



CITY OF SILVERTON

AFFORDABLE HOUSING TASK FORCE MEETING

Tuesday, January 19, 2021 – 8:30 a.m.

Americans with Disabilities Act – *The City of Silverton intends to comply with the A.D.A. The meeting location is accessible to individuals needing special accommodations such as a sign language interpreter, headphones, or other special accommodations for the hearing impaired. To participate, please contact the City at 503-874-2204 at least 48 hours prior to the meeting.*

A copy of the full packet is available on the City's website at www.silverton.or.us/agendacenter. In accordance with House Bill 4212 the meeting will be held electronically using the Zoom web conference platform. Please submit written comments to aspeier@silverton.or.us by 4:00 p.m. on Friday, January 15, 2021. Comments received will be shared with the Affordable Housing Task Force before the meeting and included in the record.

Zoom Meeting Link:

<https://us02web.zoom.us/j/82118328077?pwd=Qkw1QTh4WUcxTIYrU2U1TXc3Wllsdz09>

Webinar ID: 821 1832 8077

Passcode: 512939

Dial in: 1 (253) 215-8782

AGENDA

- I. Call to Order, Pledge of Allegiance and Roll Call**
- II. Approval of Minutes** – Minutes from the meeting held on Tuesday, December 15, 2020
- III. Public Comment** – Items not on this Agenda
- IV. Discussion**
 - 4.1 Recap of Housing Virtual Open House**
 - 4.2 Public Outreach and Education as it relates to Single Family Zoning**
- V. Adjournment**

1 CITY OF SILVERTON
2 **AFFORDABLE HOUSING TASK FORCE MINUTES**

3 **Zoom Web Conference Platform**

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5 **December 15, 2020, 8:30 a.m.**

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7 **I. CALL TO ORDER**

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9 Chair Palmer called the meeting to order at 8:30 a.m. The task force members and staff were present
10 through the virtual meeting platform Zoom. Mayor Palmer explained the meeting is being held through
11 Zoom due to House Bill 4212.

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Present	Excused	
X		Kyle Palmer
X		Dana Smith
X		Jason Freilinger
	X	Sarah DeSantis
X		Hilary Dumitrescu
X		Kari Johnsen
	X	Bonnie Logan
X		Laurie Chadwick
X		Sarah White
X		David Goldblatt
X		Gene Oster
X		Terry Caster
X		Rebecca Delmar

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30 Staff Present: Community Development Director, Jason Gottgetreu and Assistant to the City
31 Manager/City Clerk, Angela Speier

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33 **II. APPROVAL OF MINUTES**

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35 Member Dumitrescu made a motion to approve the minutes from the meeting held on November 17,
36 2020. Member Johnsen seconded the motion. There was no discussion and the motion passed
37 unanimously (11-0).

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39 **III. PUBLIC COMMENT – None**

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41 **IV. DISCUSSION/ACTION**

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43 **4.1 Public Outreach and Education as it Relates to Single Family Zoning**

44 Community Development Director Jason Gottgetreu provided a history of single family (R-1) zoning in the
45 country. He explained as the City moves forward with the implementation of House Bill (HB) 2001 there
46 needs to be public outreach that takes place. HB 2001 requires the City to allow duplexes on all single
47 family zoned lots; in addition the City is also considering allowing other missing middle housing types in
48 the R-1 zone. He said part of the education piece is answering why the City is doing this. Is it because the
49 State is telling cities they have to or is it because the City wants to create a more equitable and
50 inclusionary community. He said included in the packet was the public testimony from when the Pioneer
51 Village Phase 4 subdivision requested seven of the 76 lots to be developed as duplexes. He explained
52 while this was a permitted use at the time, the public testimony received was all negative. The overall
53 theme of the testimony is that rentals are bad, they are not maintained, they are unstable, they cause
54 parking issues, and that home values for the single family homes around them will decrease or not go up

1 as fast. In addition, people recognized they are needed, but they would prefer them be built somewhere
2 else. He asked the members what is the message the City is going to provide to the community as the
3 Planning Commission and City Council work through the development code updates to allow other
4 housing types in the R-1 zone both the mandated types in HB 2001 and the opt-in types the City is
5 considering. Director Gottgetreu also asked who is going to deliver the message and how is it going to be
6 delivered.
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8 Chair Palmer said the State's role in passing HB 2001 should be included in education efforts. He also
9 feels it is time to have a comprehensive discussion with the public, because there is so much push back
10 on multifamily housing. He thinks the Affordable Housing Task Force should be the body delivering the
11 message. Member Johnsen suggested pushing out the facts raised in the Housing Needs Analysis,
12 because it is specific to Silverton. She said Habitat for Humanity is also going to start educating Silverton
13 residents about their affordable housing project in the community as well as general information about
14 affordable and low income housing. They will also be holding a series of public meetings. Member
15 Dumitrescu shared a link from the Strong Towns Institute: www.strongtowns.org/housing and encouraged
16 the members to review the website. She asked Director Gottgetreu if in his research he has found that
17 affordable housing causes property values to go down. Director Gottgetreu said the research he has seen
18 points to no. Member Dumitrescu recommended starting with the perception and then present facts that
19 bust open common myths. Member Smith said between the wildfires and the pandemic there have been
20 so many homes and jobs lost that the City has to provide an affordable option for employees and people
21 trying to rebuild that doesn't cause them to be rent burdened. Member Oster feels HB 2001 should be
22 among the first educational campaign as well as the facts in the Housing Needs Analysis, but he
23 explained with such an emotionally charged issue it can be hard to change opinions. Member Delmar
24 suggested using more personal stories to help educate people, such as a story about a senior who
25 cannot afford to live in Silverton anymore or young a family that cannot afford to move here or that get
26 priced out of the market. Discussion ensued on using both the facts and emotional stories in the
27 educational campaign. Member White suggested connecting with individuals on an emotional level first,
28 but then when facts are presented the members should also share the ideas of new urbanism and what
29 smart incremental development can look like.
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31 The members discussed options for spreading the message, such as a virtual meeting, social media, Our
32 Town and presenting to local organizations such as Rotary, the Kiwanis, and the Elks Club. Member
33 Freilinger suggested adding Homeowner Associations and mobile home parks on the list of possible
34 places to make presentations to. Member Smith said the presenters will also need to be ready to address
35 the infrastructure issues raised by the Planning Commissioners. She explained the Planning
36 Commissioners said the City lacks the infrastructure capacity to add multifamily housing as well as the
37 school district lacking physical space to add more students. She said the City is prepared and has a plan
38 for increased development. Director Gottgetreu said Silverton builds about 50-60 new single family
39 homes annually and the intent is not to build that plus 20 apartments each year. The City's intent is not to
40 increase the number of dwelling units per year; it is to increase the variety/types of dwelling units. He
41 further explained the infrastructure upgrades are needed largely due to their age not because of growth.
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43 Chair Palmer asked how the message is going to get developed. Member Johnsen volunteered
44 communications staff at Habitat for Humanity take the lead on developing the message which can be
45 presented to the Affordable Housing Task Force for feedback. She asked for stories from Sheltering
46 Silverton in order to incorporate those into the educational efforts. Discussion ensued on possible
47 community members who might be interested in sharing their stories. Member White suggested breaking
48 down what being rent burdened actually looks like with a teacher's salary, a senior living on social
49 security, or a full-time worker at Bruce Pac or Forrest River. Member Oster asked about the timing of this
50 effort and the possible code changes outside of HB 2001. Director Gottgetreu provided a timeline of the
51 implementation of HB 2001 and said it is unlikely it will get implemented sooner than the state mandate.
52 Discussion ensued on who ultimately makes the decision on which code changes get looked at and
53 where the Affordable Housing Task Force ranks. Director Gottgetreu said there is a diverse range of
54 ideas; the City Council will have the ultimate authority over the code changes. Member Smith asked how
55 the City Council can give the Planning Commission direction on which items they would like to see
56 updated in the development code. Member Freilinger would like to see more of a direct line of information

1 coming from this Task Force to the City Council. He feels City Council needs to be clear about the
2 direction they want to take as well. Members discussed the implementation schedule. Director Gottgetreu
3 explained the City is working with a consultant funded by the state to implement HB 2001 and the
4 Planning Commission is also looking at adding other missing middle housing types in the R-1 zone. This
5 should be completed in May or June 2021. Any code changes this Task Force would like to see would
6 have to be filtered through the Planning Commission. The Task Force members discussed holding a joint
7 meeting with the Planning Commission in January. Member Caster asked about the outcome of lowering
8 the minimum lot size. Director Gottgetreu said it did not rise to the first round level of priorities. Member
9 Caster feels this priority would be the most likely to lead to affordability. Member Caster explained some
10 of the difficulties he has faced with a development on Jefferson and James Street. Member Smith said
11 this could be a good example of a simple code change the City Council might be able to direct staff to
12 include in the code changes being discussed.

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14 **V. ADJOURNMENT**

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16 Member Smith made a motion to adjourn and Chair Palmer adjourned the meeting at 9:56 a.m.

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18 Respectfully submitted by:

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21 /s/Angela Speier, Assistant to the City Manager/City Clerk

DRAFT

Communications Strategy

Pine Street Planned Development

January 2021

Mediums: Direct mailer sent to Silverton (and surrounding area) residents, door-to-door communications, Social media (Facebook, Instagram) boosted posts with targeted audiences, press releases to local newspapers, monthly newsletters, blog posts with key words, flyers displayed at Senior Center, Library and other community resource locations.

Implementation strategy: Communication is key with this project. We need to first educate the community on the dire need for affordable and low income housing in Silverton. We need to show them that affordable and low income homes are quality homes that are aesthetically pleasing and will look good in any neighborhood.

Key points to include in communications:

- The Silverton City Council shared a recent analysis they did in partnership with ECONorthwest. In the next 20 years, Silverton is projected to need more than 1,100 new housing units to keep up with the population growth. Median home prices have increased 72 percent from 2016 to 2018. Rent is increasing faster than income levels with 46 percent of Silverton renters experiencing a cost burden. There is a need for all types of housing (family units and single units for aging residents). The City's analysis also noted that renter cost burdens in Silverton have been exacerbated by limited new multifamily construction over the last 20 years, which may have led to a decrease in the overall share of renter-occupied households.

Action items:

- Keep the public informed throughout the process. Control the conversation by being the first to provide information. This will help prevent rumors and disinformation.
- Send regular updates to the community about upcoming projects.
- Reach out to neighbors whose properties border the planned developments. Make sure they are informed about the project and the timeline. Offer to answer any questions they have. (we will need volunteers from the committee)
- Look for opportunities to speak about housing in community meetings.

Potential Problems: “Not in my backyard” attitude from residents neighboring the planned development or Silverton residents in general.

Projected Success: High. If we educate the community about the need for affordable housing and we keep everyone in the loop about our plans, it should be well received.