



Ashland: Housing Production Strategy

Planning Commission

February 28th, 2023

ECONorthwest

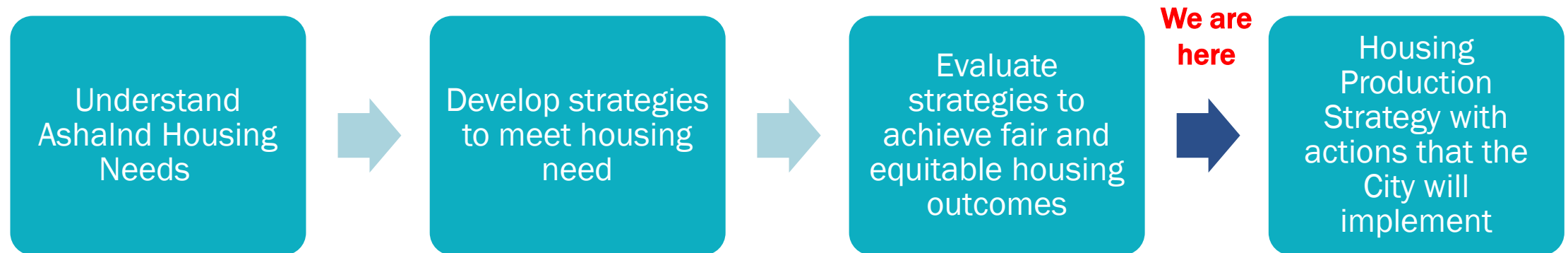
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- Discussion
 - Funding sources, partners, and adoption
 - Do you have any questions about the information in the document?
 - Are there any suggested changes to the HPS report?

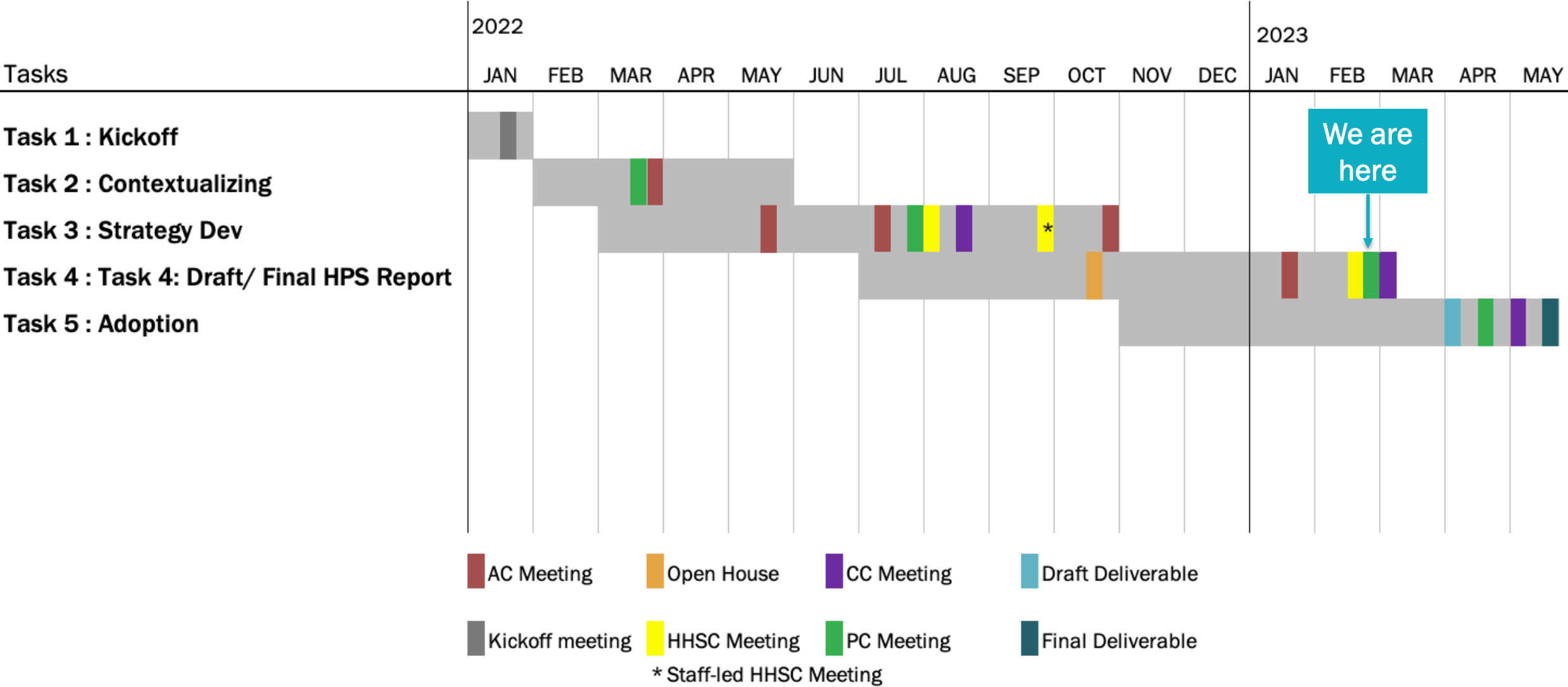


What is a Housing Production Strategy (HPS)?

An 8-year action plan that identifies near and long-term strategies that the City can take to support the development of needed housing, especially low- and middle-income housing.

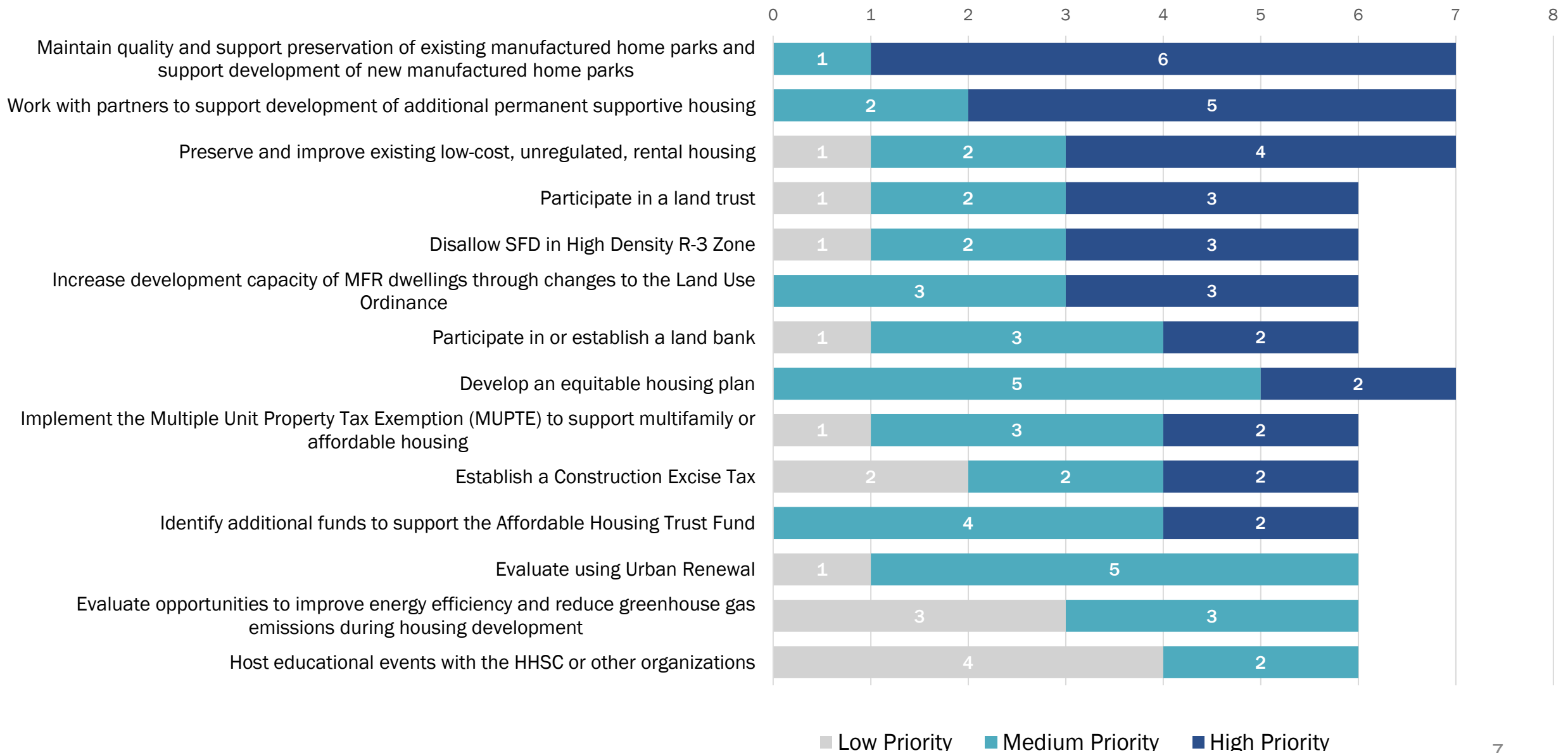


Project Schedule and Primary Tasks



Unanimously recommended that the City Council adopts the Housing Production Strategy as a whole.

Advisory Committee Prioritization Survey (Oct 2022)



Input from the City Council (Aug 15th, 2022 Meeting)

Council was supportive of:

- Land banking
- Land trust - they were very interested in long-term affordability
- Preservation of manufactured home parks
- Evaluating using Urban Renewal
- Potentially using a CET

Council asked why there wasn't inclusion of:

- Pre-approved ADU and Missing Middle Plan Sets
- Universal design as a strategy for inclusion
- Council discussed, and some suggested removing, inclusionary zoning

Interview Summary – Developers (Aug 2022)

Key Findings

- Stakeholder agreed more affordable and workforce housing are important priorities for the City, and are interested in building more affordable housing if it could be done feasibly.
- Lack of available land and cost of land are the biggest challenges to housing development
- Certain code requirements create de facto density limitations.
- Stakeholders supported increasing density and vertical development in Ashland. Though some doubted that increasing development capacity in MF zones would have an impact due to lack of demand for higher density development types in Ashland.

Priorities/Suggestions

- Urban Renewal has been effective in facilitating development in neighboring jurisdictions and could be a useful tool in Ashland.
- Land banking could allow developers to construct more workforce housing.
- Review the code for unintended barriers to density.
- Evaluate opportunities to streamline development review.



Strategies to Accommodate Housing Need in Ashland

Requirements of Strategies in the HPS

- For strategies identified in the final HPS, the City of Ashland will:
 - Commit to implementation
 - Be required to update DLCD on implementation progress, and be required to comment on its effectiveness in the future
- Strategies not identified in the HPS may still be implemented by the City, but the City will not be held to specific action by the State.



Initiatives Approach



- **Encourage development of low- and moderate-income affordable rental housing.** This initiative seeks to increase the housing options for unregulated rental households earning between 60% and 120% of MFI (\$43,900 to \$87,700).
- **Increase opportunities for affordable homeownership.** This initiative seeks to increase the housing options for homeownership for households earning less 120% of MFI (less than \$87,700).
- **Encourage development of income-restricted affordable housing units.** There are limited options available in Ashland that are affordable to households with income of less than 60% of MFI (\$43,900). This initiative supports development of housing affordable in this income group.
- **Preserve existing of low- and moderate-income affordable housing.** This initiative seeks to increase the housing options for households earning less than 120% of MFI (less than \$87,700).

Initiatives Approach

■ Primary Focus of the initiative □ Secondary Focus of the initiative

Action Name	Initiative Name			
	Encourage development of low- and moderate-income affordable rental housing	Increase opportunities for affordable homeownership	Encourage development of income-restricted affordable housing units	Preserve existing supply of low- and moderate-income affordable housing
Actions				
A. Evaluate participating in or establishing a land bank.	■	■	■	
B. Evaluate opportunities to participate in a land trust.	■	■		
C. Host educational events with the Housing and Human Services Commission	□	■	■	■
D. Develop an equitable housing plan	□	■	■	■
E. Disallow SFD in High Density R-3 Zone	■		□	□
F. Evaluate increasing allowances for residential dwellings in commercial and employment zones	■			
G. Maintain quality and support development of a new manufactured home park	□	■		■
H. Increase development capacity of MFR dwellings	■		■	
I. Implement the Multiple Unit Property Tax Exemption (MUPTE) to support multifamily or affordable housing	■			□
J. Preserve and improve existing low-cost, unregulated, rental housing				■
K. Work with partners to support development of additional permanent supportive housing			■	
L. Evaluate opportunities to improve energy efficiency and reduce GHG emissions during housing development	■	■	□	
Funding Sources				
M. Establish a Construction Excise Tax	■	■	■	■
N. Evaluate using Urban Renewal	□	□	■	■
O. Identify additional funds to support the Affordable Housing Trust Fund	■	■	■	■

Action E. Disallow SFD in High Density R-3 Zone

(excepting areas in the historic district)

Purpose: Increases efficient use of land in the R-3 by focusing on opportunities for higher density development by removing single-family detached housing as an allowed use for new development

PC Role and Process: Work through the process to change Ashland's development code with City staff through a public process.

Action Timeline

Timeline for Adoption	Implementation to Commence	Timeframe of Impact
2027	2028	On-going

Action F. Evaluate increasing allowances for residential dwellings in commercial and employment zones

Purpose: Lowering or eliminating barriers to residential development in commercial or mixed-use zones can help encourage the development of more dense multifamily housing in these zones. May increase allowances for residential dwellings in commercial and employment zones.

PC Role and Process: Work through the process to change Ashland's development code with City staff through a public process.

Action Timeline

Timeline for Adoption	Implementation to Commence	Timeframe of Impact
2025	2026	On-going

Action G. Maintain quality and support preservation of existing manufactured home parks and support

Purpose: Preserve and support development of new manufacturing housing parks because they play a significant role in providing naturally occurring affordable housing. The City could adopt a zone that allows manufactured home parks as a permitted use and prohibits other types of single-family detached or multifamily housing.

PC Role and Process: Work through the process to change Ashland's development code with City staff through a public process.

Action Timeline

Timeline for Adoption	Implementation to Commence	Timeframe of Impact
2024	2025	On-going

Action H. Increase development capacity of MFR dwellings through changes to the Land Use Ordinance development

Purpose: Removing barriers to development of multifamily housing in the land use ordinance, such as:

- Increasing the maximum allowed densities in R-2, R-3, and parts of the Normal Neighborhood and Croman Mill District designations.
- Increasing allowed height in the R-2 and R-3 multi-family residential zones, outside of designated historic districts, from 2 1/2 to 3 stories and from 35 to at least 40 feet, and up to 50 feet.
- Increasing lot coverage allowances slightly in the R-2 and R-3 zones to support the other code amendments
- Evaluating the code to identify and remove unintentional barriers to density, such as the certain elements of the solar ordinance, parking or driveway requirements.

PC Role and Process: Work through the process to change Ashland's development code with City staff through a public process.

Action Timeline

Populations Served	Income	Housing Tenure	Magnitude of New Units Produced
All residents	All levels of income	Owner and Renter	Indirect, low

City and Partner Roles

Actions	City	Other Government Agencies	Affordable and Market Rate Developers	Local Nonprofits	Other
A. Evaluate participating in or establishing a land bank.	Contribute land or funding		Develop housing		
B. Evaluate opportunities to participate in a land trust.	Contribute land or funding		Develop housing	Manage Land Trust	
C. Host educational events with the Housing and Human Services Commission	Partner to identify needs, develop materials, do outreach and plan/host events			Partner to identify needs, develop materials, do outreach and plan events	Coordinate with HHSC
D. Develop an equitable housing plan	Develop plan, adoption, implementation,	Provide input	Provide input	Provide input	Coordinate with HHSC
E. Disallow SFD in High Density R-3 Zone	Revise development code				
F. Evaluate increasing allowances for residential dwellings in commercial and employment zones	Revise development code				
G. Maintain quality and support development of a new manufactured home park	Revise development code; outreach to property owners and nonprofits	OHCS: partnership on preservation efforts		Partnership on preservation efforts	Owners of manufactured home parks: provide input
H. Increase development capacity of MFR dwellings	Revise development code		Provide input		
I. Implement the Multiple Unit Property Tax Exemption (MUPTe) to support multifamily or affordable housing	Outreach, develop eligibility criteria, adoption, implementation, promotion	Taxing Districts: consider exemption approval	Provide input		
J. Preserve and improve existing low-cost, unregulated, rental housing	Develop program; funding; outreach & promotion	Ashland Housing Authority: provide input & materials; outreach		Partnership; provide input & materials; outreach	Property owners
K. Work with partners to support development of additional permanent supportive housing	Provide funding and development assistance opportunities	Jackson County: partnership to develop regional approach.		Service providers: identify and utilize funding and development assistance opportunities.	
L. Evaluate opportunities to improve energy efficiency and reduce GHG emissions during housing development	Evaluate opportunities; determine implementation steps and identify partners	Ashland Building Division: provide input	Provide input		Ashland Climate Policy Commission: provide input
Funding Sources					
M. Establish a Construction Excise Tax	Develop and implement plans		Provide input		Major employers, and the business community: provide input
N. Evaluate using Urban Renewal or other financing tools	Establish and partner w/Urban Renewal Agency	URA: Select projects; implement the Plan			Property owners
O. Identify additional funds to support the Affordable Housing Trust Fund	Evaluate new sources of funding, develop, and implement plan				Residents: provide input

Implementation Schedule

Actions	July 1 2023 through December 2023	2024	2025	2026	2027	2028	2029	2030	2031
A. Evaluate participating in or establishing a land bank.			Evaluate opportunities	Get policy direction from City Council	Implement				
B. Evaluate opportunities to participate in a land trust.		Evaluate opportunities	Get policy direction from City Council	Implement as opportunity arises					
C. Host educational events with the Housing and Human Services Commission		On-Going							
D. Develop an equitable housing plan	Develop Plan	Adopt	Implement						
E. Disallow SFD in High Density R-3 Zone				Develop Ordinance	Adopt	Implement			
F. Evaluate increasing allowances for residential dwellings in commercial and employment zones			Adopt	Implement					
G. Maintain quality and support development of a new manufactured home park	Begin Refining	Adopt	Implement						
H. Increase development capacity of MFR dwellings				Develop Ordinance	Adopt	Implement			
I. Implement the Multiple Unit Property Tax Exemption (MUPTE) to support multifamily or affordable housing					Begin implementation Steps	Adopt	Implement		
J. Preserve and improve existing low-cost, unregulated, rental housing			Evaluate programs	Get policy direction from City Council	Implement				
K. Work with partners to support development of additional permanent supportive housing		On-Going							
L. Evaluate opportunities to improve energy efficiency and reduce GHG emissions during housing development							Get policy direction from City Council	Implement	
M. Establish a Construction Excise Tax		Evaluate approach	Adopt	Implement					
N. Evaluate using Urban Renewal or other financing tools				Evaluate approach	Develop Plans	Adopt	Implement		
O. Identify additional funds to support the Affordable Housing Trust Fund		Evaluate new sources	City council to give policy direction	On-Going					

- Develop pre-approved plan sets for Middle Housing Typologies and Accessory Dwelling Units.
- Consider staff capacity for implementation of the HPS.



Questions for the Planning Committee

- Do you have any questions about the information in the document?
- Are there any suggested changes to the HPS report?



- City Council Study Session– March 7
- Planning Commission Hearing – April 11
- City Council Adoption Hearing – May 2

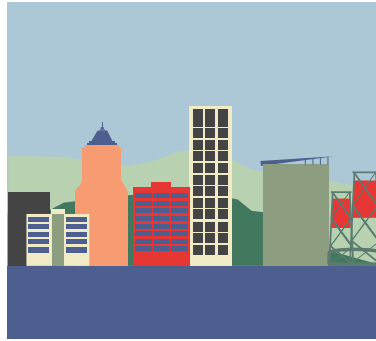


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