

# Croman Mill Redevelopment Update

## Ashland, Oregon



**City Council Presentation**  
**Townmakers LLC**

February 5, 2024

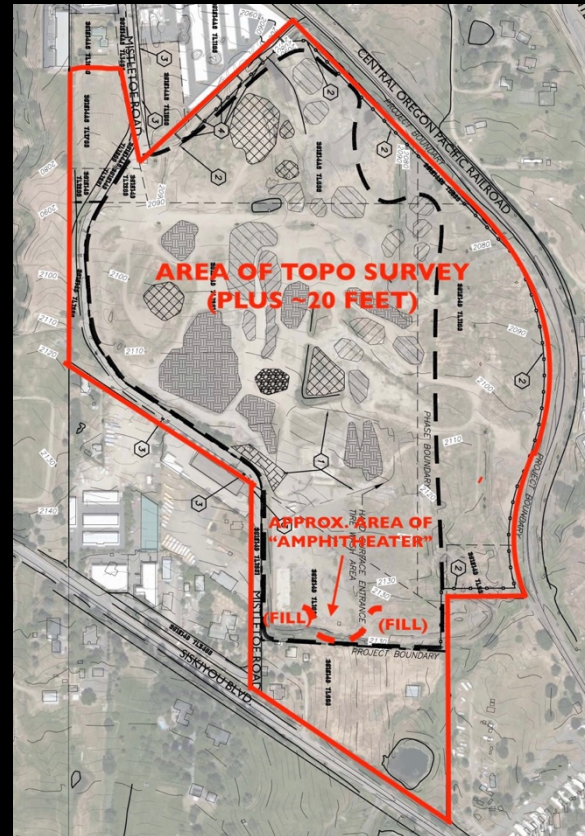
## Current Status - Summary

- Oregon DEQ has generally good news on cleanup
- Current owners have offered to do rough grading through cleanup per our plan; LIDAR topography is being conducted
- Good pre-application conference in November
- Johnson Economics will supplement economic analysis to break out commercial and industrial
- ODOT has provided comments on intersection design and scope of Traffic Impact Analysis, which is now under way
- Critical areas survey is now under way
- We are in talks with several experienced affordable housing developers
- We are developing an updated land use and zoning ordinance for the site, which will also include a development agreement
- We are proposing an infrastructure finance partnership (TIF) for public improvements – major streets, paths, parks, infrastructure for affordable housing

# Generally good news on the cleanup



# Grading




- Current topo data is from 1998
- Need to identify stockpiles, plan for what remains (fill, strippings, etc)
- Need to provide preferred fill areas (e.g. roads, dropoff area)

# Pre-app Items Reviewed

- Land Use Ordinance Amendment – 18.3.2
- Transportation System Plan amendment
- Comprehensive plan amendment
- Zoning and Comp Plan Map Amendments
- Annexation Application (includes full plan for first phase)
- Outline Plan Subdivision Review
- Site Design Review
- Development Agreement
- Transportation Impact Analysis
- Economic Opportunities Analysis Update
- Housing Capacity Analysis Review
- Other related reports (critical areas, tree protection etc)

**1. APPLICATION**

 **City of Ashland Planning Division**  
51 Winburn Way • Ashland, OR 97520  
Phone (541) 488-5305 • Fax (541) 488-6066  
Email: [Planning@ashland.or.us](mailto:Planning@ashland.or.us)

**DESCRIPTION OF PROJECT**

Project Description Croman Mill Redevelopment (Townmakers LLC Property)

**APPLICANT**

Name Townmakers LLC Phone 408-888-3948 E-Mail weinmike@gmail.com

Address 1957 Sycamore Glen City San Jose, CA Zip 95125

**PROPERTY OWNER**

Name Dwain and Bud LLC Day Time Phone 541-826-4455

Address 801 AVENUE C City WHITE CITY OR Zip 97583-1082

**DESCRIPTION OF PROPERTY**

Street Address 146 Mistletoe Road, Ashland Assessor's Map No. 39 1E Tax Lot(s)   
39E14AC 800; 39E14AC 800; 39E14AC 1700; 39E14D 800; 39E14D 900; 39E14D 1000; 39E14D 1100; 39E14D 1200; 39E14D 1300

**SUBMITTAL REQUIREMENTS**

To request a pre-application conference, submit this form with true scale PDF drawings to [Planning@ashland.or.us](mailto:Planning@ashland.or.us). The application will need to include plans addressing the application submission requirements including site and landscaping plans drawn to a standard scale and formatted to print to scale on paper no larger than 11-inches by 17-inches.

- 1. Completed Application.**
- 2. Narrative** – Provide a written description of proposal and request. (If in Historic District, provide pictures of existing structures, elevations of proposed structures and details of planned exterior design features and materials)
- 3. Site Plan** – The site plan should contain all applicable elements in the Site Plan Checklist (see page 2) plus any other information pertinent to this proposal. The site plan will be checked to ensure all applicable information is included at the time the pre-application date is set.
- 4. Additional Information** – Provide in the narrative or with the site plan:
  - 1) Number of acres in development
  - 2) Total gross square footage of all structures
  - 3) Number of stories on each structure
  - 4) Indicate number of and square footage of:
    - a) Dwelling Units (include the units by the number of bedrooms in each unit – e.g. 10 1-bedroom, 25 2-bedroom, etc)
    - b) Office Spaces
    - c) Retail Units
    - d) Other Spaces

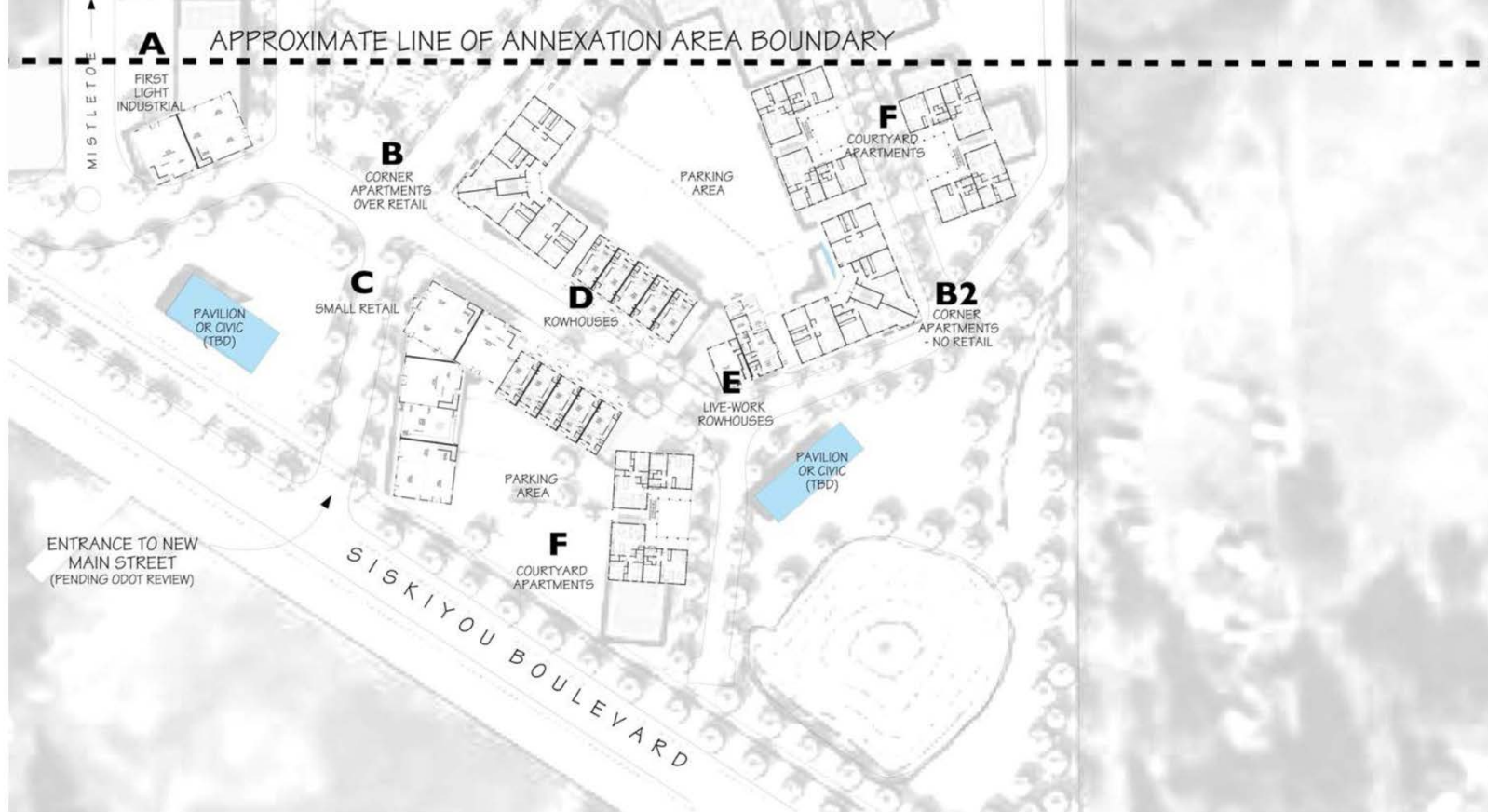
# POTENTIAL USE AREAS

- Compatible Industrial Mixed-Use
- Commercial Mixed Use
- Multi-Family Mixed Residential
- Single-Family Mixed Residential





CROMAN MILL DISTRICT - ASHLAND , OREGON - MIKE WEINSTOCK, TOWNMAKERS LLC.  
TOWN PLANNERS AND DESIGNERS: QAMAR & ASSOCIATES, AND STRUCTURA NATURALIS - JANUARY 1, 2022



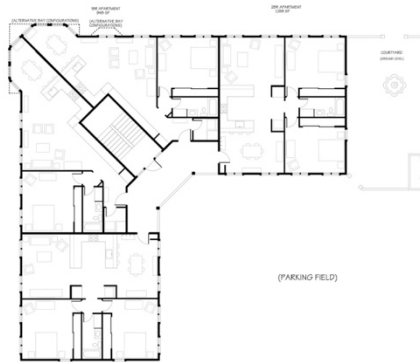
Phase One includes a representative sampling of all buildings in future phases, including “compatible industrial,” commercial, and residential, as well as parks and open space. The residential includes single-family as well as multi-family.



A. Compatible Industrial:



B. Corner Apartments Over Retail:  
(Elevation pending)



C. Small Retail:





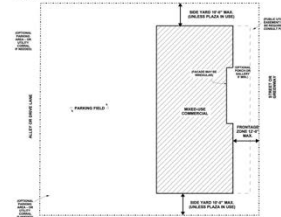
# DESIGN GUIDELINES

## CROMAN MILL ASHLAND, OREGON

OCTOBER 31, 2023

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### TYPE XI: COMMERCIAL MIXED-USE BUILDINGS



**Description:** Alley-loaded with rear parking courts, fronting on street or greenway. Buildings line the fronts of lots and are generally bar buildings with minor irregularities in form (maximum 4 feet from building front). Side yards or courtyards may accommodate plaza spaces if actively used by adjoining buildings.

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### FRONTAGE TYPES

#### TYPE I: MAIN STREET STOREFRONT

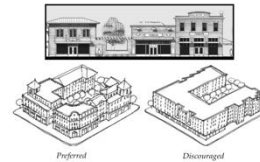


**Description:** **Front Setback:** Building front is close to sidewalk, often with zero front setback. Alignment with adjacent storefronts is typical. **Windows and Doors:** A high percentage of the ground floor front facade is windows and doors enabling clear visibility of shop interior. Maximum 2' high solid wall under windows, and clear story windows above display windows typical. Window coverings, reflective surfaces, solar resistant films, or other elements that block visibility into shop are not permitted. **Elements:** Store painted signs above windows and blade signs perpendicular to the building front are permitted. Individual signs shall be no larger than 12 sq. ft. No plastic and externally lit signs are permitted. Balconies maximum 4' deep supported by diagonal brackets permitted on upper stories. **Cafe Seating:** permitted on the sidewalk in front of the store.



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### TYPE III: ASSEMBLY OF SMALLER VOLUME BUILDINGS



**Description:** The volume is composed of distinct individual structures that may have different heights, roofs, parapets, or other elements, and may also have different materials and colors, but generally abut one another and align on the front plane. A single large building may be allowed, as long as it is also articulated into smaller building units.

### TYPE IV: CIVIC OR INSTITUTIONAL BUILDING



**Description:** The building has a strong unified form, which may incorporate different components (rings, galleries, terraces etc.) but within a harmonious composition. Such buildings are usually reserved for special prominent locations and terminated vistas.

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### TYPE V: ROWHOUSE BUILDING



**Description:** These buildings may be more easily perceived as separate structures, with different roof heights and shapes, and step-backs and step-forwards at property lines (maximum four feet). Yet they retain overall unity with similar materials and colors.

### TYPE VI: SINGLE-FAMILY DETACHED HOUSE



**Description:** These buildings are generally simple in volume, but may have distinct bays, dormers, porches and balconies. They have minimal separation into distinct sub-volumes, and typically only at larger scales. They typically have generous porches, stoops, and/or stoops, but are otherwise close to the street or greenway (refer to Lot and Building Orientations, Types I-V). In cases where alleys are not available and garages must face the front, the garages are pushed back at least 20 feet from the building face, and their volumes are also kept simple and inconspicuous (refer to Lot and Building Orientations Type-V).

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August 3, 2023

Mike Weinstock  
TOWNMAKERS

Dear Mr. Weinstock,

The purpose of this letter is to report on the findings of our Economic Opportunities Analysis (EOA) update for the City of Ashland, Oregon, as they apply to your proposed redevelopment of the Croman Mill site in Ashland.

As you know, we recently completed an addendum to update the City's 2007 EOA. Following are our key findings as they apply to your site:

- *The current buildable acres inventory of industrial/office in the city is more than enough to satisfy the State's requirements and support City's Comprehensive Plan goals, even without adding any new industrial/office at the Croman Mill site.* This reflects the fact that employment growth and demand for employment land has been sluggish since 2007. Using a reasonable forward projection from this data, my report shows a current surplus of 101.6 acres of industrial/office buildable acres, whereas there is 61.1 buildable acres available at your Croman Mill site. Therefore, even with a total rezone of the industrial/office land at the Croman Mill site, the City would retain a surplus of 40.5 buildable acres.
- *In addition, I reported a modest deficit of commercial buildable land (retail, office, health) of 3.6 acres, which could be accommodated at Croman Mill.* This might work well in conjunction with surrounding mixed use industrial/office and residential, as your plan proposes.
- *Notwithstanding the State's land use requirements, the City has goals for employment growth, and has expectations that the Croman Mill site can provide an opportunity to grow the city's employment capacity.* Your plan aims to meet those goals with a mix of industrial, office, commercial, and residential. You also note that there is now a critical need for more diverse residential (as reported in the City's 2022 Housing Needs Analysis) and this housing can be complementary to compatible industrial, office and retail, by providing an economically competitive "live-work-play" neighborhood for employees as well as employers. In my opinion and based on my findings, this is a reasonable approach that is responsive to the City's stated goals.
- *For the purposes of establishing employment density estimates and targets, I recommend the values of 18 employees per acre for light industrial, office and/or retail land use zones, and 6 employees per acre for residential land uses.* The relatively high value for residential land use comes from the greatly increased patterns of working from home as well as home-based businesses and live-work formats, particularly in the wake of the COVID pandemic. The evidence suggests that these trends were already developing before the pandemic, have accelerated during the pandemic, and are likely to persist.



- *You have proposed a land use allocation formula of 1/3 light industrial, office and retail, and 2/3 mixed use residential, which I believe is a reasonable target.* Under this formula, an average employment density would be 10 employees per acre (1/3 @ 18 + 2/3 @ 6, divided by 3), which in my opinion is a reasonable project-wide target.
- *You have also proposed to deliver completed industrial/office sites totaling 1/3 of all sites in each phase, over three total phases, which I believe is a reasonable market-facing approach.* With shovel-ready sites, and with appropriate recruitment and marketing efforts, I believe Croman Mill will be well-positioned to capture the maximum potential market response with a competitive offering.

A copy of our EOA update is attached. I will be happy to answer any questions you may have.

Sincerely,

Jerry Johnson  
Principal  
Johnson Economics LLC

# Johnson Economics

## (Full report and supplemental memos)



Michael Mehaffy <michael.mehaffy@gmail.com>

## Croman Mills TIA

HOROWITZ Micah <Micah.HOROWITZ@odot.oregon.gov> Thu, Jan 25, 2024 at 4:48 PM  
To: Scott Fleury <scott.fleury@ashland.or.us>, Michael Mehaffy <michael.mehaffy@gmail.com>, Kellysandow <sandowengineering.com>  
<kellysandow@sandowengineering.com>, BROOKS Aaron G <Aaron.G.BROOKS@odot.oregon.gov>  
Cc: WANG Wei <Wei.WANG@odot.oregon.gov>, Weinstock Michael <weimike@gmail.com>

Hi all, please see below from Aaron Brooks, ODOT's Region 3 RAME, who has been looped into this discussion.

My thought is that the TIA should evaluate conditions for the full build out with any proposed mitigation to serve this condition, then work backwards to determine trigger points for each. As long as we know that something reasonable will work for a particular mitigation, I don't think we need exact details of the mitigation until it gets to a later phase and will be necessary. (For example, if a standard stop-controlled intersection will work fine in phases 1 through 3 conditioning a more general "intersection capacity improvement of roundabout or signal" before phase 4 is approved knowing that a signal or roundabout would both work sounds fine to me and would work well for any required delegated authority approvals at that time. At the end of the day, we just want to know that there is a reasonable transportation system that can support the full development and that we don't cause issues along the way with the timing of improvements in relation to each development phase.

Thanks,

**Aaron Brooks, PE**  
Region 3 Access Management Engineer  
541-315-6557

I would echo the importance of the initial analysis examining full build-out and identifying solutions that are complementary or sized to address full build-out of the site, rather than installing significant mitigation which may have short term value, but would ultimately need to be replaced. That wouldn't be a problem for something small such as stop signs followed by a roundabout/signal in Aarons example, but you would want to make sure that if a roundabout is installed during an early or intermediate phase, it is sized to accommodate full-build out or there is an understanding of what will be ultimately needed.

We understand the value of having some flexibility and being able to respond to changing market conditions in multi-phase development. Perhaps it would make sense to condition future TIAs prior to new phases breaking ground or certain trip thresholds, when you would be able assess what was constructed and more precisely pinpoint transportation infrastructure needs.

Best regards,

Micah

**Micah Horowitz** | Development Review Planner

ODOT Region 3 | Southwest Oregon (Coos, Curry, Douglas, Jackson & Josephine Counties)



# ODOT and City Transportation Planning...

# Critical Areas (Pond and stream)



# Northwest Housing Alternatives – Alma Gardens at Orenco Station



## **Our proposed land use code (AMC 18.3.2):**

1. Create flexible, market-facing zoning that allows the highest possible achievement of public goals
2. Specify coherent, walkable public realm while allowing a mix of uses
3. Deliver an agreed minimum of employment lands within each phase
4. Deliver an agreed minimum of tenant-ready employment spaces in each phase
5. Achieve Climate-Friendly Area designation

## **Our proposed land use code (AMC 18.3.2):**

1. Does not modify the existing Croman Mill District plan for other property owners within the district (except relating to street alignments to connect to our plan)
2. Creates two new zones: Compatible Industrial and Commercial – Mixed Use (“CIC-MU”) and Residential – Mixed Use (R-MU)
3. Establishes a baseline of area for each, but allows adjustments to meet changing market demand
4. Development agreement controls phasing, minimum amounts, infrastructure, etc.



Another key feature of the draft Land Use Ordinance is to preserve as much flexibility as possible in responding to the market, while providing additional baseline commitments of land uses and buildouts by phase through the Development Agreement.

The Development Agreement would commit to a formula of delivery for each of three phases, prior to commencement of subsequent phases, corresponding to the takedown schedule agreed to in the Townmakers' purchase and sale agreement for the property, as follows:

	<i>Minimum Employment Land Area<sup>2</sup></i>	<i>Minimum Employment Buildings<sup>3</sup></i>	<i>Maximum Housing Area<sup>4</sup></i>	<i>Minimum Affordable Units (80% AMI)<sup>5</sup></i>
Phase 1	150,000 SF	10,000 SF	300,000 SF	10
Phase 2	150,000 SF	10,000 SF	300,000 SF	10
Phase 3	(n/a) <sup>6</sup>	(n/a) <sup>6</sup>	(Maximum Per Entitlement)	10

In addition, the draft Land Use Ordinance will set the terms of achieving the State's "Climate Friendly Area" designation as sought by the City for the Townmakers property specifically.

<sup>2</sup> Net lot areas served by completed infrastructure. Surpluses carry over to reduce required minimums in subsequent phases.

<sup>3</sup> Tenant-ready shell spaces. Surpluses carry over to reduce required minimums in subsequent phases.

<sup>4</sup> Net lot areas served by completed infrastructure (number of units to be determined per density parameters)

<sup>5</sup> Minimum as required by statute, in addition to "middle housing" and "attainable housing"

<sup>6</sup> (Last phase would not have minimum conditions for subsequent phases)

# Development Agreement – draft now in development...

After Recording, Return to:

Townmakers LLC LLC  
Mike Weinstock  
xxx

## DEVELOPMENT AGREEMENT BETWEEN THE CITY OF ASHLAND AND TOWNMAKERS LLC FOR THE CROMAN MILL PROJECT

### RECITALS

Pursuant to the authority granted by ORS Chapters 94.504 through 94.528, and the Ashland Municipal Code ("AMC"), the City of Ashland, an Oregon (the "City"), and Townmakers, LLC (the "Developer") enter into this Development Agreement in order to facilitate and to promote the development of that certain real property located within the City as described and depicted in Exhibit A hereto (the "Property") consistent with the terms, conditions and provisions of this Development Agreement, effective \_\_\_\_\_, 2024 (the "Effective Date"). The City and the Developer are each a Party and collectively the Parties to this Development Agreement.

### DEVELOPMENT AGREEMENTS AUTHORIZED

WHEREAS, the City is organized as an Oregon city pursuant to xx with a mayor-council form of government;

WHEREAS, pursuant to xx, the City, by and through its legislative body, may contract and be contracted with, may adopt and enforce ordinances of all kinds relating to and regulating its local or municipal affairs and appropriate to the good government of the City, and shall have all powers possible for a city or town to have under the Constitution of this state, including without limitation, such powers may be exercised in regard to the regulation, use, and improvement of real property;

WHEREAS, the State legislature, through the enactment of ORS Chapters 94.504 through 94.528, has granted the City the authority to enter into a development agreement with a person having ownership or control of real property within its jurisdiction;

### COMPREHENSIVE PLAN CONSISTENCY

WHEREAS, the Developer owns the Property, which comprises approximately sixty-two (62) acres along Siskiyou Boulevard located within the City's Croman Mill zoning district established under xx in an area designed the Croman Mill District under the City's adopted xx Comprehensive Plan General Land Use Map;

WHEREAS, Residential Land Use Goal 8.3 of Chapter 3, Land Goals and Policies, of the City's 2007 Comprehensive Plan provides:

*Require the use of master plans for large developments which emphasize aesthetics and community compatibility. Include circulation, landscaping, open space, identification of historic and archaeological properties, storm drainage, utilities and building location and design, and access to commercial and community facilities in the master plan;*

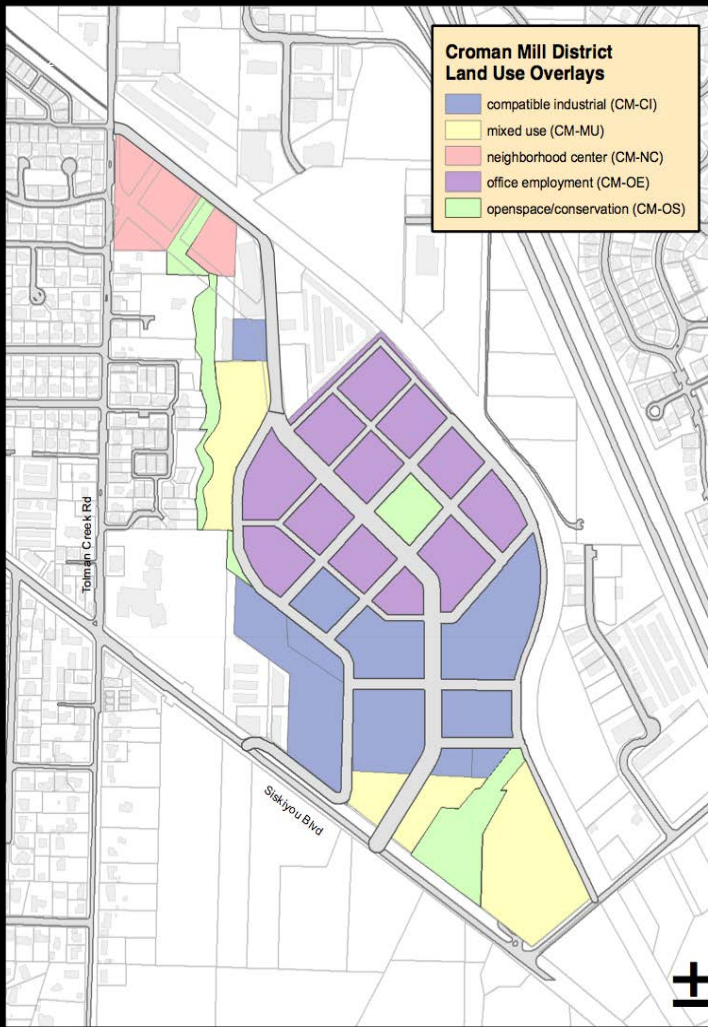
WHEREAS, General Land Use Goal 1.6 of Chapter 5, the Land Use Element, of the City's 2007 Comprehensive Plan provides:

**Family-wage employment... not just in isolated districts, but increasingly in more competitive live-work-play neighborhoods**



**(Sometimes in homes too! Work from home, home-based businesses, live-works et al.)**

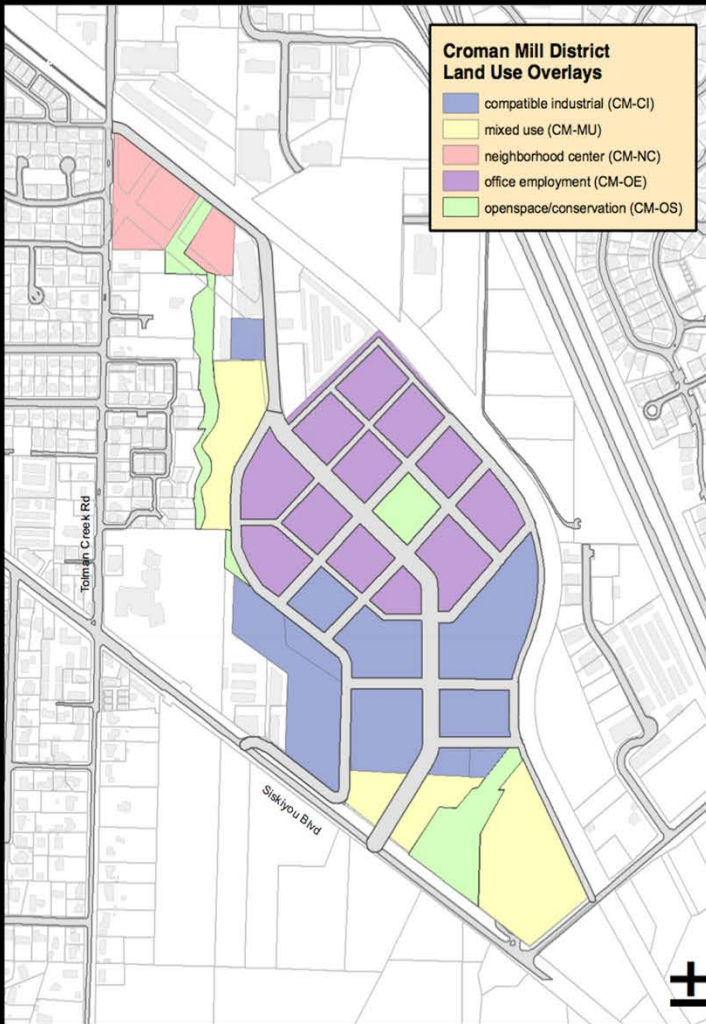
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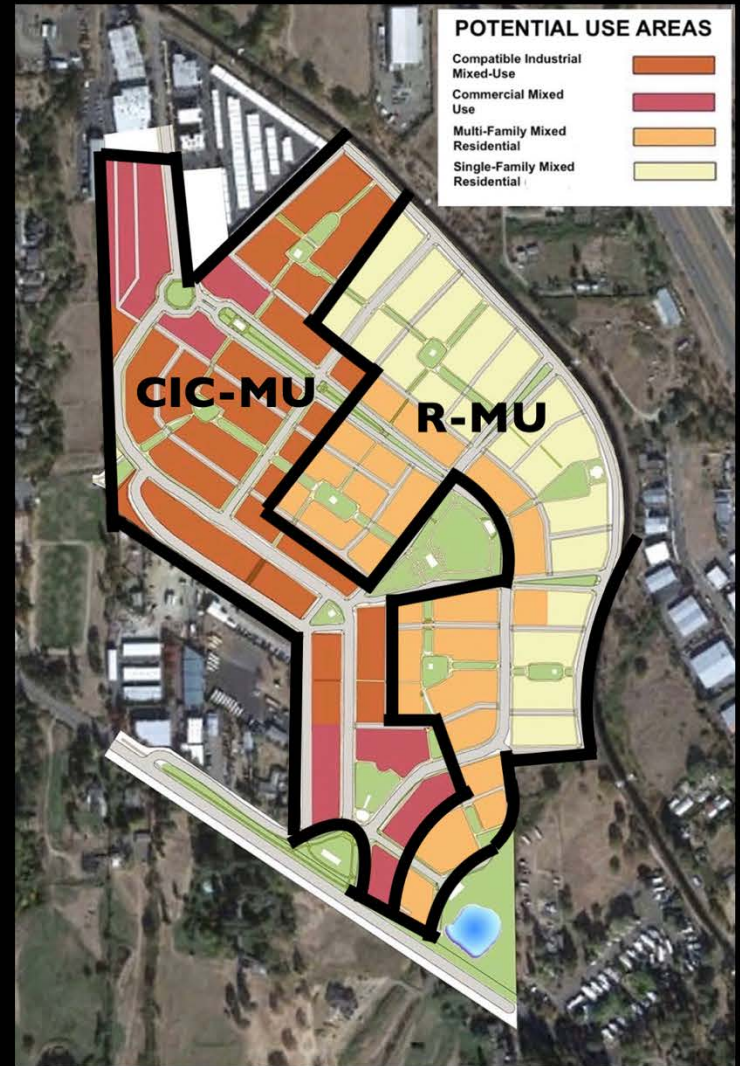
2024:



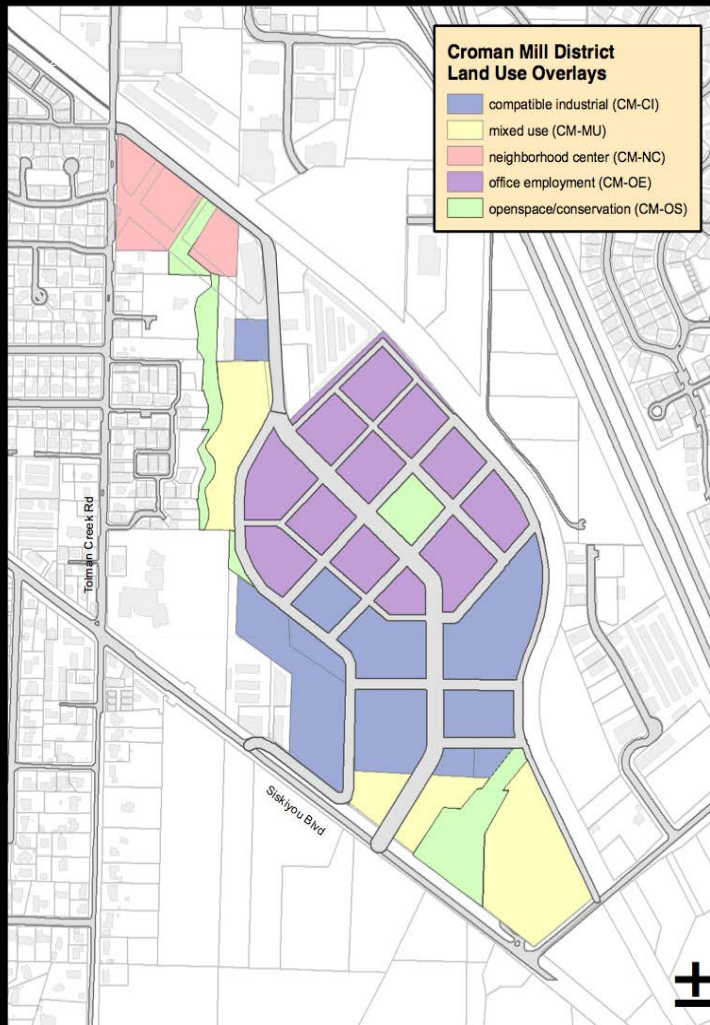
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2010:



2024:



# Phase One Area






Croman Mill Neighborhood, Ashland, Oregon  
Town Makers LLC., Developers

Qamar and Associates Inc. - Urban Design  
Structura Naturalis Inc. - Planning

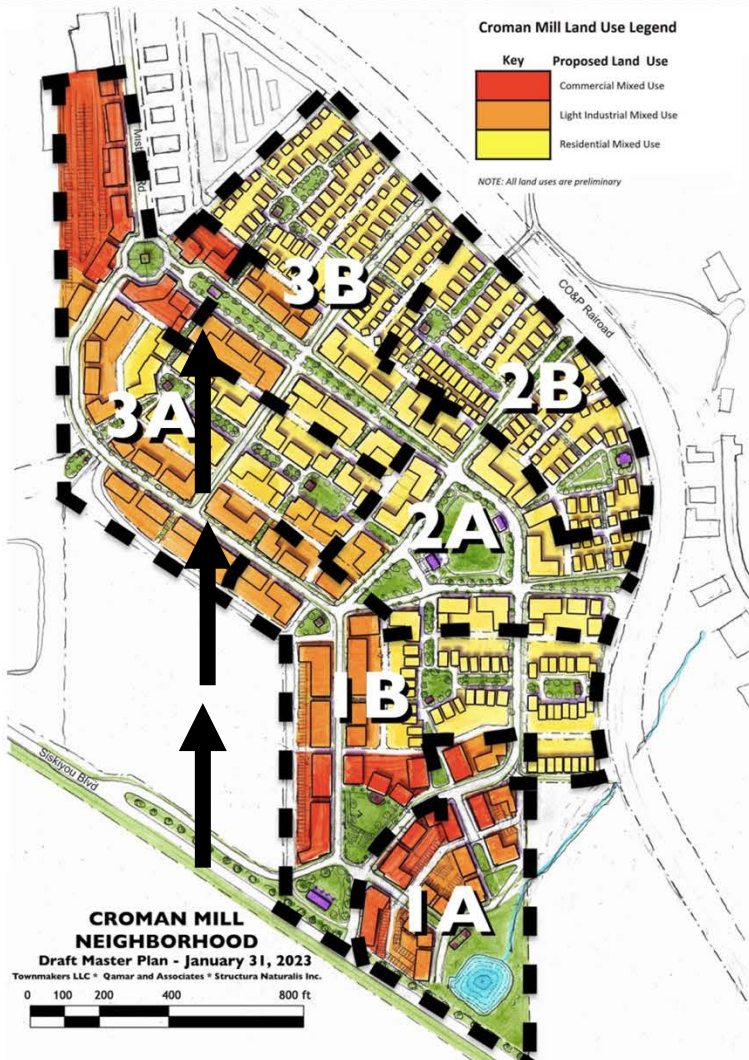
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Croman Mill Land Use Legend

Key	Proposed Land Use
	Commercial Mixed Use
	Light Industrial Mixed Use
	Residential Mixed Use

NOTE: All land uses are preliminary



**CROMAN MILL NEIGHBORHOOD**

Draft Master Plan - January 31, 2023

Townmakers LLC • Qamar and Associates • Structura Naturalis Inc.

0 100 200 400 800 ft





## Economics Team:

- Jerry Johnson's EOA update shows we meet State requirements
- Thad Wilson is proposing a public-private model for public infrastructure to unlock wider benefits for the full district and the city as a whole



Jerry Johnson  
Principal, Johnson Economics



Thad Wilson  
Senior Vice President, MuniCap



CROMAN MILL DISTRICT - ASHLAND , OREGON - MIKE WEINSTOCK, TOWNMAKERS LLC.  
TOWN PLANNERS AND DESIGNERS: QAMAR & ASSOCIATES, AND STUCTURA NATURALIS - JANUARY 1, 2022

***Thank You!***