



Ashland Housing Capacity Analysis

Housing and Human Services Commission

March 25, 2021

- Welcome
- Review Residential Land Needs Analysis Results
- Discuss Actions to Address Strategic Issues
- Next Steps



Project Schedule



- X Project Kickoff Meeting
- Advisory Committee Meeting
- Planning Commission
- City Council Meeting
- HHSC Meeting
- Draft Deliverable
- Joint HHSC and PC Meeting
- Final Draft Deliverable

↓
We are here.



Residential Land Needs Analysis Results

Land Sufficiency Results 2021-2041 (Scenario 2)

Ashland has enough land to accommodate growth (858 dwelling units) between 2021-2041.

However, some development in Ashland's Suburban Residential, Normal Neighborhood, and Multifamily Residential Plan Designations will need to be accommodated in the city's urbanizing area.

| Plan Designations (*and grouping of Plan Designations) | Capacity in City Limits (Dwelling Units) | Capacity in Urbanizing Area (Dwelling Units) | Demand (Dwelling Units) | Demand (Group Quarters) | Capacity in City Limits less Demand (Dwelling Units) | Capacity in Urbanizing Area less Demand (Dwelling Units) |
|---|--|--|----------------------------|----------------------------|---|---|
| Low Density Residential * | 590 | 396 | 222 | - | 368 | 396 |
| Suburban Residential | 1 | 43 | 18 | - | - | 26 |
| Normal NH | - | 474 | 231 | 19 | - | 224 |
| Multifamily Residential | 177 | 172 | 172 | 19 | - | 158 |
| High Density Residential | 129 | - | 95 | 19 | 15 | - |
| Croman Mill District | 83 | 160 | 34 | - | 49 | 160 |
| Commercial & Employment * | 475 | 54 | 86 | - | 389 | 54 |

* Plan Designation Notes:

- Low Density Residential includes SFRR, Low Density, Single family residential, and North Mountain.
- Commercial & Employment includes Commercial, Employment, Downtown, Health Care, and Southern Oregon University.
- Woodland excluded.



Actions to Address Ashland's Strategic Priorities

Components of this Project

Housing Capacity Analysis

Technical report about:

- Buildable lands inventory
- Housing market
- Demographic and socioeconomic characteristics of residents
- Housing affordability
- Forecast of new housing
- Land sufficiency

Housing Strategy

Housing policies and actions to address needs identified in the HCA:

- Land availability
- Types of housing needed
- Housing affordability
- Infrastructure needs
- Funding

Revised Comprehensive Plan

- Updated information (*HCA*)
- Updated policies (*Housing Strategy*)

Housing Production Strategy

Changes to Zoning Code

Housing Policies and Programs

Housing policies not addressed through Comprehensive Plan updates



Factors that Influence Housing Development

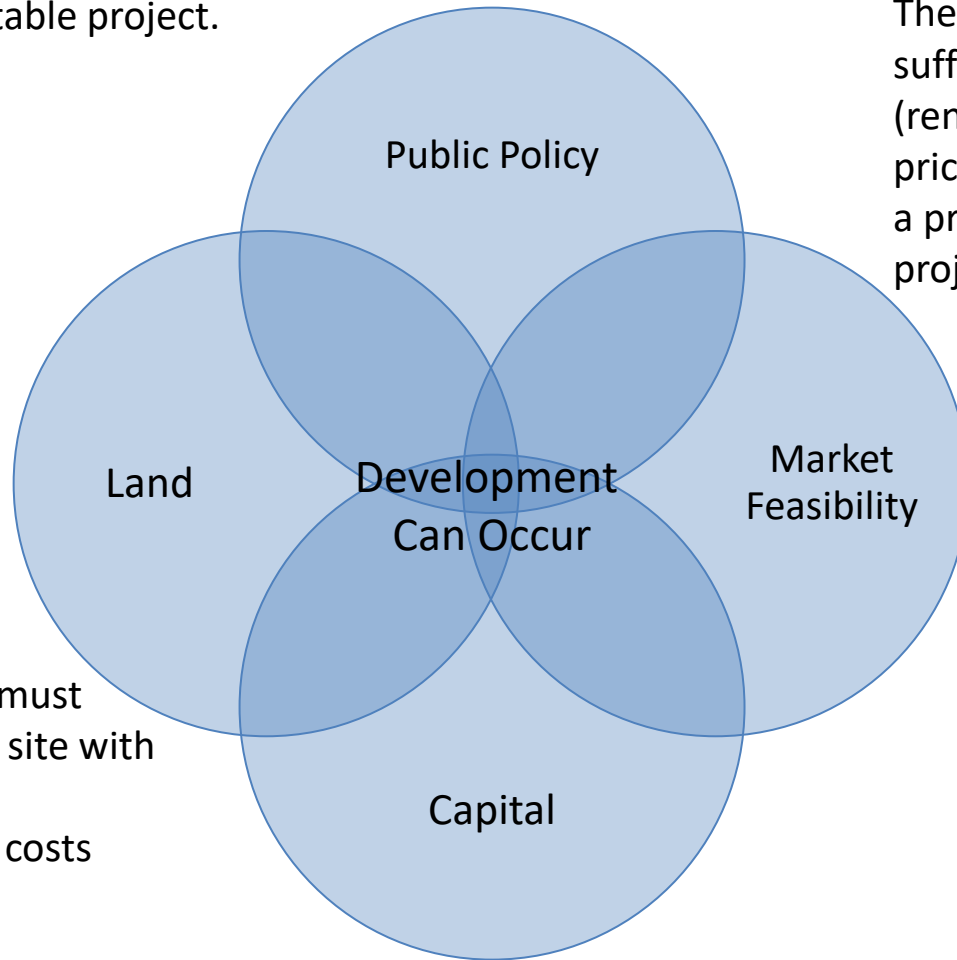
Policy & Implementation—including zoning, density, and design requirements—must allow developer to build a profitable project.

There must be sufficient demand (rents, sales prices) to support a profitable project

Ashland can directly influence public policy, land, and infrastructure.

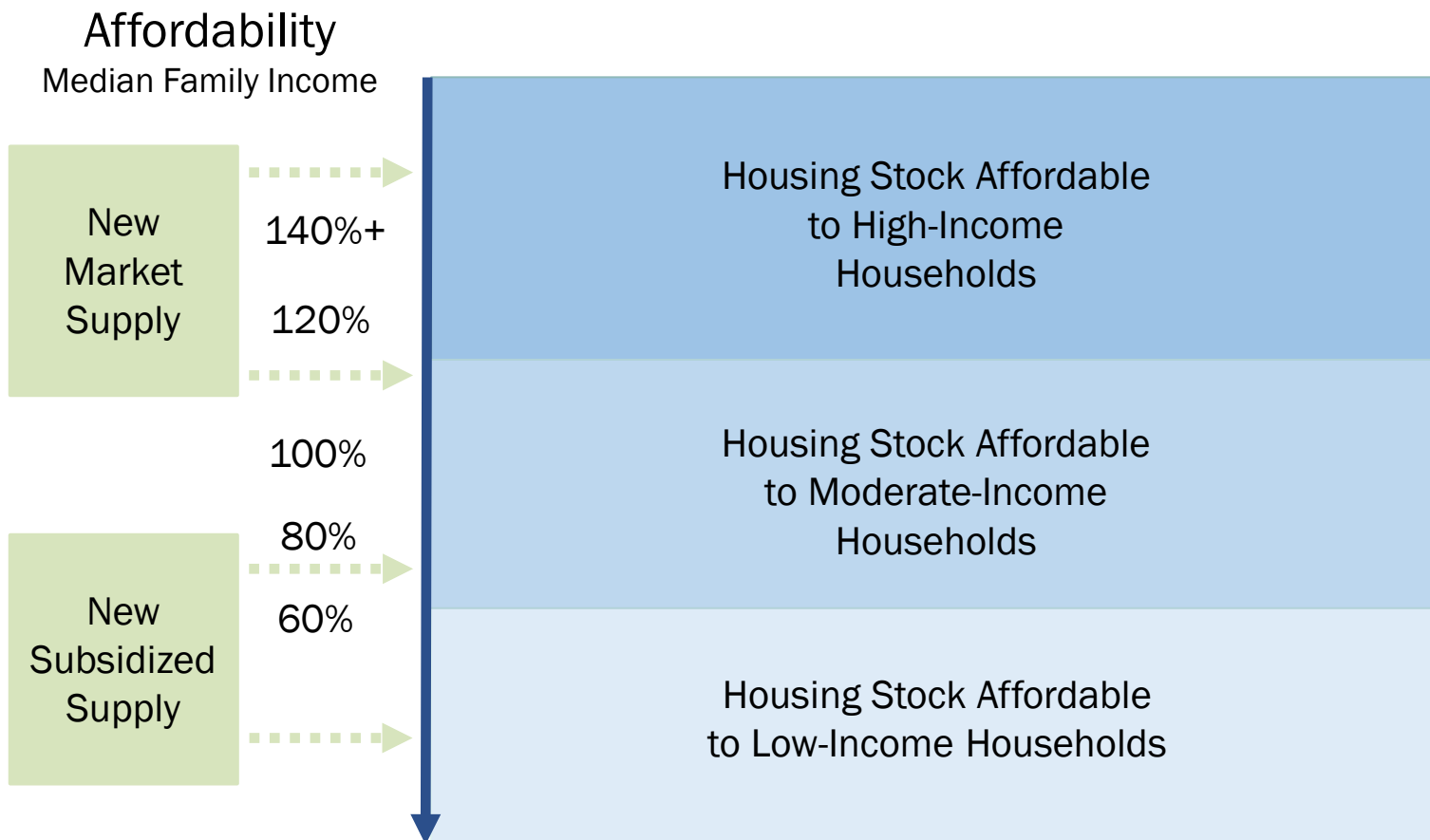
Ashland may have limited influence on market feasibility.

Developer must control the site with reasonable acquisition costs



Developer must be able to access resources for investment (e.g., equity investment, bank loans)

Housing Market Dynamics



- 1. Ensure an adequate supply of land is available and serviced.**
- 2. Provide opportunities for housing development to meet the City's identified housing needs.**
- 3. Provide opportunities for development of housing affordable to all income levels.**
- 4. Identify funding sources to support development of infrastructure and housing affordability programs.**
- 5. Align housing planning with the Climate and Energy Action Plan.**

- Refine Ashland's Housing Capacity Analysis Report and Housing Strategy

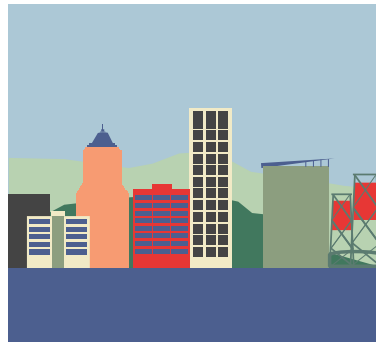


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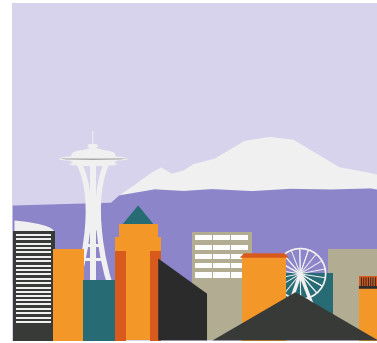
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