

**Ashland Housing and Human  
Services Commission**  
Regular Meeting Agenda

**CITY OF  
ASHLAND**

**February 26: 4:30 – 6:30pm**  
**Lithia Room, Community Development Building**  
**51 Winburn Way**

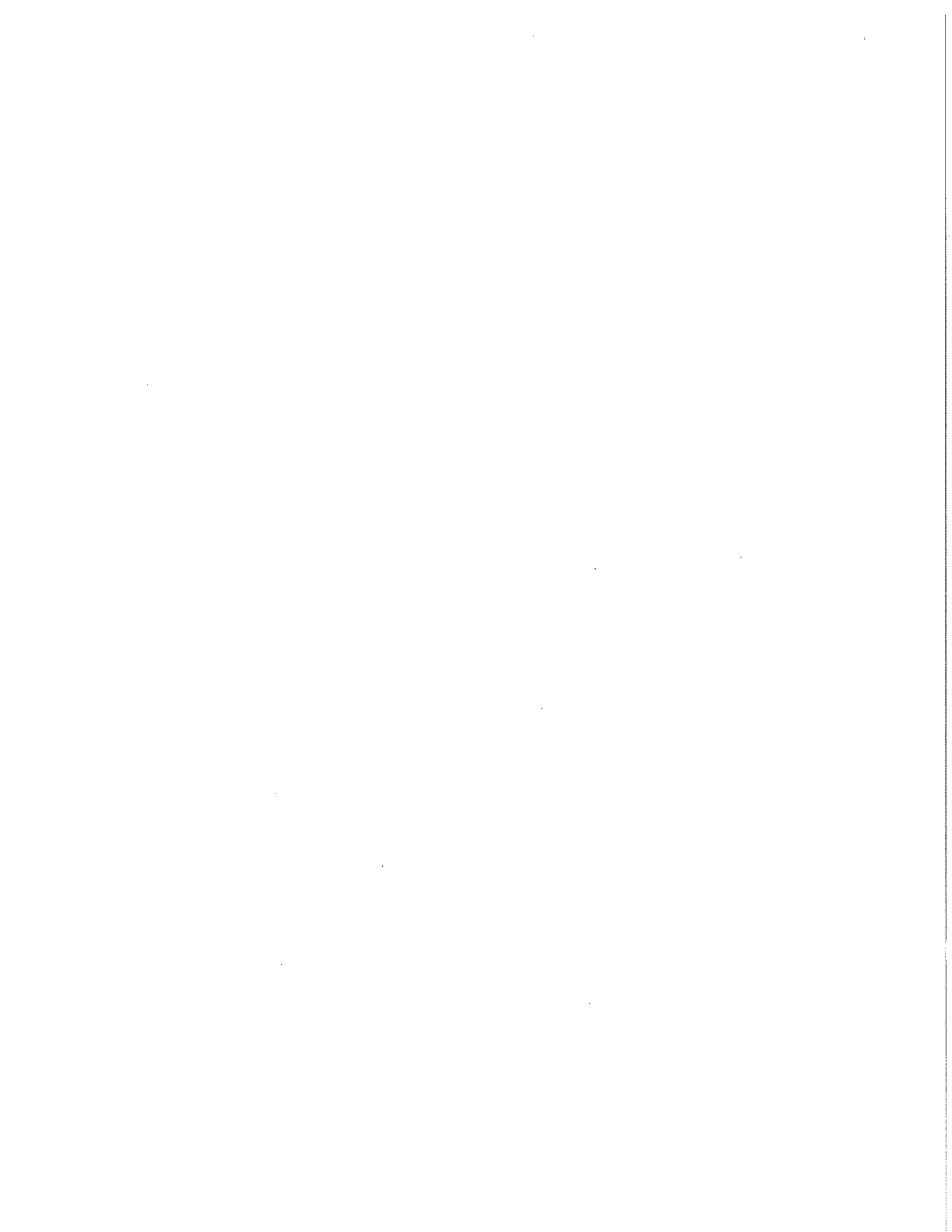
1. (4:30) **Approval of Minutes** (5 min)  
January 22, 2015
2. (4:35) **Public Forum** (10 min)
3. (4:45) **Student Fair Housing Debrief** (25 min)  
Kristy Wright, ASSOU representative
4. (5:10) **Rental Registry Update** (15 min)  
Leslie Gore, Housing Program Assistant
5. (5:25) **State of the City Review** (15 min)
6. (5:40) **Consolidated Plan Overview** (20 min)
7. (6:00) **Liaison Reports Discussion** (15 min)

**Liaison Reports**

Council (Pam Marsh)  
SOU Liaison (Position Vacant, Report  
postponed )  
Staff (Linda Reid)  
General Announcements

8. (6:15) **March 26, 2015 Meeting Agenda Items**  
Commissioner items suggested (10 min)  
**Quorum Check** – Commissioners not available to attend upcoming regular meetings  
should declare their expected absence.
9. (6:25) **Upcoming Events and Meetings**  
**Next Housing Commission Meeting**  
4:30-6:30 PM; March 26, 2015
10. (6:30) **Adjournment**

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development office at 541-488-5305 (TTY phone is 1-800-735-2900). Notification 48 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 1).



# CITY OF ASHLAND

Ashland Housing and Human Services Commission  
Draft Minutes January 22, 2015

**CALL TO ORDER**

Chair Joshua Boettiger called the meeting to order at 4:30 pm in the Siskiyou Room at the Community Development and Engineering Offices located at 51 Winburn Way, Ashland OR 97520.

<b>Commissioners Present:</b>	<b>Council Liaison</b>
Joshua Boettiger	Pam Marsh
Heidi Parker	
Connie Saldana (arrived at 4:45)	<b>SOU Liaison</b>
Regina Ayars	Vacant
Sue Crader	
Rich Rohde	<b>Staff Present:</b>
Coriann Matthews	Linda Reid, Housing Specialist
<b>Commissioners Absent:</b>	Leslie Gore, Housing Program Assistant
Gina DuQuenne	

**Approval of Minutes**

Rohde/Ayers m/s to approve the minutes of the November 20, 2014 Housing and Human Services Commission meeting and the November 7, 2014 Strategic Plan sub-committee meeting. Voice Vote: All Ayes; minutes were approved as presented.

**Public Forum**

No one was present to speak.

**Housing Trust Fund-Update and Discussion**

The issue being that the Housing Trust Fund (HTF) has been created but has no ongoing funding.

Linda Reid, Housing Specialist, introduced: *A Survey of revenue Tools to Fund Affordable Housing and Services in the Portland metro region*, as a guide to what other communities are doing to fund affordable housing trust funds and considerations especially for Oregon.

Chair Joshua Boettiger opened discussion on "interesting" models of funding. Reid clarified the current revenue sources and discussed the "in lieu of" fees.

Boettiger suggested an "opt in" program where restaurants voluntarily collect a surcharge for the fund. In return the participating restaurants would be promoted. It was stated that this program would be a donation rather than a tax. Reid committed to researching whether a donation to the HTF would be tax deductible. Reid also discussed the vacation rental units as a possible revenue source and its exiting nexus on the impact on the available rental stock. It was noted that the City Council is currently looking at this issue. Parker noted in all the successful examples there was a community wide commitment.

Boettiger queried "what is the process for going forward?"

Commissioners discussed the creation of a sub-committee. Marsh spoke to the timing of the budget cycle and she noted a proposal would have to move very quickly to be included in this 2 year budget cycle. Commissioner Rohde proposed that a longer term approach would be better than rushing a proposition for this budget cycle.

Commissioners had additional questions about how the fund was managed which Reid addressed.

Rohde motioned *"to form a subcommittee to investigate the (funding) sources and come back with a recommendation."*

***Saldana seconded Rohde's motion***

After discussion Council Member Marsh committed to bringing the issue to the council in a study session noting that affordable housing was one of the top concerns in the recent citizen survey and the study session would gage the council's will. Additionally saying the budget committee might be a better body to "dive into the money side".

***Rohde withdrew his motion*** while requesting assurance from Marsh that she would bring the issue to a study session. Marsh reiterated her commitment giving a time line of a "few months".

There was additional clarification from Reid about the current balance in the fund 179K, and what the fund could be used for: Unlike Community Development Block Grant (CDBG), HTF can be used for construction and to benefit households earning up to 120% Average Medium Income (AMI).

Reid also stated that up to 10% of the total annual income of the fund could be made available for pre-development and planning activities through a Notice of Funds Availability (NOFA). To be responsive to immediate development needs.

Sue Crader announced that her organization will be applying for Social Service Grants. She and Regina Ayars intend to recuse themselves from the CDBG review process.

Reid provided an overview the time table of the CDBG and Social Service Grant timeline: CDBG applications will be reviewed in March and the Social Service Grants in April

**Rental Registry Update and Discussion**

Leslie Gore, Housing Program Assistant, gave a brief review of the Rental Registry, its purpose of gathering data on the City's rental stock with an addendum to the Business License. The registry would include a self-certification statement with regards to Smoke Alarm's and Carbon Monoxide Detector requirements. Fire Marshal, Margueritte Hickman is contributing to the wording of the questionnaire. Reid related the history of the Rental Registry and the Ordinance requiring landlords with 2 or more rental units to apply for a business license (a change from 6 units). There was additional conversation about non-compliance and the need to communicate the new requirement to landlords and the use of the collected data. Reid expressed the belief that the necessary Department approvals for the implementation of the registry would be received by the next time the commission meets.

**Liaison Reports Discussion**

**SOU** – Marsh told the Commission that she had met with Christy Wright who reported that the student fair housing initiative had lost its support and she was "letting the project go" but she offered to compile the information that has been collected and present it at the February Commission meeting. There was general agreement for her to debrief at the February meeting.

**Council** – Marsh announced that the State of the City celebration is next Tuesday (1/27/15) at 5:30 at the Community Center (located at 59 Winburn Way). The Ragland award for volunteerism will be awarded. Marsh also mentioned that the survey results were available. She noted that Affordable housing was the "top two or three" on the list of concerns and that the council had taken note. Marsh stated that Normal Street was "lurching forward". Staff had been directed to look at the transportation piece. Noting that the commission had not met since the council approved the Human Services strategic plan, Marsh mentioned the council was very happy. The changes made in response to Council's comments were "spot on" and that it was approved unanimously. Marsh also updated the commission that the planning commission was looking at a change to vacation rentals.

Marsh announced that she would be the council liaison for the next year.

**Staff** – Reid reiterated that Grant applications were out and it looked like a competitive round; The Homeless task force next meeting is February 17<sup>th</sup>.

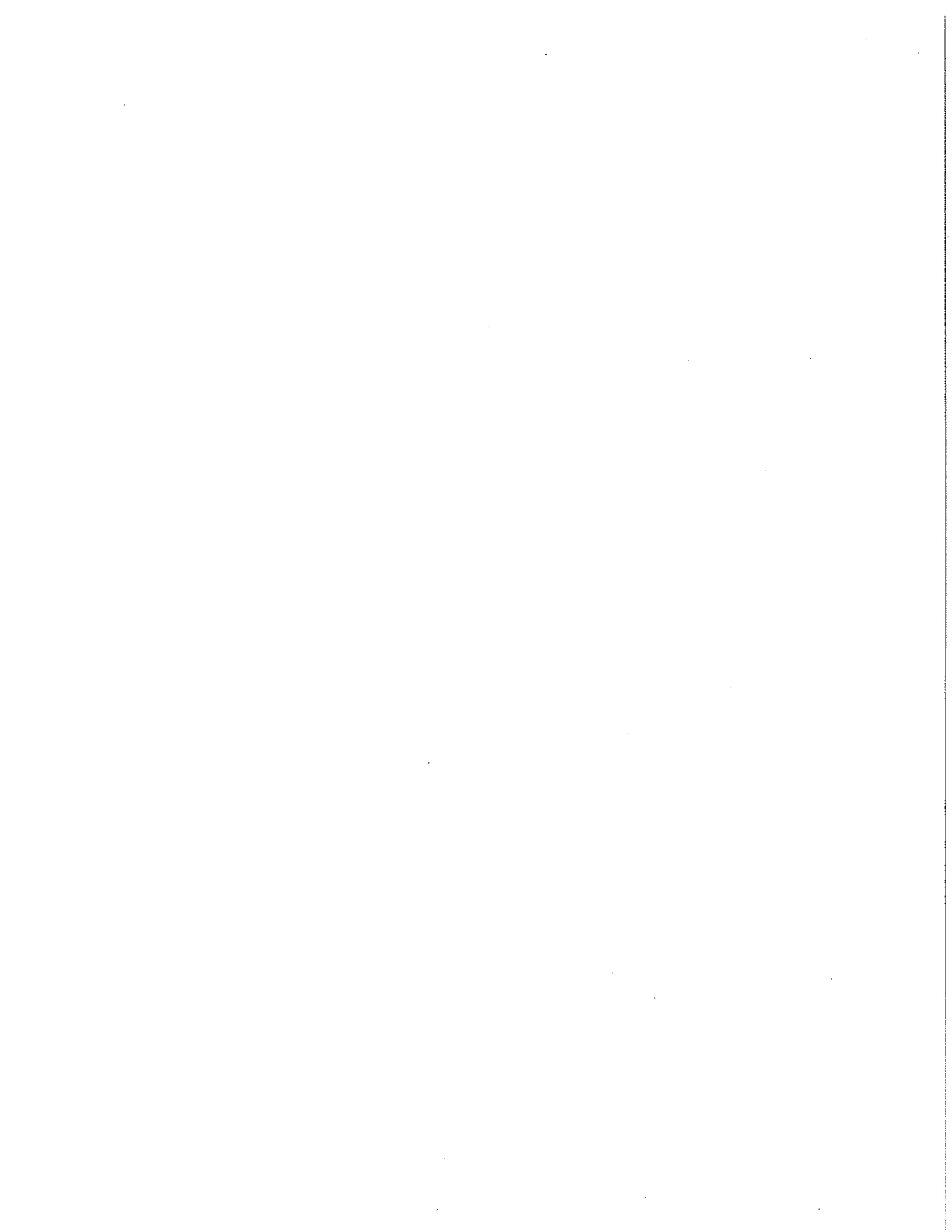
**General Announcements** – Point In Time. Heidi Parker reported that the Point In Time homeless count was scheduled for Monday (January 26). Lee Matson and John Wieczorek were coordinating the count and anybody who wanted to volunteer should contact them shortly.

Commissioner Ayars mentioned the Homeless task force was looking at ultra affordable housing models such as dignity village, tent city and other mini housing options. There was a general discussion about the legality of boarding houses.

Commissioner Parker said that the shelters have been very full and related a story about a mother and three kids that highlighted the continuing need for shelter and support services. Next meeting was confirmed for February 26 and the following March 26. There was also discussing about filling Michael Gutman's vacated position.

**Adjournment** – The meeting was adjourned at 6:00 p.m. Next Housing and Human Services Commission meeting February 26, 2015, in the Siskiyou Room at the Community Development and Engineering Offices located at 51 Winburn Way, Ashland OR 97520.

*Respectfully submitted by Leslie Gore*



# Housing and Human Services Commission Memo

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TITLE: State of the City January 27, 2015  
DEPT: Community Development  
DATE: February 26, 2015  
SUBMITTED BY: Linda Reid, Housing Program Specialist

You could say Ashland is in the Quality of Life business. Here it's not an amenity at the country club or condo development. It's our lifeblood - literally. It drives our economy and many of us have given up economic, financial and career opportunities elsewhere in order to live here and partake directly of our QOL.

QOL is also the primary focus of City government, which provides its foundation and environment in a myriad of ways. Since I've been Mayor we've worked on a number of important QOL issues: fire prevention, the provision of drinking water, wildlife, economic development, helping people in need, etc. But there are lingering, fundamental QOL issues that need more focused attention and, in the coming months, I plan to bring several proposals to the City Council and City Administrator for how we can take on these issues. I believe we have a Council well suited to the task and experienced, creative Planning staff with whom to work.

In today's State of the City speech I'm going to launch this effort by giving you, the community, a quick overview.

It starts with land use and draws in circulation, parking and public transportation.

Five key questions are:

- 1) Where are we going to put additional density as we grow?
- 2) Where will new businesses go - so we can work where we live?
- 3) Where do we provide family-friendly housing?
- 4) Where do we put all the cars and traffic and how do we create a pedestrian friendly environment for shopping, socializing and entertainment?



5) How do we make our mixed use housing achieve some of the key community benefits for which it was intended?

First a word about regulation and the 'free market'. In my view adding more regulation is something to be avoided if at all possible. And markets are a critical components of a healthy economy.

But laissez-faire development doesn't result in good QOL. Markets need restrained regulation and a high QOL community like Ashland needs creative development. It's the marriage of the two: free markets and artfully drawn regulation that is the task of City government: the Council, the Mayor and City staff - especially in Ashland.

Some background:

In 1982 the City mothers and fathers declared that Ashland would maintain a compact urban form and this would be achieved by infill, i.e. adding new residences and businesses within the current Urban Growth Boundary. Ashland eschewed sprawl as a matter of City policy.

Since then infill has been implemented primarily in four ways:

- By allowing accessory dwelling units on existing residential lots, often with houses already on them.
- By requiring owners of property zoned for multi-family use to actually develop them for that use and not turn them into single-family parcels.
- By creating a mixed use residential overlay that allowed housing to be built above ground floor units in commercial and office districts throughout the town.
- The City employs flexible building siting standards to allow the consolidation of buildings onto small lots in order to keep development activity out of environmentally sensitive natural areas including steep slopes, floodplains, and wetlands. These "performance standards subdivisions" have successfully accommodated growth within our City Limits without sacrificing the natural beauty and environmental quality that helps define our community.

In broad-brush terms these measures have been a success and the city has succeeded in accommodating modest population growth up until now. However there have been some unintended consequences:

- Mixed use housing hasn't fulfilled some of its original purposes, for example providing housing for





employees and owners of the businesses over which it has been built. Instead it has provided mainly condos for 'second homes', retirees, investors and would-be hoteliers.

- Very little 'family friendly' housing has been constructed despite the fact that balancing our demographics and being a family friendly community are long-standing City goals and the School District has been steadily losing enrollment.
- Over the years some developments have been built whose street systems departed from the City's connectivity goals. These goals of connection are important contributors to QOL and a sense of community, especially in family-friendly areas.
- The community's - OSF, the City, ASD and SOU, the visitor economy - success at increasing its QOL has attracted more traffic and cars, which conflict in multiple ways with the slow-paced and relaxing environment that they and we enjoy.

So here are five key proposals intended to refocus and boost our QOL efforts:

Proposal #1: Concentrate future high-density residential development in 'nodes' along a public transit corridor or loop. (This would include allowing development to go up rather than out but only in carefully selected locations).

Proposal #2: Provide specifically for 'family friendly' new development, particularly in the Normal Avenue Neighborhood district that is currently being master-planned. (This means houses with a minimum of 3 bedrooms with adjacent garden and playyard space, using cluster development for efficiency...with a co-housing option.)

Proposal #3: Modify the mixed-use housing overlay to require a portion of the units to serve local employees and business owners/managers. (This means wait staff, clerks, cooks, shopkeepers, etc.)

Proposal #4: 'Unlock' the Croman Property, that was master-planned five years ago but hasn't yet developed, by facilitating the installation of basic infrastructure - and possibly do the same for Normal Ave.

Proposal #5: Reduce the presence and pressure of cars downtown and in adjacent neighborhoods while improving the pedestrian environment and linking the entire town with frequent public transport.

Implementation:



I will ask the Council to direct Planning staff to report back on options for implementing each of these five proposals (currently ad hoc committees are working on parts of #2 and #5).

Working with the Com Dev Director, he and I will contact key RPS and DLCD managers to inform them of the proposals and solicit their input, since implementation may require their cooperation. I anticipate that they will be supportive and will welcome this forward thinking from Ashland in the area of sustainable land use planning.

We may decide to implement a system of "development rights transfer" that allows owners of certain properties to sell or buy rights to develop their properties to facilitate some of the above proposals. This would draw upon work done six or seven years ago for another purpose but not yet put to use.

And we will consider 'forward funding' of infrastructure for both Croman and Normal Master Plan areas, to encourage development while not requiring permanent community investment, where development can be economically self-supporting if the infrastructure is put in place at its early stages.

Current strategies already under consideration for the Normal Avenue Neighborhood Plan include incorporating watercourses as City parks, thereby removing them from density calculations; clustering housing for more efficient use of land and to preserve viewsheds; and implementing connectivity principles of the Land Use Ordinance to link new development to existing neighborhoods, schools and City facilities.

The Pedestrian Places land use provisions for three locations, in association with public transportation elements of the Transportation System Plan, was designed to serve as a model for nodal development throughout the town. This would allow adding higher density and mini-high-rise structures in the nodal neighborhoods\*, to balance lower densities elsewhere in town (Normal Ave, for example) and also to increase a sense of identity for individual neighborhoods.

\*Possible nodes include:

- Hersey & N. Main
- Downtown/Plaza
- Uptown (Gresham & E. Main)
- SOU 1 (Siskiyou & Bridge)
- SOU 2 (Walker & Ashland St.)
- East Main & Mountain
- Gateway South (Tolman Creek & Ashland)

We will also pursue RVTD collaboration regarding providing the public transit system these proposals



will encourage and will seek the help of State and Federal legislators in accomplishing this initiative.

As we have learned, in recent years especially, having specific plans in place and then using Ashland's reputation to market what we want to do can attract collaboration, grants and investment from many quarters. I'm thinking of our water plan, community fire prevention, AFR, "You Have Options" - as well as the American Revolutions project at OSF, Scienceworks' capital funding and the Ashland Food Project as examples.

So what vision of Ashland is embodied in these proposals?

I see a city grown up, with its seven neighborhoods each with its distinctive character, strung like beads on a necklace. And each with its own 'tower', draped with lights by the Chamber of Commerce each holiday season.

I see more families with children in a whole district full of family homes, with beautiful views and watercourse parks, ideally located near schools and public facilities.

I see parents, employees and business owners, walking or bicycling to work in the Croman district.

And I see a Downtown no longer dominated by cars, with visitors and locals mingling, strolling, congregating, shopping, dining and enjoying entertainment both indoors and al fresco. And the district's hardworking employees and business owners going home to nearby condos and apartments.

I see a vitalized University, attracting students and their families regionally and nationally to this extraordinary and celebrated community - and everyone moving around town with ease on the City trolley.

I see Quality of Life continually being created and enjoyed.

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