



Council Study Session

February 5, 2023

Agenda Item	Croman Mill District Redevelopment	
From	Brandon Goldman	Community Development Director
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Item Type	Requested by Council <input checked="" type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input type="checkbox"/> Presentation <input type="checkbox"/>	

SUMMARY

Townmakers LLC is in the process of developing a conceptual plan for the redevelopment of the 61-acre former Croman Mill site. The City Council has requested Townmakers LLC provide quarterly updates to the City Council regarding the ongoing design process before a formal proposal to amend the Croman Mill District is prepared and presented to the City for consideration.

POLICIES, PLANS & GOALS SUPPORTED

The Croman Mill District currently includes five zones, Compatible Industrial (CM-CI), Mixed Use (CM-MU), Neighborhood Center (CM-NC), Office Employment (CM-OE), and Open Space/Conservation (CM-OS) and is regulated as a special district within Ashland’s Land Use Ordinance ([chapter 18.3.2](#)).

BACKGROUND AND ADDITIONAL INFORMATION

In September 2021, the owners of the former Croman Mill site, along with the development team known as Townmakers LLC, began planning for a mixed-use development on the property. The development concept envisioned will include commercial, employment, light industrial, and residential components.

The property covers 60.92 acres, with almost all of it falling within the City Limits except for a 6-acre section along Siskiyou Blvd., which is inside the Urban Growth Boundary and will be brought into the city as part of the development proposal.

Townmakers LLC developed an initial plan for the development of the site and shared it with the Planning Commission, City Council, and the public at an open house in January 2022. They updated the City Council on October 3, 2022, at which point the Council asked for regular progress reports on the project. The latest update was given to the City Council on November 7, 2023. Since then, Townmakers LLC has been refining their plan. Their focus includes designing the site layout and building structures for the southern part of the property, which is pending an application for annexation. They are also coordinating transportation and economic studies and proposing amendments to the Croman Mill Masterplan through code revisions.

FISCAL IMPACTS





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Approval of amendments to the Land Use Ordinance and the Transportation System Plan (TSP) in relation to a redevelopment plan for the Croman Mill District will be necessary. It's crucial to emphasize that this consideration of the formal proposal is a legislative decision and will involve public hearings before the Planning Commission and City Council. However, it's important to stress that, at this point, there are no immediate fiscal implications to be taken into account.

Additionally, it's worth noting that if either the City or the applicant decides to explore the possibility of establishing an urban renewal district, this would carry significant fiscal implications. Such an endeavor would necessitate the allocation of both staff time and specialized expertise to conduct a thorough evaluation of the fiscal impacts and opportunities associated with the creation of the urban renewal district. This evaluation would be a distinct and consequential phase of the project, which would require careful consideration and analysis in the future.

DISCUSSION QUESTIONS

Townmakers LLC is available at this Council meeting to briefly present their current concept plan, and to address questions the Council may have prior to formalizing a development proposal to submit for consideration.