




# Wilsonville Housing Production Strategy

Housing Our Future Task Force  
Meeting #2

August 6, 2024



# Project Schedule

	Kickoff March 2024	Complete HNCA March-July 2024	Contextualized Housing Need May-Sept 2024	Strategies Development July-Dec 2024	Draft and Final HPS Jan-March 2025	Adoption Apr-May 2025
TECHNICAL ANALYSIS		<ul style="list-style-type: none"> <li>Update BLI and other data</li> <li>Housing forecast and land sufficiency</li> </ul>	<ul style="list-style-type: none"> <li>Characterize housing need</li> <li>Summarize prior outreach</li> </ul>	<ul style="list-style-type: none"> <li>Review existing policies and identify gaps</li> <li>Refine strategies</li> </ul>	<ul style="list-style-type: none"> <li>Compile HPS</li> </ul>	
OUTREACH	<ul style="list-style-type: none"> <li>Task Force #1</li> <li>Joint PC/CC</li> </ul>	<ul style="list-style-type: none"> <li>Interviews (6)</li> <li>Culturally Specific Event</li> <li>Task Force #2</li> </ul> <p><b>We are here</b> </p>	<ul style="list-style-type: none"> <li>Open House</li> <li>Task Force (#3 &amp; #4)</li> <li>PC meeting</li> <li>CC meeting</li> </ul>	<ul style="list-style-type: none"> <li>Task Force #5</li> <li>PC meeting</li> <li>CC meeting</li> </ul>	<ul style="list-style-type: none"> <li>PC Hearing</li> <li>CC Hearing</li> </ul>	
DELIVERABLE	<ul style="list-style-type: none"> <li>Draft HNCA</li> <li>Final HNCA</li> </ul>	<ul style="list-style-type: none"> <li>Contextualized Housing Needs memo</li> </ul>	<ul style="list-style-type: none"> <li>Memo 1: Existing policies &amp; gaps</li> <li>Memo 2: Evaluate &amp; refine</li> <li>Memo 3: Additional info</li> </ul>	<ul style="list-style-type: none"> <li>Draft HPS</li> <li>Final HPS</li> </ul>		

## Completed Engagement

- Draft HNCA results and public survey (July-Sep 2023)
- Annual Block Party (Aug 25, 2023)
- Rent Burdened Public Meeting (Nov 8, 2023)
- Task Force meetings (1)

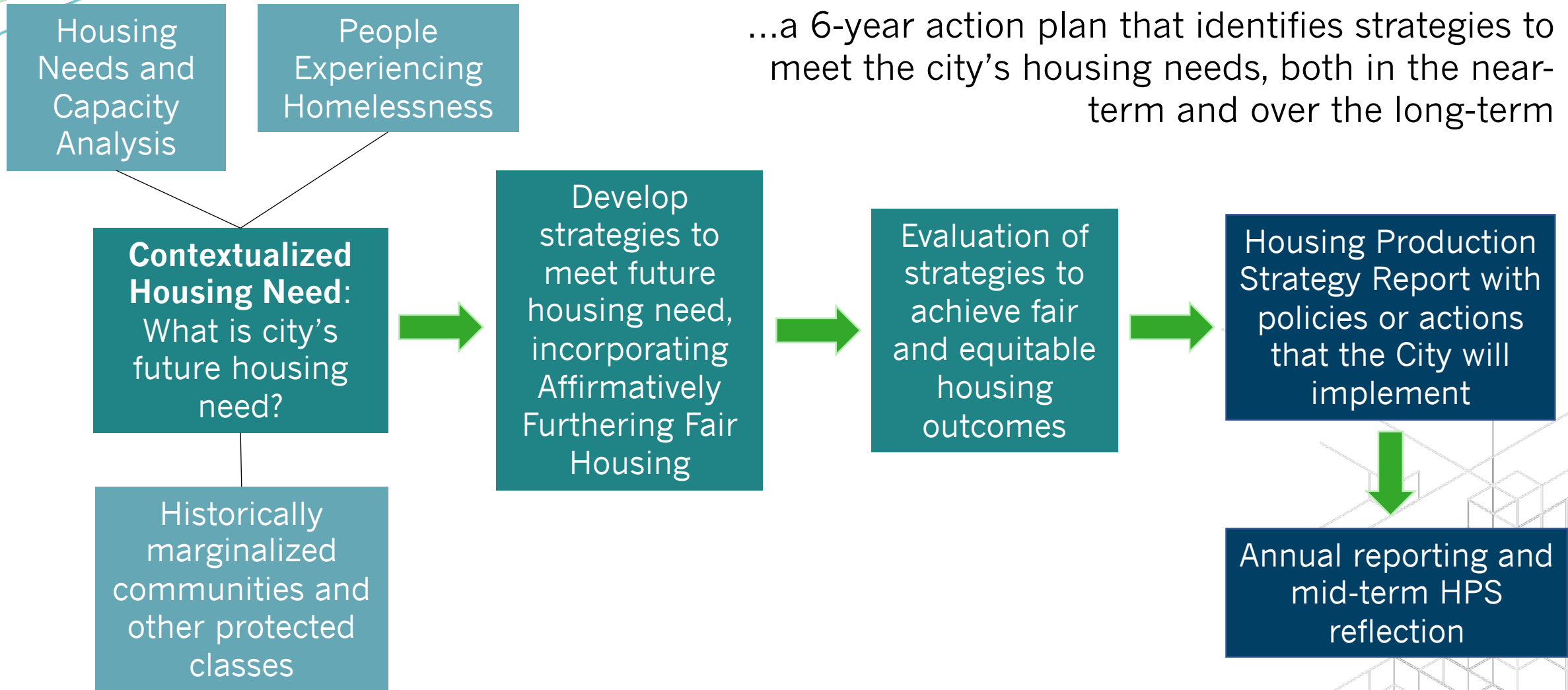
## Planned Engagement

- Task Force meetings (4)
- Stakeholder Interviews (6)
  - Focus on people with unmet housing needs
- Culturally Specific Community Event
- Conversation Guide
- Housing Strategies Open House

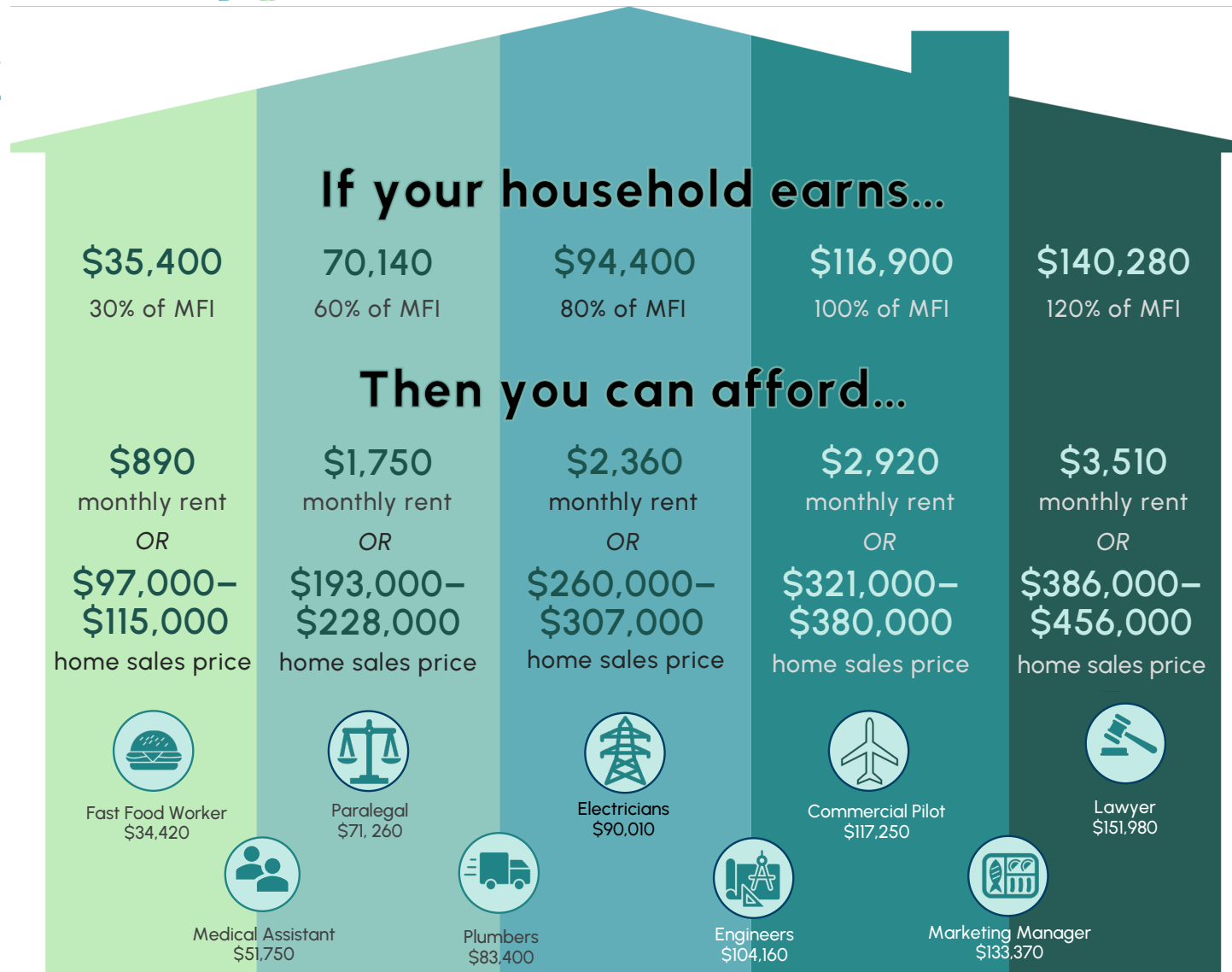
# Overview of the Housing Production Strategy

# The Housing Production Strategy Steps are...

...a 6-year action plan that identifies strategies to meet the city's housing needs, both in the near-term and over the long-term



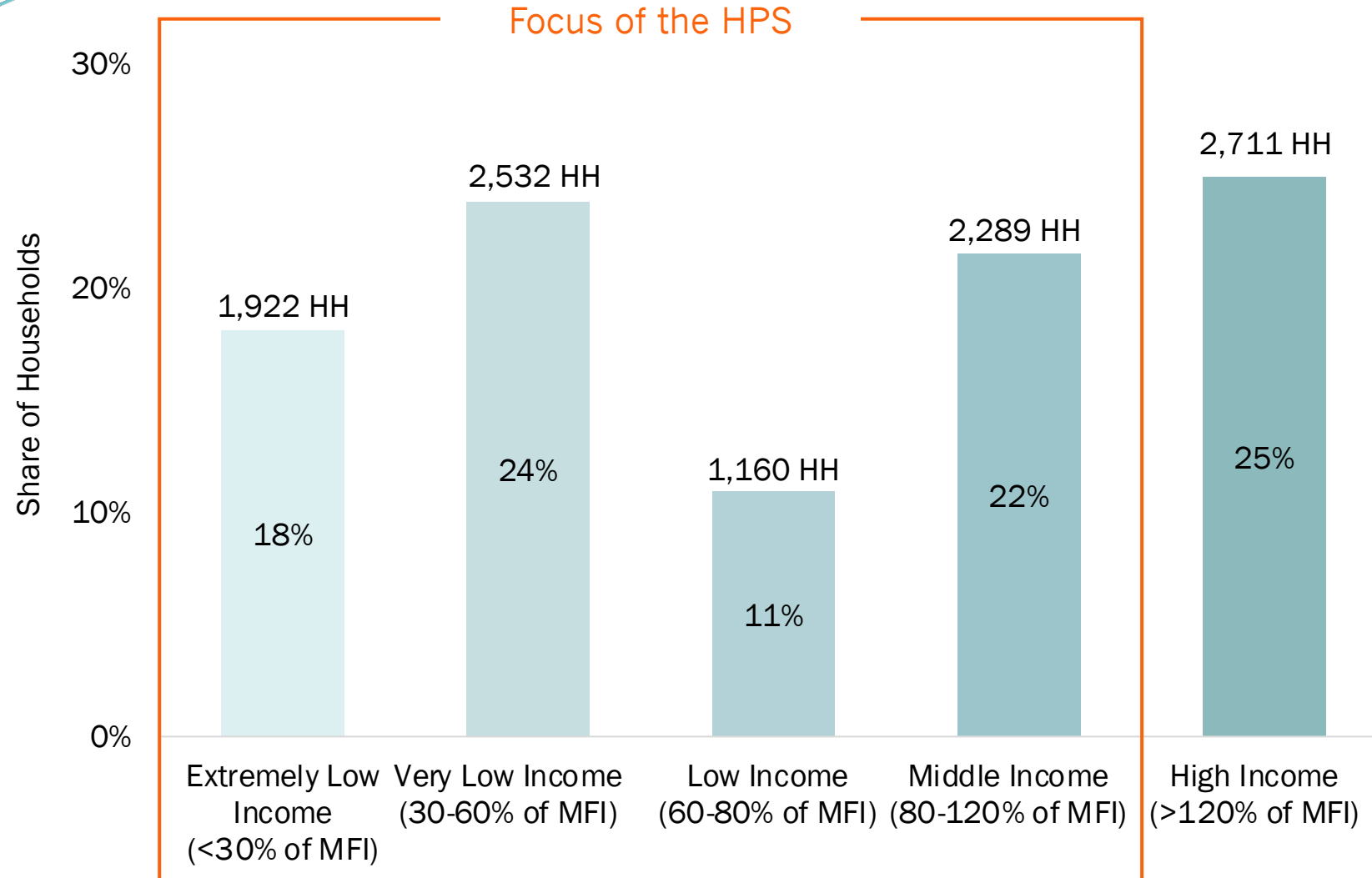
# Financially Attainable Housing, Wilsonville



Median Home Sale Price: **\$585,000**  
(Redfin, Jan 2024)  
Requires \$180,000 income (154% of MFI) to afford

Average Monthly Rent: **\$2,000**  
(Costar 2023 - \$1,733 average asking rent plus basic utilities)  
Requires \$80,000 income (68% of MFI) to afford

# Existing Households by Income Level, Wilsonville



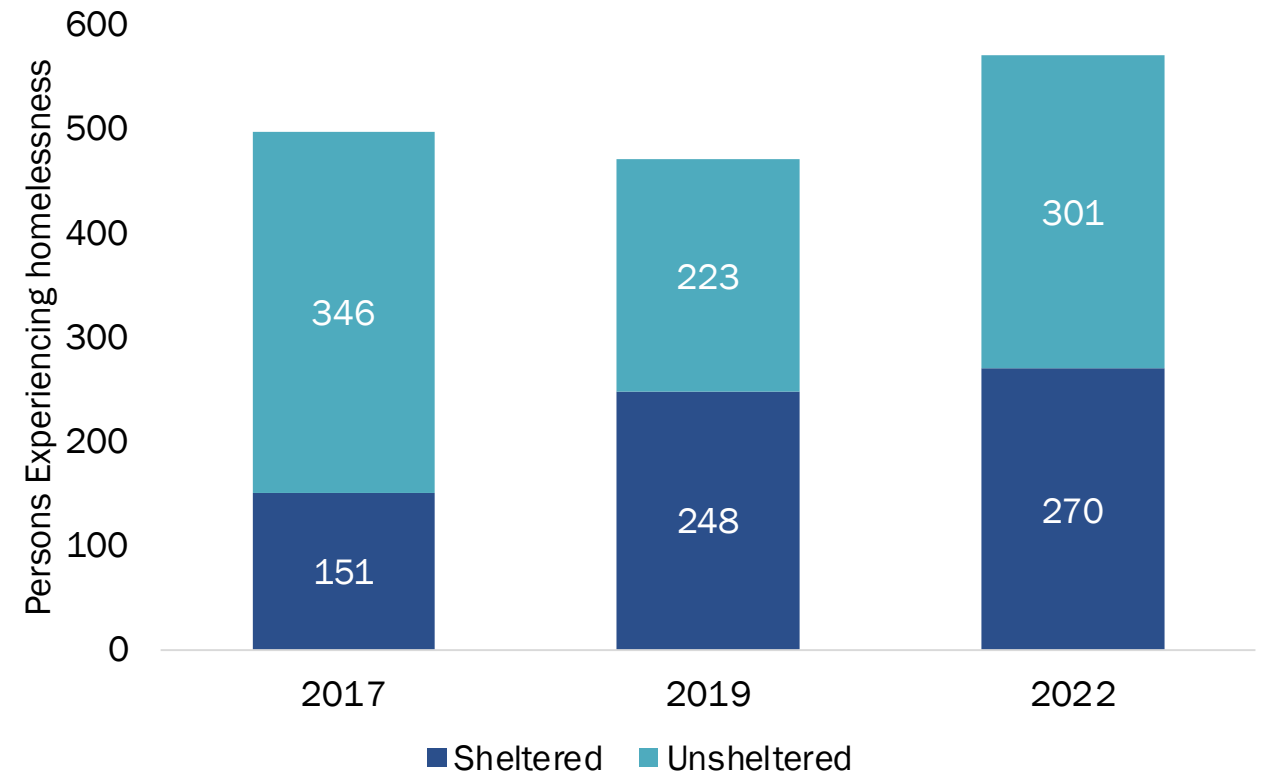
This chart is based on the HUD MFI for the Portland MSA and the ACS household income distribution for Wilsonville.

Source: US Department of Housing and Urban Development, Portland MSA, 2024; 2018-2022 ACS Table 19001

# Housing Needs Often Differ by Group

- People experiencing homelessness:
  - ◆ Temporarily or chronically
  - ◆ Alone or with children
- Racial or ethnic groups
- People over 65 years old
- People with disabilities

Point-in-Time Homelessness Estimates, Clackamas County, 2017-2022

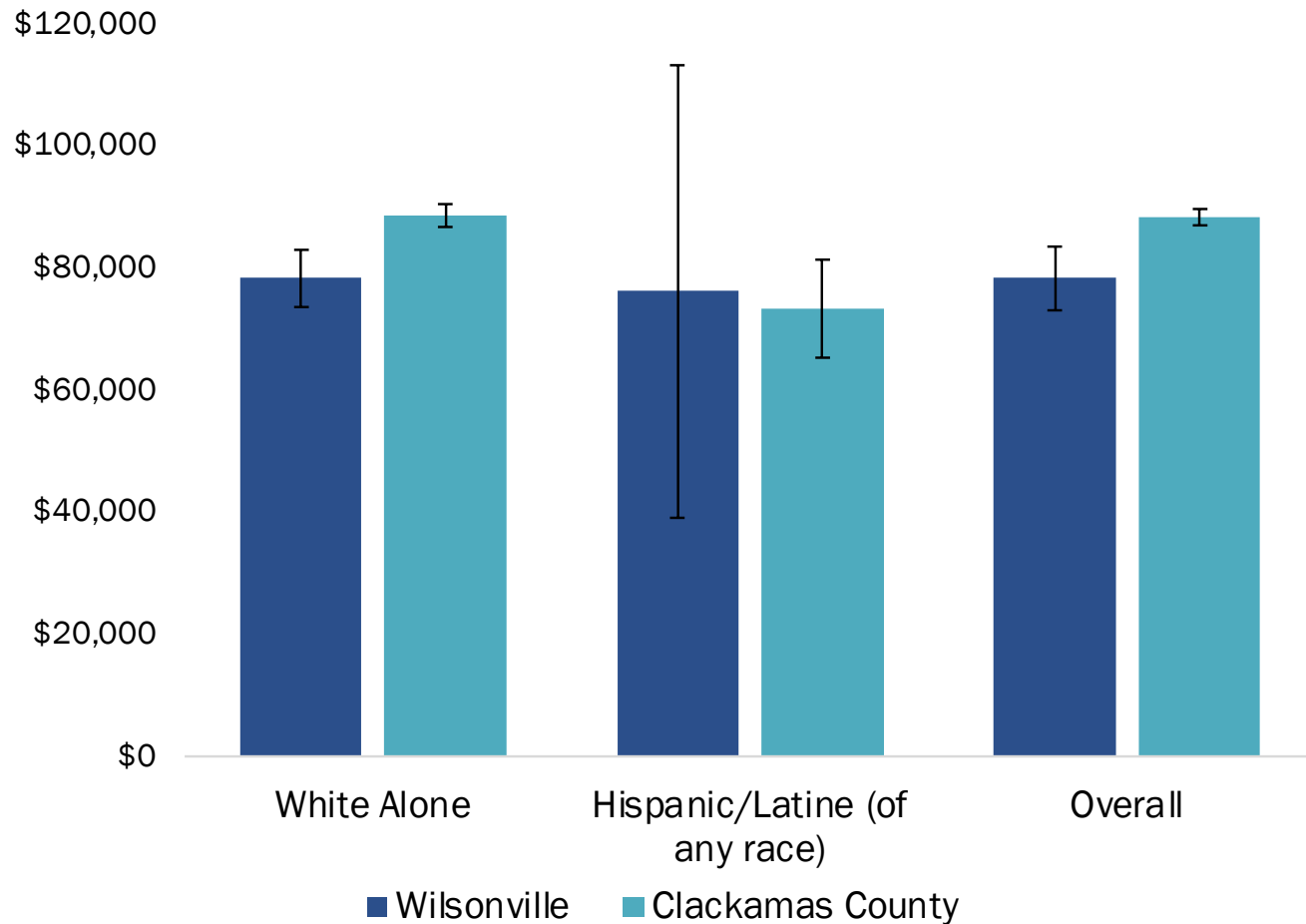


Source: HUD Point-in-Time Counts



# Ability to Pay for Housing: Race and Ethnicity

Median Household Income by Selected Race and Ethnicity, 2017-2021



The largest racial and ethnic groups in Wilsonville are:

**White, non-Hispanic:**  
18,937 people, 73% of population

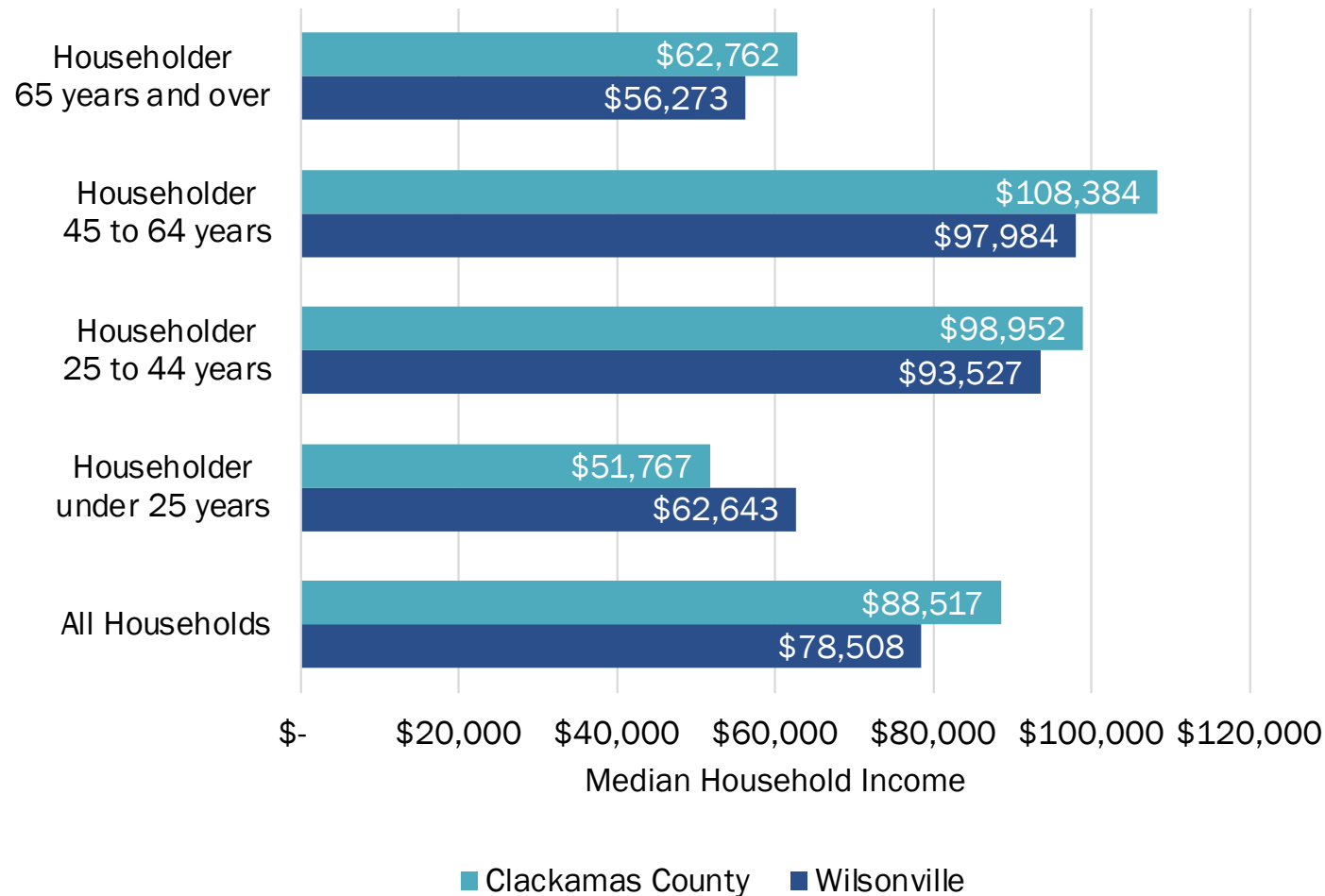
**Hispanic/Latine (any race):**  
3,433 people, 13% of population

Source: U.S. Census, American Community Survey 2017-2021

Note: Other races not included due to lack of data and / or high margins of error

# Ability to Pay for Housing: People Aged 65 Years and Older

## Median Household Income by Age

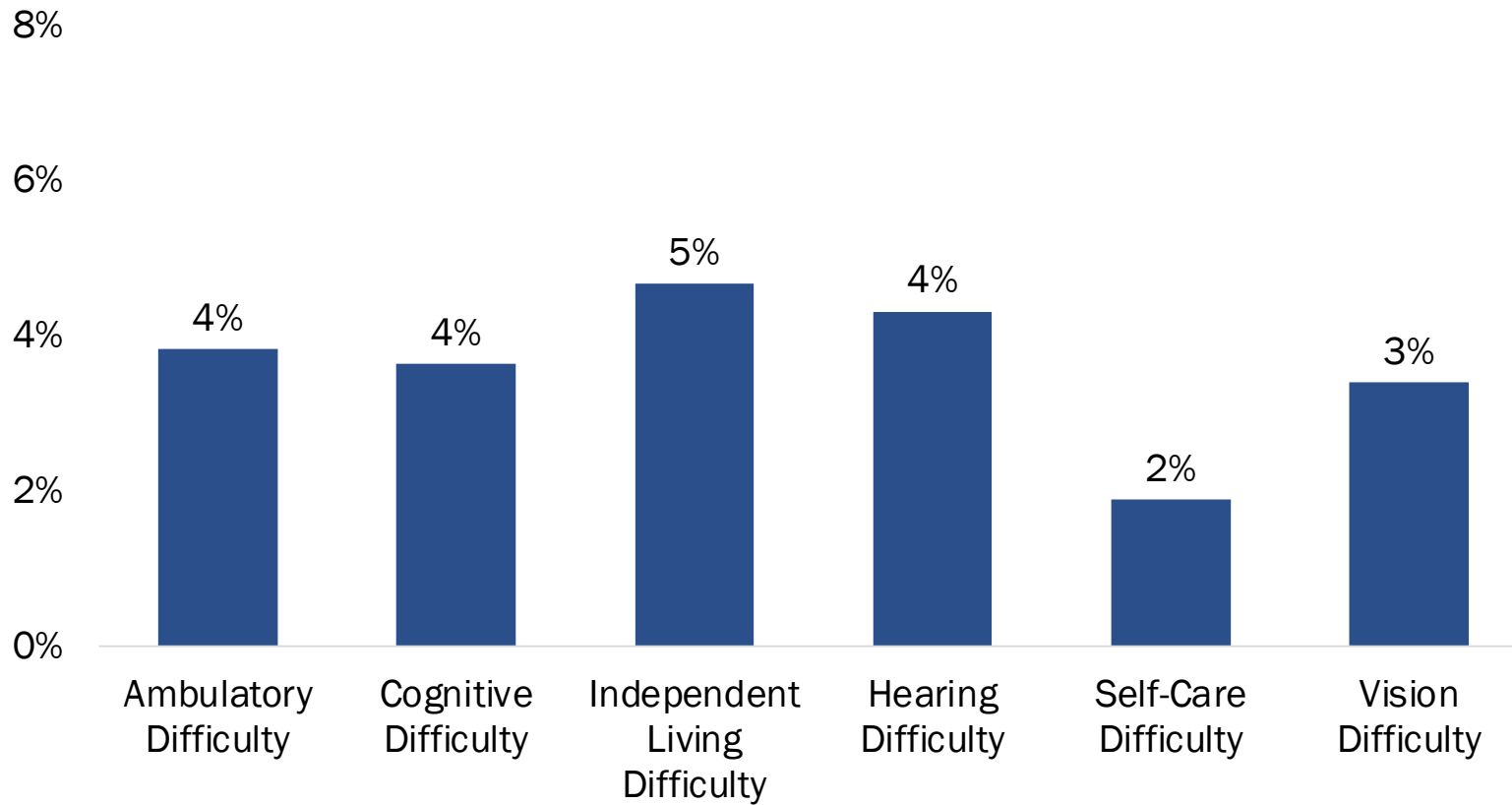


In Wilsonville, median household income for people over 65 years is 72% of the overall median.

Source: 2017-2021 American Community Survey, U.S. Census

# Persons with a Disability

Share of Persons with a Disability by Type (% of Total Population),  
Wilsonville, 2017-2021



About 12% of  
Wilsonville's  
population has  
one or more  
disabilities

Source: 2017-2021 American Community Survey, U.S. Census

# Initial Themes: Unmet Housing Needs

- Access to affordable housing
  - ◆ Rent and ownership, diverse housing types
  - ◆ Market-rate and income-restricted affordable housing
- Access to housing that meets the household's needs
  - ◆ Size and configuration, number of bedrooms
  - ◆ Housing with needed services such as mental health, substance abuse, healthcare services
  - ◆ Accessibility for people with a disability
- Access to housing without discrimination

# Developing the Housing Production Strategy

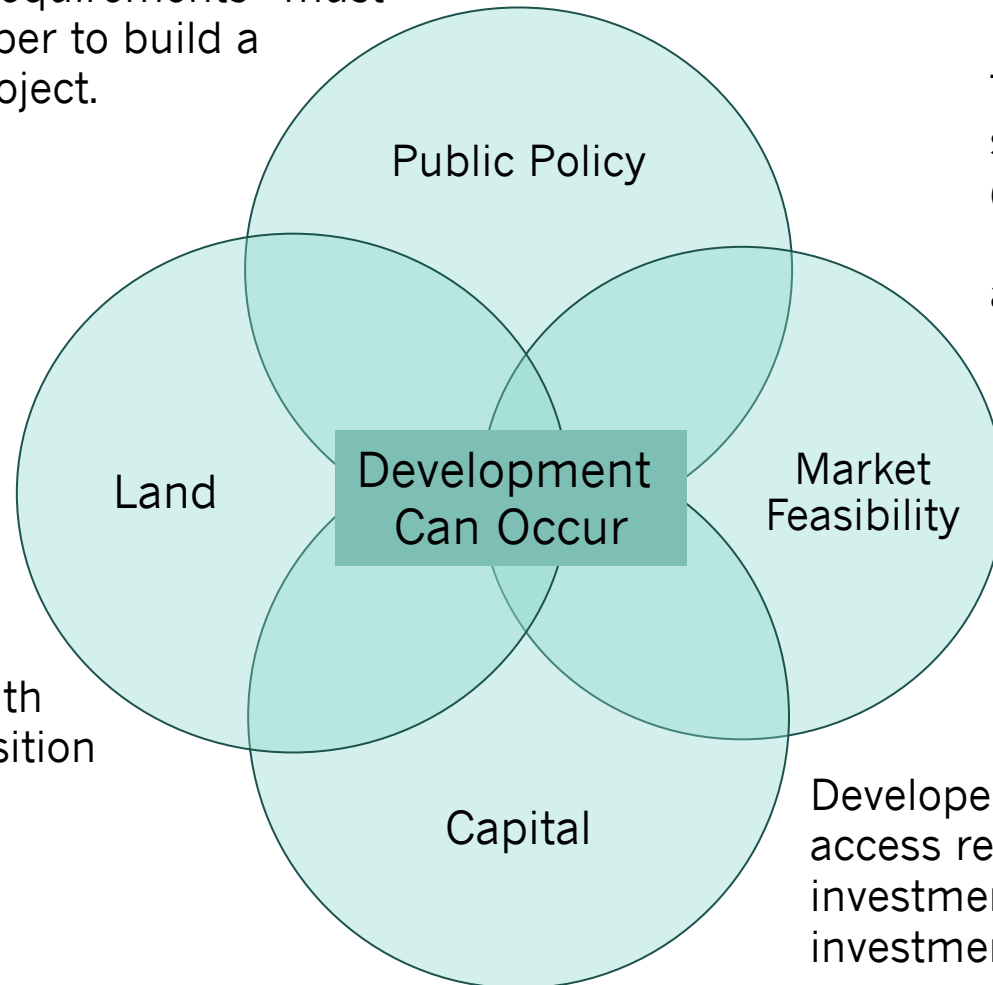
# What is a City's Role in Housing Development?

Cities can directly influence public policy, land, and infrastructure

Cities may have limited influence on market feasibility

Policy—including zoning, density, and design requirements—must allow developer to build a profitable project.

There must be sufficient demand (rents, sales prices) to support a profitable project



Developer must control the site with reasonable acquisition costs

Developer must be able to access resources for investment (e.g., equity investment, bank loans)

# Develop Strategies to Meet Future Housing Need

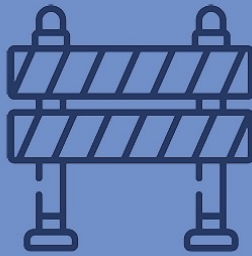
## Types of Strategies to Support Housing Production



**Produce  
Informational  
Resources**



**Partner to  
Leverage Efforts  
and Resources**



**Remove  
Regulatory  
Barriers**



**Waive or  
Reduce Upfront  
or Ongoing  
Charges on  
Development**



**Allocate  
Funding**



**Land  
Acquisition and  
Disposition**

Less Impactful

More Impactful

Do the strategies achieve fair and equitable housing outcomes?

- Affordable homeownership and affordable rental housing
- Avoid gentrification or displacement and increase housing stability
- Housing options for residents experiencing homelessness
- Location of housing, affordable options within compact, mixed-use areas
- Housing Choice, affordable options in safe neighborhoods with high-quality amenities
- Fair Housing, especially for federal and state protected classes



# Existing Strategies in Wilsonville

- Monitoring Development Activity
- Development Code Amendments
  - ◆ Allowed missing middle housing
  - ◆ Established clear and objective design standards for all housing
  - ◆ Removed zoning barriers to ADUs and other small unit types
  - ◆ Implemented mixed housing type requirements in Frog Pond
- Land Disposition for affordable housing (TOD site)
- Vertical Housing Development Zone
- System Development Charges
  - ◆ SDC deferral program for affordable housing on City-owned property
  - ◆ SDC waiver for ADUs
- Nonprofit Corporation Low Income Housing Tax Exemption
- Safe Sleep Site
- Accessibility requirements in Frog Pond

The following are strategies that staff and consultants think may belong in Wilsonville's HPS. We will discuss the following questions:

- Do you agree that these strategies are a good starting point to consider for inclusion in Wilsonville's HPS?
- Are there strategies missing from this list? If so, what are they?

At the next meeting, we will discuss the effectiveness and feasibility of the most promising of these strategies.

# Potential Strategies for Discussion

<b>Streamline/Incentivize Development</b>	<b>Reduce Housing Development Costs</b>	<b>Preserve Affordable Housing and Maintain Long-term Affordability</b>
<ul style="list-style-type: none"><li>• <b>Evaluate redesignating or rezoning land for housing</b></li><li>• Incentivize development of manufactured, prefabricated, and modular housing</li><li>• Allow multifamily buildings in commercial zones without commercial use</li><li>• Allow small or “tiny” homes</li><li>• Rental housing maintenance code</li><li>• Expand flexibility for live-work, living units accessory to other uses</li></ul>	<ul style="list-style-type: none"><li>• <b>Expand land banking, parcel assembly, and public land disposition efforts</b></li><li>• <b>Community Land Trusts</b></li><li>• Limited Equity Cooperative Housing models</li></ul>	<ul style="list-style-type: none"><li>• <b>Support preservation of regulated affordable rental housing</b></li><li>• <b>Preserve existing housing supply</b></li><li>• Housing rehabilitation code</li><li>• Add restrictive covenants to ensure affordability</li><li>• Support preservation of manufactured home parks</li><li>• Policies requiring or incenting purchase rights to nonprofits or city</li></ul>

# Potential Strategies for Discussion (continued)

Reduce Ongoing Housing Costs	Provide Financial and Other Assistance to Households	Address Homelessness
<ul style="list-style-type: none"><li>• Multiple Unit Limited Tax Exemption program</li><li>• Homebuyer Opportunity Limited Tax Exemption</li><li>• Property Tax Relief for Income Qualified Homeowners</li></ul>	<ul style="list-style-type: none"><li>• Homebuyer assistance programs</li><li>• Housing rehabilitation programs</li><li>• Weatherization funds through community action agencies</li><li>• Rental assistance programs</li><li>• Employer assisted housing</li></ul>	<ul style="list-style-type: none"><li>• <b>Develop a navigation center</b></li><li>• <b>Support targeted housing services</b></li></ul>

# Potential Strategies for Discussion (continued)

Outreach and Education	Support Housing Equity	Funding Sources for Residential Development
<ul style="list-style-type: none"><li>• Fair housing education</li><li>• Community outreach and education</li><li>• Education on home ownership preparation</li></ul>	<ul style="list-style-type: none"><li>• Implement all housing policies through a lens of social and racial equity</li><li>• Adopt affirmatively furthering fair housing as a housing policy in the Comprehensive plan</li><li>• <b>Accessible design</b></li><li>• Eviction prevention programs</li></ul>	<ul style="list-style-type: none"><li>• Urban Renewal</li><li>• <b>Construction Excise Tax</b></li><li>• Local Improvement District</li><li>• <b>Fees or other dedicated revenue</b></li><li>• Reimbursement District</li><li>• Linkage fees</li></ul>

Do you have any questions about what the strategies entail?

Discussion: what are your high-level thoughts about the strategies?

- Do you agree that these strategies are a good starting point to consider for inclusion in Wilsonville's HPS?
- Are there strategies missing from this list? If so, what are they?

At the next meeting, we will discuss the effectiveness and feasibility of the most promising of these strategies.

- Stakeholder interviews to inform strategies
- Continue to work on the HPS; provide additional detail on selected strategies
- Next Task Force Meeting: TBD