

WHY ARE PLANNERS PUSHING DENSITY?

It's not for affordability — **rents and prices don't go down.**

It's not for ownership — these units **aren't ownable.**

It's to increase **per-lot revenue** for the city — regardless of **neighborhood impact** — not to deliver better **housing outcomes.**

1 IT'S ABOUT THE REVENUE

More units on same lot = more city \$\$\$

- Each additional unit generates: Permit fees Impact fees (parks, schools) Water & sewer connection fees
- All units connect to the same existing water and sewer systems
- Developers pay for on-site infrastructure
- The city keeps the infrastructure & the fees

Per-lot revenue increases — regardless of neighborhood impact or housing outcomes.

2 REGULATORY LAND SCARCITY

- The city restricted new buildable land
- Promised annexations & land availability did not happen (**SEE MAP**)
- Infrastructure capacity did not expand as planned
- Population growth continued anyway

When supply is constrained, the growth pressure doesn't disappear — it just gets pushed into existing neighborhoods.

Density is being used to compensate for land-use and capacity failures elsewhere.

3 WHAT DID GROW?

The physical size of the city is nearly the same as it was **20 years ago.**

Housing availability **did not grow** — but city payrolls & budgets did, **increasing several times faster than population.**

3X!

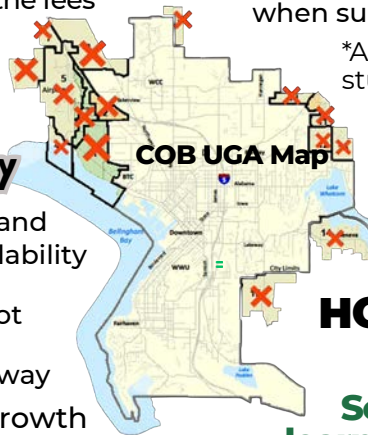
4 DENSITY ≠ AFFORDABILITY

Higher density does not make housing cheaper*.

- Building costs do not fall with more units.
- More units mean more fees, utilities, and compliance costs
- Parking removal shifts costs — it doesn't eliminate them
- Rents rise neighborhood-wide, even when supply increases

*According to largest up zoning study of 1,136 cities

Density changes building form — not affordability.



WHAT'S NEXT?

HOUSING COSTS ARE NOT GOING DOWN

Scan the code on front to learn more and be prepared!

WANT UPDATES OR HAVE QUESTIONS?

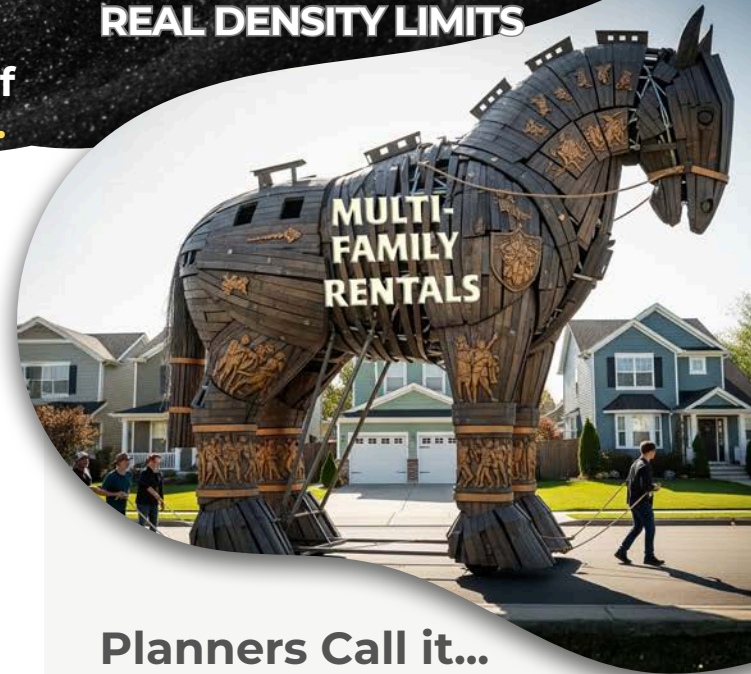


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THE CITY IS PUSHING MULTI-FAMILY RENTALS INTO EVERY NEIGHBORHOOD — WITH NO REAL DENSITY LIMITS



Planners Call it...

MIDDLE HOUSING

...but this is not a “new” form of housing or a solution to affordability.

Its about **rentals**, **density**, and **more revenue**, for the city.



Scan for more information on what is in store for your neighborhood!

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MIDDLEHOUSINGTRUTH.COM

PROTECT PROPERTY VALUES

KEEP NEIGHBORHOODS SAFE

PRESERVE HOMEOWNERSHIP

MIDDLE HOUSING HUSTLE™

How a known rental product was rebranded, deregulated, and pushed into neighborhoods

AKA "THE DISTRACTION"

For decades, "multi-family" was known as rental housing.
Rebranding was necessary to avoid public pushback.



THE TRUTH ON OWNERSHIP

1 THE REBRANDING

Planners knew they couldn't change the product — so it had to be what they called it.

- Almost all long-recognized multi-family rental styles were rebranded as **"middle housing"**
- The new label implied affordability and ownership
- In practice, these buildings function as rentals

Goal was to try and change public perception without changing the underlying housing type.

2 THE ZONING PROBLEM

Once rebranded, neighborhood zoning protections had to go!

- Single-family zoning was designed to limit building size and intensity
- State-level changes to law removed long-standing protections.
- Multi-unit rental buildings became legal on small residential lots.

Buildings that would never fit into these smaller lots were suddenly permitted.

3 THE PARKING PROBLEM

Density could not scale without eliminating parking requirements.

- Larger buildings require space planners couldn't legally provide
- Parking minimums were removed to maximize buildable area
- Units now rely on already-crowded public streets

More residents, more cars, and fewer safety margins—by design.

4 (UN) SAFE STREETS?

- More residents are added to streets designed for fewer homes
- Narrow residential streets will lose clearance for: **Emergency vehicles, Visibility for pedestrians and cyclists, and Service access.**
- Congestion increases without street redesign or enforcement

Safety risks rise with density.



- Units share the same lot, utilities, and infrastructure
- Individual units cannot be easily financed or sold separately
- Ownership structures limit buyer choice and resale options
- Planning documents treat these units as long-term rental inventory

WHO IS THIS DESIGNED FOR?



- No parking
- No yard
- No privacy
- No guests
- Shared walls, utilities, and infrastructure
- Ongoing HOA or condo-style fees & insurance

These favor rental use, not long-term ownership.

DENSITY MULTIPLIES

- Additional dwelling units (ADUs) are permitted & attached to ANY MIDDLE HOUSING UNIT on the same lot!
- Each added unit increases residents, vehicles, and utility load
- No new parking or infrastructure is required

As density compounds, ownership conditions become less predictable and harder to finance or manage.

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