



City of Gold Beach

Strategic Plan

2025

Final Report



ACKNOWLEDGEMENTS

Prepared by

Institute for Policy Research and Engagement
1209 University of Oregon
Eugene, OR 97403

University of Oregon Institute for Policy Research & Engagement

Amanda Ferguson, Project Lead

City of Gold Beach

Anthony Pagano, Community Development Director

Prepared for

City of Gold Beach
29592 Ellensburg Avenue
Gold Beach, OR 97444



About the Institute for Policy Research and Engagement

The Institute for Policy Research and Engagement (IPRE) is a research center affiliated with the School of Planning, Public Policy, and Management at the University of Oregon. It is an interdisciplinary organization that assists Oregon communities by providing planning and technical assistance to help solve local issues and improve the quality of life for Oregon residents. The role of IPRE is to link the skills, expertise, and innovation of higher education with the transportation, economic development, and environmental needs of communities and regions in the State of Oregon, thereby providing service to Oregon and learning opportunities to the students involved.



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Project Steering Committee

Tamie Kaufman, Mayor
Summer Matteson, Council Position #1
Chip Bradley, Council Position #2
Christine Stephenson, Council Position #3
Phoebe Skinner, Council Position #4
Anthony Vieira, Council Position #5

Other Contributors

Anthony Pagano, Community Development Director, City of Gold Beach
Eric Milburn, Curry County School District
Kailey Guerrant Clarno, USFS
Ginny Williams, Curry County Health District
Dave Sanders, Advantec Marine
Walter Scherbarth, Port of Gold Beach
Jeremy Skinner, Curry Public Library District
Laurie Van Zante, Gold Beach Main Street
Karen Kennedy, Remax
Tracy Wallace, community member
Ray Warren, Freedom Realty
Andy Stubbs, Curry Health Network
Joel Hensley, Chief of Police, Gold Beach Police
Ryan Baxter, Public Works Superintendent, City of Gold Beach
Tyson Krieger, Fire Chief, Gold Beach Fire Department

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PART 1: Background and Context

Background

Located on scenic Hwy 101, the City of Gold Beach is tucked in between the Pacific Ocean, the Rogue River, and the Siskiyou Mountains National Forest in the southwestern corner of Oregon in Curry County. This two-stoplight coastal community had a population of 2,396 as of July 1, 2024¹ and a total land area of 2.53 square miles.²



Figure 1: Gold Beach Visitor Center logo

With easy access to Pacific Ocean beaches and the wild and scenic area along the Rogue River, Gold Beach is known as “the Oregon Coast as it’s meant to be, Wild and Natural.” It is a popular vacation spot with world-class salmon fishing, mountain hiking and windsurfing. The community has a higher than state average number of residents 65 years and older (27% vs. OR 19%) and a significantly lower than average median household income of \$51,662 (vs. county average \$64,769).

Over the last decade, the City of Gold Beach has been working diligently to achieve fiscal sustainability, enhanced quality of life, and an effectively governed community for its residents. Recent achievements include the updating of the development code, water and sewer system improvements, initiation of a new work-force housing development, and recreation system enhancements. Up to this point, government decisions have been primarily driven by a set of City Council Goals that are updated annually. Now that many of the revised 2023 Council goals have been met, the Gold Beach City Council is interested in developing a comprehensive, 20-year strategic roadmap for the City. The City reached out to the Institute for Policy Research and Engagement to assist in developing a new strategic plan.

Planning context

The following section details the planning context in which this plan was developed, the process used to develop the plan, and the organization of the plan. It is followed by an analysis of the current status of Gold Beach and the community’s needs and issues, as determined through extensive public engagement.

Background Research

The planning context for this strategic plan includes the following background documents.

Gold Beach City Council Goals, adopted 2023

These council goals, revisited annually by the Gold Beach City Council, have provided the foundation for Council and government decisions. Goal statements are grouped into 9 categories

¹ Portland State University Population Projection, 2024

² [Gold Beach city, Oregon - Census Bureau Profile](#)

(fiscal sustainability, quality of life, internal systems improvements, community safety, capital project completion and planning, economic growth, intergovernmental relations, city planning, and addressing housing deficiencies).

[City of Gold Beach Community Zoning Ordinance](#)

The City of Gold Beach Zoning Ordinance implements the City of Gold Beach Comprehensive Plan through the adoption and coordination of planning and development.

[Gold Beach Urban Renewal Plan \(current as of 12/2022\)](#)

Originally adopted in 2013, and amended in 2015 and 2019, the Gold Beach Urban Renewal Plan contains goals, objectives, and projects for the development of the Gold Beach Urban Renewal Area, the boundary of which includes all properties fronting upon US 101. Project objectives focus on economic development, creating a sense of place and community, and tourism. This Urban Renewal District is set to sunset in 2035 (or later).

[Curry County Housing Action Plan, authored by czbLLC, 2018](#)

This study found:

- Low wages in the local economy are fragmenting the social fabric.
- There is churn in the housing market, but it is not evenly distributed.
- The in-migration of amenity migrants and retirees has changed the County's culture.

The Housing Action Plan recommended a Housing Trust Fund for the county or support of local HTFs, partnering with the business community and major employers to develop workforce housing, and improving governmental toolkits to meet demands.

“The ability to create the kind of community desired by residents is fundamentally grounded in a city’s ability to vision, plan for and ultimately incentivize that which is desired while regulating any negative impacts associated with this future development.”

-- Curry County Housing Action Plan

[Gold Beach Housing Strategies Report, Angelo Planning Group, June 2019](#)

This report, created in conjunction with a Housing Needs Projection Report and Buildable Lands inventory, explored existing and future housing needs in Gold Beach, provided recommendations for Comprehensive Plan policies for housing, and recommended measures that the City could consider in the future and use to help meet future housing needs. These recommendations led to a series of Development Code modifications (adopted in 2022) that allow for a wide variety of housing types in residential zones and make the land use permitting process more efficient.

[Curry Health Network Community Health Needs Assessment, Stroudwater, May 2024](#)

Curry General Hospital in Gold Beach, operated by the Curry Health Network (CHN), is the only acute care hospital in Curry County. Addressing the needs of the community will involve many organizations outside of Curry Health Network. This assessment outlines specific steps CHN and

its local, county, state, and federal partners could take to address the region’s most prominent health needs: mental and behavioral health, access to providers, housing, and health education.

[Gold Beach US 101 Community Connections Plan](#)

The proposed Gold Beach US 101 Community Connections Plan (CCP) aims to identify and assess transportation projects within Gold Beach to create an integrated 20-year plan that enhances safety and connectivity for all roadway users. The CCP is in development as a partnership between the Oregon Department of Transportation (ODOT) and Gold Beach Main Street. It began in the summer of 2025 and will be complete in late summer, 2026.

The Community Connections Plan has three core goals:

Safety: Improve multimodal safety and comfort, enhance emergency access and promote evacuation preparedness.

Multimodal Connectivity: Provide an interconnected, multimodal transportation network that connects all members of the community to key destinations.

Economic Development: Enhance economic development and vitality within the city and support a vibrant and welcoming environment.

Project purpose

With the current strategic plan, the City seeks to update their vision for the future of the community. It provides an assessment of current conditions and makes recommendations for future improvements based on the community’s expressed desires. While a strategic plan is a non-regulatory document, this plan will serve as the City’s **roadmap** for allocating funding, setting development priorities, and initiating other programs within Gold Beach for the next 20 years.



Figure 2: Hwy 101 into Gold Beach (from north)

Planning Process

This section details the planning process used to develop this Strategic Plan, including the public engagement process.

The City contracted with the Institute for Policy Research and Engagement (IPRE) at the University of Oregon to complete this Strategic Plan. IPRE utilizes a service-learning model which pairs students from the School of Planning, Public Policy, and Management (PPPM) at the University of Oregon with planning projects in communities across Oregon. This project was guided by IPRE’s Planning Policy and Practice staff, with assistance from PPPM students.

Gold Beach Strategic Plan Project Schedule

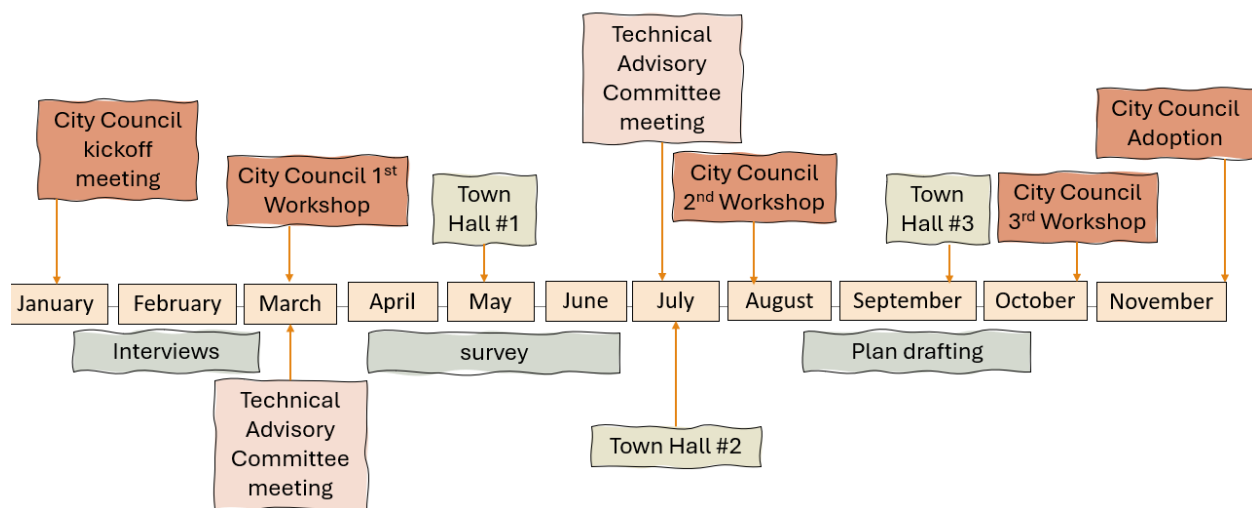


Figure 3: Strategic Plan Project Schedule, Source: IPRE

The strategic planning process stretched from January 2025 through the fall of 2025. During this year of plan development, IPRE met with city staff regularly for collaboration and feedback. The City also assembled a member Project Steering Committee to represent a diversity of community voices. Over the course of the project, IPRE staff met with the Steering Committee four times to brainstorm ideas, share findings, and obtain feedback.

A cornerstone of the planning process was a robust community engagement program. In addition to the Project Steering Committee, community engagement strategies included interviews, a community-wide survey (in English and Spanish), and three town hall meetings. The purpose of these engagement strategies was to include a wide range of community voices in the planning process.

The consulting team worked to ensure everyone who lives and works in Gold Beach had an opportunity to provide input into the vision and priorities for the 2025 Strategic Plan.

Plan Organization

This plan is organized into three main sections and several appendices of supporting materials:

Part 1: Background and Context

Background and Planning Process – summarizes the context behind this planning project, defines the project’s purpose, and details the planning process used to develop this strategic plan.

Current Conditions – summarizes the history, demographic trends, and current needs and issues facing the community of Gold Beach.

Part 2: Goals & Recommendations

Vision and Values– defines a new vision statement for the City of Gold Beach based on community-identified values.

Goals & Recommendations – details goals and recommendations to address key issues.

Part 3: Implementation

Priorities & Implementation – describes how recommendations were prioritized and the main groups who will take the lead on implementation.

Action Plan – lists each recommendation with an associated timeframe, lead, and partners.

Appendix A: Short-Term Housing Report – provides an overview of short-term rental housing standards in Gold Beach and in other cities along the Oregon Coast, as well as some details on major cities on the coasts of Washington and California.

Appendix B: Outreach & Engagement– provides details of the interactive community engagement activities and findings that formed the basis for this Strategic Plan. The full community survey results are included in this appendix.

Current Conditions

This section outlines existing conditions in Gold Beach. This demographic research correlated to survey findings offers a summary of Gold Beach as it exists today.

Unless otherwise specified, data in this section comes from the U.S. Census Bureau’s American Community Survey 2019-2023.³ Note that this data has varying levels of reliability depending on geographic area, demographic group, and types of data. While County- and City-level data is relatively reliable, Census Designated Place (CDP)-level data is significantly less reliable. These figures are primarily used for estimation and to develop a general understanding of the demographics of a location and should not be mistaken for precise data.

³ Social Explorer (2020-2023). *American Community Survey 5-Year Estimates: Curry County*. U.S. Census Bureau. <https://www.socialexplorer.com/explore-tables>.

Demographics

The City of Gold Beach had a population of 2,455 in 2023. This population increases significantly on a seasonal basis when temporary residents such as owners of second homes, tourists, and other visitors are accounted for, increasing the population of the region by as much as 300% during the summer months.⁴ The population of Gold Beach is majority white (81%), with residents also identifying as two or more races (16%), some other race alone (2%), and equal shares of Black or African American, American Indian and Alaska Native, and Asian (each <1%).⁵



Figure 4: Map of Oregon highlighting Curry County

In the City of Gold Beach, approximately 6% of the population speaks a language other than English. About 2% of the population is not proficient in English, with nearly all these individuals speaking Spanish.⁶

Curry County is part of the greater service area of the Confederated Tribes of the Coos, Lower Umpqua, and Siuslaw, and the Coquille Tribe, although the tribal communities represent a small percentage of the population.

Community Context

This section summarizes larger demographic trends and economic activity in Gold Beach to provide an understanding of where the community has been, is now, and might be likely to go in the future.

It is important to recognize community trends and characteristics in order to develop a strategic plan that benefits all residents. This section summarizes larger demographic trends and economic activity in Gold Beach to provide an understanding of where the community has been, is now, and might be likely to go in the future.



Figure 5: Hwy 101 into Gold Beach (from south)

⁴ Allan, J. C. & O'Brien, F. E. (2023). *Earthquake And Tsunami Impact Analysis For*

Coastal Curry County, Oregon. Oregon Department of Geology and Mineral Industries (DOGAMI). Retrieved January 15, 2025, from <https://www.oregon.gov/dogami/pubs/pages/ofr/p-ofr.aspx>.

⁵ Social Explorer: American Community Survey 5-Year Estimates (2019-2023). *SE:A03001. Race*. U.S. Census Bureau. <https://www.socialexplorer.com/explore-tables>.

⁶ Social Explorer: American Community Survey 5-Year Estimates (2019-2023). *ACS23_5yr:C16001. Language Spoken At Home For The Population 5 Years And Over*. U.S. Census Bureau. <https://www.socialexplorer.com/explore-tables>.

A vulnerable population

Approximately one-third (33%) of Gold Beach’s population are **65 years of age or older**, a figure that is similar to Curry County’s but higher than the state of Oregon’s share of the older population (34% and 18%, respectively).⁷

Curry County also has a much higher percentage of residents who are **armed services veterans** compared to state and national averages. The majority of veterans in Curry County are older and served in Vietnam.

Related to, but not independent of, the veteran population is the percentage of residents with disabilities. **Nearly a quarter** of the civilian, non-institutionalized population in Curry County has some sort of disability, compared to 14.9% for Oregon and 12.9% for the U.S.



Figure 6: Curry County Veterans Memorial

Economic challenges

Median family income in Curry County is 24% lower than that of the state of Oregon and 23% lower than the national average. In comparison, in the 2021 Community Health Needs Assessment (CHNA), median family income in Gold Beach was **19% lower than the state average and 20% lower than the national average**.⁸ Household income in Curry County shows similar trends, at 16% lower than the state average and 14% lower than the national average. Over 58% of families have incomes below \$75,000 in Curry County, demonstrating that Curry County has a larger percentage of families that make less money compared to state and national averages. As of 2023, Curry County had a yearly unemployment rate of 4.6% compared to the Oregon state unemployment rate of 3.7%.

About 9% of children are living in poverty in Curry County, which is less than both state and national levels. Of the children living in poverty, however, 50.6% live below the 200% federal poverty level (\$29,160), with 71.5% living below the 300% (\$43,740) federal poverty level.

The City of Gold Beach has a small but notable number of people who are low income, with 16% of households having an annual household income below \$25,000.⁹ The median household income in Gold Beach is \$51,662, which is somewhat below the countywide figure of \$64,769.¹⁰ Nearly two-fifths (39%) of

⁷ Social Explorer: American Community Survey 5-Year Estimates (2019-2023). SE:A01001. Age. U.S. Census Bureau. <https://www.socialexplorer.com/explore-tables>.

⁸ [Curry Health Network Community Health Needs Assessment](#), adopted June 26, 2024.

⁹ Social Explorer: American Community Survey 5-Year Estimates (2019-2023). SE:A14001. Household Income (In 2023 Inflation Adjusted Dollars). U.S. Census Bureau. <https://www.socialexplorer.com/explore-tables>.

¹⁰ Social Explorer: American Community Survey 5-Year Estimates (2019-2023). SE:A14006. Median Household Income (In 2023 Inflation Adjusted Dollars). U.S. Census Bureau. <https://www.socialexplorer.com/explore-tables>.

renters are considered cost-burdened, or spending more than 30 percent of their income on rent – with 31% spending more than 50 percent of their income on rent.¹¹ Many of Curry County’s approximately 133 houseless individuals reside in the Gold Beach region.¹²

Housing Crisis

Curry County’s six communities of Agness, Brookings, Gold Beach, Langlois, Port Orford, and Sixes are anticipated to grow by 2.4% over the next five years. However, Curry County is not experiencing the needed growth in new housing to meet this demand, as is reflected in a 1.6% change in housing units compared to the Oregon average of 4.9% or the national average of 4.1%.

Gold Beach had a total of 1,370 housing units in 2023. Of the 1,157 units that are occupied, 724, or 62.6%, are owner-occupied and 433, or 37.4%, are renter-occupied. A portion of the vacant housing units may be short-term rentals (STRs). According to AirDNA, an online platform that tracks STRs, in the Gold Beach submarket there are approximately **277 STRs**.¹³ The Gold Beach sub-market stretches from Ophir to Pistol River, although a high concentration of STR units is located within Gold Beach city limits. (See Appendix B for more information on short-term rentals.)

Approximately 7.4% of the homes in the area are **second homes**, driving the real estate market upwards and out of a reasonable price range for working members of the community. Curry County has over twice the state and national rate of vacant housing units being used as vacation rentals for seasonal use, driving the rental occupancy rate lower than state or national averages. During the Curry Health District’s 2025 Community Health Needs Assessment, interviewees reported that affordable housing



Figure 7: Street in Gold Beach

continues to be an issue in Curry County. The ability to recruit new health professionals to the area, including clinical support staff, advanced practice providers, and physicians, has been and may continue to

¹¹ Social Explorer: American Community Survey 5-Year Estimates (2019-2023). *SE:B18002. Residents Paying More Than 30% or at least 50% of Income on Rent*. U.S. Census Bureau. <https://www.socialexplorer.com/explore-tables>.

¹² Greene, J., Spurbeck, F. H., and Zapata, M. (2023). *2023 Oregon Statewide Homelessness Estimates*. Portland State University Homelessness Research & Action Collaborative. <https://www.pdx.edu/homelessness/sites/homelessness.web.wdt.pdx.edu/files/2024-04/Oregon%20Statewide%20Homelessness%20Report%202023.pdf>.

¹³ AirDNA. <https://app.airdna.co/data/us/airdna-426/airdna-4483?tab=active-str-listings&lat=42.48844&lng=-124.380652&zoom=10.66>. Accessed 9 Jul. 2025.

be impacted as a result.¹⁴ Consequently, the Curry Health Network identified the need to collaborate with the City and County on resolving the **housing crisis** as a primary goal of its 2024 Strategic Plan.

Shared Responsibilities

The **City of Gold Beach** provides general government services as well as utility services (water, sewer, and streets). The City also funds the Gold Beach Police Department and the Gold Beach Volunteer Fire Department. Many of the other services provided within the Gold Beach community are under the responsibility of special taxing districts and agencies that cover all of or most of Curry County. Those that hold some level of responsibility for governance and service provision in Gold Beach include the Curry County Sheriff's Department, the Port of Gold Beach, the Curry Health District, the Curry County Library District, the Central Curry School District #1, the Oregon Department of Transportation, and Gold Beach Main Street.



Figure 8: Gold Beach City Hall/Police Station

The City of Gold Beach operates a small police department, which shares space with City Hall. The police department has a good reputation in the community. However, staffing shortages and budget deficits have left the police department without adequate staffing to fund 24/7 coverage, leaving “dark hours.”

The **Curry County Sheriff's** office and jail is located in a historic courthouse on Hwy 101 in Gold Beach. Staffing shortages and budget shortfalls have led to dramatic reductions in patrol officers in recent years. The City and the **Port of Gold Beach** work closely together on projects to bring prosperity to Gold Beach. The Port of Gold Beach maintains facilities used by tourists, residents, and commercial fisherman, and is responsible for the management and operations of the Gold Beach Airport.



Figure 9: Curry County Courthouse, Gold Beach

Among the Port of Gold Beach's most strategic assets are its unique land holdings. Collectively, the Port owns some 600-to-800 non-contiguous acres of marine and upriver lands. Portions of the land that constitute the primary marine and port complex are



Figure 10: Port of Gold Beach

¹⁴ Curry Health District, [Community Health Needs Assessment \(CHNA\) 2025](#).

under-utilized and ripe for commercial, administrative, or recreational development.¹⁵

Curry Health Network (doing business as Curry Health District) is comprised of a hospital and several medical clinics located on the Southern Oregon Coast. These include the Curry General Hospital in Gold Beach, a critical access hospital and the sole hospital in Curry County; Curry Medical Practice with primary and specialty care (located in the hospital); Curry Medical Center, with primary, specialty and same day care services, located in Brookings; and Curry Family Medical, which serves Port Orford with primary care.



Figure 11: Curry Health Network logo and Gold Beach Hospital

The **Curry Library District** provides services for approximately 5,000 people out of its main library in Gold Beach. Their programming is designed to connect with every member of the community and includes extensive digital services as well as on-site programs catering to all ages. Their large multi-person meeting space is one of the few available spaces for rent in the community.



Figure 12: Curry Public Library

ODOT has a key role to play in Gold Beach, as ODOT owns and manages the primary route through the community and the heart of Gold Beach – Hwy 101.

Gold Beach Main Street was successful in 2024 in obtaining a grant to work with ODOT on Hwy 101 planning issues. Gold Beach Main Street has also initiated a program to help all the businesses on Hwy 101 repaint their facades – which is being partially supported with funding from the City’s Urban Renewal District.



Figure 11: Existing Conditions photos from Community Connections Plan process, ODOT

The **Central Curry School District #1** operates two schools within Gold Beach – Riley Creek Elementary School and Gold Beach Junior/Senior High School. There were 411 students enrolled in the District in 2023-2024.¹⁶

¹⁵ Port of Gold Beach Strategic Business Plan, October 2010.

¹⁶ [Oregon At-A-Glance District Profile, Central Curry SD1, 2023-2024](#), Oregon Department of Education.

Demand for Recreation

Many visitors come to Gold Beach for the world-class year-round river fishing for salmon, steelhead, trout, for Ocean Charters for lingcod and rockfish, or dig for clams and drop traps for Dungeness crab. Many fishermen also come to Gold Beach to surf fish. Jerry's Rogue Jets, which operate out of the Port of Gold Beach, have become a must-do adventure on the Southern Oregon Coast. Other attractions include the Wild Rivers Coast Scenic Bikeway and Bike the Rogue trail.



Figure 14: Jerry's Rogue Jet on the Rogue River

This recreational activity leads to a 300% increase in population in Gold Beach during the summer months.¹⁷ Gold Beach has 13 motels and three (3) RV parks, as well as “limitless” camping options (including RV parks like the Indian Creek RV Park). There are also privately-operated home rentals throughout the region, including many in the small rural residential communities along Highway 101.

Although recreation drives much of the local economy, the City of Gold Beach has not prioritized providing recreational resources as part of its mission. Instead, the City has relied upon federal, state, county, and private partners to provide recreational opportunities.

The City of Gold Beach's Public Works staff maintains a small number of city parks and open spaces, including Collier H Buffington Park (94255 Caughell Street), the home of the “Kid Castle” (shown in photo to right) and the Georgia Fromm Baseball Field, and South Beach Park, the home of the City of Gold Beach Visitor Center.



Figure 15: Kid Castle, Buffington Park

The City of Gold Beach does not employ any full-time employees specifically dedicated to Parks operation and maintenance. Buffington Park maintenance is provided by City staff. The revenue source for the Parks Department is derived from the city's general fund.



Figure 16: Gold Beach Visitor Center

Community Engagement Findings

This section outlines the findings from reviews of the City of Gold Beach’s planning documents, stakeholder interviews, community workshop, online survey, and demographic research (see Appendix B for complete survey report). The issues facing Gold Beach become clear when reviewed through the lens of strengths, weaknesses, needs, and opportunities.

Key insights gained from the community engagement include...

- Gold Beach is a **beautiful place to call home**. Access to recreational opportunities, the tight-knit sense of community, and ease of travel within Gold Beach are the most valued characteristics of the community. Those who love the small-town community feel don’t necessarily love the small-town constraints on key services like childcare and healthcare, the poor job opportunities, or the increasing cost of housing.
- **The community is divided** on the City of Gold Beach’s performance. Only 4% believe that the City is performing “outstanding”. Half of the respondents found that the City’s performance either “meets” or “exceeds expectations”. Forty-five percent (45%) found that the City’s performance “needs improvement” or is “unacceptable”.
- **The City clearly does some things very well**. The Gold Beach Police Department has a good reputation, with over 84% satisfaction. Drinking water services, sewer services, and the maintenance of public streets were also highly ranked, showing that the City is well structured to provide basic utilities.
- On the other hand, there are clear **areas for improvement in government service provision**. Respondents were “very dissatisfied” or “dissatisfied” with budget and fiscal management (48%) and land use planning (36%). Building and permitting services, which are contracted by the City with the County, were also poorly rated, with one-third of respondents claiming to be “dissatisfied” with the current permitting system.
- **Homelessness is growing** in the Gold Beach area. Over half of respondents (53%) of respondents identified homelessness as a primary concern. Overnight parking of trailers and large vehicles on highway pull-outs, campgrounds, and wild areas adjacent to the highway are an issue. There are few services available to this population within city limits.

We don’t have a theme park or shopping mall in Gold Beach. It’s a little difficult to get here and that’s part of the charm. Once you find us, you’ll want to return again and again. So come and hike or fish or search for beach treasures. Come to find yourself and lose yourself in this special place.

-- Gold Beach Visitor Center

“Build on the assets that are already here. More recreational opportunities, walking, biking. Make it appealing to tourists, and make sure we can handle the growth with adequate infrastructure.”

“Gold Beach – a sleepy town neglected by leadership for many years.”

- There is strong community support for **downtown enhancement and redevelopment**. The newly invigorated Main Street organization, working in tandem with the Gold Beach Visitor Center, is poised to take advantage of the Downtown’s potential.

However, Gold Beach’s downtown faces major challenges. Long-term vacancies and buildings in disrepair have eroded the sense of community cohesion along the wide, car-centric strip of Hwy 101. The Oregon Department of Transportation (ODOT) is working with Gold Beach’s Main Street organization to identify ways to improve the function and livability of Main Street through their *Community Connections* Plan – but there are no easy solutions.

“[We need] a city that reflects the beauty of our surroundings. Main Street has started but we need to remake our town.”

- A **lack of family housing** limits economic development by limiting the available workforce. The development of homes that are attractive to families, particularly to those who may be attracted to Gold Beach to work in key industries like health care and education, was a key concern for community survey participants of all ages (43%). Access to affordable family housing is vital if the community is to accomplish its key priorities – downtown enhancement (50%), business recruitment (35%), and healthcare access (30%).

The City, County, and broader community have engaged in several significant projects in 2022-2025 to address housing, including an affordable Veterans housing project, a Curry County Housing Authority development, the rehabilitation of two apartment buildings by a local non-profit, and a transitional workforce housing project through the Urban Renewal District. Much more needs to be done, however, to address the backlog of housing development.

“ [We want] a place that doesn’t become a retirement community, but rather a place where people can raise young families, and where families can stay.”

PART 2: GOALS & RECOMMENDATIONS

Values and Vision of Gold Beach

This section captures the core values and vision of the City of Gold Beach.

The Steering Committee, comprised of the Gold Beach City Council and key stakeholders, worked with IPRE staff through the spring, summer, and fall of 2025 to develop Values, Mission, and Vision Statements for Gold Beach, which were used to engage the community about their needs, issues, and hopes. These vision and mission statements will direct staff as they move forward to implement the plan's recommendations.

Vision Statement

A *vision statement* presents the City Council's ambition for the future.

The Steering Committee undertook an exercise to develop an inspirational vision for the City of Gold Beach. The Committee entered this exercise to develop a short phrase or a single paragraph that clearly describes the long-term goals, dreams, and aspirations for the city and community.

This resulting vision statement was workshopped with the community at public open houses in April, July, September, and October. It was approved by the Steering Committee in its final form at their November meeting.

Our vision is for a vibrant, welcoming, connected community that is enriched by the wild beauty of the South Coast. We will encourage creativity, embrace innovation, and ensure the provision of transparent, fiscally-responsible government services to achieve shared prosperity for all who live in and visit our community.

Organizational Values

The Steering Committee then identified a list of values that set Gold Beach apart from other communities.

These *values* are the criteria that the City staff and representatives will use to make decisions.

They represent the beliefs and behaviors by which all members of the City organization conduct themselves and provide a **common basis for making and evaluating all decisions** and actions.

The committee developed a list of core values that they felt best expressed the City and its responsibilities to the community. They then individually chose their top three. The values that got the most votes from the committee values were vetted and amended to reflect public feedback through the open house and survey. **The word cloud below shows the values people prioritized (with those chosen more often as one of each participant's top three as larger than others).**

Gold Beach's **Organizational Values** include:



The steering committee chose to prioritize the following as the core values for the City of Gold Beach:

- **Transparent**
- **Fiscally-Responsible**
- **Ethical**
- **Collaborative**
- **Accountable**
- **Responsive**
- **Forward-Thinking**

Strategic Goals

The Steering Committee developed a set of goals aimed at resolving each of the identified themes/issues. The purpose of these goals and the accompanying action plan (in Part 3 of this report) are to guide Gold Beach's strategic direction over the next ten years.

Our strategic goals for the City of Gold Beach include:

Develop community-wide strategies to address housing issues

We need to partner with a broad spectrum of stakeholders to address the availability of affordable housing – in the short and long term. Strategic steps need to be taken to provide the needed vacant land, services, and regulatory environment to encourage the housing the community needs to thrive.

Develop public systems and public-private partnerships to revitalize downtown

Changes need to be made to revitalize the primary business corridor of Gold Beach. We need to make the town look presentable and inviting through a series of small (and large) changes. We need to address the issues with Hwy 101 that lead to chronic vacancies. We also need to partner with ODOT, Main Street, and businesses to improve the safety and accessibility of the Hwy 101 for all modes of travel.

Expand recreational opportunities

We need to build upon the world-class recreational opportunities of the South Coast. Developing recreational amenities within city limits will bolster the community's sense of place while supporting the local economy. The community needs to come together to imagine the future of a parks system in Gold Beach – one that has indoor and outdoor recreation opportunities for all ages.

Enhance community wellness

Access to basic needs – healthcare, daycare, housing, mental health, healthy food, safe roads, and resilient infrastructure – are key to supporting the long-term stability of the community. We must develop plans and funding mechanisms for our public infrastructure, while working collaboratively with regional partners to address the bigger social issues confronting the South Coast.

Ensure Long-Term Fiscal Sustainability

We must have sufficient revenue to sustain and expand city services as necessary to meet community needs. Policing and code enforcement must be provided at a level that ensures the community's security and addresses raising rates of homelessness and property abandonment/disinvestment. Staff must also have the resources to provide quality public services and recreational resources within city limits.

PART 3: IMPLEMENTATION

Priorities & Implementation

This section provides guidance for how to move forward with the plan’s recommendations and presents an action plan to direct implementation in the future. It describes how recommendations may be implemented and identifies the timeframe for each action.

Action Plan

The following chart lists each goal and their corresponding recommendations with an associated timeframe, responsible agency, and ease/impact. These recommendations are not prioritized but rather grouped into categories.

There are five **categories** or themes of goals/actions:

- Housing
- Downtown Revitalization
- Recreational Opportunities
- Community Wellness
- Fiscal Stability

Each category has a number of **goals** and corresponding **recommendations** for action.

The **Timeframe** column provides a sense of how long each action may take to initiate and/or complete – Short (S) (1-3 years), Medium (M) (3-5 years), or Long (L) (5-10).

Implementation factors have been divided into two categories: Ease and Impact.

Ease equates to the level of time and effort involved in implementing an action – a low level, or 1, in Ease will take minimal staff time/money. A 4, on the other hand, is a challenging project, which will take dedicated staff time and money. **Ease: 1 (Low) -> 4 (high)**

Impact rates the effect of a project upon the community. A low score in Impact reflects a small, or limited impact within the community. A high score in the Impact column reflects a broad or high level of community impact. **Impact: 1 (Low) -> 4 (high)**

Gold Beach Strategic Plan Recommendations

Theme	Goal	Recommendation	Timeframe (S/M/L)	Ease	Impact
Housing (AH)	Goal AH 1: Housing Production Plan	AH 1.1 Housing Production Plan Apply to the Department of Land Conservation and Development (DLCD) for grant funding to develop a Housing Production Plan that focuses on potential city initiatives and/or incentives for infill and new construction of family and workforce housing. Include review of current development code to see if there are additional code amendments to be made to incentivize desired development. Include review of System Development Charge system for adequacy of fees and for potential relief (deferral to issuance of building occupancy, reductions or waivers for affordable housing, etc.).	S	3	4
		AH 1.2 Urban Growth Area Study Contract for an Urban Growth Area Study that includes the evaluation of all vacant lands within the city and Urban Growth Boundary. Utilize the study to identify potential properties for residential housing development, identify development constraints, and evaluate benefits and costs of expansion of the city limits to UGB. Include identification of potential recreational sites/future park sites and existing brownfields.	M	3	3
	Goal AH 2: Public Private Partnerships	AH 2.1 Public Private Partnerships Work with Curry Health Network, Curry County, Central Curry School Dist., and other stakeholders to identify and develop needed workforce housing. Assist with pursuit of state and/or federal funds for infrastructure improvements needed for targeted projects (Hunter Creek, etc.), including Business Oregon’s Housing Infrastructure Financing Program .	S-L	2	4
	Goal AH 3: Housing Stabilization	AH 3.1 Revolving loan fund for rehabilitation of older homes and apartments Explore development of local loan fund for the rehabilitation of older homes and apartments to stabilize existing affordable housing in Gold Beach. Work with Oregon Housing and Community Services in partnership with local non-profits or special districts to develop an Affordable Housing Land Acquisition Revolving Loan (LAP) Program and/or a Moderate-Income Revolving Loan (MIRL) Program .	M	2	3

		<p>AH 3.2 Property Maintenance Code and/or Derelict Building Code Adopt a city-wide code that will establish a minimum standard for property maintenance in Gold Beach. Support the new code through public education and outreach and strategic enforcement.</p>	S	3	3
	<p>Goal DR 4: Short Term Rentals and Second Homes</p>	<p>Recommendation AH 4.1 Short-term rental monitoring Address pressures on the housing market caused by short term rentals and predominance of second home ownership. Monitor short-term rental housing policies and practices in the city and county. Adjust policies as necessary so short-term rentals are not negatively impacting the community AND the City is obtaining transient room tax for all existing short-term rentals (see Short-Term Housing Analysis in Appendix).</p>	S-M	2	2
		<p>Recommendation AH 4.2 Lease to Local Program Review and develop an incentive program to encourage second home occupancy in off-peak seasons similar to Clatsop County’s pilot Lease to Locals program.</p>	L	3	2
Theme	Goal	Recommendation	Timeframe	Ease	Impact
<p>Economic Development (ED)</p>	<p>Goal ED 1: Downtown Mobility</p>	<p>ED 1.1 Community Connections Plan Work with ODOT and Gold Beach Main Street to develop community consensus on design improvements for Hwy 101 within Gold Beach that address equally safety concerns, pedestrian connectivity, and beautification. Adopt the completed Community Connections Plan as a refinement plan to the Curry County Transportation System Plan.</p>	S	2	3
		<p>ED 1.2 Community Connections Plan Implementation Pursue funding through state and federal government for safety and mobility improvements on Hwy 101 within Gold Beach. Emphasize bicycle and pedestrian improvements within existing streetscape. Include beautification elements in small and large projects.</p>	M-L	3	4
		<p>ED 1.3 Wayfinding Work with the Visitor Center, Main Street organization, and ODOT to develop a community signage plan. Update the Gold Beach logo. Use the logo prominently on signs placed at either end of Hwy 101 within Gold Beach and on signage at strategic locations (Jerry’s Rogue Jets, Airport, Hospital, Library) that is designed to identify “You are Here” in relationship to key sites within Gold Beach.</p>	S-M	1	3

		ED 1.4 Boardwalk/Multi-use Path Refine plans for a multi-use path or boardwalk along the ocean side connecting the Gold Beach Visitor Center to the Port of Gold Beach through community outreach. Develop public-private partnerships to establish path. Develop a multi-phase approach to implementation of the path. Secure funding for each stage as opportunities arise.	L	4	3
	Goal ED 2: Downtown Beautification	ED 2.1 Beautification of Downtown Engage the public, with the assistance of downtown partners, in identifying and prioritizing projects for downtown beautification. Projects such as public art installation, wall murals, and landscaping enhancements should be located strategically along main street in cooperation with business owners or in public rights-of-way.	S-L	2	4
		ED 2.2 Design Standards for new commercial development Engage a broad spectrum of the community as well as key stakeholders (property owners, business owners, Main Street, ODOT) in the development of curated design standards for commercial development along Hwy 101. Adopt these design standards in the Gold Beach Development Code to guide new development and major remodels occurring in commercial districts.	M	3	3
		ED 2.3 Community Marquee Enhance the marquee at the Fairgrounds and/or develop and host a Community Event Marquee at City Hall. Allow community groups to put messages on the marquee(s) for no cost. Habituate the community to expect community notices (on traffic issues, hazards, upcoming events, etc.) on these marquees so they become the “go-to” locations for news and updates.	M	2	2
	Goal ED 3: Business Retention and Expansion	ED 3.1 Business Enhancement Programs In partnership with organizations such as Gold Beach Main Street, leverage the support of programs such as the Oregon Main Street Network support to develop and operate incentive programs supporting façade renovations and remodels in downtown Gold Beach.	S-L	2	3
		ED 3.2 Revolving Loan Program Create a small revolving loan program that can be used to implement the new design standards and/or for exterior maintenance of commercial buildings.	M	2	3

	<p>ED 3.3 Derelict Building Ordinance adoption and enforcement Adopt a city-wide code that will establish a minimum standard for property maintenance in Gold Beach. Support the new code through public education and outreach and strategic enforcement. (Example: Cottage Grove Nuisance Code Section 8.12.145 Vacant, derelict, and dangerous structures.)</p>	S-L	3	3
Goa ED 4: New Business Development	<p>ED 4.1 Incubator space development Work with Gold Beach Main Street, Gold Beach Visitor Center, and local realtors and property owners to identify vacant commercial rental spaces that could be used as business “incubators”. Support local entrepreneurs in developing “pop-up shops” in these incubator spaces with small grants/loans to cover rent and utilities for short durations. Facilitate permitting and inspections to quickly and cost-effectively move these businesses in and out of incubator spaces.</p>	S	1	3
	<p>ED 3.2 Cottage Industry/Home Occupation program Modify the Development Code to adopt a definition and standards for Home Occupancies (businesses operating in conjunction with but secondary to residential uses). Make it easy for residents to have home occupancies in their homes with easy permitting and low fees. Establish as part of the code amendment a Conditional Use process for a “Cottage Industry,” which is a home occupation of a slightly larger scale (employees who do not live in the home, etc.).</p>	M	1	3
	<p>ED 3.3 Identify development opportunities with Port In partnership with the Port of Gold Beach Commission, identify opportunities to cooperate to bring more development to the Port of Gold Beach. Explore both small (signage, paths, tourist outreach) and large (brownfield redevelopment, infrastructure investment) opportunities to enhance development potential of vacant lands owned by the Port.</p>	L	2	4
	<p>ED 3.4 Dark Sky Ordinance Consider adopting a Dark Sky Ordinance that would respect nature’s needs for darkness and maintain the safety of the community.</p>	S-M	2	4

Theme	Goal	Recommendation	Timeframe	Ease	Impact
Recreational Opportunities (REC)	Goal REC 1: Parks Master Plan	REC 1.1 Parks Master Plan Contract with private consultant to develop a Parks Master Plan. Incorporate a community engagement plan to involve the community in the identification of current and future needs related to recreation and park space within the city of Gold Beach and in the development of a long-range plan for meeting identified needs. Explore options for additional park facilities within Urban Growth Boundary or near-by County lands to meet identified needs.	M	3	4
		REC 1.2 Parks and Recreation District Explore the potential for a Park & Recreation Department within the City of Gold Beach structure. Investigate the potential of funding this department through System Development Charges, transient room tax, and/or the creation of a Special District with help of the Special District Association of Oregon.	L	4	4
	Goal REC 2: Recreational Development	REC 2.1 Public/Private Partnerships Develop strong public/private partnerships to construct and maintain new parks and recreation facilities, including both indoor and outdoor recreational facilities. Work with Port and Fairgrounds to capitalize on underutilized areas for public recreation.	S-L	2	3
		REC 2.2 Development Code modifications Ensure Development Code allows the types of recreational facilities desired by the community in appropriate areas. Amend code as necessary to make development of recreational facilities as easy as possible.	M	2	3
	Goal REC 3: Land Acquisition for Recreational Uses	REC 3.1 Land acquisition and banking for recreational uses Explore options for additional park facilities within Urban Growth Boundary or near-by County lands to meet identified needs. Utilize federal programs (ex. Land and Water Conservation Funds) to secure land for future parks.	L	4	4
		REC 3.2 Recreational areas within New Development Work with private developers to ensure that all new residential developments with more than 10 units have access to either on-site or nearby recreational opportunities.	M-L	1	3

Theme	Goal	Recommendation	Timeframe	Ease	Impact
Community Wellness (CW)	Goal CW 1: Local Infrastructure Planning	CW 1.1 Drafting/Adoption of Local Transportation System Plan Apply for a Transportation Growth Management (TGM) grant to develop a local transportation system plan for Gold Beach. A transportation system plan is a long-range planning document, shaped by community input and adopted into the Comprehensive Plan, which describes the City’s transportation system and details projects, programs, and policies to meet transportation needs now and in the future. This long-range planning document will help the City improve and expand its transportation system to support existing users and future growth, to address Hwy 101 safety and mobility needs, and to incorporate resilience strategies to overcome natural hazard impacts into evacuation routes.	M	4	4
		CW 1.2 Community resilience plan Utilize the recently drafted Gold Beach Evacuation Plan and the Gold Beach addendum to the Curry County Natural Hazard Mitigation Plan to put together a community resilience plan for Gold Beach. This plan should address tsunami and wildfire preparedness and identify initiatives to make Gold Beach’s residents, visitors, and infrastructure more resilient to natural hazard events.	S-M	2	4
		CW 1.3 Facilities Plans Update existing water, wastewater, and stormwater master plans to address existing and future growth and to explore the impact of expanded city limits.	S-M	4	4
	Goal CW 2: Code Enforcement program	CW 2.1. Code Enforcement Develop a code enforcement program that enforces the local development and building/safety codes in a manner that is accountable, transparent, and consistent. Enforce code with an eye towards enhancing key community priorities: retaining the beauty of the surroundings, providing a welcoming, accessible, and safe experience for tourists, retaining the community’s small-town charm, and ensuring safety for tourists and locals alike.	S	4	3
	Goal CW 3: Homelessness initiatives	CW 3.1 Homelessness initiatives Although the City of Gold Beach cannot provide social services, homelessness is a significant concern for community members. Therefore, the City will continue community conversations over appropriate strategies to address homelessness within the Gold Beach	S-M	4	4

Theme	Goal	Recommendation	Timeframe	Ease	Impact
		area and support local partners in providing on-site support for those experiencing homelessness.			
Fiscal Stability (FS)	Goal FS 1: Communication Enhancement	FS 1.1 Communication Plan Development/Implementation Develop and implement a Communication Plan to improve communication between the city government and the community. Expand the City website to include access to municipal plans, Council and Planning Commission records, and ongoing and past projects so that community members can remain informed of government activities. Provide mechanisms for community members to follow Council and Commission meetings through multiple media. Work with community stakeholders to include government activities in local newsletters and activity calendars.	S	2	4
	Goal FS 2: Fiscal Responsibility	FS 2.1 Infrastructure prioritization As capital improvement plans are updated, prioritize development of key infrastructure systems that would enable medium-density or high-density housing (transportation system improvements, water/sewer extensions to vacant developable lands).	L	2	4
		FS 2.2 SDC update Update the System Development Charge (SDC) rate study after updating the facility plans to ensure that SDCs adequately cover the needs for future infrastructure growth.	M	4	3
		FS 2.3 Annexation of UGB Thoroughly review potential costs and impacts of annexation of lands within the urban growth boundary (UGB) before expanding the city limits in pursuit of additional tax base. Pursue annexation only if those lands can be adequately served by existing or financially covered new infrastructure.	L	4	2

APPENDIX A: Short Term Housing Research

Introduction

This appendix provides background research performed as part of the Strategic Plan work for use by Council and City staff in future explorations on short-term rental (STR) housing. This research, while not comprehensive, provides a good snapshot of the existing conditions of short-term rental housing regulations in Oregon and on the west coast of the United States. A literature review is included to provide more resources for the reader. Finally, a description and analysis of Clatsop County's recent Lease to Locals program is offered, as an alternate use for second homes (as opposed to short-term rental)

Local Situation

Gold Beach Numbers: ¹⁸

Total housing units: 1,370

Occupied housing units: 1,157 (84.4%)

Vacant housing units: 213 (are these STRs?) (15%)

Homeowner vacancy rate: 7.4

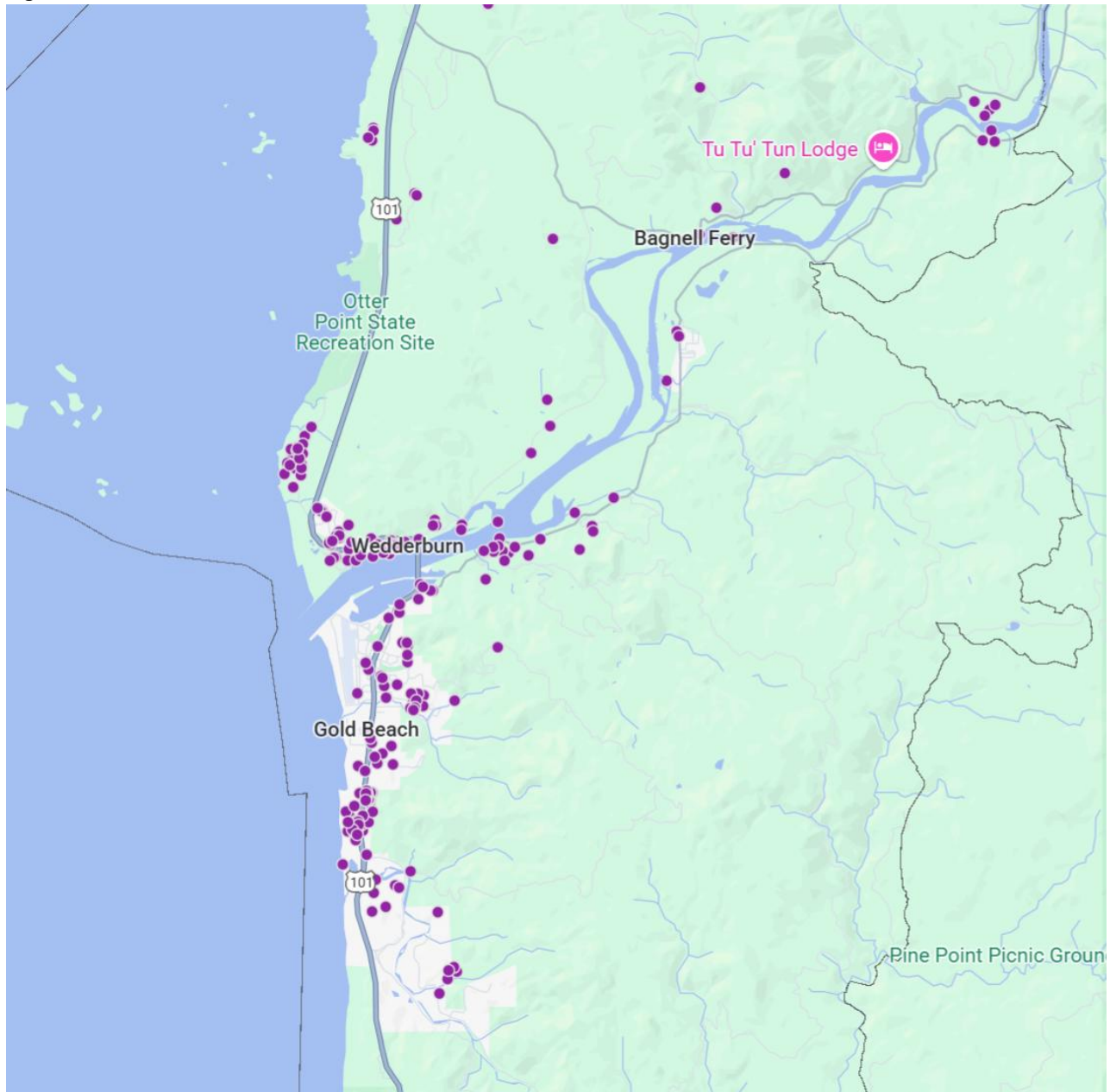
Of the 1,157 units, 724, or 62.6%, are owner-occupied and 433, or 37.4%, are renter-occupied.

According to AirDNA, an online platform that tracks STRs, in the Gold Beach submarket there are approximately **277 STRs**.¹⁹ The Gold Beach sub-market stretches from Ophir to Pistol River, although a high concentration of STR units are located within Gold Beach city limits. (Fig. 1)

¹⁸ *Gold Beach City, Oregon –American Community Survey, 2023 5-yr estimate, Census Bureau Profile.* https://data.census.gov/profile/Gold_Beach_city,_Oregon?g=160XX00US4129900#housing. Accessed 9 Jul. 2025.

¹⁹ *AirDNA.* <https://app.airdna.co/data/us/airdna-426/airdna-4483?tab=active-str-listings&lat=42.48844&lng=-124.380652&zoom=10.66>. Accessed 9 Jul. 2025.

Fig 1: Short Term Rentals in Gold Beach area²⁰



Main ideas to consider:

- Only allowing STRs in certain zones
- Density or saturation caps on STRs
- 'Person' can only own one (1) STR unit in the community

²⁰ AirDNA. <https://app.airdna.co/data/us/airdna-426/airdna-4483?tab=active-str-listings&lat=42.48844&lng=-124.380652&zoom=10.66>. Accessed 9 Jul. 2025.

- Expensive application fees

Gold Beach Code

4.190.00 Short-Term Rental (STR) Business License Code

4.190.05 Purpose:

A short-term rental business license endorsement is permission to operate a short-term rental on property within the city of Gold Beach. This chapter provides an administrative framework for licensing the annual operation of a short-term rental, in order to ensure the safety and convenience of renters, owners, and neighboring property owners; protect the character of residential neighborhoods; protect the City's supply of needed housing; and address potential negative effects such as excessive noise, overcrowding, illegal parking, and nuisances.

It is the intent of these regulations to strike a reasonable balance between the need to limit short-term rental options within neighborhoods to ensure compatibility, while also recognizing the benefits of short-term rentals in providing recreation and employment opportunities, as well as transitional housing for tourists, employees of businesses, and others who are in need of housing for a limited duration.

4.190.010 Definitions

OCCUPANCY means the right to the use or possession of any space in transient lodging for dwelling, lodging, or sleeping purposes for less than 30 days.

SHORT-TERM RENTAL (STR) Also referred to as a Vacation Rental - means a house, duplex, condominium, houseboat, trailer, or other residential dwelling unit where a person rents a guest bedroom or the entire residential dwelling unit for transient lodging occupancy.

SHORT-TERM RENTAL HOUSING PLATFORM means a business or other person that facilitates the retail sale of transient lodging by connecting occupants with transient lodging providers, either online or in any other manner. Short-term rental hosting platforms are transient lodging intermediaries.

License is needed and must be renewed yearly, effective July 1st.

4.210 Occupants must pay a Transient Lodging Tax of 9% of rent.

Competing Codes (South Oregon Coast)

Brookings

Code is very limited concerning STRs. A conditional use permit is required but that is pretty much it.

17.124.170 Short term rentals²¹

“Any existing dwelling in a single-family residential (R-1) zone, general commercial (C-3) zone, tourist commercial (C-4) zone and industrial park (I-P) zone can be used for short-term rental purposes as set forth in that zone and pursuant to certain regulations as follows...”

F. “Short-term rental conditional use permits are specific to the owner of the dwelling unit and shall not run with the land. To continue with the use, within six months of the sale of the property, the new owner shall submit a minor change application pursuant to BMC [17.116.090](#) to address the criteria in this section. If the minor change is not approved by the planning commission or no application is submitted, the approval shall terminate.”

3.10.020 Transient tax applies at a rate of 6% of rent cost.²²

Port Orford

5.50 Short Term Rental Operating Licenses²³

5.05.030 Definitions

"Short-term rental" or "STR" means the transient rental of a dwelling unit for a period of 30 or fewer nights but does not include a bed and breakfast enterprise, hotel, motel and RV parks. Short-term rental includes advertising, offering, operating, renting, or otherwise making available or allowing any other person to make a dwelling unit available for occupancy or use a dwelling unit for a rental period of 30 or fewer nights. Short-term rental use is a type of "vacation occupancy" as defined in ORS 90.100 "Non-transient rental" means to rent a dwelling unit or room(s) for compensation on a month-to-month basis, or for a period longer than 30 days.

Port Orford has the ability to implement caps and density limitations on STRs under **5.05.040 Annual short term rental operating license required:**

C. Cap on Number of Short-Term Rental Operating Licenses in Effect for the City of Port Orford. The City Council may establish by resolution a limit on the-number of short-term rental operating licenses that can be in effect at any one time for defined residential areas 1-R and 2-R. If at the time of license application for a new short-term rental license there is not room within the

²¹ *Chapter 17.124 SPECIFIC STANDARDS APPLYING TO CONDITIONAL USES.*
<https://www.codepublishing.com/OR/Brookings/#!/Brookings17/Brookings17124.html#17.124.170>. Accessed 4 Jul. 2025.

²² *Chapter 3.10 TRANSIENT OCCUPANCY TAX.*
<https://www.codepublishing.com/OR/Brookings/#!/Brookings03/Brookings0310.html#3.10>. Accessed 4 Jul. 2025.

²³ “City of Port Orford, OR: SHORT-TERM RENTAL OPERATING LICENSES.” *City of Port Orford, OR Code*,
<https://ecode360.com/44185422>. Accessed 4 Jul. 2025.

applicable residential area cap to accommodate the new license, the application will be denied, but the applicant will be placed on a waiting list in order of rejection and will be contacted by the City Administrator as soon as there is room within (under) the applicable residential area cap to accommodate the new short-term rental license. There is no similar limitation on issuance of licenses outside residential areas 1-R and 2-R. Hosted home stays are not subject to the cap.

D. Density Limitation on Short-Term Rental Operating License in the City of Port Orford. The City will not issue a new short-term rental license in defined residential areas 1-R and 2-R if, at the time of application, there is a valid and licensed short-term rental operating on a property within 300 feet (closest property boundary to closest property boundary) of the applicant's property.

Under **5.50.050 Application and fee A.8.** STR owners are required to provide the City with the listing number on sites and sources they use to advertise.

Application fees are quite expensive, **5.50.050 Application and fee C.**

License Fee. The fee for application for a short-term rental operating license or license renewal shall be as established by resolution of the City Council, but shall not be less than the following amounts:

1. Initial application fee of not less than \$400.00.
2. An annual renewal fee of not less than \$300.00.
3. A fee of not less than \$75.00 per bedroom.
4. An addition of a bedroom to an existing short-term rental license shall be subject to a license alteration fee of not less than \$50.00.

Transient Lodging tax is 6% of occupancy charge²⁴

Bandon

17.02 Definitions²⁵

"Vacation rental dwelling (VRD)" means an existing single-family detached dwelling which is rented or is available for rent (whether advertised or not) for a period of less than one month to a family, group or individual. A VRD is considered to be a commercial use. (Ord. 1625, 9/18)

Under **17.12.140 and 17.16.140** VRDs are prohibited in the R-1, and R-2 zones.²⁶

²⁴ "City of Port Orford, OR: TRANSIENT LODGING TAX." *City of Port Orford, OR Code*, <https://ecode360.com/44185086>. Accessed 4 Jul. 2025.

²⁵ *17 Zoning*. City of Bandon Municipal Code. <https://www.bandon-or.gov/media/33401> Accessed 4 Jul. 2025.

²⁶ *Ibid.*

Under 16.12.090 ²⁷ VDRs are conditional use in CD-1, CD-2 and CD-3 zones and require a permit. All of these areas are on the coast, away from the permanent residential areas. VRDs are only allowed in single family detached dwellings and the building must be at least 3 years old. Additional requirements include: **C.** In the CD-1 zone there is a specific overlay area for VRDs **D.** No transfer of permits upon sale, no owner shall be issued a new VRD permit who holds another VRD permit.

City of Bandon has implemented a ‘saturation rate’ that applies to VRDs. The ordinance requires less than 30% of the single-family detached dwellings within 250 feet of the subject property to be licensed as VRDs.²⁸

Map of VRD zones:

<https://www.bandon-or.gov/media/27551>

Under **3.32** Transient Occupancy Tax of 9.5%

Coos Bay

17.150 Definitions:

Tourist habitation – Establishments primarily engaged in the provision of lodging services on a temporary basis (30 days or less) with incidental food, drink, and other sales and services intended for the convenience of guests. The following are tourist habitation use types:

Vacation Rental. A residential structure being rented for compensation for less than 30 days without concurrent occupation by the owner/operator.

Homestay. A residential structure being rented for compensation for less than 30 days with owner/occupant concurrent occupation or residence in another dwelling on the same property.

17.370 Vacation Rentals and Homestays²⁹

Under **17.370.020** only 75 vacation rentals are permitted in the SLR, LDR, and MDR zoning districts. An unlimited number of homestays are allowed.

Under **17.270.030** a Type II land use permit is required and establishment of a vacation rental within 300 feet of an existing vacation rental is prohibited.

Parking requirement: (a) One hard-surfaced off-street parking space shall be provided for every guest room in a vacation rental. **(b)** One hard-surfaced off-street parking space shall be provided for every guest room in a homestay exclusive of the two-parking-space requirement for the property.

²⁷ *16 Application Review Procedures and Approval Criteria.* <https://www.bandon-or.gov/sites/g/files/vyhlf12801/files/media/city-recorder/file/33396/Title%2016%20-%20Application%20Review%20Procedures%20and%20Approval%20Criteria%2010-31-2024.pdf>

²⁸ *Vacation Rental Dwellings | Bandon OR.* <https://www.bandon-or.gov/planning/page/vacation-rental-dwellings>. Accessed 4 Jul. 2025.

²⁹ *Chapter 17.370 VACATION RENTALS AND HOMESTAYS.* <https://www.codepublishing.com/OR/CoosBay/#!/CoosBay17/CoosBay17370.html#17.370>. Accessed 4 Jul. 2025.

Under **17.370.040** if the rental is used for less than 10 nights the permit will be revoked.

Under **3.55.030** Transient lodging tax is 9.5%.³⁰

Lincoln City (not S. Coast, but interesting)

A Short Term Rental (STR) is defined in Lincoln City as a dwelling unit that is used, rented, or occupied on a daily or weekly basis for rental periods of **30 days or less**. Short term rentals are allowed in the following zones: R1-5, R1RE, RC, GC, VR, OPOF, OPIM, OPMSH, NBD, NBMU, and TVC. Lincoln City City Council has placed a cap on the number of short term rentals (STRs) in certain zones. Currently the caps have been reached so no new licenses are being issued.³¹

- Single-Unit Residential (R1-5) capped at 194
- Single-Unit Residential Roads End (R1-RE) is capped at 91

Within the R1-RE zone, “all **existing** short-term rentals and those with complete applications as of November 23, 2017, are allowed to continue as legal non-conforming uses without limits on the number of nights they may be rented, as long as the licenses are kept current and meet all regulations. These properties may also be sold for a period of seven years from November 23, 2017, without loss of the non-conforming status.”³²

Lincoln City has a Vacation Rental Zone, “While the VR zone permits residential use, it is intended for use in discrete geographic areas devoted to short-term rentals or as a transition between commercial zones and purely residential zones, and therefore facilitates the protection and stability of established neighborhoods.”³³ The City Code authorizes STRs as the principal use in this zone, as a way to decrease disruptions to residential neighborhoods. Under **5.14.020 Definitions**³⁴ a ‘person’ can have no more than one (1) dwelling in a residential zone that is used as a vacation rental or has a vacation rental dwelling (VRD) license. Upon a sale of the property, the license will not transfer. Under **5.14.080 License renewal E. 7**, to retain licensure the property must generate at least \$500 in rental occupancy. In zones with a cap, the license will not be renewed if the STR (VRD) was not rented at least 30 days in the last year. Non-conforming uses in R1-7.5, R1-10, RM, RR, or NCR zones may continue to operate if they were licensed before December 1, 2016.³⁵

³⁰ *Chapter 3.55 TRANSIENT ROOM TAX.* <https://www.codepublishing.com/OR/CoosBay/#!/CoosBay03/CoosBay0355.html#3.55>. Accessed 4 Jul. 2025.

³¹ *Short Term Rentals (STRs) | City of Lincoln City, OR.* <https://www.lincolncity.org/departments/planning-community-development/short-term-rentals-strs>. Accessed 4 Jul. 2025.

³² *STRs in R1-RE Zone | City of Lincoln City, OR.* <https://www.lincolncity.org/departments/planning-community-development/short-term-rentals-strs/strs-in-r1-re-zone>. Accessed 4 Jul. 2025.

³³ *Chapter 17.18 VACATION RENTAL (VR) ZONE.* <https://www.codepublishing.com/OR/LincolnCity/#!/LincolnCity17/LincolnCity1718.html#17.18>. Accessed 4 Jul. 2025.

³⁴ *Chapter 5.14 VACATION RENTAL DWELLING LICENSE.* <https://www.codepublishing.com/OR/LincolnCity/#!/LincolnCity05/LincolnCity0514.html>. Accessed 4 Jul. 2025.

³⁵ *Chapter 17.80.050 PROVISIONS APPLYING TO SPECIAL USES.* <https://www.codepublishing.com/OR/LincolnCity/#!/LincolnCity17/LincolnCity1780.html#17.80.050>. Accessed 4 Jul. 2025.

STR must comply with Chapter 3.04.020 Transient Room Tax, which is 12% of the rent charged by the operator.³⁶

Lincoln City Zoning Map:

<https://www.lincolncity.org/home/showdocument?id=648>

Owner Occupancy Codes (CA, OR, WA)

Santa Monica, CA

Key Points:

STRs are **prohibited**

- Since 2015 Home shares are the **only** type of rental allowed (host must be present on property during visit).³⁷ A tenant CAN be the host.
- Under **6.20.010** a Home share is “Home-sharing. Renting for a period of thirty consecutive days or less, one or more bedrooms in a dwelling unit that is the primary residence of the host, while the host lives on site, in the dwelling unit, throughout the visitors' stay. A dwelling unit rented out for home-sharing is referred to as a "home-share.”
- Under **6.20.030** No host can own (or host) more than one home share.
- Under **6.20.021** Home must be the primary resident of the applicant owner.
 - Permit application requires proof of 12 months of residency prior to application.³⁸
 - Permit application requires proof that the applicant will reside in the home-share for the next 12 months.
- Un hosted entire home rentals are prohibited.
- STR prohibition was temporary suspended (resumed April 19th, 2025) following the Palisades fire. Price gouging was prohibited.³⁹

Del Mar, CA (N. San Diego)

Key Points:

- Owners must reside in STR for 6 months of the year.
- Minimum 3-night stay required.

Ordinance No. 1010: AMENDING THE DEL MAR MUNICIPAL CODE (TITLE 30 ZONING CODE) TO ESTABLISH A NEW CHAPTER 30.96 SHORT TERM RENTAL REGULATIONS; AND AMENDING THE CITY’S

³⁶ Chapter 3.04 TRANSIENT ROOM TAX.

<https://www.codepublishing.com/OR/LincolnCity/#!/LincolnCity03/LincolnCity0304.html#3.04>. Accessed 4 Jul. 2025.

³⁷ *Santamonica.Gov*. <https://www.smgov.net/Departments/PCD/Permits/Short-Term-Rental-Home-Share-Ordinance/>. Accessed 6 Jul. 2025.

³⁸ *Santamonica.Gov - How to Apply for a Home-Share Business License*. <https://www.santamonica.gov/process-explainers/how-to-apply-for-a-home-share-business-license>. Accessed 6 Jul. 2025.

³⁹ *Santamonica.Gov - Housing Resources In Response to Fires*. <https://www.santamonica.gov/process-explainers/housing-resources-in-response-to-fires>. Accessed 6 Jul. 2025.

CERTIFIED LOCAL COASTAL PROGRAM ALL RELATING TO THE ESTABLISHMENT OF SHORT-TERM RENTAL REGULATIONS AND PERMIT REQUIREMENTS AND IMPLEMENTATION OF THE 6 TH CYCLE HOUSING ELEMENT PROGRAM 5C (PRESERVE THE CITY’S EXISTING HOUSING STOCK)

- Under **39.96.040** Owners must reside in homes for at least 6 months of the year (Primary residence) to receive a STR permit⁴⁰
 - A primary residence is defined as “a dwelling unit owned and occupied as the owner’s principal place of residence, where the owner lives more than six (6) months per year. For purposes of this chapter, an Owner can only have one Primary Residence at a time.”
- Under **30.96.050** 129 STR permits are allowed, equivalent to 5% of total number of dwellings.
- Under **30.96.070 B** a minimum of 3 nights stay is required.

San Francisco, CA⁴¹

Key points:

- Must be a permanent resident of the unit, must spend 275 nights in the residential unit.
- Units can only be rented for 90 nights without host.
- Rentals of 30+ days count towards the 275 night host requirement.
- In a multi-unit building, only the one as a primary residence can be rented.
- \$925 application fee.
- No types of ADUs as STRs.

Under **Sec. 41A.5 G**:⁴²

(1) Notwithstanding the restrictions set forth in this Section 41A.5, a Permanent Resident may offer his or her Primary Residence as a Short-Term Residential Rental if:

- (A) The Permanent Resident occupies the Residential Unit for no less than 275 days out of the calendar year in which the Residential Unit is rented as a Short-Term Residential Rental or, if the Permanent Resident has not rented or owned the Residential Unit for the full preceding calendar year, for no less than 75% of the days he or she has owned or rented the Residential Unit.
- (B) (B) The Permanent Resident maintains records for two years demonstrating compliance with this Chapter 41A, including but not limited to information demonstrating Primary Residency, the number of days per calendar year he or she has occupied the Residential Unit, the number of days per calendar year the Residential Unit has been rented as a Short-Term Residential Rental, and compliance with the insurance requirement in Subsection (D). These records shall be made available to the Department upon request.

⁴⁰ Ordinance No.1010 Del Mar, California.

https://library.municode.com/ca/del_mar/ordinances/municipal_code?nodeId=1314936

⁴¹ *FAQs on Short-Term Rentals | SF Planning*. <https://sfplanning.org/str/faqs-short-term-rentals>. Accessed 6 Jul. 2025.

⁴² “SEC. 41A.5. UNLAWFUL CONVERSION; REMEDIES.” *American Legal Publishing*, https://codelibrary.amlegal.com/codes/san_francisco/latest/sf_admin/0-0-0-27965. Accessed 6 Jul. 2025.

Seattle, WA

Key Points:

- A license is required, up to three dwellings can be operated if the operator is a primary resident of one of the units.

Under **6.600.040**:⁴³ “A short-term rental operator license permits an operator to offer or provide a maximum of one dwelling unit, or portion thereof, for short term rental use, or a maximum of two dwelling units if one of the units is the operator's primary residence, except for the following:

1. An operator who offered or provided a short-term rental outside of the locations described in subsections 6.600.040.B.2 or 6.600.040.B.3 prior to September 30, 2017, may obtain a short-term rental operator license allowing that operator to continue to operate up to two dwelling units for short-term rental use, subject to the requirements of subsection 6.600.040.B.4. Upon renewal of the license after one year of operations, the operator may obtain a license allowing that operator to: continue to operate the two units; and add a third dwelling unit if the unit is the operator's primary residence.
2. An operator who offered or provided a short-term rental in the Downtown Urban Center, south of Olive Way and north of Cherry Street, as established in the Seattle Comprehensive Plan (2016), prior to September 30, 2017, may obtain a short-term rental operator license allowing them to continue to operate those units and to offer or provide up to one additional dwelling units for short-term rental use, or a maximum of two dwelling units, if one of the units is the operator's primary residence, subject to the requirements of subsection 6.600.040.B.4.
3. An operator who offered or provided a short-term rental in any dwelling units within a multifamily building constructed after 2012 that contains no more than five dwelling units established by permit under [Title 23](#) and is located in the First Hill/Capitol Hill Urban Center, as established in the Seattle Comprehensive Plan, prior to September 30, 2017, may obtain a short-term rental operator license allowing them to continue to operate those units and to offer or provide up to one additional dwelling units for short-term rental use, or a maximum of two dwelling units, if one of the units is the operator's primary residence, subject to the requirements of subsection 6.600.040.B.4.

Kirkland, WA

Key Points:

⁴³ *Chapter 6.600 - SHORT-TERM RENTALS | Municipal Code | Seattle, WA | Municode Library.*
https://library.municode.com/wa/seattle/codes/municipal_code?nodeId=TIT6BURE_SUBTITLE_IVNELICO_CH6.600SHRMRE.
Accessed 6 Jul. 2025.

Under Ordinance **O-4607**⁴⁴:

- Property owner or agent must occupy the property as a primary residence at least 245 days per year.
- 245-day residency does not need to be continuous, but owner can only undertake short-term rentals for up to a maximum of 120 days each year.
- No limit on number of days STR can be rented if property is continuously rented by primary resident.
- ADUs can be rented.
- The City's short-term rental requirements generally do not apply in multifamily settings like condominiums.

Bellingham, WA

Key Points:

In residential general use areas:

- Units may not be rented for no more than 95 days per year.
- Rentals must have a primary resident (owner or tenant) for at least 270 days per year.
- No more than one STR can be operated by an individual, family, domestic partnership or a business entity.
- If the citywide housing vacancy reaches four percent or higher, the city council shall review whether short-term rentals should be allowed in nonprimary residences in residential general use type areas.

Under 20.10.037 B.⁴⁵

5.C. Short-term rentals are not permitted in detached accessory dwelling units in residential single general use type areas. If the citywide housing vacancy rate reaches four percent or higher, the city council shall review whether short-term rentals should be allowed in detached accessory dwelling units in residential single general use type areas.

7. Short-term rentals are not permitted in any dwelling unit or building that has received approval under the city's multifamily tax exemption program (Chapter [17.82](#)BMC). This standard does not apply after the exemption period has ended.

8. Short-term rentals are not permitted in housing units subsidized through city programs.

Under **20.10.037 D:**

1. Number of Short-Term Rental Permits per Operator. It is the intent of these regulations to limit the ownership and operation of short-term rentals located in residential general use type areas to

⁴⁴ *Short-Term Rentals in Kirkland*. <https://www.kirklandwa.gov/Government/Departments/Finance-and-Administration/Custom-Accounts/Apply-for-a-Business-License/Short-Term-Rentals-in-Kirkland>. Accessed 6 Jul. 2025.

⁴⁵ "Ch. 20.10.037 Short Term Rentals." *Bellingham Municipal Code*, <https://bellingham.municipal.codes/BMC/20.10.037>. Accessed 6 Jul. 2025.

no more than one per individual, family living together, domestic partnership, those living as a family unit and/or acting as a principal in any business entity that has ownership of a residential unit. Assigning ownership and/or application for short-term rental use to separate individuals that are living together as a family, in a domestic partnership, or living as a family unit as a means of exceeding this limitation is not permitted.

2. Number of Short-Term Rentals in Condominiums. No more than one unit or 25 percent of the total units, whichever is greater, in a condominium building may include a short-term rental. If a condominium association approves, more than 25 percent of the dwelling units in the building may include short-term rentals if approved through a Type III-A conditional use permit process.

Literature Review and Data

DAS Oregon Housing Needs Analysis Methodology⁴⁶

- The Final Methodology recognizes that Oregon has been underbuilding housing for several decades and that a narrow focus solely on future population growth will not help communities relieve the pressures created in housing markets by low vacancy rates and high prices. (p. 9)
- We could apply to the *Up for Growth Housing Underproduction Methodology* in Gold Beach.

Figure 2. Up for Growth Housing Underproduction Methodology



- **Housing Units Lost to Second and Vacation Home Demand** (p. 12-13)
 - o “In many outdoor recreation- and tourist-heavy communities, particularly along the coast, in the Gorge, and in central Oregon, the presence of second and vacation homes removes units of the existing housing stock from year-round occupants at a different rate than in other parts of the state.”
- Summary of Process to Identify Second and Vacation Homes
 1. Calculate change in the number of second and vacation homes per region.
 2. Determine how much housing is needed to offset this expected future loss in units.

⁴⁶ <https://www.oregon.gov/das/oea/Documents/OHNA-Methodology-Report-2024.pdf>

3. Apply the ratio to forecasted housing unit growth.

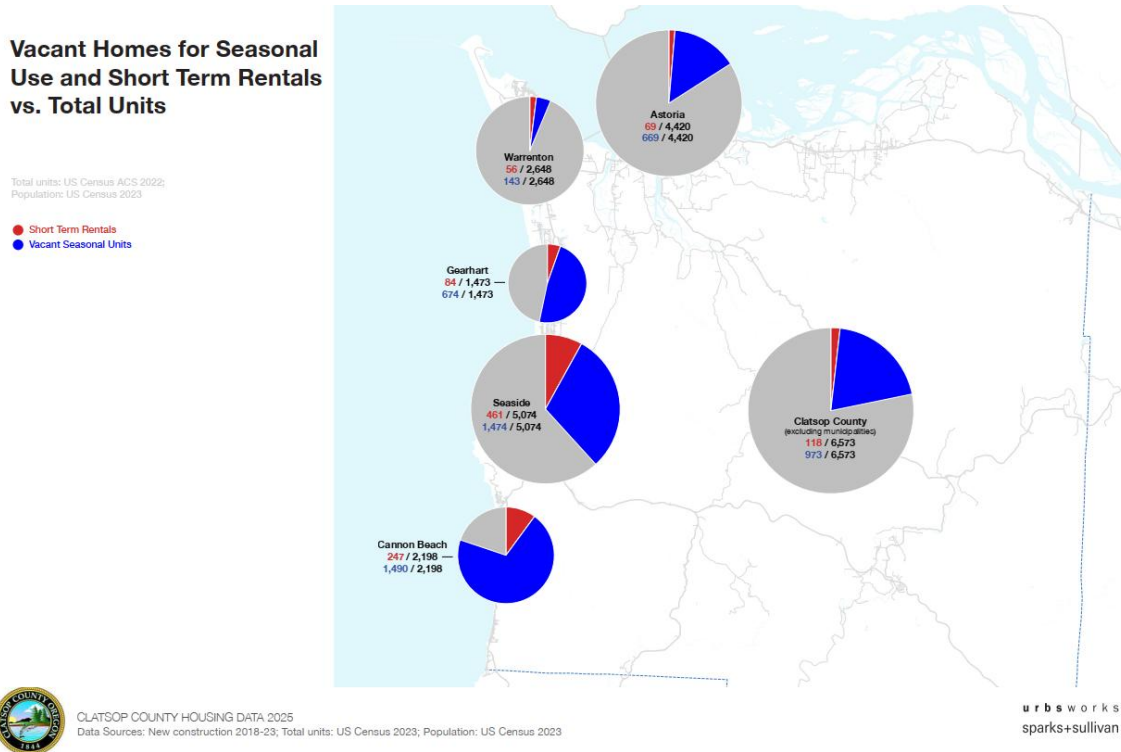
<https://www.sciencedirect.com/science/article/pii/S0094119021000383>

https://alliance-uoregon.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma99900856971601852&context=L&vid=01ALLIANCE_UO:UO&lang=en&search_scope=Everything&adaptor=Local%20Search%20Engine&tab=Roleup&query=any,contains,STRs%20and%20housing%20availability&offset=0

Clatsop County's Lease to Locals Program

<https://www.opb.org/article/2025/07/23/think-out-loud-clatsop-county-convert-vacant-second-homes-long-term-rentals/>

Conducted a housing inventory – Clatsop County is a tourism county. A significant portion of housing stock is not available to year-round residents. The issue is more so 2nd homes vs short term rentals.



Placemate- provides payments to people who rent their short-term rental or vacation rental to a long-term rental. Payment incentives are based on a market study. Potentially up to \$3000 per tenant in Clatsop Co. Main goal is to incentivize property owners' behaviors, some people won't be into this program. BUT other markets have proven that real estate circumstances when people are interested in participating in the program. <https://placemate.com/lease-to-locals/>

Is there a cap on the rental price?? Even though this might be helping the wealthy people in the community, (subsidizing landlords) the overall public trust is expanded as many people who were struggling to find places, can now feel secure in the community.

How is this going in other cities? Overall well, Ketchum ID has seen great results. There were enough owners that opened up housing supply that the difference was felt in the community. Starts small, but has impacts even if only a few people are served.

The county will use funding from local businesses, large employers and local government will largely fund the program. Place Mate will administer the program. They hope to be implementing the program by the end of the calendar year.

<https://www.clatsopcounty.gov/landuse/page/short-term-rental>

APPENDIX B: Outreach & Engagement

This appendix provides details on the public engagement activities that formed the basis for this Strategic Plan. A summary of findings from each of the public engagement activities follows.

Project Steering Committee

The community engagement process began in March of 2025 with the establishment of a Strategic Plan Steering Committee. The Steering Committee included the City Council and key City staff, as well as representatives from the Gold Beach Fire Department, Port of Gold Beach, Curry Health Network, Curry Public Library, Main Street, and Central Curry School District #1. The Steering Committee worked with IPRE staff to develop Values, Mission, and Vision Statements for Gold Beach. The Steering Committee also participated in a brainstorming workshop to define goals and recommendations based upon the feedback received from public engagement. The Steering Committee met again in September and October to review draft recommendations and make final amendments before the final draft plan was assembled for final City Council review.

Public Outreach

Between March and September of 2025, the University of Oregon Institute for Policy Research & Engagement (IPRE) conducted public outreach efforts.

The first consisted of stakeholder interviews with members of the community. IPRE staff conducted seven (7) interviews with stakeholders. Stakeholders were asked about the City's strengths and weaknesses, opportunities for growth/improvement, relationships with other organizations, and what the City of Gold Beach should prioritize in the strategic plan.

The broadest public outreach effort was an online and written survey. The IPRE team launched the survey on April 1, 2025, and left it open to response through June 16, 2025. The survey was publicized and made available in written form at the Open House along with the following channels:

- City water bill – a brief announcement about the survey with a QR code was included on the April water bill.
- Website – Gold Beach publicized the survey link on their website.
- Along Ellensburg – Community newsletter included QR code.

The survey was designed to reach as many Gold Beach residents as possible. Advertisements included a QR code providing a link to the online survey. The written 2-page version of the survey was available at City Hall, at the Visitor Center, and at the library. The survey, which was made available for ten weeks from April to June 2025, received 396 responses. Not all respondents completed all questions to the survey. While survey results should not be interpreted as representative of all Gold Beach residents, they do provide some insight into the perspective of residents within the community.

The second outreach effort included a series of public open houses. IPRE staff, together with representatives from the Strategic Plan Advisory Committee, held an open house at Gold Beach City Hall on April 30, 2025. Thirty (30) people attended the three-hour open house, where they participated in poster exercises and met with Steering Committee members and staff. Attendees were asked to address Gold Beach' strengths and weaknesses, opportunities for improvement, and vision for the future. They were also asked to review and comment upon the Vision, Mission, and Values statements developed by the Strategic Plan Advisory Committee. Two other town halls were held in the later summer, the first at the Curry County Library on July 10 (22 attendants) and the second on September 24 at City Hall (approximately 20 attendants), to bring the survey data before the community and explore potential goals and recommendations.

The full survey report is attached at the end of this memo.

Using the results of these community outreach efforts, the Steering Committee worked alongside IPRE and City staff to establish strategic goals and an action plan for the City of Gold Beach.