

# City of Talent

Community Development Department - Planning



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## STAFF REPORT and **PROPOSED FINAL ORDER**

Type-4 Land Use Application — Legislative Review — Planning Commission

Meeting date: January 26, 2017  
File no: CPA 2016-002  
Prepared by: Zac Moody, Community Development Director  
Item: Adoption of Housing Element (Element G) and Housing Needs Analysis (HNA).

### **GENERAL INFORMATION**

Petitioner ..... City of Talent

Requested Action ..... Amendments to the City of Talent’s Comprehensive Plan, Element G, Housing and Adoption of HNA.

Amended Codes ..... Element G, Housing

### **PROPOSAL**

The purpose of this Housing Element amendment is to update the City’s documentation of existing housing conditions, determine future land needs, achieve consistency with the other adopted City plans, and to fulfill the requirements in Oregon Statewide Planning Goal 10.

### **AGENCY AND PUBLIC COMMENTS**

ECONorthwest, Inc., the consultant for the project was responsible for implementing the public involvement program. The public involvement program was sufficient to satisfy the requirements of all State and Local public involvement policies. As required by the scope of work, Citizen Advisory Committee (CAC) was established to oversee the development of the Housing Needs Analysis and Housing Element amendments. Throughout the course of the project, five (5) CAC meetings and three (3) Planning Commission study sessions were completed. Staff hosted an open house on the draft report and policies on December 15, 2017 and posted an online open house presentation on the City’s website in an effort to obtain citizen comments and concerns.

The CAC provided a public review and discussed the project’s progress at each of its five meetings. The CAC played an integral part of the process since all CAC members are Talent residents or business owners. Their role was to ensure that the goals and objectives from resident’s standpoint were being fulfilled. The CAC included local builders, residents, business owners, the Talent Chamber, a Planning Commissioner and a City Councilor.

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Through the open house process (both online and at City Hall), citizens were encouraged to share their comments and concerns as well as questions that would help better understand the process. Many comments along, with a City prepared survey were returned to City Hall and have been compiled in a format that allows staff to provide a response. Attached to this staff report is a summary of the survey results and all written correspondence staff has received (email and written). The text below details the questions, comments and concerns

## **DISCUSSION**

During the comment period, staff received many great questions, comments and concerns. In an effort to provide a response to each question, comment or concern, staff listed each of them below and attempted to reference the policy that best fit. It is important to understand that some of the questions, comment and concerns that Staff received are issues that are not intended to be resolved with the adoption of this Comprehensive Plan Element. As a reminder, these policies, objectives and implementation steps provide the groundwork for the City to move forward with zoning regulations that will implement the policies. The Comprehensive Plan is a tool that the City uses to ensure that proposed regulations are consistent with the long-ranging planning goals of the City.

### **HNA Specific Questions:**

#### **Question #1**

Does the proposed Housing Needs Analysis meet the needs of the community?

#### **Comments to Question #1**

- *Low-income housing (Policy 2)*
- *Upzoning. Moving com/ind to residential (Policy 1, 4)*
- *Need more info*
- *We are drastically out of land. Time is important, these fixes should happen very soon. This has been an issue already for 2-3 years (Policy 1)*
- *Downtown live/workspace/or transform-upgrade mobile home parks (Policy 3)*

#### **Question #2**

Do you agree with the proposed findings of the Housing Needs Analysis?

#### **Comments to Question #2**

- *Yes, need more housing of all types. Less commercial, people first, then business (Policy 1 & 2)*
- *Yes, as a local real estate broker I can tell you local residents and folks relocating cannot find dwellings to meet demand. (Policy 2)*
- *The expansion into rural properties distant from the City core is leap frog development, does not support workforce housing and is inappropriate.*
- *We're in an emergency. House pricing is inflated due to new housing and land to build. The Demand for Talent housing of any kind is insane. I know of 12 families all wanting to buy – but can't. This lack is also increasing rental prices! (Policy 2)*

- *Yes, need more housing to come try to create more viable downtown – attract artists with live/work project. (Policy 3)*

### **Question #3**

Do you agree the Buildable Lands Inventory accurately describes the City’s current available land?

#### **Comments to Question #3**

- *It looks like a good job was done*
- *Yes, but I’m not sure many of the land owners are incentivized to develop in the near term. (Policy 4)*
- *The DHNA does not adequately endorse rezoning of Commercial/Industrial lands – close to downtown – to residential. It also should have looked closely at upzoning the City core. (Policy 1 & 4)*
- *We need land that’s buildable & available to build on now! Really 1-2 years ago. That’s why a new house cost \$400,000 now! The demand is so high the we’re behind in Talent. We need 20-40 homes of different size and affordability... yesterday. But today for sure! (Policy 2)*

### **Question #4**

The implementation schedule suggests many of the proposed policies would be completed within the first 3 years of the document’s approval. Do you agree with that timeline?

#### **Comments to Question #4**

- *3 years is too long. Rents & housing costs will soar higher and faster. We need 1-2 year plans. I say this as a long-time resident (homeowner) and professional (Policy 2)*
- *I would be very surprised if the infrastructure & access issues could be addressed & implemented in the times stated. The DHNA is correct that upzoning & rezoning elsewhere should be done. (Policy 1 & 4)*
- *Or faster. Purchase new land for residential, expand urban boundary, change some commercial to residential asap (Policy 1)*
- *Sooner will be better.*

### **Question #5**

Do you agree Talent should allow smaller parcels to accommodate future growth?

#### **Comments to Question #5**

- *Yes! Infill, zone changes, lot sizes, any way to take up the huge demand for Talent housing. (Policy 1, 3 & 4)*
- *The city needs to visualize/realize what people like about Talent. High density & medium density as defined in the DHNA does not seem to match.*
- *Yes, because it is inefficient to have such low densities. Densities should be increased along the bus route. (Policy 3)*

- *Possibly*
- *For medium density, 4,400 sf too small – minimum 5,000 sf. Make smaller lots in PUD with open space. (Policy 3)*
- *Not too small, 5,000 sf minimum (Policy 3)*

**Question #6**

Are you concerned about Talent’s current/future housing and rental prices?

**Comments to Question #6**

- *Positively concerned as a homeowner. (Policy 2)*
- *It seems that because things are so tight in the market rents have increased very quickly. (Policy 2)*
- *I’m concerned now. With no “new” homes or apartments, landlords can ask for anything! Rentals (studios) that were \$550 2 years ago, are now \$750-850 all in the last year. Home rentals from \$1,200 to \$1,800. Home prices to. Simple supply & demand. (Policy 2)*
- *I didn’t see anything in the analysis addressing dramatically rising rents. (Policy 2)*
- *We should be thinking of our proximity to unaffordable Ashland for home owners this is a plus. Be sure there is a variety of housing including affordable. Hurry up and build. (Policy 2)*

**Question #7**

Talent is proposing a mix of housing to accommodate all types of housing needs. As proposed, the allocation of dwelling types is: 65% Single Family Detached, 10% Single Family Attached and 25% Multi-Family Dwelling. Do you agree?

**Comments to Question #7**

- *It seems there is more of a need for multi-family units than the analysis recognizes.*
- *That seems accurate, but I would have some flexibility just in case the trend alters or we find but housing is #1, multiplex #2, townhouse #3. (Policy 2)*
- *Prefer increased single family attached @ 20% and decreased detached to 55%. (Policy 2)*
- *Want to be sure there continues to be low income housing (HUD) (Policy 2)*

**Question #8**

One way to accommodate growth is higher density. Do you agree Talent should create more high density zones?

**Comments to Question #8**

- *With vacancy rate in apts. At an all-time low, rents are skyrocketing in the valley. It doesn’t seem the valley should become home to only the high income folk who can afford homes or high rents. (Policy 2)*
- *Yes! This could help the issue quickly. If changing zoning, could bring about building in 2017, then I strongly support it. (Policy 1)*

- *It creates a close knit urban core.*
- *4,400 sq for medium density too small – 5,000 sf minimum (Policy 3)*

**HNA General Comments:**

**Question #9**

Are there any other comments or thoughts you would like to provide?

**Comments to Question #9**

- *Wouldn't it be better to focus on higher density housing close to downtown Talent which would provide more clients for businesses and more housing for newcomers without destroying a lot of our countryside with single family homes. Seems Talent would be more desirable as a place to live if we preserve our open space and natural areas as much as possible. (Policy 1, 4)*
- *It is time to start a tiny house and/or smaller home community 600 sq feet or less. There are many people that would like to make a smaller imprint on the earth. Also, there are many younger & older people that would love to purchase a smaller home for economic reasons. I would think that this would bring some very positive notoriety to Talent. (Policy 2, 4)*
- *The fact that this has been an issue for 3-4 years for those of us on the front-lines shows we're in serious trouble. It's criminal that this wasn't done earlier. This is the reason housing cost is high & rentals are high. We price out families most of all. 4 years ago you could count the last 5 buildable lots left. Knowing it takes 2 years to get anything done, we should have planned and made choices then. The overall demand for housing (buying) & rentals is crazy high! And as buyers wait they watch homes go from \$250k, \$290k, \$320k, \$390k and nothing for them to buy. They're upset and now with rate 3.68% + 4.35% they're priced out! These new homes and their owners bring new tax revenue to Talent! (Policy 1, 2)*
- *Please do not utilize strategies that endanger people – such as allowing narrow streets & reducing parking requirements. No one is served by lowering standards – especially safety standards.*
- *I support this housing needs analysis and the resulting findings. As a Talent focused real estate broker and long time resident I have seen first hand the complete lack of adequate housing inventory. This is a fantastic step in the right direction.*
- *Suggest that alternative building materials be considered such as cob and strawbale and other materials that promote permaculture methods. Also reduce costs of building using alternative materials. Create housing with smaller footprints ie Tiny Houses. Could be modeled on mobile home park or other creative siting such as “mother-in-law” cottages and pocket neighborhoods. Important to maintain small town feeling of Talent. Utilize existing*

*housing development resources such as ACCESS in Medford for appropriate housing for low-medium income people! (Policy 2, 4)*

- *I am concerned about the manufactured home melt. Some of the very poor quality manufactured homes could better provide new multi-family or dense single family attached to everyone's benefit. I would like to see Talent Avenue south of town zoned all residential, not commercial. Keep commercial in center of city – possible artist live-work could work here, making a draw to the area. (Policy 3)*
- *I wanted to make sure parks are considered in city expansion. Parks are an important part of communities and while the Chuck Roberts park is large, it doesn't serve the whole community. I would hate to see huge houses on tiny lots shoehorned into available spaces without accounting for decent parks. A play structure is only useful to families with children of a certain age, so a play structure in a tiny patch of grass is not the kind of park I am talking about. Green spaces are important, walking trails through those green spaces are important, and access to walking trails should be taken into account when planning neighborhoods (with appropriate easements to reach trails). For that matter, I would love to see more walking trails in Talent. I was surprised when, moving here from Ashland, I discovered there are almost no walking trails. Some of the few available cross private property (such as the upper canal trail) and are barb-wired off. Further, the lack of sidewalks is a problem in parts of Talent, south Talent particularly. Talent seems so eager to spend millions of dollars on ill-advised "road diets" before making sure people can walk safely along its residential roads. The focus is misplaced. I just don't want to see Talent overcrowded with not enough green space to support the population. Please make sure these spaces are considered in your development plans. I am also dismayed that several of our restaurant spaces have been converted to non-restaurant use (Avalon - Snap fitness, Mystic Pizza - another pot store). Amenities also need to be considered in expansion.*
- *Allow rezoning of some manufactured home acres for better use of space. More land to residential, less to commercial. Do we have/start a people's self-help group as other cities have done? City provides low-cost financing; people put in sweat equity—prices controlled in future—see “people's self-help housing” – Santa Barbara. Attract arts community that needs studio/live/work and affordable housing. (Policy 1 & 3)*
- *Why has the land near fire house 5 and Colver and Foss areas not being addressed in these future needs? (Policy 1, 3 & 4)*
- *No where is there a TRAFFIC impact analysis. Or a PARKING needs analysis.*
- *The traffic and parking needs are most concerning. Does the City have a vision on how to accommodate for the influx of needed parking spaces, as well as smooth flowing traffic?*

- *Do not want our sweet town to turn into a parking lot, especially in the nice community areas around town.*
- *NOTE: I understood from some attendees that this was not what they had expected, they were disappointed.*

**General Questions, Comments and Concerns:**

1. *Can you identify the source of the responses you have compiled? On a broader level, I would like to know how much of the process is driven by developers and property owners within affected, or potentially affected areas.*
2. *How do the Gateway properties affect the inventory? Is there any relief to the shortfall? **(Policy 1 & 3)***
3. *Can existing zoning be changed and made a part of condition of sale on occupied, partially developed properties (TID)?*
4. *Objective 1.4: While important to understand landowners' within the UR preferences and needs, do those preferences override the needs of the city? **(Policy 1)***
5. *Objective 4.2: Would modifying parking requirements according to the number of bedrooms, likely an increase in parking, negatively affect density? **(Policy 4)***
6. *More generally, since the HNA is making projections on the next 20 years, why is there a rush to designate expansion lands, both within and outside of the urban reserves designated by RPS? **(Policy 1)***
7. *I keep being struck by the Catch 22 nature of the study and strategies. If we incorporate and develop more land, we also make Talent more attractive to population growth. If, instead, we develop to our edges, we limit population growth, albeit at the expense of higher cost housing. How do we separate those two approaches? **(Policy 1, 3 & 4)***
8. *The population and housing projections are based on historic mix. Can we, instead, think outside the box and designate the kind of city we want Talent to be, with what density of housing, neighborhoods, etc.? The vertical housing, clustered homes, cottages are some examples of other approaches. Can we make those a higher priority, with a decrease in SF detached homes? **(Policy 2 & 4)***
9. *The HNA is an amazing document, with a great deal of information and direction. That said, I would like it to be made more clear to me and the public exactly what the implications and process are. You somewhat illustrated this at the open house. I would enjoy having a broader sense of how our need for housing inventory and the suggested strategies will affect the layout of the city. Continuing to illustrate this with large maps and examples would be very instructional. For example, there is a strategy to swap employment and/or industrial land for residential. Can we reduce that employment land inventory? Can we come up with a different mix? What are our options? And, most importantly, what is the process whereby the HNA fits into the puzzle? **(Policy 1)***

## **BACKGROUND**

See introduction in the Housing Element (page 1 and 2 of Element G).

## **RECOMMENDATION**

Based on the findings for the amendments outlined in the Proposed Final Order, staff recommends approval of the amendments.

## **ATTACHMENTS**

The following information was submitted regarding this application:

- Proposed Final Orders – Attachment A
- Draft Housing Element G – Attachment B
- Final Housing Needs Analysis Report – Attachment C
- Talent Housing Policies and Strategies– Attachment D
- HNA Open House and Survey Summary – Attachment E
- Public Comment – Attachment F



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Zac Moody, Community Development Director

January 19, 2017

Date

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Staff has recommended these amendments for approval, but it will require at least one public hearing before the Planning Commission and one public hearing before the City Council for a decision. The Talent Zoning Code establishes procedures for legislative hearings in Section 8-3M.160.

**A public hearing on the proposed action is scheduled before the Planning Commission on January 26, 2017 at 6:30 PM at Talent Town Hall.**

For copies of public documents or for more information related to this staff report, please contact the Community Development Director at 541-535-7401 or via e-mail at [zmoody@cityoftalent.org](mailto:zmoody@cityoftalent.org).