

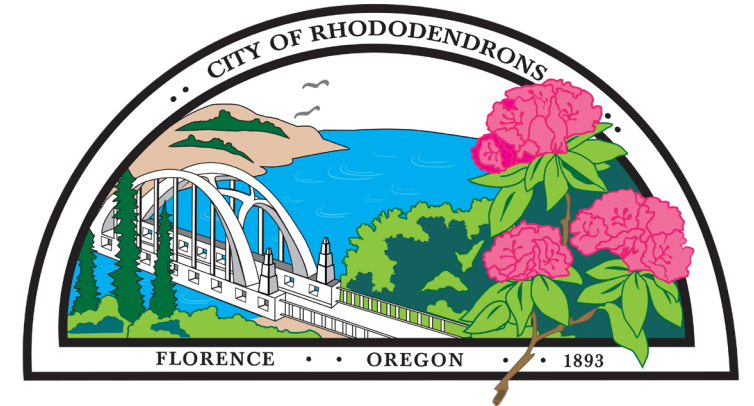
# Florence Housing Implementation Plan

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Stakeholder Advisory Team (SAT)

Meeting #4

November 10, 2022



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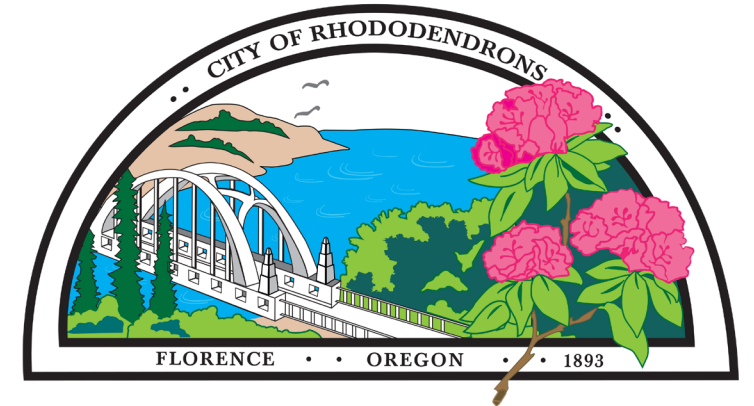
# Agenda



1. Public Comment and Roll Call
2. Virtual Open House and Survey Results/Summary
3. Housing Strategies for the Housing Implementation Plan (HIP)
4. STR and Transitional Housing Subcommittee Updates
5. Project Next Steps

# Introductions & Roll Call

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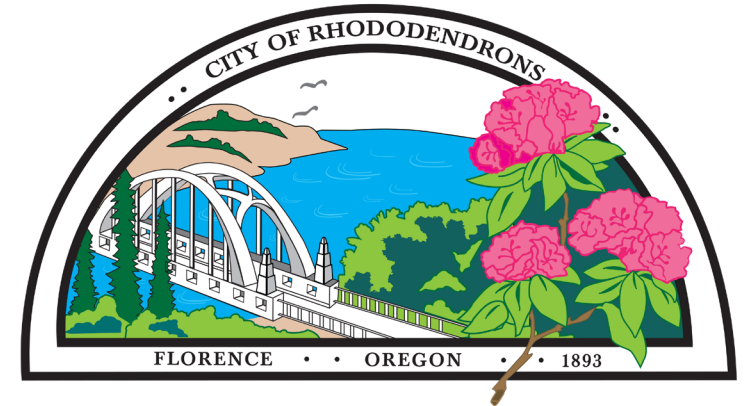


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# Public Comment

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# PUBLIC COMMENTS

Comments are allowed in both written and verbal format for action items as well as items not on the agenda:

## **Written Comments:**

Email to [cityrecorder@ci.Florence.or.us](mailto:cityrecorder@ci.Florence.or.us)

Mail to Florence City Hall, Attn: Florence HIP SAT, 250 Hwy 101, Florence, OR 97439

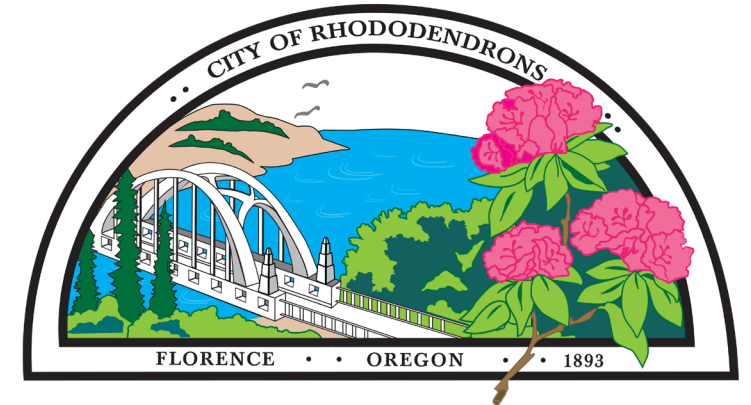
Drop Off at Florence City Hall (250 Hwy 101) drop box  
(to the right of the main entrance)

*NOTE: Comments must be received at least 2 hours prior to start of meeting.  
Comments Distributed: To Florence HIP SAT, Posted to City of Florence Website, and made part of the record. (1 hour prior to meeting)*

## **Verbal Comments:**

Speaker's Card: Commenters must complete a speaker's card available online at <https://www.ci.florence.or.us/boardsandcommissions/request-address-florence-housing-implementation-plan-hip-stakeholder-advisory>

NOTE: Cards must be received at least 1 hour prior to meeting start  
Time Limits: General Comments are limited to 3 minutes per person, with a maximum of 15 minutes for all items.



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**PUBLIC COMMENTS –  
3 MINUTE COUNT DOWN TIMER**

**2 Minutes Left**

**1 Minute Left**

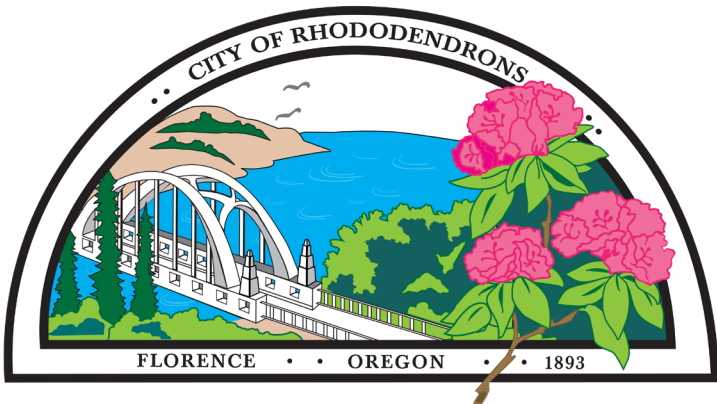
**30 Seconds Left**

**Time is Complete**



# Virtual Open House and Survey Summary

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# Open House Activity and HIP Survey

- ~1,550 visits (9/29 – 10/17)
- HIP Survey (665 responses)

Usage Time Series

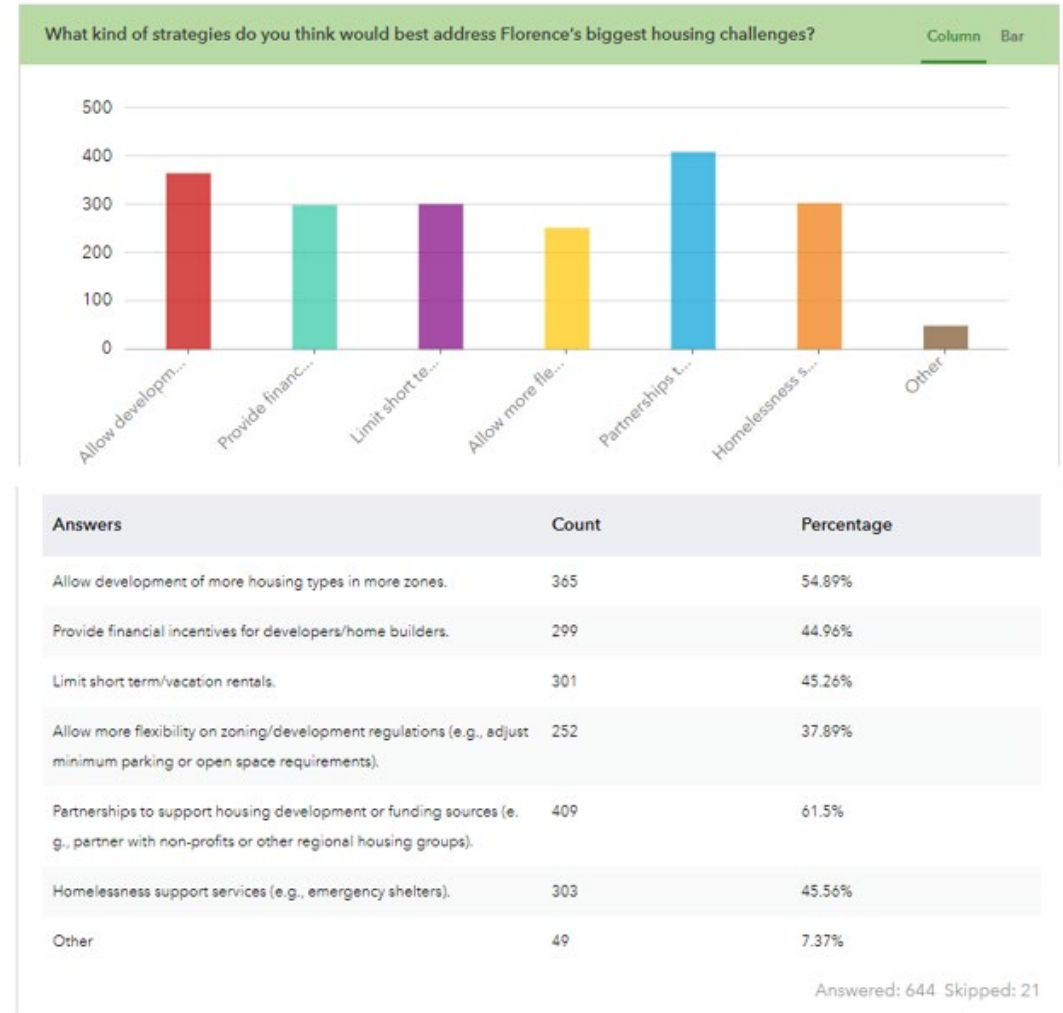
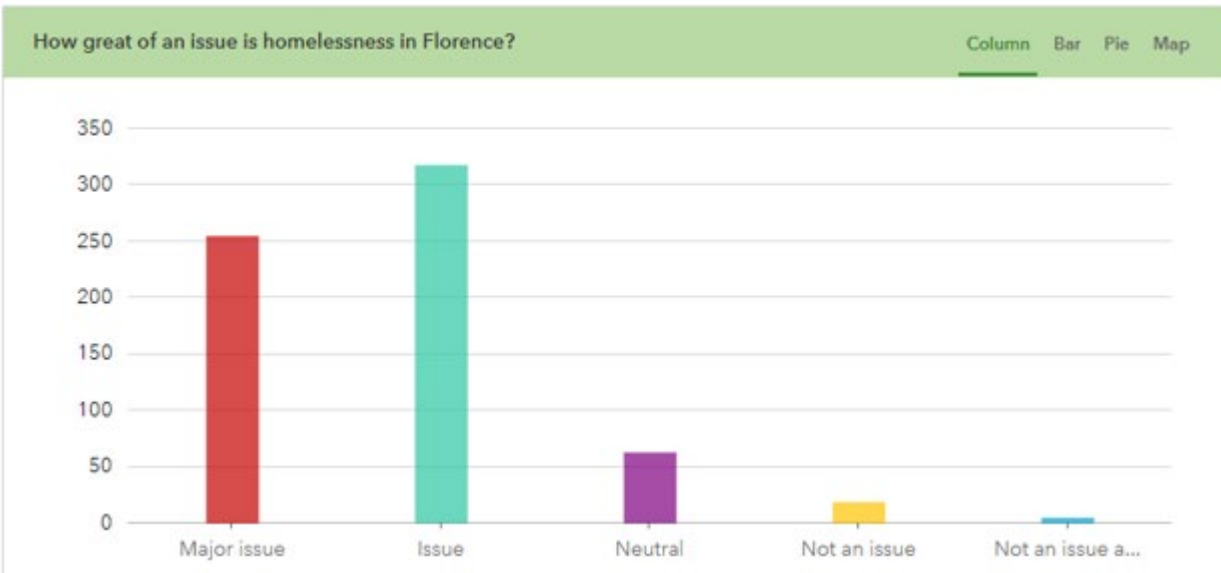


- Most think local housing supply does not meet community needs (~75%)
- Multi-family/apartments identified as most needed housing type (~63%)
- ~90% say affordable housing is “extremely important” (70%) or “important” (20%)
- ~85% support housing variety/options
- Code updates (96 responses) – mostly supportive of proposed Code amendments



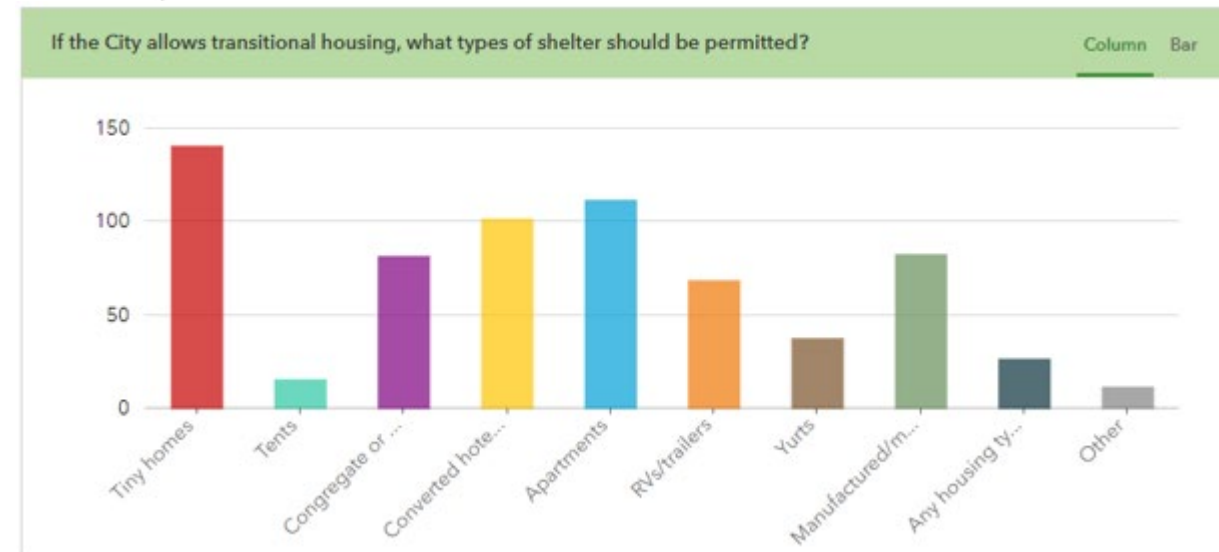
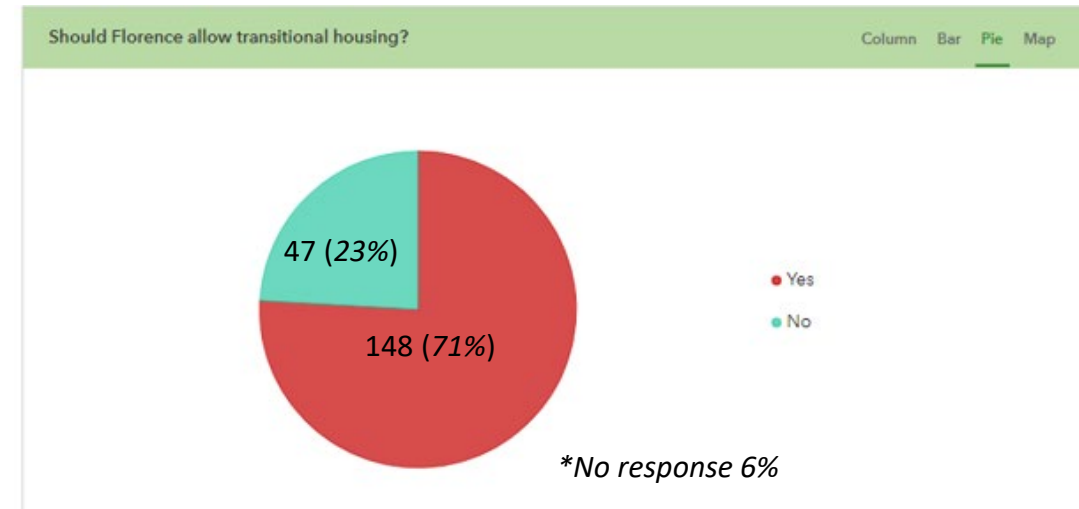
# HIP Survey (continued)

- Construction costs and lack of housing options/variety rated as highest challenges to housing production
- Broad support for various housing strategies
- Homelessness is a major issue



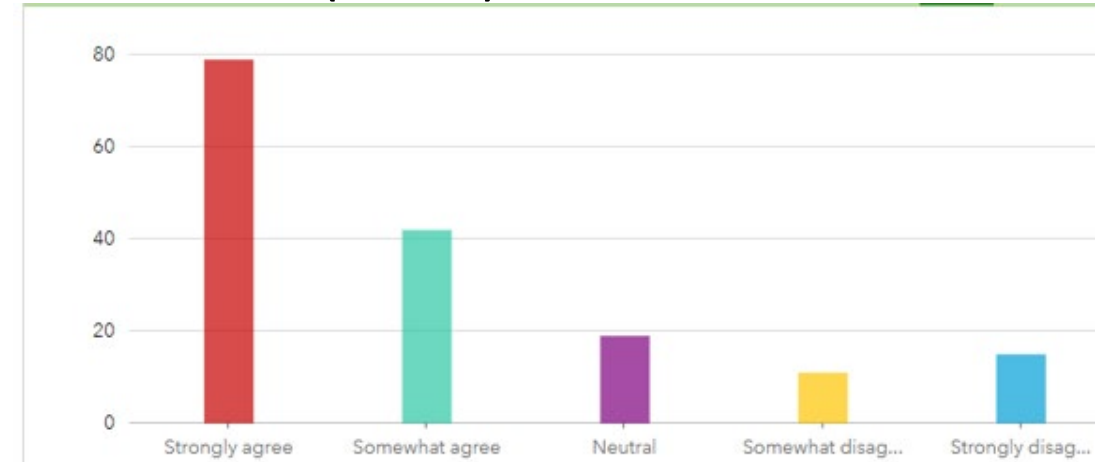
# Transitional Housing Survey (208 responses)

- Majority support for allowing transitional housing (~70%)
- Most support for tiny homes, apartments, hotel/motel conversions
- Strongest support for up to 1-year stay (~21%)
- Strongest support for allowing in commercial (~46%) or institutional (~38%) zones
- Strongest support for requiring:
  - Landscaping
  - Min. parking
  - Bike parking and storage
  - Common open space/communal areas



# Short Term Rental (STR) Survey (168 responses)

- Majority support for STR Subcommittee's proposed definition (~75%)
- Majority believes STRs should be limited
  - % of total housing (~34%)
  - Set cap limit (~32%)
  - Limit based on district (~19%)
  - Other (~15%)
- Most concern about STRs reducing housing supply (~60%)
- Majority support for:
  - STR business license (~73%)
  - Property inspections (~70%)
  - Operational standards (~67%)
  - Code enforcement (~86%)



# Draft Housing Implementation Plan (HIP)

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# Types of Housing Strategies

- Land Supply Strategies
- Policy and Code Strategies
- Development Incentives
- Funding Sources
- Programs and Partnerships

*Initial Priority:*



**Low**



**Medium**



**High**



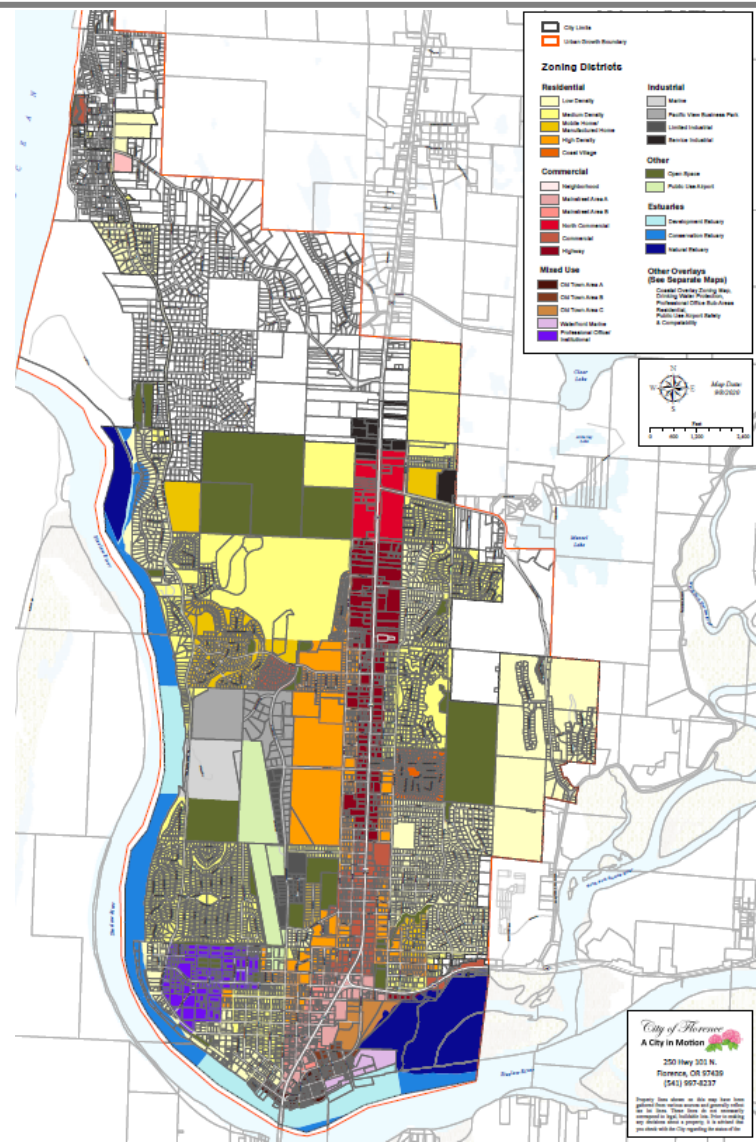


# Land Supply Strategies

*Strategies to address potential ways to increase the supply of residential land available for the development of future housing.*

- 1.1 Rezone land
- 1.2 UGB amendment or swap
- 1.3 Plan for future annexations

- Priority:
- Priority:
- Priority:





# Policy and Development Code Strategies



*Address potential changes to the Zoning Code or City policies related to review processes or other regulations to help meet the community's housing needs and goals.*

2.1 Code supporting housing variety

Priority:

2.2 Regulatory incentives

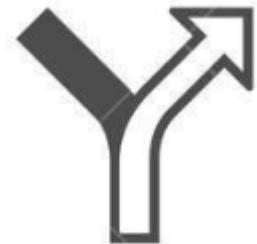
Priority:

2.3 Reduce unnecessary barriers

Priority:

2.4 Housing inspection program



Priority:





# Development Incentives

*Address potential tools the City could use to facilitate development of identified categories of housing, or development in general.*

- 3.1 SDC reductions & deferrals Priority: 
- 3.2 Tax exemptions & abatements Priority: 
- 3.3 Expedited design review Priority: 
- 3.4 Pre-approved housing designs Priority: 







# Housing Funding Sources

*Intended to help the City establish its own funding to more directly participate in housing development and partnerships.*

- 4.1 TAX Increment Financing      Priority:
- 4.2 Construction Excise Tax (CET)      Priority:
- 4.3 General obligation bonds      Priority:
- 4.4 Land acquisition and banking      Priority:





# Programs and Partnerships

*These strategies represent ways the City can encourage or participate in private or non-profit development activities, who initiate almost all housing development in a community.*

5.1 Subsidized Affordable Housing

Priority: 

5.2 Public private partnerships

Priority: 

5.3 Financial assistance & homebuyer assistance programs

Priority: 

5.4 Tenant protection programs

Priority: 





# Programs and Partnerships

5.5 Afford. Housing Advisory Committee

Priority: 

5.6 Design & dev. assistance program

Priority: 

5.7 Preservation and rehab. program

Priority: 

5.8 Tiny home village

Priority: 

5.9 Partner with employers & LCC

Priority: 

5.10 Services to age in place

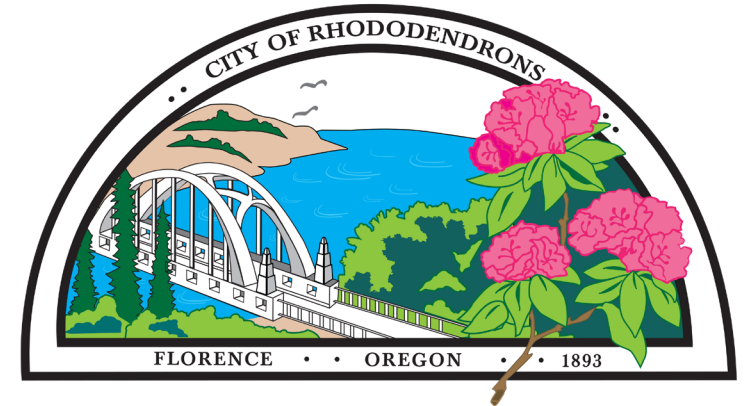
Priority: 

5.11 Info and education to small developers

Priority: 

# STR and Transitional Housing Subcommittee Updates

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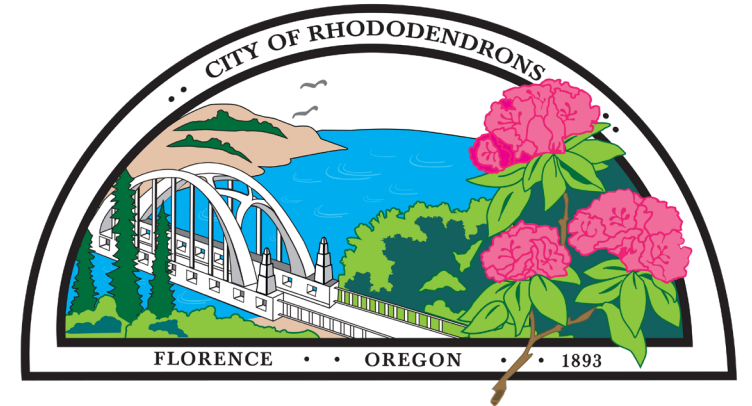


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# Next Steps and Calendar Review

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# Next Steps

- City Council Work Session – December 5
- Housing Implementation Plan Revisions
- Compile and summarize Open House #2 feedback
- Revise/Finalize Code Update recommendations (including transitional housing strategies)
- SAT Meeting #5 – February 2, 2023

<b>Stakeholder Advisory Team Meeting Schedule:</b>	
<i>All meetings will be held at the Florence Events Center (715 Quince Street) at 3:00 PM</i>	
	Meeting #1
	Meeting #2
	Meeting #3
	Meeting #4
	Meeting #5

Thank you!