

HATFIELD RESIDENT FELLOWSHIP PROJECT BRIEF

[Comprehensive Plan and Housing Ordinance Update]

Fellow Name: Cody Aucoin

Project Dates: August/2024 – March/2025

PROJECT GOAL

The overall goal of the project was to update the City of Manzanita's Comprehensive Plan and housing-related Zoning Ordinance to comply with the State of Oregon's Middle Housing rules (i.e., House Bill 2001), which are applied to Tillamook County through Senate Bill 406.

TAKE-AWAYS

The primary take-aways of the project dealt with the amount of time it took to manage stakeholder relations and accomplish project-adjacent tasks.

- Primary stakeholders consisted of City staff, City Council, consultants and contractors, the steering committee, residents and the broader community. Secondary stakeholders consisted of the Planning Commission, members of other committees, and the Department of Land Conservation and Development (DLCD).
- Project-adjacent tasks consisted primarily of procurement and documentation; grant management and budgeting; personnel management; communications; drafting, amending, adopting, and even codifying Ordinances; support for City Council meetings; and additional communications to the broader community.

CHALLENGES

Due to the lack of housing choices in the State of Oregon, and particularly the lack of *affordable* housing choices, the State passed House Bill 2001 (HB 2001). HB 2001 was applied to Tillamook County, and all cities in the County (Manzanita included), regardless of size, through Senate Bill 406

(SB 406). To comply, adoption-ready language is required by July 2025, meaning the Comprehensive Plan and housing-related Zoning Ordinance are being updated concurrently, which is highly non-traditional.

The City of Manzanita is a small, coastal city, with just over 600 full-time residents. Economically, they're tourism-dependent; transient lodging tax (TLT) from predominantly short-term rentals (STRs) being their primary revenue source. STRs account for 17-19% of Manzanita's current housing stock. Furthermore, roughly 76% of the City's housing units are categorized as 'vacant' in the U.S. Census due to their being second homes. These factors and others further constrain the number of purchasable and rentable housing units, pushing prices even higher. Yet, due to Oregon Measures 5 and 50, Manzanita derives very little from property taxes (which many cities rely on) and comparatively less than most cities in the State, at 42 cents per \$1,000 assessed value, meaning that alternative revenue sources, such as TLT, are necessary.

Practically, this means that many community members who work in Manzanita cannot afford to live in Manzanita. It also implies variable stakeholders, some wanting to maintain the "village feel" of the City and others, to increase the stock of affordable housing. Navigating the opinions and preferences of primary and secondary stakeholders has proven challenging.

A Hatfield Resident Fellow (HRF) from the Center for Public Service was tasked with communications between the various stakeholders and many of the project-adjacent tasks.

STRATEGY

The HRF served as the communications lead between the City Manager and other primary and secondary stakeholders. The project consisted of four outreach phases, each focused on two-to-five of Oregon's 19 Statewide Land Use Planning goals. The HRF:

- Informed stakeholders via phone, email and/or Teams and Zoom; managed a robust stakeholder engagement spreadsheet; assisted steering committee members in their facilitation of small business listening sessions; planned a 70+ person community event; drafted meeting agendas and minutes; drafted media- and survey-content.
- Assisted the City Manager with project-adjacent tasks, such as grant management, coordinating a deed restriction and other memoranda of understandings, and researching local and State procurement procedures.

RESULTS

From an overall project-perspective, the results will be an updated Comprehensive Plan and housing-related Zoning Ordinance. From an HRF-perspective, the results include:

- The completion of one-of-four community outreach phases, including communications, data collection, and event planning.
- Grant reimbursement from DLCD.
- Amendment of City Ordinances related to transportation prior to legal review.
- Initiation of a professional services agreement for the codification of the City's Ordinances and the creation of a municipal code.
- Monthly, city-wide letters regarding City projects.
- Assisting with goal setting and budgeting for fiscal year 2025-2026, adopted via resolution(s).
- Leading a selection committee process for Planning Commission appointments.