

ASHLAND CITY COUNCIL  
REGULAR BUSINESS MEETING DRAFT MINUTES

Tuesday, August 3, 2021  
Council Chambers  
1175 E. Main Street

Note: Items on the Agenda not considered due to time constraints are automatically continued to the next regularly scheduled Council meeting [AMC 2.04.030.E.]

**6:00 PM REGULAR BUSINESS MEETING**

**I. CALL TO ORDER**

Council President Graham called the Business Meeting to order at 6:00 PM.

**II. PLEDGE OF ALLEGIANCE**

**III. ROLL CALL**

Councilors' Hyatt, Graham, DuQuenne, Moran and Jensen were present. Mayor Akins and Councilor Seffinger were absent.

**IV. MAYOR'S ANNOUNCEMENTS**

**V. APPROVAL OF MINUTES**

1. Special Meeting of June 29, 2021
2. Study Session of July 19, 2021
3. Business Meeting of July 20, 2021

Hyatt/Jensen moved to approve the Minutes. Discussion: None. All Ayes. Motion passed unanimously.

**VI. SPECIAL PRESENTATIONS & AWARDS**

1. Fiscal Year 2021 Fourth Quarter Financial Update

Finance Director Melanie Purcell presented Council with the Fourth Quarter Financial Update. Council thanked Purcell for her great/invaluable service and wished her well.

Jensen/Hyatt moved to approve the financial update. Discussion: None. Roll Call Vote: Graham, Hyatt, Jensen and Moran: YES. Councilor DuQuenne: NO. Motion passed 4/1.

**VII. MINUTES OF BOARDS, COMMISSIONS, AND COMMITTEES**

<a href="#">Airport</a>	<a href="#">Budget</a>	<a href="#">Conservation &amp; Climate Outreach</a>
<a href="#">Historic</a>	<a href="#">Housing and Human Svcs.</a>	<a href="#">Parks &amp; Recreation</a>
<a href="#">Forest Lands</a>	<a href="#">Climate Policy</a>	<a href="#">Community Center &amp; Pioneer Hall Ad Hoc</a>
<a href="#">Planning</a>	<a href="#">Public Arts</a>	<a href="#">Social Equity &amp; Racial Justice</a>
<a href="#">Transportation</a>	<a href="#">Tree</a>	<a href="#">Wildfire Safety</a>

**VIII. PUBLIC FORUM**

Business from the audience not included on the agenda. The Mayor will set time limits to enable all people wishing to speak to complete their testimony. [15 minutes maximum]

Dennis Slattery – Ashland – Thanked Council for their service and spoke regarding forgiveness and moving forward. He spoke that there will be challenges ahead and wishes all well and success. He spoke in appreciation and gratitude of Adam Hanks. He spoke that he is someone that gives 110% and thanked him for his many years of service. He requested that the term “Pro-Tem” be removed and changed to “Interim”.

Kelli Marcottulli -Ashland – Spoke to the importance of communication. She spoke regarding the risk of a new tower and how unsafe and unhealthy it would be for exposition. She suggested Council to look at a study on how to get answers to this issue.

## **IX. CITY MANAGER REPORT**

Interim City Manager Adam Hanks presented Council with the City Manager Report. Items discussed were:

- Mask requirements.
- Open office hours.
- Heatwave.
- Introduced upcoming Interim City Manager Gary Milliman.

Hanks noted that this would be his last Council Meeting. Council thanked Hanks for all his hard work. Jensen read a short poem.

Council spoke regarding their gratefulness and appreciation for his dedication during his 30 years working at the City. Graham spoke that he has worked so many roles and is very knowledgeable in the City.

## **X. CONSENT AGENDA**

1. Intergovernmental Agreement with Southern Oregon University for Public Access Television Services (RVTV)

Jensen pulled this item. Jensen spoke on page 9 should read “City Manager”. He also requested sharpening up timelines when filming the Council Meetings begins and ends. Hanks spoke that he would carry this request forward. Hanks gave kudos to RVTV on how well they have worked with us during the Zoom/Live meetings.

**Moran/Jensen moved to approve item #2. Discussion: None. Roll Call Vote: Jensen, DuQuenne, Hyatt, Moran and Graham: YES. Motion passed unanimously.**

2. Initiation of an Ordinance Amendment Relating to Annexations; Ashland Municipal Code, Land Use Chapter 18.5.8

DuQuenne pulled this item. DuQuenne spoke that in the packet under pervious Council action it says the previous Council has not reviewed this item. She suggested to bring this item back to a Study Session.

Hanks gave a brief Staff report. Hanks introduced Community Director Bill Molnar.

Molnar explained the process.

Hanks explained the workflow.

Moran spoke in agreement with DuQuenne and the importance to get more information on this.

**Jensen/DuQuenne moved to approve Consent Agenda Item #2 as presented. Discussion:** Graham spoke that sometimes things come to Council in different formats. She spoke that she is comfortable voting on this and does understand the complexity of the land use process. She spoke to the importance to do anything we can to understand the process. **Roll Call Vote: Hyatt, Jensen, Graham, Moran and DuQuenne: YES. Motion passed unanimously.**

3. Liquor License Approval Puerto Mazatlan

**Hyatt/Moran moved to approve the Liquor License. Discussion:** None. **Roll Call Vote: Hyatt, Jensen, DuQuenne, Moran and Graham: YES. Motion passed unanimously.**

**Public Input:**

Craig Anderson – Spoke congratulating Adam Hanks. He spoke in appreciation for all he has done for Ashland. He spoke regarding the annexation process (*see attached letter*).

**XI. PUBLIC HEARINGS**

Persons wishing to speak are to submit a “speaker request form” prior to the commencement of the public hearing. Public hearings conclude at 8:00 p.m. and are continued to a future date to be set by the Council, unless the Council, by a two-thirds vote of those present, extends the hearing(s) until up to 9:30 p.m. at which time the Council shall set a date for continuance and shall proceed with the balance of the agenda.

1. Public Hearing and First Reading of Ordinance No. 3200 Amending the Ashland Comprehensive Plan to Adopt the Housing Capacity Analysis as a Supporting Document to Chapter VI Housing Element

Graham announced a potential conflict of interest with her Geos Institute. She spoke that they are serving as subcontractor to Echo Northwest on a planning project in the State of Washington. She spoke that it is a small contract and does not see any real connection of an actual conflict but wanted to disclose this information to the Council. She read a statement into the record “I openly acknowledge and disclose this private roll and interest and declare that I will strive to and believe that I am able to exercise independent objective judgement on this agenda item making the public interest my primary concern regardless of personal considerations. However, the Council is free to ask me to recuse myself.”

Council and Legal had no objections on moving forward without recusing Councilor Graham.

Molnar introduced Planning Manager Brandon Goldman. Goldman presented Council with a PowerPoint Presentation (*see attached*). Items discussed were:

- Ashland Housing Capacity Analysis.
- Components of the project.
- Ashland population growth rate.
- Buildable land inventory.
- Types of housing.
- Mix of housing
- Housing Tenure

- Household Composition & Size.
- Median Sales Price.
- Rental Housing Costs.
- Local factors that affect housing.
- What types of housing are needed in Ashland.
- Forecast of new housing 2021-2041.
- Land sufficiency results.
- Community open house and questionnaires.
- Ashland Housing Strategies.
- Housing Capacity Analysis.

Council discussed the statistic information and next steps.

**Graham opened the Public Hearing at 7:45 PM**

**Public Input – None.**

**Graham closed the Public Hearing at 7:45 PM**

**Jensen/Hyatt moved to approve first reading of Ordinance No. 3200, which is titled, “An Ordinance Amending the City of Ashland Comprehensive Plan to Adopt the Housing Capacity Analysis as a Supporting Document to the Housing Element of the Comprehensive Plan”, and to move the ordinance to second reading at the August 17, 2021 meeting. AND to support an application for State of Oregon Funding Assistance through the Department of Land Conservation and Development to develop a Housing Production Strategy consistent with House Bill 2003. Discussion:** Jensen spoke that this has been thoroughly presented and spoke in support. Hyatt spoke that HB2003 is needed and spoke in support of the motion to remain consistent. Graham spoke regarding a letter from the Housing Commission. **Roll Call Vote: Hyatt, Graham, Jensen, Moran and DuQuenne: YES. Motion passed unanimously.**

## **XII. UNFINISHED BUSINESS**

### **XIII. NEW AND MISCELLANEOUS BUSINESS**

1. Approval of a BIPOC Celebration Mural at Ashland High School

Public Arts Commissioner Stanley Smith introduced students: Anya Moore, Isa Moore, Miranda Powell and Zia Brandstetter.

The students presented a PowerPoint to the Council (*see attached*).

**Jensen/DuQuenne moved to approve the BIPOC Celebration Mural at Ashland High School. Discussion:** Jensen spoke in high regards to the students work on their flawless presentation. **Roll Call Vote: Graham, DuQuenne, Jensen, Moran and Hyatt: YES. Motion passed unanimously.**

2. Public Meeting Online and Hybrid Protocols Discussion

Hanks gave a brief Staff report.

Council discussed options.

**Hyatt/Jensen moved to direct Staff to create a universal administrative Policy that all Commissions can uniformly follow such that if and when they choose to meet universally or virtual, they all work from the same policy and are either 100% virtual or 100% in person. Discussion:** None. **Roll Call Vote: Graham, DuQuenne, Jensen, Moran and Hyatt: YES. Motion passed unanimously.**

**DuQuenne/Moran moved to direct staff to develop draft ordinance language to make available the option of virtual attendance and voting by the Mayor and/or individual Councilors. Discussion:** Moran spoke requested having Staff to come back to Council and give options on this topic. Jensen spoke that he is not in support of this motion. He spoke that there is a lot on our plate right now and hybrid model and they were not good. Hyatt spoke that she has been in hybrid meetings and not as effective. She questioned if there is policy to make accommodations to emergencies. Having the mix is a concern and would vote no as the motion stands. Graham spoke that with experience it is difficult to have half virtual and half in person and would vote no on this motion. DuQuenne spoke in support to the motion. She spoke this is important and things need to get to get taken care of in a timely matter. She spoke that it is important to have the option. Moran questioned if it is not a fiscal or financial issue what are the technology issues that would prevent this option from happening. Hyatt spoke that it has nothing to do with technology just the communication and dialog. Jensen spoke that his terms of heavy lift is regarding the addition to Staff time. **Roll Call Vote: DuQuenne and Moran: YES. Jensen, Graham, Hyatt: NO. Motion fails 2/3.**

#### **XIV. ORDINANCES, RESOLUTIONS AND CONTRACTS**

1. Appointment of Alison Chan Interim Finance Director  
Hanks gave a brief Staff report.

**Hyatt/Jensen moved to approve the appointment of Alison Chan as Interim Finance Director and authorize the City Manager Pro Tem to sign the related employment agreement. Discussion:** Jensen questioned clarification of how to pronounce Ms. Chan's last name. Hyatt thanked Staff and Mayor Akins for the work on this process. **Roll Call Vote: Graham, DuQuenne, Hyatt, Moran and Jensen: YES. Motion passed unanimously.**

2. Resolution No. 2021-19 Authorizing Signatures, Including Facsimile Signatures, for Banking Services on Behalf of the City of Ashland  
Hanks gave a brief Staff report.

**Hyatt/Jensen moved to adopt Resolution No. 2021-19 entitled, "A resolution authorizing signatures, including facsimile signatures, for banking services on behalf of City of Ashland. Discussion:** None. **Roll Call Vote: Moran, Hyatt, DuQuenne, Graham and Jensen: YES. Motion passed unanimously.**

Graham moved item #4 up due to time.

3. Resolution No. 2021-20 Adoption of Revisions to Miscellaneous Fees & Charges for FY 2022 and Repealing Resolution 2021-17

**Jensen/DuQuenne moved approval of the resolution titled, A Resolution Adopting a Miscellaneous Fees & Charges Document and Repealing Prior Fee Resolution 2021-17. Discussion: None. Roll Call Vote: Graham, Jensen, DuQuenne & Hyatt: YES. Moran: NO. Motion passed 4/1.**

4. First Reading of Ordinance No. 3201 Relating to Transient Occupancy Taxes; Repealing and Replacing AMC Chapter 4.24, Amending AMC 2.29.005, AMC 2.29.180, AMC 6.04.020, and AMC 13.03.060

Hanks gave a brief Staff report. Purcell also gave a Staff report.

**Jensen/Hyatt moved to approve Ordinance No. 3201 relating to Transient Occupancy Taxes; repealing and replacing AMC Chapter 4.24, amending AMC 2.29.005, AMC 2.29.180, AMC 6.04.020, and AMC 13.03.060. Discussion: None. Roll Call Vote: Hyatt, Graham, Moran, DuQuenne and Jensen. YES. Motion passed unanimously.**

**XV. OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS**

**XVI. ADJOURNMENT OF BUSINESS MEETING**

**Hyatt/Jensen moved to adjourn the meeting. Discussion: None. All Ayes. Motion passed unanimously.**

**The Business Meeting was adjourned at 9:30 PM**

**Respectfully submitted by:**

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**City Recorder Melissa Huhtala**

**Attest:**

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**Mayor Akins**

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Manager's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).*

August 3, 2021

Ashland City Council

**RE:** Consent Agenda Item #2: Initiation of an Ordinance Amendment Relating to Annexations

Dear Members of Ashland's City Council,

I assisted in Rogue Advocates' appeal of the Grand Terrace Annexation to the Oregon Land Use Board of Appeals (LUBA) and provided testimony to the City Council on the issue prior to their decision<sup>1</sup>. LUBA's May 12th reversal of this decision was based on their review of one of three assignments of error identified by Rogue Advocates. These assignments of error have been outlined by staff on pages 1-2 of the staff report for this agenda item. The errors were also discussed at the Planning Commission of May 25, 2021<sup>2</sup>.

It is somewhat unusual for LUBA to reverse a decision. A reversal indicates that the decision is "prohibited as a matter of law," i.e., illegal. LUBA didn't need to address the two other assignments of error after reversing the first. Nevertheless, City staff essentially conceded that Rogue Advocates' other two assignments of error had merit, even judging them to be "reasonable." It is critical to stress that none of the legal errors that we identified or that LUBA ruled on have anything to do with "ambiguities" or lack of clarity in the annexation code.

There were other legal errors that we didn't identify, including the City's finding that the area to be annexed is "*currently contiguous with the city limits*" (18.5.8.050(c)). It is not. The City also specified that one of two required access roads to the annexed area would be classified as a "flag drive." Flag drives typically provide access to less than four lots and must be under the ownership of the applicant. Here, the flag drive would serve 196 apartments and is under an adjoining ownership.

AMC 18.5.8.050(e) requires that "*all streets located within annexed areas shall be fully improved to City standards*" and does not provide for exceptions. This section very clearly and unambiguously requires that "*safe and accessible*" bicycle and pedestrian facilities either exist or can and will be constructed. Lastly, it requires that "*provisions shall be made for the construction of adequate transit facilities.*" These sections were the basis for assignments of error 1 and 3.

Rogue Advocates is a small organization with a tiny budget. We spent several thousand dollars essentially doing the City's job; i.e., reviewing the proposed annexation against the legal requirements found within AMC 18.5.8. We submitted testimony that was summarily ignored by the City Council after an unsuccessful attempt was made by Dave Lohman to exclude our testimony from the record and thus prevent appeal<sup>3</sup>. Following LUBA's reversal, Ashland's planning staff and Planning Commission

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<sup>1</sup> [http://www.ashland.or.us/SIB/files/2020-11-17\\_CC\\_PH\\_PA-T3-2019-00001\\_Written\\_Testimony-web.pdf](http://www.ashland.or.us/SIB/files/2020-11-17_CC_PH_PA-T3-2019-00001_Written_Testimony-web.pdf)

<sup>2</sup> [https://videoplayer.telvue.com/player/w9sPsSE7vna3XTN\\_39bs1rEXjVWF0kFP/media/644557?autostart=true&showtabsearch=true](https://videoplayer.telvue.com/player/w9sPsSE7vna3XTN_39bs1rEXjVWF0kFP/media/644557?autostart=true&showtabsearch=true) beginning at 27:55 and <http://www.ashland.or.us/Agendas.asp?AMID=7767&Display=Minutes>

<sup>3</sup> [https://videoplayer.telvue.com/player/w9sPsSE7vna3XTN\\_39bs1rEXjVWF0kFP/media/601380?fullscreen=false&showtabsearch=true&autostart=true](https://videoplayer.telvue.com/player/w9sPsSE7vna3XTN_39bs1rEXjVWF0kFP/media/601380?fullscreen=false&showtabsearch=true&autostart=true) at 2:45:45

reviewed Rogue Advocates' arguments determining them to be "reasonable." According to the draft minutes of the Planning Commission's May 25th meeting, where LUBA's reversal was discussed, Director Molnar told the Commission that he would "add an item to a future City Council agenda to get direction from Council." The consent agenda item before you does not seek direction - it recommends taking one. And without discussion.

If you or I are caught breaking the law, there are consequences. We might pay a fine, lose our job, go to jail or be subject to a range of other penalties. But when our planners and Planning Commission break the very laws that they are responsible for overseeing, a meeting is held to talk about changing the law at the earliest opportunity.

As a resident of Ashland, I'd like to know: Why am I paying for planners to ignore the laws they're paid to enforce? And why should I pay them to change the laws they got caught not enforcing? And isn't it the job of the Planning Commission to make sure that applications comply with our laws? And why isn't any of this worth discussing?

During oral arguments before LUBA, former Ashland Assistant City Attorney Mike Reeder, acting as legal counsel for the applicant Bob Kendrick, was asked by LUBA judge Melissa Ryan, "Can you tell me what a wheelchair-bound bus rider who exits at the North Main Street and Highway 99 northbound stop - how does that person get to the property?" Mr. Reeder responded, "I don't have my magnifying glass in front of me to help inform an answer to that question."

Mr. Reeder would need more than a magnifying glass to answer that question. But then again, who really cares about safety anyway? According to Planning Commissioner Roger Pearce, requirements that safe and accessible accommodations be made for bicyclists, pedestrians and transit riders are just "tinsel on a tree<sup>4</sup>."

There was another time when that intersection was discussed by the Planning Commission. After acknowledging that ODOT considered the intersection unsuitable for a marked pedestrian crossing, Amy Gunter, consulting planner for Kendrick, informed the Planning Commission that under Oregon law, "every intersection is a crosswalk." We are left to suppose that a dead pedestrian (wheelchair-bound or otherwise) can take some comfort in that.

Judge Ryan's question of Mike Reeder hit on the key issue discussed throughout the five separate meetings held by the Planning Commission on Kendrick's annexation proposal: How do you safely cross Highway 99 in the vicinity of the property? In fact, even in a car, the answer is: You don't. The nearest marked pedestrian crossing of Highway 99 is over 4,000 feet away at the Maple Street intersection. The walking distance considered "reasonable" is 1,320 feet.

So, then, what's the solution? Here again we can turn to Commissioner Pearce, a fellow with a relatively short history in Oregon but a very long one of inventing euphemisms like "legislative discretion" in order to dupe the public and get developers what they want. Mr. Pearce suggests

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<sup>4</sup> See video at footnote 2 above, 51:00.



removing mandatory language in AMC 18.5.8.050(e) like "shall" and replacing it with permissive language like "should." Problem solved.

And while we're making that change, we can make it *legal* to grant exceptions to our street standards during the annexation phase of review, an outcome that's clearly desired for more annexations than this one<sup>5</sup>. In fact, why not get rid of all the "tinsel" in our annexation code? As outlined on pages 2-3 of your staff report for this item, we've already reduced the affordable housing requirements for Kendrick by 20% (37 units vs. 30 units required). We've also changed our code so that developers like Kendrick are no longer required to use building materials comparable to the market rate units they're building on the same property. And we made it so that the affordable units could be located anywhere on the property, rather than dispersed throughout the development. Effectively, within the past year, the generous people of Ashland have saved developers like Bob Kendrick hundreds of thousands (or millions?) of dollars by allowing him to construct thirty 480 square foot T111-clad "apartments," charging occupants \$800/month<sup>6</sup>, sticking them next to where the dumpsters will be located (immediately behind Anderson Auto Body?) and then call it "affordable housing."

This isn't the Ashland I moved to in 1999. This is some sad, sick, twisted version of a city that used to be revered for its progressive planning. Under the so-called "leadership" of John Stromberg and his "consigliere" Dave Lohman, Ashland has become a city that callously lies to its citizenry about legal compliance and cravenly submits to whatever demands are made or bait-and-switch tactics are offered up by developers, even those with a demonstrably poor track record<sup>7</sup> and who can't even manage to think up an original name for their development<sup>8</sup>.

The people of Ashland have had enough of the obfuscation, lies and platitudes that stream forth from our planning department and which are so perfectly encapsulated in this agenda item. There is nothing "ambiguous and indeterminable" about our annexation code and there are no changes contemplated to make it "clearer and more understandable." This is about increasing Ashland's tax base and placating development interests; public safety and thoughtful planning be damned. Please show your constituents that you are better than this.

Sincerely,

/s/ Craig Anderson

Craig Anderson, 575 Elizabeth Ave., Ashland, OR

c: Ashland Planning Commission

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<sup>5</sup> [https://www.ashland.or.us/SIB/files/Comm%20Dev/Planning/PreApp%20Reports/Benson\\_1100\\_2020\\_PreAppReport.pdf](https://www.ashland.or.us/SIB/files/Comm%20Dev/Planning/PreApp%20Reports/Benson_1100_2020_PreAppReport.pdf)

- "For staff, it appears that a key question in the pre-application materials is how a likely-necessary Exception to Street Standards can and will be treated if the annexation is submitted without a concurrent development proposal. The City Council's decision on November 17th with regard to the Grand Terrace Annexation is likely to provide guidance there."

<sup>6</sup> <https://ktvl.com/news/local/ashland-annexation-of-17-acre-lot-reversed-stalling-250-unit-development>

<sup>7</sup> [https://www.ashland.or.us/Files/Lithia\\_Way\\_Parking\\_Attachments.pdf](https://www.ashland.or.us/Files/Lithia_Way_Parking_Attachments.pdf)

<sup>8</sup> <https://www.grandterraceonline.com/>



# Ashland Housing Capacity Analysis

City Council – Public Hearing: August 3, 2021

# Components of this Project

## Housing Capacity Analysis

*Technical report about:*

- Buildable lands inventory
- Housing market
- Demographic and socioeconomic characteristics of residents
- Housing affordability
- Forecast of new housing
- Land sufficiency

## **Comprehensive Plan Technical Report**

- Updated information (*HCA*)

## Housing Strategy

*Housing policies and actions to address needs identified in the HCA:*

## Housing Production Strategy Project

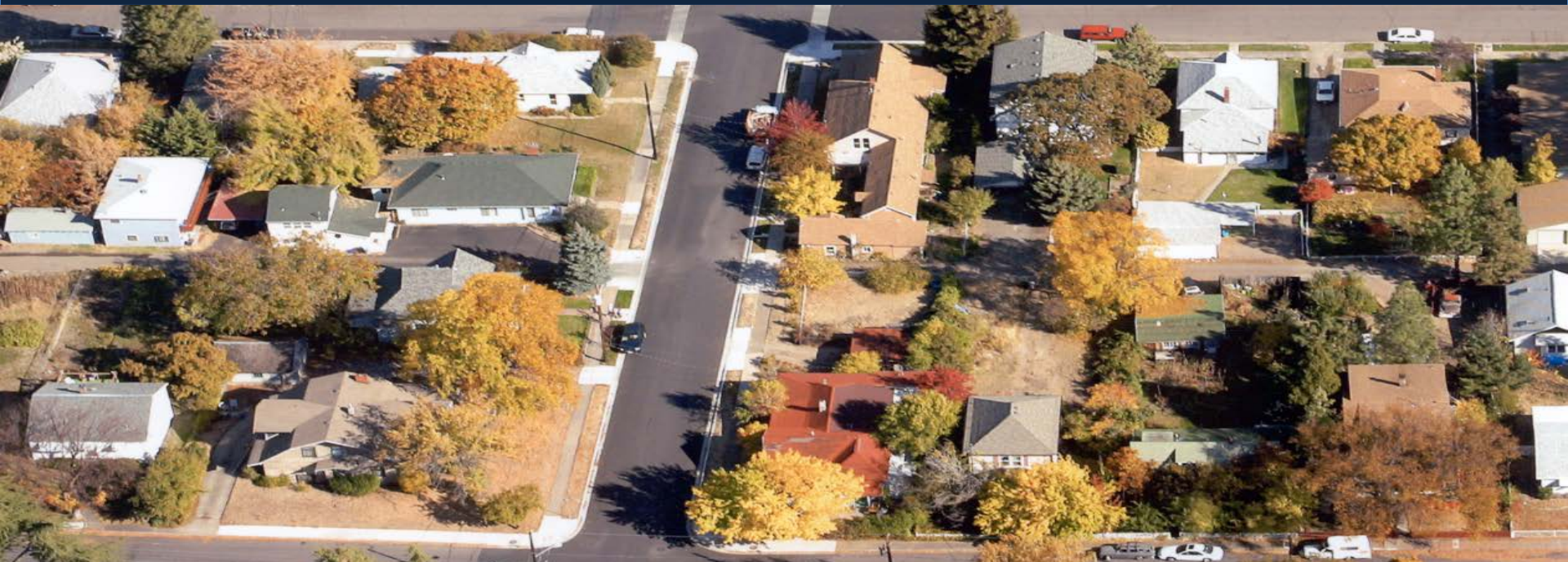
**Changes to Zoning Code**

**Comprehensive Plan Policies**

Updated policies (*Housing Element*)

**Housing Programs**

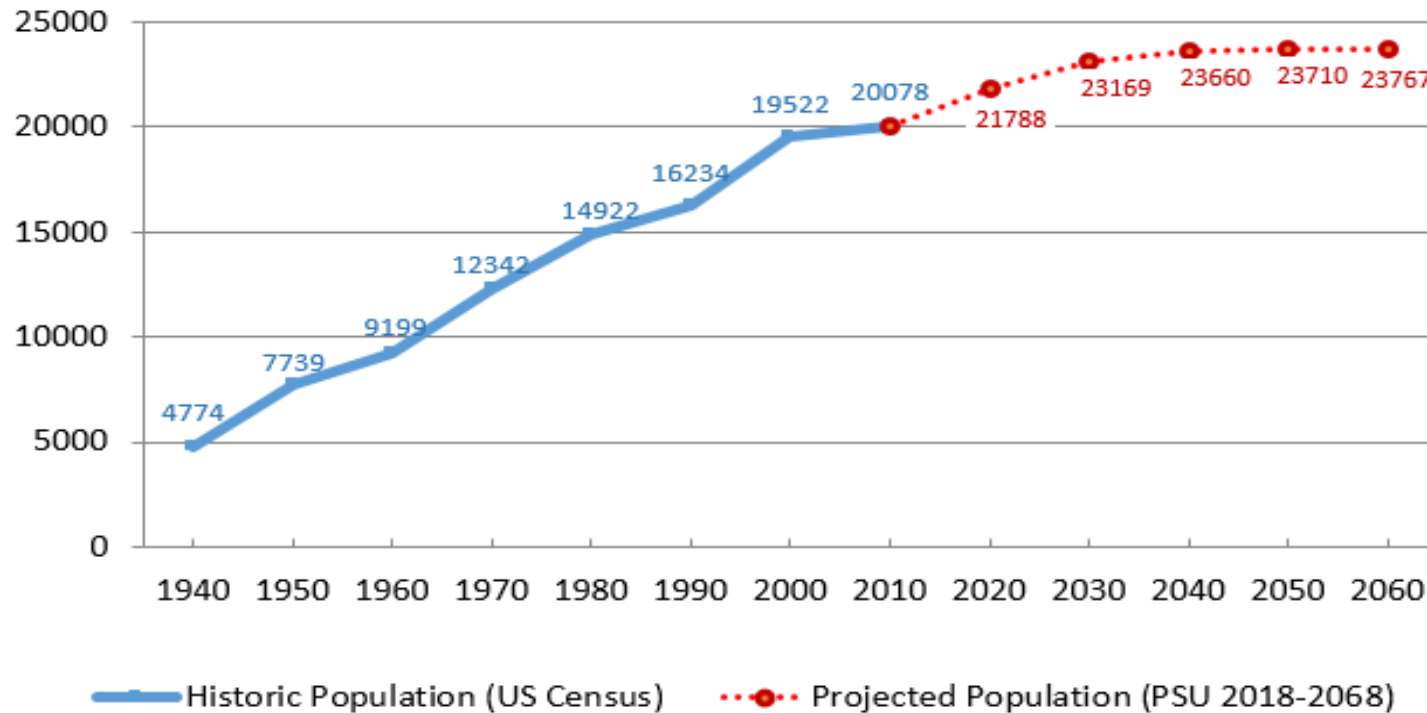
# Housing Capacity Analysis Questions



- How much growth is expected in 20-years?
- How much buildable land do we have?
- Does Ashland have enough land to accommodate needed housing types?
- What strategies/policies are needed to meet Ashland's housing needs?

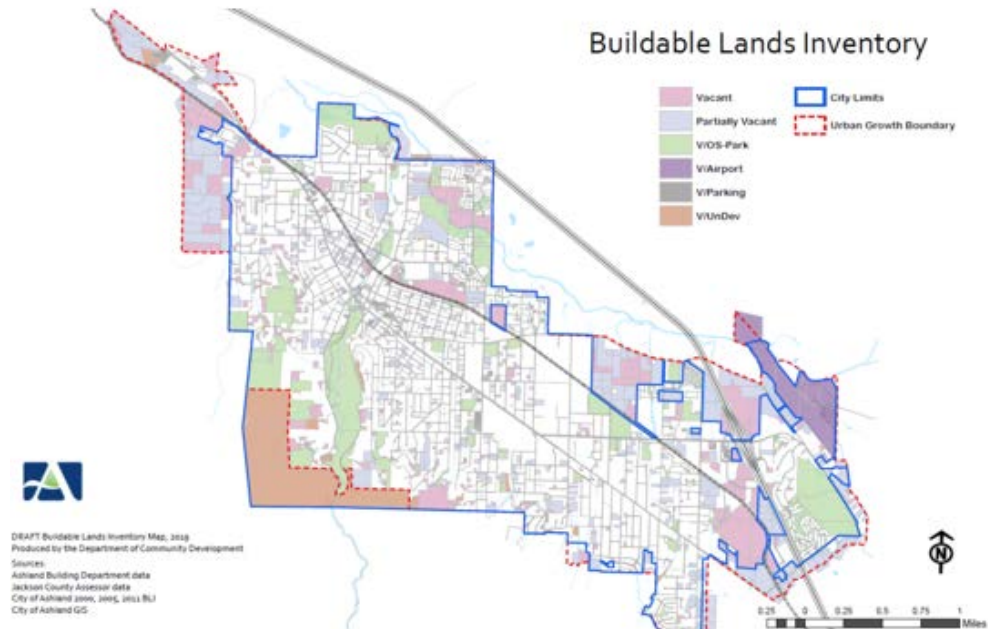
# Ashland's Population growth

- 2018-2068 Coordinated Population Projection for Jackson County
  - 0.4% growth rate from 2018-2043
  - 0.1% growth rate from 2043-2068.
  - Population increase of **1,691** people over the next 20 years.



# Ashland's Buildable Lands Inventory

- Adopted in 2019
- Updated through June 30, 2020.
- Considered all land within the Ashland UGB where housing is allowed
- Took physical constraints into account
  - Slopes in excess of 35%
  - Within floodway or flood plain
  - Within resource protection areas
- Identified vacant, partially vacant, and redevelopable land



# BLI Results Updated to 2020

2019 BLI showed total housing capacity of 2,847 units.  
2020 update shows capacity of **2,754 units**.

Where is  
capacity?

1,455 units of  
capacity is within the  
city limits

1,299 units of  
capacity is within the  
urbanizing area,  
between the UGB  
and city limits.

Plan Designations *	Net Buildable Acres	Dwelling Unit Capacity
Low Density Residential *	332	986
Suburban Residential	8	44
Normal Neighborhood	70	474
Multifamily Residential	42	349
High Density Residential	12	129
Croman Mill District	61	243
Commercial & Employment *	112	529
<b>Total</b>	<b>636</b>	<b>2,754</b>

\* Note: Low Density Residential includes: Single-Family Residential Reserve, Low Density Residential, Single-Family Residential, and North Mountain Neighborhood.

\* Commercial & Employment includes: Commercial, Downtown, Employment, Health Care, and Southern Oregon University.

# Types of Housing – owner & renter occupied

## Single-Family Detached

Single-family detached  
Manufactured and mobile homes  
Cottage Housing



## Multifamily (2 to 4 units per structure)

Duplexes  
Tri- and Quad-Plexes



## Single-Family Attached

Townhouses

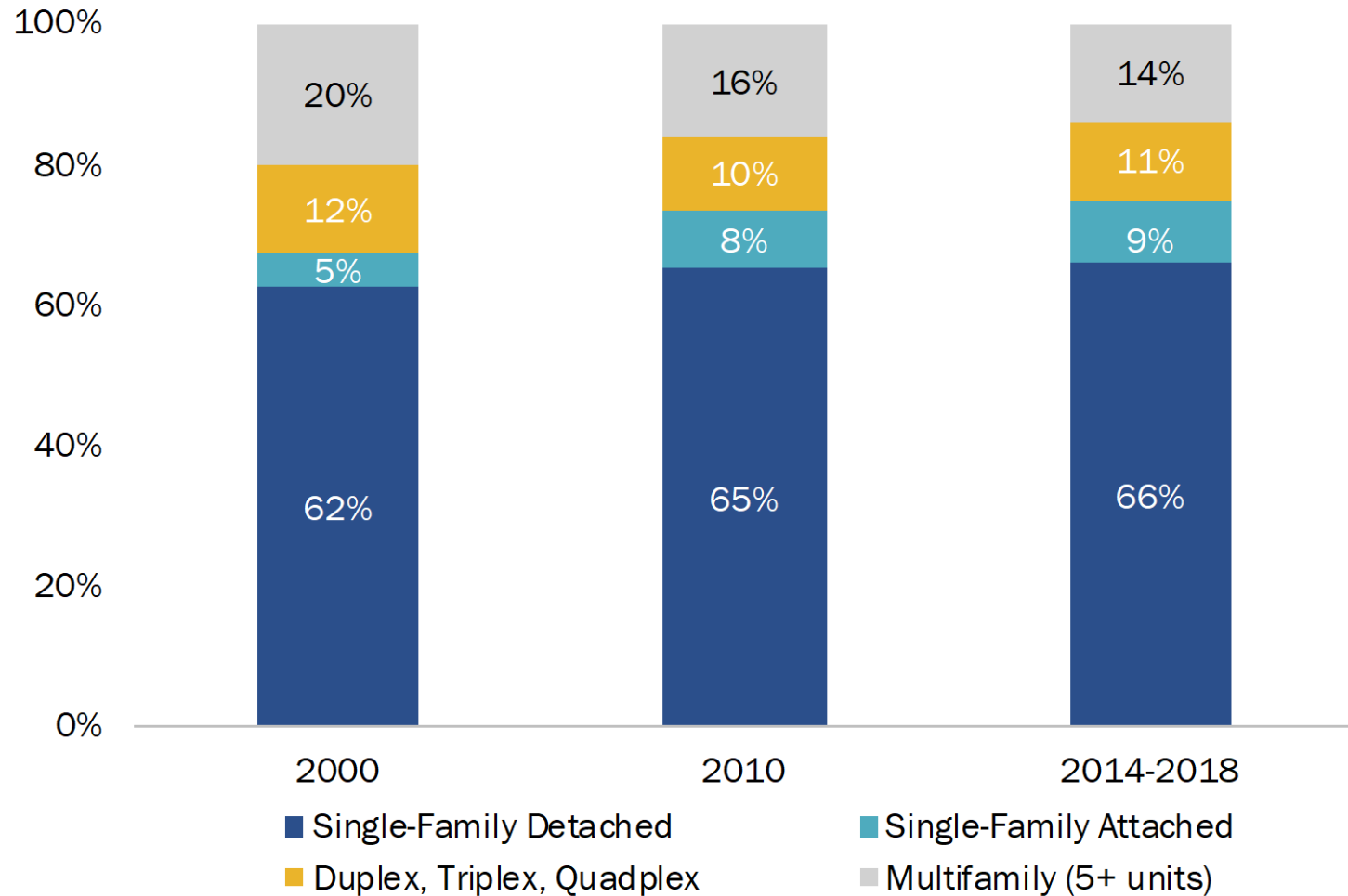


## Multifamily (5+ Units per Structure)



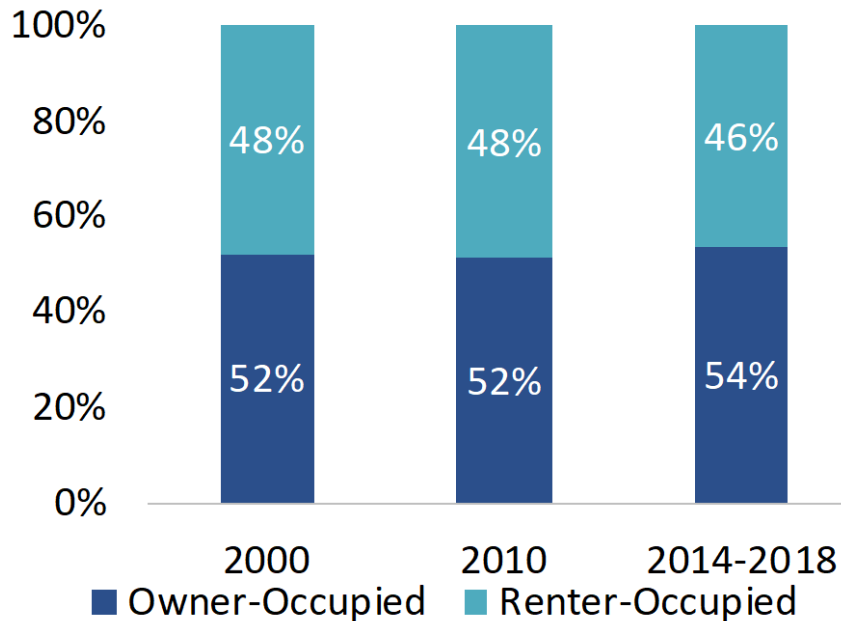


# Mix of Housing, Ashland

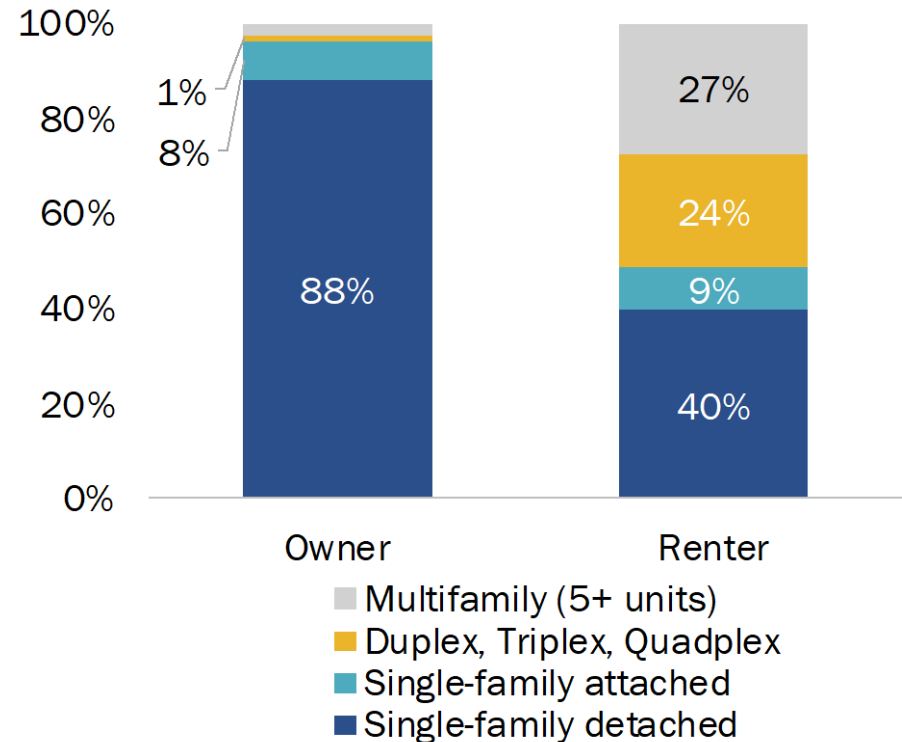


# Housing Tenure, Ashland

## Change in Tenure

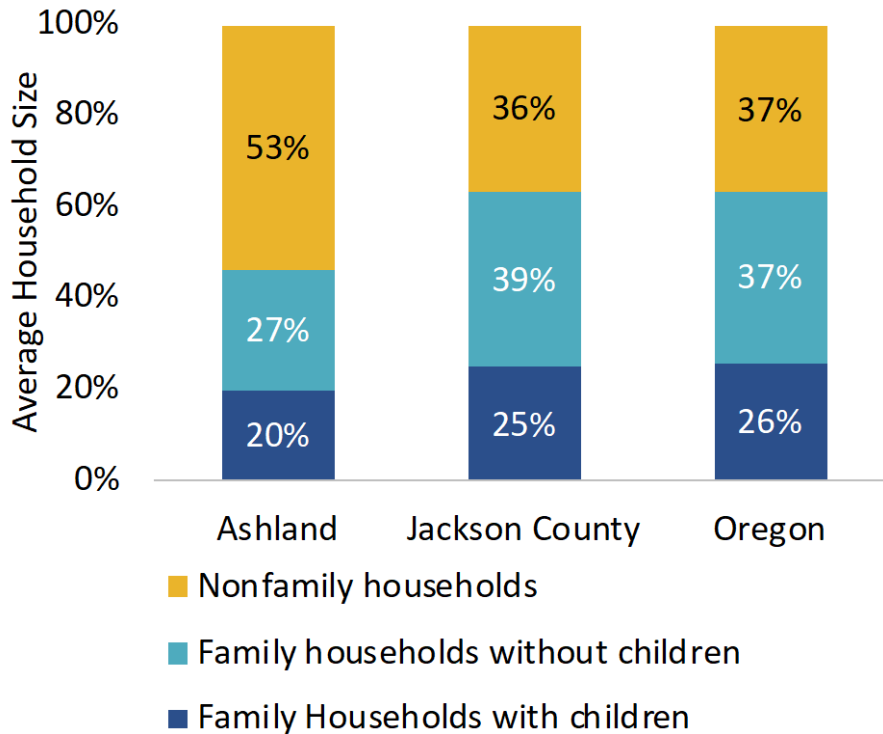


## Tenure by Type of Unit, 2018

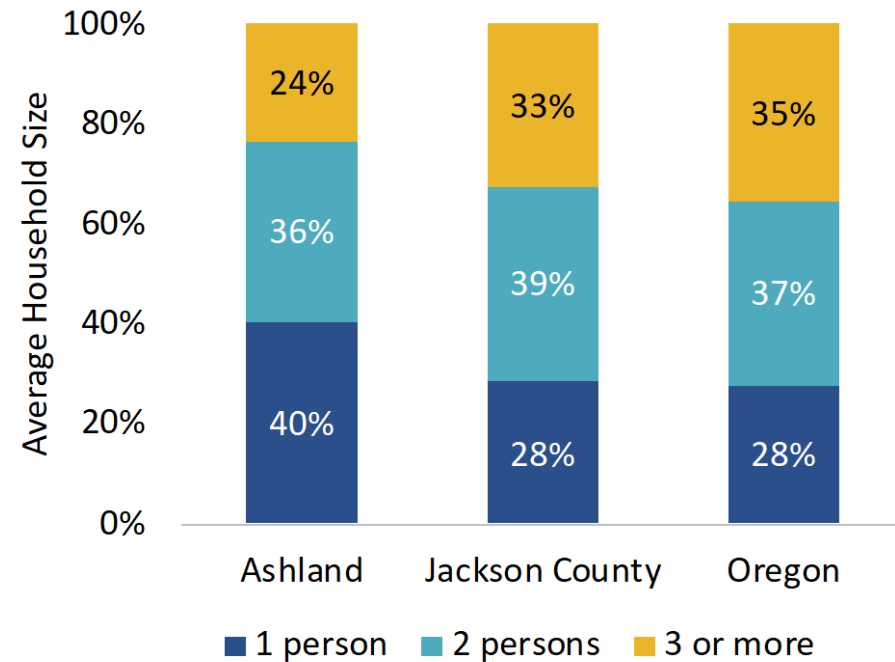


# Household Composition and Size, 2018

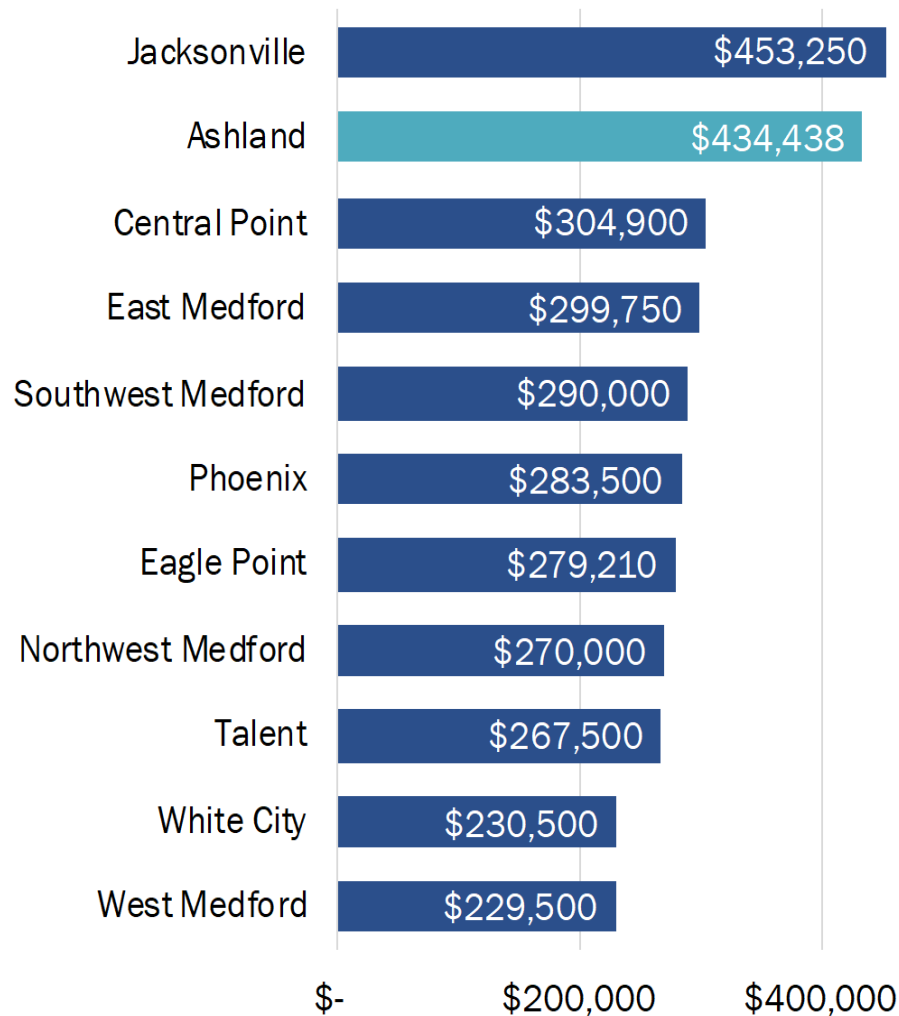
## Household Composition, 2018



## Household Size, Ashland, 2018



# Median Sales Price, August – Oct 2020



Why is the cost of housing in Ashland so high?

Ashland is a highly desirable place to live, which attracts people from within Oregon and from other states.

Other cities within Oregon that have similar levels of desirability include Bend, Hood River, and Corvallis.

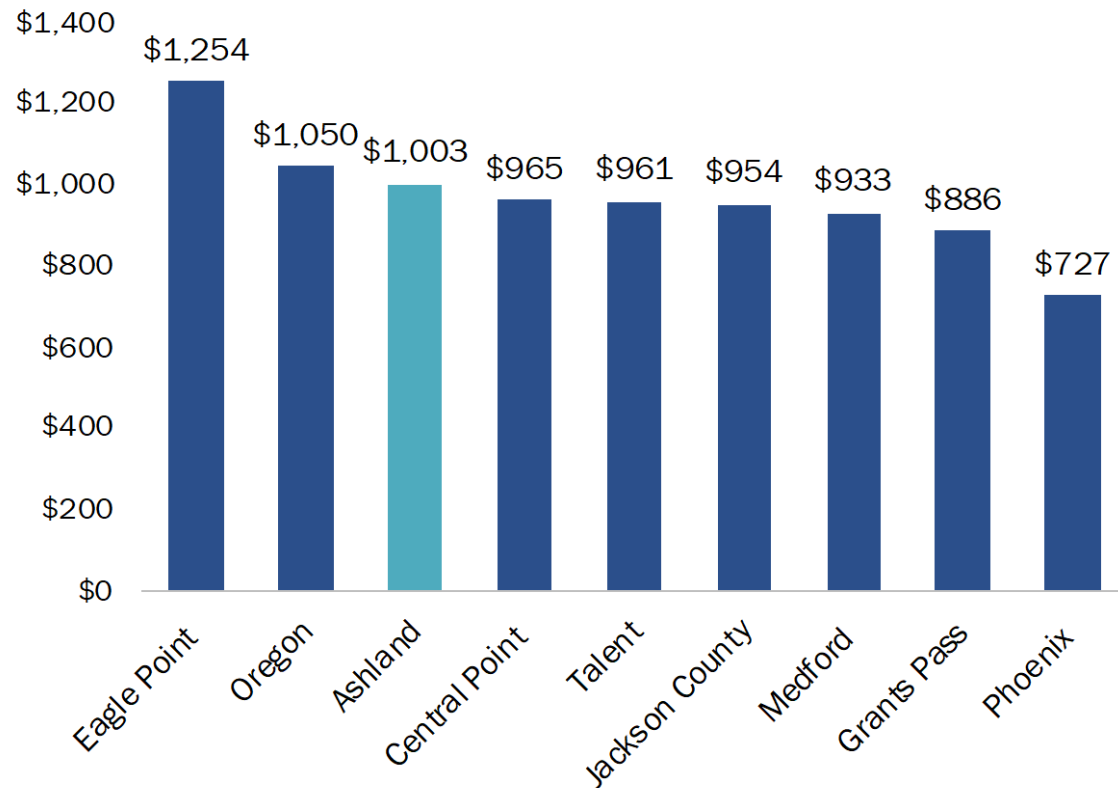
# Rental Housing Costs, 2018

Average asking rents for *currently available* rental properties in Ashland range from:

- \$1,145 to \$1,560 for a 2-bedroom unit
- \$1,595 to \$1,995 for a 3-bedroom unit

Source: CPM Real Estate Services, December 2020.

Median Gross Rent, 2018

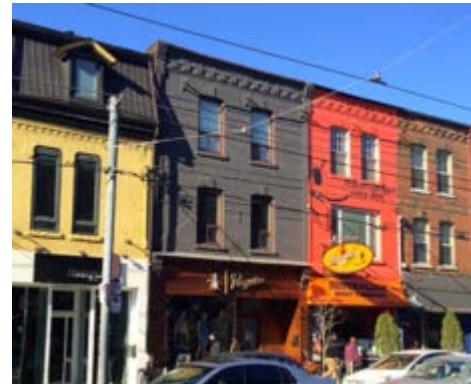


Source: U.S. Census, ACS 2014-2018

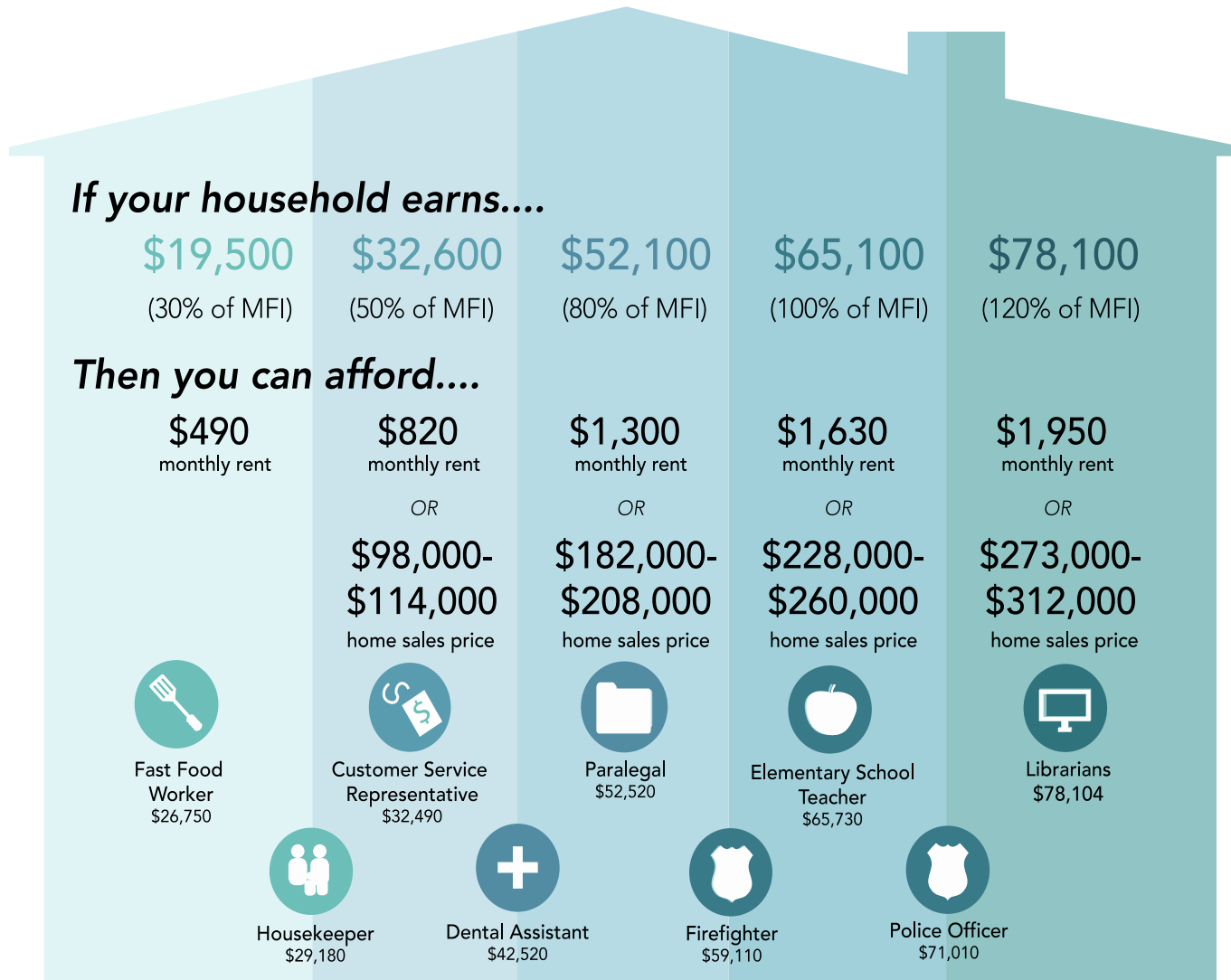
# Local Factors Affecting Needed Housing

- Aging population: Residents aged 60+ have grown by nearly 3,000 people in last 2 decades
- 53% of households are non-family households
- 75% of households have 1- or 2-persons
- Median household income is about \$8,800 less than Oregon's median
- Ashland has some the highest housing costs in the region
  - 31% of homeowners are cost burdened
  - 63% of renters are cost burdened

# What types of Housing are Needed?



# Financially Attainable Housing



Median Home Sale Price:

**\$435,000** (Oct. 2020)

A household would need to earn about \$109,000 or 167% of MFI to afford this price.

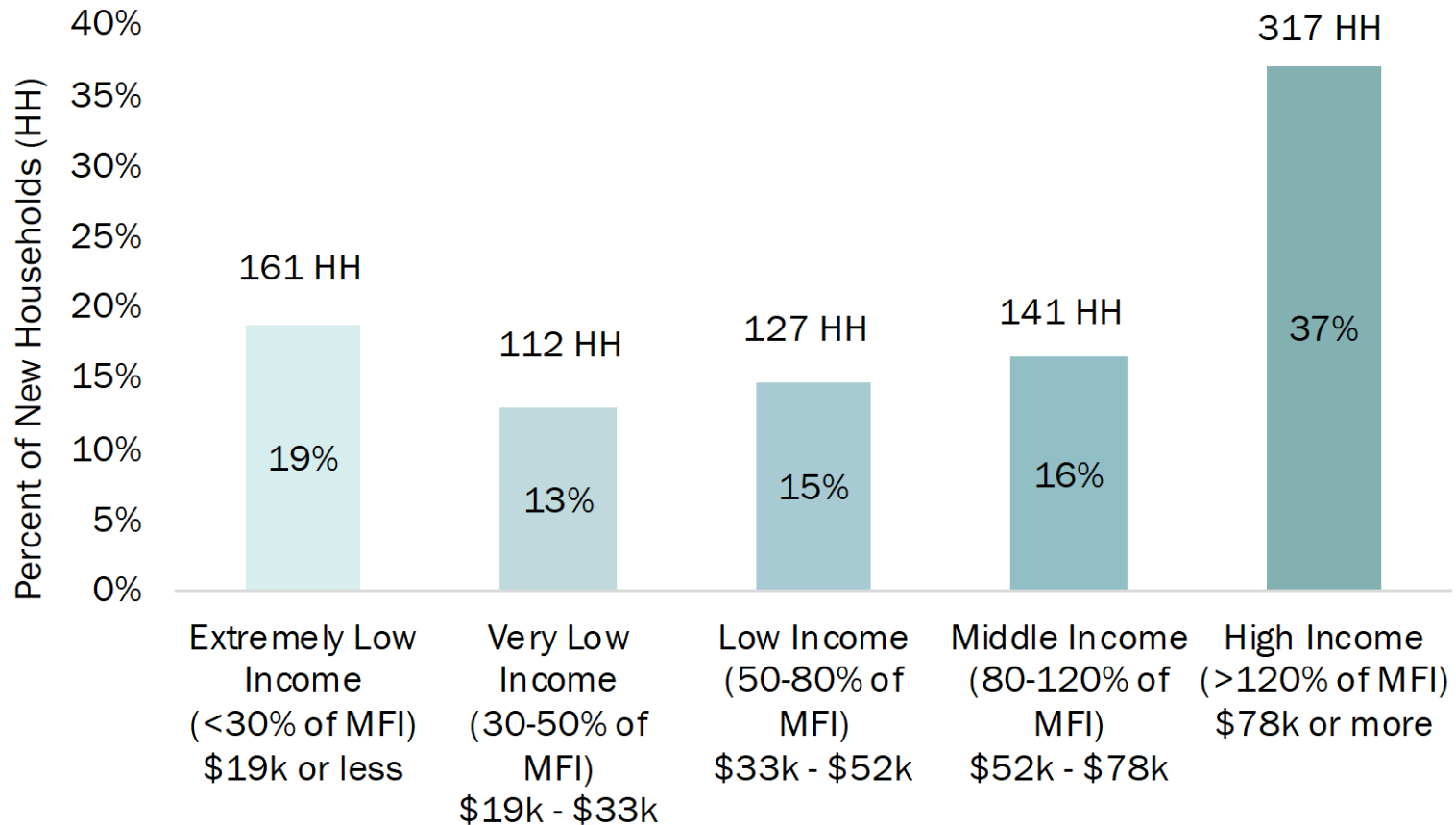
Average asking rent (2-bd unit):

**\$1,145 to \$1,560**

A household would need to earn about \$46,000 to \$62,000 or 70% to 96% of MFI to afford this rent.



# 47% of new households will be lower income



Source: U.S. Census, American Community Survey 5-year Estimates, 2015-2019.

# Forecast of New Housing, 2021 to 2041

## Ashland is forecast to add 858 new dwellings

Single-Family  
Detached



**300**

New Units  
(35%)

Single-Family  
Attached



**86**

New Units  
(10%)

Duplex,  
Triplex,  
Quadplex



**172**

New Units  
(20%)

Multifamily  
(5+ units)



**300**

New Units  
(35%)

# Land Sufficiency Results

- Ashland has enough land within its UGB to accommodate growth through 2041
  - Ashland has a surplus of land to accommodate growth in all plan designations
- Ashland will need to annex land in some plan designations to accommodate growth in: Suburban Residential, Normal Neighborhood, and Multifamily Residential Plan Designations

Plan Designations *	Capacity in City Limits (Dwelling Units)	Capacity in Urbanizing Area (Dwelling Units)	Demand (Dwelling Units)	Demand (Group Quarters)	Capacity in City Limits less Demand (Dwelling Units)	Capacity in Urbanizing Area less Demand (Dwelling Units)
Low Density Residential *	590	396	222	-	368	396
Suburban Residential	1	43	18	-	-	26
Normal Neighborhood	-	474	231	19	-	224
Multifamily Residential	177	172	172	19	-	158
High Density Residential	129	-	95	19	15	-
Croman Mill District	83	160	34	-	49	160
Commercial & Employment *	475	54	86	-	389	54
<b>Total</b>	<b>1,455</b>	<b>1,299</b>	<b>858</b>	<b>58</b>	<b>821</b>	<b>1,018</b>

# Community Open House and Questionnaire

**March-April 2021**

**Online “Virtual” Open house and Community Questionnaire**

Attendees: 394

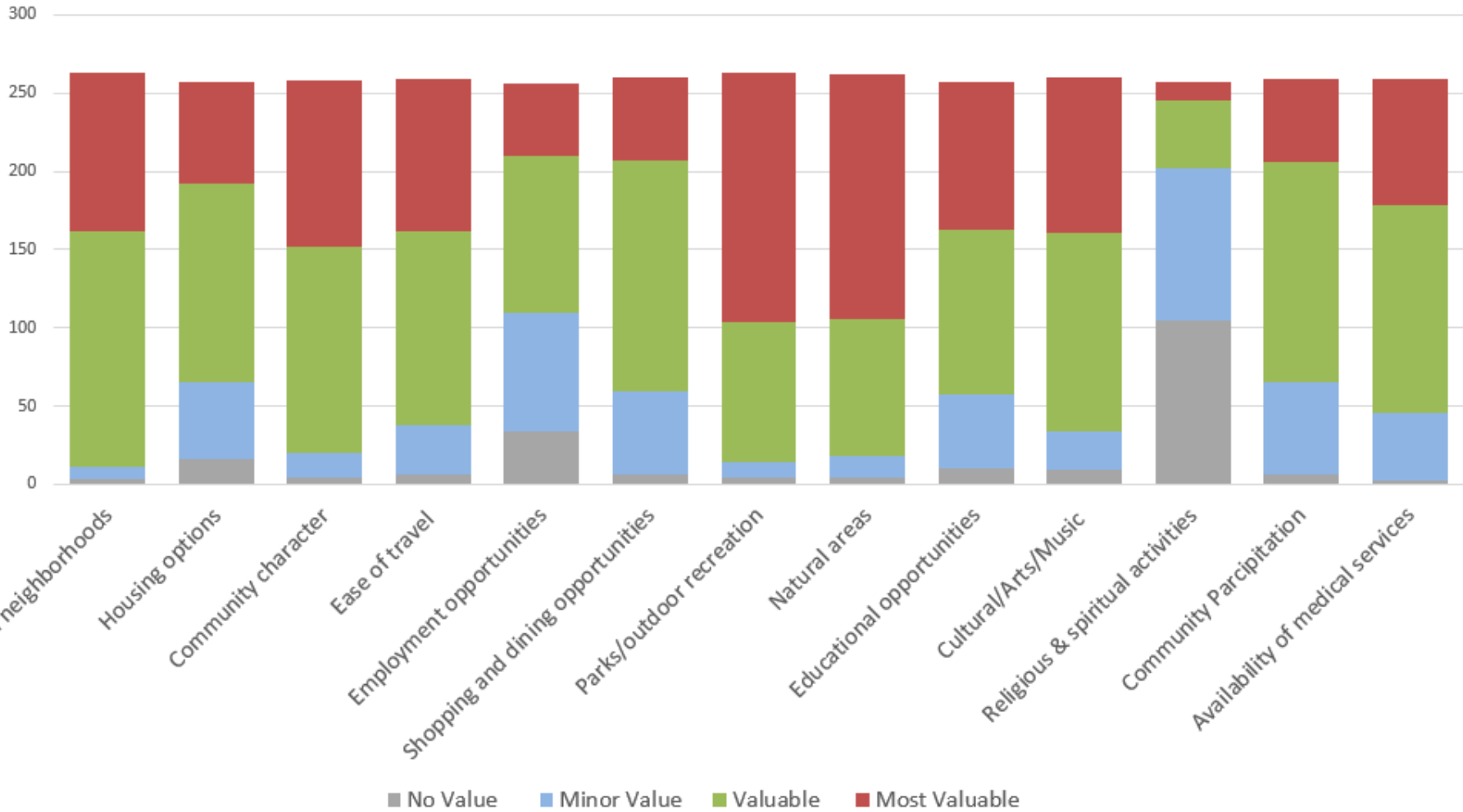
Responses: 267

Hours of Public Comment: 13.4

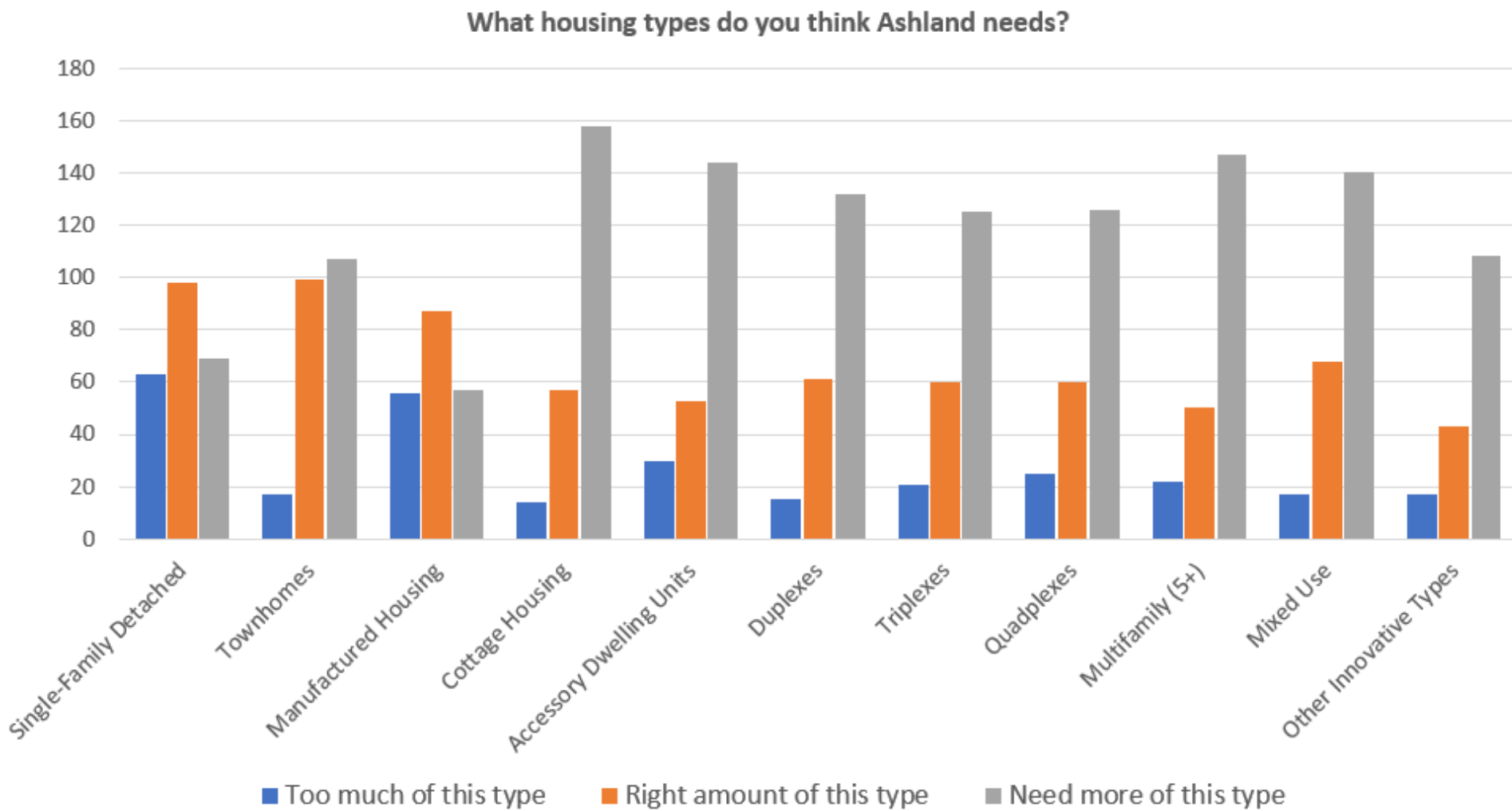


# Community Open House and Questionnaire

### What do you value most about living in Ashland?



# Community Open House and Survey





# Ashland Housing Strategies

**Inform development of the 2022-2030 Housing Production Strategy**

# Ashland Housing Strategies

- Ensure an adequate supply of land is available and serviced
- Provide opportunities for housing development to meet the City's identified housing needs
- Provide opportunities for development of housing affordable to all income levels
- Identify funding sources to support development of infrastructure and housing affordability programs
- Align housing planning with the Climate and Energy Action Plan



# Housing Capacity Analysis Public Hearings

- **Housing & Human Services Commission**
  - **Meeting held June 24, 2021**
  - Recommendations:
    - Unanimously recommend approval of the 2021 Housing Capacity Analysis.
    - The HHSC further encourages that in the future development of the Housing Production Strategy that the City Council and Planning Commission prioritize strategies that support the development of Multi-Family and High-Density residential housing

# Housing Capacity Analysis Next Steps

- **Housing Capacity Analysis - Public Hearings**
  - City Council: August 3, 2021 First Reading (**tonight**)
  - City Council: August 17, 2021 Second Reading and adoption of Findings.
- **Housing Production Strategy (HPS)**
  - Request for Council support for DLCD technical assistance grant (**tonight**)
  - HPS public involvement and development Sept 2021-June 2022.

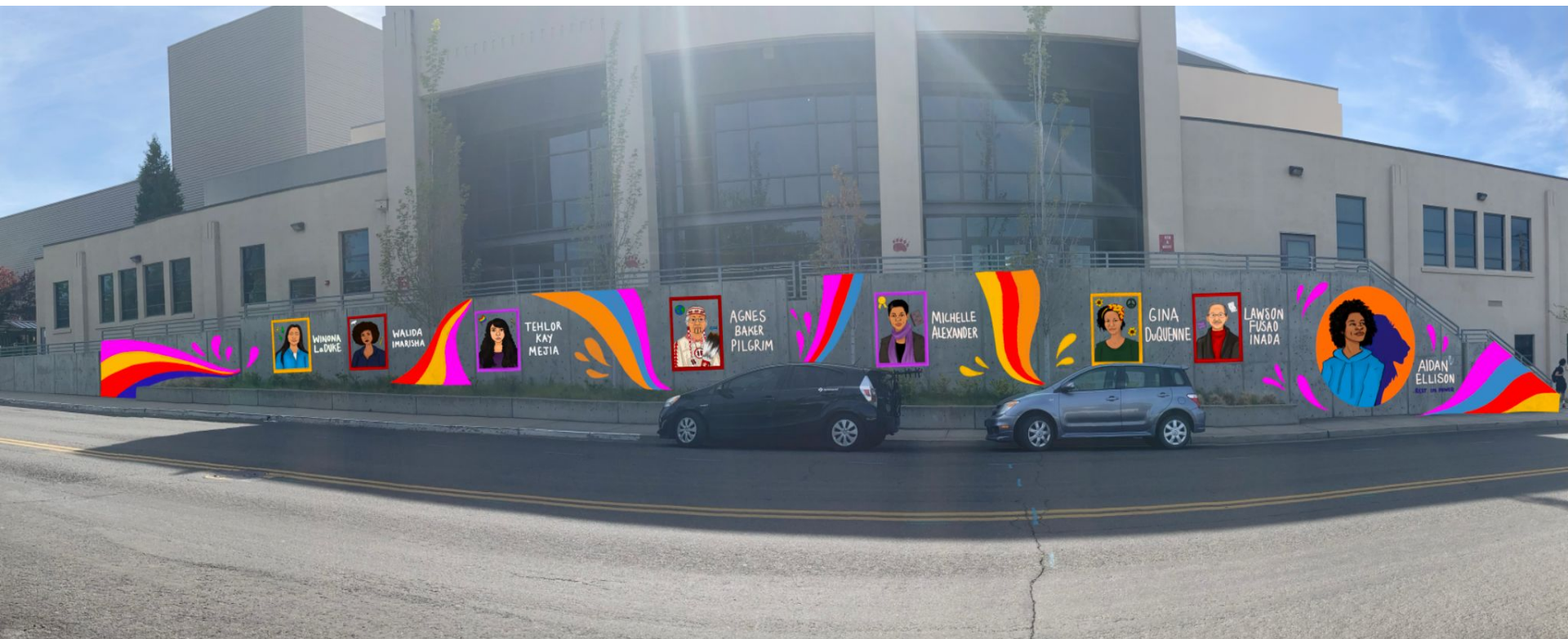




# Aidan Ellison Memorial and Celebration of BIPOC Leaders Mural

Truth to Power Club, Ashland High School  
August 3rd, 2021

# Projected BIPOC Celebration Mural



Our lead artist, Isa Martinez Moore (AHS '21), is working with the support of two experienced muralists.



Christie  
Boyd

Isa Martinez  
Moore



Max  
Malcomb

# Vision and Mission for the Mural

- Honor and celebrate the life of Aidan Ellison;
- Highlight contributions of Black people, Indigenous people, and People of Color (BIPOC) in our Valley;
- Remind Ashland of its antiracist responsibilities; and
- Create a more inviting, inclusive space for BIPOC students, staff, and community members.

The background features several abstract elements: a large teal shape on the left, a light pink shape at the top, a grey grid pattern on the right, and a blue zigzag pattern at the bottom. A prominent red rectangular box with a white border is centered on the page, containing the main text.

Thank you for helping  
us cultivate antiracism  
in Ashland!