



Housing Planning in Ashland

Planning Commission
2/27/2024

Ashland Housing

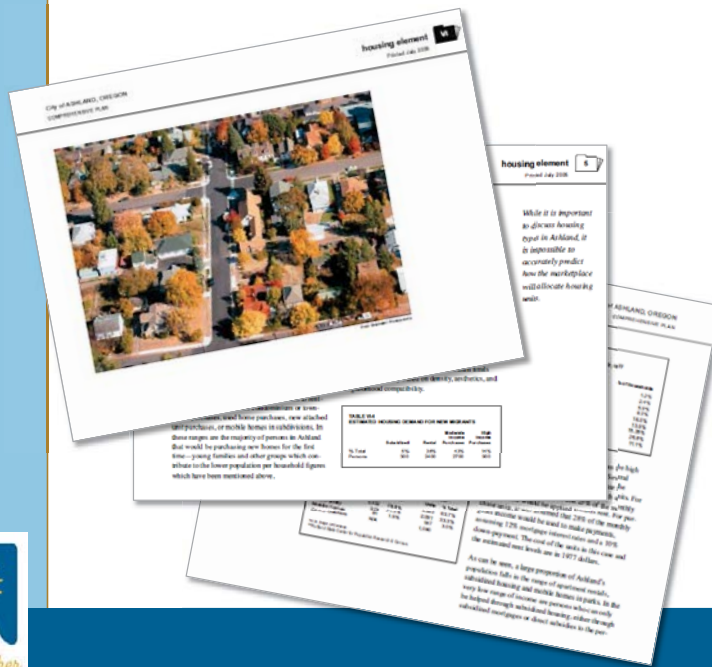
Housing Element
Goals and Policies

Housing Capacity Analysis
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Housing Element



- Overview of the Housing Element's purpose and significance
- Overview of goals and policies: diversity, affordability, sustainability, and effective planning



Housing Element

Overview of the Housing Element's purpose and significance

The Housing Element of Ashland's Comprehensive Plan, adopted in June 2019, is instrumental in guiding the city's housing strategies, offering a comprehensive approach to diversify housing, ensure affordability, and integrate sustainability.

The Housing Element influences legislative development and shapes spending priorities to address the community's housing needs. The Comprehensive Plan guides development of local land use ordinances and actions that must align with the comprehensive plan's policies and objectives, ensuring a coherent approach to housing development and community planning.

The Housing Element does not function as an independent approval criterion for planning actions.



Housing Element

Overview of the Housing Element's Goals and Policies

The goals and policies outlined in the Housing Element are designed to foster a diverse and sustainable housing market, ensuring affordability and inclusivity to meet the evolving needs of the Ashland community.



Goal 1

Housing Element

Goal 1: Ensure a range of different dwelling types that provide living opportunities for the total cross section of Ashland's population. (9 Policies)

Policy 1: Provide for a mix of housing types that are attractive and affordable to a diversity of ages, incomes, household sizes, and household types.

Policy 2: Support accessible design and housing strategies that provide housing options for seniors and for disabled persons.

Policy 3: Integrate housing with other compatible land uses through flexible zoning provisions.

Policy 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.

Policy 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.



Goal 1

Housing Element

Goal 1: Ensure a range of different dwelling types that provide living opportunities for the total cross section of Ashland's population. (9 Policies)

Policy 6: Promote methods to use or adapt the City's existing housing stock to provide needed housing types.

Policy 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.

Policy 8: Use design standards to promote neighborhood compatibility and maintain consistency with the character of the surrounding built environment.

Policy 9: Support the retention and development of rental housing.



Goal 2

Housing Element

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.(8 Policies)

Policy 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.

Policy 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.

Policy 12: Cooperate with for-profit and non-profit affordable housing providers in locating low and moderate income units in Ashland.

Policy 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

Housing Element

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.(8 Policies)

Policy 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.

Policy 15: Consider prioritizing permitting processes for affordable housing developments, multifamily rental housing, and other needed housing types as documented in the Housing Needs Analysis.

Policy 16: Discourage demolition and conversion of needed housing types as identified by the Housing Needs Analysis.

Policy 17: Evaluate the cost of public infrastructure in relation to the impact on the cost of housing.



Goal 3

Housing Element

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. (4 Policies)

Policy 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.

Policy 19: Promote infill and compact development patterns to encourage housing affordability, maximize existing land resources, and conserve habitat and environmentally sensitive areas.

Policy 20: Promote building and site design that supports energy efficiency, renewable energy generation, and water conservation in new residential developments.

Policy 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.



Housing Element

Goal 4: Forecast and plan for changing housing needs over time in relation to land supply and housing production. (4 Policies)

Policy 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.

Policy 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.

Policy 24: Coordinate growth management planning with other jurisdictions in the region to accommodate expected residential growth and anticipated demand for different types of housing.

Policy 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.



Housing Capacity Analysis

Adopted in 2021

The Housing Capacity Analysis (HCA) includes an assessment of housing needs, residential land supply, and identifies a variety of strategies and actions for accommodating needed housing.

The primary purpose of the HCA is to ensure that Ashland has an available land supply sufficient to accommodate our population's housing needs over the next 20 years.



Housing Capacity Analysis

The key findings of the Ashland's Housing Capacity Analysis are that:

Ashland's population is forecast to grow at a similar pace as in the past. Ashland UGB is forecast to grow from 21,936 people in 2021 to 23,627 people in 2041, an increase of 1,691 people. This population growth will occur at an average annual growth rate of 0.37%.

Ashland is planning for 858 new dwelling units. The growth of 1,691 people will result in demand for 858 new dwelling units over the 20-year planning period, averaging 43 new dwelling units annually.

Ashland has enough land to accommodate its housing forecast between 2021 and 2041. Ashland can accommodate growth (858 dwelling units) over the next 20-years with a surplus of capacity remaining.



Housing Capacity Analysis

The key findings of the Ashland's Housing Capacity Analysis are that:

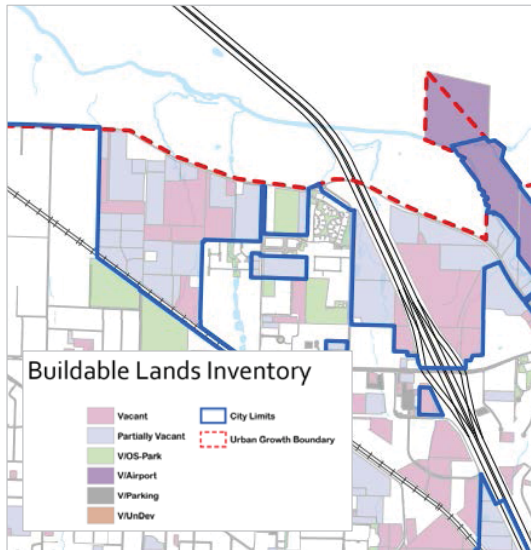
Ashland has unmet needs for affordable housing. About 63% of Ashland's households that rent are cost burdened (with 35% severely cost burdened) and 31% of Ashland's households that own their own home are cost burdened. Ashland has unmet housing needs for households with extremely-low and very-low-income households, as well as households with low- and middle-income.

Over the 2021 to 2041 period, Ashland will need to plan for more multifamily dwelling units in the future to meet the City's housing needs. Historically, about 66% of Ashland's housing was single-family detached. While 35% of new housing in Ashland is forecast to be single-family detached, the City will need to provide opportunities for development of new single-family attached (10% of new housing); duplex, triplex, and quadplex housing (10% of new housing); and multifamily units (35% of new housing).



Housing Capacity Analysis

The key findings of the Ashland's Housing Capacity Analysis are that:



Ashland has capacity for development of 2,754 dwelling units within the UGB under current policies, with much (36%) of the current capacity within Low Density Residential Plan Designations.

About 1,299 dwelling units of this total capacity (47%) will be between the city limits and UGB, and will require annexation before development occurs.



Housing Production Strategy

Adopted 2023



- **Encourage development of low- and moderate-income affordable rental housing.** This initiative seeks to increase the housing options for unregulated rental households earning between 60% and 120% of MFI (\$43,900 to \$87,700).
- **Increase opportunities for affordable homeownership.** This initiative seeks to increase the housing options for homeownership for households earning less 120% of MFI (less than \$87,700).
- **Encourage development of income-restricted affordable housing units.** There are limited options available in Ashland that are affordable to households with income of less than 60% of MFI (\$43,900). This initiative supports development of housing affordable in this income group.
- **Preserve existing of low- and moderate-income affordable housing.** This initiative seeks to increase the housing options for households earning less than 120% of MFI (less than \$87,700).



Housing Production Strategy

Adopted 2023

Ashland's Housing Capacity Analysis projected that the City would grow by 858 new dwelling units between 2021 and 2041.

These dwelling units will need to be available at a variety of income levels. Assuming future residents of Ashland have an income distribution that is the same as existing residents, about a third of new housing will need to be for those with very low or extremely low incomes (below 50% MFI).

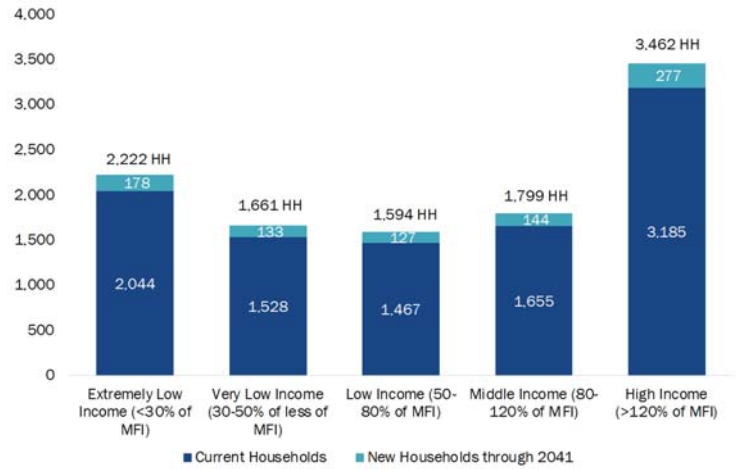


Exhibit 11. Ashland's Future Households by Income, 2021 to 2041
 Source: U.S. Census Bureau, 2015-2019 ACS 5-year estimate, Table B19001, U.S. Department of HUD 2021 MFI, and PSU's Population Forecast, 2021 to 2041 as found in Ashland's Housing Needs Analysis.
 Note: Median Family Income (MFI) is estimated for a household of 4.



Housing Production Strategy

■ Primary Focus of the initiative □ Secondary Focus of the initiative

Action Name	Initiative Name			
	Encourage development of low- and moderate-income affordable rental housing	Increase opportunities for affordable homeownership	Encourage development of income-restricted affordable housing units	Preserve existing supply of low- and moderate-income affordable housing
Actions				
A. Evaluate participating in or establishing a land bank.	■	■	■	
B. Evaluate opportunities to participate in a land trust.	■	■		
C. Host educational events with the Housing and Human Services Commission	□	■	■	■
D. Develop an equitable housing plan	□	■	■	■
E. Disallow SFD in High Density R-3 Zone	■		□	□
F. Evaluate increasing allowances for residential dwellings in commercial and employment zones	■			
G. Maintain quality and support development of a new manufactured home park	□	■		■
H. Increase development capacity of MFR dwellings	■		■	
I. Implement the Multiple Unit Property Tax Exemption (MUPTEx) to support multifamily or affordable housing	■			□
J. Preserve and improve existing low-cost, unregulated, rental housing				■
K. Work with partners to support development of additional permanent supportive housing			■	
L. Evaluate opportunities to improve energy efficiency and reduce GHG emissions during housing development	■	■	□	
Funding Sources				
M. Establish a Construction Excise Tax	■	■	■	■
N. Evaluate using Urban Renewal	□	□	■	■
O. Identify additional funds to support the Affordable Housing Trust Fund	■	■	■	■



Housing Production Strategy

Actions	July 1 2023 through December 2023	2024	2025	2026	2027	2028	2029	2030	2031
A. Evaluate participating in or establishing a land bank.			Evaluate opportunities	Get policy direction from City Council	Implement				
B. Evaluate opportunities to participate in a land trust.		Evaluate opportunities	Get policy direction from City Council	Implement as opportunity arises					
C. Host educational events with the Housing and Human Services Commission		On-Going							
D. Develop an equitable housing plan	Develop Plan	Adopt	Implement						
E. Disallow SFD in High Density R-3 Zone				Develop Ordinance	Adopt	Implement			
F. Evaluate increasing allowances for residential dwellings in commercial and employment zones			Adopt	Implement					
G. Maintain quality and support development of a new manufactured home park	Begin Refining	Adopt	Implement						
H. Increase development capacity of MFR dwellings				Develop Ordinance	Adopt	Implement			
I. Implement the Multiple Unit Property Tax Exemption (MUPTE) to support multifamily or affordable housing					Begin implementation Steps	Adopt	Implement		
J. Preserve and improve existing low-cost, unregulated, rental housing			Evaluate programs	Get policy direction from City Council	Implement				
K. Work with partners to support development of additional permanent supportive housing		On-Going							
L. Evaluate opportunities to improve energy efficiency and reduce GHG emissions during housing development							Get policy direction from City Council	Implement	
M. Establish a Construction Excise Tax		Evaluate approach	Adopt	Implement					
N. Evaluate using Urban Renewal or other financing tools				Evaluate approach	Develop Plans	Adopt	Implement		
O. Identify additional funds to support the Affordable Housing Trust Fund		Evaluate new sources	City council to give policy direction	On-Going					

