



**CITY COUNCIL STUDY SESSION  
DRAFT MINUTES**  
Monday, March 18, 2019  
Council Chambers, 1175 E. Main Street

**Council President Slattery called the Study Session to order at 5:33 PM**

**Mayor Stromberg was absent. Councilors Graham, Slattery, Seffinger and Jensen were present. Councilor Rosenthal was absent.**

*Akins arrived at 5:42 PM.*

- I. Public Input (15 minutes, maximum)

Huelz Gutcheon – Ashland – Spoke regarding climate change.

- II. Climate and Energy Action Plan (CEAP) Program Implementation Update

Climate and Energy Analyst Stu Green presented Council with a PowerPoint presentation (*see attached*).

Items discussed were:

- CEAP Timeline.
- Goals.
- Accomplishments.
- Future plans.

**Public Input:**

Ann Barton – Ashland – Thanked Mr. Green for all his work on CEAP. She spoke to the importance of continuing this project and encouraged Council and Staff to take another step forward.

Ken Crocker – Ashland – Thanked Council and Staff for making this issue a priority. He spoke that the City is in a position to educate citizens on electric usage and how to conserve energy.

Julie Caldwell - Thanked Mr. Green for all of his work. She spoke regarding the Southern Oregon Food Solutions Group. She spoke to the importance of technology and education.

James McGinnis - Ashland – Spoke to the importance of education. He thanked Mr. Green and Mr. Hanks on the hard work they have done on this project. He spoke to the importance of working together.

Sonya Daw – Ashland – Submitted a statement into the record (*see attached*).

### III. Housing Element Update

Community Development Director Bill Molnar and Senior Planner Brandon Goldman presented Council with a PowerPoint (*see attached*).

Items discussed were:

- Housing Element of the Comprehensive Plan?
- Public Outreach and Community Involvement.
- Goals and Policies.

The Study Session was adjourned at 7:01 PM.

Respectfully submitted by:

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City Recorder Melissa Huhtala

Attest:

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Mayor Stromberg

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator'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).*





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# Study Sessions

## Speaker Request Form

THIS FORM IS A PUBLIC RECORD  
ALL INFORMATION PROVIDED WILL BE MADE AVAILABLE TO THE PUBLIC

- 1) Complete this form, indicate the topic you want to speak on and return it to the City Recorder at the start of the meeting.
- 2) State your name and address for the record.
- 3) Limit your comments to the amount of time given to you by the Mayor, usually 3 or 5 minutes.
- 4) If you present written materials, please give a copy to the City Recorder for the record.
- 5) You may give written comments to the City Recorder for the record if you do not wish to speak. (Comments can be added to the back of this sheet if necessary)
- 6) Speakers are solely responsible for the content of their public statement.

|                       |  |
|-----------------------|--|
| Meeting Date          | <u>3/18/19</u>   |
| Name                  | <u>Sonya Daw</u>   |
| Address (no P.O. Box) | <u>470 Allison St., Ashland, OR 97520</u> (please print) |
| Phone                 | <u>928-679-0878</u>                                      |
| Email                 | <u>Sonyadaw1@gmail.com</u>                               |

For the Record ; I don't want to speak.  
Thank you.

### Study Session

Agenda topic/item number/Topic CEAP

As a former scientist, current science writer/ editor, and mother of two, <sup>addressing</sup> climate change should be a top priority for Ashland, in my opinion. ~~We~~ We must act with more urgency than we are now! I am willing to pay more taxes and/or volunteer time outside my full time job to be part of the solution. I invite the Ashland leadership to engage ~~with~~ community volunteers and stakeholders much more actively in lowering our carbon footprint.

The Public Meeting Law requires that all city meetings are open to the public. Oregon law does not always require that the public be permitted to speak. Thank you

Comments and statements by speakers do not represent the opinion of the City Council, City Officers or employees or the City of Ashland.

- Ideas
- Contract w/ PR firm to boost education outreach?
  - Create a taxpayer fund that gives homeowners \$ incentives to ↓ fossil fuel use!

# Housing Element Update

Comprehensive Plan



City Council 3/18/2019

- I. Ashland – A Historical Overview
- II. Introduction and Definitions
- III. Citizen Participation
- IV. Environmental Resources
- V. Population Projections and Growth
- VI. Housing Element
- VII. The Economy
- VIII. Parks, Open Space and Aesthetics
- IX. Public Services
- X. Transportation Element
- XI. Energy, Air, and Water Conservation
- XII. Urbanization
- XIII. Comprehensive Plan Policies and Implementation
- XIV. Regional Plan Element

# Comprehensive Plan Overview



- I. Ashland – A Historical Overview
- II. Introduction and Definitions
- III. Citizen Participation
- IV. Environmental Resources
- V. Population Projections and Growth

## **VI. Housing Element**

- VII. The Economy
- VIII. Parks, Open Space and Aesthetics
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# Comprehensive Plan Overview

**Why are we updating  
the Housing Element of  
the Comprehensive  
Plan?**

# Public Outreach and Community Involvement

## • Public Meetings

- City Council
  - Study session Oct 2018
- Planning Commission:
  - Oct. 2016      Apr. 2017*
  - July 2017      Sept. 2017*
  - Public Hearing Nov. 2019*
- Housing and Human Services Commission:
  - Oct. 2016      Sept. 2017*
  - July 2017*
  - Public Hearing Nov. 2019*

## • Advertising

- City Source News Item
- City Website News Item
- Ashland Daily Tidings Article
- Slides on RVTV
- Notices of Public Meetings

## • Community Outreach

- Open House
- Listening Session/Public Forum
- Open City Hall Questionnaire on Existing Policies
- Open City Hall Questionnaire on Revised Policies

# Key Issues Identified through the Public Input Process

- Support for goals/policies relating to Affordable Housing
- Support for goals/policies relating to Environmental and Conservation measures
- Support for Universal Design/Accessibility in housing/Aging in Place
- Support for plain language in the Housing Element, as pre-existing language was considered too technical & sometimes confusing.
- Remove dated tables, references to better reflect current conditions.

**Goal:** A goal statement is an attempt to illustrate what the City is striving for; it sets City direction. It has a direct effect on future planning as each goal establishes a basis for Council actions.

**Policies:** Policies are statements supportive of the goals, as they are to aid in achieving listed goals.

## Housing Element Goals & Policies

- Diversity of Housing Types
- Production and Preservation of Affordable Housing
- Environmental Stewardship and Sustainability
- Data, Inventories, Projections and Permitting

# Housing Element Goals & Policies

- Diversity of Housing Types
- Production and Preservation of Affordable Housing
- Environmental Stewardship and Sustainability
- Data, Inventories, Projections and Permitting



## Goal 1

**Ensure a range of different dwelling types that provide living opportunities for the total cross section of Ashland's population.**

## Policies

- 1 Provide for a mix of housing types that are attractive and affordable to a diversity of ages, incomes, household sizes, and household types.
- 2 Support accessible design and housing strategies that provide housing options for seniors and for disabled persons.
- 3 Integrate housing with other compatible land uses through flexible zoning provisions.
- 4 Housing opportunities should be available to all residents without discrimination and consistent with local, state, and federally recognized protected classes under fair housing law.

## Goal 1

**Ensure a range of different dwelling types that provide living opportunities for the total cross section of Ashland's population.**

## Policies

- 5 Zone sufficient land at densities to accommodate an adequate supply of housing by type and cost to meet population growth and projected housing needs.
- 6 Promote methods to use or adapt the City's existing housing stock to provide needed housing types.
- 7 Protect Ashland's historic neighborhoods through programs and efforts that promote preservation, rehabilitation, and the use of limited design review to maintain the quality of neighborhoods.
- 8 Use design standards to promote neighborhood compatibility and maintain consistency with the character of the surrounding built environment.
- 9 Support the retention and development of rental housing.

## Goal 2

**Support the creation and preservation of housing that is affordable to low and moderate income households and that is commensurate with the incomes of Ashland's workforce.**

## Policies

- 10 Encourage the preservation of affordable housing, including housing that is subject to a term of affordability, to avoid the net loss of safe, healthy, affordable housing.
- 11 Utilize Ashland's Housing Trust Fund and other financial incentives to encourage the creation and retention of housing for homeownership or rent at a cost that will enable low and moderate income families to afford quality housing.
- 12 Cooperate with for-profit and non-profit affordable housing providers in locating low and moderate income units in Ashland
- 13 Work in partnership among various levels of government, public agencies, and non-profit organizations to address homeless and low-income housing needs.

## Goal 2

**Support the creation and preservation of housing that is affordable to low and moderate income households and that is commensurate with the incomes of Ashland's workforce.**

## Policies

- 14 Provide for minimal off-street parking requirements in locations where it is demonstrated that car ownership rates are low for resident populations in order to help reduce housing costs and increase affordability and where the impact on neighborhoods allow.
- 15 Consider prioritizing permitting processes for affordable housing developments, multifamily rental housing, and other needed housing types as documented in the Housing Needs Analysis.
- 16 Discourage demolition and conversion of needed housing types as identified by the Housing Needs Analysis.
- 17 Evaluate the cost of public infrastructure in relation to the impact on the cost of housing.

## Goal 3

**Encourage the development of housing in ways that protect the natural environment and encourage development patterns that reduce the effects of climate change.**

## Policies

- 18 Development standards shall be used to fit development to topography, generally following the concept that density should decrease on physically and environmentally constrained lands.
- 19 Promote infill and compact development patterns to encourage housing affordability, maximize existing land resources, and conserve habitat and environmentally sensitive areas.
- 20 Promote building and site design that supports energy efficiency, renewable energy generation, and water conservation in new residential developments.
- 21 Ensure that city housing efficiency policies, programs and standards support the implementation strategies and actions described in the Ashland Climate and Energy Action Plan.

## Goal 4

**Forecast and plan for changing housing needs over time in relation to land supply and housing production.**

## Policies

- 22 Maintain a data base that includes, measurement of the amount of vacant land and land consumption, housing conditions, land use, land values, and any other pertinent information.
- 23 Encourage development of vacant land within the City Limits, while looking to the lands within the Urban Growth Boundary to provide sufficient land for future housing needs. This shall be accomplished with specific annexation policies.
- 24 Coordinate growth management planning with other jurisdictions in the region to accommodate expected residential growth and anticipated demand for different types of housing.
- 25 Strive to minimize the time taken to process land use and building permits so that the intent of state and local laws is fulfilled with the greatest possible thoroughness and effectiveness.

# Commission Recommendations

## Housing and Human Services Commission (Public Hearing 11/15/2018)

Recommended approval of the Housing Element

# Commission Recommendations

## Planning Commission

(Public Hearing 11/27/2018)

Recommended approval of the Housing Element with some alterations.

- Suggested an additional policy under proposed Goal 1 to encourage the retention and development of rental housing.
- Suggested that a definition for Universal Housing/Universal Design be added to the Housing Types section of the element.
- Suggested wording changes within the document's narrative and to various policies intended to improve clarity.

# Next Steps

## City Council

- Public Hearing
- First Reading
- Second Reading





## Technical Supporting Documents

- Buildable Lands Inventory
- Housing Needs Analysis
- Future Housing Studies