

GETTING THE HOUSING YOU WANT:

Part 1: Terms and Factors that shape housing



Jim Heid, FASLA
Founder, UrbanGreen
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Two Part Series

- Part 1- Provide an overview of housing – terms, how it gets developed, and the process tools communities have to shape new development.
- Part 2 – Discuss housing design elements and what is most important to create a compatible, enduring community

PART 1

Understanding 'Housing'

What goes into the cost of a house?

How does housing get delivered and how can community character be maintained, while keeping costs down?

The speaker



Jim Heid, FASLA

Founder, UrbanGreen and CRAFT Development

Nationally recognized leader in sustainable development, resilience, incremental development. and small town infill developer. Based in Healdsburg, CA.

“Windsor follows the “Smart Growth” model for development that favors a mix of land uses, walkable neighborhoods, compact building design, transportation choices, distinctive architecture, and a strong sense of community.”

Windsor 2040 (General Plan Principle - Community and Neighborhood Design)

How can you achieve this principle?

- Establish a clear vision of what you want
- Encouraging a diversity of housing options
- Being clear and consistent about what you expect from developers
- Be thoughtful - not prescriptive - about design
- Pay attention the public realm as well as the building

Housing is not a single term

Housing means different things depending on perspective

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Price

Deed Restricted
Affordable or
Market?

Housing means different things depending on perspective

Price

Deed Restricted
Affordable or
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Product

Single Family Detached,
Attached or Multi-family?

Housing means different things depending on perspective

Price

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Affordable or
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Product

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Attached or Multi-family?

Tenure

Ownership
or Rental?

Housing **BY PRICE**

‘affordable’ – by market

Affordable – very low, low, moderate

Affordable-by-design

Missing Middle*

Market

* Missing Middle is being used to describe
both Price and Product

Housing **BY PRICE**

affordable housing =

Market supplied housing that may be more cost effective, but not protected. Helps increase housing choice, but may not be sustained given outside economic pressures.

Affordable Housing =

Protected pool of price-restricted residential units. A critical component of a community's housing stock, meant to support its workforce.

Housing **BY PRICE**

Affordable-by-Design =

Market supplied affordable housing that can be rented, sold or operated for less due to design

- Smaller unit size
- Higher density
- Reduced parking requirement
- Attached or multi-family
- Energy efficient or 'green'
- Co-housing strategy to remove market risk
-

Housing **BY PRICE**

Missing Middle =

Housing priced to be attainable by those making too much to qualify for 'Affordable Housing', but not enough to purchase a median priced home.

Market =

Housing sold on the open market at price the market will bear. Move-up, luxury, resort and second home are examples of typical 'market' housing.

Housing **BY PRODUCT**

Single Family Detached (SFD)

Single Family Attached (SFA)

Multifamily (MF)

Accessory Dwelling Unit (ADU)

....and Missing Middle

Single Family Detached (SFD)

- No common walls, typically on a large lot
- Density range of 1-8 units per acre
- Common in most communities
- Varies from 50-75% of housing stock
- In 2010, Windsor was almost 80% SFD

Conventional Lot





The picture can't be displayed.

Small Lot

Image Credit:

Image Credit: UrbanGreen®

Cottage Courts



Image Credit The Cottage Company

Single Family Attached (SFA)

- Shares at least one common wall, but no one above you
- May be on a single lot or common interest
- Density range of 8-15 units per acre
- Typical examples are duplexes, townhomes, rowhomes
- Varies from 10-20% % of housing stock
- In 2010, Windsor had only 6% SFA

Single Family Attached



Co-Housing



Paired Homes



Image Credit:

Image Credit: UrbanGreen®

Townhomes



Multi-family (MF)

- Common walls and stacked one unit on another
- Common in most communities
- Density range of 15-40 units per acre
- Varies from 10-25% of housing stock
- Historically was 40-50% of community housing stock
- In 2010, Windsor had only 8% Multifamily

Stacked Flats w/ Retail



Image Credit: UrbanGreen®

Apartments



Condominiums



Accessory Dwelling Units

Developed to accompany any previous types of housing

Must be on the same tax parcel, part of the same property

Recently passed legislation provides relief to accelerate ADU development

- No parking required
- Relief in second story setback
- Impact fees must be calibrated to impact
- Limited design review

Missing Middle Housing



Missing Middle Housing



Housing – by **TENURE**

Ownership – whole ownership and fractional

- Single family homes
- Duplexes and triplexes
- Townhomes
- Condominiums

Rental – leased, short term vacation, co-living

- Single family homes
- Duplexes and triplexes
- Townhomes
- Apartments

How Does Housing Get
Developed?
(and why does it cost
so much?)

Actors + Roles in Housing Production

Community

What is allowed to be
developed

Approval process

Actors + Roles in Housing Production

Community

What is allowed to be
developed

Approval process

Developer

Program vision and
design

Construction
approach and capital
structure

Actors + Roles in Housing Production

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Construction approach and capital structure

Market

Land Price

Cost of materials and labor

Finished sale or lease price

What Makes Up Housing Cost?



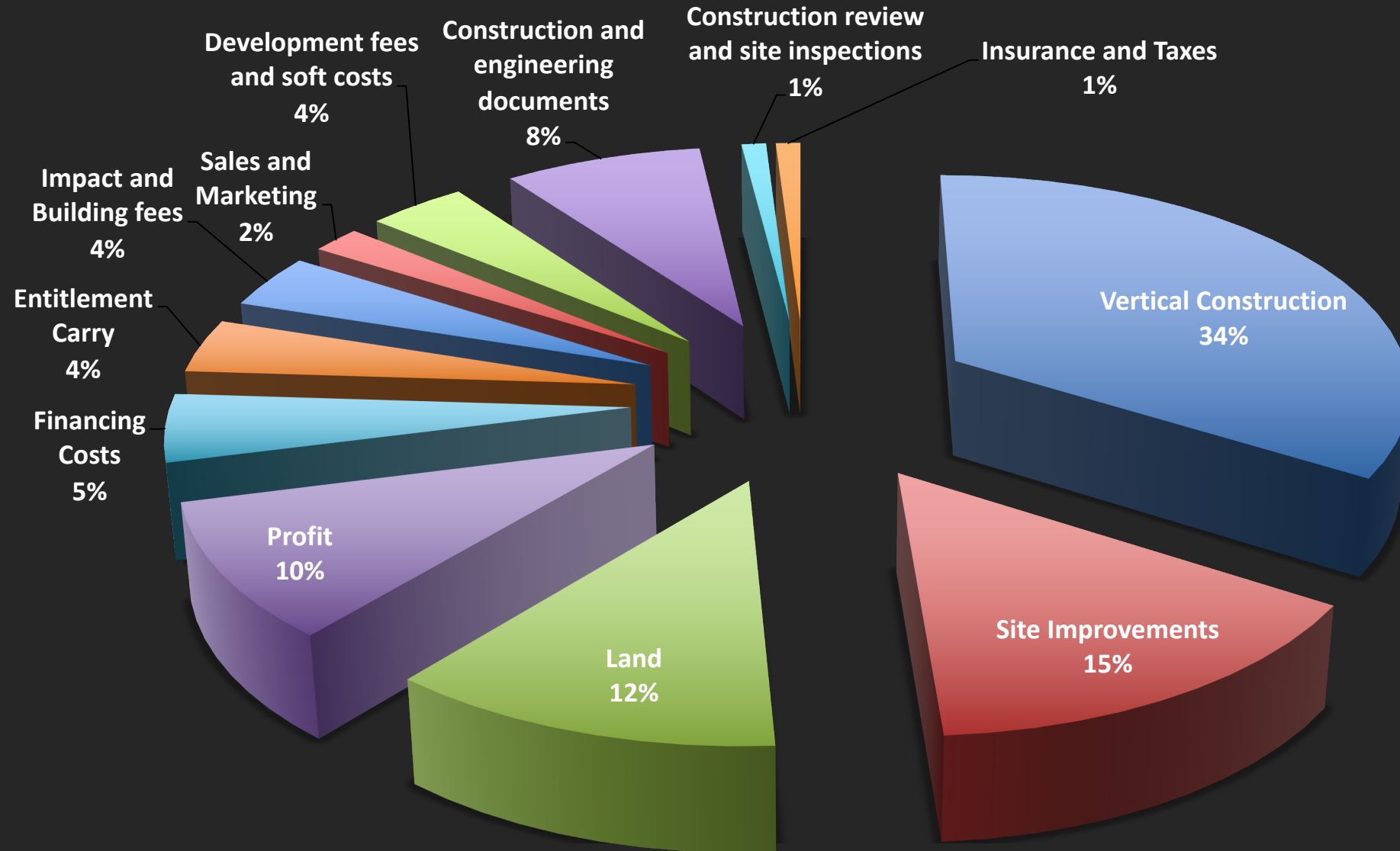
Profit

Materials + Labor

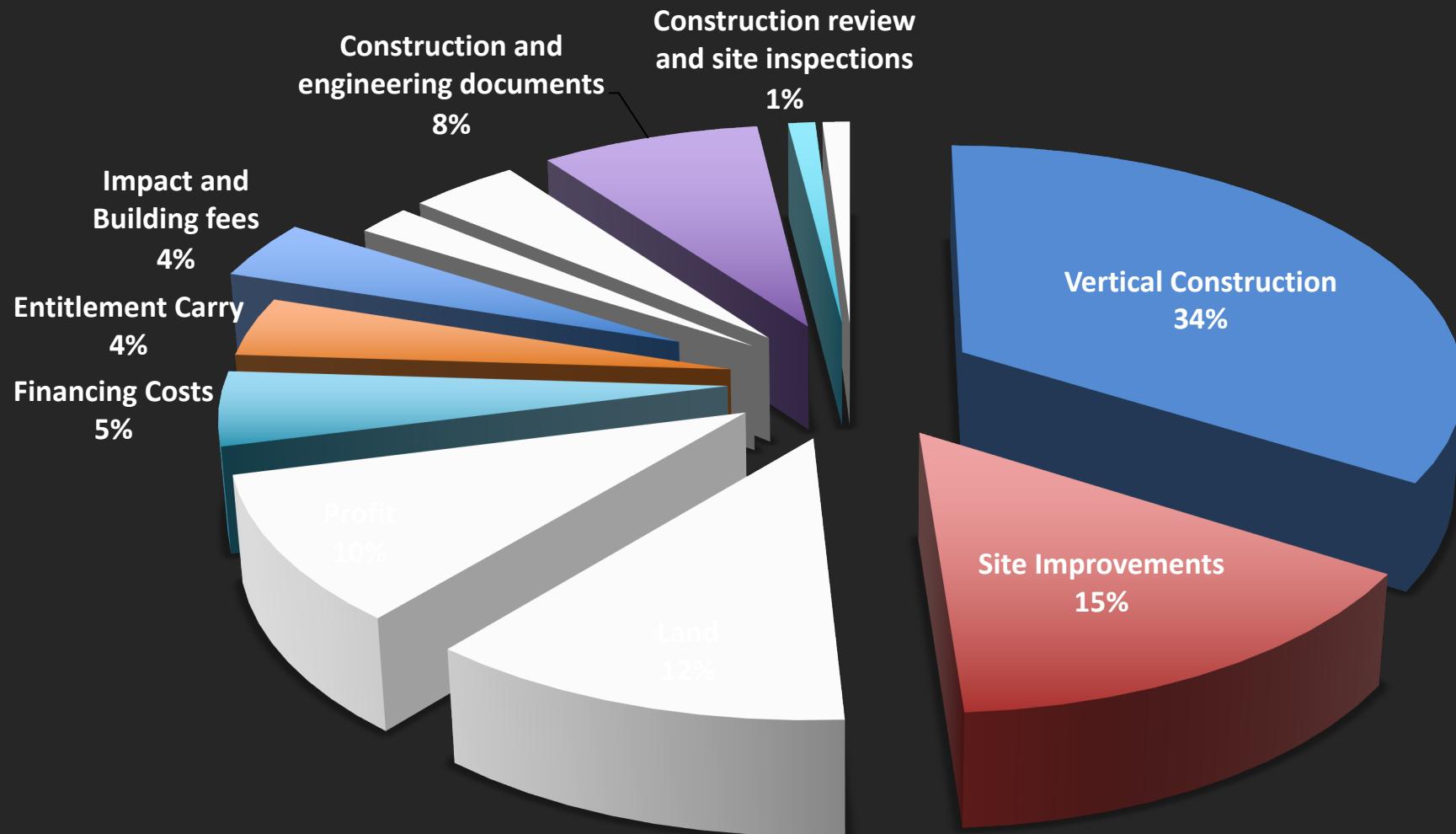
Lot Development Costs

Land

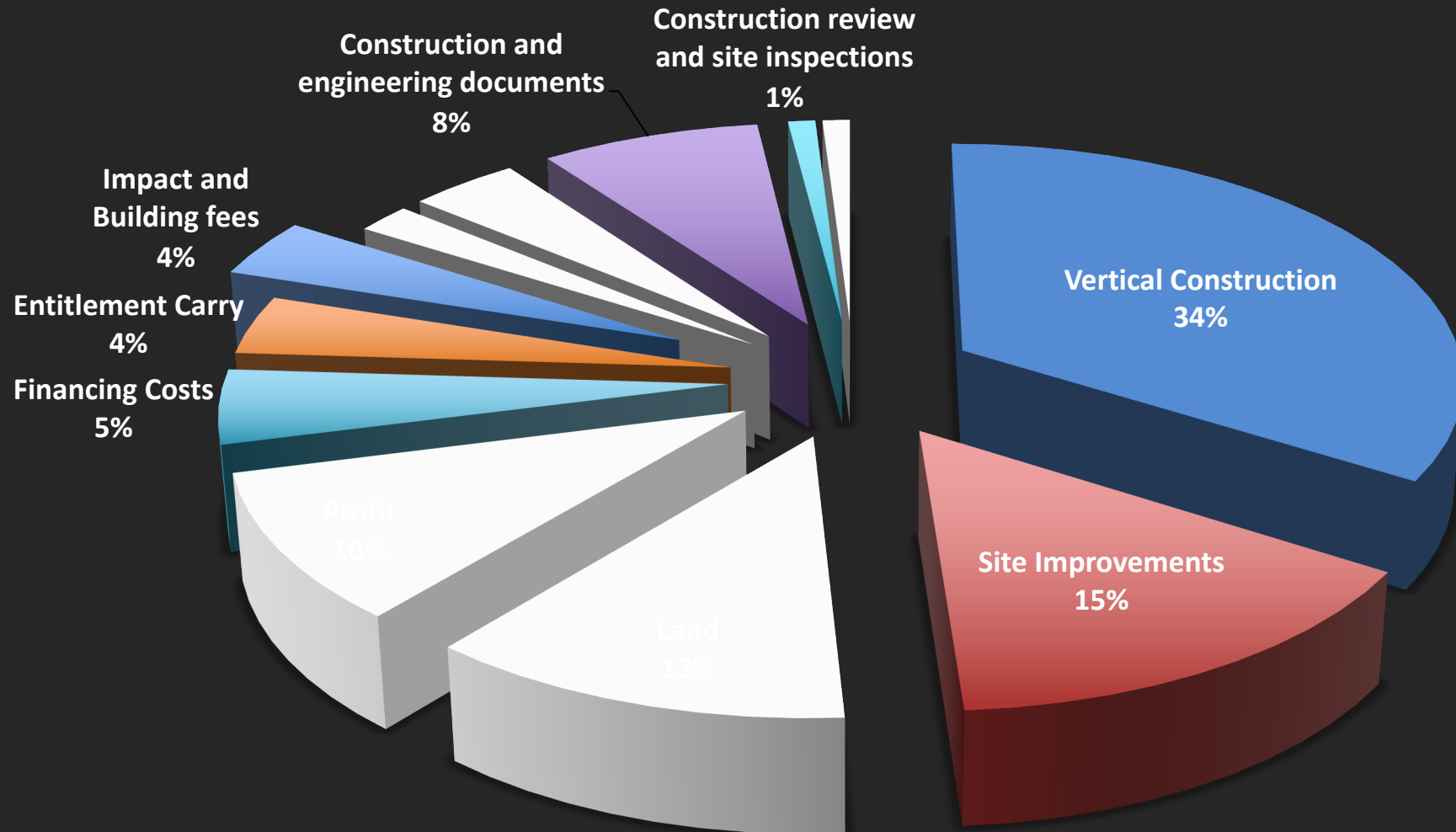
Components of Housing Cost



Where City Policies Impact Cost



Where City Policies Impact Cost



**City Policies
have a direct or
indirect impact
on ~70% of the
factors that
affect housing
cost**

Part 1 Takeaways

When discussing Housing policies and goals, make sure everyone is using the same definitions – housing by price, housing by product or housing by tenure?

There are a range of housing types that are emerging to address the changing needs and economics of families

Housing production has many players – and many cost factors. Getting to where you want to go requires understanding how one decision impacts the overall outcome.

Questions and comments?

Can be sent to:

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