

# ECONorthwest

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**April 19, 2007**

**TO: Bob Parker and Beth Goodman**  
**FROM: Kate Coddington**  
**SUBJECT: ASHLAND COMMUNITY WORKSHOP SUMMARY**

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The memorandum summarizes the small group input during the March 22, 2007 community workshop in Ashland. Six small groups formed to develop goals and strategies for the City planning process. The City summarized the results of each group's discussion. This memorandum provides a summary of the goals and strategies from all groups and provides a summary of common themes that emerged from the workshop.

This memorandum summarizes the six most commonly discussed goals, with the commonly discussed strategies proposed by all groups. They are organized approximately from most frequently discussed to least frequently discussed goals and strategies.

## **JOBS AND THE ECONOMY**

The common strategies for this goal include:

- Livable or family wage job promotion (e.g. through promotion of AFN and marketing the community's strengths)
- A diversified economy targeting health care, high tech, biotech, and agriculture industries
- Assistance and support services for business or entrepreneurs ("think-u-bator" bringing together talented people and investors)—both current and new
- A pro-business attitude, reducing costs of doing business in the City (permits and fees), making process predictable
- Taking advantage of SOU graduates, workforce education and development (USFWS, others)
- Regional economic development

## **QUALITY OF LIFE**

The common strategies for this goal include:

- Community involvement in decision-making
- Maintaining the quality of schools

- Support for cultural amenities (OSF), library, and arts community
- The downtown planning process, downtown beautification, pedestrian friendly downtown
- Preserving and creating open space, balance of density and livability

## **PLANNING AND PUBLIC PROCESS**

The common strategies for this goal include:

- New urbanism design principles
- Density and infill promotion
- Community-based decision-making process
- Available land, master plan larger properties
- A well-communicated economic development plan, City needs an overall planning vision, policies need clearly defined goals
- Consistency and certainty in the planning process, expedite process, ensure objectivity

## **SUSTAINABILITY AND THE ENVIRONMENT**

The common strategies for this goal include:

- Prohibiting heavy industry, preserving environmental quality
- Green business clusters, tax incentives for green businesses
- Alternative transportation, promoting rail
- Sustainable business education, connecting with state sustainability initiatives
- Fast-tracking the permitting process or lowering costs, barriers to green business startups
- Use of local supply lines

## **TRANSPORTATION**

The common strategies for this goal include:

- Diversity of transportation in plan: improving public transportation services, improving pedestrian facilities,
- Nodal development and density (could promote use of alternative modes of transportation)
- Parking downtown

## **HOUSING**

The common strategies for this goal include:

- Land supply and expansion of the UGB
- Mixed-use, higher density condos and other residential

- Use of public land for affordable housing