

**Ashland Housing and Human
Services Commission**
Regular Meeting Agenda



March 27, 2014: 4:30 – 6:30pm
Council Chambers – 1175 E. Main Street

1. (4:30) **Approval of Minutes** (5 min)
February 27, 2014
2. (4:35) **Public Forum** (5 min)
3. (4:40) **CDBG Applicant Presentations** (45 min)
Maslow Project - Ashland School Based Outreach

St. Vincent De Paul - Home Visitation Program

Habitat for Humanity
4. (5:25) **Staff Evaluation of CDBG Grant Applications** (10 min)
Housing Program Specialist, Linda Reid
5. (5:35) **Housing and Human Services Commission CDBG Award Discussion and Recommendation** (15 min)
6. (5:50) **Normal Avenue Plan Update** (30 min)
7. (6:20) **Liaison Reports discussion** (10 min)

Liaison Reports
Council (Pam Marsh)
SOU Liaison (Andrew Ensslin)
Staff (Linda Reid)
General Announcements
8. (6:30) **April 23rd 2014 Meeting Agenda Items**
Quorum Check – Commissioners not available to attend upcoming regular meetings should declare their expected absence.
9. (6:30) **Upcoming Events and Meetings**
Next Housing Commission Regular Meeting
4:30-6:30 PM; April 24, 2014 in the Siskiyou Room of the Community Development Building
10. (6:30) **Adjournment**

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).



CITY OF ASHLAND

Ashland Housing and Human Services Commission
February 27, 2014

CALL TO ORDER

City of Ashland Housing Specialist Linda Reid called the meeting to order at 4:30 in the Siskiyou Room located in the Community Development and Engineering Department at 51 Winburn Way, Ashland Oregon.

Commissioners Present:	Council Liaison
Regina Ayars	Pam Marsh, absent
Heidi Parker	
Connie Saldana	SOU Liaison
Michael Gutman	Andrew Ennslyn
Joshua Boettiger	Christy Wright
Rich Rohde	Staff Present:
Coriann Matthews	Linda Reid, Housing Specialist
Sue Crader	Carolyn Schwendener, Admin Clerk
Gina DuQuenne	

Approval of Minutes

Parker/Gutman m/s to approve the minutes of the January 23, 2014 Housing and Human Services Commission with corrections. Voice Vote: All Ayes; minutes were approved as amended.

PUBLIC FORUM

No one was present to speak

Reid mentioned that the City Recorder, Barbara Christianson and the City Attorney, Dave Lohman will come and speak at the May Commission meeting. They will discuss the rules and regulations governing Commissions and Committees within the City.

INTERIM CHAIR AND VICE CHAIR ELECTION

In April of each year all the City Commissions elect new officers for the coming year. After a discussion the Commissioners choose to elect officers that would be in their position for the entire year rather than having another election in April.

Parker/DuQuenne m/s to nominate Boettiger for Chair and Mathews for Vice Chair. Voice Vote: All Ayes; motion passed unanimously.

SOCIAL SERVICE INVENTORY AND GAPS REVIEW, BRAINSTORMING AND DISCUSSION

Parker, Saldana and Crader met together to review and compile a Social Service inventory for the City of Ashland. The plan is to help the Council have a resource overview of the services that are offered in Ashland. Parker and Crader put together a spreadsheet identifying all the various agencies. One of the gaps they noticed was the lack of help for Veterans. Ayars acknowledged that the new Resource Center in Ashland, located at 560 Clover, is now providing services for Veterans. The Community Resource Center at SOU also offers help for Veterans added Ennslyn.

The Commissioners agreed that affordable housing is an important piece of this inventory list but not sure how much information would be helpful. At this stage a list of housing providers identifying the gaps in the different types of housing would appear to be most helpful.

This is a work in progress and Parker is still compiling information and working on it. She and Crader would appreciate feedback from the other Commissioners.

STRATEGIC PLAN TIMELINE REVIEW AND DISCUSSION

The subcommittee of Reid, Rohde and Ayars met and came up with a proposed timeline. The goal is to have a completed adopted strategic plan by November of 2014.

Reid explained the difference between the Consolidated Plan and the Strategic Plan. The Strategic Plan is the way

to govern the use of Social Service Grant funds. The Consolidated Plan only governs the use of the Community Development Block Grant (CDBG) money. The strategic plan is general fund money and under the purview of the Council and the Budget Committee. **CDBG money is under the direction of the Department of Housing and Urban Development (HUD).**

Rhode/Saldana m/s to adopt the proposed time line with the recommendation to stay attuned to its fast moving schedule. Voice Vote: All Ayes, motion passed unanimously.

STUDENT FAIR HOUSING SURVEY OVERVIEW

A survey was put together asking students what issues they encountered when applying for housing within the City of Ashland. After the survey was compiled it was launched via student email. Approximately 201 responses were given. Wright highlighted some of the results from the survey. Most of those who responded were in the age category of 21 to 25. 67% of those responding said they believed they had been denied housing because they were a student. 91% of those who responded said they would support making students a protected class in Ashland.

The students are scheduling a public forum for Fair Housing on Tuesday March 11, 2014 at 5:00 pm in the Student Union on campus. The plan is to invite City Council members, landlords, students, Louise Dix from the Fair Housing Council of Oregon, and any interested community members. The goal is to bring this forward to the Council at their March 18, 2014 meeting.

It was suggested to offer Good Tenant Classes to students. Reid suggested checking with ACCESS who offers a Ready to rent program and see if they would be willing to do an on campus Ready to rent program.

LIAISON REPORTS DISCUSSION

Council – Marsh was not present. Reid announced that the Council is starting their goal setting process on March 8th. The Councilors will be coming to the Commissions to get suggestions and feedback.

Staff – Reid explained that the Normal Avenue Plan went to the Housing Commission sometime last year. The Normal Plan is a long range master plan for the future development of a 94 acre parcel in the Urban Growth Boundary located at the north end of town. The master plan will go to the Planning Commission for a public hearing on Tuesday March 11, 2014. As a Commission the affordable housing piece would be of interest to this Commission. It was suggested to put this topic on the next agenda to discuss how it fits into the Commissions goals with the affordable housing component.

General Announcements – Ayars gave an update on the Ashland Community Resource Center. It has now been open for three weeks and has been a tremendous success. They are serving an average of ten to twelve people a day. The majority of those coming in are people without shelter seeking housing and help with utility payments Oregon Action is coming to enroll people in Cover Oregon on Wednesday. The shower trailer will start providing showers next Thursday from 1:00 pm to 5:00 pm at the Emergency Food Bank. The trailer can accommodate four loads of laundry during that period. Ayars announced that they still need volunteers if anyone is interested in donating their time.

CONSOLIDATED PLAN REVIEW

Reid reported that all CDBG applications are in and the application period has been closed. Three applications were submitted; St Vincent DePaul, Maslow Project and Rogue Valley Habitat for Humanity. The City is expecting somewhere between \$160,000 and \$180,000 in monies for the coming year. As a condition of receiving these funds HUD requires that the City maintains a five year consolidated plan. The purpose of the Consolidated Plan is to outline a strategy for the City to follow in using CDBG funding to achieve the goals of the CDBG program which is "to develop viable urban communities by providing decent housing and a suitable living environment and expanding economic opportunities principally for low and moderate income persons."

Reid presented a slide show giving a brief overview of the 2010-2014 Consolidated Plan for the use of CDBG funds. The Consolidated Plan is also available for review on the City's website http://www.ashland.or.us/Files/2010-2014_Consolidated_Plan.pdf

MARCH 27TH AGENDA ITEMS

CDBG funds/Normal brief update

UPCOMING EVENTS AND MEETINGS

Housing and Human Services Commission regular meeting – March 27, 2014, 4:30 pm at Council Chambers located at 1155 East Main, Ashland. Quorum check – Everyone confirmed they will be able to attend.

ADJOURNMENT - The meeting was adjourned at 6:25 p.m. *respectfully submitted by Carolyn Schwendener*



CITY OF ASHLAND
2014 Program Year Community Development Block Grant (CDBG)
Application

These completed Sheets shall be included as the first pages on all submittals.

I. APPLICANT INFORMATION

Applicant Organization Name:

Maslow Project

Executive Director's Name(s): Mary Ferrell

Board Member Names (attach separate sheet): See attached sheet

RECEIVED

FEB 13 2014

City of Ashland

Applicant Mailing Address:

500 Monroe Street
Medford, OR 97501

Applicant Street Address:

500 Monroe Street
Medford, OR 97501

IRS Classification: 501(c)3 public charity

Federal Tax ID#: 27-0734969

Mission Statement: (may be attached)

Maslow Project's mission is to offer every homeless child and youth the probability of success and the opportunity for a better life. We do this by providing resources for basic needs, removing barriers to education and employment, and fostering self-sufficiency in a collaborative and empowering environment.

Total Employees: 9

Total Volunteers: 45+



A Hand Up, not a Handout!

MASLOW PROJECT NARRATIVE SUMMARY

Maslow Project is a nonprofit advocacy organization providing goal-oriented, wrap-around support services to homeless children and teens, ages 0-21, and their families in Jackson County. We deliver these services through our Medford Resource Center; street outreach; and school-based programs around Jackson County. Our nationally-recognized program promotes a youth-centered safety-net model, utilizing a "web" of support including: emergency basic needs, case management and mental health counseling, academic and employment support, enrichment opportunities and enhanced access to community resources.

Maslow Project's name reflects Abraham Maslow's *Hierarchy of Needs*, which states that an individual's basic needs must be met before they can begin to work toward achieving higher-level goals. Maslow Project works with homeless youth; teaching them the skills they will need to be self-sufficient and successful - in school and in life. However, we begin by ensuring that they are safe, fed, appropriately clothed, and their immediate needs are being met.

Our program provides services on three levels: **Level 1** – street outreach and the provision of emergency and basic needs supplies/resources; **Level 2** - intensive case management; and **Level 3** - wrap-around services, including linking clients to resources such as DHS or medical services, counseling, tutoring or enrichment activities, to improve client engagement in their personal success. In addition, the wrap-around supports we provide to at-risk and homeless youth and families - who may be couch surfing, living doubled-up with family or friends, or staying in weekly-rate motels – has a strong preventive component, and can **often prevent these vulnerable individuals from ending up on the streets**. Please see the Services To Be Provided section of this application for more details.

We propose a continuation of our partnership with the City of Ashland to support Maslow Project's Ashland school-based program. Our Ashland Case Manager works with homeless students and their families to ensure stability and school achievement, supporting our mission to offer every homeless child and youth the probability of success and the opportunity for a better life. The total cost of this project is \$32,913. Maslow Project has already secured \$22,913 of this amount. We respectfully request \$10,000 from City of Ashland CDBG Fund to continue support for this project. Ashland CDBG funds are an essential source of financial support for this program.

2) PROJECT SUMMARY

Please see attached Narrative Summary on previous page.

3) PROPERTY AND PROJECT INFORMATION

N/A

4) SERVICES TO BE PROVIDED

Services to be Provided:

Maslow Project is partnering with the Ashland School District to place a part-time Case Manager in Ashland schools K-12; identifying homeless youth in need of basic needs and supportive services.

Our Case Manager provides three levels of Maslow support services to homeless youth in Ashland:

- Level 1 - Stabilize: Maslow's school-based Case Manager serves as a "one-stop" point of contact for homeless youth who need access to basic needs, and provides referrals designed to increase immediate connections to supportive services within the community, including: hot meals, food boxes, clothing, hygiene supplies, sleeping bags, bus tokens, and emergency assistance. On- and off-site partnerships with a host of community agencies and organizations create a "safety net" that decreases the possibility of youth getting lost in the system.
- Level 2 - Engage: Our Case Manager helps identify and advocate for high-risk and homeless Ashland youth in need of basic needs and support services: acting as a liaison between youth, agencies, schools, and parents; tracking relevant academic and attendance information; and providing support and mentorship to homeless youth and their families. The Case Manager also works with each youth to identify personal goals, and plot a course that will help them achieve those goals.
- Level 3 - Thrive: Maslow's Case Managers also connect kids with positive youth development activities, promoting self-sufficiency through encouraging engagement in school, employment, and supportive services, while facilitating increased interpersonal skills. This comprehensive approach helps stabilize youth, keeps them engaged in school and connected to resources, builds resiliency and coping skills, and empowers them to work toward their educational goals and independence.

The services provided through this program align with Goal 6.1 of the City of Ashland's Consolidated Plan.

Eligible Target Population:

The population served through Maslow Project's Ashland program consists of youth between the ages of 0-21 (and their families) residing in Ashland and meeting the McKinney-Vento definition of homelessness, who are eligible for

OCF Donor Advised Funds	\$5,000
Private Donations	\$13,000
Ashland School District	\$4,913

d. This is a social service application; sections "d"-“i” are not applicable.

8) AGENCY’S MISSION AND SERVICE HISTORY

Maslow Project’s mission is to offer every homeless child and youth the probability of success and the opportunity for a better life. We do this by providing resources for basic needs, removing barriers to education and employment, and fostering self-sufficiency in a collaborative and empowering environment.

Maslow Project was founded in 2007 in response to the growing critical needs of homeless youth in Medford, Oregon and received 501(c)(3) non-profit status in 2009. Our organization evolved out of the federally-mandated McKinney-Vento Act, which requires all public school districts to ensure homeless youth have barrier-free school enrollment, transportation to school, and access to their school of origin, regardless of current residence.

In July, 2012, Maslow Project began providing case management and outreach services to homeless Ashland children and teens (aged 0-21), thanks to a \$10,000 grant award from the Ashland CDBG Program. In January 2013, Maslow Project expanded the geographic scope of our service area to provide Level 1 services (Basic Needs) to all of Jackson County, per our Strategic Plan. We have accomplished this program expansion through the creation of “community hubs” throughout Jackson County. In some cases, these hubs are located on-site within a local school. In others, they are located at churches or community centers (e.g.: the Upper Rogue Community Center). In all cases, Maslow Project’s community hubs: (1) bring basic needs resources to the more rural areas of the county, (2) provide a point of connection and access to Maslow Project for homeless youth who are not able to visit our Medford Resource Center, and (3) expand and strengthen community partnerships with individuals, agencies and organizations throughout the county who have additional resources to offer homeless youth – all while minimizing Maslow Project’s operating overhead by eliminating the need to open satellite offices in these communities.

In addition, the wrap-around supports Maslow Project provides to at-risk and homeless youth and families - who may be couch surfing, living doubled-up with family or friends, or staying in weekly-rate motels – has a strong preventive component, and can **often prevent these vulnerable individuals from ending up on the streets**, by stabilizing them BEFORE they go into housing crisis.

Maslow Project is the only organization in Jackson County offering comprehensive, wrap-around support services to homeless children and teens, aged 0-21. One of the primary strengths of our program is our commitment to working collaboratively with other Jackson County service agencies, schools,

high school seniors Maslow Project worked with had a 68% completion rate, just shy of the state of Oregon's overall high school completion rate of 69% (which includes both sheltered and homeless students). In addition, Maslow youth who are interested in pursuing their education beyond high school can now access Maslow Project's new donor-established Graduate Fund. The fund is available to Maslow Project clients throughout Jackson County who have graduated from high school or earned their GED's, and wish to pursue further education; and can be applied to various academically-related needs, including: SAT test fees, college application fees, bus fare, college textbooks, laptop computers, and course tuition.

10) BENEFITS TO EXTREMELY-LOW, LOW- AND MODERATE-INCOME INDIVIDUALS

The population served through this project consists of children between the ages of 0-21 and their families, who reside in Ashland and meet the Federal Education McKinney-Vento definition of homeless, and are eligible for school enrollment.

As noted above, all youth in this population are presumed by HUD to be low or moderate income. In our experience, 100% of homeless youth and families we serve fall within the "extremely low income" category, at 30% or less of the Area Median Income.

The youth served through Maslow Project's Ashland program (approximately 100 youth during the 2014/2015 school year) will benefit from the following services:

- Provision of basic needs (food, clothing, hygiene supplies, etc)
- Intensive case management:
 - Advocacy
 - School-based McKinney-Vento services
 - Connection to enrichment opportunities
 - Referrals to Mental health counseling, DHS, and additional supportive services

11) ENSURING MODERATE-INCOME INDIVIDUALS DO NOT BENEFIT TO THE EXCLUSION OF EXTREMELY-LOW OR LOW-INCOME INDIVIDUALS

In order to participate in Maslow Project's program, youth must be identified as homeless under the McKinney-Vento definition of homelessness. Homeless people are presumed by HUD to be principally persons of low and moderate incomes. Enrolled extremely-low or low-income homeless youth qualifying for services have priority in our program, and will be able to access services regardless of the number of qualifying moderate-income individuals.

12) DEMOLITION OF LOW- AND MODERATE-INCOME HOUSING

N/A

13) PROJECT FEASIBILITY

N/A

CITY OF ASHLAND
2014 Program Year
CDBG APPLICATION CHECKLIST

In order to determine compliance with all applicable HUD regulations and to help to ensure that projects will be eligible for CDBG funding, the City of Ashland will need to address all HUD requirements. The purpose of this checklist is to point out areas where potential problems could arise. Obviously, this is a comprehensive list, which must evaluate a wide array of different kinds of proposals. Therefore, not every item will be applicable to every project. **Please fill it out entirely indicating all items which are not applicable and include it as part of your proposal application.**

A. Applicant's Background	Yes	No	N/A
1. Is the applicant a legal non-profit organization or unit of government?	X		
2. Do the proposed clients or users of the project meet HUD Income Guidelines (see page 10 for guidelines)?	X		
3. Does applicant have the capability to maintain written income documentation?	X		
4. Has the applicant made a legal or financial commitment to a proposed project?	X		
5. Is the applicant primarily a religious organization?		X	
6. Has the applicant administered a CDBG project previously?	X		
7. Is your agency willing and able to provide all required reports and accountability to the City as required by HUD?	X		
B. Project Location and Land Use Issues	Yes	No	N/A
1. Has a location for the project been selected?	X		
2. Is the proposed project within the Ashland City limits?	X		
3. Does the proposed project meet local zoning and land use laws?			X
4. Are any land use permits such as a Site Review, partition, annexation or Conditional Use Permit required?			X
5. Have these approvals been obtained?			X
6. Does the project comply with current building code requirements?			X
7. Does the project meet handicapped accessibility requirements?			X

Form A-2
To be completed for Social Service Proposals

Social Services Proposals

Activity	Start Date	Completion Date
<p>Outreach: Outreach Worker to connect with students via community dinners, visiting with community partners (food pantry, Resource Center, medical van) or through street outreach efforts.</p>	7/1/2014	8/31/2014
<p>School Based Case Management: Identify homeless students, provide services/referrals/basic needs, track academic data, establish client goals <u>Target:</u> 100 youth identified <u>Outcome Goal:</u> 80% of youth served through Case Management will either <u>remain</u> stable or will demonstrate <u>progress</u> toward stability in one or more focus areas of the <i>Youth Self-Sufficiency Outcome Scale</i>- compared to pre-test scores collected at mid-year.</p>	9/1/2014	6/30/2015
<p>Collect Outcome Data: Student are assessed at start of case management, mid-year, and at the end of the school year</p>	9/1/2014	6/30/2015

Form C

SOURCE(S) OF FUNDS FOR OPERATING EXPENSES WORKSHEET

Completeness of this worksheet establishes the capacity of the organization to sustain the operations of the program(s).

Sources	Secured	Conditional <small>(awarded with conditions)</small>	Tentative	Commitment Date
Federal Grants				
State Grants	\$4,913			1/2014
Local Grants			\$10,000	4/2014
Non Governmental Grants	\$5,000			1/2014
Donations/Gifts	\$13,000			FY 2013
Applicant Contribution				
Program Income				
Loans				
Other (specify)				
Other (specify)				
TOTAL	\$22,913		\$10,000	\$32,913

Please provide a description the timeline of loan and grant application dates as related to the proposed project. Specifically, for any tentative funding sources please provide application dates, award dates and funding availability dates.

Maslow Project's Ashland CDBG application is the only tentative grant fund attributed to this project. \$4,913 is committed from Ashland Public Schools Title X funds for the 14-15 school year. All other funds have been secured as of the time of this application submission.



MASLOW PROJECT Board of Directors List

Sharilyn Cano, Board President
Human Resources Director, Southern Oregon Child & Family Council
2080 Martin Dr.
Medford, OR 97501
(541) 734-5460 work
(541) 951-0530 cell
sharilyn.cano@socfc.org
Joined in 2010

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Joined in 2011

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Paul Robinson, Secretary
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Joined in 2013

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(541) 601-0650
anneandsteve.mitchell@yahoo.com
Joined in 2013

Revised: January 16, 2014

MICHELLE ZUNDEL
Principal

Ashland High School

The mission of Ashland High School is to inspire learning for life!



ERIKA BARE
Assistant Principal

KARL KEMPER
Assistant Principal
Athletic Director

RUSS JOHNSON
Dean of Students

February 10, 2014

To Whom It May Concern:

Maslow Project has given hope to families, removed barriers to student success in schools, and provided a lifeline to families. In our school, Maslow provides a liaison several days a week. They have an office in the high school and serve students and families K-12. Maslow offers case management and goal setting to provide a "hand up", not just a "hand out." Our generous community makes sure that the school supplies, clothing and food cupboards remain full.

Our Maslow Liaison serves on the AHS Student Services Team to support student success. Ashland School District financially supports the work of the Maslow Project through federal funds, office space, computer and phone access. We value their partnership and can't believe we functioned without them in the past.

Sincerely,

Michelle Zundel

Principal Ashland High School
541-482-8771 x2104
michelle.zundel@ashland.k12.or.us

MASLOW PROJECT: ASHLAND SUPPORTERS

Individual: Over 130 individual financial and in-kind donors

Businesses: 30 local Ashland businesses have made donations (financial and in-kind) to Maslow Project since we began offering services in Ashland in July 2012.

Outdoor Exposure Photography	Rocky Mountain Chocolate Company
Tot Restaurant	Bloomsbury Books
Hersey Health Care, Inc.	Paddington Station
RVMC (Holly Street)	Ashland Springs Hotel
Joyride Vintage	Oregon Shakespeare Festival
Rare Earth	Papaya
Mystic Treats	Blue Giraffe
Be Cherished Salon	Village Shoes
Rogue Valley Runners	Crown Jewel
Blackstone Audio	Café nomyen
Avant Garb	FlowerTyme on the Plaza
Northwest Nature Shop	Noble Coffee Roasting
Spice & Tea Exchange	Boulton & Sons (closed)
Brothers	Organic Nation Pure Spirits (closed)
Tree House Books	Hospice Unique Boutique

Organizations & Faith-Based Groups: 30 Ashland organizations and faith-based groups collaborate with, or donate to, Maslow Project.

First Presbyterian Church	City of Ashland
Temple Emek Shalom	Ashland Family YMCA
Ashland Artisan Gallery	Willow Wind Community Learning Center
OPSIRG	Rogue Valley Unitarian Universalist Fellowship
Soroptimist International, Ashland	SOU Civic Engagement Program
Ashland Rotary	AAUW
Brains on Beer	Mosaic Mentoring Program
Ashland Photographer's Gallery	Trinity Episcopal Church
Ashland Food Bank	SOPRIDE
Ashland Food Angels	Mountain View Retirement Community
Ashland School District	Ashley Senior Apartment residents
Shine a Light Foundation	Presbyterian Ladies
Ashland Artworks	Uncle Foods Diner
St. Vincent de Paul	
ACCESS, Inc.	
ScienceWorks	
The Butler Foundation	



A Hand Up, not a Handout!

MASLOW PROJECT NARRATIVE SUMMARY

Maslow Project is a nonprofit advocacy organization providing goal-oriented, wrap-around support services to homeless children and teens, ages 0-21, and their families in Jackson County. We deliver these services through our Medford Resource Center; street outreach; and school-based programs around Jackson County. Our nationally-recognized program promotes a youth-centered safety-net model, utilizing a “web” of support including: emergency basic needs, case management and mental health counseling, academic and employment support, enrichment opportunities and enhanced access to community resources.

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Our program provides services on three levels: **Level 1** – street outreach and the provision of emergency and basic needs supplies/resources; **Level 2** - intensive case management; and **Level 3** - wrap-around services, including linking clients to resources such as DHS or medical services, counseling, tutoring or enrichment activities, to improve client engagement in their personal success. In addition, the wrap-around supports we provide to at-risk and homeless youth and families - who may be couch surfing, living doubled-up with family or friends, or staying in weekly-rate motels – has a strong preventive component, and can **often prevent these vulnerable individuals from ending up on the streets**. Please see the Services To Be Provided section of this application for more details.

We propose a continuation of our partnership with the City of Ashland to support Maslow Project’s Ashland school-based program. Our Ashland Case Manager works with homeless students and their families to ensure stability and school achievement, supporting our mission to offer every homeless child and youth the probability of success and the opportunity for a better life. The total cost of this project is \$32,913. Maslow Project has already secured \$22,913 of this amount. We respectfully request \$10,000 from City of Ashland CDBG Fund to continue support for this project. Ashland CDBG funds are an essential source of financial support for this program.

Project Objective: Encourage stability, self-sufficiency and school achievement for homeless youth in Ashland.

Project Outcomes:

- Identify and provide Level 1 Services (basic needs, outreach, information and referrals) to approximately 100 youth.
- Provide Level 2 Services (in-depth case management) to approximately 45 youth throughout the year. 80% of the youth served through Case Management will either remain stable or demonstrate progress toward stability in one or more focus areas on Maslow Project's *Client Self-Sufficiency Scale* (36 youth).
- 95% of Ashland clients providing feedback through Client Surveys will report a satisfactory or above response.

MASLOW PROJECT: ASHLAND SUPPORTERS

Individual: Over 130 individual financial and in-kind donors

Businesses: 30 local Ashland businesses have made donations (financial and in-kind) to Maslow Project since we began offering services in Ashland in July 2012.

Outdoor Exposure Photography	Rocky Mountain Chocolate Company
Tot Restaurant	Bloomsbury Books
Hersey Health Care, Inc.	Paddington Station
RVMC (Holly Street)	Ashland Springs Hotel
Joyride Vintage	Oregon Shakespeare Festival
Rare Earth	Papaya
Mystic Treats	Blue Giraffe
Be Cherished Salon	Village Shoes
Rogue Valley Runners	Crown Jewel
Blackstone Audio	Café nomyen
Avant Garb	FlowerTyme on the Plaza
Northwest Nature Shop	Noble Coffee Roasting
Spice & Tea Exchange	Boulton & Sons (closed)
Brothers	Organic Nation Pure Spirits (closed)
Tree House Books	Hospice Unique Boutique

Organizations & Faith-Based Groups: 30 Ashland organizations and faith-based groups collaborate with, or donate to, Maslow Project.

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Temple Emek Shalom	Ashland Family YMCA
Ashland Artisan Gallery	Willow Wind Community Learning Center
OPSIRG	Rogue Valley Unitarian Universalist Fellowship
Soroptimist International, Ashland	SOU Civic Engagement Program
Ashland Rotary	AAUW
Brains on Beer	Mosaic Mentoring Program
Ashland Photographer's Gallery	Trinity Episcopal Church
Ashland Food Bank	SOPRIDE
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sharilyn.cano@socfc.org
Joined in 2010

Royal Standley, Vice President
Financial Planner, Oregon Pacific Financial Advisors, Inc
210 W. 8th Street
Medford, OR 97501
(541) 772-1116 work
(541) 531-1138 cell
rstandley@opfa.com
Joined in 2011

Roger Stokes, Treasurer
Retired business owner
314 Medford Heights Lane
Medford, OR 97504
(541) 773-9878 home
(541) 944-4678 cell
rwstokes@clearwire.net
Founding member 2009

Paul Robinson, Secretary
Retired non-profit and pastor
11 North Keeneway Drive
Medford, OR 97504
(541) 840-5640 cell
robinsonpaul2273@yahoo.com
Joined in 2010

Jamie L. Hazlett
Attorney at Law
910 E. Main Street
Medford, OR 97504
(541) 773-3619 work
(541) 326-1097 cell
jamiehazlettesq@gmail.com
Joined in 2011

Eric Maxwell
Business Owner
19 Rossanley Drive
Medford, OR 97501
(541) 840-5733 cell
pronmain@msn.com
Joined in 2013

Michelle Homer-Anderson
Physician
1010 Dahlia Terrace
Eagle Point, OR 97524
(541) 890-3927 cell
Michelle.Homer@socfc.org
Joined in 2013

Anne Mitchell
Retired educator
908 Pittview Ct.
Central Point, OR 97502
(541) 601-0650
anneandsteve.mitchell@yahoo.com
Joined in 2013

Revised: January 16, 2014

MICHELLE ZUNDEL
Principal

Ashland High School

The mission of Ashland High School is to inspire learning for life!



ERIKA BARE
Assistant Principal

KARL KEMPER
Assistant Principal
Athletic Director

RUSS JOHNSON
Dean of Students

February 10, 2014

To Whom It May Concern:

Maslow Project has given hope to families, removed barriers to student success in schools, and provided a lifeline to families. In our school, Maslow provides a liaison several days a week. They have an office in the high school and serve students and families K-12. Maslow offers case management and goal setting to provide a "hand up", not just a "hand out." Our generous community makes sure that the school supplies, clothing and food cupboards remain full.

Our Maslow Liaison serves on the AHS Student Services Team to support student success. Ashland School District financially supports the work of the Maslow Project through federal funds, office space, computer and phone access. We value their partnership and can't believe we functioned without them in the past.

Sincerely,

Michelle Zundel

Principal Ashland High School
541-482-8771 x2104
michelle.zundel@ashland.k12.or.us

Jan. 28, 2014

Ms. Linda Reid, Housing Program Specialist
City of Ashland, Department of Community Development
20 East Main Street
Ashland, OR 97520

Dear Ms. Reid:

Subject: City of Ashland 2014 CDBG Application/ Social Service

Thank you for the opportunity to apply for a **renewal** of a Social Service Community Development Block Grant through the City of Ashland. Attached is our application for \$24,000 to help low-income families achieve affordable housing and move toward economic self-sufficiency. Homelessness is currently a major topic in Ashland and **our program has proven to be a successful tool in reducing the problem.** Specifically, this grant will help us **defray the costs of rent relief for people facing eviction notices.** It will be used by our St. Vincent de Paul Ashland Home Visitation Team which serves southern Jackson County, primarily Ashland and Talent. **The long-term goal of this program is to do all that we can to avoid families from becoming homeless.**

In addition to our ten-page application, I have attached four letters of recommendation and a copy of St. Vincent's Board of Directors. If I can be of further assistance, please call me at 541-770-6062.

Sincerely,

Rich Hansen
Government Liaison

Enclosures



CITY OF ASHLAND
2014 Program Year Community Development Block Grant (CDBG)
Application

These completed Sheets shall be included as the first pages on all submittals.

I. APPLICANT INFORMATION

**Applicant Organization Name: Ashland Home Visit Conference,
Rogue Valley District Council, St. Vincent de Paul**

Executive Director's Name(s): Socorro Holloway

Board Member Names (attach separate sheet)

Applicant Mailing Address: P.O. Box 1663, Medford, OR 97501

Applicant Street Address: 2424 N. Pacific Highway, Medford, OR 97501

IRS Classification: 501 (c) 3

Federal Tax ID#: 93-0831082

Mission Statement:

The Rogue Valley District Council of St. Vincent de Paul is dedicated to providing compassionate support and care to the poor and needy in Jackson County, regardless of race, religion, creed, sex, sexual preference or ethnic origin. Although the Society's name is recognized around the world, each Council is locally organized, funded and staffed. Our Council has no financial connection or obligation to any church and no effort is made to preach, convert or proselytize. St. Vincent's was founded over 100 years ago by a group of Catholic laymen in Paris and we are often thought of as a Catholic organization. While we originated from this Catholic tradition, we are not part of the Catholic Church. We have received funding and in-kind support from several different denominations and have volunteers from many faiths.

Our Council was established in 1982 and provides a 48-bed emergency family shelter, hot lunches six days a week, free groceries, social services (counseling, rent, utility and prescription drug payments, help to obtain legal IDs, clothing, home furnishings, camping equipment, etc.) We have a thrift store and warehouse and also provide school supplies, emergency dental care, health screening, hot showers, laundry and other services. We have no paid employees and rely on 300+ volunteers to provide all our services, saving potentially \$1

million annually. We can assure the City of Ashland that none of its CDBG funds will be used to pay employee salaries or benefits. All of your funds will be used to help avoid the growth of homelessness, or to assist homeless families to achieve housing and self-sufficiency.

St. Vincent's Rogue Valley Council has nine Conferences or operating divisions. This proposal specifically describes the activities of the Ashland/Talent Home Visit Conference.

Total Employees: Zero Total Volunteers: Ashland/Talent Conference – 15
Council - 300+

II. CONTACT PERSON (designate a contact person who is familiar with the project)

Name: Rich Hansen
Title: Government/Foundation Liaison
Phone Number: (541) 770-6062
Fax Number: (541) 770-6062 (call first)
E-mail Address: richhansen39@charter.net

III. PROJECT INFORMATION SUMMARY

Project Name or Title: Decreasing Homelessness in Ashland in 2014

Expected Completion Date: Project is ongoing. Fiscal year is 10/1/14 – 9/31/15

Requested CDBG Funds:	\$ 24,000
Organizational Match:	\$ 55,000
Funds from Other Sources:	\$ 45,000
Total Project Cost:	\$ 124,000

IV. Project Description

St. Vincent's Ashland/Talent Home Visit Conference has been helping the needy in our area for over 30 years. We call on families at times of financial crisis to address their immediate problems. In many cases, our primary objective is to help avoid the growth of homelessness by helping clients in danger of losing their homes or apartments. We also help with utility bills, prescription drug costs, food, clothing, transportation and other personal needs. CDBG funds are used to expand rental assistance for Ashland residents and help them gain self-sufficiency. HUD guidelines give us the flexibility to offer up to three months of assistance with rent and/or deposits.

Our team of 15 volunteers responds to calls for help on St. Vincent's Ashland phone line (541-708-5650). The families we see are referred to us by area churches, other non-profits and government agencies. We operate in teams of two, going to clients' homes, campsites or other locations and listening to their stories of financial crisis, observing their living conditions, counseling them on how we and other groups can help them, encouraging them on ways to find permanent jobs and helping them transition from welfare to work. Sixty percent of our clients are Ashland residents and the CDBG funds are only spent on Ashland residents. We ask for proof of income: jobs, child support, public assistance, unemployment, workers compensation, medical coverage, food stamps, Social Security, disability, etc. One hundred percent of our clients are at or below the federal low- and moderate-income poverty levels.

We do not offer clients direct cash assistance, but intervene with landlords, utilities, pharmacies, etc. to discuss payments. In some cases we may fill their car with gas or give them bus tokens, but we never provide direct cash. When appropriate, we will also coordinate with other agencies who might help them, including ACCESS, The Salvation Army, United Way and various government agencies. In addition, St. Vincent's collaborates with the Ashland Homeless Taskforce. In recent years our community has seen a significant growth in community outreach programs to provide meals, shelter, food and emergency assistance to the area's growing needy population. When bills are larger than our budget guidelines allow, we have received help from ACCESS, United Way and a number of Ashland religious denominations, including First Baptist, First Congregational United, Methodist First United, First Presbyterian, Trinity Episcopal and Our Lady of the Mountain. We are currently collaborating with ACCESS on their Ashland Community Resource Center, sharing our experience with offering showers and laundry services.

V. Good Results

In the fiscal year ending Sept. 30, 2013, St. Vincent's Ashland/Talent Home Visit team spent \$115,951 helping the needy. During that period, we made 850 home visits and assisted 1,578 people – 933 adults and 645 children. All told, we helped 175 families with rental expenses and 242 families with utility bills. In addition, we helped 15 people with medical costs and 309 more with transportation, food, camping equipment, etc.

We spent a total of \$49,487 for rental assistance last year, assisting 175 families. Of this amount, \$14,000 represented the Ashland CDBG grant. This represented about half of our previous CDBG grants, so we were not able to serve as many clients this past year. In total, we made 50 CDBG home visits to 19 families including 24 adults and 18 children. Because of the reduced CDBG funding, our team focused on homeless families. Of the 19 families we were able to help with CDBG funds, 11 were homeless when we first met them. That included 11 adults and 6 children. We are thrilled to report that we actually moved 17 Ashland residents off the streets and into housing. This would not have been possible without the CDBG assistance.

VI. Financial Considerations

Our proposed 2014-15 budget is \$124,000, up about seven percent over what we spent last year. A significant amount of this, \$55,000 will come directly from our Rogue Valley Council. The \$24,000 we are requesting in CDBG funds will represent 19 percent of our total budget and you will receive close to a 5:1 leverage for your funds.

Last year, on average, when using our own funds, St. Vincent's spent \$227 per family on rent relief. However, using CDBG funds and applying the HUD formula, we were able to spend about \$737 per family. This clearly shows the power of the CDBG program for bringing families out of homelessness and helping them become more self-sufficient.

We have been serving the poor in Ashland for over 30 years and we hope to continue for as long as our help is needed. We attempt to assist as many people as possible. Our limitations are manpower and money. We currently have 12 volunteers in our local group. We continue to work with other similar organizations in the Ashland community to leverage both our numbers and our financial resources.

VII. National and Local Priorities

One hundred percent of our clients are at or below HUD's low- and moderate-income poverty levels. Our CDBG program's goal is to slow or stop the growth of homelessness in Ashland. Therefore, we meet the National Objective of "Primarily benefit low and moderate income persons." Similarly, we meet Ashland's Homeless Goal #6 to provide "Support services for homeless prevention and transition." HUD/CDBG Statute 24 CFR 570.201(e) lists "Public Service Rent Subsidies" as an "eligible" activity. Our Home Visit teams often remain in contact with a client over an extended period to help them over their financial difficulties and transition to self-sufficiency. In 2014-15, we hope to keep at least 160 families from becoming homeless and get back on their feet. The requested \$24,000 in Ashland CDBG funds would help us reach an additional 30 families.

The Jackson County Point-in-Time Homeless Survey estimates there are over 1,000 people in our County without homes, significantly increased since 2009. A third of these individuals are children. There is evidence that the total number of homeless may actually be double these reported totals. The survey lists "lack of money to pay rent" as a primary cause of homelessness. Dealing with this growing homeless population has become a key issue in Ashland. St. Vincent's rental assistance program is designed to specifically help alleviate this problem.

We have a 30-year track record of working with the needy here and hope to continue this work for many years to come. The City of Ashland has enabled St. Vincent's to significantly increase its outreach and we hope this partnership can continue. We provide 80% of the total project costs in matching funds and use an all-volunteer staff to provide our services. We believe St. Vincent's presents the City of Ashland with an outstanding way to leverage funds to aid the needy.

A. Applicant's Background	Yes	No	N/A
1. Is the applicant a legal non-profit organization or unit of government?	X		
2. Do the proposed clients or users of the project meet HUD Income Guidelines (see page 10 for guidelines)?	X		
3. Does applicant have the capability to maintain written income documentation?	X		
4. Has the applicant made a legal or financial commitment to a proposed project?	X		
5. Is the applicant primarily a religious organization?		X	
6. Has the applicant administered a CDBG project previously?	X		
7. Is your agency willing and able to provide all required reports and accountability to the City as required by HUD?	X		
B. Project Location and Land Use Issues	Yes	No	N/A
1. Has a location for the project been selected?			X
2. Is the proposed project within the Ashland City limits?	X		
3. Does the proposed project meet local zoning and land use laws?			X
4. Are any land use permits such as a Site Review, partition, annexation or Conditional Use Permit required?			X
5. Have these approvals been obtained?			X
6. Does the project comply with current building code requirements?			X
7. Does the project meet handicapped accessibility requirements?			X

C. Environmental Issues	Yes	No	N/A
1. Is the project located in the 100-year floodplain?			X
2. Is a wetland located on the project site?			X
3. Has any environmental contamination been identified on the project site?			X
4. Has asbestos been identified on the project site?			X
5. If project involves an exiting structure, was it built 1978 or earlier? If year built is known, please specify.			X
6. Is the proposed project located on a major arterial or near the railroad?			X
7. Is the proposed project located adjacent to an above ground flammable storage tank?			X
8. Does the proposed project involve a structure that is 50 years or older?			X
9. Will the applicant complete a Phase I environmental review upon receiving a CDBG award?			X
D. Labor Requirements	Yes	No	N/A
1. Does the project involve construction over \$2,000 in cost?			X
2. Will the project trigger Davis-Bacon wage requirements?			X
3. Will the project trigger BOLI wage requirements?			X
4. Does the project involve over \$18,703 in City awarded grants or contracts?			X
E. Displacement and Relocation	Yes	No	N/A
1. Will tenants be displaced by the project?			X
2. Will a business be displaced by the project?			X
3. Will housing units be demolished or converted?			X
F. Property Data	Yes	No	N/A
1. Does the applicant own the property by fee simple title?			X
2. Are taxes on the property current?			X
3. Is insurance current?			X
4. What is the current debt against the property?			X
5. What is the current use of the property?			X
6. Has an appraisal on the property been conducted? If yes, what is the assessed value of the property?			X

Form A-2
To be completed for Social Service Proposals

Social Services Proposals

Activity	Start Date	Completion Date
Provide rental assistance	Ongoing	Ongoing
Apply to US Bank, Avista Foundations for funding	First Quarter, 2014	Third Quarter, 2014
Recruit new volunteers	Ongoing	Ongoing

Social service providers should list key benchmarks in the table above for their proposed projects (IE hire of personnel, application for further funding, initiation of direct client services, etc)

Form B-1

Form B-2
To be completed for Social Service Proposals

Social Service Proposals

	Total Cost	CDBG Request	Other Source(s)
Direct Client Services	123,500	24,000	99,500
Wages (of personal providing direct client services)	0	0	0
Materials/Supplies	500	0	500
Marketing/Outreach	0	0	0
Program Administration Includes overhead and general staffing necessary to administer the program (accounting, management, grant administration) but that does not provide direct benefits to the client.	0	CDBG Funds are not available for program administration	0
Total Project Cost	124,000	24,000	100,000

Form C

SOURCE(S) OF FUNDS FOR OPERATING EXPENSES WORKSHEET

Completeness of this worksheet establishes the capacity of the organization to sustain the operations of the program(s).

Sources	Secured	Conditional <small>(awarded with conditions)</small>	Tentative	Commitment Date
Federal Grants			24,000	3Q.2014
State Grants				
Local Grants	16,000			
Non Governmental Grants			7,000	2Q, 2014
Donations/Gifts			22,000	3Q. 2014
Applicant Contribution	55,000			
Program Income				
Loans				
Other (specify)				
Other (specify)				
TOTAL	71,000		53,000	

Please provide a description the timeline of loan and grant application dates as related to the proposed project. Specifically, for any tentative funding sources please provide application dates, award dates and funding availability dates.

CDBG (\$24,000) application submitted Feb. 2014.

US Bank (\$2,500) application will be submitted in Feb. 2014.

Donations and gifts based on historical averages.

Form D
DISCLOSURE OF INTERESTS

To assist the City of Ashland in determining whether there may be a potential conflict of interest related to the expenditure of Community Development Block Grant funds we request the following information be provided by applicants:

ORGANIZATION NAME: Ashland/Talent Home Visit Conference,
Rogue Valley District Council, St. Vincent de Paul

Organization is: 1. Corporation ()
 2. Non-Profit 501C3 X
 3. Partnership ()
 4. Sole Owner ()
 5. Association ()
 6. Other () _____

DISCLOSURE QUESTIONS

If additional space is necessary, please attach a separate sheet.

1. State the names of each "employee" of the City of Ashland having a financial or personal interest in the above mentioned "organization" or project proposed.

Name, Job Title and City Department
None

2. State the name(s) of any current or prior elected or appointed "official", of the City of Ashland having a potential "financial interest" in the organization or project.

Name/Title
None

3. Provide the names of each "board member" of the Organization seeking CDBG funding Name Board, Commission, or Committee (may be attached as a separate Sheet)

See attached.

If the applicant has provided names in question 1 or 2, please provide details regarding any known potential conflicts of interest in an attached narrative.

Society of St. Vincent de Paul Rogue Valley District Council Directors

Position	Name	Address	Phone	Email/Occupation	Year Joined Board
President	Socorro Holloway	1898 Filmore Dr, Medford 97504	h 541-776-6413	socorro2@charter.net ret. banker	2009
Past President	Dennis Mlhocko	47 Pebble Creek Dr, Eagle Point 97524	C 541- 531-3832 h 541-826-5953	dennissvdp@gmail.com ret. fire captain	2007
VP-Operations	Al Zon	903 Gilman Rd, Medford 97504	h 541-770-9461	zon97504@gmail.com ret. educator	1997
VP- Community Outreach	Tedde Ridley	567 Brandon St, Central Point 97502	h 541-664-5800 c 541-324-4334	tridley@q.com ret. educator	2008
Treasurer	Jim Van Orsow	880 Bybee Dr, Jacksonville 97530	h 541-899-9909 c 541-261-8432	jvanorsow9@gmail.com ret. business exec	2008
Secretary	Nancy Hunt	1898 Bristol Dr, Medford 97504	h 541-857-4987	nanoht1@yahoo.com ret. librarian	2004
Store Manager	Karen McNeilly	55 Keillogg Gold Hill 97525	h541-855-2008	patrickmcneilly@charter.net ret . marketing exec	1995
VP – Grants	Rich Hansen	1061 Kristen Dr, Medford 97504	h 541-770-6062 c 541-261-6855	richhansen39@charter.net ret. corporate exec	2013

Conference	Officers	Phone	E-mail/Occupation	Yrs
Social Services Sacred Heart	Joe Schudawa –President 3430 Silverbirch Ct, Medford 97504	h 541-772-8506	schudawa@charter.net ret. USAir Force	2013
Thrift Store Bl. Anna Maria	John Hoffman, President 39 S Berkeley Way, Medford 97504	h 541-324-6206	ashlandr@msn.com land investor	2009
Kitchen St. Teresa	Stan Miller –President 662 Shadow Wood Dr Medford, Or 97501	C 541-821-3436	Stanlm2002@yahoo.com Retired restaurateur	2013
Office St. Anna	Kathy Begley President 252 Bellerive Dr, Eagle Point 97524	h 541-826-5722 c 541-840-2552	begley2001@aol.com ret. banker	2011
Ashland Social Services Our Lady of the Mountain	Beth Hill - President 235 Terrace St Ashland, Or 97520	H 541-488-9391 C 541-531-0245	bethill@jeffnet.org Retired Teacher	2013
Food Pantry Shepherd of the Valley	Debbie Christian, President 3960 Independence School Rd, Medford 97501	c 541-821-2275	debig791@aol.com ret. pharmacy tech	2012
Shelter St. Anthony	Kathy Morgan - President 316 Mae St, Medford 97504	h 541-772-8976	rxmorgan@yahoo.com ret. journalist	2011
Home Visit/Med Assist St. Augustine	Bill Holloway, President 1898 Filmore Dr, Medford 97504	h 541-776-6413	desigsm@aol.com ret. Navy	2008

February 17, 2014

City of Ashland Housing Commission and Community Development
ATTN: Ms. Linda Reid, Housing Commissioners
20 East Main Street
Ashland, Oregon 97520

Dear Ms. Reid and City of Ashland Commissioners:

Enclosed please find the proposal and grant application to the City of Ashland for the 2014 Ashland CDBG from Habitat for Humanity/Rogue Valley. Funding is requested to implement a home repair program facilitated within the City of Ashland. The purpose and mission of the Habitat organization is to provide an opportunity for everyone to have a decent place to live. Habitat for Humanity has been most renowned for new house construction projects in which volunteer labor is used to build a new home for a needy and qualified applicant. Locally we were established in 1987 and have completed and sold 49 homes to those qualified for the program.

The need for decent housing isn't restricted to those applying for home ownership and in 2012 we developed a homeowner repair program. Many low income homeowners are without adequate resources for regular home maintenance or necessary repairs. This can lead to living in substandard conditions or the abandonment of homes; seniors and those with handicaps may not be able to live independently without home upkeep, and often lack the necessary tools or knowledge to assist themselves. Necessary repairs left undone can lead to a wide range of problems, and often unhealthy and/or dangerous living conditions.

The program consists of two components. A Brush With Kindness (ABWK) program is geared for smaller projects, mostly exterior with a cost not to exceed \$3,000. The Critical Home Repair program is strictly for homeowners with larger needs. Applicants must be low income, with income between 30-60% AMI, have an ability to repay the costs of the project, have a documented need for assistance and must be willing to help the organization in some ways during the process. Projects will be restricted to the city of Ashland. At the completion of each project, a micro-loan will provide the opportunity for the recipient to repay the costs of the project. The income received each month will be recycled into new homeowner repair projects. Repayment plans will range from three years to fifteen, depending on the scope of work, costs associated and the ability of the homeowner to repay.

Funding requested will allow the completion of ten small ABWK projects and two Critical Home Repair projects. Projects have not been identified, however confirmation of the need has been received from the Community Development Department as well as Code Enforcement within the City of Ashland. Marketing for the program will begin upon approval of the funding award. The Board of Directors fully supports the application to the City of Ashland for the repair program in the amount of \$41,300.00 and is willing to answer additional questions or address concerns if necessary. You are always welcome to visit, and tour our current projects. On behalf of the Board of Directors, volunteers, and especially our selected families, I thank you for your consideration of this request.

Sincerely,

William Clint Driver
Board President

Denise James
Executive Director



CITY OF ASHLAND
2014 Program Year Community Development Block Grant (CDBG)
Application

These completed Sheets shall be included as the first pages on all submittals.

I. APPLICANT INFORMATION

Applicant Organization Name:

Habitat for Humanity/Rogue Valley

Executive Director's Name(s): Denise James

Board Member Names (attach separate sheet)

Applicant Mailing Address:

PO Box 688
Medford, OR 97501

Applicant Street Address:

2233 S. Pacific Hwy.
Medford, OR 97501

IRS Classification: 501 (C)

Federal Tax ID#: 93-0971629

Mission Statement: (may be attached)

Rogue Valley Habitat is a nonprofit organization working in collaboration with those in need and our community to build or renovate simple, decent affordable homes. Founded in Christian principles we welcome people of all faiths and beliefs working together to eliminate substandard living conditions.

Total Employees: 13 FTE including ReStore Total Volunteers: FY 2013/2014= 1200

II. CONTACT PERSON (designate a contact person who is familiar with the project)

Name: Denise James

Title: Executive Director

Phone Number: 541-779-1983

Fax Number: 541-772-2808

E-mail Address: djames@roguevalleyhabitat.org

III. PROJECT INFORMATION SUMMARY

Project Name or Title:

Homeowner Repair Program

Expected Completion Date: June, 30, 2015

Requested CDBG Funds: \$ 41,300.00

Organizational Match: \$ 5,000.00

Funds from Other Sources: \$ 13,700

Total Project Cost: \$ 60,000.00

Application Contents

A complete proposal shall include a brief narrative summary on applicant letterhead, full project cost, all federal, state and local subsidies requested for the project, proposed ownership entity, phone number and mailing address of contact person for the designated non-profit or certified Community Housing Development Organization.

Provide the information listed below numbered and in the order listed so that we can find the required information easily and award full credit for your responses. If the question does not apply to the proposed project write N/A.

- 1) Complete Application Form (see page 16).
- 2) A project summary including a brief description, project background and a list of project objectives
See Attached
- 3) Property and Project Information relating to acquisition, rehabilitation, site clearance, and development (*section not applicable for social service applications involving direct services to qualified low- or extremely low- income persons*)

Provide a map showing the project's location. If the project will serve a specific area, proposed project boundaries should be shown.

Project locations will be strictly limited to the city of Ashland boundaries

Describe details regarding any property proposed for acquisition, indicating the following:

- a) Property location relative to jobs, schools, transportation, shopping and services
Project sites will vary.
- b) Total floor area of buildings, and size of land site
Project sites will vary.
- c) Types of residential units, number of each type unit, and total number of bedrooms

Ten projects of small repair will be completed in Ashland, in addition to two critical home repair projects. Projects will be limited to homeownership, types of units may vary.

- d) Number of extremely-low, low-, and moderate-income units proposed
All selected applicants will have an income between 30-60% AMI, with a total of 12 projects expected to be complete within the time frame.
- e) Number of units accessible to the disabled
Handicap accessibility will be a focus.
- f) Square footage of units and description of amenities such as private balconies or storage areas
n/a
- g) Square footage of common areas such as community or laundry rooms
n/a
- h) Square footage of commercial space, if any
Projects will be exclusive to residential units.
- i) Year property was built. If pre-1978, will it be occupied by children under the age of six?
All projects for properties built before 1978 will be screened for lead paint and asbestos. Appropriate measures will be used.
- j) Describe condition of any existing housing proposed for acquisition and any alterations planned. Briefly discuss the total cost of the proposal relative to new construction.
n/a
- k) If the project involves rehabilitation attach a description of the work to be completed.
The scope of work for rehabilitation projects will depend on the need of repair, based on an individual project basis.
- l) Describe the target population. Include the suitability of the property for the target population, the tenant selection process, brief description of any residential services and the resources identified to fund the services.

The target population will be those with income between 30-60% AMI and have the ability to repay a micro-loan facilitated by HfH/RV. The program will be available to owner occupied residences of Ashland. Resources for projects will be funded through the Ashland CDBG grant as well as local donors including individuals, churches and foundations. HfH/RV expects a large number of applicants from the senior population.

- m) Indicate how many years the property will remain affordable and the mechanism that will be used to ensure the affordability period.

In the event the property is sold, or when title is transferred the entire balance of the note is due. All funds received from loan repayments will be used in future projects restricted to low income homeowners.

- 4) Briefly describe the services to be provided, if any, and describe the eligible target population receiving direct benefit from these services (low-income, homeless, special needs). *The HfH/RV Repair program will provide services of home repair for an estimated 10 small projects up to \$3,000 in value and two larger, more critical home repair projects, with an estimated cost of \$15K each. The target population is low income homeowners including seniors, disabled and veterans.*
- 5) A work program and time line including a complete list of tasks with estimated start and completion of each task (please complete attached Form A – Project Schedule). Marketing for the program will begin upon funding approvals. *The process of identifying clients will include an application process, verification of income and ability to re-pay, willingness to “partner” with Habitat and a commitment to some form of “sweat equity”. The scope of work will be assessed and a memorandum of understanding agreement will be developed with homeowner. Project work will commence within the guidelines of the funding restrictions.*
- 6) Financial Information
A budget describing total cost, cost per task, existing (secured) project funds and unfunded costs. Identify any and all source(s) of funding. This would include other Federal and State grants and loans, monetary donations, in-kind contributions, volunteer labor, donation of materials and

supplies, etc. In addition to addressing the questions below please complete attached Form B – Uses of Funding & Form C – Sources of Funding.

Funding will primarily be secured from the City of Ashland CDBG funding cycle. HfH/RV will contribute funds. Additional funding sources will come donated materials and services.

Provide a detailed financial description of the proposed project, including Rent Schedule, Sources/Uses of Funding and Operating Budget Income/Expense, and utility allowances

- a) Describe the assumptions used to determine the total project cost. Indicate the sources consulted and how costs were determined.

Assumptions of cost were determined from the experience and history HfH/RV has incurred and identified from previous projects.

- b) Was consideration given to remaining economic life of the property and potential cost increases such as unanticipated repair or relocation costs? Maintenance costs? Operating costs?

*(Not applicable for social service applications involving direct services to qualified low- or extremely low- income persons)
Homeowners will be responsible for future maintenance. Operating costs will be minimal and funded through organizational sources. The project is not expected to cause relocation to any individuals.*

- c) Describe the financial assumptions used to develop the operating budget. Include projected rent increases, other sources of income for operation and maintenance expenses, and inflationary factors. For social service award requests please include financial assumptions relating to increases in wages, materials and overhead, or other costs associated with the proposed activity.

Operation costs included in the budget are minimal, include insurance and a small percentage of the construction costs be allocated for administration.

- d) Discuss non-typical expenses or those outside industry standards.

There have been no non-typical expenses identified.

- e) Attach letters of funding commitment from other sources, if available.

There are currently no specific projects identified at this time, all funding expectations are derived from history and verbal commitments.

- f) Will a property tax exemption be requested for the project? If so, what is the estimated dollar value of the tax exemption over the twenty-year period? Please briefly detail the calculation method used to estimate the value and the process your organization would undertake to obtain the exemptions or appraised value adjustment.
(Not applicable for social service applications involving direct services to qualified low- or extremely low- income persons)

n/a, HfH/RV will not take ownership and will expect no property tax exemption. The homeowner will continue to be responsible for such.

- 7) Eligibility for Federal Funding
Will any of the following activities be part of the proposed project?

- Property Acquisition
- New Construction (non-residential)
- Removal of Architectural Barriers
- Rehabilitation Costs
- Development Costs
- Client Services
- Specification Preparation (Construction/Rehab)
- Relocation Benefits (if required)
- Appraisal (for acquisitions)

Rehabilitation Costs are the total for each project and total of the proposed program

Federal funding has certain regulatory requirements. The following information is required to determine eligibility for federal funding.

Funding will be used for Rehab and repair.

General Information

- a) Is the proposed project within the Ashland City limits? If not, explain.
All projects will be within the Ashland City limits.
- b) Specify the proposed tenant or client income level; state in terms of percentage below area median for the

Medford-Ashland standard metropolitan statistical area (MSA). The current income guidelines are included on page 10 above.

Applicants must be within the 30-60% area median income to be eligible for the program.

- c) Describe any financial or legal commitments made to the project.

No commitments have been made.

Housing Development, Land Acquisition, or Rehabilitation Specific Information

- d) Will permanent housing units be converted or demolished? If so, how many?

No

- e) Is the proposed housing site located in a 100-year flood plain?

Unknown

- f) Has a Level 1 environmental assessment been done for the site? If yes, attach the report.

No

- g) Is the proposed housing site located adjacent to a major arterial road or near a railroad?

There have been no projects identified at this time.

- h) Is the proposed site located adjacent to an aboveground flammable storage tank?

There have been no projects identified at this time.

- i) Will the proposed project impact historic features? If yes, explain.

There have been no projects identified at this time.

- 8)** Briefly describe the agency's mission and service history. The City may request copies of the agency's financial audit or review for the last two years prior to contract signing in order to determine agency's capability to successfully complete the project.

The mission of the local agency is to provide affordable, decent housing to those in need in partnership with the community through repair, renovation or new construction projects. HfH/RV has built and sold 49 homes since inception in 1987. Beginning in 2012 a repair program to assist low income homeowners has provided small repair projects to 10

families in addition to one critical home repair project in which a handicap bathroom was provided for a veteran and family. Three renovation and rehab projects included the purchase of foreclosed homes, and sold after repair to qualified families.

- 9) Will the project promote self-sufficiency for extremely low-, low- moderate-income families, or individuals with special needs?
The project will promote self-sufficiency for the low income by allowing many to stay in their homes, and the opportunity to live in a safe and decent environment. The opportunity will be available to assist those with special needs, increasing the chance for self-sufficiency.

- 10) Please identify how your project benefits extremely low-, low- and moderate-income individuals or individuals with special needs.

- a) For proposed projects serving a low-income area (i.e. public facility improvements, community center or other neighborhood serving facility), provide the following data, including documentation of the sources of information for the following statistics:

- Number of extremely low-, low- and moderate-income individuals served in the project area on an annual basis.
- Total number of individuals served in project area on an annual basis.

Every client served by HfH/RV is low income. The repair program allows to increase the number served each year. New construction projects provide direct service to approx. 30 individuals annually, the repair program will have the capacity to serve 50-100 annually.

- b) For proposed projects serving a target population (i.e. homeless families, battered women, people with AIDS, special needs populations, etc.) provide the following data, including document sources of information for statistics.

- Specify the target population to be served.
A diversified population including all low income people
- Number of low and moderate-income individuals in target population to be served on an annual basis.

(This count cannot include repeated visits or use by the same individuals.)

50-100 served annually.

- Total number of individuals in target population to be served on an annual basis.
The expectation of Ashland residents served resulting from the Ashland CDBG award include at least 60 people directly, indirect benefit to those in training programs, as well as the economic impact to local vendors.
- Percent low and moderate income.
All clients served are within low-low to low income levels.

11) Briefly describe how your proposal will ensure that moderate-income individuals do not benefit to the exclusion of extremely-low or low-income individuals.
Incomes are verified through the application process.

12) Indicate if you expect the project to cause low and moderate-income housing to be demolished or converted to another use (see attachment “Relocation Strategy Guidance”). If so, explain.
Repair projects will not include house demolition. The repair program will serve only those with needed projects within the scope of the program.

13) Project Feasibility
Please describe your readiness to proceed concerning whether land use issues have been resolved and whether your organization has the administrative capacity to complete the project proposed.
Land use issues are not expected for the repair program.

Describe the feasibility of the project:

- a) Does the applicant have the experience and capacity to complete and or manage the project proposed? Briefly describe applicants capacity and experience in providing, maintaining and managing housing, particularly low-income housing similar to the proposed project.
Habitat has 27 year's experience as an organization in selecting applicants, administering loans and projects. The staff at the organization are all experienced either with years at HfH/RV and/or construction experience.

- b) Are the ongoing operating expense and maintenance reserve estimates reasonable?
n/a
- c) Does the applicant have a purchase option on the property, letter of support from the property owner(s), or some other assurance that the property is available for acquisition?
No, the program is specifically for current homeowners.
- d) Does the project require temporary or permanent relocation and if so have comparable units been identified and costs of relocation been accurately determined? Provide a tenant relocation strategy, cost estimate and existing tenant survey to address federal Uniform Relocation Act requirements which may impact your project.
HfH/RV does not expect to relocate any clients for projects.
- e) Describe relocation strategy for the project.
n/a
- f) Does the project require land use approvals such as Site Review, Annexation, Zone Change, Minor Land Partition, Demolition, or Conditional Use permits?
n/a
- g) Has a pre-application been completed with the Ashland Planning Department?
n/a
- h) What is the condition of any improvements on the property and what is the expected life of the property?
Projects will be varied in the condition and scope of improvements required.
- i) Describe commitment of project funding from other sources
Additional funding sources include funds from the general operating budget. Donations of material and services is expected from electricians, plumbers as well as other construction material. The donation expectation is determined from current relationships, verbal commitments and history.

- 14)** Indicate whether the project will have any negative impacts on historic or architecturally significant properties on the environment. All projects will be subjected to an Environmental Review Report and certain projects depending

on scale, i.e. new construction, must undergo an Environmental Assessment.

It is not expected to have any negative impact on the community.

- 15)** Please attach any other statistical data, letters of support, applicable experience of the sponsor, evidence of financial support from other funding sources, or other material you believe will assist the City in its review of your proposal.
See attached for letters of support.

- 16)** CDBG Application Checklist (see pages 25-26). Attach Forms A, B, & C.

CITY OF ASHLAND
2014 Program Year
CDBG APPLICATION CHECKLIST

In order to determine compliance with all applicable HUD regulations and to help to ensure that projects will be eligible for CDBG funding, the City of Ashland will need to address all HUD requirements. The purpose of this checklist is to point out areas where potential problems could arise. Obviously, this is a comprehensive list, which must evaluate a wide array of different kinds of proposals. Therefore, not every item will be applicable to every project. **Please fill it out entirely indicating all items which are not applicable and include it as part of your proposal application.**

A. Applicant's Background	Yes	No	N/A
1. Is the applicant a legal non-profit organization or unit of government?	x		
2. Do the proposed clients or users of the project meet HUD Income Guidelines (see page 10 for guidelines)?	x		
3. Does applicant have the capability to maintain written income documentation?	x		
4. Has the applicant made a legal or financial commitment to a proposed project?		x	
5. Is the applicant primarily a religious organization?		x	
6. Has the applicant administered a CDBG project previously?	x		
7. Is your agency willing and able to provide all required reports and accountability to the City as required by HUD?	x		
B. Project Location and Land Use Issues	Yes	No	N/A
1. Has a location for the project been selected?		x	
2. Is the proposed project within the Ashland City limits?	x		
3. Does the proposed project meet local zoning and land use laws?	x		
4. Are any land use permits such as a Site Review, partition, annexation or Conditional Use Permit required?		x	
5. Have these approvals been obtained?		x	
6. Does the project comply with current building code requirements?	x		
7. Does the project meet handicapped accessibility requirements?	x		

C. Environmental Issues	Yes	No	N/A
1. Is the project located in the 100-year floodplain?			unknown
2. Is a wetland located on the project site?			unknown
3. Has any environmental contamination been identified on the project site?			unknown
4. Has asbestos been identified on the project site?			unknown
5. If project involves an exiting structure, was it built 1978 or earlier? If year built is known, please specify.			unknown
6. Is the proposed project located on a major arterial or near the railroad?			unknown
7. Is the proposed project located adjacent to an above ground flammable storage tank?			unknown
8. Does the proposed project involve a structure that is 50 years or older?			unknown
9. Will the applicant complete a Phase I environmental review upon receiving a CDBG award?	x		
D. Labor Requirements	Yes	No	N/A
1. Does the project involve construction over \$2,000 in cost?			unknown
2. Will the project trigger Davis-Bacon wage requirements?			unknown
3. Will the project trigger BOLI wage requirements?			unknown
4. Does the project involve over \$18,703 in City awarded grants or contracts?	x		
E. Displacement and Relocation	Yes	No	N/A
1. Will tenants be displaced by the project?		x	
2. Will a business be displaced by the project?		x	
3. Will housing units be demolished or converted?		x	
F. Property Data	Yes	No	N/A
1. Does the applicant own the property by fee simple title?		x	
2. Are taxes on the property current?	x		
3. Is insurance current?	x		
4. What is the current debt against the property?			x
5. What is the current use of the property?	resident		
6. Has an appraisal on the property been conducted? If yes, what is the assessed value of the property?			x

Form A-1
To be completed for Development or Rehabilitation Proposals

Housing Proposals-

Activity	Start Date	Completion Date
Site Planning & Development		
Option	Applicant selections-05	
Site Acquisition	n/a	
Plan Development		
Pre-application		
Land Use Approval		
Construction Plans		
Final Bids		
Contractor Selection		
Building Permits	Aug 2014-June 2015	Aug 2014-June 2015
Grant applications		
local		
state		
federal	Feb 2014- CDBG	April 2014-CDBG
Non-government		
other		
Loan Applications		
Construction loan		
Permanent		
Construction Phase		
Construction	August 2014-June 2015	August 2014-June 2015
Certificate of Occupancy	Will depend on project	Will depend on project

Please provide your best (realistic) date estimates regarding the project schedule

Form A-2
To be completed for Social Service Proposals

Social Services Proposals

Activity	Start Date	Completion Date

Social service providers should list key benchmarks in the table above for their proposed projects (IE hire of personnel, application for further funding, initiation of direct client services, etc)

Form B-1
To be completed for Development or Rehabilitation Proposals

Uses of Funding

Housing Proposals

	Total Cost	CDBG Request	Other Source(s)
Acquisition Costs			
Land			
Improvements	55500	41,300	18,700
Liens and other Taxes			
Closing costs			
Off-Site costs			
Other			
SUBTOTAL			
Development Costs			
Land Use Approvals			
Building Permits/fees (Include Engineering and Community Development Fees)	2000	2000	
System Development Charges (SDCs)			
Relocation Costs			
Environmental Report / Lead Based Paint Clearance	1000	1000	
Soils Report			
Survey			
Marketing			
Insurance	1500	1500	
Other			
Fees			
Architectural/Engineering			
Legal/Accounting			
Appraisals			
Lender fees			
Construction Loan			
Permanent Loan			
Tax Credit Fees			
Developer Fee			
Consultant Fee			
Other			
TOTAL	60,000	45,800	18,700

Form B-2
To be completed for Social Service Proposals

Social Service Proposals

	Total Cost	CDBG Request	Other Source(s)
Direct Client Services			
Wages (of personal providing direct client services)			
Materials/Supplies			
Marketing/Outreach			
Program Administration Includes overhead and general staffing necessary to administer the program (accounting, management, grant administration) but that does not provide direct benefits to the client.		CDBG Funds are not available for program administration	
Total Project Cost			

Form C

SOURCE(S) OF FUNDS FOR OPERATING EXPENSES WORKSHEET

Completeness of this worksheet establishes the capacity of the organization to sustain the operations of the program(s).

Sources	Secured	Conditional <small>(awarded with conditions)</small>	Tentative	Commitment Date
Federal Grants HUD CDBG	41,300	City of Ashland		
State Grants				
Local Grants				
Non Governmental Grants				
Donations/Gifts				
Applicant Contribution	5,000			
Program Income				
Loans				
Other Donations of Material	13,700			Based on history of giving
Other (specify)				
TOTAL	18,700			

Please provide a description the timeline of loan and grant application dates as related to the proposed project. Specifically, for any tentative funding sources please provide application dates, award dates and funding availability dates.

The majority of the project is subject to the approval of Ashland 2014 CDBG funding. Habitat for

Humanity has committed towards the contribution of \$5,000 for the Ashland repair program.

The assumption of \$13,700 in donated material is based on the expectations of needed material

and past history of giving.

Form D
DISCLOSURE OF INTERESTS

To assist the City of Ashland in determining whether there may be a potential conflict of we request the following information be provided by applicants:

ORGANIZATION NAME:

Habitat for Humanity/Rogue Valley

- Organization is:
- 1. Corporation ()
 - 2. Non-Profit 501C3 (x)
 - 3. Partnership ()
 - 4. Sole Owner ()
 - 5. Association ()
 - 6. Other () _____

DISCLOSURE QUESTIONS

If additional space is necessary, please attach a separate sheet.

1. State the names of each "employee" of the City of Ashland having a financial or personal interest in the above mentioned "organization" or project proposed.

Name, Job Title and City Department

None

2. State the name(s) of any current or prior elected or appointed "official", of the City of Ashland having a potential "financial interest" in the organization or project.

Name/Title

None

3. Provide the names of each "board member" of the Organization seeking CDBG funding Name Board, Commission, or Committee (may be attached as a separate Sheet)-attached

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____
- additional _____

If the applicant has provided names in question 1 or 2, please provide details regarding any known potential conflicts of interest in an attached narrative.



February 17, 2014
Ashland CDBG Narrative Summary

2) Project Summary:

The project consists of the implementation of a homeowner repair program for those with low income and a qualifying need for service. Two levels of repair will be offered to low income homeowners. A Brush With Kindness (ABWK) project is primarily small exterior tasks such as fence repair, handicap ramps, landscaping and needed paint projects. The small projects would not exceed \$3,000 in cost which include a fee for administration and insurance coverage. Repair projects will be completed by volunteers and overseen by a part time construction supervisor. Habitat utilizes the efforts of over 1200 individual volunteers each year, many experienced, although not required. Volunteers participate in many different forms, some on individual basis, others through groups from churches, agencies and businesses. Over 100 students participate each year in training programs through high schools, colleges and other vocational rehab opportunities. Upon completion of each project, Habitat will provide a no-interest micro-loan for the cost of the project with an expected three year term.

Secondly, a Critical Home Repair (CHR) program will provide home repairs on a much larger scale such as roofing, heat, repair of drywall damage or handicap compliance. As with the small project program, volunteers will be the main source labor. Donations of material and professional services will be provided to assist in the continuation of affordability. Upon completion HfH/RV will provide a no-interest loan with payments with terms accommodating to the income of the low income homeowner. A lien would be placed upon the property until the loan has been repaid. Monthly loan payments received will be used to fund future repair projects.

The program strives to assist homeowners which do not have the financial ability to provide necessary repairs, maintenance, as well as small projects for "curb appeal". The program may allow seniors and the disabled to stay in their homes if dealing with mobility issues. The homeowner will often become encouraged and develop a continued effort of maintenance, and the neighbors are usually very receptive to an uplift in appearance. Home repair may consist of providing handicap assessability, as well as tools utilized for seniors to remain in their homes.

The three main criteria to qualify are the same for any Habitat program. Applicants must be low income, however with an ability to repay a loan, a "need" for services and a willingness to "partner" with Habitat. Sweat equity is required for all programs, the degree and activities structured for each program and applicant.

The Rogue Valley Habitat for Humanity affiliate implemented the repair program in 2012. Six ABWK projects were completed in 2013 and one Critical Home Repair project which included the addition of a handicap assessable bathroom for a veteran and his family. The number of completed projects will grow as increased marketing and community awareness increases.

Habitat for Humanity in the Rogue Valley provides service to the entire Jackson County. The logistics of purchasing land in Ashland have made it difficult for the organization to provide much

impact. The repair program will allow Habitat for Humanity to become a recognized community service agency in the community providing a benefit to those with low and very low incomes. Habitat implemented the program with strategic intentions to utilize the program for growth and expansion. A large number of donors and volunteers to the Habitat organization reside in Ashland; the ability to serve those in the community will become a benefit to all.

Funds leveraged by the program will include collaborations from churches and businesses investing in the community. Local businesses will be supported in the purchase of material and services, as well as the development of new partnerships which is expected through agencies such as the senior services program, the City of Ashland code enforcement department and others such as the Lions Club and Rotary Clubs.

The Repair Program addresses Goal # 3 to maintain the existing affordable housing supply and when possible give funding priority to those projects that will provide benefits to residents with the lowest incomes.

Documented in the CDBG manual overview, chapter four includes information pertaining to Housing Rehab Activity and the guidelines state homeowner renovation and repair is becoming a most common use of CDBG funding.

The program will serve all three National Objectives including serving those with low income, repair both on a large and small scale which will aid in the elimination of neighborhood blight, and will meet a community need. There are few agencies working with the poor to assist with home repair or handicap needs.

Objectives for the program include:

- Selected applicants can reclaim the pride and dignity of homeownership.
- The program will help to transform and strengthen the neighborhood and community.
- The repair program will allow HfH/RV the opportunity to serve more people within the community. The new house construction program primarily assists families, and only those currently in desperate rental situations.
- Preservation of the housing stock will maintain and/or increase property values, a positive for the entire community.
- The program will allow HfH/RV the opportunity to expand into new communities. Current land issues have prevented new house construction projects in some areas within Jackson County.
- The program allows the opportunity to increase volunteerism within the organization, including training opportunities. Over 100 people utilize the construction program for skills training such as high schools, colleges and vocational rehab programs.



To Whom it Concerns,

I am proud to volunteer our support to Habitat for Humanity, Rogue Valley for the exemplary and tireless service that they provide to our community to raise money, organize labor, services and materials in order to build and donate much needed housing to those less fortunate but hard working people in our community. I have personally worked with Denise James, Director for Habitat on many such projects and I can't say enough for all that she and her staff does and their compassionate and professional manner. I am honored to be able to assist in their goals to continue to help people help themselves to achieve their dreams of home ownership when unfortunate events in their lives had previously made such a dream unattainable.

Please join me in helping to support their selfless efforts on behalf of the many less unfortunate beneficiaries in our community.

Yours truly,

Shawn Kampmann
Professional Land Surveyor

Polaris Land Surveying LLC
P.O. Box 459
Ashland, Oregon 97520

(541) 482-5009



John Fields



845 Oak Street
Ashland, Oregon 97520
(541) 482-8442

To: City of Ashland
Re: CDBG awards

2/18/2014

To Whom It May Concern:

I would like to encourage you to grant Habitat for Humanity of the Rogue Valley the funds to bring a home repair program to Ashland. I have worked with Habitat as a volunteer for over twenty years. The last few years we have been doing a housing rehab program "Brush with Kindness", that has helped seniors, disabled and working poor home owners to remain or live more safely in their homes. The kinds of repairs we were able to offer ranged from handy-cap ramps, stair repair, water heater replacement and heating system improvements. These are improvements are in the \$2,000 to \$5,000 range, that are owner financed, no interest loans.

We have steadily grown our capacity to create home ownership for working families who earn below 60% of the Rogue Valley's median income. We have built and financed homes for over 50 families in the Rogue Valley. We provide the necessary community follow-up and support, and the ongoing education in home ownership that gives us an extremely high success rate in keeping our owners in their homes. These same skills will be implemented to create a cost effective way to offer assistance to low income Ashland residents.

I believe that Habitat for Humanity of the Rogue Valley has become a valuable team player in subsidizing ownership housing for working poor families. We would like to expand our construction programs into these kinds of needed services. We can easily utilize our vast volunteer labor pool to help people in Ashland with their emergency housing needs. I believe that Habitat is a highly qualified candidate for the CDBG grants that is going to be available in the 2014 -2015 fiscal year.

Thank you for your consideration.

John Fields

Staff Evaluation

To: Ashland Housing and Human Services Commission
Title: Community Development Block Grant (CDBG) 2014 RFP
Date: March 27, 2014
Submitted By: Linda Reid, Housing Program Specialist

The City of Ashland has received three applications for approximately \$136,000 in competitively available Community Development Block Grant (CDBG) funds. The amount of CDBG funds available for award is an estimate based on the City’s 2013 CDBG allocation. The Department of Housing and Urban Development (HUD) has yet to release final CDBG allocation amounts. The City will reserve the right to award more or less than the estimate dependent upon the final entitlement grant awarded by Congress and HUD.

The total CDBG allocation to the City is expected to be about \$170,000. Of this amount 20% is reserved for program administration (or approximately \$34,000). The remaining \$136,000 may be awarded to eligible projects benefiting Ashland’s low-income population. Up to 15% of the total allocation or approximately \$25,500 can be awarded to Public Service projects.

The City of Ashland Housing and Human Services Commission will hold a public hearing on March 27th to review the grant requests and make a recommendation to forward to the City Council for consideration. The Council will make the final award selections at a public hearing scheduled for April 15th, 2014. Staff’s eligibility assessment of each of the proposals received, and recommendations regarding the allocation of the 2014 CDBG funds are provided on the following pages.

Proposals Received

Organization	Proposed Project	CDBG Funds Requested	Goal	Consolidated Plan Goal # and Rank*
St. Vincent De Paul	Assist low income and at risk Households with emergency funding to prevent homelessness. *Public Service	\$24,000	Provide 160 low income individuals with emergency services	Goals 6.1 Need Rank A Goals 6.2 Need Rank B Goals 8.2 Need Rank B
Maslow Project	Encourage stability, self-sufficiency and school achievement for homeless youth. *Public Service	\$10,000	Provide access to basic needs, information and referral. Provide case management to improve stability to approximately 100 identified homeless	Goal 6.1 Need Rank A



			youth.	
Habitat for Humanity Rogue Valley	Rehabilitation and/or repairs to homes occupied by qualified low income households and households with ADA accessibility focus *Capital Improvement	\$41,300	Rehabilitation and/or repairs to 12 homes	Goal 3.1 Need Rank B

Funding Requested/Available

A total of approximately \$136,000 in CDBG funds is expected to be available to distribute to eligible recipients for projects meeting the CDBG national objectives, and which are consistent with the City of Ashland 2010-2014 Consolidated Plan. The maximum allocation allowable to be used to support public services is limited to approximately \$25,500.

These funds will be available upon approval of the 2014 Action Plan, and upon the completion of any regulatory requirements including but not limited to environmental review clearance. Upon completion of the Action Plan a public hearing for review and approval will be held before the Housing and Human Services Commission to insure consistency with the awards designated by the City Council. The US department of Housing and Urban Development (HUD) must review the annual Action Plan submitted by the City to ensure the activities funded are consistent with federal requirements, and with the local Consolidated Plan.

Assessment Criterion

Staff has assessed the proposals to determine whether they meet the Federal CDBG regulations and address the priorities identified within the City of Ashland 2010-2014 Consolidated Plan.

Three areas are evaluated for each proposal regarding compliance with federal regulations.

- Projects must meet the National Objective of the Community Development Block Grant Program.
- All CDBG funded projects must be an “eligible” use under the Community Development Block Grant Program.
- If a project meets all federal requirements and is selected for award, then federal regulations must be met throughout the course of the project.

Some examples of federal regulations which pertain to Community Development Block Grant funded projects are; all projects funded in whole or in part, with CDBG dollars require an environmental review in accordance with the National Environmental Policy Act (NEPA). Certain construction projects must use federal Davis-Bacon wage rates. Housing involving structures built prior to 1978 must be tested for the presence of Lead Based Paint and if found steps to mitigate Lead Based Paint must be taken. Any project involving the displacement of residents or businesses as a result of the federally funded project are entitled to assistance under the Uniform Relocation Act. Most importantly the beneficiaries from the application of CDBG funds must qualify as eligible populations under the Federal requirements. Areas of concern are described for each proposal received. The Housing and Human Services Commission and the City Council can only award CDBG funds to projects that can meet all federal requirements and meets an objective as outlined in the City’s 2010-2014 Consolidated Plan.



Priorities within the City of Ashland's 2010-2014 Consolidated Plan are given a priority ranking by letter. The rankings of A, B and C are intended to assist in directing CDBG funds to the greatest needs. In cases where there are competing projects for limited funds, the projects(s) that are ranked the highest will be funded.

A-The City of Ashland plans to use the CDBG funds for projects that meet these needs.

B-The City of Ashland may use CDBG for projects that meet these needs.

C-The City of Ashland does not plan to use CDBG funds for projects meeting these needs but will consider certifications of consistency for other entities which are applying for federal assistance to meet these needs. Additionally such needs may also be addressed by the City through the allocation of Economic Development and or Social Service Grants from the City General Fund.

Public Service Proposal Evaluation

Maslow Project-School Based Services for Ashland Homeless Youth

Staff has reviewed the Maslow Project, School Based Services for Ashland Homeless Youth Proposal to determine whether it meets the Federal CDBG regulations, and if the proposal addresses the priorities within the City of Ashland 2010-2014 Consolidated Plan. Maslow Project requested \$10,000 in Public Service Grant funds to continue to support a case manager in the elementary, middle and high schools, providing outreach to high risk homeless youth and providing them with immediate needs, case management to keep youth engaged in school and promote stability and self-sufficiency for the homeless youth and their families.

- This project proposal qualifies under the Low-Moderate Income (LMI) benefit national objective; homeless populations are a presumed benefit population under the CDBG program.
- Services to homeless and at-risk populations are an eligible use of CDBG funds.
- Maslow's proposal expects to provide services to 100 identified homeless school children currently enrolled in the Ashland School District.
- Maslow Project has proven capacity to administer CDBG grant funds-this would be Maslow's third year of undertaking this activity in Ashland.
- Staff finds that Maslow Project's proposal is consistent with goals number 6 and 6.1 of the City of Ashland's 2010-2014 Consolidated Plan.

Goal 6: Support services for homelessness prevention and transition. Where possible, give funding priority to services that are part of a comprehensive approach that improves the living conditions of clients. Safety net services that meet basic needs shall only be funded with CDBG dollars if it can be demonstrated that clients receiving those benefits are part of a program that will eventually help them obtain self-sufficiency.

- **6.1 Provide assistance to non-profit organizations that assist the homeless and those at risk of homelessness, provide transition assistance to the homeless, and help prevent homelessness (A)**

In evaluating the proposal it is evident that the classification of "A" as a priority indicates that this is the highest priority use for the CDBG funds.



A-The City of Ashland plans to use CDBG funds for projects that meet these needs.

Staff sees that Maslow Project's proposal is an eligible use of CDBG funds and is consistent with the City of Ashland Strategies as outlined in the 5 year Consolidated Plan. This activity assists in the prevention of homelessness for low-income households. Maslow has successfully administered this program within the Ashland School District for the past two years; receiving a combined two year award of \$17,632 and assisting 392 homeless or at-risk students. Maslow Project has Further this project meets and exceeds the 10% leverage requirement of the City of Ashland's CDBG program providing 30% match and leveraging further funds from other sources.

St. Vincent De Paul-Home Visitation Program

Staff has reviewed the St. Vincent de Paul (SVDP) program proposal to determine whether it meets the Federal CDBG regulations, and if the proposal addresses the priorities within the City of Ashland 2010-2014 Consolidated plan. St. Vincent's has requested \$24,000 to assist homeless and at-risk populations in obtaining and maintaining housing.

- This project proposal qualifies under the Low-Moderate Income (LMI) benefit national objective.
- Generally Income payments (payments to an individual or family, which are used to provide basic services such as food, shelter (including payment for rent, mortgage, and/or utilities) or clothing) are ineligible public service activities when such payments are provided as a grant. However, such expenditures are eligible if; the income payments do not exceed three consecutive months; and the payments are made directly to the provider of services on behalf of an individual or family. This project meets those criteria.
- St. Vincent has a proven capacity to administer CDBG grant funding.
- St. Vincent expects to assist approximately 160 people with the granted funds and matching contributions.
- Staff finds that SVDP's proposal is consistent with goals number 6.1, 6.2 and 8.2 of the City of Ashland's 2010-2014 Consolidated Plan.

Goal 6: Support services for homelessness prevention and transition. Where possible, give funding priority to services that are part of a comprehensive approach that improves the living conditions of clients. Safety net services that meet basic needs shall only be funded with CDBG dollars if it can be demonstrated that clients receiving those benefits are part of a program that will eventually help them obtain self-sufficiency.

- **6.1 Provide assistance to non-profit organizations that assist the homeless and those at risk of homelessness, provide transition assistance to the homeless, and help prevent homelessness (A)**
- **6.3 Support activities that expand service-enriching housing for the homeless and other special needs populations, including increased shelter, transitional and permanent supportive housing resources. (B)**

Goal 8: To support housing and supportive services for people with special needs. People with special needs include the elderly, the frail elderly, persons with developmental disabilities, persons with physical disabilities, persons with severe



mental illness, persons with alcohol or other drug dependencies and persons with HIV/AIDS or related illnesses.

- **8.2 Provide assistance to non-profit organizations that provide support services to extremely low- and low-income special needs populations. (B)**

In evaluating the proposal it is evident that the classification of “A” as a priority indicates that this is the highest priority use for the CDBG funds.

A-The City of Ashland plans to use CDBG funds for projects that meet these needs.

Staff sees that St. Vincent’s proposal is an eligible use of CDBG funds and is consistent with the City of Ashland Strategies as outlined in the 5 year Consolidated Plan. This activity assists in the prevention of homelessness for low-income and special needs households. Further this project meets and exceeds the 10% leverage requirement of the City of Ashland’s CDBG program providing more than double the requested grant funds and leveraging further funds from other sources. The St. Vincent De Paul Home Visitation Program has successfully administered Community Development Block grant funds for the past four years; utilizing \$87,745 in combined funding to assist one hundred and fifty individuals obtain or maintain suitable housing thus far.

Capital Improvement Proposals

Rogue Valley Habitat for Humanity-A Brush with Kindness/Critical Home Repair

Staff has reviewed the Rogue Valley Habitat for Humanity (RVHfH) proposal to determine whether it meets the Federal CDBG regulations, and if the proposal addresses the priorities within the City of Ashland’s 2010-2014 Consolidated plan. RVHfH has requested \$41,300 in grant funds to provide rehabilitation and repair loans on units occupied by qualified low-income homeowners with a focus on handicapped accessibility.

- This project proposal qualifies under the Low-Moderate Income (LMI) benefit national objective.
- Rehabilitation and repair are an eligible use of CDBG Capital Improvement funds.
- This proposal anticipates serving approximately 12 households/60 individuals.
- Staff finds that the RVHfH proposal is consistent with goal number 3 and 3.1 of the City of Ashland’s 2010-2014 Consolidated Plan.

Goal 3: To maintain the existing affordable housing supply. Where possible, give funding priority to those projects that will provide benefits to residents with the lowest incomes. Also, give funding priority to those programs which retain the units as affordable in perpetuity, or recapture the rehabilitation costs for further use in Ashland.

3.1 Retain existing affordable housing, rental and ownership, by supporting rehabilitation programs, which recapture the rehabilitation costs for further use in Ashland (B).

In evaluating the proposal it is evident that the classification of “B” as a priority indicates that this is an activity that the City may use CDBG funds to support.

B- The City of Ashland may use CDBG for projects that meet these needs.



Staff sees that RVHfH proposal is an eligible use of the CDBG funds and is consistent with the City of Ashland Strategies as outlined in the 5 year Consolidated Plan. This activity will assist low-income homeowner's in completing needed home repairs, will improve and maintain the City's housing stock, and may assist in the beautification of the City's residential neighborhoods. This activity is expected to leverage private funds and community involvement and donations that meet and exceeds the 10% leverage requirement of the City of Ashland's CDBG program. RVHfH has a proven track record of successful CDBG grant administration as well as the administration of other state and federal grant funds. If awarded this would be the first application of CBG funds to support RVHfH's housing repair program within the City of Ashland.

STAFF RECOMMENDATIONS

Staff recommends award of the 2014-2015 CDBG funds as follows:

- \$18,000 to St. Vincent De Paul-Home Visitation Program to fund emergency rent assistance for qualified low-income household in an effort to prevent homelessness.
- \$7,500 to Maslow Project for Case Management services.
- \$41,300 to Rogue Valley Habitat for Humanity to offer home rehabilitation and repairs to qualified low income homeowners.
- \$69,200 in unallocated funds to be carried forward to be awarded in the 2015 Program Year

Staff's recommendations are based on evaluation of CDBG eligibility, the City's five year Consolidated Plan Goals, and readiness to proceed.

Public Service Projects: In examining the two applications for public service funding (SVDP & Maslow) staff found both to be needed activities within the Ashland community that would benefit CDBG eligible populations. Both the SVDP program and the Maslow Project have successful track records of administering federal grant funds, providing counseling services, resource referrals and, in the case of the SVDP Home Visitation program, direct financial assistance to the homeless and those at risk of homelessness. The Maslow project's proposed activity would continue to benefit homeless populations as well but with an emphasis on homeless children enrolled in Ashland schools. Unfortunately the public service cap of 15% of Ashland's annual award precludes awarding both activities the requested amount of funding.

Capital Projects: The City received one Capital project proposal; Rogue Valley Habitat for Humanity: A Brush with Kindness/Critical Home Repair program. This project qualifies as an eligible use of CDBG funds. In evaluation it is evident that the RVHfH proposal has a Consolidated Plan priority ranking of B; *the City of Ashland may use CDBG for projects that meet these needs.*

CDBG Project Proposal Rating Criteria

The final step in the process of evaluating the proposals typically is for the Housing and Human Services Commission to apply the following compliance criteria to determine which project(s) best meet the City's spending priorities. Projects are given a rating of High (3 points), Medium (2 points), or Low (1 point), on each of the criteria listed below. The categories proposed provide a valuable way for individual Commissioners to gauge the effectiveness of the proposal in meeting City objectives.



	Ratings: High=3, Medium=2, Low=1	ST. Vincent	Maslow	Habitat For Humanity
A	The Project provides benefit to a demographic group that has a need documented in the City of Ashland CDBG Consolidated Plan	3	3	2
B	The project assists low and moderate-income households in substantially improving their living conditions. The proposed project must have or be part of a comprehensive approach that takes clients from the beginning to the end of the process that improves their living conditions. "Safety net" services or services that meet basic needs shall only be funded if it can be demonstrated that clients receiving those benefits are part of a program that will eventually help them obtain self sufficiency. Exceptions to this requirement are projects targeted at helping people with special needs.	3	3	1
C	The project is a proven effective strategy to improve conditions or solve an identified problem.	3	3	2
D	If the project is related to affordable housing, the project retains the units as affordable. The longer the period of time the units remain affordable, the higher ranking the project shall be given	-	-	1
E	If the project is related to economic development for jobs for low and moderate-income people, at least 51% of the jobs shall be held by low and moderate income people. The longer period of time the jobs are held by low and moderate-income persons, the higher the ranking the project shall be given. The larger percentage of jobs held by low and moderate-income persons the higher the ranking the project shall be given.	-	-	-
F	The project maximizes partnerships in the community	3	3	3
G	The project has at least 10% of the total project in matching funds. The larger the amount of matching funds the higher the ranking the project shall be given (10%=1, 20-50%=2, 50%+=3)	3	2	2
H	The project utilizes already existing resources in effective and innovative ways. The project shall not duplicate service provided by another organization	3	3	2
I	The agency submitting the proposal has the capacity to carry out the project	3	3	3

J	The budget and time line are well thought out and realistic	3	3	3
K	The proposal demonstrates CDBG funds are the most appropriate funding source for the project	3	3	3
L	The project is ready for implementation within a year of a CDBG award notification	3	3	3
M	The organization proposing the project has the experience and capacity to undertake the proposed activity.	3	3	3
TOTAL		33	32	28

	Ratings: High=3, Medium=2, Low=1	ST. Vincent	Maslow	Habitat For Humanity
A	The Project provides benefit to a demographic group that has a need documented in the City of Ashland CDBG Consolidated Plan			
B	The project assists low and moderate-income households in substantially improving their living conditions. The proposed project must have or be part of a comprehensive approach that takes clients from the beginning to the end of the process that improves their living conditions. "Safety net" services or services that meet basic needs shall only be funded if it can be demonstrated that clients receiving those benefits are part of a program that will eventually help them obtain self sufficiency. Exceptions to this requirement are projects targeted at helping people with special needs.			
C	The project is a proven effective strategy to improve conditions or solve an identified problem.			
D	If the project is related to affordable housing, the project retains the units as affordable. The longer the period of time the units remain affordable, the higher ranking the project shall be given			
E	If the project is related to economic development for jobs for low and moderate-income people, at least 51% of the jobs shall be held by low and moderate income people. The longer period of time the jobs are held by low and moderate-income persons, the higher the ranking the project shall be given. The larger percentage of jobs held by low and moderate-income persons the higher the ranking the project shall be given.			
F	The project maximizes partnerships in the community			
G	The project has at least 10% of the total project in matching funds. The larger the amount of matching funds the higher the ranking the project shall be given (10%=1, 20-50%=2, 50%+=3)			
H	The project utilizes already existing resources in effective and innovative ways. The project shall not duplicate service provided by another organization			
I	The agency submitting the proposal has the capacity to carry out the project			

J	The budget and time line are well thought out and realistic			
K	The proposal demonstrates CDBG funds are the most appropriate funding source for the project			
L	The project is ready for implementation within a year of a CDBG award notification			
M	The organization proposing the project has the experience and capacity to undertake the proposed activity.			

Memo

Housing and Human Services Commission 3/27/2014

TO: Ashland Housing and Human Services Commission

FROM: Brandon Goldman, Senior Planner
Brandon.Goldman@ashland.or.us

RE: Normal Neighborhood Plan Update

Summary

The City of Ashland is in the process of completing a neighborhood plan for the 94 acre north Normal Avenue area. This neighborhood planning project was funded by the Oregon Transportation Growth Management Program to help guide future changes to the area to ensure the City can accommodate future housing demand, integrate existing stream corridors and natural wetlands, and enhance overall mobility by planning for safe walking, bicycle, and automobile routes.

The area is presently outside the City Limits, but within the Urban Growth Boundary, therefore the future development of any properties within the area to urban densities will require development review and annexation approval.

The proposed Normal Neighborhood Plan provides the underlying framework for the area's future development through the following legislative acts:

- Adoption of Land Use standards and zones for the neighborhood district;
- Amending the Transportation System Plan to establish a street network for the district;
- Amending Comprehensive Plan to establish the district boundaries and designate conservation areas.

Although future development of this area is expected to occur in an incremental way, as individual parcels propose annexation for specific housing developments, with an adopted neighborhood plan in place each individual development proposal can better coordinate the provision of streets, pedestrian connections, utilities, storm water management, and open space. Such an approach can ultimately help reduce development costs through appropriate sizing of needed facilities, provision of easements, and secured street access. Additionally a significant benefit of an adopted plan is that there is a clear expectation and understanding regarding the level of development anticipated by both developers and neighboring residents. In this way the development and annexation process for all properties with the plan area is streamlined while ensuring the City can accommodate its future growth in a systematic and efficient manner.



The Planned Housing Types and Land Use Designations

As proposed, the Normal Neighborhood District will contain four residential zones (NN-01, NN-2, NN-03, and NN-O3-C). The use regulations and development standards set forth in the proposed land use ordinance are intended to provide a significant degree of flexibility as to the form and character of individual developments. The Normal Neighborhood Land Use Zones map establishes the proposed designations for the properties within the district as follows:

NN-01:

The Land Use designation NN-01 is intended to provide single family dwellings, accessory residential units, and cottage housing with a base density of 5 units per acre. The “cottage” housing type is to be consistent with the standards proposed in the Unified Land Use Ordinance as proposed under a separate legislative planning action.

NN-02

The NN-02 designation provides housing opportunities for individual households through development of a mix of single-dwelling housing, duplexes, townhomes, accessory residential units, and pedestrian oriented clustered housing with a base density of 10 units per acre. Clustered housing, commonly referred to as “pocket neighborhoods”, are a new housing type envisioned for the plan area where multiple compact detached or attached dwellings are grouped around common open space. Through the consolidation of common open space and or parking cluster housing developments can often achieve a housing density comparable to attached row houses or low-rise apartments, yet with a lower profile retaining the appearance of traditional single-family homes.

NN-03

The NN-03 land use designation is intended to address Ashland’s housing needs through development of multi-dwelling housing with a base density of 15 units per acre.

NN-03-C

The NN-03-C zone is a residential designation consistent with NN-03, however it would additionally allow for limited neighborhood serving commercial uses such as a coffee shop on the ground floor.

Neighborhood concern regarding these zoning designations has largely related to the proposed locations and potential scale of future developments. Properties within the plan area and vicinity have historically been developed as single family detached units on individual lots under the county rural residential zone. Throughout the neighborhood meetings and various Commission study sessions, concern has been voiced that attached housing units and large scale apartment complexes adjacent to existing homes would be incompatible with the established neighborhood character. Care has been taken in the plan to concentrate future housing on buildable lands that are largely free of existing development and natural constraints, with the added consideration of locating comparable housing densities adjacent to established neighborhoods.



Affordable housing within the plan area would be provided by future development as a condition of annexation consistent with current requirements. Ashland’s existing annexation ordinance provides for a range of affordable housing options including rental units targeted to low income households earning less than 60% of the Area Median Income (AMI) and ownership units targeted to households earning between 80% and 120% AMI. Dependent upon the level of affordability proposed, the total number of affordable units provided in any annexation will range between 15-35% of the project’s base housing density. These designated units are deed restricted to remain within the Ashland Affordable Housing Program for a minimum of 60 years. On average it is anticipated that approximately one out of every four new units developed through annexation requests will be designated as affordable housing.

Traffic volumes, street types and locations, and system capacity

Walking and cycling, or “active transportation,” is fundamental to the Normal Neighborhood urban design plan. Designing the transportation network in consideration of the experience of a person walking through the neighborhood allows for development and block patterns in which residents more readily relate to their environment, feel safer, and are more comfortable on foot or bike. Despite the inherent conditions that limit connectivity, such as Ashland Middle School, the Central Oregon & Pacific rail line, topography and existing creeks and wetlands, building the transportation network on a foundation of interconnected streets and multi-use paths makes all modes of travel more efficient and effective.

The City of Ashland has long worked to maintain a compact urban form and provide multimodal transportation options to allow residents to use less energy and spend less money to get around, whether by making fewer or shorter car trips, or using other less expensive modes of transportation like bicycling, walking, or transit. Given transportation costs typically represent the second highest household expense, following housing, it is expected that through a decrease in transportation costs as a result of efficient urbanization, and improved multi-modal transportation options, the City can continue to improve the overall affordability of living in Ashland. The Normal Neighborhood Plan is centrally located with nearby schools, shopping, parks, and as it is relatively level it is expected to be a highly walkable neighborhood. With the full build out of the area within the Urban Growth Boundary it is expected that sufficient housing density will ultimately exist in this area to support the establishment of transit to serve the district.

Wetland and riparian protection areas

Natural areas, including streams, wetland, and other environmentally sensitive features contribute significantly to the existing character of the neighborhood and were most cited by residents as needing preservation to retain the character of the area. Although the creek locations and designated floodplains are readily identifiable, the precise extent of the existing wetlands in the area cannot be known without a wetland specialist conducting formal wetland delineations. However, as wetland boundaries change over time, and are typically only valid for about five years, a present delineation may no longer be relevant when an affected property eventually proposes annexation and development.



Given this uncertainty, property owners and members of the public have alternatively contended that the extent of wetlands areas shown in the plan are either represented as too expansive or not expansive enough. The Plan's approach to the greenway and open space framework is to establish "Conservation Areas" through a proposed amendment to the Comprehensive Plan Map. As proposed these areas are to include FEMA's 100 year floodplain, Ashland's designated floodplain boundaries, wetlands identified in the 2007 Local Wetland Inventory, and wetland and riparian buffer areas identified in the Water Resource Protection Zone ordinance. The Planning Commission has expressed an interest in exploring whether the designated Conservation Areas be considered the minimum area of open space to be preserved even under the scenario that an actual delineated wetland area in the future is less than is currently assumed. Property owners with developable property have raised concerns that such a requirement for dedication of open space, that is not otherwise associated with wetlands or other natural areas, would effectively reduce development potential without furthering the objective of protecting environmentally sensitive lands.

Plan flexibility

The Normal Neighborhood is expected to develop incrementally, potentially over the course of decades, therefore the plan has been intentionally structured to retain a high degree of flexibility to avoid prescribing a current fashion in neighborhood or housing design. This inherent flexibility is intended to ensure the area does not develop in a homogeneous and standardized manner and provides for a mix of building types which address a full cross section of Ashland's future housing needs in response to changing market demands over time.

This issue of how to address deviations from the plan as proposed by future developments has been a continuing discussion item in reviewing the draft plan. Although there is certainly a benefit in providing a clear expectation and understanding regarding the street location and design, infrastructure financing, and precise delineation of the location's natural areas, such finality is not readily achievable in a general master plan as they are typically worked out in reviewing an actual development proposal. The implementing ordinance for the plan contains provisions for both minor and major amendments to ensure that changes in the conceptual plan as proposed by applicants can be considered by the Planning Commission and City Council as part of future annexation proposals.

Project Guiding Principles and Objective

Throughout the process of developing the Normal Avenue Neighborhood Plan over the course of the last year the Planning Commission, Design Team, resident participants engaged in the process, and Staff have referenced the following objectives to help guide discussions about various plan elements:

- Increase efficiency in the use of land through concentration of housing in a centrally located area within the City Urban Growth Boundary planned for future urban development;
- Achieve a development pattern that results in a balanced, multi-modal transportation system and that enhances opportunities for walking, bicycling or using transit in areas planned for transit service;



- Delineate housing, neighborhood serving commercial, open space, public space, and green infrastructure improvements, in a manner that provides for preservation and enhancement of creeks and wetlands;
- Develop new illustrative conceptual architectural and site plans for the project area consistent with Transportation and Growth Management objectives. Concepts will meet City's and the property owners' development goals and standards.
- Design a local street grid for the Project Area including connections to existing and planned street, pedestrian, and bicycle facilities outside the project area, to more fully integrate the Project Area into the City transportation system;
- Provide for pedestrian and bicycle routes and facility improvements within the project area that will provide safe access to local schools;
- Provide alternatives to, or delay the need for, expansion of the City Urban Growth Boundary;
- Reduce emissions that contribute to climate change through changes to transportation or land use plans that reduce expected automobile vehicle miles traveled;
- Provide an implementation strategy that includes supporting Comprehensive Plan and updated Transportation System amendments, form based codes, and design standards; and
- Present the Plan and documentation necessary to support adoption to City's Planning Commission and City Council.

Background Studies

To inform the neighborhood planning process a number of studies were completed and previously presented to the Planning Commission in support of this project including:

- A [Buildable Lands Inventory](#) (approved November 15, 2011- ordinance #3055) provided a basis for evaluation of the amount of available land within the City Limits and Urban Growth Boundary.
- A [Housing Needs Analysis](#) (approved September 3, 2013 - ordinance #3085), summarized the types of housing that have been developed throughout the City in the recent decades, as well as the projected needed housing based on income and population demographics.
- An [Executive Summary of Existing Conditions](#) to provide background information for the Normal plan area including the [results of a resident survey](#) conducted in June-July 2012.
- An analysis of five components of the neighborhood design including infrastructure, mobility, sustainability, open space and greenways, and housing and land use.
 - [Infrastructure Framework](#)
 - [Sustainability Framework](#)
 - [Mobility Framework](#)
 - [Greenway and Open space Framework](#)
 - [Housing and Land Use Framework](#)



- The traffic engineering firm SCJ Alliance completed an [Existing Traffic Conditions technical memorandum](#) (dated September 12, 2012) , and a [Future Traffic Analysis](#) (dated November 19, 2013) to investigate current and future traffic conditions in the Normal Neighborhood Plan study area.

The above noted studies are available on the City's website and project page at www.ashland.or.us/normalplan

PUBLIC MEETINGS AND OUTREACH

The neighborhood planning process has involved considerable public involvement including a resident survey, two neighborhood meetings, three public open houses, two Planning Commission site visits, individual stakeholder meetings with property owners and nearby residents, and numerous Planning Commission, Transportation Commission, Housing Commission and City Council study sessions.

The design phase of the planning process was initiated in October 2012 with a three day public design charrette, or workshop. The charrette allowed for the identification of issues and concerns, development of goals and objectives for the master plan, and creation of a conceptual neighborhood design. Following the October 2012 charrette, plan options were developed and presented at study sessions and public open houses to obtain public input to assist the design team, city staff, and the Planning Commission to further refine the plan concept. The final Normal Neighborhood Plan, and draft implementing ordinances, were completed in February 2014 and presented to the Planning Commission at a study session on February 25th, 2014, and at the public hearing on March 11, 2014.

NEXT STEPS

The Planning Commission held a public hearing on March 11, 2014 and will continue their discussion on April 8th to forward a recommendation to the City Council. On May 6th the City Council is scheduled to hold a public hearing on the Normal Neighborhood Plan. Should the Housing and Human Services Commission wish to forward comments to the City Council for consideration it is recommended that the Commission schedule their review and discussion for April 24th, 2014.

ATTACHMENTS:

- [Normal Neighborhood Plan Framework Document](#) (dated March 2014)
- Normal Neighborhood Plan Maps (dated 3/11/14)
 - [Comprehensive Plan Map Amendment](#)
 - [Street Network](#)
 - [Pedestrian and Bicycle Network](#)
 - [Green Streets](#)
 - [Open Space Network](#)
- [Normal Neighborhood District Draft Code Amendments](#) (dated 3/11/14)
- Letters:
To review recent comments left by the public on the Final Normal Neighborhood Plan on the OpenCityHall forum please visit:
http://www.ashland.or.us/Page.asp?NavID=13461#peak_democracy





Normal Neighborhood Plan

Framework Document

March 2014

Project Team

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Transportation and Growth Management

This project is funded by the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Land Conservation and Development and the Oregon Department of Transportation. This project is funded in part, by federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (), local government, and State of Oregon funds.

The contents of this document do not necessarily reflect the views or policies of the State of Oregon.

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INTRODUCTION

Thanks to the active participation of the community and significant support from City staff, this Plan will guide future development for the Normal Neighborhood . The plan emphasizes compact urban form to better accommodate an extensive range of housing types for families of all sizes and incomes. Compact urban form also makes it possible to build upon the abundance of natural features –streams, wetlands, and trees– that support the character of this unique place. By creating a system of greenways and protecting and enhancing existing natural features the plan anticipates a place that welcomes nature in. Despite the challenges to connectivity posed by existing conditions like the Central Oregon & Pacific Railroad tracks, the plan enhances access and mobility while reducing dependence on the automobile: walking and biking will be the attractive first choice for residents of all ages.

[1



Project Objectives

The following project objectives were developed by the City and project partners and have been used to guide the development of this plan.

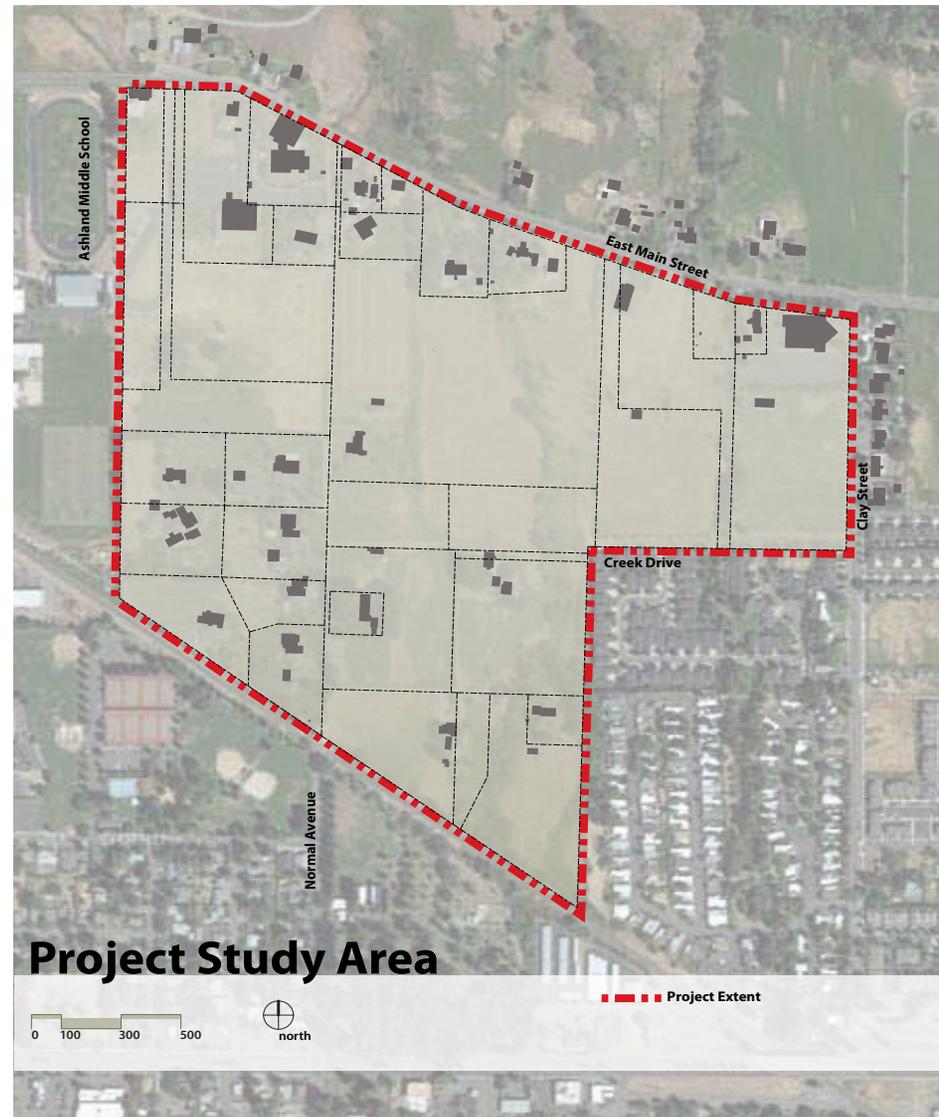
- Maximize land use efficiency by concentrating housing in a strategically located area within the City Urban Growth Boundary.
- Create a development pattern of blocks and streets that supports a balanced, multi-modal transportation system that offers a full range of choices to its occupants and that supports active transportation opportunities like walking, bicycling or using transit in those areas planned for transit service;
- Provide a range of housing choices and a variety of open space, public space, and green infrastructure improvements, in a way that preserves and enhances the area’s creeks and wetlands;
- Design a local street grid for the Project Area including connections to existing and planned street, pedestrian, and bicycle facilities beyond the project area that overcome the challenges to connectivity and better integrate the area into the Ashland transportation system;
- Provide for pedestrian and bicycle routes and facility improvements within the plan area that will provide safe access to local schools, activities, neighborhoods, and destinations;
- Apply those principles of low impact development to minimize the extent and initial cost of new infrastructure and to promote the benefits of stormwater management;
- Provide developable alternatives at planned densities that will eliminate the need for expansion of the urban growth boundary; and
- Reduce greenhouse gas emissions by implementing transportation and land use plans that encourage reductions in vehicle miles traveled.

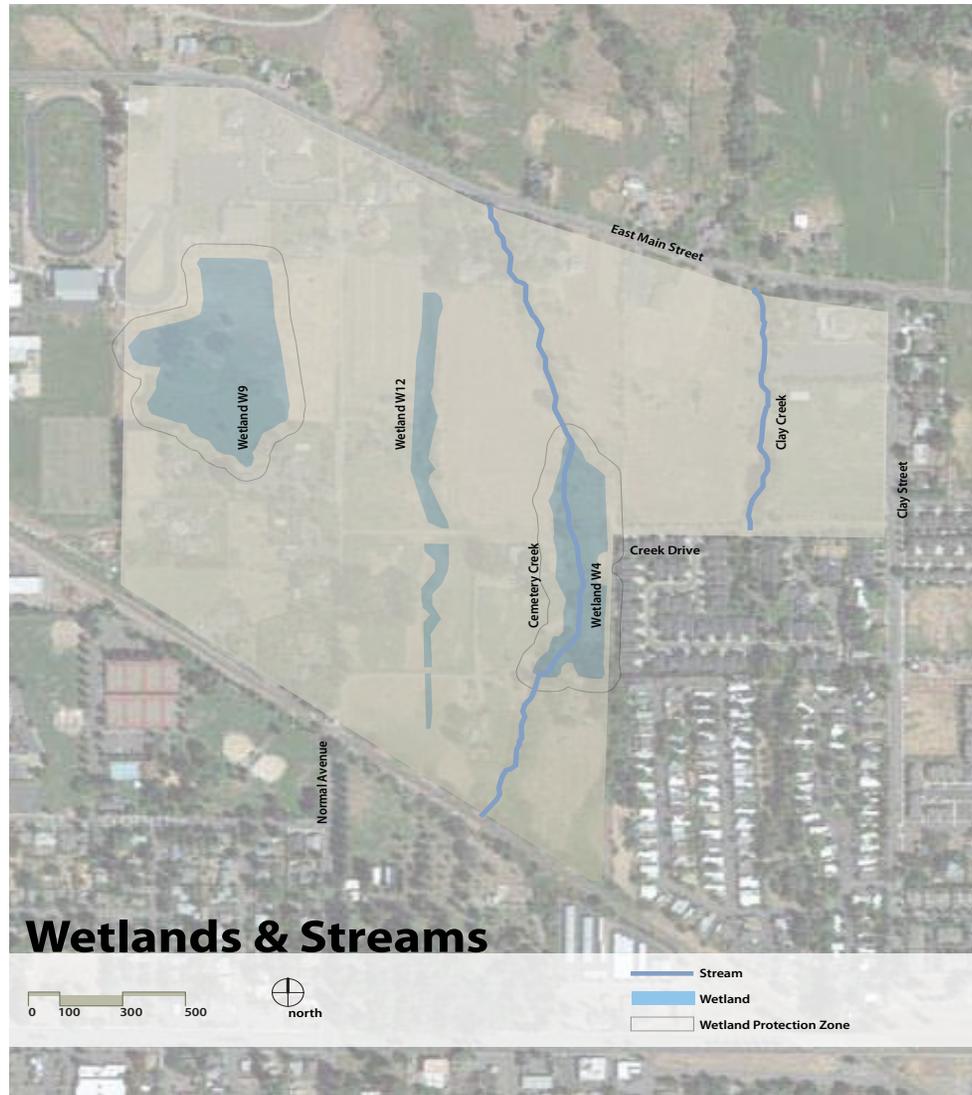
Existing Conditions

2] Located within the urban growth boundary, but not within the city limits, the site is characterized by its relative isolation from the rest of the City of Ashland. The north boundary of the project study area is East Main Street and there is currently no street within the project study area that connects to East Main Street. The west boundary of the project study area is Ashland Middle School. Informal paths that cut through private property provide connection for pedestrians from the study area to the middle school, the ScienceWorks Museum, and other neighborhoods. The south boundary of the project is clearly delineated by the Siskiyou rail line operated by the Central Oregon & Pacific Railroad. An unprotected rail crossing connects Normal Avenue south to to an established residential neighborhood. The character of the Normal Avenue changes dramatically from a neighborhood street to a narrow lane with slow speeds that is shared by pedestrians, bicyclists, and cars. The east boundary of the project study area abuts the Wingspread Mobile Home Park, Creek Drive, and Clay Street.

The neighborhood's relative isolation is widely considered an asset by most residents – most of the time. The inaccessibility provides a high degree of quiet privacy, but emergency responders have had to be occasionally inventive when trains occupy the rail line and access to Normal Avenue is interrupted: residents described an incident where emergency responders had to drive their vehicle over the informal, unpaved trail from Ashland Middle School to Normal Avenue in order to reach a resident in need. The Normal Neighborhood has a mix of Comprehensive Plan designations including single-family residential and suburban residential, but is currently outside the City of Ashland city limits. Development in the plan area has historically been low density, single-dwelling rural residences on large lots – consistent with Jackson County zoning standards.

The Normal Neighborhood currently represents a modest level of development with a diverse range of uses from agriculture to single-dwelling residential on large lots to religious institutions. The plan area contains 35 properties with sizes





between 0.38 acres up to 9.96 acres. There are currently two existing land comprehensive plan designations that overlay the 93.3 acre site: Single-Family Low Density and Suburban Residential. The base density of Single-Family Low Density is 4.5 units per acre; the base density of Suburban Residential is 7.2 units per acre. The gross potential for the entire neighborhood under the current comprehensive plan is 560 dwellings.

[3

The plan area includes two creeks and three significant wetland areas. Over time, each of the streams and all of the wetlands have been subject to negative impact from development. None represents a pristine natural condition, but each are considered significant and, once restored or enhanced, capable of making a unique and significant contribution to the quality of the place. The wetlands and riparian areas were investigated in detail and have informed the design of the new Normal Neighborhood Plan, especially the greenway and open space framework.

The project area constitutes the largest remaining readily-developable area of residentially designated land that is suitable for medium- to high-density development.

Concept Plan Background and Charrette

A central part of the development of the Normal Neighborhood Plan was a multi-day community design charrette that took place in Ashland in October 2012. Prior to the design charrette, however, the project team developed an initial Concept Plan grounded in data provided by the City of Ashland, surveys, and initial interviews with stakeholders. Researching and developing the concept plan gave the project team the opportunity critically consider the existing conditions of the site within the existing context of the city. In preparation for the Charrette, the project team investigated patterns for possible development and market conditions necessary to support development. This initial concept plan was not intended to be the preferred pattern for development but, as just one of many possible development schemes, it was used as the starting place

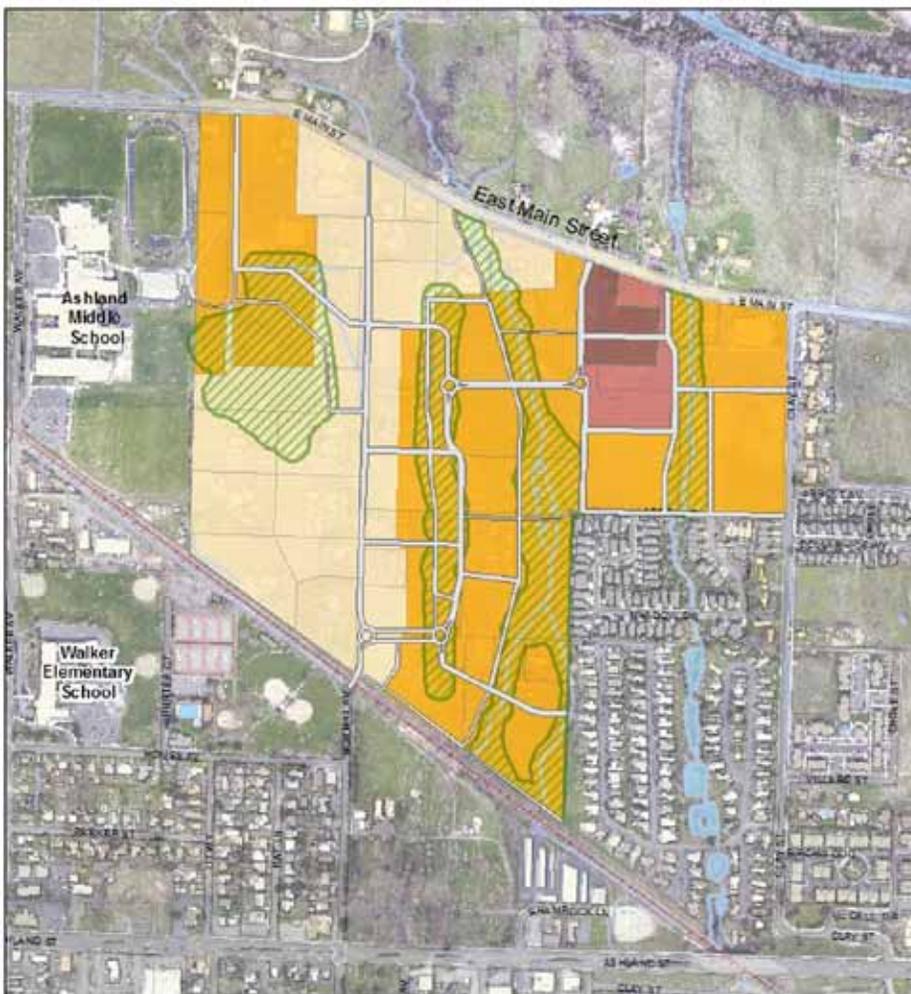
for community discussion at an intensive multi-day planning process in Ashland. During the four-day design charrette the design team collaborated with City staff, local property owners, their designers, and nearby residents. The Charrette concluded with a public presentation of a new draft illustrative plan for future refinement, discussion, development, and implementation. While the initial draft concept plan informed the ultimate Normal Neighborhood Plan, community input significantly guided the charrette draft plan which incorporated numerous new and specific elements to better address many local issues.

Both the initial discussion plan and this final draft plan were organized by five separate conceptual frameworks intended to guide analysis and investigation of existing conditions, support research and best practices, offer City staff and the public a concrete path for engaging with the plan, and guide the development of the plan.

Five Frameworks

- Housing and Land Use
- Greenway and Open Space
- Mobility
- Infrastructure
- Sustainability





**Normal Neighborhood Plan
Land Use Designation Overlay Zones**

- NN-01
- NN-02
- NN-03
- NN-03-C
- OpenSpace/Conservation Areas



HOUSING AND LAND USE

The district is designed to provide an environment suitable for traditional neighborhood living, working, and recreation. The Normal Neighborhood Plan is a blueprint for promoting a variety of housing types while preserving open spaces, stream corridors, wetlands, and other significant natural features. The neighborhood will be characterized by a connected network of streets and lanes, paths and trails, with nodes of access and connection to the natural areas, wetlands, and streams that characterize this place. This network will also connect to the larger network of regional trails, paths, and streets beyond the boundaries of the neighborhood.

[5

Land Uses

Housing Housing makes sense for the Normal Neighborhood because both the population and the number of households in the city are expected to continue to grow in the decades ahead. Ashland remains a very popular choice for families and retirees. The project area is connected to other residential neighborhoods with schools, retail and commercial enterprises, and parks and recreation areas. The site is close to all of Ashland’s centers of employment including downtown. Housing is supported by the site’s comprehensive plan designations and base zoning. While housing as a land use makes sense from both policy and market perspectives, it should be planned for and developed with an intent to create community. There is a market demand for a wide range of housing including single-family, attached housing such as townhomes, multi-dwelling residential, apartments, pedestrian-oriented cluster housing, senior, student, and affordable housing.

Creek Drive

6]

Commercial | Retail A market analysis of the plan area shows that it is a weak location for retail. Traffic volumes in the area are currently low and the projections based upon the plan indicate that traffic volumes will continue to be low – even when the neighborhood is fully developed. The plan shows the potential for approximately 500 dwelling units and around one-thousand residents, so small scale retail and commercial space, such as a coffee shop, café, restaurant, or corner store, is possible. Such neighborhood serving businesses would be located within the limited commercial overlay area.

Office Office space is an unlikely choice for the Normal Neighborhood. Demand for new office space is low in Ashland and that demand is more likely to be met in more central locations and near existing employment hubs such as the downtown, Southern Oregon University, and the Croman Mill District.

Housing Types

There are three distinct zones within the Normal Neighborhood Plan: NN-01, NN-02, and NN-03. The development standards for the Normal Neighborhood Development Plan will preserve neighborhood character by providing three different zones with different residential densities and development standards. The NN-01 and NN-02 zones are intended to preserve land and open space and provide housing opportunities for individual households through development of single-dwelling housing. The use regulations and development standards are intended to create, maintain and promote single-dwelling neighborhood character. They allow for limited non-household living uses that do not sacrifice the overall image and character of the single-dwelling neighborhood. Zone NN-03 is intended to preserve land and open space and provide housing opportunities for individual households through development of multi-dwelling housing. The use regulations and development standards are intended to create and maintain higher density residential neighborhoods. The designated openspace and conservation areas are intended to protect environmentally sensitive water resource lands and provide open space recreational opportunities for individual households throughout the Normal Neighborhood Development Plan area.



Illustration by Tom Giordano

East Main Street



Illustration by Tom Giordano

The Normal Neighborhood District Plan includes a new building type, Pedestrian-Oriented Clustered Residential Units where multiple compact dwellings are grouped around common open space and are separated from one another by side yards to provide privacy and single family home-type scale and character. Building types in the Normal Neighborhood will include:

[7

Single Dwelling Residential Units A Single Dwelling Residential Unit is a detached residential building that contains a single dwelling with self-contained living facilities on one lot. It is separated from adjacent dwellings by private open space in the form of side yards and backyards, and set back from the public street or common green by a front yard. Auto parking is provided in either a garage or on surface area on the same lot, accessible from the lane. The garage may be detached or attached to the dwelling structure. Single Dwelling Residential Units will be permitted in the NN-01 or NN-02 zoning districts.

Double Dwelling Residential Units A Double Dwelling Residential Unit is a residential building that contains two dwellings, each with self-contained living facilities. In appearance, height, massing and lot placement the Double Dwelling Residential Unit is similar or identical to a Single Dwelling Residential Unit. The Double Dwelling Residential Unit is subject to all of the same setbacks, height and parking requirements as single dwellings in the surrounding base zone. Residential units may be arranged side-by-side, like rowhouses, each with its own entrance, or stacked flats with one or more shared entrances. Dwelling units may be sold as condominiums or rented as apartments. Double Dwelling Residential Units will be permitted in the NN-01, NN-02 and NN-03 zoning districts.

Accessory Residential Units An Accessory Residential Unit is a small living unit located on the same lot as a single dwelling residential unit. The Accessory Residential Units may be located within the single-family residential structure or in a separate structure. Accessory Residential Units will be permitted in the NN-01, NN-02 and NN-03 zoning districts.

8]

Pedestrian-Oriented Clustered Residential Units Pedestrian-Oriented Residential Clusters are multiple dwellings grouped around common open space that promote a scale and character that is very compatible with single-family homes. Clustered Residential Units may be separated from one another by side yards that provide private open space or be attached to one or more units with shared walls. Dwelling units may be sold as condominiums, sold as dwellings on individual lots, or rented as apartments. Auto parking is typically provided in a shared surface lot, or lots, and is accessible from an alley or common driveway. Pedestrian-Oriented Residential Clusters will be permitted in the NN-02 or NN-03 zoning districts.

Attached Residential Units Attached Residential Units, or rowhouses, are single dwellings with self-contained living facilities on one lot, attached along one or both sidewalls to an adjacent dwelling unit. Private open space may take the form of front yards, backyards, or upper level terraces. The dwelling unit may be set back from the public street or common green by a front yard. Auto parking may be provided in a garage on the same lot, either detached or attached to the dwelling structure, and accessible from an alley. Attached Residential Units will be permitted in the NN-02 in selected locations or NN-03 zoning districts.

Multiple Dwelling Residential Units Multiple Dwelling Residential Units are multiple dwellings that occupy a single building or multiple buildings on a single lot. Dwellings may take the form of attached residential units (like rowhouses) or stacked flats (like apartments) or a combination of attached and stacked units. Dwelling units may be sold as condominiums or rented as apartments. Auto parking is provided in a shared surface area or areas internal to the lot. Multiple Dwelling Residential Units will be permitted in the NN-02 and NN-03 zoning districts.

Development Standards

The development standards will promote desirable residential areas by addressing aesthetically pleasing environments, safety, privacy, energy conservation, and recreational opportunities. The site development standards allow for flexibility of development while maintaining compatibility with the City's various neighborhoods. In



Cluster housing around a center green.

Illustration by Tom Giordano

addition, the regulations provide certainty to property owners, developers, and neighbors about the limits of what is allowed. The development standards are generally written for houses on flat, regularly shaped lots. Other situations are addressed through special regulations or exceptions.

Affordability

Housing in Ashland is not affordable to many of its residents. This plan and code maintain the City's existing density bonuses and annexation requirements for the provision of affordable housing units. In addition, the land will be zoned to encourage more diversity in housing and increased intensity of development in those areas where the context and capacity for density is most appropriate. The result should be increases in housing supply, housing options, and housing affordability. The plan creates a complete neighborhood, accessible to a full range of ages and abilities. There will be units for sale or rent; small, and large; and attached and detached units.

[9

Certain elements of affordability are better addressed later in the development process. The City could later use the Community Development Block Grant (CDBG) and Housing Trust Fund programs to incentivize affordable housing development in the study area. These funds can help build sidewalks, trails, and other features. Developers and the City can also partner with local affordable homebuilders and Community Development Corporations (CDCs) to build affordable housing. These organizations should be very knowledgeable about developing and managing affordable housing that takes advantage of public and private funding sources such as CDBG, HOME Investment Partnership, Low Income Housing Tax Credits (LIHTC), funding from state agencies such as the Department of Human Services (DHS), HUD sources, and others.



Uses Allowed in NN-01

BASE DENSITY: 5 DWELLING UNITS PER ACRE



Uses Allowed in NN-02

BASE DENSITY: 10 DWELLING UNITS PER ACRE



Uses Allowed in NN-03

BASE DENSITY: 15 DWELLING UNITS PER ACRE



10]

Use Table

For detailed use table see Land Use Code (Chapter 18-3.13)

Permitted ■

Zone	Single Dwelling Residential Unit	Cottage Housing	Accessory Residential Unit	Double Dwelling Residential Unit	Attached Residential Unit	Multiple Dwelling Residential Units	Neighborhood Businesses and Services
NN-01							
NN-02							
NN-03							
NN-03-C							

GREENWAY AND OPEN SPACE

12]

Streams, wetlands, and other environmentally sensitive features contribute significantly to the existing character of the Normal Neighborhood . The quality of the place is enhanced by these features and the wildlife that they attract. In addition to protection of these existing natural resource areas, the Plan provides usable, connected open space for neighbors and residents of Ashland. In the context of the greenway and open space system, streams and wetlands are maintained as amenities for all area residents. The open space network will support the neighborhood’s distinctive character, promotes environmental quality, and provides opportunities for many forms of recreation including bird-watching, hiking, biking, and exploring. Protected and restored, these riparian corridors and wetlands will support native vegetation, provide habitat for wildlife, and promote environmental quality by absorbing, storing, and releasing stormwater.

In order to offer all residents and visitors an opportunity to engage directly with nature, pedestrian, bicycle, and automobile circulation are accommodated beyond the edges of the stream beds and wetlands to provide visual and physical access and to increase the buffer zones between pockets of development.

Natural Areas

Water Resource Protection Areas (WRPA) are established by the City’s Land Use Ordinance. For locally significant wetlands, WRPAs include the wetland plus a 50 foot buffer, and for locally significant streams includes all lands 40’ from centerline of stream. Four areas on the site have significant natural resources including three wetlands, and two creeks. These WRPAs are:

- Wetland W9, the large wetland east of Ashland Middle School;
- Wetland W12, an isolated, linear wetland;
- Cemetery Creek and its associated wetland W4, and
- Clay Creek

The Middle School wetland (W9) is 5.38 acres in size and is the largest wetland in Ashland urban growth boundary. It is an isolated wetland with no surface water connection to other water bodies. Wetland W9, the



Open Space Diagram Produced at Charrette



wetland, is significant to neighborhood development due to its size and proximity to the school. It provides an opportunity for a large open space area, and potential for outdoor education associated with the school and science learning center west of Walker Ave. It also provides an opportunity to create a distinct destination open space that will anchor the neighborhood at its west end.

Wetland (W4) is 3.86 acres in size and is bisected by Cemetery Creek. Cemetery Creek and this associated wetland will serve as one part of the environmental north-south framework used to guide the pattern of development in the neighborhood. This stream corridor will provide valuable habitat and habitat connectivity as well as a framework for bike and pedestrian connections within the site and beyond the neighborhood.

Although the extent of Clay Creek within the project area is less than that of Cemetery Creek, it still holds the potential to be an amenity for the plan area and the city by providing connectivity. Opportunities for restoration along Clay Creek in the plan area will provide habitat, support habitat connectivity to the north and south, provide recreation opportunities and connect pedestrians and bicyclists to the regional trail system.

The W12 wetland is 1.68 acres in size and is not associated with streams or ponds and may have been created—or intensively modified—by human activity.

Based upon community input and guidance from City staff, the project emphasizes protection of streams and wetlands first and mitigation with restoration for those degraded areas within the WRPA protection zones to improve their utility for managing stormwater, maximize their value as habitat, and enhance their purpose as a recreational amenity for the community.

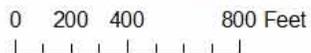
Stormwater management is critical to maintaining the health and function of the existing streams and wetlands. When stormwater is not managed it flows into streams too quickly and too hot – degrading the stream as habitat for native species and causing erosion. When stormwater is slowed and cooled by re-infiltration, stream health is restored. While streams and wetlands can function to absorb stormwater, every effort should be made to ensure that stormwater runoff is filtered and slowed before discharging into streams and wetlands. The most effective way to treat stormwater is by managing it as close to its source as possible with small, shallow facilities. Impervious surfaces should be minimized; and green streets, swales and residential surface stormwater management should be maximized. The plan proposes that the required landscape strips between sidewalk and street are designed and managed as stormwater facilities wherever practicable and curb-less street sections be encouraged for those streets that abut a wetland, stream, or natural area. In addition, the Normal Neighborhood Plan proposes that permeable paving be installed in the parking zones.

14]



**Normal Neighborhood Plan
Open Space Network**

- natural area
- pocket park
- green streets
- multi-use path



Street crossings of wetlands and streams in the east-west direction have been minimized to the extent possible. Where stream crossings are necessary for street network connectivity, we recommend that the bridging of each stream bed be as “light” and narrow as practicable.

In addition to the greenways associated with water resource protection, the plan includes other open space features. A number of pocket parks may be proposed which help to frame scenic vistas and provide small gateways into different portions of the plan area. These small parks may include public art or small-scale active recreational opportunities for all ages. The Normal Neighborhood Plan design for open space orients new improvements in the open space framework east-west for the purpose of creating new connections across the site that support the natural north-south grain of the existing open space. The goal is to provide habitat connectivity between all wetlands and stream corridors.



MOBILITY

Street Network

The site has been considered as an integrated system where each framework element is intended to support every other. The placement of streets was very directly influenced by the natural function of wetlands and creeks and was designed to support the full range of intended housing choices.

[15

The vehicular circulation system proposed by the plan for the Normal Neighborhood will connect to the existing street network. The existing street network includes two functionally-classified city boulevards – Ashland Street and East Main Street. Ashland Street provides two travel lanes in each direction with signals and left turn lanes at key intersections. The Ashland Street cross-section appears to be fully built-out in most locations. East Main Street provides a single through lane in each direction and exhibits a rural character with limited access and curbless shoulders. The eastbound lane of East Main Street should be improved as the adjacent properties along its south side increase in land use intensity. The westbound side of this street is the current Urban Growth Boundary, so no development is anticipated until such time as the lands to the north are incorporated into the UGB.

The Normal Neighborhood street network was designed with the following principles in mind:

- Street connectivity through the Normal Neighborhood Plan area will reduce travel demand on the adjacent east-west boulevards: East Main Street and Ashland Street. Connections from the Normal Neighborhood will extend to the east to Clay Street by way of Creek Drive and other future street connections.
- Walkability is supported by small blocks. The City’s street standards recommend that, where possible, block lengths be a maximum of 300 to 400 feet with a maximum perimeter of 1,200 to 1,600 feet to provide good connectivity for all modes of travel. The fabric of blocks in the Normal Neighborhood Plan were designed to these standards. Although walkability is a major focus of the plan, some variations from these standards may ultimately be required in order to fully protect natural resources.

All streets have been designed to keep travel speeds in the range of 20 mph by introducing elements such as planted medians, traffic circles, and subtle changes in direction at block intersections. Slow speeds and meandering street alignments will contribute to safety for everyone. The Normal Neighborhood Plan introduces a new street type into the range of Ashland streets: the “Shared Street.” A Shared Street is a very low speed street where all modes of transportation coexist in the same space. There are no individual sidewalks separated from the street surface by curbs and planted medians. There are no bicycle lanes separated from the street by painted lines. The low traffic volumes, low-speeds, and narrow cross-section make it possible for all to safely occupy the street surface by yielding to the slowest and most vulnerable present at a given moment.

16]

The use of rear lanes helps to reduce the extent of paved areas, and will support a complete grid of finely-grained urban blocks. These alleys will provide access to garages and backyards. Where cottage clusters occur, rear lanes are critically important to their function. Elsewhere, as in those areas zoned NN-03, specific locations for the street network within the designated blocks is left to future development for definition, subject to the maximum block length and access management standards.

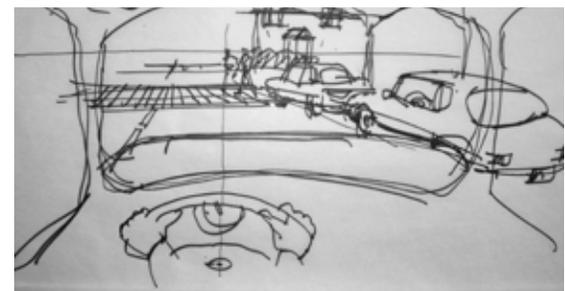
There is a synergy between the design of the street network, the stormwater management system, and the design of parks and open space. Holistic thinking and a multi-disciplinary approach to street network, stormwater, infrastructure, and parks and open space will support a more attractive and desirable neighborhood, reduce infrastructure costs, and maximize land development potential.

Active Transportation

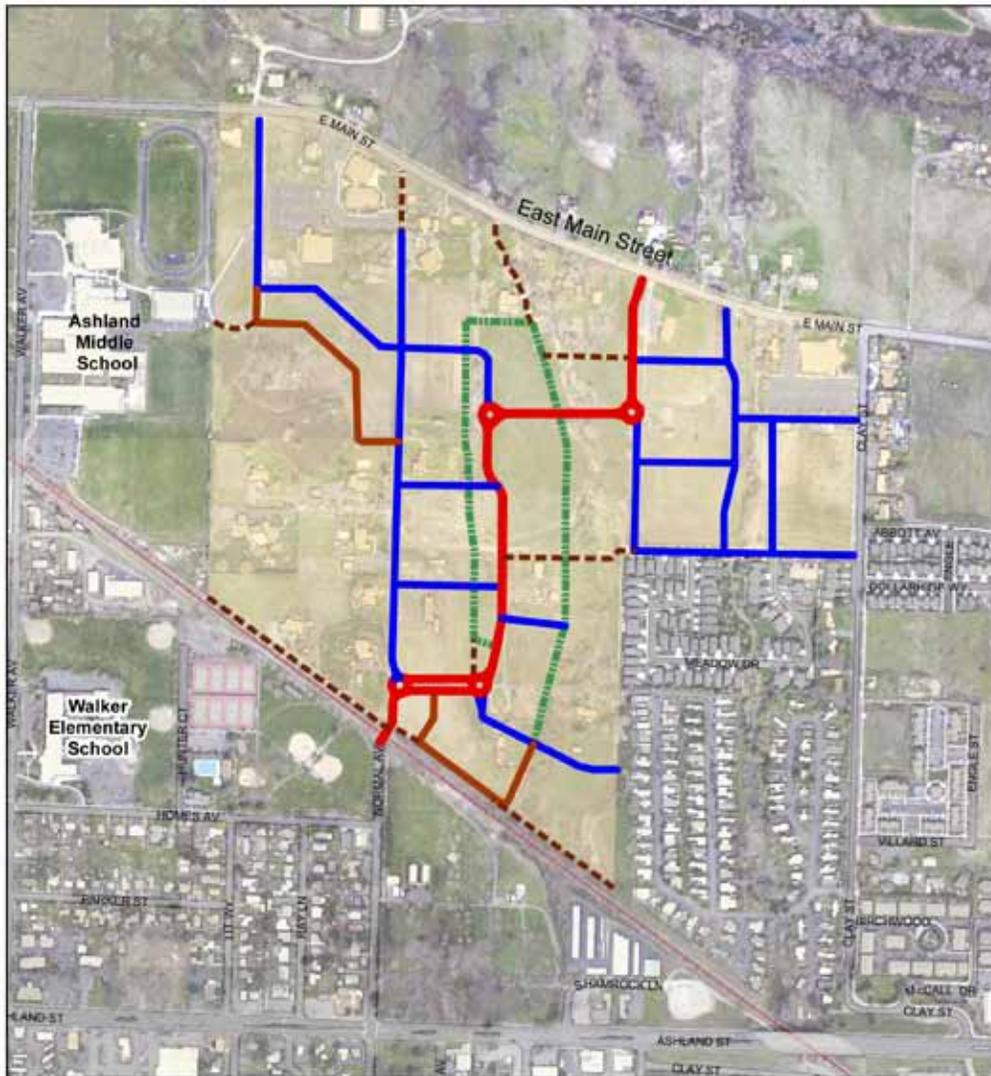
Active transportation is fundamental to the Normal Neighborhood urban design plan. Active transportation means using human-powered transportation as a convenient choice for many of the activities of daily living. It can also define the critical infrastructure, bike lanes and sidewalks, that communities need to promote safe connections to work, school, businesses, playgrounds and green spaces. The natural act of walking and the urban form that results from making the human scale the fundamental of design are keys to the planning and development pattern. Despite the inherent boundary conditions that limit connectivity, such as Ashland Middle School and the Central Oregon & Pacific rail line, building the transportation network on a foundation of walkability makes all modes of travel more efficient, effective, and safe.

The bicycle and pedestrian circulation systems for the Normal Neighborhood will build upon the existing network consistent with adopted City plans and code. Existing facilities in the study area include:

- Sidewalks exist along the extent of Ashland Street and Tolman Creek Road, and along portions of Walker Avenue and Clay Street. East Main Street has shoulders which place pedestrians at risk as speeds are posted as 40 mph. East Main Street cannot be considered part of the pedestrian circulation network until improvements to this street include the sidewalks normally associated with urban development.
- Bicycle facilities exist along all of Ashland Street, Tolman Creek Road and Walker Avenue. The shoulders along East Main Street place bicyclists at risk as speeds are posted as 40 mph. East Main Street cannot be considered part of the bicycle circulation network until improvements to the street include the lower speeds and bicycle lanes normally associated with urban development.
- Existing multi-use trails in the vicinity include the Central Bike Path along the railroad corridor that runs



Mobility sketches produced at charrette



Normal Neighborhood Plan Street Network Map

- Neighborhood Collector
- Neighborhood Street
- - - Shared Street
- Alley
- - - Multi-Use Path

immediately south of the study area. The Bear Creek Greenway runs between Ashland and Central Point, currently terminating at the Ashland Dog Park near the Helman Street/Nevada Street intersection. Trail development and improvements are proposed for the Clay Creek corridor along the eastern boundary of the Normal Neighborhood Plan area, and the Hamilton Creek Corridor paralleling Tolman Creek Road. Both of these proposed corridors would connect to a future proposed extension of the Bear Creek Greenway that would be located north of the Normal Neighborhood Plan area.

[17

Street Alignment Opportunities to Maximize Solar Exposure

The street alignment maximizes solar orientation and shading opportunities for buildings, consistent with the City’s Land Use Code. In particular, the code speaks to incorporating both passive and active solar strategies in the design and orientation of buildings and public spaces. Where the site configuration and locational constraints permit, buildings should be oriented to maximize the solar heat gain in the winter on the south side and, with the combined use of shading, minimizing solar heat gain in the summer.

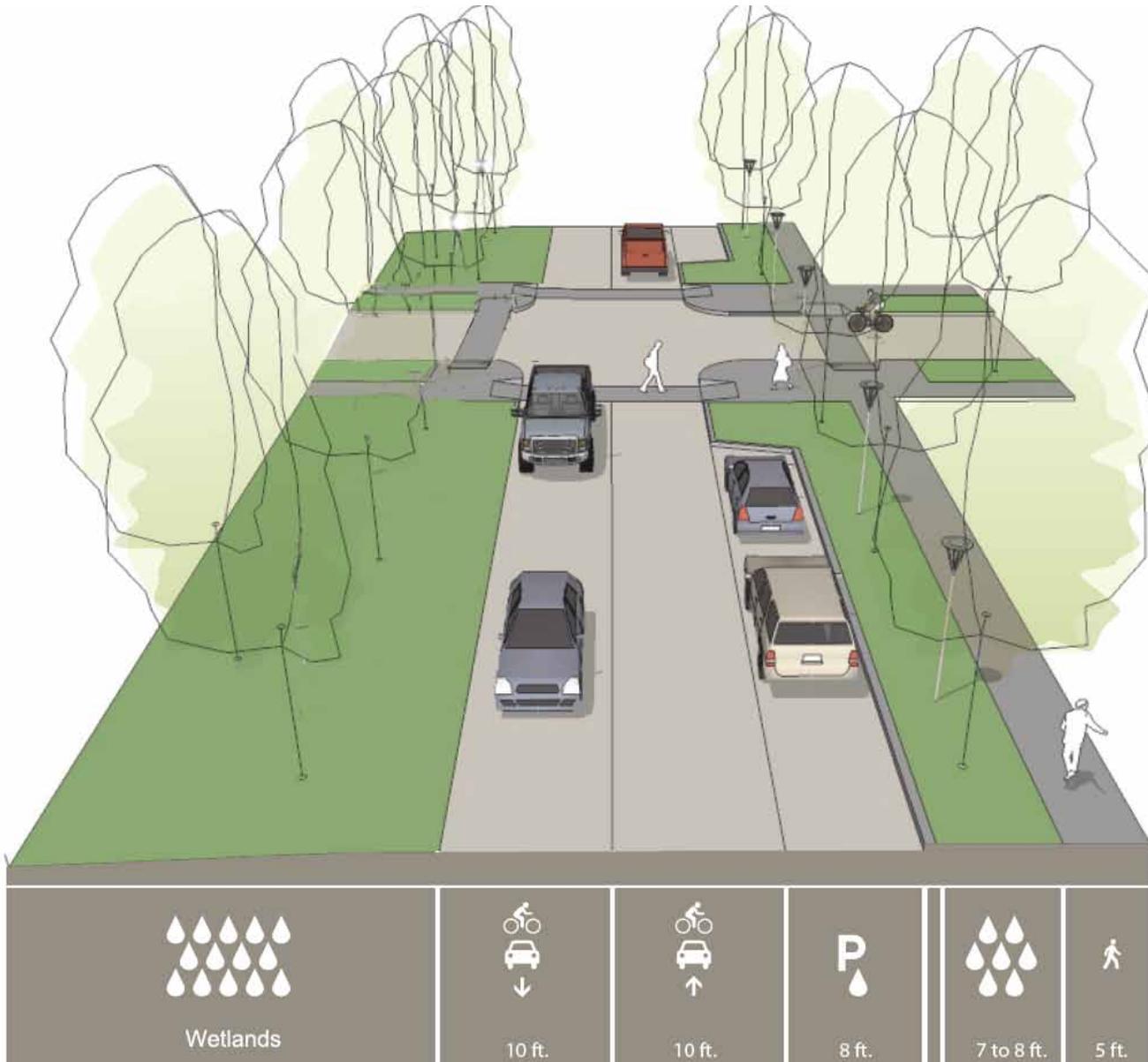
East Main and Clay Street Access Points

The Normal Neighborhood urban design plan identifies three vehicular points of access to East Main Street. One of these occurs at the existing street connection serving Ashland Middle School and Ashland Gracepoint Nazarene. The two other new connections to East Main Street occur between Cemetery Creek and Clay Creek. The western-most of these is the neighborhood collector extending from the railroad crossing at Normal Avenue to East Main Street. The plan additionally provides for two dedicated multi-use path connections to East Main Street to

18] further biking and walking connectivity. As East Main Street is a designated city boulevard, its access spacing for streets and driveways is 300 feet. Access spacing along Clay Street is 100 feet. However it's appropriate that block length and perimeter standards provide the necessary guidance to the spacing of additional connections to Clay Street.

Transit Service and Transit Stops

Transit service is currently provided along Tolman Creek Road to the east of the Normal Neighborhood Plan area, and along Ashland Street to the south. In both instances, the walking distance between the site and existing transit route alignment is greater than the reasonable transit access walking distance of ¼ mile to a bus stop. At some point in the future, if there is sufficient density along East Main Street and/or in the general vicinity of the Normal Neighborhood Plan area, the City should engage the Rogue Valley Transit District (RVTD) in conversations about providing additional transit service. Potentially, this service could be oriented toward development of the Southern Oregon University campus and other school facilities along Walker Avenue and include more intensely developed portions of East Main Street. At a minimum bus stops, in the area should be spaced no more than 1,000 feet apart. Shelters, seating, trash receptacles and waiting areas should conform to City and RVTD standards. Vehicular circulation through the Normal Neighborhood Plan area should not preclude the provision of direct transit service.



Normal Neighborhood Collector with One-Sided Parking at Wetland

Normal Neighborhood Collector is the spine of the neighborhood and connects from the south edge of the project area north to East Main Street. It is designed to discourage cut-through traffic and encourage slow speeds that will enhance safety for all modes: cars, bikes, and pedestrians. Speeds will be slow and bicycles will share the travel lanes with cars.

Intersections may be necked-down with bulb-outs to improve safety for pedestrians.

The design of the street network was also influenced by the natural functions of the wetlands and streams. In the center of the plan, the neighborhood collector street skirts Wetland W12. The street edge abutting this restored wetland may have street edge alternatives to allow stormwater flow to recharge this wetland.

Permeable paving in the parking lanes and flow-through planters in the parkrows reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health.

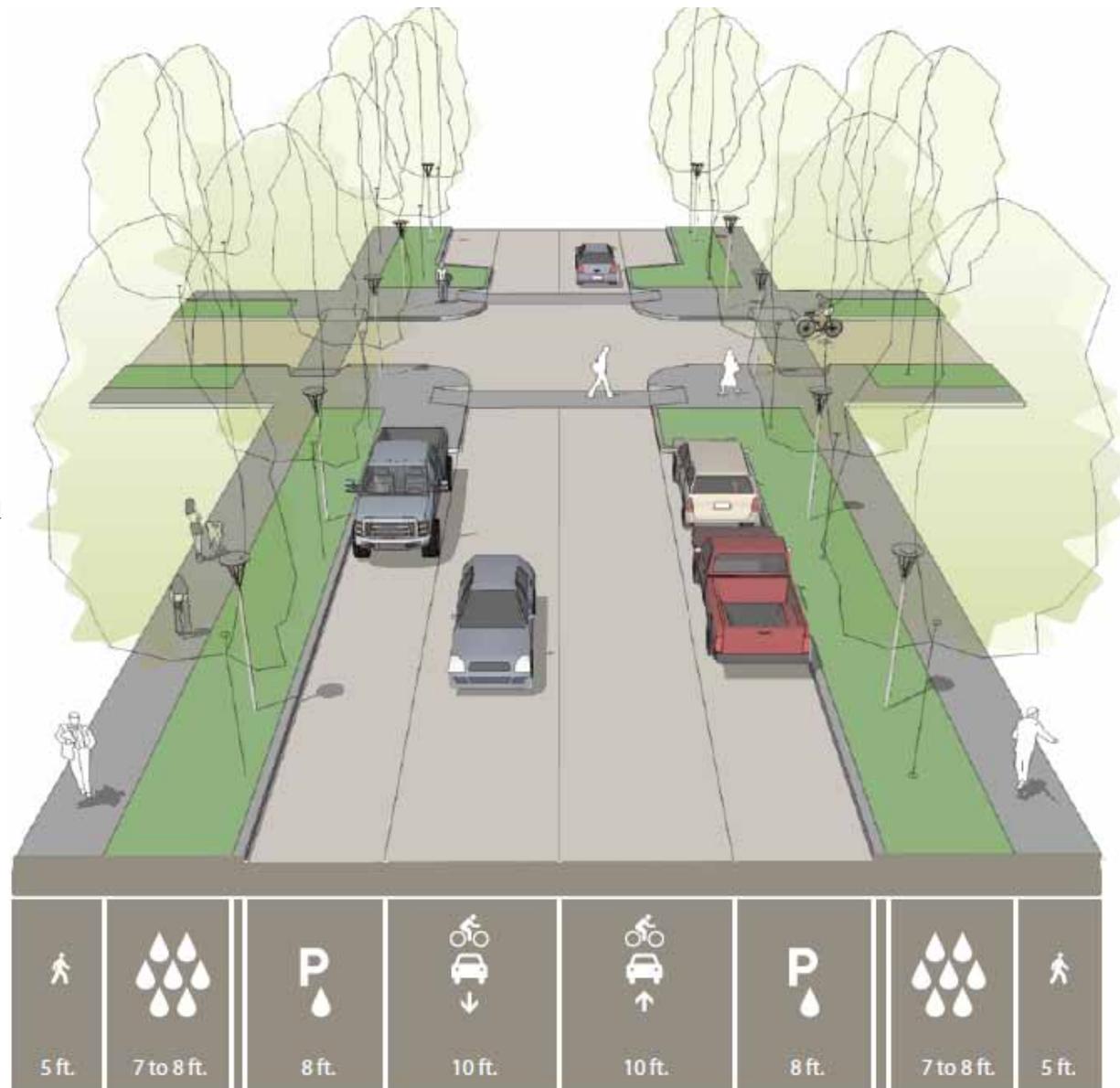
[19

Normal Neighborhood Collector with Two-Sided Parking

20] In some areas of the plan, Normal Neighborhood Collector will have parking on two-sides of the street. Speeds will be slow and bicycles will share the travel lanes with cars.

Intersections may be necked-down with bulb-outs to improve safety for pedestrians.

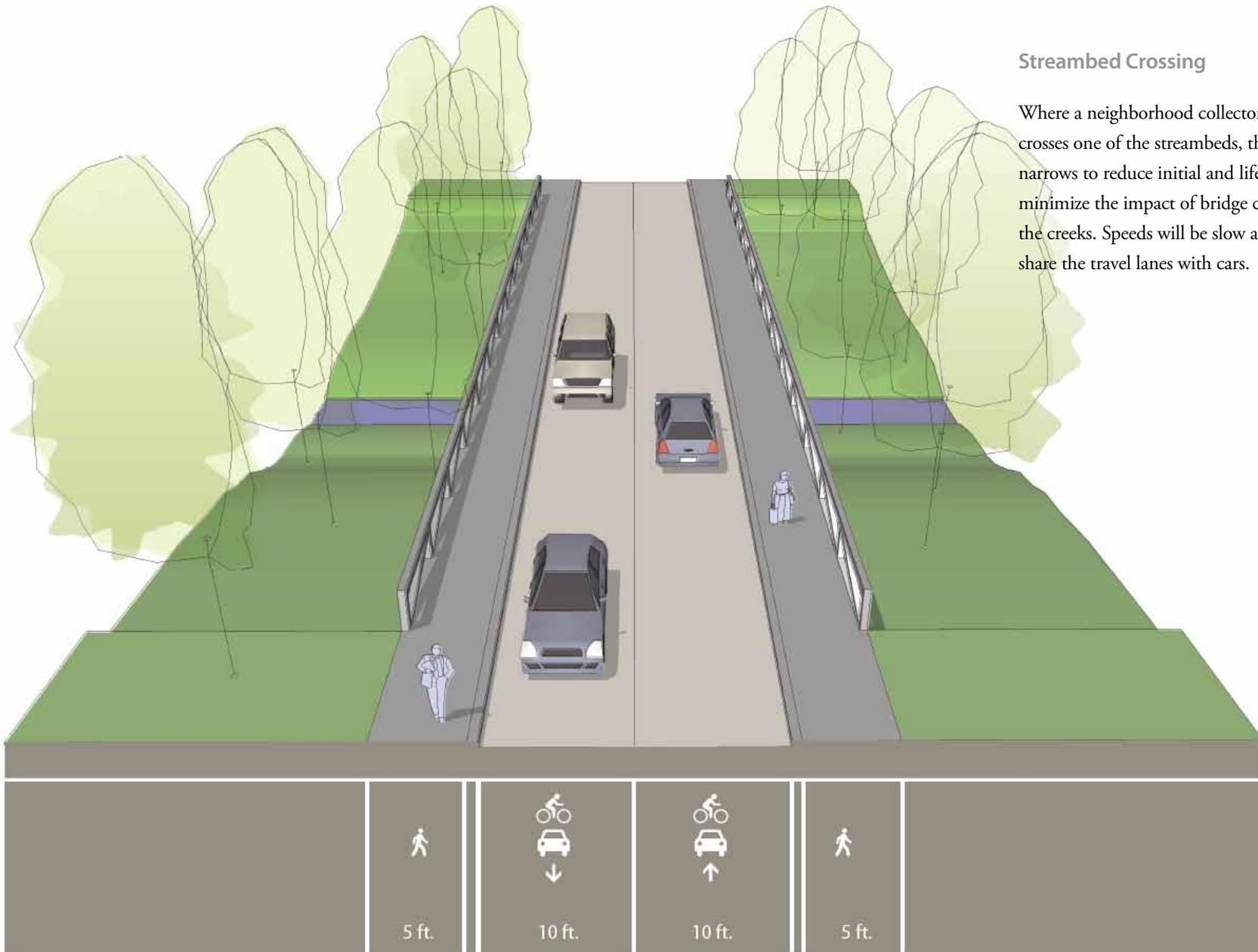
Permeable paving in the parking lanes and flow-through planters in the parkrows reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health.



Streambed Crossing

Where a neighborhood collector or street crosses one of the streambeds, the street section narrows to reduce initial and life-cycle costs and minimize the impact of bridge construction on the creeks. Speeds will be slow and bicycles will share the travel lanes with cars.

[21]



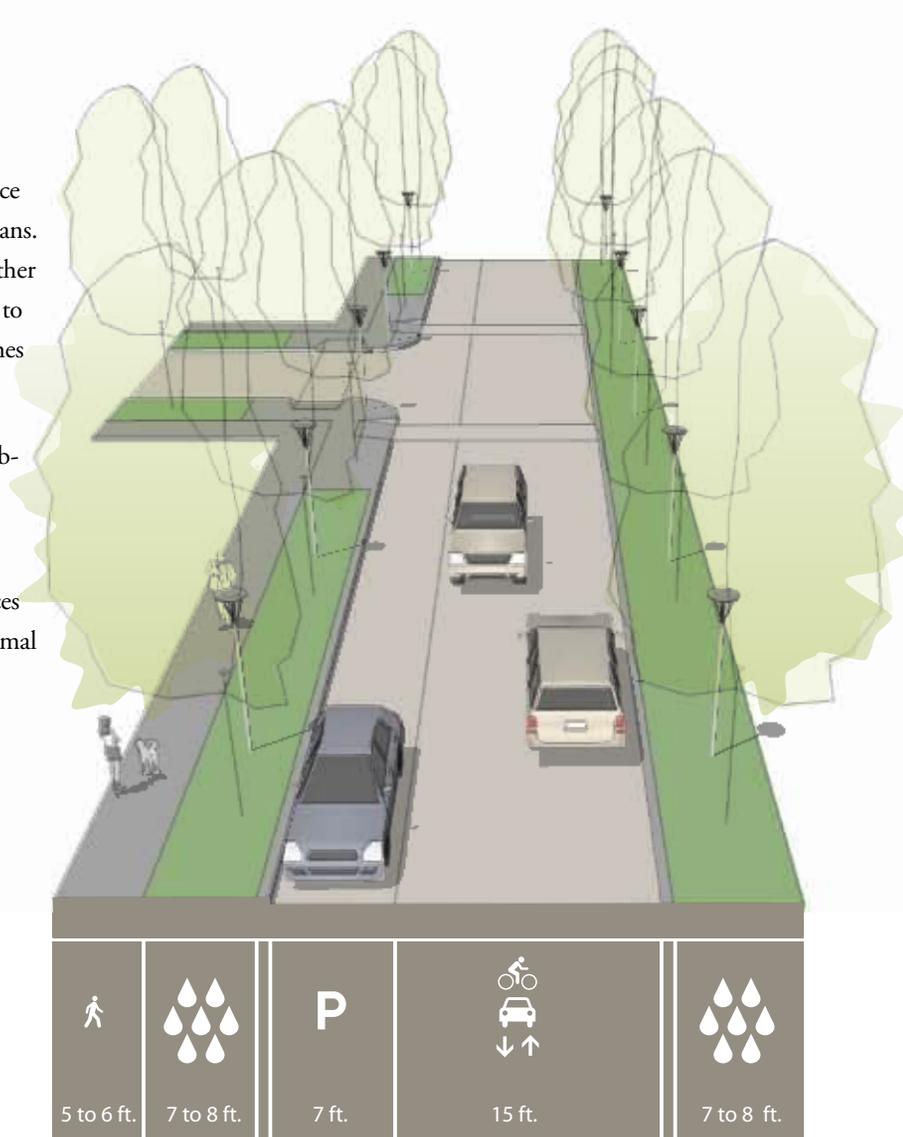
Neighborhood Street with Diagonal Parking

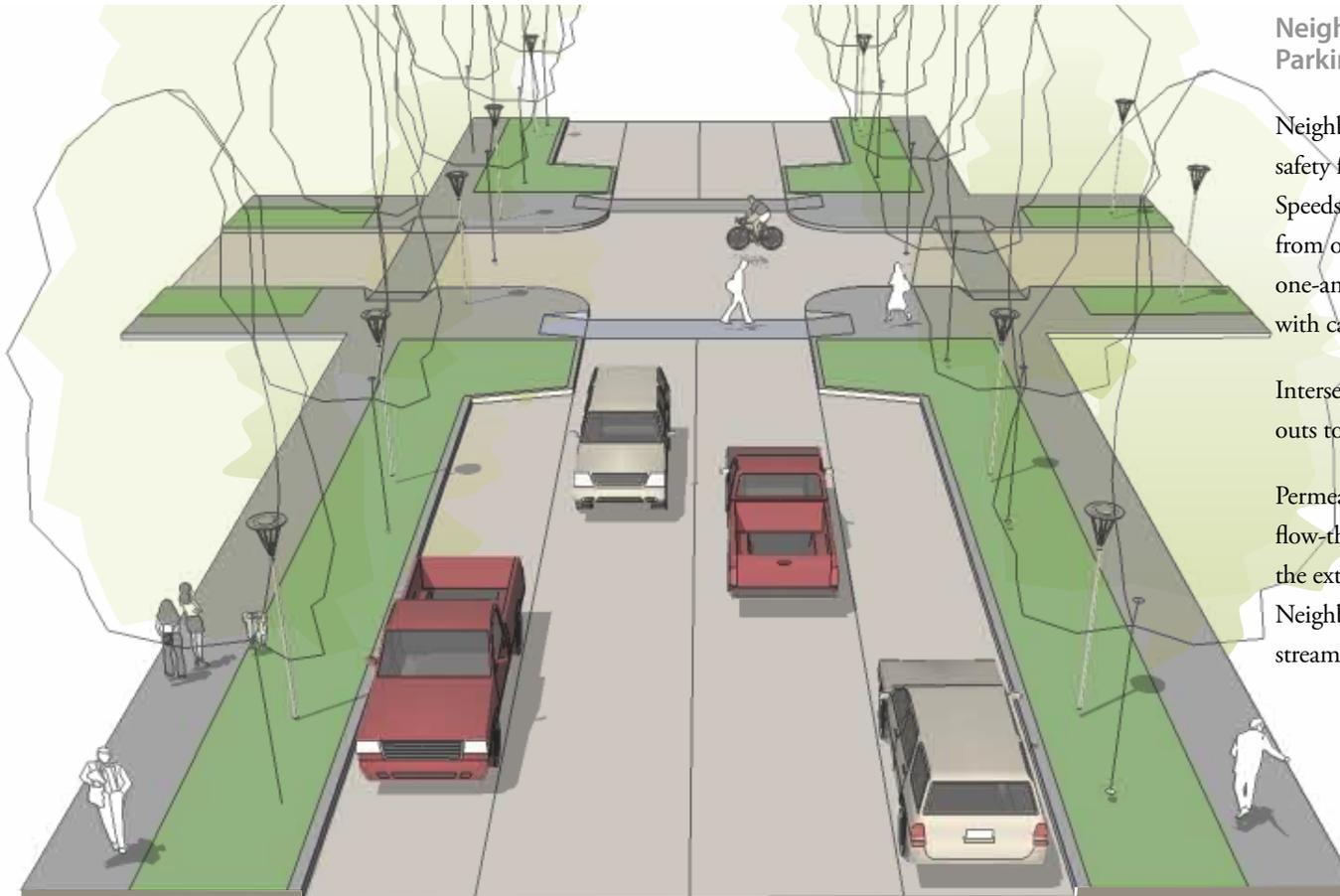
Neighborhood Queuing Street with One Sided Parking

22] Neighborhood streets are designed to enhance safety for all modes: cars, bikes, and pedestrians. Speeds will be slow and cars meeting each other from opposite directions will slow and yield to one another. Bicycles will share the travel lanes with cars.

Intersections may be necked-down with bulb-outs to improve safety for pedestrians.

Permeable paving in the parking lanes and flow-through planters in the parkrows reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health.





Neighborhood Street with Two-Sided Parking

Neighborhood streets are designed to enhance safety for all modes: cars, bikes, and pedestrians. Speeds will be slow and cars meeting each other from opposite directions will slow and yield to one-another. Bicycles will share the travel lanes with cars.

Intersections may be necked-down with bulb-outs to improve safety for pedestrians.

Permeable paving in the parking lanes and flow-through planters in the parkrows reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health.

[23]



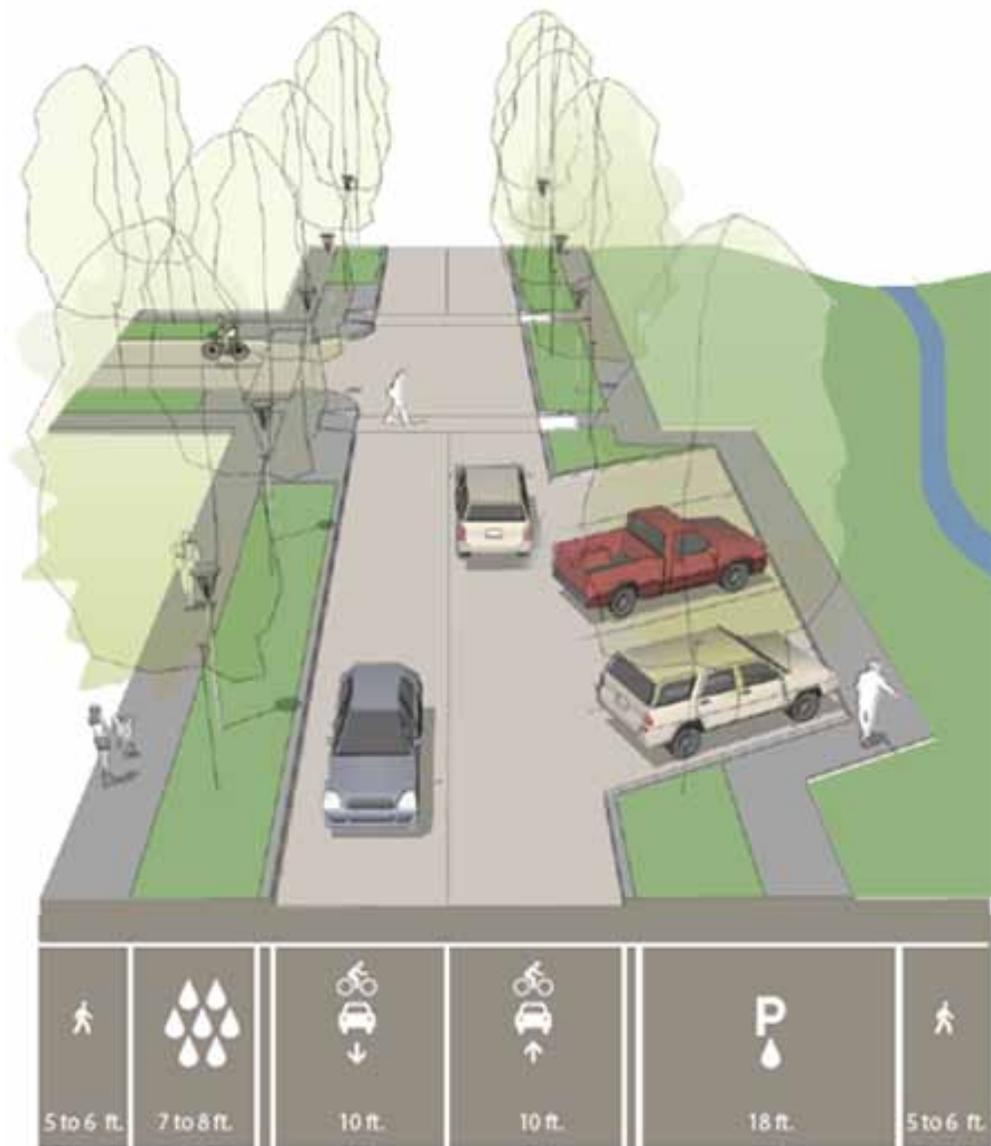
Neighborhood Street with Diagonal Parking

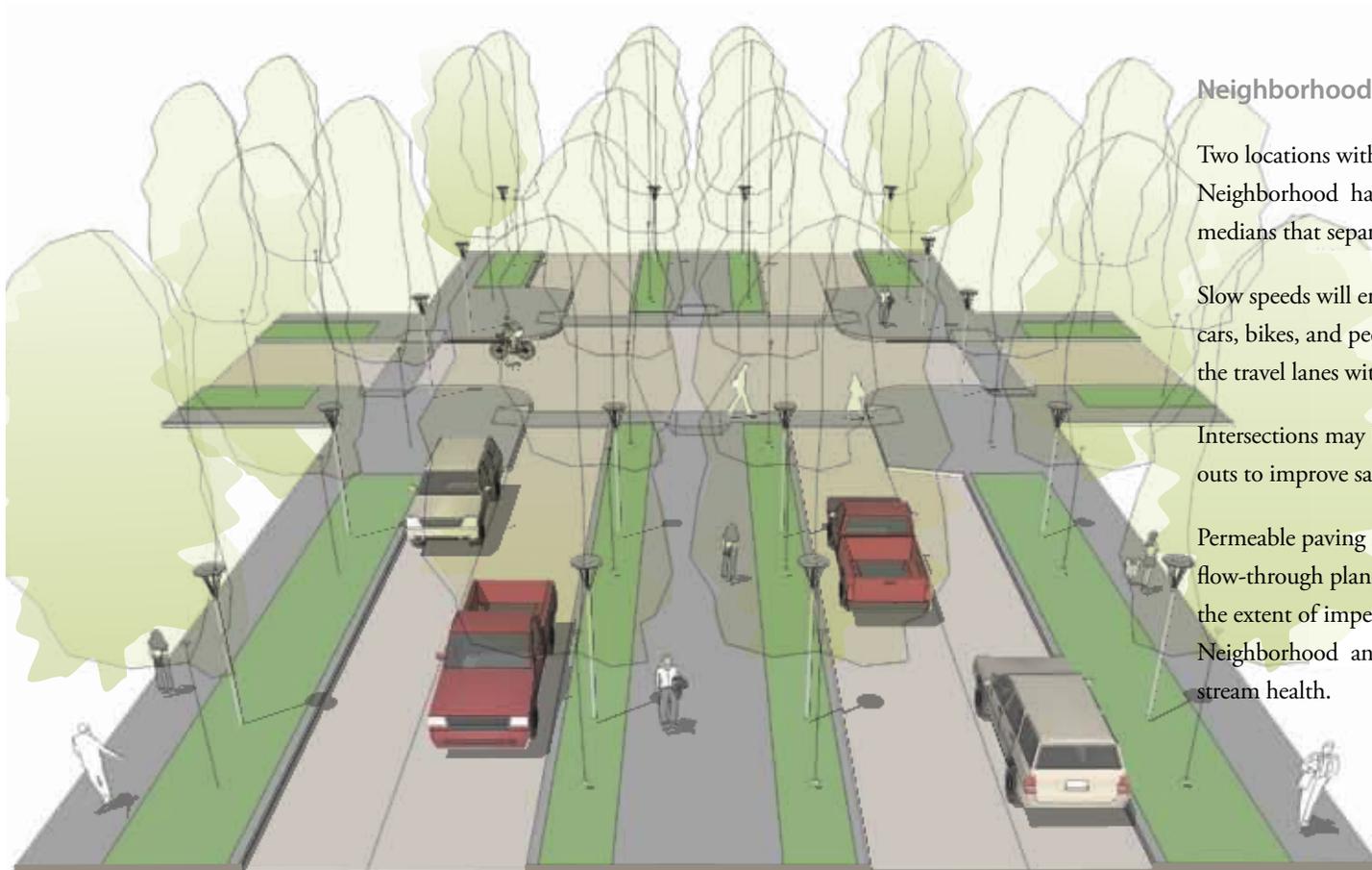
24]

Streets that abut Clay Creek may be locations for an alternative to the typical Neighborhood Street where diagonal parking is accommodated and encourages residents and citizens to park nearby and visit these natural areas. Traffic volumes will be low and slow speeds will enhance safety for all modes: cars, bikes, and pedestrians. Bicycles will share the travel lanes with cars.

Intersections may be necked-down with bulb-outs to improve safety for pedestrians.

Permeable paving in the parking lanes and flow-through planters in the parkrows reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health.





Neighborhood Street with Median

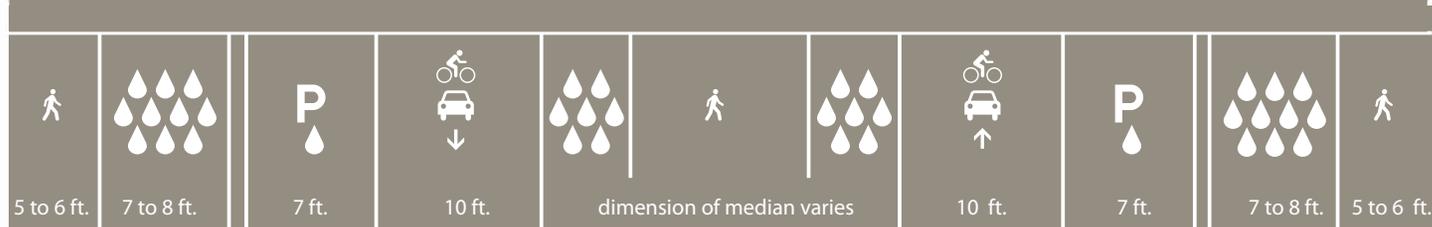
Two locations within the Normal Neighborhood have been designed with central medians that separate the travel lanes.

[25

Slow speeds will enhance safety for all modes: cars, bikes, and pedestrians. Bicycles will share the travel lanes with cars.

Intersections may be necked-down with bulb-outs to improve safety for pedestrians.

Permeable paving in the parking lanes and flow-through planters in the parkrows reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health.

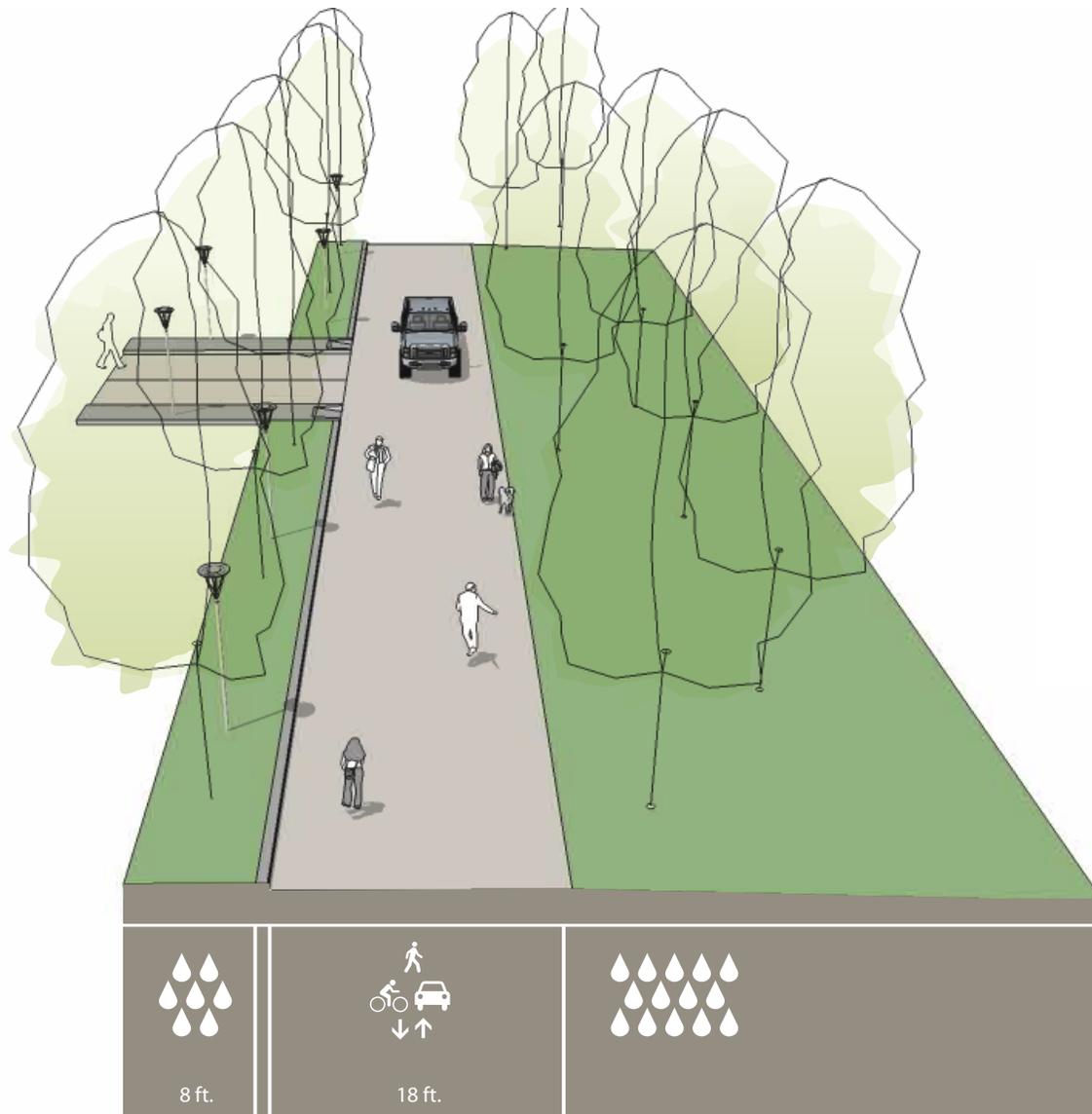


Shared Street

26]

Shared Streets are designed to support a park-like atmosphere where all modes of traffic share a narrow paved surface. Shared Streets are places for people and the automobile is a guest in this street where space is shared among all modes. The pace of walking dictates the speed of all traffic in a shared street.

The narrow street section reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health. All of the proposed locations for Shared Streets in the Normal Neighborhood are adjacent to wetlands and stream corridors. Street edge alternatives may permit stormwater flow to re-infiltrate into the ground.

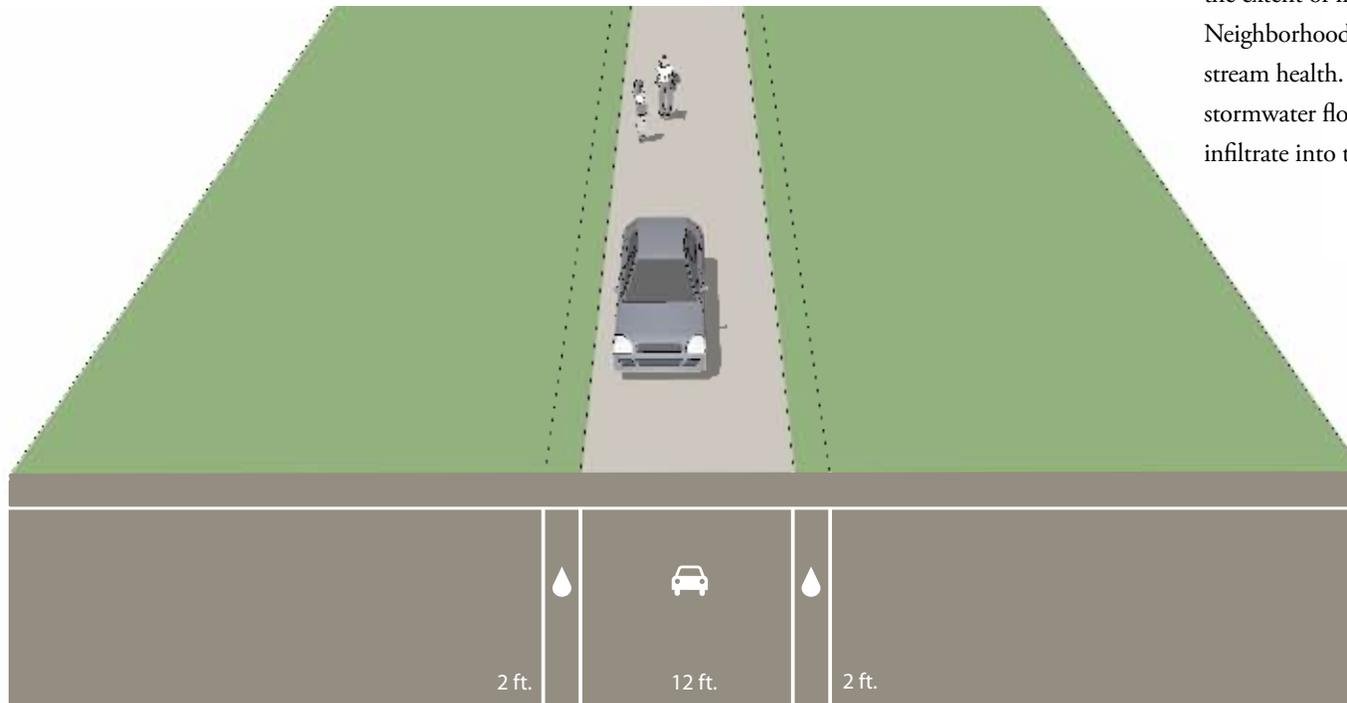


Alleys

Alleys provide off-street access to homes, parking pads, and garages. Alleys, also known as rear lanes, are very narrow and the street section is 12-foot wide with a 2-foot green edge on either side. Speeds are very low.

[27]

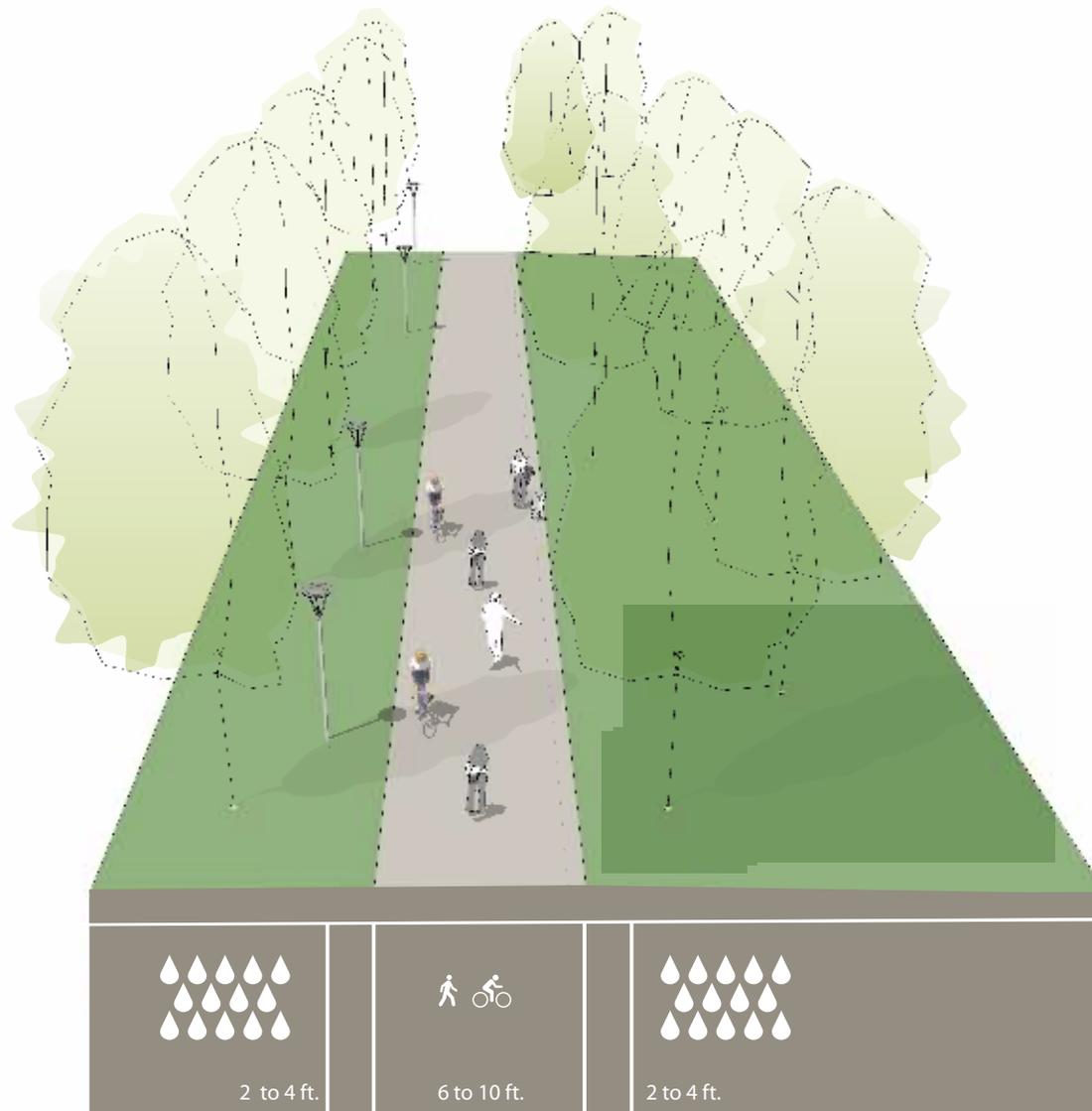
The narrow street section of rear lanes reduces the extent of impervious surfaces in the Normal Neighborhood and supports wetland and stream health. Alleys are curbless and permit stormwater flow from paved areas to re-infiltrate into the ground.



Multi-Use Path

28]

Multi-use Paths are car-free and support connectivity for pedestrians and bicycles across the Normal Neighborhood . Street sections are narrow and may vary to accommodate unique demands of local conditions.





Infrastructure/ Stormwater Diagram
Produced at Charrette

INFRASTRUCTURE

Water

No City of Ashland water services extend to the project area and all existing homes in the project study area get their potable and domestic water from wells. The closest municipal water sources are the Lithia main that runs in the East Main Street alignment and an 8-inch main that runs along the full extent of Creek Drive and part of Clay Street.

[29

Sanitary Sewer

No City of Ashland sanitary sewers extend to the project area; all existing homes in the project study rely on septic systems for disposing of their waste. A single 8-inch service stub connects the Temple Emek Shalom at 1800 East Main Street to the 12-inch sanitary sewer that runs in the Bear Creek Alignment. Other proximate sewer lines include 8-inch sewer lines that run in the Walker Street, Creek Drive, and Clay Street alignments.

Stormwater

Implementation of stormwater management in the Normal Neighborhood should emphasize low-impact development (LID) techniques focused on controlling stormwater at its source rather than moving stormwater offsite though expensive, engineered conveyance systems. The goals of low-impact development are to lower initial construction and reduce life-cycle costs while maintaining natural ecosystem functions: stormwater retention, infiltration, and release that supports stream health and ecological function. Some of the approaches that should be considered for implementation in the Normal Neighborhood Plan area include:

- Bio-swales alongside streets slow stormwater runoff, filter it, and allow it to soak into the ground. Swales improve water quality and reduce in-stream erosion by slowing the velocity of stormwater runoff before it enters the stream. They also cost less to install than curbs, storm drain inlets, and piping systems.
- Bio-retention cells, commonly known as rain gardens, are relatively small-scale, landscaped depressions with a soil mixture that absorbs and filters runoff. Bio-retention cells work well in places like the project area with poorly draining soils.
- Stormwater planters, more engineered than rain gardens, stormwater planters are designed to accept stormwater from adjacent surfaces, and infiltrate stormwater through the ground to a pipe connected to a storm sewer or, where practicable, to natural features such as the wetlands, Clay Creek or Cemetery Creek.
- Flow-through planters, within developments with higher floor area ratios, flow-through planters are a sound

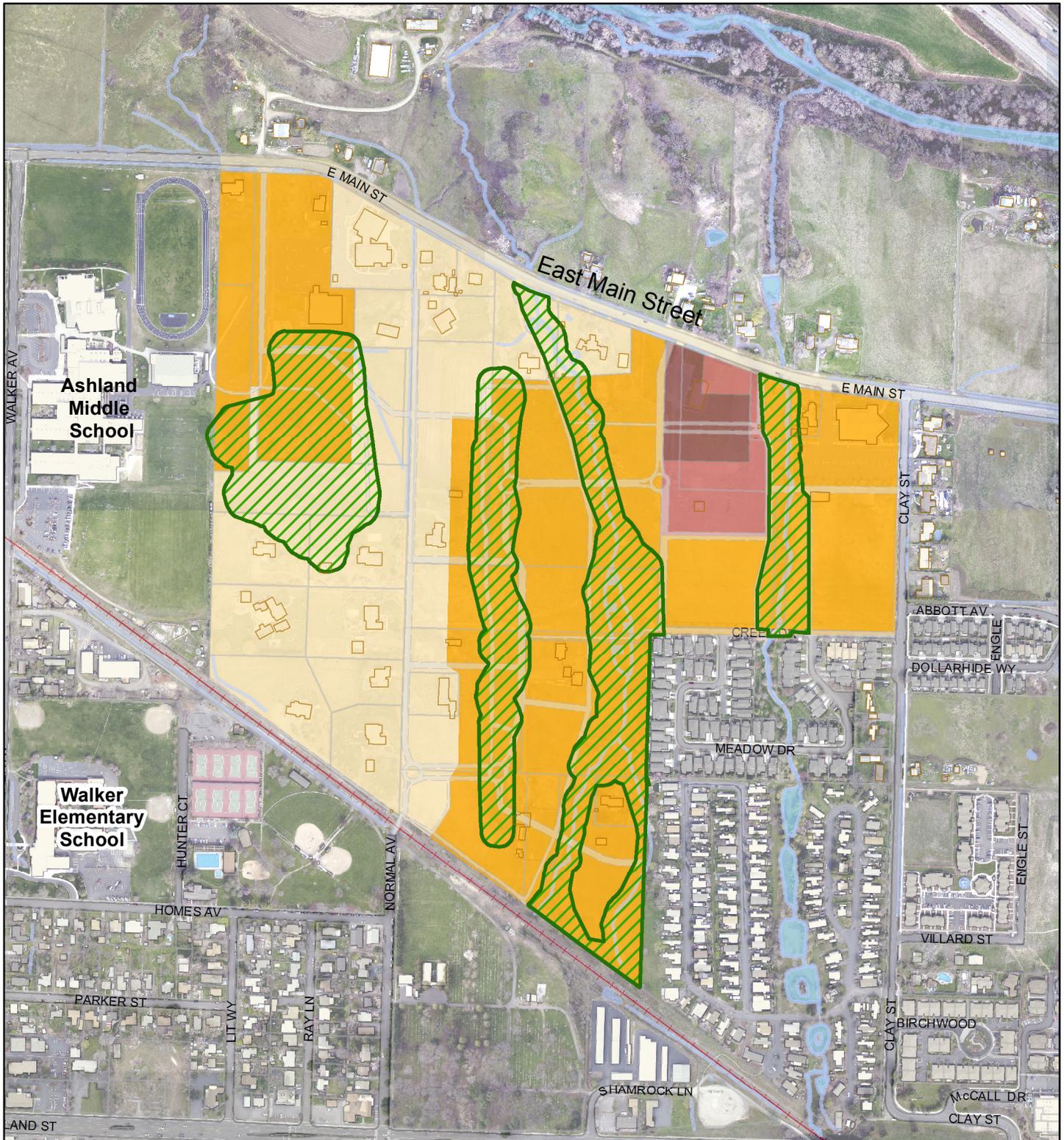
solution. Flow-through planters do not infiltrate into the ground; they are filled with an engineered mixture of gravel and soil and planted. Flow-through planters store stormwater runoff temporarily, filter sediment and pollutants, and slow the flow of rainfall to storm sewers which can be smaller in size and less costly to engineer and build.

- 30]
- Cisterns and rain barrels collect rainwater from roofs. They can provide water for garden or lawn irrigation, reducing water bills and conserving municipal water supplies. The City currently provides a rain barrel guide for homeowners and contractors.
 - Green roofs are partially or completely covered with plants. Green roofs help mitigate the tendency for urban areas to have higher summer temperatures, and reduce peak stormwater flows. The vegetated cover also protects and insulates the roof, extending its life and reducing energy costs.

Understanding infiltration capacity and rates for stormwater re-infiltration in the study area will be critically important to the design and engineering of future stormwater systems –conventional and low-impact alike. Preliminary data from the USDA Natural Resources Conservation Service and a Custom Soil Resource Report for Jackson County show that the soils in the area generally drain very poorly. A detailed assessment of soils must be a part of pre-development geotechnical investigations.

SUSTAINABILITY

Sustainability is not a discrete element, independent of the preceding framework elements. The most successful strategies for sustainability will be to build them into each framework element of the plan. The wide range of housing types and the mix of permitted land uses is fundamentally sustainable because compact urban form encourages active transportation as a convenient first choice; a range of housing choices means that there is a home in the neighborhood for every stage of life; and protection of wetlands and restoration of the creek habitat brings nature in while it also provides lower impact –and less costly– solutions to infrastructure. The City of Ashland is committed to the development of a vibrant livable community. The design of the Normal Neighborhood Plan is consistent with the framework of the US Green Building Council LEED Neighborhood Development and the Sustainable Sites Initiative (SITES). Both the LEED ND rating system established USGBC and SITES establish sets of performance standards for certifying the planning and development of neighborhoods. Their intent is to promote healthful, durable, affordable, and environmentally sound practices in building design and construction. Because no rating system for sustainable design and construction will be a prerequisite for development, it is all the more essential that the elements of sustainability are built into each of the frameworks for the Normal Neighborhood : Housing and Land Use; Greenway and Open Space; Mobility; and Infrastructure.

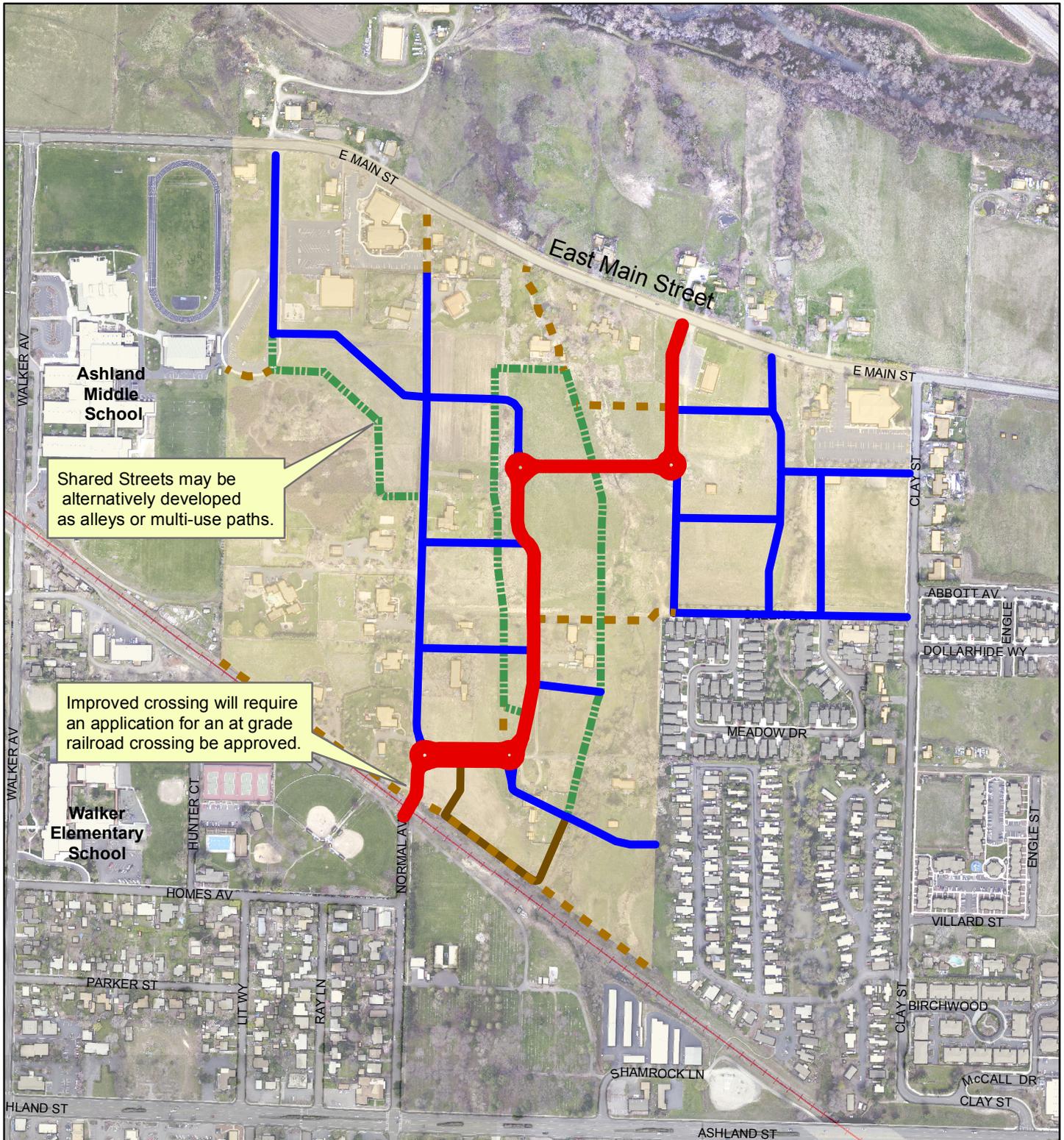


Normal Neighborhood Plan Land Use Designation Overlay Zones

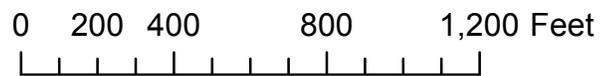
0 200 400 800 Feet

- | | | | |
|--|-------|---|--------------------|
|  | NN-01 |  | NN-03-C |
|  | NN-02 |  | Conservation Areas |
|  | NN-03 | | |





Normal Neighborhood Plan Street Network



- Neighborhood Collector
- Neighborhood Street
- - - Shared Street
- - - Alley
- - - Multi-Use Path



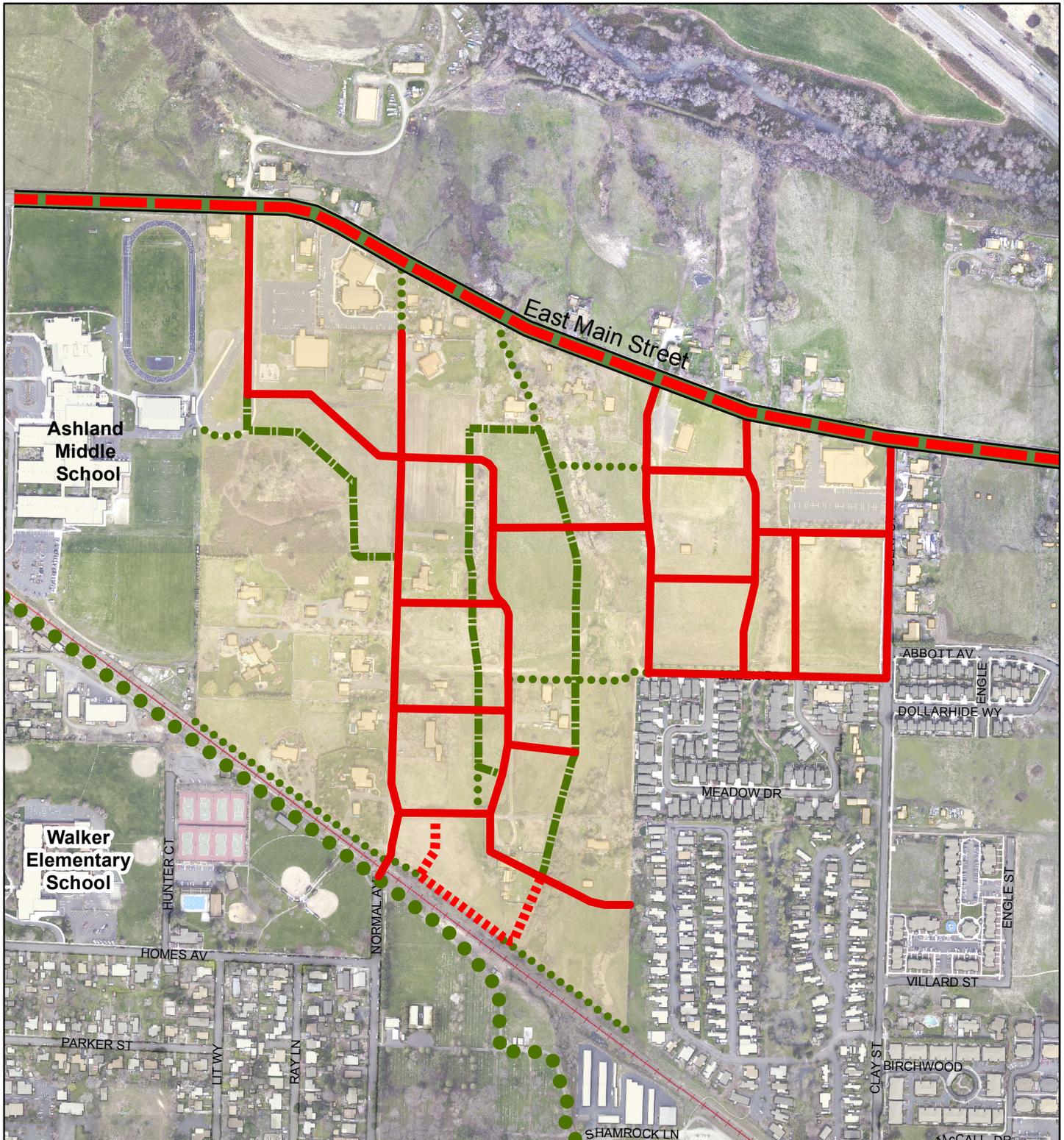


Normal Neighborhood Plan Comprehensive Plan Map Amendment

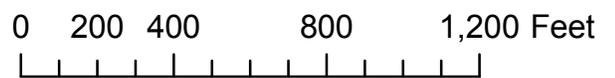
 Normal Neighborhood Plan

 Conservation Area





Normal Neighborhood Plan Pedestrian and Bicycle Network



----- alley

———— streets with sidewalks

———— avenue with sidewalks & bikelanes

———— shared street

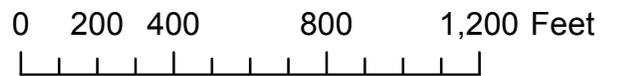
..... multi-use path

..... central bike path





Normal Neighborhood Plan Street Network - Green Streets

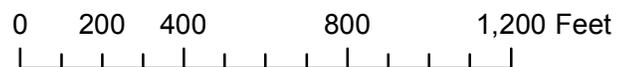


-  green streets
-  conservation areas





Normal Neighborhood Plan Open Space Network



- natural area/open space
- pocket park
- green streets
- multi-use path



Normal Neighborhood District

Draft
March 11, 2014

Chapter 18 Code Amendments

- 18-3.13.010 Purpose
- 18-3.13.020 Applicability
- 18-3.13.030 General Requirements
- 18-3.13.040 Use Regulations
- 18-3.13.050 Dimensional Regulations
- 18-3.13.060 Site Development and Design Standards
- 18-3.13.070 Conservation Area overlay
- 18-3.13.080 Review and Approval Procedure

18-3.13.010 Purpose

The neighborhood is designed to provide an environment for traditional neighborhood living. The Normal Neighborhood Plan is a blueprint for promoting a variety of housing types while preserving open spaces, stream corridors, wetlands, and other significant natural features. The neighborhood commercial area is designated to promote neighborhood serving businesses with building designs that reflect the character of the neighborhood and where parking is managed through efficient on-street and off-street parking resources. The neighborhood will be characterized by a connected network of streets and alleys, paths and trails, with connection to the natural areas, wetlands, and streams. This network will also connect to the larger network of regional trails, paths, and streets beyond the boundaries of the neighborhood. The development of the neighborhood will apply principles of low impact development to minimize the extent and initial cost of new infrastructure and to promote the benefits of storm water management.

18-3.13.020 Applicability

This chapter applies to properties designated as Normal Neighborhood District on the Ashland Zoning Map, and pursuant to the Normal Neighborhood Plan adopted by Ordinance [#number (date)]. Development located within the Normal Neighborhood District is required to meet all applicable sections of this ordinance, except as otherwise provided in this chapter; where the provisions of this chapter conflict with comparable standards described in any other ordinance, resolution or regulation, the provisions of the Normal Neighborhood District shall govern.

18-3.13.030 General Regulations

A. Conformance with the Normal Neighborhood Plan. Land uses and development, including construction of buildings, streets, multi-use paths, and conservation shall be located in accordance with those shown on the Normal Neighborhood Plan maps adopted by Ordinance [#number (date)].

B. Performance Standards Overlay. All applications involving the creation of three or more lots shall be processed under chapter 18-3.8 Performance Standards Option.

C. Amendments. Major and minor amendments to the Normal Neighborhood Plan shall comply with the following procedures:

1. Major and Minor Amendments

- a. Major amendments are those that result in any of the following:
 - i. A change in the land use overlay designation.
 - ii. A change in the maximum building height dimensional standards in section 18-3.13.050
 - iii. A change in the allowable base density, dwelling units per acre, in section 18-3.13.050.
 - iv. A change in the Plan layout that eliminates a street, access way, multi-use path or other transportation facility.
 - v. A change in the Plan layout that eliminates or reduces an area designated as a conservation or open space area.
 - vi. A change not specifically listed under the major and minor amendment definitions.

- b. Minor amendments are those that result in any of the following:
 - i. A change in the Plan layout that requires a street, access way, multi-use path or other transportation facility to be shifted fifty (50) feet or more in any direction as long as the change maintains the connectivity established by Normal Avenue Neighborhood Plan.
 - ii. A change in a dimensional standard requirement in section 18-3.13.050, but not including height and residential density.
 - iii. A change in the Plan layout that changes the boundaries or location of a conservation or open space area to correspond with a delineated wetland and water resource protection zone provided there is no reduction in the contiguous area preserved.

2. Major Amendment – Type II Procedure. A major amendment to the Normal Neighborhood Plan is subject to a public hearing and decision under a Type II Procedure. A major amendment may be approved upon finding that the proposed modification will not adversely affect the purpose of the Normal Neighborhood Plan. In addition to complying with the standards of this section for a major amendment shall demonstrate that:

- a. The proposed amendment maintains the transportation connectivity established by the Normal Neighborhood Plan;
- b. The proposed amendment furthers the street design and access management concepts of the Normal Neighborhood Plan.
- c. The proposed amendment furthers the protection and enhancement of the natural systems and features of the Normal Neighborhood Plan, including wetlands, stream beds, and water resource protection zones by improving the quality and function of existing natural resources.
- d. The proposed amendment will not reduce the concentration or variety of housing types permitted in the Normal Neighborhood Plan.

e. The proposed amendment is a necessary to accommodate physical constraints evident on the property, or to protect significant natural features such as trees, rock outcroppings, streams, wetlands, water resource protection zones, or similar natural features, or to adjust to existing property lines between project boundaries.

3. Minor Amendment – Type 1 Procedure. A minor amendment to the Normal Neighborhood Development Plan is subject to an administrative decision under the Type I Procedure. Minor amendments are subject to the Exception to the Site Design and Use Development Standards of chapter 18-5.2.050(E).

18-3.13.040 Use Regulations

A. Plan overlay zones. There are four Land Use Designation Overlays zones within the Normal Neighborhood Plan are intended to accommodate a variety of housing opportunities, preserve natural areas and provide open space.

1. Plan NN-01 zone The use regulations and development standards are intended to create, maintain and promote single-dwelling neighborhood character. A variety of housing types are allowed, in addition to the detached single dwelling. Development standards that are largely the same as those for single dwellings ensure that the overall image and character of the single-dwelling neighborhood is maintained.

2. Plan NN-02 zone. The use regulations and development standards are intended to create, maintain and promote single-dwelling neighborhood character. A variety of housing types are allowed including multiple compact attached and/or detached dwellings. Dwellings may be grouped around common open space and be separated from one another by side yards to provide privacy and single family home-type scale and character. Development standards that are largely the same as those for single dwellings ensure that the overall image and character of the single-dwelling neighborhood is maintained.

3. Plan NN-03 zone. The use regulations and development standards are intended to create and maintain a range of housing choices, including multi-family housing within the context of the residential character of the Normal Avenue Neighborhood Plan.

4. Plan NN-03C zone. The use regulations and development standards are intended is to provide housing opportunities for individual households through development of multi-dwelling housing with the added allowance for neighborhood-serving commercial mixed- uses so that many of the activities of daily living may be met within the Normal Neighborhood. The public streets within the vicinity of the NN-03-C overlay are to provide sufficient on-street parking to accommodate ground floor neighborhood business uses.

B. Normal Neighborhood Plan Residential Building Types. The development standards for the Normal Neighborhood Plan will preserve neighborhood character by incorporating four distinct land use overlay areas with different concentrations of varying housing types.

1. Single Dwelling Residential Unit.

A Single Dwelling Residential Unit is a detached residential building that contains a single dwelling with self-contained living facilities on one lot. It is separated from adjacent dwellings by private open space in the form of side yards and backyards, and set back from the public street or common green by a front yard. Auto parking is generally on the same lot in a garage, carport, or uncovered area. The garage may be detached or attached to the dwelling structure.

2. Accessory Residential Unit.

An Accessory Residential Unit is a secondary dwelling unit on a lot where the primary use is a single-family dwelling, either attached to the single-family dwelling or in a detached building located on the same lot with a single-family dwelling, and having an independent means of access.

3. Double Dwelling Residential Unit (Duplex).

A Double Dwelling Residential Unit is a residential building that contains two dwellings located on a single lot, each with self-contained living facilities. Double Dwelling Residential Units must share a common wall or a common floor/ ceiling and are similar to a Single Dwelling Unit in appearance, height, massing and lot placement.

4. Attached Residential Unit. An Attached Residential Unit is single dwelling located on an individual lot which is attached along one or both sidewalls to an adjacent dwelling unit. Private open space may take the form of front yards, backyards, or upper level terraces. The dwelling unit may be set back from the public street or common green by a front yard.

5. Clustered Residential Units - Pedestrian-Oriented. Pedestrian-Oriented Clustered Residential Units are compact dwellings that are grouped around common open space and generally separated from one another by side yards to provide privacy and single family home-type scale and character. Units are typically arranged around a central common green under communal ownership. Auto parking is generally grouped in a shared surface area or areas.

6. Multiple Dwelling Residential Unit. Multiple Dwelling Residential Units are multiple dwellings that occupy a single building or multiple buildings on a single lot. Dwellings may take the form of condominiums or apartments. Auto parking is generally provided in a shared parking area or structured parking facility..

C. General Use Regulations. Uses and their accessory uses are permitted, special permitted or conditional uses in the Normal Neighborhood Plan area as listed in the Land Use Table.

Table 18-3.13.040 Land Use Descriptions	NN-01 Single family Residential	NN-02 Multi-family low density Residential	NN-03 Multi-family High Density Residential	NN-03-C Multi-family High Density Residential with Commercial
Residential Uses				
Single Dwelling Residential Unit (Single-Family Dwelling)	P	P	N	N
Accessory Residential Unit	P	P	P	P
Double Dwelling Residential Unit (Duplex Dwelling)	N	P	P	P
Cottage Housing	P	N	N	N
Clustered Residential Units	N	P	P	P
Attached Residential Unit	N	P	P	P
Multiple Dwelling Residential Unit (Multi family Dwelling)	N	P	P	P
Manufactured Home on Individual Lot	P	P	P	P
Manufactured Housing Development	N	P	P	P
Neighborhood Business and Service Uses				
Home Occupation	P	P	P	P
Retail Sales and Services, with each building limited to 3,500 square feet of gross floor area	N	N	N	P
Professional and Medical Offices, with each building limited to 3,500 square feet of gross floor area	N	N	N	P
Light manufacturing or assembly of items occupying six hundred (600) square feet or less, and contiguous to the permitted retail use.	N	N	N	P
Restaurants	N	N	N	P
Day Care Center	N	N	N	P
Assisted Living Facilities	N	C	C	C
Public and Institutional Uses				
Religious Institutions and Houses of Worship	C	C	C	C
Public Buildings	P	P	P	P
Community Gardens	P	P	P	P
Openspace and Recreational Facilities	P	P	P	P

P = Permitted Use; CU = Conditional Use Permit Required; N = Not Allowed

1. Permitted Uses. Uses listed as “Permitted (P)” are allowed. All uses are subject to the development standards of zone in which they are located, any applicable overlay zone(s), and the review procedures of Part 18-5. See section 18-5.1.020 Determination of Review Procedure.

2.Conditional Uses. Uses listed as “Conditional Use Permit Required (C)” are allowed subject to the requirements of chapter 18-5.4 Conditional Use Permits.

3.Prohibited Uses. Uses not listed in the Land Use Table, and not found to be similar to an allowed use following the procedures of section 18-1.5.040 Similar Uses, are prohibited.

18-3.13.050 Dimensional Regulations

A. The lot and building dimensions shall conform to the standards in Table 1 8-3.13.050 below.

Table 18-3.13.050 Dimensional Standards	NN-01	NN-02	NN-03 NN-03-C
Base density, dwelling units per acre	5	10	15
Minimum Lot Area ¹ , square feet (applies to lots created by partitions only)	5,000	3500	3000
Minimum Lot Depth ¹ , feet (applies to lots created by partitions only)	80	80	80
Minimum Lot Width ¹ , feet (applies to lots created by partitions only)	50	35	25
Setbacks and yards (feet)			
Minimum Front Yard abutting a street	15	15	15
Minimum Front Yard to a garage facing a public street, feet	20	20	20
Minimum Front Yard to unenclosed front porch, feet	X ²	X ²	X ²
	Currently under discussion as part of the ULUO update – to be consistent		
Minimum Side Yard	6	6 0 ³	6 0 ³
Minimum Side Yard abutting a public street	10	10	10
Minimum Rear Yard	10 ft per Bldg Story, 5 feet per Half Story		
Solar Access	Setback and yard requirements shall conform to the Solar Access standards of chapter 18-4.10.		
Maximum Building Height, feet / stories	35 / 2.5	35 / 2.5	35 / 2.5
Maximum Lot Coverage, percentage of lot	50%	65%	75%
Minimum Required Landscaping, percentage of lot	50%	35%	25%
Parking	See section 18-4.3.080 Vehicle Area Design Requirements		
Minimum Outdoor Recreation Space, percentage of lot	na	8%	8%

1 Minimum Lot Area , Depth, and Width requirements do not apply in performance standards subdivisions.

2 Minimum Front Yard to an unenclosed front porch (Feet), or width of a public easement whichever is greater.

3 Minimum Side Yard for Attached Residential Units (Feet)

B. Density Standards Development density in the Normal Neighborhood shall not exceed the densities established by Table 18-3.13.050, except where granted a density bonus under chapter 18-3.8 Performance Standards Options and consistent with the following:

1 General Density Provisions.

- a. The density in NN-01, NN-02, NN-03 and NN-03-C zones shall be computed by dividing the total number of dwelling units by the acreage of the project, including land dedicated to the public.
- b. Conservation Areas including wetlands, floodplain corridor lands, and water resource protection zones may be excluded from the acreage of the project for the purposes of calculating minimum density for residential annexations as described in section 18-5.7.050F.
- c. Units less than 500 square feet of gross habitable area shall count as 0.75 units for the purposes of density calculations.
- d. Accessory residential units consistent with standards described in section 18-2.3.040 are not required to meet density or minimum lot area requirements.

2. Residential Density Bonuses.

- a. The maximum bonus permitted shall be 40 percent.
- b. Cottage Housing. In the NN-01 zone, developments meeting the standards of section 18-2.3.090 Cottage Housing shall receive a density bonus of two cottage housing units for each single-family home allowed by the base density of the district and is exempt from the 40 percent maximum bonus.

18-3.13.060 Site Development and Design Standards. The Normal Neighborhood District Design Standards provide specific requirements for the physical orientation, uses and arrangement of buildings; the management of parking; and access to development parcels. Development located in the Normal Neighborhood District shall be designed and constructed consistent with the Site Design and Use Standards chapter 18-5.2 and the following:

A. Street Design and Access Standards. The design and construction of streets and public improvements shall be in accordance with the Ashland Street Standards. A change in the design of a street in a manner inconsistent with the Normal Neighborhood Plan requires a minor amendment in accordance with section 18-3.13.030.B.

1. Conformance with Street Network Plan: New developments shall provide avenues, streets, alleys, multi-use paths, and pedestrian and bicycle improvements consistent with the design concepts within the mobility chapter of the Normal Neighborhood Plan Framework and in conformance with the Normal Neighborhood Plan Street Network Map.

- a. Streets designated as Shared Streets on the Normal Neighborhood Plan Street Network Map may be alternatively developed as alleys, or multiuse paths provided the following:
 - i. Impacts to the water protection zones are minimized to the greatest extent feasible.

- ii. Pedestrian and bicyclist connectivity, as indicated on the Normal Avenue Neighborhood Plan Pedestrian and Bicycle Network Map, is maintained or enhanced.

2 Storm water management. The Normal Neighborhood Plan uses street trees, green streets, and other green infrastructure to manage storm water, protect water quality and improve watershed health. Discharge of storm water runoff shall be directed into a designated green street and neighborhood storm water treatment facilities.

a.. Design Green Streets. Streets designated as Green Streets within the Street Network, and as approved by the Public Works Department, shall conform to the following standards:

- i. New streets shall be developed to capture and treat storm water in conformance with the City of Ashland Storm Water Master Plan.

3. Access Management Standards: To manage access to land uses and on-site circulation, and maintain transportation safety and operations, vehicular access shall conform to the standards set forth in section 18-4.3, and as follows:

- a. Automobile access to development is intended to be primarily provided by alleys.
- b. Curb cuts along a Neighborhood Collector or shared street shall be limited to one per block, or one per 200 feet where established block lengths exceed 400 feet.

4. Required On-Street Parking: On-street parking is a key strategy to traffic calming and is required along the Neighborhood Collector and Neighborhood Streets.

B. Site and Building Design Standards.

1. Lot and Building Orientation:

- a. Lot Frontage Requirements: Lots in the Normal Neighborhood are required to have their Front Lot Line on a street or a Common Green.
- b. Common Green. The Common Green provides access for pedestrians and bicycles to abutting properties. Common greens are also intended to serve as a common open space amenity for residents. The following approval criteria and standards apply to common greens:
 - i. Common Greens must include at least 400 square feet of grassy area, play area, or dedicated gardening space, which must be at least 15 feet wide at its narrowest dimension.

2. Cottage Housing .: Cottage housing developments are allowed within the Normal Neighborhood subject to the applicable standards of chapter 18-2.3.090 Cottage Housing and as follows:

- a. Cottage housing developments are allowed within the NN-01 zone subject to the applicable provisions of the underlying zone and review through Chapter 18-3.8 Performance Standards Option.

- i. In the NN-01 zones, two cottage house units developed consistent with the requirements of chapter 18-2.3.090 shall be allowed in place of each single-family home allowed by the base density of the district where a density bonus is approved under section 18-3.8.050.B.5.

3. Conservation of Natural Areas. Development plans shall preserve water quality, natural hydrology and habitat, and preserve biodiversity through protection of streams and wetlands. In addition to the requirements of 18-3.10 Water Resources, conserving natural water systems shall be considered in the site design through the application of the following guidelines:

- a. Designated stream and wetland protection areas shall be considered positive design elements and incorporated in the overall design of a given project.
- b. Native riparian plant materials shall be planted in and adjacent to the creek to enhance habitat.
- c. Create a long-term management plan for on-site wetlands, streams, associated habitats and their buffers.

4. Storm Water Management. Natural water systems regulate water supply, provide biological habitat, and provide recreational opportunities. Development shall reduce infrastructure costs and adverse environmental effects of storm water run-off by managing run-off from building roofs, driveways, parking areas, sidewalks and other hard surfaces through implementation of appropriate storm water management practices as follows

- a. When required by the City Engineer, the applicant shall submit hydrology and hydraulic calculations, and drainage area maps to the City, to determine the quantity of predevelopment, and estimated post-development, storm water runoff and evaluate the effectiveness of storm water management strategies. Computations shall be site specific and shall account for conditions such as soil type, vegetative cover, impervious areas, existing drainage patterns, flood plain areas and wetlands.
- b. Future Peak Storm water flows and volumes shall not exceed the pre-development peak flow. The default value for pre-development peak flow shall be .25 CFS per acre.
- c. Detention volume shall be sized for the 25 year, 24 hour peak flow and volume.
- d. Development shall incorporate one or more of following guidelines.
 - i. Implement storm water management techniques that endeavor to treat the water as close as possible to the spot where it hits the ground through infiltration, evapotranspiration or through capture and reuse techniques.
 - ii. Use on-site landscape-based water treatment methods to treat rainwater runoff from all surfaces, including parking lots, roofs, and sidewalks.
 - iii. Use of pervious or semi-pervious surfaces that allow water to infiltrate soil.
 - iv. Design grading and site plans that create a system that slows the stormwater, maximizing time for cleansing and infiltration.
 - v. Maximizing the length of overland flow of storm water through bioswales and rain gardens,
 - vi. Use structural soils in those environments that support pavements and trees yet are free draining.
 - vii. Plant deep rooted native plants.

viii, Replace metabolically active minerals, trace elements and microorganism rich compost in all soils disturbed through construction activities.

- 5. Off-Street Parking.** Automobile parking, loading and circulation areas shall comply with the requirements of chapter 18-4.3 Parking, Access, and Circulation Standards, and as follows:
- a. Neighborhood serving commercial uses within the NN-O3-C zone shall have parking primarily accommodated by the provision of on-street parking spaces, and are not required to provide off-street parking or loading areas, except for residential uses where one space shall be provided per residential unit.

18-3.13.65 Exception to the Site Development and Design Standards

An exception to the requirements Site Development and Design Standards shall follow the procedures and approval criteria adopted under section 18-4-1.030, unless authorized under the procedures for a major amendment to plan.

1 8-3.13.070 Conservation Area Overlay

All projects containing land identified as Conservation Areas on the Normal Neighborhood Plan Land Use Zone Map shall dedicate those areas as: common areas, public open space, or private open space protected by restrictive covenant. It is recognized that the master planning of the properties as part of the Normal Neighborhood Plan imparted significant value to the land, and the reservation of lands for conservation purposes is proportional to the value bestowed upon the property through the change in zoning designation and future annexation.

18.3.13.080. Review and Approval Procedure. All land use applications shall be reviewed and processed in accordance with the applicable procedures of Part 18-5.