

CITY COUNCIL STUDY SESSION
DRAFT MINUTES
Monday, October 1, 2018
Council Chambers, 1175 E. Main Street

Mayor Stromberg called the Study Session to order at 5:34 p.m.

I. Public Input (15 minutes, maximum)

Eric Anderson– Ashland- Spoke in concern of his curb on 486 Starflower Lane. He spoke that nothing has been done to correct the issue. He spoke to concerns regarding Recology garbage pick-up and that there needs to be a cone there to notify them of the curb.

Council discussed the appeal process.

It was decided that Staff would review this issue and bring it back to Council. It was also discussed to contact Recology of the issues.

Huelz Gutcheon – HWY 99 – Spoke regarding global warming and running out of oil and gas. He spoke to the importance of having electric cars. He spoke that the City of Ashland has over 20,000 people and only 1% of Ashland’s population use emissions.

II. Housing Element Update

Community Development Director Bill Molnar and Housing Program Specialist Linda Reid gave a Staff report.

A PowerPoint was presented (*see attached*).

Items discussed were:

- The Comprehensive Plan.
- Oregon Statewide Planning Goals.
- How to pay for public services/maintenance.
- Appropriated funding for long-range planning.
- Reasons for updating the Housing Element.
- Public outreach and community involvement efforts.
- Support for environmental and conservation measures.
- New proposed goals.

Council thanked Staff.

Council and Staff discussed the next steps. It was decided to send this item to the Planning Commission and the Housing Commission before bringing it back to future Council Study Session.

III. Regional Housing Strategy Update

Senior Planner Brandon Goldman and Southern Oregon Regional Representative in the Department of Land Conservation Josh LeBombard presented a PowerPoint (*see attached*).

Items discussed:

- Regional Problem Solving (RPS).
- Population forecasting.
- Portland State projects for all communities.
- Future expansion.
- Existing Urban Growth Boundary.
- Resolution 2003-37 – efficient land use strategies.
- Regional approach to housing and economic development.
- Housing strategies.
- Identify how to help all jurisdictions in the valley work together.
- Draft a Regional Housing Strategy.
- **5 policies:**
 - Provide a variety of housing types in Ashland that are more affordable to middle-income households, as well as provide opportunities for development of housing affordable to moderate and low income households.
 - Encourage development for new multifamily in areas zoned for multifamily housing and commercial areas by increasing the amount and density of multifamily development.
 - Monitor residential land development to ensure there is enough residential land to accommodate the long-term forecast for population growth.
 - Develop policies to support affordable housing by lowering the costs of housing development for low-income affordable housing and/or middle-income affordable housing.
 - Develop a Construction Excise Tax on new development to pay for developer incentives, such as fee and SDC waivers, tax abatements, or finance-based incentives.
- Rent burden in Ashland.

IV. Council Rules – **Due to time constraints this item was moved to the next Study Session.**

The Study Session was adjourned at 7:05 PM

Respectfully submitted by:

City Recorder, Melissa Huhtala

Attest:

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).



Housing Element Update

CITY COUNCIL STUDY SESSION 10/1/2018



What is a Comprehensive Plan?



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

Goals and Policies

- ▶ **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 a city cannot legally be in opposition to its own goals.
- ▶ **Policies:** Policies are statements supportive of the goals, as they are to aid in achieving listed goals. They have a strong effect on a city, because city decisions and programs cannot directly contradict the policies.

Public Outreach and Community Involvement Efforts to date

Public Meetings

Planning Commission:

- Oct. 2016
- Apr. 2017
- July 2017
- Sept. 2017

Housing and Humans Services Commission:

- Oct. 2016
- July 2017
- Sept. 2017

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

- ▶ Strong Support for Environmental and Conservation measures
- ▶ Concerns about/support for more goals/policies that support affordable housing
- ▶ Strong Support for Universal Design/Accessibility in housing/Aging in Place
- ▶ Numerous comments about needing to use clearer language to articulate policies, current language is too technical, confusing.
- ▶ Tables, references and assumptions are dated and in some instances no longer accurate.

Next Steps...

Public Hearing

Housing and Human Services
Commission

Public Hearing

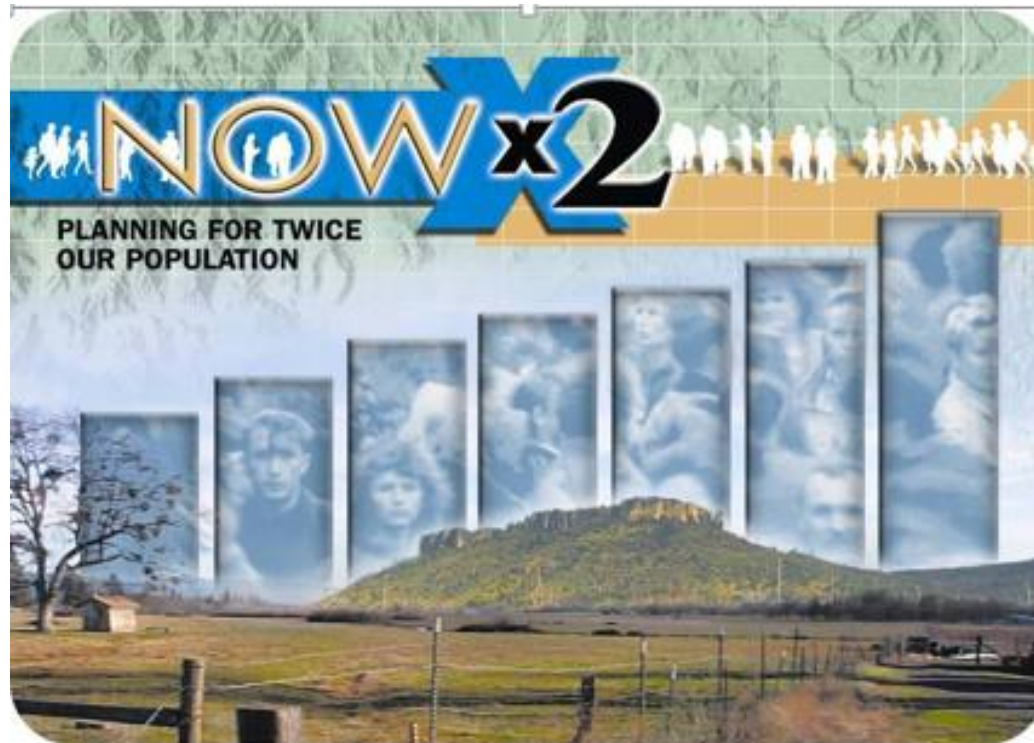
Planning Commission

Public Hearing

City Council

Regional Problem Solving (RPS) Regional Housing Strategy

CITY OF
ASHLAND



**City Council Study Session
October 1, 2018**

Regional Problem Solving (RPS) CITY OF ASHLAND

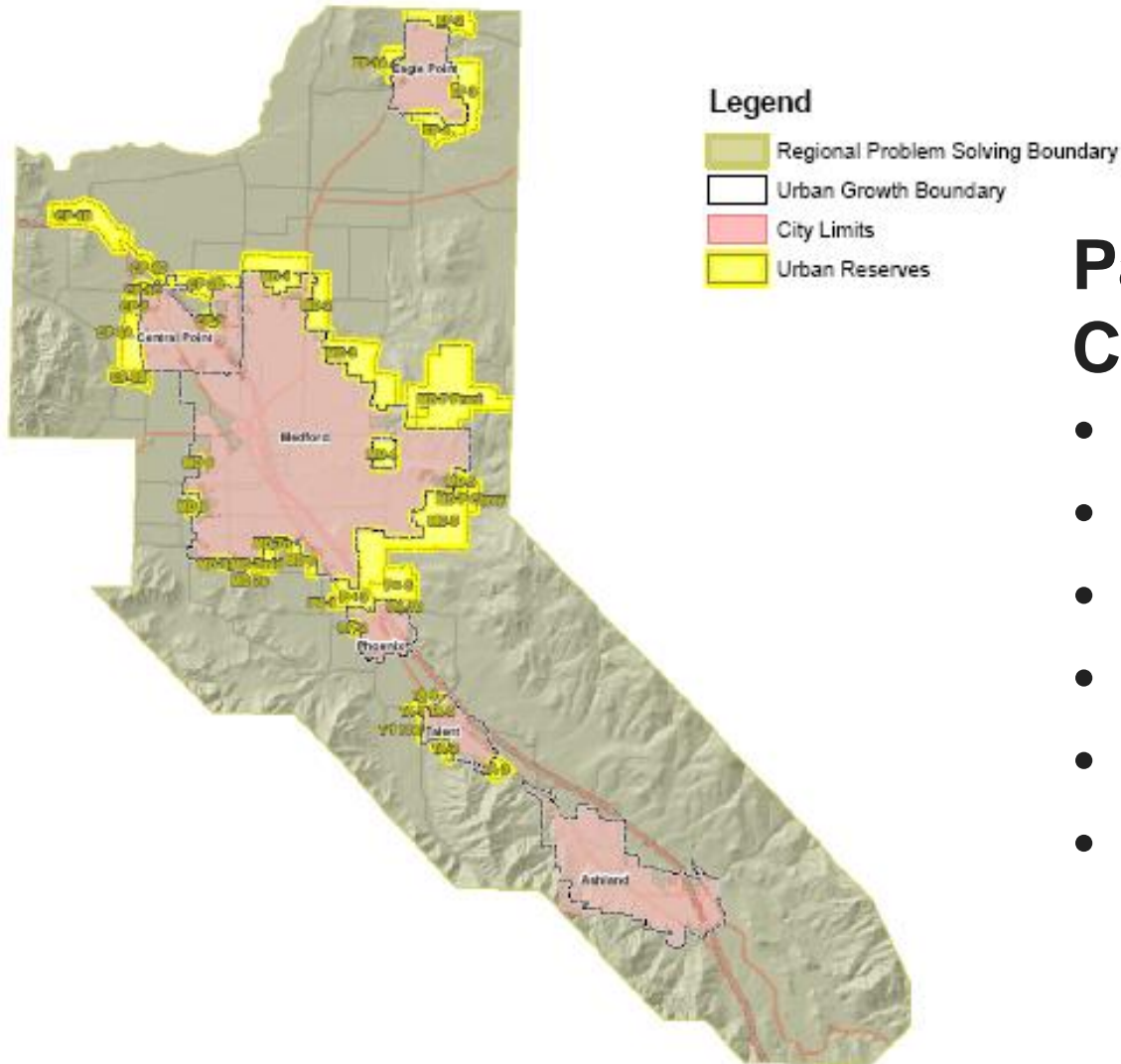
Purpose & Intent

Problems that the Regional Problem Solving (RPS) plan was meant to address through the identification of Urban Reserve Areas (URA's):

- Lack of a Mechanism for Coordinated Regional Growth Planning (*with a Doubling of Regional Population*).
- Loss of Valuable Farm and Forest Land Caused by Urban Expansion.
- Loss of Individual Community Identities.

Regional Problem Solving (RPS) CITY OF ASHLAND

Participating Communities



Participating Communities

- Eagle Point
- Central Point
- Medford
- Phoenix
- Talent
- Ashland

Regional Problem Solving

Council Decision

In 2003, the City of Ashland decided it would not designate Urban Reserve Areas.

- Planning Commission voted to not add Urban Reserve Areas (URA's).
- Housing Commission made no recommendation.

Regional Problem Solving

RPS Issues Raised by the City of Ashland

- Efficient Land Use**
- Transportation Planning & Implementation**
- Loss of High Value Agricultural Lands**
- Coordinated Population Allocations**
- Regional Approach to Housing & Economic Development***

Regional Problem Solving

RPS Issues Raised by the City of Ashland

The Ashland City Council requested the Regional Plan identify and structure a time line for the implementation of a variety of regional strategies that encourage a full range of housing types throughout the region.

Adopted as part of RPS:

Housing Strategies. Participating jurisdictions shall create regional housing strategies that strongly encourage a range of housing types throughout the region within 5 years of acknowledgement of the RPS Plan.

Regional Problem Solving

Regional Housing Strategy - Ashland



ECONorthwest
ECONOMICS • POLICY • PLANNING

DATE: 7/10/2018
TO: Brandon Goldman
FROM: Beth Goodman
SUBJECT: **ASHLAND HOUSING STRATEGY**

The City of Ashland has conducted a substantial amount of research about Ashland's housing market and housing needs within the City. In 2012, Ashland updated its Comprehensive Plan Housing Element, which includes a Housing Needs Analysis. Ashland has adopted numerous policies to address the City's housing needs, including encouraging more affordable single family housing types through adoption of the cottage housing ordinance to promote small units on small lots, removing accessory residential units as a permitted use in single family and standards, allowing accessory residential units as a permitted use in single family and standards residential zones. Ashland is in the process of developing a zoning overlay for the Ashland Transit Triangle area to promote the development of residential units in commercial and employment zones.

Ashland is one of the communities that adopted the Regional Plan, which was developed through Regional Problem Solving (RPS). The Regional Plan requires the development of a regional housing strategy within five years of acknowledgment of the Regional Plan, by March 2018. The requirement in the Regional Plan is broad and does not specify what a housing strategy would include. The requirement is as follows:

Housing Strategies. Participating jurisdictions shall create regional housing strategies that strongly encourage a range of housing types throughout the region within 5 years of acknowledgment of the RPS Plan.

Housing strategies in Oregon generally focus on two broad issues: (1) increasing efficiency of land use in residential development, and (2) strategies that encourage development of housing affordable to low- and middle-income households. These strategies may be mutually supportive, as housing developed more densely or on smaller lots (i.e., more efficient use of residential land) may result in development of lower-cost housing. Increased density, however, do not necessarily equate to affordability. Moreover, encouraging development of affordable housing requires a broader focus than issues related to land use efficiency.

Ashland's housing sales prices are higher than in other cities in the Rogue Valley. At the beginning of 2016, the median home sales price for existing housing in Ashland was \$420,000, an increase of \$65,500 or 25% from 2013. Ashland's housing prices for existing housing were \$142,000 or 50% higher than the median home costs for housing in urban areas.¹

¹ Data source: Rogue Valley Trailers
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...the last decades. The median
...income in 2000 to 77
...of housing affordability
...cost burdened if the
...such as rent or mortgage,
...if households in Ashland
...renters cost burdened.¹

...that is intended to meet
...ing strategies to address
...housing.

...egories based on
...less than 40% of
...households earning
...low-income
...family income).
...\$10,600, which is an
...monthly housing
...affordability is

by Jackson County

| Affordable Housing Units in 2017 |
|----------------------------------|
| 604 |
| 1,575 |
| 12,618 |

...family housing, and for a
...part of the RPS, the City
...res as it was determined
...were sufficient to

...development was 3.3
...housing over the same

...and's land use
...increasing the
...city for development
...housing types (such
...increase land use
...stable housing.

...able to middle-
...housing

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Regional Problem Solving

Regional Housing Strategy

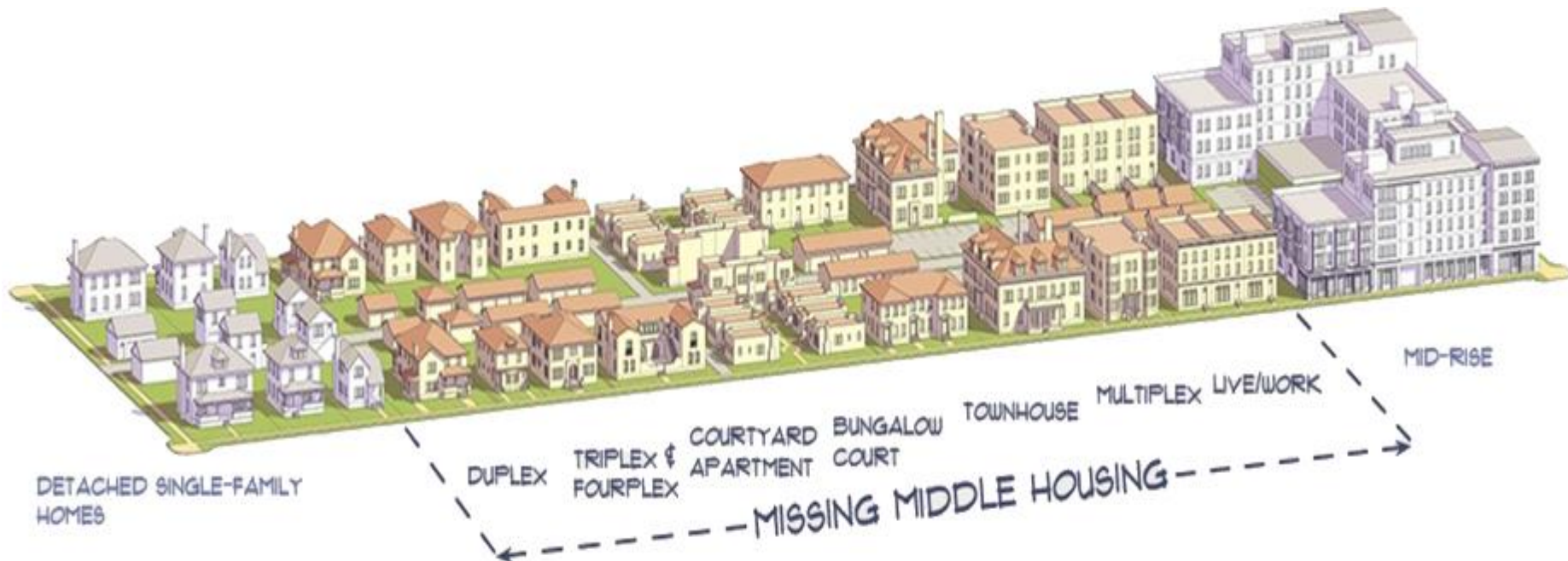
Land Use Reforms and Financial Incentives

- (1) Improve the efficiency of residential land use by increasing the concentration of housing under certain circumstances
- (2) Increase opportunity for development of housing types that are comparatively affordable
 - missing middle housing types (such as duplexes, townhouses, cottage housing, or garden apartments)

Regional Problem Solving

Regional Housing Strategy

Policy 1: Provide a variety of housing types in Ashland that are more affordable to middle-income households, as well as provide opportunities for development of housing affordable to moderate- and low-income households.



Regional Problem Solving

Regional Housing Strategy

Policy 2: Encourage development of new multifamily in areas zoned for multifamily housing and commercial areas by increasing the amount and density of multifamily development.



Regional Problem Solving

Regional Housing Strategy

Policy 3: Monitor residential land development to ensure there is enough residential land to accommodate the long-term forecast for population growth



Regional Problem Solving

Regional Housing Strategy

Policy 4: Develop policies to support affordable housing by lowering the costs of housing development for low-income affordable housing and/or middle-income affordable housing.



Regional Problem Solving

Regional Housing Strategy

Policy 5: Develop a Construction Excise Tax (CET) on new development to pay for developer incentives, such as fee and SDC waivers, tax abatements, or finance-based incentives.



Regional Problem Solving

Regional Housing Strategy

Regional Housing Approach

- Each community completed a code audit focused on provision of need housing.
- EcoNW produced recommended Housing Strategies
- Cities to evaluate Housing Strategies to increase the supply and availability of needed housing

