

Council Study Session

8/15/2022

Agenda Item	Housing Production Strategy Update	
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Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input type="checkbox"/> Presentation <input checked="" type="checkbox"/>	

SUMMARY

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 18-month 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 address Ashland’s housing needs. 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. Through adoption of an HPS (anticipated in May-June 2023) the City will fulfill the State requirement, but more importantly will assist the City in implementing a strategic approach to promote the development of needed housing within our community.

POLICIES, PLANS & GOALS SUPPORTED

Ashland Comprehensive Plan

- Housing Element Chapter VI Goal (6.10.04): *Forecast and plan for changing housing needs over time in relation to land supply and housing production.*
 - 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.*
 - *Housing Needs Analysis “Technical Reports and Supporting Documents”*

State of Oregon

- Statewide Planning Goal 10 (Housing): *Buildable lands for residential use shall be inventoried, and plans shall encourage the availability of adequate numbers of housing units at price ranges and rent levels which are commensurate with the financial capabilities of Oregon households and allow for flexibility of housing location, type, and density.”*
- Oregon Revised Statutes 197.296: *Factors to establish sufficiency of buildable lands within urban growth boundary.*
- [House Bill 2003](#): The 2019 Oregon Legislature passed the law which requires Oregon's cities over 10,000 population to study the future housing needs of their residents and to develop strategies that encourage the production of housing their residents need.

PREVIOUS COUNCIL ACTION

In June of 2021 the City Council authorized an application for State of Oregon funding assistance to create the City's Housing Production Strategy (HCA). The City of Ashland received a grant from the State Department of Land Conservation and Development (DLCD) to undertake this effort and the project was initiated in January 2022.

The City's [Buildable Lands Inventory](#) (BLI) was updated in 2019 ([Resolution 2020-01](#)) and adopted on [January 21, 2020](#). This recently completed BLI provided a factual basis to evaluate land availability within Ashland's Urban Growth Boundary. The [2021-2041 Housing Capacity Analysis](#) was adopted by the City Council on August 17, 2021 (Ordinance 3200) . The Housing Capacity Analysis (HCA) is a Supporting Document to the Housing Element of the Comprehensive Plan and addresses the types of housing Ashland will need over the 20 year period to accommodate Ashland's population growth and changing demographics.

BACKGROUND AND ADDITIONAL INFORMATION

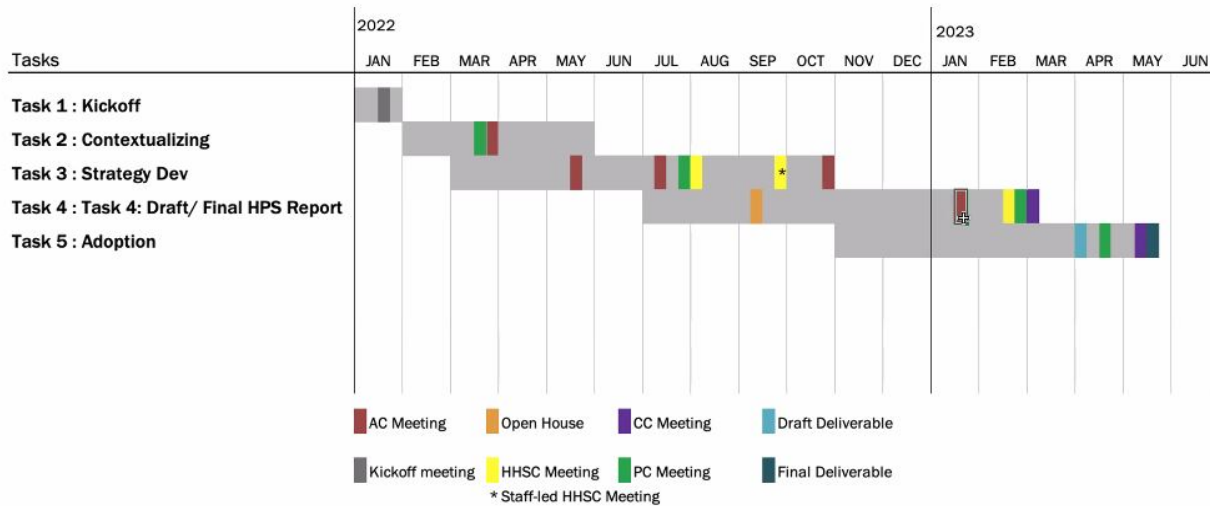
Ashland's Housing Production Strategy is the third step in comprehensive a four-step process to support a variety of housing options.

- 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. This committee has presently met three times 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 the project prior and 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 and key housing market and demographic data affecting housing affordability. As we examine strategies the City of Ashland could consider moving forward, it is important to note that Ashland has already implemented a number of specific housing policies that are frequently recommended as HPS actions. The Contextualizing Housing Needs in Ashland memorandum includes a list of these housing measures (or policies or strategies) currently in place within Ashland to address Ashland housing needs (pgs 10-16).

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, the Housing and Human Serv. 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.

FISCAL IMPACTS

Funding assistance from the Oregon Department of Land Conservation and Development paid for consultant assistance to research Ashland’s housing market, coordinate with Ashland Commissions and the advisory group, and draft a hearings ready Housing Production Strategy at no direct cost to the City other than Staff time.

DISCUSSION QUESTIONS

Does the City Council have any general questions or comments regarding the housing strategies or housing needs identified in the memorandums entitled [Contextualizing Housing Needs in Ashland](#), and [Housing Strategies \(Actions\) for Further Discussion](#)?

REFERENCES & ATTACHMENTS

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