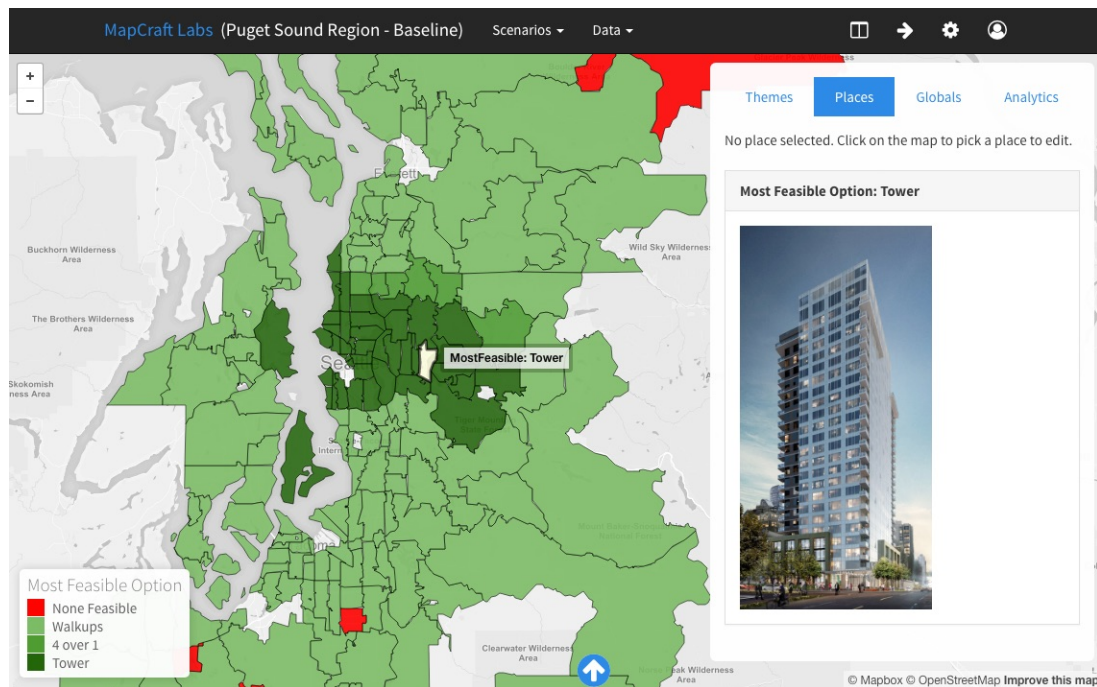


Effective Strategies for Housing Production

ECONorthwest
ECONOMICS • FINANCE • PLANNING

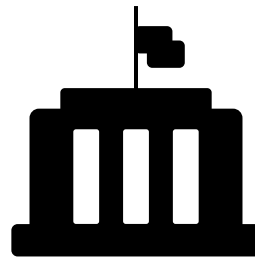
21 Elements Site Evaluation
October 13th, 2020

Real estate economics with MapCraft

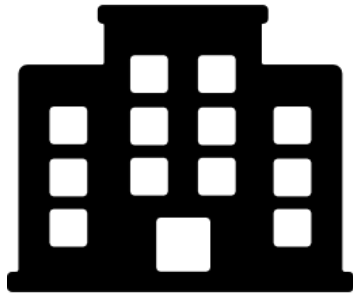


- Urban form explained through developers' ability to pay for land
- Run thousands of pro formas to test financial feasibility of policy options
- Appreciate opportunities for housing production

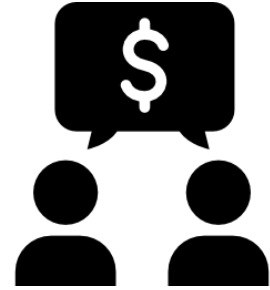
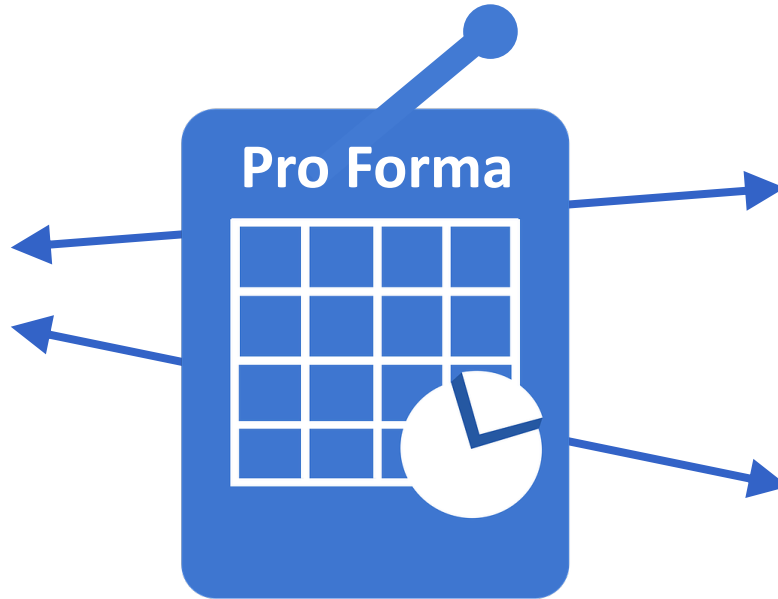
MAPCRAFT.io



Policy



Developer
(for-profit or
non-profit)



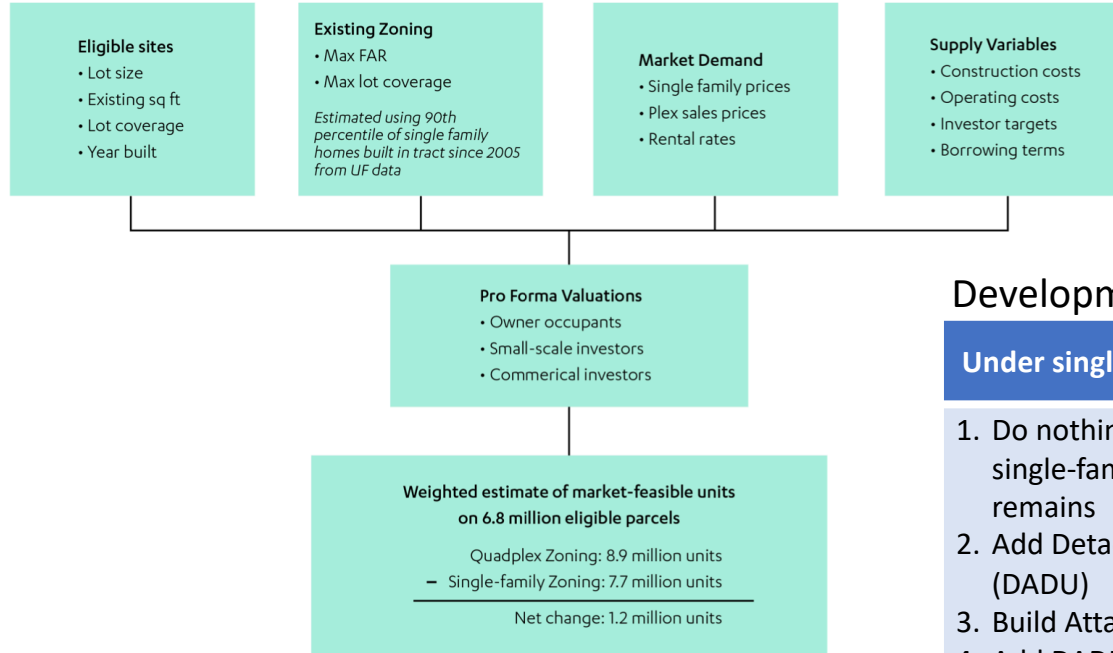
Investors



Bank

Example MapCraft Analysis – CA AB3040

MapCraft Evaluation Process

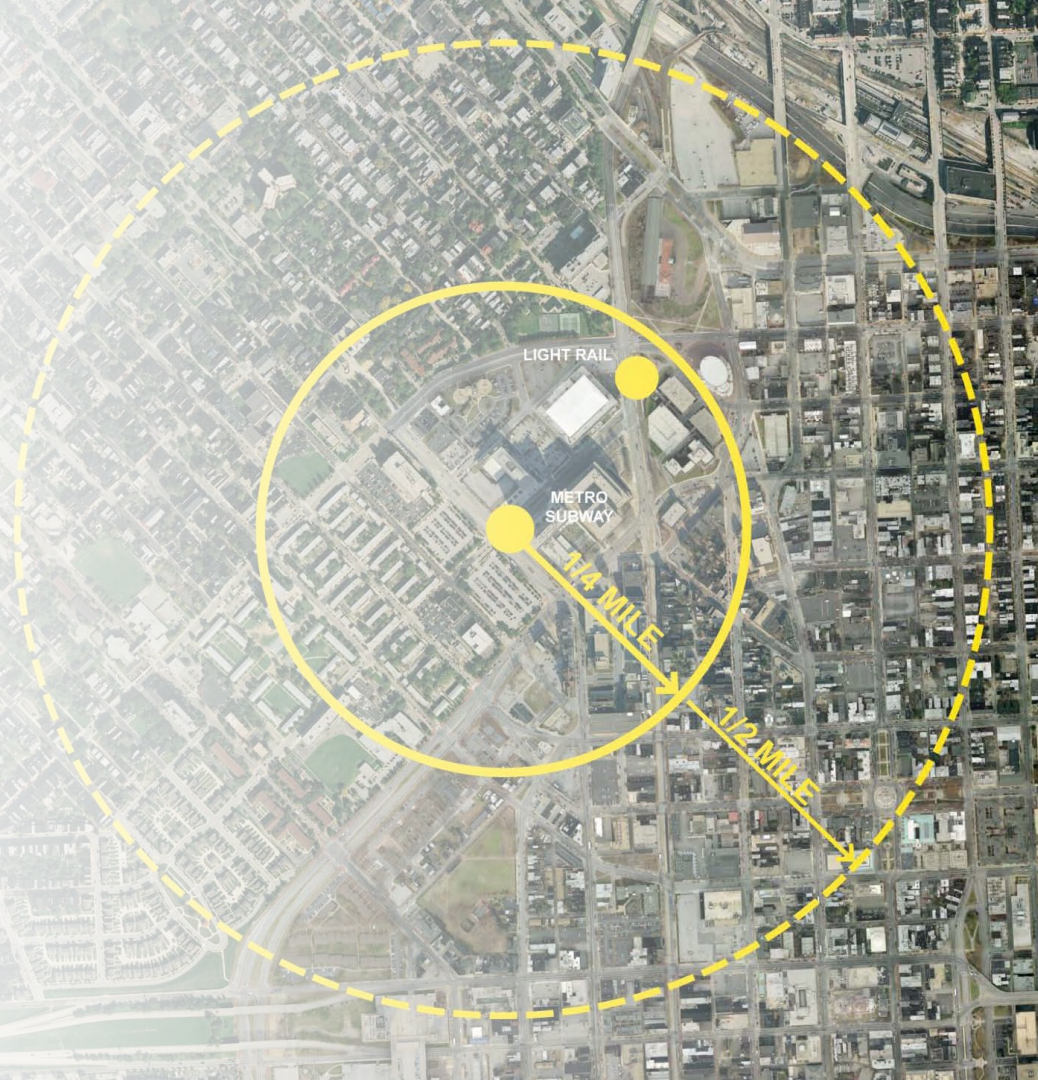


Development Options Tested

Under single-family zoning	Under fourplex zoning
<ol style="list-style-type: none">1. Do nothing — Existing single-family structure remains2. Add Detached ADU (DADU)3. Build Attached ADU4. Add DADU + Junior ADU5. Tear down and build new SFR (i.e., McMansion)	<p>All options available under single-family zoning, plus:</p> <ol style="list-style-type: none">6. Convert existing house to 2-, 3-, or 4-plex7. Add DADU and convert existing house to 2-, 3-, or 4-plex8. Add addition, then convert house to 2-, 3-, or 4-plex9. Tear down and build new 2-, 3-, or 4-plex

Study Examples

ECONorthwest + MapCraft
Project Case Studies





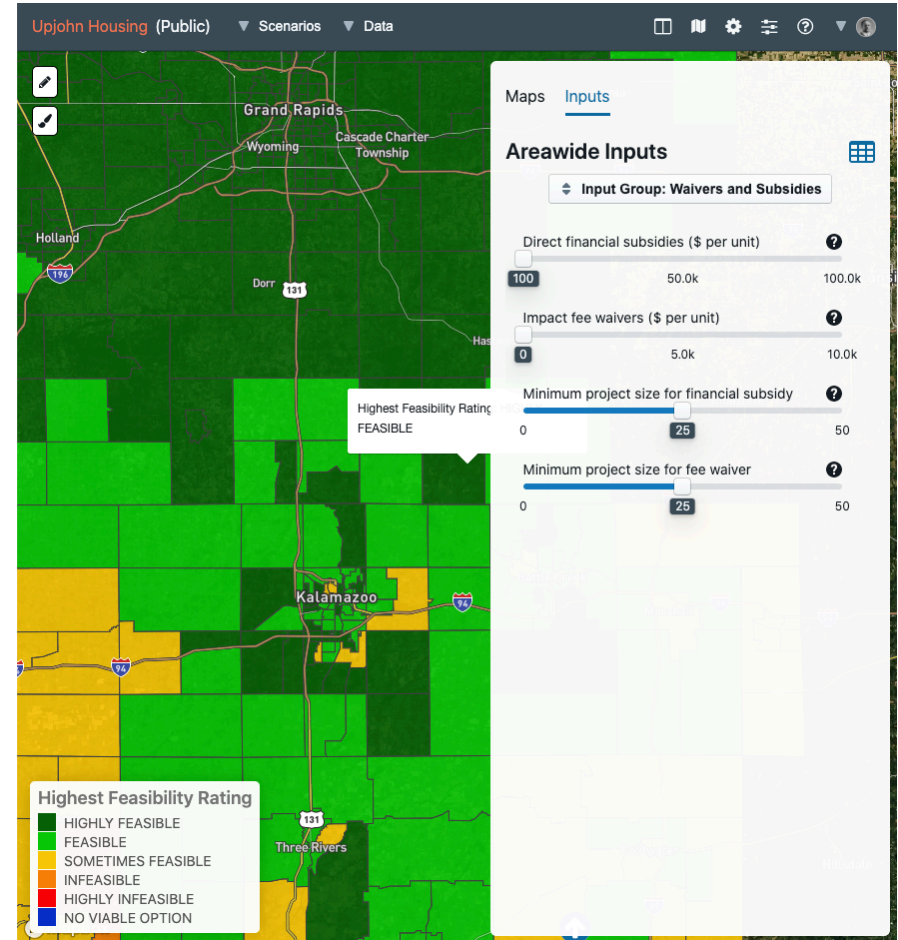
Enabling middle housing

- Evaluate context-sensitive densification strategies along future BRT corridor
- Test viability of various land uses under different zoning regulations
- Estimate the capacity for new market-rate and affordable housing units



Making housing feasible

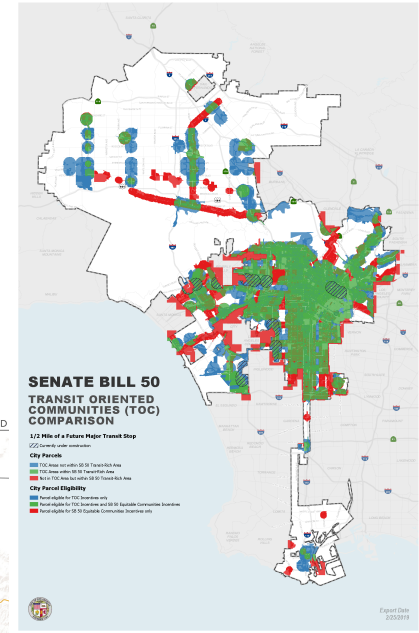
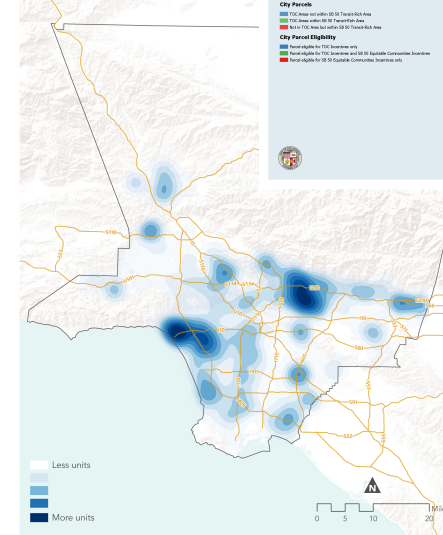
- Evaluate strategies for making multifamily development more feasible in SW Michigan
- Consider the market viability of development with TIF, subsidies, waivers, tax abatements, and inclusionary housing



Assessing overlapping ETOD policies

- Examine interaction of two TOD upzoning policies, the City of Los Angeles's TOC program and California's Senate Bill 50 proposal
- Understand if local TOC program is better calibrated than statewide legislation for the LA context
- Identify aspects of SB 50 that could be additive to TOC program

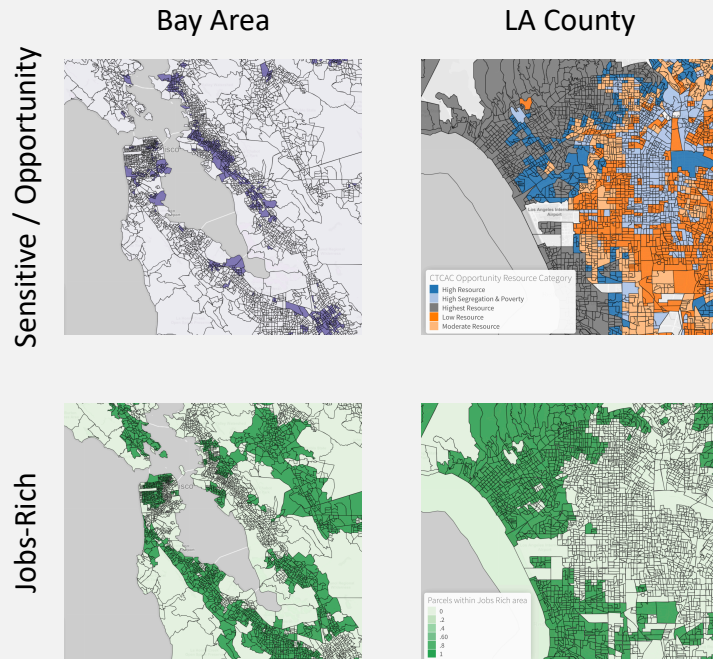
ADDITIONAL MARKET-FEASIBLE UNITS ENABLED
Data sources: MapCraft Analysis



Evaluating equity of upzoning

- Quantify housing capacity enabled by proposed Senate Bill 50 legislation
- Evaluate viability of inclusionary affordable housing production
- Consider access to opportunity and potential for displacement in geographies with SB 50-enabled housing capacity

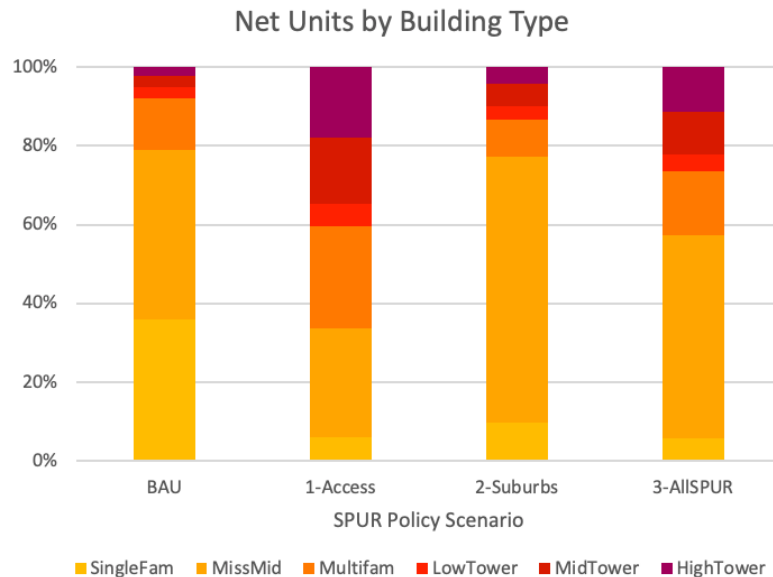
California SB 50 Geographies





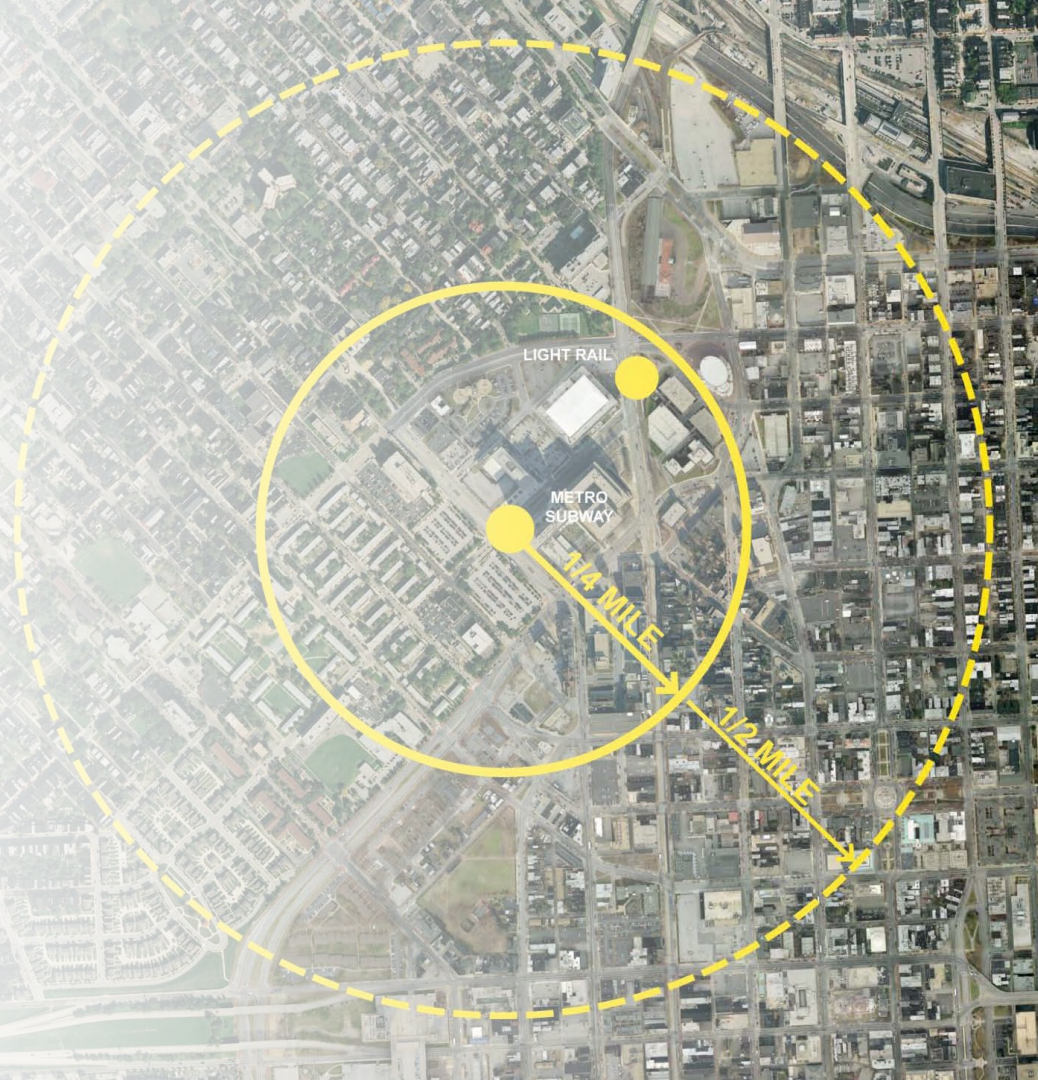
Shaping sustainable growth

- Quantify housing capacity informed by a variety of policies as part of SPUR's 2070 Regional Strategy
- Test outcomes to see if policies:
 - Concentrate change in resilient locations
 - Avoid sensitive lands
 - Foster transit-supportive urban forms
 - Yield sufficient housing

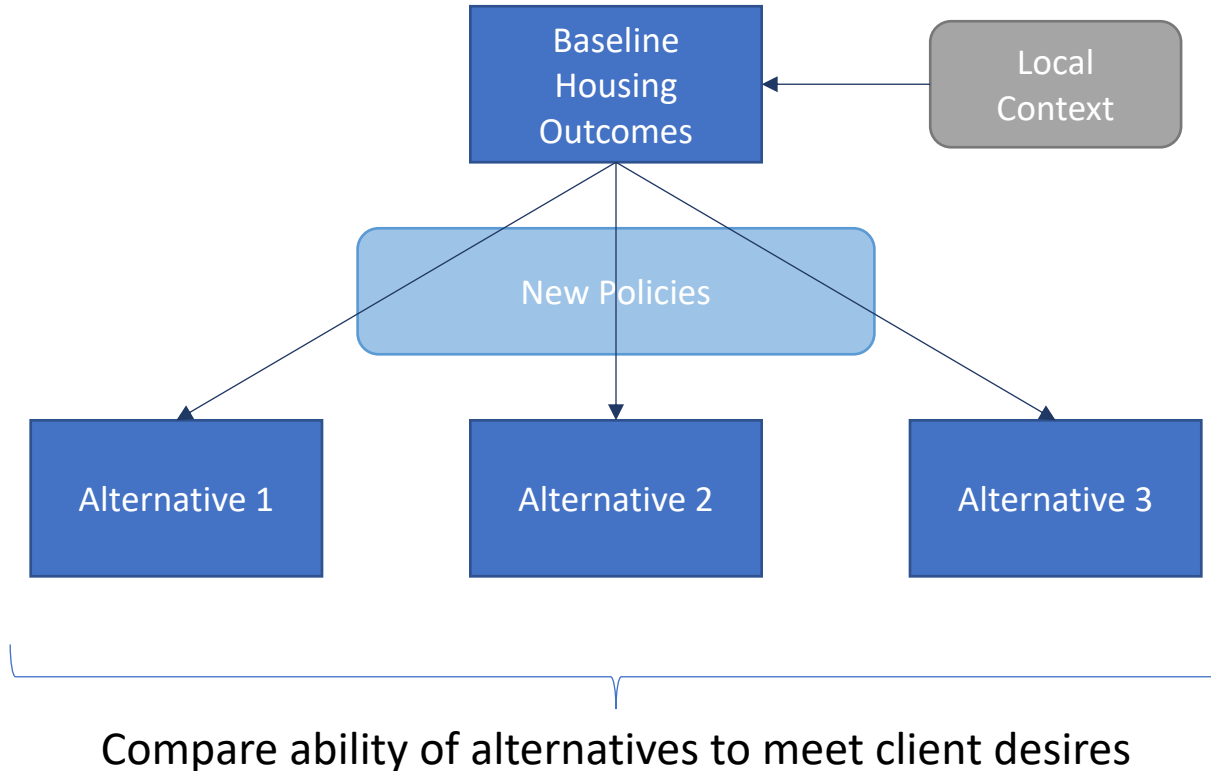


21 Elements Analysis Approach

Site Strategies

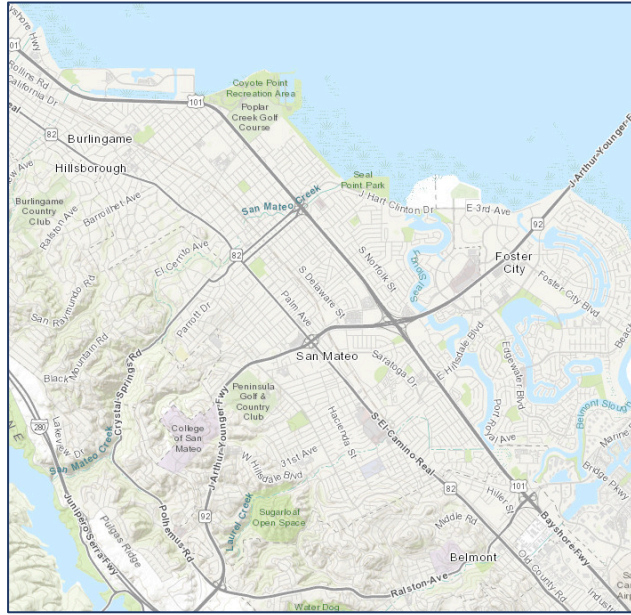


Typical Housing Policy / Strategy Study



Study Inputs from 21 Elements Cohort

1. Parcel shapefile with zoning



2. Zoning attributes

	A	B	D	E	F	G	H	I
1	ZONING							
2	NEED TO COMPLETE - YELLOW							
3								
4	Notes	Zone	Max Residential Base Height in Urban Village	Max Residential Base Height out of Urban Village	Max Non-Residential Base Height	Max Base FAR in Urban Village	Max Non-Mixed Use Base FAR out of Urban Village	Max Mixed Use Base FAR out of Urban Village
5	RSL		25	25	0	NA	NA	NA
6	RSL/T		18	18	0	NA	NA	NA
7	RSL/C		18	18	0	NA	NA	NA
8	RSL/TC		18	18	0	NA	NA	NA
9	SF 5000		30	30	0	NA	NA	NA
10	SF 7200		30	30	0	NA	NA	NA
11	SF 9600		30	30	0	NA	NA	NA
12	LR1		30	30	0	1.00	1.00	1.00
13	LR2		30	30	0	1.10	1.10	1.10
14	LR2 RC		40	30	30	1.10	1.10	1.10
15	LR3		50	30	0	1.50	1.30	1.30
16	LR3 (M)		50	50	0	2.30	1.80	1.80
17	LR3 RC		40	30	30	1.50	1.30	1.30
18	LR3 RC (M)		50	50	40	2.30	1.80	1.80
19	MR		60	60	0	3.20	3.20	3.20
20	MR (M)		80	80	0	4.50	4.50	4.50
21	MR-RC		60	60	60	3.20	3.20	3.20
22	HR		160	160	0	7.00	7.00	7.00
23	HR-PUD		160	160	0	7.00	7.00	7.00
24	C1-30		30	30	30	3.00	2.25	2.50
25	C1-40		40	40	40	4.00	3.00	3.25
26	C1-65		65	65	65	5.75	4.25	4.75
27	C2-40		40	40	40	4.00	3.00	3.25
28	C2-55 (M)		55	55	55	3.75	3.75	3.75
29	C2-65		65	65	65	5.75	4.25	4.75
30	NC1-30		30	30	30	3.00	2.25	2.50
31	NC1-40		40	40	40	4.00	3.00	3.25
32	NC2-30		30	30	30	3.00	2.25	2.50
33	NC2-40		40	40	40	4.00	3.00	3.25
34	NC2P-40		40	40	40	4.00	3.00	3.25
35	NC2-65		65	65	65	5.75	4.25	4.75
36	NC2P-65		65	65	65	5.75	4.25	4.75
37	NC3-40		40	40	40	4.00	3.00	3.25

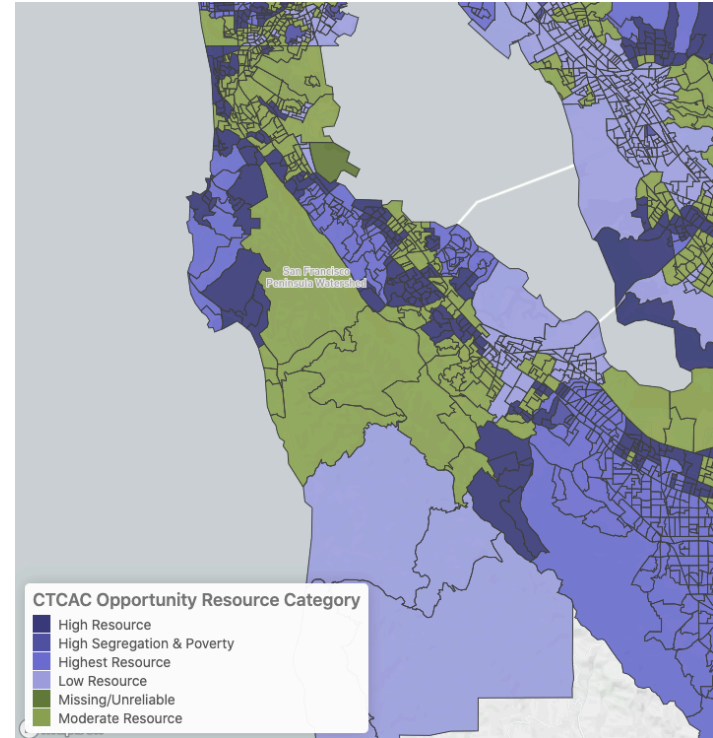
3. Other data

- Inclusionary table
- Policy geos
- Other data TBD

MapCraft TOD Outputs

- Net new market-feasible units
 - Market rate
 - Inclusionary affordable
- Potential displaced units
- Extrapolation of production potential

Data outputs by census block group



Deliverable: Slide Deck

- Analysis description
- Tables of estimated policy impacts for your jurisdiction
- Maps of estimated policy impacts for your jurisdiction
- Policies prioritized based on market-feasible capacity potential and high-level fiscal impacts

RHNA 6 Site Strategies Analysis

Policy Options

