

Council Business Meeting

May 15, 2018

Title: Support for Transportation and Growth Management Grant

From: Paula C. Brown, PE Public Works Director
paula.brown@ashland.or.us

Scott A. Fleury, PE Deputy Public Works Director
scott.fleury@ashland.or.us

Summary:

This item requests Council support for submission of an Oregon Transportation and Growth Management (TGM) Grant to “Revitalize Downtown Ashland,” which will develop an implementation strategy to provide specific short, medium and long-term actions to enhance our downtown core.

Actions, Options, or Potential Motions:

1. Move approval to authorize submission of the City’s TGM grant application.
2. Move to direct staff to revise the grant with the following direction from Council.
3. Move to deny the grant application and redirect staff.

Staff Recommendation:

Staff recommends Council approve the grant submission and authorize the mayor to sign the attached letter of support.

Resource Requirements:

TGM requires a local grant match of 12 percent of the total project cost. The remainder of the funds are from an Oregon Department of Transportation (ODOT) competitive grant program. In addition to the match requirement, the City must provide a project manager to oversee the project and keep decision makers informed. This project is a goal of Public Works management staff, and both Paula and Scott would jointly manage the success of this project, along with coordination among the Planning Department and Ashland Police Department.

Policies, Plans and Goals Supported:

Council Goals:

1. *Leverage our regional and state relationships to increase effectiveness in relevant policy arenas*
4. *Evaluate real property and facility assets to strategically support city mission and goals.*
21. *Be proactive in using best practices in infrastructure management and modernization*
 - 21.1 *Complete downtown parking management and traffic circulation plan*
22. *Prepare for the impact of climate change on the community.*

Department Goals:

- Maintain and improve infrastructure that enhances the economic vitality of the community
- Evaluate all city infrastructure regarding planning management and financial resources

Economic Development Strategy (adopted July 2011):

5.3 *Develop a capital improvement plan and maintenance strategy for the Plaza and downtown.*

Background and Additional Information:

The TGM Program works in partnership with local governments to accomplish interrelated transportation goals and objectives. Ashland’s proposed project meets the TGM stated goals to:

- Provide transportation choices with balanced interconnected transportation networks
- Create vibrant communities and lively centers linked by accessible transportation
- Support economic vitality by planning for movement of people and goods
- Save public and private costs with compact land uses and well-connected transportation
- Promote environmental stewardship through sustainable land uses and transportation planning

The TGM process is highly competitive. Staff prepared and submitted a pre-application to the local ODOT Region 3 coordinator and received positive support and feedback. The pre-application focused on building upon the downtown parking strategy and prior work for beautification and revitalization of the downtown core. Project elements focused on transforming the state highway into an enriched local street with safer pedestrian access, inviting sidewalks, enhanced biking, convenient transit and functional parking to better sustain the unique qualities and improve the prosperity of downtown Ashland. Goals were two-fold with actions to identify an attractive and vibrant downtown core, enhanced wayfinding, better pedestrian scale lighting and enhanced crossings. The project would also provide safe routes to schools, better transit amenities and identification of truck loading and delivery zones complimenting shared parking.

Coordination between the City of Ashland’s Engineering, Planning, and Police Department, along with various commissions, the Chamber and ODOT partners has led to the final TGM Application. Successful implementation of this project will lead to continued partnerships with ODOT on the section of downtown that remains within ODOT’s jurisdiction and will ultimately meet the intent of one of the 2012 Transportation System Plan (TSP) recommendations to make some necessary changes to the downtown core.

Ashland is ready for change and the TGM Grant will be the start to some fresh new actions to revitalize downtown, complete many of the parking study recommendations and take some bold steps to implement new crime prevention through environmental design strategies to include lighting, signage and artwork, for a more livable downtown. Truck loading/unloading, parking, pedestrian vitality and safer bicycle systems will be another result of this successful partnership between downtown businesses, residential community members and tourists.

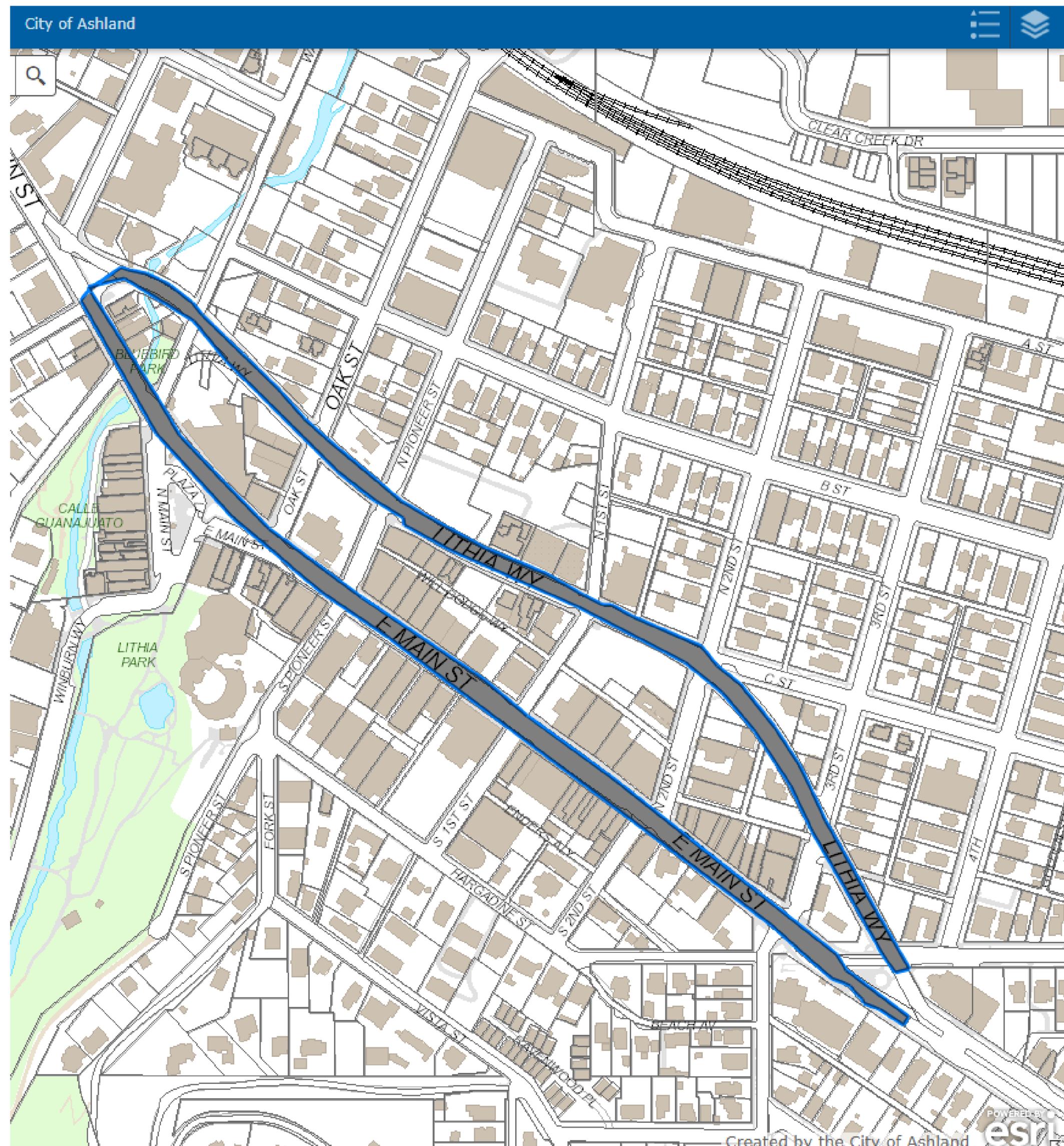


Attachments:

- TGM Grant application and site map
- Ashland Council Letter of support

City of Ashland Revitalize Downtown Plan TGM Site Map

downtown couplet N. Main Street and Lithia Way



May 16, 2018

Oregon TGM Program
Attn: John McDonald
ODOT Region 3
3500 NW Stewart Parkway
Roseburg, OR 97470-1687

Dear Mr. McDonald,

Please accept this letter of support for the ***“Revitalize Downtown Ashland”*** application for a Transportation Growth Management (TGM) grant opportunity to develop a strategy to provide specific short, medium and long-term actions to enhance our downtown core. ***“Revitalize Downtown Ashland”*** will build upon work previously completed as part of the Downtown Parking Plan and augment the preliminary modal improvement analysis. The goal is to create an affordable, balanced, safe, and functional multi-use transportation network, while also enhancing the streetscape in a way that incorporates environmental changes to build a sense of ownership and placemaking.

The Main Street and Lithia Way Couplet in downtown Ashland is under the jurisdictional control of the Oregon Department of Transportation (ODOT) and part of district level highway 99. Ashland’s downtown core is considered a Special Transportation Area (STA). The 1999 Oregon Highway Plan details development and planning guidelines for STAs. The ***Revitalize Downtown Ashland*** Plan will consider enhancements consistent with STA planning guidelines. The Plan will build upon the Downtown Parking Plan and augment the preliminary modal improvement analysis, and is consistent with the City’s adopted Economic Development Strategy and the Climate Energy Action Plan.

Ashland is ready for change and the TGM Grant will be the start to some fresh new actions to revitalize downtown, complete many of the parking study recommendations and take some bold steps to implement new crime prevention through environmental design strategies to include lighting, signage and artwork, for a more livable downtown. Building convenient connections for transit and bicyclists, including street amenities and better wayfinding to support all interrelated transportation modes is a clear objective of this plan. Truck loading/unloading, parking, pedestrian vitality and safer bicycle systems will be another result of this successful partnership between downtown businesses, residential community members and tourists.

Thank you for your positive consideration and approval of the City’s ***“Revitalize Downtown Ashland”*** TGM grant application.

Sincerely,

John Stromberg
Mayor

