

Memo

DATE: July 26, 2022

TO: Ashland Planning Commission

FROM: Brandon Goldman, Planning Manager

RE: Ashland Housing Production Strategy Update

The City of Ashland is in the process of developing a Housing Production Strategy (HPS) to identify and prioritize a variety of strategies and actions for accommodating needed housing within our community. This effort is supported by a grant from the State Department of Land Conservation and Development (DLCD) with consultant services provided by ECONorthwest. At the end of this year-long planning effort, the final Housing Production Strategy report will identify a set of specific actions the city will undertake over an 8-year period to promote the development needed housing. Such actions may include land use ordinance amendments, zoning changes, financial incentives, and other actions within the City's purview. Completion of a Housing Production Strategy, following adoption of a Housing Capacity Analysis, is a new requirement adopted by the Oregon Legislature through passage of [House Bill 2003](#) in 2019.

Ashland's Housing Production Strategy is the third step in comprehensive a four-step process to support a variety of housing options.

- Step 1: **Buildable Lands Inventory**, an inventory of the amount of vacant and partially vacant land within the City and Urban Growth Boundary that can accommodate new housing development. *Completed December 2019*
- Step 2: **Housing Capacity Analysis**, a report examining projected housing needs over the next 20 years in consideration of household demographics, housing costs, and expected population growth. *Completed May 2021.*
- Step 3: **Housing Production Strategy**, (2022-2023)
- Step 4: Adoption and Implementation of the identified strategies over an 8 year period (2023-2031).

The final HPS report will address the following for each strategy, based on Consultant's evaluation, input from staff, and feedback gathered through public outreach and engagement:

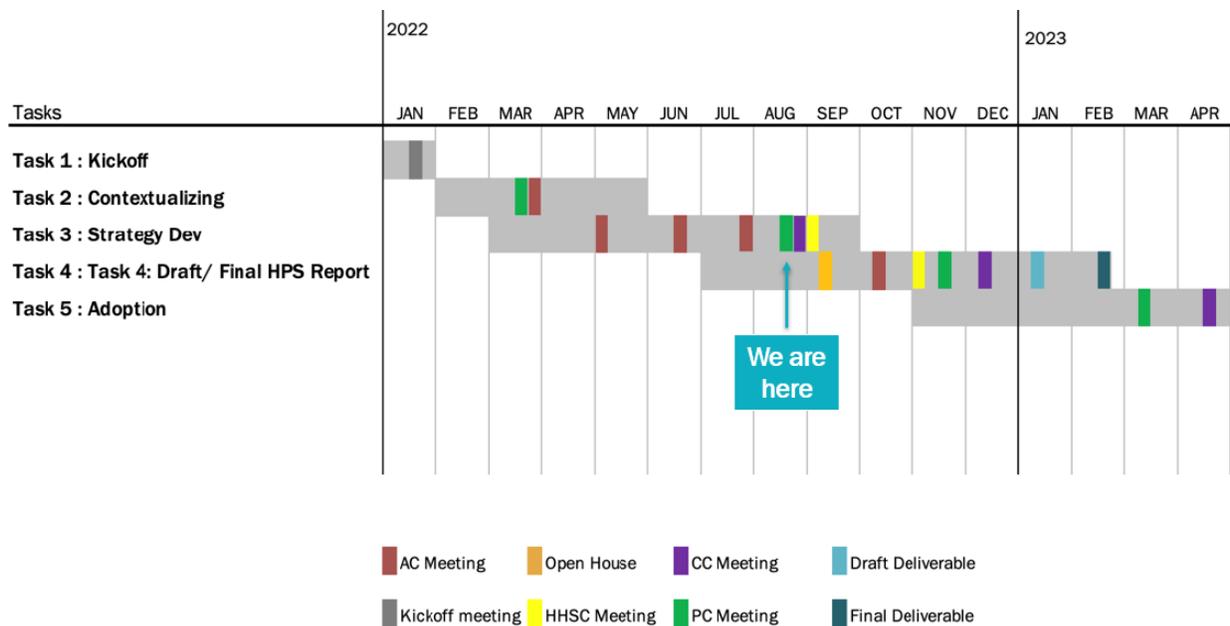
- A description of the strategy;
- Identified housing need being fulfilled (tenure and income) and analysis of the income and demographic populations that will receive benefit and/or burden from the strategy, including low-income communities, communities of color, and other communities that have been discriminated against, according to fair housing laws;
- Approximate magnitude of impact, including (where possible/applicable) an estimate of



the number of housing units that may be created, and the time frame over which the strategy is expected to impact needed housing;

- Timeline for adoption and implementation of the strategy;
- Actions necessary for the local government and other stakeholders to take in order to implement the strategy; and
- Opportunities, constraints, or negative externalities associated with adoption of the strategy.

To begin evaluation of the variety of Actions the City could consider for inclusion in the HPS, the City assembled an Ad-Hoc Housing Production Strategy Advisory Committee. The Planning Commission is represented on this committee by Commissioners Kerry KenCarin and Lisa Verner. This committee has presently met to review available strategies, and will provide recommendation on which strategies should be included in the final draft of the HPS. The timeline graphic below shows where the project is currently in the development process as well as projecting the future public meetings:



Included in the packet materials for discussion at this evening’s study session you will find two documents. The first document is entitled [Contextualizing Housing Needs in Ashland](#), prepared by ECONorthwest, which provides a description of the local housing needs that the Housing Production Strategy is intended to address, existing housing policies Ashland has already implemented, and key housing market and demographic data affecting housing affordability. The second document is a July 1, 2022 Memorandum entitled [Housing Strategies \(Actions\) for Further Discussion](#) that was presented to the HPS Advisory Committee on July 11th. This document lists the strategies under consideration for inclusion in the HPS, and provides a general assessment of their potential impact. As the list of strategies to be included in the draft HPS are further limited, greater detail will be developed including implementation steps and an implementation timeline.



Attachments

- [Contextualizing Housing Needs in Ashland](#)
- [Housing Strategies \(Actions\) for Further Discussion](#)
- Online Archive of meetings: www.ashland.or.us/hps

