

From: [Kathleen Otto](#)
To: [Rebecca Messinger](#)
Subject: FW: Definition of market factor to be used for the Comprehensive Plan update
Date: Thursday, February 22, 2024 8:33:46 AM
Attachments: [image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)



Kathleen Otto
County Manager

564.397.2458



From: Clark County Citizens United, Inc. <cccuinc@yahoo.com>
Sent: Wednesday, February 21, 2024 11:28 PM
To: Gary Medvigy <Gary.Medvigy@clark.wa.gov>; Karen Bowerman <Karen.Bowerman@clark.wa.gov>; Michelle Belkot <Michelle.Belkot@clark.wa.gov>; Glen Yung <Glen.Yung@clark.wa.gov>; Sue Marshall <Sue.Marshall@clark.wa.gov>; Kathleen Otto <Kathleen.Otto@clark.wa.gov>; Carol Levanen <cccuinc@yahoo.com>; sprazz@outlook.com
Subject: Fw: Definition of market factor to be used for the Comprehensive Plan update

EXTERNAL: This email originated from outside of Clark County. Do not click links or open attachments unless you recognize the sender and know the content is safe.

FOR THE PUBLIC RECORD AND THE COMPREHENSIVE PLAN UPDATE

Submitted by:

Clark County Citizens United, Inc. P.O. Box 2188 Battle Ground, Washington 98604
E-Mail cccuinc@yahoo.com

----- Forwarded Message -----

From: Clark County Citizens United, Inc. <cccuinc@yahoo.com>
To: Carol Levanen <cccuinc@yahoo.com>
Sent: Monday, October 23, 2023 at 09:21:36 PM PDT
Subject: market factor

"As stated in the November 9 presentation, the Market Factor is named not for how it is

implemented, but for the reason that it is implemented - to provide a means to add a margin necessary to fulfill the GMA goal of affordable housing. Affordable housing is unachievable if the supply just equals demand. There must be a means to always have some margin of supply. Ample experience has recognized that a 15% margin is appropriate for Clark County properties. The law of supply and demand is universal. The Market factor provides an subtracting a margin from the target supply or by adding a margin to the target population. The urban areas can add that margin by allowing higher density or by increasing the size of the UGA. Since the rural areas cannot increase the size of the rural areas, the GMA requirement to accommodate the forecasted growth must allow the existing rural area to reasonable zoning accommodation."

Clark County Citizens United, Inc. P.O. Box 2188 Battle Ground, Washington 98604 E-Mail cccuinc@yahoo.com