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For a recorded demo of the UrbanForm Yamhill platform, visit [HERE](#).

Digital Zoning Solution to Advance Housing Production Recognized with Cooperative Award

First-of-its-kind private, public, and non-profit sector partnership will make zoning codes easier to access and navigate

YAMHILL COUNTY, Ore.— An innovative approach to advancing housing production in Oregon was honored with the Regional Cooperative Project Award by the Mid-Willamette Valley Council of Governments (MWVCOG) last night. The MWVCOG, a voluntary association of 40 local governments across Yamhill, Marion, and Polk Counties and the Confederated Tribes of the Grand Ronde, presented the award to the leaders of a public-private-non-profit partnership to digitize 41,500 parcels of land across 11 jurisdictions of Yamhill County. The Regional Cooperative Project Award recognizes a partnership of local governments with the region for a project or initiative that enhances intergovernmental cooperation.

The effort represents a groundbreaking partnership to address housing needs in Yamhill County between the Missing Middle Housing Fund (MMHF), a workforce housing innovation non-profit; UrbanForm, an Oregon-based technology company that has developed an online zoning navigation platform; The Strategic Economic Development Corporation (SEDCOR), the region's economic development agency; and the leadership of Yamhill County's 11 municipalities. The initiative will empower the County's cities – like Newberg, Dayton, and Lafayette – with an easy-to-use tool that streamlines access to jurisdictional zoning codes, improves permit application quality, and saves time for applicants and reviewers. The work is anticipated to add capacity to municipal staff and reduce the time to develop critically needed housing in the region.

The project was partially funded by an investment from the Workforce Housing Investment Fund (WHIF), established by SEDCOR and managed by the MMHF, to invest in innovations that address the workforce housing needs of Newberg, OR employers. The fund was created with a \$3M grant from the State of Oregon, awarded to support the efforts of the region's Newberg Workforce Housing Consortium (NWHC) in 2022 at the request of Oregon State Representative, Anna Scharf. The NWHC includes Providence Healthcare, Friendsview Retirement, A-dec,

Newberg-Dundee Public Schools, George Fox University, with support from the City of Newberg.

“Solving our housing crisis means pulling many levers,” said Nathan Wildfire, Co-Founder and CEO of MMHF. “One of those key levers is streamlining the zoning and permitting process, which is laborious, time-consuming, and prone to errors. We are excited about how UrbanForm’s web application will help to make this process easier, more user-friendly, and ultimately reduce the time to create housing.”

One website will serve as a unified portal to access zoning information for all 11 jurisdictions in Yamhill County. This website application, developed by UrbanForm, will present key zoning regulations for any given parcel, streamline access to jurisdictional sources, and summarize everything in an easy-to-use report. Yamhill County’s 41,500 digitized parcels can be accessed and evaluated more easily by developers and architects to identify potential home building sites more quickly and submit proposals for permits with greater accuracy. This in turn will improve the speed in which sites may be selected and applications prepared for permits. Since its inception in 2020, UrbanForm has digitized nearly 2 million parcels of land in major metropolitan areas such as Seattle, Los Angeles, and Austin.

“We believe that UrbanForm’s technology will change the way people think about the build process,” said Quang Truong, UrbanForm’s CEO. “Knowledge and access is power. By digitizing the zoning code and regulations process across the thousands of parcels in Yamhill County we can greatly reduce the time it takes to get housing projects designed, permitted, and under construction.”

Yamhill County, like the rest of the State of Oregon, is experiencing a housing production crisis. The NWHC employers alone need hundreds of units to support their growth. Much of this need is for middle income workers earning 80-120% of the area median income (AMI). Employers such as A-dec, George Fox University, and Providence Health have expressed challenges in hiring and retaining workers that are the engine of the local economy. “When we can apply innovations like UrbanForm’s to help reduce the time and cost to build housing, we can create more affordable units and help our people, places, and economies thrive like they should,” said Abisha Stone, Yamhill County Economic Development Manager at SEDCOR.

The 11 jurisdictions, who came together through the leadership of Newberg’s Mayor Bill Rosacker to define the project scope and parameters, will be able to start implementing the technology in real time. The interface is easy to access and read. “This tool has the potential to be a gamechanger for city planning,” said Doug Rux of the Rux Group, who has 10 years of experience providing land use services in Yamhill County. “The real estate and development communities will find the tool beneficial in conducting site analysis and code assessment opportunities. Urban Form helps streamline the zoning research and permitting process and ultimately advance the receipt of completed permitting applications.”

MMHF’s Wildfire hopes that this is just the beginning of how partnerships like these can be scaled across the state and eventually the country. “Solving our housing underproduction crisis requires collaboration and out of the box thinking. We have to have all hands on deck to approach the homebuilding process differently,” he said.

About Missing Middle Housing Fund

The Missing Middle Housing Fund (MMHF) is an Oregon-based 501(c)(3) non-profit founded in 2020 to find, support, and scale innovations across product design, materials and assembly, financing, labor, and policy that reduce the time and cost to build. The MMHF partners with economic development agencies, municipalities, employer consortiums, and housing innovators to create out-of-the-box solutions that make housing more affordable for middle income workers who earn 80-120% of the area median income. More information about MMHF and the communities they serve can be found at <https://www.missingmiddlehousing.fund>.

About UrbanForm

UrbanForm is an Oregon-based technology company that simplifies the zoning and permitting process with a digitized zoning navigation platform. The company's online web app presents key zoning regulations for any given parcel, streamlines access to jurisdictional sources, and summarizes everything in an easy-to-use report. UrbanForm improves transparency and accessibility, enhances permit applications and project proposal quality, and saves time for applicants and reviewers. Since its inception in 2020, UrbanForm has digitized nearly 2 million parcels in cities such as Seattle and Bellevue, Portland and Beaverton, San Diego, Los Angeles, and Austin. For more information on UrbanForm's technology and services, visit <https://www.urbanform.us>.

About SEDCOR

The Strategic Economic Development Corporation (SEDCOR) is the leading economic development organization for Oregon's Mid-Willamette Valley. As a nonprofit serving Marion, Polk, and Yamhill counties, SEDCOR works to strengthen the region's economy by supporting businesses, fostering innovation, and driving strategic investments. Through collaboration with public and private partners, SEDCOR provides business retention and expansion services, workforce development initiatives, and industry-focused networking opportunities. Our mission is to create a thriving, resilient economy by championing the industries and entrepreneurs that drive economic growth in the region. For more information visit <https://www.sedcor.com>.

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