

**ASHLAND CITY COUNCIL  
REGULAR BUSINESS MEETING DRAFT MINUTES  
Tuesday, January 4, 2022**

Held Electronically; View on Channel 9 or Channels 180 and 181 (Charter Communications) or live stream via [rvtv.sou.edu](http://rvtv.sou.edu) select RVTV Prime.

Written and oral testimony will be accepted for public input. For written testimony, email [public-testimony@ashland.or.us](mailto:public-testimony@ashland.or.us) using the subject line: Ashland City Council Public Testimony.

For oral testimony, fill out a Speaker Request Form at [ashland.or.us/speakerrequest](http://ashland.or.us/speakerrequest) and return to the City Recorder. The deadline for submitting written testimony or speaker request forms will be on Monday, January 3<sup>rd</sup> at 10 a.m. and must comply with Council Rules to be accepted.

Note: Items on the Agenda not considered due to time constraints are automatically continued to the next regularly scheduled Council meeting [AMC 2.04.030.(D)(3)]

**6:00 PM REGULAR BUSINESS MEETING**

**I. CALL TO ORDER**

Mayor Akins called the Business Meeting to order at 6:00 PM

**II. PLEDGE OF ALLEGIANCE**

Councilor Jensen led the Pledge of Allegiance.

**III. ROLL CALL**

Councilors' Graham, Hyatt, Moran, DuQuenne, Seffinger and Jensen were present.

1. Election of Council Chair

Council nominated Councilor Graham and Councilor Seffinger.

Council voted via Zoom chat for Councilor Chair.

First vote was a tie. Councilor Seffinger opted out.

Second vote was unanimous for Councilor Graham.

**IV. MAYOR'S ANNOUNCEMENTS**

Mayor Akins announced that APS request for abatement of community development fees would be moved to a future Agenda.

Moran read the Land Acknowledgement (*see attached*).

**V. APPROVAL OF MINUTES**

Hyatt/Seffinger moved to approve the Minutes. Discussion: None. All Ayes. Motion passed unanimously.

**VI. SPECIAL PRESENTATIONS & AWARDS**

**MINUTES OF BOARDS, COMMISSIONS, AND COMMITTEES**

[Airport](#)                      [Budget](#)                                      [Conservation & Climate Outreach](#)  
[Historic](#)                      [Housing and Human Svcs.](#)                      [Parks & Recreation](#)  
[Forest Lands](#)                      [Climate Policy](#)                                      [Community Center & Pioneer Hall Ad Hoc](#)  
[Planning](#)                      [Public Arts](#)                                      [Social Equity & Racial Justice](#)  
[Transportation](#)                      [Tree](#)                                      [Wildfire Safety](#)

## **VII. PUBLIC FORUM**

Kelly Marcotulli – Ashland – Ms. Marcotulli spoke speaking in behalf of Working for Safer Technology. She thanked the Mayor Akins and the Council in their efforts moving forward brighter future for this City: United we stand happy 2022.

## **VIII. CITY MANAGER REPORT**

City Manager Joe Lessard spoke that Item #3 under New and Miscellaneous Items – “Approval of Staffing for Adequate Fire and Emergency Response SAFER Grant Application”. Would be pulled and added the next Council Business Meeting.

Lessard spoke that him and Finance Director Alison Chan are working on how to manage accounting and finance practices.

Lessard spoke that he was impressed with performance of City Staff on their work with the recent snow fall.

## **IX. CONSENT AGENDA**

1. East Main Street Banner Request for the Ashland Little League  
**Seffinger/Graham moved to approve the Consent Agenda. Discussion: None. Roll Call Vote: Jensen, DuQuenne, Seffinger, Moran, Graham and Hyatt: YES. Motion passed unanimously.**

## **X. PUBLIC HEARINGS**

### **XI. UNFINISHED BUSINESS**

1. Climate Friendly and Equitable Communities rulemaking comments  
Graham gave a staff report.

It was announced that the Staff Liaison for this is no longer working for the City.

**Graham/Hyatt moved to approve the Climate Policy Commissions letter regarding the Climate Friendly and Equitable Communities rulemaking. Discussion: None. Roll Call Vote: DuQuenne, Jensen, Seffinger, Moran, Hyatt and Graham: YES. Motion passed unanimously.**

2. APS request for abatement of community development fees

*This Item was moved to a future Agenda.*

## **XII. NEW AND MISCELLANEOUS BUSINESS**

1. Housing in Employment Lands Code Amendments

### **Public Input-**

Eric Navickas – Ashland –Spoke to the importance of these items and to be careful of changing

the zones. He spoke regarding the zoning and his concerns. He spoke to the importance of affordable housing. He spoke to the importance of affordable and not high end.

Community Development Director Bill Molnar gave a brief Staff Report.

Planning Manager Brandon Goldman introduced Scott Fregonese presented Council with a PowerPoint (*see attached*).

Items discussed were:

Goldman went over a PowerPoint Presentation. Items discussed were:

- 
- Housing in employment lands code update
  - Project Goal
  - Project Objectives
- Ordinance Amendments
- Ordinance Applicability
- Ashland C-1 & E-1 Zones Maps
- Inside the Downtown and C-1-D Zone
- Ashland C-1 & E-1 Land Inventory
- Historic Permit Trends for Ashland over the past 10 years.

Goldman introduced Principal of Fregonese Associates. Scott Fregonese. Mr. Fregonese continued with the PowerPoint. Items discussed were:

- Commercial Permits
- Buildable Lands Inventory.
- C1 and E1 Acres available.
- Buildable Lands – Acreage by Zone.
- How big are parcels.
- Size of Parcels.
- Economic Opportunity Analysis
- Conclusion about available lands
- Planning Commission Recommendations
- Next Steps

Council discussed elevators and conditional use permits.

Council discussed vertical housing.

Council discussed next steps and options.

Council discussed having an Economic Development Study and bring back to Council.

Council discussed the Transit Triangle.

**Graham moved to direct Staff to investigate the possibilities of limiting that additional 30% to rental stock and some relationship with median income and bring back to Council for further discussion. No second. Motion died.**

Council discussed an EOA Study and the timeline to bring back to Council. Mr. Fregonese spoke that it would be at least 6 months to complete this study.

**Jensen/Moran moved to direct Staff to move ahead with the Code Amendments and schedule a Public Hearing for first Reading at the first Council Business Meeting in February. Discussion:** Jensen spoke in support of the motion. He spoke that the core work has been done in a timely effort with Staff and should move it forward. He spoke the EOA is essential but not for this decision on this code amendment. Moran spoke that the EOA is essential. Seffinger spoke to the importance of affordable housing and spoke in support of the motion. Graham spoke that she is uninterested in facilitating the type of housing that we don't want. She spoke that she will not be supporting this motion unless she see something that is encouraging the type of housing this community needs. **Roll Call Vote: Hyatt, Moran, Seffinger, DuQuenne and Jensen: YES. Councilor Graham: NO. Motion passes 5-1.**

2. Approval of Personal Services Contract for construction services and Approval of a Construction Contract with HP Civil for the Wastewater Treatment Plant Disinfection System Upgrades

Public Works Director Scott Fleury introduced Carollo Consultant Dan Lafitte and Senior Project Manager Chance Metcalf. Fleury gave a brief Staff Report.

**Jensen/Hyatt moved approval of a Personal Services contract for Construction Engineering Services and Inspection Services with Carollo Engineers in the amount of \$99,636 for Phase Two of the Wastewater Treatment Plant Disinfection System Upgrade Project. Discussion:** Jensen spoke in support of the motion. Hyatt thanked Staff for their work. **Roll Call Vote: DuQuenne, Seffinger, Jensen, Moran, Hyatt and Graham: YES. Motion passed unanimously.**

**Jensen/Graham moved approval of a Public Improvement contract for Construction of Phase Two of the Wastewater Treatment Plant Disinfection System Upgrade Project with HP Civil in the amount not to exceed \$1,622,969.00. Discussion: None. Roll Call Vote: Moran, Seffinger, Graham, Hyatt, Jensen and DuQuenne: YES. Motion passed unanimously.**

3. Approval of Staffing for Adequate Fire and Emergency Response SAFER Grant Application

This item was moved to next meeting.

### **XIII. ORDINANCES, RESOLUTIONS AND CONTRACTS**

1. 2021/23 Supplement Budget & Resolution

Chan gave a brief Staff report.

Hyatt/Graham moved to adopt Resolution 2021-01 authorizing a 2021/23 supplement budget. Discussion: Hyatt and Graham thanked Staff. Jensen thanked Chan. Roll Call Vote: Graham, Moran, Hyatt, Seffinger, DuQuenne and Jensen: YES. Motion passed unanimously.

XIV. OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS

XV. ADJOURNMENT OF BUSINESS MEETING

Graham/ DuQuenne moved to adjourn the Council Business Meeting. Discussion: None. All Ayes. Motion passed unanimously.

The Council Meeting was adjourned at 8:25 PM

Respectfully submitted by:

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City Recorder Melissa Huhtala

Attest:

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Mayor Akins

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Manager's office at (541) 488-6002 (TTY phone number 1-800-735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).*

#### Land Acknowledgement (shorter version)

We acknowledge and honor the aboriginal people on whose ancestral homelands we work—the Ikirakutsum Band of the Shasta Nation, as well as the diverse and vibrant Native communities who make their home here today. We honor the first stewards in the Rogue Valley and the lands we love and depend on: Tribes with ancestral lands in and surrounding the geography of the Ashland Watershed include the original past, present and future indigenous inhabitants of the Shasta, Takelma, and Athabaskan people. We also recognize and acknowledge the Shasta village of K'wakhakha—“Where the Crow lights”—that is now the Ashland City Plaza.

# Housing in employment lands code update

An update on code amendments proposed by the Planning Commission targeted at increasing housing on City zoned employment lands.



# Housing in employment lands code update



## Project Goal:

Provide more flexibility in the employment zones to respond to fluctuations and changes in the economy and demand for housing.

## Project Objectives

- Maintain an inventory of employment parcels in a variety of sizes and locations to encourage new business development.
- Increase the supply of moderately-priced rental and for-purchase housing.
- Jumpstart redevelopment in areas that have trouble attracting projects and/or are in proximity to public transit and walking distance to daily service needs, such as groceries, shops, parks, etc.)



# Ordinance Amendments



- **Nearly doubles the allowance for ground floor residential**
  - currently 35% ground floor residential allowed
  - proposed 65% allowance for ground floor residential
  - currently all stories above the ground floor can be residential
- **Residential density caps in C-1, C-1-D, and E-1 removed**
  - Encourages a variety of housing types
  - No change in the maximum size of buildings.

# Ordinance Applicability

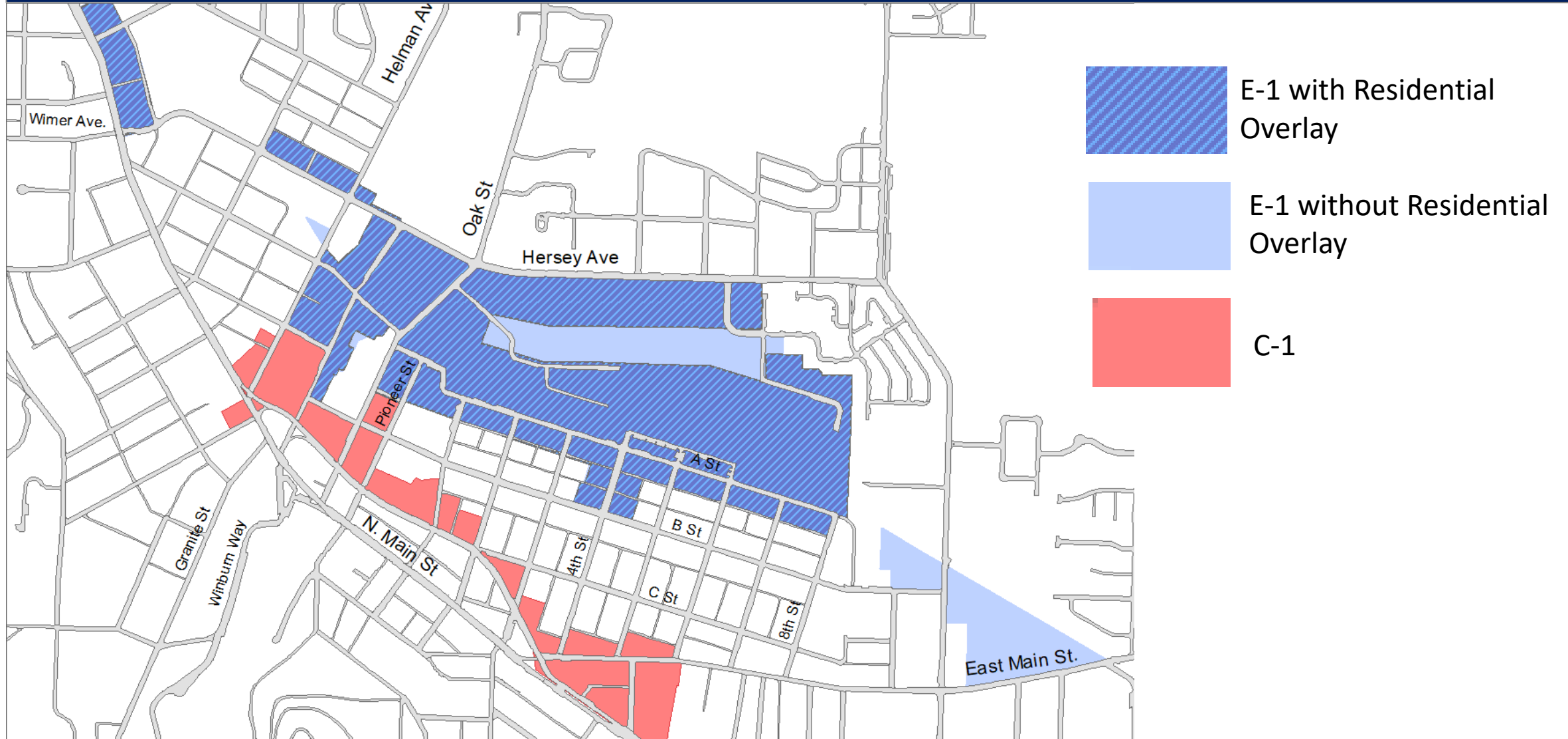


- Amendments apply in C-1 zones (outside of downtown) and E-1 zones with residential overlay.
  - buildings that are 2 or more stories
  - lots that are less than 10 acres in size

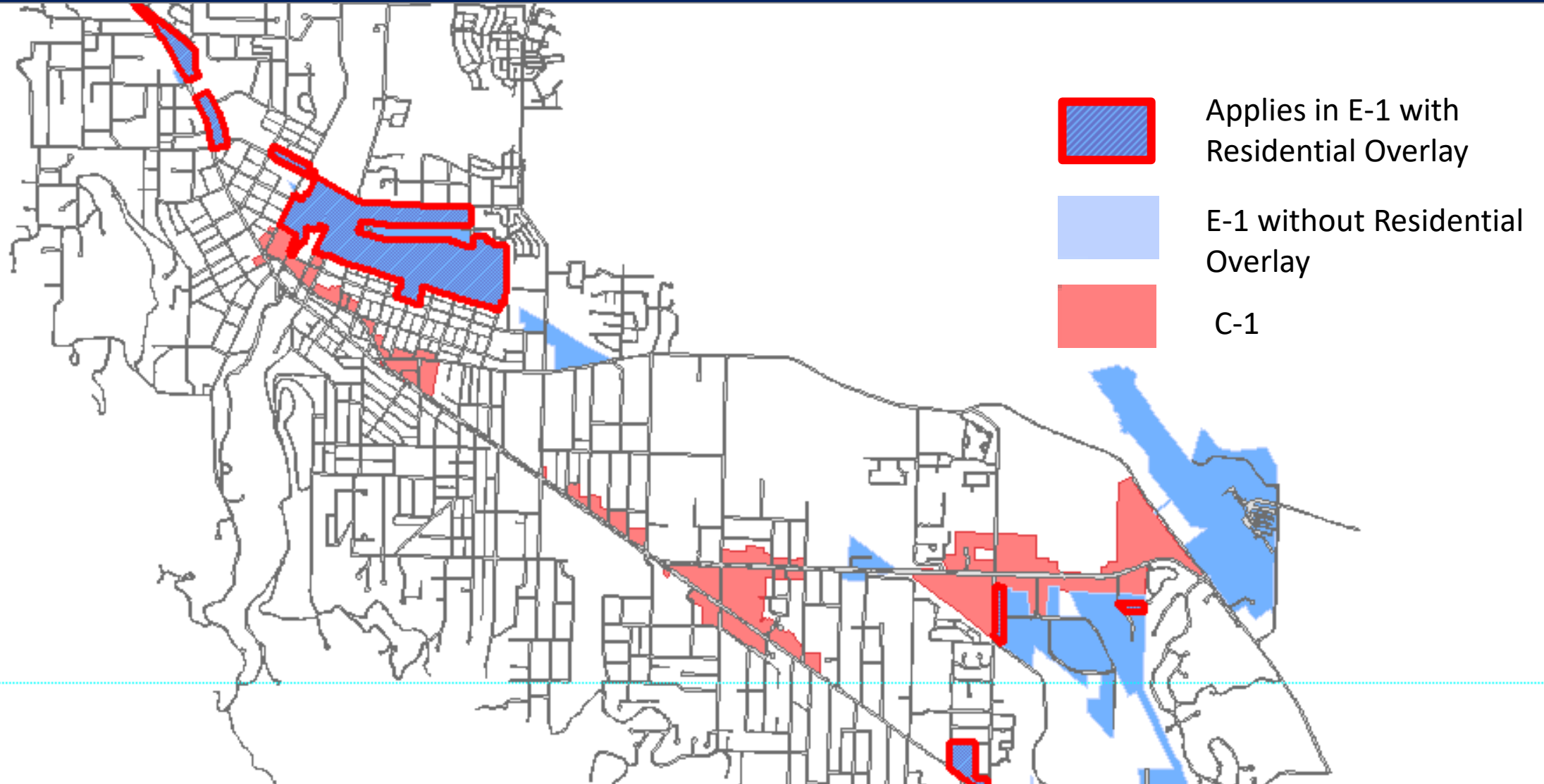
# Ashland C-1 & E-1 Zones



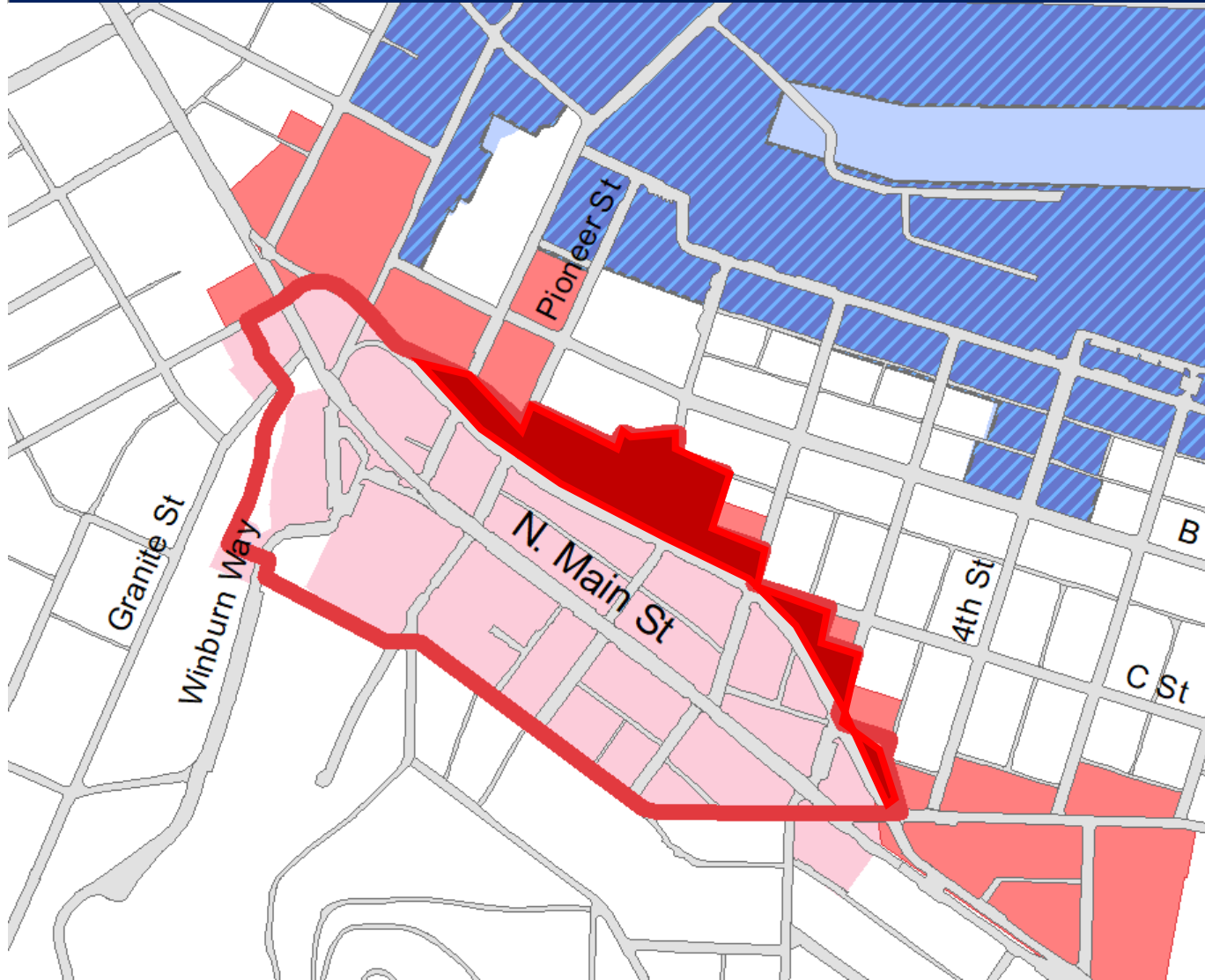
# Ashland C-1 & E-1 Zones








# Ashland C-1 & E-1 Zones



# Ashland C-1 & E-1 Zones



-  C-1
-  C-1-D
-  Downtown Overlay
-  E-1 with Residential
-  E-1 without Residential

Proposed increase in ground floor residential allowance applies in C-1 zoned lands outside of the Downtown Design Standards Overlay

# Inside the Downtown and C-1-D zone



- Residential uses can occupy 35% of the ground floor – currently 35% allowed
- Residential density cap removed.
- Building height, maximum floor area, and setback requirements are all unchanged.



# Ashland C-1 & E-1 Land Inventory



- Development of employment lands over last eight years relatively low
- 2007 Economic Opportunities Analysis forecasted more employment growth than has occurred
- Analysis of business development trends, and existing land supply, found sufficient C-1 and E-1 land exists for future employment needs



# Historic permit trends for Ashland over the past 10 years



AutoSave Off Commercial\_Permits\_2011-2021\_with zoning\_06102021 Search Scott Fregonese SF

File Home Insert Draw Page Layout Formulas Data Review View Help Acrobat QuickBooks Share Comments

Clipboard Font Alignment Number Styles Cells Editing Analysis

M51

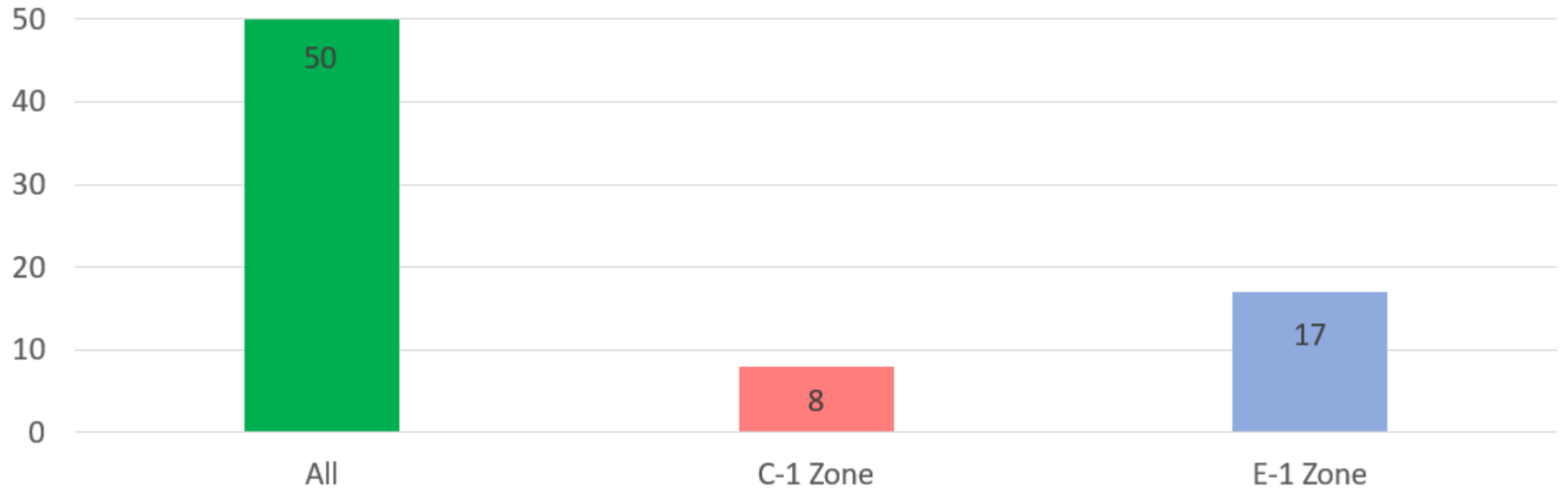
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	FA_ID_peri	Year_Frego	Frego Type	EOA Type_Frego	SQUARE FT	Commercial Sq.Ft	Res Sq.Ft.	ated (e.g. underground	Zoning						
2	1	2011	Commercial	Commercial	922	922			E-1						
3	2	2011	Commercial	Commercial	17680	17680			E-1					2011	2012
4	3	2011	Removed from Analysis (small sq footage)							C-1			Commercial	4	1
5	4	2011	Mixed Use	Commercial	3692	1805	1887		E-1				Mixed Use	1	1
6	5	2011	Public/Education	Government/Institut	1770	1770							Public/Education	1	5
7	6	2011	Commercial	Commercial	568	568							Addition/Accessory	0	0
8	7	2011	Commercial	Commercial	27972	27972			E-1				Total Commercial Permits	6	7
													Total Commercial Permits, Excluding Addition/Accessory		
9	8	2012	Public/Education	Government/Institut	106454		106454							6	7
10	9	2012	Public/Education	Government/Institut	89648		89648								
11	10	2012	Mixed Use	Commercial	2650	800	1610		240	E-1					
12	11	2012	Public/Education	Government/Institut	10160	10160								2011	2012
13	12	2012	Public/Education	Government/Institut	27617	27617							Retail and Services	5	2
14	13	2012	Commercial	Commercial	3000	3000			E-1				Government/Institutional	1	5
15	14	2012	Public/Education	Government/Institut	3000	3000			E-1				Total Commercial Permits	6	7
16	15	2013	Public/Education	Government/Institut	272	272									
17	16	2013	Commercial	Commercial	4526	4526			C-1						
18	17	2013	Mixed Use	Commercial	25754	4226	14988	6540	C-1						
19	18	2013	Commercial	Commercial	4773	4773			E-1						
20	19	2014	Commercial	Commercial	1976	1679		297					Commercial Sq Feet	50717	44577
21	20	2014	Commercial	Commercial	7538	7538							Residential Sq Feet	1887	197712
22	21	2015	Commercial	Commercial	6196	6196							Unallocated Sq Feet	0	240
23	22	2015	Removed from Analysis (small sq footage)							E-1			Total Sq Feet	52604	242529
24	23	2015	Removed from Analysis (residential development)							E-1			Total Sq Feet	52604	242529
25	24	2015	Mixed Use	Commercial	3368	838	2307		223	E-1					

permits (12) Sheet1

Ready Average: 635975.4825 Count: 19 Sum: 7631705.79 100%



# Commercial Permits



# City of Ashland

50 permits were pulled for commercial development in the last 10 years for expansion or new construction.

8 permits for C-1 zones and 17 for E-1 zoning.

Remaining permits were C-1-D, M-1, or Public Projects (ie SOU, ASD).

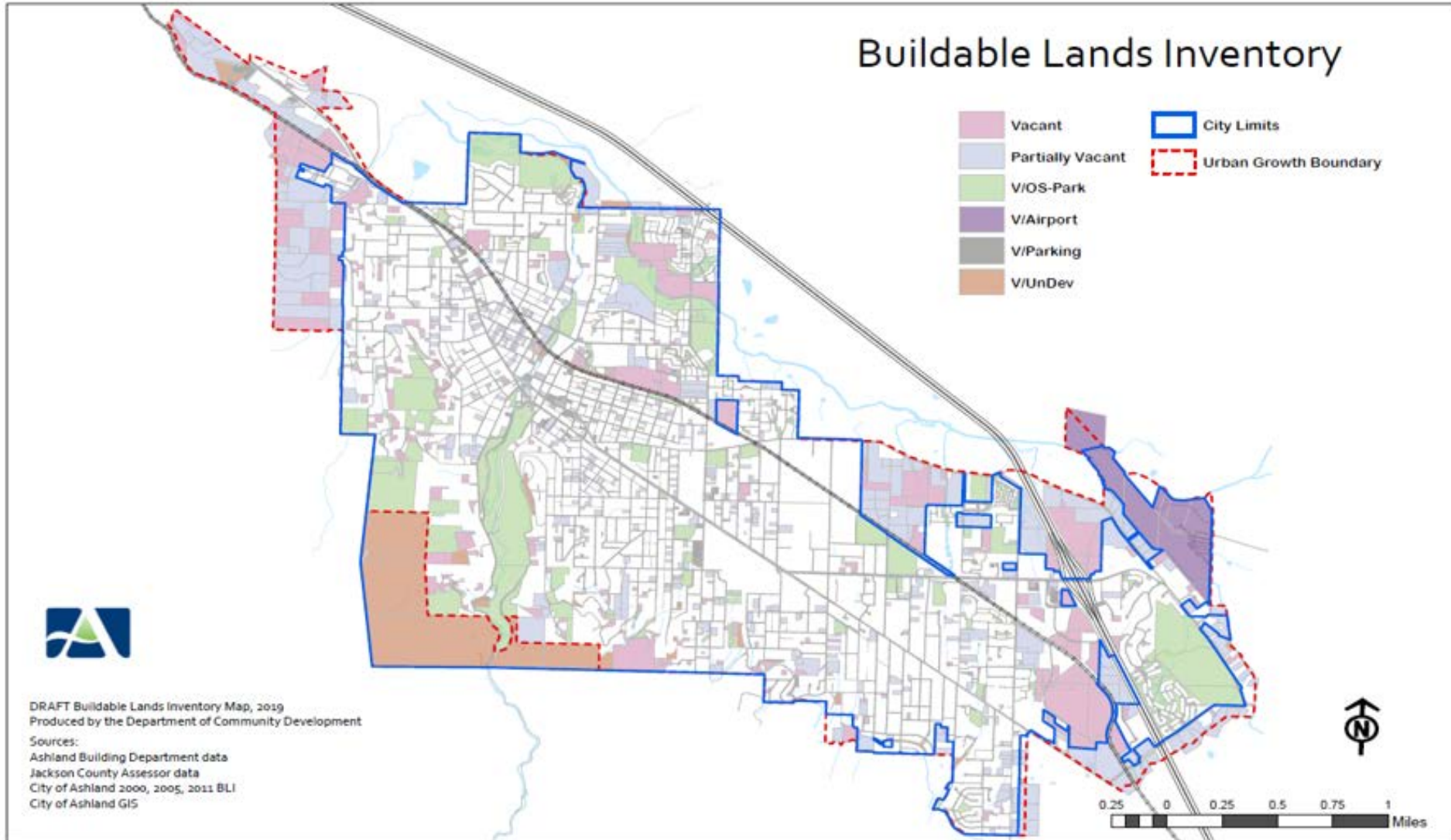
0 0.25 0.5 1 Miles

- City of Ashland
- Building
- Park
- SOU
- Permits for C-1 and E-1 Zoning
- Parcel with BLI Potential



To California

# Buildable Lands Inventory



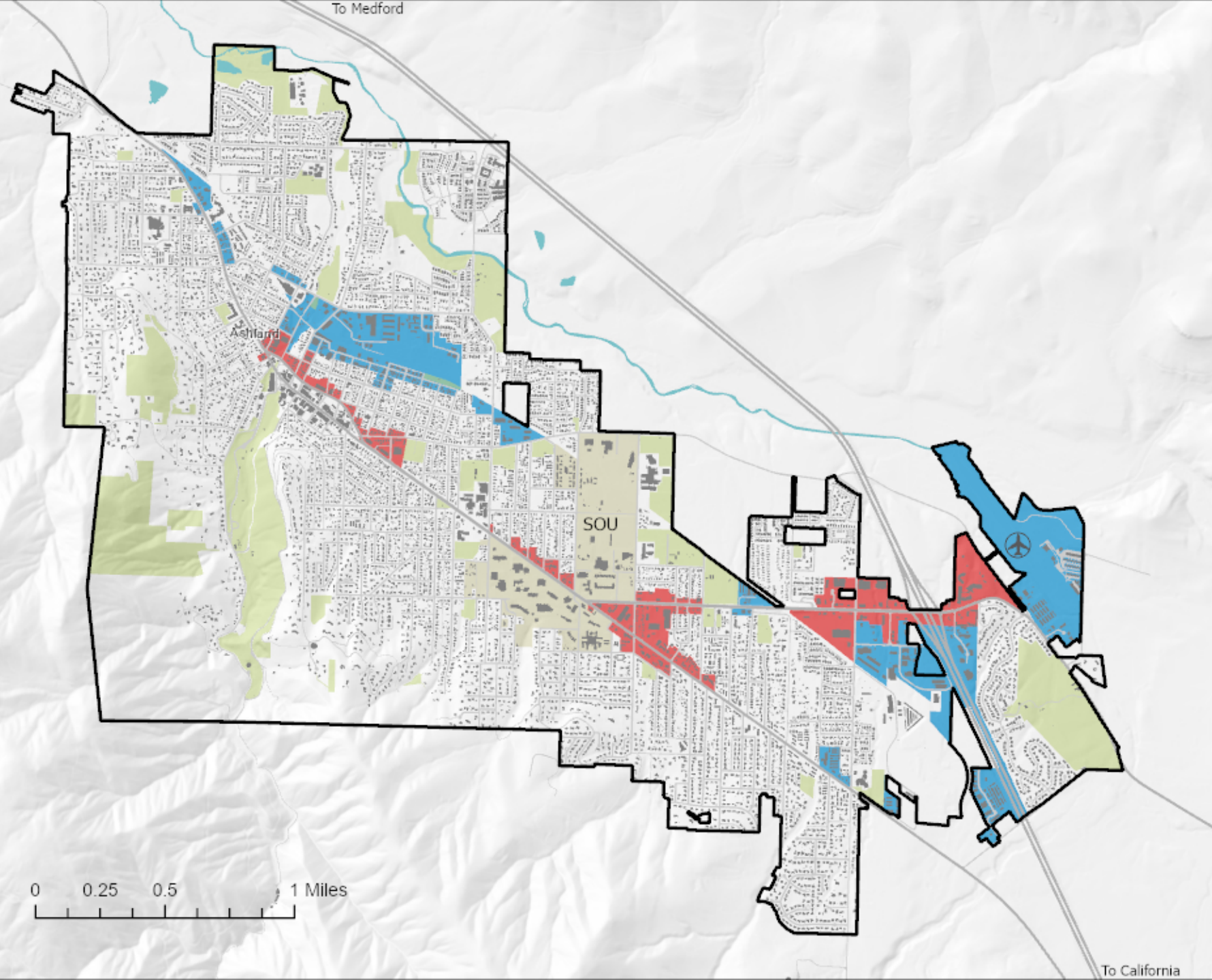
BLI completed  
and approved in  
2019

Updated with  
Building Permit  
data



# City of Ashland

C-1: 175 total acres  
E-1: 273 total acres



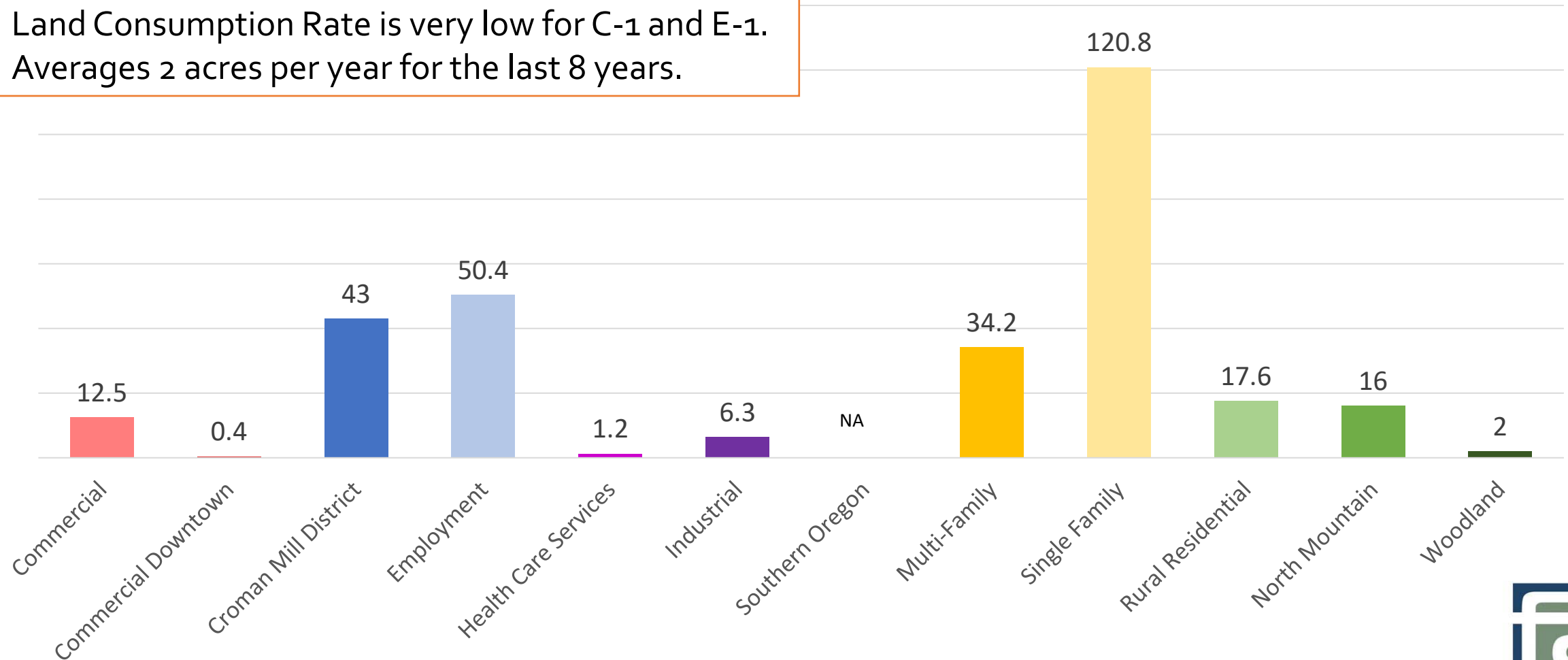
- City of Ashland
- Building
- Park
- SOU
- Zoning
  - C-1
  - E-1



# Buildable Lands – Acreage by Zone



Land Consumption Rate is very low for C-1 and E-1.  
Averages 2 acres per year for the last 8 years.

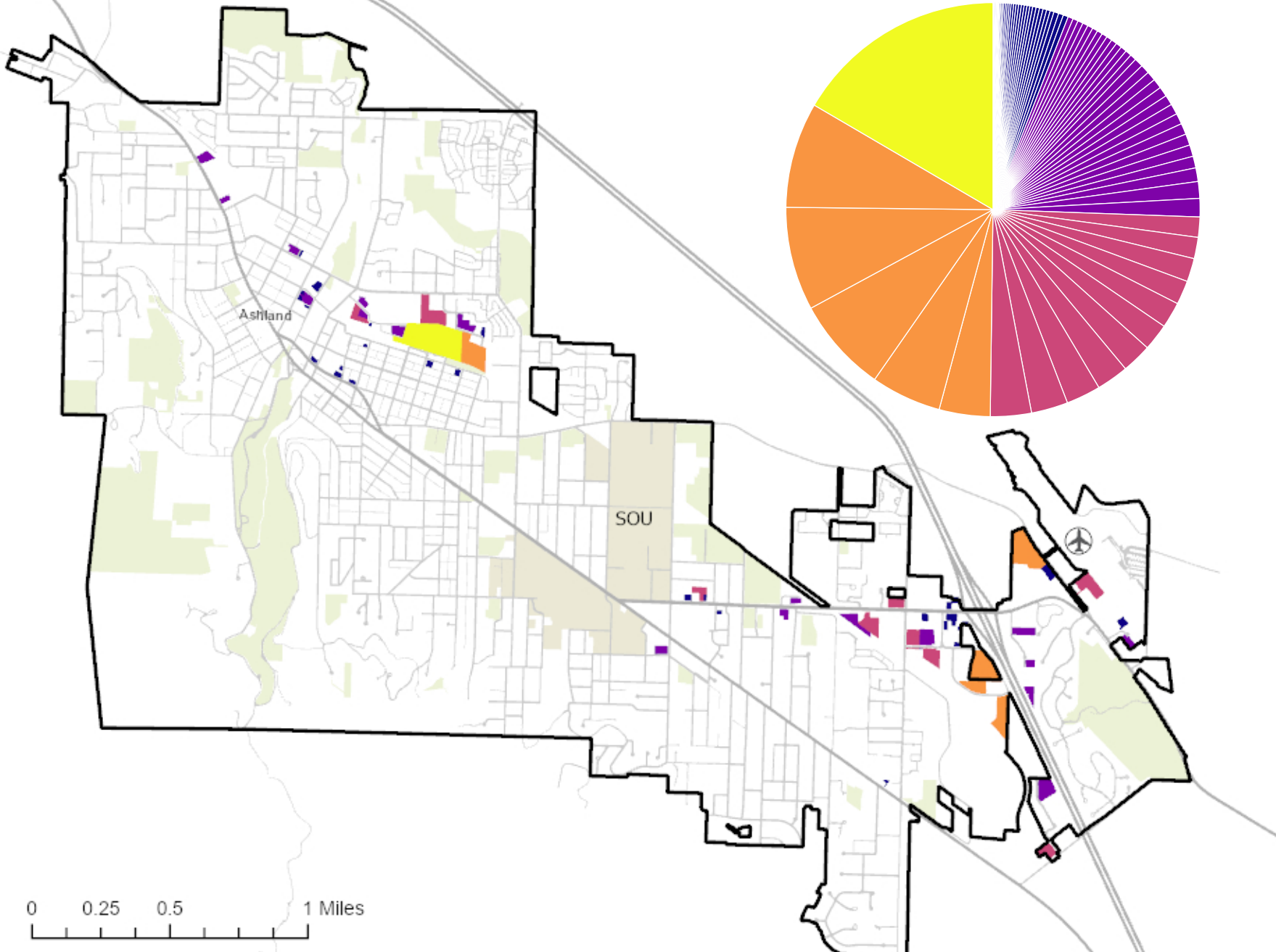
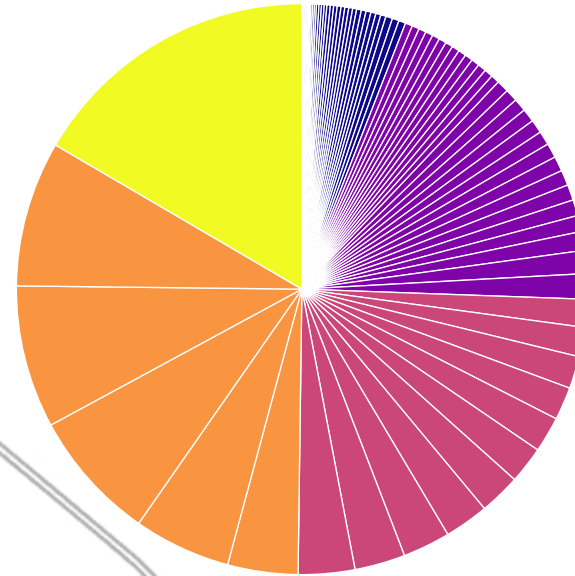


# City of Ashland

Buildable acres:

C1 12.5 acres

E1 50.4 acres



0 0.25 0.5 1 Miles

City of Ashland

Park

SOU

Buildable Acres

Up to 0.25 acres

Up to 1 acre

Up to 2.5 acres

Up to 10 acres

More than 10 acres

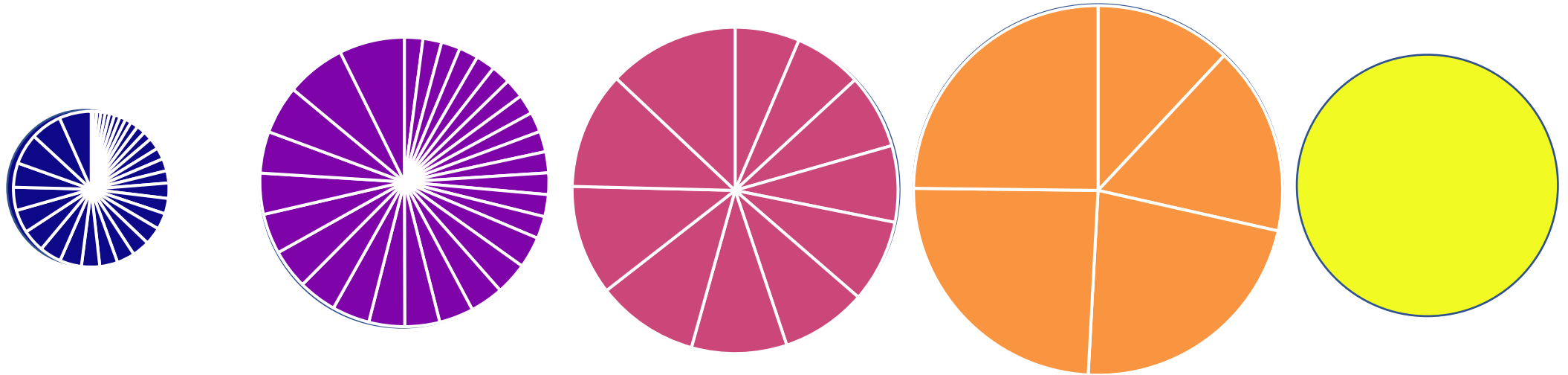


To California

# Buildable Lands – Size of Parcels



Acreage:



Parcel Size:

Up to 0.25 acres

Up to 1 acre

Up to 2.5 acres

Up to 10 acres

10+ acres

# of Parcels:

34

29

11

5

1

*Almost 80% of the buildable parcels are under 1 acre*





# Economic Opportunity Analysis



City of Ashland:  
Economic Opportunities  
Analysis

Prepared for

City of Ashland

by

**ECONorthwest**  
99 W. Tenth, Suite 400  
Eugene, OR 97401  
(541) 687-0051

Final Report

April 2007

This project was funded in part by a Department of  
Land Conservation and Development Technical  
Assistance Grant

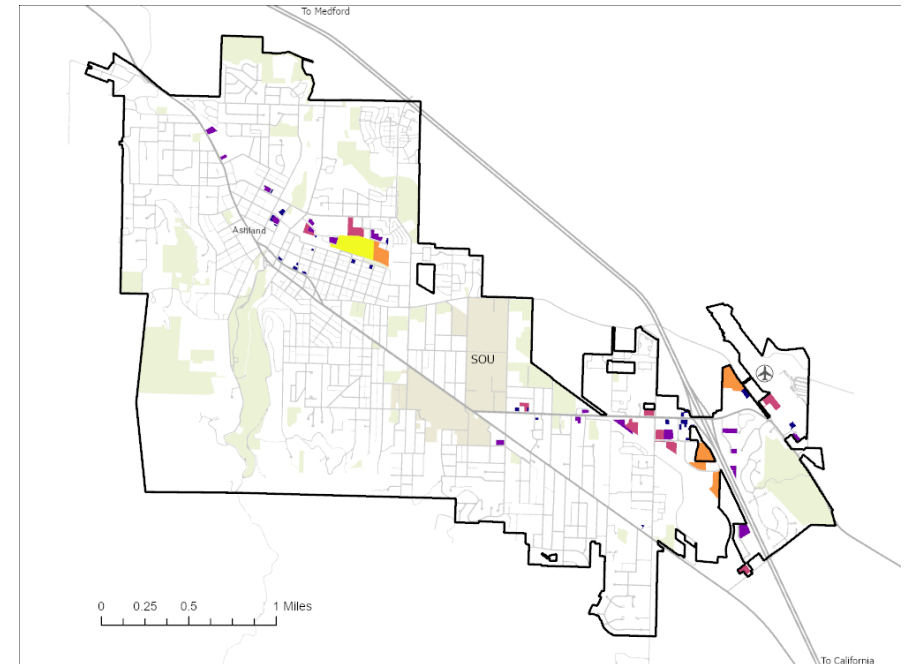
- The 2007 EOA shows a land deficit based on 15,220 projected jobs by 2027, including 10,654 in Retail/Services alone.
- State QCEW data shows 10,237 jobs in the Ashland UGB for 2019.
- EOA also states that about 30% of employment growth will not require consumption of vacant land.
- Currently about 20% of jobs are in residential zones.



# Conclusion about Available Lands



- Based on our analysis of the buildable land and permits issued in the past 10 years there is sufficient Commercial and Employment land for future need
- The EOA forecasted more employment growth (a few thousand more jobs) than happened over the last 14 years



# Planning Commission Recommendations



Public Hearing held on 12/14/2021

The Planning Commission unanimously recommends approval of the draft ordinance amendments with minor corrections. These changes have been incorporated into the ordinance currently presented to Council.

# Next Steps



**January 18, 2022**

City Council Public Hearing and First Reading

**February 1, 2022**

City Council Second Reading of the Ordinance and Adoption of Findings