conversation going.

00:36:45 --> 00:36:45: Awesome.

00:36:46 --> 00:36:49: And so Mike, Ed, I do want your numbers, those

00:36:49 --> 00:36:53: PowerPoint slides because I think that's no, not the the

00:36:53 --> 00:36:56: slides you have there because I do think the numbers,

00:36:56 --> 00:37:00: the calculations that you provided are not just interesting.

00:37:00 --> 00:37:02: I think if we did make some application, it could

00:37:02 --> 00:37:04: help us with our affordable housing crisis here in the

00:37:04 --> 00:37:04: city.

00:37:05 --> 00:37:07: And so Don, when I think about the numbers, a

00:37:07 --> 00:37:10: lot of folks talk about density from a multi family standpoint.

00:37:10 --> 00:37:10:

00:37:10 --> 00:37:14: And you mentioned 2 Peachtree and two Peachtree is an office building in downtown Atlanta and you talked a little

00:37:14 --> 00:37:18: bit about a public private partnership in order to make

00:37:18 --> 00:37:21: that transaction happen.

00:37:21 --> 00:37:23:

00:37:23 --> 00:37:24: Can you speak more on that deal?

00:37:25 --> 00:37:28: I, I sure can and, and hopefully you guys will

00:37:28 --> 00:37:30: get a chance to see the project tomorrow.

00:37:31 --> 00:37:35: But it was actually a 1.1 million square foot office

00:37:35 --> 00:37:39: building that was owned by the state of Georgia that

00:37:39 --> 00:37:43: invested Atlanta through one of our affiliates purchased for the

00:37:43 --> 00:37:47: conversion into residential mixed-use development.

00:37:47 --> 00:37:51: And one of the things that we recognize is we

00:37:51 --> 00:37:54: don't have the expertise to develop it.

00:37:54 --> 00:37:55: OK.

00:37:55 --> 00:37:58: And I think you know more government or quasi government

00:37:58 --> 00:38:00: entities have to recognize what our strengths are.

00:38:02 --> 00:38:03: We are not developers.

00:38:03 --> 00:38:07: I mean so we so we purchase it in 2023

00:38:07 --> 00:38:11: and shortly thereafter we issued an RFP for development, an

00:38:11 --> 00:38:13: RFQ that led to an RFP.

00:38:15 --> 00:38:18: And as a part of that process, what we recognize

00:38:18 --> 00:38:22: is I mean people had all the innovative ideas in

00:38:22 --> 00:38:24: the work in the world.

00:38:24 --> 00:38:28: But what I can tell you, Terry, is that there

00:38:28 --> 00:38:32: was not one proposal that was submitted that did not

00:38:32 --> 00:38:34: have a funding gap, not one.

00:38:36 --> 00:38:40: And so as we started to think about developing this

00:38:40 --> 00:38:45: project and the conversion of what it would take to

00:38:45 --> 00:38:50: actually get this building, you know, into any type of

00:38:50 --> 00:38:55: marketable because remember, you know, for those that don't know

00:38:55 --> 00:38:59: to Peachtree is going to be, is going to be

00:38:59 --> 00:39:05: and will be the tallest residential affordable housing development in

00:39:05 --> 00:39:10: the state of Georgia in terms of just near floors.

00:39:10 --> 00:39:12: It's 41 stories, 41 stories.

00:39:13 --> 00:39:18: And so when we think about developing that and the

00:39:18 --> 00:39:20: building was built pre 1960.

00:39:21 --> 00:39:25: And so when you think about the conversion and the

00:39:25 --> 00:39:29: cost of that conversion, it is a lot.

00:39:29 --> 00:39:32: And not only do we have the the 41 story  
00:39:32 --> 00:39:36: building and we have an 8 story office building that  
00:39:36 --> 00:39:40: is attached to it and all that came with 90  
00:39:40 --> 00:39:41: parking spaces.  
00:39:43 --> 00:39:43: I can't make it up.  
00:39:45 --> 00:39:46: I can't.  
00:39:46 --> 00:39:49: It came with 90 parking spaces that were underneath the  
00:39:49 --> 00:39:50: building.  
00:39:50 --> 00:39:52: It used to be an old bank building and it  
00:39:52 --> 00:39:54: was just for the bank executives to be able.  
00:39:54 --> 00:39:55: To park.  
00:39:55 --> 00:39:58: There and so so now we have this building that  
00:39:58 --> 00:40:01: we own and we're now trying to figure out how  
00:40:01 --> 00:40:06: to actually provide adequate parking for the residents that are  
00:40:06 --> 00:40:10: going to live there let alone any retail commercial hospitality  
00:40:10 --> 00:40:15: that is being contemplated in addition to filling gaps financing  
00:40:15 --> 00:40:19: gaps because you heard me mention that every proposal  
there  
00:40:19 --> 00:40:23: was no way that the private sector could have done  
00:40:23 --> 00:40:26: this by itself so one of the things that I  
00:40:26 --> 00:40:26: I truly.  
00:40:27 --> 00:40:31: Find memorable is a nice word as we're, as we've  
00:40:31 --> 00:40:38: gone through this experience, it's really just the  
conversations between  
00:40:38 --> 00:40:44: Invest Atlanta, the city of Atlanta and our development  
partner.  
00:40:44 --> 00:40:46: And you know, just, you know, as a, as a  
00:40:47 --> 00:40:49: note, not only did we buy the building, we bought  
00:40:49 --> 00:40:50: the building empty.  
00:40:52 --> 00:40:54: So how many of you all know how hard it  
00:40:54 --> 00:40:56: is to insure a building that is empty?  
00:40:58 --> 00:41:01: And if you don't know, I'm here to tell you  
00:41:01 --> 00:41:04: it is expensive when you have, you know, old systems  
00:41:04 --> 00:41:06: that are not always being utilized.  
00:41:06 --> 00:41:09: So the operating costs on this empty building are just  
00:41:09 --> 00:41:10: out of this world.  
00:41:11 --> 00:41:15: But beyond that, you know, the our development partner that  
00:41:15 --> 00:41:17: came to the table and we have a, it's called  
00:41:17 --> 00:41:19: 2 Peachtree Partners.  
00:41:19 --> 00:41:24: It's made-up of four private entities including the Integral  
Group,  
00:41:24 --> 00:41:29: the Atlantic Group and Milani Ventures that actually owns  
Underground

00:41:29 --> 00:41:32: Atlanta as well as T Dallas and company.

00:41:32 --> 00:41:34: So that those are our development partners.

00:41:35 --> 00:41:38: And the one thing that they said consistently is, you

00:41:38 --> 00:41:41: know, we, we may be able to get over the

00:41:41 --> 00:41:44: hurdle with this building, but we're going to have to

00:41:44 --> 00:41:47: really think about how we can use this building to

00:41:47 --> 00:41:51: catalyze what's happening downtown in terms of just the lived

00:41:51 --> 00:41:55: environment, all the things that that's happening there.

00:41:55 --> 00:41:58: And so our first thing was let's figure out how

00:41:58 --> 00:42:00: we can help to kind of close this gap.

00:42:01 --> 00:42:03: And so here we go the Atlanta way.

00:42:04 --> 00:42:05: We can never make things easy.

00:42:06 --> 00:42:10: So we decided to go after Tithia financing.

00:42:10 --> 00:42:12: Does anyone know what Tithia is?

00:42:13 --> 00:42:18: Transportation infrastructure financing innovation Act.

00:42:18 --> 00:42:21: And it's, it's been around, but it's only been used

00:42:21 --> 00:42:22: for infrastructure projects.

00:42:23 --> 00:42:27: And we found a little leeway there that allows you

00:42:27 --> 00:42:30: to be able to use be to use it for

00:42:30 --> 00:42:35: residential mixed-use development if it's close to transit.

00:42:36 --> 00:42:39: And that was actually a part of an act that

00:42:39 --> 00:42:42: was passed later on that opened it up a little

00:42:42 --> 00:42:45: bit in terms of the uses of those dollars.

00:42:45 --> 00:42:49: So now we have this \$400 million investment that we

00:42:49 --> 00:42:54: are now embarking on and we're going to use this

00:42:54 --> 00:42:59: federal prop program that has never been used for residential

00:42:59 --> 00:43:00: development.

00:43:00 --> 00:43:02: So Don, let me stop you right there because I

00:43:02 --> 00:43:04: think you just scared the entire ordinance.

00:43:07 --> 00:43:10: And I, I do want, I do want to come

00:43:10 --> 00:43:13: back to to dawn if we have time.

00:43:13 --> 00:43:16: But I will say this conversation really should have been

00:43:16 --> 00:43:18: 120 minutes versus 60 minutes.

00:43:18 --> 00:43:20: And so if I could just open it up if

00:43:20 --> 00:43:23: anyone in the audience has questions, while we have

00:43:23 --> 00:43:26: probably

00:43:23 --> 00:43:26: about 10 minutes left, your hand went up really fast.

00:43:27 --> 00:43:29: So if you would state your name, state your name,

00:43:29 --> 00:43:32: your organization and then your question of course.

00:43:32 --> 00:43:34: Michael Barnes, FIFA Benefits.

00:43:34 --> 00:43:35: Helping mentions get access to benefits.

00:43:37 --> 00:43:37: When you say.



00:43:37 --> 00:43:40: Federal I have a little bit of a heart compensation.

00:43:40 --> 00:43:40: Me too.

00:43:40 --> 00:43:43: Because what that meant when I was here two months ago, I'm not sure what I.

00:43:43 --> 00:43:44: Mean today in.

00:43:44 --> 00:43:45: Two months.

00:43:45 --> 00:43:45: What is the the?

00:43:46 --> 00:43:46: Real risk that you feel with these federal.

00:43:47 --> 00:43:49: Promises.

00:43:51 --> 00:43:51: Oh, do you want that?

00:43:51 --> 00:43:52: So, so this is what I would say, this is

00:43:53 --> 00:43:55: what I would say.

00:43:55 --> 00:43:56: I think we are in a time of transition, in

00:43:56 --> 00:43:59: a time of uncertainty.

00:43:59 --> 00:44:01: And there, there are some things that are unpredictable, but

00:44:01 --> 00:44:04: what we do know is that affordable housing is important

00:44:04 --> 00:44:08: and we know affordable housing actually equates to people

00:44:08 --> 00:44:11: and

00:44:11 --> 00:44:12: people lives.

00:44:12 --> 00:44:14: And so I think we have to keep pushing where

00:44:14 --> 00:44:15: there be different policy changes.

00:44:16 --> 00:44:18: Absolutely, I'm living them every day.

00:44:18 --> 00:44:21: But I think if we, if we get caught up

00:44:21 --> 00:44:26: in the dynamics or the dynamics of the policy changes

00:44:26 --> 00:44:30: without being proactive as to how we need to continue

00:44:30 --> 00:44:34: to move forward, then I think we just put ourselves

00:44:34 --> 00:44:35: backwards.

00:44:35 --> 00:44:37: And so that's the best way I can say it.

00:44:37 --> 00:44:40: I don't think anyone in fairness could give a, a

00:44:40 --> 00:44:44: direct answer to that because there's just so much

00:44:44 --> 00:44:46: uncertainty

00:44:44 --> 00:44:46: and it's very unpredictable.

00:44:46 --> 00:44:47: So that's that's my thought.

00:44:48 --> 00:44:49: Terry, could I jump in?

00:44:50 --> 00:44:51: So Michael, yes.

00:44:51 --> 00:44:54: So we, as I mentioned of the intro, we are

00:44:54 --> 00:44:58: both a policy association, but we also engage directly on

00:44:58 --> 00:44:58: Capitol Hill.

00:44:59 --> 00:45:02: And so if I have any hope, note for you

00:45:02 --> 00:45:05: and others in this room who are concerned about and

00:45:05 --> 00:45:09: anxious about what pretends beyond the end of this week

00:45:09 --> 00:45:12: for housing at the federal level 1, we have a

00:45:13 --> 00:45:17: number of bipartisan legislative proposals continuing to move ahead in

00:45:18 --> 00:45:18: Congress.

00:45:19 --> 00:45:22: For example, the ULI report talked about the concept of

00:45:22 --> 00:45:24: Yes in God's Backyard.

00:45:25 --> 00:45:28: I'm really excited to share we have not one but

00:45:28 --> 00:45:32: two Republican Senators willing to join Senator Brian Schatz on

00:45:32 --> 00:45:36: introducing a federal Yes in God's Back Backyard Act that

00:45:36 --> 00:45:40: would extend our loop of the religious liberty statute to

00:45:40 --> 00:45:44: church and faith-based organizations that want to build affordable housing.

00:45:45 --> 00:45:50: Another quick example is the bipartisan congressional YIMBY caucus that

00:45:50 --> 00:45:53: up for growth was proud to play a part in

00:45:53 --> 00:45:56: the formation of this is Co chaired by 8 sitting

00:45:56 --> 00:46:00: members of Congress, 4 on the right and four on

00:46:00 --> 00:46:00: the left.

00:46:00 --> 00:46:02: And last point is I was in a meeting with

00:46:02 --> 00:46:05: Senator Ron Wyden, chairman of the former chairman of the

00:46:05 --> 00:46:08: Senate Finance Committee, huge proponent of affordable housing.

00:46:09 --> 00:46:10: His words?

00:46:10 --> 00:46:11: I am a Democrat.

00:46:12 --> 00:46:14: I'm not supposed to ever say I'm a supply side

00:46:14 --> 00:46:17: guy, but yet here I am saying it with regards

00:46:17 --> 00:46:18: to housing.

00:46:18 --> 00:46:21: And so there is a lot of common ground to

00:46:21 --> 00:46:24: be had even amidst an environment where we no one

00:46:24 --> 00:46:27: knows what next week will look like as far as

00:46:27 --> 00:46:28: the next year, right?

00:46:29 --> 00:46:31: And, and I think we have to take advantage of

00:46:31 --> 00:46:33: that because as Terry said, this is a human issue.

00:46:34 --> 00:46:37: And let's not forget the original motto of the National

00:46:37 --> 00:46:41: Housing Conference and one in our organization has embraced wholeheartedly

00:46:41 --> 00:46:43: is housing is jobs and jobs is housing.

00:46:43 --> 00:46:46: If we want to unlead, if we want to unlock

00:46:46 --> 00:46:50: the next American economic boom, it has to lead with

00:46:50 --> 00:46:51: housing.

00:46:51 --> 00:46:54: So that those are our comments and some of the

00:46:54 --> 00:46:58: reasons we're we're hopeful about about continued federal progress.

00:46:58 --> 00:47:02: And I'll just add, you know, at a national level,  
00:47:02 --> 00:47:06: we've been doing a lot of meetings with congressional  
leaders  
00:47:06 --> 00:47:10: in terms of affordable housing and, and what we recognize,  
00:47:10 --> 00:47:11: and it's on both sides.  
00:47:11 --> 00:47:15: And I tell I tell everybody that affordable housing is  
00:47:15 --> 00:47:17: bipartisan, doesn't matter.  
00:47:18 --> 00:47:21: And so one of the things that I've recognized is  
00:47:22 --> 00:47:26: it's really about educating, educating a lot of the leaders  
00:47:26 --> 00:47:29: in terms of what it really is and how it  
00:47:29 --> 00:47:33: relates to their city, their, their districts.  
00:47:34 --> 00:47:36: And I and I can see the light go off  
00:47:36 --> 00:47:38: Republican, Democrat, doesn't matter.  
00:47:38 --> 00:47:41: I can see the lights go off when we start  
00:47:41 --> 00:47:45: talking about why it's important and what how it leads  
00:47:45 --> 00:47:51: to not only capital investment, jobs, permanent construction,  
economic growth.  
00:47:52 --> 00:47:54: And so when you start to put the number as,  
00:47:54 --> 00:47:58: as it relates to the economic impact of housing and  
00:47:58 --> 00:48:01: you start talking about quality of life, they all get  
00:48:01 --> 00:48:01: it.  
00:48:02 --> 00:48:04: And so I think it's just a matter of making  
00:48:04 --> 00:48:07: sure that they're educated around around the issue.  
00:48:07 --> 00:48:09: So we we have hope.  
00:48:10 --> 00:48:10: Yeah, absolutely.  
00:48:11 --> 00:48:12: I believe we have time for one more question.  
00:48:12 --> 00:48:14: There was a hand on this side of the room.  
00:48:14 --> 00:48:15: Yes, Yes, ma'am.  
00:48:25 --> 00:48:39: So at the national level working there streamline building  
code  
00:48:39 --> 00:48:52: issues related to that having a uniform modular building code  
00:48:52 --> 00:48:53: those.  
00:48:53 --> 00:48:55: Sort of topics, but that's also an emphasis a lot  
00:48:55 --> 00:48:56: of five years old we require.  
00:48:56 --> 00:48:59: Do you want to say I'm happy to jump So,  
00:48:59 --> 00:49:02: so so there are a number of proposals they get  
00:49:02 --> 00:49:06: at incentivizing local land use zoning in building code  
changes  
00:49:06 --> 00:49:07: through federal incentives.  
00:49:07 --> 00:49:12: For instance, the Reducing Regulatory Barriers to Housing  
Act, which  
00:49:12 --> 00:49:16: is pending in the House, bipartisan legislation, which would  
take

00:49:16 --> 00:49:19: some of the dark history that we talked about with  
00:49:19 --> 00:49:23: regards to the Standard Zoning Enabling Act that  
promulgated exclusionary  
00:49:23 --> 00:49:27: zoning across the United States and put forth better policy  
00:49:27 --> 00:49:30: frameworks for localities to adopt, adapt and implement.  
00:49:30 --> 00:49:31: Right?  
00:49:31 --> 00:49:32: So that's one approach.  
00:49:32 --> 00:49:36: The second approach is the only building code in the  
00:49:36 --> 00:49:39: United States that is federal is the HUD code.  
00:49:40 --> 00:49:44: We have an opportunity to have a conversation around  
modular  
00:49:44 --> 00:49:47: factory build, standardized building codes.  
00:49:47 --> 00:49:50: So happy to talk offline after the after this panel  
00:49:50 --> 00:49:51: discussion about more specifics.  
00:49:51 --> 00:49:53: But there is movement on that front.  
00:49:53 --> 00:49:57: And again, these are all bipartisan conversations supported  
on the  
00:49:57 --> 00:50:00: right from a deregulatory perspective and supported on the  
left  
00:50:00 --> 00:50:02: from the perspective of we need more homes for all  
00:50:02 --> 00:50:03: Americans.  
00:50:04 --> 00:50:06: And by the way, these aren't mutually exclusive, right?  
00:50:06 --> 00:50:07: There's lots of overlap.  
00:50:07 --> 00:50:09: I don't want to paint our friends on the right  
00:50:09 --> 00:50:12: as our, you know, is is only caring about regulation  
00:50:12 --> 00:50:12: and business.  
00:50:12 --> 00:50:16: But there there are lots of ways for electeds to  
00:50:16 --> 00:50:19: get into and become champions for these ideas.  
00:50:19 --> 00:50:20: Thank you so much.  
00:50:20 --> 00:50:23: So before we give our diverse panel an expert panel  
00:50:23 --> 00:50:26: a hand of applause, I would like for Ed to  
00:50:26 --> 00:50:28: give us a give us closing remarks.  
00:50:29 --> 00:50:29: Well, thank you.  
00:50:30 --> 00:50:34: I think it would be helpful to, I'll just outline  
00:50:34 --> 00:50:40: quickly why light touch sensity promotes affordability, natural  
affordability.  
00:50:41 --> 00:50:44: First of all, if you require less land, you will  
00:50:44 --> 00:50:46: have smaller structures.  
00:50:46 --> 00:50:48: There'll still be family size.  
00:50:48 --> 00:50:51: If you're building townhomes and things like that, We've  
demonstrated  
00:50:51 --> 00:50:52: that that reduces the cost.  
00:50:53 --> 00:50:56: If you allow more of those at a lower cost,

00:50:56 --> 00:50:58: they're going to be in the middle of the price  
00:50:58 --> 00:51:01: point, closer to the middle of the price point, which  
00:51:01 --> 00:51:03: is going to add lots more supply.  
00:51:03 --> 00:51:07: And that additional supply is going to tamp down house  
00:51:07 --> 00:51:08: price appreciation.  
00:51:08 --> 00:51:11: It's not going to make it negative, but it's going  
00:51:11 --> 00:51:14: to keep it more in line with employment wage growth,  
00:51:14 --> 00:51:16: which is what you ultimately need to do.  
00:51:16 --> 00:51:19: You need wages to go up faster than house prices.  
00:51:19 --> 00:51:20: That's what makes it more affordable.  
00:51:20 --> 00:51:23: Lastly, and this has become a dirty word, but it's  
00:51:23 --> 00:51:25: not really a dirty word.  
00:51:25 --> 00:51:26: And that is the filtering that happens.  
00:51:27 --> 00:51:30: If you can build in the middle of the housing  
00:51:30 --> 00:51:34: distribution and add lots there, then all those people are  
00:51:34 --> 00:51:36: moving from somewhere.  
00:51:36 --> 00:51:40: They're moving from rentals, they're moving from single  
family owner  
00:51:40 --> 00:51:41: occupied in townhomes.  
00:51:41 --> 00:51:44: They free up housing because they they weren't getting their  
00:51:44 --> 00:51:44: ideal housing.  
00:51:44 --> 00:51:46: They were only accepting it.  
00:51:46 --> 00:51:49: They move up and that frees up the housing and  
00:51:49 --> 00:51:52: all of that works to to make housing more affordable  
00:51:52 --> 00:51:54: when you add more supply.  
00:51:54 --> 00:51:54: Thank.  
00:51:55 --> 00:51:57: You so much Ed, Please join me in giving our  
00:51:57 --> 00:51:57: panel.  
00:52:04 --> 00:52:05: It's a pleasure.  
00:52:05 --> 00:52:07: Thank you so much for joining us today.

---

*This video transcript has been machine-generated, so it may not be accurate. It is for personal use only. Reproduction or use without written permission is prohibited. If you have a correction or for permission inquiries, please contact [\[email protected\]](#).*