

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
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
00:13:21 --> 00:13:24: of the Atlanta way we have spent a lot of
00:13:24 --> 00:13:27: time, I think we probably are on our 4th, 5th,
00:13:27 --> 00:13:31: 6th housing strategy tere that we've done and each one
00:13:31 --> 00:13:36: gives us new methods to really produce affordable housing.
00:13:37 --> 00:13:40: Some of the things that, you know, I noticed in
00:13:40 --> 00:13:44: Atlanta was outside of the regulatory was that, you know,
00:13:44 --> 00:13:47: we, we've often tried to finance our way out of
00:13:47 --> 00:13:48: this crisis.
00:13:49 --> 00:13:53: And I always told, you know, my elected officials, you
00:13:53 --> 00:13:54: can't finance our way.
00:13:54 --> 00:13:57: They're, they're going to have to be some policy changes
00:13:58 --> 00:14:00: because no matter how much money you put, you put
00:14:00 --> 00:14:04: towards affordable housing, there's always going to be the
need
00:14:04 --> 00:14:05: for more housing.
00:14:06 --> 00:14:08: At Invest Atlanta, I mentioned that we're the city's economic
00:14:08 --> 00:14:09: development arm.
00:14:09 --> 00:14:13: So often times, you know, we, we struggle with how
00:14:13 --> 00:14:16: to keep that balance of, you know, the economic mobility,
00:14:16 --> 00:14:19: which is really housing is a true, is a true
00:14:20 --> 00:14:23: indicator of how well people are doing because most people
00:14:23 --> 00:14:26: get their wealth through their homes.
00:14:27 --> 00:14:30: But also balancing that with capital investment coming to our
00:14:30 --> 00:14:33: city, meaning recruiting some of the, you know, some of
00:14:33 --> 00:14:37: the Fortune 500 companies, the headquarters and then still
keeping
00:14:37 --> 00:14:39: Atlanta affordable.
00:14:39 --> 00:14:43: I will say some of the things that we've implemented
00:14:43 --> 00:14:46: probably over the past, you know, 7-8 years have been
00:14:46 --> 00:14:48: pretty innovative.
00:14:48 --> 00:14:51: I think one of the things, and this was, you
00:14:51 --> 00:14:55: know, to Terry's credit, when she was our city's first
00:14:55 --> 00:14:57: Chief housing officer.
00:14:57 --> 00:15:00: So for those who don't know, before Terry left and

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

strike
00:17:11 --> 00:17:11: force.
00:17:12 --> 00:17:15: The Courtney mentioned that, yes, raise your hand.
00:17:15 --> 00:17:18: I know he he lives by by the housing Strike
00:17:18 --> 00:17:21: Force and so does the Mirror and so many of
00:17:21 --> 00:17:22: you know what that is.
00:17:22 --> 00:17:25: But if we have a group of all the public
00:17:25 --> 00:17:29: agencies that meet once a month and my understanding
from
00:17:29 --> 00:17:33: talking to Courtney is this the most exciting meeting that
00:17:33 --> 00:17:34: the Mirror has.
00:17:34 --> 00:17:36: He comes down the hall skipping and saying strike force
00:17:36 --> 00:17:37: time.
00:17:38 --> 00:17:40: And so he gets us all in this room and
00:17:40 --> 00:17:44: we all talk about the 800 acres of developable land
00:17:44 --> 00:17:47: that we have here in the city of Atlanta and
00:17:47 --> 00:17:51: how we can leverage that land for affordable housing as
00:17:51 --> 00:17:54: well as making sure that it is a economic catalyst
00:17:54 --> 00:17:56: for many of the neighborhoods.
00:17:57 --> 00:17:59: I mean, so I think that was probably one of
00:17:59 --> 00:18:02: the most innovative ideas in terms of getting us all
00:18:02 --> 00:18:04: in the room to talk about it.
00:18:04 --> 00:18:07: Not only talk about how we dispose of this, of
00:18:07 --> 00:18:11: this, of these properties, but in what order, because often
00:18:11 --> 00:18:14: times we were releasing RPS at the same time and
00:18:14 --> 00:18:16: developers had to make a choice.
00:18:16 --> 00:18:18: Do I respond to Invest Atlanta?
00:18:18 --> 00:18:20: Do I respond to Marta?
00:18:20 --> 00:18:22: Do I respond to whoever?
00:18:22 --> 00:18:25: And, and often times the resources were limited and so
00:18:25 --> 00:18:27: were the, you know, the times and the, and the
00:18:28 --> 00:18:31: financing that the developers had to dedicated to projects.
00:18:31 --> 00:18:34: And so we now have a coordinated effort about how
00:18:34 --> 00:18:37: we release those RF PS and, and really work towards
00:18:37 --> 00:18:40: making sure that it's that it's the right timing for
00:18:40 --> 00:18:42: certain types of properties.
00:18:42 --> 00:18:45: The other thing that I think is important, you know,
00:18:45 --> 00:18:48: that comes out of the strike force meeting, is the
00:18:48 --> 00:18:51: city has been really the innovation lab in particular has
00:18:51 --> 00:18:54: been really innovative in terms of making sure that if
00:18:54 --> 00:18:57: they're if it's public land, that we go through the
00:18:57 --> 00:19:00: 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
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
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
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
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
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
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
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,
unions,
00:24:07 --> 00:24:11: groups that focus on economic development, right, groups
that are
00:24:11 --> 00:24:16: individual, labor intensive, major employers, folks who care
about the
00:24:16 --> 00:24:21: environment, folks who care about education and healthcare
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
session in
00:27:34 --> 00:27:39: California, some of the Senate B9SB9SB10, SB 10 is
actually
00:27:39 --> 00:27:43: called the light touch density bill when it was passed
00:27:43 --> 00:27:43: 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,
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 --> 00:31:47: Let me repeat that.

00:31:48 --> 00:31:50: They will make more money building 4 or five townhomes

00:31:51 --> 00:31:52: on that 8000 square foot lot.

00:31:52 --> 00:31:53: Then they will build.

00:31:53 --> 00:31:55: Then we'll make building the MC mansion.

00:31:55 --> 00:31:58: 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
they're
00:34:23 --> 00:34:26: 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
crippling the
00:34:30 --> 00:34:31: local economy, right.
00:34:31 --> 00:34:33: And so I think there's an education piece to this.
00:34:33 --> 00:34:36: I think it's also a matter of letting the public
00:34:36 --> 00:34:40: understand that, you know, by, by having duplexes and
triplexes,
00:34:40 --> 00:34:44: quad plexes in your, in your neighborhood, that it doesn't
00:34:44 --> 00:34:47: necessarily to mean your community's character, right?
00:34:47 --> 00:34:50: And we hear this a lot that, that, you know,
00:34:50 --> 00:34:53: we don't want density in our neighborhoods because it's, it's
00:34:53 --> 00:34:55: going to, it's going to somehow make my life worse,
00:34:55 --> 00:34:56: right?
00:34:56 --> 00:34:58: And that it's a 0 sum game for resources and
00:34:58 --> 00:35:00: that, you know, the lines are going to be longer,
00:35:00 --> 00:35:03: the traffic's going to be worse prices, everything's going to
00:35:03 --> 00:35:05: be worse the more people we accept.
00:35:05 --> 00:35:08: And I think that's just a major misnomer among the
00:35:08 --> 00:35:08: public.
00:35:08 --> 00:35:10: And I think we've got to do a better job
00:35:10 --> 00:35:13: of, of getting out in front of that and showing
00:35:13 --> 00:35:15: up to meetings and, and, and talking to people about
00:35:15 --> 00:35:18: the fact that there are lots of benefits to allowing
00:35:18 --> 00:35:21: your neighborhood to evolve and to allowing more neighbors
in
00:35:21 --> 00:35:22: your neighborhood.
00:35:23 --> 00:35:25: Because again, I mean, one, one of my heroes in
00:35:25 --> 00:35:28: 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
00:37:10 --> 00:37:10: standpoint.
00:37:10 --> 00:37:14: And you mentioned 2 Peachtree and two Peachtree is an
00:37:14 --> 00:37:18: office building in downtown Atlanta and you talked a little
00:37:18 --> 00:37:21: bit about a public private partnership in order to make
00:37:21 --> 00:37:23: that transaction happen.
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
00:37:43 --> 00:37:47: 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
00:38:55 --> 00:38:59: 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
00:39:05 --> 00:39:10: 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
00:43:43 --> 00:43:44: ago, I'm not sure what I.
00:43:44 --> 00:43:45: Mean today in.
00:43:45 --> 00:43:45: Two months.
00:43:46 --> 00:43:46: What is the the?
00:43:47 --> 00:43:49: Real risk that you feel with these federal.
00:43:51 --> 00:43:51: Promises.
00:43:51 --> 00:43:52: Oh, do you want that?
00:43:53 --> 00:43:55: So, so this is what I would say, this is
00:43:55 --> 00:43:56: what I would say.
00:43:56 --> 00:43:59: I think we are in a time of transition, in
00:43:59 --> 00:44:01: a time of uncertainty.
00:44:01 --> 00:44:04: And there, there are some things that are unpredictable, but
00:44:04 --> 00:44:08: what we do know is that affordable housing is important
00:44:08 --> 00:44:11: and we know affordable housing actually equates to people
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
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
00:50:41 --> 00:50:44: 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.

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