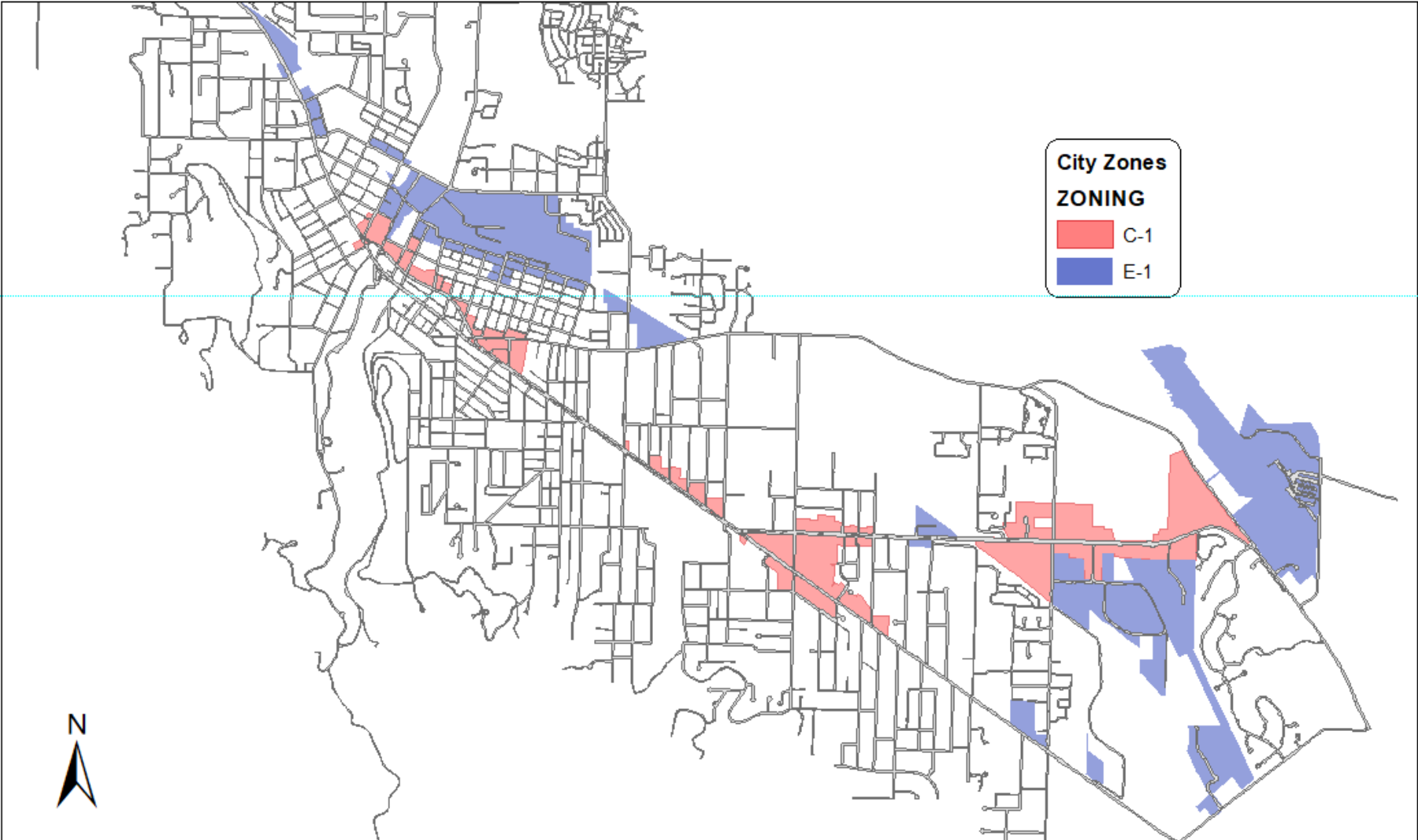


Data Analysis

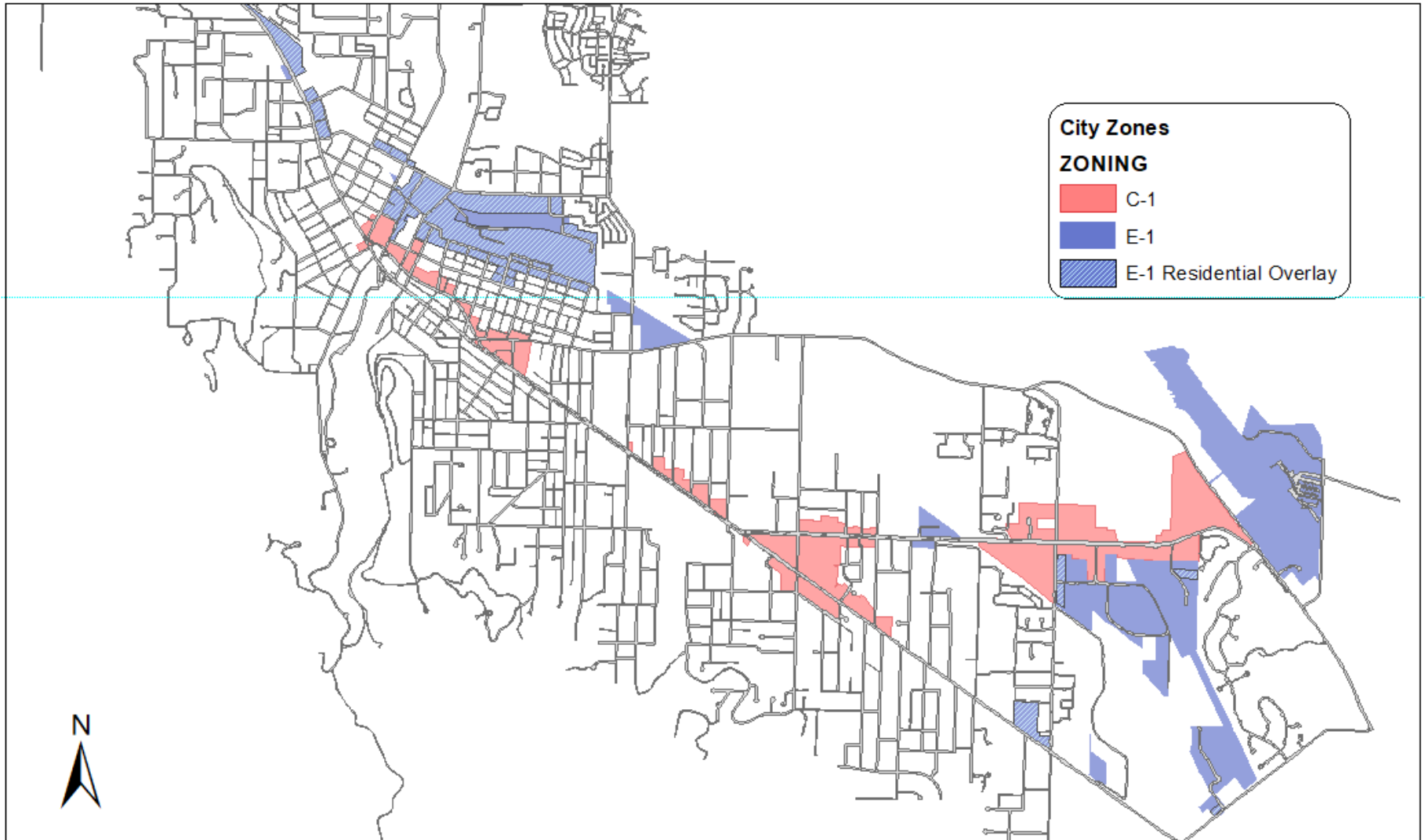


- Found sufficient C-1 and E-1 land for future employment needs
 - 30% of employment growth does not require vacant land (2007 EOA)
 - 20% of jobs in Ashland are in residential zones
- Land consumption over last eight years relatively low
- Half of commercial building permits in last 10 years for public projects
- 2007 EOA forecasted more employment growth than has occurred

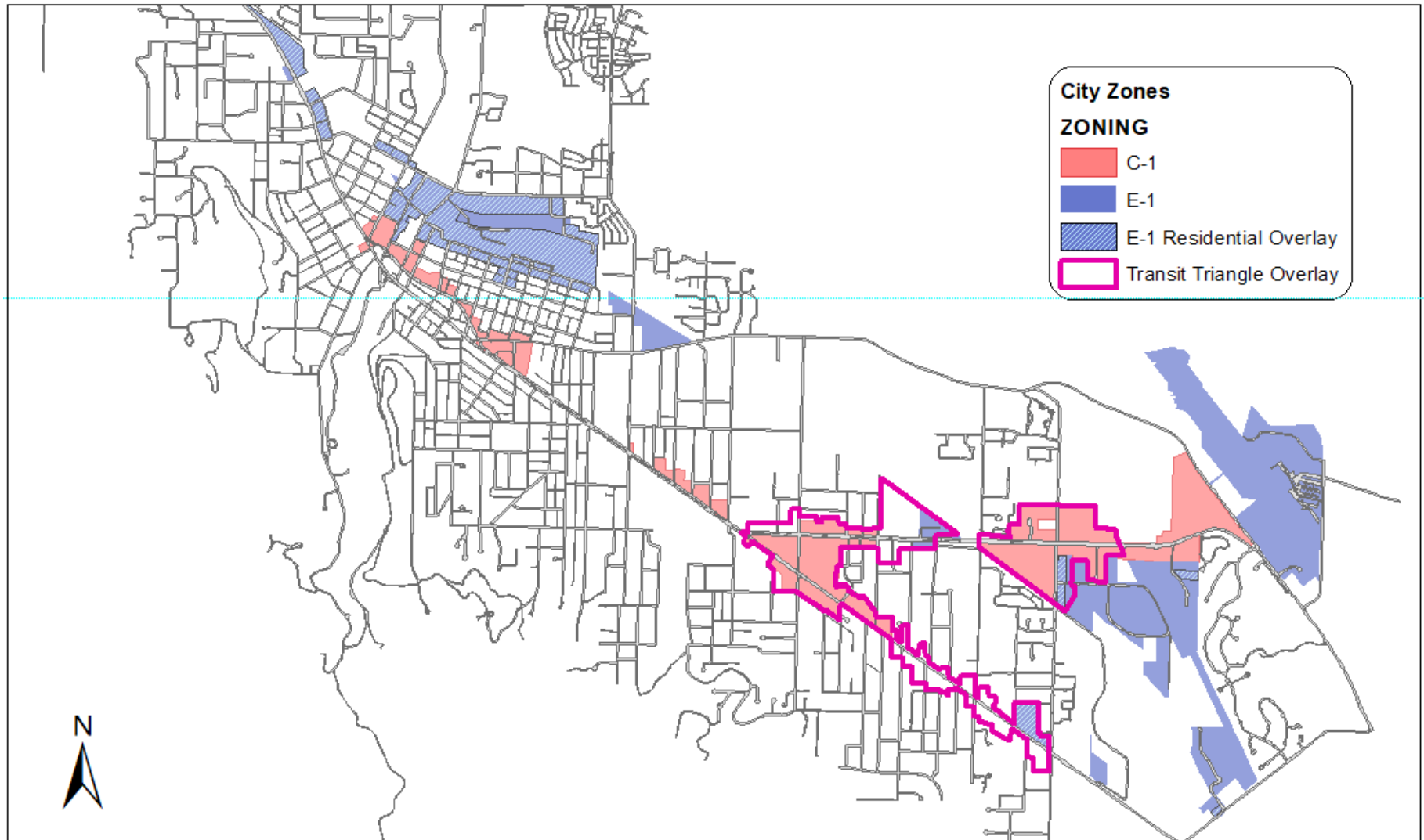
Ashland C-1 & E-1 Zones



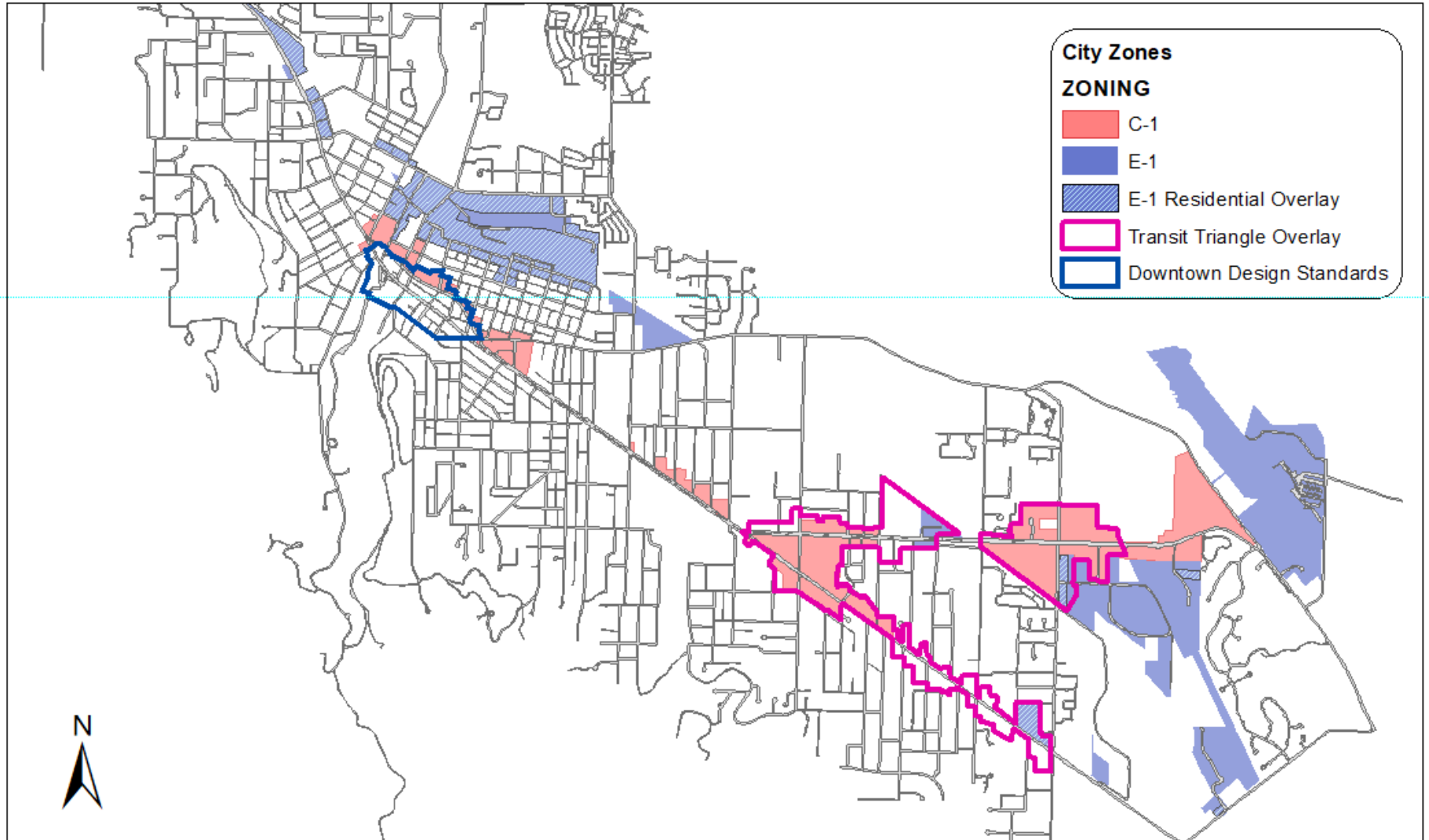
Ashland C-1 & E-1 Zones with E-1 Residential Overlay



Ashland C-1 & E-1 Zones with Transit Triangle Overlay



Ashland C-1 & E-1 Zones, with Transit Triangle Overlay and Downtown Design Standards



Three Locations



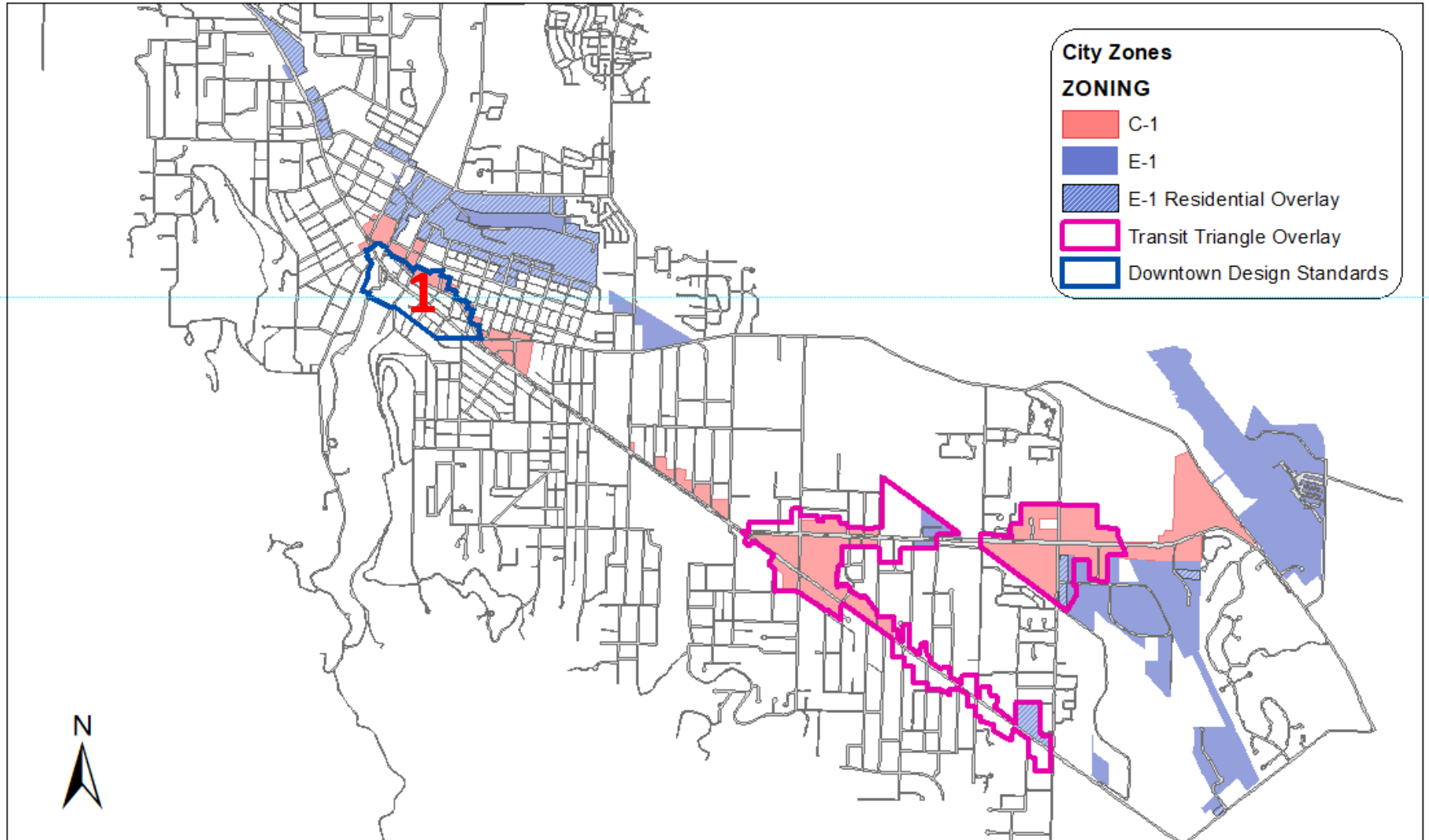
- Inside the Downtown Design Standards (DDS) overlay
- Outside the DDS and the Transit Triangle (TT overlay)
- Inside the TT overlay

1: Inside the DDS overlay



- Residential uses can occupy 35% of the ground floor – currently 35%, no change
- Also includes the following developments whether located inside or outside of DDS and TT overlays
 - Buildings that are 1 story
 - Lots that are greater than 10 acres in size

Ashland C-1 & E-1 Zones, with Transit Triangle Overlay and Downtown Design Standards





ONE WAY
LITHIA WY
FIRST ST

199

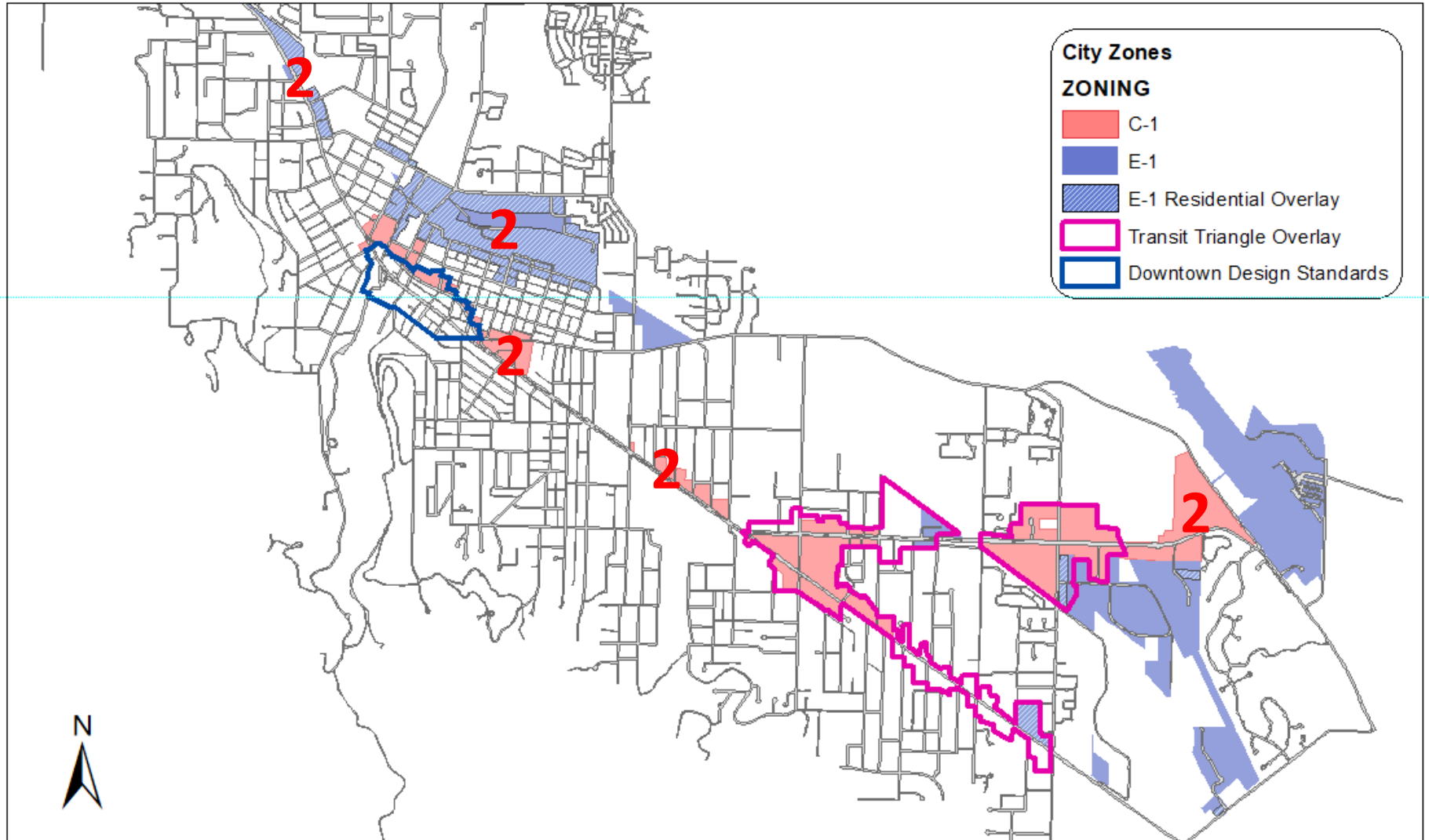
199

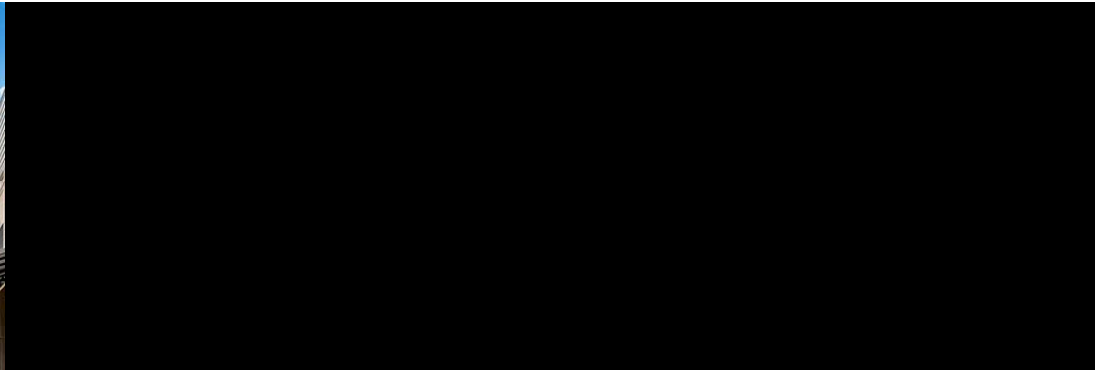
2: Outside DDS and TT overlays



- Residential uses can occupy 65% of the ground floor – currently 35%
- Outside of DDS and TT overlays
- Buildings that are 2 or more stories
- Lots that are 10 acres or less in size

Ashland C-1 & E-1 Zones, with Transit Triangle Overlay and Downtown Design Standards



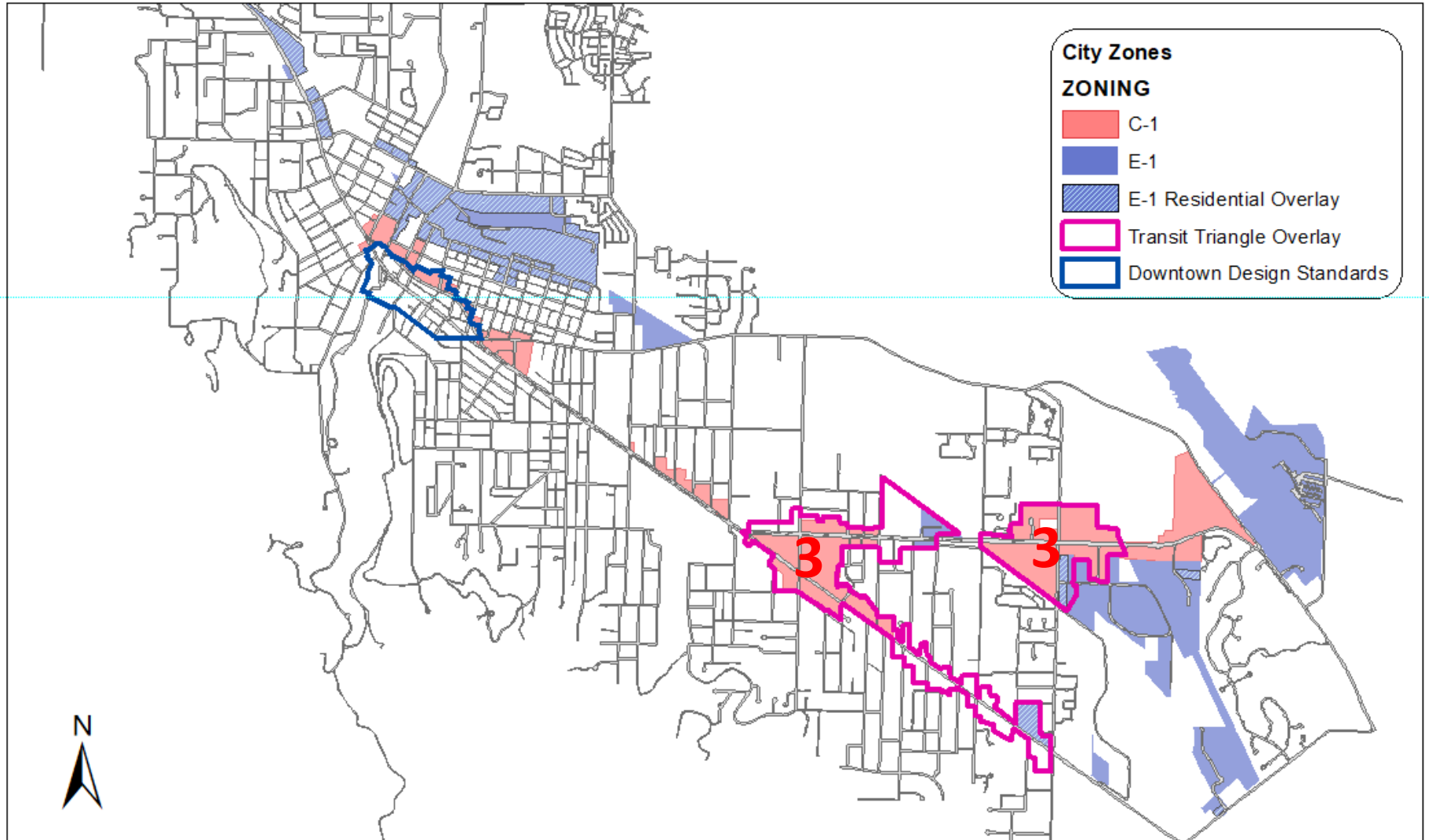


3: Inside the TT overlay



- Residential uses can occupy 100% of the ground floor – currently 65% if:
 - Using TT overlay option
 - Buildings that are 2 or more stories
 - New construction
 - 35% of the ground floor is constructed as commercial-ready space

Ashland C-1 & E-1 Zones, with Transit Triangle Overlay and Downtown Design Standards





Other Amendments



- Residential densities in C-1 and E-1 replaced with FAR
- Multi-family Dwelling Parking
 - Match parking standard for cottage housing and TT overlay
 - Housing Capacity Analysis strategy

Next Steps



December 2021: Planning Commission
Public Hearing

January 2022: City Council
Public Hearing