
Florence Planning Commission

Memorandum

To: Florence Planning Commission

From: Wendy Farley Campbell & Glen Southerland, Planning Department

Date: February 8, 2018

Housing and Economic Opportunities Project - Status Report

Discussion Topics

1. Introduction
2. Housing Summary
3. Economic Development Summary
4. Implementation: Actions and Strategies
5. Council Goals

1. Introduction

The Housing and Economic Opportunities Project (HEOP) is a comprehensive planning effort taken by the City to identify and provide for the future residential and economic needs of the Florence community. This Council work session item provides a project status report on the efforts completed to date, the work that is in process and additional potential next steps.

Starting in 2013 the city began receiving numerous requests to change zoning districts or apply for variances from the allowable uses in districts or development standards (lot size, setbacks, and type of housing unit). The variance process is highly regulated and limited to development standards on lots for which there are unusual circumstances (e.g. topography) not present on other lots. Zoning Districts can only change if there is adequate land available in the plan designation from which the property is being changed from. The housing and economic plans the city relies upon are well over 5 years old (acceptable tenure for a plan) and thus could not be used to justify zone changes or code amendments. In 2016 staff recommended Council perform a Post Acknowledgment Plan Approval (PAPA) process to update the Comprehensive Plan and associated land use code amendments. The 2017/2018 Workplan includes the actions necessary to complete the updates.

The HEOP commenced on January 6, 2017 with a "Request for Proposal" process to select a consultant. After FCS Group was selected on April 1st they proceeded to conduct a Buildable Lands

Inventory, Economic Opportunities Analysis and Housing Needs Analysis in accordance with Oregon Land Use Goals 9 and 10.

In May 2017 the City Council appointed a citizen adhoc HEOP committee to provide input on the process and products of the analysis. The HEOP held a total of 4 meetings, the first consisting of education related to the committee functions, ethics and project. The final three meetings included review of FCS Group draft versions of the BLI, HNA and EOA analysis over the late summer and fall of 2017. A final draft was presented for public review on December 5, 2017.

FCS drafted a Buildable Lands Inventory (BLI), to replace Florence' 2004 BLI adopted in 2006, a Housing Needs Analysis (HNA), that identifies the needed housing types, to replace the one performed in 2007 and an Economic Opportunities Analysis (EOA) that includes economic trends and opportunities for Florence to replace the 1997 Commercial and Industrial Lands Analysis and 2000 Industrial Lands Update.

2. Housing Needs Summary

The study assumed an average annual growth rate of 0.9% over the next 20 years. This equates to growth within the Florence UGB from the present population of 10,486 people to a population of 12,554 people in 2027. This increase in population, in addition to existing needs for housing growth of all types, will require planning efforts to increase the housing inventory within the City.

FCS Group determined that the City should plan to deliver 1,624 net new dwellings over the next 20 years. This housing need is expected to be made up of approximately 764 owner-occupied dwellings, 597 renter-occupied dwellings, and 263 short-term rental units. The aforementioned housing will likely be provided by a mix of housing types, which will likely include 858 traditional single-family detached dwellings, 145 manufactured single-family detached dwellings, 265 townhomes/duplexes, 357 multi-family housing units, and approximately 40 special needs housing units, including emergency shelters and transitional housing.

Housing expected through this study may potentially require 231 acres of buildable land. The Buildable Land Inventory determined that within the current UGB, there is 488 acres of unconstrained vacant, partially-vacant, or redevelopable land. It is not anticipated that any major UGB expansions will be required within the next 20 years at the currently plotted rate of growth.

Recommended housing goals, objectives, policies and other recommendations for incorporation into the comprehensive plan are attached to this memo as pages 7 through 10 of Attachment 1.

3. Economic Opportunities Summary

FCS Group found that Florence's economic advantages stemmed from its location close to natural resource and recreation areas and the community's resolve to attract and grow its supply of family wage jobs. The EOA recommended strategies which would increase growth within the industries of:

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- Outdoor Gear/Recreation
 - Craft Food/Beverage
 - Software/Information Technology
 - Forest Products and Modular Home Construction
 - Health Care Services
 - Entrepreneurs
 - Artisan Makers
 - Hospitality
 - Continuing Care Facilities

The analysis recommended that goals and policies adopted by the City focus on meeting the need for 1,286 forecasted new jobs.

A number of sites for new businesses would need to be planned for, such as a forecasted need for:

- Approximately 20 acres of vacant industrial land in a variety of arrangements.
- Sites for flexible light industrial (artisan) businesses.
- Up to 574 rooms of lodging.
- An additional grocery store.
- Infill retail and food service establishments.
- Offices for professionals, as part of a professional building or as part of a shopping center.
- An incubator building.
- Additional spaces for government, public safety, school, and other public and community facilities.

Planning for these future needs will require up to 55 acres of vacant buildable land and redevelopment of existing underutilized buildings and sites for approximately 53,000 square feet of building floor area. The Inventory findings show that areas of vacant and redevelopable land within the existing UGB are sufficient to accommodate these growth forecasts.

A number of recommended goals, objectives, policies and other recommendations for incorporation into the comprehensive plan are attached to this memo as pages 11 through 13 of Attachment 1.

4. Implementation: Actions and Strategies

There are many opportunities to make changes to implement the recommended strategies mentioned in the HEOP analyses. Those that are land use or code related are mentioned below. There are also many other policy considerations that could be crafted to achieve the objectives.

- Contractor/Development Panel—final public input before commencing public hearings
- Comprehensive Plan Amendments: Chapters 2 Land Use, 9 Economy & 10 Housing (others as needed). Change/Add policies before code updates mentioned below.
- Senate Bill 1051—Implement City Code by July 1st
 - Accessory Dwelling Unit Addition (size, setbacks, height, parking)
 - Church/Place of Worship: Needed Housing Code Additions (add use to applicable zones)
 - Procedural Code: Change processing time for Needed Housing from 120 to 100 days
- Residential Development Code Updates
 - Allowable Uses—Add attached housing, cottage housing, corner duplexes, etc.....
 - Lot Size—Reduce minimum lot sizes
 - Setbacks—Reduce minimum setbacks
 - Lot Coverage—Increase maximum impervious and building lot coverage
 - Building Height—Increase allowable building heights
 - Parking—Add parking criteria for duplexes, evaluate geographic based reductions
- Other Code Considerations
 - Professional Office-Minimum lot size, Subareas
 - Industrial Districts-Caretaker and Housing
 - Planned Unit Development—Add prescriptive criteria
 - Reset the SDC Deferral program
 - Density Bonuses for Needed Housing

5. Council Goals:

The Housing and Economic Opportunities Project addresses the following Council Goals:

Goal 1 - City Service Delivery - Community Development:

Objective 3: Complete Buildable Land Inventory & Housing and Employment Studies

Objective 4: Continue to encourage infill development

Task 1: Explore land use approach to provide for more infill development & greater multi-family housing opportunities

Task 2: Discuss and consider regulation related to accessory dwelling units and tiny homes

Goal 2 - Livability & Quality of Life – Greater Community:

Objective 5: Develop an approach to address dilapidated buildings and homes

In the process of this project the following goals were also addressed in the creation of the HEOP Committee and distributing meeting and outreach materials:

Goal 4 - Communication and Trust - Citizen Participation:

Objective 1: Ensure new City Committee volunteers are appointed and well trained

Objective 3: Improve Citizen Access to City Council and Committee information

Task 1: Establish Website Distribution Lists

Items Attached

- Florence HNA/EOA Vol. 1: Executive Summary Nov. 2017 Draft