

Real People. Real Possibilities.™

AGENDA

Committee of the Whole

6:00 PM March 13, 2023

Council Members:

Omar Tarazi

Cynthia Vermillion

Les Carrier

Tina Cottone

Peggy Hale

Pete Marsh

Andy Teater

President

Vice President

Michelle Crandall, City Manager

Diane (Dee) Werbrich, Clerk of Council

City Hall, Council Chambers • 3800 Municipal Way, Hilliard, OH 43026



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City Council

March 13, 2023
Committee of the Whole
Agenda
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I. Call to Order

II. Roll Call

III. Approval of Minutes

A. February 27, 2023, Committee of the Whole

IV. Business

A. Housing Diversity in Our Community

1. Introduction - Mitchell Crandall, City Manager
2. Erin Prosser, Assistant Director of Housing Strategies, Columbus
3. Dan Ralley, Assistant City Manager

V. Items for Discussion

VI. City Manager Updates

VII. Adjournment



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CITY COUNCIL

February 27, 2023 **Committee of the Whole Minutes**

CALL TO ORDER

The meeting was called to order by President Omar Tarazi at 6:00 PM.

ROLL CALL

Attendee Name:	Title:	Status:
Omar Tarazi	President	Present
Cynthia Vermillion	Vice President	Present
Les Carrier	Councilman	Present
Tina Cottone	Councilwoman	Present
Peggy Hale	Councilwoman	Present
Pete Marsh	Councilman	Present
Andy Teater	Councilman	Present

Staff Members Present: City Manager Michelle Crandall, Acting Law Director Jessy Shamp, Assistant City Manager Dan Ralley, Police Chief Mike Woods, Community Relations Director David Ball, Recreation and Parks Director Ed Merritt, City Prosecutor Dawn Steele, Staff Attorney Kelly Clodfelder and Clerk of Council Diane Werbrich

Others Present: Amanda Turner, Executive Director of the Preventing Tobacco Addiction Foundation (Tobacco 21)

APPROVAL OF MINUTES

President Tarazi asked if there were any changes or corrections to the February 13, 2023, Committee of the Whole meeting minutes. Hearing none, the minutes were approved as submitted.

STATUS:	Accepted
AYES:	Tarazi, Vermillion, Carrier, Cottone, Hale, Marsh, Teater

BUSINESS

A. FLAVORED AND MENTHOL TOBACCO

(See Ms. Turner's attached presentation)

Council Questions

Vice President Vermillion asked about kids purchasing these products through the mail. Ms. Turner replied kids, in theory, can purchase these products through the mail and that would be a Federal law to regulate online sales. She added it varies by company and a lot are not good at verifying age but someone could use a parent's identification for age verification. Ms. Turner continued that, In theory, there should be more control because it is going to their home where the parents would see the mail or verify their credit card purchases. Vice President Vermillion asked if Ms. Turner knew how often this occurs. Ms. Turner replied, specific to Hilliard, she does not have that data but does know that over half of the purchases take place at a store. Vice President Vermillion then asked if there is a lobbying effort at the Federal level. Ms. Turner replied there is but what they try to do is start at the local level because things tend to happen faster at the local level. She noted this will not fix everything, but is a start and a way to change the fabric of the community and create a healthier space for kids. Vice President Vermillion asked if there are numbers/data from other communities that have done this type of ordinance to limit the sale of flavored tobacco. Ms. Turner replied California passed this law a couple of years ago,



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which was challenged by the tobacco industry, the issue went to the ballot and overwhelmingly the people voted to ban the products. She noted this just went into effect and they hope to start seeing some good numbers. Ms. Turner noted Massachusetts and other cities throughout have also passed this. She will try to follow up with some numbers/data. She added Canada has some good studies regarding the decline in e-cigarette and tobacco use because they do not sell the flavored products being discussed.

Ms. Hale mentioned that she has done a lot of research into this matter and from a medical perspective she does not want anyone to vape or smoke. She reported that it appears that this is mainly focused on youth and harm prevention and asked about the long-term smokers because there have been great results with people who quit smoking cigarettes by vaping. Ms. Hale added the flavors need to be enticing so they can make that switch because in three to five years the long-term effects of smoking start to be erased. There is a percentage of the population who are risk takers and she has asked the younger adults at her hospital what they vape and their reply is all of the flavors. No one under 30 years old that she asked said menthol or tobacco flavor. She then asked them what would they do if flavors were banned and they replied they would stop vaping but would start smoking. Ms. Hale felt that any good decision is going to have unintended consequences and some of the early data in Massachusetts indicates the users are going back to smoking cigarettes, which is the opposite of what we want. Ms. Turner replied that she has not seen that data. Ms. Hale continued that this is bigger than looking at the small percentage of youth that we want to ban the flavors for. Ms. Turner explained that companies were asked by the FDA to file a cessation tool and they chose not to because they are not cessation. She noted there has been long-term smokers who switched to vaping but vape is not harmless. There are studies coming out that the cardio vascular and lung impact of vaping is the same as smoking cigarettes. Ms. Turner reported vapes are at addictive levels to entice new users. Ms. Hale asked if nicotine by itself is not a carcinogen, and is just a flavor. Ms. Turner replied that the chemicals are the concern as to whether it will start causing cancer. Ms. Hale stated the preliminary data has shown that vape is less toxic overall than cigarettes and a lot of doctors and the FDA have approved the tobacco flavor. Ms. Turner replied they are still approving these product but all are not approved, in fact, most of the products have not been approved. Ms. Hale clarified just the one flavor. Ms. Turner stated just one product and they have never been approved as being less harmful. Ms. Hale responded that it is not FDA approved as being a good thing, but allowable. Ms. Turner remarked that it is a shame about the kids Ms. Hale referenced taking up smoking if they could not vape, but they are addicted to the nicotine and can use vape devices anywhere and the smell is less offensive than cigarette smoke.

President Tarazi stated that from a practical perspective, if flavors are banned only from sale from licensed places in the City, but anyone can order the product or flavors online, is this just shifting business from a local business to an online business. Ms. Turner replied that it is removing the convenience and marketing. She added 95 percent of the tobacco industry marketing dollars are at the point of sale which entices someone to be hooked on nicotine. President Tarazi explained that the City passed legislation addressing the teen dimension but what we are talking about now is that it would be illegal to sell to adults or they cannot market a product for adults to buy. Ms. Turner replied, to the point made earlier, adults could purchase the product online and mentioned that these products were not created to entice adults but to entice new users and kids. They are not talking about the tobacco flavors but the sweet candy ones that try to lure in new users. President Tarazi stated they are adding menthol. Ms. Turner replied that menthol is a flavor and has been proven easier to become addicted to and harder to quit. She noted the FDA has said they are going to end the sale of menthol cigarettes, but that will take two years at a minimum. Since that was addressed by the FDA, they were hoping that the local levels could start now and try to protect the community. President Tarazi asked if tobacco is considered a flavor. Ms. Turner said no. President Tarazi countered that with vape it is because you have to add the tobacco flavor, which is synthetic and not from tobacco products. Ms. Turner replied that they are talking about characterizing sweet candy, fruity flavors and you can definitely add tobacco flavor to it but they are advocating to get rid of the ones that are candy and sweet flavored.

Mr. Carrier asked who is sponsoring this legislation being discussed because someone brought it to the Committee of the Whole with a bunch of edits. Who is driving that, staff or someone on Council. Ms. Crandall replied that staff provided the existing ordinance so Council could see what would change and



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City Council

what would it look like to include this. She explained this was an approved Committee of the Whole topic for Council's consideration and was not necessarily someone sponsoring the legislation but was a topic of interest to the majority of Council. Ms. Crandall restated that staff wanted Council to see what the ordinance would look like and wanted to get an idea if there is Council interest in bringing this forward as legislation.

Mr. Carrier stated that is being brought forward for youth harm prevention. Ms. Turner replied she believes that was one of Mr. Carrier's colleague's words. Mr. Carrier remarked that this would be for the better health and safety of children that the City would outlaw the sellers from selling these products. Ms. Turner replied that it would be for the betterment of the whole community to not have toxic products that deceive people into thinking they are not bad and removing them from the shelves where candy and sweet things used to be. Mr. Carrier stated the assumption is the seller is selling them to kids or the adults are buying them and giving them to kids. Ms. Turner agreed. Mr. Carrier noted that this really does not punish or prevent possession. Ms. Crandall replied that it is a point of sale where Franklin County Public Health would be doing the inspection so she does not believe there is any penalty for possession. Mr. Carrier commented that there is no penalty for possession. President Tarazi noted that one of the slides stated it does not ban possession. Ms. Turner replied that is what Columbus did. Mr. Carrier stated that if Council is going to consider this, would it make sense to also ban the possession of those products as well. He asked why do one and not the other. Ms. Turner replied that she is here advocating about point of sale or removing them from the shelves. She added when it comes to individual users or purchases, they do not usually see use and possession laws from a public health standpoint, as a way to change behavior but do see a change in behavior when it is removed from the stores especially minors who have already had nicotine in their brains and are addicted to it due to easy access to these products. They would try to look at trying to do some sort of counseling or therapy so they can try to wean off of these products. Mr. Carrier commented that is what the City does with the current legislation through a diversion program. Ms. Turner remarked that it is a slippery slope when you start criminalizing tobacco use because it is not a safety issue but a health issue. Mr. Carrier stated if they are not going to propose criminalizing the possession of the product that they do not want to be sold and if we are doing this for the betterment of the youth, then what about marijuana and would they not want to consider doing that with marijuana too because it is a harmful product that hurts youth and their development. What is the ultimate goal of the legislation. Ms. Turner replied that her goal is to end the sale of flavored tobacco products including e-cigarettes and marijuana is a whole separate issue. Mr. Carrier asked why is it separate. Ms. Turner replied that she does not work for that foundation and is advocating for tobacco prevention. Mr. Carrier asked if Ms. Turner sees that from a policy perspective what he is pointing out because the irony is the City has to do it because the City of Columbus did it and is what the agendas have been driven by lately. He noted that Ms. Turner admitted when she started that just banning at the point of sale is not going to do a lot, but is a start. It does not outlaw possession and there are other harmful products out there like beer, wine and liquor. When it went from 18 to 21, a pretty good job was done of enforcing that children should not be in possession or drinking those things. It still happens and they are charged and handled accordingly but possession of that under the age of 21 is illegal. Mr. Carrier explained that his thought is to add elements to put some teeth into it because if this is going to be done he believes that is needed to achieve the desired outcome. Otherwise what will happen is everyone in Brown Township will set up a vape shop off Alton Darby Road selling it to everyone who used to purchase it in Hilliard. He does not believe advocacy is effective unless you are more comprehensive in your approach. Ms. Turner believes that the City does have something in the books about possession with the tobacco retail. Ms. Steele reported the City does have possession penalties for youth that was put in the tobacco retail licensing (TRL) and was added with an eye towards the prevention they were discussing and have that for under the age of 21; 21 and up was not part of the proposed legislation and would completely be up to what approach Council wants to take. This is just for information but as Ms. Turner indicated, generally, the approach if you are going to go this way is to hit the people who distribute because the less it is available, the less it is in the community. Making it criminal over 21 for people who have been addicted their whole lives and then all of the sudden trying to make that criminal is very different than trying to divert kids away from it. We do not have it for over 21 at this point but do for under 21 for possession.

Mr. Carrier thanked Ms. Turner for coming to the meeting and stated that what is fascinating is they recognized and that even though it is distributed to adults it is still getting to the kids, which was one of his primary objections to the marijuana dispensary wanting to go in over at Mill Run. He continued that if you sell marijuana to adults, it will end up in the hands of kids. He added that Ms. Turner confirmed one of his main arguments that if you are going to protect the health and welfare you do it more comprehensively, which is the point he is trying to make. Mr. Carrier noted that if Council moves this to the floor he will be seeking support for amendments both for marijuana and possession for adults.

Ms. Vermillion remarked that she personally does not think they can take such a global view of this because she feels like tobacco is its own thing. She added that she is disgusted how over the years the tobacco industry has purposely lied about things and she would personally love to at least begin by trying to protect the kids against these very appealing products. If we can save some kids from the depths of addiction then she is all for it. She noted that she understands there are other considerations but what is the price of a life of our kids.

Mr. Carrier asked if they have flavored marijuana products. Ms. Turner replied that she does not know a lot about marijuana but does know that the cigarillos are used for marijuana because they taste good and then the refillable e-cigarette devices is what kids put THC in but the refillable devices are what they are talking about.

Mr. Marsh stated this is a legal product, a legal drug that is not good for people and everyone knows that, but it is legal and we are saying now that adults cannot make that decision because of the product itself but because of a particular characteristic of the product. He explained that we are not saying it is the nicotine, but the flavor. He noted you could do the same thing with pricing and it seems you are always chasing your tail on some of the rebellious things kids like to do. He does not know if the City should be wading into the waters where the City is implementing a ban that impacts everyone else. Mr. Marsh added it is a good goal but does not necessarily agree with the way to get there. Ms. Turner replied they are addressing the nicotine because nicotine is what hooks kids in and the flavors are what entices them. You cannot have one without the other and it is about nicotine addiction because nicotine is bad for developing brains and causes destruction and disruption. She noted tobacco and nicotine are the hardest things to quit and these are not products that have been around for 50 years but are new products because they saw a decline in the usage of regular cigarettes so they had to course correct to get new users to affect their bottom line. Mr. Marsh clarified that what he meant was Ms. Turner referenced five percent nicotine but is not saying someone cannot use that same level of nicotine, just that they cannot do it with this particular characteristic. Ms. Turner reported that the majority of the products have a flavor with that five percent nicotine as a way to lure kids in to make it pleasurable and easy to smoke. Nicotine makes someone want it more and more and with the convenience of e-cigarettes it would not feel offensive to others because of the way it puffs out and smells. She added the addiction is quicker, harder and stronger. Mr. Marsh stated what they are saying is it is ok to use five percent nicotine, but it cannot taste like strawberry for example. He mentioned that may be a better policy, like alcohol content, so people know the percentage of nicotine. Ms. Turner replied that unfortunately, kids are not calculating what five percent nicotine means or 3,000 puffs. She noted there was a decline in cigarette use, which then was reversed with the introduction of these products. Ms. Turner reported that this was a marketing/product change by the tobacco industry to reverse what was happening. Mr. Marsh said if a flavor ban was national there would be a marketing change in tobacco or something else. He stated kids seek these things out but the question is are we going to tell adults that they cannot do these things. He added it is great that the City has the possession clause now and in his opinion, that is the better tool to not infringe on other people and still hopefully make a difference with younger people.

President Tarazi clarified that this just addresses the licensed store fronts and not online sales. He continued that the licensed store fronts, as he understands it, have machines that add the flavors separately and are refillable. He asked if this is covered under this legislation because a vendor can sell the flavors separately. Ms. Turner replied that they all contain nicotine. President Tarazi stated you can buy the flavor separate from the base with the nicotine and mix them yourself and sell them online

separately. He said could the store front sell the flavor separately unless the sale of flavors is illegal and wondered if the stores will do what they are already doing online. Ms. Turner replied that it sounds like an opportunity to not allow that to happen and any flavor enticing product that goes with nicotine would have to have some specific use for it. President Tarazi commented that adds another layer of complexity to this situation in determining which flavors cannot be sold independently but still mixed by someone.

Ms. Hale reported a researcher from Yale published in the Journal of American Medical Association (JAMA), which is a well renowned medical journal, that in 2018 San Francisco passed a flavor ban and the findings in her article said that "San Francisco's ban on flavored tobacco product sales was associated with increased smoking among minor high school students relative to other school districts. The flavor tobacco ban was associated with more than double the odds of recent smoking among underage high school students compared to similar school districts without a flavor ban. In 2019 youth cigarette smoking rates in San Francisco had risen to 6.2 percent and in comparable districts the rate had continued its decades long downward trend and had fallen to 2.8 percent, an all-time low." She stated she does not want people to vape at all but feels there are some unintended consequences. Ms. Turner replied that study has been debunked and would love to provide information as to why that study is flawed and deceptive. She noted it is important to know who funds those researchers because the tobacco industry likes to fund researchers to do harm reduction studies. Ms. Turner added loopholes and exemptions have unintended consequences.

Mr. Carrier asked who funds Ms. Turner's foundation. Ms. Turner replied that she works for a local philanthropist named Rob Crane who has been doing this work for over 20 years and was part of Smoke Free Columbus and Tobacco 21. He is part of a family who cares about public health but her partners are the American Heart Association, American Lung Association, American Cancer Society and Campaign for Tobacco Free Kids.

President Tarazi reported he just Googled this and they describe it as a collection of all the flavored vape juice options with no nicotine but can add a nicotine shot to bring it to the desired nicotine level. He said that is where it gets complicated in his mind because even in local stores will they just sell the flavors and the nicotine separate and then people would combine it themselves. Ms. Turner replied there could be some regulations around devices, which would help because then they would not have the device to fill it in.

President Tarazi asked if Council wants legislation drafted/ prepared on this topic or think about this further. Mr. Teater stated he would lean toward moving forward with legislation because it is a small step in the right direction. Ms. Vermillion agreed. Ms. Crandall stated legislation is prepared and staff could bring that forward at a future Council meeting. She noted it was in the meeting packet and was small changes in the existing legislation. Mr. Carrier asked if amendments should be sent to the law director. Ms. Crandall agreed. Mr. Teater remarked that the Columbus ban does not go into effect for 10 months so the City has time to do it right. President Tarazi stated that once it is drafted it will be brought to Council for a vote and maybe local businesses will have something to say. Ms. Crandall reported that they did gather information on stores that staff assumes is carrying the products so there is a good list of who within the City limits has these products.

Mr. Carrier asked if there was data on the schools and how that program is working. Ms. Steele can speak to that to some degree but staff can provide an overview. Ms. Steele reported they are keeping the data and then when the school year ends there will be a meeting to review the information to see where we are. She noted there is a lot of referrals and is still an ongoing issue with vaping. Last time she checked it was over 100 referrals but she does not have the success rate with her and the review of the data will turn into a discussion for next school year. Ms. Steele reported that the true first time users that were caught, approximately 80 percent are completing everything and not re-offending. Ms. Steele stated she will gather that information and provide a more detail report. President Tarazi asked if the rate of vaping is reduced in schools or are kids just hiding it better. He commented are kids using this because it is a fun thing to do or are they trying to switch off something else. Ms. Steele replied nationally when they did their last presentation there were studies on what kids are saying and everyone has a different reason

for doing it. She believes it is too early to draw any inferences from the data other than looking at the data at the end of the school year to see where we are. She noted one school year of data is hard to draw strong inferences but they may see some trends. Ms. Steele stated she will provide Council with the information they have but they are using evidence based tools and assessments and what conclusions they can draw from it will be provided to Council.

Mr. Carrier asked if parents are engaged in the diversion program and are doing the requirements. Ms. Steele replied yes and no but it is designed to not have a lot of requirements for the parents and is designed more for the kids. This is a partnership with the schools and needs to be communicated better what it is. An information pamphlet was put together that the Assistant Principals and SROs have explaining the program and process.

President Tarazi asked what the draft legislation in the packet will do for the local license person that is going to sell the flavor as a separate item in the store. Ms. Steele replied that as written it would not allow that because they clarified the definition of tobacco products to include any piece or part. She continued that the definition of flavored products says at any point it adds a flavor even at the point of ingestion so as worded it would be in the proposed language but they could look at making it more specific and clear. President Tarazi asked if adults could still purchase devices. Ms. Steele agreed. President Tarazi stated an adult can buy the device and the tobacco flavor because that is its own flavor. Ms. Steele replied they used the definitions provided by the FDA as to what tobacco flavor is and is not. They have to add it into certain things but the theory is that kids would not be as attracted to a tobacco flavor as they would be to others. They are not taking it off the market completely or away from the people who want it. They specifically exclude tobacco from the other flavors and is very specific as to what is allowed and what is not. President Tarazi commented that there are different flavors of tobacco. Ms. Steele stated this is a proposal and Council can decide to do this or make proposals on how to do it. What was provided is proposed language and the places where the changes would happen.

Ms. Turner reported that as a follow up to the study Ms. Hale quoted, the flaw in that study was it was based on data before the law was implemented and the author asked for it to be removed. She noted she will forward the information to Council. Ms. Hale asked if Ms. Turner has seen the recent data from Massachusetts. Ms. Turner replied they will circulate the data they have seen from Massachusetts and California but California is too new to have good data at this point, as well as Canada. She commented this is new and a good way to protect kids and a way to start.

ITEMS FOR DISCUSSION - None

Mr. Carrier, seconded by Mr. Teater, moved to adjourn the meeting by Voice Vote.

MOVER:	Les Carrier
SECONDER:	Andy Teater
AYES:	Tarazi, Vermillion, Carrier, Cottone, Hale, Marsh, Teater

ADJOURNMENT – 6:55 PM

Omar Tarazi, President
Council Committee of the Whole

Diane Werbrich, MMC
Clerk of Council

Approved: _____

Housing Presentation

Regional Housing Coalition

Responding collectively to the impacts of our region's growth to ensure that we remain livable, affordable and competitive.



THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

Health of our Regional Housing Market 2010-2020

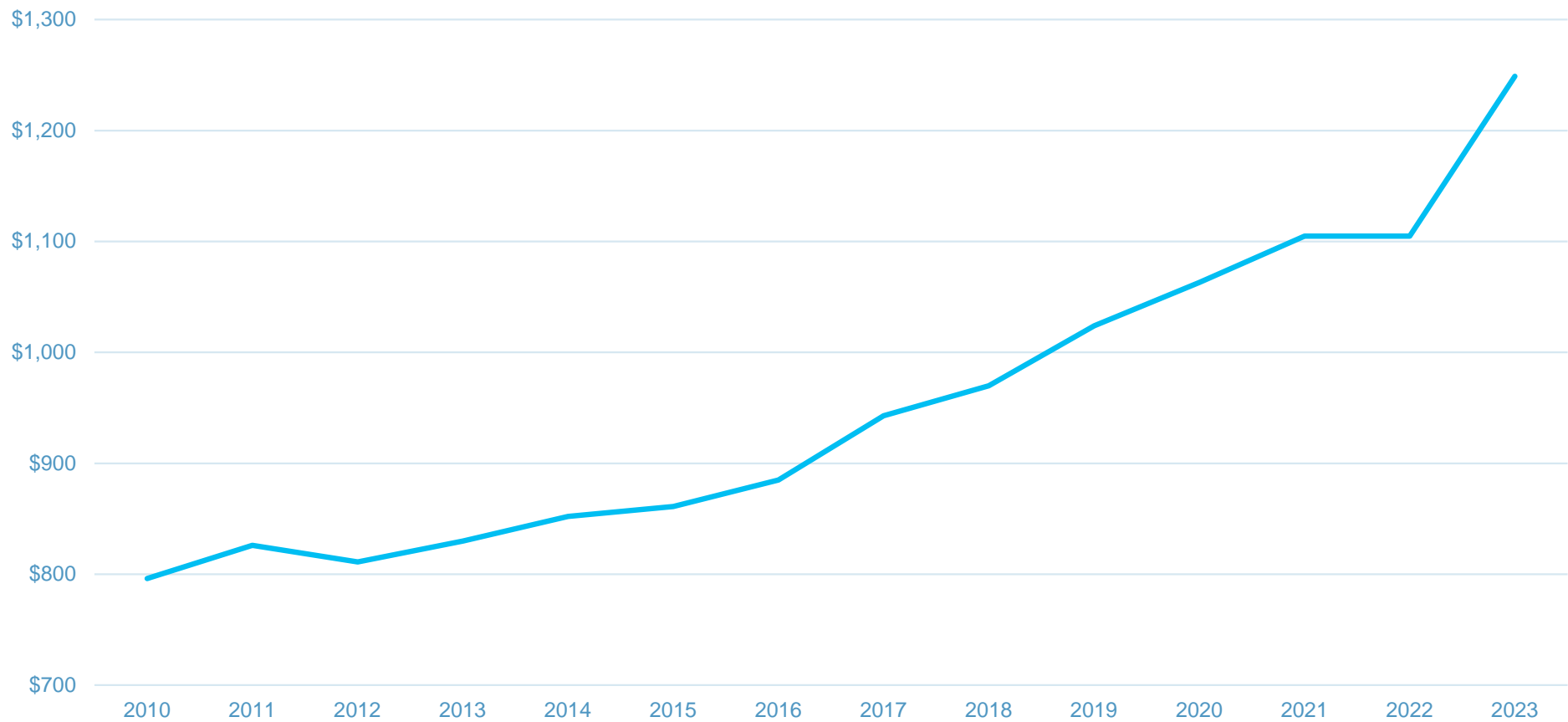
Key Indicators

	2010	2020
Overall Indicators		
Housing Units to Households Ratio	1.07	1.02
Rental Affordability		
Vacancy Rate	9.4%	4.8%
Average Rent Two-Bedroom	\$796/month	\$1,063/month
Percentage of Cost Burdened Renters earning below \$50k	59%	66%
Homeownership Affordability		
Vacancy Rate	2.6%	0.7%
Average Home Price	\$134,000	\$265,825
Median Home Price to Income	3.45	4.7

Between 2010 – 2020 the Columbus region added 3.5 times as many people as new homes.

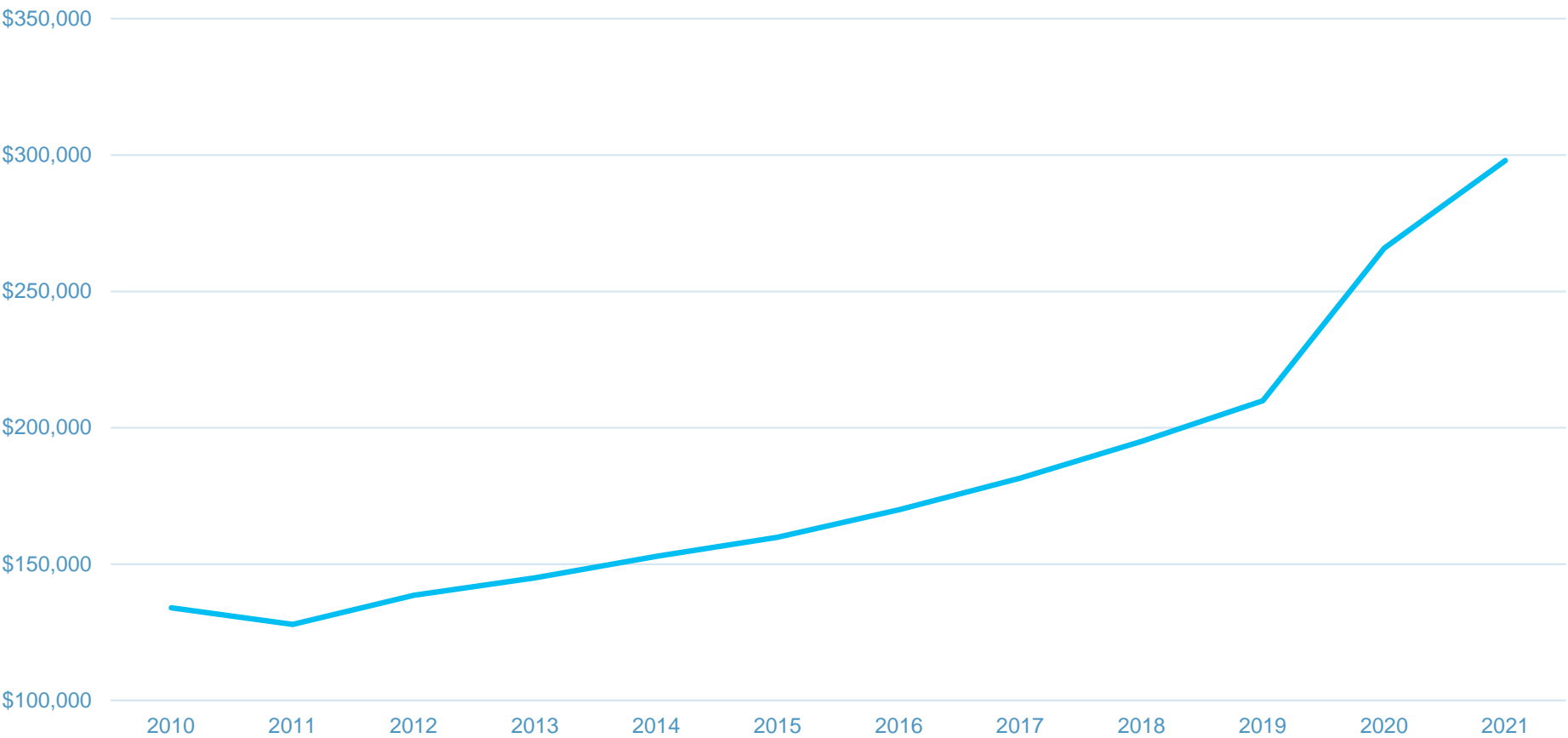
Changes to our Regional Housing Market 2010 - 2020

Average 2-bedroom Rent



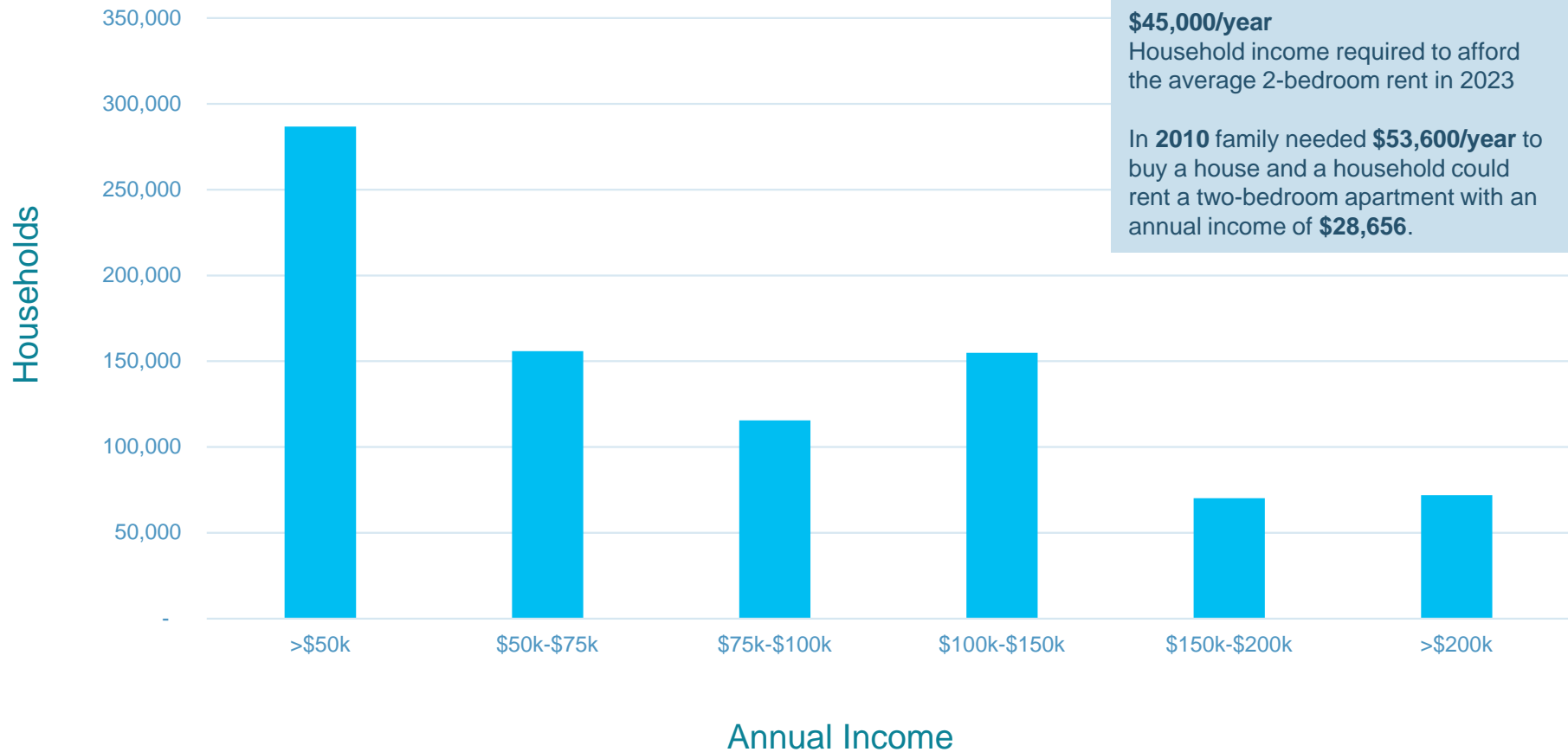
Changes to our Regional Housing Market 2010 - 2020

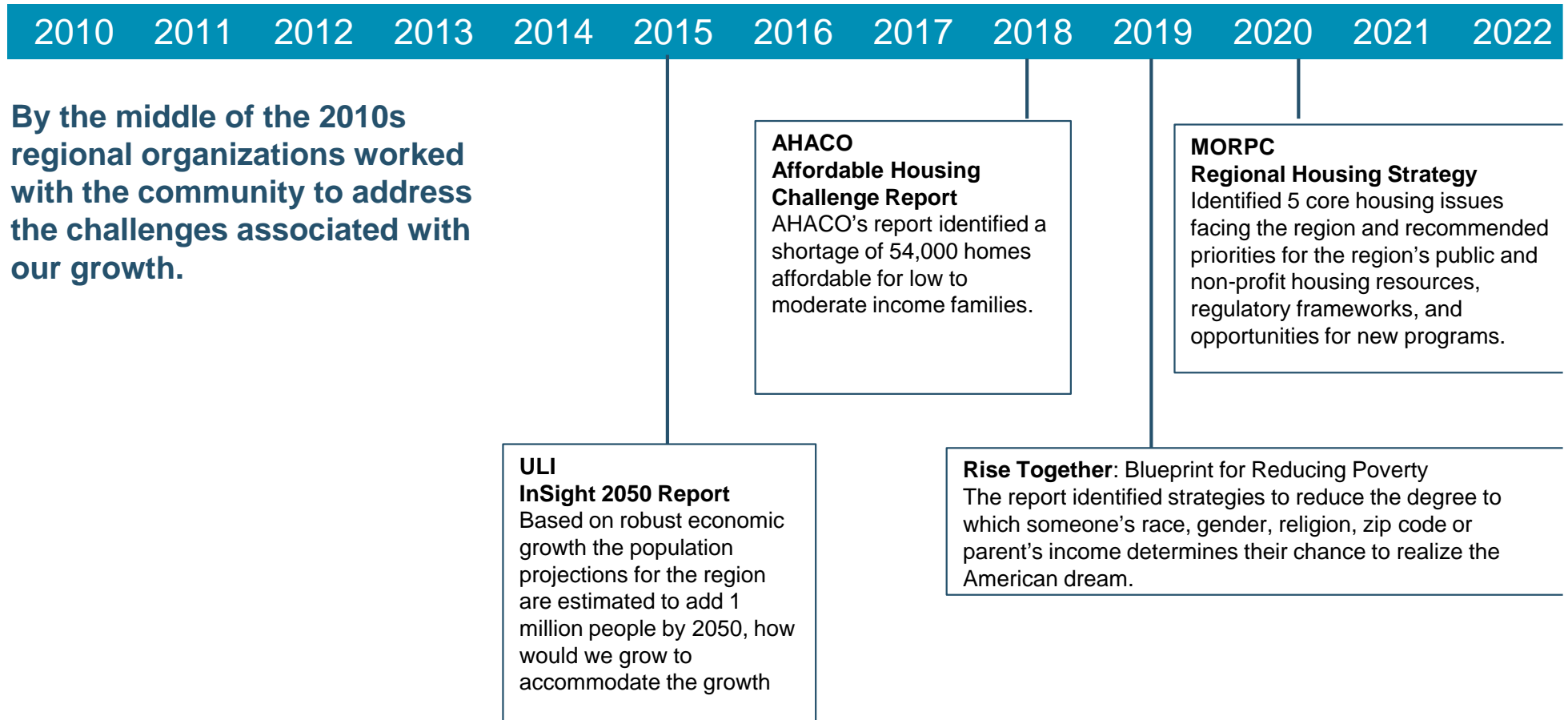
Average Residential Home Sale



Impact to our Workforce

Household Earnings Columbus Region - 2021





WHAT do we need to tackle at a regional level?

- **SUPPLY:** Return to a healthy housing market by building the supply of new housing we need throughout the region
- **AFFORDABILITY:** The cost of new construction limit the ability for the market to deliver new affordable housing for those earning below \$50k annually. What can we do to support the new affordable housing throughout our region?
- **EQUITY:** A healthy housing market will not deliver, on its own, equitable access to opportunities for all our families. What do we need to ensure equitable outcomes for our region?
- **COORDINATION:** How can regional coordination help individual communities and result in collective advocacy?



WHO will tackle these issues?

Conveners – Across Regional Sectors

Public Sector
Mayor Ginther
City of Columbus

Non-Profit Sector
Lark Mallory,
President and CEO
Affordable Housing Trust

Private Sector
Kenny McDonald
President and CEO
Columbus Partnership

Task Forces – Addressing Regional Imperatives

Supply
ULI Columbus
District Council

Affordability
Affordable
Housing
Alliance of
Central Ohio

Equity
Rise Together
Innovation
Institute

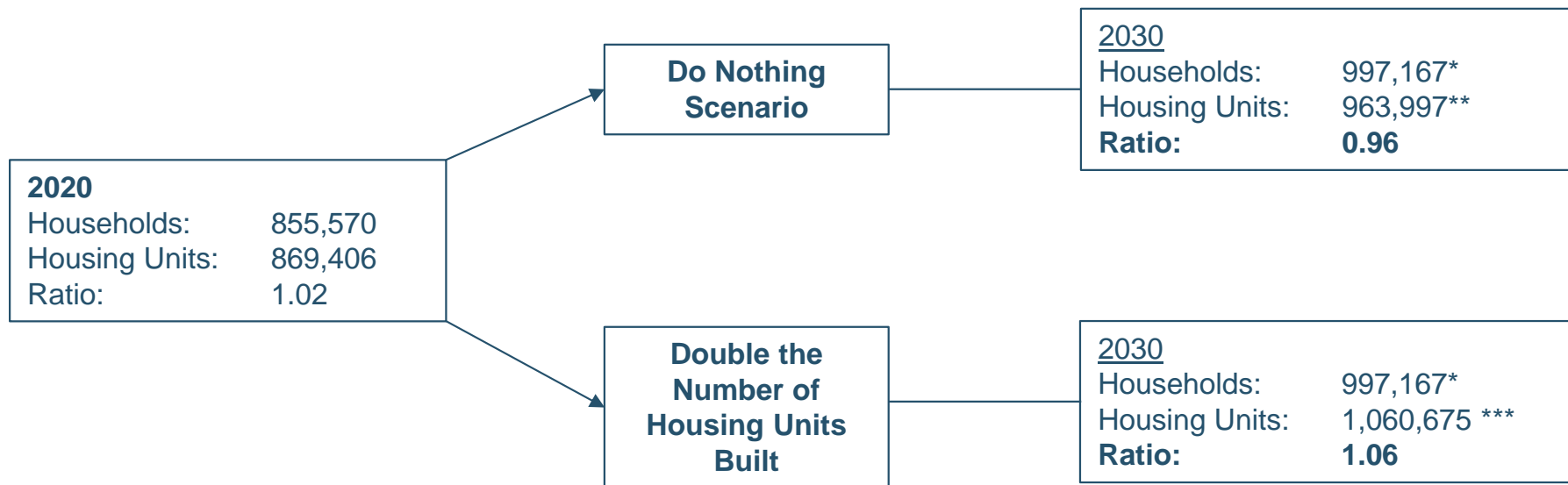
Coordination
MORPC

HOW will we tackle these issues at a regional level?

- Create a long term structure to manage regional housing needs to ensure that affordability, livability and economic competitiveness is maintained as the region grows.
- Identify regional level solutions and action steps and partners
- Identify resources and funding support for housing as well as families
- Coordinate advocacy to state and federal partners
- Provide support for local governments
- Create a regional housing data hub



WHAT if we do nothing?



*16.55% growth rate 2010-2020

** 10.88% growth rate 2010-202

*** 22% growth rate 2020-2030

Cost of New Residential Construction

- Land
- Labor
- Lending
- Lumber
- Laws



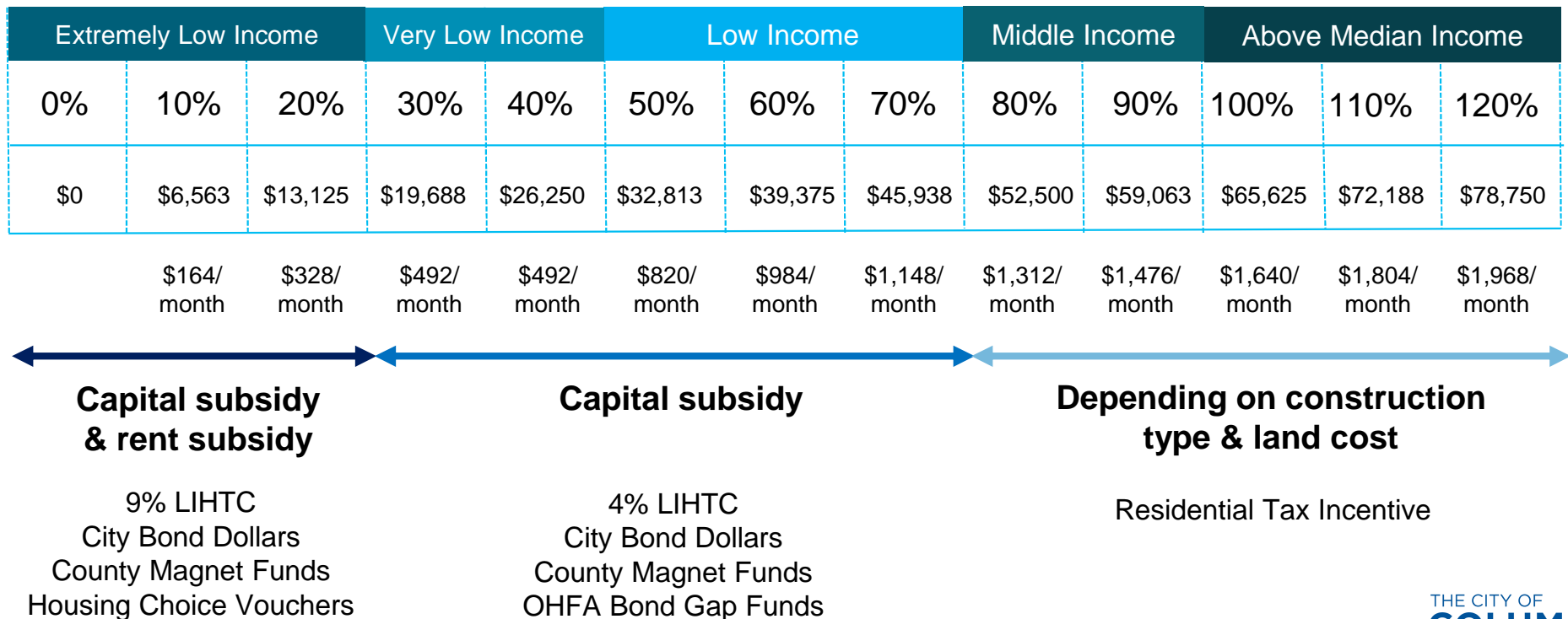
*The Crossline, 300 E 5th Avenue, 180 units, \$40M
Example of corridor mixed use*

Finance \$30M (75% of construction cost for 10-years at 8%)
Annual Debt Payment: \$4,367,784

HUD 2022 Income Limits – Area Median Income

Extremely Low Income			Very Low Income		Low Income			Middle Income		Above Median Income		
0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%	110%	120%
\$0	\$6,563	\$13,125	\$19,688	\$26,250	\$32,813	\$39,375	\$45,938	\$52,500	\$59,063	\$65,625	\$72,188	\$78,750
\$0	\$3.15/ hour	\$6.31/ hour	\$9.46/ hour	\$12.62/ hour	\$13.89/ hour	\$18.93/ hour	\$22.09/ hour	\$25.24/ hour	\$28.40/ hour	\$31.55/ hour	\$34.71/ hour	\$37.86/ hour
Rents Affordable at Income Levels	\$164/ month	\$328/ month	\$492/ month	\$656/ month	\$820/ month	\$984/ month	\$1,148/ month	\$1,312/ month	\$1,476/ month	\$1,640/ month	\$1,804/ month	\$1,968/ month
Annual revenue with 200 units	\$393,600	\$787,200	\$1,180,800	\$1,574,400	\$1,968,000	\$2,361,600	\$2,755,200	\$3,148,800	\$3,542,400	\$3,936,000	\$4,329,600	\$4,723,200

INVEST: Need for subsidy



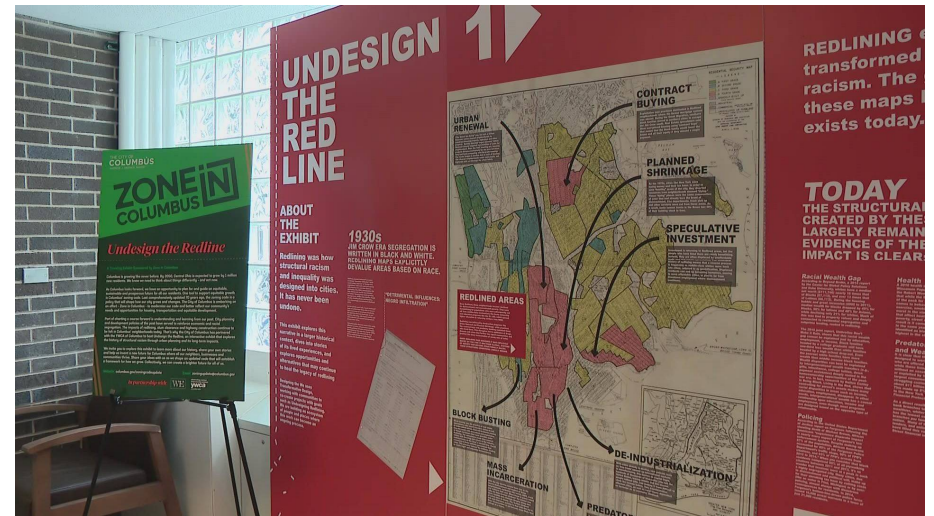
INVEST: Affordable Housing Bond Package

\$80M	New Affordable Rental
\$50M	New Affordable Homeownership
\$40M	Preservation of Affordability
\$30M	Supportive Housing

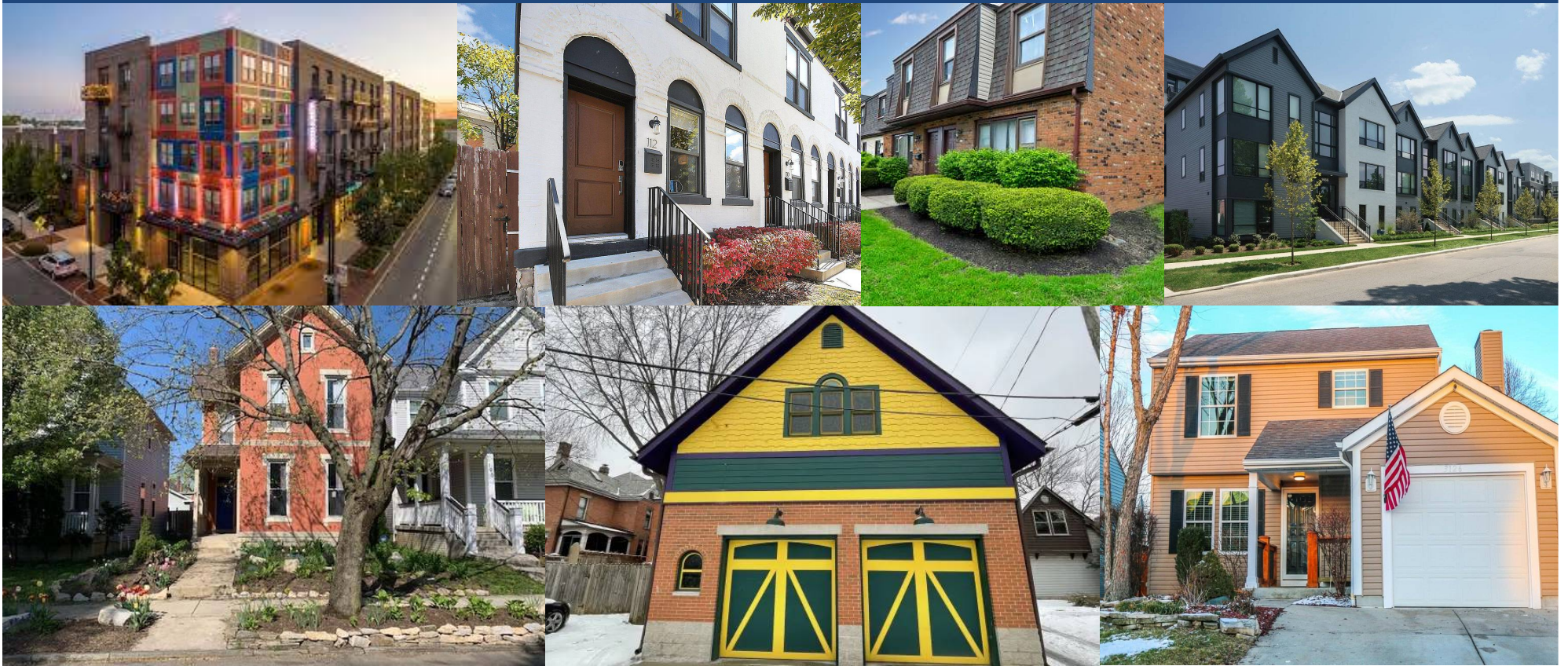


WHAT is Columbus doing?

- Updating the zoning code
- Overhauling the review and permitting processes
- Continuously updating our incentives
- Investing \$200M in affordable housing



What does an affordable Central Ohio look like?



Housing in the Comprehensive Plan City Council



March 13, 2023

Housing in the Comprehensive Plan

5 out of 8 “Big Ideas” in the Comprehensive Plan impact future housing choice...

1. Focus on inward growth.
2. Create a more mixed-use, walkable pattern.
5. Reimagine Cemetery Road
6. Incorporate mixed use around premium office sites.
8. Expand housing options.

Big Idea: Expand Housing Choice

...Encourage a wider range of housing types and price-points to support a growing and changing population including new housing types or neighborhood types that are distinctive to Hilliard.

- Ensure that Hilliard is a place where anyone can live.
- Address the need for housing for young adults and empty nesters.
- Be a leader in addressing regional housing needs
- Emphasize upkeep and improvement of older neighborhoods

Future Housing Shifts

- Hilliard's population is trending toward older demographics.
- Hilliard's housing size is shrinking.

Equity and Disadvantaged Populations

While the city's overall population is relatively affluent and more educated compared to the region, these metrics mask several statistics about some groups in the community:

- 25% of Hilliard households earn less than \$50k/year, median is \$97k
- 6% of families with children live below the Federal poverty line
- 29% of households rent and 71% of households own
- 44% of renters and 16% of owners are considered cost-burdened
- 20% of residents are non-white
- 7% of residents are foreign-born
- 25% of the population is considered cost burdened (When a household spends 30% of their income on housing costs.)

Fiscal Analysis

1. Residential does not pay for itself regardless of the pattern.
2. Mixed-use developments that include commercial, office and residential uses are typically fiscally beneficial.
3. Infill or redevelopment to utilize existing infrastructure, rather than adding new infrastructure, will bring more revenue while minimizing costs per acre.
4. Hilliard schools see more benefit from recent mixed use and apartment development compared to other residential.

Land Use Types

Village Residential (med-high)



Areas appropriate for a range of compact housing types such as small-lot single family, duplexes, multi-plexes, and townhomes, that are similar in scale to single family neighborhoods but cluster more units in a smaller footprint. These areas may include a mix of housing types within a neighborhood, sometimes on the same block. They are designed to prioritize pedestrians with buildings located close to the street to frame inviting pedestrian spaces. They may be appropriate transition between higher intensity residential or mixed-use development, and single-family neighborhoods.

Urban Residential (high)



Areas appropriate for a range compact and multi-unit housing types including townhomes and apartments that are designed in a pedestrian-oriented configuration. Buildings frame streets or public open spaces. This type of residential area is appropriate near commercial, employment, mixed-use centers, or along corridors.

Land Use Types

Village Mixed-use



Moderate-scale walkable mixed-use area that may incorporate office, retail, civic, residential, and community gathering spaces both vertically and horizontally. Buildings should be oriented to frame attractive streets and public spaces, while vehicle access and parking should be located behind buildings and may be shared. Along primary corridors, ground floor uses should be retail or office while upper floors may be residential. At the edges of a village mixed-use area, mixed residential development may occur as transitions to lower intensity residential areas.

Urban Mixed-use



Large and most intense walkable mixed-use areas with employment, commercial, residential, civic, and supporting uses integrated horizontally and vertically. Similar to village mixed-use, these places may feature larger buildings or may cover larger areas. They are appropriate for nodes within the I-270 corridor and portions of Cemetery Road. Urban mixed-use areas usually include a prominent center, such as a civic site, community gathering place, major employment location, or a retail hub.

Missing Middle Housing



Duplex

A small- to medium-sized structure consisting of two dwelling units, either side-by-side or stacked one on top of the other, which face the street and have separate entrances.



Fourplex

A medium-sized structure which consists of four dwelling units, typically stacked with two on the ground floor and two above, that face a street and are accessed through a shared entrance.



Multiplex

A medium-sized structure consisting of five to 10 side-by-side or stacked dwelling units, typically with a single shared or series of shared entrances.



Townhouse

A small- to medium-sized structure consisting of usually three to eight attached single-family homes placed side-by-side. Each townhome would face the street and be accessed by a private entrance.



Courtyard Apartment

A medium- to large-sized structure consisting of multiple side-by-side or stacked dwelling units access from a shared courtyard or series of courtyards. Units may have separate entrances or shared entrances depending on design.



Bungalow Court

A series of small, detached structures providing multiple units arranged around a shared court that is perpendicular to the street. The shared court replaces the private backyard as a shared amenity by all the units.



Live/Work Unit

A small- to medium-sized structure, attached or detached, consisting of a single dwelling unit above or behind a ground floor space for use as a service or retail business. Both the residential and commercial units are owned by the same entity.



Carriage House

An accessory structure typically located to the rear of a lot providing a small dwelling unit or office space. The unit can be located above a garage or on the ground level.

Housing Shortage

- ü BIA study of population growth and housing permits suggests that significantly faster rate of housing permitting and construction is needed to meet population growth in Central Ohio.
- ü Hilliard represents 1.66% of population of 10 county region.
- ü Proportionate to current population, Hilliard needs between 2218 and 3095 housing units by 2032
- ü Hilliard currently has 2027 housing units proposed or under construction.

Questions

1. Does City Council want to explore legislation that would prohibit discrimination based on source of legal income?
2. Is there a desire to incentivize low to moderate income housing?
Through direct financial incentives?
Through zoning incentives?
3. What steps should Hilliard take to meet housing supply and affordability concerns?