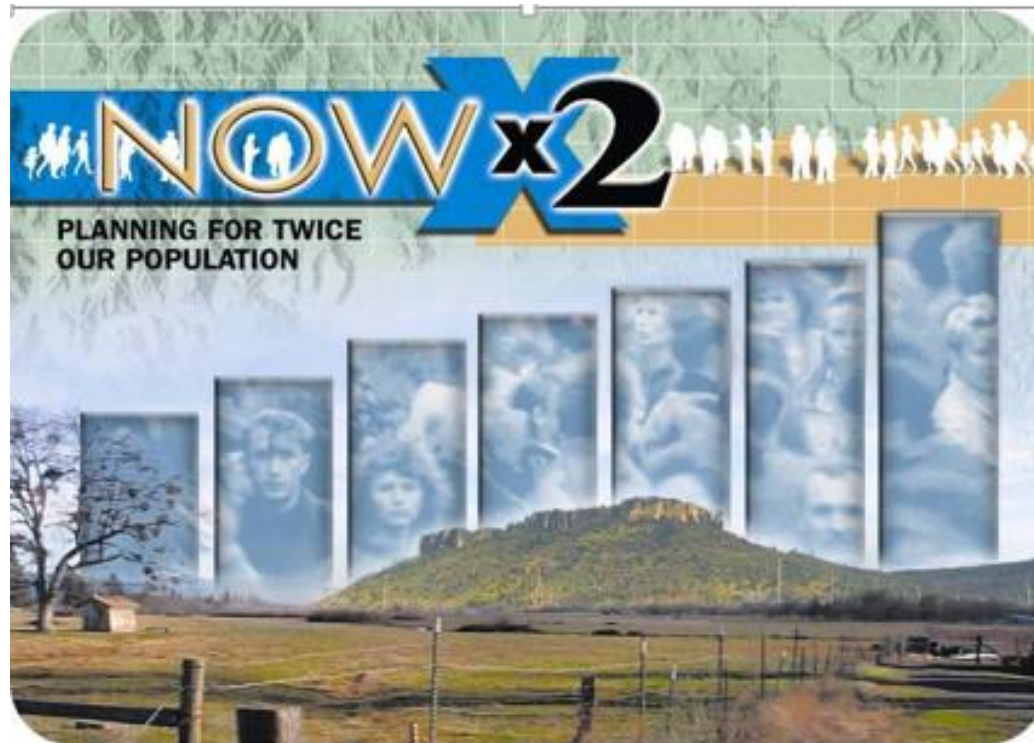


Regional Problem Solving (RPS)

Regional Housing Strategy

CITY OF
ASHLAND



City Council Study Session
October 1, 2018

Regional Problem Solving (RPS) CITY OF ASHLAND

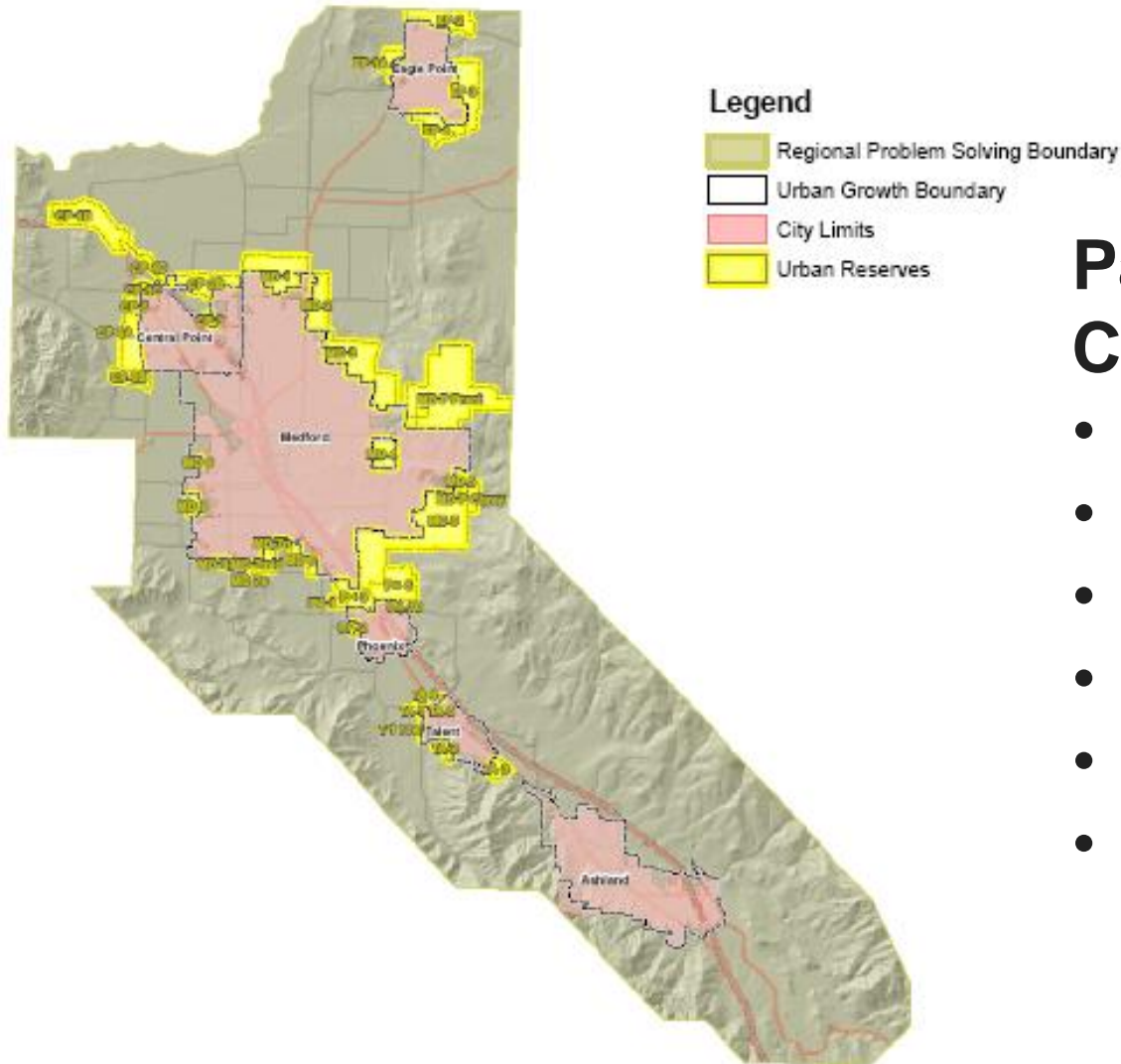
Purpose & Intent

Problems that the Regional Problem Solving (RPS) plan was meant to address through the identification of Urban Reserve Areas (URA's):

- Lack of a Mechanism for Coordinated Regional Growth Planning (*with a Doubling of Regional Population*).
- Loss of Valuable Farm and Forest Land Caused by Urban Expansion.
- Loss of Individual Community Identities.

Regional Problem Solving (RPS) CITY OF ASHLAND

Participating Communities



Participating Communities

- Eagle Point
- Central Point
- Medford
- Phoenix
- Talent
- Ashland

Regional Problem Solving

Council Decision

In 2003, the City of Ashland decided it would not designate Urban Reserve Areas.

- Planning Commission voted to not add Urban Reserve Areas (URA's).
- Housing Commission made no recommendation.

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RPS Issues Raised by the City of Ashland

- Efficient Land Use**
- Transportation Planning & Implementation**
- Loss of High Value Agricultural Lands**
- Coordinated Population Allocations**
- Regional Approach to Housing & Economic Development***

Regional Problem Solving

RPS Issues Raised by the City of Ashland

The Ashland City Council requested the Regional Plan identify and structure a time line for the implementation of a variety of regional strategies that encourage a full range of housing types throughout the region.

Adopted as part of RPS:

Housing Strategies. Participating jurisdictions shall create regional housing strategies that strongly encourage a range of housing types throughout the region within 5 years of acknowledgement of the RPS Plan.

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Regional Housing Strategy - Ashland



ECONorthwest
ECONOMICS • PLANNING • MARKETING

DATE: 7/10/2018
TO: Brandon Goldman
FROM: Beth Goodman
SUBJECT: **ASHLAND HOUSING STRATEGY**

The City of Ashland has conducted a substantial amount of research about Ashland's housing market and housing needs within the City. In 2012, Ashland updated its Comprehensive Plan Housing Element, which includes a Housing Needs Analysis. Ashland has adopted numerous policies to address the City's housing needs, including encouraging more affordable single family housing types through adoption of the cottage housing ordinance to promote small units on small lots, removing accessory residential units as a permitted use in single family and standards, allowing accessory residential units as a permitted use in single family and standards residential zones. Ashland is in the process of developing a zoning overlay for the Ashland Transit Triangle area to promote the development of residential units in commercial and employment zones.

Ashland is one of the communities that adopted the Regional Plan, which was developed through Regional Problem Solving (RPS). The Regional Plan requires the development of a regional housing strategy within five years of acknowledgment of the Regional Plan, by March 2018. The requirement in the Regional Plan is broad and does not specify what a housing strategy would include. The requirement is as follows:

Housing Strategies. Participating jurisdictions shall create regional housing strategies that strongly encourage a range of housing types throughout the region within 5 years of acknowledgment of the RPS Plan.

Housing strategies in Oregon generally focus on two broad issues: (1) increasing efficiency of land use in residential development, and (2) strategies that encourage development of housing affordable to low- and middle-income households. These strategies may be mutually supportive, as housing developed more densely or on smaller lots (i.e., more efficient use of residential land) may result in development of lower-cost housing. Increased density, however, do not necessarily equate to affordability. Moreover, encouraging development of affordable housing requires a broader focus than issues related to land use efficiency.

Ashland's housing sales prices are higher than in other cities in the Rogue Valley. At the beginning of 2016, the median home sales price for existing housing in Ashland was \$420,000, an increase of \$65,000 or 20% from 2015. Ashland's housing prices for existing housing were \$142,000 or 50% higher than the median home costs for housing in urban areas.¹

¹ Data source: Rogue Valley Trailers

...the last decades. The median
...income in 2000 to 77
...of housing affordability
...cost burdened if the
...such as rent or mortgage,
...if households in Ashland
...renters cost burdened.¹

...that is intended to meet
...ing strategies to address
...housing.

...egories based on
...less than 40% of
...households earning
...low-income
...family income).
...\$10,600, which is an
...monthly housing
...affordability is

by Jackson County

Affordable Housing Units in 2017
604
1,076
1,618

...family housing, and for a
...part of the RPS, the City
...res as it was determined
...were sufficient to

...development was 3.3
...housing over the same

...and's land use
...increasing the
...city for development
...housing types (such
...increase land use
...stable housing.

...able to middle-
...housing

...r are
...possible, such
...15-20 to
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...to the extent
...key slopes

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Regional Problem Solving

Regional Housing Strategy

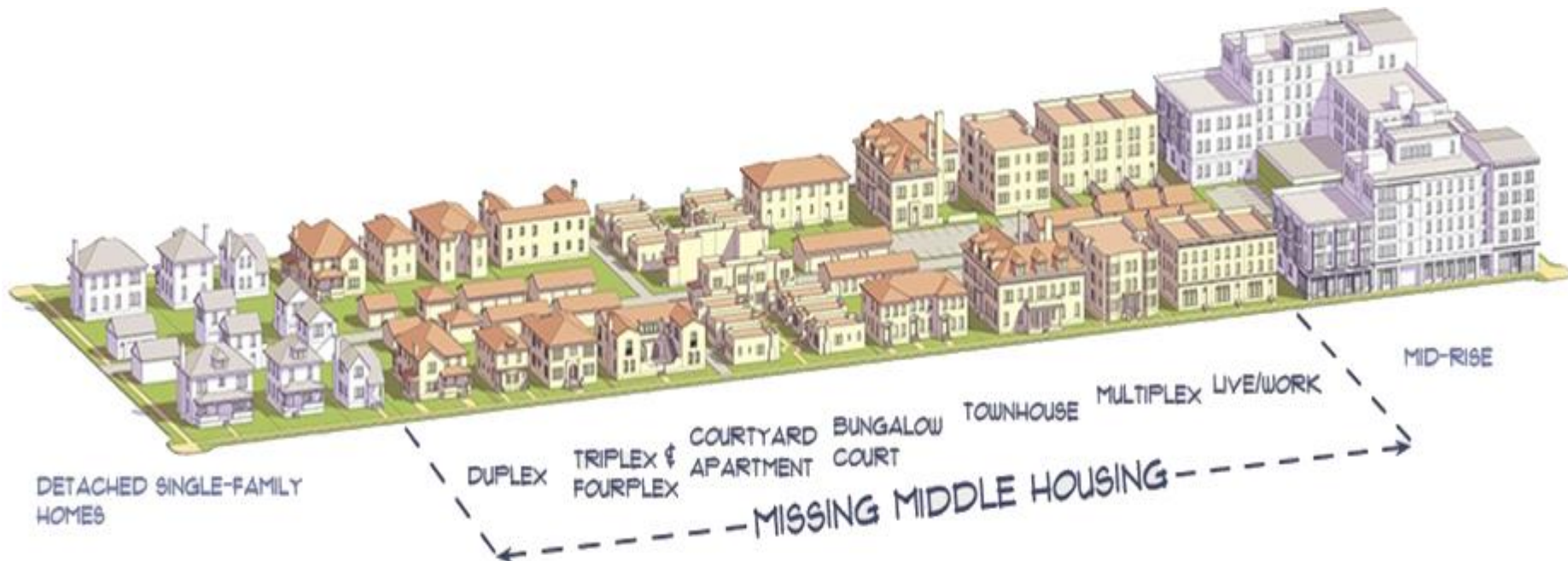
Land Use Reforms and Financial Incentives

- (1) Improve the efficiency of residential land use by increasing the concentration of housing under certain circumstances
- (2) Increase opportunity for development of housing types that are comparatively affordable
 - missing middle housing types (such as duplexes, townhouses, cottage housing, or garden apartments)

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Policy 1: Provide a variety of housing types in Ashland that are more affordable to middle-income households, as well as provide opportunities for development of housing affordable to moderate- and low-income households.



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Policy 2: Encourage development of new multifamily in areas zoned for multifamily housing and commercial areas by increasing the amount and density of multifamily development.



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Policy 3: Monitor residential land development to ensure there is enough residential land to accommodate the long-term forecast for population growth



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Policy 4: Develop policies to support affordable housing by lowering the costs of housing development for low-income affordable housing and/or middle-income affordable housing.



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Policy 5: Develop a Construction Excise Tax (CET) on new development to pay for developer incentives, such as fee and SDC waivers, tax abatements, or finance-based incentives.



Regional Problem Solving

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Regional Housing Approach

- Each community completed a code audit focused on provision of need housing.
- EcoNW produced recommended Housing Strategies
- Cities to evaluate Housing Strategies to increase the supply and availability of needed housing

