



**DRAFT**

Mayor Jerry L. Demings' Housing for All Task Force  
**October 4, 2019 | 1pm | Meeting Notes**

**Attendees:**

- Honorable Jerry L. Demings, Orange County Mayor

**Co-Chairs/Subcommittee Chairs:**

- Allan Keen, Chairman and Founder, The Keewin Real Property Co. and Chairman, Board of Trustees, Rollins College
- Terry Prather, Chief Operating Officer, LIFT Orlando and Retired President of SeaWorld Orlando
- Paul Roldan, Principal and CEO, Allgen Financial Advisors, Inc., Subcommittee Chair
- Dan Kirby, FAIA, FAICP, Principal Architect, Jacobs, Subcommittee Chair

**Members:**

- Lelia W. Allen, President, Community-Ideas, LLC
- Mark Brewer, President and CEO, Central Florida Foundation
- Ignacio Esteban, CEO, Florida Community Loan Fund
- Lynette Fields, Orange County Representative, District 1
- Jackie Gomez-Tejeda, Orange County Representative District 4
- Coy Jones, Director of Programs SEIU – Florida Public Service Union
- Rena Langley, Senior Vice President of Public Affairs, Walt Disney World Resort
- Catherine McManus, President and CEO, Habitat for Humanity Greater Orlando & Osceola County
- Jill A. McReynolds, Executive Director, HANDS of Central Florida
- Kelly Miller Levine, Real Estate Professional and Residential Contractor, LemonTree Realty; Owner, Mikel Construction, LLC
- Lyndell Mims, Orange County Representative District 6
- Brock Nicholas, Division President for Orlando, Lennar Homes
- Lydia Pisano, Broker Associate, Hampton & Hampton Property Management
- Ann Reinert, Vice President, Market Leadership Team Program, JPMorgan Chase & Co.
- Rhonda Rhodes, Vice President, Employee Relations, Universal Orlando
- Candice Simmons, Vice President and Community Relations Senior Consultant, Wells Fargo
- Lee Steinhauer, Esq., Greater Orlando Builders Association
- Chip Tatum, CEO, Apartment Association of Greater Orlando
- Beth Thibodaux, Regional Director of Government Relations, AdventHealth Central Florida Division
- Rebecca “Becky” Wilson, District Council Chair, Urban Land Institute Central Florida
- Chia-Yuan Yu, Ph.D., Assistant Professor at the Urban & Regional Planning Program, School of Public Administration, University of Central Florida



## Welcome and Introductions:

### Terry Prather

Mr. Prather led the pledge to the United States flag. Directed members to the minutes for the last meeting and asked for a motion to approve these.

### Allan Keen

Mr. Keen welcomed everyone and reviewed the items on the agenda to be discussed during the meeting.

### Public Comment

**Orlando Martinez:** Represent PRIVO Homes. His company came up with the micro homes concept, it is similar to a tiny house but it is a permanent home on a concrete slab anywhere from 800 sq. ft. to 1400 sq. ft. The cost is between \$150,000 to \$210,000 per home. The target demographic is the middle class such as teachers, police officers, fire fighters, public servants, etc. The first targeted area is located in Metrowest and it is estimated the project could have 40 homes which would include amenities – clubhouse, park, etc. The project presents the ability to build a quality home at an affordable price. He is looking for 3-10 acres of land near city centers.

**Representative Carlos Guillermo Smith, House District 49:** Citizens deserve an affordable home but the community is facing an affordable housing crisis. Rep. Smith shared facts on shortage on housing units in Florida. Orlando housing prices has increased over 9% the last year. Tenant's Right bill introduced in the Legislature HB 1283 by Rep, Smith will be refiled during the next legislative session. The bill will introduce explicit reasons to evict a tenant, new provision on rent increase notices, moratorium on rent increases after natural disasters, prohibit discrimination from having vouchers, control on excessive fees for applications. Prohibit the practice of property owners charging an application fees when unit is not available. Proposals came from input received from many community meetings.

**Jordan Diaz, Real Estate Developer:** Owns many properties at 32806, half of the zip code is city jurisdiction and half is County, good scenario to compare city vs county housing. City of Orlando has more favorable housing policies than Orange County. He feels he cannot do much with county land as he can with city land. He has been able to build ADU units that has been annexed into the City adding to the affordable housing stock. Mr. Diaz proposed allowing ADU in zoning districts, density bonuses for affordable houses and reduction on impact fees, decrease on permit times, and other recommendations about parking.

**Father Charles T. Myers, Episcopal Church St. John the Baptist:** Housing issues are premier to our community. He stands in support with community organizations; they come to bring solutions for the future of Orange County.

### Mayor, Welcome Remarks:

Mayor Demings thanked the task force for their efforts, time commitment and service. Mayor recognized this is a significant issue for the entire community. He looks forward to the final plan with the ultimate goal to increase the affordable housing stock.



Wanda Ramos, Father Jose Rodriguez, Allana Greer, Chuck Ripley, Organize Florida & Partners:

MS. Ramos pointed to a moral crisis in Orange County. She also recognized and welcomed the inclusive his transparent approach by Mayor Demings' leadership.

Father Rodriguez discussed the opportunities provided to his family back in 1980's to buy a home and explained how these opportunities are not provided today to the thousands of families that his church serves via outreach programs. Father Jose went over market trends in Azalea Park where rental average is \$1200 a month/14,400 yearly. The residents in the area earn anywhere from \$5-\$15 per hour. Households are spending more than 46% of their income in rent. A rent-to-wage gap prevents them to provide to their families. He is concerned about non-refundable application fees charged for units that are not available. To assist, his church runs an assistance program that covers application fees. To move into an apartment, families are paying over 5,000 out of pocket not including application or any other fees. Orlando has a high eviction rate. An eviction or foreclosure will prevent you from obtaining or renting a unit for years to come. Father Rodriguez asked the Task Force to support Rep. Carlos Smith renter's bill of rights and to enact policies that are favorable to families. Father Jose stressed out the importance of having property owners allow section 8 tenants to rent properties in the community.

Allana Greer discussed community benefits agreements. These are agreements between community stakeholders and developers where public dollars are invested. The agreements are transparent and enforceable to ensure subsidies create meaningful economic benefits and investment in the community, like for example affordable house units. County can require community benefits agreements or set a trigger as when to require them. Community benefits agreements create meaningful community controls and can help the County achieve a bigger vision.

Mr. Ripley discussed how far tax dollars can go to help the community. Mr. Ripley asked to prioritize funds that can be interjected into our community, like for example, deposit assistance that can be reimbursed, legal assistance in eviction cases, and incentives for property owners that sign the tenant's bill of rights.

#### Updates from Subcommittee Co-Chairs

Dan Kirby, Design & Infrastructure Subcommittee:

Houses are rent-burdened. The task for this group was to look as what was needed to make houses affordable. The group focused on policy and code changes, housing prototypes for the missing middle, and changes and incentives needed for mixed-use and mixed income development. The subcommittee goals and strategies were as follows:

- **CREATE: innovative housing types, adaptive reuse, mixed-income housing**
- **DIVERSIFY: live-work housing units, increase availability of development sites via mixed-used districts, and missing middle housing**



- **INTEGRATE: mixed-income communities, near employment, transit and services, also walkable neighborhoods connected by transit.**

The subcommittee used several tools to come up to the following recommendations.

1. Identify regulations and policies that pose barriers to developing ADUs; 1,135 units by 2030
  - a. Permit ADU's by right; *increase maximum allowable ADU living area*
  - b. increase maximum allowable ADU living area
2. Review minimum living area standards
3. Review current parking standards
4. Review lot configuration requirements; amend regulations on neighborhood form and promotion of missing middle housing
5. Modify regulations to allow/disallow adaptive reuse of properties and co-housing
6. Identify barriers to development of missing middle housing types
7. Allow mixed use/mixed income development in areas within the targeted sector and new and emerging transit-oriented areas
8. Offer density and intensity bonuses and other incentives as part of development in "Zoning Incentive Areas"
9. Implementation of development standards in "Zoning Incentive Areas"

All recommendations together can add 30,300 units by 2030.

Paul Roldan, Innovation & Sustainability Subcommittee:

The subcommittee focused on how to increase affordable housing units. The subcommittee goals and strategies were as follows:

- **CREATE: Increase the housing supply to meet the needs of all current and future residents.**
- **DIVERSIFY: Encourage diversity of housing types and energy-efficient homes.**
- **PRESERVE: Preserve existing affordable housing stock, including financially assisted & rent-restricted units.**

The subcommittee used several tools to come up to the following recommendations:

1. Establish Local Housing Trust Fund; \$10M to be obtained in additional funding - will serve as a local funding source for affordable housing
2. Evaluate the feasibility of a linkage fee for the region (linkage fees are assessed on new non-residential developments)
3. Establish a Revolving Loan Fund for non-profit developers to build affordable housing units
4. Preserve affordable units at risk of being lost & develop long-term preservation strategy

All recommendations together can add 1,100 units each year for 11,100 units by 2030. A member suggested developing criteria as to which affordable housing units to preserve. Another member asked the sourcing of funds. Another member pointed out that the proposal seems to require a significant amount of investment to only produce 11,100 in a 10-year period. The member indicated it was a small amount of return on investment.



Mayor Demings said the overall strategy by 2030 would potentially produce a net of 30,000 homes. We have to be creative but I will remind this body that we will not rely and should not solely on the public sector; we have to look at the more private sector involvement in the process. I'm encouraged by everything you've presented like creating some type of regional revolving loan fund. We all strive to have regional collaborations but regional politics are complex. Much of what we've discussed has been about Orange County and the challenges we face. The surrounding counties have challenges within their respective counties. There will be significant challenges for partners to invest in the regional housing trust. We are fortunate our county is thriving in a lot of different ways. I can assure we will work with our staff to look within our budget and we are always looking for ways to improve our delivery of service at a reasonable cost hopefully a reduce cost to our taxpayers. When we identify those savings we will look to put additional dollars to solve some of the challenges that we have in Orange County. It's not going to be easy to do some of what has been recommended but it doesn't mean we don't look at something that's aspirational to do. I think it is the right approach but it's going to be difficult to pull off.

Frankie Elliot, Accessibility & Opportunity

*Jason Reynolds, staff member, presented on behalf on behalf of Ms. Elliot.*

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- **DIVERSIFY: Encourage diversity of housing types and energy-efficient homes**
- **INTEGRATE: Promote social and economic integration**
- **EDUCATE: Improve financial literacy and education of future home renters and buyers**

The subcommittee used several tools to come up to the following recommendations.

1. Develop and implement a research and solution-driven, comprehensive, collaborative communications and advocacy plan to reflect the priorities and efforts of the Housing for All Task Force
2. Utilize the Access and Opportunity Model to identify optimal locations for housing development
  - a. Transit
  - b. Employment
  - c. Retail
  - d. Medical Care
3. Prioritize the implementation of incentives that can be used throughout Orange County
4. Review government-owned property for potential housing sites

Terry Prather:

Provided opened the floor for questions and comments.

Allan Keen:

Mr. Keen discussed the timeline.



**Mayor Deming's Comments:** Mayor Demings also added that once the final report is received, there would be a workshop at a Board of County Commission meeting with some actions items that the Board can take. The issue is a priority for all the Commissioners and they remain engaged with this matter.

**Closing remarks:**

**Terry Prather & Allan Keen**

Mr. Prather and Mr. Keen provided closing remarks. Staff members were praised about their support and guidance provided through this process.

The meeting ended at 2:53pm.