

Note: Anyone wishing to speak at any Planning Commission meeting is encouraged to do so. If you wish to speak, please fill out a Speaker Request Form and place it in the Speaker Request Box by staff. You will then be allowed to speak. Please note that the public testimony may be limited by the Chair and normally is not allowed after the Public Hearing is closed.

**ASHLAND PLANNING COMMISSION
STUDY SESSION
March 22, 2022
AGENDA**

<https://zoom.us/j/96788664611>

- I. **CALL TO ORDER:** 7:00 PM, via Zoom
- II. **ANNOUNCEMENTS**
- III. **PUBLIC FORUM**
- IV. **DISCUSSION ITEMS**
 - A. Ashland Housing Production Strategy project introduction, presentation by ECONorthwest
- V. **ADJOURNMENT**

**CITY OF
ASHLAND**



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development office at 541-488-5305 (TTY phone is 1-800-735-2900). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

Housing Production Strategy

Presentation by ECONorthwest

Memo

DATE: March 22, 2022

TO: Ashland Planning Commission

FROM: Brandon Goldman, Planning Manager

RE: Ashland Housing Production Strategy

The City of Ashland has initiated the development of a Housing Production Strategy (HPS) to identify and prioritize a variety of strategies and actions for accommodating needed housing. The City of Ashland received a grant from the State Department of Land Conservation and Development (DLCD) to undertake this effort, with consultant services provided by ECONorthwest. The draft HPS report is expected to be completed the end of 2022, at which time the City will have a hearings-ready draft and will schedule hearings before the Planning Commission and the City Council to adopt the Housing Production Strategy by May 2023. 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. The HPS will be informed by the recently adopted [Ashland Housing Capacity Analysis](#) and the goals and policies within the [Housing Element of the Comprehensive Plan](#).

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. The 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.



Ashland's Planning Commission functions as the Committee for Citizen Involvement ([AMC/2.12.070](#)) and is charged with evaluating the process being used for such projects which involve public outreach and engagement. For this project, the public engagement efforts envisioned are intended to ensure early input is provided by City commissions including the Housing and Human Services Commission, Social Equity and Racial Justice Commission, Climate Policy Commission, and Planning Commission members through the formation of an ad-hoc advisory group. Additionally, housing providers, housing advocates, and housing consumers will have opportunities to participate in the development of the HPS through select stakeholder interviews conducted by the consultant, hosted public events (virtual or in-person), and online-engagement opportunities are to be developed over the coming year. Lastly, the established public hearing process for legislative amendments before the Housing and Human Services Commission, Planning Commission and City Council will afford additional opportunities for citizen involvement during the formal the review and adoption of the report.

This public engagement effort will aim to hear from underrepresented communities within the City, including but not limited to renters, low-income households, racial and ethnic minorities and people with disabilities. While there will be a good faith effort around outreach generally, and particularly to under-served communities, it is understood that the current situation (with the COVID-19 pandemic) may present unique barriers to in-person engagement. Outreach and engagement discussions are likely to occur via videoconference, teleconference, or telephone calls, rather than in-person. One unique form of outreach will be compiling stories of people with unmet housing need in the City. These stories will be integrated into the HPS report, to illustrate the types of housing needs in the City, and, to the extent possible, connect these unmet housing needs with strategies included in the HPS. City staff and members of Housing and Human Services Committee will compile these stories and provide written summaries for inclusion in the HPS report.

Attachments

- Online Archive: <https://www.ashland.or.us/HCA2021>

