

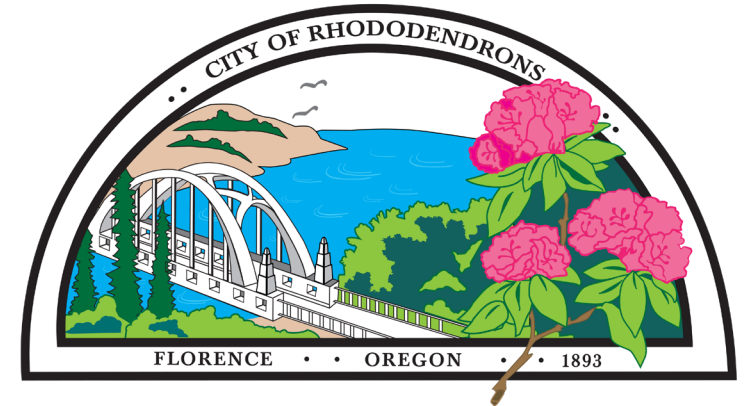
# Florence Housing Implementation Plan

---

Stakeholder Advisory Team (SAT)

Meeting #1

April 28, 2022



*City of Florence*  
**A City in Motion**





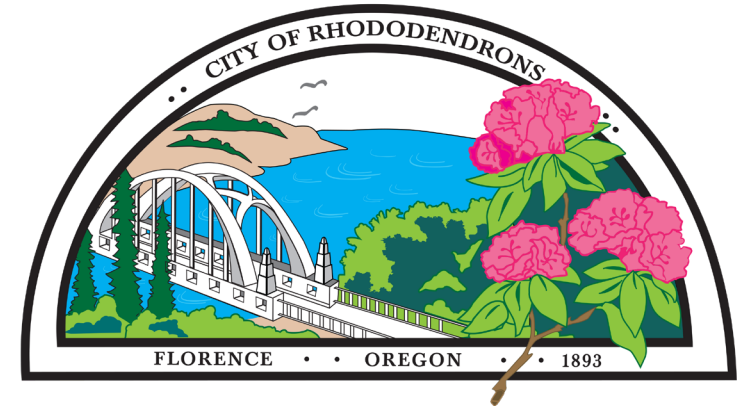
# Agenda



1. Welcome & Introductions
2. Advisory Committee Member Training
3. Nomination and Election of Chair and Vice Chair
4. Project Orientation and Background
5. Review of Housing Needs Analysis and Background Report
6. Introduction of Short Term Rental Research
7. Committee Member Input and Discussion
8. Next Steps and Calendar Review

# Welcome & Introductions

---



*City of Florence*  
**A City in Motion**



# Project Participants



*City of Florence*  
**A City in Motion**



- Stakeholder Advisory Team (SAT)
- Interested Stakeholders
- General public
- City Staff

- Department of Land Conservation and Development (DLCD) providing grant funding and guidance



- Project consultant team providing technical assistance to the City



# Introductions



- Project Team Introductions

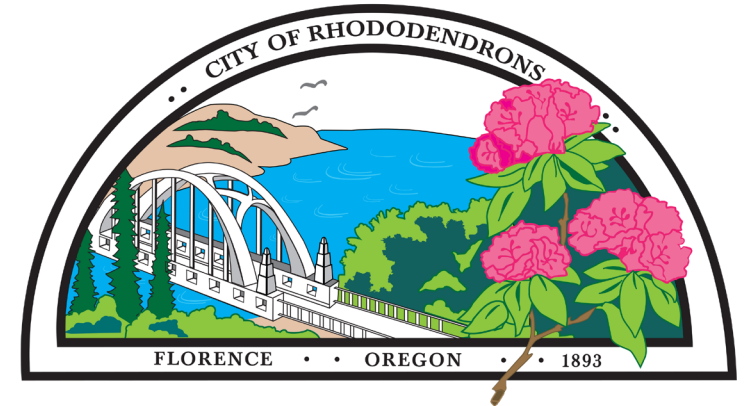
- Wendy Farley Campbell, *Florence Planning Director*
- Erin Reynolds, *Florence City Manager*
- Darci Rudzinski, *Principal MIG/APG*
- Emma Porricolo, *Planner MIG/APG*
- Brendan Buckley, *Senior Project Manager, Johnson Economics*

- SAT Introductions

For a full roster of Stakeholder Advisory Team members visit the City of Florence website here: <https://www.ci.florence.or.us/boardsandcommissions/florence-housing-implementation-plan-stakeholder-advisory-team>

# Advisory Committee Member Training

---



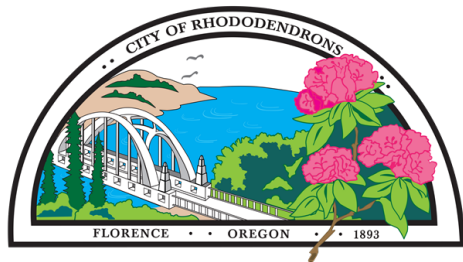
*City of Florence*  
**A City in Motion**



# SAT Training Overview



- Public Meetings: ORS 192 (Dept. of Justice)
- Ethics: ORS 244 ([www.Oregon.gov/ogec](http://www.Oregon.gov/ogec))



*City of Florence*  
**A City in Motion**

- City of Florence Policies (HR: 541-590-4012)
  - Code of Conduct
  - Fraud
  - Non-Discrimination / Non-Harassment

## Who Must Follow

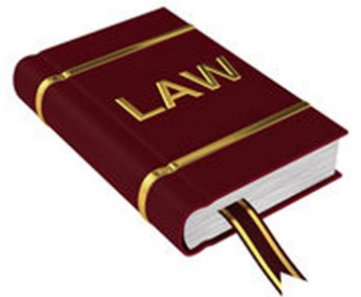
- Those tasked with making decisions or deliberating toward a decision

## Decisions arrived at openly

- Quorum may not meet in private to deliberate or make decisions
- Meeting = quorum of members discussing / deliberating electronic messaging, standard meetings, serial discussions

## Procedures:

- Notice given, accessible location, voting made, records retained





## Public Officials

- Serving a public body: elected, appointed, employee...

## Gifts

- Cannot ask for, receive or give gifts over \$50 from single source in one year if source has an interest in your official actions

## Prohibited use of office

- You or a relative--May not use position for financial gain or avoidance of financial detriment. Use the “But-For-Test”.

## Conflicts of interest

- Situations that affect ability to make ethical decision

## Violations & Sanctions

- Up to \$5000 p/violation, forfeiture, reprimand,...



## Code of Conduct

- Protect the health, safety, and welfare of those inside City buildings.
- Violation Examples: disorderly behavior, creating unsafe environment
- Enforcement Escalation: Warning to cease, asked to leave, & Police response

## Fraud Policy

- Set high standards of moral and ethical behavior for public officials.
- Examples: Unauthorized use or willful destruction of equipment/supplies, accepting material value from contractors, vendors....
- If you see a violation you are required to report: to City Manager, HR, Mayor, staff ex-officio

## Purpose

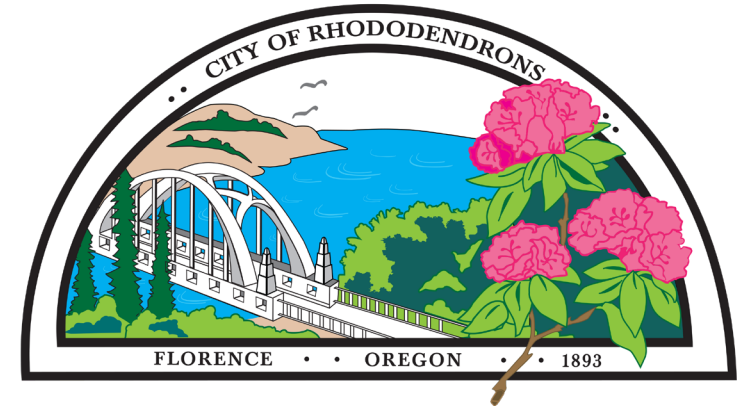
Provide a discrimination, harassment, and bully free environment for all employees, elected and appointed officials and volunteers.

## Bullying and Microaggressions

- **Subtle:** The comments are usually subtle – which is what makes this hard for some people to realize what they said.
- **Acts:** They are things people say and do - again often not intended
- **Exclusion:** They create exclusion of people
- **Examples:**
  - ‘Everyone knows Asians are Smart!’
  - The ‘Girls in the Office’
  - Using ‘gay’ to describe something you don’t like.

# Nomination and Election of Chair and Vice Chair

---

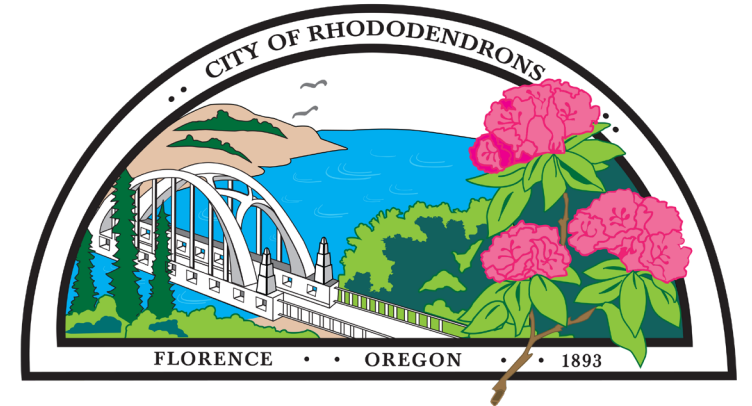


*City of Florence*  
**A City in Motion**



# Project Orientation and Background

---



*City of Florence*  
**A City in Motion**



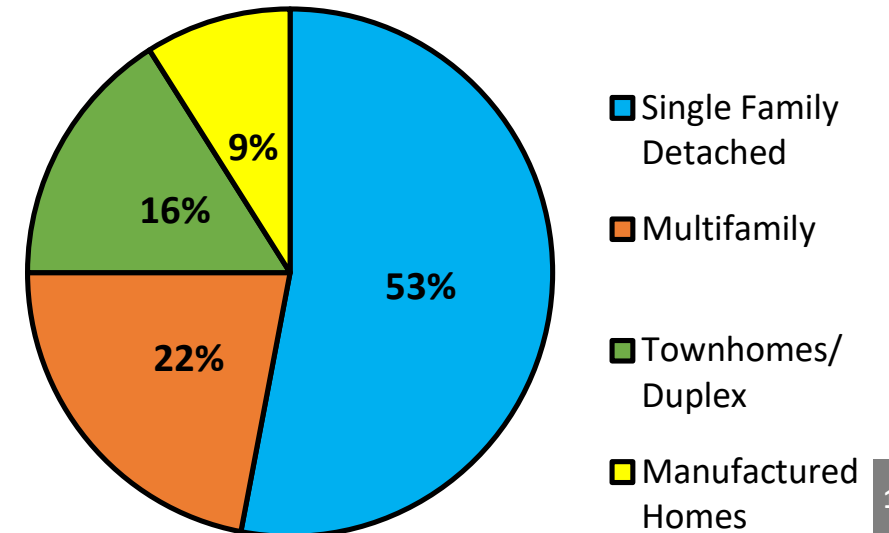
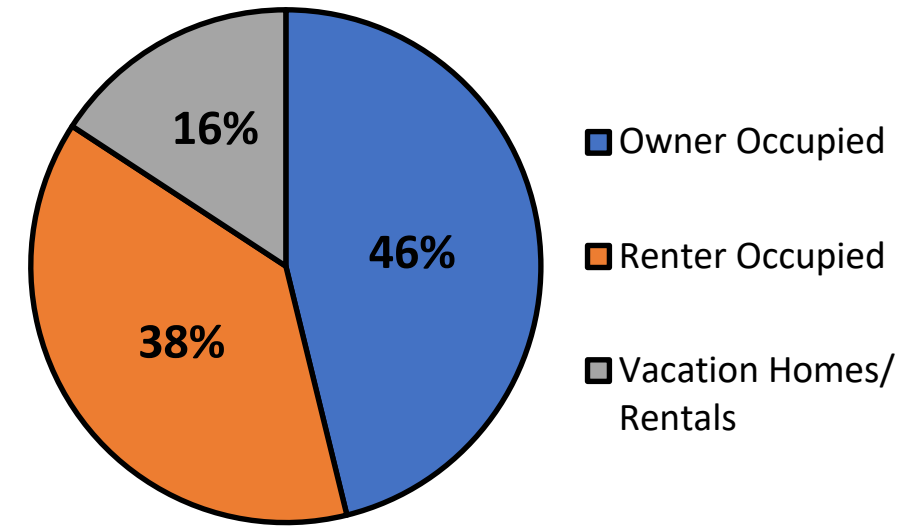


# Project Background – Housing in Florence



- Need for 1,600 units of housing over the next 20 years to keep up with an average growth rate of 0.9%. *Housing need by type is shown on charts.* (HNA, 2018)
- Need for 87 units for homeless individuals and families over the next 20 years (RLNA, 2020)
- Median sale price in 2021 for a home in Florence was \$370,000, up 42% over five years from \$212,000 (RMLS, 2016)

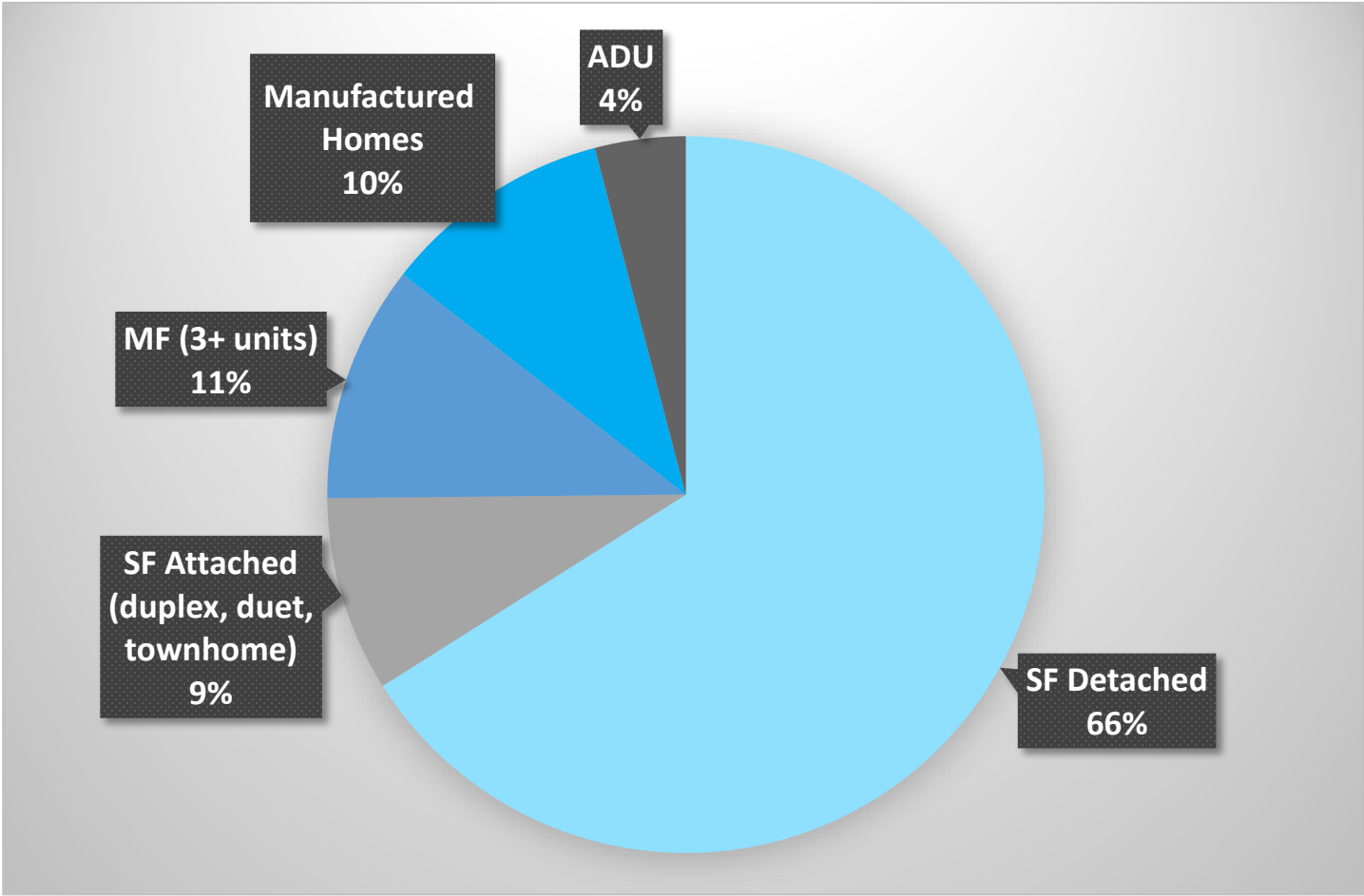
20-Year Housing Need: Unit Types





# Project Background – Housing in Florence

- Florence Residential Permitting from 2015-2021
- Total of 318 units



# Project Background – Housing in Florence

- Recent housing work:
  - Housing Needs Analysis (2018)
  - Residential and land division Code Updates (2019)
  - Multiple Unit Limited Tax Exemption Program (2022)



Cottage Cluster, Newport (Credit: MIG/APG)





# Project Overview – HIP Objectives



- Understand the issues and policies needed:
  - for **short term rental housing**, and
  - to support **transitional housing** for people experiencing housing insecurity and crisis.
- Update City codes to remove discretionary or subjective criteria that regulate development of **needed housing**. Particularly for natural resource and hazard protection policies and zones.
- To support housing development, identify which **strategies, programs, and funding** opportunities the City would like to pursue. Using the strategies in the 2018 HNA as a starting point.
- Prepare a logistical approaches to implement strategies.



# Project Overview –HIP Outcomes



- **Housing Implementation Plan**

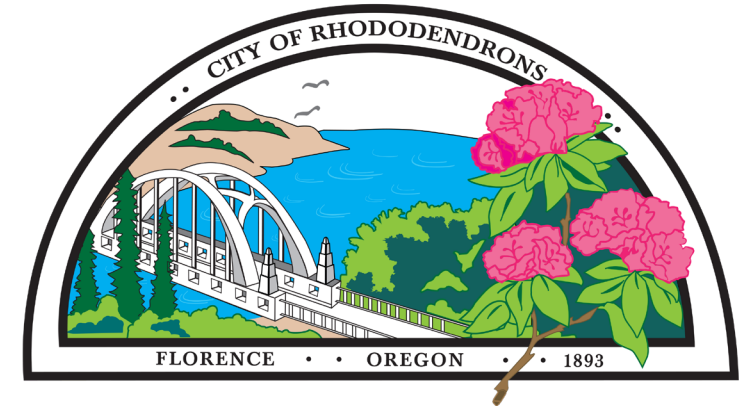
- Review programs suitable for Florence
- Identify implementation steps for each recommended program
- Establish prioritization and partners for each recommended program

- **Code Amendments**

- Draft code amendments to Florence Title 10, Zoning Code and Title 11, Subdivision Code that are:
  - Consistent with state requirements for clear and objective path for housing
  - Consistent with recent state legislation related to transitional housing and group housing

# Review of Housing Needs Analysis and Recommendations

---



*City of Florence*  
**A City in Motion**





# Background Report

## Sources of Strategies

- 2018 HNA: 35 recommendations
- Other tools & strategies

## Evaluation of Strategies

- Has it been enacted?
- Primary responsibility(public/private)
- Expected impact
- Cost/Funding sources
- Staff capacity





# Background Report



## Types of Strategies

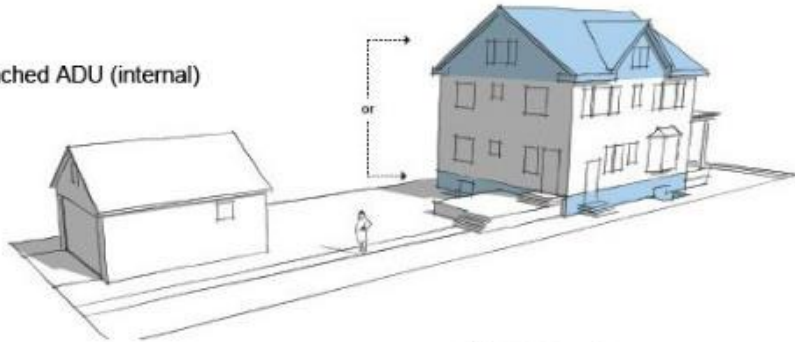
- Comprehensive Plan Amendments
- Policy and Development Code Strategies
- Land Supply Strategies
- Development Incentives
- Funding Sources and Programs



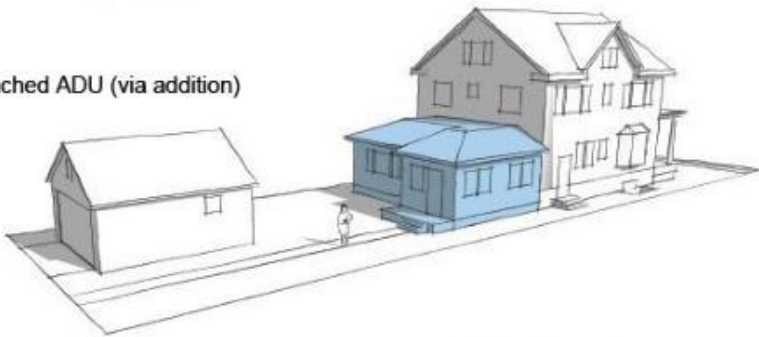
# Background Report

ADUs in blue; main residence in white

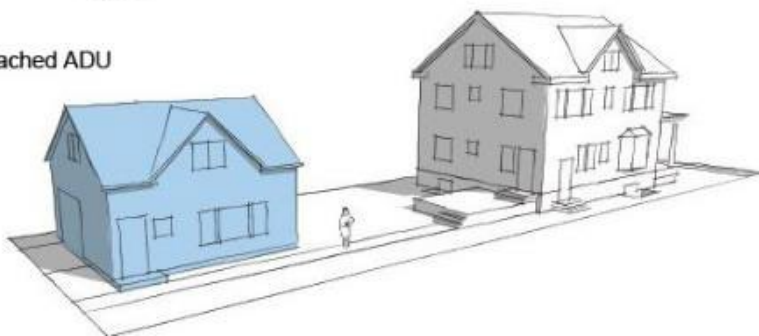
Attached ADU (internal)



Attached ADU (via addition)



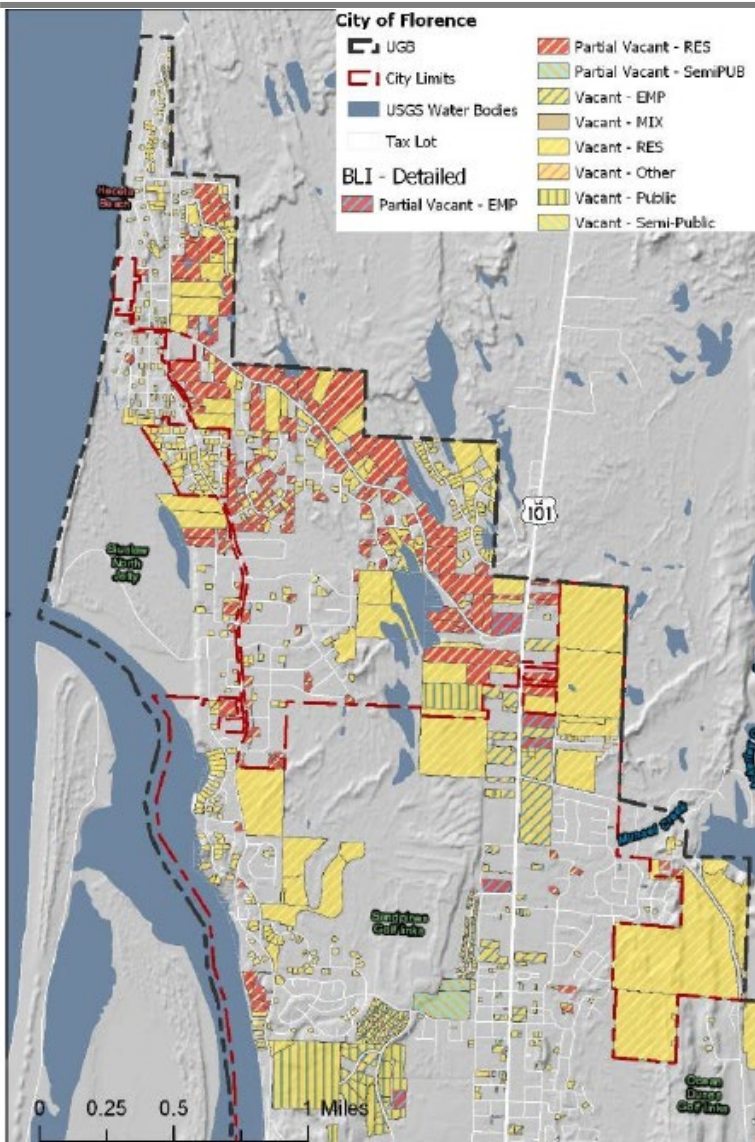
Detached ADU



## Development Code Strategies

- Adjust allowed densities, housing types
- Facilitate missing middle housing and ADUs
- Review parking requirements
- Standards in special zones and districts
- More to come on this (Task 3)

# Background Report



## Land Supply Strategies

- **Rezone land**
  - Proximity to existing high-density areas
  - Proximity to services
  - Size and ownership
- **UGB Expansion or Swap**
  - Findings of HNA and BLI do not support UGB expansion
  - Growth may necessitate in the future



# Background Report

## Incentive Programs

- Help development pencil in return for public good
- Reduce costs, or increase profit margin (bonuses)
- Can be direct funding, or foregone SDC's/fees/tax
- No need for external funding sources
- Impact usually scaled to incentive/public cost





# Background Report



## Examples of Incentives

- Zoning: Density/height/parking
- SDC/fee waivers or deferrals
- Tax exemptions/abatements
- Expedited review, process efficiencies



# Background Report

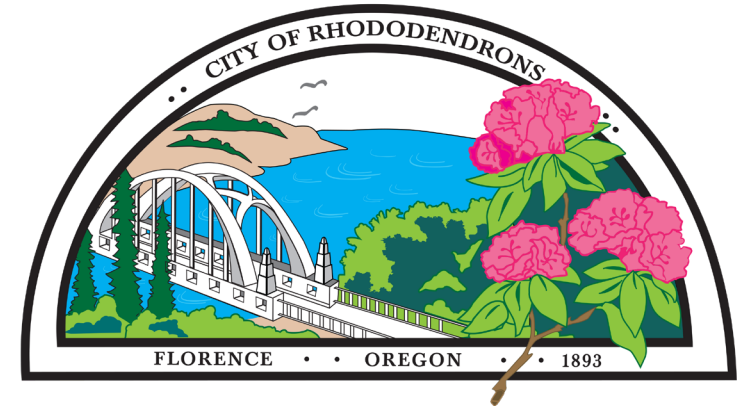
## Potential Funding Sources

- Tax Increment Financing
- Construction Excise Tax
- Housing Bond
- CDGB
- Public Private Partnerships
- Reuse of Public Lands
- Employers (Workforce Housing)



# Introduction of Short-Term Rental Research

---



*City of Florence*  
**A City in Motion**

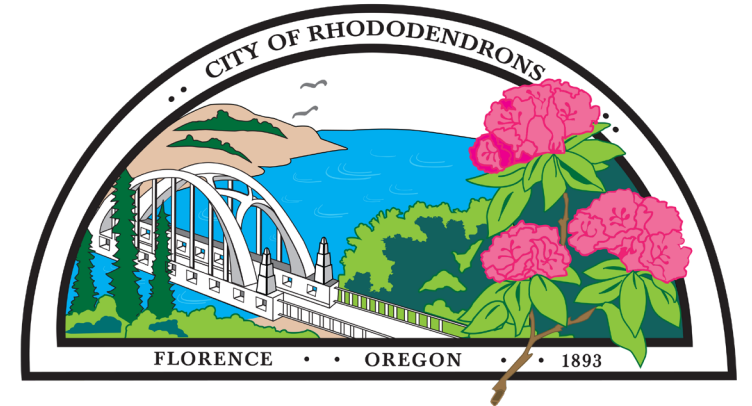


# Short Term Rentals

- Short Term Rental White Paper
  - Reviewed policies in other Oregon coastal cities
  - Identified common regulations across case studies
  - Identified next steps and questions for community conversations
- White paper to be distributed prior to and discussed at SAT Meeting #2

# Committee Member Input and Discussion

---



*City of Florence*  
**A City in Motion**

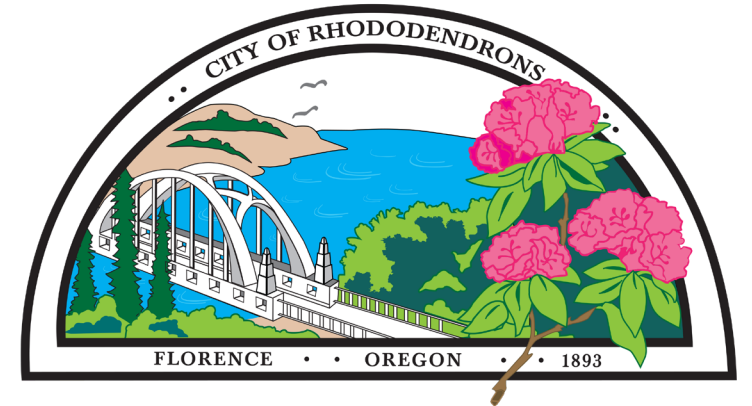


# Questions or Comments



# Next Steps and Calendar Review

---



*City of Florence*  
**A City in Motion**



# Next Steps

- SAT Meeting #2 – June 15, 2022
  - Review takeaways from stakeholder interviews.
  - Continue discussion on short term rental strategies.
  - Continue discussion on housing recommendations.
  - Present findings and recommendations from code review and research.
  - SAT to provide initial input and recommendations.

<b>Stakeholder Advisory Team Meeting Schedule:</b>	
<i>All meetings will be held at the Florence Events Center (715 Quince Street) at 3:00 p.m.</i>	
Meeting #1	April 28, 2022
Meeting #2	June 15, 2022
Meeting #3	July 28, 2022
Meeting #4	November 1, 2022
Meeting #5	January 26, 2023