

Housing Hood River

Housing Land Advocates 2016 Conference


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Tourism Context





"Best Adventure Town 2015" *Sunset Magazine*

"Oregon's Most Romantic Getaway" *The Oregonian*

"Top 50 Most Beautiful Town in America"
Good Housekeeping

"America's Favorite Towns" *Travel + Leisure*

"Best River Town" *Outside Magazine*

Resort Town: an urban area where tourism or vacationing is the primary component of the local culture and economy.

Hood River County

Economic Output = \$1.8 billion

Top Sectors:

Health Care and Social Assistance 14%

Manufacturing 12%

Farms, Fishing, Forestry 11%

Professional, Scientific and Technical Services 7%

Tourism 5% (\$84 million)

*Bureau of Economic Analysis, US Dept. of Commerce, 2014

Diversity is our Strength

3.9% Unemployment

2011 Economic Opportunities Analysis

- Quality of life is Hood River's secret sauce
- Tourism not target industry of EOA

Housing Context



Hood River Housing Needs Analysis

Summary Report

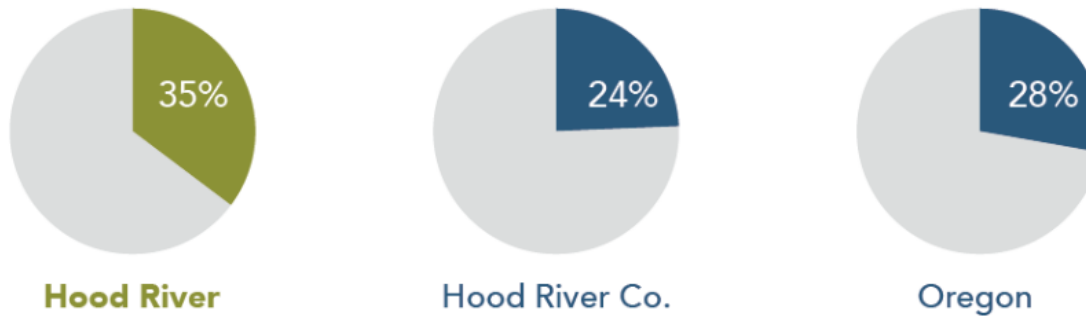
Hood River's Population and Households

*The population has grown 1.9% annually since 2000,
nearly twice the County or State average.*

AVERAGE POPULATION GROWTH PER YEAR, 2000-2013

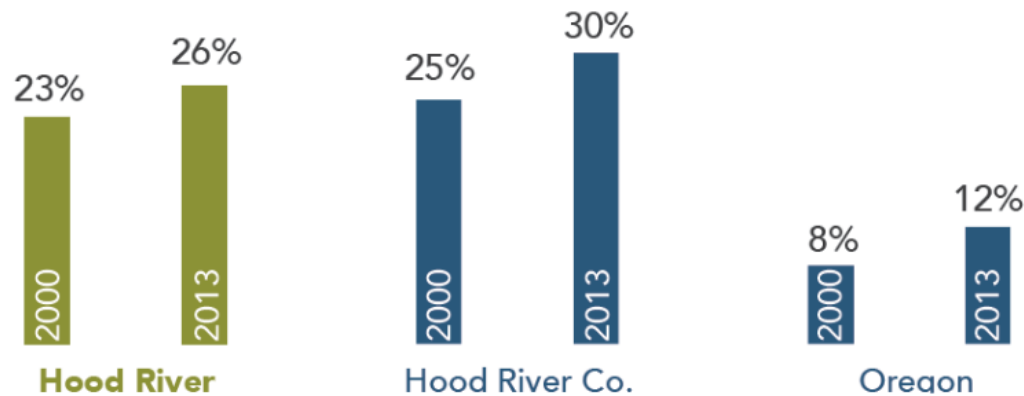


PERCENT OF HOUSEHOLDS THAT ARE SINGLE-PERSON, 2010



Hood River has a larger percentage of single person households than the County or State.

PERCENT OF POPULATION THAT IS HISPANIC OR LATINO, 2000 AND 2013

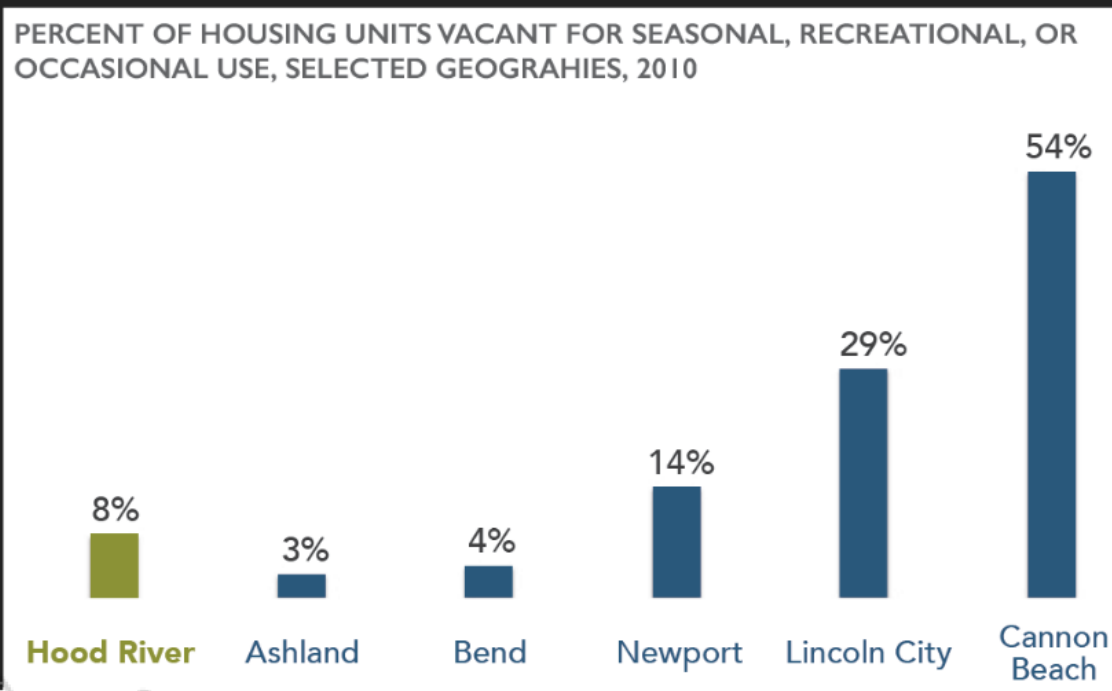
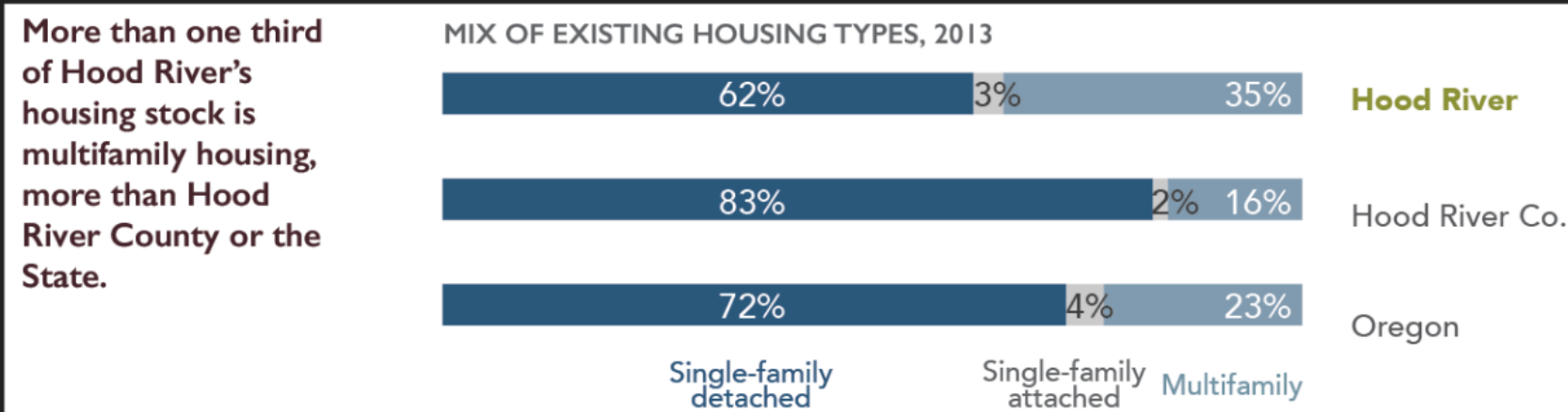


Hood River's population is more ethnically diverse than the State average.

Hood River's Housing Market

Hood River added more than 1,100 dwelling units between 2000 and 2014

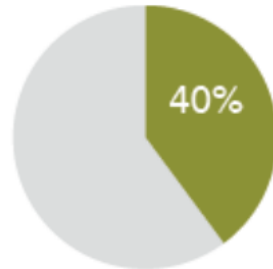
- Three quarters of new development was single family detached housing.



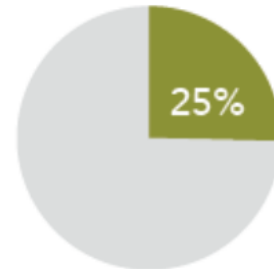
The amount of housing used for short-term rentals and secondary housing increased from 1% of housing in 1990 to 4% of housing in 2000 to 8% of Hood River's housing in 2010.

Housing Affordability

PERCENT OF HOOD RIVER'S HOUSEHOLDS THAT ARE COST BURDENED, BY OWNERSHIP STATUS, 2013



Renter-occupied households



Owner-occupied households

One-third of Hood River's households are paying more than they can afford for housing, with one-quarter of owner-occupied households cost burdened and 40% of renter households cost burdened.

MEDIAN HOME SALES PRICES, 2014

Source: Zillow, 2014

\$311,400

Hood River

\$311,300

Hood River Co.

\$239,600

Oregon

RATIO OF MEDIAN OWNER-OCCUPIED HOUSING VALUE TO MEDIAN HOUSEHOLD INCOME, 2013

Lower ratios indicate that housing is more affordable. HUD's standard is 3.0.

6.4

Hood River

5.7

Hood River Co.

4.7

Oregon

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Factors Affecting Housing Need

Aging of the Baby Boomers

Consistent with state and national trends, Hood River's population is growing older. By 2035, 28% of the population of Hood River Counties is forecast to be 60 and over, up from 21% in 2015.

LIKELY TRENDS AMONG BABY BOOMER HOUSEHOLDS:



Household sizes
(more 1 person
households)



Homeownership rates
(especially after 75 years old)



Income

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Implications for Hood River's Housing:

Need for smaller, lower-cost housing near transit and urban amenities such as shopping and health care services.

Factors Affecting Housing Need

Aging of the Millennials

Hood River's population is younger than the State averages and Hood River has a larger share of people aged 20 to 39. Hood River's ability to attract and retain Millennials will depend on availability of affordable owner- and renter-occupied housing.

LIKELY TRENDS AMONG MILLENNIAL HOUSEHOLDS:



Household sizes
(as they form families)



Homeownership rates



Income

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Implications for Hood River's Housing:

Need for affordable owner and renter housing, especially in walkable neighborhoods.

Millennial incomes will increase as they age. They will need opportunities for affordable, owner-occupied single family housing, such as cottages or townhouses.

Factors Affecting Housing Need

Continued growth of the Hispanic/Latino Population

Hood River's Hispanic/Latino population grew by more than 550 people (3%) between 2000 and 2013. Nationwide, the Hispanic/Latino population is predicted be the fastest growing racial/ethnic group over the next few decades.

CHARACTERISTICS OF HISPANIC HOUSEHOLDS COMPARED TO NON-HISPANIC HOUSEHOLDS:



Household sizes



Homeownership rates
Hispanic households have
higher homeownership
rates at younger ages.



Continued lower
than average income

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Implications for Hood River's Housing:

Need for larger, lower-cost renting and ownership opportunities for larger households with more children and multiple generations.

Accommodating Needed Housing

Hood River's population growth will require an addition of 1,985 new dwelling units between 2015 and 2035

- Hood River's policies generally comply with Goal 10, except for clear regulations for townhouse development.
- Hood River has limited opportunities for future expansion of the UGB.
- Hood River has an existing deficit of affordable housing.
- Hood River has a very limited supply of land for multifamily development.



Hood River Housing Strategy

Strategy 1: Increase the efficiency of use of land within Hood River UGB

Strategy 2: Regulate and manage secondary and short-term rental housing

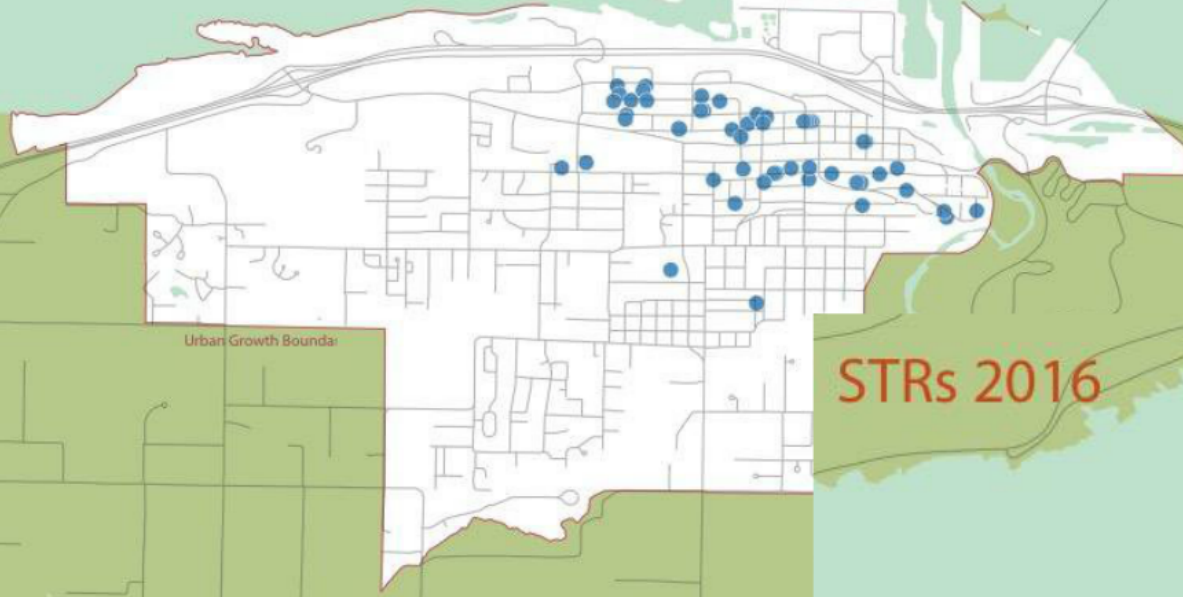
Strategy 3: Develop affordable housing

Regulating STRs in Hood River

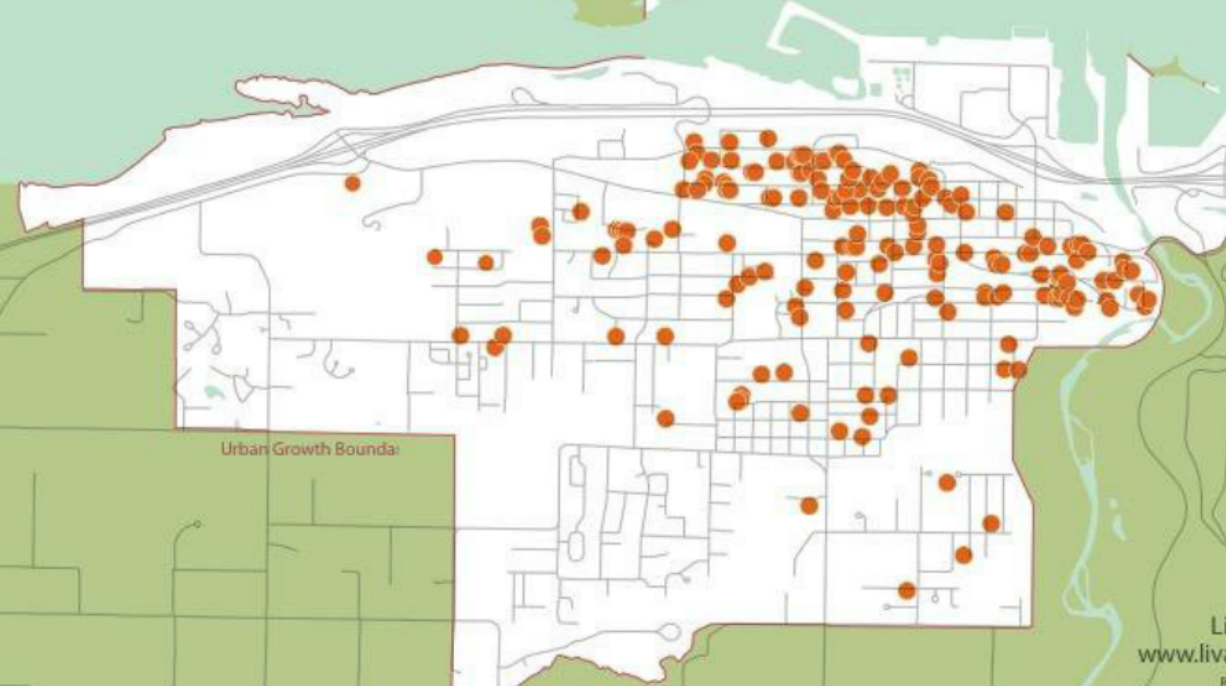
Short-Term Rental Growth within Hood River's Urban Growth Boundary

STRs 2010

Short-Term Rental registration has quadrupled over the last 5 years.



STRs 2016



10-12% of Hood River housing used for secondary housing in 2015

68% Out-of-County



A photograph of a woman and a young child walking away from the camera on a paved sidewalk. The woman is wearing a blue jacket and brown pants, and the child is wearing a blue jacket and brown pants, carrying a blue backpack. They are walking on a sidewalk lined with trees. In the background, there is a street sign that says "10TH S".

Goals of STR Regulations:

- **Housing Availability/Affordability**
- **Preserve small town quality of life**

What Hood River Did:

- Title 17 - Zoning Regulations
- Title 5 – Business Taxes, Licenses and Regulations

Requires Political Will:

- 12+ month process
- Contentious
- Still not complete

Title 17 - Zoning

In Residential Zones:

STRs “only permitted when an accessory use to an existing and continued use of a dwelling as the primary residence of the property owner.”

Limited to 90 days per year

Title 5 – Business Tax & Licenses

- Requires annual STR license
- Payment of Transient Room Tax
- “Good Neighbor” issues (noise, trash, etc.)
- Provides for systematic enforcement for non-compliance
- Not adopted yet

Grandfathering

- 7 Years to come into compliance
- Only grandfathered to extent STR was in operation prior to regulations
- Hardship provisions

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