

Council Business Meeting

October 15, 2019

Agenda Item	DLCD Technical Assistance Grant	
From	Bill Molnar	Director of Community Development
Contact	bill.molnar@ashland.or.us ; (541) 552-2042	

SUMMARY

Before the Council is a request for a letter of support for a Department of Land Conservation and Development (DLCD) Technical Assistance Grant. This grant, if awarded, would allow the City to use consultant services to assist in undertaking a public involvement process concurrent with the drafting of land use standards to promote the development of needed housing within Ashland's residential zones.

POLICIES, PLANS & GOALS SUPPORTED

Council Goals and Priorities 2019-2021

Goal 1: Develop current and long-term budgetary resilience -- Evaluate revenue streams

Goal 3: Enhance and improve transparency & communication -- Develop a robust program to engage with Ashland citizens about City priorities and our progress on those priorities, public input opportunities and processes, how individual citizens can help meet City goals, budgeting and decision-making processes, etc.

Value Services: Tier 2 Moderate Priority – Housing Needs.

PREVIOUS COUNCIL ACTION

The City Council reviewed the Ashland Housing Strategy Implementation Plan on May 6, 2019. At that study session, the City Council directed Planning Staff to undertake public outreach efforts to further engage the citizenry, housing providers, and developers in development of proposed code amendments consistent with this proposal.

BACKGROUND AND ADDITIONAL INFORMATION

The Oregon Department of Land Conservation and Development (DLCD) provides resources to help Oregon Communities prepare and update local land use plans to respond to growth management and development. DLCD is currently offering grant awards for the 2019-21 program years. Applications are awarded on a competitive basis. Consideration is given in scoring to ensure a fair distribution of grant funds within each of five regions around the State.

The proposed grant application would seek up to \$27,570 in funding to support a citizen outreach and public involvement program to inform the preparation of draft amendments to the City's land use standards for the inclusion of middle-housing types in single-family zones, and the recommendations outlined in the [Ashland Housing Strategy Implementation Plan](#).

The citizen involvement project is anticipated to take 12 months, with a projected timeline of January 2020 to January 2021. The total project cost is projected to be \$41,530 with \$27,570 in grant funds requested and \$13,960 in local match. Approximately 65% of the local costs for the project would be in-kind contribution of Planning Division staff time for public information efforts, review of deliverables, public meeting preparation and coordination, and contract management. The remainder of local matching funds would contribute toward consultant services, printing and postage associated with the public outreach.

FISCAL IMPACTS

There is no cost for submission of the application. If approved, these grants typically require the City demonstrate commitment to the project through contribution of matching funds. If the City receives an award, the Community Development Department would provide a local match in the form of \$8,960 of in-kind support (staff time), approximately \$2,500 toward consultant costs and up to \$2,500 in printing and postage.

The \$5,000 of funds for this match have been identified and included in the Biennium 2019/2021 Budget for the Community Development Department.

STAFF RECOMMENDATION

Staff recommends Council approve the letter of support and the submission of the grant funding application.

ACTIONS, OPTIONS & POTENTIAL MOTIONS

I move to approve the Mayor signing a letter of support for the Department of Land Conservation and Development grant application to undertake a comprehensive public involvement process concurrent with adoption of land use standards to promote the development of needed housing within Ashland’s residential zones.

REFERENCES & ATTACHMENTS

Attachment 1: Letter of Support for the DLCD Grant application

Attachment 2: DLCD Grant application



October 15, 2019

Gordon Howard, Grant Program Manager
Department of Land Conservation and Development
635 Capitol Street NE, Suite 150
Salem, Oregon 97301-2540

Re: 2019 Technical Assistance Grants Application

Dear Mr. Gordon

The City of Ashland expresses our full support for the Department of Land Conservation and Development 2019-2021 grant funding application to conduct a comprehensive citizen outreach and public involvement program to inform the preparation of amendments to the City's land use standards pertaining to needed housing.

Through an award of funding, the City of Ashland and State of Oregon can further our shared goals of promoting the provision of affordable and workforce housing through a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process.

Thank you for your consideration,

John Stromberg
Mayor

OFFICE OF THE MAYOR

20 East Main Street
Ashland, Oregon 97520
www.ashland.or.us

Tel. 541552-2100
Fax: 541-488-5311
TTY: 800-735-2900



October 1, 2019

Grants Administrative Specialist
Department of Land Conservation and Development
635 Capitol Street NE, Suite 150
Salem, Oregon 97301-2540

Emailed: DLCD.GFgrant@state.or.us
josh.lebombard@state.or.us

Re: 2019 Technical Assistance Grants Application

Dear Grants Administrative Specialist,

I am writing to request the Department of Land Conservation and Development's consideration of Ashland's Middle Housing and Multifamily Code update process for a 2019 Technical Assistance Grant. I believe this project fits within the Technical Assistance Grant Program priorities to promote provision of affordable and workforce housing, as well as assist in updating Ashland's implementing codes to respond to changes in state law. Specifically, this project furthers the work effort previously supported by DLCD and the City to develop recommended code amendments in Ashland's multifamily zones in completing the [Ashland Housing Strategy Implementation Plan](#). Additionally, in response to changes in State Law regulating middle-housing in single family zones, Ashland anticipates undertaking a citizen involvement process to inform the development and adoption of land use code amendments that will facilitate the development of middle-housing in single family zones.

The primary purpose of this project would be to undertake a comprehensive public involvement process concurrent with the drafting of adoption ready land use ordinances to promote the development of needed housing within Ashland's residential zones. Further information about the project, including the issues, goals and objectives, timeline and budget and elected official support, is outlined below.

Issues

Public participation is the first goal in Oregon's land use planning program. Civic leaders, legislators, the governor, the Land Conservation and Development Commission (LCDC), and others recognized that the success of Oregon's land use program depends upon input from citizens, and our land use planning program is designed so that public involvement is a prerequisite to major decisions about how to designate and zone land. To provide meaningful public participation in land use planning, sufficient funding and resources will be required to successfully implement the Ashland Housing Strategies



Implementation Plan, and to develop reasonable regulations to newly incorporate middle-housing into single family zones.

Given the changes would impact all residentially zoned properties throughout the city, every attempt will be made to connect to the larger Ashland community. We must receive widespread citizen involvement to create a zoning code update that reflects community values and is adoption ready by the City Council. There will only be a six-month period between the date the State's middle-housing model ordinance is to be available to cities (December 2020) and the required date of implementation (June 30th, 2021), as set forth in House Bill 2001. This compressed timeline appears to be insufficient to accommodate Ashland's efforts to encourage robust citizen involvement in all phases of the planning process as expressed in Oregon Statewide Planning Goal 1. Further, in the event the City waits for the model code to be available at the end of 2020 and is then unable to complete the public hearing process by June 30th, 2021, HB 2001 only provides for an extension of time to adopt land use regulation due to identified utility deficiencies. The provision does not provide an extension due to an extended public hearing process that is underway. It is our expectation that by accelerating the development of local code amendments that satisfy the provisions of HB 2001 applicable to communities of more than 10,000 and less than 25,000, and initiating the public involvement process early, Ashland can both comply with the timing set forth in HB2001 and serve as a statewide example for both the public involvement process and in establishment of reasonable siting and design regulations for middle-housing types within single family zones.

Citizen involvement increases understanding of the benefits of planning while decreasing the uncertainty about the negative effects of planning on personal freedom and property rights. This in turn contributes to political acceptance of the planning and zoning process, and ultimately facilitates adoption of the zoning code amendments proposed. In making major policy decisions, it may be necessary for citizens and elected officials to face up to some hard choices. An independent, outside planning consultant is in the best position to objectively frame and put controversial policy choices before the community without the interference of political pressures. In addition, visual examples (e.g., visual preference survey) of missing middle housing and changes to multi-family zoning will be key in moving residents and policy makers beyond initial positions to productive discussions about the real world impacts of the proposed changes. A consultant would be expected to develop and present visual examples as part of the citizen involvement process. The visual preference survey could further be adapted for use in other communities throughout the state which will be working to promote missing-middle housing types. The involvement of a planning consultant in the public outreach and citizen involvement plan will leverage the limited resources of City of Ashland Planning Department staff, and introduce fresh perspectives and viewpoints into the planning process.

Project Goal and Objectives

GOAL: The primary objective of this project is to conduct a robust citizen outreach and public involvement program to inform the preparation of hearings-ready draft amendments to the City's land use regulations pertaining to needed housing.

OBJECTIVES



- Provide public input opportunities, such as public workshops and web-based outreach, regarding the multi-family code recommendations outlined within the Ashland Housing Strategy Implementation Plan.
- Provide public input opportunities, such as public workshops and web-based outreach, regarding inclusion of middle-housing types in single-family zones.
- Provide opportunities for advisory commission input on recommended land use amendments.
- Draft hearing ready land use ordinance amendments for multi-family and single-family zones.
- Initiate public hearings before the Planning Commission and City Council on the draft ordinance amendments.
- Prepare adoption ready code amendments which allow middle-housing in Ashland's single-family zones and increased housing density in multi-family zones.

Program Priorities: This project *promotes the provision of affordable and workforce housing*. The result of code amendments in multi-family zones will facilitate the development of small apartments through greater density allowances, and the inclusion of middle-housing types in single-family zones. This is expected to result in an enhanced supply of housing for low- and moderate-income residents. Additionally, this project addresses the funding priority to *update implementing code to respond to changes in state law*, in that land use code amendments in single-family zones would be consistent with newly approved state law promoting middle-housing types.

Grantee Capacity

The City of Ashland has a demonstrated capacity of managing DLCD grant funded projects and completing the associated scopes of work in a timely manner. Experienced senior level staff would be dedicated to this project's success.

The Ashland Community Development Department has 1.5 FTE assigned to long range planning and code work, and has several other project such as the Croman Mill Plan update, establishment of a Vertical Housing Development Zone (VHDZ), update of the Buildable Lands Inventory, a forthcoming Housing Needs Analysis, as well as a variety of smaller code amendment projects underway. Using a consultant for the citizen involvement component of the missing-middle and multi-family code amendment efforts would not only add an outside perspective with expertise in public involvement and land use ordinances, but also would allow the Department to continue to leverage City staff time to conduct multiple projects at the same time.

Timeline and Budget

One of the first steps of this project would be for the Planning Commission, Planning Department staff, and the selected consultant to establish a citizen participation plan that will determine how residents and stakeholders will be engaged during the process of crafting the code amendments. The City will proactively engaging constituents that understand the importance of offering a range of housing options and adequate housing supply, including renters' advocacy groups, advocates for people with disabilities and older adults, local employers, and developers of market-rate and affordable housing.



The time line is 12 months beginning in January 2020 and ending in January 2021.

January 2020: The Consultant and Planning Staff will meet with the Planning Commission in its capacity as the Committee on Citizen Involvement (CCI), to propose and finalize a Public Involvement Plan. This plan is expected to include four public workshops – two before work begins on the draft zoning amendments and two when the draft is complete. The general public should be involved in the process so that they can gain information on the project and provide input and their ideas about a vision to local leaders, Planning Staff, and the Consultant

- **Public Notification:** The CCI, Planning Staff, and Consultant will discuss and develop methods to provide all members of the public with adequate notice of project events and important benchmarks. The consultant will work with staff on the creation of flyers for local distribution, email notifications, website postings, and press releases to be issued to local media, and on social media via the City’s Facebook and Twitter accounts.
 - Email listserv announcements
 - Direct mailings
 - Post notifications and updates on the City’s website;
 - Media: Issue press releases and legal notices (as necessary) to the Ashland Tidings;
 - City Source newsletter is published monthly and will include updates on the project and invites to the public outreach events.

February-March 2020: Public workshops 1 &2. Two alternative time/dates will be provided to increase opportunities for participation. The intent of these public workshops will be to educate the public about zoning in general; and provide a more specific description of the project scope and boundary. The format public workshops will be determined in consultation with the CCI. The consultant may prepare visual preference surveys, meeting presentations, and would provide a meeting summary to assist in translating expressions of community values into goals and policies. Working with Staff and the Planning Commission (as the designated Committee on Citizen Involvement) the Consultant would organize and conduct public meetings in accordance with a defined Public Outreach Strategy.

- At the public meetings the Consultant will prepare and present a visual timeline illustrating and explaining the zoning amendment process to attendees.
- The Consultant will present background information, including the zoning audit and Comprehensive Plan, and other existing documents that inform the zoning amendment process.
- The meetings may include interactive exercises that provide an opportunity for participants to complete a visual preference survey. This same visual preference survey could be presented online to reach a broader audience and collect community feedback.
- This approach will be used to further clarify the goals stated in the recent Housing Element of the Comprehensive Plan, including but not limited to, defining appropriate development



and preserving, protecting, and enhancing historically and culturally significant sites/features and strengthen existing sense of community.

April-May 2020 – Planning Staff will draft initial code changes to the Ashland Land Use Ordinance to address middle housing and the recommendations of the Ashland Housing Strategy Implementation Plan in consideration of feedback received at the public workshops.

June- July 2020 – Advisory Commission Study Sessions. Planning Staff will present the discussion draft ordinance amendments to the Housing and Human Services Commission and Planning Commission for discussion.

August - September 2020: Public meetings 3 &4. Two alternative time/dates will be provided to increase opportunities for participation. The intent of these public meetings will be to present the draft code amendments to the public prior to the formal public hearing process. These meetings will provide an opportunity for the public to become better informed about the planning and land use issues proposed in the draft ordinance in an informal venue. This will allow community to ask clarifying questions and ultimately provide informed comments regarding the amendments at the formal public hearings. The consultant will prepare meeting presentations and would provide meeting summaries.

September-October 2020 – Planning Staff will finalize the proposed code changes to the Ashland Land Use Ordinance to address middle housing and the recommendations of the Ashland Housing Strategy Implementation Plan.

Public Hearings

November 2020-- January 2021. Public Hearing before the Housing and Human Services Commission, the Planning Commission, and the City Council will be held as part of the formal adoption process to ensure full opportunity for community participation. The consultant and Planning Staff will present the results of the public outreach efforts and the adoption ready code for consideration by the Planning Commission and City Council. The City will advertise the public hearings including requisite public notices.



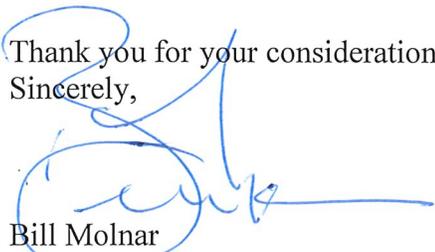
Project Budget

The total cost for the public outreach project is currently scoped at approximately \$41,530. Total Consultant services and direct costs are estimated at \$30,070. The Consultant and City staff would be conducting the public outreach and public meeting process, and a City Staff would perform the code work.

	Grant Request	Local Contribution	Total Budget
Consultant Services	\$ 23110.00	\$ 2500.00	\$ 25610.00
Consultant Direct Expense <i>(e.g. Travel and Lodging)</i>	\$ 4460.00	\$ -	\$ 4460.00
City Staff <i>(In-Kind contribution)</i>	\$ -	\$ 8960.00	\$ 8960.00
Other <i>(Postage, printing)</i>	-	\$2500.00	\$2500.00
TOTAL	\$ 27570.00	\$ 13960.00	\$ 41530.00

The Ashland City Council is scheduled to review this grant request at their October 15th regular meeting. Upon review of the draft Ashland Housing Implementation Plan on May 6, 2019, the City Council directed Planning Staff to undertake public outreach efforts to further engage the citizenry, housing providers, and developers in development of proposed code amendments consistent with this proposal. A letter from the City Council demonstrating support for the project will be submitted to DLCDC upon approval by the Mayor and City Council.

Thank you for your consideration of this grant request.
Sincerely,


Bill Molnar
Community Development Director

copy: file

