



# GOVERNOR'S OFFICE: HOUSING, BUILT HERE, AND MORE!

Laura Hanson | Steve Waldrup

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GOVERNOR  
COX

The background of the image is a dark green field. On the left side, there is a large, faint, light-green watermark of the Seal of the Governor of the State of Louisiana. The seal features an eagle with spread wings, holding a shield on its chest. The shield is divided into sections, with the word 'INDUSTRY' visible at the bottom. Above the eagle, the words 'GOVERNOR OF THE STATE OF LOUISIANA' are written in a circular arrangement. The eagle's wings are decorated with stars. The entire seal is rendered in a lighter shade of green than the background.

# Built Here.

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GOVERNOR  
COX



“We should reject the false choices of growth versus quality of life, or energy abundance versus taking care of the environment. To make life better for our kids and grandkids, we must build.”

- Governor Spencer J. Cox



# Built Here.

## PEOPLE

A future of health and opportunity  
for every Utahn.



# Built Here.

## OBJECTIVE

## LEAD METRIC

**Improve access to high quality affordable healthcare for rural Utahns.**

Reduce the percentage of rural counties in a Primary Care Health Professional Shortage Area from 79% to 66% by 2029.

**Prioritize safe and stable housing for all Utahns.**

Families experiencing domestic violence are connected to safety planning and tailored services, including safe shelter, within 72 hours of reaching out for help.

**Improve transition services to reduce homelessness.**

Reduce the number of individuals in custody or government services who enter homelessness upon release by 25% by 2029.





# Built Here.

## PLACE

Neighborhoods and  
communities where the  
American Dream thrives.



# Built Here.

## OBJECTIVE

## LEAD METRIC

Increase housing affordability and ownership rates at all income levels.

150,000 new housing units built or underway, including 35,000 new starter homes, by 2029.

Achieve better safety outcomes, preserve infrastructure, and improve mobility throughout the state.

Improve the state's transportation safety index by 10% by 2029.

Develop resiliency in Utah's water systems, including Great Salt Lake, through comprehensive adoption of responsible water wise growth.

90% of cities in the state have adopted water efficiency standards for new construction by 2029.

Expand and increase access to outdoor recreation opportunities for all Utahns to improve quality of life and public health.

Increase the number of Utah residents within a 10 minute walking distance to a recreational opportunity by 20%.

# Built Here.

## PROSPERITY

An economy that celebrates entrepreneurs, rural Utah, education, and the spirit of service.





# Built Here.

## OBJECTIVE

Strengthen Utah's position as a premier global leader for innovation and entrepreneurship.

Intensify economic diversification in rural Utah by advancing transformative infrastructure projects that enhance connectivity, resilience, and growth.

## LEAD METRIC

Increase Utah's new business startups by 50% by 2029.

Support a transformative infrastructure project in each regional center by 2029.



# Statewide Planning Coordination Strategy

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Guiding Our Growth



A STATEWIDE CONVERSATION  
ABOUT UTAH'S FUTURE

# Guiding Our Growth



A variety of housing options and price points.



Proactive water conservation and shared responsibility.



The ability to get around easily by car, transit, bicycle or walking.



Preservation and creation of open space and recreation within and around our communities.



# Guiding Our Growth

- There are currently dozens of state planning processes underway that address a wide range of topics.
- Each of these is an opportunity to advance the goals and preferences expressed by Utahns in the Guiding Our Growth engagement effort.
- Our objective is statewide alignment to advance shared goals.





**1. Guidance For Successful Plans**

**2. State Plan Library**

**3. Funding Resources**

**4. Data Resources**

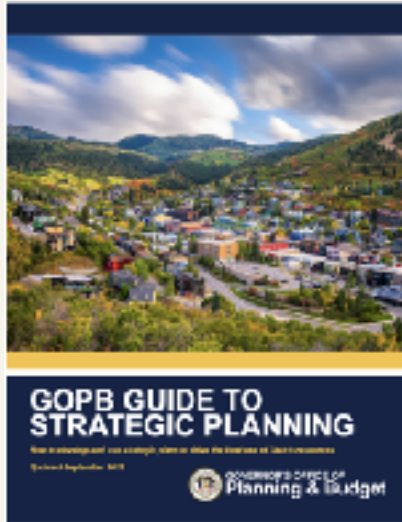
**5. Coordination Matrix**

**6. Technical Assistance**





## 1. Guidance For Successful Plans



Organizational  
Strategic Plans



Policy Area  
Strategic Plans





## 2. State Plan Library



In-Process Plans



State Plan  
Library







### 3. Funding Resources



Funding  
Opportunity  
Portal



Water Funding  
Opportunities



Grant Writing  
Tips  
& Resources





## 4. Data Resources



Guiding  
Our Growth  
Survey  
Data



Utah Project  
Portal  
(in  
development)



GIS Advisory  
Committee



Data  
Resources

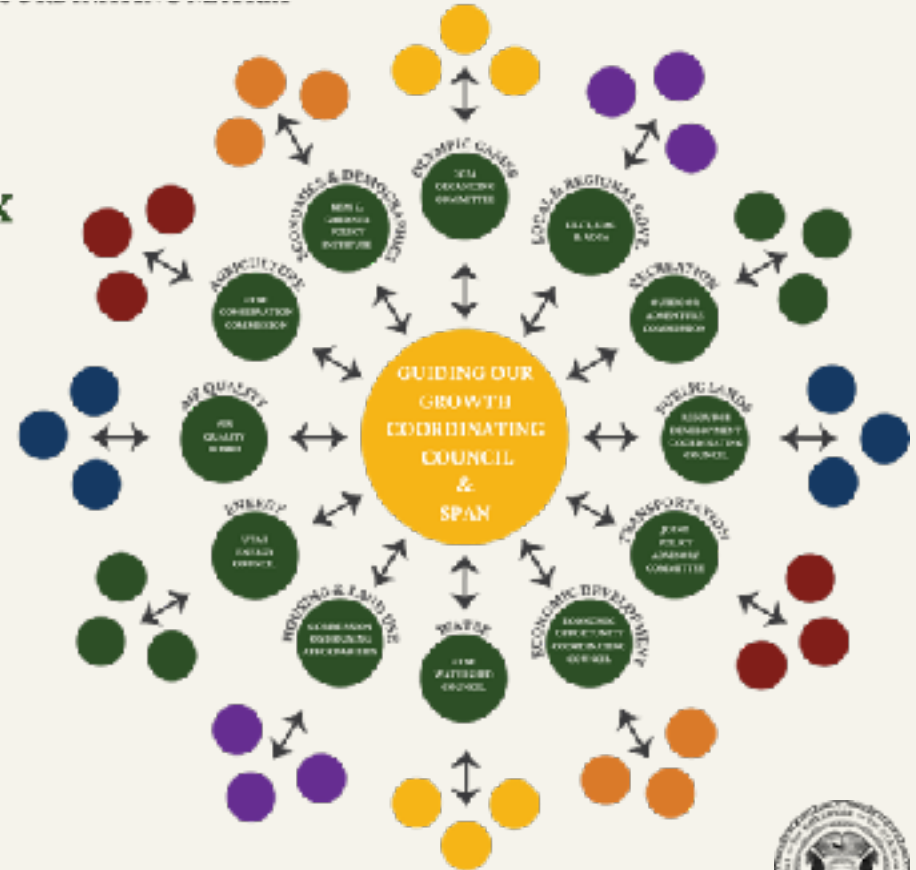




## 5. Coordination Matrix

Water  
Recreation  
Energy  
Transportation  
Air Quality  
Housing  
Economic  
Development  
Homelessness

Public Health  
Olympic Games  
Agriculture  
Public Lands  
Local Government  
Demographics  
Economics





## 6. Technical Assistance

POSITION	Technical Planning Advisors	Local Administrative Advisors	Regional Planning Program	Community Development Block Grant	Outreach Managers	Land Use Training
FUNDING	GOPE	GOPB	DWS, PCIB	DWS, CDBG	GOEO, Center for Rural Development	Office of Property Rights Ombudsman
LOCATION	Embedded within AOGs	Embedded within ULCT & AOGs	Embedded within AOGs	Embedded within AOGs	State Employees	State Employees



# Guiding Our Growth

Statewide alignment through  
coordinated plans that  
advance shared goals





# Housing

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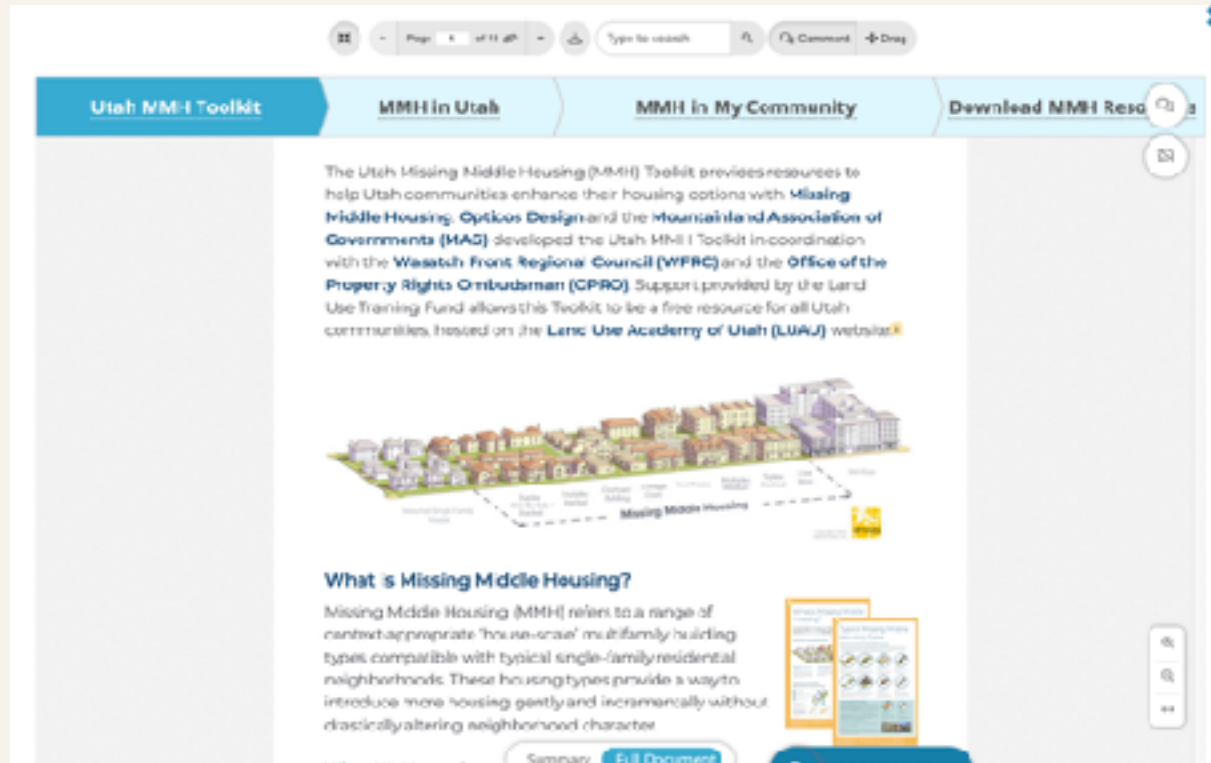


# Missing Middle Housing Toolkit

FRIDAY 9:15 AM

## INTRODUCING UTAH'S MISSING MIDDLE HOUSING TOOLKIT

*Rob Terry, Dan Wayne,  
Meg Padjen*



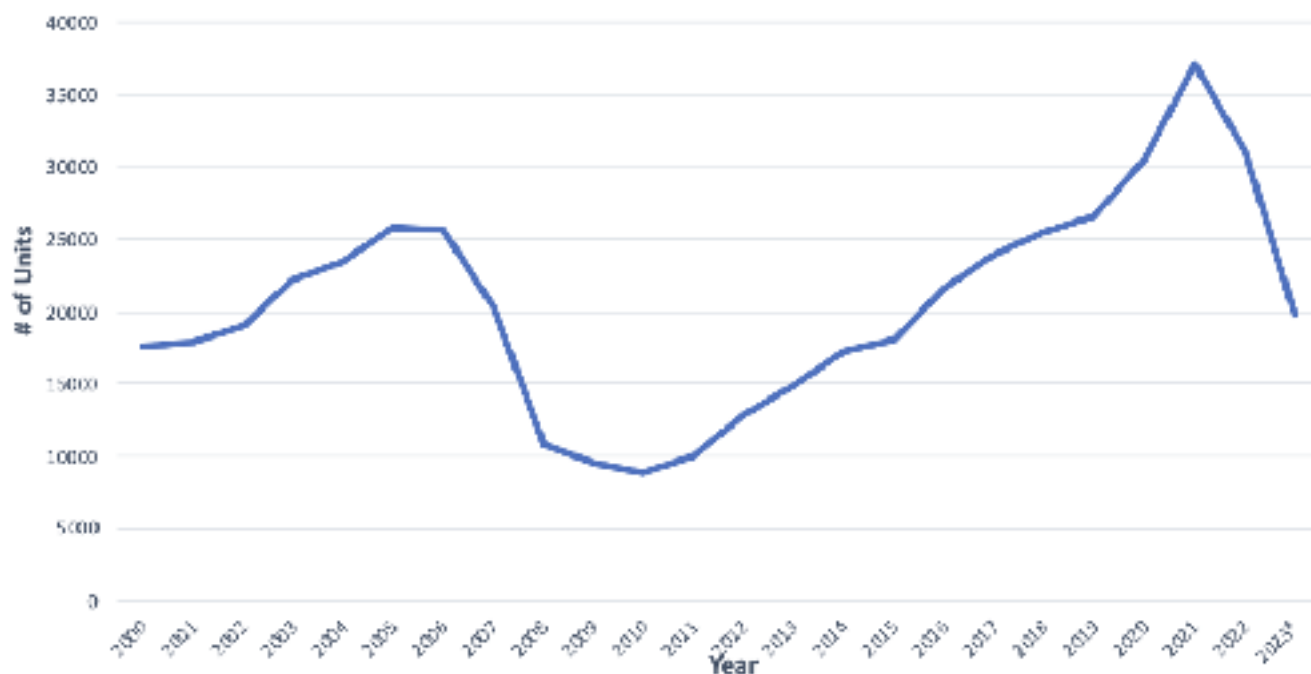


Year Housing Starts

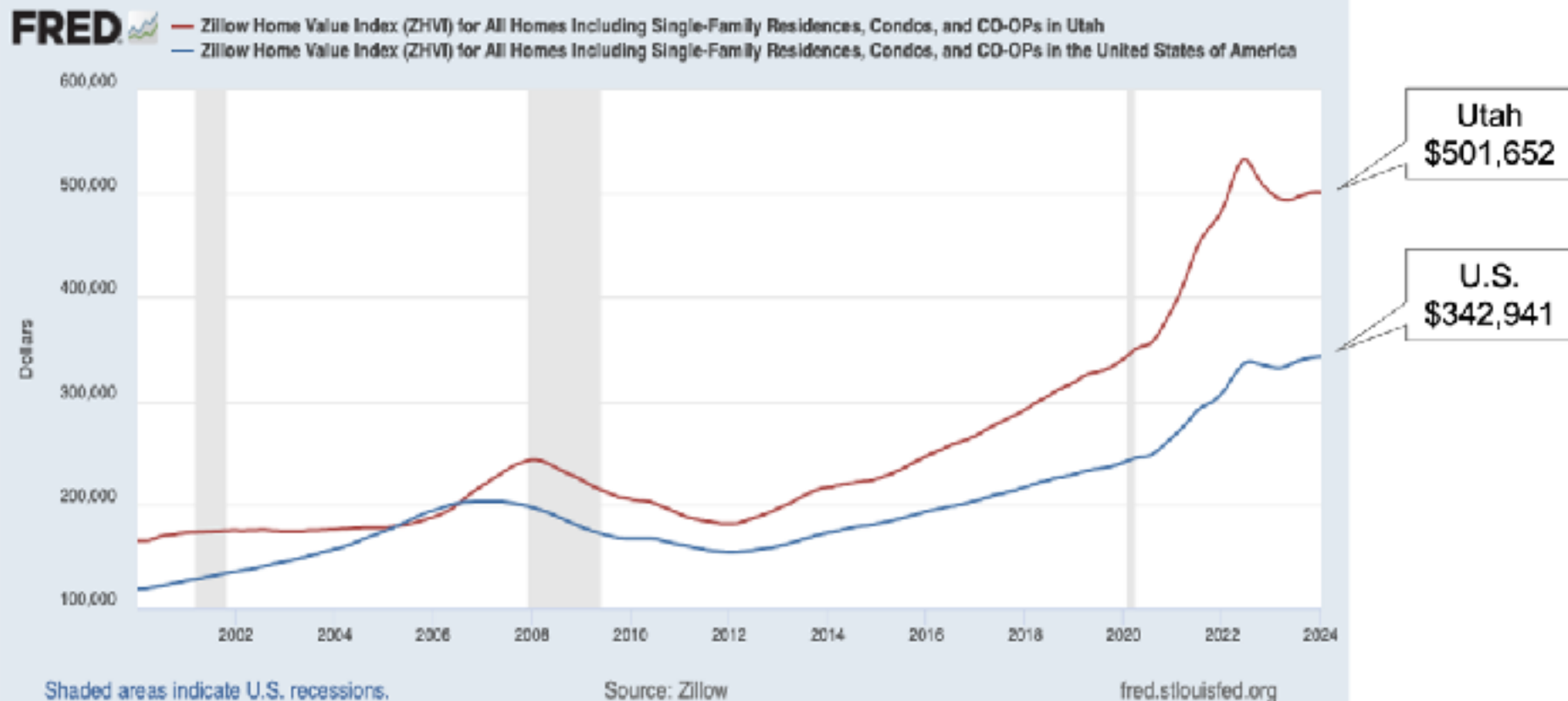
2000	17565
2001	17966
2002	18945
2003	22190
2004	23467
2005	25791
2006	25643
2007	20241
2008	10748
2009	9520
2010	8858
2011	9974
2012	12823
2013	14858
2014	17346
2015	18054
2016	21458
2017	23911
2018	25530
2019	26610
2020	30582
2021	37071
2022	30950
2023*	19820

\*Jan-Oct

**Housing Starts: Total, (# of Units NSA) for Utah**  
**Source: U.S. Census Bureau (BOC): New Residential Construcion**

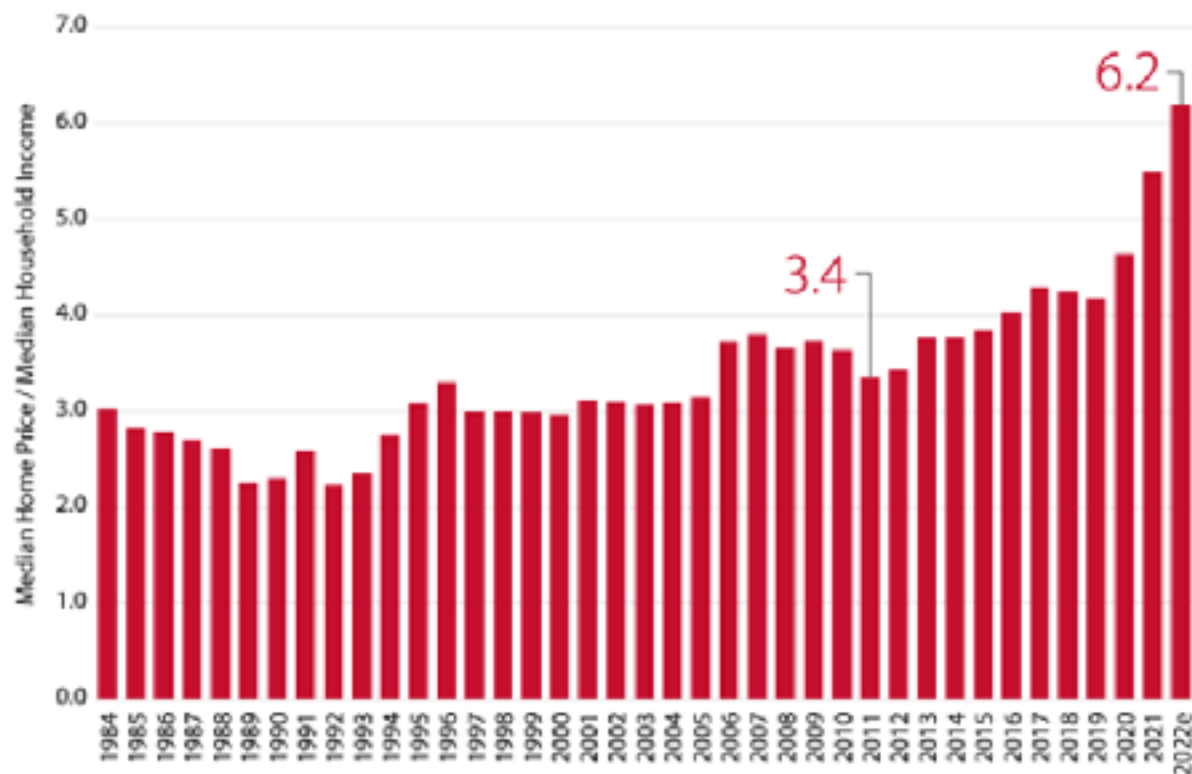


# Utah Home Prices Much Higher Than US

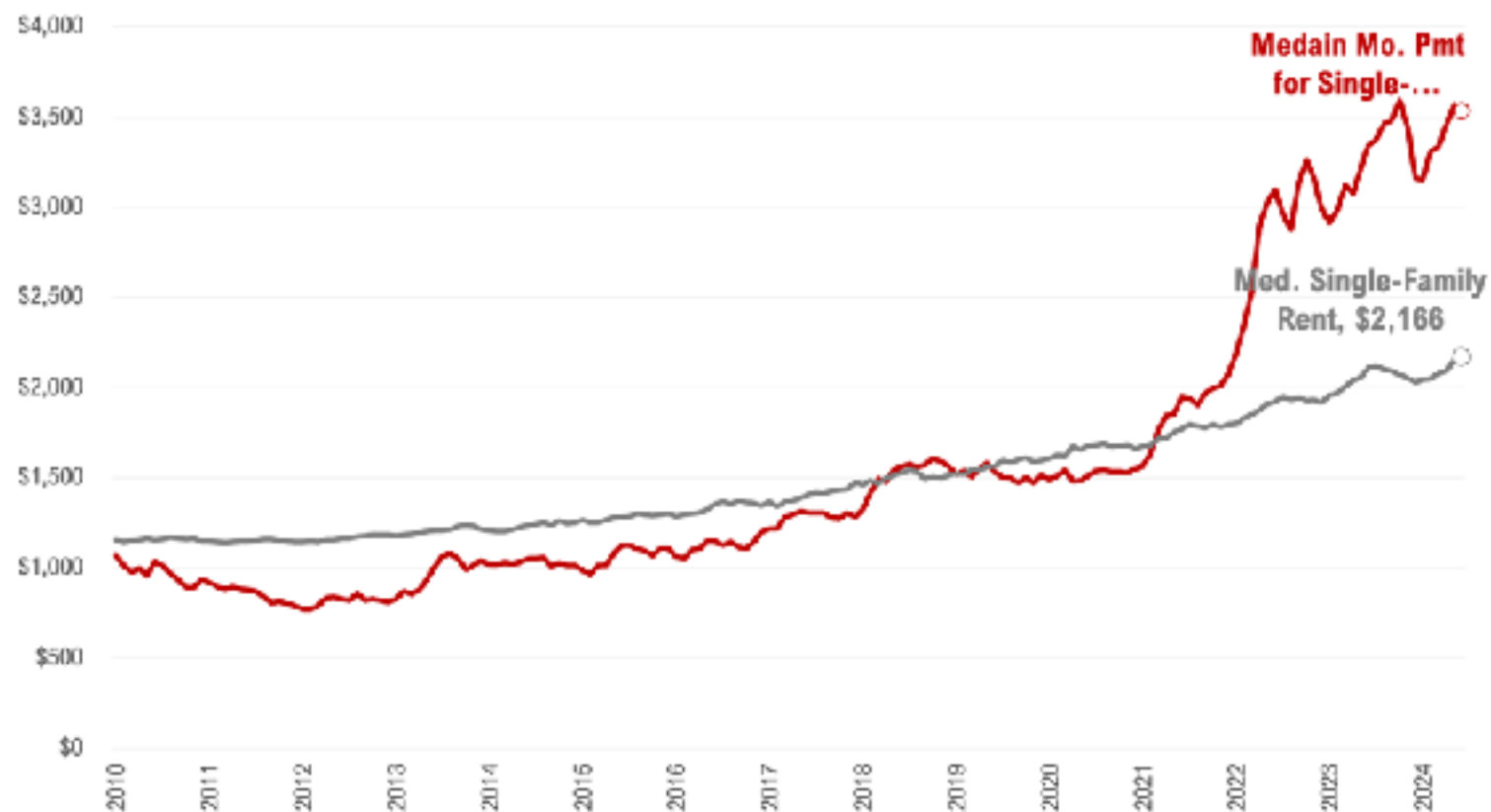


# Home Prices Outpacing Income in Utah

RATIO OF UTAH MEDIAN HOME PRICE TO MEDIAN HOUSEHOLD INCOME, 1984-2022



# Cost of Renting vs. Owning a Singel Family Home - Wasatch Front

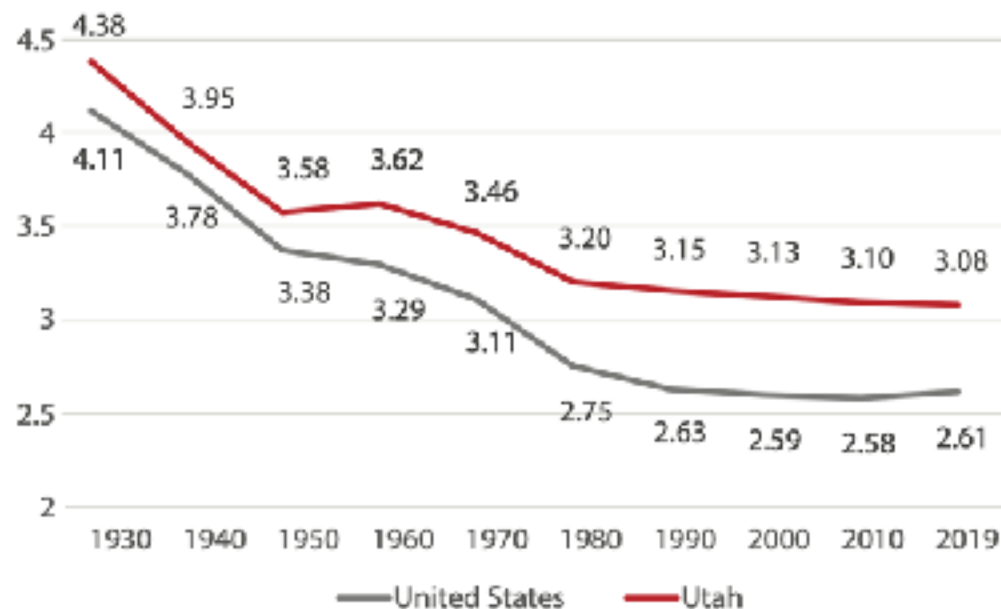


Source: Kem C. Gardner Analysis of UtahRealEstate.com and RentRange Data

# Rising Housing Costs < Housing Stability

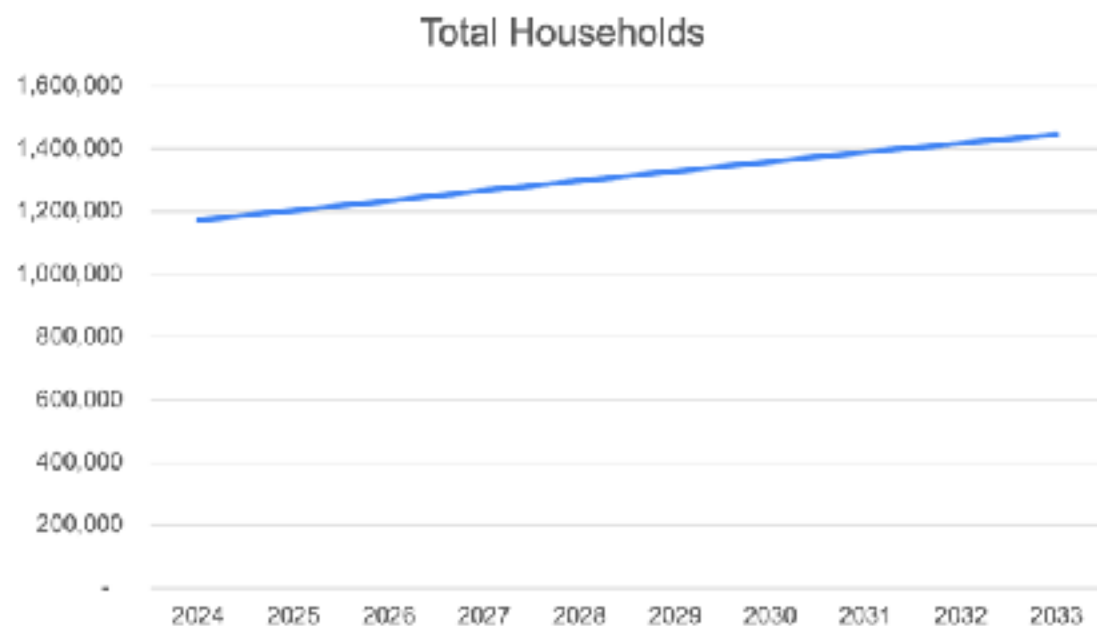


**Figure 3: Average Household Size in Utah and United States, 1940 to 2019**



Note: Margin of error for 2019 is +/-0.01 for the United States and +/-0.02 for Utah

Source: U.S. Census Bureau, Decennial census and 2019 1-Year American Community Survey Estimates

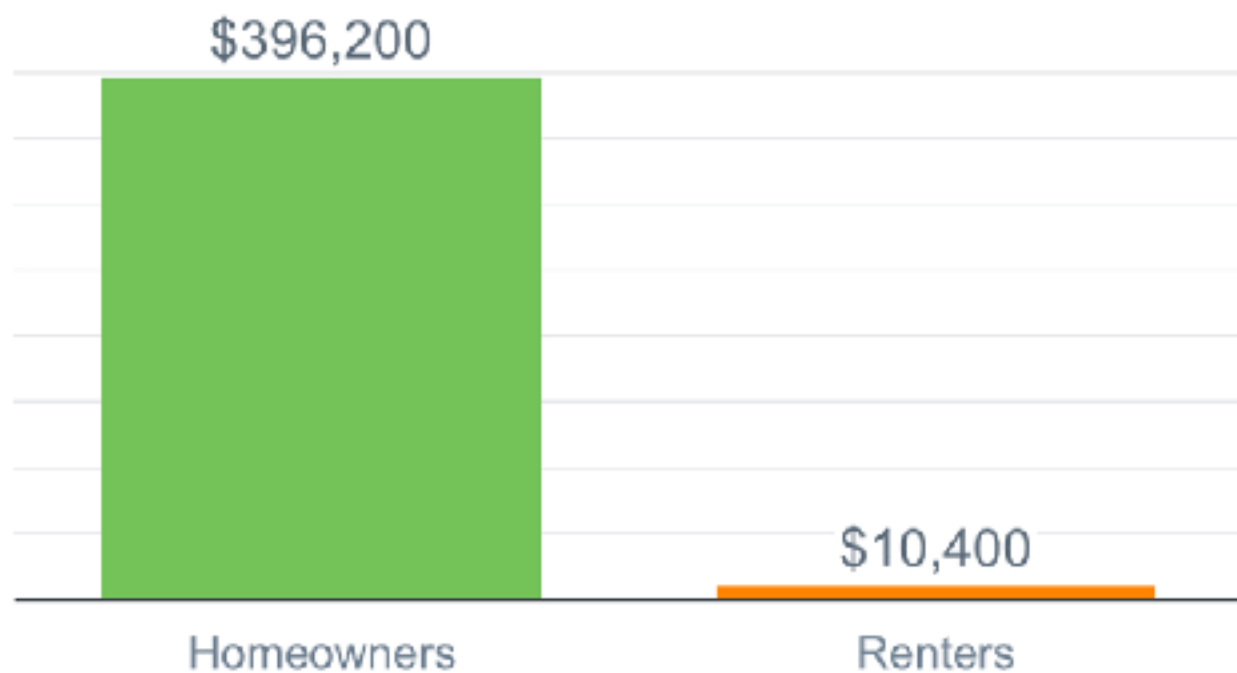


**23.3%**

increase in  
number of  
households  
2024-2033

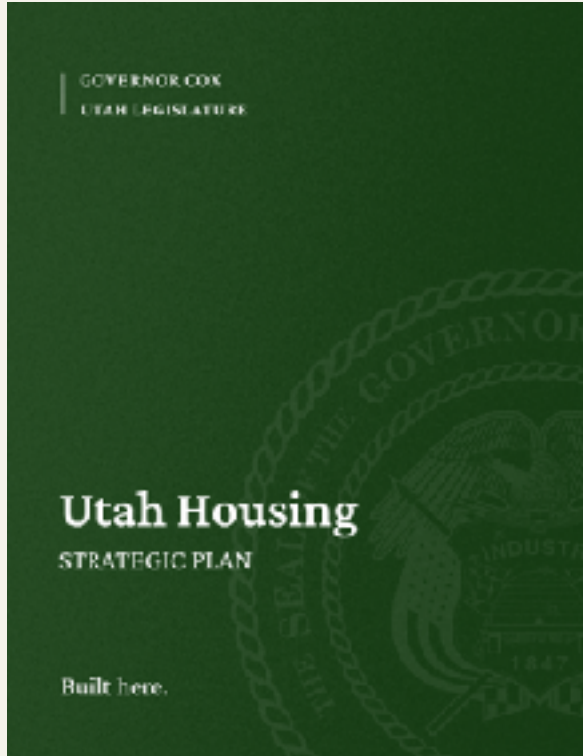


## Homeownership: Key to Wealth Building



Source: The Fed

# Utah Housing Strategic Plan



Utah is facing a critical housing shortage—with a current deficit of 35,000 homes and nearly 275,000 more needed in the next decade to meet demand.

Only 9% of non-homeowners can afford the median-priced home.



## PHASE I

- Established shared Goals and Guiding Principles.
- Established a framework for how the state will tackle our housing challenges.
- Inventoried available data, housing support structures, and potential implementation tactics.



## PHASE II OVERVIEW (IN PROGRESS)

- Audit Recommendations Crosswalk
- Recommendations: Metric Collection, Analysis, and Reporting
- Recommendations: Housing Support Structures Alignment
- Recommendations: Prioritized Tactics Menu
- Recommendations: Implementation and Ongoing Updates

This plan will be updated, at least every four years, with new findings, tactics, best practices, case studies, and statutory guidance.



# Utah Housing Strategic Plan

## Phase I

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Kickoff

September 2024

Draft Plan Due

Public Comment

March

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January 2025

January

## Phase II

Kickoff

2025

Draft Plan Due

Public Comment

September-October

Final Plan Due

April

September 2025

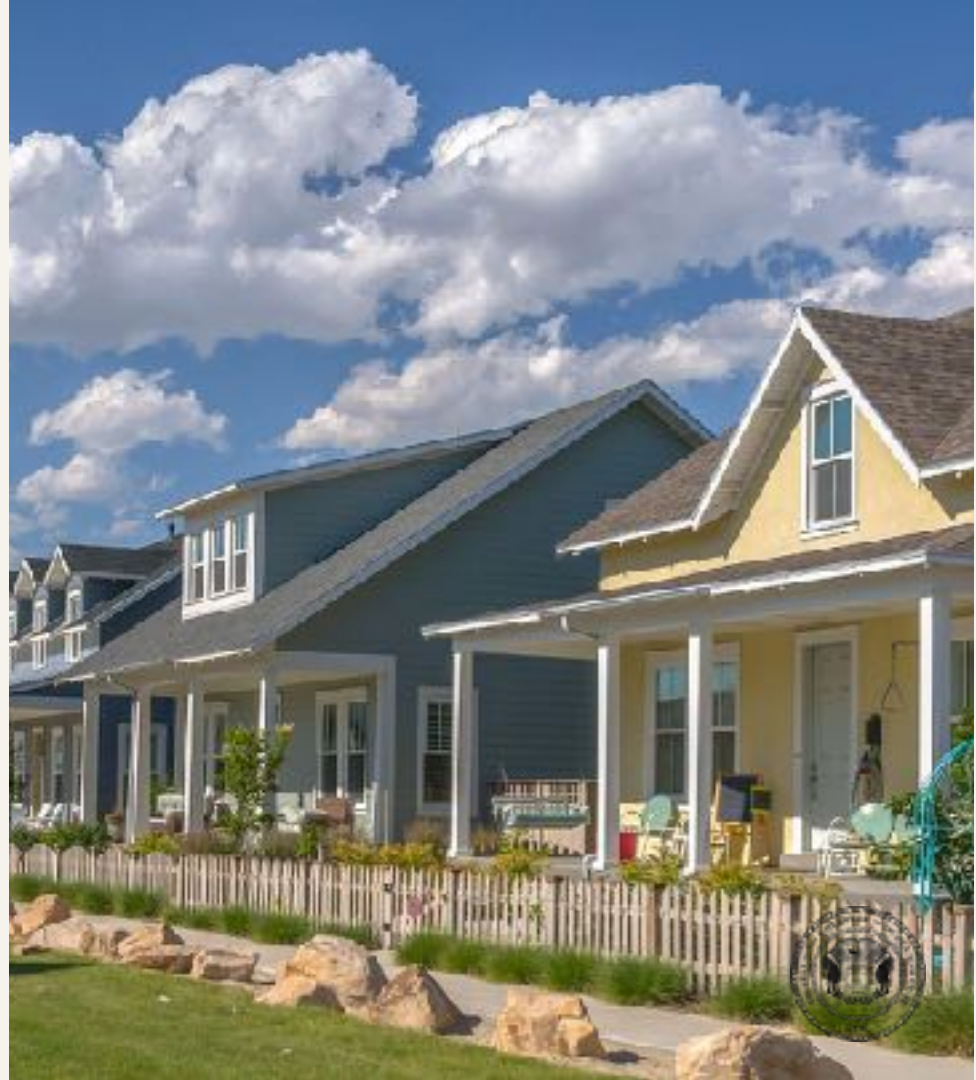
December 2025



Goal 1: Improve housing availability, affordability, and stability.

Goal 2: Foster community well-being and quality of life.

Goal 3: Seek consensus- and evidence-based policy and housing support solutions.





## Utah Housing Strategic Plan

- Prioritize Collaboration Over Preemption
- Promote a Holistic and Regional Approach
- Collaborate Across Sectors
- Enable Connected Communities and Center-Based Development
- Acknowledge Cross-Issue Policy Alignment
- Maintain a Long-Range Vision
- Promote Opportunity and Inclusivity
- Recognize Complex Market Forces
- Consider Rural Context





# Utah Housing Strategic Plan - Working Groups

WORKING GROUP 1	WORKING GROUP 2	WORKING GROUP 3	WORKING GROUP 4	WORKING GROUP 5
<b>Facilitator:</b> Wayne Niederhauser	<b>Facilitator:</b> Steve Waldrup	<b>Facilitator:</b> Steve Waldrup	<b>Facilitator:</b> Terrah Anderson	<b>Facilitator:</b> Laura Hanson
<b>Topics:</b> Unsheltered & Sheltered (0-30% AMI)  Rapid Housing (0-30% AMI)  Transitional Housing (0-30% AMI)  Permanent Supportive Housing	<b>Topics:</b> Subsidized Housing (30-80% AMI)  Affordable Restricted Housing (61-139% AMI)  Workforce Rental Housing (30-60%, 60-120%)  Starter Home and First Time	<b>Topics:</b> Market Rate Rental (120%+ AMI*)  Market Rate Ownership (140%+ AMI*)  Starter Home and First Time Homebuyers w/ no subsidy	<b>Topics:</b> Rural Housing  Resort Community Housing	<b>Topics:</b> Infrastructure  Housing location and connectivity  Administrative/ legislative actions  Statewide standards

# Utah Housing Strategic Plan - Lead Metrics

AFFORDABLE HOUSING	MARKET-RATE HOUSING	GENERAL HOUSING SUPPLY	HOUSING LOCATION & CONNECTIVITY
<p>Example:</p> <p>Number of units created for 30-60% AMI</p>	<p>Example:</p> <p>Total number of new starter homes delivered to market starting January 2024</p>	<p>Example:</p> <p>Total number of new housing units currently entitled, but limited by infrastructure deficiencies</p>	<p>Example:</p> <p>Number of housing units within areas designated as city or town centers identified in regional visions, such as Wasatch Choice, SAP, HTRZ</p>



Find address or place

County

- All -

## SUPPLY

Total New Units Permitted

Infrastructure Deficiencies

Total C of O Issued

Total Utah First Homes

## AFFORDABILITY

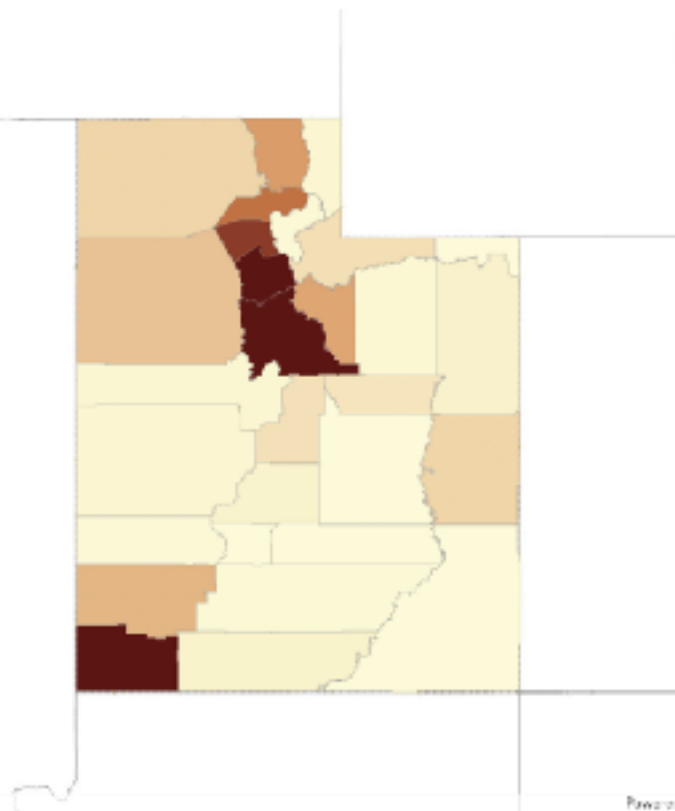
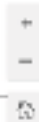
Deed Restricted Rentals

Housing Preservation

Deeply Affordable

## LOCATION

Housing Mix



Powered by

## Total Utah First Homes

4,661

### Description

Total number of new  
starter homes delivered  
to market starting  
January 2024

### Why it Matters

Homeownership creates  
greater stability and  
economic opportunity  
for households

### Data Sources

[Utah Association of  
Resellers Database](#)

[Utah Affordable Housing  
Dashboard](#)



# Utah Housing Strategic Plan - Tactics

**Tactic #54:** *Provide State-funded supplemental weatherization and repair grants or loans to improve the energy efficiency and livability of affordable housing units.*



**GOAL:** Policy and Support

**GOAL:** Community Well-being & Quality of Life



High Impact



Low Complexity



Short-term (1-4 years)



31-60% AMI

61-80% AMI

**LEAD:**

- State

**STAKEHOLDERS:**

- Legislature
- Executive Branch
- Non-profit partners
- Local government
- Residents

**Description:**

The federally-funded [Weatherization Assistance Program \(WAP\)](#) helps low-income individuals and families reduce energy costs and increase comfort and safety in their homes. The Utah Division of Housing and Community Development administers the program statewide through eight government and nonprofit agencies.

Participating households average nearly 35 percent in savings, or approximately \$583 per year, after the completion of weatherization improvements.

Program capacity is limited by available federal funding, but could be expanded to support additional households through additional state funding.

Tactics may include:

1. Policy Changes
2. Strategic Investments
3. Outreach Initiatives
4. Data & Transparency Efforts



# Utah Housing Strategic Plan - Possible Tactics

## Local Governance

*#20 – Zoning incentives for moderate-income housing*

*#54 – Allow multifamily housing in more zoning districts*

*#59 – Expand housing options in zoning laws*

*#126 – Eliminate or limit impact fees for ADUs*

*#120 – Right-size upzoning in high-opportunity areas*

*#131 – Pre-approved ADU designs*

## State Governance

*#13 – Expand existing state tax credits, and/or create local level housing tax credits*

*#114 – Property tax exemptions for affordable units*

*#40 – Revise building codes to eliminate unnecessary barriers*

*#104 – Update Moderate Income Housing Plan menu*



# Utah Housing Strategic Plan - Possible Tactics

Both State & Local Governance

*#6 – Plan for growth via community engagement*

*#21 – Convert underperforming retail to housing*

*#49 – Designate a local funding source for moderate-income housing*

*#111 – Implement flexible parking requirements*

*#15 – Real estate transfer tax on high-value homes*

*#115 – Pre-approve small multifamily that looks like SFH*

*#27 – Attract a modular housing manufacturer*

*#73 – Prohibit sale of SFH to investors for 30 days*

*#139 – Cap max home size relative to lot size*

*#44 – Restrict landlord "go out of business" option*

*#14 – Tax flipped homes at higher rates*



# Utah Housing Strategic Plan

Insert info on how  
APA Chapter Members can  
offer input







# THANK YOU!

QUESTIONS?



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