



THE COLUMBUS HOUSING STRATEGY

2022 ANNUAL REPORT

THE CITY OF
COLUMBUS
ANDREW J. GINTHER, MAYOR

Central Ohio's housing supply is not keeping pace with our record growth. If current building patterns continue, regional housing demand is projected to eclipse supply by 2030, and everyone in our region will experience the consequences.

Working families will be pushed to live further away from work. Hiring will become more difficult, and current employees will be forced to relocate. Vulnerable residents will be increasingly more likely to experience homelessness. The consequences of our regional housing shortage have already begun, and households headed by women and people of color are disproportionately being impacted today.

This is why Mayor Ginther announced the Columbus Housing Strategy.

THE NEED:



The Columbus Region needs to build **1 house for every 1 job** to accommodate growth and make up for our insufficient housing supply.

THE REALITY:



The Columbus Region only builds **1 house for every 2.5 jobs**.



“I have seen what happens to major metropolitan areas that add new jobs and residents without the necessary housing. But if we come together as a region and embrace this ambitious strategy to build new housing, we can ensure that all residents can benefit from our growth.”

– Andrew J. Ginther, Mayor of Columbus

The Columbus Housing Strategy

The Columbus Region must build more housing of all kinds — market-rate, workforce and affordable. As we do, we must deploy new tools to:

- **BUILD**

twice as much housing of all kinds — market-rate, workforce and affordable.

- **INVEST**

in additional affordable housing for families and individuals.

- **PRESERVE**

existing affordability and protect residents from evictions and displacement.

- **INCLUDE**

low-income residents and people of color by cultivating economically diverse neighborhoods.

“Columbus’ affordable housing crisis is real, and the need for affordable housing is greater than ever. However, we cannot discuss solutions without acknowledging the role systemic racism has played in restricting Black and Brown homeownership.”

– Shayla D. Favor, Councilmember





THE CITY OF
COLUMBUS



The City of Columbus cannot solve Central Ohio's housing crisis alone.

The Columbus Region has a once-in-a-generation opportunity to harness our growth and build a more inclusive city. As we build, we must tackle the serious challenges our neighbors face because of our growth.

We need everyone to act.

- **Private, public and institutional partners** must double the number of Central Ohio housing units over the next 15 years.
- **Central Ohio communities** must find ways to add new homes and pursue equitable housing strategies.
- **Central Ohio residents** must embrace more neighbors in their own communities.

“By banding together with our private-sector and suburban partners to build new housing, preserve existing affordability, and prioritize housing stability programs that prevent homelessness, we can ensure that our city and region will continue to grow and thrive in ways that are truly equitable and sustainable.”

– Andrew J. Ginther, Mayor of Columbus

Strategy in Action: INVEST

INVEST

Columbus voters authorized \$250 million for affordable housing through their overwhelming support of the 2019 and 2022 housing bond packages. These funds will also leverage investment from the public and private sectors and other partners. Bond funding will also fund innovative programs to support homeowners and renters, enhance income and racial diversity in our neighborhoods, and create permanent housing and programs for individuals and families experiencing homelessness.

“The adaptive reuse of the vacant Starling Middle School and the new construction of two three-story buildings, which together will comprise a 97-unit rental development for families in Franklinton, is the type of creative, transformational solutions we need to address our housing needs.”

– Lark Mallory, President and CEO at Affordable Housing Trust for Columbus and Franklin County



AFFORDABLE HOUSING CONSTRUCTION FUNDED BY THE 2019 \$50 MILLION AFFORDABLE HOUSING BOND IS UNDERWAY. THESE PROJECTS INCLUDE:

Easton Place Homes, a partnership between Homeport and the Georgetown Company, will offer 50 family apartments on the southern end of a premier shopping, restaurant and entertainment district — creating walkable access to jobs, retail and transit.



Construction is also well underway at **Topiary Park Crossing**, which will feature 98 units for residents at or below the region’s median income. The project, developed by the Columbus Downtown Development Corporation (CDDC), provides affordable housing in the heart of the Downtown Discovery District, directly overlooking Topiary Park, near Columbus Metropolitan Library.



Construction is also underway at **Starling Yard**, a project developed by Woda Cooper Companies, Inc. and the Affordable Housing Trust for Columbus and Franklin County, which will transform the vacant, three-story Starling Middle School into 97 units of affordable rental units for families in Franklinton.

Strategy in Action: INCLUDE

INCLUDE

In 2022, Columbus updated its Community Reinvestment Area policy to foster greater economic diversity in our neighborhoods. The new policy provides incentives that serve to accelerate housing creation while promoting inclusive, mixed-income communities. Developers seeking an incentive are required to include significant affordable housing projects utilizing the residential tax abatement program.

UNDESIGN THE RED LINING

ABOUT THE EXHIBIT

Redlining is the practice of denying loans or insurance to people in certain areas based on race. This exhibit explores the history of redlining and its impact on communities of color.

1 ▶



SECTION 1/5 WHAT IS REDLINING?

REDLINING embodies a process that transformed explicit racism into structural racism. The geography and wealth gap these maps helped create largely still exists today.

TODAY

THE STRUCTURAL SITUATION CREATED BY THESE PROGRAMS LARGELY REMAINS THE SAME. EVIDENCE OF THEIR DISPARATE IMPACT IS CLEAR:

Disparities in housing, wealth, and health are still evident today. The impact of redlining is still felt in communities that were once redlined.



2 ▶

REDLINING maps and area descriptions bind race and real estate in 239 cities. The underwriting manual ensured it happened everywhere else too.

REDLINING MAPS

Redlining maps were used to identify areas of high risk for investment, often based on race. These maps were used to deny loans and insurance to people in these areas.

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AREA DESCRIPTIONS

Area descriptions provided detailed information about the characteristics of different neighborhoods, often based on race. These descriptions were used to determine the risk level of different areas.

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Strategy in Action: PRESERVE

PRESERVE

Preserving existing housing affordability in Columbus will help prevent residential displacement as neighborhoods change and costs rise. In 2022, Columbus housing assistance programs protected tenants, helped low-income homeowners keep their properties, and encouraged the development of new and existing housing that low-income and working families can afford.

“Homeownership is important to me because it’s brought me back to the community where I grew up. It’s brought me closer to my mom and closer to my daughters. I know without this program, I wouldn’t have been able to do it.”

– Tina Martin, Down-Payment Assistance Program participant



Columbus Housing Assistance Programs

PRESERVE

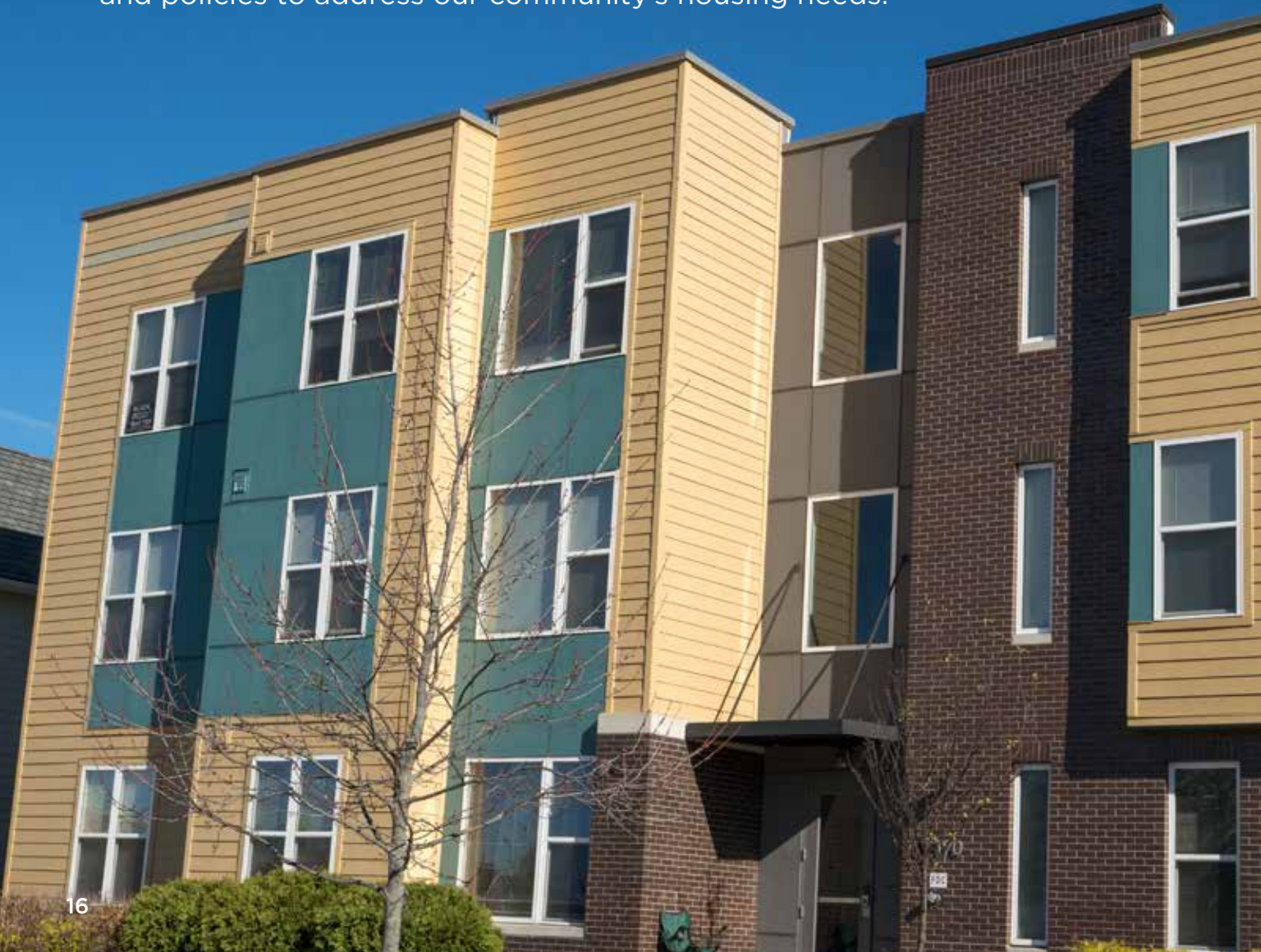
- Since the COVID-19 pandemic began, federal Emergency Rental Assistance has been distributed to Central Ohio renters who experienced a loss of income from the pandemic and were at risk of losing housing. The City of Columbus awarded more than **\$50 million to 32 community organizations to pursue the equitable distribution of rental assistance.** Additional Emergency Rental Assistance has been distributed by Franklin County and state of Ohio.
- In 2022, the City of Columbus introduced a **\$256,000 pilot program to provide safe, temporary housing** for individuals experiencing unsheltered homelessness. In partnership with the Community Shelter Board and Equitas Health, 13 individuals were offered hotel lodging, meals, bus passes and individualized case management so they could reside in a stable environment while pursuing long-term housing.

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- In 2022, **\$1,487,633 in gap funding** was awarded through forgivable loans and capital grants to developers for qualifying homebuyers through the Homeownership Development Program.
 - **\$108,740 in Down-Payment Assistance** was offered to qualified homebuyers through grants of up to \$7,500.
 - The Rental Housing Preservation and Protection Program awarded **\$2,225,000 in loans and \$13,400,000 in capital grants** to help housing organizations and developers buy, rehabilitate or build affordable rental housing.
 - **\$1,321,619 in home repairs and safety improvements** were conducted through the Healthy Homes, Critical Home Repair, Emergency Home Repair, Lead-Safe Columbus and Chores programs.



Looking Ahead: Building a Better Columbus

In 2023, the City of Columbus and its partners will expand the implementation of the Columbus Housing Strategy through new investments, partnerships and policies to address our community's housing needs.





Review and Permitting Overhaul

The City of Columbus is working to address the cost and efficiency of the development review and permitting process so that we can build housing faster.

The permitting process will:

- Make the process as easy to navigate as possible.
- Reduce costs and time delays.
- Be right-sized to meet all city priorities.

Modernizing the Zoning Code

Columbus will modernize the zoning code to promote equitable growth and help Columbus residents thrive.

The new zoning code will:

- Support inclusive residential growth.
- Prioritize environmental and economic sustainability.
- Guide future development while celebrating the unique character of our neighborhoods.
- Ensure fairness, accessibility and predictability.
- Reverse the harm caused by discriminatory urban development policies of the past.

Regional Housing Coalition

Many of Columbus' regional neighbors are doing their part to address our housing shortage, but we need full participation if we hope to achieve our goals. There is not a one-size-fits-all solution for every community in our region, and Columbus will continue to work with all neighbors to identify appropriate options for each community.

The Regional Housing Coalition will:

- Include municipalities, nonprofits and private sector partners.
- Address the key housing challenges facing our region.
- Be solution- and action-oriented.

“I went back to help the trainees. I ended up helping build the foundation for the house. I want it to be the best for my kids and best for my family. It’s like leaving a legacy. They’ll be able to say, my dad did this for me.”

- Alex Powell, new homeowner through partnership with Franklinton Rising, a program that teaches young residents building trades and improves housing in neighborhoods



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