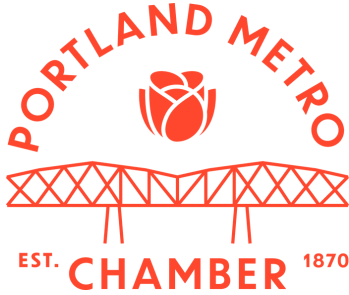


REGIONAL HOUSING SUMMIT SUMMARY



PURPOSE AND BACKGROUND

The Portland Region has been experiencing skyrocketing rent and housing prices for several years, making it increasingly unaffordable for many residents. This crisis has been exacerbated by a shortage of affordable housing units, leading to a growing population of people experiencing homelessness in the Portland Region.

Efforts have been underway for several years by the city government as well as non-profit organizations, community groups, and businesses. However, the housing crisis is a multifaceted issue that requires ongoing attention and innovative solutions to ensure that all residents have access to safe, stable, and affordable housing. While many entities in Portland seek to address security for low-income housing solutions, few have specifically addressed the need for housing solutions for middle-income families and individuals.

In response to this issue, the Home Building Association of Greater Portland (HBA), Oregon Smart Growth, Portland Metro Chamber (PMC), and Portland Metropolitan Association of Realtors® (PMAR) hosted a Regional Housing Summit in November 2023 that involved elected officials, developers, government staff, and NGO sector personnel.

This Summit sought to:

1. Convene leaders who have positional authority, subject matter expertise, and directly impacted stakeholders.
2. Identify actionable solutions to remove barriers for housing development.
3. Capture commitments from jurisdictional leaders and mechanisms for tracking and accountability moving forward.
4. Identify measures of success for action areas.

This Summit took place on November 2nd, 2023 at the Portland Convention Center directly following the Home Building Association's annual [Housing Forecast](#) which featured housing industry insights and analysis from national experts.



OUTCOMES

134 jurisdictional leaders, subject matter experts, and stakeholders were invited to attend the Summit, with 79 participants attending the Summit. Due to scheduling conflicts, including a Mayoral event at the White House, a number of City elected officials were unable to attend; however, there was a strong cross-section of participants including City managers, planners, and policy staff from across the region.

Throughout the Summit, 79 participants co-created high-level approaches to addressing regional housing challenges and barriers. Participants were asked to come to a conceptual agreement on the approaches created and bring the Summary of Findings back to their elected bodies for further discussion. When surveyed at the end of the Summit, all surveyed participants indicated that they were aligned overall with the approaches in the Summary of Findings.



SUMMARY OF FINDINGS

Regional Housing Summit participants co-created and came to alignment on the following issue statements and regional approaches.

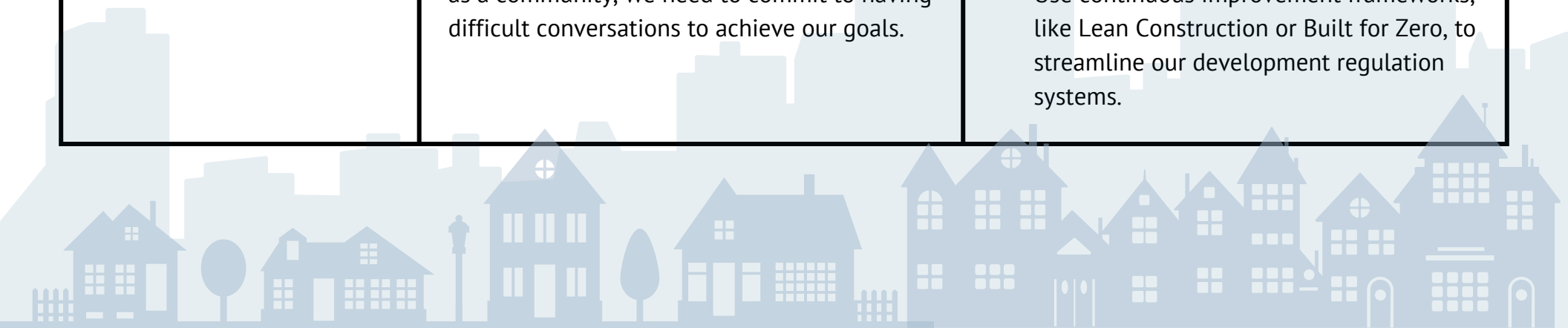
Topic	Issue statement	Agreed upon Regional Approaches
<p>Attracting Capital: How to Attract Developer Investments in the Region</p>	<p>Private investment is a critical ingredient to increasing housing production and addressing our shortage. However, our region is struggling to attract this capital investment for a variety of reasons that increase the risk of investing in the Portland metro area. These reasons include public safety; the need for job creation and pro-growth policies; instability and lack of predictability in both city and regional politics; lingering reputational issues; technical hurdles such as long permitting processes; disparate zoning; and policies often crafted with minimal input from those who implement them, namely Tax Increment Financing, System Development Charge, and rent stability restrictions.</p>	<p>To attract capital to the region, the following approaches should be considered a pro-growth, inclusive agenda focused on increasing the value proposition for residents and businesses by:</p> <ul style="list-style-type: none"> • Analysis of the tax structure. • Tools. • Incentives. • Tax credits. • Increase access to available development sites with access to infrastructure and lower barriers to entitlement. • Public/private alignment around reclaiming the Portland narrative by creating safe, livable, and vibrant communities while highlighting successes.

Topic	Issue statement	Agreed upon Regional Approaches
<p>Permitting: Innovations and Best Practices</p>	<p>Delays, complications, and system and staffing constraints significantly increase risk and create material impacts for housing projects. In jurisdictions, a major driver of delays is the permitting process. One way to help Oregon in this challenge is by implementing a simplified and efficient permitting process that spurs housing development with a streamlined, consistent, and predictable process. This process should use an urgent solution-oriented and stakeholder-involved collaborative approach, and develop a permitting process that is clear while ensuring compliance with regulations and standards.</p>	<p>To create a simplified and efficient permitting process, the following approaches should be considered:</p> <ul style="list-style-type: none"> • Cultivate a culture of dedication to collaboration around the production of quality and timely housing. • Develop a stable funding model to maintain function in the permitting process. • Expedite workforce development in relationship to state certifications and trainings. • Utilize different permit review processes based on new development versus infill so that workflow matches complexity.



Topic	Issue statement	Agreed upon Regional Approaches
<p>Land Use and Zoning: Urban Growth Boundary, Planning, and Urban Annexation</p>	<p>Land use and zoning regulations play a crucial role in shaping the physical and economic development of a region and help create more livable, equitable, and sustainable communities. Managing growth in a way that is consistent and compatible with state guidelines can seem in conflict with the flexibility and needs of local jurisdictions and communities. The impacts, challenges, and intersections of zoning, urban growth boundary, and annexation combine to affect land and housing supply and costs. The region has the opportunity to address our housing crisis that responds to and is reflective of localized needs and goals by investing time and resources into planning and implementation efforts that result in new, local housing production.</p>	<p>To manage growth in a way that is consistent with state guidelines and honors local jurisdictions and communities, the following approaches should be considered:</p> <ul style="list-style-type: none"> • Work towards a model that lifts up what works and changes what doesn't regarding land use and zoning. • Utilize capital investments to address the gap between land available and the investments necessary for land readiness. • Streamline, reduce costs, and make more efficient and effective Urban Growth Boundary and planning processes.
<p>Infrastructure: Making Land Development Ready</p>	<p>Land Use and Zoning: Urban Growth Boundary, Planning, and Urban Annexation.</p>	<p>To develop infrastructure alongside residential development, the following approaches should be considered:</p> <ul style="list-style-type: none"> • Identify local and state funding tools and financing options. • Increase local government planning capacity. • Consider state and local tax reforms to secure infrastructure investments. • Streamline the UGB expansion process to speed up approval and lower cost.

Topic	Issue statement	Agreed upon Regional Approaches
<p>Regulations: Rethinking and Alignment</p>	<p>Many Oregon local land use and building requirements support laudable regional housing goals, such as climate resilience, renewable energy, and transportation choices. While intended to enhance the overall livability of a community, these requirements often are overly prescriptive, complicated to implement, stack on top of each other, and create a systemic barrier that has the unintended result of making it more difficult to build places for people to live, exacerbates affordability issues, and potentially undermines our ability to achieve our regional housing outcomes. In order to move forward as a community, we need to commit to having difficult conversations to achieve our goals.</p>	<p>To rethink and align land use and building requirements, the following approaches should be considered:</p> <ul style="list-style-type: none"> • Remove or increase flexibility in the standards related to building appearance (discretionary design standards) to spur housing. • Consider mandatory cost evaluations for every new development regulation, individually and in the aggregate, and the impact of those regulations on the affordability of housing projects. • Launch a coordinated effort to move toward more similar development codes among regional jurisdictions, using best and proven practice examples. • Use continuous improvement frameworks, like Lean Construction or Built for Zero, to streamline our development regulation systems.



Topic	Issue statement	Agreed upon Regional Approaches
<p>Reframing Language & Perceptions: Public Education, Redefining Terminology</p>	<p>Our state and region need more housing that is inclusive and attainable for all incomes and lifestyles. This will require public, private, and non-profit partnerships and investment to fulfill the need for housing of all shapes and sizes in all communities. We must unify Oregonians and our leaders that increased housing production provides the physiological need for shelter and is critical to economic, social, and community development.</p>	<p>To create public, private, and non-profit partnerships, the following coalition-building approach should be considered:</p> <ul style="list-style-type: none"> • Create shared language and terminology to describe housing that is supported by shared data and facts. • Launch a public communications campaign on the need for housing, the benefits of more housing, and housing success stories. • Educate leaders and empower them to be messengers for housing.



FUTURE AREAS OF EXPLORATION

During breakout discussions, the following topics were mentioned but did not have enough alignment to be an agreed-upon regional approach.

Attracting Capital: How to Attract Developer Investments in the Region

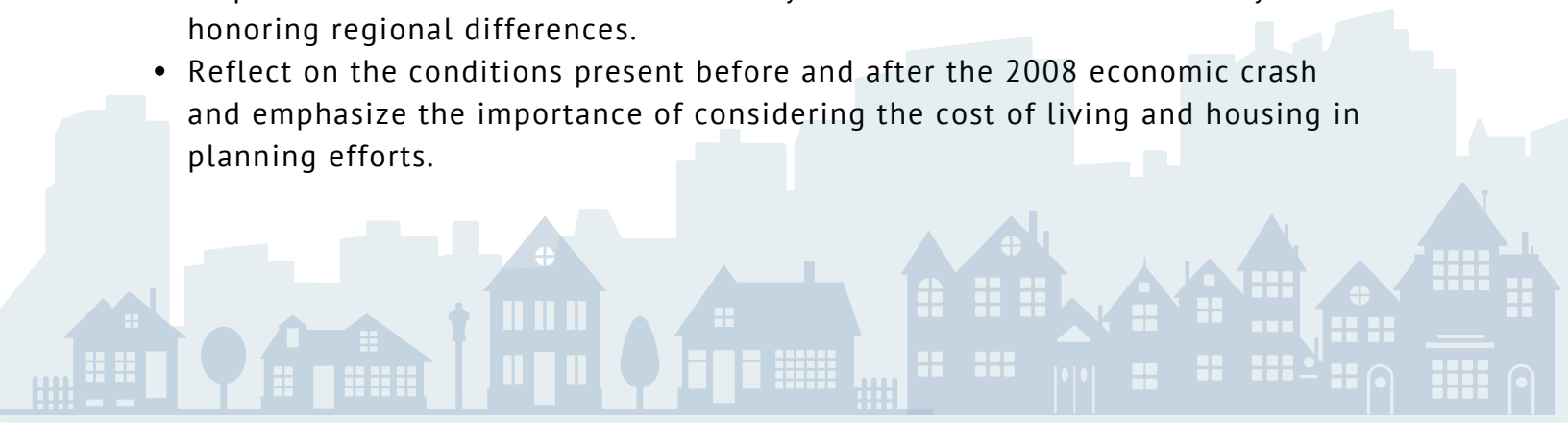
- Dedicate developable land for housing.
- Collaborate with developers to reduce insurance premiums.
- Align incentives for growth and clearly define roles and responsibilities between housing entities.

Permitting: Innovations and Best Practices

- Further use of the "hold harmless agreement" that is currently being used in Washington County to fix errors and emphasize the urgency of housing construction.
- Ask about solutions from builders working in other jurisdictions.
- Consider a fast lane permit approval process for certified companies to be put in a fast lane for permit approval.
- Engage elected officials to champion new codes.
- Utilize the 120-day rule as an example of good policy for implementation in other jurisdictions.

Land Use and Zoning: Urban Growth Boundary, Planning, and Urban Annexation

- Address ballooning livability quotas in agricultural and timber areas.
- Address suburban migration and slow housing production in policies.
- Consider shifting the paradigm of housing design.
- Address the rigid nature of SB100 and its impact on affordability.
- Recognize federal and state tools cannot solve the region's housing problem
- Empower home rule charter and find ways for cities to zone consistently while honoring regional differences.
- Reflect on the conditions present before and after the 2008 economic crash and emphasize the importance of considering the cost of living and housing in planning efforts.



FUTURE AREAS OF EXPLORATION

Infrastructure: Making Land Development Ready

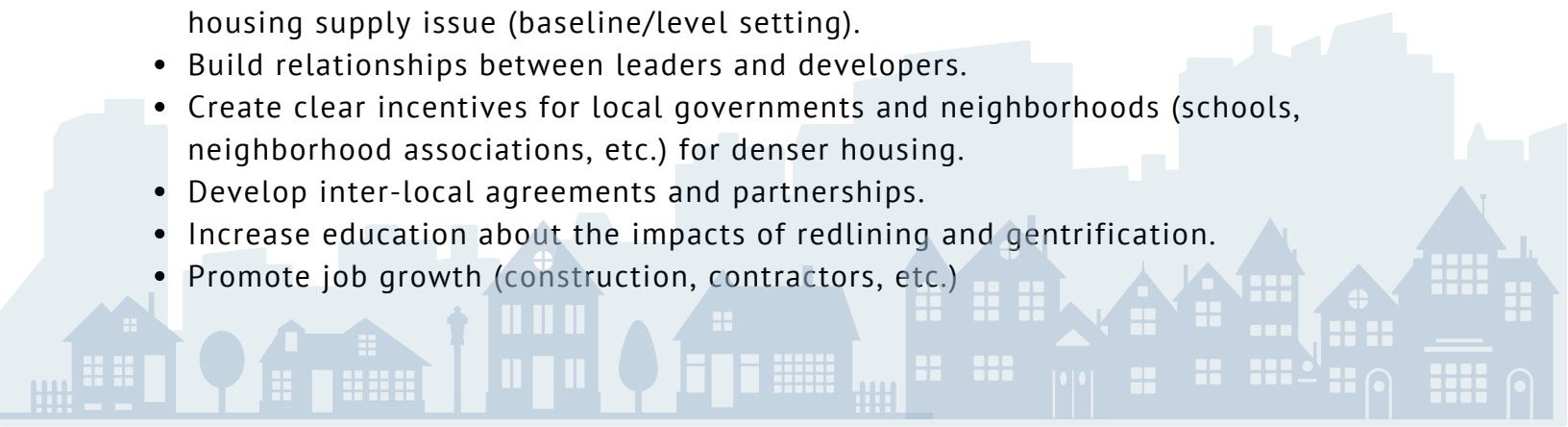
- Explore private-public partnership models used to develop a community.
- Consider flexible financing, using Hillsboro as an example.
- Address challenges in water/sewer infrastructure as well as the importance of economies of scale.
- Explore non-financial tools like land swaps.

Regulations: Rethinking and Alignment

- Prioritize the delivery of housing units over other considerations.
- Implement a development intelligent filter for new ideas to achieve market development.
- Identify successful cities at deregulation and adopt their practices, such as Tigard.
- Ensure funding mechanisms for jurisdictions to change regulations.
- Promote regulations to improve procurement processes.
- Advocate for legislative action to achieve land readiness and home ownership
- Discuss the creation of a regional, state-funded, autonomous, multidisciplinary SWAT team for housing planning and solutions.
- Demand a battle-tested housing needs analysis formula and methodologies for determining buildable land.
- Explore ways to expedite the approval process, remove or shorten public comment periods, and remove discretionary barriers for maximum land usage.
- Develop a regional housing plan and vision that is responsive and flexible.
- Explore information sharing of best practices, and policy alignment across the region.

Reframing Language & Perceptions: Public Education, Redefining Terminology

- Develop shared resources that everyone can use as a resource to explain our housing supply issue (baseline/level setting).
- Build relationships between leaders and developers.
- Create clear incentives for local governments and neighborhoods (schools, neighborhood associations, etc.) for denser housing.
- Develop inter-local agreements and partnerships.
- Increase education about the impacts of redlining and gentrification.
- Promote job growth (construction, contractors, etc.)



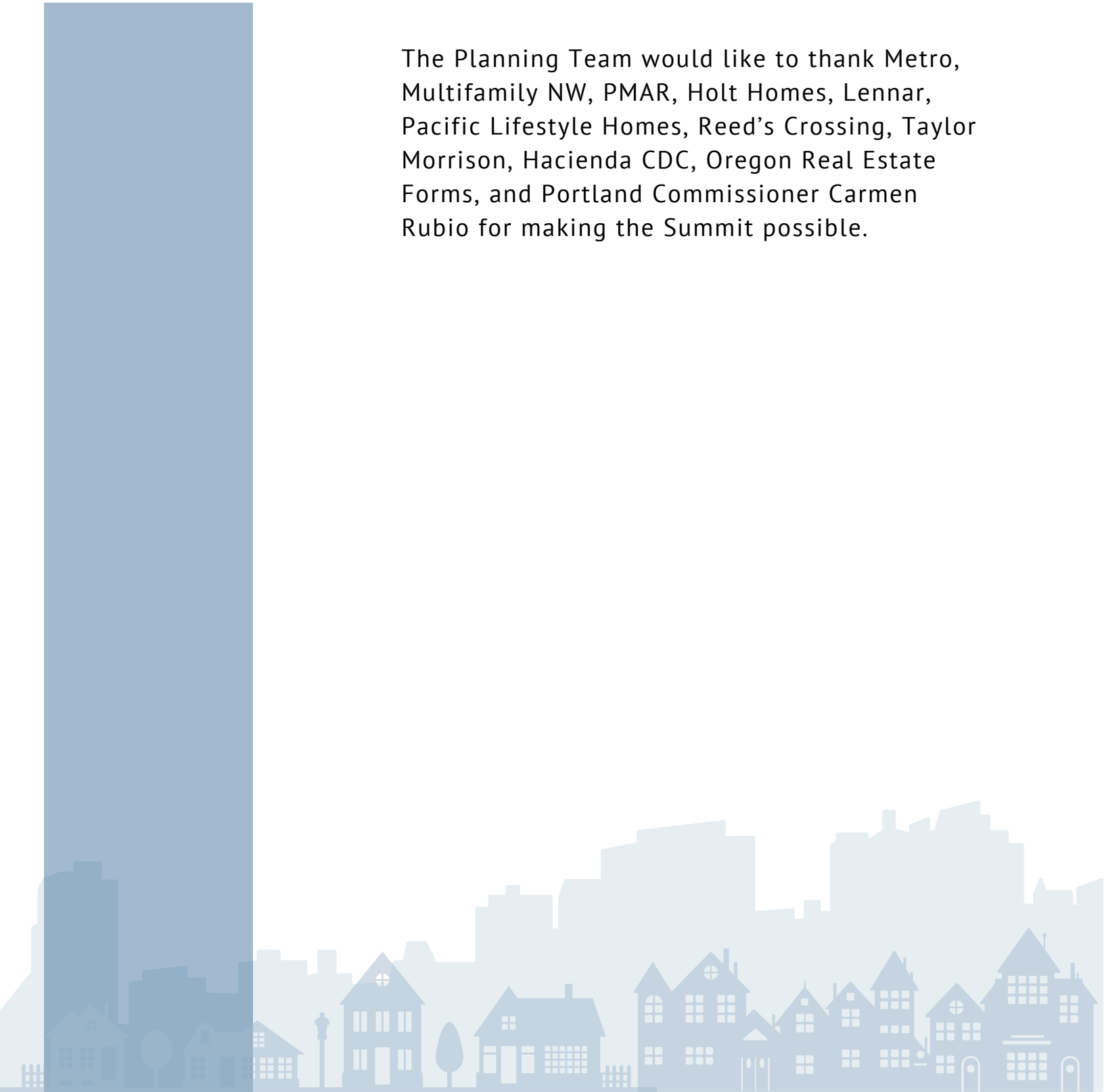
NEXT STEPS

Participants will receive the Summary of Findings and continue discussions to move forward with these regional approaches. Summit participants seemed interested in participating in another summit or event to track progress, hold each other accountable, and further identify solutions. The post-summit survey indicated that participants would like for more elected officials to be involved in any future activities.



ACKNOWLEDGEMENTS

The Planning Team would like to thank Metro, Multifamily NW, PMAR, Holt Homes, Lennar, Pacific Lifestyle Homes, Reed's Crossing, Taylor Morrison, Hacienda CDC, Oregon Real Estate Forms, and Portland Commissioner Carmen Rubio for making the Summit possible.



APPENDIX

Exhibit A. Meeting Agenda

Regional Housing Summit Agenda

Date: November 2, 2023

Time: 9:30am-5:00pm

Location: Oregon Convention Center, Portland
Ballroom - North, 777 NE Martin Luther King Jr
Blvd, Portland, OR 97232

Meeting registration link:

<https://forms.office.com/r/yXMYguP4aN>

Meeting Purpose:

- Convene leaders who have positional authority, subject matter experts, and directly impacted stakeholders.
- Identify actionable solutions to remove the barriers for housing development.
- Capture commitments from leaders and identify mechanisms for tracking and accountability moving forward.
- Identify measures of success for action areas.



APPENDIX

Time	Agenda Topic
9:30 am	Registration Opens
10:00 am	Opening Remarks
10:15 am	Welcome, Agenda, and Introductions
10:25 am	State of Housing in the Portland Metro Region Panel
11:00 am	Breakout Discussions - Identifying Barriers <ol style="list-style-type: none"> 1. Attracting Capital: How to Attract Developer Investments in the Region 2. Permitting: Innovations and Best Practices 3. Land Use and Zoning: Urban Growth Boundary, Planning, and Urban Annexation 4. Infrastructure: Making Land Development Ready 5. Regulations: Rethinking and Alignment 6. Reframing Language & Perceptions: Public Education, Redefining Terminology
12:00 pm	Lunch
12:30 pm	Breakout Discussions - Identifying Actions <ol style="list-style-type: none"> 1. Attracting Capital: How to Attract Developer Investments in the Region 2. Permitting: Innovations and Best Practices 3. Land Use and Zoning: Urban Growth Boundary, Planning, and Urban Annexation 4. Infrastructure: Making Land Development Ready 5. Regulations: Rethinking and Alignment 6. Reframing Language & Perceptions: Public Education, Redefining Terminology
2:30 pm	Break
2:45 pm	Plenary Report out
3:45 pm	Summary of Findings
4:50 pm	Closing Remarks and Next Steps
5:00 pm	Hosted Happy Hour

