



WORKFORCE HOUSING IN ST. JOHNS COUNTY

*Progress, Challenges and
Strategies for Solutions*

2025 REPORT



**ATTAINABLE
HOUSING
COALITION**



ATTAINABLE HOUSING COALITION

Attainable workforce housing is a critical issue in St. Johns County, impacting not only the local economy but also the fabric of the community. Essential workers — teachers, law enforcement, nurses, manufacturing workers and service industry employees — are the backbone of our economy and contribute to the high quality of life we enjoy in St. Johns County. **However, many of these workers are unable to afford to live in the very county they serve due to a severe lack of housing within an attainable price range.**

The Attainable Housing Coalition is actively working to identify and address these challenges by advocating for policies and solutions that foster the development of attainable housing options. The current community perspective of “anti-growth” must be realigned to support targeted growth, which is essential for meeting the housing needs of our present and future workforce. **Thoughtful, well-planned development ensures that those who work here can also afford to live here, strengthening the local economy and community ties.**

Since we established the Attainable Housing Coalition in 2023, 69 businesses, representing more than 5,100 employees, have signed on to support these efforts, along with 164 individual residents.

Addressing this crisis through the development of workforce housing is imperative to reduce commuter dependency, ease infrastructure strain, and enhance the quality of life for residents and workers alike.

The Attainable Housing Coalition is committed to driving meaningful change through several key initiatives, including:

- Advocating for zoning and policy changes to support attainable housing development.
- Encouraging public-private partnerships to increase funding and investment in workforce housing projects.
- Engaging with the community to shift perceptions and highlight the necessity of targeted growth.
- Supporting infrastructure improvements that align with housing expansion to create sustainable, livable communities.

By taking proactive steps to expand attainable housing opportunities, St. Johns County can ensure a thriving, balanced community where essential workers are not just contributors — but also residents who can live, work and invest in the future of the county.

TABLE OF CONTENTS

| | |
|------------------------------------|----|
| Introduction | 3 |
| Workforce Housing Challenges | 4 |
| How We Got Here..... | 9 |
| Recommendations | 11 |
| Case Studies | 12 |

This white paper was developed with valuable input and collaboration from the St. Johns County Affordable Housing Advisory Committee and partnering agencies, whose ongoing efforts are instrumental in advancing attainable housing solutions in our community.

**St. Johns County
Chamber of Commerce**
100 Southpark Blvd. #405
St. Augustine, FL 32086

(904) 829-5681

info@sjcchamber.com

INTRODUCTION

KEY FINDINGS

Attainable workforce housing refers to housing that is affordable for middle-income workers who often earn too much to qualify for traditional affordable housing but still struggle to afford market-rate homes. *Affordable housing*, on the other hand, is typically designed for low-income individuals and families and is often supported by government subsidies or income-based programs.

This Attainable Workforce Housing Report provides a comprehensive update on the challenges, progress, and setbacks in addressing St. Johns County's attainable housing challenges while outlining strategies to ensure essential workers and residents have access to housing.

The challenges:

- **Rapid population growth & high-income migration:** St. Johns County's booming population has driven up demand for higher-priced housing, leaving little room for affordable options.
- **Land scarcity & zoning restrictions:** Limited available land and restrictive zoning laws prevent development of multi-family units.
- **Escalating construction costs:** Soaring costs make it difficult for developers to build affordable housing without significant subsidies, pushing them toward more profitable projects.
- **Insufficient government investment:** The lack of adequate public funding and incentives for attainably priced housing development leaves private developers with little motivation to prioritize affordable projects, worsening the housing shortage.

One single solution will not solve the complex housing crisis in St. Johns County: A comprehensive, multi-faceted plan that includes zoning reform, targeted incentives, increased public investment and strategic land use must be urgently crafted to ensure housing is accessible to our workforce before the issue spirals further out of control.

PROPOSED ACTIONS & RECOMMENDATIONS FOR THE COUNTY

- Utilize density bonuses and implement form-based codes
- Establish a land trust and optimize use of county-owned land
- Enhance SHIP program administration
- Expand public transportation
- Streamline permitting processes
- Leverage opportunity zones

WHO ARE 'ESSENTIAL' WORKERS?

Many fundamental workers contribute to the quality of life in St. Johns County. For this report, "essential worker" refers to these professions, but many others fall within these income ranges.



Teachers and school support staff



Nurses and other health care workers



Tourism and hospitality workers



Law enforcement and first responders



Manufacturing workers

WORKFORCE HOUSING CHALLENGES

Essential workers face a number of housing challenges that can impact not only their own quality of life but also the quality of life they contribute to for St. Johns County residents. Two primary challenges are affordability of a mortgage or rent, as well as housing inventory in an attainable price range.

HOUSING AFFORDABILITY

Defining ‘affordability’

Housing affordability is measured as a percentage of total gross household income spent on housing, including rent or mortgage, property taxes, homeowners insurance, homeowners association fees, community development district fees and utility costs.

What workers can afford

Based on home price and salary data in St. Johns County, many of our essential workers cannot buy or rent housing in the county. The St. Johns County Board of County Commissioners passed an ordinance establishing “affordable” housing as having a maximum initial sales price of about \$275,000¹ per unit. Even housing at this price is unattainable for the essential workers highlighted in this report. **Of St. Johns County’s 140,000 households, nearly 23%, or 20,000 property-owners households and 12,000 renter households, were considered “cost burdened”² — meaning they are spending more than 30% of their gross income on housing expenses.**



30% affordability rule: Households spending more than 30% of income on housing expenses are considered “cost burdened.”

KEY FIGURES - ASSUMPTIONS

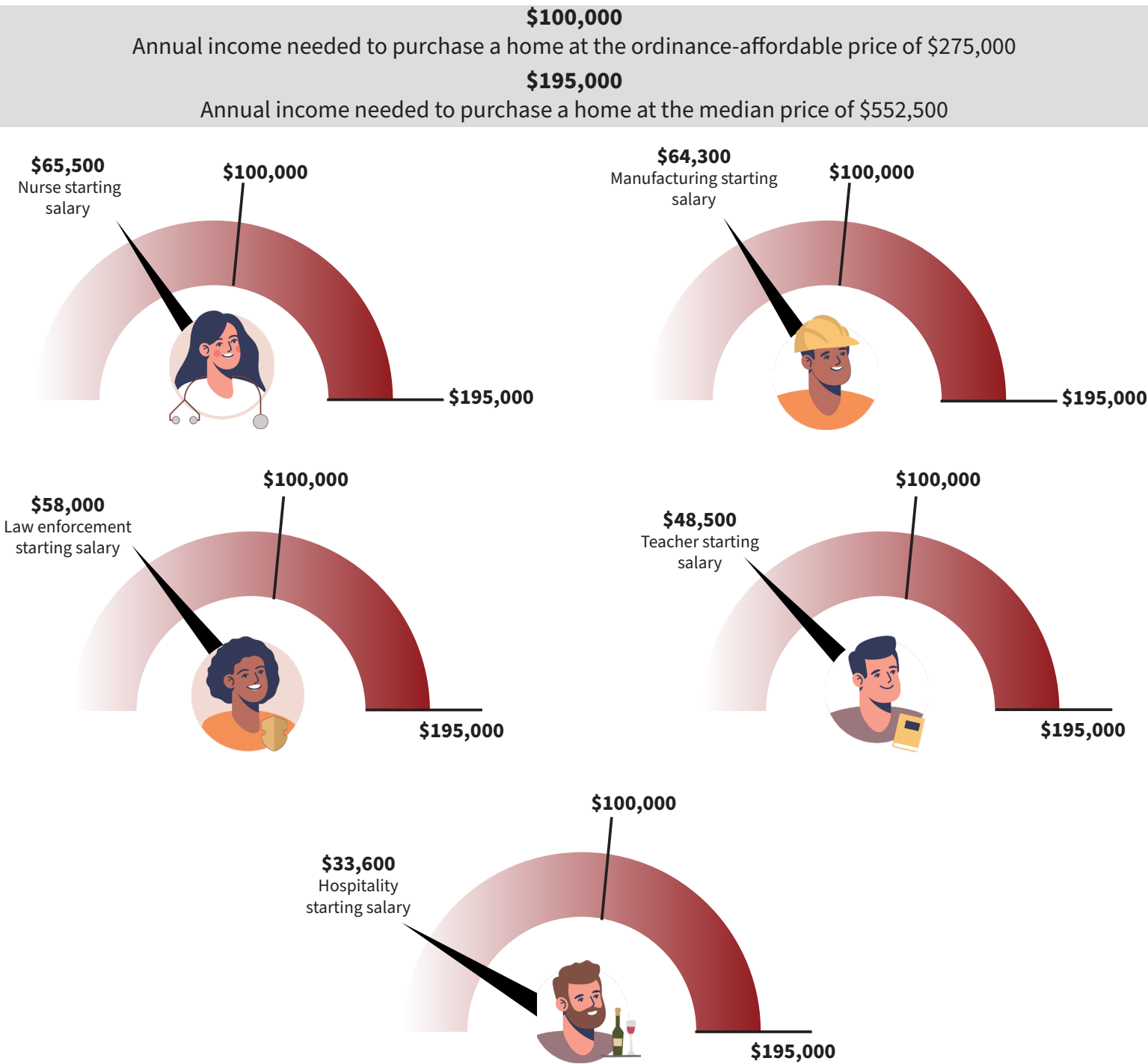
- Essential worker starting salaries
 - Nurse: \$65,500
 - Law enforcement: \$58,000
 - Hospitality/food service: \$33,600
 - Manufacturing: \$64,300
 - Teacher: \$48,500
- Median Home Price: \$552,500³
- 30-year fixed mortgage rate: 7%⁴
- Average credit score: 680-699⁵
- Homeowners insurance: 0.912% of home value⁶
- Private mortgage insurance: 1.22% of loan amount⁷
- Homeowners association fee: \$200 per month⁸
- Average property tax in St. Johns County: 0.92% of home value⁹
- Median rent: \$1,551 (1BR), \$2,044 (2BR), \$2,327(3BR), \$3,133 (4BR)¹⁰


1. Effective July 1, 2025.
2. Shimberg Center for Housing Studies, 2024.
3. Northeast Florida Association of REALTORS. (Nov 2024 YTD Average).
4. Bankrate
5. American Express (for moderate-income in the age range 18-40)
6. Clovered
7. Nerdwallet (average of carrier rates; PMI is required when down payment is less than 20%)
8. HOAManagement.com (average HOA fee across Florida)
9. Tax-rates.org
10. Zumper

WORKFORCE HOUSING CHALLENGES

OWNERSHIP

To purchase a home in St. Johns County at the median price of \$552,500, a buyer needs an annual gross income of about \$190,000 (assuming no more than 30% of annual income will be spent on housing). To purchase a home at the ordinance-determined affordable price of \$275,000, a buyer needs a minimum annual income of about \$100,000. None of the essential workers are able to attain housing in St. Johns County on single-earner wages.



 Home affordability index: 48/100, meaning housing is becoming increasingly unaffordable for the average resident.¹¹

11. Northeast Florida Association of Realtors, February 2025.

WORKFORCE HOUSING CHALLENGES

RENTING

Rental housing is a presumable option for essential workers, as it offers lower upfront costs and fewer expenses related to property maintenance, insurance and taxes. However, many workers in St. Johns County cannot afford more than a 1- or 2-bedroom home; none of our essential workers can afford three or more bedrooms. To determine rental affordability, the same rule applies of spending no more than 30% of income on housing.

\$62,000

Annual income needed to rent
a 1-bedroom home

\$82,000

Annual income needed to rent
a 2-bedroom home

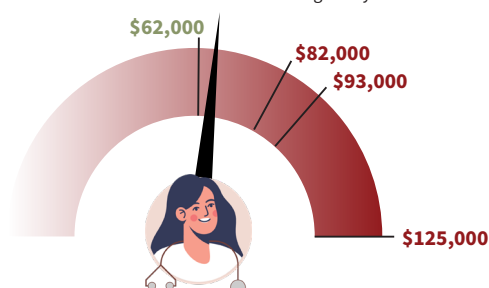
\$93,000

Annual income needed to rent
a 3-bedroom home

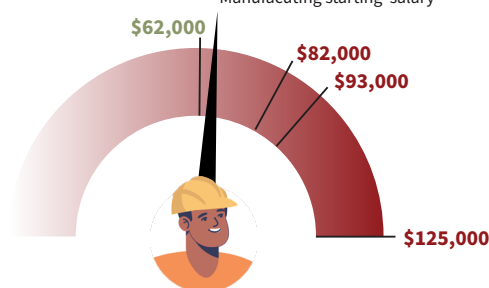
\$125,000

Annual income needed to rent
a 4-bedroom home

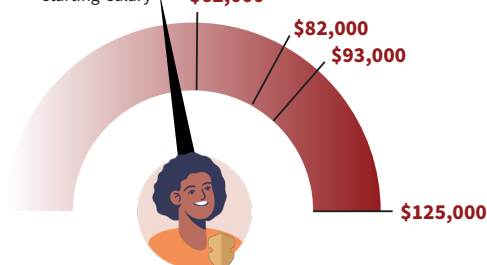
\$65,500
Nurse starting salary



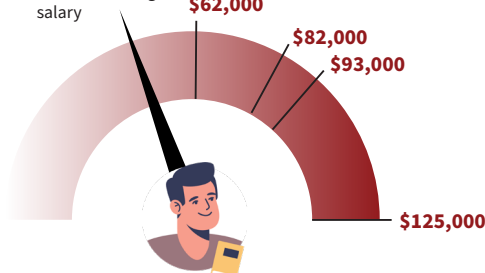
\$64,300
Manufacturing starting salary



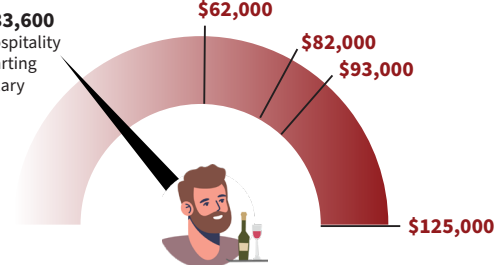
\$58,000
Law enforcement
starting salary



\$48,500
Teacher starting
salary



\$33,600
Hospitality
starting
salary



SUMMARY

Home price

\$552,500

\$275,000

Annual income needed

\$195,000

\$100,000

Monthly
rental price

\$1,151
(1 BR)

\$2,044
(2 BR)

\$2,327
(3 BR)

\$3,133
(4 BR)

Annual income
needed

\$62,000
(\$5,166/month)

\$82,000
(\$6,833/month)

\$93,000
(\$7,750/month)

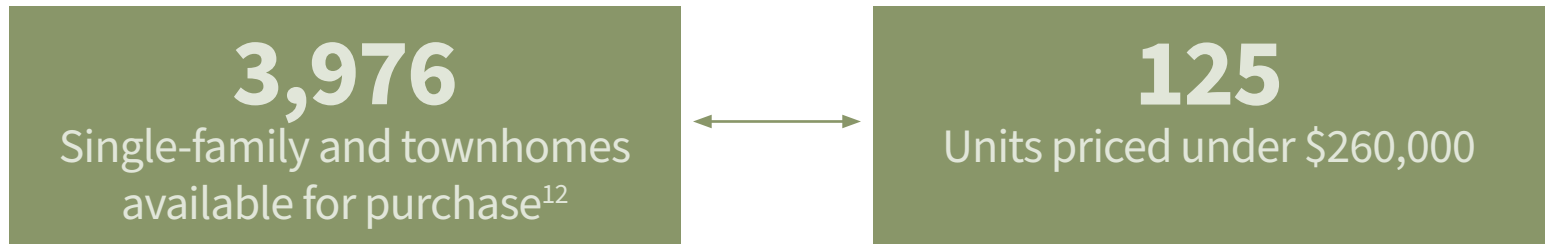
\$125,000
(\$10,416/month)

- None of the essential workers in St. Johns County can attain housing in St. Johns County at the median price even combined with another essential worker.
- To afford a safe, modest 2-bedroom apartment in St. Johns County, renters need to earn \$39.30/hour, 200% more than Florida's minimum wage.

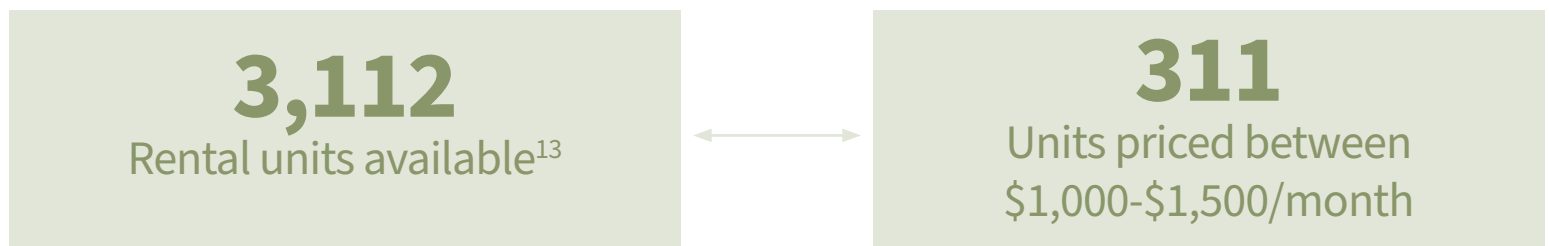
WORKFORCE HOUSING CHALLENGES

HOUSING AVAILABILITY

In addition to housing cost as a barrier to attainability for essential workers, housing availability presents a significant challenge for both purchase and rent. The supply of single-family housing in the county's affordability range has dwindled over the last 20 years, while inventory of higher-priced housing has surged.



Unfortunately, the same availability challenge exists for rental housing units. Only 10% of available rental units are priced between \$1,000-\$1,500 per month, a range affordable by only two of our essential workers. While more units are available in the higher price ranges, they are unaffordable for the majority of essential workers. Based on median prices for rental units, these available units are most likely to be 1-bedroom units and impractical for families.



Hospitality workers, law enforcement and teachers cannot afford a 1-bedroom rental on a single income without spending more than 30% of their income on rent. With two combined incomes, essential workers are more likely to be able to afford a 1-bedroom rental unit, but for most essential workers, larger rental units remain out of reach.

WHAT EMPLOYERS NEED

As essential industries in St. Johns County, such as health care, education and public safety, continue to grow, our community faces a current and projected housing deficit exceeding 13,000 units for the workforce of our largest local employers.

As these industries expand, the shortage will only become more pronounced. If workers are unable to attain housing in St. Johns County, the risk grows of them looking for jobs closer to where they are able to afford housing, leading to local worker shortages and other economic challenges in the county.

¹². Realtor.com, as of May 2025.

¹³. Realtor.com, as of December 2024.



HOW WE GOT HERE

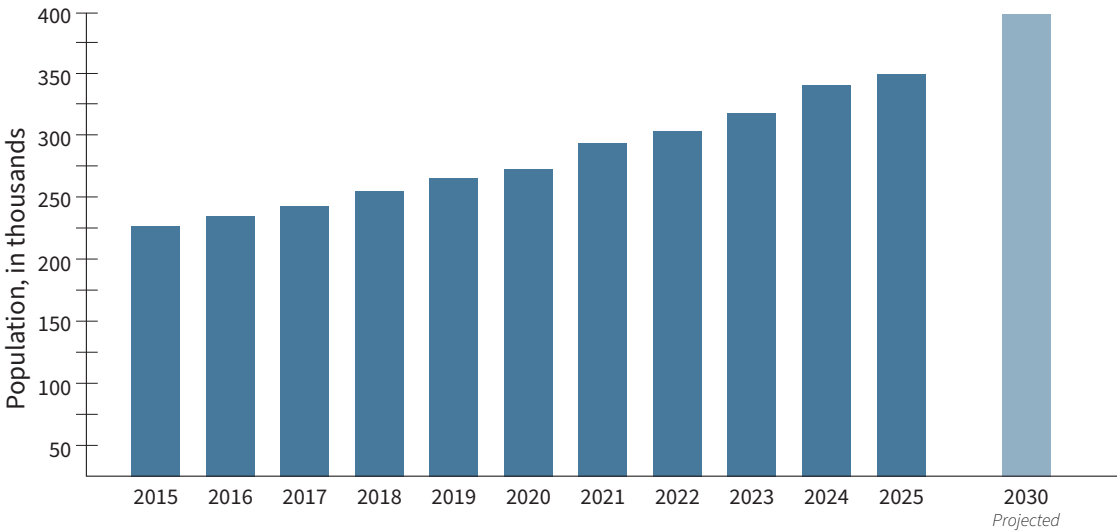
The current housing market in St. Johns County is the result of a variety of familiar market dynamics, such as supply and demand, as well as inflow and outflow of workers and the increase of short-term rentals.

Understanding these dynamics can help guide, direct and prioritize the evaluation of potential solutions to make housing more attainable for the county’s essential workers.

FACTORS IMPACTING HOUSING DEMAND

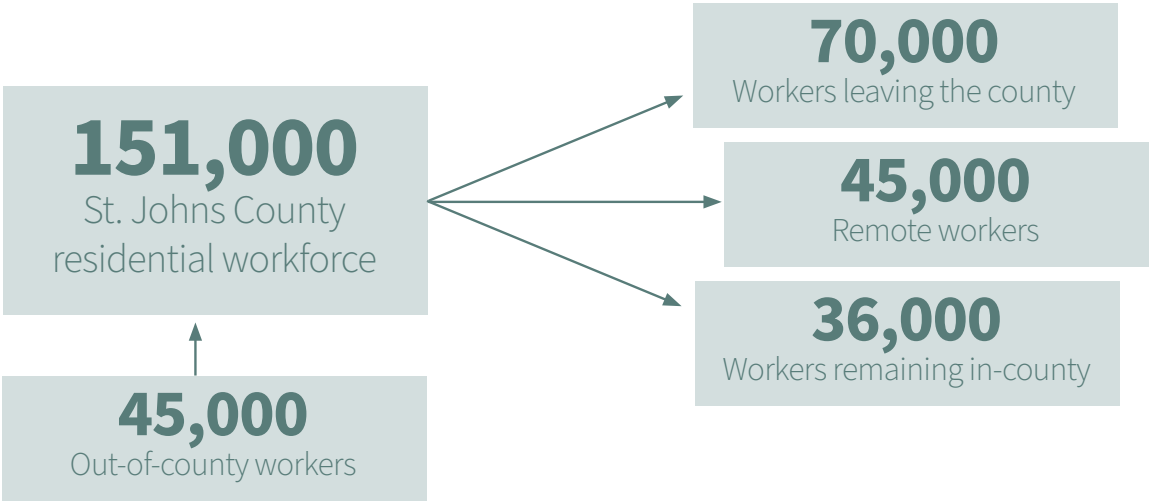
Population growth

St. Johns County is among the fastest growing counties in Florida, with a population increase of 43% between 2013 and 2022 — from 209,647 to 306,841. Population is projected to reach more than 400,000 by 2030.¹⁴



Labor market

St. Johns County has a residential workforce of about 151,000 individuals, with nearly half residing in St. Johns County and working elsewhere. Others work remotely or stay in the county for work. An additional 45,000 workers commute into St. Johns County from the surrounding area.



14. Office of Economic & Demographic Research, 2021.

HOW WE GOT HERE

Additional pressures on demand

In addition to the normal drivers of demand for housing, such as population growth and changing demographics, other factors have contributed to an increase in demand.

Investors: Corporate investors could control 40% of U.S. single-family rental homes by 2030.¹⁵ These investors are projected to hold 7.6 million homes, or more than 40% of all single-family rentals on the market, by 2030.¹⁶

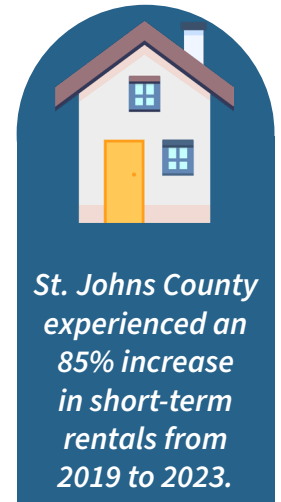
Short-term rentals: The short-term rental phenomenon has impacted not only the demand for housing but also on supply and affordability in the following ways:

- With the demand for short-term rentals, homeowners can more easily list their homes as a vacation rental property rather than list them for sale. This has led to an increase in demand for homes in vacation destinations.
- The availability of short-term rentals has driven up housing prices — both for purchase and for rent — and increased difficulty for essential workers to attain housing in the same communities where they work.
- While the current demand has slowed, the number of available units continues to grow.

Demographic changes: Between 2010 and 2020, St. Johns County experienced significant demographic changes, all impacting the demand for housing.

- **Age distribution:** The median age of residents rose from 41 in 2010 to 44 in 2022, indicating an aging population.¹⁷ The aging population increases demand for age-friendly housing, while reducing the availability of larger homes for younger families. The combined effects of unaffordable housing for younger workers and a retiring senior population may hinder both workforce retention and future economic stability. A declining proportion of working-age adults could lead to a shrinking workforce, potentially impacting economic growth and leaving critical roles unfilled.
- **Income levels:** The median household income rose from \$50,099 in 2010 to \$100,020 in 2022, reflecting economic growth.¹⁸
- **Overall Single-Person Households:** Approximately 26.5% of households are occupied by a single individual.

Public transportation: With limited options for public transportation in St. Johns County, essential workers typically must drive to their jobs, reducing the amount of income that could be used for housing. The lack of public transportation also extends commute times and increases traffic congestion and wear on infrastructure.



DRIVERS OF HOUSING SUPPLY

Land

Land cost is typically one of the largest expenses in any development project. In St. Johns County, land acquisition costs have increased in recent years, due in part to the demand for residential and commercial properties.

- **Site preparation costs:** These costs include clearing the land, grading the site, installing utilities such as water and sewer lines, and building access roads.
- **Permitting and zoning costs:** These costs refer to the expenses and time associated with obtaining required permits and complying with zoning regulations when undertaking a construction or development project.

¹⁵. Office of Economic & Demographic Research, 2021.

¹⁶. CNBC

¹⁷, ¹⁸. U.S. Census Bureau

HOW WE GOT HERE

Construction

Labor and material costs continue to fluctuate due to the uncertainty around the current economy. Supply, logistics, and the threat of tariffs are all contributing to a volatile market, which makes it more difficult for builders to predict long-term costs.

Impact fees

In St. Johns County, impact fees are charged to new developments to help offset the county's costs of providing necessary additional infrastructure and services. These fees are typically based on the size and type of development, and they are intended to ensure the cost of growth is borne by the developers and new buyers rather than by current taxpayers. The fees might include transportation, parks and recreation, public safety and schools.

Zoning and ordinances

Zoning regulations and ordinances can have a significant impact on the supply and type of attainable housing depending on the specific requirements and standards set by the county.

- **Zoning for single-family homes:** Regulations that require a certain percentage of land to be set aside for single-family homes can make it difficult to build developments with more affordable options.
- **Density requirements:** Conversely, some zoning regulations require a low density of development, which can make building attainable housing more difficult.
- **Minimum lot sizes:** These requirements can limit the number of housing units that can be built on a given piece of land, reducing supply and options for attainable workforce housing.
- **Parking requirements:** Many zoning regulations require a minimum number of parking spaces per housing unit, which can increase the cost of development and reduce the number of units that can be built.
- **Height restrictions:** Keeping buildings low limits density and availability of multifamily housing.

Public opinion and community resistance

Public opinion can affect housing supply through resistance to certain types of housing development. Known as “not in my backyard” or NIMBYism, this local opposition is usually fueled by concerns over property values, increased density or perceived negative impacts, and can lead to stricter regulations or denial of affordable housing projects altogether.

SUMMARY

- The significant population growth in St. Johns County has driven up the demand for and cost of housing.
- Changing demographics are shaping the demand for different types of housing, as are remote employment, short-term rentals and investors.
- Land acquisition and construction costs have remained high, impacting supply of affordable housing.
- Impact fees offset cost to the county but can make attainable housing development too expensive for developers.
- Zoning, ordinances and regulations have impacted the supply of housing that can be offered in the attainable price range for essential workers.

RECOMMENDATIONS

AT A CROSSROADS

When considering options for attainable workforce housing, a range of approaches are available for the county to explore, with both short- and long- term implications to balance with considerations for financial resources, local market conditions and community support.

A comprehensive approach typically involves a combination of options tailored to the specific context and requirements of a community and must become a cornerstone of the St. Johns County Comprehensive Land Use Plan. **As the Board of County Commissioners stands at a crossroads with many viable strategies to consider, thoughtful deliberation will be key in determining which solutions best support long-term housing affordability and community resilience.**

Since March 2023, St. Johns County has implemented several initiatives to address workforce housing challenges:

- **Adoption of the Live Local Act:** The county can utilize the Live Local Act, a comprehensive statewide strategy designed to increase affordable housing opportunities for Florida's workforce. This legislation provides historic funding and introduces innovative programs, incentives, and opportunities to make housing more attainable.
- **Housing & Community Development programs:** The county's Housing & Community Development Division has continued to promote, develop, and administer affordable housing programs. These initiatives are designed for both single-family and multifamily households, as well as developers, addressing related community development issues such as utilities, roads, and zoning.

Proposed workforce housing developments:

- **Osceola Lakes :** Significant proposal aimed to develop 640 homes on 145 acres, with 30% designated as workforce housing. Despite initial approval from the Planning and Zoning Board, the project faced opposition from residents concerned about density, infrastructure, and environmental impacts.
- **288-unit affordable apartment complex:** Another proposal intended to build 288 affordable apartments to serve the workforce. However, the plan was rejected by county commissioners due to concerns over traffic congestion and infrastructure strain. These efforts reflect the county's ongoing commitment to addressing workforce housing needs and balancing development with community concerns.

RECOMMENDATIONS

The Attainable Housing Coalition urges the St. Johns County Commission to adopt the following recommendations for the revised comprehensive plan:

1. Advocate for zoning and policy changes to support attainable housing, such as strategic density bonuses, streamlined permitting, and allowance for diverse housing types like ADUs and cottage homes.
2. Promote public-private partnerships by leveraging tools like community land trusts and Opportunity Zones, and offering local incentives to attract investment in workforce housing.
3. Align infrastructure planning with housing growth, including expanded transportation options and siting new developments near job hubs like healthcare, education, and public safety centers.

St. Johns County has made meaningful progress by approving several workforce housing projects: a positive step toward meeting the needs of essential workers. However, these developments represent only a small portion of the overall demand. With housing needs continuing to outpace supply, a more comprehensive and sustained approach will be essential to effectively address the county's long-term affordability challenges.

CASE STUDIES

FLORIDA CASE STUDIES

No single solution will address the lack of attainable workforce housing, but St. Johns County has a variety of options to increase availability of and access to housing.

UTILIZE DENSITY BONUSES AND IMPLEMENT FORM BASED CODES

Case study: Orlando's inclusionary zoning ordinance

Overview: in Orlando, the city has employed inclusionary zoning policies to promote the development of workforce housing. Developers are required to set aside a percentage of units in new residential developments for households making 60-120% of the AMI.

Outcome: The inclusionary zoning policy in Orlando has increased the number of affordable housing units in new developments. This has helped meet the needs of the city's growing population while ensuring that housing options remain available for moderate-income workers.

Lessons: Orlando's example shows how inclusionary zoning can be a powerful tool to ensure that new developments contribute to meeting the demand for affordable housing, especially for the workforce.

ESTABLISH A LAND TRUST, OPTIMIZE USE OF COUNTY-OWNED LAND

Case study: Pinellas County Housing Trust Fund and affordable housing incentives

Overview: in Pinellas County, which includes St. Petersburg and Clearwater, the affordable housing trust fund has been instrumental in providing funding for affordable housing development and preservation. The county also implemented a Program to incentivize private developers to build workforce housing near transit and job centers.

Outcome: The Pinellas County program has led to the construction of hundreds of affordable and workforce housing units. The county's commitment to using local funds to support affordable housing projects has helped maintain the Affordability of housing despite rising demand.

Lessons: local governments in Florida can use trust funds and development incentives to encourage both public and Private entities to contribute to the creation of affordable housing.

A MULTIFACETED APPROACH TO ADVANCING ATTAINABLE HOUSING

Case Study: Gainesville, Florida – Advancing Attainable Housing

Overview: Gainesville has implemented a comprehensive strategy to address housing affordability, focusing on enhancing the State Housing Initiatives Partnership (SHIP) program administration, expanding public transportation, streamlining permitting processes, and leveraging Opportunity Zones.

Outcome: These coordinated efforts have led to the development of multiple affordable housing units, improved access to public transit for low-income neighborhoods, and increased private investment in underserved areas. By streamlining permitting processes, the city has accelerated housing project timelines, and the strategic use of Opportunity Zones has attracted capital to stimulate economic growth and housing development.

CASE STUDIES

Lessons: Gainesville’s integrated approach demonstrates that aligning housing initiatives with transportation planning, regulatory reform, and targeted investment can effectively address housing affordability. Key takeaways include the importance of continuous policy evaluation, community engagement, and leveraging state and federal programs to maximize impact.

The City of Gainesville has implemented several strategies, including enhancing the State Housing Initiatives Partnership (SHIP) program administration, expanding public transportation, streamlining permitting processes, and leveraging Opportunity Zones.¹⁹

- The city launched the Affordable Housing Property-Donation Pilot Program, converting unused city-owned lots into affordable housing units.
- Gainesville’s Affordable Housing Advisory Committee has been active in allocating substantial funding toward affordable housing projects. In March 2025, the committee deliberated on the distribution of \$1.6 million in affordable housing funds, aiming to support new rental units, rehabilitation projects, and homeownership opportunities.
- The city has also implemented inclusionary zoning policies, requiring new multifamily developments to set aside a percentage of units as affordable housing. This policy includes incentives such as density bonuses and expedited permitting processes to encourage developer participation.

Gainesville’s experience underscores the importance of a comprehensive and integrated approach to housing affordability. Key takeaways include:

- **Policy Innovation:** Implementing inclusionary zoning and other policy tools can effectively increase the stock of affordable housing when paired with appropriate incentives.
- **Public-Private Partnerships:** Collaborations between the city and organizations like Alachua Habitat for Humanity have been instrumental in developing affordable housing units.
- **Community Engagement:** Active involvement of advisory committees and public hearings ensures that housing initiatives align with community needs and priorities.

OTHER CASE STUDIES

Zoning & regulations

Evaluating current zoning and regulations can have a significant impact on the supply of attainable workforce housing by attracting investors and developers to build housing in price ranges attainable for essential workers. Zoning is important to ensure complementary use of land, such as balancing residential areas with commercial properties. Thoughtful zoning and regulations contribute to a high quality of life for residents by managing development, depending on the needs of the community.

Density bonus

- **Bend, Ore.** Projects that defined up to 50% of the units as affordable are allowed to go to 1.5 times the standard density for that zone with a decreasing scale of 1.4 for 40% affordable, 1.3 for 30%, and so on.
- **St. Petersburg, Fla.** The Workforce Housing Density bonus allows an increase in the number of units on a site to provide an incentive for the construction of workforce housing which may be allowed by a zoning district either as additional units or as an additional floor area ratio. Workforce housing bonus density dwelling units

¹⁹. City of Gainesville

CASE STUDIES

are to be mixed with, and not clustered together or segregated in any way, from the market-rate units.

Parking bonus

- **Bend, Ore.** For all multi-family developments at 60% of the area median income or under, the requirement is one parking space per unit instead of 1.5 space per unit.
- **St. Petersburg, Fla.** Reduced multifamily parking requirements for market-rate units, affordable units, affordable senior units, and units adjacent to high-frequency transit routes to lower the cost of development and incentivize the construction of additional units.

Form based code

- **Arlington County, Va.** Form based code is an alternative zoning district for regulating development that helps realize a community's vision for a specific area. Arlington County is uses form based code to transform Columbia Pike into a walkable community anchored by a lively "main street," lined with restaurants, businesses and attractive public spaces, while preserving housing options for residents with a mix of incomes. The revitalized Columbia Pike will accommodate more people and higher-density development, and the form based code clearly defines and illustrate requirements for building heights, building and parking placement, historic facades, windows, balconies and other architectural features, as well as standards for public sidewalks, street trees, parking and parks, civic greens, and town squares. Affordable units and energy-efficient buildings are requirements of the neighborhood's form based code.

Case studies: Government programs

Government incentives or exemptions can have a positive impact on affordable housing by encouraging its development and making it more financially viable. Government incentives or exemptions can significantly impact the availability and affordability of housing. By reducing financial barriers and providing supportive measures, governments can incentivize developers and investors to participate in affordable housing projects, ultimately increasing the supply of attainable housing.

Opportunity zones

- **Orlando, Fla.** Parramore Oaks will bring 120 new energy-efficient homes and a boost of economic activity to a downtown Orlando community that has been a priority investment area for more than three decades. Parramore Oaks is located in an area where the city is pursuing reinvestment and revitalization efforts with an emphasis on providing more homes, cultural arts, retail and transit options. A comprehensive plan for the Parramore neighborhood was developed through Enhance Central Florida — a community-generated plan for sustainable, inclusive transit-oriented development around several SunRail stations. The comprehensive plan called for new affordable and market-rate homes as a measure to prevent resident displacement given an increased desire to live in downtown Orlando.

City surplus property program

- **Bend, Ore.** The city periodically sells city-owned land for development as affordable housing.

Lot disposition program

- **St. Petersburg, Fla.** The City of St. Petersburg's Affordable Housing Lot Disposition Program connects qualified developers to vacant lots acquired by the city through foreclosure. The lots are provided at a nominal amount, with no up-front costs, on one condition: the developer constructs and sells the property to a qualified buyer whose income meets affordable housing standards notated by the city (at or below 120% area median income).

Multiple unit property tax exemption

- **Bend, Ore.** A 10-year tax exemption on improvements for multi-unit residential projects in core and transit-oriented areas that meet certain public benefit requirements.

CASE STUDIES

Case studies: Builder/developer incentives

Incentive programs can encourage and attract builders and developers to participate in projects that specifically target the development or preservation of attainable housing. Providing benefits or rewards can influence the private sector to contribute to the attainable housing supply.

System development charges exemption

- **Bend, Ore.** All city system development charges are exempted for housing for which the developer or property owner agrees to record a deed restriction to maintain the property as affordable housing.

Special tax assessment for affordable housing

- **Greenville, S.C.** A property owner who provides affordable housing and is planning to rehabilitate the property may apply to have their tax assessment frozen for up to 20 years at the pre-rehab value and avoid tax increases over the same 20-year period.

‘Smart’ density

- **Omaha, Neb.** Prairie Queen in Papillion, Neb., near Omaha, is the nation’s first exclusively “missing middle” housing neighborhood, with 50 acres of housing that includes duplexes, triplexes, townhomes and similar options to accommodate a variety of household sizes and incomes. Homes are placed around a refined network of narrow streets and blocks to promote walkability, including thoughtful ways to “park” with alley loading and on-street parking, which helps maintain a tranquil vibe and keeps cars from defining the character of the neighborhood. To create efficiencies and cost savings, and to deliver projects at attainable price points, six unit plans are standardized with the intention that the unit plans can be assembled intelligently into a variety of building types, which in turn can be placed together to create neighborhoods with a lot of variety and character.

Case studies: Land trusts

In the community land trust model, housing is made affordable by separating its value from the value of the land underneath it. A qualified low-income homebuyer can purchase a house, but the land is owned by a community-based nonprofit corporation, which provides a 99-year ground lease to the homeowner. Because the sales price of the home does not include the value of the land, the homebuyer has an affordable monthly mortgage payment and a nominal ground lease payment. Florida is a national leader in the growth of community land trusts and is the first in the nation to have a certification program.

- **Palm Beach, Fla.** In exchange for a reduced purchase price and affordable homeownership opportunity, when a community land trust homeowner decides to sell a community land trust home (which does not include the land), he/she agrees to sell the home to another low- to moderate-income household for a price that is predetermined by the resale formula contained in the ground lease. The formula is designed to balance equity gain for the owner with a resale price that is affordable for future buyers.
- **Tallahassee, Fla.** The ground lease that secures the use of the land is for 99 years and is renewable and inheritable. Homeowners pay a nominal \$20-30 monthly ground lease fee to support the community land trust nonprofit organization, and the selling price starts at the investment in the home (mortgage plus down payment minus closing costs) and grows with the owner’s share of the equity as the home gains value over time.



ATTAINABLE HOUSING COALITION

Join the Attainable Housing Coalition
and support the workers that make our economy thrive.



www.sjcchamber.com/attainable-housing