



Ashland: Housing Production Strategy

Planning Commission

April 11th, 2023

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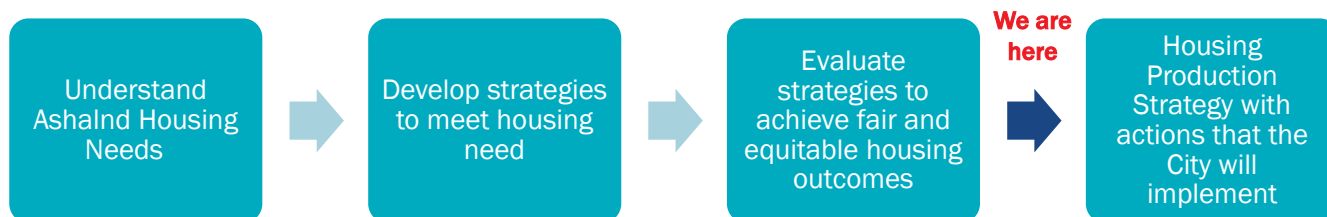
Tonight's Discussion...

- 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?

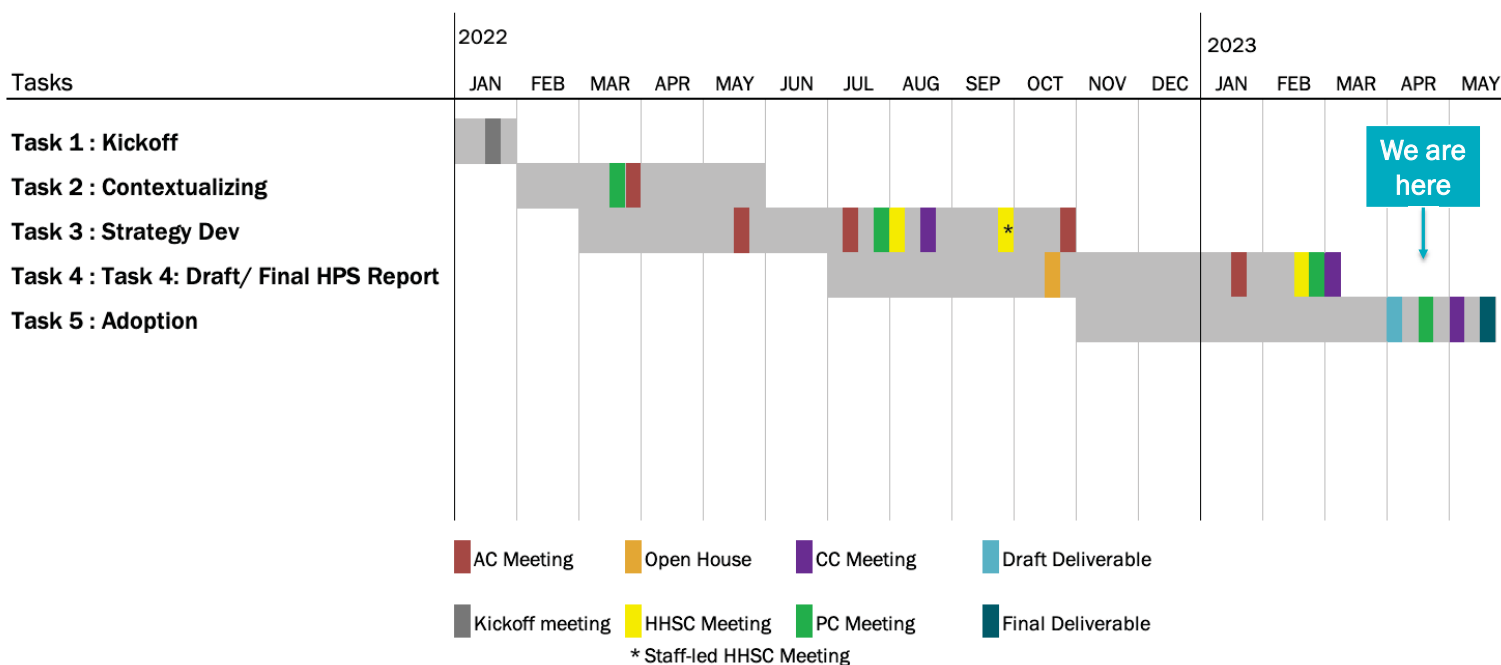


What is a Housing Production Strategy (HPS)?

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



Summary of Stakeholder Input

- **HHSAC** – Recommended adoption of the HPS (Feb 23rd, 2023).
 - Highest priority actions included:
 - Identify additional funds to support the **Affordable Housing Trust Fund**
 - Support preservation and development of **manufactured home parks**
 - Participate in a **land trust**
 - Participate in or establish a **land bank**.
- **Advisory Committee** – Recommended adoption of the HPS (Feb 2023)
 - Highest priority actions included:
 - Support preservation and development of **manufactured home parks**
 - Work with partners to support development of additional **permanent supportive housing**.
 - Preserve and improve existing **low-cost, unregulated, rental housing**.
- **City Council** (Aug 2022) –
 - 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**
- **Interviews with developers** (Aug 2022):
 - Priorities included:
 - **Urban Renewal** has been effective 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 DLCDC 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.



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Does the new HB 2001 Affect Ashland's HPS?

- The new House Bill 2003 will change how Oregon cities do housing capacity analysis and includes new requirements for housing production strategies.
- Cities currently doing HPS will not be impacted by HB 2001.
- Most HB 2001 requirements will start taking effect in 2025.
- After 2025 DLCDC will begin to evaluate performance for implementing the new affordable housing development targets for cities newly conducting an HCA
 - Cities found not to be meeting the new requirements may be audited by DLCDC
 - Enforcement will start with support, collaboration, and technical assistance

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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	■	■	■	■

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 (MUPT) 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 (MUPT) to support multifamily or affordable housing					Begin implementation on 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					

Monitoring Actions

Strategies	Annual monitoring
Overall Monitoring	<ul style="list-style-type: none"> # of affordable units developed by income range # of affordable projects developed
A. Evaluate participating in or establishing a land bank.	<ul style="list-style-type: none"> #of acres acquired for land banking # of dwelling units developed on land from land banking Amount of funding contributed to land bank
B. Evaluate opportunities to participate in a land trust.	<ul style="list-style-type: none"> # of partnerships with land trusts # of acres contributed to land trusts Amount of funding contributed to land trust # of dwelling units developed in land trusts
C. Host educational events with the Housing and Human Services Advisory Committee	<ul style="list-style-type: none"> # of events hosted # of attendees at events Demographics of attendees Topics of events, such as affordable housing or Fair Housing
D. Develop an equitable housing plan	<ul style="list-style-type: none"> Equitable housing plan developed and adopted.
E. Disallow SFD in High Density R-3 Zone	<ul style="list-style-type: none"> Ordinance developed and approved. Comparison of newly developed housing in R-3 with historical densities
F. Maintain quality and support development of a new manufactured home park	<ul style="list-style-type: none"> Ordinance developed and approved. # of partnerships established to support preservation efforts. Amount of funding contributed to support preservation. Changes in manufactured park ownership
G. Increase development capacity of MFR dwellings	<ul style="list-style-type: none"> Ordinance developed and approved. Comparison of newly developed multifamily housing with historical densities

Monitoring Actions (cont.)

Strategies	Annual monitoring
H. Implement the Multiple Unit Property Tax Exemption (MUPTE) to support multifamily or affordable housing	<ul style="list-style-type: none"> Exemption developed and implemented # of inquiries about tax exemption # of projects (and units) granted tax exemption
I. Preserve and improve existing low-cost, unregulated, rental housing	<ul style="list-style-type: none"> Amount of funding used for rehabilitation or preservation # of units where funding was given for rehabilitation or preservation New partnerships established or expanded for preservation
J. Work with partners to support development of additional permanent supportive housing	<ul style="list-style-type: none"> New partnerships established or expanded # of permanently supportive housing projects (and units) developed
K. Evaluate opportunities to improve energy efficiency and reduce GHG emissions during housing development	<ul style="list-style-type: none"> # of new ordinances or policies that encourage energy efficiency # of new housing units developed under those policies.
L. Establish a Construction Excise Tax	<ul style="list-style-type: none"> Ordinance adopted Plan developed for the use of CET funds. Use of CET funds # and types of units developed supported by CET; affordability levels
M. Evaluate using Urban Renewal	<ul style="list-style-type: none"> Urban Renewal Plan developed and adopted Amount of funding investments made with urban renewal dollars to support affordable housing # of all units and of affordable units built using urban renewal dollars
N. Identify additional funds to support the Affordable Housing Trust Fund	<ul style="list-style-type: none"> Additional funding sources identified. Amount of additional funding directed to the Affordable Housing Trust Fund. Use of AHTF funds # and types of units developed supported by AHTF; affordability levels

Recommendations

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



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Next Steps for the Planning Committee

- Recommendation to the City Council
- The HPS is not a land-use document.
- Future changes to the development code would come back to the PC for consideration



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- City Council Study Session– April 17
- City Council Adoption by Resolution – May 2



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