

# Housing Code Update Project

CEDC Meeting  
May 23, 2019

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An aerial photograph of a coastal town. In the foreground, a large, ornate bridge with two prominent towers and arches spans across a body of water. To the left, a marina is filled with numerous boats docked at piers. Further back, a residential area with houses and buildings is visible along the waterfront. The background shows a wide expanse of water and distant landmasses under a clear sky. A dark blue semi-transparent rectangle is overlaid on the upper portion of the image, containing the text.

# Welcome and Project Overview

# Project Goals

1. Provide a variety of **housing styles**
2. Revise **density** to increase ownership opportunities and enable infill
3. Improve **Planned Unit Development** review
4. Ensure **land division code** reflects state law & local needs

# Project Schedule

Housing Code Update  
December 2018 - June 2019

- Code Review and Concepts: December to March
  - ↳ CEDC Meeting: March
    - ↳ Draft Code Update: March to May
      - ↳ CEDC meeting/Public workshop: May 23
        - ↳ Final Code Update: June
          - ↳ CEDC Meeting: June 20
          - ↳ Adoption Process: July onward

# Residential Review Requirements

- For all “**needed housing,**” a “**clear and objective**” review option is required
- Discretionary alternative can also be provided
- Remove barriers to development:
  - Consider cumulative impacts
  - *Project goal: Embrace spirit as well as letter of the law*

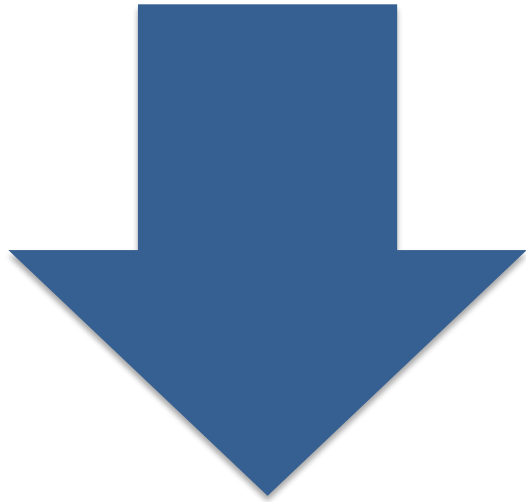
# “Needed Housing”

- Legally, means all housing types: single-family detached, multi-family, manufactured homes, mixed-use, etc.
  - For rent or ownership
  - Serving all income levels (not just *affordable*)
- Means that all\* standards and review types for residential uses need to be examined

# “Clear and objective”

"Few tasks are less clear or more subjective than attempting to determine whether a particular land use approval criterion is clear and objective."

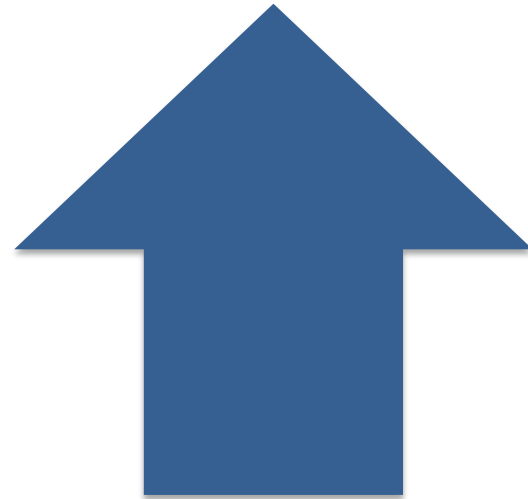
Rogue Valley Association of Realtors v. City of Ashland, 35 Or LUBA 39 (1998), aff'd 158 Or App 1 (1999)



Flexibility



Certainty





# Open House – May 23<sup>rd</sup>



# *Open House Results*

- In general, Open House attendees expressed **support** for proposed changes.
- Top Themes:
  - Availability of affordable units
  - New development sensitive to existing development
  - Difficult to attract workforce and younger individuals and families
  - On-street parking

# *Online Survey*

- May 23<sup>rd</sup> – June 9<sup>th</sup>
- Purpose: Gauge community support; gather community comments
  - Not scientifically valid
  - Self-selecting sample
  - Not a vote or majority rules

# *Online Survey Results*

- Results were significantly bifurcated between support and opposition
- Top Themes:
  - Off-street parking, especially the on-street credit
  - Anxiety about density, urbanization and change
  - Existing housing and rental rates are too high
  - Transitional housing split
  - Infrastructure accommodation

# Code Update Topics

- Definitions
- Off-Street Parking
- Conditional Uses
- Residential Districts



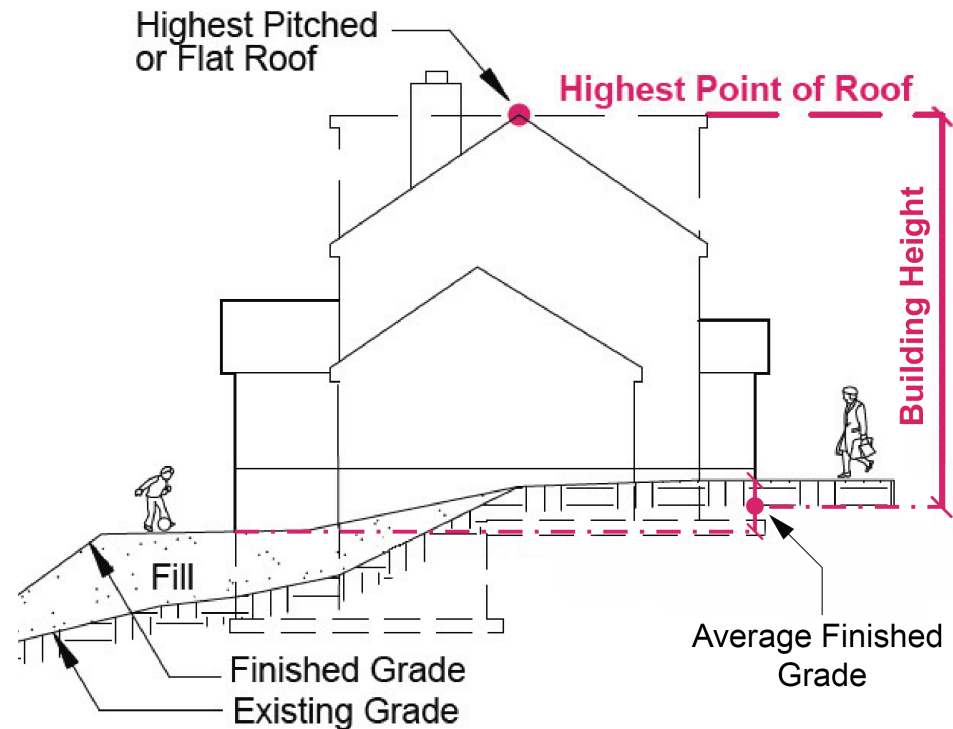
Attached Accessory Dwelling Unit - Single Story



Interior Accessory Dwelling Unit

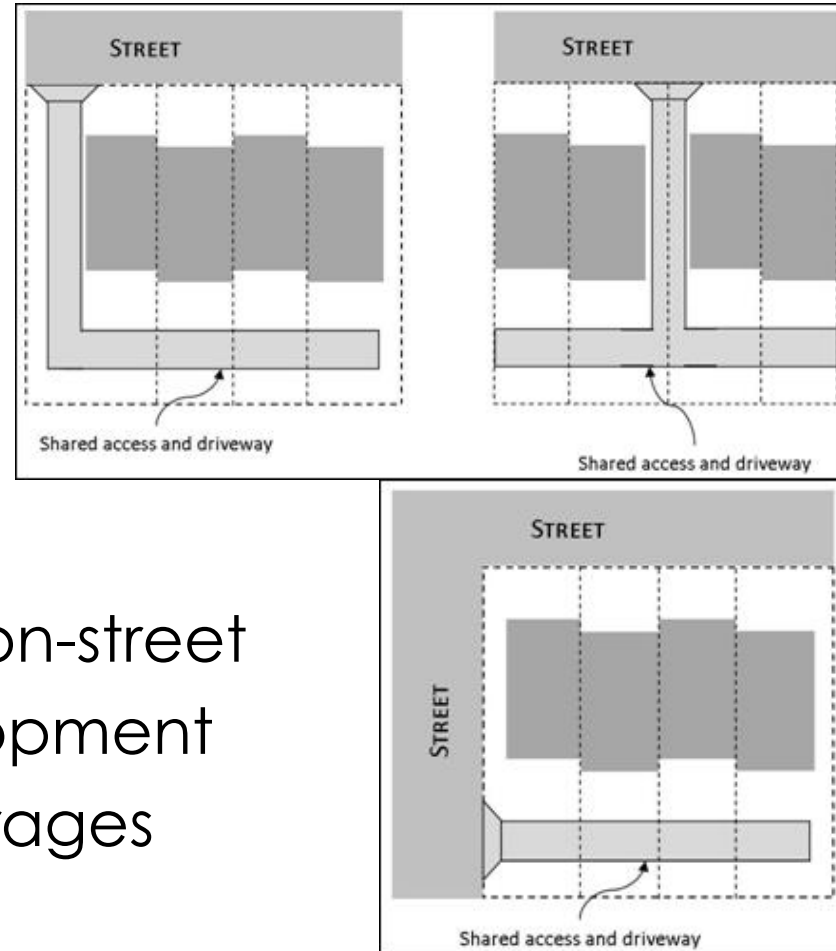
# Definitions

- Height
  - Measure from average grade to peak.
- Attached Housing & Single-Family Attached
  - Clarify when attached housing standards apply
- Plat



# Off-Street Parking and Loading

- Attached Housing
  - Front Access
  - Alley Access
  - Shared Access
- Long-term Bicycle Parking
  - Require 1 space/unit for on-street
  - Require for 3+ unit development
  - Wall-mounted rack in garages



# Conditional Use

- RVs at Places of Worship
  - Up to three
  - Must connect to services (water, sewage, electricity)
- Temporary Construction Site Dwellings
  - One per site
  - One per 10 lots for large projects





# *Residential Districts*

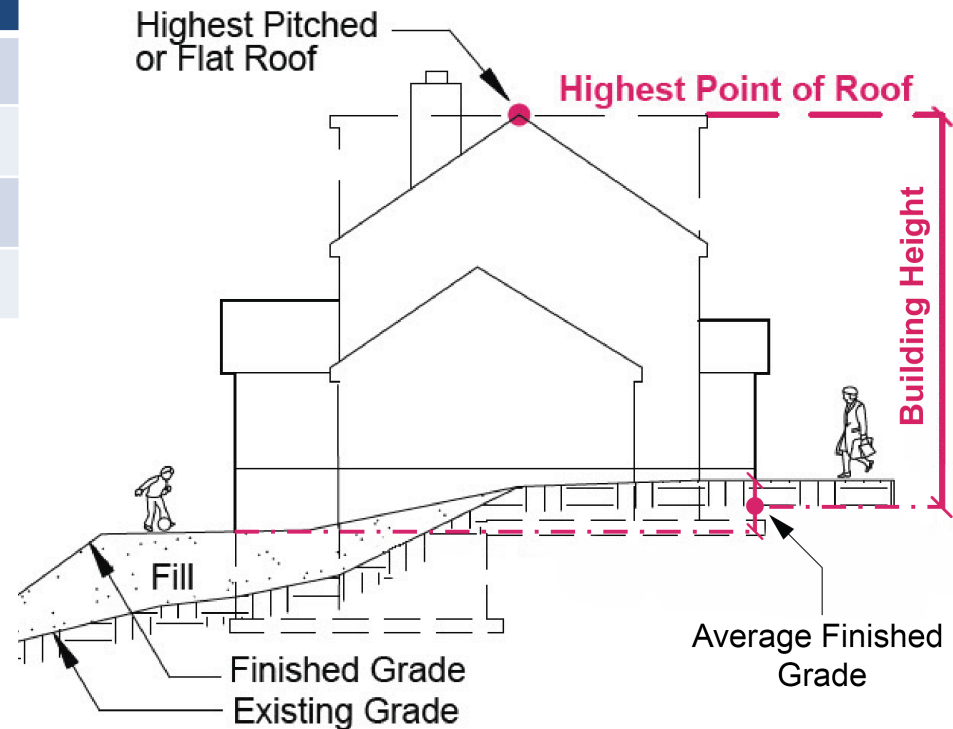
- Attached Housing
  - Up to 4 consecutive units
  - Open Space standards
    - May be private for townhouses
  - “Area of Transition” from front to street
    - Porch
    - Stairs



# Height

	Original	Revised
Primary	28'	35'
Accessory	15'	20'
ADU	15'	28'
Nonresidential	28'	30'

- Intent:
  - Single-Family: a loft in a 2-story house
  - Multi-Family: 3-stories (in the high density zone)



# Off-Street Parking

Household Size	Number of Households	Average Number of Vehicles
1-person	1,565	1.0
2-person	2,054	1.7
3-person	418	1.9
4+ person	344	1.6

Source: American Community Survey, 2013-2017.

- Balance parking need and cost
  - Nominal Cost
  - Opportunity Cost

# Density

	LDR	MDR	RMH	HDR
Minimum net density (units/acre)	4.5	7	7	12
Maximum average net density (units/acre)	7.5	12	12	25



Questions

Discussion

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2019 COMMUNITY  
BLOCK PARTY

FEATURING:

**sguysnamedmoe**



FRIDAY, JULY 19, 2019

5:30 PM-10 PM

LIVE MUSIC BEGINS AT 6 PM

OLD TOWN FLORENCE

BETWEEN LAUREL STREET &

THE SIUSLAW RIVER BRIDGE

MUSIC, FUN, & GAMES FOR THE ENTIRE FAMILY!

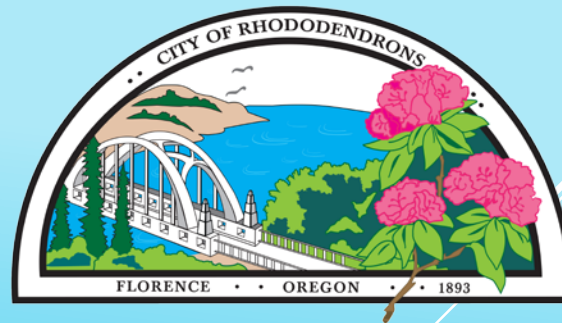
# CITY OF FLORENCE

## JULY 1, 2019 – JUNE 30, 2021

### WORK PLAN

Community and Economic Development  
Committee Meeting

June 20, 2019



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## ▶ **Purpose & Role of Work Plan**

- ▶ Establish Goals, Objectives & Priorities for the Time Period
- ▶ Provide authorization to utilize staff / committee time & city resources toward completion of included projects
- ▶ Provides an outline for City Budget process & priorities

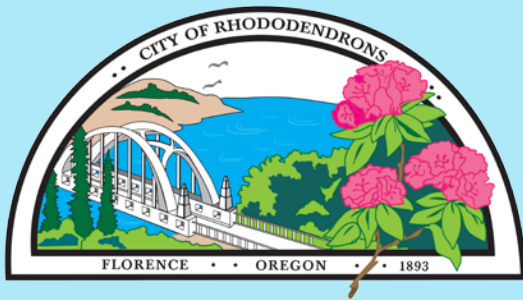
## ▶ **Goal for Work Plan**

- ▶ Find a balance between ambitious & realistic
- ▶ Meet objectives of Council in work toward accomplishing goals

PURPOSE & ROLE OF WORK PLAN









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- ▶ The Mission of the City of Florence is to meet community expectations for municipal services, provide a vision for civic improvements, maintain a quality environment and position Florence to have an economically viable and sustainable future.”

# City of Florence

## Oregon's Premier Coastal Community

- 1 City Service Delivery**  
Sustain and improve the delivery of cost effective and efficient services, including public safety, to the citizens of Florence and our visitors. 
- 2 Livability & Quality of Life**  
Sustain and improve the City's livability and quality of life for Florence residents and visitors. 
- 3 Economic Development**  
Create a strategy and actions aimed towards sustaining and expanding the Florence economy. 
- 4 Communication & Trust**  
Sustain and improve the City's communication program and strengthen citizen trust. 
- 5 Financial & Organizational Sustainability**  
Sustain and improve the City's financial position, City-wide policies, and the infrastructure networks to support current and future needs. 

# Current City Council Priorities

	Priorities	Goal(s) Addressed
1	<b>Housing Efforts &amp; Initiatives</b> <i>(Development, Regulations, Workforce / Affordable Projects &amp; Support, Homelessness &amp; Incentives)</i>	<ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> <li>• Goal 5: Financial &amp; Org. Sustain</li> </ul>
2	<b>Family Wage Jobs &amp; Workforce Development</b> <i>(Retention, Expansion, Marketing, Infrastructure &amp; Incentives)</i>	<ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> </ul>
3	<b>ReVision Florence Community Outreach</b> <i>(Hwy 101 / 126 Streetscape &amp; Paving)</i>	<ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> </ul>
4	<b>Development of Quince Street Property</b> <i>(Hotel/Mixed-Use/Housing, Trail, Infrastructure &amp; Incentives)</i>	<ul style="list-style-type: none"> <li>• Goal 3: Economic Development</li> <li>• Goal 5: Financial &amp; Org. Sustain.</li> </ul>
5	<b>Parks &amp; Park Improvements</b> <i>(Gallagher, River &amp; Miller Parks and Estuary Trail)</i>	<ul style="list-style-type: none"> <li>• Goal 2: Livability &amp; Quality of Life</li> <li>• Goal 3: Economic Development</li> </ul>
6	<b>Infrastructure &amp; Capital Improvements</b> <i>(Water, Sewer, Stormwater &amp; Streets)</i>	<ul style="list-style-type: none"> <li>• Goal 1: City Service Delivery</li> <li>• Goal 2: Livability &amp; Quality of Life</li> </ul>

# CEDC Focus Areas

- ▶ Housing
- ▶ Economic Development
- ▶ Community Development
- ▶ Parks & Recreation



# Housing

- ▶ Housing Code Update Project
- ▶ Analysis of Florence Rental Housing Market
- ▶ Support non- profit housing organizations' efforts to increase affordable housing (NEDCO, NWAHA, Habitat for Humanity, St. Vincent De Paul, Etc.)
- ▶ Promote more affordable and workforce housing through marketing SDC discount program and ADU Projects
- ▶ Champion & communicate city efforts regarding all housing matters



# Economic Development

## ▶ Business Retention & Expansion (BR&E)

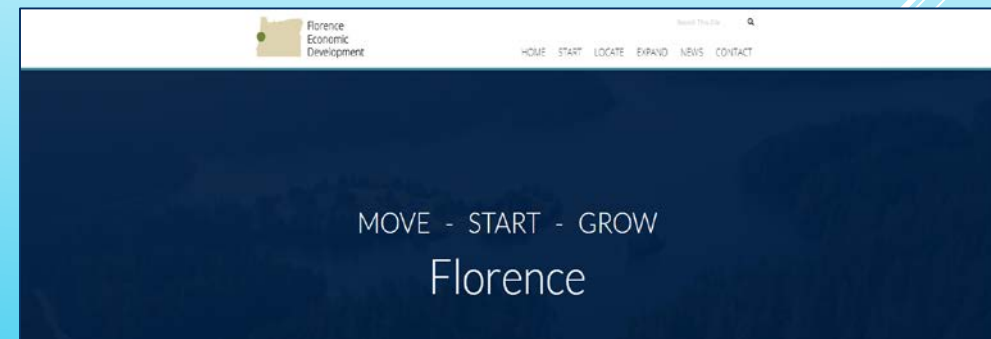
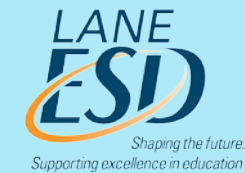
- ▶ Program Development: Outreach & Surveys
- ▶ “Community Welcoming”
- ▶ Committee liaison for RAIN
- ▶ Short-term rental policies

## ▶ Marketing & Recruitment

- ▶ Updating Available Building and Properties Map
- ▶ [www.florencebusiness.org](http://www.florencebusiness.org)
- ▶ Partnerships with Business OR / Lane County / SCDC
- ▶ Partner with FURA for marketing / development of Catalyst sites
- ▶ Façade improvements and predevelopment grants

## ▶ Workforce Development

- ▶ Agency Support – Schools, Lane ESD, LWP
- ▶ Job Shadow Day 2020
- ▶ Market and promote Florence Workforce video



# Community Development

- ▶ Partner with FURA to implement façade improvement program
- ▶ Public Space Beautification
  - ▶ Holiday Lighting Program
  - ▶ Banner Design Contest
- ▶ Welcoming Gateway Signage
- ▶ Support and participate in community building events
- ▶ Champion and communicate city efforts regarding all community development efforts

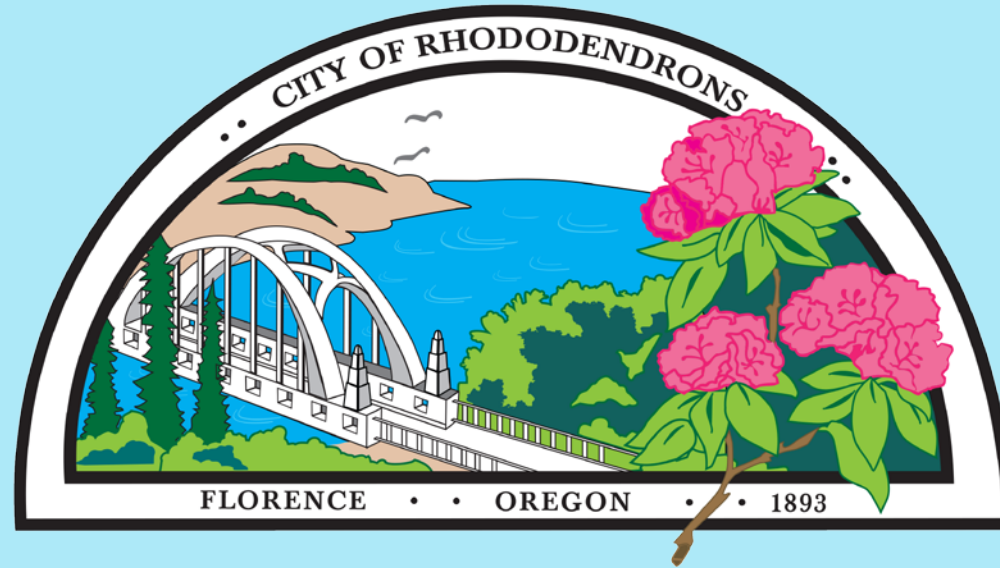


# Parks & Recreation



- ▶ Old Public Works to Gallagher Park
- ▶ Work with staff to update Parks Master Plan
- ▶ Support community efforts to promote recreational sports
  - ▶ pickleball, baseball, soccer and others
- ▶ Support community efforts to maintain and update Singing Pines Dog Park
- ▶ Champion and communicate city efforts regarding all parks and recreation efforts





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# Community and Economic Development Committee

