

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
NOVEMBER 23, 2010
AGENDA**

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

- II. **ANNOUNCEMENTS**

- III. **DISCUSSION ITEMS**
 - A. **Pedestrian Places Workshop #1 Debrief/Commissioner Input Discussion**

- IV. **OTHER BUSINESS**
 - A. **Update on Community Development Projects/Council Goals Input**

- V. **ADJOURNMENT**

**CITY OF
ASHLAND**



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).

Pedestrian Places

Workshop #1

Evaluations Compiled

October 27, 2010

Nine evaluation sheets were returned, the aggregate total of each response is included below. In cases where the responses do not total nine, questions were left blank by respondents.

Please circle your response to each statement.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Average
ranking	1	2	3	4	5	
1. The workshop covered what I expected it to cover.			2	5	2	4.0
2. The workshop's objectives were clearly stated.			1	7	1	4.0
3. The workshop's objectives were achieved.			3	4		3.57
4. The presenters were effective.		1	2	2	4	4.0
5. The workshop's content was interesting.			1	3	4	4.37
6. The level of interactivity was appropriate for this topic.				4	4	4.5
7. The supporting resource materials supplied (or referred to) are relevant and were useful to me.			2	2	3	4.12

Please circle 'Yes' or 'No' to the following statements	Response	If 'No' please circle or comment
1. The duration of the workshop was right for me.	7 =Yes 2= No	2 = too short
2. The pace of the workshop was right for me.	8 =Yes 1= No	1 = too fast
3. The complexity of the materials covered was right for me.	8 =Yes 1= No	1 = too easy

Have you any suggestions about how this, or similar, workshops could be improved?

- I hope that individuals from the neighbourhoods are also considered, particularly those who actually bike and walk. As example, as people consider reducing the lanes on Ashland St., then it needs to be considered how this would affect residential streets with traffic from parents taking children to school.
- Hard to turn Major Intersections on Main arterials into Ped Places - Better to improve on public transport here; Public Spaces/ Plaza a bit out from these 'cores'.
- Better/More Advertising
- Couldn't hear well. P.A. System barely adequate & should have been used by all speakers. Lighting level too low.
- Provide heat in the building – it was a bit uncomfortable (people left their coats on) – Great to brainstorm in groups – “safe spaces” for people away from cars.
- Too little time in breakouts

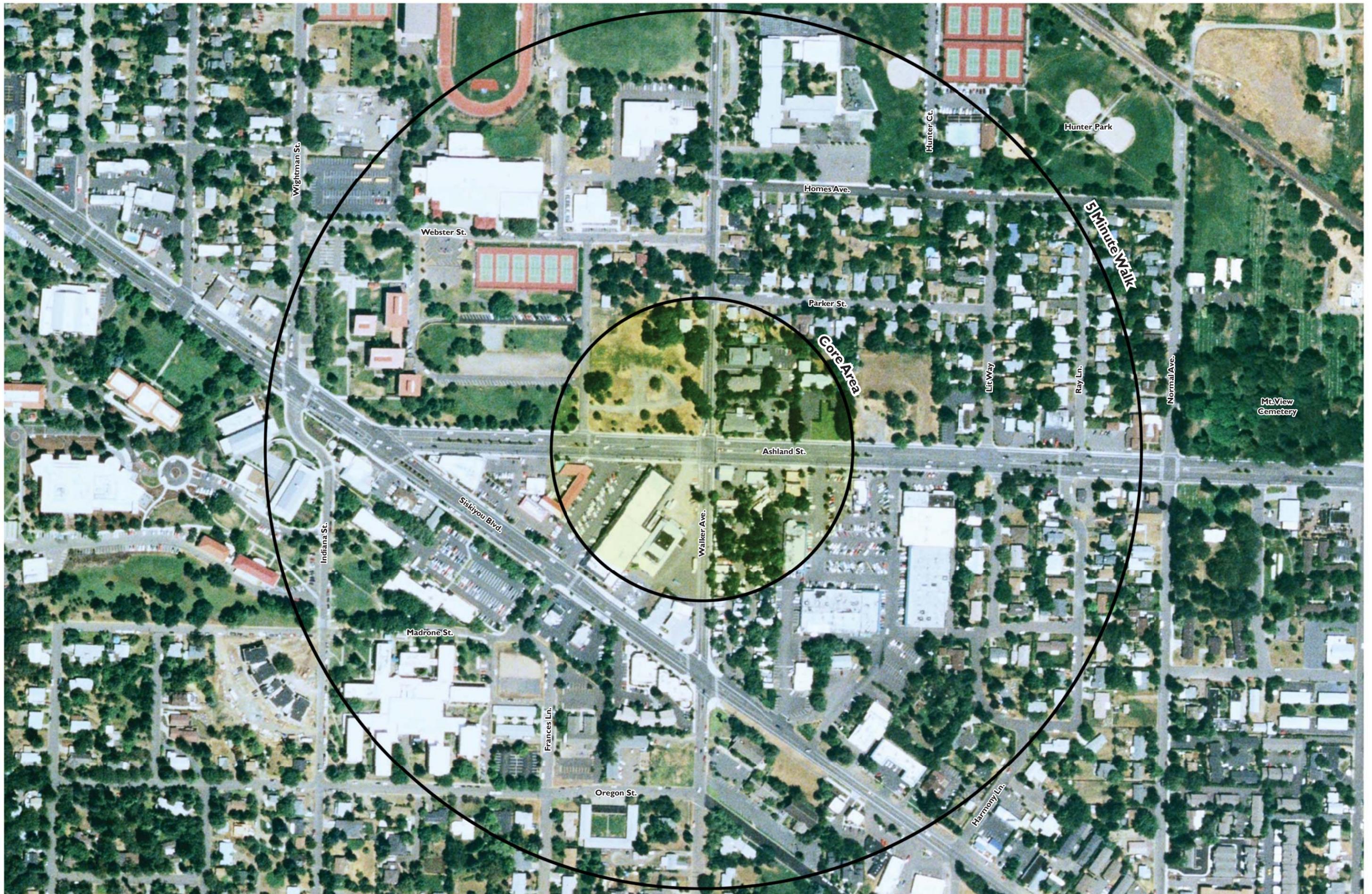
Have you any suggestions for future workshops on the development of Pedestrian Places?

- Perhaps a bit more background info as far as zoning, owners, etc.
- I would enjoy some treatment or review of the overarching transit plans/priorities and how they affect future use/planning in the locations covered (and more broadly). Are there clear assumptions/ goals about how to manage traffic balance and load?
- Advertise the heck out of it, Notices Everywhere.

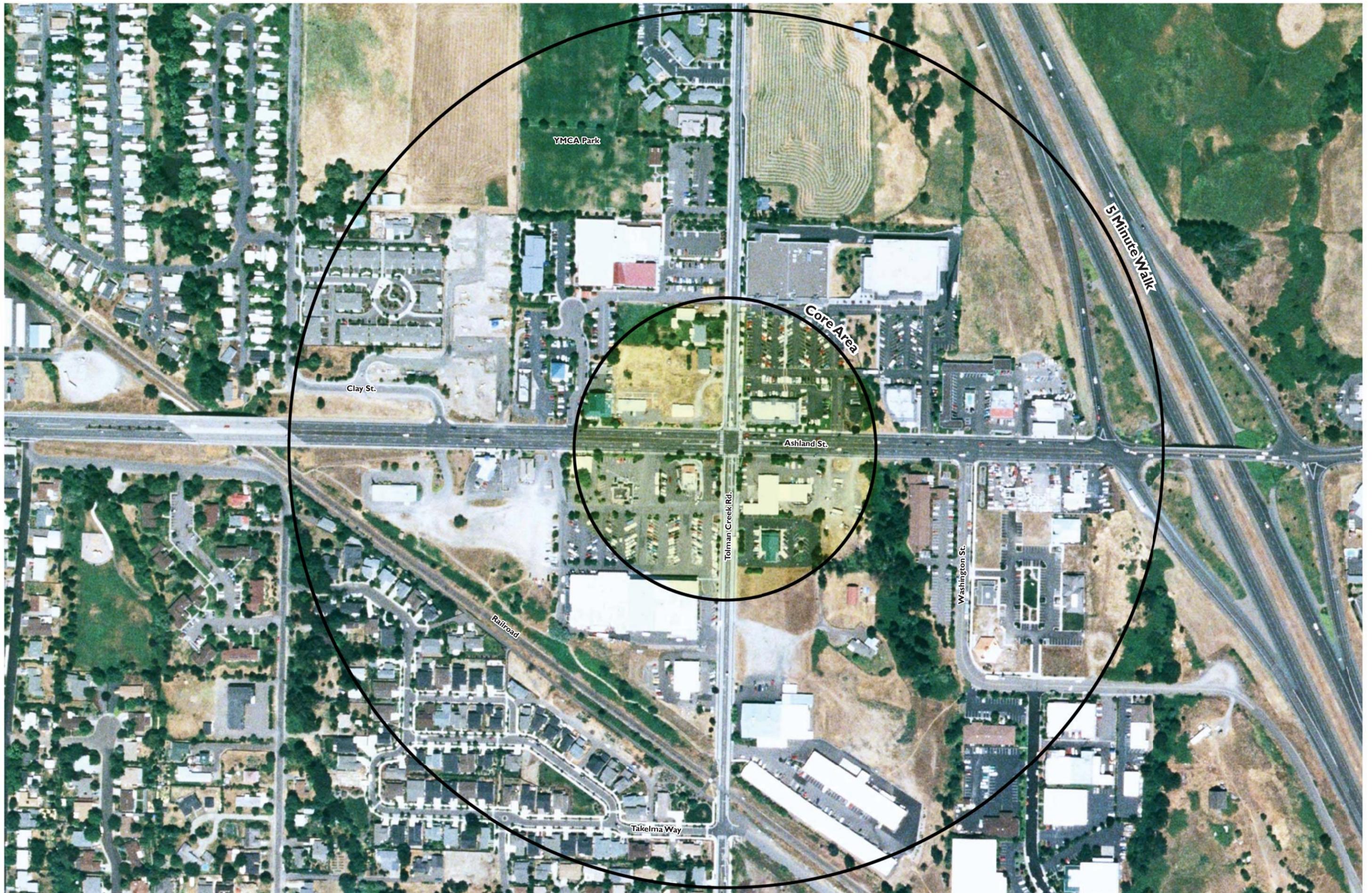
(Photo)	<p>Building Blocks for a Pedestrian Place Do you think some building blocks are much more important than others?</p> <p><i>Great Streets</i> <i>Transit Improvements</i> <i>Gathering places</i> <i>Public Art</i> <i>New Shops/Offices</i> <i>New Housing</i></p>	Your Ideas
(Photo)	<p>Neighborhood Character Are there characteristics or features here today that we should build on?</p> <p><i>Unique Buildings</i> <i>Civic Uses</i> <i>Plazas or parks</i> <i>Shops, Schools</i></p>	Your Ideas
(Photo)	<p>Priorities for Improvements If we could start next year, what would be the first improvement you would like to see?</p> <p><i>Sidewalks / Planting</i> <i>Stormwater Treatment</i> <i>Improved Transit Stop</i> <i>Public Plaza</i> <i>More Walking Routes</i> <i>Safer Street Crossings</i></p>	Your Ideas
(Photo)	<p>What Else Would Make a Great Place? Should we consider any other 'building blocks' or physical improvements at these locations?</p>	Your Ideas



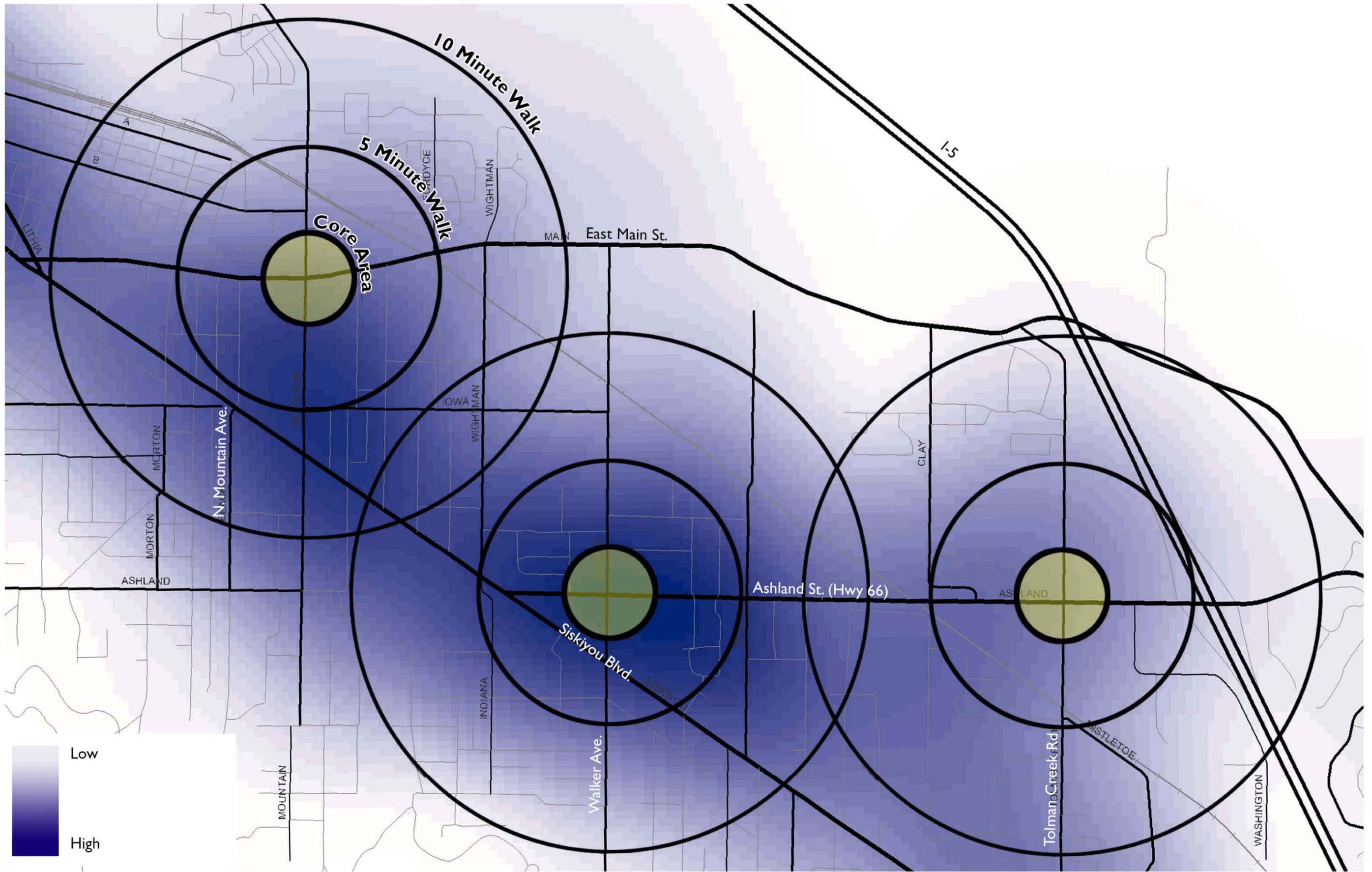
Pedestrian Places (N. Mountain Avenue & E. Main Street)



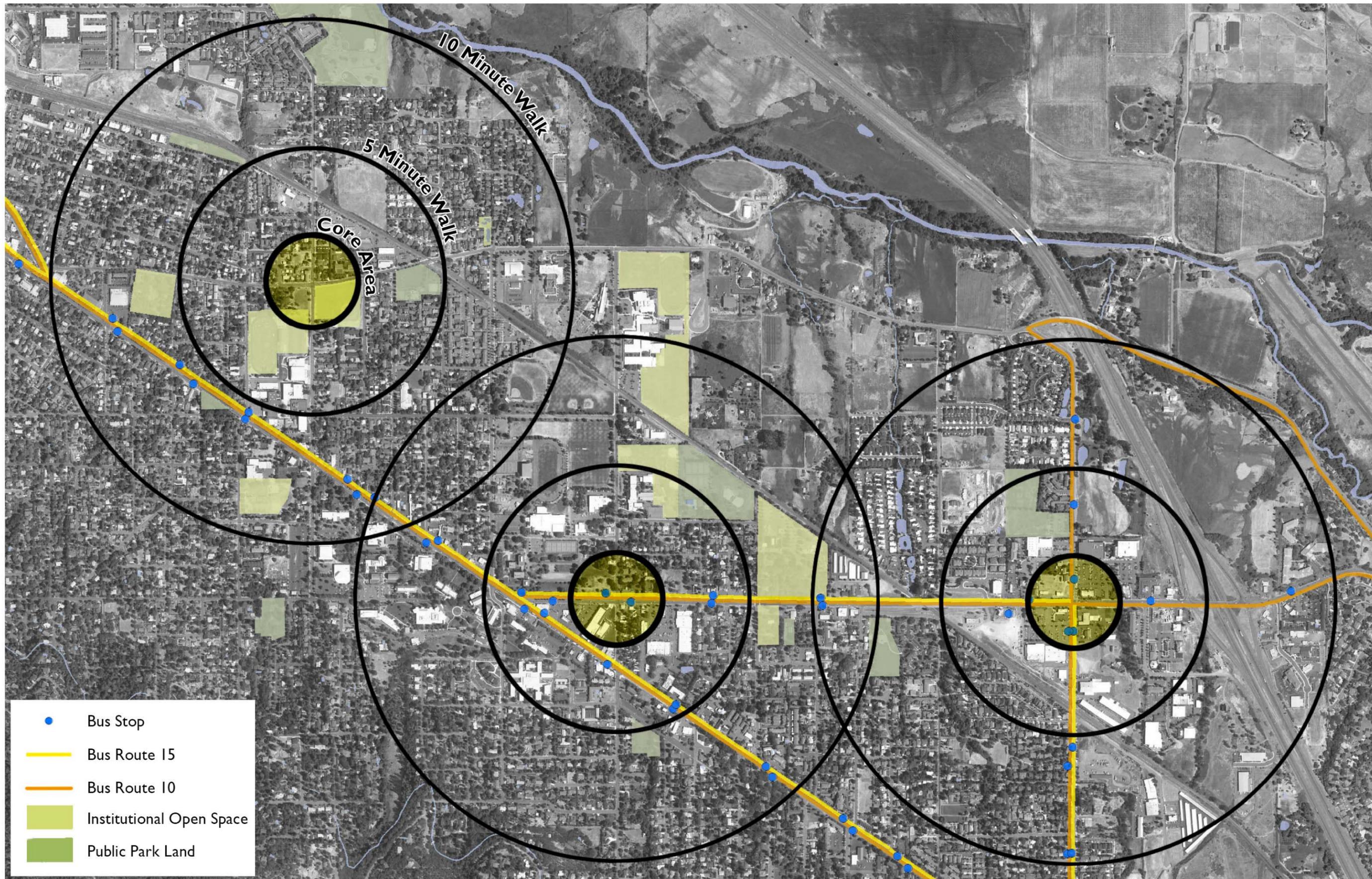
Pedestrian Places (Walker Avenue & Ashland Street)



Pedestrian Places (Tolman Creek Road & Ashland Street)



Intensity of Pedestrian Activity



Pedestrian Attractors
Transit Stops and Open Spaces

Pedestrian Places

What do you think makes a successful Pedestrian Place?

Public Comments as of November 18, 2010, 3:42 PM



Pedestrian Places

What do you think makes a successful Pedestrian Place?

Introduction

The City of Ashland is studying three locations for future Pedestrian Places – Tolman Creek Rd./Ashland St., Walker Ave./Ashland St., and N. Mountain Ave./E. Main St.

Pedestrian Places are small walkable nodes that provide a concentration of gathering places, housing, businesses and pedestrian amenities grouped in way to encourage more walking, bicycling and transit use. The land uses and building in and around Pedestrian Places are typically a mix of housing and services to provide a variety of places within easy walking distance.

Amenities may include plazas, bus shelters, shade and seating, drinking fountains, public art, landscaping, information displays, and bicycle parking. Pedestrian Places can help create vibrant, livable places where people congregate, and can function as neighborhood centers.

Background

The Pedestrian Places Project originated from a presentation on "Designing Great Arterial Streets" in September 2007 in which discussions noted how sections of Siskiyou Boulevard and East Main Street seem to work well for pedestrians, bicyclists and motorists, but then reached a point where the more walkable neighborhoods ended. The idea of creating Pedestrian Places in these transitional areas was suggested as a way to begin extending walkable neighborhoods to other locations in Ashland.

Citizen Input

The City is seeking citizen input on the project, and held the first public workshop on October 27, 2010 at the Ashland Middle School

Commons. At the first workshop, participants had an opportunity to learn about the project and help develop ideas for the Pedestrian Places. (link to presentation video from first workshop) A second workshop is scheduled on December 8, 2010 to present draft concepts and ideas contributed at the first workshop. A follow-up meeting to review the refined draft concept plans will be held at the Planning Commission on February 2, 2011. For information about future meeting dates, time and location see www.ashland.or.us/pedplaces.

Participants at the first public workshop were asked to answer the following questions for each of the three locations - Tolman Creek Rd./Ashland St., Walker Ave./Ashland St., and N. Mountain Ave./E. Main St.

Building Blocks: Do you think some building blocks for a Pedestrian Place are much more important than others?

Great Streets

Gathering Places

New Shops/Offices

Transit Improvements

Public Art

New Housing

Neighborhood Character: Are there characteristics or features here today that we should build on?

Unique Buildings

Plazas or Parks

Civic Uses

Shops

Schools

Priorities for Improvements: In theory, if we could start next year, what would be the first improvements you would like to see?

Sidewalks/Planting

Improved Transit Stop

More Walking routes

Stormwater Treatment

Public Plaza

Safer Street Crossing

What Else Would Make a Great Place: Should we consider any other 'building blocks' or physical improvements at these locations?

Thank you for your time and feedback.

Pedestrian Places

What do you think makes a successful Pedestrian Place?

As of November 18, 2010, 3:42 PM, this forum had:

Attendees:	100
Participants:	17
Minutes of Public Comment:	51

As with any public comment process, participation in Open City Hall is voluntary. The statements in this record are not necessarily a representative sample of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Pedestrian Places

What do you think makes a successful Pedestrian Place?

All Statements

Ken Deveney in Ashland

November 18, 2010, 10:48 AM

I like the general idea of public places will people will enjoy hanging out and not rushing on. But our rising taxes make it obvious that the city doesn't have the money even to do all the "must-do" projects. Let's not lose sight of priorities

Colin Swales in Ashland

November 14, 2010, 7:09 AM

It is unclear why these particular three auto-centric locations were chosen other than the nearby potential for increased development on adjacent vacant lots. (The already pedestrian-rich Boulevard location opposite SOU was dropped in favor of the Tolman intersection.)

Our Downtown Plaza and Main Street, already vibrant "pedestrian Places" in need of many improvements, are totally ignored.

Nevertheless, others have already solved such problems by using the concept of "Shared Space":

"...Shared space is an urban design concept aimed at integrated use of public spaces. It encourages traffic engineers, urban planners and experts from other fields to consult with users of public space when planning and designing streets and squares in both built and non-built environments. The concept shares some characteristics with Living streets.

Shared space removes the traditional segregation of motor vehicles, pedestrians and other road users. Conventional road priority management systems and devices such as kerbs, lines, signs and signals are replaced with an integrated, people-oriented understanding of public space, such that walking, cycling, shopping and driving cars become integrated activities.

The term 'shared space' was coined by Ben Hamilton-Baillie while preparing a European co-operation project in 2003.[1] The idea itself was pioneered and promoted by Hans Monderman,[2] based on the observation that individuals' behaviour in traffic is more positively affected by the built environment of the public space than it is by conventional traffic control devices and regulations.[1] The goal of shared space is an improvement in road safety, encouraging negotiation of shared areas at appropriate speeds and with due consideration for the other users, using simple rules like giving way to the right..."

For further Reading see:

http://en.wikipedia.org/wiki/Shared_space

<http://www.hamilton-baillie.co.uk/>

http://www.bendigo.vic.gov.au/Files/Rod_Tolley_Bendigo_Final_report.pdf

<http://www.howwedrive.com/>

<http://ashland-blog.blogspot.com/>

Pedestrian Places

What do you think makes a successful Pedestrian Place?

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Videos:

<http://www.youtube.com/user/Sharedspace#p/u>

http://daily.sightline.org/daily_score/archive/2010/03/25/an-american-woonerf

<http://www.youtube.com/watch?v=wn2NfUH0G-Q> (Bern, Switzerland)

Gabe Dawson in Ashland

November 12, 2010, 10:47 AM

Designated bike lanes on all roads. Narrow streets and wide sidewalks. Signage must be clear and visible to all. A designated bike path separate from pedestrians would increase safety while decreasing conflicts between the 2 groups. Max. speed limits of 20 mph on all streets. More bike parking.

Semi-anonymous in Ashland

November 8, 2010, 2:26 PM

I prefer the N. Mountain/E. Main spot. It is the most likely to have pedestrian traffic, and the most likely to decrease on congestion of vehicle traffic. The area between the bike path and E. Main on N. Mountain could be much more conducive to foot traffic than it is now.

Semi-anonymous in Ashland

November 7, 2010, 2:46 PM

How about a plan to connect the bike path from Bear Creek to the established path that runs from the railroad district to Tolman Creek Road? Oak Street is particularly dangerous for cyclists and pedestrians (lack of continuous sidewalk). How about a bridge over Bear Creek at Nevada Street, connecting up to Mountain for access to N. MT Park and the bike path? How about bike lanes on Oak Street to bring folks into downtown? Railroad district streets are also dangerous for cyclists- too many cars on constricted and congested streets.

Diane Werich in Ashland

November 6, 2010, 7:12 AM

I have a small thing to contribute. Portland has many neighborhoods that I feel very good in. I think these places feel good to be in because they all have little benches, some mud, some covered, a few with coloring books in tables for kids. This says...don't hurry through this place...stay and be with us for awhile.

Semi-anonymous in Ashland

November 5, 2010, 8:32 PM

All three spots have great potential. I think we need more than just benches or a mini park... something that brings in more people, like a coffee kiosk or food kiosk (like all the fun ones in Portland) to give more folks an additional reason to stop and hang a few minutes. This would make the spots an attraction and destinations to walk to. Just brainstorming ... what if there were a kiosk or two or three plus some benches. Or what if there were a kiosk and a mini dog park at one of the locations... the rent from the kiosk paying for upkeep of the dog park. Folks could walk their dogs and get a coffee or snack too. I know this isn't a really heavy philosophical idea but it is practical if you want to motivate community members to go to a place and gather and hey, it could create a job or two. If enough citizens can be drawn to the areas then if a few "recreational homeless" settle in they won't 'own' the spot like has happened to some areas downtown.

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Semi-anonymous in Ashland

November 4, 2010, 4:04 PM

I like the idea of more pedestrian focused areas but also feel that there are currently existing areas needing attention for pedestrian sidewalks first. It is amazing to me that the street that the Ashland Food Store Co-op is on has no sidewalk! That is one of the busiest spots in town and it seems it would be priority to make that a more walking friendly area with the growing businesses developing there... Ace Hardware, Ashland Recycled Furniture, DJ's Video, Indika, Etc... foot traffic in that area instead of motor traffic would be much better but there is no sidewalk. I have to put my stroller on the street to get down there. Doesn't make any sense to me. Why has that not been fixed yet?

gregg marchese in Ashland

November 4, 2010, 9:35 AM

I'm humbly reminded of the legal, social, and policy overlays under which this idea labors. Western settlement policies created centuries ago to prevent the creation of viable public gathering places, and zoning laws and the demonization of socialism at the beginning of the past century, plus automobile advertising and emergent cultural norms make even the simple, sensical idea of a semi-self-sufficient mixed-use node radical. Not so much in this town, but how many parks throughout the cities and towns of this nation are gathering places for none but the disenfranchised, desperate and defiant? Families do not feel safe there. Some (1?) of our public places/parks are well used, but others, like that little triangle where E Main splits off from Siskiyou, which is so well and i'm sure expensively done, gets virtually no visits--though it is kind of nice to see as I drive by, instead of a coffee kiosk. We might include Triangle Park for that matter (although a few tiny protest marches seem to gather and begin there annually). Any public place where you can't get away from the car presence and noise, is not one people are going to visit, except at night, and for perhaps reasons we might not want to promote.

I need to remember that someone gets paid for these social and cityscape experiments. Do we the citizens get back what we really need?

What do we need? This town is so small, I think it as a self-contained node already. I can easily walk to some of my destinations, more easily bike, and even more easily drive anywhere I need to go in--relatively --no time. And that's not often to see a movie, browse books, buy an expensive non-organic meal (with tax), and lounge around sipping wine or mocha lattes. Bring back Harrisons!

Now there's an idea: tax breaks and other incentives for truly functional, fundamentally useful stores downtown. That's our node, so let's stock it with places that are truly functionally, practically useful to locals.

How about incentives for purchases of those little electric cars? Or better yet, meet your neighbors, offer them carpool rides, accept their offers of same, offer to pick them up something to save a trip--more neighborhood support. Though this doesn't need any organized government involvement.

Maybe the best that can be done with this node idea is to create expensive museum-like demonstration projects, that bring in Civic Ecology students from OSU, Eco-tourists, and aging ecotopian dreamers who can die content knowing that Something has been tried. And they can

Pedestrian Places

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buy lattes and wine, have an expensive meal (with tax), pick up a book on Eco-cities, and see a movie about the apocalyptic future after the tour.

Or leave the nodes fallow for future generations who might truly need them to grow food.

I hope you can tolerate the informed cynicism. I do appreciate your efforts, but must accept that it is all embedded in a juggernaut of a dysfunctional system no one can truly derail.

Hey, what about light rail? Just grasping at dreams...

Oops, is this a disruptive statement?

julian spalding in Talent

November 3, 2010, 4:04 PM

I'd like to see discussion about closing downtown main st., making it a pedestrian mall, re-routing traffic on a two way Lithia St.

Alma Alvarez in Ashland

November 3, 2010, 1:53 PM

I was excited to hear the Walker/Ashland St. area considered for a pedestrian place, particularly since it is in my neighborhood and I often walk to the local coffee shop or the supermarket. However, one of the items that must be considered is safety. Yesterday a young woman legally crossing at the crosswalk was hit by a motorist making a left-hand turn. It seems that we need to consider some sort of option like having all motorist signals red when pedestrians are crossing. The safety of the crossing spaces are crucial to creating viable and attractive pedestrian spaces.

Semi-anonymous in Ashland

November 3, 2010, 12:01 PM

Unfortunately, as a result of the aging demographics of Ashland, walking isn't an easy task for many of us traveling to the grocery store, doctor office visits and drug store visits. Considering the declining numbers in school age children and the increase in aging Ashlanders, make sure we don't make access to our businesses more difficult and/or time consuming, while spending huge sums of money for feel good social engineering. Also is this another example of creating the perception of the need for "pedestrian places", when the need isn't that high relative to other aspects of City government and its funding? What about adequate fire protection and police protection as priorities for public funding? Who pays for these "nice to do" programs, given our other "need to do" programs? Expensive art displays, social gathering places other than private sector facilities would be another public expense adding to the City of Ashland general fund... which is huge. The bottom line should be pedestrian safety particularly for our children, but lets don't create a champagne project with a beer budget. Or stated another way, is this another glitter project to romance tourists at Ashland citizens expense? Also if the proposal creates traffic bottle necks interrupting traffic flow to the college will be a problem

Melanie Mindlin in Ashland

November 2, 2010, 8:34 AM

I believe that pedestrian "nodes" are important to create the sustainable Ashland of the future. Designing Ashland so that areas of 1/4-1/2 mile in diameter include housing, services, stores, jobs and public places can create vibrant city life without car travel. Public transportation would link these "nodes" with the rest of the city and points beyond.

Ashland is already committed to a policy of infill rather than sprawl. This means increasing the density of both housing and employment within the City. We need a new vision to accomplish this gracefully, bringing high quality of life to living closer together.

www.PeakDemocracy.com/551

Pedestrian Places

What do you think makes a successful Pedestrian Place?

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What will make this higher density housing a desirable living environment? People want light (especially sunlight), natural ventilation and at least a little garden. Apartments without south-facing windows will be appreciated by only a few. We need sunlight in the winter to reduce SAD, and to warm our homes naturally. We need natural ventilation to reduce toxic indoor air and the need for summer air conditioning, and keep us in touch with the natural world. Most people need a little garden, even if it's just a few tomatoes or a delicious-smelling rose bush. Public landscaping does not provide this same connection and satisfaction. Here are a few ideas that could be incorporated in standards for higher density residential housing in our pedestrian zones, as well as open space (parks) that would support them.

- South-facing windows, natural ventilation, and balconies.
- Roof gardens to increase outdoor living space in higher density areas.
- Community gardens in easy walking distance.
- Open space with wild and intimate areas, preserving or recreating natural features, in easy walking distance. People can go further for active recreation, like ball fields and hiking trails.
- Safe, car-free areas immediately outside the building for children and social interactions.

In order to have a comfortable and attractive pedestrian place, it needs to be away from cars due to noise, safety and combustion fumes. I can appreciate a vision of the future where our entire town has little or slow car traffic. I don't think that time is coming quickly enough to focus our pedestrian areas on our current arterials. I think it would be best to make our arterials be boulevards, like Siskiyou, with plenty of buffer between people and cars, bike lanes and narrower pedestrian crossings. The plazas, benches and other pedestrian amenities should be concentrated on existing side streets or new narrow or pedestrian only "streets" adjacent to public transportation routes on the arterials. In the cleaner, slower future of our grandchildren, they can reclaim parts of the roadway and make them into the additional public spaces they will need in their high density zones.

In order to plan Ashland for transit-oriented development and a sustainable future that is better than what we have now, we need to think much larger than the streetscape of 3 Ashland corners.

John Stromberg in Ashland

November 1, 2010, 11:37 PM

My comments are about the workshop on pedestrian places, as follows:

1. I think many of us participants found it difficult to let go of our acceptance of the way vehicular traffic dominates our cityscape. We're so used to accepting it as a given we can't easily create different mental pictures of how a pedestrian node might look. We're like those elephants who have been tied with a rope to a stake as infants and still believe that simple rope can hold them when they are adults.

Obviously this is an impediment to the kind of thinking the workshop was trying to encourage.

2. People who live or own property within the concentric circles that define a pedestrian node are IMHO really threatened by anyone's speculative ideas about how the land uses within the

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circles might be changed, and I can understand why. This is their place, they are used to it, in fact it is an unconscious part of their security.

3. Somehow, in order to create a real transit oriented design for Ashland (for want of a better term) someone is going to have to overcome #1 and #2 above.

There were some moments at the workshop when this occurred and the results were very interesting. Also I think some people felt exhilarated. To me this suggests how important this project is to the future of our city because it's an indication of how distorted from a life-affirming experience the current configuration of these nodes are.

4. So someone, somewhere is going to have to take some chances and entertain wild ideas on the pathway to discovering or inventing the new Ashland for which these nodes are the growing points. And this is going to have to take place out of the public eye (creation of the wild experimental ideas) lest they generate such opposition that we'll never make it through to ideas/designs that are both creative and feasible.

4. During the workshop I saw many, many instances in which one participant or facilitator matter-of-factly squelched a new idea because it obviously couldn't be done. Nobody was being mean or bad; they just felt it was an obvious fact that had to be pointed out.

5. The rest of my ideas are going to be presented in the spirit of uncensored, if infeasible, possibilities - with the hope that they may contribute to a fundamental qualitative change in the three nodes presented at the workshop.

6. Traffic absolutely pours through this town on all its arterial streets and intersections and it is powerful and intimidating. There's no way I would venture on foot out into that irresistible flow of metal, glass, plastics, rubber and engines when it's fully in motion, for example when just released by a stop light turning green - and so my experience of this otherwise peaceful and human-sized community is sliced through and across with these streams of motorized machinery.

Somehow we've got to slow these streams down, make them move more slowly, take them out of their straight-line paths, divert them into smaller streams, etc. or create total bypasses for them, like piping hot gases in impermeable hoses and pipes. Human beings on foot and non-propelled machines should set the normal pace of transportation and motor vehicle traffic should be subordinated to it.

I don't know how that will occur but one could imagine taking E. Main St. by the Plaza, tearing out the Plaza and making a big piazza, with no traffic lanes or signs and having just one rule: non-motorized movement has the absolute right of way.

Imagine how different that would feel. It would be like one of those parade days, just after the parade is over, when people are filling the streets and just a few cars have found their way in but are driving very slowly and carefully so as to avoid hitting anyone.

That's the kind of feeling we need in these pedestrian nodes and/but I wouldn't ban motorized

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vehicles so long as they were completely subordinated - then they would be OK. But if there were too many and they started moving together and making people feel unsafe, that would be the limit and the space sharing wouldn't work.

7. Once we've got movement in the node adjusted to human-tempo then we need to cluster stores, shops, restaurants, storefront offices, karate dojos, nail salons, toy stores, book stores, etc., again on a scale that is not physically daunting to the pedestrian traffic. If one store isn't big enough add another one somewhere else in the node. (In a way that's what malls used to do before they were gobbled up by name brand franchises and corporations.) So the stores, shoppes, etc. should be locally owned and maybe there should be living facilities above, behind or nearby for the owners and workers.

This is closer to the original idea of mixed use housing, before 'the market' decided to make more profit by creating housing for people who did not work in or own the stores.

8. Before continuing this line of thinking, a word about markets. "Markets" and "Market Economy" have become sacred cows, and counterpoised to "Communism" and "Socialism" as good vs evil. But I think the solution that actually builds healthy communities is markets-within-structures so they are not exploited (think the gigantic speculation in financial derivatives that may have irreparably damaged our economy) but perform their functions of coordinating and facilitating economic activity.

As an example, perhaps there should be a maximum shop size and every shop should have living space as part of the same unit. In other words, truly mixed housing rather than co-existing mixed housing. Only in certain districts maybe (out of control regulation can become dehumanizing too)...

9. Once we start clustering the shops-with-housing along streets and plazas, we need to think of open space, community amenities, gardens, quiet places, view sites, access for deliveries, etc. (I'm not trying to map everything out; it's obvious at this point, once the proper core has been established and, anyway, the designers can do it better.)

But we do need to think about public places as well as community places and we especially need to think about privacy. I don't know how to require that buildings be designed for privacy and contact with nature, when they're clustered. Maybe they go up (vertical) in the clustered areas. They definitely need quality design and construction ('quality', not necessarily 'fancy').

The overall node needs to relate to its natural environment and, in Ashland, invite that natural world into the pedestrian clusters and center. Also the public places need to include markets, entertainment, culture, sports, etc. And thirdly, the pedestrian nodes need to take their proper place in the layout of the town and in relation to each other. (I'm just sketching here and will go on to one more point...)

10. The process by which these nodes are cultivated, developed and guided needs to be something other than what we currently use in our land use ordinance. We can't encourage and protect something this organic and cultural (even the economics are cultural in the sense that they are interwoven with the feel and character of the local node-community). I don't know

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how to achieve this but I'd start by creating special nodal zones within which the land use ordinance wouldn't apply. The balance would be shifted from rules towards process, from control towards support, and all of it towards quality of the living, traveling, exchanging, etc. environment. A nice balance would need to be struck between community and individual values and experience.

At the same time, the whole node-community needs to be in balance economically, both in its normal daily existence and in its development.

Last thing: this process of moving from the condition in which we now find ourselves - essentially a beautiful town that has a transportation system that is out of balance with the wonderful human scale nature of the core of the town as a whole - towards the growth and development of these nodal neighborhoods, will need to evolve over years and also have different phases as it moves towards a stage of maturity, which may eventually evolve into something else or be changed. But this would be over a long period of time, maybe the lifetimes of today's children at least.

11. As the transportation system comes into better balance with the pedestrian nature of the town and nodes grow into neighborhood communities along the public transit routes (with their own 'mass transit' systems that also should be attuned and scaled to Ashland) the land between nodes and stretching out towards the UGB will be affected by the development of the nodal neighborhoods and orient towards them, especially in terms of transportation ('travel'?) routes.

Plus localized fruit/nut/vegetable growing, animal husbandry and food production would gather around and interpenetrate the urban pattern - as the town as a whole moves to a more sustainable settlement.

That's enough for now...

Rick Bleiweiss in Ashland

October 31, 2010, 4:28 PM

I like this whole concept, but it seems to me that the location at Mountain and East Main does not have the concentration of services, facilities, businesses and other things that would make it into what this initiative is trying to achieve, whereas the other two locations do. Has the possible impact on traffic and transportation been taken into account when picking these locations? I don't think we should create either hazards for pedestrians nor significant traffic congestion that would create more pollution.

Sophia Bogle in Ashland

October 31, 2010, 2:34 PM

Ashland St and Walker makes the most sense to start with. It has the solid bones to make a good framework for other improvements. The Beanery, The Theater, Deja Vu are just a few elements that make it a great place to hang out. Also it has the perfect development spot for new shops and housing and it is comfortably near schools and neighborhoods.

Tom Burnham in Ashland

October 28, 2010, 7:45 PM

Subject: Pedestrian Places

Pedestrian Places

What do you think makes a successful Pedestrian Place?

All Statements

Access by the greatest number of people should be a primary concern.

Too Bad quiet Village area was left out along with areas above Siskiyou Blvd - Green Meadows on the east, walker Street neighborhoods on the south/east. Also the Hospital area on the west.

Why was the Transportation Commission left completely out of the decision for choosing the 3 Pedestrian Places?

Mary Sullivan Murphy

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7110 HIGHWAY 66
ASHLAND, OREGON 97520

NOV 16 2010

City of Ashland
Community Development

Nov. 10, 2010

Dear Ms. Harsh,

I read with interest the article in the Medford Tribune regarding Ashland's interest in increasing bike lanes. Ms. Harsh, for far too long cyclists have gotten a free ride, so to speak, on the backs of motorists who pay gas taxes and car registration fees. The cyclists I have spoken to clearly think the gas taxes should pay for their lanes, their safety and anything else associated with riding a bicycle. This is so grossly unfair. Most of these folks are doing this for sport and I and many others are quite tired of subsidizing them.

It is high time bicyclists have to register a fee to ride their bikes and eventually get insurance, as part of

the green movement, they have gotten
a free pass. I no longer want to
see my tax dollars going to more
bike lanes until these people contribute
part of the cost themselves!

We are a fair minded country
and surely Ms. Mansel, you will
realize my suggestion is the only
fair way to go.

Sincerely,

M. S. Murphy

April Lucas

From: Brandon Goldman [goldmanb@ashland.or.us]
Sent: Friday, November 05, 2010 10:08 AM
To: 'April Lucas'; Maria Harris; Tom Litster
Subject: FW: Ped Places Presentation

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NOV - 5 2010

City of Ashland
Community Development

Tom (Maria and April), below is an additional comment we received from transportation commissioner Julia Sommer.

From: Julia Sommer [mailto:juliamsommer@gmail.com]

Sent: Wednesday, November 03, 2010 11:38 AM

To: Goldmanb@ashland.or.us

Cc: Colin Swales; Eric Heesacker; Tom Burnham; David Chapman; Brent Thompson; Steve Ryan; David Young; Mike Faught

Subject: Ped Places Presentation

Brandon:

Sorry I had to miss the Ped Places workshop 10/27. I've gone through the PowerPoint presentation. I LOVE all the consultant ideas for making these 3 intersections into Great Streets/Pedestrian Places. Hurrah!

Specifically, I'm anxious to see pedestrian/bike-friendly signals at all 3 intersections -- meaning ped/bikers don't have to wait FOREVER for a crossing signal that lasts about 2 seconds. (I would think this could be corrected soon & easily by city staff.)

Of course, there should be frequent mass transit at all 3 places, with bus/van shelters. And there should be sidewalks on both sides of street! (N. Mountain across from HS playing fields is a disaster re: sidewalk.)

The No. Mountain intersection is RIPE for cafes/businesses catering to the high school, city center, SOU.

The Tolman/Ashland intersection is a disaster in every way, especially for bike/ped. The YMCA has over 8,000 members -- active people! -- wanting places to walk to & hang out! Many people walk/bike to the Y -- going against traffic over the overpass.

I think the consultant building blocks are superb, and I'd like to see them ALL implemented, as they already have been, successfully, in many U.S. cities and towns.

Julia Sommer
Transportation Commissioner

April Lucas

From: Brandon Goldman [goldmanb@ashland.or.us]
Sent: Wednesday, November 03, 2010 9:10 AM
To: Maria Harris; April Lucas
Subject: FW: Commissioner Feedback Request

-----Original Message-----

From: Larry Blake [mailto:BlakeL@sou.edu]
Sent: Tuesday, November 02, 2010 4:11 PM
To: Brandon Goldman
Subject: Re: Commissioner Feedback Request

Brandon,

I don't have any additional comments beyond those I recorded on the aerial photographs at the workshop.

I did meet with the planner from OTAK on October 28 to discuss how the SOU Campus Master Plan relates to the Walker Avenue/Ashland Street intersection.

Larry

>>> "Brandon Goldman" <goldmanb@ashland.or.us> 10/29/2010 2:46 PM >>>
Commissioners,

On Wednesday Oct. 27th we held the first of two Pedestrian Places Workshops. The Commissioner facilitators each deserve considerable credit for their good work eliciting comments and concepts from all the participants, which made for an interactive and valuable evening.

Workgroup facilitators, having been focused on the difficult task of prompting discussion regarding a single Pedestrian Place, did not have had an opportunity to provide their own feedback regarding each of the three identified intersections and Pedestrian Places in general. Similarly, Commissioners that were unable to attend last the workshop may want an opportunity to provide specific comments to be considered in this early stage of the project. For those of you that missed the meeting you can download the presentation by following this link: Pedestrian <http://www.ashland.or.us/files/2010-10-27_PedPlaces_Presentation.pdf>
Places Presentation 10-27-2010

If indeed you do have concepts and comments to share please take a few minutes to complete the attached feedback form, and return it our office in person or via email (lucasa@ashland.or.us). The initial concept plans for the intersections will be developed over the month of November so please return the feedback form prior to November 5th so your comments can be considered in the preliminary design work.

Thank you, Brandon

Brandon Goldman, Senior Planner
City of Ashland, Planning Division

20 East Main Street, Ashland OR 97520

(541) 552-2076, TTY: 1-800-735-2900

April Lucas

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From: Melanie Mindlin [sassetta@mind.net]
Sent: Tuesday, November 02, 2010 8:49 AM
To: April Lucas
Subject: Commissioner Feedback

NOV - 2 2010

City of Ashland
Community Development

Thank you for the opportunity to give feedback on the Pedestrian Places.

1) Not surprisingly, the key to the pedestrian places is the actual transportation. On the Ashland and Tolman area, the highest priority is to get the pedestrian community to have access to the commercial area with a pleasant and fairly direct walk. One challenge is the railroad tracks separating some of the adjoining residential areas from this "place". In addition there is a lot of existing and planned residential on lower Clay that needs a good walking route. Since all the residential areas are to the west of the "place", this should dictate that the main pedestrian focus would be closer to that end, while the parking would go on the other end.

Bringing in people by bus, and later by other types of public transportation should also be targetted in the design of every "place". Comfortable bus stop/shelter areas should exist at each node just adjacent to the main pedestrian zone. There may be a future for street cars or commuter rail in our town. Rail stops should be designated along the rail line, and space reserved. While there is a commuter rail station designated in the Croman Mill Plan, which is not far from the Tolman/Ashland pedestrian zone, the ped zone is a more logical place for a stop if one had to choose between the two. Therefore, we should not miss the chance to designate space for it in our new plan. Designating a transit center adjoining the rail line would preserve both options.

2) Despite the origination of this project in planning for our arterials, I believe that the next 20 years will still find rapid, loud and toxic vehicle movement on the arterials that are also the state highway route. I think they should be planned as boulevards with wide park rows and bike lanes adjoining more intimate pedestrian areas, rather than having the plazas, benches and other public spaces on the arterials themselves.

3) As I understand the basic concept we are working with, the plan is to have higher density in the pedestrian zones, both residential and commercial in order to create the critical mass necessary to support the public transit and the commercial places. I think this higher density is a tricky proposition. While I believe this could create a more sustainable town with vibrant street life, there are challenges to making the housing part of this as attractive as the single family home approach we have now.

People want light (especially sunlight), natural ventilation and at least a little garden. Apartments without south-facing windows will only be appreciated by a few. We need sunlight in the winter to reduce SAD, and to warm our homes naturally. We need natural ventilation to reduce toxic indoor air and summer air conditioning, and keep us in touch with the natural world. Most people need a little garden, even if it's just a few tomatoes or a delicious-smelling rose bush. Public landscaping does not provide this same connection and satisfaction. Here are a few ideas that could be incorporated in standards for higher density residential housing in our pedestrian zones, as well as open space (parks) that would support them.

Action: Create design standards for south-facing windows, natural ventilation, and balconies.

Action: Create design standards for roof gardens to increase outdoor living space in higher density areas.

Action: Create design standards for community gardens in easy walking distance.

Action: Create design standards for open space with wild and intimate areas, preserving or recreating natural features, in easy walking distance.

Action: Create design standards for safe, car-free areas immediately outside the building for children and social interactions.

4) Support life without cars by doing the following:

Action: provide adequate bike storage

Action: provide small recharging stations suitable for vehicles like golf carts, 3-wheelers and electric bikes.

Action: provide attractive bus shelters with extra functions like benches, bulletin boards and water fountains.

Action: provide safe and attractive bike routes.

Action: Create lease and title restrictions on number of cars owned.

Action: Reduce parking spots, especially free parking.

5) In order to plan Ashland for TOD, we need to look much farther than the streetscape of 3 intersections. We should plan for a few short-term improvements that will gain public appreciation, along with a much broader long-term strategy for rethinking Ashland for sustainability with the elements mentioned above and high standards for water and energy capture and use, as well as conservation for urban agriculture.

Thanks for your consideration of my ideas.

Melanie Mindlin

Planning Commissioner

<p>Building Blocks for a Pedestrian Place Do you think some building blocks are much more important than others?</p> <p><i>Great Streets</i> <i>Transit Improvements</i> <i>Gathering places</i> <i>Public Art</i> <i>New Shops/Offices</i> <i>New Housing</i></p>	<p>Your Ideas</p> <p>Ashland/Tolman: most important building block = Great Streets (in the form of a well designed, ped friendly, landscaped roundabout (for example see http://www.engr.uconn.edu/~garrick/ce371/115-18%202002.htm - scroll down to Lecture 17).</p> <p>Ashland/Walker: Transit Improvements, compatible commercial coupled with gathering places, public art, etc. Integrate SOU master plan.</p> <p>Main/Mountain: Transit Improvements, compatible commercial coupled with Gathering Places, Public Art, etc.</p>
<p>Neighborhood Character Are there characteristics or features here today that we should build on?</p> <p><i>Unique Buildings</i> <i>Civic Uses</i> <i>Plazas or parks</i> <i>Shops, Schools</i></p>	<p>Your Ideas</p> <p>Ashland/Tolman & Ashland/Walker – nope in terms of characteristics to build upon. This is a portal to commercial uses on all four corners. Trying to link any nearby neighborhood elements, would be difficult if not futile.</p> <p>Main/Mountain – yes, include shops that compliment the neighborhood (good example is nearby Roasting Co.), high school, civic offices, etc.</p>
<p>Priorities for Streetscape Improvements If we could start with a great street, what would be the first improvement you would like to see?</p> <p><i>More Street Trees</i> <i>Landscaped Medians</i> <i>Bus Shelters/Amenities</i> <i>Bike Racks</i> <i>Stormwater Planters</i> <i>Public Art</i></p>	<p>Your Ideas</p> <p>Each listed idea is a good one if implemented in a considered and thoughtful manner. Add to the list - safe and clear pedestrian crossings.</p>

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City of Ashland
Community Development

What Else Would Make a Great Place?

Should we consider any other 'building blocks' or physical improvements at these locations?

Your Ideas

Shade/rain/transit shelters

Pet & people drinking stations

April Lucas

From: Brandon Goldman [goldmanb@ashland.or.us]
Sent: Friday, October 29, 2010 2:05 PM
To: April Lucas
Subject: FW: Pedestrian Places feedback

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OCT 29 2010

City of Ashland
Community Development

-----Original Message-----

From: Joanna Niemann [mailto:joanna@joannaniemann.com]
Sent: Friday, October 29, 2010 2:00 PM
To: harrism@ashland.or.us; goldmanb@ashland.or.us
Subject: Pedestrian Places feedback

Dear Maria and Brandon,

Your names are at the bottom of the Pedestrian Places page at the web site. If these comments should go elsewhere, I'd really appreciate if you'd forward them for me, or let me know where they should be sent. Thanks!

I was at the Public Workshop Wednesday evening. The idea of pedestrian places is one I value highly, as I walk or bike short and long distances in Ashland every day. And I have lived in or visited cities in Europe and South Africa that are pedestrian friendly, and so I really know how important pedestrian places are and how they work well for residents and visitors.

For the life of me, I cannot fathom why the Tolman Creek/Ashland Street intersection was chosen, being so close to the freeway, and so totally un-pedestrian accessible. Perhaps some context at the meeting would have helped me understand this choice.

It must be too late to reconsider, but I'd rather see it happen on Oak Street, by A Street, the railroad tracks or Hersey Street. Oak leads to Exit 19. We could really use one Pedestrian Place in this part of town.

And, while your focus is here, I'd love to have you imagine handicapped persons in manual and electric wheel chairs, people with kids in strollers and wagons, older folks, and all the rest of us find our way across the r.r. tracks on Oak Street. We have to go out into the traffic. Drivers have no idea that they are going to be sharing the road with pedestrians there. The option of walking over the tracks themselves is not possible for most, especially the most vulnerable, and my experience when stepping over the tracks, is that rocks moved under my feet, I lost my balance, and fell on the steel tracks. Please consider installing a pedestrian friendly walkway such as exists on Mountain and other r.r. intersections.

Additionally, as more people live, work and visit new buildings along Clear Creek Drive, we see them climbing over fences and the r.r. cars to get to the co-op, because they'd much rather walk than drive all the way around. We really need a pedestrian way through there.

Thanks for inviting comments! These all have to do with our town being pedestrian friendly and a wiser (in my opinion) Pedestrian Place location choice.

Warmly,
Joanna Niemann
541 482 5940

From: Melanie Mindlin <sassetta@mind.net>
To: April Lucas <lucasa@ashland.or.us>
CC: Bill Molnar <molnarb@ashland.or.us>, Maria Harris <maria@ashland.or.us>
Date: 10/27/2010 8:29 AM
Subject: Comment on TSP Joint study session 10/26

Could you please forward my comments; no e-mail is listed on Kittelson's documents.

Dear Susan Wright, Mark Butorac and Tom Lister,

1) I would like to elaborate on my comment from last night about parking reduction. While reducing parking in front of businesses is an interesting idea and may have economic benefits, my idea was considerably different.

Our city has extensive parking requirements for new development and conditional use permits. It is often very challenging for the developers to find room for this parking in their site design. In addition, it is quite expensive to develop parking. I'm sure the numbers are available on costs per parking space with paving, landscaping, etc.. I have heard them quoted, but don't remember the amounts. In other areas, it is unattractive and wasteful to provide more parking than is really necessary. Can we have a program of in-lieu fees that would support multi-modal transportation, preferably direct funding to bus service? Perhaps these fees could be an ongoing monthly or annual amount. That would reduce the up-front costs to the developer and provide a stable source of funding for direct services.

A corollary idea is to develop housing with reduced parking that is deed restricted to single (or none) car ownership. This would have the direct effect of increasing infill downtown with a benefit to individual homeowners.

These ideas have the advantage of being mostly passive in terms of city investment.

2) Hopefully you noticed that a lot of the comments last night pertained to developing pedestrian routes that are not on the main arterials. Ashland pedestrians love trails, back alleys and other off-road routes. We don't want to breathe exhaust fumes and listen to car noise. (This is undoubtedly true of bicyclists as well.) Considerable groundwork has been done to identify off-road connective routes through the city. I hope that these will be both included and emphasized. I support David Chapman's comments about developing the ditch trail for a level transportation route at a higher elevation.

3) It would be very helpful to have some projects that show immediate effects, not just long range planning. For example, the city could support civic groups to build creative bus shelters by giving a grant to a group that will build with volunteers rather than paying the huge price tag for a city-built shelter. You should be familiar with this approach from City Repair in Portland.

4) Extend hours of bus service. Even if we can't make it free,

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OCT 27 2010

City of Ashland
 Community Development

extending hours on weekdays into the evening could increase ridership. It's hard to decide to take the bus if you think you might accidentally get stuck if you're not on time for the last one.

5) I think it would be great if you would include "green street" design standards, specifically rainwater catchment swales for streets and multi-modal paths in your recommendations.

Thanks for considering my comments.
Melanie Mindlin
Planning Commissioner

April Lucas - Fwd: Pedestrian spaces

From: Maria Harris
To: April Lucas
Date: 10/22/2010 3:06 PM
Subject: Fwd: Pedestrian spaces

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OCT 22 2010

City of Ashland
Community Development

>>> "Katie Gomez" <katieg@osfashland.org> 10/21/2010 9:17 AM >>>

Hello Maria

Unfortunately I am at another meeting on Oct 27th and do have something to add/offer. I walk from Fordyce to downtown almost everyday. On hot days on my way home a little wayside stop at Mountain and East Main would be wonderful. The other point is, I noticed that bus shelters could be put into these stops for pedestrians. I have been for years asking for a bus to go down East Main. On rainy days I drive. I would walk to East Main to catch a bus if one were there. I see that empty field there or the old Temple being an incredible gathering place for both young (high school students) and old.

Katie Gomez
Physical Plant Assistant
Mon - Thur 9-2
Oregon Shakespeare Festival
15 S. Pioneer St.
Ashland, OR 97520
541-482-2111 ext 459

Council Communication

Study Session to Review Community Development Department Projects and Priorities

Meeting Date:	November 1, 2010	Primary Staff Contact:	Bill Molnar
Department:	Community Development	E-Mail:	molnarb@ashland.or.us
Secondary Dept.:	None	Secondary Contact:	None
Approval:	Martha Bennett	Estimated Time:	60 minutes

Question:

Does the Council have direction about the projects and work priorities of the Community Development Department?

Staff Recommendation:

This is presented to the Council as a discussion item.

Background:

During deliberation on the Croman Mill Master Plan members of the Council asked about the status of other Community Development Projects. In addition to the mandatory work related to development, the department has several projects that relate to City Council goals. The department also has several projects that relate to State and Federal mandates and to Regional Problem Solving. Lastly, there are several long-range Planning projects that staff could take on as time is available.

Staff is seeking Council concurrence with the project priorities and timelines. Staff also seeks Council direction on the priority that should be given to the other projects.

Existing Projects Related to Council Goals

1. **Develop a Strategy for Funding Public Facilities and Infrastructure for Economic Development Projects.**

As a potential tool to help advance the objectives of the Council's Economic Development Strategy, the Community Development Department will evaluate the feasibility of forming one or more urban renewal districts, and financing projects with Tax Increment Financing (TIF). At the September 21st meeting, Council authorized Community Development staff to move ahead with an Infrastructure Financing Plan and Urban Renewal Feasibility Study. The initial feasibility study will be conducted by a consultant with expertise in the area of urban renewal and the results presented to the Council consideration of next steps. Which would include determination of district boundaries, types of projects, maximum amount of indebtedness, and urban renewal board governance.

2. **Integrated Land Use and Transportation System Plan (TSP)**

This comprehensive update will integrate future land use and transportation system elements thereby including innovative ways to increase multi-modal trips and to make walking, bicycling and transit real options for a wider variety of people. A concise list of project steps include: establishment of advisory committees, review of existing plans and policies, conduct system inventory, evaluate existing and future conditions, pedestrian node (places) evaluation,



alternative analysis and funding programs, sustainability, preferred alternatives and drafting of implementing ordinances.

3. Pedestrian Places Project

This project was folded into the larger project of updating Ashland's citywide Transportation System Plan (TSP). The Community Development Department will study three locations as Pedestrian Places - Tolman Creek Rd. /Ashland St., Walker Ave. /Ashland St., and N. Mountain Ave. /E. Main St. Pedestrian Places are intended to provide attractive and functional places for the people living and working within walking distance of the intersections, while promoting a variety of housing and transportation choices, including public transit.

The sites selected for the Pedestrian Places project have future development potential because of the vacant or under developed properties surrounding the intersections. The project is an opportunity to plan for these areas ahead of time, so that the community's vision and needs for the area are incorporated into city guidelines and standards. This hopefully will give greater certainty to property owners who are interested in developing or redeveloping their land. The Pedestrian Places project will ultimately culminate with the adoption of illustrated plan amendments and development standards.

4. Convene Stakeholders Working on Issues Related to Homelessness to Develop a Plan for:

- **Replacing services previously provided by ICCA.**
- **Developing an emergency shelter for minors.**
- **Improving connections to services available in Jackson County to Ashland's homeless.**
- **Ensuring Jackson County's 10 Year Plan addresses the specific issues faced in Ashland.**

Staff have has completed the initial first step of identifying the services previously provided by ICCA, and have reconciled those services with those services currently being provided locally by church groups and non-profit organizations, as well identifying services which are no longer available. Staff is in the process of meeting with providers of social services throughout Jackson County to evaluate the level of services provided to Ashland residents outside of the Ashland area and better identify service gaps locally.

To ensure that Jackson County's 10-Year Plan to address homelessness addresses issues specific to Ashland, City Staff continues to be an active member of the Homeless Task Force, to advocate for the needs of Ashland's homeless and at-risk populations and to work to create and maintain partnerships with providers of homeless services throughout the County. The City's Housing Program Specialist is currently the chair of the Homeless Task Force, which allows the City to have more involvement in the Department of Housing and Urban Development, McKinney-Vento funding process and puts the city in a better position to connect the City's homeless and at-risk populations with services that are available throughout Jackson County.

Staff has met with the only youth shelter provider in Jackson County, Hearts with a Mission (HWAM), to gain a better understanding of the funding needs of that organization, the demographic trends in homeless youth populations that they serve and what state and federal requirements they are subject to. HWAM reports that of the 65 homeless youth that they have



provided 2,110 nights of shelter for since they opened in December of 2009, none have identified as coming from/residing in Ashland. The majority of the population that they serve is female. The youth that utilize the shelter report leaving home due to issues of physical, sexual, and drug abuse in the home. HWAM received \$200K CDBG funding from the City of Medford to acquire the building and the site then received monetary and in-kind donations of approx 250K to complete repairs, upgrade, furnish and supply the shelter. HWAM spends approx \$300K annually to pay for staff and run the mission. Currently they receive no state or federal funding.

5. Complete the Sale of the Clay Street Property to the Parks Department and Propose Development Scenarios for the Remaining Land.

The majority of housing units are nearing completion and the Housing Authority of Jackson County is advertising their availability for qualified tenants. The entire 60 unit project remains on schedule to be completed before the end of the year.

Prior to the end of the year, Community Development and Parks Department staff will present a proposal where by an approximately 4-acre portion of the parent 10-acre parcel will be partitioned off for a park. A memorandum of understanding between the City Council and Parks Commission will clearly outline the obligations for each party. Lastly, Community Development staff will present options to the Council for the remaining one-acre of land. This could include retaining the land in public ownership, selling the land for market value or soliciting proposal for an affordable or mixed-income project.

6. Improve Clarity, Responsiveness and Certainty of the Development Process

The Community Development Department will build upon the work completed in the 2007 Organizational Audit, by Zucker Systems. A number of the audit's recommendations are being re-examined and fine-tuned to improve the effectiveness of permit processing procedures. Improvements to the existing pre-application process will continue to be evaluated. By providing meaningful comments upfront, staff saves time and the applicant saves money when formal applications are filed. Additionally, the city's permit tracking program is being assessed to determine if internal coordination among city departments can be improved. For example, if a permit is electronically put on hold by a department, what tracking parameters are in place to notify the applicant in a timely matter as to the deficiencies of the application?

During the last City Budget adoption process, the Community Development Department set benchmarks for evaluating the effectiveness of the development review process. The Department is putting in place systems to more accurately collect information on identified targets, such as the percentage of applications complete at filing, turnaround time for building permit review and issuance as well as average response time to inspection requests.

Lastly, a customer questionnaire will be sent applicants, contractors, design professionals, etc. that have been involved with a development review permit (i.e. building permit or land use application) over the past 5-years. The questionnaire is similar to the one sent out in 2007 as part of the Community Development Organizational Audit. It is intended to provide an assessment of the effectiveness of the development review process in a variety of areas and identify specific areas for potential improvement.



7. Adopt Land Use, Building Codes, and Fee Structures that Create Strong Incentives that Promote Green Development (energy, water, and land efficient and supports a multi-modal transportation system)

The project will evaluate ways to adjust the City's planning application and building permit process to support new development that saves energy and water, uses land efficiently and promotes non-automotive travel. Existing regulations that create disincentives to energy, water, land efficiency and transportation savings will be identified and repealed if necessary, while changes to the development process that offer incentives for green building methods will be analyzed and recommended for implementation. Community benefits from instituting changes to fee structures that reward green building practices will be assessed. Staff will track the current effort to adopt an optional statewide green building code (i.e. "Reach" code) and, upon adoption by the State, will make these alternate methods readily available to the local building community.

Other Projects

1. Historic District Rehabilitation and Remodel Standards

The Community Development Department's historic preservation program receives periodic grants to complete related planning and public education efforts. A recent grant was awarded from the State Historic Preservation Office (SHPO) allowing the Department to seek proposals from qualified professionals to revise and expand our existing Historic District Design Standards to provide greater internal consistency, bring the standards in line with the Secretary of the Interior's Standards for Rehabilitation and create greater certainty for property owners contemplating develop within the district.

In 2008, the City of Ashland adopted a Historic Preservation Plan for the period of 2009-2018 to provide a strategic roadmap for implementing preservation related projects in Ashland. Included within that Plan is an identification and prioritization of upcoming projects. One of the first priority projects identified is the establishment of more detailed rehabilitation and remodel standards for residential projects within historic districts. These current standards are most useful for the review of residential projects within the historic districts. However, it has been noted that some of these standards conflict with the standards for commercial development within Section VI, the Downtown Ashland section of the *Site Design and Use Standards*, and that some of the Standards in Section IV-B conflict with or contradict the Secretary of the Interior's Standards for Rehabilitation.

2. Buildable Lands Inventory Update

The Community Development department is currently undertaking a full update of the City's Buildable Lands Inventory (BLI) which will be completed this fiscal year. The BLI was most recently updated in 2005, and this current effort will evaluate all development that has occurred since that time as well as any changes in development potential due to recent ordinance or zone changes. This update of the BLI will quantify all available land suitable for development within the City's Urban Growth Boundary.

The City of Ashland maintains the BLI to assess long range planning needs and to assist in evaluating economic development opportunities. The update of the BLI in conjunction with Quarterly Census of Employment and Wage (QCEW) databases will permit the city to closely monitor where employment locates, what rate vacant employment land is being absorbed and



how much new employment is occurring. Under statewide planning goals a land component of a BLI is utilized to assess whether the Urban Growth Boundary (UGB) contains enough land to satisfy the community's 20 year housing and employment land needs.

3. Regional Problem Solving (RPS) – Plan Amendments

Mayor Stromberg and city staff presented Ashland's recommendations relating to adoption of the Greater Bear Creek Regional Problem Solving Plan to the County Planning Commission on August 12th. County staff has begun crafting some revisions to the plan in response to issues raised to date, and a draft of these revisions will be forwarded to Council in the near future. The County Planning Commission will continue to meet regularly into February 2011 to consider the remaining chapters of the plan and any outstanding issues as they prepare a recommendation to the Board of Commissioners, who will ultimately consider adopting the RPS Plan in 2011. The Jackson County Planning Commissioners will meet to discuss any remaining issues relating to Talent, Ashland and Phoenix at a special night meeting tentatively scheduled for 6:00 p.m. on Thursday, November 18th, 2010. Should the Jackson County Board of Commission choose to adopt the RPS Plan, participating cities would need to draft plan and code amendments which acknowledge the regional plan, as well that implement relevant sections of the plan.

Potential Other Projects

1. Adoption of Railroad Master Plan

As a result of the past public involvement process that lead to the draft 2001 Ashland Railroad Property Master Plan, a local street network plan for the railroad plan was adopted for the property to guide future development of the site. A work plan would be developed that identifies the significant elements from the 2001 draft Plan to consider for adoption and implementation. Plan amendments, standards and code incentives would be presented to encourage the future physical development of a District Core that incorporates key elements of the draft Plan, such as a civic roundhouse building and centrally located transit center. Additionally, the project would analyze the feasibility of integrating an urban park corridor adjacent to Mountain Creek, as the easterly bookend of this railroad area employment center. Lastly, a transportation study would be completed to understand benefits and costs (i.e. impacts) associated with the proposed Fourth Street railroad crossing.

2. East Ashland St. Redevelopment Plan

This would likely involve the adoption of a planning overlay for the employment corridor along Ashland Street, which extends west of the Tolman Creek intersection and east of the railroad overpass. The planning effort would focus on the land area with redevelopment potential that has been the spotlight of recent development interest. This includes but is not limited to the Goodwill, Bi-Mart, Shop n Kart, Handyman, Richard's Sheet Metal and Ray's Nursery sites. The planning project would focus on ways to provide incentives and certainty to property owners through illustrative codes and standards intended to overtime allow for the orderly replacement of existing low-intensity, auto-oriented land uses with mixed-use development, consisting of pedestrian and bicycle friendly land use patterns that support transit-use.

3. Normal Neighborhood Master Plan

As a whole, this project will guide future development to provide for a compact neighborhood form which better accommodates needed housing types, considers existing natural resources



(i.e. wetlands), and enhances overall mobility while reducing existing levels of reliance on the automobile in the plan area. Given the project area's central location it presents an opportunity for medium to higher density housing in support of a transit-oriented development.

This project entails completion of a land use and transportation plan for what is locally referred to as the Normal Avenue area. Currently the area has a mix of comprehensive plan designations including single family residential and suburban residential, and is presently outside of Ashland's City Limits yet within the Urban Growth boundary. The development of an integrated land use and transportation plan will identify new local streets, bike and pedestrian paths, evaluate transit route opportunities, and consider the location of future, major access points onto East Main Street.

Residential development in the area has historically been low density consistent with County zoning standards, which unfortunately did not anticipate future growth. In recent years, the City has received pre-applications for annexation and development of housing on individual properties within the plan area. The piecemeal conceptual plans provided by applicants address each individual parcel in isolation, and thus do not present a coordinated approach to planning the entire area.

Potential Motions:

None

Attachments:

Estimated Project Timelines



Projects Related to Council Goals

Timeline

Community Development Department



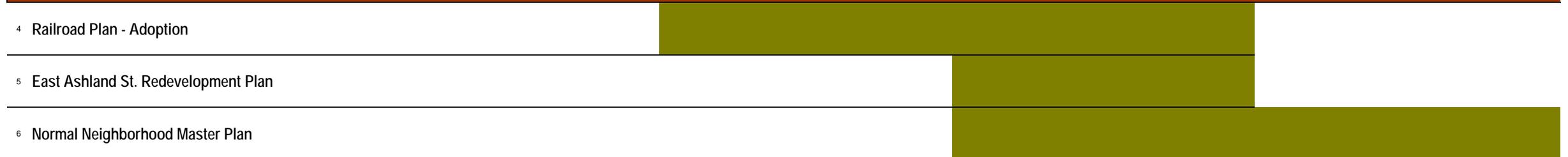
Other Projects Timeline

Community Development Department



Potential Projects Timeline

Community Development Department



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2010-2011 CITY COUNCIL GOALS

OVERVIEW

The City Council has set goals for the next 12 to 24 months to continue Ashland's history as a community that focuses on sustaining itself and its people. To us, sustainability means using, developing and protecting resources at a rate and in a manner that enables people to meet their current needs and also provides that future generations can meet their own needs. The City of Ashland has a responsibility towards sustainability in six primary areas:

- Economy
- Environment
- Social Equity
- Municipal Organization
- Public Facilities
- Partnerships

ECONOMY

Develop and implement a comprehensive economic development strategy for the purpose of:

- Diversifying the economic base of the community
- Supporting creation and growth of businesses that use and provide local and regional products
- Increasing the number of family-wage jobs in the community
- Leveraging the strengths of Ashland's tourism and repeat visitors

Develop an implementing strategy for funding infrastructure and public facilities for economic development projects.

Increase the clarity, responsiveness, and certainty of the development process.

ENVIRONMENT

Develop an integrated land use and transportation plan to increase the viability of transit, bicycles, walking and other alternative modes of transportation; reduce per capita automobile vehicle miles traveled; provide safe walking and bicycling routes to home, work, shopping and schools; implement environmentally responsible design standards, and minimize new automobile-related infrastructure.

Adopt an integrated Water Master Plan that addresses long-term water supply including climate change issues, security and redundancy, watershed health, conservation and reuse, and stream health.

Implement specific capital projects and operational programs to ensure that City facilities and operations are a model of efficient use of water, energy, land, and other key resources.

Adopt land use codes, building codes, green building standards, and fee structures that creates strong incentives for new development that is energy, water, and land efficient and supports a multi-modal transportation system.

Develop a strategy to use conservation and local renewable sources to meet Tier 2 power demands.

Plan for low-water years including potentially 2010 by:

- Implementing a public information and technical assistance campaign that encourages summer time conservation.
- Consider the options for a summer time surcharge to encourage efficient irrigation practices prior to June 1, 2010.

SOCIAL EQUITY

Complete the sale of a portion of the Clay Street Property to Parks and Recreation and decide whether to develop or sell the remaining land.

Convene a discussion of stakeholders working on issues related to homelessness to develop a plan for:

- Replacing services previously provided by ICCA.
- Developing an emergency shelter for minors.
- Improving connections to services available in Jackson County to Ashland's homeless.
- Ensuring Jackson County's 10 Year Plan addresses the specific issues faced in Ashland.

ORGANIZATION

Develop plan for fiscal stability, manage costs, prioritize services, and insure key revenue streams for the City and Parks & Recreation.

Address issues the stability of the organization including employee recruitment and retention; succession planning; and effective and increased use of citizen volunteers.

PUBLIC FACILITIES

Develop a plan to replace Fire Station #2.

Define a long term strategy for the Ashland Fiber Network that improves its financial viability, provides high quality services to residents, and promotes healthy economic development.

PARTNERSHIPS

Foster strong collaboration of the local community, City, State and Federal leaders in efforts to improve the health of the Ashland watershed through reducing fire hazards and restoring forest health.

Advocate for the long-term viability of rail service to and through Ashland and encourage the use of rail through land use, transportation, and economic development planning.