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From the Phoenix Business Journal:  
<https://www.bizjournals.com/phoenix/news/2023/01/12/governor-hobbs-affordable-housing-solution.html>

## My View: Private sector should follow Gov. Hobbs' lead on affordable housing in Arizona

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This past election helped bring our current housing crisis into focus, and I applaud Gov. Katie Hobbs for prioritizing a plan to address the problem.

Gov. Hobbs made affordable housing a campaign issue and crafted a comprehensive plan for the state.

Her willingness to engage municipalities is especially important. Part of Hobbs' plan calls for encouraging cities and towns to "accommodate more development of moderate-income housing; and permitting higher density residential projects in or near commercial and mixed-use zones, major transit investment corridors or employment centers, and reducing restrictive requirements for affordable housing projects."

The governor understands that before anyone can build attainable housing, we need zoning to permit attainable housing. She also understands that reducing red tape lowers costs, allowing us to pass the savings on to renters. In other words, to facilitate more attainable housing, governments need to lead the way, not stand in the way.

Greenlight Communities stands ready to work hand in hand with Hobbs and the public sector. Our sole focus is the development of attainable multifamily housing for those at or near the median income range — without the use of government programs. We focus on those seeking quality attainable housing, which we define as non-subsidized housing that is affordable to household incomes between 60% and 120% of the area's median income.

We have built 2,000 units to date in Arizona, but there is more work to be done.

This critically underserved sector includes educators, first responders, active military, health care workers, retirees, retail workers, and countless others looking for modern new multifamily housing within their budgets.

Currently most of the new multifamily housing is geared toward high-income renters. There is nothing wrong with luxury apartments, but we could do with some economic diversity. Middle-income renters need housing too.

In fact, Arizona is short about 270,000 housing units, according to the Arizona Department of Housing.

We invite more developers and businesses to step up and address this need. The solutions offered by Gov. Hobbs make it easier for them to do so. For example, Hobbs' plan includes land use reforms and necessary incentives. Hopefully, this will encourage more investment.



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Greenlight Communities focuses on the development of attainable multifamily housing in Arizona. Shown is its Cabana Power development in Mesa.

Public sector leaders such as Gov. Hobbs, and several other forward-thinking municipal leaders have taken the first important steps to address a housing crisis that looms large in Arizona. Phoenix Mayor Kate Gallego recently attended a Greenlight groundbreaking in west Phoenix and noted that the housing crisis is top of mind in her administration.

However, government cannot and should not have to do it alone. The next step is more private sector involvement. The welcome mat is out. Gov. Hobbs has opened the door to new housing options. Let's not slam it shut.

*Pat Watts and Rob Lyles are the owners of Scottsdale-based developer Greenlight Communities.*