

Agenda

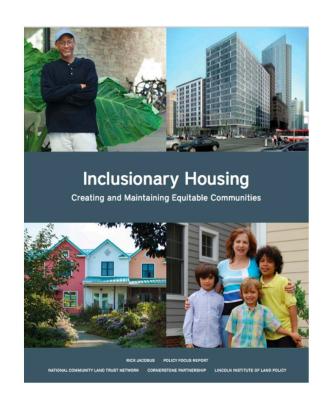
Goal: To understand the financial impacts of affordable housing requirements.

- Introductions
- Overview of Economic Feasibility
- Exercise: Using the IZ Calculator
- Feasibility Studies
- Alternatives to a Full Feasibility Study
- Updating an Ordinance when Nothing is Feasible
- Discussion
- Closing

Please introduce yourself by yping your name and jurisdiction nto the chat



Rick Jacobus Street Level Advisors



Recent Clients:

San Francisco

San Jose

Berkeley

Honolulu

Seattle

New York

Atlanta

Minneapolis

Los Angeles County

Lincoln Institute for Land Policy

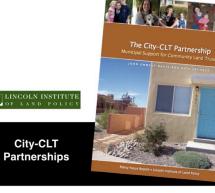
Grounded Solutions Network

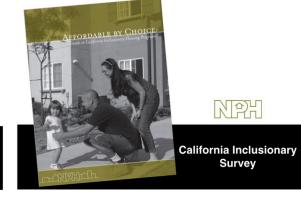
PolicyLink

The Ford Foundation

F. B. Heron Foundation











Federal Homeownership

Joshua Abrams **COMMUNITY PLANNING COLLABORATIVE**

RECENT CLIENTS

- San Francisco
- San Jose
- San Mateo County
- State of California
- ABAG
- Salt Lake City

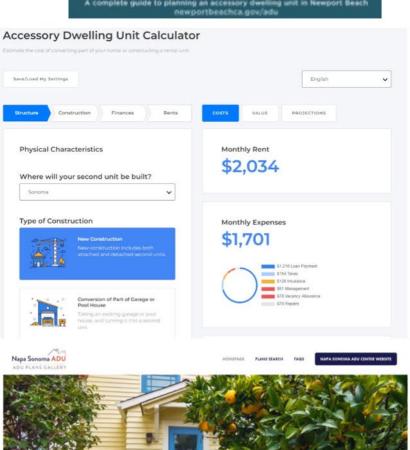
- Chan Zuckerberg Initiative
- San Francisco Foundation
- Irvine Foundation













Affordable Housing Policy | ADU | Facilitation | Sustainability



Working Group Series



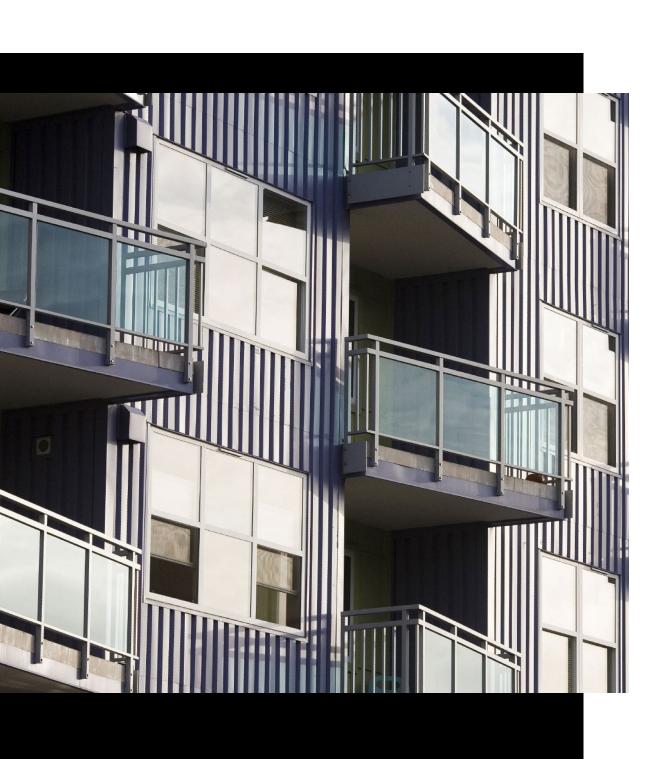
July 27th
Working with State Policies

August 24th

Communicating with the Public and Elected Officials

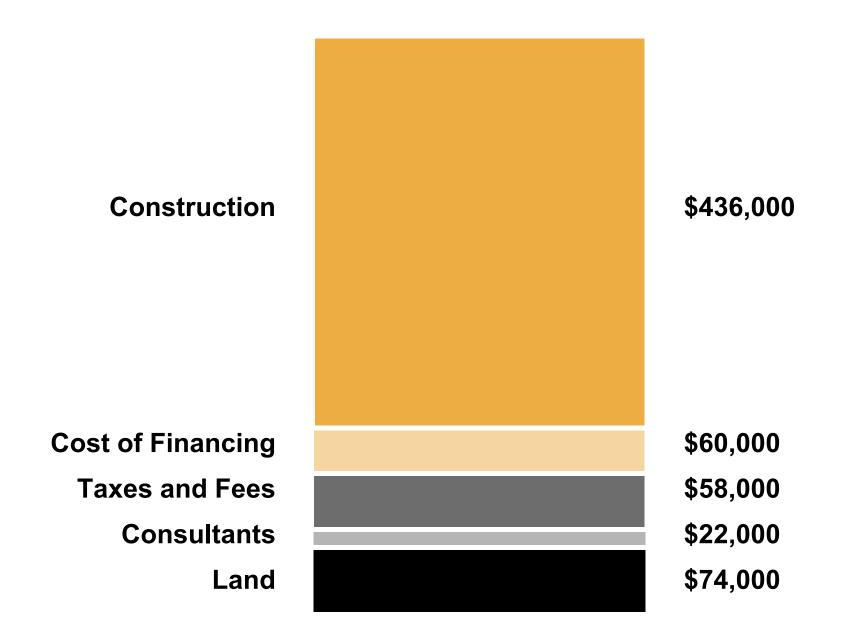


Housing is Expensive to Build

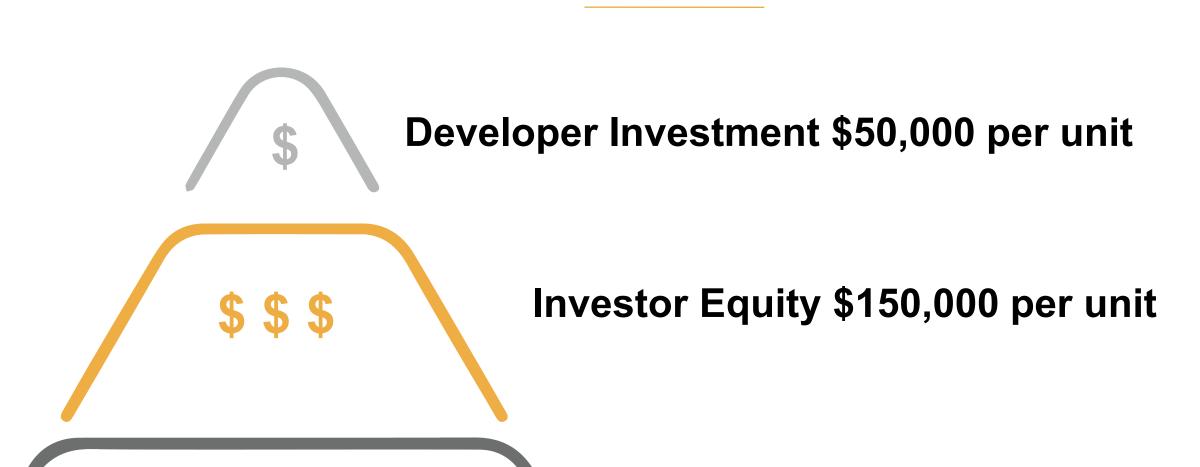


Example

Total Development Cost (TDC): \$650,000 Per Unit



Market Rate Financing: Funding Sources



\$\$\$\$\$\$\$\$\$

Construction Loan \$450,000 per unit

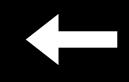
Would you invest?

Developer Investment \$50,000

Investor Equity \$150,000

Bank Loan \$450,000

Total Development Cost \$650,000



Imagine your retirement savings is in here

Who are the investors?

EQUITY INVESTORS (examples)

- Private Individuals
- Family Firms: Read Investments
- Pension Funds: CalPERS, CalSTRS
 - Private Equity: Blackstone
 - Real Estate Investment Trusts
- (REIT): Equity Residential, Avalon Bay

DEBT PROVIDERS (examples)

- Regional/National Banks: Fremont Bank,
 Bank of America
- Life Insurance: Northwestern Mutual Life
- Wall Street: Morgan Stanley, Citigroup
- Government Agencies: HUD, FHA
- Gov. Sponsored Orgs: Freddie Mac,
 Fannie Mae

Profit Margin

EXAMPLE

Total Development Cost: \$650,000/unit

Future Value: \$750,000

Profit: \$100,000

15% profit

Profit on Sale:

If a building can be sold in the future for more than it cost to build the difference is 'profit.' Calculating this profit as a percentage of the total development cost provides a quick measure of the profitability of the project.

Net Operating Income

+ Rent \$55,200

- Vacancy - \$2,208

- Operating Expenses - \$19,320

Net Operating Income \$33,672

NET OPERATING INCOME (NOI):

NOI is calculated as income (apartment rents, parking space rents, late fees, and other amenity charges) minus operating costs (property taxes, maintenance, utilities not paid by tenants, landscaping, etc.) usually over the course of a year.

Yield on Cost

YIELD = Net Operating Income / Total Development Cost

5.2% (Yield) = \$33,672 (NOI) / \$650,000 (TDC)

YIELD ON COST

A quick measure of the profitability of a real estate project. Calculated by dividing the Net Operating Cost by the Total cost of development. Currently projects need to generate a yield of 5% to 6% to be considered feasible.

Is It Worth the Risk?

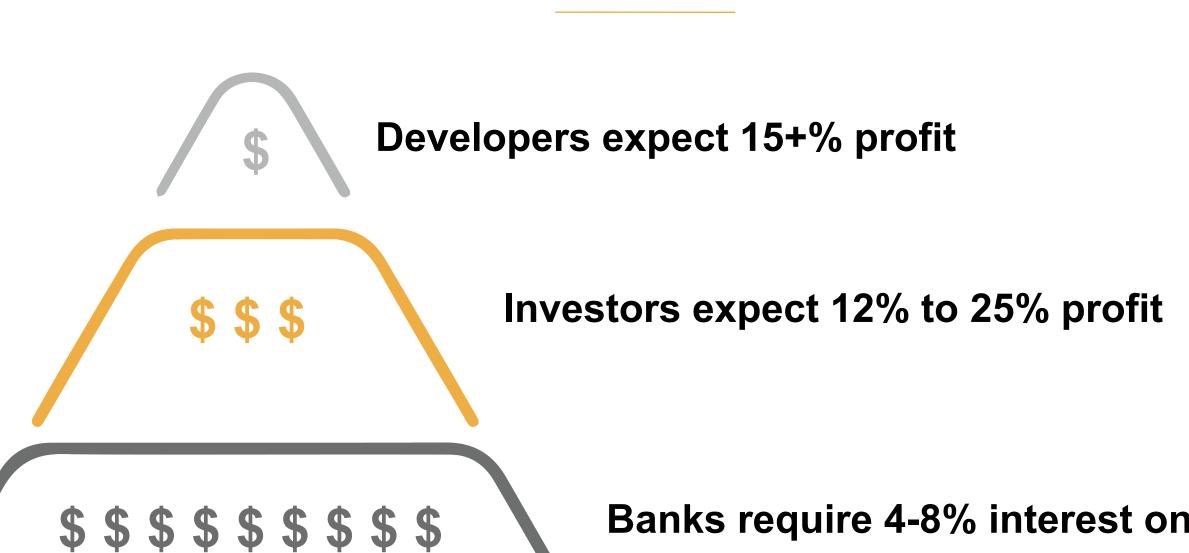
If you can earn 4.5% on treasury bonds and 8.8% in the stock market, how much do you need to earn in order of it to be 'worth it' invest in a risky new apartment building?

RISKS:

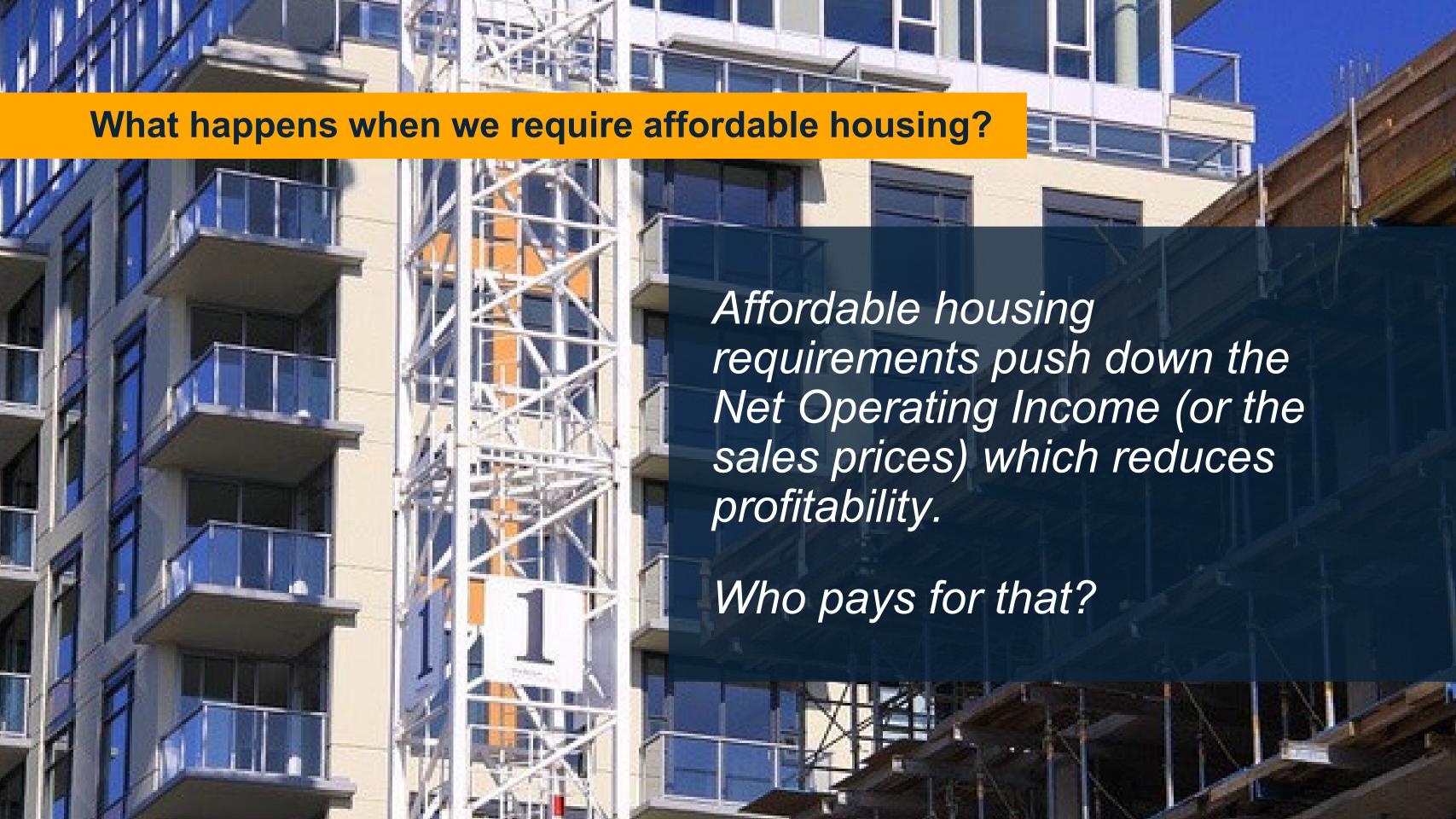
- Entitlements
- Construction Risk
- Market Risk
- Act of God

Cost Risk

Market Rate Financing: **Expected Returns**



Banks require 4-8% interest on loan

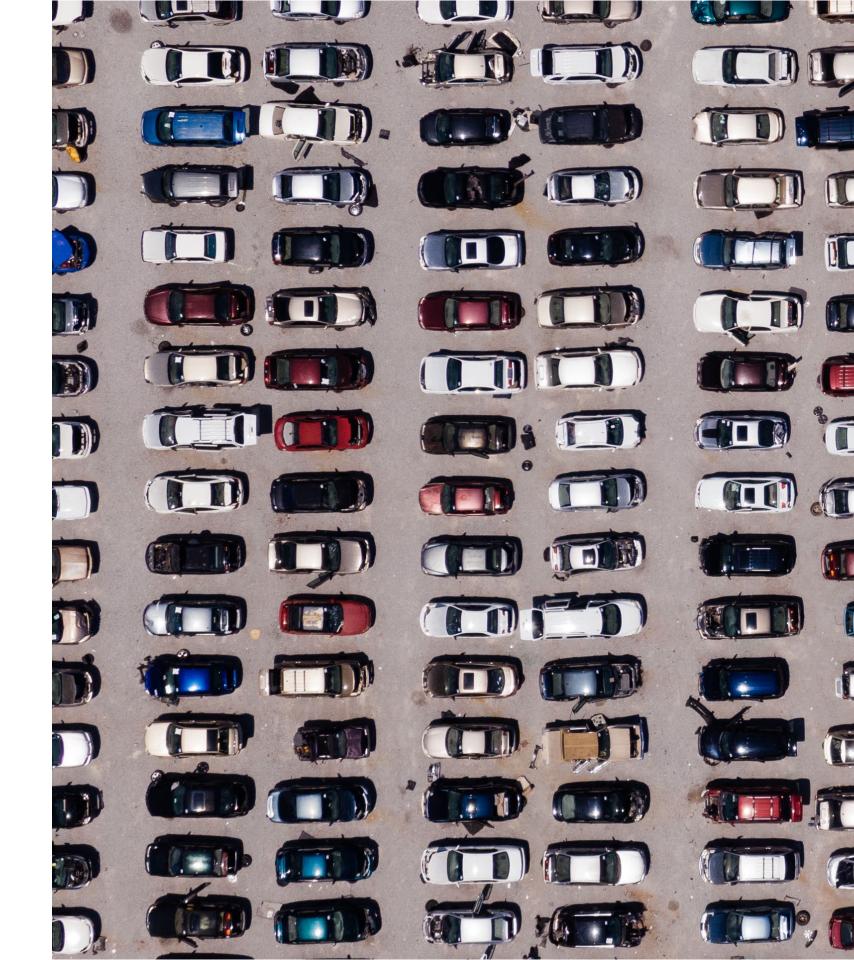


Can developers pass the cost on to tenants?



It's safe to assume that if it was possible for a developer to charge a higher market rent, they would already be planning on that.

What happens when buildings are not feasible?



Research

- Land costs adjust to absorb increased costs
- Incentives can offset the cost of requirements
- Flexibility enables developers to manage costs

Several studies have looked at whether inclusionary housing reduces the rate of building.

Most have found either no impact or very limited impact

Residual Land Value

- + Value of Completed Development
- Total Development Costs
- = Residual Land Value

Residual Land Value:

The maximum amount that a developer could pay for land and still make a given level of profit on a project.

Incentives increase land value

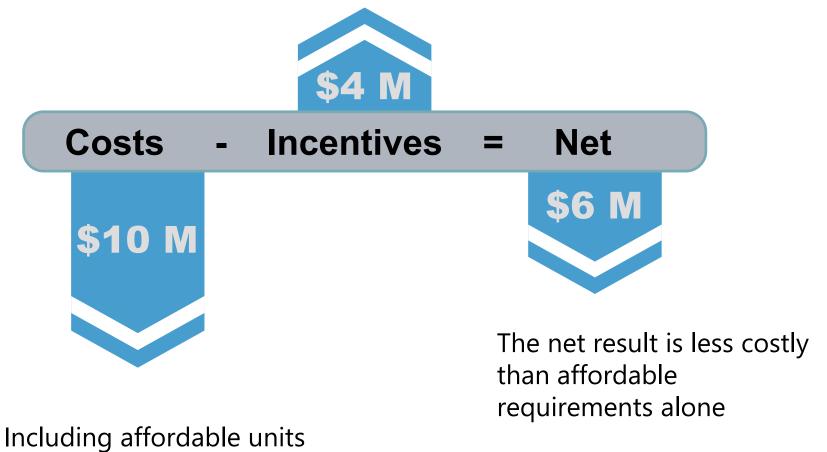
- Density bonuses/upzoning
- Parking reductions
- Fee waivers
- Expedited permitting
- "By right" approval
- Housing Vouchers

Incentives can lower the cost of development or increase the development potential of land.

Either way the result will be higher land prices.

Its the 'net' impact that matters

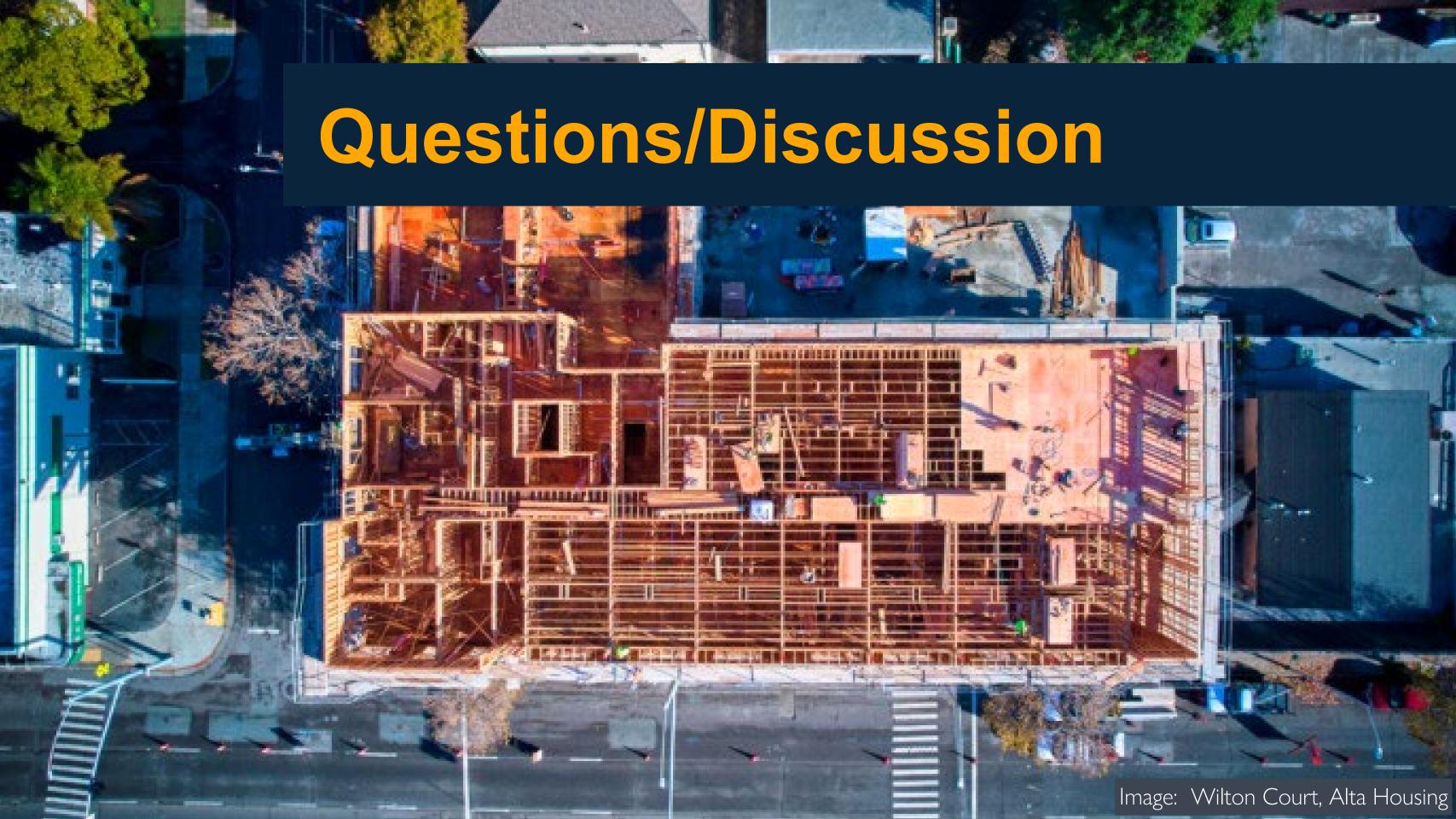
Incentives like added density or reduced parking increase project value



reduces the amount a

building could sell for

Sometimes incentives can offset some (or all) of the cost of compliance.







FINANCIAL IMPACT OF 22 AFFORDABLE UNITS:

COSTS

\$8.93 M

0 bonus Market Rate units

\$10.07 M

INCENTIVES

\$1.14 M

NET

Inclusionary Housing Calculator

Help

Print... Share...

Calculator from InclusionaryHousing.org provides a visualization of a standard project proforma.

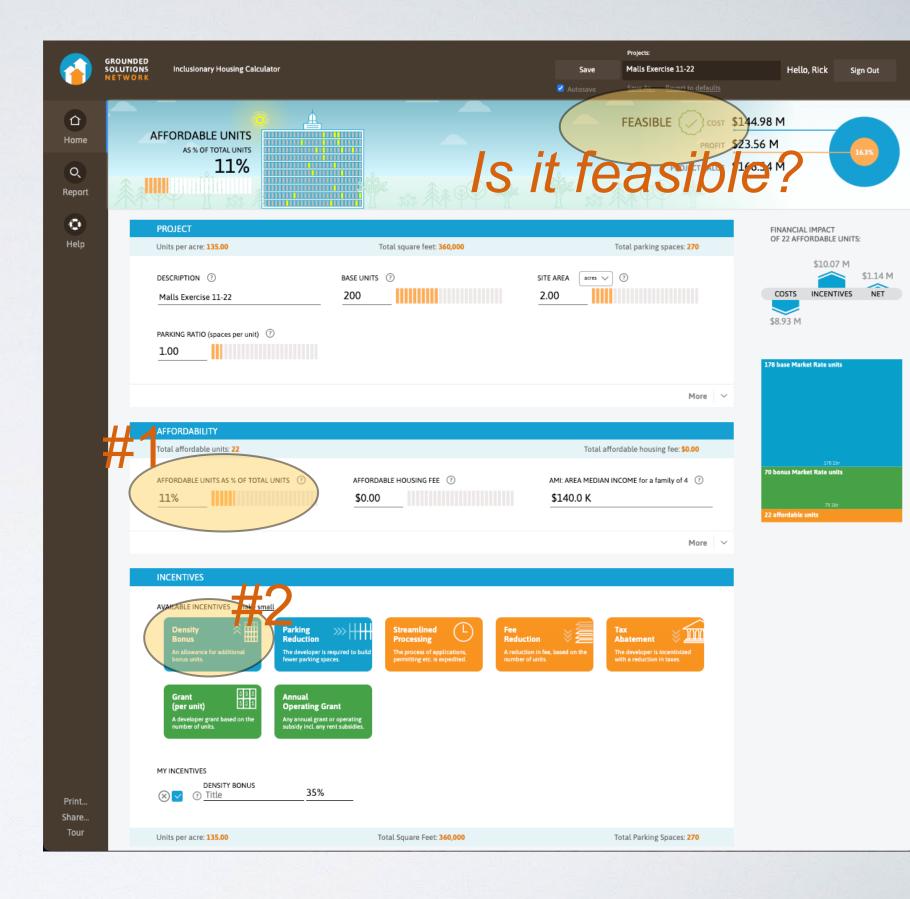
PROJECT Units per acre: 135.00 Total square feet: 360,000 Total parking spaces: 270 DESCRIPTION ② Malls Exercise 11-22 PARKING RATIO (spaces per unit) More ~ **AFFORDABILITY** Total affordable units: 22 Total affordable housing fee: \$0.00 AFFORDABLE UNITS AS % OF TOTAL UNITS ② AFFORDABLE HOUSING FEE (?) AMI: AREA MEDIAN INCOME for a family of 4 (?) \$140.0 K More V **INCENTIVES** AVAILABLE INCENTIVES make small **Operating Grant** MY INCENTIVES DENSITY BONUS 35% Units per acre: 135.00 Total Square Feet: 360,000 Total Parking Spaces: 270

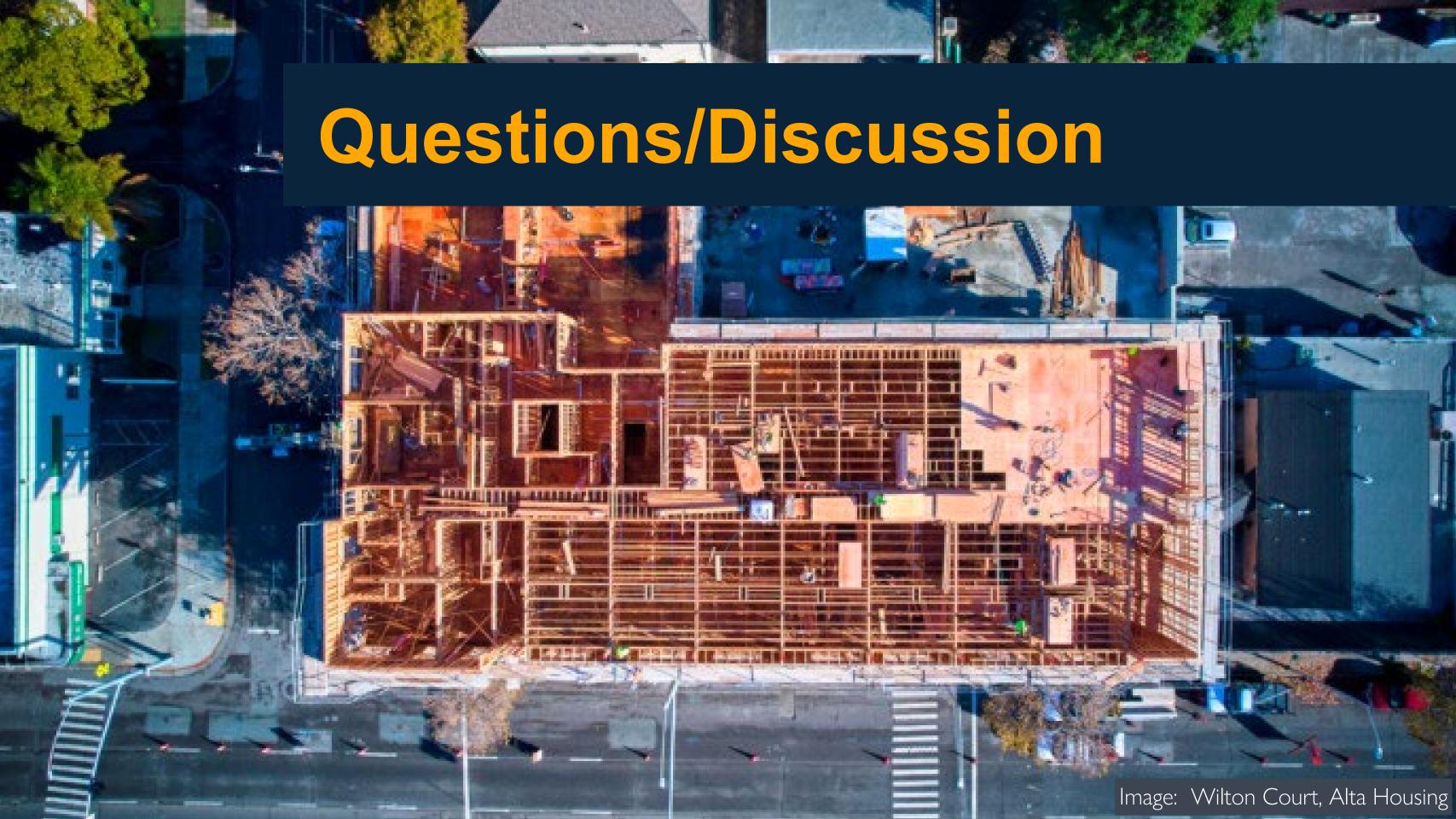
https://tinyurl.com/dyvkm8tv

Calculator Exercise

1: Adjust the affordability %. How high can you go and still have a feasible project?

2: Use the "density bonus" option to explore the potential value of an upzoning. How much more affordable housing can be supported with 50% more density?





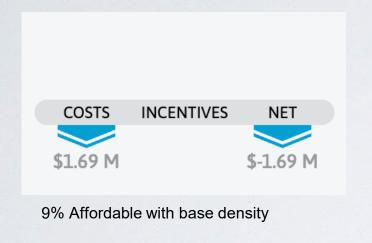
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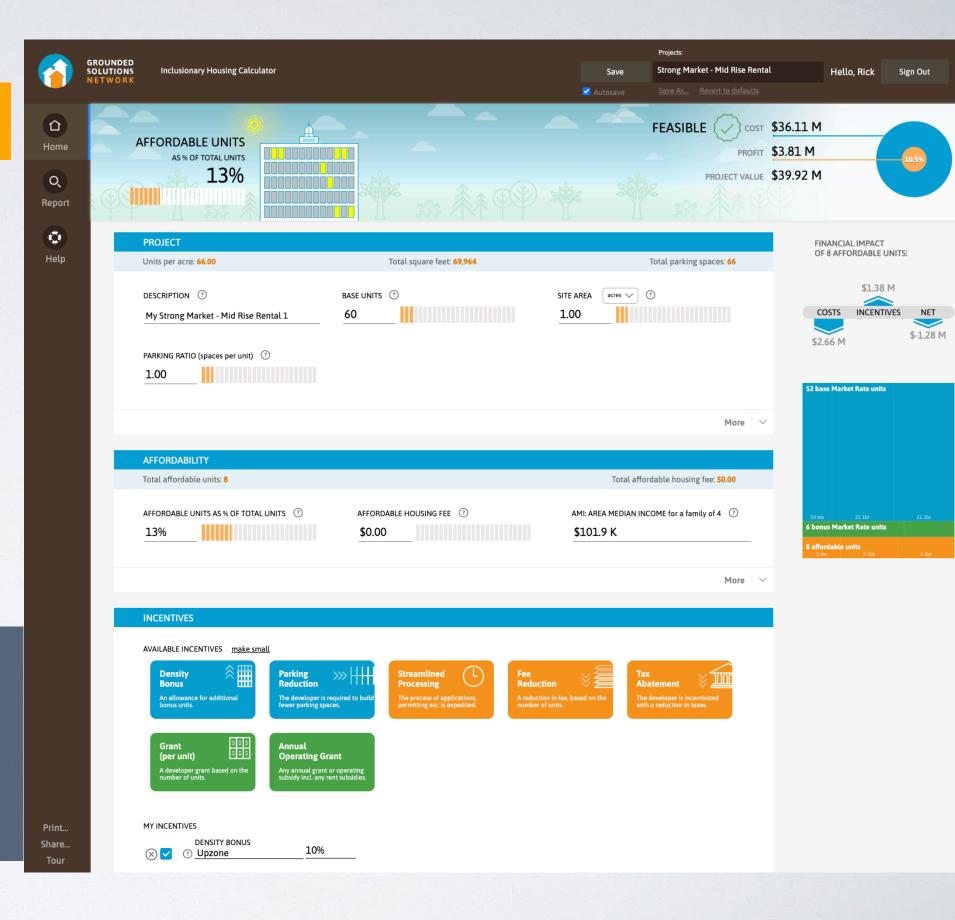
Exercise: Discussion

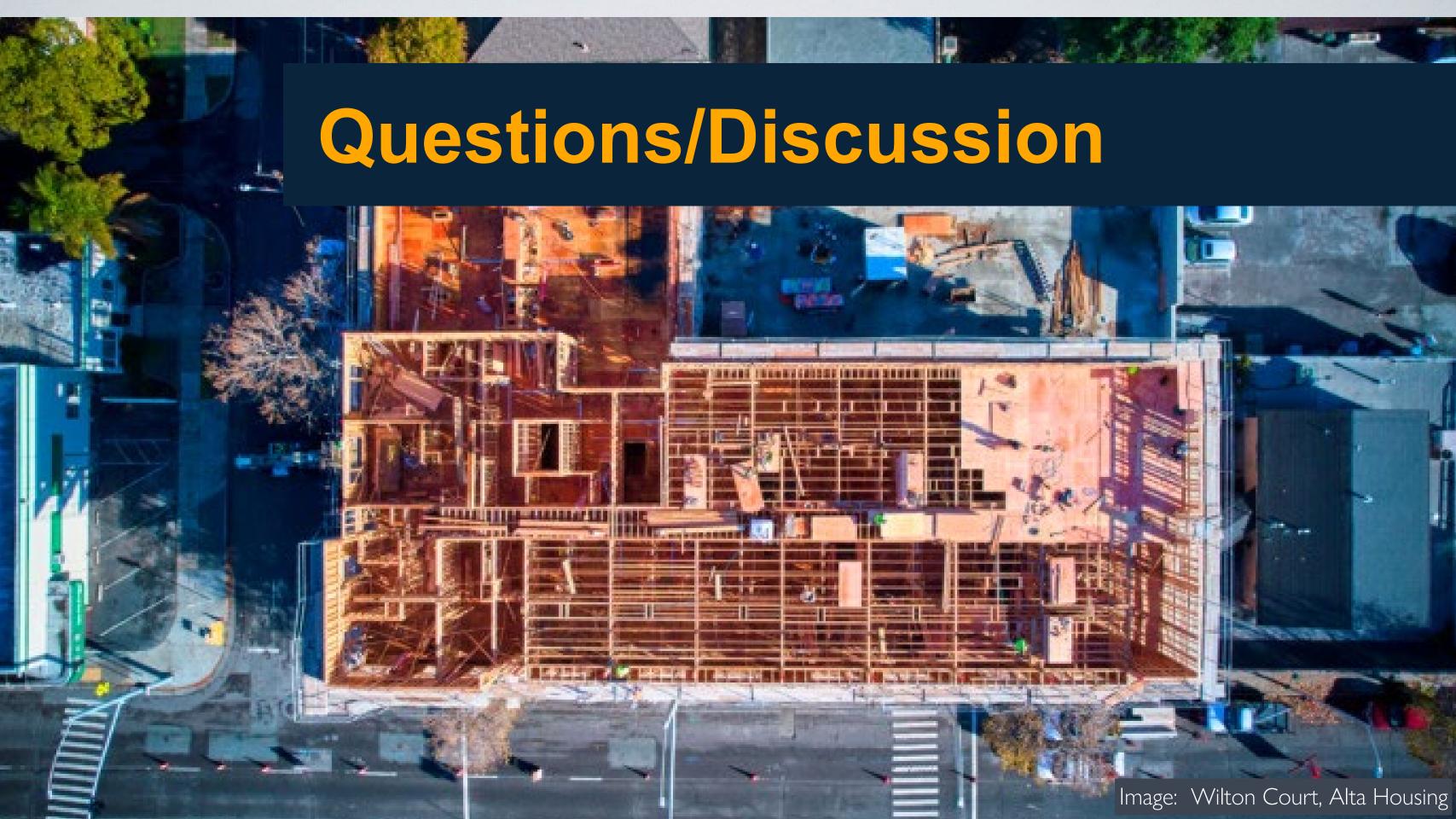




13% Affordable with 10% density increase

Is it OK if the net financial impact is negative?

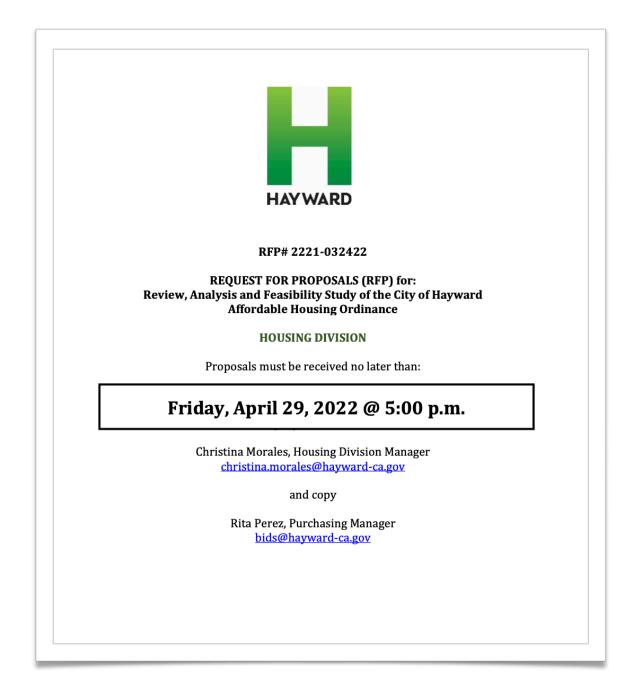






Anatomy of a Feasibility Study

- 1. Project Initiation
- 2. Feasibility Analysis
 - 1. Market Research
 - 2. Methodology and Baseline Analysis
 - 3. Alternative Scenario Analysis
 - 4. Policy Goal Considerations
- 3. Technical Advisory Committee
- 4. Final Recommendations
- 5. Presentations



Scope of work from Hayward Request for Proposals 2022

Pro Forma Analysis

FIGURE 17: HAYWARD HOUSING PROTOTYPE EXAMPLE IMAGES

Single Family Homes



Townhomes



Condos or Stacked Flats



Small Multifamily



5-Story Wrap



5-Story Podium



Sources: City of Hayward, 2022. Renderings produced by D.R. Horton; KTGY; LANDARC; Taylor Morrison; Humphreys & Partners Architects; and BDE Architecture.

Note: Projects are shown as examples of what the prototypes could look like, but do not reflect the exact prototypes described in the analysis.

Pro Forma Results

FIGURE 42: TIER TWO FULL PRO FORMA RESULTS - WITH CURRENT AHO REQUIREMENTS (IN MILLIONS OF DOLLARS)

	Single Family	Town- homes	Condos	Small MF	Stacked Flats	5-Story Wrap	5-Story Podium (TOD
Revenues	•					•	
For-Sale Revenue							
Gross Revenue	\$56.5	\$83.8	\$33.5				
Less Marketing Costs	-\$2.4	<u>-\$3.5</u>	<u>-\$1.3</u>				
Net Sales Revenue	\$54.1	\$80.3	\$32.2				
Rental Revenue							
Gross Income, Residential				\$0.7	\$2.4	\$8.7	\$5.2
Gross Income, Retail						\$0.2	
Less Vacancy & Operating Costs				-\$0.2	-\$0.9	<u>-\$3.1</u>	-\$1.9
Net Operating Income				\$0.4	\$1.5	\$5.6	\$3.
Total Capitalized Value				\$10.7	\$37.8	\$140.2	\$80.9
Development Costs							
Hard Costs							
Site Prep, Demo	\$5.4	\$5.4	\$1.6	\$0.5	\$1.6	\$4.4	\$2.
Vertical Hard Costs	\$17.0	\$33.2	\$23.7	\$5.8	\$23.7	\$105.9	\$71.
Tenant Improvement Allowance						\$0.5	
Soft Costs							
Hard Cost Contingency	\$1.1	\$1.9	\$1.3	\$0.3	\$1.3	\$5.5	\$3.
Arch., Eng., and Other Soft Costs	\$3.1	\$5.4	\$3.5	\$0.9	\$3.5	\$15.5	\$10.
Municipal Fees, with AHO fees	\$2.8	\$5.3	\$2.6	\$0.6	\$2.7	\$7.9	\$4.
Financing Costs	\$1.2	\$2.0	\$1.2	\$0.3	\$1.2	\$5.8	\$3.
Total Development Costs	\$30.8	\$53.3	\$33.9	\$8.5	\$34.0	\$145.6	\$97.
Feasibility Summary							
Total Market Value of Project	\$54.1	\$80.3	\$32.2	\$10.7	\$37.8	\$140.2	\$80.9
Minimum Return on Cost	20%	20%	20%	20%	20%	20%	209
Total Supportable Value	\$45.1	\$67.0	\$26.8	\$8.9	\$31.5	\$116.8	\$67.
Less Development Costs	<u>-\$30.8</u>	<u>-\$53.3</u>	<u>-\$33.9</u>	<u>-\$8.5</u>	<u>-\$34.0</u>	<u>-\$145.6</u>	-\$97.0
Residual Land Value of Project	\$14.4	\$13.6	-\$7.1	\$0.5	-\$2.5	-\$28.7	-\$29.
Typical Site Acquisition Cost	\$9.8	\$9.8	\$2.9	\$1.0	\$2.9	<u>\$7.8</u>	\$4.9
RLV Less Typical Acquisition Cost	\$4.6	\$3.8	-\$10.0	-\$0.5	-\$5.5	-\$36.6	-\$34.

Source: Strategic Economics, 2022.

Notes

Gross Income and Revenue Includes BMR Units.

Municipal fees shown here are slightly different from municipal fees shown in the rest of the report, because inclusionary units are exempt from some fees. In addition, in-lieu fees were required for some prototypes, even with onsite units, in order to account for fractional units.

Source: Strategic Economics for Hayward 2023

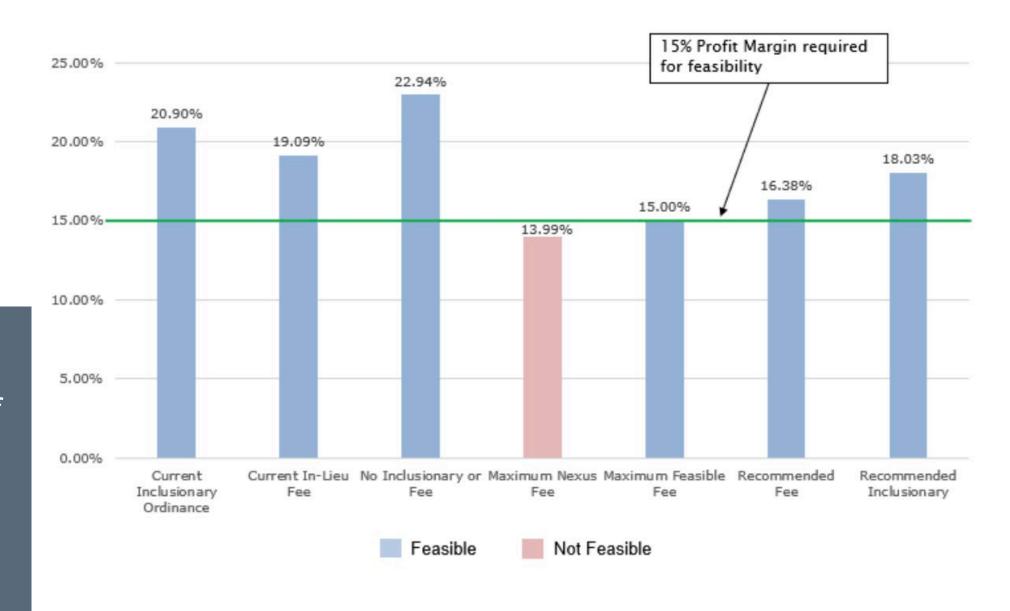
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Compare Policy Alternatives



San Luis Obispo commissioned a 2022 study of the feasibility of their affordable housing requirements. The report estimated the profitability of hypothetical projects under several scenarios including their current policy and proposed alternatives.

Figure 4 For-Sale Feasibility Results by Scenario



Source: EPS for San Luis Obispo 2022

Alternative Metrics for Feasibility

- Return on Cost/Profit Margin
- Yield on Cost
- Internal Rate of Return
- Residual Land Value

Figure 4 For-Sale Feasibility Results by Scenario

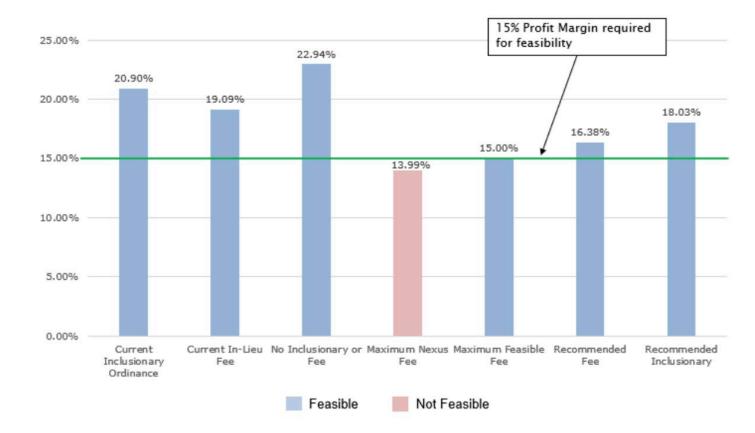
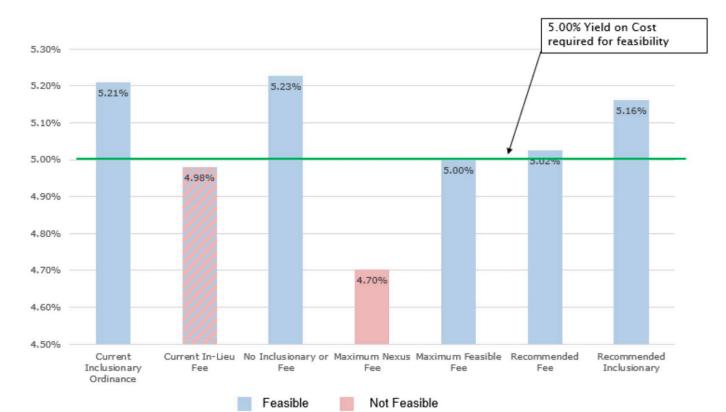


Figure 5 Rental Feasibility Results by Scenario



Residual Land Value

KMA used residual land value to evaluate feasibility in a study for Encinitas. They assumed that requirements which reduced land values by less than 15% would have a low impact.

Table 3-4: Scenario #1 - Estimated Impact of Citywide Inclusionary Requirements – Low-Income									
		With Density Bonus							
		Base Case 15% @ Low	20% @ Low	25% @ Low	30% @ Low				
Α	Single-Family Detached – Large Lot (R-3)	\$38/SF	\$31/SF	\$31/SF	\$24/SF				
В	Single-Family Detached – Medium Lot (R-5)	\$49/SF	\$46/SF	\$39/SF	\$32/SF				
С	Single-Family Detached – Small Lot (RS-8)	\$42/SF	\$37/SF	\$37/SF	\$27/SF				
D	Single-Family Detached – Small I of (RS-11/R-11)	\$39/SF	\$36/SF	\$28/SF	\$24/SF				

Low Impact: less than 15% decrease in Residual Land Value from Base

Medium Impact: 15%-25% decrease in Residual Land Value from Base

High Impact: greater than 25% decrease in Residual Land Value from Base

Case; likely to have nominal impact on project feasibility

Case; may raise concerns for project feasibility

Case; may result in financially infeasible project

Source: KMA for Encinitas

Recommend "Feasible" Requirements



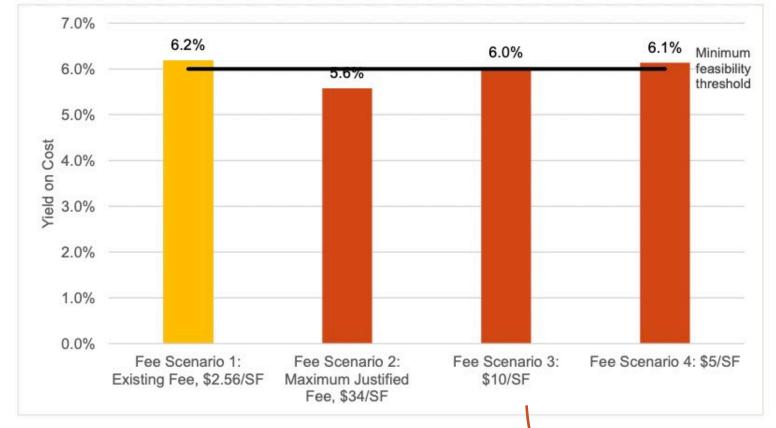
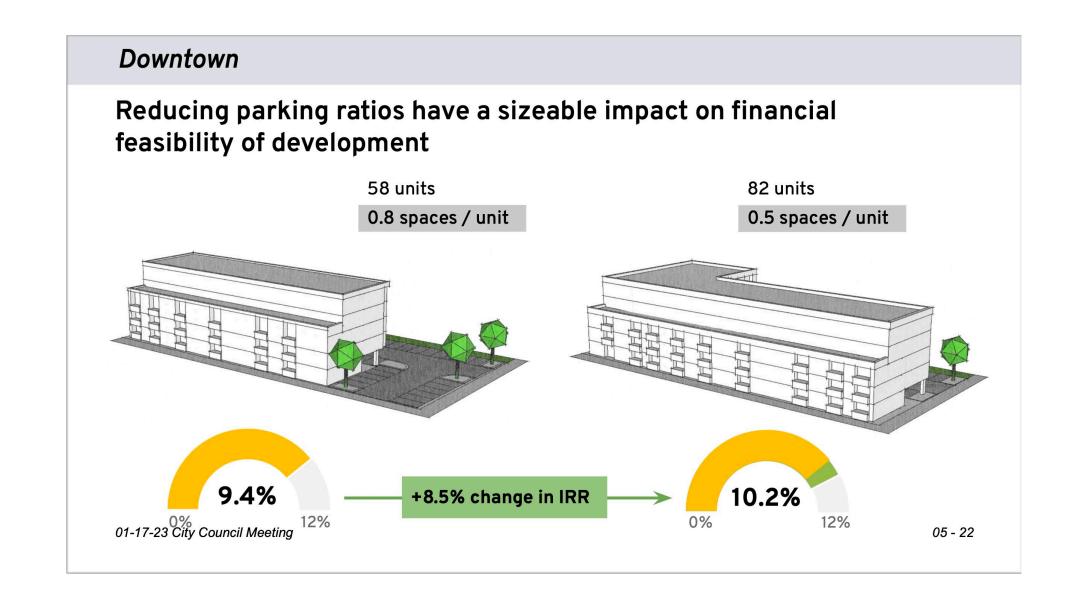


FIGURE 14. RECOMMENDED HOUSING IMPACT FEES AND INCLUSIONARY PERCENTAGES BY RESIDENTIAL PROTOTYPE

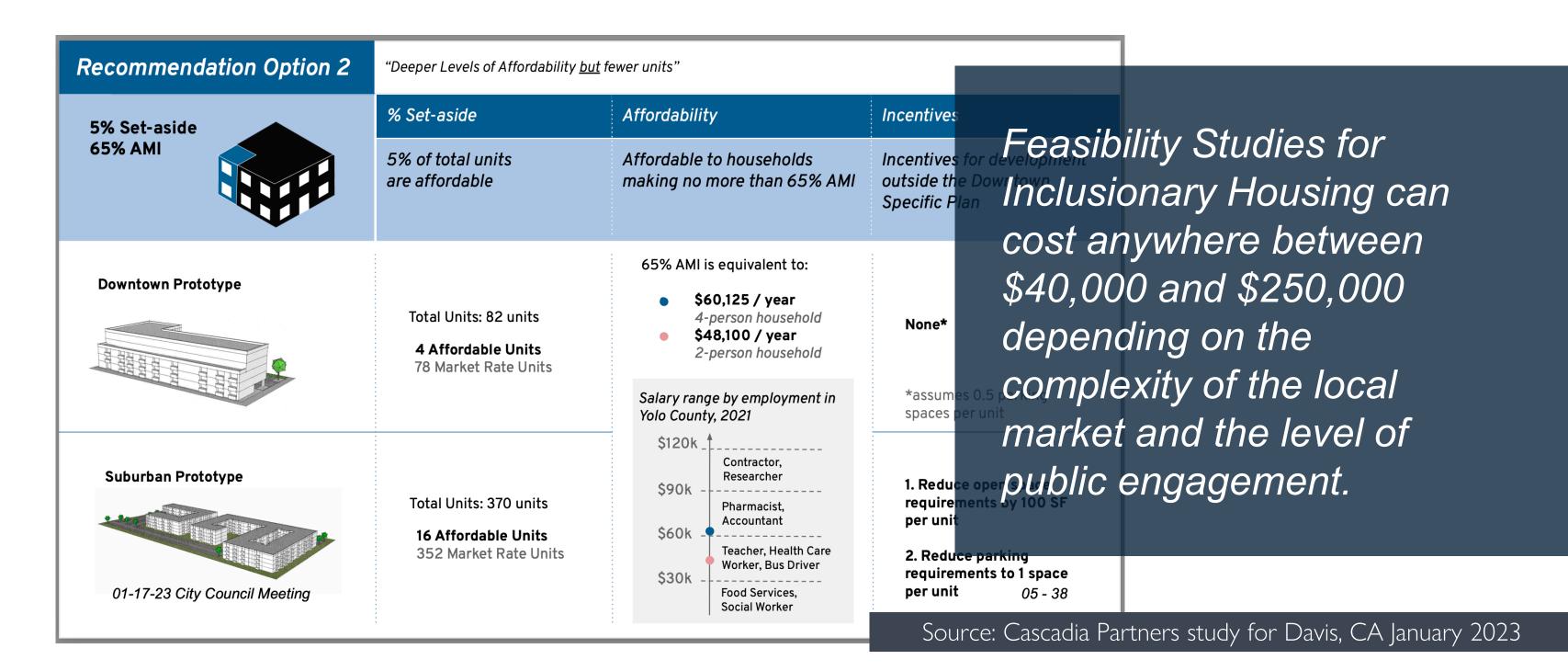
Prototype	Recommended Fee per Unit	Recommended Fee per SF	Recommended Inclusionary Percentage
Single-Family Detached	\$26,000	\$13	10%
Single-Family Attached	\$16,000	\$10	10%
Apartments	\$9,075	\$10	8%

Identify Potential Policy Changes

Davis commissioned a study by Cascadia partners that found that development in Downtown Davis were not meeting feasibility thresholds. The study recommended policy changes to improve feasibility.



What does it cost?



Limitations

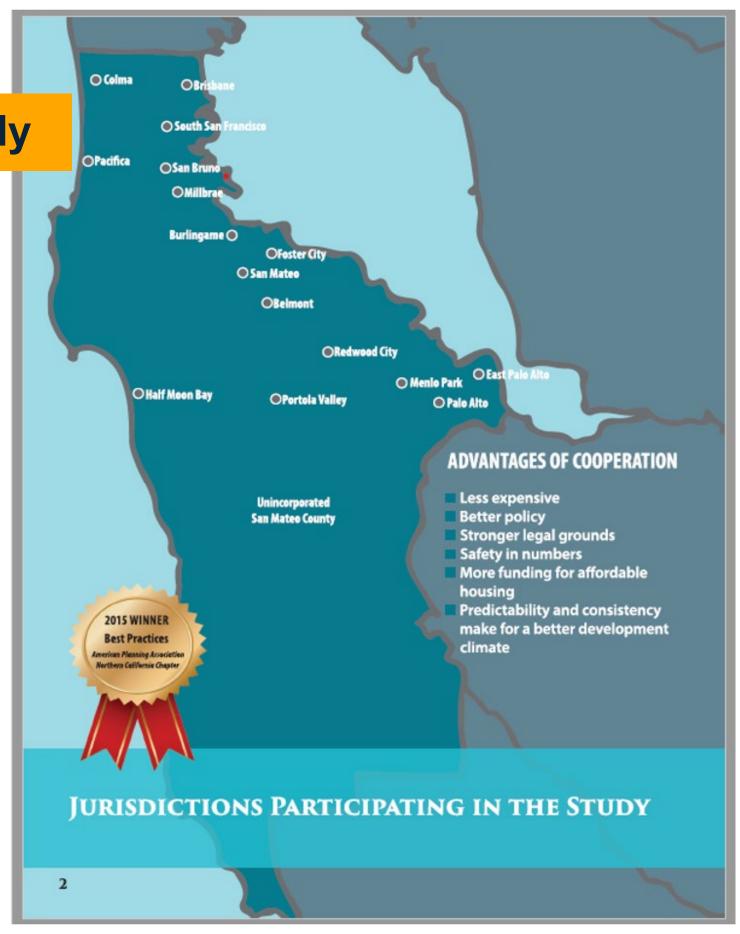
- Every project is different
- Neighborhoods in the same city are different
- Sites in the same neighborhood are different
- Both costs and revenues are changing constantly
- Policymakers have limited time/attention for complex results

Sometimes stakeholders imagine that feasibility studies are more accurate than they really are.



Regional Collaborative Study

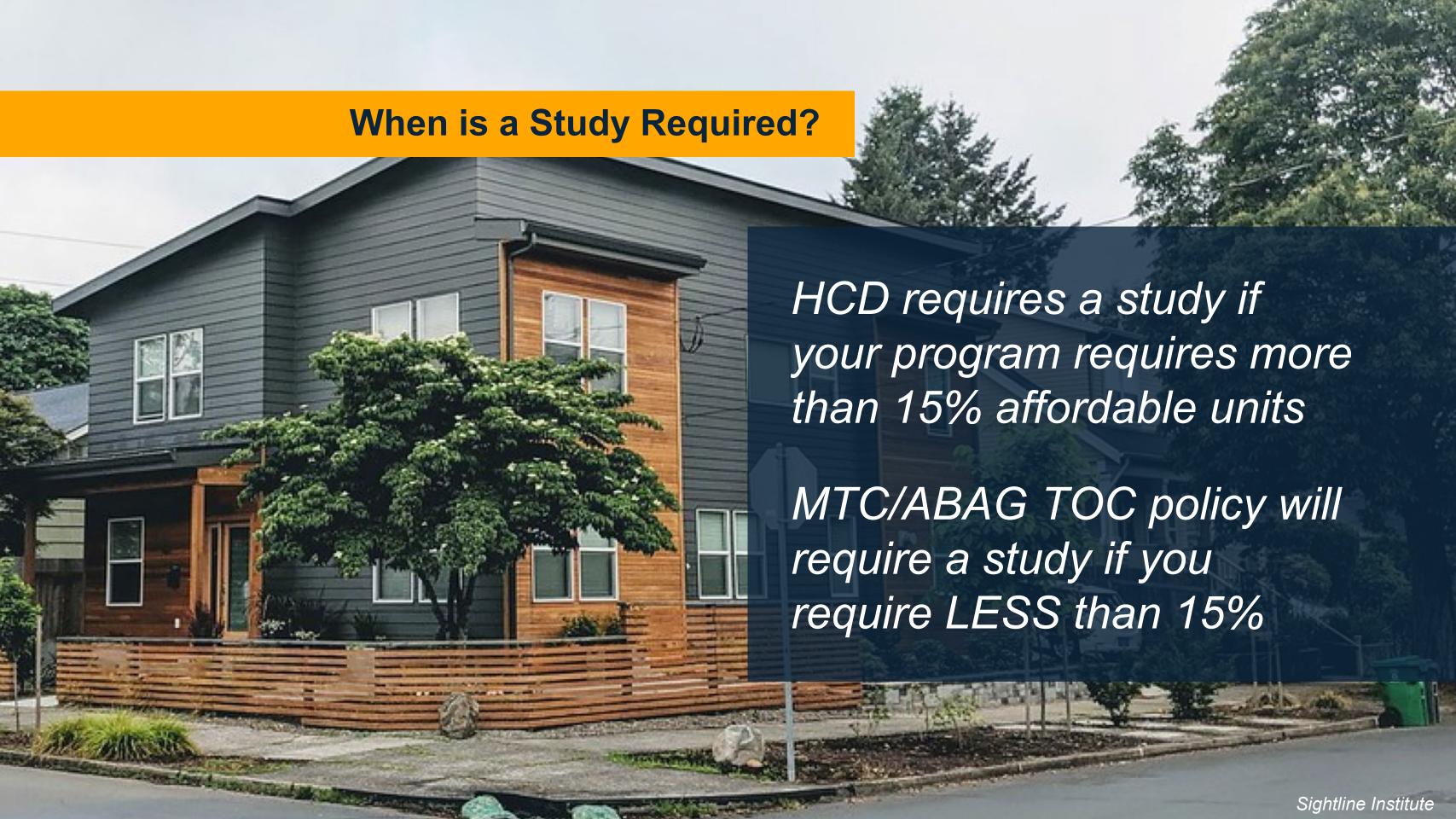
Consider using your county collaborative to conduct a multi-jurisdiction study



Quick and Dirty Options

- Comparison Jurisdictions
- Cost Side Analysis
- Inclusionary Housing Calculator
- Advisory Committee

Many jurisdictions
have set their
requirements based
on an analysis of the
performance of
nearby programs.

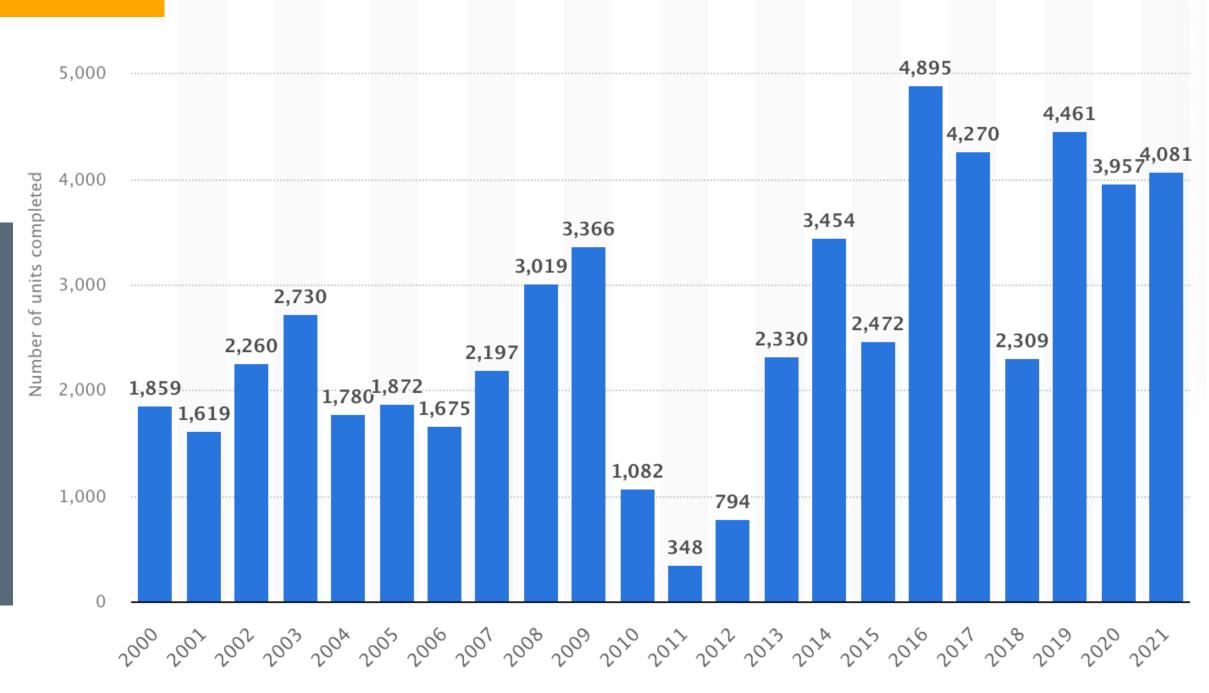




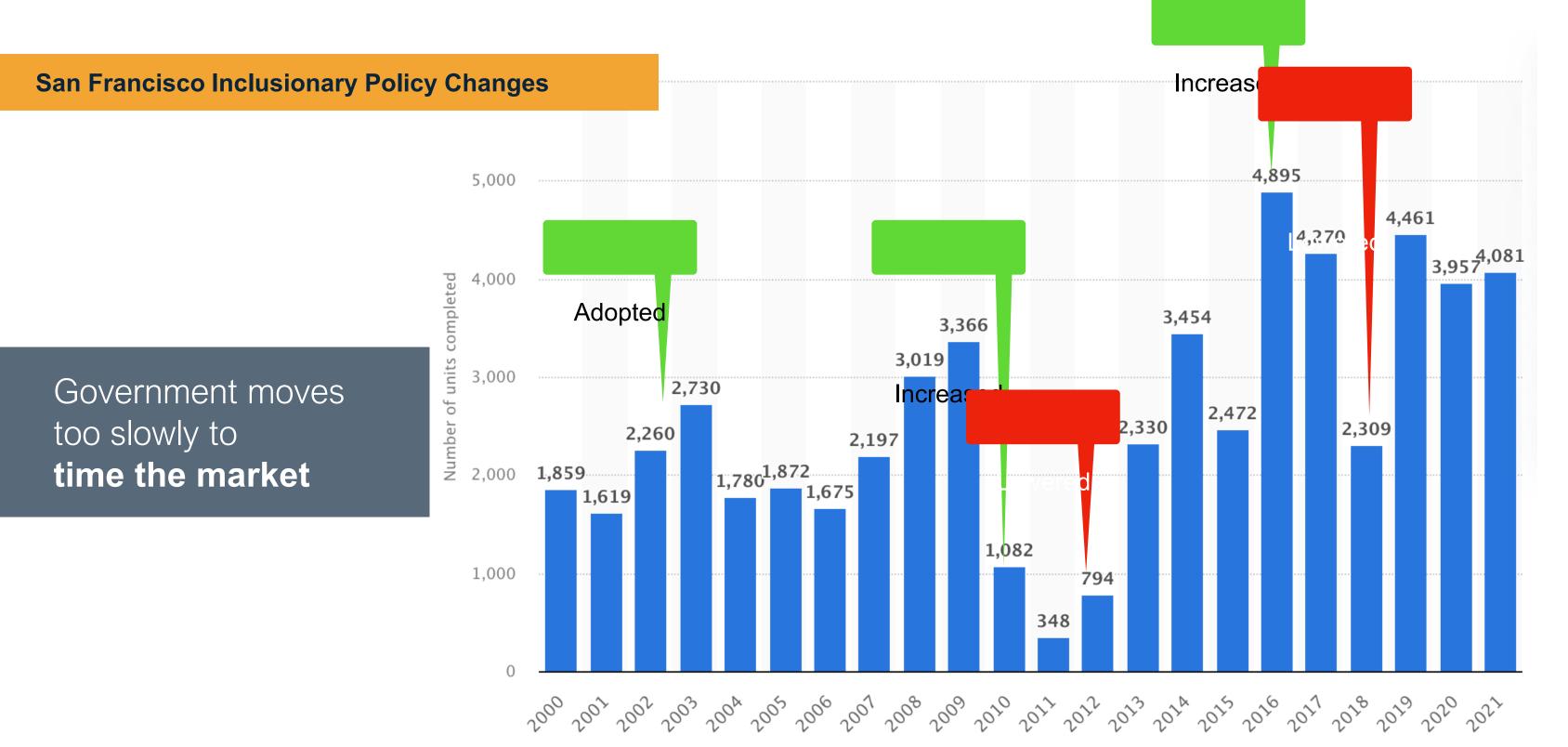
Timing the Market

The level of 'feasible' requirement changes when market conditions change.

Can't we adjust the requirements?



San Francisco Housing Units Completed



San Francisco Housing Units Completed





Adopting Requirements when Nothing is Feasible

- Delay or phase in requirements
- Tie requirements to value conferred by an up zoning
- Study average affordability over several years

