

Council Communication

May 6, 2014, Business Meeting

First Reading of two separate ordinances amending the City of Ashland Comprehensive Plan, Comprehensive Plan Maps, Transportation System Plan, and Street Standards to adopt the Normal Neighborhood Plan

FROM:

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SUMMARY

These two ordinances amend the Comprehensive Plan and Transportation System Plan to implement the Normal Neighborhood Plan. A Normal Neighborhood District Land Use code amendment is presented for discussion only. It will be reviewed as part of a separate legislative action in the upcoming months and is intended to be included in the Unified Land Use Ordinance. Given the interrelated nature of the Normal Neighborhood Plan elements this Draft Land Use Ordinance, this language is presented for Council consideration, discussion, and direction at the May 6th hearing.

The Normal Neighborhood Plan will guide future development associated with approximately 94 acres of unincorporated lands within Ashland's Urban Growth Boundary. It attempts to implement existing City land use policies that promote the construction of diverse housing types and a neighborhood network of connected streets, walkways and cycling facilities, while requiring integration of, and protection for, the neighborhood's natural areas, consisting of wetlands, creeks and associated floodplains and riparian areas.

BACKGROUND

In March of 2011 the City Council directed the Community Development Department to apply for a Transportation and Growth Management (TGM) grant to prepare a neighborhood master plan for the 94 acre Normal Neighborhood area. Having received the grant award in May 2012, an extensive public involvement process was undertaken to develop the plan. Public engagement included 32 public meetings where the viewpoints of a variety of participants including the general public, property owners and neighboring residents affected the plan's evolution.

On [December 2, 2013](#), the City Council received an update on draft plan which had been discussed by the Transportation Commission and Planning Commission at their September, October, and November meetings. The final Normal Neighborhood Plan and draft implementing ordinances were initially presented to the Planning Commission at a study session on [February 25, 2014](#). The Planning Commission held a public hearing on the final plan on [March 11th](#), and completed its deliberations on April 8, 2014.



The Normal Neighborhood Plan is comprised of Normal Neighborhood Plan Framework document, official Normal Neighborhood Plan maps, and the proposed Normal Neighborhood District land use ordinance amendments (Ch. 18-3.13). Collectively these documents create the underlying physical form and regulatory structure for the area's future development. Development of this area is expected to occur in an incremental way, as individual parcels propose annexation for specific housing developments. The adoption of a Neighborhood Plan for the area will ultimately provide a general framework for evaluating future annexation requests to ensure that in addition to housing the coordination of streets, pedestrian connections, utilities, storm water management and open space is considered as part of development proposals.

A detailed description of the proposed Normal Neighborhood plan's land use, transportation, and open space, frameworks is provided in the attached Planning Action [Staff Report](#) (PL-2013-01858)

NEXT STEPS

Upon approval of first reading of the Normal Neighborhood Plan's implementing ordinances, the final plan and ordinances, as amended, will be presented to the City Council for second reading.

The Normal Neighborhood District Land Use Ordinance will be presented for legislative approval as part of the Unified Land Use Ordinance hearing process and will be forwarded to the City Council following the Planning Commission's public hearing and deliberation.

FISCAL IMPLICATIONS:

N/A

COMMISSION RECOMMENDATIONS

Transportation Commission

The Transportation Commission took public testimony, reviewed the [Existing Traffic Conditions technical memorandum](#) (dated September 12, 2012) and the [Future Traffic Analysis](#) (dated November 19, 2013) over the course of three meetings on September 26, October 24, and November 14, 2013. Upon review of the materials provided and deliberation the Transportation Commission approved a motion (3-2) to recommend elimination of two of proposed new street connections to East Main Street, leaving only the new Normal Neighborhood Collector connection in its proposed location. Prior to this motion the Commission was split with a 3-3 motion to approve the transportation element of the plan as proposed.

Housing and Human Services Commission

The Housing and Human Services Commission did not hold a public hearing regarding the draft plan and as such provided no formal recommendation pertaining to plan adoption. Upon being updated on the plan and future development potential of the area, the Commission did express the importance of the area in meeting Ashland's affordable housing needs and the emphasized the value of integrating affordable housing throughout the plan area consistent with the requirements of the City's annexation ordinance.

Planning Commission

The Planning Commission unanimously recommended approval of the Normal Neighborhood Plan's land use framework, transportation framework, open space framework, and implementing ordinances



with specific recommended amendments as outlined in detail in the attached [Planning Commission Report](#) dated April 22, 2014.

STAFF RECOMMENDATION AND REQUESTED ACTION:

Staff believes the revisions that have been made over the last 15 months have refined and improved the neighborhood plan, and are largely consistent with the [original goals and objectives](#) for the planning project.

Staff recommends Council approve first reading of the ordinance amending the Comprehensive Plan, Comprehensive Plan Map, and adopting of the Normal Neighborhood Plan Framework as a technical supporting document of the Comprehensive Plan.

Staff recommends Council approve first reading of the ordinance amending the Transportation System Plan maps and Street Standards handbook to incorporate the Normal Neighborhood Street Network as proposed. The [Future Traffic Analysis](#) conducted as part of this planning effort found that all existing intersections in vicinity of the project are expected to continue to function within operational standards at full build out of the plan area. Further the report confirms that each of the planned street intersections with East Main Street are expected to function within applicable mobility standards upon the improvement of East Main Street to meet City standards to include sidewalks and bike lanes.

The proposed Normal Neighborhood District Land Use ordinance will be reviewed as part of the broader Unified Land Use Ordinance amendment process. However, given the interrelated nature of the Normal Neighborhood Plan elements, the City Council is asked to provide recommendations on this ordinance as part of tonight's hearing.

SUGGESTED MOTION(S):

Individual motions are required to address each of the proposed ordinances separately:

I move to approve the first reading by title only of an ordinance titled "An Ordinance amending the City of Ashland Comprehensive Plan to add a Normal Neighborhood Plan designation to Chapter II [Introduction and Definitions], Change the Comprehensive Plan Map designation for approximately 94 acres of land within the City of Ashland Urban Growth Boundary from Single Family Residential and Suburban Residential to the Normal Neighborhood Plan Designation, and adopt the Normal Neighborhood Plan Framework as a support document to the City of Ashland Comprehensive Plan," and move the ordinance on to second reading.

I move to approve the first reading by title only of an ordinance titled "An Ordinance amending the Street Dedication Map, Planned Intersection and Roadway Improvement Map, and Planned Bikeway Network Map of the Ashland Transportation System Plan for the Normal Neighborhood Plan area, and amending Street Design Standards within the Street Standards Handbook to add a new Shared Street classification," and move the ordinance on to second reading.

I move to recommend the Draft Land Use Ordinance for the Normal Neighborhood District be incorporated into the Draft Unified Land Use Ordinance (as amended) to be reviewed under a separate legislative action.



ATTACHMENTS:

1. Plan Brief Summary
 2. [Ordinance 1](#) (Comprehensive Plan)
 - a. [Exhibits](#)
 3. [Ordinance 2](#) (Transportation System Plan)
 - a. [Exhibits](#)
 4. [Draft Land Use Ordinance – Normal Neighborhood District](#)
 5. [Planning Commission Report](#) (dated 4/22/2014)
 6. [Staff Report PL-2013-01858](#) (dated 3/11/2014)
 7. [Normal Neighborhood Plan goals and objectives](#)
 8. [Written Comments](#) (through 4/29/2014)
 9. Open City Hall topic posts (through 4/29/2014)
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Additional background information

The following documents were prepared over the span of the two year planning project to study the area, plan elements, and informed the development of the final plan and implementing ordinances:

- [Future Traffic Analysis](#) (dated 11/19/2013)
 - [Traffic Report Figures](#)
 - [Traffic Report Appendices](#)
- [Existing Traffic Conditions technical memorandum](#) (dated 9/12/2012)
- Individual background frameworks (completed in January-February 2013)
 - [Housing and Land Use](#)
 - [Mobility](#)
 - [Greenway and Openspace](#)
 - [Infrastructure](#)
 - [Sustainability](#)
- [Existing Conditions Summary](#) (dated 9/17/2012)
- [2012 Housing Needs Analysis](#) (approved Sept. 3, 2013, ORD#3085)
- [2011 Buildable Lands Inventory](#) (approved Nov.15 2011, ORD#3055)

