

Note: Anyone wishing to speak at any Planning Commission meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note that the public testimony may be limited by the Chair and normally is not allowed after the Public Hearing is closed.

**ASHLAND PLANNING COMMISSION
STUDY SESSION
JANUARY 27, 2009
AGENDA**

7:00 PM – 9:00 PM

- I. **CALL TO ORDER:** 7:00 PM, Civic Center, 1175 E. Main Street

- II. **ANNOUNCEMENTS**

- III. **DISCUSSION ITEMS**
 - A. **Possible changes to Sign Code based on the Downtown Task Force Recommendations**

 - B. **Planning Commission Sustainability Work Group**

- IV. **UPDATES**
 - A. **Croman Mill Site Redevelopment Plan – Status Report (*time permitting*)**

- V. **ADJOURNMENT**

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In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development office at 541-488-5305 (TTY phone is 1-800-735-2900). Notification 48 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 1).

Planning Commission Communication

Date: December 18th, 2008
Re: Sign Code Amendments Study Session,
Submitted By: Bill Molnar, Community Development Director
Brandon Goldman, Senior Planner
Adam Hanks, Permit Center Manager

Summary

The city sign code is an extremely successful tool that has had a tremendous influence upon the transformation of Ashland's downtown into a community focal point, revered throughout the State and beyond. The existing sign code is a classic product fashioned by a community well-known for its dedicated and farsighted citizenry. The changes currently proposed aim to provide new opportunities for adequate signage for business identification, non-commercial speech, and dissemination of public information while preventing visual clutter, protecting scenic views, and preserving Ashland's unique character.

The Planning Commission is being presented with draft ordinance amendments to the Sign Code at this study session for discussion and comment. A public hearing to address final amendments proposed will subsequently be scheduled, at which time the Planning Commission will make formal recommendations to the City Council for consideration.

Background

In July of 2008 the Mayor appointed members to an ad-hoc Downtown Task Force to evaluate concerns relating to signage limitations and enforcement, downtown employee parking, and the use of public right-of-way for commercial use. Members of the Task Force included representative downtown merchants, members of the Planning and Public Arts Commission, Chamber of Commerce representatives, as well as citizens at large to review and make recommendations directed to address several concerns affecting downtown merchants. The Task force met throughout July and August to evaluate options for various remedies and ordinance changes to address the items identified. Public testimony was taken at each meeting to provide the Task Force with input from merchants who were specifically impacted by current compliance activities being conducted by the Community Development Department.

Issues relating to downtown employee parking have already been addressed by the City Council through elimination of the downtown employee parking ban. The issues relating to the use of public property, such as commercial use of sidewalks along a business frontage, will be addressed outside of the Ashland Land Use Ordinance through modifications to other chapters of the Ashland Municipal code including Chapter 6, Business Licenses and Regulations, and Chapter 13, regulating the use of the Public Rights of Way.

The potential changes to the Sign Code, as attached, have been largely based on the discussion by the Task Force, consideration of enforcement, and an effort to add clarification to the existing code.



The following issues outline the areas of modification to the Sign Code currently presented:

- Modifies the ordinance to refine or add various definitions to add clarity to the applicability of the ordinance
- Modifies the existing limitation on exempt signs (no permit required) in the downtown from 2 signs of two square feet, to up to 3 signs with an aggregate area of not more than 7 sq.ft. Essentially this modification provides for an additional 3 sq.ft. exempt sign.
- Modifies the ordinance to allow a downtown business to install one three dimensional sign not to exceed 3 cu.ft.
- Modifies the ordinance to allow a business outside of the downtown to install one three dimensional sign not to exceed 20 cu.ft.
- Modifies the ordinance to include material limitations for three-dimensional signs.
- Modifies the ordinance to define and increase the size allowable for temporary construction signs to better correlate to standardized sizes for such signs.
- Modifies the ordinance to enable the installation of collective identification and informational signs on public right-o-ways, or City owned property, to better direct pedestrians to civic, business, recreation, and historic interest areas when installed by the City under the exempt sign category.
- Modifies the ordinance to prohibit vehicle signs used as static displays when parked for an extended duration.
- Modifies the ordinance to allow additional business frontages to be counted when fronting on more than two separate streets. This provision would then allow additional area of signage to increase from 60sq.ft maximum for one or two frontages, to a 90sq.ft. maximum for properties with three or four frontages when the businesses have a prominent entry open to pedestrians on those additional frontages.
- Modifies the ordinance to establish allowances for sandwich boards, 'A' frame and pedestal signs when located on private property and when within the square footage limit permissible for incidental exempt signs.

**Full copies of the proposed
Sign Ordinance Changes are attached**

Deletions are indicated with a ~~strikethrough~~
Additions are in **bold and underlined**



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CHAPTER 18.96
SIGN REGULATIONS

SECTIONS:

| | |
|-----------|--|
| 18.96.010 | Purpose. |
| 18.96.020 | Definitions Relating to Signs. |
| 18.96.030 | Exempted Signs. |
| 18.96.040 | Prohibited Signs. |
| 18.96.050 | Sign Permits. |
| 18.96.060 | General Sign Regulations. |
| 18.96.070 | Residential and North Mountain Sign Regulations. |
| 18.96.080 | Commercial-Downtown Overlay District (C-1-D). |
| 18.96.090 | Commercial, Industrial and Employment Districts. |
| 18.96.100 | Freeway Sign Zone. |
| 18.96.110 | Abatement of Nuisance Signs. |
| 18.96.120 | Construction and Maintenance Standards. |
| 18.96.130 | Nonconforming Signs. |
| 18.96.140 | Enforcement. |
| 18.96.150 | Governmental Signs. |
| 18.96.160 | Historic Signs. |

SECTION 18.96.010 Purpose.

This Chapter shall hereafter be known and designated as the "Sign Ordinance of the City of Ashland", and is adopted in recognition of the important function of signs and the need to safeguard and enhance the economic and aesthetic values in the City of Ashland through regulation of such factors as size, number, location, illumination, construction, and maintenance of signs; and thereby safeguard public health, safety and general welfare.

SECTION 18.96.020 Definitions Relating to Signs.

1. Alteration
Any change excluding content, and including but not limited to the size, shape, method of illumination, position, location, materials, construction, or supporting structure of a sign.
2. Area
~~The area included within the outer dimensions of a sign.~~ **The entire area within a perimeter defined by a continuous line composed of right angles which enclose the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed.** In the case of a multi-faced sign, the area of each face shall be included in determining sign area, excepting double-faced signs placed no more than 24 inches back-to-back.
3. Awning
A temporary or movable shelter supported entirely from the exterior wall of a building and composed of non-rigid materials except for the supporting framework.
4. Building Face of Wall
All window and wall area of a building in one plane or elevation.

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5. Bulletin Board or Reader Board
A sign of a permanent nature, but which accommodates changeable copy.
6. Business
A commercial or industrial enterprise.
7. Business Frontage
A lineal front footage of a building or portion thereof devoted to a specific business or enterprise, and having an pedestrian entrance/exit open to the general public during all business hours .
8. Business Premises
A parcel of property or that portion thereof occupied by one tenant.
9. Canopy
A non-movable roof-like structure attached to a building.
- 10. Construction sign**
A temporary sign erected on the premises where construction is taking place during the period of construction, indicating the names individuals or firms having a role or interest with respect to the structure or project.
40. 11. Direct Illumination
A source of illumination on the surface of a sign or from within a sign.
41. 12. Election
The time designated by law for voter to cast ballots for candidates and measures.
42. 13. Flashing Sign
A sign incorporating intermittent electrical impulses to a source of illumination or revolving or moving in a manner which creates the illusion of flashing, or which changes color or intensity of illumination. This definition is to include electronic time, date and temperature signs.
43. Frontage
~~A single wall surface of a building facing a given direction.~~
14. Ground Sign
A sign erected on a free-standing frame, mast or pole and not attached to any building. Also known as a "free-standing sign".
15. Indirect Illumination
A source of illumination directed toward a sign so that the beam of light falls upon the exterior surface of the sign.
16. Illegal Sign
A sign which is erected in violation of the Ashland Sign Code (18.96).
17. Marquee Sign
A sign which is painted on, attached to, or supported by a marquee, awning or canopy.
18. Marquee
A non-movable roof-like structure which is self-draining.
19. Non-conforming Sign
An existing sign, lawful at the time of enactment of this Ordinance, which does not conform to the requirements of this Code.
20. Projecting Signs
Signs other than wall signs, which are attached to and project from a structure or building face, usually perpendicular to the building face.
- 21. Portable Sign**
A permitted sign not permanently attached to the ground or other permanent structure including sandwich boards, pedestal signs, and 'A' Frame signs.
- 22. Public Art**

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All forms of original works of art in any media that has been planned and executed with the specified intention of being sited or staged on City Property or on property owned or controlled by the City of Ashland, usually outside and accessible to the public. Public Art approved and installed in accordance with section 2.17 of the Ashland Municipal Code shall not be regulated as a sign per the provisions of this Chapter.

24. **23. Roof Sign**

Any sign erected upon, against, or directly above a roof or top of or above the parapet of a building.

22. **24. Shopping Center or Business Complex**

Any business or group of businesses which are in a building or group of buildings, on one or more lots which are contiguous or which are separated by a public right-of-way or a privately owned flag drive used for access and not greater than 35 feet in width, which are constructed and/or managed as a single entity, and share ownership and/or function.

23. **25. Sign**

Any identification, description, illustration, symbol or device which is placed or affixed directly or indirectly upon a building, structure, or land, Interior illuminated panels, fascia strips, bands, columns, or other interior illuminated decorative features located on or off a structure, visible from the public right-of-way, and with or without lettering or graphics shall also be considered a sign and included in the overall sign area of the site. **Public Art shall not be considered a sign.**

24. **26. Sign, Public**

A sign erected by a public officer or employee in the performance of a public duty which shall include, but not be limited to, motorist informational signs and warning lights.

25. **27. Street Frontage**

The lineal dimension in feet that the property upon which a structure is built abuts a public street or streets.

28. Real Estate Sign

A sign pertaining to the sale or lease of the premises, or portion of the premises, on which the sign is located

29. Replacement Sign

A change in the size or materials of a sign in a location where a permitted sign had previously existed prior to the proposed installation

26. **30. Temporary Sign**

A sign which is not permanently affixed. All devices such as banners, pennants, flags, (not including flags of national, state or city governments), searchlights, ~~sandwich boards, sidewalk signs, curb signs, balloons or other air or gas-filled balloons.~~

31. Three-Dimensional Sign

A sign which has a depth or relief on its surface greater than six inches exclusive of the supporting sign structure and not to include projecting wall signs.

32. Vehicle Sign

A sign mounted on a vehicle, bicycle, trailer or boat, or fixed or attached to a device for the purpose of transporting from site-to-site.

27. **33. Wall Graphics**

Including but not limited to any mosaic, mural or painting or graphic art technique or combination or grouping of mosaics, murals, or paintings or graphic art techniques applied, implanted or placed directly onto a wall or fence.

28. **34. Wall Sign**

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A sign attached to or erected against the wall of a building with the face in a parallel plane of the building wall.

~~29-~~ **35. Wind Sign or Device**

Any sign or device in the nature of banners, flags, balloons, or other objects fastened in such a manner as to move upon being subject to pressures by wind or breeze.

SECTION 18.96.030 Exempted Signs.

The following signs and devices shall not be subject to the provisions of this chapter except for **18.96.040 and** 18.96.140

- A. Informational signs placed by the City of Ashland, or by the State or Oregon in the publicly owned right-of-way. **Collective identification or directory signs placed by the City of Ashland showing the types and locations of various civic, business, recreation, historic interest areas, or other similar uses, when such signs are located on publically owned right-of-way or on City of Ashland property.**

Comment: The modifications to 18.96.030(A) above are proposed to address the Downtown Task Force recommendation (Issue #4) to more explicitly enable the City to install various off-premises directory signs on City property (including public right of way as well as city property) to assist in directing people to interest areas that are otherwise not readily visible from the street.. The recommendation also expresses an interest in developing separate policies to address issues of size, materials, color, font, materials, and location.

- B. Memorial tablets, cornerstones, or similar plaques not exceeding six square feet in size.
- C. Flags of national, state or local governments.
- D. Signs within a building provided they are not visible to persons outside the building.
- E. Temporary signs not exceeding four square feet, provided the signs are erected no more than 45 days prior to and removed within seven days following an election. (Ord 2844; S1 1999)
- F. Temporary, non-illuminated real estate ~~(not more than one per tax lot) or construction~~ signs not exceeding six square feet in residential areas or twelve square feet in commercial and industrial areas, provided said signs are removed within fifteen days from the sale, lease or rental of the property ~~or within seven days of completion of the project. Such signs shall be limited to one sign per lot. Freestanding temporary real estate signs shall be no greater than five feet above grade.~~
- G. **Temporary non-illuminated construction signs not exceeding sixteen (16) square feet in residential areas or thirty-two (32) square feet in commercial and industrial areas, provided said signs are removed within seven days of completion of the project. Such signs shall be limited to one sign per lot. Freestanding temporary construction signs shall be no greater than five feet above grade.**
- G- **H.** Small incidental signs provided said signs do not exceed two square feet in area per sign, not more than two in number on any parcel or two per **street business** frontage, whichever is greater. **Within the Downtown Design Standards Zone, three incidental signs with a total area of seven square feet, provided no single incidental sign exceeds three square feet in area, are allowable per business frontage.**

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Comment: The modifications to 18.96.030(H) above are proposed to address the Downtown Task Force recommendation (Issue #1) to increase the number of exempt signs from two to three in the downtown area. It was recommended that the allowable area for the additional proposed sign be increased to 3 square feet for increased flexibility, and specifically in consideration of restaurant needs for "menu" signs.

- H. I. Temporary signs painted or placed upon a window in a non-residential zone, when such signs do not obscure more than twenty percent of such window area, and are maintained for a period not exceeding seven days. Signs which remain longer than seven days will be considered permanent and must comply with the provisions of the Ashland Sign Code (18.96).
- I. J. Any sign which is not visible to motorists or pedestrians on any public highway, sidewalk, street or alley.
- J. K. Strings of Lights. Strings of incandescent lights in non-residential zones where the lights do not exceed 5 watts per bulb, the bulbs are placed no closer than 6" apart and do not flash or blink in any way. Strings of lights in residential zones are not regulated.
(Ord. 2660, 1991)
- K. L. Temporary non-illuminated signs not exceeding 16 square feet for charitable fundraising events placed by non-profit and charitable organizations. Such signs shall not be placed more than seven days prior to the event and must be removed within two days following the event. No more than two such events may be advertised in this manner per lot per year.
(Ord. 2323, 1984)

All of the foregoing exempted signs shall be subject to the other regulations contained in this Chapter 18.96 relative to the size, lighting or spacing of such sign.
(Ord. 2221, 1982)

SECTION 18.96.040 Prohibited Signs.

- A. No sign, unless exempted or allowed pursuant to this Chapter, shall be permitted except as may be provided in Section 18.96.030.
(Ord. 2221, 1982)
- B. No movable sign, temporary sign or bench sign shall be permitted except as may be provided in Section 18.96.030.
- C. No wind sign, device, or captive balloon shall be permitted except as may be provided in Section 18.96.030.
(Ord. 2221, 1982; Ord. 2440, 1988)
- D. No flashing signs shall be permitted.
- E. No sign shall have or consist of any moving, rotating, or otherwise animated part.
- F. No three-dimensional statue, caricature or representation of persons, animals or merchandise shall be used as a sign or incorporated into a sign structure **except as may be provided in Sections 18.96.080(B)5, and 18.96.090(B)4**
- G. No public address system or sound devices shall be used in conjunction with any sign or advertising device.
- H. No roof signs or signs which project above the roof shall be permitted.
- I. No exposed sources of illumination shall be permitted on any sign, or for the decoration of any building, including, but not limited to, neon or fluorescent tubing and flashing incandescent bulbs, except when the source of illumination is within a building, and at least ten (10) feet from a window which allows visibility from the public right-of-way, or when a sign is internally illuminated or the source of light is fully shielded from the public view.

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- J. No signs which use plastic as part of the exterior visual effects or are internally illuminated in the Historic District, as identified in the Ashland Comprehensive Plan, or in any residential districts shall be permitted.
- K. No bulletin boards or signs with changeable copy shall be permitted, except as allowed in Section 18.96.060(D).
- ~~L. No wall graphics shall be permitted.~~
- M. L. No unofficial sign which purports to be, is an imitation of, or resembles an official traffic sign or signal, or which attempts to direct the movement of traffic, or which hides from view any official traffic sign or signal shall be permitted.
- M. Vehicle signs used as static displays such that the primary purpose of the vehicle is the display of the sign, placed or parked where visible from off-premises or the public right-of-way for a continuous period of 2 days or more. Vehicles and equipment regularly used in the conduct of the business such as delivery vehicles, construction vehicles, fleet vehicles, or similar uses, shall not be subjected to this prohibition.**

Comment: Section 18.96.040(M) above is proposed by Staff independent of the Downtown Task Force recommended changes to the Ordinance. The subject of Vehicle signs was not discussed by the Task Force but has been an enforcement concern regarding vehicles parked for extended periods on public streets solely for advertising purposes of adjacent businesses. This section would not prohibit vehicle signs affixed to vehicles that are used in the daily operation of a business such as delivery vehicles.

SECTION 18.96.050 Sign Permits.

- A. Sign Permit Required. A sign permit is required in each of the following instances:
 - 1. Upon the erection of any new sign except exempted signs.
 - 2. To make alteration to an existing sign, including a change in the size or materials. Permits shall not be required for minor maintenance and repairs to existing signs or for changes in sign copy for conforming signs.
 - 3. To alter an existing non-conforming sign, subject to Section 18.96.150.
 - 4. To erect a temporary sign for a new business subject to Section 18.96.050(D).
- B. Required Information for a Sign Permit. For the purposes of review by the Staff Advisor and Building Official, a drawing to scale shall be submitted which indicates fully the material, color, texture, dimensions, shape, relation and attachment to building and other structures, structural elements of the proposed sign, and the size and dimensions of any other signs located on the applicant's building or property.
- C. Temporary Signs for New Businesses. The Staff Advisor or his/her designate can issue a permit for a temporary sign for new businesses for a period not to exceed seven days. A permit is required for these signs but the permit fee is waived.
- D. Unsafe or Illegal Signs.
 - 1. If the Staff Advisor or Building Official shall find that any sign is unsafe or insecure, or any sign erected or established under a sign permit has been carried out in violation of said permit or this chapter, he/she shall give written notice to the permittee or owner thereof to remove or alter such sign within seven days.
 - 2. The Staff Advisor or Building Official may cause any sign which is an immediate peril to persons or property, or sign erected without a permit, to be removed immediately, and said sign shall not be re-established until a valid permit has been issued. Failure to remove or alter said signs as directed shall subject the permittee or owner to the penalties prescribed in this Title.

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3. Any person who erects, constructs, prints, paints or otherwise makes a sign for which a sign permit or approval is required under Chapter 18.96 without first having determined a permit has been obtained for such sign, has committed an infraction, and upon conviction thereof is punishable as prescribed in section 1.08.020 of the Ashland Municipal Code. It shall not be a defense to this section that such person erected, constructed, printed, painted or otherwise made the sign for another.
(amended Ord. 2754, 1995)
- E. Sign Permit Record Required. The Planning Department shall keep a copy and permanent record of each sign permit issued.
- F. Sign Permit Fee. The fee for a sign permit shall be as set forth in Resolution No. 88-01, as adopted by the City Council. The fee for any sign which is erected without a sign permit shall be double the regular sign fee.

SECTION 18.96.060 General Sign Regulations.

The following general provisions shall govern all signs in addition to all other applicable provisions of this chapter.

- A. Variances. The following regulations pertaining to signs are not subject to the variance section of this Code:
 1. Section 18.96.040 - Prohibited signs.
 2. Section 18.96.110 - Abatement of nuisance signs.
 3. Section 18.96.120 - Construction and maintenance standards.
 4. The size, height and number of constraints of Sections 18.96.070, 18.96.080, 18.96.090 and 18.96.100, except as may be allowed in 18.96.130.
- B. Obstruction by Signs. No sign or portion thereof shall be placed so that it obstructs any fire escape, stairway or standpipe; interferes with human exit through any window of any room located above the first floor of any building; obstructs any door or required exit from any building; or obstructs any required light or ventilation.
- C. Bulletin Board or Reader Board. Twenty (20) percent of permitted sign area may be allowed as a bulletin board or reader board.
- D. Placement of Signs.
 1. Near residential.
No sign shall be located in a commercial or industrial district so that it is primarily visible only from a residential district.
 2. Near street intersections.
No signs in excess of two and one-half feet in height shall be placed in the vision clearance area. The vision clearance area is the triangle formed by a line connecting points twenty-five feet from the intersection of property lines. In the case of an intersection involving an alley and a street, the triangle is formed by a line connecting points ten feet along the alley and twenty-five feet along the street. When the angle of intersection between the street and the alley is less than 30 degrees, the distance shall be twenty-five feet. This provision shall apply to all zones.
 3. Near driveways.
No sign or portion of thereof shall be erected within ten feet of driveways unless the same is less than two and one-half feet in height.
 4. Future street right-of-way.
No sign or portion thereof shall be erected within future street right-of-ways, as depicted upon the Master Street Plan, unless and until an agreement is recorded stipulating that the sign will be removed or relocated upon street improvements at no expense to the

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City.

SECTION 18.96.070 Residential and North Mountain Sign Regulations.

Signs in the residential (R) and North Mountain (NM)_districts shall conform to the following regulations:

A. Special Provisions:

1. No sign or portion thereof shall extend beyond any property line of the premises on which such sign is located.
2. Internally illuminated signs shall not be permitted.
3. Nothing contained herein shall be construed as permitting any type of sign in conjunction with a commercial use allowed as a home occupation, as no signs are allowed in conjunction with a home occupation. Signs in residential areas are only permitted in conjunction with a Conditional Use.

B. Type of Signs Permitted.

1. Neighborhood identification signs. One sign shall be permitted at each entry point to residential developments not exceeding an area of six square feet per sign with lettering not over nine inches in height, located not over three feet above grade.
2. Conditional Uses. Uses authorized in accordance with the Chapter on Conditional Use Permits may be permitted one ground sign not exceeding an overall height of five feet and an area of fifteen square feet, set back at least ten feet from property lines; or one wall sign in lieu of a ground sign. Such signs shall be approved in conjunction with the issuance of such conditional use permit. Said signs shall not use plastic as part of the exterior visual effect and shall not be internally illuminated.
3. Retail commercial uses allowed as a conditional use in the Railroad District and traveler's accommodations in residential zones shall be allowed one wall sign or one ground sign which meets the following criteria:
 - a. The total size of the sign is limited to six square feet.
 - b. The maximum height of any ground sign is to be three feet above grade.
 - c. The sign must be constructed of wood and cannot be internally illuminated.
4. North Mountain Signs. Signs for approved non-residential uses within the NM-R15, NM-C and NM Civic zones shall be permitted one ground sign not exceeding an overall height of five feet and an area of fifteen square feet, set back at least ten feet from property lines; or one wall or awning sign in lieu of a ground sign. Said signs shall not use plastic as part of the exterior visual effect and shall not be internally illuminated.

(ORD 2951, amended, 07/01/2008)

SECTION 18.96.080 Commercial-Downtown Overlay District (C-1-D).

Signs in the Commercial-Downtown Overlay District shall conform to the following regulations:

A. Special Provisions.

1. Frontage.

The number and use of signs allowed by virtue of a given business frontage shall be placed only upon such business frontage. ~~and no building shall be credited with more than two business frontages.~~

2. Aggregate number of signs.

The aggregate number of signs for each business shall be two signs for each business frontage ~~(a frontage with an entrance/exit open to the general public).~~

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3. Material.
No sign in the Commercial-Downtown Overlay District shall use plastic as part of the exterior visual effects of the sign.
4. Aggregate area of signs.
The aggregate area of all signs established by and located on a given street frontage shall not exceed an area equal to one square foot for each lineal foot of street frontage. Aggregate area shall not include nameplates, and real estate and construction signs.

B. Types of Signs Permitted.

1. Wall Signs.

a. Number.

Two signs per building frontage shall be permitted for each business, or one sign per frontage for a group of businesses occupying a single common space or suite.

b. Area.

Total sign area shall not be more than one square foot of sign area for one lineal foot of legal business frontage. This area shall not exceed sixty square feet per business frontage for a property with two or less business frontages, or ninety square feet for a structure with three to four business frontages on separate public streets. The maximum sign area on any single business frontage shall not exceed sixty square feet.

Comment: Section 18.96.080(B)1b). The subject of additional frontages and signage needs was raised before the City Council by Brett Thompson on September 2nd, 2008 relative to properties with business frontages on more than two streets or businesses whose sole frontage is on a third or fourth side of a building.. Council directed that this issue be addressed in proposed amendments by forwarding implementing language for consideration.

This modification would allow additional sign area (up to 30sq.ft.) for the additional street frontage(s) when defined as a 'business frontage,(see definition 18.96.020(7)) while preserving existing protections limiting what would be viewable from any single street frontage.

c. Projection.

Signs may project a maximum of ~~eighteen inches~~ **two feet** from the face of the building to which they are attached, provided the lowest portion of the sign is at least eight feet above grade. Any portion lower than eight feet may only project four inches.

Comment: Section 18.96.080(B)1c) addresses a recommendation by the Downtown Task Force (Issue #3) to increase the maximum distance a sign can project from the face of a building from 18" to 2' to foster improved visibility as well as increased opportunities for such projection signs to function as architectural elements. Specifically this modification was proposed to assist businesses on smaller side streets and alleys with limited visibility from the main streets within the downtown..

d. Extension above roof line.

Signs may not project above the roof or eave line of the building.

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2. Ground Signs.

- a. Number.
One sign, in lieu of a wall sign, shall be permitted for each lot with a street frontage in excess of fifty lineal feet. Corner lots can count one street frontage. Two or more parcels of less than fifty feet may be combined for purposes of meeting the foregoing standard.
- b. Area.
Signs shall not exceed an area of one square foot for each two lineal feet of street frontage, with a maximum area of sixty square feet per sign.
- c. Placement.
Signs shall be placed so that no sign or portion thereof shall extend beyond any property line of the premises on which such sign is located. Signs on corner properties shall also comply with the vision clearance provisions of Section 18.96.060(F).
- d. Height.
No ground sign shall be in excess of five feet above grade.

3. Marquee or Awning Signs.

- a. Number.
A maximum of two signs shall be permitted for each business frontage in lieu of wall signs.
- b. Area. Signs shall not exceed the permitted aggregate sign area not taken up by a wall sign.
- c. Projection.
Signs may not project beyond the face of the marquee if suspended, or above the face of the marquee if attached to and parallel to the face of the marquee.
- d. Height.
Signs shall have a maximum face height of nine inches if placed below the marquee.
- e. Clearance above grade.
The lowest portion of a sign attached to a marquee shall not be less than seven feet, six inches above grade.
- f. Signs painted on a marquee.
Signs can be painted on the marquee in lieu of wall signs provided the signs do not exceed the permitted aggregate sign area not taken up by wall signs.

4. Projection Signs.

- a. Number.
One sign shall be permitted for each business or group of businesses occupying a single common space or suite in lieu of a wall sign.
- b. Area.
Except for marquee or awning signs, a projecting sign shall not exceed an area of one square foot for each two feet of lineal business frontage that is not already utilized by a wall sign. The maximum area of any projecting sign shall be 15 square feet.
- c. Projection.
Signs may project from the face of the building to which they are attached a maximum of two feet if located eight feet above grade, or three feet if located nine feet above grade or more.
- d. Height and extension above roof line.
Signs shall not extend above the roofline, eave or parapet wall of the building to

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which they are attached, or be lower than eight feet above grade.

e. Limitation on placement.

No projecting sign shall be placed on any frontage on an arterial street as designated in the Ashland Comprehensive Plan.

5. Three-Dimensional Signs.

a. Number.

One three-dimensional sign shall be permitted for each lot. This is in addition to the limitations established in this section on number of wall, ground, awning or marquee signs.

b. Surface Area.

Flat surfaces in excess of two square feet shall count toward the total aggregate sign area per 18.96.080(A)4.

c. Placement.

The three-dimensional sign shall be located so that no sign or portion thereof shall be within a public pedestrian easement or extends beyond any property line of the premises on which such sign is located into the public right-of-way unless an encroachment permit has been issued.

d. Dimensions.

No three-dimensional sign shall have a height, width, or depth in excess of three feet.

e. Volume.

The volume of the three-dimensional sign shall be calculated as the entire volume within a rectangular cube enclosing the extreme limits of all parts of the sign and shall not exceed three (3) cubic feet. For the purposes of calculating volume the minimum dimension for height, width, or depth shall be considered one foot.

Comment: Section 18.96.080(B)5a-f above relates to Issue #2 as discussed by the Downtown Task Force. This potential addition to the ordinance would allow three dimensional signs (greater than 6" relief) and was intended by the Task Force to provide opportunities for unique and creative options for businesses to connect to customers and the community. The existing material restrictions within the downtown would prohibited the use of plastic (see 18.96080(A)3.) and prohibit internal illumination for such 3-D signs within this Historic interest area (see 18.96.040.J). However these existing prohibitions do not apply outside of the Downtown and Historic Districts ,nor is there an explicit imitation on electrical components, therefore they are added underthe Construction and Materials section18.96.120(8) to apply universally regarding three dimensional signs. The Downtown Task Force had recommended that such small 3-D signs be considered as part of the exempt sign category, however due to issues of potential encroachment into pedestrian circulation areas, ingress egress requirements of the fire and building codes, and building code compliance relating to the method of permanently affixing such signs to the wall or ground, Staff has proposed such signs as a permitted sign type to enable such review.

6 Portable Business Signs

a. Number

One portable business sign, limited to sandwich boards, pedestal signs, and 'A' frame signs, shall be allowed on each lot excepting that buildings

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or businesses with permanent ground signs shall not be permitted to have portable signs.

b. Area.

Signs shall not exceed the permitted aggregate sign area not taken up by exempt incidental signs per 18.96.030(H). Signs shall not exceed an area of four (4) square feet per face including any border or trim, and there shall be no more than two (2) faces.

c. Height.

Sandwich board signs and 'A' frame signs shall not extend more than three (3) feet above the ground on which it is placed. Pedestal signs shall not extend more than four (4) feet above the ground on which it is placed.

d. Placement.

Signs shall be placed so that no sign or portion thereof shall extend beyond any property line of the premises on which such sign is located. Portable signs shall not be placed on public right-of-way.

e. Limitation on placement.

No portable business sign shall be constructed and placed so as to interfere with pedestrian ingress and egress as regulated within the Ashland Municipal Code.

g. General Limitations

Signs shall be anchored, supported, or designed as to prevent tipping over, which reasonably prevents the possibility of signs becoming hazards to public health and safety. Signs shall not be illuminated or contain any electrical component. No objects shall be attached to a portable sign such as but not limited to balloons, banners, merchandise, and electrical devices. Portable business signs shall be removed at the daily close of business. These signs are prohibited while the business is closed.

Comment: The Downtown Task Force explored the option of allowing sandwich boards and pedestal signs when discussing the desire to increase exposure for businesses not on a major street. The issue was largely resolved through the concept of enabling the City to install collective directional signs (see 18.96.030A). However the use of pedestal signs or sandwich boards on the businesses private property still may have merit provided such sign areas are calculated in consideration of the exempt sign allowance. Although typical exempt signs are not required to obtain sign permits, Staff has proposed this section under the permitted sign section to allow assessment of issues of potential encroachment into pedestrian circulation areas, ingress egress requirements of the fire and building code, and compliance with maximum height requirement through the sign permit process.

SECTION 18.96.090 Commercial, Industrial and Employment Districts.

Signs in commercial, industrial and employment districts, excepting the Downtown-Commercial Overlay District and the Freeway Overlay District, shall conform to the following regulations:

A. Special Provisions.

1. Frontage.

The number and use of signs allowed by virtue of a given business frontage shall be placed only upon such business frontage. ~~and no building shall be credited with more~~

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than two business frontages.

2. Aggregate number of signs.

The aggregate number of signs for each business shall be two signs for each business frontage.

3. Aggregate area of signs.

The aggregate area of all signs established by and located on a given street frontage, shall not exceed an area equal to one square foot of sign area for each lineal foot of street frontage. Aggregate area shall not include nameplates, and temporary real estate and construction signs.

B. Types of Signs Permitted.

1. **Wall Signs.**

a. Number.

Two signs per building frontage shall be permitted for each business, or one sign per frontage for a group of businesses occupying a single common space or suite.

b. Area.

Total sign area shall not be more than one square foot of sign area for one lineal foot of legal business frontage. This area shall not exceed sixty square feet per business frontage for a property with two or less business frontages, or ninety square feet for a structure with three to four business frontages on separate public streets. The maximum sign area on any single business frontage shall not exceed sixty square feet.

c. Projection.

Except for marquee or awning signs, a projecting sign may project a maximum of eighteen inches **two feet** from the face of the building to which they are attached, provided the lowest portion of the sign is at least eight feet above grade. Any portion lower than eight feet can only project four inches.

d. Extension above roof line.

Signs may not project above the roof or eave line of the building.

2. **Ground Signs.**

a. Number.

One sign shall be permitted for each lot with a street frontage in excess of fifty lineal feet. Corner lots can count both street frontages in determining the lineal feet of the street frontage but only one ground sign is permitted on corner lots. Two or more parcels of less than fifty feet may be combined for purposes of meeting the foregoing standard.

b. Area.

Signs shall not exceed an area of one square foot for each two lineal feet of street frontage, with a maximum area of sixty square feet per sign.

c. Placement.

Signs shall be placed so that no sign or portion thereof shall extend beyond any property line of the premises on which such sign is located. Signs on corner properties shall also comply with the vision clearance provisions of Section 18.96.060(F).

d. Height.

No ground sign shall be in excess of five feet above grade.

3. **Awning or Marquee Signs.**

a. Number.

Two signs shall be permitted for each business frontage in lieu of wall signs.

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- b. Area.
Signs shall not exceed the permitted aggregate sign area not taken up by a wall sign.
- c. Projection.
Signs may not project beyond the face of the marquee if suspended, or above or below the face of the marquee if attached to and parallel to the face of the marquee.
- d. Height.
Signs shall have a maximum face height of nine inches if attached to the marquee.
- e. Clearance above grade.
The lowest portion of a sign attached to a marquee shall not be less than seven feet, six inches above grade.
- f. Signs painted on a marquee.
Signs can be painted on the marquee in lieu of wall sign provided the signs do not exceed the permitted aggregate sign area not taken up by wall signs.

4. Three-Dimensional Signs.

- a. Number.
One three-dimensional sign shall be permitted for each lot with a street frontage in excess of 50 lineal feet. This is in addition to the limitations established in this section on number of wall, ground, awning or marquee signs.
- b. Surface Area.
Flat surfaces in excess of two square feet shall count toward the total aggregate sign area per 18.96.080(A)4.
- c. Placement.
The three-dimensional sign shall be located a minimum of ten feet from a property line and no sign or portion thereof shall be located within a public pedestrian easement.
- d. Dimensions.
No three-dimensional sign shall have a height, width, or depth in excess of six feet.
- f. Volume.
The volume of the three-dimensional sign shall be calculated as the entire volume within a rectangular cube enclosing the extreme limits of all parts of the sign and shall not exceed 20 cubic feet. For the purposes of calculating volume the minimum dimension for height, width, or depth shall be considered one foot.

5. Portable Business Signs

- a. Number
One portable business sign, limited to sandwich boards, pedestal signs, and 'A' frame signs, shall be allowed on each lot excepting that buildings or businesses with permanent ground signs shall not be permitted to have portable signs.
- b. Area.
Signs shall not exceed the permitted aggregate sign area not taken up by exempt incidental signs per 18.96.030(H). Signs shall not exceed an area of four (4) square feet per face including any border or trim, and there shall be no more than two (2) faces.
- c. Height.

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Sandwich board signs and 'A' frame signs shall not extend more than three (3) feet above the ground on which it is placed. Pedestal signs shall not extend more than four (4) feet above the ground on which it is placed.

d. Placement.

Signs shall be placed so that no sign or portion thereof shall extend beyond any property line of the premises on which such sign is located. Portable signs shall not be placed on public right-of-way.

e. Limitation on placement.

No portable business sign shall be constructed and placed so as to interfere with pedestrian ingress and egress as regulated within the Ashland Municipal Code.

f. General Limitations

Signs shall be anchored, supported, or designed as to prevent tipping over, which reasonably prevents the possibility of signs becoming hazards to public health and safety. Signs shall not be illuminated or contain any electrical component. No objects shall be attached to a portable sign such as but not limited to balloons, banners, merchandise, and electrical devices. Portable business signs shall be removed at the daily close of business. These signs are prohibited while the business is closed.

SECTION 18.96.100 Freeway Sign Zone.

A. **Purpose.** This special overlay zone is intended to provide for and regulate certain ground signs which identify businesses in commercial districts located at freeway interchanges.

B. **Establishment and Location of Freeway Sign Zones.** Freeway sign zones shall be depicted on the official zoning map of the City and identified as the Freeway Overlay District.

C. **Freeway Overlay Sign Regulations.** All signs in this district shall comply with Section 18.96.090, except for ground signs, which shall comply with the provisions of Section 18.96.100(D), ground sign regulations.

D. **Ground Sign Regulations.**

1. Number.

One freeway sign shall be permitted for each lot in addition to the signs allowed by 18.96.090 of this Chapter.

(Ord. 2290, 1984)

2. Area.

Signs shall not exceed an area of one hundred (100) square feet per sign.

3. Height.

Signs shall not exceed a height of 2028 feet above mean sea level.

SECTION 18.96.110 Abatement of Nuisance Signs.

The following signs are hereby declared a public nuisance and shall be removed or the nuisance abated:

A. Flashing sign visible from a public street or highway.

B. Temporary, or movable signs or portable signs located on the publically owned right-of-

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way.

- C. Illegal signs.
- D. Signs in obvious disrepair which are not maintained according to the standards set forth in 18.96.120(C).

SECTION 18.96.120 Construction and Maintenance Standards.

A. Materials of construction.

- 1. Single and multi-family residential districts.
All signs and their supporting member may be constructed of any material subject to the provisions of this Chapter.
- 2. Commercial and industrial districts.
All signs and their supporting members shall be constructed of non-combustible materials or fire-retardant treated wood which maintains its fire-resistive qualities when tested in accordance with the rain and weathering tests of the U.B.C. Standards No.32-37, unless otherwise provided in this Section.
- 3. Non-treated signs.
All wall, ground, marquee and projecting signs of twenty square feet or less may be constructed of non-treated wood.
- 4. Real estate and construction signs.
All signs may be constructed of compressed wood particle board or other material of similar fire resistivity.
- 5. Directly illuminated signs.
All signs illuminated from within may be faced with plastics approved by the Building Code.
- 6. Glass.
All glass used in signs shall be shatter-resistant, or covered by a shatter-resistant material.
- 7. Wood.
Wood in contact with the ground shall be foundation-grade redwood, foundation-grade cedar, all heartwood cypress, or any species of wood which has been pressure-treated with an approved preservative. Trim and backing strips may be constructed of wood.
- 8. **Three Dimensional Signs**
Signs shall be constructed of metal, wood, bronze, concrete, stone, glass, clay, or other durable material, all of which are treated to prevent corrosion or reflective glare. Three dimensional signs shall not be constructed of plastic. Three dimensional signs shall not be internally illuminated or contain any electrical component.

B. Construction Methods.

- 1. All signs shall be constructed of such materials or treated in such manner that normal weathering will not harm, deface or otherwise affect the sign.
- 2. All letters, figure and similar message elements shall be safely and securely attached to the sign structure.
- 3. All signs shall be designed and constructed to resist the applicable wind loads set forth in the Building Code.

- C. **Maintenance.** All signs shall be maintained at all times in a state of good repair, and no

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person shall maintain or permit to be maintained on any premises owned or controlled by him/her, any sign which is in a sagging, leaning, fallen, decayed, deteriorated or other dilapidated or unsafe condition.

SECTION 18.96.130 Nonconforming Signs.

- A. Any sign which does not conform with a provision of the Ashland Sign Code, and has been in existence for more than five years, is subject to this Section.
- B. Alteration of any existing nonconforming sign. It is unlawful to alter any existing nonconforming sign. The sign must be brought into conformance with this Title upon any physical alteration. Acts of God or vandalism which damage these nonconforming signs shall be exempt from this Section, if the cost of the repair is less than 50% of the cost of replacing the sign with a conforming sign. However, the signs must be restored to their original design and a permit with a \$10.00 fee will be required prior to the repair work.
- C. Any nonconforming sign used by a business, shopping center, or business complex must be brought into conformance prior to any expansion or change in use which requires a Site Review or Conditional Use Permit. All nonconforming signs must be brought into conformance with the same provisions as are required for new signs. No building permits for new construction may be issued until this provision is complied with.
- D. Variances can be granted using the variance procedure of this Title to alleviate unusual hardships or extraordinary circumstances which exist in bringing nonconforming signs into conformity. The variance granted shall be the minimum required to alleviate the hardship or extraordinary circumstance.

(Ord. 2357, 1985)

SECTION 18.96.140 Enforcement.

The portions of this Chapter relating to the structural characteristics and safety of signs shall be enforced by the Building Official or his/her designate; all other portions shall be enforced by the Staff Advisory or designate.

(Ord. 2176, 1982)

SECTION 18.96.150 Governmental Signs.

Governmental agencies may apply for a Conditional Use to place a sign that does not conform to this Code when it is determined that, in addition to the criteria for a conditional use, the sign is necessary to further that agency's public purpose.

(ORD 2951, amended, 07/01/2008)

SECTION 18.96.160 Historic Signs.

- A. Historic Sign Inventory. The inventory of historically significant signs shall be established by resolution of the City Council.
- B. Criteria for designation of historic signs. All signs for which designation as a Historic Sign are requested shall be substantially in existence at the time of the application; shall be displayed in their original location; shall be in association with an important event, person, group, or business in the history of the City of Ashland; shall follow a guideline of being in existence for approximately 40 years; and shall meet one of the following criteria:
 - 1. The sign is exemplary of technology, craftsmanship or design of the period when it was

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- constructed, uses historic sign materials or means of illumination, and is not significantly altered from its historic period. If the sign has been altered, it must be restorable to its historic appearance.
2. The sign is integrated into the architecture of the building and is exemplary of a historically significant architectural style.
- C. The owner of any sign may request that said sign be reviewed for significance in the Historic Sign Inventory upon written application to the City Council. Application fees shall be the same as for Type I applications. Applications shall include written findings addressing the criteria for designation of historic signs, and current and historic photographs of the sign, if available.
1. The Council shall refer all requests for inclusion on the Historic Sign Inventory to the Historic Commission for review and recommendation to the Council within 30 days of the request. Notice of the Historic Commission meeting shall be mailed to all affected property owners within 100' of the subject property. If a recommendation is not made within 30 days, the request shall be forwarded to the Council without a recommendation.
 2. The Council shall, after receiving the recommendation of the Historic Commission or after 30 days, provide notice to all affected property owners within 100' of the subject property of a public hearing before the City Council.
 3. The Council shall decide, based on the criteria above and the recommendation of the Historic Commission, whether to approve the request to include the sign on the inventory.
 4. Inclusion on the Historic Sign Inventory shall be by resolution of the Council.
 5. The burden of proof shall be on the applicant.
- D. Signs on the Historic Sign Inventory in any zoning district shall be exempt from the requirements of this Section except Sections 18.96.110 and 18.96.120(D). Also, that the sign area of the historic sign is exempted from the total allowable sign area, as defined in this Section, except as modified by Council conditions in E. below.
- E. The City Council shall have the authority to impose conditions regulating area, maintenance, etc. on the signs included in the Historic Sign Inventory to further the purpose and intent of this ordinance.
- F. Removal or demolition of a Historic Sign shall be done under permit and approval of the Staff Advisor. The Historic Commission shall review the permit at their next regularly scheduled meeting and shall have the authority to delay issuance for 30 days from the date of their review meeting. Such delay shall be to allow the Commission the opportunity to discuss alternate plans for the sign with the applicant.
- G. Signs on the Historic Sign Inventory, which have been destroyed or damaged by fire or other calamity, by act of God or by public enemy to an extent greater than 50%, may be reconstructed in an historically accurate manner. Such reconstruction shall be authorized by the City Council, only after determination that the reconstruction will be an accurate duplication of the historic sign, based on review of photographic or other documentary evidence specifying the historic design. The Historic Commission shall review and make recommendations to the City Council on all such reconstructions.
- H. Maintenance and Modification of Historic Signs.
1. All parts of the historic sign, including but not limited to neon tubes, incandescent lights and shields, and sign faces, shall be maintained in a functioning condition as historically intended for the sign. Replacement of original visible components with substitutes to retain the original appearance shall be permitted provided such replacements accurately reproduce the size, shape, color and finish of the original. Failure to maintain the sign in accord with this section shall be grounds for review of the historic sign designation by

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the City Council.

2. Modifications of a historic sign may be allowed, after review by the Historic Commission and approval by the City Council, only if such modifications do not substantially change the historic style, scale, height, type of material or dimensions of the historic sign, and does not result in a sign which does not meet the criteria for designation as a historic sign.
3. Changes in the location of a historic sign may be allowed, after review by the Historic Commission and approval by the City Council, only if such locational change does not result in the sign no longer meeting the criteria for designation as a historic sign.

(Ord. 2598, 1990)

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Downtown Task Force Summary Report

August 21, 2008

At the initiation of Mayor John Morrison and in conjunction with the Ashland Chamber of Commerce, a Downtown Task Force was created and charged with reviewing and providing remedies to address the following issues affecting downtown merchants:

- The current policy on parking restrictions within the downtown area;
- A review of the City sign provisions related to the requirements for temporary signs and the use of three-dimensional representations as sign structures and education of business merchants and community with respect to city sign code requirements; and
- Permissible encroachment upon downtown public sidewalk.

At the first of what turned into five consecutive Monday afternoon meetings in July and August, Mayor Morrison explained his view on the charge of the Task Force, and encouraged the members to focus on immediate concerns that can be addressed within a “fast track” timeline.

At the request of Task Force members, City Staff presented a list of issues for discussion and potential options to consider that may resolve or at least alleviate impacts associated with each particular issue. Over the course of the five meetings, the Task Force solicited public input, received information and potential options from City staff, discussed the variety of options and ultimately voted on a recommendation for each issue.

The following summary is divided into two pieces. The first piece includes immediate fixes to some of the most visible and controversial issues. This has been presented in the format of an issue statement, Task Force recommendation and supporting reasoning. In the second piece, the summary report identifies two issues that the Task Force recommended warranted additional review by City staff. These items were believed to be outside the initial charge of the Task Force, as well as beyond the expedited time table set for addressing the three immediate issues affecting downtown merchants.

Suggested Immediate Solutions

Issue #1

Particularly in the Downtown area, the current limitation of two exempt signs per business, with each sign not exceeding a size of two square feet, does not seem to meet the needs of many local merchants.

Recommendation: Increase the number of exempt signs from two to three in the Downtown Area. The allowable area of the third sign would be increased to three square feet, rather than the current two square feet allowed for the other two signs

Reasoning: The additional exempt sign will permit businesses increased flexibility in how they allocate signage, providing an opportunity for a merchant to adapt when there are changes in services and/or merchandise offered. Additionally, the change would address specific concerns raised by restaurant owners regarding the need for increased flexibility with respect to posted “menu” signs.

Issue #2

The Sign Code currently prohibits three dimensional statues, caricatures or representations of persons, animals or merchandise from being used as a sign or incorporated into a sign structure.

Recommendation: For properties within the Downtown or one of Ashland’s four Historic Districts, allow one of the three exempt signs to be three-dimensional. Accordingly, the 3-D sign would be limited to a maximum size or volume of 3 cubic feet.

Recommendation: Allow an additional exempt 3-D sign for properties outside the Historic Districts with a volumetric maximum (for example, 20 cubic feet). This would create an additional sign category and sign area in addition to the total sign area allotment under the current code. The three-dimensional sign would be required to be setback from the public street, and standards would be established for sign placement, size, height, surface detailing, illumination, materials and construction methods to assure any such sign would be of durable materials and quality construction consistent with Ashland’s existing sign standards.

Reasoning: The removal of the prohibition of three dimensional objects for signage provides unique and creative options for

businesses to connect with their customers and the community. Through the sign code amendment process, additional limitations could be placed upon the 3-D signs in order to ensure that the community is adequately protected from an emergence of 3-D objects that are out of scale with the building or that create too large of a visual distraction.

Issue #3

Some businesses, by virtue of their physical location and entrances, such as smaller side streets and alleys, have limited signage opportunities along the main streets within the downtown area.

Recommendation: Increase the maximum distance that a sign can project from the building face from the current 18 inches, to 24 inches from the building face. Existing State Building Code addresses the minimum height above grade (sidewalk level) needed for any structure or sign to project over the public right of way or sidewalk.

Reasoning: Increasing the amount of projection may provide better angles of visibility for businesses located on side streets or public alleyways. The increased projection provides an opportunity for the sign to function as an architectural element of a building while still having a scale that is not disproportionate and overpowering to a business frontage.

Issue #4

Sign Code compliance efforts have included enforcing the current prohibition on off-premise signs, generally consisting of the placement of temporary, movable signs (i.e. sandwich boards) upon the public sidewalk or other public property. Some merchants feel that due to specific characteristics associated with location of their business frontage they lack adequate exposure. Off-premise signage is one means of drawing attention to the business location.

Recommendation: Create a set of policies and implementing guidelines for the placement of informational/directional signs by the City in the right of way or other publicly controlled property. The guidelines should specify standards for the signage, which may include maximum size, color, font, content (name, arrow, type of business, etc), materials and location. For example, an informational sign could be installed at the entrance to an alley with the words "more shops" or

“restaurants” or “galleries”. In situations where physical site constraints limit visibility from the primary public right of way, an option for integrating a specific business name as an element of the City informational signage could be included into the guidelines.

Reasoning: This is in recognition of the fact that there exist unusual situations where, through no fault of a business owner, the location and exposure of a particular business frontage may be uniquely constrained.

Issue #5

The use of the public right of way for private commercial use is limited by the Municipal Code to Sidewalk Café's (AMC 6.44), which may not be the most equitable method for allocation of our limited public resource, downtown public sidewalks.

Recommendation: Amend the Sidewalk Café ordinance to allow any abutting property (within a commercial or employment district) the opportunity to obtain a permit for private use of a portion of the public sidewalk, as long as specific public safety and access standards have been met. The permit fee would consist of a base charge and an additional charge for each square foot of public sidewalk space being privately utilized.

Reasoning: In the absence of some compelling issue related to the public interest, there should be an equitable allowance for use of public sidewalks for private use. The broader issue is one of fairness and, specifically, whether or not restaurants should be the only business with use of public sidewalk space.

Issue #6

The business community has noted that there is inconsistency within the encroachment permit process, which does not have clear standards for what types of functional objects are encouraged, allowed or legal for placement upon a city sidewalk or within the public right of way

Recommendation: Create an ordinance or other appropriate approval process by which specific functional items (planter boxes, benches, trash cans, safety items, etc) may be established upon the City sidewalk. This would be contingent upon the items meeting city specifications, as well as retaining minimum

clearance, public safety and placement standards. Individual permits for items meeting such standards would not be required, while items that do not conform to the standards could be eligible for some sort of review and permit procedure. Additionally, the Task Force recommended that the City Council direct staff to explore an exemption to have free use of the shy zone, the area along the sidewalk within 12 to 18 inches of the building face, for placement of such amenities as flower boxes, door stops, spittoons, etc.

Reasoning: The Task Force was very intent on solving this issue in a way that encouraged the “right stuff” to be able to be placed upon public sidewalks to help beautify the streetscape, increase pedestrian comfort and also allow some individual expression within the constraints of public safety and access considerations. Creating a list of the types of “functional objects” that would be permitted, accompanied by minimum standards and specifications to assure quality, would eliminate the need for individual permit requirements that could easily result in discouraging businesses from enhancing the streetscape.

Issue #7

The proliferation of newspaper and other miscellaneous publication racks within the downtown is creating a variety of problems, both functional and aesthetic.

Recommendation: Create an ordinance specific to installation of newspaper and other publication racks. Standards could be included related to rack placement, maximum size and dimensions, allowance for grouping of racks, distance between groupings, etc. The ordinance would also address aesthetic standards such as materials, maintenance and use to ensure durability and public safety, as well as to eliminate ongoing problems of litter, abandonment and use of racks for displaying materials not qualifying for placement upon the public right of way.

Reasoning: It was unanimously agreed that the proliferation of newspaper racks in the downtown area has reached a point where regulation on use and placement is critical. The current lack of regulation and oversight has led to somewhat of an “anything goes” situation, and City staff has minimal ability to address the issue.

Issue #8

Downtown business owner and employees are frustrated with the seemingly inconsistent enforcement of the downtown employee parking ban and also have expressed concern over its potential overreaching effect of limiting owner and employee access to the downtown area while not at work.

Recommendation: Remove the existing seasonal ban on employee parking in the Downtown Area.

Reasoning: The conclusion of the group was that the ordinance was put in place primarily at the request and benefit of the business community. If local merchants believe the employee parking ban is cumbersome and difficult to effectively enforce, it would be reasonable to remove it and leave the matter to the business owners to self regulate through informing their employees.

Issue #9

The City has several parking management items that need to be resolved to more efficiently administer the downtown parking program.

Recommendation: Create ordinance language that allows the City to tow vehicles that have either five unpaid parking tickets or a total unpaid parking ticket balance of \$250. Additionally, the City should develop a final, very visible, warning placard to be placed upon a vehicle at least 24 hours prior to the vehicle being towed. The Task Force does not recommend the use of a booting/immobilization device over the option of towing the vehicle.

Reasoning: While this aspect of the parking issues downtown wasn't specifically part of the charge of the Task Force, the recommendation for the removal of the employee parking boundary created the need to address related parking issues so the Task Force added their recommendations in these areas as well.

The Task Force believes the City needs effective tools to assist with the collection of unpaid parking fines from flagrant parking violators. The use of a boot or other immobilization technique, however, is a very noticeable means of deterring violations and may not send the appropriate type of message to members of the community as well as visitors.

Additionally, the boot/immobilization renders the parking space unusable until the operator contacts the City and pays the fine due or until it gets towed, which most likely results in a 12 to 24 hour time period.

Additional Suggested Considerations

Before concluding their charge, the Task Force identified two issues where additional follow-up work would be necessary. The following items for Council consideration were believed to be outside the initial charge of the Task Force, as well as beyond the expedited time table set for addressing the three issues immediately affecting downtown merchants. Nevertheless, the Task Force recommended that the Council allocate staff resources to conduct follow-up work in these areas.

Recommendation for Two-Year Review of Sign Code Amendments

The Task Force recommended that any amendments to the sign code be reviewed and evaluated after two years. This would provide an opportunity to assess the effectiveness and implications associated with the committee's proposed changes.

Recommendation to Exempt Public Art from City Sign Code

The Task Force recommended that the City sign code should be amended to include an exemption for Public Art once an appropriate process is adopted for reviewing and approving the installation of public art. The proposed change to the sign code would be completed simultaneously with the adoption of a public art ordinance, which establishes processes and criteria for the acquisition and location of public art within the city limits.

Recommendation for Sign Code Review/Education

While the Task Force supports the intent of the existing sign code and appreciates the positive impact it has had on downtown Ashland, there was general agreement that, as currently written, is difficult for the business community to understand, leading to unintentional non-compliance as "sign creep" over time. The Task Force recommended a possible review of the code to simplify its design and, at a minimum, consider developing illustrated educational materials. Additionally, city staff would be available at a merchant's request for on-site review in order to increase awareness and reduce future violations.

**Public Arts
Commission
Memo**

CITY OF ASHLAND

Planning Commission
City of Ashland

November 2008

Dear Planning Commission:

The mission of the Public Art Commission reads in part “...to enhance the cultural and aesthetic quality of life in Ashland...”

We are passionate about preserving and enhancing the aesthetic beauty of Ashland and we believe the attractiveness of Ashland and lack of visual clutter is due in large part to the current sign code.

We support the recommendation of the Downtown Task Force to exclude public art from the sign code (specifically definition #27) but we are opposed to the recommendation to allow 3 dimensional signs – which we believe could have a negative impact on Ashland aesthetics.

The powers and duties of the Public Art Commission include the following:

D. *The commission shall advise the planning commission, the Ashland Parks and Recreation Commission, other city commissions and committees and city departments regarding artistic components of all municipal government projects under consideration by the city. The commission may also serve as a resource for artistic components of land use developments.*

As such, we respectfully submit the attached memo for your consideration and look forward to discussing this with you at an upcoming study session.

Sincerely,



Melissa Markell, Chair
Public Art Commission

C: Bill Molnar, Community Development Director
Ann Seltzer, Management Analyst and staff liaison to the Public Art Commission
Adam Hanks
Brandon Goldhan

MEMO

Date: November 2008
To: City of Ashland Planning Commission
From: City of Ashland Public Art Commission
Re: 3 dimensional signs
C: Bill Molnar, Community Development Director
Ann Seltzer, Management Analyst and staff liaison to the Public Art Commission

The Public Arts Commission respectfully proposes an alternative recommendation to the recommendation of the Downtown Task Force to modify the current sign code and allow 3 dimensional signs outside the downtown core of up to twenty cubic feet.

The Downtown Task Force's recommendation #2 provides for two scenarios: allowing 3 dimensional signs in the downtown and historic districts limited to three cubic feet and allowing 3 dimensional signs located outside the downtown area and historic districts up to twenty cubic feet. In both scenarios, the object must be placed on private property. We feel the allowance of 3 dimensional signs significantly increases the risk of visual clutter and the unintended consequences are greater than the potential benefit to Ashland businesses.

The Task Force admirably strove to accommodate the existing non-compliant 3 dimensional objects (lion, teddy bear, and waiter). The lion would be accommodated under recommendation #6 allowing "functional objects", the bear would be accommodated under recommendation #5 allowing the display of merchandise on public property for a rental fee and the chef/waiter accommodated under recommendation #2 allowing 3 dimensional objects up to twenty cubic feet outside the downtown core and historic districts.

All three of these existing items are objects with no blatant commercial message (words or logos). These generic objects are not associated solely with the business. However, since regulation of sign content is prohibited there could be a preponderance of 3 dimensional objects with blatant commercial messages that clutter Ashland's visual landscape as businesses seek greater exposure and visibility. If 3 dimensional signs are allowed, they likely would have strong and obvious references to the business, graphically (doughnuts, tires, pizzas, and cameras) with or without words. Or the 3 dimensional objects might only contain words ("TIRES" spelled out of large letters that appear to be made of tires). Either way, the potential for eye clutter is great. This effect would likely be exacerbated where businesses are clustered together (shopping centers). Given that the recommendation is an opportunity for an additional sign of significant size, the opportunity for businesses to take advantage of this for advertising purposes is great.

It is understandable that business owners want to draw attention to their business as a means of attracting customers. In lieu of the Task Force recommendation #2, we believe an appropriate, artistic and aesthetic way to accomplish this desire is through the placement of public art.

After adoption of the Public Art Master Plan, the City Council requested the public art selection process be codified. The revised and expanded public art ordinance will go to the Council for first reading in early December 2008.

The ordinance allows for the placement of public art on private property (through an easement) and includes guidelines for selection including: "The artwork shall not promote goods or services of adjacent or nearby business." Through the public art process, content of the piece is managed via criteria set forth in the request for proposal and via the guidelines established in the ordinance. A selection panel, separate from the public art commission and comprised of a variety of persons selects the winning design and makes the recommendation to the PAC who brings it forward to the City Council for final approval.

This method of soliciting and selecting 3 dimensional objects helps to protect the visual aesthetics of the community and provides an opportunity for businesses to call attention to their business in an attractive and noncommercial way and enables the city to retain some level of control over the appearance, message and content. While the objects would

not be advertising for a specific business, it could serve the same purpose of drawing customers: people making a point to go to view the art and then visiting existing businesses; or serving as a point of reference when providing directions to a business or location. The art might be a mural, a mosaic, a kinetic piece, a three dimensional interactive piece etc. It would serve to draw the customers rather than a collection of advertising signs.

Should the Planning Commission decide to move forward with the Task Force recommendation of 3 dimensional signs, the Public Art Commission encourages the Planning Commission to impose a one year review of the amendments versus the two year review as proposed by the Task Force. A two year review allows time for a significant number of 3 dimensional signs to be installed – and regardless of the review outcome those signs will no doubt be in place for years.

Further, the Public Art Commission urges the Planning Commission to carefully evaluate the proposed dimensions, (the difference between a 3D ‘object’ and a “fat” 2D sign), and consider the possible unanticipated consequences (giant 3D hamburgers).

Thank you for your consideration of our position and suggestions.

Letters



9-16-08
Soundpeace
199 East Main St
Ashland, OR 97520

Dear Ashland Planning Commissioner,

I write this letter as the downtown business owner of Soundpeace and as someone who works and shops downtown.

There is before you a proposal for a revised sign ordinance. One issue that has not been addressed that relates to Soundpeace is the Tibetan Prayer Flag that we have flown in front of our store in the garden on private property for years. We have never had a single comment from a customer or passer by that this flag was in any way offensive. In fact when we were told to take the flag down we posted a petition in our store asking that the flag be allowed. Hundreds of people signed the petition in just a few days. Locals and tourists alike were shocked that Ashland had banned the prayer flag from flying. We have since submitted that petition to the committee that was formed this summer to review the sign code.

My understanding after talking with the very helpful Adam Hanks is that the flag would continue to be banned under the proposed ordinance. I am requesting that you write into the ordinance a specific exemption for Tibetan Buddhist Prayer Flags. Currently the city permits the American Flag and flags of the City and State. If you can exempt those flags then why not the Tibetan Buddhist Prayer Flag? I am assuming the city has already exempted the Tree City USA flag that flies at the Police Station and that therefore it is lawful to specify certain types of flags that are not governmental.

I am hoping that somehow the City of Ashland can find a way to permit a colorful flag in a garden whose simple prayer is that all beings may be blessed with peace, compassion, strength and wisdom.

Thanks for your consideration,

Steve Cole

From: "Wolf Packs, Inc." <traildog@wolfpacks.com>
To: <hanksa@ashland.or.us>
Date: 8/5/08 2:55 PM
Subject: Chapter 18 Input

Dear Mr. Hanks,

I have been a resident of Ashland for nearly 20 years, as well as the president of a successful mail-order business. I can not attend meetings, as I live outside of town and am the mother of a young child. Still, I would like to have my opinion heard and considered in connection with Chapter 18 regarding the removal of displays outside of businesses in town.

I have traveled extensively in my lifetime and Ashland has a special feel, unlike any other place I have seen. Part of this has to do with the fun and unusual displays, both inside and outside various local businesses. Wiley's World's standing plaster mascot Alfredo has greeted countless children and parents for just about as long as that establishment has been serving their customers. My four year old daughter always stopped to have a conversation with the lion in front of Black Sheep, even before she could talk. I have seen the bear at the Chocolate Factory and the giraffe at Bug A Boo bring smiles to old and young alike. The toys displayed in front of Earth Friendly Kids always drew my eye, and I would occasionally stop to buy something because I saw it while driving by.

This new enforcement requiring the removal of so many creative displays does nothing but put Ashland into an all too common, mundane class of cities. By clipping the wings of our small business owners, the artistic feel of the town is diminished. Supporting our local businesses is certainly in the interest of the City of Ashland, as without the little guy, our town could easily become unremarkable and common.

Please count this message as three requests (from me, from my husband, and from our daughter) to allow our iconic friends to once again grace the city of Ashland.

Respectfully ~

Linda von Hanneken-Martin
WolfPacks.com ~ Gear for Working Dogs
Phone/FAX: 541-482-7669
web: <http://wolfpacks.com>
email: traildog@wolfpacks.com

Request for change to Sign Ordinance of the City of Ashland.

Background

I moved my family to Ashland (wife and two daughters - 6yr and 2yr) about 1 yr ago. I opened Endless Massage to bring an inexpensive and effective option for improved health to the community and our visitors. We have 4 employees who value and enjoy their jobs, customers who have greatly benefited from our services, advertising vendors whom we support, an office space lease, and actively contribute to groups in the community. I respect the ambiance of the town and believe new business owners can be trusted to promote themselves so these types of signs can be permitted with newly defined parameters.

Problem statement

Starting a business is difficult; a poor economy makes this more difficult. We are trying to gain awareness in the community. In addition to all our other advertising, we put up a sandwich board (see picture on back) and it has dramatically helped our business. The sign is within the footprint of the building, does not obstruct pedestrian traffic, and is simple and tasteful in design. When removing the sign at the direction of city officials, we saw a huge drop in revenue such that if we are not able to keep the sign outside while we develop a customer base, we will not be able to remain in business. I would be happy to provide corresponding sales reports to support this. Our location is such that this is a vital component to our advertising and exposure.

Suggestion

The city could allow the use of sandwich board or similar signs within defined parameters:

- Limit size to 3'x2'
- Must not impede pedestrian flow
- Colors and verbiage to be approved by city
- Permits for 6 months

Thank you,

Dave Alexander

541-488-9600

dave@endlessmassage.com

Charter Amendment For Limited Government And Protecting Freedom

This Amendment Limits Government And Prevents Any Ordinance From Becoming An Unneeded And Unwanted Bureaucratic Restriction On Individual Freedom And Business Success

We The People hereby establish that every human being has inalienable rights to life, liberty, and the pursuit of happiness. These inalienable rights are individual freedoms.

We The People hereby establish: That government is best that governs the least.

The corporation known as City of Ashland shall pass no law restricting the inalienable rights of the people or individual freedom without a clear showing of a compelling and overriding public interest.

To ensure transparency, every law restricting individual freedom shall state in the law the specific public interest that would be compelling enough to override individual freedom. The public interest shall be stated narrowly and unambiguously.

To ensure limited government, a government restriction on individual freedom shall be specifically and narrowly limited to that compelling and overriding public interest. The public interest and corresponding restriction shall be interpreted in their narrowest meaning.

To ensure that the government restriction is based on a compelling and overriding public interest and not an unnecessary and unwanted government intrusion into the lives of a free people, every law that restricts individual freedom shall be approved by a majority of the electorate at a regularly scheduled election.

To ensure the people have adequate time to understand, question, and discuss the proposal, any law submitted by the government to the people that restricts freedom shall be submitted in its final form, including and not limited to ballot title, summary description, and all supporting documents, at least 120 days prior to the date of the election, and shall be posted the same day to the city's internet web site with an easy-to-find link on the home page to the full text of the law and all supporting documents. Between the date of filing and the date of election, the city recorder shall provide without restriction, without forms, without questions, and without charge a paper copy of the law to any individual who requests it in person.

Sign Ordinance

We The People hereby establish 2 public interests compelling enough to warrant sign restrictions.

Public Interest 1: Overwhelming visual clutter. **We The People** hereby establish that the quality of life and economic interests of our community are best served when Ashland's special charm and historic character are not overwhelmed by the visual clutter of business signs. **We The People** recognize that each business has the right to advertise their uniqueness, location, hours, products, and services.

To allow businesses to promote their financial interests while maintaining a community without overwhelming visual clutter of business signs, **We The People** establish the following sign limitation.

Restriction For Public Interest 1. Ashland businesses with frontage shall be limited to signs covering no more than ___ square feet (2/1.5/etc.) per linear foot of frontage. "Frontage" shall be defined as "any building side where the public enters and exits". To protect Ashland's historic character, businesses in an historic district shall be limited to ___ square feet (1.5/1.0/etc.) of signs for each linear foot of business frontage. Every business shall be allowed a 3-dimensional symbol that is no larger than ___x__x___, so long as that sign is made of safe and durable materials [defined below], is on private property, and does not damage the public safety of pedestrians or others.

Public Interest 2: Business window transparency. **We The People** establish a public interest in the window transparency of businesses with a public entrance. When a business with windows is open to the public, **We The People** have 2 public interests in being able to see through that window to the interior: (2a) to increase human interactions with pedestrian friendliness and thus build community, and (2b) to allow the public to see in advance the situation into which they are entering, thus increasing public safety.

To allow businesses to post window signs while protecting the public interest for business window transparency, **We The People** establish the following sign limitation.

Restriction For Public Interest 2. Windows of ground-floor businesses with a public entrance shall not be visually blocked by more than ___% (30%, 25%, 35%, etc.) of the window area at eye-height, defined to be between 3' and 7' [or some other eye-height measurements that includes children and adults, including those in wheel chairs]. This blockage includes signs, shades, curtains, merchandise, or any other visual blockage.

[Add special condition for second floor businesses, alley businesses, etc.]

[Add definition of materials for 3D signs. Exclude lighted plastic, etc..]

Draft To Show Approach, 2008Aug11

Support Staff, And Solve The Problem

I continue to read and hear attacks on Adams Hanks and Dean Walker, who are responsible for code enforcement. Adam and Dean are city employees paid to do the job they've been directed to do.

Harry Truman had a sign on his desk "The Buck Stops Here".

In Ashland, the buck stops with the mayor, who by charter is the Chief Executive Officer of the corporation known as City of Ashland, and who directs code enforcement employees.

We need to stop scapegoating staff who are not responsible for this situation, and focus our energy on solving the core problem. We need to stop dancing around the edges to make a few minor sign changes so we can "feel" involved. The law as amended by this task force would not pass a majority vote of the people because it doesn't solve the core problems.

Adam and Dean are doing their jobs.

It's time for us as Citizens of Ashland to do ours, which is to hold the mayor accountable, and work together to rewrite the entire sign code as a simple, understandable law in the public interest that would pass a majority vote of the people, as it should in a democracy.

Problems Of The Sign Code As Amended By The Task Force, And Task Force Decisions

It's still not understandable, even by those who've been to 5 meetings and spent 20 hours on it.

It doesn't solve the core problems.

It doesn't identify the public interests that would warrant restricting individual freedom and increasing business costs.

It doesn't resolve issues behind most of the 55 or so noncompliance letters.

It doesn't answer the questions of businesses or taxpayers for why so much tax money is being spent on this item rather than higher priority items.

It perpetuates the overkill restrictions that go far beyond the public interests re clutter and transparency.

It perpetuates ambiguity in the current law that prevent staff and businesses from determining with specificity whether their signs do or don't satisfy the sign code. This ambiguity and resulting discretion creates 'negotiations' between businesses and staff, and results in charges of favoritism and unequal application of the law (Wiley's Waiter gets dinged, barber poles do not; some businesses are allowed neon signs, others are not; etc.).

It perpetuates multiple sign categories and expensive bureaucracy without a guiding public interest.

It continues restrictions on "exempt signs". How strange to write restrictions on signs that are exempt from the law.

It transfers liability for government property to businesses through "hold harmless" legal agreements that require Ashland businesses to bear attorney costs for acts of government, whether proper or improper.

It transfers maintenance costs for government property to businesses by requiring maintenance agreements forcing Ashland businesses to bear maintenance costs for property that the government owns.

It transfers control to resolve core issues to the Planning Commission, where the 2 mayoral candidates on the task force have more influence.

My message to the task force is the same as my message to the Charter Review Committee: You can't get there from here. The process you're using won't solve the problem because you're not building the law based on the majority will of the people. The amended law wouldn't pass a ballot.

We need to go a different direction. Let's rewrite the law as Citizens in the public interest, by identifying the public interests that warrant sign restrictions, and limit the restrictions accordingly.

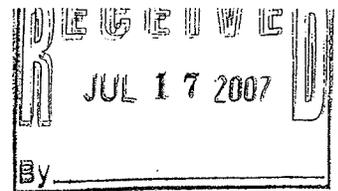
We Citizens can write a simple, understandable law that finds the balance between business freedom and limited public interests re visual clutter and window transparency without creating the current bureaucratic nightmare for code enforcement and 'negotiations'.

Art Bullock

artthepeopleeditor@gmail.com

488-3366

That's GUV-DEMOCRACY



To Whom It May Concern

My name is Matt and I owned and operated Rare Earth on the Plaza for over 39 years until controlling interest was sold to Marcy several years ago. I am for the time being still the landlord of the Perrine's Building and Old Simpson's Hardware Building. We lease to some of the oldest/best merchants and tenants on the Plaza, regarded as friends and associates for over 25 years. I have always been more of a merchant than a landlord and it is reflective in the terms I offer my tenants considering the every rising costs in fees, taxes, insurance, utilities, employees and benefits being imposed by the City, County, State and Feds. These rising costs coupled with the dramatic loss of sales (over 60% in the last 5 years) are severely impacting many businesses ability to survive in Ashland. We did not downsize Rare Earth out of personal wishes or for fun!! We, thankfully, downsized in time to survive the lack of leadership and the obvious lack of concern for the downtown business community's needs! It is not the price of gas or the tourist's attitudes; it is not the economy or a lack of knowledge in the business community. It is the lack of leadership to provide healthy direction, convenience and accessibility to the downtown for its citizens, guests and especially our neighboring communities. We have demonstrated an intolerable arrogance and lack of cooperation towards our neighbors on many levels. It is no wonder an attitude has emerged from one of pride and almost envy to becoming laughing stock within a few short years.

Ashland is a tourist town with nobody waiting in the wings to save us from the very amenities that attracted many of you to relocate to Ashland in the first place. Why are we now condemning those amenities and gains that tourism has facilitated in our community? The result is that Ashland no longer has "value" and is not competing well in the tourist market, not because of the lack of a desire to visit by others but because of the limitations being imposed by ignoring those needs of a community based on tourism. Ashland is no longer envied or admired as an example of a balanced and thriving community. How many of you say, "Oh, I don't go downtown because of the congestion and incivility" or "I'm sick of paying the only sales tax in Oregon to bail out more city waste" or "They do not have anything I want downtown," when you haven't even looked in years? We hear this from many people throughout the valley. Oh yes, people come to town for a play, parade or other special event but because of the negative attitude of locals spurred by their leaders, no parking, excessive taxes and ticketing they do not "stay, play and shop" any longer. Why would leaders of any community tolerate this untenable and destructive situation to its business community? We are suffocating from a City that won't grasp the fact that accessible adequate parking is essential in Ashland and we are paying dearly for that neglect because of a few who have wasted the community's resources, integrity, and time on social engineering projects that have not yielded meaningful and realistic results or positively impacting our community after spending millions while forgoing the security of a solid infrastructure.

As a thought to contemplate, South Shore Lake Tahoe accommodates 12 million diversified tourists every year with their population of 32 thousand living in a pristine area successfully and environmentally. The problems of water, recreation, environment, growth, community, housing, a vision and business needs were positively impacted years ago with a little cooperation from all concerned. The acknowledgement was that no one is always right and compromise is the road to success and a benefit for all by simply stimulating the engines of a community. Meaningless arguments over conditions that can not be impacted or resolved are a waste of time and money. If individuals wish to follow a lifestyle, that is their free choice, but to condemn an entire community to the same limitations are nonsense and counterproductive. Tahoe asked each group to defend the others positions and compromised a settlement based on that position. The result produced a level of sustainability with their neighboring communities as

a reality not just lip service or political dialogs in meetings and propaganda sessions. They established that using private entrepreneurship to resolve problems does work best while acknowledging the responsibility and duty of any viable city is to provide the community with practical functioning infrastructures, educational opportunities, maintenance of public property/open spaces and public safety at a "reasonable and affordable cost." The social amenities that Ashland claims to desire, but can not afford, are being financed there by the successful enterprises and cooperation within the business community.

Certainly a city should contribute alternative ideas but in Ashland's case any attempt at success without adding convenient accessible workforce and visitor parking will remain fleeting and unattainable. No debate has or will change that reality! I have heard every cliché and excuse the City can muster over the last 25 years and the end product is always the same: More failures, more excuses, more meetings, more wasted time, and more money to avoiding the obvious! If the purpose or intent of redundant dialog over the obvious is to destroy and obstruct what once was a world-class community congratulation, they are winning! But if Ashland is to once again be "Gem of Southern Oregon," one real need of the downtown would be parking! Get a grip folks; there is no significant economic diversity on the horizon that has or can survive this leaderships meddling and anti everything referendum. That leaves what is left of tourism and like it or not the car is the only viable way for any guests, workers and citizens to enter Ashland. The car is not going away any time soon but it will be improved. There are autos that get upwards of a hundred miles to the gallon and others that do not use gas at all. It is only a matter of time as this Country sets the definitive goal with real cooperation from the very business community they condemn. Tata Motor from India has already developed a compressed air car that goes 70+ miles per hour, a range of 200 miles without gas, and a 600+ mile range at 78 miles per gallon with a hybrid gas compressed air combo. It cost about \$7500 for the basic model and set to sell overseas next spring.

If realistic solution including adequate accessible parking were forthcoming, the downtown businesses and property owners would be very willing to cooperate on any level required. It must be made very clear and understood that attempts to add non-related agendas will sever any cooperation. Stop confusing affordable housing or other social problems with downtown parking needs. These are separate issues with very different solutions. The infill myth that the City Planning Department runs is as flawed as their growth myth in the recent past. Concentrate time and money on those things that actually can be affected and cause meaningful change, like parking, will guarantee success.

There is a lot of work to be accomplished if Ashland is to do more than just survive. It needs to regain its credibility, competitive edge and desirability. To procrastinate will only hasten the continued collapse of a once thriving and desirable community that has succumbed to the fantasy of obstructionism and lying by omission as a path to success. You can be sure that it is not going to be pleasant to anyone living or owning anything in Ashland if what is occurring continues. Personally, I do not think the City has the will or desire to work with or support their business community. They certainly will not listen to those of us who are on Main Street and are trying to survive their mandates, taxes, tickets, user fees, rising costs, codes, ordinances, lack of parking and general incivility. We need to get back on tract, get realistic about the damage that has been done to our community's economy and the need for adequate accessibility workforce and visitor parking before we become just another wasteland of bad ideas and dreams of what could have been.

Following is a simple list of possibilities that might help to get Ashland back on the tracks if enacted sooner rather than later. The list is by no means meant as complete, but could help set a new tone for cooperation and consideration of our guests and citizens that wish to enjoy the amenities of Ashland.

- 1) Change the Nutley Street parking lot (ice skating lot) and Windburn Way's head in parking at Lithia Park to 2 hour near the Plaza and 4 hours from the playground to the band shell. Place both in the downtown-parking zone with limited parking between 9:00 to 5:00 from Memorial Day to Labor Day.
- 2) Change the Water Street parking lots to 2 and 4 hour. Place them in the downtown parking zone with limited parking 9:00 to 5:00 from Memorial Day to Labor Day.
- 3) Encourage and promote Park and Ride areas at the North and South Interchange when the overpasses are rebuilt by ODOT. Get a grant of finance with ODOT and the county's help. Strongly consider the feasibility of a free City shuttle and/or better bus services throughout Ashland from Memorial Day to Labor Day. It would be advisable and courteous to have added bus service during major special events and parades like Halloween, 4th of July and Festival of Lights.
- 4) Immediately consider where to put additional parking downtown and implement on a fast track. From the 1988 downtown plan Ashland is a 1000 space shy of satisfying the minimal needs in the downtown. We may never reach this goal but it is essential we try and have an official short and long term plan to add needed parking in the core downtown areas.
If two people per car rotate through a parking spot downtown for the two hour limit just 8 hours of a 24 hour day and spend an average of \$100 per person on shopping, dining and entertainment the potential revenues gained from a single parking place from June thru October is \$144,000 per year. When you consider that we are 1000 parking spaces short we are depriving our community of an enormous amount of money and higher paying job opportunities by not giving our citizens, guest and workforce what they want and need---more adequate accessible downtown parking!
- 5) Stop ticketing employees, city staff, merchants and owners when they are off work playing, shopping or dining downtown. It is just wrong to ticket them when they are not working and within the parking guidelines others must follow. Parking agents can keep tract with warning tickets that state if they are working they are not to park in the downtown zone and if an individual is obviously violating that rule with excessive warnings, ticket them. During business hours for needed stops allow employees and owners to place a note or form letter from the city on their vehicles for a 15 minute temporarily picking up or delivering courtesy, if violated ticket them.
- 6) A complaint I have heard: the City excludes themselves from the impact of the problems they help create. They should share in the demands placed on others, yet they manipulate and ignore codes, ordinances and laws they've place for their benefit and a chosen few. Everything from parking permits for themselves, to blackberry abatement, riparian codes, and business license requirements, banner/sign ordinances, encroachment permits, allowing retail sales and concerts in an R2 residential family zoning without parking requirements or review standards are approved by the City while businesses on the Plaza are threatened into submission for the smallest infractions that, more often than not, are literally meaningless and the hobgoblin of little bureaucratic minds rationalizing their jobs and flexing their power.
- 7) Another point of interest ---many Plaza businesses do not allow their employees to park downtown even in the area and times allowed. They park only on Granite Street or above when working. They are well aware of the problem for customers and are in the forefront when trying to provide for their needs.

Thank you for your time and consideration,
Matt

Matt 7-17-08
33 N. Main (mailing on 1/9)
Ashland OR 97120

310 Oak Street
c/o P.O. Box 201
Ashland, OR 97520

2 May 2006

Ashland City Council
20 East Main St.
Ashland, OR 97520

Re: Sign code revision for buildings with more than
two business frontages

Dear Council Members,

Please see the following pages regarding the sign code revision forwarded to you in the summer by the Planning Commission.

We believe we understand the principal concern of the Council, and we added language to ensure business frontages in excess of two will not be as prominently "signed" as the two primary frontages. An allowable sign area of 50% for the third business frontage and 25% for the fourth business frontage business frontages of what might be permitted for the two designated primary business frontages should enable a business to identify itself, lessen the visual impact, and deal with unintended consequences.

It seems that it is likely that trying to restrict the number of signs any given business may have to two sides of a building may be a restriction of content. Thus, since it is apparent that there are buildings that have business frontages on more than two sides, the best way to deal with undesirable impact is to reduce the size permitted.

Our tenants at 130 "A" Street do want, need and deserve signs. We hope this modification will ensure they may have them soon.

We do not believe sign applications should trigger site reviews. Other applications already do that

Thank you.

Sincerely,

Brent Thompson

Brent Thompson
488-0407

Barbara Thompson .

RECEIVED
JUL 14 2006
City of Ashland
Field Office Coun

*Please see the following sheets for
suggested modifications to the
sign code for buildings facing three
or four streets or alleys.*

SECTION 18.96.080 Commercial-Downtown Overlay District (C-1-D).

Signs in the Commercial-Downtown Overlay District shall conform to the following regulations:

A. Special Provisions.

1. **Frontage.** The number and use of signs allowed by virtue of a given business frontage shall be placed only upon such business frontage, and ~~no building shall be credited with more than two business frontages~~ **for buildings with multiple business frontages the sign area for business frontages exceeding two shall be 50% for the third side and 25% for the fourth side of the normal area permitted.**
2. **Aggregate number of signs.** The aggregate number of signs for each business shall be two signs for each business frontage (a frontage with an entrance/exit open to the general public).
3. **Material.** No sign in the Commercial-Downtown Overlay District shall use plastic as part of the exterior visual effects of the sign.
4. **Aggregate area of signs.** The aggregate area of all signs established by and located on a given street frontage shall not exceed an area equal to one square foot for each lineal foot of street frontage. Aggregate area shall not include nameplates, and real estate and construction signs.

B. Types of Signs Permitted.

1. Wall Signs.

- a. **Number.** Two signs per building frontage shall be permitted for each business, or one sign per frontage for a group of businesses occupying a single common space or suite.
- b. **Area.** Total sign area shall not be more than one square foot of sign area for one lineal foot of legal business frontage. This area shall not exceed sixty square feet.
- c. **Projection.** Signs may project a maximum of eighteen inches from the face of the building to which they are attached, provided the lowest portion of the sign is at least eight feet above grade. Any portion lower than eight feet may only project four inches.
- d. **Extension above roof line.** Signs may not project above the roof or eave line of the building.

2. Ground Signs.

- a. **Number.** One sign, in lieu of a wall sign, shall be permitted for each lot with a street frontage in excess of fifty lineal feet. Corner lots can count one street frontage. Two or more parcels of less than fifty feet may be combined for purposes of meeting the foregoing standard.
- b. **Area.** Signs shall not exceed an area of one square foot for each two lineal feet of street frontage, with a maximum area of sixty square feet per sign.
- c. **Placement.** Signs shall be placed so that no sign or portion thereof shall extend beyond any property line of the premises on which such sign is located. Signs on corner properties shall also comply with the vision clearance provisions of Section 18.96.060(F).
- d. **Height.** No ground sign shall be in excess of five feet above grade.

3. Marquee or Awning Signs.

- a. **Number.** A maximum of two signs shall be permitted for each business frontage in lieu of wall signs.
- b. **Area.** Signs shall not exceed the permitted aggregate sign area not taken up by a wall sign.

Meeting Minutes

Ashland City Council: September 2, 2008

Downtown Task Force: August 11, 2008

August 4, 2008

July 28, 2008

July 14, 2008

MINUTES FOR THE REGULAR MEETING
ASHLAND CITY COUNCIL

September 2, 2008
Council Chambers
1175 E. Main Street

Excerpted Section pertaining to the Downtown Task Force Recommendations

NEW AND MISCELLANEOUS BUSINESS

1. Should the Council accept the recommendations of the Downtown Task Force relating to employee parking restrictions in the downtown area, proposed changes to the City's sign code and permissible use of public sidewalk area, and direct City staff to prepare ordinance language for review and adoption by the Planning Commission and City Council, as necessary?

Community Development Director Bill Molnar presented the staff report that included background information on the issues reviewed by the Downtown Task Force. These issues were related to employee parking restrictions in the downtown, sign code and permissible use of the public sidewalk area.

Pam Hammond, Chair of the Downtown Task Force, Adam Hanks, Permit Center Manager and John Stromberg, Chair of the Planning Commission presented the summary report that included the following 9 issues along with recommendations:

Issue #1: Particularly in the Downtown area, the current limitation of two exempt signs per business, with each sign not exceeding a size of two square feet, does not seem to meet the needs of many local merchants.

Recommendation: Increase the number of exempt signs from two to three; increase the third sign from two to three square feet.

Issue #2: The Sign Code currently prohibits three dimensional statues, caricatures or representations of persons, animals or merchandise from being used as a sign or incorporated into a sign structure.

Recommendation: For properties within the Downtown or one of Ashland's four Historic Districts, allow one of the three exempt signs to be three-dimensional; allow an additional exempt 3-D sign for properties outside the Historic Districts with a volumetric maximum.

Issue #3: Some businesses, by virtue of their physical location and entrances, such as smaller side streets and alleys, have limited signage opportunities along the main streets within the downtown area.

Recommendation Increase the maximum distance that a sign can project from the building face from the 18 inches to 24 inches.

Discussion on these issues:

Permit Center Manager Adam Hanks responded to an inquiry regarding issue #3 and explained the 24-inch sign could display on the front side of buildings for shops located down alleyways, etc.

City Administrator Martha Bennett explained that Council could only regulate time, place and manner of signs, not content.

Issue #4: Sign Code compliance efforts have included enforcing the current prohibition on off-premise signs, generally consisting of the placement of temporary, movable signs (i.e. sandwich boards) upon the public sidewalk or other public property. Some merchants feel that due to

specific characteristics associated with location of their business frontage they lack adequate exposure. Off-premise signage is one means of drawing attention to the business location. Recommendation: Create a set of policies and implement guidelines for the placement of information/directional signs by the City in the right of way or other publicly controlled property.

Issue #5: The use of the public right of way, for private commercial use is limited by the Municipal Code to Sidewalk Cafes (AMC 6.44), which may not be the most equitable method for allocation of our limited public resource, downtown public sidewalks.

Recommendation: Amend the ordinance to allow any abutting properties (within a commercial or employment district) the opportunity to obtain a permit for private use of a portion of the public sidewalk, as long as merchants meet specific public safety and access standards.

Issue #6: The business community has noted that there is inconsistency within the encroachment permit process, which does not have clear standards for what types of functional objects are encouraged, allowed or legal for placement upon a city sidewalk or within the public right of way.

Recommendation: Create an ordinance or an appropriate approval process by which specific functional items may be established upon the City sidewalk. It would be contingent upon the items meeting City specifications, as well as retaining minimum clearance, public safety and placement standards. Additionally, Council would direct staff to explore an exemption to have free use of the shy zone, the area along the sidewalk within the 12 to 18 inches of the building face, for placement of such amenities as flower boxes, doorstops, etc.

Issue #7: The proliferation of newspaper and other miscellaneous publication racks within the downtown is creating a variety of problems, both functional and aesthetic.

Recommendation: Create an ordinance specific to installation of newspaper and other publication racks.

Discussion on these issues:

Ms. Hammond provided examples for Issue 5 explaining merchants could display fresh flowers, t-shirts, etc.

Concerns regarding regulations for the Sidewalk Sale and café tables were noted. City Attorney Richard Appicello explained they would address permits for the sidewalk sale when they expire. Ms. Bennett explained that café tables would come to Council as a right of way issue later.

Issue #8: Downtown business owner and employees are frustrated with the seemingly inconsistent enforcement of the downtown employee parking ban and also have expressed concern over its potential overreaching effect of limiting owner and employee access to the downtown area while not at work.

Recommendation: Remove the existing seasonal ban on employee parking in the downtown area.

Issue #9 The City has several parking management items that need to be resolved to more efficiently administer the downtown-parking program.

Recommendation: Create ordinance language that allows the City to tow vehicles that have either five unpaid parking tickets or a total unpaid parking ticket balance of \$250. Develop a final, visible, warning placard to be placed upon a vehicle at least 24 hours prior to the vehicle being towed. The Task Force does not recommend the use of a booting/immobilization device over the option of towing the vehicle.

Discussion on these issues:

Mr. Appicello explained that the ordinance would allow noticing for individuals who had five violations prior to towing or booting the vehicle.

The Task Force identified additional issues for consideration that allocate staff resources to review sign code amendments every two years and exempt Public Art from the sign code, sign code review and education.

Brent Thompson/582 Allison St/Submitted a letter from Garrett Furuichi that requested a modification to the sign code. He asked Council to add an exception that would "allow signage on the side of the building that is the primary entrance or only entrance to the business." Currently signs are precluded on the third or fourth sides of a building.

Jeff Compton/770 Acorn Circle/Owner of Rocky Mountain Chocolate Factory. Stated that the Task Force was too restrictive. The City can dictate what goes outside of his business but not inside.

George Kramer/386 N Laurel/Encouraged Council to add language to the code that would allow signs where the entrance to a business was on the side of a building. He commented that the sign code was complicated but necessary and that the Task Force had attempted to make it a little better.

Councilor Hartzell asked that Staff reconcile the word "prohibited" versus "exempt" in Issue 2.

Councilor Hartzell/Chapman m/s to accept recommendations of the Downtown Task Force and direct staff to develop a work plan and timeline for developing implementing ordinance language that addresses Task Force recommendations with the addition of what was noted by the City Administrator as well as the question raised about signs on non-dominate sides.

DISCUSSION: Councilor Hardesty commented that the Task Force had accomplished a lot and it was worthwhile. Councilor Navickas was not sympathetic to the proposed changes, stating they seemed more a reaction to staff enforcement and Council should be very careful about creating legislation around these recommendations. Councilor Hartzell emphasized that the intention was to send the recommendations to the Planning Commission for another committee review. Councilor Silbiger appreciated the businesses that complied when informed of their sign code violation. Mayor Morrison said the purpose for forming the Task Force was to find a middle ground between the need for regulation and the need to re-examine. The Task Force did a tremendous job even though not everyone was happy. He complimented Pam Hammond and the committee on completion of this task.

Roll Call Vote: Hartzell, Chapman, Navickas, Silbiger, Hardesty and Jackson, YES. Motion passed.

**DOWNTOWN TASK FORCE
MEETING MINUTES
AUGUST 11, 2008**

CALL TO ORDER

Task Force Chair Pam Hammond called the meeting to order at 2:00 p.m. in the Siskiyou Room, 51 Winburn Way. She announced this is the sixth and final meeting of the Downtown Task Force.

Members Present:

Pam Hammond, Paddington Station, Chair
John Morrison, Mayor
Renee Compton, Rocky Mountain Chocolate Factory
Daniel Greenblatt, Greenleaf Restaurant
Sandra Slattery, Chamber of Commerce
John Stromberg, Planning Commission
Dana Bussell, Public Arts Commission
George Kramer, Citizen at Large
Don Laws, Citizen at Large
Dale Shostrom, Citizen at Large

City Staff Present:

Bill Molnar, Community Development Director
Adam Hanks, Permit Center Manager
Richard Appicello, City Attorney

Absent Members:

Dave Dotterer, Planning Commission

PUBLIC COMMENT

Art Bullock/Submitted written comments to the group and draft sign code language he prepared. He commented on the public interests which he feels are not represented in the sign code and explained the two primary interests are: 1) overwhelming visual clutter, and 2) business window transparency.

Melissa Markell/Public Arts Commission/Questioned if the Task Force would be addressing public art on private property.

Hammond noted the staff memo distributed on July 17 by City Administrator Martha Bennett and stated the memo outlined the process for how this issue would be handled. City Attorney Richard Appicello noted they were going to recognize that art accepted by the City is not subject to the code, and the sign code would be amended to make this clear. Bussell expressed concern with the lack of discussion on this issue and felt this recommendation should be further debated by the Task Force.

Kevin Christman/Expressed concern with the prohibitions against displaying art and stated the current sign code does not permit the display of art to any capacity.

Mr. Appicello explained this issue would be included with the public art policies and procedures that will go before the City Council in September. Stromberg stated this issue would be debated by the Planning Commission and the Council, but not this Task Force.

Lloyd Haines/Commented on public art and recommended any language that comes from this group include an expansive statement so that it does not get construed when it gets to the Planning Commission and City Council.

J. Ellen Austin/Asked if she was in violation for having art displayed outside her gallery, which is located in a residential neighborhood.

Mr. Appicello stated residential zones need to be addressed in the sign code; however he does not feel it is appropriate for the Task Force to handle this issue.

Bussell/Stromberg m/s for the recommendations to the City Council to include a recommendation to exempt public art from the sign code and to have its own process developed at a future date.

DISCUSSION: It was noted these two actions will need to be concurrently. **Voice Vote: all AYES. Motion passed.**

RIGHT-OF-WAY DISCUSSION

Mr. Appicello addressed the proposed ordinance amending regulations concerning use of City sidewalks. He explained the ordinance does not distinguish between residential and commercial use and would allow individuals to pay the designated rate for use of the sidewalk. He clarified he did not include a list of what items would be acceptable and stated he only addressed “who” can lease the space, not “what” can be placed there.

Stromberg summarized the Task Force’s previous discussions on this issue and stated there were three main points:

- 1) The City would have to broaden the sidewalk café restrictions in order to allow for other uses, and the City would apply a market rate charge for use of the sidewalk.
- 2) Some of the objects placed by merchants in front of their stores were in the public interest (planter boxes, etc.), and these objects would have to be donated to the City. The City would establish criteria for this, and there would be no charge.
- 3) They would allow certain 3D objects that fit within certain size parameters that had some functional use.

Mr. Appicello stated the public arts ordinance would address the process on how to accept art and stated he did not see the need to write a regulation on how the City would regulate the placement of items. He stated there is no obligation on the part of the City to have to accept an item and stated the City can accept donations and place items where ever they feel is appropriate.

Kramer commented that the intent of this was to allow merchants to beautify their areas. He expressed concern with the proposed ordinance and stated he does not know why they are creating more rigmarole. Hammond agreed and stated the ordinance does not accurately reflect the Task Force’s desires. Mr. Appicello shared his concerns with designating “what” in the ordinance and noted a case that will be argued in front of the Supreme Court on this issue. Stromberg questioned if there was a way to apply market rates for part of the sidewalk, by low rates for the “shy zone.” Mr. Appicello stated he understands the group wants free use of the shy zone for amenities and will try to incorporate this, however he is not certain this is permissible. Stromberg suggested they make a formal motion in include this piece as part of their recommendation and ask the Council to direct staff to keep working on this.

Laws/Stromberg m/s to recommend that the City Council direct staff to explore an exemption to have free use of the shy zone for amenities (such as flower boxes, door stops, spittoons, etc.) Voice Vote: all AYES. Motion passed.

ISSUES RECAP

Permit Center Manager Adam Hanks asked the group to clarify their preferences on a few of their previous recommendations. The group issued the following clarifications:

- 1) The additional exempt sign would be applicable to the Downtown area or within one of the four Historic Districts.
- 2) The larger 3D sign would be in addition to the existing sign numbers for wall or ground signs.
- 3) The additional 3D sign would be allowed only in commercial zones outside Historic Districts.
- 4) The 3D sign will have a specific separate size in addition to the current total square footage.

Kramer summarized within the “historic core,” merchants are allowed 3 exempt signs, one of which can be a small 3D sign. Outside the historic core, merchants are allowed 3 exempt signs, plus one larger 3D sign that meets criteria yet to be developed.

Mr. Hanks commented on a possible provision regulating the amount of flat surface permitted on 3D objects before it starts to count against the permitted signage amount. Kramer suggested a possible limit of 2 sq. ft. Stromberg recommended they forward this provision back to staff for refining.

Hammond noted the proposed ordinance still includes the booting provision and stated this is not what the Task Force wanted. Mr. Appicello clarified no changes were made to the ordinance since the group’s last meeting and affirmed that he understands what their recommendations were.

Kramer/Stromberg m/s that despite the language of the proposed ordinance, the Downtown Task Force recommends eliminating booting in favor of towing with adequate notice before hand.

DISCUSSION: Laws suggested including language that notifies the vehicle owner that additional costs will be incurred by towing and storage. Municipal Judge Pam Turner expressed concern with the provision that requires vehicles to be moved to a different block in order to avoid a citation. Mr. Hanks agreed that the City needs better signage on this. Mr. Appicello clarified his staff has met with the Judge and are working to flush out some of these practical problems. Slattery noted the importance of placing a large orange sign on the vehicles 24 hours in advance of the towing. Mr. Appicello clarified this was included in the ordinance. **Voice Vote: all AYES. Motion passed.**

Mayor Morrison left the meeting at 3:15 p.m.

Kramer asked if they could discuss Issue 7, Encroachment Permit Process, and stated sandwich boards on public right of ways have not been addressed. Hammond stated sandwich boards should not be permitted on public right of way, only in alcoves which are private property. Mr. Hanks clarified sandwich boards are not addressed in the sign code and therefore are not currently permitted.

Community Development Director Bill Molnar asked if the group had concerns about opening up the sidewalks for other uses besides sidewalk cafes. Mr. Appicello added he and Mr. Molnar have been working on trying to make a distinction to see if limiting the use of sidewalks to sidewalk dining was possible. Stromberg stated staff previously informed them they could not limit the use of sidewalks to just cafes and this is the premise they have been working under. He expressed concern that this option was not presented to the committee sooner. Kramer agreed and stated he did not know this was a possibility. He added he does not have concerns about rampant selling of merchandise on the sidewalk and stated the City could deal with that problem when and if it ever arises. Stromberg agreed and felt they should go with what they have for now. Laws disagreed and stated if they have a choice, they should only allow restaurant tables. He stated he does not think Ashland would have a desirable appearance if they start allowing these other uses. Mr. Appicello clarified the Council would likely ask about this option, and staff was merely doing their best to be prepared for the Council discussion.

Laws noted the email submitted by Brent Thompson and asked why a building can’t have signs on more than two sides. Mr. Molnar stated there are very few businesses in town that have four public streets bounding it and noted the elements that need to be considered when establishing a business frontage. He commented on the concerns behind this provision and gave the example of someone calling a loading doc a public entrance.

Compton expressed her concerns with whether this group has really solved the problems. Bussell noted they cannot solve every merchant’s problems and stated these businesses are out of compliance for different reasons. She added this group has been successful in providing additional options to these businesses. Laws stated the purpose of this committee was not to bring everyone into compliance. Slattery suggested the Task

Force include a detailed statement to the Council that describes the “whys” behind their recommendations. Hammond proposed forming a small subgroup of the Task Force to form this narrative. Greenblatt stated this statement needs to be understandable to lay people and stated the community has a misunderstanding about what these meeting are about.

Stromberg noted they have not found a solution to the Rocky Mountain Chocolate Factory bear, and stated the bear is symbolic of this whole process. Compton acknowledged that there is no way to allow the bear and not allow worse things elsewhere. She noted the bench and the bear are located in the shy zone and the only way to keep it would be to purchase an encroachment permit, which would cost \$50-\$100 a month. Mr. Appicello noted staff is attempting to create an exemption in the shy zone for public elements, which would include the bench, but not the bear. Laws stated he hopes staff will continue to look at a way to grandfather in objects that were placed after the law went into effect.

Comment was made from the audience suggesting the Task Force remove the minimum square footage provision and allow merchants free use of the shy space.

Greenblatt questioned if the sign code could be revisited at a later date. Stromberg noted this would eventually come to the Planning Commission and perhaps they could build in some kind of review process. Stromberg voiced his support reducing the minimum square footage and stated they should include this as part of the package that goes to the Council. He noted if the Council has misgivings, they can request additional information from staff and make a final determination.

Kramer/Laws m/s to revise the Sidewalk Café Ordinance to have no minimum rental provision, but rather a processing fee and a per square foot charge. Voice Vote: all AYES. Motion passed.

Bussell/Stromberg m/s for the alterations in the sign code to be reviewed after it has been in effect for 2 years. Voice Vote: Hammond, Compton, Greenblatt, Slattery, Bussell, Stromberg, Kramer, and Shostrom, YES. Laws, NO. Motion passed.

WRAP UP DISCUSSION

Slattery commented that there is a huge education element that goes along with this and they need to find a way to let people know their options. Hammond suggested a statement in the City Source newsletter that identifies someone in the City that could assist businesses with their signage questions.

Greenblatt questioned if the Task Force would be given the opportunity to tweak the final report before it goes to Council. Mr. Appicello clarified staff would send out the report to the Task Force members and they will be given the opportunity to submit comments to staff. He cited Oregon’s Public Meeting Law and stated the members must avoid back and forth dialogue through email and should not be submitting their comments to each other. Stromberg asked about forming a small subcommittee to prepare a statement to the Council that captures the reasoning behind their recommendations. It was agreed that Hammond would be able to form a subcommittee if she feels it is necessary and staff would ensure this was properly noticed.

ADJOURNMENT

Meeting adjourned at 4:30 p.m.

Respectfully submitted

April Lucas, Administrative Assistant

**DOWNTOWN TASK FORCE
MEETING MINUTES
AUGUST 4, 2008**

CALL TO ORDER

Task Force Chair Pam Hammond called the meeting to order at 2:00 p.m. in the Siskiyou Room, 51 Winburn Way.

Members Present:

Pam Hammond, Paddington Station, Chair
Renee Compton, Rocky Mountain Chocolate Factory
Daniel Greenblatt, Greenleaf Restaurant
Sandra Slattery, Chamber of Commerce
John Stromberg, Planning Commission
Dana Bussell, Public Arts Commission
George Kramer, Citizen at Large
Don Laws, Citizen at Large
Dale Shostrom, Citizen at Large

City Staff Present:

Martha Bennett, City Administrator
Richard Appicello, City Attorney
Bill Molnar, Community Development Director
Adam Hanks, Permit Center Manager

Absent Members:

Dave Dotterrer, Planning Commission
John Morrison, Mayor

Hammond clarified the group would be discussing Issues #1 and #2 today, which deal primarily with sign square footage and how it relates to 3D items on private property. She noted they would be addressing the right-of-way issues at their final meeting next week.

COMMITTEE DISCUSSION OF OPTIONS

Permit Center Manager Adam Hanks provided a presentation to group which reviewed current sign code allocation examples, exempt sign options, examples of 3D signs, and options for 3D objects and representations of merchandise.

City Administrator Martha Bennett clarified there are three types of signs: permanent, exempt, and temporary. Mr. Hanks clarified businesses are required to go through a permitting process for permanent signage and commented on how the allocation of signage is determined for business located on second and third stories.

Comment was made questioning if the 20% temporary signage allocation was “on the table” for possible revision. Staff indicated yes, and clarified businesses have to change their signs once a week in order for them to qualify as temporary signage. Community Development Director Bill Molnar explained the purpose of the exempt category is to provide businesses with additional flexibility. He noted they are unable to separate the display of menus from other signage and stated this starts to get into the content issue. Mr. Hanks noted most businesses can achieve their signage goals and still work within the City’s sign code. He added a lot of this depends on how the business decides to divvy up their signage allotment. He clarified “dead space” does count towards the total sign square footage, and noted they would normally draw a rectangle around the wording/image and determine the square footage based on that.

Mr. Hanks asked how the group would like to proceed with exempt signs. Compton questioned if they could remove the limitations from displaying signage in windows. Laws commented that this would drastically change the sign code. Mr. Molnar clarified this is an option; however, it would create conflicts with other sections of the Ashland Municipal Code and could cause a domino effect. Stromberg commented that it

seems they are drifting away from their original assignment, which was to recommend some common sense, minor adjustments to relieve some of the businesses current issues. Shostrom stated that it is difficult to picture what is legal and what it not, and stated a before and after picture would help determine which is preferred.

Hammond suggested they come up with a blanket, square footage signage allotment, based on the size of the building, and allow businesses to use if for whatever they want. She stated removing the exempt and temporary categories would make things much simpler and easier to understand. Bussell suggested cutting the sign categories down to two: temporary and permanent. Stromberg commented that simplifying is an attractive option, but it presumes that the existing code was not created through a thoughtful process with lots of expertise. Hammond commented that what they have now is not very enforceable and causes confusion for the merchants. Stromberg recommended they make modest changes to the existing code and then recommend that the Council direct the Planning Commission to look into more extensive changes.

Hammond reviewed Issue #1 and listed the four options for the group. She noted the Task Force tentatively selected Option 4 at their last meeting, which is to allow one of the exempt signs to be three dimensional, and asked if they would like to proceed with this recommendation. Kramer clarified Option 4 would create the opportunity for one, small 3D sign to be placed on private property. Laws questioned how businesses could create a meaningful 3D sign that fits into the 1x1x2 sign limitation and voiced concern with business owners trying to protect what they have instead of thinking of the streetscape as a whole. Comment was made questioning if this option would apply to just the downtown area or the entire City. Stromberg suggested staff refine the permitted size and scale of 3D objects to allow for more flexibility. He recommended a cubic dimension with minimums and maximums. Shostrom voiced his support for Option 4 with three exempt signs. Greenblatt noted this option would leave some of the cited merchants out of compliance and questioned if this would really solve the problem.

PUBLIC COMMENT

Susan, Black Sheep/Noted the issues she has faced with signage and stated she has needed each sign that has been put up. She asked for examples of signage that is permitted and samples of what compliance looks like.

Art Bullock, Ashland Resident/Stated there are two primary public interests that the group has not addressed: 1) the public does not want so much signage that windows look cluttered, and 2) the public does not want so much signage that you cannot see into the business. He stated he does not think the Task Force can make small tweaks and be able to address these public interests and stated a more fundamental rewrite is necessary.

Garrett, Duex Chats/Asked for examples of approved signage and questioned the placement of signs on multiple entrances.

COMMITTEE DISCUSSION OF OPTIONS (Continued)

Hammond clarified this exempt sign discussion is in relation to the downtown area only. She acknowledged that Option 4 is not much more than a band-aid and agreed that they should recommend to the Council that these issues be looked at in depth. Slattery commented that she did not realize the temporary signage allocation was as flexible as it is. Hammond commented on the possible formation of a group (either through the Chamber of Commerce or the City) that helps merchants deal with their signage.

Stromberg/Kramer m/s to approve Option 4 with 3 exempt signs. DISCUSSION: Stromberg clarified this motion includes the understanding that they will recommend this be further evaluated by the Planning Commission. Laws commented on the point of this group coming together, and stated it was not to change the whole spirit of the sign code. Compton questioned if this option would provide enough relief to the

merchants. Ms. Bennett commented on the complexity of the entire issue and commented on who this specific option would address. **Voice Vote: all AYES. Motion passed unanimously.**

Kramer commented that the recommendation to the Planning Commission should be a global recommendation that comes at the end of their work.

Hammond introduced Issue #2 and the related options. Bussell provided some background on Option 3 and stated Ashland is unique in that it considers art to be a sign. She noted any type of representational structure is not allowed and wall graphics are also not permitted. Bussell explained the Public Art Master Plan recommended modifying the sign code to allow for certain types of public art. Ms. Bennett commented on the rules that govern Oregon and stated Ashland is not the first community to experience problems in this area. City Attorney Richard Appicello clarified if art is owned (donated) to the City and properly placed, it is exempt from the sign code. Ms. Bennett noted this issue still needs to go through the Public Arts Commission.

Kramer clarified Issue #2 deals with issues like Wiley's Alfredo statue. Bussell questioned if they are talking about the entire City. She stated this won't be too much of a concern for downtown, since there is not much space, but noted the areas outside downtown are most likely to have national chains. Kramer felt size and material limitations would address these concerns. Staff clarified they do not consider sandwich boards 3D signs. Ms. Bennett clarified Option 4 would not work for Wiley's Pasta because Alfredo comes in every night. Stromberg suggested they deal with sandwich boards and items like the Alfredo statue separately. Staff clarified the problems with sandwich boards is more of a right of way issue, which will be addressed next week. Kramer suggested creating an additional exempt sign opportunity outside the Downtown Design Overlay Zone that includes allowable material types and size limitations. The group briefly discussed possible objects this suggestion may open the door to.

Bussell recommended they add a public art exemption for city owned facilities/city property. City Attorney Richard Appicello was asked to bring back options at the next meeting to address Bussell's concerns regarding public art.

Stromberg/Compton m/s to create a category for movable 3D signs, that 1) are not measured as part of the total sign allotment, 2) meet certain material and construction standards (to be determined by staff), 3) fit within a volumetric maximum, and 4) this category would apply to areas outside the Downtown Design Zone and the Historic Districts.

Stromberg/Compton m/s to amend motion to add a setback from the public right-of-way (for staff to determine). DISCUSSION: It was clarified this amendment would be added to the original motion.

Voice Vote on motion as amended: Hammond, Compton, Greenblatt, Slattery, Kramer, Shostrom and Laws, YES. Shostrom and Bussell, NO. Motion passed 7-2.

Staff clarified the Task Force would be dealing with Issue #4 and the remaining right-of-way issues at their final meeting next week.

ADJOURNMENT

Meeting adjourned at 4:15 p.m.

Respectfully submitted

April Lucas, Administrative Assistant

**DOWNTOWN TASK FORCE
MEETING MINUTES
JULY 28, 2008**

CALL TO ORDER

Task Force Chair Pam Hammond called the meeting to order at 2:05 p.m. in the Siskiyou Room, 51 Winburn Way. Hammond noted several of the members attended a tour of downtown sign issues, which was conducted prior to the meeting.

Members Present:

Pam Hammond, Paddington Station, Chair
John Morrison, Mayor
Renee Compton, Rocky Mountain Chocolate Factory
Daniel Greenblatt, Greenleaf Restaurant
Sandra Slattery, Chamber of Commerce
Dave Dotterer, Planning Commission
John Stromberg, Planning Commission
Dana Bussell, Public Arts Commission
George Kramer, Citizen at Large
Don Laws, Citizen at Large

City Staff Present:

Martha Bennett, City Administrator
Richard Appicello, City Attorney
Adam Hanks, Permit Center Manager

Absent Members:

Dale Shostrom, Citizen at Large

PUBLIC COMMENT

Judy/Shakespeare and Co. Bookstore/Stated she is in a difficult situation because her business is located down an alley. She explained sales have dropped 60% since the City has prohibited her from placing the wagon at the alley's entrance and explained that she is doing her best to keep the bookstore open.

Jeff/ Rocky Mountain Chocolate Factory/Commented that the proposed changes are insufficient and felt more change was needed. He stated businesses can't stay in business if they cannot have something that lets customers know they are there. He stated customers will not visit a store if that business does anything "too tacky" and he does not understand what the task force is afraid of.

COMMITTEE DISCUSSION OF OPTIONS

Issue #3 – Downtown Businesses with Limited Signage Opportunity.

Hammond read the issue and the options aloud. She voiced her support for Option 1, which would change the sign limitation to 24" from the wall and would provide greater visibility for businesses on side streets/alleys/pedestrian access ways. Mr. Hanks used Shakespeare and Co. as an example and explained how Option 1 would allow them to place a sign at the entrance to the alley that would project out from the corner.

Greenblatt/Compton m/s to accept Option 1 for Issue #3. Voice Vote: all AYES. Motion passed.

Issue #5 – Placing Signage in the Public Right-of-Way.

Hammond read the issue and options aloud. City Administrator Martha Bennett clarified if Option 2 were selected, the City would have to establish a program and identify the parameters for a temporary sign permit process. Slattery suggested they consider City owned signs that don't include business names, but

rather indicate “lodging” or “dining” and directional arrows. She stated these could be artistically done and may encourage people to walk. Ms. Bennett commented that another option would be for the City to install signs and allow businesses to purchase a spot on that sign. She stated this option would help with the Blue Giraffe’s signage situation and noted a City sign could be placed in the Water Street parking lot. Comment was made voicing support for a combination that would allow for generic directional information signs as well as City signs that list specific business information.

Compton/Dotterrer m/s to accept Option 1 for Issue #5. Voice Vote: all AYES. Motion passed.

Laws/Kramer m/s to reject Option 2 for Issue #5. DISCUSSION: Kramer stated he is interested in looking at encroachment opportunities that pertain to all businesses and voiced opposition to creating a separate authority in this area. Laws felt it would be a mistake to allow temporary signs in addition to directional signs. Compton commented that if the City decided not to place a directional sign, Option 2 would provide the business owner an opportunity to apply for a permit. It was questioned if the City could stipulate that this option would only be available if the City does not do Option 1. Ms. Bennett voiced her hesitations with Option 2. Suggestion was made for the group to table the motion and come back to this after they have dealt with the encroachment issue. **Motion was tabled.**

Issue #7 – Encroachment Permit Process.

Hammond read the issue and the options aloud. Kramer voiced support for a list of approved items that could be placed in the City right of way. He stated this list of allowable items should be separate from the items the City would require a permit for. City Attorney Richard Appicello commented on the legality of this issue and recommended a process where items would be donated and accepted by the City; and the City would then decide where the item is placed. He stated the City would only accept items that met generic durability standards and the individual would need to sign a maintenance and hold harmless agreement. Ms. Bennett questioned if the City already owned these items and she stated it was her understanding that if someone places an item in the City right of way, they are essentially donating it to the City. Laws commented that it would be difficult to come up with a list of approved items and stated the list would have to be regularly amended. He added that he does not feel a list of approved items would solve the problem and voiced his support for Option 1. Kramer voiced concern that requiring a permit and the donation process would stop these types of objects from being placed. Hammond noted that there are also safety measures to be considered, such as the Black Sheep’s lion. Suggestion was made for a two part process that includes a list of general items that the City endorses and requiring the placement of all other items to go through a permit process.

Ms. Bennett summarized the group’s deliberation and stated they would like to allow for the placement of functional items and recognize that these will be owned by the City; they are willing to let staff evaluate whether to establish a donation process or include a general acceptance provision in the code. Ms. Bennett stated staff could also look into a 3D allowance for functional objects designed to address safety issues and noted there will need to be criteria established for how to decide on the placement of these objects.

Stromberg/Laws m/s to approve the staff direction as outlined by Ms. Bennett. DISCUSSION: It was clarified this is not a final decision and this issue would be returning to the group at their next meeting. Stromberg commented that he views this as enabling certain uses, not prohibiting everything else. Bussell noted that if someone wanted to donate art there is already an approval process for that. Mr. Appicello clarified the two processes would work together. **Voice Vote: all AYES. Motion passed.**

Issue #6 – Newspaper/Misc. Publication Racks.

Hammond read the issue and the options aloud. Comment was made questioning if the City could completely remove the racks. Mr. Appicello clarified he does not believe completely banning them is appropriate.

Kramer/Greenblatt m/s to combine Options 1 and 2 and direct staff to inventory all downtown newspaper/publication racks and prepare a recommendation. DISCUSSION: Recommendation was made for the inventory study to indicate their preferences and for it to be referred directly to the City Council. Kramer and Greenblatt agreed to include this amendment in the motion. **Voice Vote: all AYES. Motion passed.**

Issue #9 – Administering the Downtown Parking Program.

Ms. Bennett noted the draft ordinance that was submitted to the group and indicated staff needs clarity on the towing vs. booting then towing options. She clarified the City is not proposing to boot the vehicle and leave it there until the owner pays, but rather boot the vehicle and have it towed after 24 hours if payment is not received.

Support was voiced for towing and not booting vehicles. Hammond questioned the dollar amount owed before the City would take action and suggested raising it from \$250 to \$500. Ms. Bennett commented on why the \$250 amount was chosen and cautioned them about raising this too high. Greenblatt noted the provision in the ordinance that states the individual will be noticed 10 days in advance before any action is taken. Stromberg supported the towing option and stated booted vehicles could take away from the City's ambience.

Mayor Morrison left the meeting at 4:00 p.m.

Ashland Municipal Judge Pam Turner commented on the 10 day notice period and shared a few situations where individuals might not receive the notification. Comment was made suggesting the City affix a colored placard to the vehicle prior to it being towed.

Dotterer/Greenblatt m/s to recommend the Ordinance as drafted with the exception of removing the booting provision. DISCUSSION: Mr. Appicello suggested the notification period be changed to 14 days. Consensus was voiced for including this modification. **Voice Vote: all AYES. Motion passed.**

DISCUSS POSSIBLE AUGUST 4 MEETING

Hammond stated it will be necessary for the group to meet again and asked for the members' preference on meeting dates. She noted the group could meet next Monday, or meet two weeks from today. Mr. Appicello indicated he would likely need more than one week to prepare the draft right-of-way ordinance.

The Task Force reached consensus to meet on August 4th and August 11th.

Ms. Bennett clarified the Task Force's final report is scheduled to go before the City Council on September 2, 2008. She noted recommended changes to the Sign Code will have to go to the Planning Commission; however, the Council could enact the rest of their recommendations. She added the group will need to complete their work by August 19th in order to make the September packet deadline.

ADJOURNMENT

Meeting adjourned at 4:15 p.m.

Respectfully submitted
April Lucas, Administrative Assistant

**DOWNTOWN TASK FORCE
MEETING MINUTES
JULY 21, 2008**

CALL TO ORDER

Task Force Chair Pam Hammond called the meeting to order at 2:00 p.m. in the Siskiyou Room, 51 Winburn Way.

Members Present:

Pam Hammond, Paddington Station, Chair
John Morrison, Mayor
Renee Compton, Rocky Mountain Chocolate Factory
Daniel Greenblatt, Greenleaf Restaurant
Sandra Slattery, Chamber of Commerce
Dave Dotterer, Planning Commission
John Stromberg, Planning Commission
George Kramer, Citizen at Large
Dale Shostrom, Citizen at Large
Don Laws, Citizen at Large

City Staff Present:

Martha Bennett, City Administrator
Richard Appicello, City Attorney
Bill Molnar, Community Development Director
Adam Hanks, Permit Center Manager

Absent Members:

Dana Bussell, Public Arts Commission

STAFF PRESENTATION OF OPTIONS

Permit Center Manager Adam Hanks briefly reviewed the nine key issues and options listed in the staff report.

PUBLIC COMMENT

Ron Roth, Geppetto's/Shared his concerns over what he felt was an overzealous Code Enforcement Officer and recommended more direct supervision of this City employee.

Graham Lewis, United Methodist Church/Noted the church is located on the corner of Laurel and N. Main, but they are only allowed signage on one of the streets. He stated signage on both frontages would be helpful.

Steve, Soundpeace/Questioned if he would be permitted to place a prayer flag in the garden in the morning and take it in at night. Regarding the parking situation, he thought this was always voluntary and not necessarily enforced.

Julie, Wiley's World/Stated she does not view her Alfredo statute as a sign, but rather a piece of art; and stated the statue needs to be able to come in at night to avoid potential theft or vandalism. She voiced her support for removing the 3D object prohibition from the Sign Code.

Melissa Markell, Chair of the Public Arts Commission/Voiced her support for Option #4 regarding the three dimensional sign issue, which would create an exemption for 2D or 3D public art.

Susan, Black Sheep/Submitted signature petitions supporting the placement of the lion statue in front of the Black Sheep's entrance. She stated if they remove the lion it would result in an unsafe doorway and stated this is a historical building and the entrance cannot be changed.

Lee, Downtown Employee/Stated she received a ticket a few years ago, without warning, after parking in the same block twice. She stated this is a silly rule and the City should at least put up a sign warning employees.

Pam Turner, Ashland Municipal Judge/Noted all parking appeals come to her and voiced her support for repealing or revising the downtown employee parking ban. She stated the ban is very difficult to enforce and felt the language was over broad.

Lance Pugh, Ashland Resident/Voiced concern with what he felt was staff running the meeting and directing the focus.

Brent Thompson, Ashland Resident/Voiced his support for the option permitting one additional exempt sign. Regarding the parking issue, he suggested diagonal parking could be used to create more spaces in certain downtown areas.

Donna, Webster's/Stated if they change the sign code, they need to make sure it can be universally applied. She commented briefly on the sidewalk issue and noted they are heavily congested in the middle of the season.

Mike Morris, Ashland Planning Commissioner/Asked how they would feel if every building had something out in front of it, and questioned where the limits are.

Ramona, B Ella/Stated if they are going to enforce the parking ban, it needs to be applied to everyone.

COMMITTEE DISCUSSION & DIRECTION TO STAFF

Downtown Employee Parking Ban

Hammond voiced support for Option #1, which would eliminate the employee parking ban from the Ashland Municipal Code. She stated the City could still send out a letter each year asking the downtown businesses to voluntarily comply with the seasonal parking limitations. The Task Force voiced unanimous consent for this option.

Unpaid Parking Tickets

City Administrator Martha Bennett explained how the City currently handles unpaid parking citations and stated the City's current enforcement tools are very weak. She stated booting or towing vehicles that have an excessive amount of unpaid parking violations is one option the group should consider.

The group discussed the option presented by staff. Stromberg voiced his concerns with booting vehicles and felt towing was a better alternative. City Attorney Richard Appicello clarified due process would occur before anyone was booted and the individual would receive proper notice before this action occurred. Ms. Bennett listed the outstanding parking citation figures for the group. Laws voiced his support for booting, and stated this type of action is needed if they have people who simply do not care. Greenblatt agreed that this needs to have some "teeth." Kramer voiced his support for the towing option. Compton agreed, but questioned what the outstanding ticket amount would have to be before this action was taken.

Hammond recommended they move onto the next issue and look at this option further at their next meeting.

Amount of Signage Permitted

Hammond listed the two options for Issue #1. She stated they could modify the Sign Code to allow for one additional exempt sign or they could choose to modify the Code to allow the existing exempt signs to be a maximum of 3 sq. ft.

The group discussed the two options. Shostrom suggested modifying the requirement to allow for two signs at 2 sq. ft. or less, and one additional sign at 3 sq. ft. or less. Kramer recommended they not limit this to the C-1-D zone, but permit the additional signage in the entire commercial district. Compton noted that being able to display menus is not only a benefit for the restaurants, but also the pedestrians. Kramer suggested they increase the total amount of signage permitted (based on the linear footage of the building's frontage) and allow businesses to allocate the space as they choose. Compton suggested they establish two different parameters; one for inside the downtown area and one for outside this area.

Mr. Hanks clarified the current provision which allows businesses to use up to 20% of their window space for changeable copy. He also provided a brief explanation of how businesses with no windows or those located on second and third stories are accommodated.

Staff was directed to return at the next meeting with information on the new options presented by Shostrom and Kramer.

3-Dimensional Signs/Representations of Merchandise

Hammond listed the options for Issue #2 outlined in the staff report. Kramer and Compton voiced their support for Option 2, which would allow 3D representations as a sign type. Laws expressed concern with permitting 3D objects, though supported the ones we currently have. He questioned if there was a way to exempt those that exist today. Slattery voiced her confidence that businesses would do everything possible to make their business attractive and is not concerned that Option 2 would result in a surge of undesirable objects.

Hammond conducted a straw vote and the majority of the group supported Option 2.

The Task Force agreed to continue with the meeting until 4:30 p.m.

Limited Signage Access due to Location

Hammond listed the options for Issue #3 outlined in the staff report. Kramer suggested businesses, such as the Blue Giraffe, with no frontage on a public street be allowed one offsite sign as part of their sign allocation; however include a provision that this sign could not be placed on public right of way. The group briefly discussed these options and agreed to come back to this issue at their next meeting.

Use of Right-of-Way for Commercial Use

Hammond listed the options in the staff report. Laws noted when the Sidewalk Café ordinance was passed, its intent was not to benefit the restaurant specifically, but to enhance the ambiance in town. He felt opening up the use of sidewalks for merchandise was unacceptable and would destroy the Ashland's appearance. City Attorney Richard Appicello briefly commented on the legal issues surrounding this matter. Slattery commented that sidewalk dining is something the public loves, and suggested they look at other communities and how they deal with this issue. Kramer noted that selling flowers, fruit or vegetables on the sidewalk could also add character.

City Administrator Martha Bennett commented on Option 2, which would allow the City to lease sidewalk space to businesses, and questioned how much merchandise that business would need to sell to make this worthwhile to them. Comment was made that this would be for the individual business to decide. Greenblatt noted Greenleaf was the first restaurant to have outdoor seating on the Calle and

voiced support for allowing the City to rent the public right of way, so long as the parameters are followed. Ms. Bennett clarified the sidewalk space would be only leased to the adjacent business.

Hammond conducted a straw vote and the majority of the group were interested in a combination of Options 2 and 3.

Ms. Bennett indicated staff would do more flushing out of the details on the input provided by the group. She noted they would pick up where they left off at the next meeting and encouraged interested citizens and business owners to submit their comments and concerns to staff.

ADJOURNMENT

Meeting adjourned at 4:30 p.m.

*Respectfully submitted,
April Lucas, Administrative Assistant*

**DOWNTOWN TASK FORCE
MEETING MINUTES
JULY 14, 2008**

CALL TO ORDER

Task Force Chair Pam Hammond called the meeting to order at 2:00 p.m. in the Siskiyou Room, 51 Winburn Way.

Members Present:

Pam Hammond, Paddington Station, Chair
John Morrison, Mayor
Renee Compton, Rocky Mountain Chocolate Factory
Daniel Greenblatt, Greenleaf Restaurant
Sandra Slattery, Chamber of Commerce
Dana Bussell, Public Arts Commission
Dave Dotterer, Planning Commission
John Stromberg, Planning Commission
George Kramer, Citizen at Large
Dale Shostrom, Citizen at Large
Don Laws, Citizen at Large

City Staff Present:

Martha Bennett, City Administrator
Richard Appicello, City Attorney
Bill Molnar, Community Development Director
Adam Hanks, Permit Center Manager

WELCOME & INTRODUCTIONS

Pam Hammond and Mayor Morrison welcomed the group and each member introduced themselves.

PURPOSE & GOALS OF TASK FORCE

Mayor Morrison commented briefly on what prompted the creation of this task force and noted issues have been raised regarding the City's sign code, use of the public right of way, and the downtown employee parking ban. He stated the Downtown Task Force would be meeting for three weeks and encouraged them to focus on addressing the immediate concerns.

OVERVIEW OF TASK FORCE SCHEDULE

Hammond briefly reviewed the meeting agenda. She indicated their second meeting would include a staff presentation of options and committee discussion; and hopes they can have deliberations and come to a recommendation by their third meeting.

OVERVIEW OF THREE ISSUES

Community Development Director Bill Molnar presented an overview of the City's sign code, use of public right-of-way, and downtown employee parking restrictions.

Sign Code

Mr. Molnar stated the 1966 Central Area Plan called for the development of a sign program and the City's sign ordinance was officially adopted in 1968. He stated there have been several updates to this section of the code over the years and noted the 1988 Downtown Plan acknowledged the success of the sign code. Mr. Molnar provided the definitions of "signs", "exempted signs", and "prohibited signs" and listed the main compliance issues the City deals with.

Use of the Public Right of Way

Mr. Molnar noted there are many competing interests within the sidewalks and stated the City has regulations regarding the outdoor display of merchandise. He explained the Ashland Municipal Code prohibits using the street or public sidewalk for selling, storing or displaying merchandise or equipment;

and businesses within the City's commercial zones are required to obtain a conditional use permit (CUP) for the outdoor storage of merchandise on private property. Mr. Molnar noted the City has a sidewalk café ordinance and it is administered by the Public Works Department.

Downtown Employee Parking Ban

Mr. Molnar explained the ban was first adopted in 1985 at the request of the Chamber of Commerce and the seasonal restrictions were made permanent in 1986. He explained the ban restricts downtown employee parking in the downtown parking district between 8:30 a.m. to 5:30 p.m., May through September; and listed some of the issues that have been raised by the affected businesses and their employees.

PUBLIC COMMENT

Tom, Pasta Piatti & Tabu/Shared his concerns regarding the newspaper racks.

Nola, Renaissance Rose/Noted she had been cited by the City and requested clarification on the ordinance governing the outdoor display of merchandise. She noted the sale of merchandise on Guanajuato Way and asked about the City's CUP process.

Steve, Soundpeace/Asked if there was a way for current businesses to be "grandfathered in" and require anyone new to receive approval for the display of items. He agreed with the concerns expressed by the previous speaker regarding newspaper boxes and suggested there be a maintenance requirement for these. Steve noted the signage in Boulder, Colorado and suggested the Task Force review the Boulder sign code for comparison. He also commented on the employee parking ban and noted employees are being issued tickets when visiting downtown businesses on their days off.

Julie, Wiley's Pasta/Noted her business is not located downtown and stated they use their "Alfredo" statue to show customers that they are open for business.

Lenny, CD or not CD/Stated there is a small space in front of his store that he would be interested in obtaining a CUP for. He commented on the height of his sign and suggested they allow businesses to sell merchandise outdoors on weekends only. He stated it is possible to have attractive sandwich signs, newspaper boxes, and neon signs; and suggested the City form a review board to determine what is aesthetically pleasing.

Dave, Endless Massage/Noted that his is a newer business and commented on the use of sandwich boards to attract business. He stated his board did obstruct people walking and stated it made a big difference in bringing people into his business.

Susan, Pilaf/Questioned why people dressed as the Statue of Liberty or dressed in sandwich boards does not go against the sign code. She stated that parking is one of her major stressors and explained that she often has to come and go several times a day from her business.

Kate, Earth Friendly Kids/Stated being unable to put merchandise out in front of her store has made them struggle financially and believes the City is hurting the vitality of the town by making such strict rules.

Ramona, B Ella/Noted her store has no back entrance and all of their supplies have to come through the front door. She questioned the fairness of the parking situation and asked if downtown employees who work at night are being ticketing as well.

Jimmy, Blue Giraffe Spa/Noted their building is set back from Water Street, behind the parking lot and customers cannot see his sign from the street. He stated he receives a lot of complaints from clients because they cannot find his store. He suggested the City have some sort of hearings process to deal with unique situations like his own. He also questioned putting up a small sign similar to Pilaf's or Iris Inn's signs.

Don, Ashland Springs Hotel & Larks/Stated he was cited for placing the building's original sandwich board in front of the hotel and noted the challenge of educating guests on what they offer. He stated that inadequate parking in Ashland is a big issue and noted the parking garage is consistently full.

Mike Morris, Planning Commissioner/Recommended the sign ordinance be removed from the Land Use section of the Municipal Code and recommended they set criteria for a variance. He suggested different requirements be set for areas outside of downtown (at least until these areas become more populated by pedestrians) and recommended they establish maintenance requirements for newspaper boxes.

Pam Turner, Ashland Municipal Judge/Noted that she handles the City's parking violations and stated the intention of the employee downtown parking ban is not to prohibit employees from visiting businesses on their time off. She encouraged everyone to read this section of the code (AMC 11.30.020).

City Administrator Martha Bennett clarified 95% of the businesses have complied with the City's requirements and stated she would like to continue to work cooperatively with the businesses while this process is going on.

City Attorney Richard Appicello commented briefly on the concept of grandfathering. He clarified the City is required to treat everyone equally and does not believe grandfathering is an option.

Mayor Morrison clarified that public testimony will be included in this process and encouraged the businesses and members of the public to submit their information to the Task Force.

COMMITTEE DISCUSSION

City Administrator Martha Bennett indicated staff would be preparing white papers and submitting them to the group within the next few days. She recommended they inform staff if they are in need of additional information or if there are options they are leaning toward. She agreed that parking in Ashland was a valid concern, but recommended they limit their discussion to the employee parking issue.

Clarification was requested on the process of obtaining a conditional use permit to display merchandise on private property. Permit Center Manager Adam Hanks stated this is a Type I land use action and the fee is currently \$882. He stated the City has seen this type of CUP for larger scale uses, such as the hardware store, but noted the approval criteria are fairly general.

Mr. Hanks clarified the Iris Inn's sign was obtained through ODOT, not the City.

Sandra Slattery commented that these requirements were put in place for good reasons; however they need to ensure that Ashland businesses can be successful and stated it is time to look at these regulations with the current view of the community in mind.

City Attorney Richard Appicello commented on the issue of placing 3-D objects in front of businesses and clarified they can only limit the time, place, manner and size of these objects, not the content. George Kramer added they could also control the materials they are made of and can require the object to be maintained.

Ms. Bennett noted the City would be bringing forward options regarding sidewalk cafes, including options for permitting, regulating, and leasing public right of ways. She clarified the vendors along Calle Guanajuato lease this space from the City and stated the Task Force could consider creating a similar provision for individual business to display merchandise in front of their stores.

Don Laws requested the City Attorney prepare a memo that cites the court cases and laws that deal with grandfathering and the equality of treatment. He stated he would like to know what is legal and whether the City could make changes. Mr. Laws provided some history of the sign code and stated its intent was to make Ashland businesses more appealing. He commented on how the sign code has contributed to the overall success of businesses in Ashland and recommended they be careful about making changes.

Dave Dotterer suggested the sign code differentiate between private property and public right of way. Ms. Bennett voiced her support for this suggestion. Mr. Appicello clarified the City could permit larger 3-D objects on private property than on public right of way.

Dana Bussell commented on the Public Arts Commission's master plan and noted the plan did speak to some of these issues. She clarified one of the goals of the plan was to change the sign ordinance to allow for murals. She also commented briefly on the public art jury process the commission utilizes, and clarified people affected by the object are represented on the jury.

Sandra Slattery noted that there are other communities, such as Carmel, California, that have very pleasing signage and suggested the group take a look at how other communities deal with this issue. Ms. Bennett requested the group clarify which cities' sign codes they are interested in. Staff was directed to look into the sign codes for Carmel, California and Boulder, Colorado, particularly for small, directional signs. Ms. Slattery noted she would also try to gather information and obtain samples from other communities that are attractive, high visitor destinations.

Mayor Morrison requested information on newspaper boxes, including what governs their installation, maintenance, and removal. Additional request was made for how many spaces a publication can have and whether the boxes interfere with pedestrian and vehicle safety. It was also questioned if the City could designate certain areas where the boxes would be permitted.

Ms. Bennett indicated staff would gather the information requested by the group and stated materials for the next meeting would be sent out later this week. She noted the next Downtown Task Force meeting is scheduled for next Monday, July 21 at 2 p.m.

ADJOURNMENT

Meeting adjourned at 4:05 p.m.

*Respectfully submitted,
April Lucas, Administrative Assistant*

CITY OF
ASHLAND
SUSTAINABILITY SUBCOMMITTEE
OF THE PLANNING COMMISSION
MINUTES
OCTOBER 20, 2008

Attending: Commissioners Mindlin, Dawkins and Stromberg, Jim McGinnis and Huelz.

1. Jim McGinnis of the Conservation Commission reported on the work of their Subcommittee called Cities for Climate Protection. They have a set of goals by area (i.e., transportation, food) to reach by 2025. They are researching actions that can be taken to achieve those goals.

They are interested in ICLEI's software to measure city energy use (both city as a whole and city as an organization) in order to establish baselines for which to measure the achievement towards goals. Jim wants a method of assessing all we do for sustainability and setting benchmarks. He suggests a revised Comp Plan that would direct us to attaining those goals.

He mentioned the Sustainability Plan that was written by Melissa Shweisguth (former Conservation commissioner) and Zach Williams. This was brought forward 2 years ago in the CC, but has not been acted on further.

Jim is particularly interested in Architecture 20/30, a set of building standards which is performance based, meaning by percentage of reductions. This is being adopted into building code in other areas. Melanie mentioned that she believes the State of Oregon does not permit a more restrictive building code than the State uses. It was suggested that we might be able to require a more restrictive standard with annexations and zone changes.

2. Mapping--What is it? Melanie explained that we have been talking about investigating our human resources, what people and organizations in our area are doing that they define as "sustainability". It was suggested that mapping implies geographical location, and that surveying would be a better term for what we plan to do.

Melanie has spoken with Melissa Noel, who is coordinating a mapping project that will collect information on natural and economic resources and look at businesses environmental impacts and other aspects of business sustainability. She is working with students at the University on this project. Our survey seems to fit in nicely without duplicating the work of this NGO and the conservation commission.

It was generally agreed by commissioners that we should all give the same explanation of who we are and the purpose of the project, ask the same questions, and collect the information in some kind of database. We also agreed that we should do a pilot run with our questions and then evaluate the results before putting them out through a larger effort involving the media, city website, etc. We discussed the possibility of have a method of not duplicating who we contact, but were unable to think of an easy way to do that. We will send each other a first list of 10 contacts when reviewing and editing the survey before starting. See survey draft below.

3. It was generally agreed that Melanie is the coordinator of this committee.

4. Researching other cities. We are under the impression that Pam Marsh, Tom Dimitre and Mick Church are particularly interested in researching other cities. Since almost every city is doing something, we wondered how we would choose which cities to investigate more thoroughly. We think that these three people should do a pilot by each contacting one city then compare results and discuss further what we are trying to find out. We would like Pam, Tom and Mick to let us know which city they want to contact for the pilot; we can coordinate this by phone or e-mail. Suggestions for places of particular interest were Portland, Eugene, Austin and Willits.

5. Next Meeting. We will meet in two weeks, Monday, the day before the election. Location TBA.

SURVEY DRAFT

Explanation: I'm on the Ashland Planning Commission, which has made sustainability one of our goals. We are beginning by testing a way of gathering information by contacting people and organizations believed to be working on sustainability in order to get a handle on what sustainability means in this community and its implications for the Planning Commission. This is an initial contact, and will likely be followed up with further questions concerning citizen participation and direction for the City. The information we are gathering will be part of a public report, but is not intended to be put in a form for distribution at this point.

Questions.

Name, Address, phone number, e-mail

Location if different from address.

What are you or your organization doing?

How long have you been doing this?

How many people are involved?

Who else should we talk to about sustainability in Ashland or Rogue Valley?

Is there a person or organization outside our area that is especially influential to what you are doing?

**CITY OF
ASHLAND**
SUSTAINABILITY SUBCOMMITTEE
OF THE PLANNING COMMISSION
MINUTES
NOVEMBER 3, 2008

Attending: Commissioners Mindlin, Stromberg and Church

1. Survey Update.

Commissioner Mindlin has conducted 4 trial surveys. These were discussed in some detail and with interest. Surveys took here about 15-20 minutes to conduct, with a total time of about 30 minutes needed per survey with writing up notes and tracking down the person to survey. Mindlin thought it would be difficult to do a good job without good typing/note taking skills, as the responses were enthusiastic and contained a lot of information. Commissioner Stromberg has been collecting recommendations of people to survey, but has not done any actual surveys yet.

It was noted that the information is wide-reaching and it was difficult to know what avenues of action might be pertinent to Planning Commission roles and duties. Commissioner Stromberg stated that since the PC is responsible for reviewing and updating the Comp Plan that most areas of sustainability could be addressed in one or another of its' sections. Commissioner Mindlin noted that the direction may become clear when we have a range of responses, for example a sorting by different categories of concern such as energy, food, transportation, etc.

We will continue to collect contact information and do surveys.

2. Commissioner Church remains interested in researching other government/local actions and will contact at least one before the next meeting and will attempt to identify the areas of inquiry based on that initial contact.

3. The next meeting was set for Monday, November 17th.

**CITY OF
ASHLAND**
ASHLAND PLANNING COMMISSION
SUSTAINABILITY SUBCOMMITTEE/WORK GROUP
MINUTES
NOVEMBER 24, 2008

Attending: Commissioners -- Stromberg, Mindlin, Marsh

Several members of the public attended this meeting. They introduced themselves.

Pam Vavra -- Director Peace House

John Bullock -- retired teacher, former city council member in Lomboc, worked on their general plan

Darren Campbell -- new resident. Did regional sustainability plan for Lake Tahoe

Huelz -- designs zero net energy homes

Amber Garrard. Recent college graduate from Vermont. Worked on Peak Oil Task Force and related community outreach.

Julie Norman - Siskiyou Project, forest protection

Angie Thusius -- Grandmothers & Friends in Green; protecting water resources

We passed around a sign-in sheet. The work of this committee was introduced and the two areas of surveying local activities and investigating other governments explained. Marsh said there were efforts coming at goal of sustainability from different directions. We need to be careful not to get in the way of the strategic planning process planned by the City. Stromberg said everything we do with sustainability is a plus for the economy because it makes us more interesting and supports our sustainability branding as a town. Merkley is interested in sustainable forestry and may support efforts here. City's land in watershed and Forest Lands Commission could become a model of sustainability.

1. Other governments. Mick Church has sent out a report done by Redwood City where he used to work. We think he said this cost \$2,000,000 to do. It looks very interesting, but none of us have actually read it yet. It covers a lot of categories with assessments of resources and action plans.

Darren Campbell told us a little about the work he did in Tahoe. They commissioned a study and presentation; a sustainability strategic plan including transportation, economy, mixed use, water improvement, new urbanist approach, creating a culture of sustainability. He gave the opinion that Ashland was probably way ahead in creating a culture of sustainability. He has investigated the sustainability planning in a lot of different cities; the ones in Canada are the most interesting. He voiced a willingness to share some of this research with us. Mindlin asked if he could provide us with the 3 best--maybe the one with the best planning, the one with the best ideas, and the one that was most similar kind of city to ours. Campbell is applying for a job with the City of Ashland for economic development.

2. Local survey. Mindlin described the survey process. It is really fascinating to do, and people are quite enthusiastic. It takes about 20 minutes to do a survey because people are very interested in the conversation. She has tried to survey people who would be able to help with further contacts. Has done 17 surveys so far. We now have about 100 contacts for people reported to be working in "sustainability", plus another 100 from the Earth Day list and the Ashland Green Business list.

She said she had heard that Ashland has the reputation of being a leader in sustainability and wondered why. Various people contributed the ideas that this was likely due to actions taken in the 1980's with our foresighted Comprehensive Plan, Wandershie's promotion of 2x6 construction which was revolutionary at that time, use of green energy in the form of purchasing hydro from Bonneville, and solar collectors on the city building. We have a great legacy from the 80's but now we've fallen behind.

Mindlin read a couple of survey entries. Marsh and Stromberg said we could publish this in a format like the Whole Earth Catalog. Mindlin asked how to proceed with the surveys: continue phoning which will take a long time if she is the only one doing it or send by e-mail and get them in writing? Stromberg suggested that we should ask all the commissioners to do at

least a few so they will feel the buzz from doing it. In addition, there is a much different perception from filling out a form and being contacted personally to talk about your activities. Marsh said she would not have time to do surveys, although she would work on the other government aspect. It was suggested that non-commissioners could make calls, and an informal consensus supported the idea of having some of the people at the meeting do some surveys. Pam Vavra and Julie Norman volunteered to do a few surveys each. We will also ask the other commissioners to do surveys by e-mail. Melanie will coordinate this.

3. General conversation.

Vavra said she would like to see us establish the criteria and indicators for sustainability. Establish a baseline and measure our improvement. We could use agencies that are already collecting information, such as car registration and energy used. Huelz explained that the Conservation Commission is talking about this already, and are working with ICLE.

SOU has made a commitment to a carbon neutrality plan, and are promoting themselves as a sustainability college-- sustainability programs in environmental science and business. We could use students and their technology to do some of this work. In addition to the obvious baselines and metrics on energy, we should also have measurements on food and other areas. Science Works is another institution that we could work with, and perhaps use as a venue for conferences or other events.

Stromberg suggested that we continue to meet every week to build momentum on this project. Mindlin will book the room and contact people.

**CITY OF
ASHLAND**
ASHLAND PLANNING COMMISSION
SUSTAINABILITY SUBCOMMITTEE/WORK GROUP
MINUTES
DECEMBER 8, 2008

Attending: Commissioners Melanie Mindlin, Michael Dawkins, John Stromberg

Public: John Bullock, Peter Gross, Wacheuka, Darren Campbell, Anne Eldridge, Angie Thusius, Julie Norman

We reviewed the experience of volunteers who did surveys. Julie doing phone tag with a lot of hers. John has written them up, had long conversations with some, and is ready for additional contacts. Michael has done a couple and told us about his conversation with John Michael Greer. We talked about directing conversation in the survey towards resources that they were offering to the city or community related to sustainability. John B. had done this, and Julie said that was a good idea to include.

We talked a little about the difference between surveying individuals who think sustainability is important and are doing things at home and people who are in organizations or doing work that is accomplishing something identifiable in the community. "Sustainable advocate" might be a category of people surveyed. There are organizations specifically doing sustainability work and others doing something about sustainability within their organization or workplace.

We will send out a copy of the survey results to this point as a pdf so others on the committee can see where we're at. Keep e-mails hidden; this is only for use by the committee itself at this point and is not to be distributed. We'll also send out the list of contacts, but people will only survey those given them by Melanie. Others will let her know if there is an area of interest they would like to talk to people about. Survey entries will be sent to Melanie for inclusion.

We want to make the results public at some point. Before doing that, we should send entries to the people surveyed for their approval. We're seeking the best way to make this available--web page, print, how should the entries be categorized? How do they become useful?

We have the intent of inviting the general public to fill out a survey, possibly distributed through the city utility bills, newspaper, listserves, etc. This would include asking if there are any organizations we have missed (being able to see the list on a website will help with this). Melanie asked everyone to think about how we might want to tweak the survey to get the most useful information from private individuals.

What is the purpose of this project? was the topic of a wide-ranging discussion. Commissioners shared information about the Comp Plan and its relation to ordinances and Planning Commission decisions. Can rules be made that will enhance sustainability? What about getting rid of rules that stand in the way? If what is needed most is a change in culture, does changing the rules make any difference? Peter and Melanie described some rules that would promote sustainability in city planning. Anne talked about the importance of carbon trading, which has been widely adopted in Europe, as a way to let people do it the old way but pay for the privilege. We talked about having the survey be open-ended to find out what people think is important.

Angie, Anne and Huelz offered to do some surveys. Everyone is looking forward to seeing the results to date and we will discuss these at the next meeting. Next meeting is Monday, Dec. 22nd at the library.

**CITY OF
ASHLAND**
ASHLAND PLANNING COMMISSION
SUSTAINABILITY SUBCOMMITTEE/WORK GROUP
MINUTES
DECEMBER 22, 2008

Attending: Commissioner Mindlin, Julie Norman, Darren Campbell, Peter Gross, Jim McGinnis, Larry Blake, Huelz.

- 1) Discussion on ICLE sustainability plan pilot program. Darren informed us that ICLE is looking for 4 municipalities who want to be part of a pilot project for starting up a sustainability plan. They're looking for a range of city sizes and forms of government. They are offering training and other services for free. Jim suggested that the sustainability plan is designed to be a support system for instituting their program of measuring baseline and progress on sustainability markers. They are promoting software that measures sustainability including a module for city as an organization as well as the community as a whole. The City joined ICLE and tried to use their system, but it takes a lot of time and we don't have funding for staff to support it. Tried to do it with students at SOU but didn't get enough continuity to transition from one year to the next with different interns. There's flexibility in how the data is collected so more than simple training is required. Dick had suggested that a half or full time staff position would be needed to do the baseline measurement. Methods of funding this, getting students or SOU staff to contribute were discussed. Jim will talk to Dick Wandershie about city interest in applying to be part of this pilot project. Darren will talk to ICLE about what commitment of staff resources would be necessary.
- 2) Jim McGinnis told us about an event being planned by a group called Sustainability Leaders Dialog to bring together city councilors, commissioners, staff, other community leaders and members of this group to discuss sustainability and the Transition Town concept. The event will be in January.
- 3) Larry Blake, head of SOU facilities, was attending to see what we were doing. He told us a little about the sustainability work they're doing with Dick Wandersheid. Sounded like it mostly had to do with energy use.
- 4) Melanie said she would like to set deadlines and wrap up the survey/inventory project. We don't have to phone every person that got onto our contact list. We should figure out how to get it posted on the City's website, then get out our related citizen survey. People should be able to see the work we've done so far on the website when thinking about filling out a survey. However, we have a couple of sectors that are not well represented, and we should focus in on those before finishing the phone contact effort.

SOU: we have three professors, but could use some more as well as their sustainability council. Ashland School District: have only talked to Wilderness Charter School. Should talk to Julie DiChiro, Matt Marr would be alternate, find out about clubs, programs in the schools, School Board subcommittee for local food in the cafeteria. Jim Hartman and Tim Brandy were suggested both of whom are on the contact list. Health Care is not represented. Ash Comm Hospital has something called the Plane Tree, which is a new model for health care which may have something to do with sustainability; their promotional materials say they have a green program; contact the CEO. Should contact RVTD and RVCOG. Should survey the rest of the members of the Conservation Commission and Dick Wandershie. We should contact the green businesses certified by the City.

We set a tentative time table for completing the inventory project. Complete phone surveys by January 12th, get posted on website by the end of January or early February, get the do-it-yourself survey out by the end of February. The do-it-yourself survey would be advertised in the city utility newsletter, as well as getting the word out in the media. You could get a copy of the survey on line or at the city office. It would be cool if people could fill out a survey on line, but that might involve too much staff time. The inventory will be categorized by sectors on the website so people can find stuff of interest to them. We can have a "miscellaneous" or "whole systems design" category for activities that cross sectors. We need to find out how to get approval for and action on having the City put this on their website

After note from Melanie: We also need to send out the entries to participants for their approval of what we've written before releasing publicly.

We brainstormed ideas for what questions we would ask in a general survey which should be somewhat different from the survey of organizations that has been done so far.

Suggestions:

- Have you instituted any sustainability practices in your home, profession or workplace?
- We could have a checklist to get them thinking.
- Would you volunteer time?
- What are your 3 areas of greatest concern?
- Is there anything local government could do to further your sustainability activities?
- Has the city prevented you from doing any planned sustainability activities?
- What should the city's top 3 priorities for sustainability be?

Next Meeting is Monday, December 29th. We have invited Torrey Byles to come talk with us about his work as an Applied Economist, the studies he has been doing with THRIVE and studies which could be undertaken by the City. We will revisit the ICLE application. We will review new information about putting the inventory on the city's website.

Following meetings are:

January 12th. Power Point presentation by Darren Campbell on sustainability efforts being undertaken in other cities and what is a sustainability plan.

January 19th. Review and categorize inventory entries.

**CITY OF
ASHLAND**
ASHLAND PLANNING COMMISSION
SUSTAINABILITY SUBCOMMITTEE/WORK GROUP
MINUTES
DECEMBER 29, 2008

Attending: Commissioners Mindlin and Stromberg

Anne Eldridge, Boyd, Darren Campbell, Pat Fretton, Pam Vavra, Peter Gross, Huelz

Update on ICLE application to be part of their pilot project.

Jim McGinnis and Darren Campbell talked on the phone this week, but neither has been able to complete their task due to the holidays. Jim is to talk with Dick Wandersheid, and perhaps other conservation commissioners, to gauge their interest in becoming an ICLE pilot project. Darren is to talk with ICLE about what staff resources are required by ICLE. Deadline for the application is January 9th. John Stromberg asked whether we needed support of the City Council in order to file the application. It was the opinion of those present that we could apply and then take it to the Council if ICLE chose us for the program. Darren reported that they only had 6 applications when he spoke to them 2 weeks ago giving us a good chance. He believes they will come here to do training and consultation with a value of \$30-\$50,000 based on his previous work experience. It was noted again that the city is already a member of ICLE and has made a previous unsuccessful attempt to use the assessment program with the help of university student interns.

Inventory/Survey Update.

We're looking to complete the phone surveying by January 12th. Melanie has enlisted the services of two members of the Siskiyou Permaculture Resources Group and has requested help from student interns from SOU working with TBL21. Darren will start on his contacts after the holidays. Anne has requested additional contacts.

The purpose of Phase 2 was then discussed. Phase 2 was originally envisioned as soliciting input from the community at large by advertising the survey in the media and city utility newsletter. Stromberg reviewed the original intent of the inventory: to gather information about activities being done by individuals and organizations out in the community (as opposed to in the home) both as a first step towards incorporating sustainability into the Comp Plan and as a way to make sustainability more visible to the community and the outside world.

What would be accomplished by a general survey?

Statistical report could be done if we used a checklist.

Polling to find out level of activity

Creating a resource of the results.

Touchstone to the community

Elicit information about additional activities we don't know about

Help people to make connection with others doing the same thing; know that level is increasing.

Might show possibilities for new organizations or businesses

Can help identify where outreach and education is needed

Acknowledgment of people's efforts

Building energy for strategic planning by getting people interested and that the City would value their input if they participate in a visioning process.

Further suggestions:

It would be self-selecting so volume of information may not be all that great.

Could have a face-book type site with people's sustainability profile.

We should Finish Phase 1 first.

Should do with Open Source software so anyone can add to it.

Commissioner Mindlin described how an earlier roadblock for this sustainability investigation had occurred because it was thought that it would detract from the visioning and strategic planning which the city has been planning to do.

Commissioner Stromberg suggested that once we have done as much as we can with our phone outreach effort, we should compile the information on the city's website, and have the rest of our contacts survey themselves. We would continue to solicit entries for the inventory from people thought to be engaged in sustainability activities without advertising it to the general public.

The manner of presentation will be discussed further at the meeting on January 19th, when we will sort the entries by type of activity.

Commissioner Stromberg was then moved to ask the people attending,

"What should the mayor do in this situation?" Response:

- Establish some real goals in each sector.
- Education is needed before asking people to set goals so we get a better informed response.
- Process should be inclusive, interactive & informed
- Government can create an environment of support
- Mayor can observe & interact with community activities, draw media attention, advocate
- Make people already within government who want to do sustainability work feel safer and valued.
- Make connections with other levels of government (state, federal)

Commissioner Mindlin then asked,

"What should the Planning Commission do?" Response:

- Update the Comp Plan for sustainability. This is needed before we change the ordinances. We need staff support to do this.
- Go after the building code; raise the requirements
- Work on the design standards, such as prioritizing solar orientation
- Try to keep up with what's going on in the community, respond and reflect. City government is not keeping up with the citizens.

Finally, Commissioner Stromberg pointed out that the Budget Committee meets on Monday nights and he will no longer be able to attend at that time.

Next Meeting:

Monday, January 12, 7:00pm, Library Gresham Room

Darren Campbell presentation on sustainability work of other local governments.

**CITY OF
ASHLAND**
ASHLAND PLANNING COMMISSION
SUSTAINABILITY SUBCOMMITTEE/WORK GROUP
MINUTES
JANUARY 12, 2009

Attending: Commissioners Mindlin, Dawkins and Marsh

Others Attending: John Stromberg, Darren Campbell, Torrey Byles, Julie Norman, Christopher Daugherty, Anne Eldridge, Angie Thusius, Peter Gross, Carlos Delgado, Hon. Gaweya, Rob Sweeney, Merrill Ward, Liza Maltzberger

The agenda of the meeting was to hear a presentation on sustainability work in other municipalities and sustainability plans presented by Darren Campbell with his power point. The presentation is not synopsised here. We looked at materials on the Natural Step which is being used in Corvallis and many other places. We also looked at materials from South Lake Tahoe where Darren worked before moving here.

It was noted that the Natural Step model does not include economics. Also that in Corvallis the Natural Step work was led by a citizens group rather than by city government itself, although the understanding is that they had the full cooperation of the local government.

A general discussion was had about visioning the sustainable city. Commissioner Marsh said she thinks we need a baseline measuring where the city is at now before visioning where we want to go. Some visioning/strategic planning is done with Scenario Planning. With this, you identify challenges being faced by the community and elicit visions of desirable outcomes and identify different ways it might play out.

A great many interesting frameworks and planning models were mentioned in brief. We want to have another look at a slide called "ICSP Infrastructure" with a very interesting bubble diagram. Darren will give Melanie a copy of the power point slides to use as needed.

Darren was thanked for putting together the presentation.

**CITY OF
ASHLAND**
ASHLAND PLANNING COMMISSION
SUSTAINABILITY SUBCOMMITTEE/WORK GROUP
MINUTES
JANUARY 19, 2009

Present: Commissioner Mindlin

Others: John Stromberg, Anne Eldridge, Julie Norman, Peter Gross, Pam Vavra, Larry Blake,

At this meeting, we sorted out the inventory entries into the categories set by three different frameworks: the Ashland Comp Plan, the Tipping Point, and Permaculture/Transition Town. This exercise took up most of the meeting. We noted that many of the entries were difficult to apply to the Comp Plan elements, especially in the areas of food and community awareness. Some of the sectors of the Tipping Point did not have any entries. All of the categories for the Permaculture/Transition Town framework had entries and may be the framework most directly related to the self-defining sustainability actions in Ashland.

This non-exclusive list or compilation was personally prepared by me, Melanie Mindlin, and does not represent an endorsement of the businesses by the City of Ashland, Oregon, its Commissions, Boards, officers or employees. This list is provided solely to inform those interested of businesses that purport to engage in sustainable practices.

Organization

Description of Activity

NATURE STEWARDSHIP

| | |
|---|--|
| <p>Bear Creek Watershed Education Partners</p> | <p>Bear Creek Watershed Education Partners provide watershed education for Rogue Valley youth and encourage educators, students, communities, public agencies, and organizations to work together to protect, enhance, and maintain Bear Creek. Program areas are: Watershed Enhancement: coordinates agencies and schools for riparian planting, storm drain stenciling, wetland restoration, fishing line recycling, and invasive species removal; sponsors annual watershed cleanups Educator Workshops; Watershed Monitoring Programs; annual Watershed Education Symposium for students and teachers about ongoing watershed education projects. bcwep1@yahoo.com http://www.bcwep.org/</p> |
| <p>Forest Service Sustainable Operations Team</p> | <p>Ashland resident, Jim McGinnis, worked on the creation of the Sustainable Operations Team for the Forest Service, and is now a member of that team. The Forest Service Sustainable Operations program addresses internal operations covers transportation, water quality, building energy, greenhouse gas related actions, and green practices for purchasing. This team oversees Sustainable Operations for the whole US and is based out of the Forest Service DC office. The Forest Service has green teams to implement Sustainable Operations. However, since this is an unfunded mandate for the Forest Service Climate Change Board, all green team work is "voluntary". The National Sustainable Operations Team is in place to support the implementation of these processes and embed activities throughout the agency over the next 3 years. The Agency recently held a Sustainable Operations summit involving 100 people in Madison, WI and an additional 500 attending virtually attending via video conferencing. In 2009 the summit will be hosted virtually out of Portland. One of their projects will be to have a Forest "extreme makeover" contest.</p> |
| <p>Klamath Bird Observatory</p> | <p>Klamath Bird Observatory (KBO; www.KlamathBird.org) advances bird and habitat conservation through science, education and partnerships. Bird population trends can indicate the health of our environment and aid us in prioritizing actions to address threats to sustainability. The United Kingdom considers bird population indices among its high level indicators for social, economic and environmental well-being. Along with non-governmental organizations and state and national government agencies, KBO is developing The State Of The U.S. Birds, a report with an analysis that will serve as a similar index for the United States. To understand bird populations locally, KBO works with partner organizations in the Klamath Bird Monitoring Network, one of the most comprehensive regional monitoring programs in the world. KBO's work here serves as an international model for using birds to inform efforts for long-term sustainability.</p> |
| <p>Lomakatsi - Education</p> | <p>Lomakatsi is doing education in the schools K-12 in Ashland, Shady Cove, Evans Valley, Medford, Talent, and Phoenix, as well as with SOU with their Full Circle program. They are teaching people how to step out of the human-centric mode and how to give back and why that is important. They have native plant nurseries set up at schools where students help them care for plants, and they teach students how to do revegetation and creek restoration. They also provide workforce training in four counties, as well as public workshops and community events. http://www.lomakatsi.org/</p> |
| <p>Lomakatsi - Forestry</p> | <p>Lomakatsi engages in sustainable forestry practices primarily restoring forests from damage due to logging, fire suppression, agriculture and development. They have treated thousands of acres, restoring habitat and bringing back forest lands to a more healthy state. They do watershed restoration for wildlife and salmon habitat, re-vegetation with native trees and shrubs, and in-stream work for spawning pools. They've done restoration in almost all the tributary creeks of Bear Creek, as well as in Ashland's Siskiyou Mountain Park. They are creating models for developing economies utilizing sustainable wood products tied to restoration work, primarily small diameter trees coming out for fire suppression. They are seeking funding to create a sort yard and buy an appropriate sized mill. They also do natural building as a sideline with small diameter wood; as well as erosion control, terrace beds, etc. http://www.lomakatsi.org/</p> |

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| National Center for Conservation Science and Policy | Based in Ashland, the NCCSP creates science-based solutions to protect and restore the life processes and ecological vitality that sustain all lands, waters, and communities. They research and translate conservation science to lawmakers, so they have the best available science on protecting forests and river systems. They also produce educational publications and events. http://www.nccsp.org/ |
| National Center for Conservation Science and Policy - Wildlands and Rivers Protection | The National Center for Conservation Science and Policy, a nonprofit based in Ashland, has a program to help protect wild lands and river systems. They work with large scale landscapes, bringing together the scientific research and present it in a form that is readable by public officials. They work on the NW Forest Plan and in the Rogue Basin removing many miles of stream barriers for fish. They also work in the Klamath basin, the Great basin, and the whole Pacific Northwest on groundwater withdrawals. In addition they work in the Rockies on road less analyses. |
| Southern Oregon Land Conservancy | The Southern Oregon Land Conservancy is a nonprofit organization that actively works to conserve land, often using a tool called a conservation easement. They have conserved over 8,200 acres of this region's working farms and ranches, river corridors, forests, and scenic lands. They also worked on the RVCOG conservation plan. Visit them online at LandConserve.org . |
| Water Quality specialist, Paul Kay | Paul Kay is a water quality educator and a builder of floating wetlands in Oregon and México. He is an affiliate of SPROut - the Sustainable Plant Research and Outreach Center - which acts as a bridge for communication, technology transfer, and project collaboration in the field of phytotechnology (the strategic use of plants to provide ecosystem services in managed landscapes). See www.sproutoregon.org . SPROut projects include: modular farming in ponds/wetlands, wastewater treatment, green roofs, raingardens, stormwater management, and phytoremediation. He works with Ashland Parks Dept. on duck pond rehabilitation and with ScienceWorks on outdoor water exhibit planning. He chairs the Inland Rogue Agricultural Water Quality Local Advisory Committee. roguewater@mind.net |
| Ecovative Enterprises | Ecovative Enterprises provides consultation and products related to water quality and organic farming. EE offers system to improve water quality in residential homes to businesses such as restaurants, food production, spas, farms and ranches, including systems to naturally improve water quality in lakes, ponds and waste water operations. Brian Eckert has been researching water and water systems for 14 year from a Naturalist point of view, with the consideration of water being a "Living Substance". With a rich background in organic farming and forest restoration, Brian offers his clients a alternative prospective in helping make their home, business or farm, sustainable and environmentally friendly. Brian has also been developing a non-profit organization with a education focus on water and natural science for environmental restoration. 778-7188, www.ecovativeenterprises.com , brian@ecovativeenterprises.com |
| Bear Creek Watershed Council | Bear Creek Watershed Council works to protect, restore, and enhance the Bear Creek watershed in partnership with organizations, citizens, and agencies. For example, they performed watershed assessment for Ashland watershed, coordinated with multiple groups to undertake riparian restoration on Wrights Creek; provide technical assistance and information to the local community. www.bearcreek-watershed.org . |
| Waterwatch | WaterWatch is a river conservation organization that works to protect and restore natural streamflows in Oregon rivers for the benefit of native fish, wildlife, and Oregonians. Programs include: -- Rogue Basin "Free the Rogue Campaign:" collaborates with government agencies and dam owners to plan and fund the removal of fish-killing dams and restore free-flowing water to 157 miles of the Rogue River. Also participate in the WISE project, local water bank project, and Jackson County water study. -- Klamath Basin: works to protect river flows needed by salmon and steelhead, to protect and restore wetlands on Klamath Basin national wildlife refuges, and to remove the lower four hydroelectric dams on the Klamath River. -- Statewide Water Policy Watch: promotes balanced water policies that promote improved water management and that consider needs of fish and wildlife, monitors water related legislation in Salem, and watchdogs actions and allocations of the Oregon Water Resources Department and Commission. www.waterwatch.org |

BUILT ENVIRONMENT

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| Architect, Jason Zook | Jason Zook is a LEED Accredited architectural designer and works for ORW Architects spearheading a change in direction for local building practices through the implementation of programs such as LEED and Earth Advantage as well as utilizing Natural building techniques, passive solar strategies, and sustainably produced or reclaimed materials. Jason is also a member of the board of directors for the Rogue Valley Chapter of the Cascadia Region Green Building Council and co-founder of Rogue Valley Green Drinks. He is on the AIA Sustainability Committee, which is writing and submitting legislation at the State level for sustainable and green standards for public buildings. |
| Cohousing Community | The Ashland Cohousing community aka Bear Grass Village is a 13 home cohousing community completed in 2007. The pedestrian-accessed passive solar homes are clustered around a community building for group meals, meetings, guests, entertainment, children's play and more. The community includes safe play areas for kids and a 4,000 square foot community garden, and uses consensus decision-making and nonviolent communication and other conscious skills under development in their community culture. Principles of cohousing include social sustainability through developed relationships with your immediate neighbors and sharing of resources such as tools, skills and child care. Melanie Mindlin, developer, designer and project manager, is available for consultation or project management on any aspect of cohousing. sassetta@mind.net |
| Conservation Division, City of Ashland, Green Building | The Conservation Division has programs in energy efficiency, water efficiency, and sustainable building practices for new residential construction. The City has incentives, and consults and verifies the construction of Earth Advantage & Energy Star new homes. http://www.ashland.or.us/SectionIndex.asp?SectionID=432 |
| Earth Advantage | Earth Advantage (EA) is a green building program with 3 levels available: Silver, gold or platinum. Earth Advantage is also a LEED provider and LEED is much harder to achieve. EA has 5 scoring areas: water and resource conservation; environmentally friendly materials; land conservation/stewardship; indoor air quality and health, and energy. Fred Gant administers EA for areas outside city limits. The City's Conservation Division administers EA inside the City limits, see above. He is responsible for an area from the coast to Klamath to Roseburg. http://www.earthadvantage.com/ |
| Energy Star New Homes | Energy Star New Homes is tied to the Energy Trust of Oregon which produces cash incentives. It is a lesser level than Earth Advantage (EA) and is required as part of EA certification in Ashland. Fred Gant certifies new homes reaching energy star level. He also gives builders outside the City options of Energy Star, EA or LEED certification. He does building evaluations, green building consulting, and energy consulting. They arrange for builders to obtain incentives. |
| Hidden Springs | Hidden Springs Wellness Center did green building on their construction, especially in the area of energy efficiency. Rod has built homes using green construction previously. |
| Retreat center & ecovillage | A group interested in creating a retreat center with a sustainable intentional community aka an ecovillage with a retreat center as one of its business activities is being spearheaded by Rod Newton. They have not been able to figure out how to do this in or near Ashland, or really in Oregon, due to zoning problems. Rod has worked with Jeff Golden and Peter Buckley to introduce a bill at state level to allow an alternative destination resort with sustainable practices instead of golf course. State suggested building at the edge of town and doing farming activities outside city limits. He is looking at land just over the border in California where zoning would be easier. They are interested in doing this in or near Ashland. |
| SOU Facilities | SOU Facilities have energy conservation as a big focus. They just completed replacing two of four boilers in the main heat plant, with design underway to replace next two. Dick Wanderscheid has assisted in helping them get going on the planned SOU sustainability initiative. They are trying to get participation with Bonneville Power, Energy Trust of Oregon, Northwest Power Council, and ODE. They are collecting data on energy consumption to analyze power usage. Bonneville may do a energy audit on campus. SOU will be hiring a sustainability coordinator to help with conservation measures and coordinate projects on campus. Facilities is trying to team up with Academic Depts to create a webpage related to sustainability including related classes, faculty bios, Vitae and research information, and a clearinghouse for lectures and conferences associated with the University. A new supervisor for landscape services will be on the SOU sustainability council. There is an RFP for a solar array on the new Higher Education Center in Medford. With the PV array, they expect to get LEED Platinum certification. They are pushing for a green purchasing policy, green building policy with at least LEED silver on any new building or retrofits, green housekeeping program for custodial services, and Green Seal environmental standard for cleaning services. BlakeL@sou.edu |

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| Verde Village | Greg and Valri Williams are the owners of the Verde Village property, which is being developed by WILMA, with 68 ecological homes including 15 affordalbe homes with RVCDC. These homes will have passive and active solar heating, a goal to be at or near net zero energy, and use water catchment and bioswales to treat stormwater. The backup heat system uses groundsource heat pumps. The City has worked with them on plumbing to allow for greywater when it becomes legal. Verde Village has been selected as one of 3 projects by Earth Advantage as a pilot sustainable community. |
| Green building educator and Eco-broker | Don McCoy provides facilitation and education on green building science and sustainable living by speaking, power point presentations, and his website. He has produced a documentary on local green homes. He gives presentations to interested groups i.e., at the Homebuilder Association shows, Fire Dept., realtors, and title companies. As a sustainably trained Realtor® Don helps people find and identify energy efficient, healthy and durable features in green and sustainable homes. He helps people with remodeling and new construction as a green building consultant. He is on green teams for new communities' development and construction. Don is an Energy Trust Trade Ally of Oregon (realtor, lender, or builder on the front lines helping the consumer identify green features and energy saving techniques). 541-261-3542 websites: www.oregongreenhomes.net and www.therealmccoy.us |
| Homebuilders Association Green Building Council | The Homebuilders Association Green Building Council was created as a response to demand within the HBA for more information of green building. Builders were seeking education and publicity/recognition. Jackson County has a committee which does education, and works in partnership on classes with the Energy Trust. Eventually there will be a certification program in the Rogue Valley within the HBA. |
| Inergy Homes | Energy Homes is a green building construction company specializing in fire safe homes, recycled light gauge steel studs, with exterior polystyrene insulation, SIPS on roof, for an extremely tight envelope. www.inergyhomes.com 541-773-8200 |
| Rogue Valley Green Building Council | Rogue Valley Green Building Council. is loosely affiliated with the national USGBC, and is a branch of Cascadia GBC. They provide monthly educational meetings on green technical strategies for builders and designers with presentations on topics such as straw bale homes and sustainable landscaping. RVGBC is a nonprofit organization that promotes LEED certification. They want to facilitate educational outreach for children at the middle school to high school level, such as a design build class for students on renewable energy and green building. They are planning a green building conference in Ashland. They now offer LEED accreditation and classes in Medford/Ashland. |

TRANSPORTATION

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| Ashland Car Share | Ashland Car Share is a nonprofit whose mission is to provide alternatives to individual car ownership. They provide the opportunity to not be an individual car owner by providing a service that allows access to a vehicle 24/7 by reservation. A recent grant has allowed them to purchase their first vehicle, a spanking new Prius.They encourage people to use other forms of alternative transportation before the actual shared vehicle; anything but one person in one car. |
| Ashland Community Bike Swap | The Ashland Community Bike Swap is an annual fundraising event that promotes alternative transportation and re-use of bicycles. It is held each May at the parking lot of the city offices on East Main. Money raised is used to provide bicycle safety transportation throughout the valley. As well as to buy bike lights, bicycle & multi sport helmets and pedometers that are available to the public at cost from the Ashland Parks & Recreation office in Lithia Park. |
| City of Ashland International Car Free Day Celebration | Car Free Day is an annual event to promote alternative transportation. Tracy Harding has been organizing this event for 5 years, providing programming and outreach with the help of volunteers. It is sponsored by the City who contributes permits, banner and closes the street for the event. |
| Bear Creek Greenway Adminstrators Group | Representatives from Jackson County and five cities between Ashland and Central Point cooperatively manage and maintain the Bear Creek Greenway. Jackson County staff coordinates maintenance crews (including community justice workers doing non-chemical blackberry removal) and interacts with Greenway users. http://www.jacksoncountyparks.com/greenway.htm |

RECYCLING & REUSING

- Ashland Sanitary Ashland Sanitary and Recycling employs Risa Buck to provide Waste Reduction Education. They are supporting and growing programs that reduce, reuse and recycle, including programs to divert materials from landfill, i.e., ink jet cartridges, leaves, green debris, compact fluorescents, nursery plastics, electronics, plastic bags/shrink wrap and CleraStream lending program. They provide education on their website at AshlandSanitary.com. Other programs include: OR green schools program for Ashland/Talent; presentations in schools and civic organizations on recycling; green team with city conservation and DEQ to do assessments for green business; commercial compost program for restaurants, b&b's, and schools to divert pre-consumer food preparation waste. They also coordinate with festivals and events to reduce waste.
- J. Co. Recycling Partnership, Ashland is a member of the Jackson County Recycling Partnership, whose purpose is to publicize countywide solid waste diversion events and advance projects to reduce waste. They partner with county, cities and waste haulers. They offer a master recycler program at SOU, and have a grant for training for 35 volunteers. On the web at JCreycle.org
- Jackson Co. SMART SMART is a program for recycling solid waste. Paige Prewett is the consultant for Jackson County's SMART business program where saving money together helps schools, business and organizations implement waste reduction programs. Jackson County has a recycling directory, and they do special events like the plastic round-up. Roguesmart.org.

ENERGY

- Ashland School District Resource Conservation Coordinator The Ashland School District's Resource Conservation Coordinator, Jim Hartman, is in charge of looking over the use of natural gas, electricity and waste at District buildings. His goal is to improve heating system efficiency, replace windows, improve lighting efficiency, improve landscape water use efficiency, increase xeriscaping and mulch, increase recycling systems, encourage waste reduction and improve preconsumer composting. There is also a designated staff member working on resource conservation at each of the school buildings.
- Chamber of Commerce Earth Smart Guide The Chamber of Commerce works with the City, distributing materials on using water more effectively, being thoughtful as a visitor by conserving water, and publishing the EarthSmart guide to recycling and energy conservation. They have provided energy audits on businesses to help retool the use of energy and water.
- City of Ashland, Electric Department The City of Ashland Electric Department is our local electric utility. They have instituted a number of conservation programs on energy end use in the city with a budget of half million dollars a year including staff and program funding plus funds from Bonneville Power. Ashland has the lowest per capita electric consumption in the NW, against a rising trend state and nationwide. The City has invested upwards of \$14 million in energy efficiency. Other related programs from the City include water conservation programs, air quality programs, recycling, adopt-a-street, and the green business program. They also have renewable resource programs which are among the most aggressive in the NW, including Net Metering with full retail rates paid for excess generation, rebates for Solar Electric and Hot Water and the Solar Pioneer I and II programs aka The Community Solar Program. 541-552-2061. wandersd@ashland.or.us

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| Conservation Division, City of Ashland, Renewable Energy programs | City of Ashland offers several renewable energy programs. They promote the purchase of green tags (now called carbon offsets). Incentives are offered for solar water heaters and solar electric systems. Solar Pioneer 2 is a way to invest in a community solar electric system and have output credited to your home or business. The City pays retail value for electricity fed into the grid from net metered renewable energy systems and Solar Pioneer 2. http://www.ashland.or.us/SectionIndex.asp?SectionID=432 |
| Conservation Division, City of Ashland, Rebates & Incentives | The City's Conservation Division administers Resource Efficiency programs including: incentives for replacing appliances with more efficient appliances; incentives for replacing toilets with more efficient models; interior and irrigation water audits; home energy audits with blower test; testing of duct systems. They have a program to buy down the cost of purchasing compact fluorescent bulbs from stores. They have rebates for programmable thermostats, removing non certified wood stoves and weatherizing houses. Programs for commercial energy efficiency include replacing inefficient lighting and zero interest loans for replacing lower efficiency heating and cooling equipment. Commercial water programs are the same as residential. http://www.ashland.or.us/SectionIndex.asp?SectionID=432 |
| Renewable energy | The Bonneville Environmental Foundation for Ashland Renewable Pioneers program provides a way homes and businesses can offset energy consumption with Green Tags. GreenAshland.org |
| Rogue Biofuels | Rogue Biofuels manufactures renewable fuel by collecting and recycling waste fryer oil, putting it through their process and making it into biofuel. Their production facility is in Klamath Falls, and is all geothermal powered. They collect oil from Central Pt. to Ashland, from 200 restaurants and food kitchens. The supply station will be at Paradise Supply on Hwy 99 near Valley View, where they have a 3,000 gallon tank which they expect to turn over each month. They are collecting 10,000 gallons/month, so they will have other supply points as well. Cost anticipated to be \$2.99/gallon. They will promote participating restaurants to try to close loop of use-reuse by offering coupons for deep fried food. Biodiesel can be used in any diesel engine for about 2,000 miles, after which you need to change the fuel filter and fuel lines at a cost of about \$200. |
| RHT Energy Solutions | RHT Energy Solutions does conservation and renewable projects throughout the State of Oregon. They subcontract for the Energy Trust of Oregon on industrial and commercial conservation and renewable projects. The Energy Trust is for service territories of Pacific Power, Portland General electric and NW Natural Gas and is funded by a 3% public purpose charge. As a subcontractor of the Energy Trust, they work with large customers to analyze how to save energy with measures like: energy efficient lighting, air compression, and production equipment. RHT also works for Bonneville Power, Pacific Power in CA and Avista in southern OR, as well as doing private contracts. They can work in Ashland under contract with Bonneville Power for commercial and industrial projects. RHT's goal is to make businesses more productive by improving their energy efficiency. 541-770-5884, http://www.rhtenergy.com/ |

EDUCATION & CULTURE

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| Ashland School District | The Ashland School District has many sustainable activities. One of the goals for graduates is to be good stewards of the natural world. This is modeled in the schools and one of the science curriculum standards is about sustainability, energy efficiency and kids learning about how to make a difference. The School District is engaged in \$50 million of building renovation, with one of the goals being to become as energy efficient as possible. In 2003, they converted their buses to using green diesel which burns almost 100% clean. While they're not going for LEED certification at the Bellview School reconstruction, they are using LEED strategies to be as green as possible. In the demolition process, they recycled 90%, due to excellent work by Adroit Construction. Special campuses and projects promoting sustainability and the environment include the Wilderness Charter School, Willow Wind Community Learning Center, the John Muir School and the Social Action and Environmental Justice program. |
| Climate Change Project | In 2006, Jim McGinnis was trained by Al Gore and climate scientists to present the Climate Change presentation. Since that time, he has given the presentation to 1000 people in Southern OR. He gives presentations to high schools, rotary clubs, etc. The Gore presentation is about the problem of global warming. Jim has augmented about half of the presentation to include issues of living sustainably and "what can be done". This leaves audiences feeling more hopeful and engaged in taking action. |

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| Ecovillage area for large events | Lisa Pavati establishes ecovillage areas at large events with speakers, presentations, and resources, especially at Wellsprings events, as well as in our larger region. lisa@ashlandwellnessguide.com |
| Gaia University | Gaia University offers students accredited degrees using project-based Action Learning while the student is actively engaged in self and planetary transformation. 2009 will mark the second Ashland program, which begins Aug 17th. Join students from around the world as they network on integrative ecosocial design and learning. http://www.gaiauniversity.org/english/ |
| National Center for Conservation Science and Policy--Climate Change | The National Center for Conservation Science and Policy, a nonprofit based in Ashland, has a program to help communities prepare for climate change. In partnership with the University of Oregon, Climate Futures Forums has started in four basins in Oregon. They use site specific climate change projections for regions, gather local scientists and experts on climate modeling to come up with what that area needs most for climate resilience of ecosystems. Next they show the results to other 3 sectors (economic, infrastructure, and social service, i.e., fire, police, hospitals) and ask what does that mean for your sector? Their goal is to get environmentalists and economic sector on the same track. U of O is facilitating the human aspect. They did workshops in the Rogue Valley in summer 2008 and the report was released in December 2008. |
| National Sustainable Building Advisor Program | Shelley Lotz provides sustainable building and living classes. SLP Sustainable Living Programs offers the National Sustainable Building Advisor Program, a 9 month course sponsored by SOU. There is also a 2 day introductory class through North Mountain Park for laypeople and homeowners; and Scienceworks education programs in the works. Shelley is a certified Sustainable Building Advisor herself, as well as a consultant and project manager. 840-9474. www.sustainablelivingprograms.com |
| Permaculture teacher | Tom Ward is a renowned permaculture teacher and counselor specializing in the Southern Oregon and Northern California region. He teaches the Permaculture Design Course (PDC), a 72 hour training which qualifies people for a permaculture certification, generally 2-3 times per year. He teaches a teachers training for the PDC, generally once a year. He is a counselor with most local organic farms and new permaculture homesteads. Tom teaches and gives talks out of the area and out of the country on an occasional basis. His current talk topic is social forestry. Tom is the author of Greenward, Ho!, a manual on wildcrafting and herbal medicine, and is working on a book on Aspects of Social Forestry. tomward@mind.net |
| Plan-It You | Plan-It You is a 3D social media life planner that uses multimedia game play to promote personal and community sustainability efforts. This guided strategy game assists players to set and achieve goals to improve their health, environment, finances and community. Players garner impact points as they meet both personal and community game challenges. Working as teams within the community increases the game's impact. The game includes 3d animation, video, adventure story and community events. Still in the development stages, Plan-it You is free to community players; an added benefit personal game will likely include a modest subscription fee. |
| Professor Emeritus, SOU Environmental Studies, Eric Dittmer | Eric Dittmer works primarily with sustainability capstone student projects which include recycling, xeriscaping, monitoring sustainable activities on campus. He was chair of the Sustainability Council for its first two years, and wrote their annual reports summarizing their activities which should be available on their web page. 1.5 years ago the students voted to assess themselves to offset gas and electricity use by investing in green tags, kicking off the momentum for becoming a green university. They have been working on energy efficiency strategies and have saved \$200,000-300,000 by doing a better job of monitoring electric and gas use. They have recommended to executive council to make a position for sustainability coordinator, funded by monies saved by sust. activities. |
| Reskilling | In the planning stages, Reskilling is an intergenerational reskilling program, identifying elders and mentors in the community with skills to share and bringing them together with high school and college level people in a workshop format. Mostly focused on food and value-added food, the project is connected with Village Farm. |
| Sentient Times Magazine | Sentient Times Magazine is a free local publication for which sustainability has been a main focus for many years. With sustainability now a primary focus they will include articles which inspire, inform and provide tools for this community, covering small businesses, individual choices, food growing, manufacturing, and everything that provides community needs and assists readers in relocalizing. Contact them at (541) 512-1084, info@SentientTimes.com , or visit www.SentientTimes.com . |

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| Southern Oregon University | Sustainability is an essential value of Southern Oregon University. The EPA recently named SOU in the Top 20 list of Green Colleges and Universities nationwide. SOU students tax themselves to buy green credits for the energy used on campus. We will apply for LEED platinum rating for the Higher Education Center that we recently opened in Medford in partnership with Rogue Community College. Both SOU's operations and curricula in Ashland and Medford maintain powerful elements of sustainability. |
| SOU Sustainability Leadership program | Steve Schein is the coordinator of the new certificate program for undergraduates and graduates called Sustainability Leadership, starting fall of 09. This is a curriculum with classes and electives across the university, and can be part of an undergraduate degree, a masters in management or an MBA. It's a cross-university program, so it's not just for business students. The program is for matriculated students, meaning not open to the public. He also teaches a one credit class in community education on Intro to sustainability. scheinst@sou.edu |
| Sustainability education | John Alexander, Klamath Bird Observatory Executive Director, is working towards a Ph.D in Sustainability Education at Prescott College. Sustainability Education is an approach that uses a whole systems thinking perspective to consider ecological, economic and social equity issues of sustainability as a foundation for education. John is studying the integration of sustainability into higher education while working to learn how science is most effectively delivered to inform important decisions that influence the sustainable management of natural resources. Recently he has worked with Business and Environmental Studies professors at Southern Oregon University to teach about sustainability and assist in developing academic programs in sustainability. |
| Sustainable Living Workshops, Wellness Guide | Sustainable Living Workshops brings local, regional and national teachers to the Ashland area for events sponsored by the Wellness Guide. They are currently offering workshops at least once a week starting in February providing affordable, practical skills training centered primarily on food security. |
| Thrivability Institute | (Aka the Honoring All Life Foundation), our mission is to explore what it means to thrive both individually and collectively, through research and education. The Thrivability Institute explores whole-systems solutions and tools, including diverse Permaculture applications and Spiral Dynamics. |

HEALTH & SPIRITUALITY

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| Ashland Community Hospital | Ashland Community Hospital over the years has done many things around energy efficiency, including improving light fixtures, heating and cooling. The new building, completed in 2006, selected finishes that are environmentally friendly with recycled and natural, nontoxic materials. They want to develop green standards for future building projects. The Green Team is an employee group that works on issues of recycling including paper, glass, metal, plastic, and computers. They have recently started to implement the Plane Tree model of patient and family centered care which includes creating a caring environment and a focus on community. In Ashland the community element means working on sustainability. |
| Beach Avenue Productions | Beach Avenue Productions produces community events such as World Wellness Weekend which began in Ashland in 2004 with Deepak Chopra and continued in 2005 with Robert Kennedy Jr. and Martin Luther King III. These events define "wellness" as all aspects of life physical, emotional, financial, business and environmental well being and have now been held nine times in five cities across America. Beach Avenue is planning to come home to Ashland with a new event in the fall of 2009 that will "Celebrate Sustainable Community". The event will showcase projects that people are doing around sustainability here in the region-providing a forum for products, businesses, non-profits, and individuals to teach about what they do, as well as sell products and services in our community. The events include speakers, classes, music, and food. www.worldwellness.org |
| Hidden Springs | Hidden Springs Community Wellness Center educates and empowers clients to be more responsible for their own preventative health care. Holistic testing to determine strategies, lifestyle and attitude changes made today can help anyone avoid expensive rescues later. Healthy community members contribute to the sustainability of community life. |

ECONOMICS & BUSINESS

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| Applied Economist, Torrey Byles | <p>Torrey Byles is an applied economist doing a number of studies in our area. He just finished one on local food supply regarding consumption and production of vegetables, compiling indicators around regional self-sufficiency and the regional economy including a list of target industries and enterprises to invest in. Part of his efforts are to put together an investment strategy providing capital to local entrepreneurs and start-ups and creating a mechanism so local people who want to invest in local business would have a channel to do so. Torrey was on the Board of THRIVE from 2006-2008 and continues to support its ongoing success. He says, "locally owned businesses as the focus of growth, has a greater multiplier impact." He does market research and business development, especially start-ups, business writing, investor prospectuses, economic feasibility studies. He has plans and studies to help local businesses reduce their carbon footprints and buy more locally.</p> |
| Byrne Green Consulting | <p>Byrne Green Consulting is a "sustainability incubator" offering business development, technology selection and systems design, marketing, and project management for small and medium sized enterprises, including municipalities and communities. ByrneGreen works with a diverse set of sub-contractors to design a team to assist clients on two sides of the approach to green: innovators bringing a green technology to market or established operations seeking to make their product, services, and operations more efficient and effective. ByrneGreen Consulting uses both a cost and revenue perspective to insure the adoption of ecological operations by making "the business case for sustainability." www.ByrneGreen.com</p> |
| Chamber of Commerce | <p>The Ashland Chamber of Commerce's mission is to support and promote the local economy and its 700 members in sustaining their business operations and growth. They conduct educational workshops and trainings covering topics such as business operations, sustainability and economic trends. One of the many committees within the Ashland Chamber is the Economic Sustainability Committee which did an analysis of what the strengths and assets of the community were to guide their future planning. The Ashland Chamber's "Rapid Response Team" works with existing and new businesses that are interested in relocating, expanding or starting up in Ashland. The Rapid Response Team pinpoints the needs of the existing or new business and then calls upon participating individuals from the community that can provide insight into their own industry, such as accounting, architecture or real estate depending upon the needs.</p> <p>The Living & Doing Business Guide, that publishes annually each fall, serves as the relocation support piece showcasing the livability and demographics that business owners, students and employers use to learn about Ashland. The Ashland Chamber's Business Retention and Expansion program's purpose is to identify the strengths, challenges and opportunities throughout different business sectors. This is done through peer review, interviews, independent reporting and more. They also produce a guide to facilitate working with the Planning Department of Ashland. All activities of the Ashland Chamber are open to the public, including a weekly gathering, called Greeters, that provides a venue for networking and sharing best business practices. For more information regarding the Ashland Chamber visit www.ashlandchamber.com</p> |
| Conservation Division, City of A, Green Business Certification | <p>The green business program, is a voluntary program in which the team (Dept. of Environmental Quality- Lisa Freeman - toxics/pollution prevention, Ashland Sanitary-Risa Buck -solid waste/recycling, City Conservation Division - Larry Giardina - energy efficiency and - City Conservation Division -Robbin Pearce - water efficiency) assesses what each business does in regards to sustainable business practices. The team as a whole also reviews each business for Transportation and Education aspects. Businesses get recognized for their accomplishments and set goals for adopting new practices to improve sustainability. Networking is encouraged and supported. Robbin is the team leader and can be contacted for more information. 552-2062, pearcer@ashland.or.us</p> |
| KCC Resilience Agency | <p>Anticipating the present wave of challenges from finance and resource constraints, KCC was formed in the Summer of 2007 to explore the options for encouraging regional economic resilience. Identifying exchange between regional initiatives (matching "unmet needs and unused resources") as a leverage point for innovation, KCC sought community funding to participate in The UnMoney Convergence in Seattle in April of 2008, attended by representatives of the E.F Schumacher Society and the Rudolph Steiner Foundation among others, where topics such as "Local Money" and complimentary currencies were addressed. Upon their return, KCC gave a series of public talks to report on what they had learned and options they identified for a resilient local economy. KCC is Kirsten Liegmann (MBA Sustainable Management), Chris Byrne (MBA Sustainable Enterprise), and Crystal Arnold (BS, International Economics). Their public google group is www.RogueExchange.googlegroups.com</p> |

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| Money & economic resilience | Crystal Arnold assists to revolutionize the concept of money through "Money Metamorphosis" workshops. She inspires participants to transform their relationship with money, explore unconscious beliefs and behaviors, and learn the Conscious Bookkeeping practice that aligns values with financial matters. She also hosts "Prosperity Web", a monthly women's networking potluck that provide activities and presentations that support financial empowerment. She is advising Sharon Miranda on theOurNexChange currency project. Crystal speaks at public events about complementary currencies, which encourage communities to source goods and services locally and be better able to adapt to changes in the national economy. She also writes articles for the Sentient Times. http://moneymetamorphosis.webspirit.us/ |
| OSU Extension | Oregon State University (OSU) recently created 5 extension offices to support small farms which are becoming more important in the state. They work with small farmers providing university research, consultation, classes, one on one consulting, and business planning. They are working with other agencies on agricultural projects. For example, they are helping a small group of poultry producers to form an LLC and purchase shared equipment. OSU Extension works with THRIVE and Friends of Family Farmers forming incubator program for new farmers. Under a USDA Risk Management Agency grant, they produced a business class for farmers that is taking place in four locations this winter and spring. The objective of these funded classes is to ensure farmer success by providing financial management skills, farm operations & production systems information, marketing guidance and much more. |
| OurNexChange | OurNexChange is an alternative currency that complements the US dollar to consciously center us towards abundance within the region. An entity format to accommodate community member ownership and investment will be implemented along with technology that fits the model for regional sustainability. Has both a "casual community oriented" level of exchange and a "profit" level of exchange. Time spent helping out other community members and organizations can be tracked with exchange units to use to receive favors in kind. Full commercial market business transactions are encouraged to trade locally, realize more sales of idle inventory, and be presented with consumers with more spending flexibility. http://ournexchange.com/ |
| Self-Employment Consultant/Trainer, Marianne Weldlein | Marianne Weldlein is a consultant who is dedicated to economic resilience and community sustainability. She provides facilitation, coaching, mentorship, and groups for support self-employment and peak performance, and her website offers self-facilitated online business courses. To support economic resilience, she teaches people under the age of 35 how to turn their ideas into solid income producing projects. This helps the local economy because people have many ideas, but often don't know how to turn them into a sustainable income. She helps individuals in businesses and community groups to effectively perform their jobs and tasks, and be more cohesive in the way they and interact with each other. This is accomplished through individual peak performance facilitation, followed up with team building. aimari@earthlink.net , http://www.empoweringvision.com |
| Spontaneity Quest | The Spontaneity Quest (SQ) is a 501 c(3) Ashland, Oregon based community shareholder organization developing a structure to house a series of sustainable and like-minded green businesses in the Rogue Valley in order to create local resiliency, increase economic activity, and create jobs. The organization is currently assessing and mapping out community resources with an emphasis on food security. Projects in the planning stages include: a locavore food distribution system to directly connect farmers with purchasers, consulting services to enhance the points of sale for local businesses, and an eco-forestry company. SQ business ventures will have transparent business practices and an internal commitment to clear communication utilizing new methodologies prevalent in an eco-systems approach. SQ is an evolving organism, actively seeking creative, passionate, and skilled people in the RogueValley to develop the first series of companies. |
| THRIVE | THRIVE is a nonprofit organization creating models and opportunities for sustainable economic development in Jackson and Josephine counties. Their work includes consumer and business education to promote buying locally and support for triple bottom line practices and industry infrastructure tools. Established programs listed below and in the FOOD section. New programs in the works include: 1) microenterprise business training courses and business counseling. 2) The website is an ongoing project, and they plan to include a section for sustainability tools and links for businesses. http://www.thriveoregon.org/ |
| THRIVE: Food System Development | Thrive works closely with the OSU Small Farms Program and regional groups to provide long-term planning to businesses and industry groups to give them the tools to grow, produce and process food locally. For example: seed cleaning equipment to Siskiyou Co-op, meat processing, long-term site planning for growers' markets in Jackson County. http://www.thriveoregon.org/thrive_programs.htm |

Triple Bottom Line for the 21st Century

Triple Bottom Line for the 21st Century is an initiative of Peacebuilding through Business, a program of Pathways to Peace in S.F. Their mission is to build a replicable regional model that increases TBL practices in the business sector by working with businesses, regional leaders, university & economic development organizations, and bring forward the role and responsibility of business in peacebuilding. They use the Tipping Point theory of leveraging four points needed for change--hospicing big manufacturing systems, building resilient communities, educating leadership and creating a new mythos. They are working in Guanajuato and China as well as the Rogue Valley, and rely heavily on interns from university. TBL21 has 4 programs. 1) Formal consulting engagements with individual businesses lasting from a few months to a year. Focus on the triple bottom line: people, profitability and planet. Profit is important because if they try to be green and flop it's bad for the sustainability movement. People--staff, customers and suppliers--sustainability is doing the best and highest thing for each of those groups of people. That makes a business more competitive, more robust, and increases job satisfaction. Planet means improving energy use and carbon footprint, effluent and waste. 2) Networking with community leaders. TBL21 sits with them in their office, 1/2 to 2 hours, and talk. Bringing sustainability to them. 3) Meeting of community leaders to talk about the thing that is their main strategic thrust--to make the Rogue Valley a home for sustainable businesses. They may co-sponsor such efforts with other people. Accomplishing this goal requires a lot of expertise, university programs, venture capital. 4) Efforts to spotlight the City's certified green businesses.

Wellness Guide

The Wellness Guide is a resource for healthy, joyful and sustainable living. It's purpose is to increase awareness and network resources, advertize for businesses in print and online, and provide a section for community sustainability announcements on events, projects, and needs. Although it is Ashland centered, the Wellness Guide is distributed from Portland to Arcata, holding the intent to create a regional web through both advertisers and organizations and strengthen local hubs by trading and connecting with neighboring areas.
<http://ashlandwellnessguide.com/index.html>

LOCAL GOVERNMENT

Conservation Commissioner, Tracy Harding

Tracy Harding is a Conservation Commissioner, and is on the education subcommittee and a subcommittee working to reduce plastic bags and disposable eatware with Risa Buck and Russ Chapman.

Conservation Commissioner, Jim Hartman

Jim Hartman is on the Conservation Commissioner. He is working on getting the city to do an assessment of global warming issues and reduce fuel use and use carbon offsets.

Conservation Commissioner, Jim McGinnis

As a Conservation Commissioner, Jim McGinnis heads the committee for 4th of "the greening of the 4th of July", and is heading a committee that will be finding ways to measure baseline greenhouse gases for the City of Ashland and its residents and businesses. Jim is looking at the ICLEI (International Local Governments for Climate Change Initiatives) program to figure out how the City can evolve into using a climate change driven process. Jim is actively working toward a City Wide development of a sustainability plan.

Oregon Action

Oregon Action is a statewide social justice organization with a local membership of low income communities. Their highest priority has been healthcare for all. They had input on the health reform bill, Healthy Oregon Act, which has now been passed. The bill includes how you look at health in a community from a sustainability point of view, looking at all the parts of healthcare, including not just covering everyone, but more broadly our approach to healthcare as a whole. They also work on affordable housing from a sustainability standpoint, including green building and the kind of housing that is sustainable across the board. www.oregonaction.org, e-mail rich@oregonaction.org, phone 541-772-4029

Planning Commissioner, Melanie Mindlin

As a Planning Commissioner, Melanie is chair of the Subcommittee on Sustainability. This subcommittee created the inventory of which this entry is a part, and is exploring sustainability plans and sustainability work being done by other municipalities.

COMMUNITY CONNECTIONS

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| Ashland Resource Center | <p>The Ashland Resource Center, or ARC, has created an online forum, social network and portal for people to communicate and exchange ideas and build projects locally. ARC has actual face-to-face gatherings in addition to the on-line network. The purpose of ARC is the sharing of information about activities in our area and keeping a comprehensive inventory of local resources. They run a small news/media organization that emphasizes sustainability and community values featuring user-generated content (e.g., blogs, videos, photos, music) selected from the Internet. ARC is a model for other communities and they are planning to launch other resource centers regionally and globally. http://www.ashlandresourcecenter.com/</p> |
| Bellview Grange | <p>The Bellview Grange is an agricultural/ service oriented fraternal organisation in Ashland since the 1930's. At present time the Grange is in transition and renewal. Currently, the Grange is a rental venue for local groups particularly in the educational & community building arena. The focus being supporting CSA's, local agriculturally based groups & organisations providing information for old fashioned ways in a forward thinking manner and providing a community hub. The Grange is currently visioning how to use primarily local products for Grange food related events. The Bellview Grange has a large portable water tank. The water tank is for use at fairs/festivals. It reduces the need for plastic bottles. A Jackson county Grange tradition is bottled water at the Jackson county Fair. Bellview Grange provided a more sustainable water system at the fair with the tank, summer 08.</p> <p>Current Grange activities are a monthly pancake breakfast & a winter holiday gathering; both are community building occasions. The pancake breakfast also has a market which provides a venue for local products & recycled items. Future plans include buying club, seed bank, winter farmers m</p> |
| Earth Day | <p>Earth Day is an annual day of celebration and education in April held in Ashland at Science Works. They try to make it an event for the whole Rogue valley. It's purpose is to inspire and inform people of all ages to create more sustainable lifestyles. http://www.parks.ashland.or.us/earthday/</p> |
| Green Drinks | <p>Rogue Valley Green Drinks fosters connections, raises awareness, and catalyzes the movement toward a more vibrant and sustainable valley.</p> <p>Green Drinks is a dynamic gathering and a prime networking arena for those looking for information and connections related to environmental and sustainability issues. Internships have been initiated, resources located, volunteers recruited, news exchanged, jobs obtained, etc.</p> <p>Networking is enhanced through promotion of local innovators, businesses and champions of sustainability. Keeping business local is a primary message of our organization. Each Green Drinks gathering features a presentation spanning the range of sustainability issues, with an attempt made to explore new angles and often overlooked themes. Last Friday of the Month – 5:30PM at Standing Stone Brewery.</p> |
| Heart Circles | <p>Heart Circles are self-facilitated, self-organizing and self-replicating small support groups that allow people to meet with friends or family members on a weekly basis to find out what each person is feeling in the moment and wanting to create in their lives. This ongoing process helps deepen friendships and family ties. It also becomes a place to talk about what's happening in these radically changing times that we're living in. All Heart Circle members in a town or area can form a larger support group called a 'Heart Circle Village'. Within these Villages members meet once a month in order to take collective action together based on individual wants and needs of its members. Thus, Heart Circles give people an intimate environment to 'practice' being present, honest and creative with one another and a resonant environment in which to take collective action together. People have a place to both 'be together' and 'act together' as an intimate community of friends who can respond effectively and quickly in difficult times.</p> <p>Tej Steiner, an Ashland resident, is the creator of this social model and author of the manual; Heart Circles: Waking Up With Everyone Around Us. Heart Circles are now in 12 different countries. The Heart Circle Village is being modeled here in Ashland.</p> |
| Jackson County Sustainability Network | <p>Jackson County Sustainability Network is a list serve moderated by Lisa Almarode and Alex Censor. It is used for communication about events and information, sharing of articles, questions, and discussion topics. JCSN started out as a group with meetings and speakers, and showed a lot of movies on peak oil and related topics before settling into its existence as a list serve on yahoo groups.</p> |

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| Living Earth Circle | Living Earth Circle is an Ashland based organization whose mission is to catalyze and celebrate healing and wellbeing. They are involved in many projects including the Grandmother Conference whose 2009 theme is Renewal of Resilience: Deepening community in changing times. The Grandmother Conference has spun off other grandmother councils and conferences around the country. Lisa Pavati facilitates and mentors other communities with the councils. Living Earth Circle also hosts the Labyrinth walk for New Years, a free 3 day gathering in sacred space to find center as a community. |
| ReGeneration Project | The ReGeneration Project offers an array of complimentary programs, grounded in generative group dynamics and ecological relationships, which empower the generation in their teens, 20's and 30's in understanding this moment in time, their role in it, and the potential for a regenerative culture. The foundational program for the past 2 years has been the ReGeneration Dialogue Series, a weekly experiential event for young adults exploring emerging culture, embodied consciousness and regenerative action produced in collaboration with the Rogue Valley Metaphysical Library. Also offered is the eight-week ReGeneration Heart Circle, integrating Dominic Allamano's facilitation and insights into the essential dynamics of our times with Tej Steiner's Heart Circle Model to create and experiential portal of self and cultural renewal. |
| Transition Town | Transition Town Ashland has registered with the international organization, is setting up a website, and is planning a series of events to engage the community with building local resilience to the potentially damaging effects of peak oil while reducing the community's carbon footprint. The concept rests on the idea that a resilient community which is self-reliant for the greatest possible number of its needs will be infinitely better prepared than existing communities with their total dependence on globalized systems for food, energy, transportation, health and housing. These actions will also serve to enhance the biodiversity of our bioregion. Based in the principles of permaculture, the transition initiative is an evolving approach based on unleashing the collective genius of the specific community. Melanie Mindlin, Shaktari Belew, Lisa Pavarti, Pam Vavra, Jim McGinnis and Lance Bisaccia have begun the organizing process outlined in the transition town model. A power point presentation is being shown monthly for people to learn about the concept. http://www.chelseagreen.com/bookstore/item/the_transition_handbook:paperback , http://transitiontown.org |
| Webspirit Community | Webspirit is a computer community network to support businesses and individuals to create together as a body of people. Webspirit Community Foundation is a nonprofit to help organizations like Webspirit to move forward by providing fundraising and education for projects. http://webspiritcommunity.com/main.php |
| Wellness Guide - Events | Lisa Pavati and the Wellness Guide host events such as the Harmony Harvest Fair and Seeds of Sustainability Fair, both with music, food local products, and seasonal related activities to bring the community together. In 2008, they are hosting a Food Security Conference, Feb. 21-22 with panels on local seed projects, food security projects, expert teachers, permaculture teachers, open space forums, and affinity action group planning. http://ashlandwellnessguide.com/ |
| World Café Dialogs | Dominic Allamano facilitates intergenerational community dialogs, such as Our Food Future, InterGen Dialog, and the Sustainable Issues Candidate Forum events held in Ashland in 2008. |

FOOD RESOURCES

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| Acorn Co-op | An Acorn co-op is forming with the intention to bring awareness to the importance of restoration of native oak habitats through the Respectful and efficient use of acorns as a viable local food staple. For any information please contact Wylie Bettinger, musicalfarming@yahoo.com . |
| Farm to Schools | An Ashland School District Farm to School program originated with a grant from the OR Dept. of Agriculture and continues through contributions from the community while additional grants are being sought. The program purchased food from local growers to be supplied to school cafeterias. This program is being overseen by a subcommittee including school board, non-school board members and the district business manager. |
| Locally grown food drive | This locally grown food drive works with local farmers and stores and provides to Access, Peace House, and Grandmother Agnes. Its purpose is to connect local production with local need. |

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| Neighborhood Garden Project | The Neighborhood Garden Project is a city-wide initiative to network people and support them in growing cooperative gardens in their neighborhoods. They enroll people, connect them with others nearby and provide a support package including workshops, on site consultation, a garden handbook done locally, and discounts on products and workshops. There will be a fee in order to support this with paid staff, follow through and gatherings to network. community@ashlandwellnessguide.com, 201-0372 |
| Neighborhood Harvest | Neighborhood Harvest is a volunteer group that is picking and distributing fruit that would otherwise be left unharvested. Neighborhood Harvest picked 3,000 lbs. of food in 2008 from August through November. They are harvesting unpicked fruit primarily in the Ashland area. The harvest is distributed 1/4 to the pickers, 1/4 to charity, 1/4 to the owner and 1/4 for sale. Sale of fruit sustains the operation. Owners sometimes trade their share for another variety of fruit if available. Contact them to help pick fruit, or if you know of trees that aren't being harvested. NeighborhoodHarvest.org, 541 488-8777 |
| Rogue Valley Growers and Crafters Market | The Rogue Valley Growers & Crafters Market is a weekly farmers market offered in three locations, including the Tuesday market at the armory on East Main and the Saturday market in downtown Ashland. |
| Seed Savers of ecoregion 78 | Seedsave78 is trying to establish an organization that encourages individual seed saving and arranges exchanges. They do preplanning for different people to save different seeds, as well as education on techniques. They welcome new participants and hope to grow into an organization that is coordinating the local saving of seeds for all our food needs. lisaalmarode@yahoo.com or jardinducare@yahoo.com |
| Siskiyou Co-op | The Siskiyou Co-op was established to support small organic farms in the Applegate Valley. It is primarily a marketing cooperative. but also cooperatively leases equipment, works with interns and more. Their main project is a CSA with 10 farmers and 2 other producers providing weekly boxes to 140 families. They are able to play on the strengths of crops grown by different farmers and provide a taste of what the region can produce including goat cheese, honey, bison and other products in addition to vegetables. The Siskiyou Coop provides a great marketing opportunity for the small farms in their area. http://www.siskiyoucoop.com/ |
| Siskiyou Permaculture Resources Group (SPRG) | Siskiyou Permaculture Resources Group (SPRG) is a club active in sharing resources and knowledge relating to permaculture, a whole systems design system based on nature, where all elements are interconnected creating a sustainable equilibrium. SPRG is primarily focused on farming, gardening and lifestyle. SPRG has monthly meetings with presentations by members and discussion of members' permaculture sites, as well as "Permablitz" events where the group works on projects together. Please email Cynthia Care at jardinducare@yahoo.com if you'd like to participate. |
| Teacher, gardener, sustainable agriculture | Scott McGuire has been an organic gardener, farmer, and landscaper for the past 30 years. A graduate of Alan Chadwick's Farm and Garden Project at UC Santa Cruz, he has been a workshop leader and design consultant for numerous projects nationwide. In 2008, in addition to teaching classes on gardening and sustainable living skills, he helped build the John Muir school garden and worked with the Neighborhood Garden Project as a horticultural advisor. He's currently completing his first book, God From the Ground Up: the Spirituality of Sustainability, while teaching classes and assisting others in their transition from ornamental to edible landscapes. Email: scottmcg@jeffnet.org , 541-488-7489 or visit my website www.cocreativeliving.com |
| THRIVE: Eat Local Week | Eat Local Week aims to help families source local food; |
| THRIVE: Food Connection | The THRIVE Food Connection helps connect the buyers and sellers of local food – farmers, ranchers, specialty food producers, restaurants, cafeterias and groceries through workshops and a website. |
| THRIVE: Rogue Flavor | Rogue Flavor is a buy-local marketing campaign educating consumers about the benefits of buying locally produced food and helping them find it through Eat Local Week activities and an annual print guide. The guide lists grower's markets, farmers that are selling direct, specialty foods produced locally, restaurants and stores that are buying direct, and local wineries, distilleries and breweries. The directory includes information on which businesses use renewable energy, organics, have been through green business or other certification programs. |
| Village Farm | The Village Farm is developing a cooperative farm that shareholders buy into, work the farm and share the food that the farm grows. The Village Farm is currently growing food for food security and education, and holding ceremonies and gatherings for the community. They are still developing their mission and goals, and are looking for land to put in trust to build a demonstration site. |

Willow Witt Ranch Willow Witt Ranch is doing 76 acres of wetland restoration at the headwaters of Frog Creek which starts north of Grizzly Peak and ends up in Bear Creek. They are pasture-raising goats, pigs, laying hens and meat poultry using management intensive grazing techniques (rotational grazing) . They are locally selling goat milk, eggs, pork, goat meat, poultry, sausages and vegetables. All products are organic, not yet certified. The ranch provides opportunities for people to visit, tour and stay on a working sustainable farm. There are day camps planned to start summer of 2009, including outdoor experience and sustainable farming. Willow Witt Ranch is growing healthy local food and soil. 541-890-1998. <http://www.willowwittranch.com/>

Within Earthly Bounds Within Earthly Bounds is an educational nonprofit operating in the Applegate Valley with a focus on sustainability and farming. Their current project is an intern cooperative which coordinates events, including classes and farm tours, for participating interns. Their program vision is to create a model for hands on farm education that leads interns with limited experience through 2 years of training, a self-employment farm incubator and then on to own their own land. Many of the farms hosting interns are members of Siskiyou Sustainable CSA. www.earthlybounds.org

YOUTH

John Muir School John Muir School is a special magnet school of the Ashland School District serving grades K-8. The school was founded on the principles of supportive community. They offer 5 theme-oriented study units per year. In fall 2009 the whole school studied sustainability. The school is sustainably conscious in many ways from large projects to small practices. Last semester the student took on the assignment of mapping their individual water usage charts, and on a daily basis the students take unused material from their lunch boxes home to help parents better keep track of resources.

Willow Wind Community Learning Center Willow Wind is a K–12 public alternative program sponsored by the Ashland School District supporting diverse education philosophies of the families in a multi-age environment. Willow Wind is located on a 44-acre property that offers a unique opportunity to engage in hands-on studies of the natural ecosystems and sustainable agriculture. On the property there are three ponds, two creeks, a major riparian corridor, a spring, a large marshy wetland and cultivated garden areas. They work in partnership with the Klamath Bird Observatory and Lomakatsi Restoration Project to monitor birds throughout the year, teach classes in ecology and conservation for our students and work with our students and teachers on revegetation projects and fieldwork to enhance the riparian areas.

Willow Wind teachers, students and parents maintain a large organic vegetable garden throughout the year. Students are involved in cultivating, planting, harvesting, cooking and studying the garden plants. The latest project is the development of a food forest filled with fruit trees, berry bushes, and plants whose flowers attract birds and bees to pollinate the edible plants in the immediate area. This year, a Green Team class has applied for Willow Wind to be an Oregon Green School following r

Teacher, Ashland high school Jim Hartman teaches a unit on composting in his classes at the Ashland high school. This year, they are working on a green roof demonstration project which will include an assessment of what kind of plants work best.

Wilderness Charter School The Wilderness Charter School is a program in the Ashland School District providing a one year program whose main focus is sustainability. The program includes communication, personal growth, permaculture curriculum, ecological forestry, natural building, ecological foot printing, and alternative energies. They also offer a one credit science class, Introduction to Sustainability, for the High School.