

**ASHLAND CITY COUNCIL
BUSINESS MEETING MINUTES
Tuesday, June 3, 2025**

6:00 PM Business Meeting

Council Present: Mayor Graham, Dahle, Bloom, Kaplan, DuQuenne, and Hansen.

Council Absent: None

Staff Present:

Jordan Rooklyn	Deputy City Manager
Johan Pietila	City Attorney
Alissa Kolodzinski	City Recorder
Marianne Berry	Finance Director
Bryn Morrison	Deputy Finance Director
Brandon Goldman	Community Development Director
Scott Fleury	Public Works Director
Marshall Rasor	Fire Chief

I. CALL TO ORDER

Mayor Graham called the meeting to order at 6:01 p.m.

- a. Land Acknowledgement**

Bloom read the land acknowledgement.

II. PLEDGE OF ALLEGIANCE

Kaplan led the pledge of allegiance.

III. ROLL CALL

IV. MAYOR'S/ CHAIR OF THE COUNCIL ANNOUNCEMENT

- a. National Flag Week Proclamation – Graham read the proclamation for the record.
Mayor Graham announced a Coffee and Conversations event on June 17 from 1:00 to 2:30 PM at Railroad Park, inviting residents to discuss city matters. She also remembered former Mayor John Stromberg, highlighting his kindness, dedication to Ashland, and legacy in watershed protection. The council observed a moment of silence in his honor.

V. APPROVAL OF MINUTES

- a. Minutes of the May 19, 2025 – Study Session Meeting
b. Minutes of the May 20, 2025 – Business Meeting

Bloom moved to approve the May 19, 2025, Study Session Meeting minutes and the May 20, 2025, Business Meeting minutes. Hansen seconded the motion.

Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

VI. CONSENT AGENDA

Dahle requested to pull item D and DuQuenne requested to pull item C for clarification.

- a. Approval of Liquor License for Little Tokyo, Live at the Armory, and Tacos Libertad
b. Resolution No. 2025-14 – A Resolution Relating to Solid Waste Management Service Rate and Repealing Resolution 2024-11.

- c. Contingency Draw for Fire Department
- d. Water Rate Resolution–Approval of 2025–2027 Biennium Water Rates
- e. Approval of Goods & Services Contract – Water Quality Temperature Trading Program Partnership (2025–2031); Phase 3A Stewardship & Monitoring
- f. A Resolution Allocating BN23–25 Transient Lodging Tax Funds to the Oregon Shakespeare Festival
- g. Approval of Personal Services Contract – Ashland Chamber of Commerce (DBA Travel Ashland) Destination Marketing Activities

Bloom moved to approve consent agenda items A, B, E, F, and G. Dahle seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

VII. SPECIAL PRESENTATIONS

a. ODFW Special Presentation

Dan Van Dyke, District Fish Biologist for ODFW (Oregon Department of Fish and Wildlife), detailed Ashland's vital role in stewarding Bear Creek's salmon and steelhead populations (see attached presentation). The City's need to enhance ordinances, maintain riparian vegetation, and adapt to climate change was emphasized. Van Dyke advised supporting a multi-story canopy of native trees, boosting enforcement, and coexisting with beavers. Challenges such as climate change, non-native species, and urbanization's impact were also discussed. Council questions were addressed on water quality and treatment, noting that improvements like the updated water treatment plant have positive impacts on fish habitats and water conditions over time. The collaborative work with DEQ to manage impact on water quality in the watershed was acknowledged.

Three community members spoke in support of Van Dyke's recommendations to enhance riparian and salmon habitat protection.

VIII. PUBLIC FORUM –

Citizen Eric Navickas apologized to the council for a prior response to the police chief and shared how personal experiences influenced his views on social justice. He expressed concern over city exclusion laws and spoke against injustices towards the impoverished and marginalized.

IX. PUBLIC HEARING

a. Biennium Budget Adoption and Approval of Other Related Budget Resolutions

Rooklyn presented the biennium 2025–2027 budget and accompanying resolutions for adoption. Changes from the Citizens Budget Committee recommendations were highlighted, including the source of childcare grant funds supported by council motion. Berry spoke of the discrepancy in budget numbers between the resolution and what the Citizens Budget Committee had approved. The total budget amount is \$374,021,893 for the biennium 2025–2027, reflecting a decrease of \$135,000 from the previously approved balance due to adjustments in funding sources for childcare grants. Berry also explained the purpose of the additional resolutions accompanying the budget, including qualifying state revenues, marijuana and liquor state taxes, and setting the property tax levy.

Public Hearing Open

Citizen Paul Mozina expressed concerns about the public safety fee increase and questioned the financial performance of the single-roll ambulance program.

Public Hearing Closed

Decision:

Dahle moved to approve Resolution 2025-17 adopting the biennium 2025-2027 budget and appropriations. Bloom seconded the motion. Roll Call Vote: DuQuenne – No; Dahle, Bloom, Hansen, and Kaplan – Yes. The motion passed.

Hansen moved to approve Resolution 2025-18, certifying City of Ashland services. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

Bloom moved to approve Resolution 2025-19, declaring the city's election to receive state revenues. DuQuenne seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

Kaplan moved to approve Resolution 2025-20 to levy taxes for fiscal year 2026. Bloom seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

Kaplan moved to direct staff to report next spring the third quarter financial report, seeking council direction on whether a supplemental appropriation is warranted for homelessness services for the second year of the biennium. Bloom seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

- b. Public Hearing and First Reading of Ordinance 3264 Creating Section 13.40 of the Ashland Municipal Code Establishing Recreational Immunity Protections

Pietila presented the first reading of Ordinance 3264, which would create a new section in the Ashland Municipal Code to establish recreational immunity protections. This ordinance would allow the city to opt into certain protections specified in Senate Bills 1576 and 179, which extended recreational immunity to public entities for activities such as walking, running, and bicycling on trails or unimproved rights of way. Most public entities in Oregon have already opted into these protections. There is no direct cost or budget impact to the city, and it could potentially reduce future expenditure based on risk.

Public Hearing open

No comments

Public Hearing closed

Decision:

Hansen moved to approve Ordinance 3264 as presented. DuQuenne seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

- c. Public Hearing and First Reading of Ordinance 3265, adopting the 2025 Economic Opportunities Analysis as a technical support document to the Economic Element of the City of Ashland Comprehensive Plan

Goldman and Elliot Weiss from Community Attributes Inc. (CAI) presented the 2025 Economic Opportunities Analysis (EOA) (see attached presentation). They explained that the EOA provides a data-informed picture of Ashland's local economy and land availability to support economic development and employment growth over the next 20 years. Weiss reported on critical outcomes from the analysis, highlighting trends in population and demographics, forecasts for employment, and data on the real estate market. Importantly, it was observed that, per the buildable lands inventory, Ashland possesses a surplus of land designated for employment purposes.

Discussion focused on how remote work factors into the EOA affecting Ashland's jobs-to-housing balance. Weiss detailed the various data sources used to measure employment by residence and workplace, highlighting the necessity of accounting for remote work trends in economic planning. It was clarified that the EOA's regional forecast does not anticipate ongoing growth in construction. Additionally, there was a discussion on integrating the EOA with strategic planning to enhance Ashland's economic development.

Public Hearing open

No comments

Public Hearing Closed

Decision:

Kaplan moved to approve the first reading of Ordinance 3265 adopting the 2025 Economic Opportunities Analysis as a technical support document to the Comprehensive Plan Economy Element and scheduled second reading for June 17, 2025. Dahle seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

Recess taken 7:46-7:52

X. ORDINANCES, RESOLUTIONS AND CONTRACTS

- a. Second Reading of Ordinances 3249, 3250, 3251, and 3263 to implement the Climate Friendly Area Overlay & Written Findings Adoption

Goldman presented the second reading of four ordinances related to implementing the Climate Friendly Area (CFA) overlay (see attached). Amendments made between the first and second readings allowed for additional building height up to 60 feet for multifamily and mixed-use developments within the CFA overlays and downtown zone when at least 25% of dwelling units qualify as affordable housing. These ordinances align with several of Ashland's adopted council goals, including fostering environmental resilience, promoting housing and livability, and supporting a diverse and resilient economy.

Decision:

**Kaplan moved to approve Second Reading of the following ordinances:
Ordinance #3249 as amended, an ordinance amending the Ashland Land Use Ordinance to repeal Chapter 18.3.14 Transit Triangle Overlay and replacing it with a new Chapter 18.3.14 Climate Friendly**

Overlay;

Ordinance #3250, an ordinance amending the adopted Zoning Map to add the Climate Friendly (CF) Overlay;

Ordinance #3251, an ordinance amending the adopted Site Design Zones Map to align the extent of the Detailed Site Design Review Overlay Zone to include the full extent of the Climate Friendly Area Overlay Zones;

Ordinance #3263 as amended, an ordinance amending chapters 18.2.1, 18.2.2, 18.2.3.130, 18.2.6, 18.3.12, 18.3.13 & 18.4.2.040.c of the Ashland Land Use Ordinance to align with the new climate friendly area regulations and ensure implementation of applicable development standards;

And adopt the written findings as presented. Bloom seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

XI. UNFINISHED BUSINESS

a. Assistance Program – Adoption

Berry introduced changes to the utility assistance program targeting higher eligibility, year-round availability, and lower administrative tasks. The updated program replaces the current setup and eliminates the senior citizen and disabled discount resolution. Essential updates include using SNAP or OHP as qualifiers and offering a 30% discount on water, electric, and sewer with a \$400 cap annually. Mid-year budget reconciliation will be conducted to consider necessary adjustments during the biennium.

Kaplan moved to adopt Resolution 2025-21 that establishes the utility discount based on income threshold qualifiers and cap in the staff report for the utility assistance program effective July 1, 2025, and repeal Resolution 1992-22 on the senior citizens utility discount. Bloom seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

Consent Agenda items

c. Contingency Draw for Fire Department

Berry clarified the request for a contingency draw of \$550,000, mainly for overtime costs due to Oregon paid leave and mandatory staffing. An additional \$150,000 was needed for the replacement of the fire station alerting system. Rasor noted that maintaining current staffing levels helps prevent vacancies, which would otherwise lead to overtime costs. Questions arose regarding the impact of the single-roll ambulance service on expenses and whether new hires contributed to the situation. Rasor confirmed that filling positions is crucial to mitigate overtime. The importance of mandatory staffing levels for safety was also emphasized during the discussion.

Bloom moved to approve Resolution 2025-16 that will transfer \$700,000 from the general fund's contingency line to the fire department's budget. Hansen seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dahle voted yes. The motion passed.

d. Water Rate Resolution-Approval of 2025-2027 Biennium Water Rates

Fleury presented the proposed water rate changes for the 2025-2027 biennium, which aimed to keep lower commodity charge tiers as low as possible while raising upper tiers, especially in the summer season, to capture more revenue. Key changes included raising the first tier from 300 cubic feet to 500

cubic feet, with a 1.8% increase for fiscal year 2026. The customer charge was increased to reflect rising administrative costs since 2019.

Councilors discussed equitable water pricing, where tier adjustments aim to reduce costs for minimal consumption and increase rates for high usage to curb excess. They appreciated the balance in service costs, maintaining quality standards, and minimal first-year meter charge increases to ease resident financial burdens. While staff efforts were acknowledged, some opposed raised consumption caps, asserting they don't align with conservation and equity goals, resulting in differing views on the rate changes.

Dahle moved to approve Resolution 2025-12, a resolution revising rates for water service pursuant to Ashland Municipal Code section 14.04.030 and repeal Resolution 2019-10. Bloom seconded the motion. Roll Call Vote: Dahle, Bloom, and Hansen voted yes. Kaplan and DuQuenne voted no. The motion passed.

XII. NEW BUSINESS

a. Voting and Appointment of Council Member

The council conducted a vote to fill the vacant council seat using the Exhaustive Ballot Method. In the first round of voting, Derek Sherrell received three votes from Councilors Hansen, Dahle, and Bloom, securing the appointment. Councilor Kaplan voted for Meg Wade, and Councilor DuQuenne voted for George Kramer.

Kaplan moved to appoint Derek Sherrell to the Ashland City Council. DuQuenne seconded the motion. Roll Call Vote: Hansen, DuQuenne, Kaplan, Bloom, and Dale voted yes. The motion passed.

XIII. CITY MANAGER REPORT

XIV. OTHER BUSINESS FROM COUNCIL MEMBERS/REPORTS FROM COUNCIL LIAISONS

DuQuenne announced the upcoming Juneteenth celebrations in Jackson County and Ashland, including events at SOU on June 10, Pear Blossom Park on June 21, and Railroad Park on June 22. Dahle reminded everyone about the upcoming airport event featuring kids' science activities and emergency services demonstrations, scheduled for this Saturday. Graham reported on her recent tour of the Jackson County jail with Senator Wyden, noting ongoing discussions about social services and community issues related to the facility.

XV. ADJOURNMENT

The meeting was adjourned at 8:50 p.m.


City Recorder Alissa Kolodzinski


Mayor Tonya Graham



A Proclamation in Honor of Flag Day 2025

Whereas, the first official flag of the United States was adopted on June 14, 1777, by an act of Congress; and

Whereas, on Aug. 3, 1949, Congress designated National Flag Day, which was to be celebrated on June 14th of each year; and

Whereas, the annual event is an opportunity to learn more about the history of the American flag and to honor and show respect for our veterans who have served our country with courage under this flag; and

Whereas, the American flag has always stood for the aspirational goal that our nation will be a place where people of all backgrounds, creeds, and philosophies support and defend the Constitution as the bedrock of our Democracy, and all people are guaranteed due process in a system dedicated to the rule of law; and

Whereas, our nation is currently engaged in a vigorous society-wide debate about whether those values remain the values of our nation.

Now therefore, I, Tonya Graham, Mayor of the City of Ashland, Oregon, do hereby proclaim June 14, 2025, as Flag Day in the City of Ashland and urge all residents to contemplate what they can do to ensure that our flag symbolizes our devotion to freedom, equal rights for all, and the rule of law here and abroad – and then to act peacefully on those contemplations.

Dated this 3rd day of June 2025

Tonya Graham, Mayor

Alissa Kolodzinski, City Recorder





Ashland Headwaters of Bear Creek

Bear Creek snapshot



- Impacted watershed
- Native fish still present
- Salmon, steelhead in Ashland
 - Fall Chinook up since 1970s
 - Coho persisting
 - Steelhead broadly distributed

Steelhead and stewardship



- Most abundant fish in Ashland
- Live in streams up to 3 years
- Coldwater species 55F-64F
- Stressor spiral
 - Warm water
 - Climate projections
 - Exotic fish

Riparian vegetation



- Native trees, native shrubs along streams
- Multiple benefits/climate resilience
 - Shade
 - Reduces erosion
 - Riparian process—snags, LWD
 - Wildlife
 - Food for beavers
- Multistory canopy
- Protected by land use law

Riparian protection

50 feet

Oregon's land use law

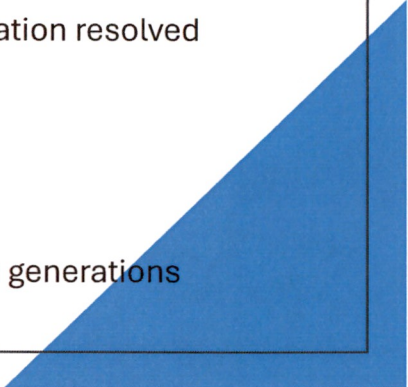
- Development setback
 - Some impact allowed if planting to improve habitat
- Vegetation protected

Problems



- Lower Kitchen Creek
- Rogue Valley Audubon, Southern Oregon Land Conservancy, Riverkeeper
- Ordinance review
- Met with Community Development

Recommendations

1. Foster a multistory canopy of native trees and native shrubs
 - Requires enforcement of city riparian ordinance.
 2. Strengthen the ordinance
 - Add language from county—no permits until code violation resolved
 - Simple mitigation/landscape plans
 3. As a city, learn to live with beavers
 4. Lead the valley in stewardship
 - Pass along Bear Creek salmon and steelhead to future generations
- 

CITY OF ASHLAND

ECONOMIC OPPORTUNITY ANALYSIS

CITY COUNCIL



June 3, 2025



CONTENTS



Introduction
And Purpose



National, Regional,
and Local Trends



Employment
Land Sufficiency



Community Economic
Development Priorities



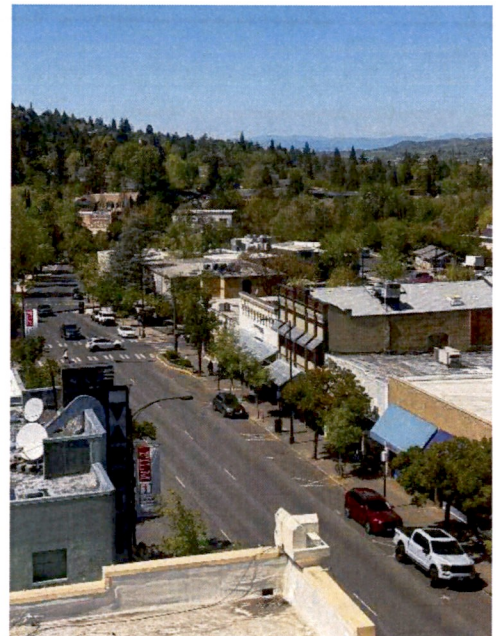
Strategic
Considerations

INTRODUCTION AND PURPOSE

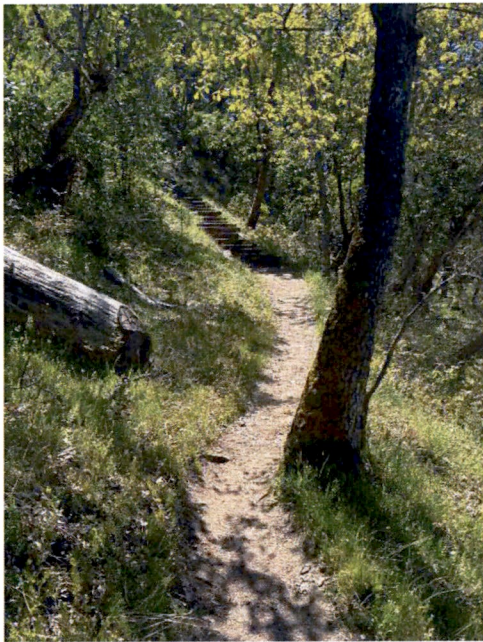
PROJECT INTRODUCTION

What is an Economic Opportunity Analysis (EOA)?

- A **State-required analysis** under **OAR 660-009-0015** that evaluates future land availability for employment uses.
- **Compares projected demand** for employment land (industrial, commercial, etc.) with the **existing land supply**.
- Typically **adopted as a technical appendix** to the comprehensive plan, to provide the foundation for updated economic policies.



PROJECT INTRODUCTION



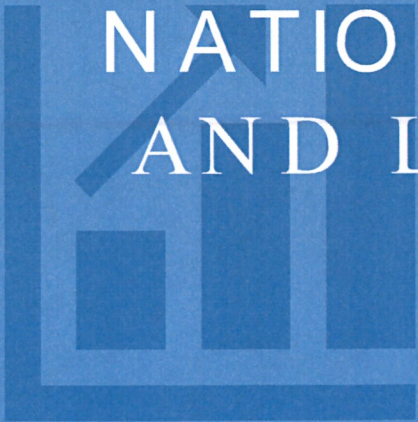
Elements of an EOA:

1. Review of national, state, regional, county and local economic and market trends
2. Identification of required site types (sites to accommodate employment growth)
3. Inventory of industrial and other employment lands
4. Assessment of community economic development potential

June 2025

City of Ashland EOA

5



NATIONAL, REGIONAL, AND LOCAL TRENDS

RECAP OF FINDINGS PRESENTED 4/22

LOCAL TRENDS



Growth Rate

- Ashland's population grew at a CAGR of 0.5% from 2010 to 2024
- Jackson County grew at a CAGR of 0.6%, and Medford grew at 1.2% in the same period.



Demographics

Compared to the region, Ashland's population is

- Older
- More educated
- Whiter



Household Size

- 78% of households in Ashland have one or two people (2023).



Tenure (2023)

- 45% of households are homeowners (61% county)
- 44% are renters (33% county)
- 11% of units are vacant or partially vacant (6% county)
(includes short-term rentals and second homes)



Housing Inventory

- Ashland had 11,500 housing units in 2023
- 59% are single-family homes

RECAP OF FINDINGS PRESENTED 4/22

LOCAL TRENDS



Jobs-to-Housing Balance

- Declined from 0.78 (2013) to 0.74 (2023)
- Lower than the regional average (0.85 for the Rogue Valley and 1.08 for Oregon); likely defined by a higher share of retirees



Regional Labor Flows

- 37% of Ashland's working residents work in Ashland; others commute to Medford and other areas
- 31% of jobs in Ashland are filled by local residents; the remainder come in from elsewhere in the region



Top Inflow Industries (2022)

- Accommodation & Food Services (+638)
- Educational Services (+596)
- Retail Trade (+354)



Land Use

About 17% of Ashland's land is zoned for employment-uses

- Employment-zoned land makes up 8%
- Commercial land is an additional 4%
- Industrial land is 1%
- The remaining 4% is made up of special districts like the Croman Mill District and the Health Care Services District.



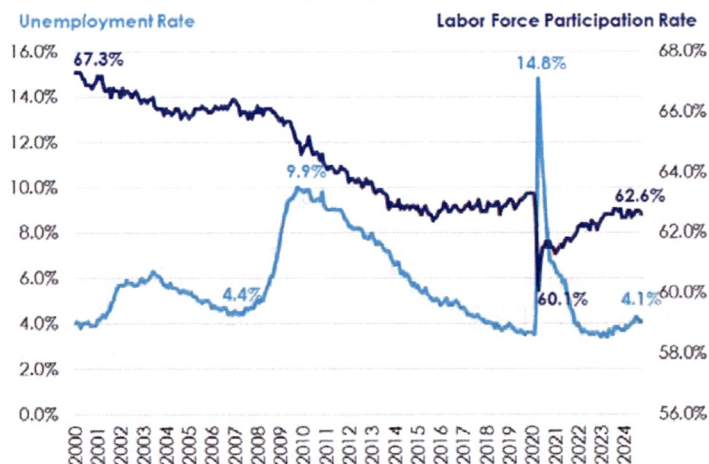
Climate

Hazards rated as high-probability, high-vulnerability in Ashland per the 2024 hazard mitigation plan include

- Wild fire, Drought, Air quality, Extreme heat, Earthquakes

NATIONAL TRENDS

Exhibit 1. U.S. Unemployment Rate and Labor Force Participation, 2000-2024



Sources: U.S. Bureau of Labor Statistics, 2024; CAI, 2024.

Unemployment

- National unemployment fell to 4.1% in 2024, returning to pre-pandemic lows.
- Labor force participation rebounded to 62.6%, though still below early 2000s levels.

Inflation

- Consumer Price Index (CPI) inflation is at 2.4%, up from 1.6% in 2019.
- Inflation has been generally steady for 9 months.

Interest Rates

- Federal fund borrowing rate is at 4.3%
- Interest rates have been fairly steady since Dec 2024

SOUTHERN OREGON TRENDS

Population Growth

- From 2010 to 2023, Oregon's population grew by 0.9% per year (12% total), with Jackson County growing by 0.7% (10% total) and Josephine County by 0.5% (7% total).
- Both counties ranked mid-range among Oregon counties.

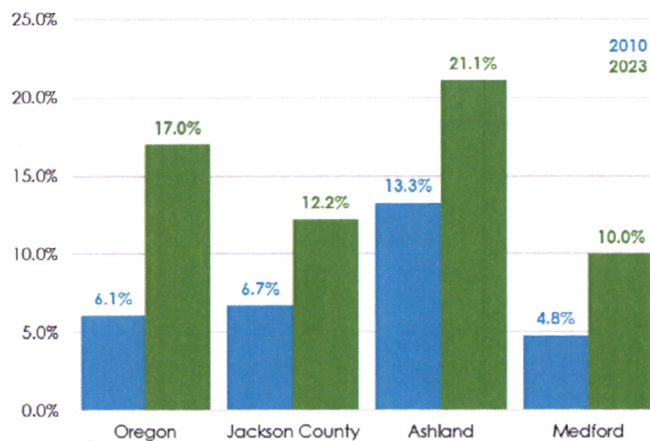
Economic Composition

- The regional economy is largely service-oriented, with Services, Retail Trade, and Education & Health each composing 21-24% of private sector jobs in the Jackson and Josephine 2-County Region as of 2022.
- (Note: Private employment excludes public sector, including some government and public school jobs.)

Remote Work

- Regional trends toward more workers reporting working from home are more pronounced in Ashland.
- In 2023, 17% of Oregon's workers report working from home, compared to 12% in Jackson County and 21% in Ashland.

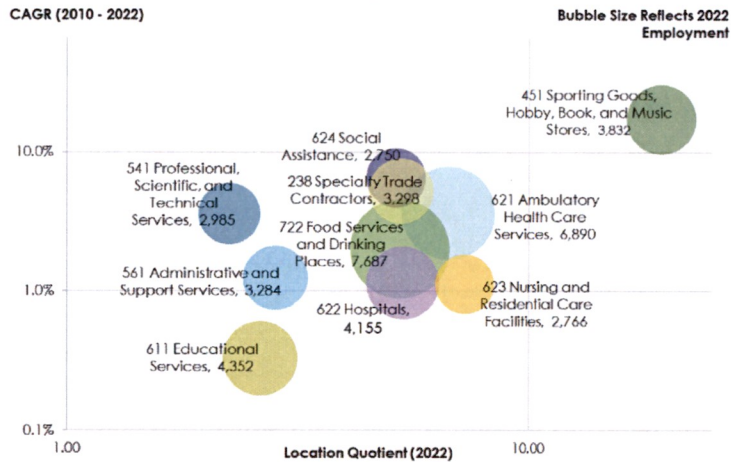
Exhibit 2. Proportion of Workers 16+ Who Work from Home, Oregon, Jackson County, Ashland & Medford, 2010 & 2023



Sources: ACS 5-year Estimates, 2023; CAI, 2025.

SOUTHERN OREGON TRENDS

Exhibit 3. Top 10 Industries (at 3-digit NAICS) by Employment, Location Quotient, and Growth, Jackson County



Sources: Oregon Employment Department 2010 & 2022; U.S. Bureau of Labor Statistics, 2022; CAI 2024.

Jackson County added 14,000+ private jobs from 2010 to 2022 (CAGR of 1.5%).

These sectors show both strong local employment and growth in Jackson County from 2010 – 2022.

- Sporting Goods Manufacturing (NAICS 451)
- Healthcare Services (NAICS 621, 622, 623 & 624)
- Food & Beverage Establishments (NAICS 722)

ASHLAND'S ECONOMY

Exhibit 4. Total Employment by Industry, Ashland, 2010 & 2022

Industry	Ashland Jobs (2010)	Ashland Jobs (2022)	Share of Jobs (2022)	CAGR (2010-2021)
Accommodation and Food Services	1,387	1,620	18%	1%
Retail Trade	1,163	1,379	15%	1%
Educational Services	115	1,362	15%	23%
Health Care and Social Assistance	1,187	1,129	12%	0%
Arts, Entertainment, and Recreation	691	674	7%	0%
Manufacturing	410	589	6%	3%
Professional, Scientific, and Technical Services	287	480	5%	4%
Other Services (excluding Public Administration)	233	377	4%	4%
Administration & Support, Waste Management	152	320	4%	6%
Information	179	244	3%	3%
Public Administration	-	188	2%	55%
Construction	104	179	2%	5%
Wholesale Trade	128	143	2%	1%
Finance and Insurance	207	140	2%	-3%
Real Estate and Rental and Leasing	98	118	1%	2%
Transportation and Warehousing	28	64	1%	7%
Management of Companies and Enterprises	68	51	1%	-2%
Agriculture, Forestry, Fishing and Hunting	11	40	0%	11%
Mining, Quarrying, and Oil and Gas Extraction	-	7	0%	18%
Utilities	-	-	0%	0%
	6,448	9,104		2.9%

Sources: U.S. Census Bureau Longitudinal Employer-Household Dynamics (LEHD), 2022; CAI, 2025.

Total Employment (2022)

9,104 total jobs, with strengths in

- Leisure & Hospitality
- Retail
- Education
- Health Care

Private Sector Growth Trends (2013–2023)

- Private employment growth of 516 jobs over this time (CAGR of 0.6%)
- Fastest growth in Construction (+9.9%) (Private employment excludes public sector jobs)

Forecast (2025–2045)

Private employment is projected to grow from 8,644 to 10,045.

- +654 in Leisure & Hospitality
- +422 in Health Care
- +165 in FIRE

ASHLAND REAL ESTATE

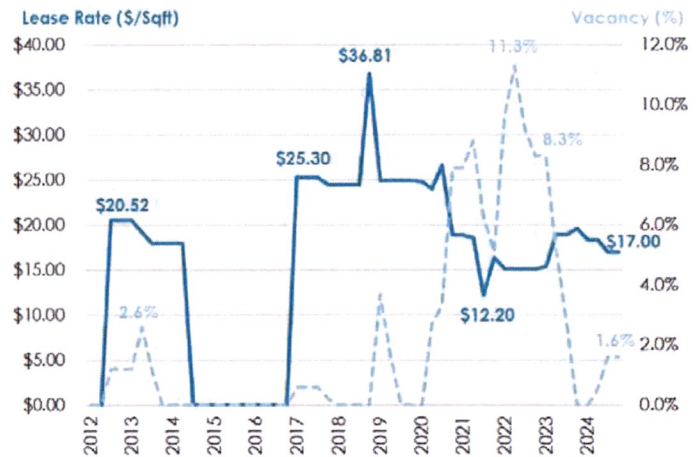
Retail

- Citywide: lease rates dropped from \$29.73/sf (2018) to \$20.99 (2024); Vacancy as of 2024 is 2.0%
- Downtown: Lease rates at \$17.00/sf (2024) & vacancy down to 1.6% from 11.3% (2021)

Office

- Most recent delivery was 8,000 sf in 2021.
- Lease rates declined from \$22.68 in 2021 to \$18.96
- Vacancy rates at 2.5% as of 2024.

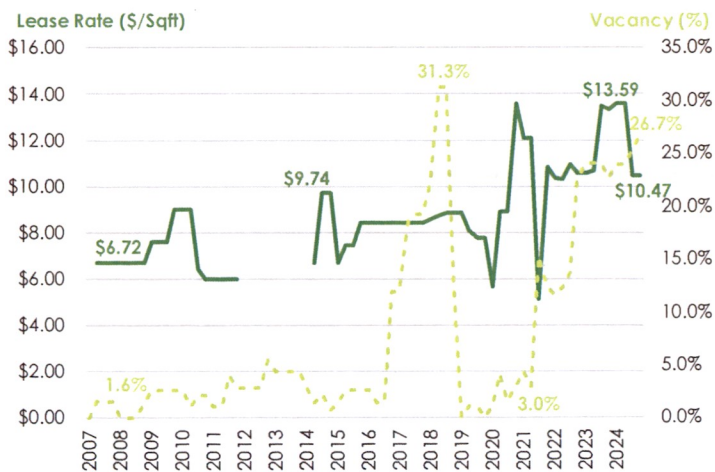
Exhibit 5. Downtown Retail Lease and Vacancy Rate, Ashland, 2012-2024



Sources: Costar, 2024; CAI, 2025.

ASHLAND REAL ESTATE

Exhibit 6. Industrial Lease and Vacancy, Ashland, 2007-2024



Sources: Costar, 2024; CAI, 2025.

Industrial Trends

- Vacancy reached 26.7% in 2024; likely affected by new supply (delivery of 28,000 sf in 2023), business disruption, and/or regional competition
- Lease rates fell to \$10.47/sf, down from \$13.59 (2023)

Hospitality Sector

- Lost some inventory post-covid (-123 rooms)
- Occupancy rates have since recovered to pre-pandemic levels (62.0% in 2024)

ASHLAND REAL ESTATE

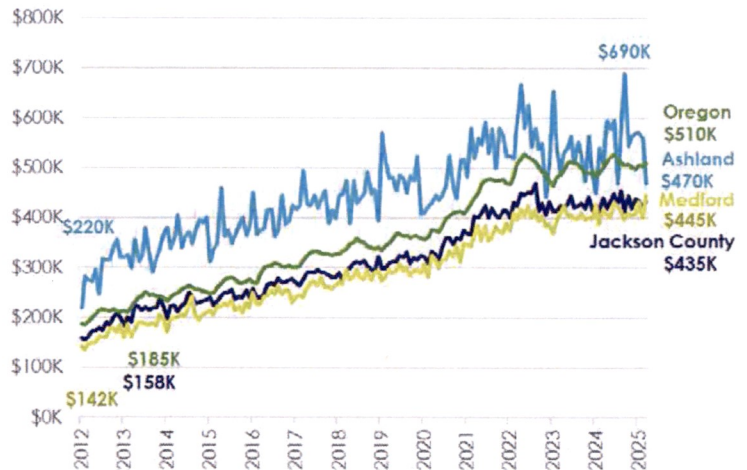
Housing

- Median home sale price peaked at \$690,000 (Sept 2024)
- 43% of listings in Ashland sell within two weeks (March 2025).

Income & Cost Burden

- Household income in Ashland grew at 4% CAGR (2010–2022)
- Cost-burdened households declined at -2% CAGR (2010–2023)
- 26% of households in 2021 earned less than 50% AMI (which was \$73,100); only 12% of housing units were affordable at that income level

Exhibit 7. Median Home Sale Price, Ashland, Medford, Jackson County and Oregon, Jan 2012 – March 2025



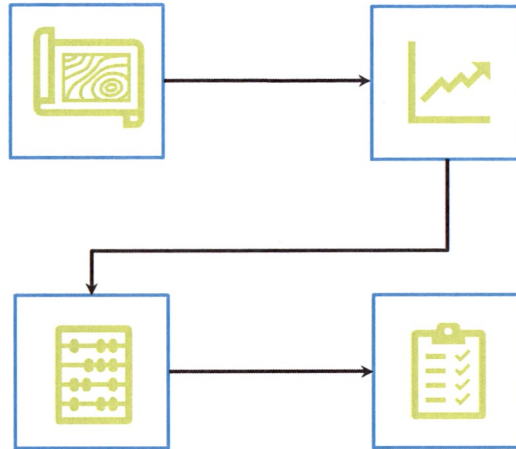
Sources: Redfin, 2025; CAI, 2025.

EMPLOYMENT LANDS SUFFICIENCY

METHODOLOGY

1. SUPPLY

CAI isolates and extract the supply of buildable employment (commercial + industrial) land from the 2024 BLI.



2. DEMAND

Using a detailed employment forecast, demand in total and by category is modeled for employment land.

3. RECONCILE

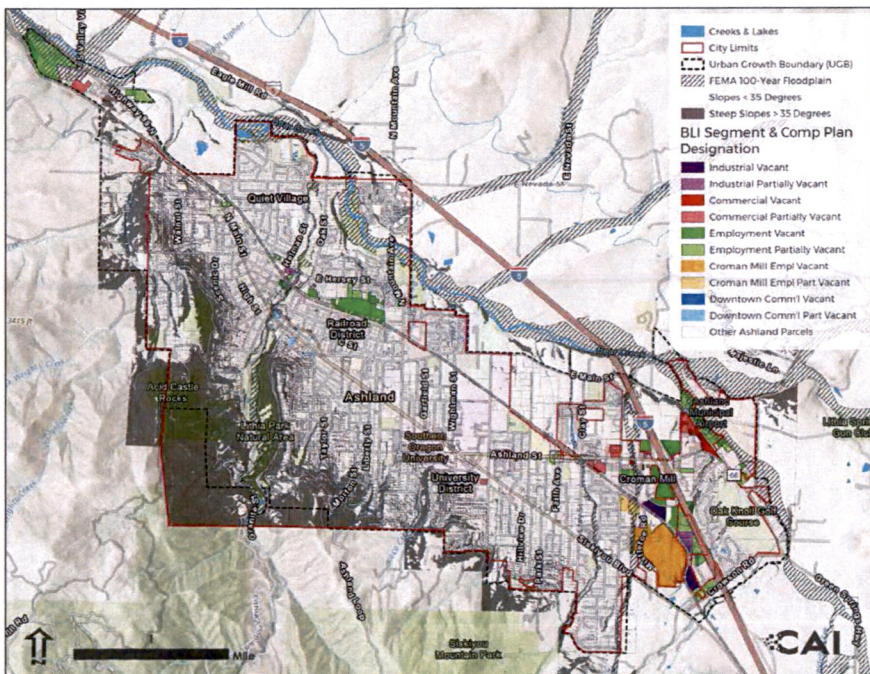
Supply of employment land is reconciled with demand in aggregate and by category.

4. SITE TYPES

Site types that may be needed by Ashland's target industries is characterized.

17

EMPLOYMENT LAND SUMMARY FINDINGS



Ashland's Employment Land Supply

- According to Ashland's Buildable Lands Inventory (2024), Ashland has **181 acres** of net buildable employment land, compared to **76 acres** of forecasted demand
- This is an estimated surplus of more than 100 acres within the city and UGB.

EMPLOYMENT LAND SUMMARY FINDINGS

Accommodating Future Growth & Sector Opportunities

- CAI forecast suggest **growth of 1,400 jobs by 2045** (0.7% cagr) that will require commercially or industrially zoned lands.
- Ashland has capacity to accommodate stronger-than-forecast employment growth over the next 20 years.
- Despite the overall surplus, there may be a shortage of small, centrally located commercial sites—particularly in or near Downtown.
- Some demand could be met through underutilized Employment-zoned (E-1) lands, but businesses tied to foot traffic (e.g., OSF-oriented retail) may continue to prefer downtown locations.

Comp Plan Category	Number of Vacant Tax Lots					Total
	Less than .5 ac	.5 to 1 ac	1-5 ac	5-20 ac	More than 20 ac	
Commercial	13	5	5	1	0	24
Downtown (Commercial)	5	3	0	0	0	8
Employment	37	13	35	3	1	89
Croman Mill (Employment, Ind. & MU)	1	2	5	4	1	13
Industrial	0	0	6	0	0	6
Total	56	23	51	8	2	140

June 2025

City of Ashland EOA

19

EMPLOYMENT LAND SUMMARY FINDINGS



Key Development Considerations

- Croman Mill and the Railroad District offer the largest contiguous development opportunities—this land is largely controlled by two landowners
- Publicly Owned Land Offers Additional Development Potential – While not included in the formal buildable lands inventory, city- and SOU-owned properties present valuable opportunities for strategic development, partnerships, and community-serving projects.
- Opportunity: Enhance visibility and access between E-1 areas and Downtown through pedestrian connections, wayfinding signage, and brand alignment.
- Opportunity to target development on value-aligned industries, such as outdoor recreation equipment manufacturing, craft food and beverage production

City of Ashland EOA

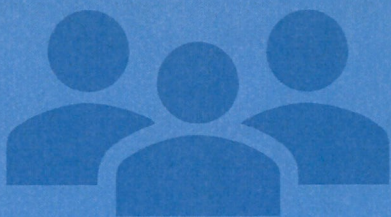
20

RECENT ADJUSTMENTS

DLCD Guidance

- Reference OAR chapter 660-009-0015.
- Clarify that our analysis is based on the 2024 Buildable Lands Inventory published by the city.
- Detail the constraints the City deducted as part of the 2024 BLI (in accordance with DLCD guidance) including;
- Publicly owned land was generally not considered available for commercial or industrial use;
- Land with slopes of 35-percent or greater and land within the 100-year flood plain was not considered buildable;
- Portions of otherwise buildable parcels intersecting with such constraints have had acreage deducted from the gross total, resulting in a net buildable acreage figure

COMMUNITY ECONOMIC DEVELOPMENT PRIORITIES



ENGAGEMENT ACTIVITIES



Interviews and Focus Groups (9)
Businesses, Stakeholders, and
Technical Experts



Regional Survey
Of Residents and Businesses

- 472 survey responses across Jackson County
- 174 live in Ashland
- 125 work in Ashland
- 79 own/manage a business in Ashland



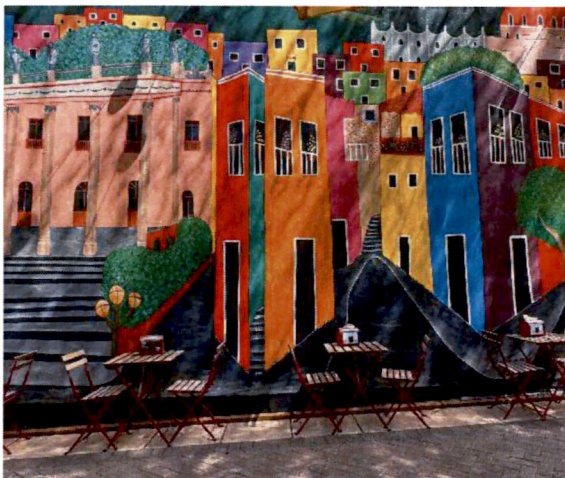
Student Forum
Southern Oregon University

May 2025

City of Ashland EOA

23

COMMUNITY ECONOMIC DEVELOPMENT PRIORITIES



- Tourism anchors exist and residents wish to diversify Ashland's tourism economy. Leverage assets like recreation and plan proactively for challenges like wildfire smoke and rising cost of living.
- Businesses are challenged by inflation, finding qualified employees, labor costs, and high cost of living locally for workers.
- Barriers to accessing Ashland's many amenities exist, especially for younger and economically disadvantaged families and individuals; cost of living is the primary barrier.

June 2025

City of Ashland EOA

24

COMMUNITY ECONOMIC DEVELOPMENT PRIORITIES

- **Student retention.** Students seek more integration into the community and want more inclusive, affordable entertainment—especially for those under 21 or without a car. Lack of high-wage jobs and limited career opportunities deter long-term retention.
- **Development hurdles.** While there is support for growth which honors Ashland's identity, perceived difficulty developing may act as a barrier.
- **Downtown.** There is support for further investment in downtown and Bend, OR, was most often described as a city Ashland can emulate.



STRATEGIC THEMES



THEME 1. Strengthen Economic Resilience through Diversification



THEME 2. Foster an Inclusive, Forward-looking Community



THEME 3. Unlock the Potential of Local Talent and Institutions



THEME 4. Make Space for Business Growth



THEME 5. Build Regional Partnerships to Scale Impact



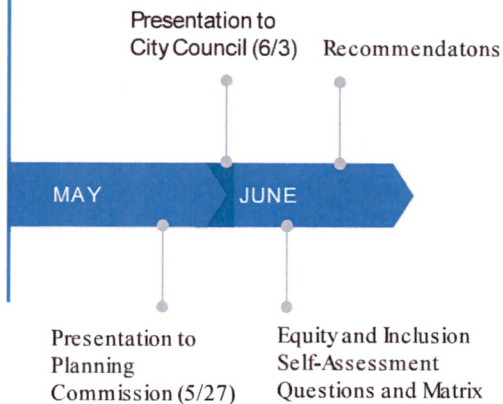
THEME 6. Activate Ashland's Lifestyle Advantage

27

NEXT STEPS

- Present to City Council on June 3
- Equity and Inclusion Self-Assessment
- Recommendations for the updated Economic Element
- All materials must be complete, via DLCD grant, by June 30

Upcoming Milestones



THANK YOU!



THEME 1

STRENGTHEN ECONOMIC RESILIENCE THROUGH DIVERSIFICATION

Ashland's economy is heavily reliant on tourism and service sectors, leaving it vulnerable to seasonal fluctuations, wildfires, cost of living challenges, and broader economic disruptions.

There is interest expanding Ashland's tourism economy to attract more visitors at different times of the year.

There is also interest to expand other sectors; This could include light manufacturing, tech, food production, wellness, and specialty industries—particularly those aligned with Ashland's lifestyle values and small-town character.



THEME 2. FOSTER AN INCLUSIVE, FORWARD-LOOKING COMMUNITY

Ashland's strong sense of place and cultural identity are major assets, but there is a tension between preserving what exists and adapting to future needs.

Residents recognize the need to welcome new residents, businesses, and ideas to avoid economic and social stagnation.

Embracing thoughtful growth—especially that which supports families, younger residents, and diverse voices—is seen as essential to keeping Ashland vibrant and relevant for future generations



THEME 3. UNLOCK THE POTENTIAL OF LOCAL TALENT AND INSTITUTIONS

There is untapped opportunity to better connect local educational institutions—particularly SOU and Ashland High School—to economic development goals.

Strategies could include efforts to build career pipelines, host internships, develop networking programs, and support entrepreneurship, especially in partnership with regional organizations.



THEME 4. MAKE SPACE FOR BUSINESS GROWTH

Ashland's built environment and development patterns could act as barriers to expansion.

It is important to have flexible, ready-to-develop commercial and industrial space, as well as reasonable permitting costs and consistent regulations, to support economic growth.

Sites such as the Croman Mill and the railroad properties are of strategic priority.



THEME 5. BUILD REGIONAL PARTNERSHIPS TO SCALE IMPACT

Ashland's economic future is closely tied to the broader Southern Oregon region, and stakeholders highlighted the need for deeper collaboration with neighboring cities, SOREDI, the SBDC, and workforce partners.

Stronger alignment is needed on land use planning, workforce development, business support, and infrastructure investment—particularly to access larger labor pools, grow entrepreneurship, and compete for state and federal funding.



THEME 6. ACTIVATE ASHLAND'S LIFESTYLE ADVANTAGE

Ashland's greatest strengths—its natural beauty, safety, walkability, cultural amenities, and robust fiber infrastructure—are clear economic assets that position the city to attract remote workers, lifestyle-driven entrepreneurs, and talent seeking high quality of life.

By strategically leveraging these assets, Ashland can better align its economic development efforts to attract the types of businesses, visitors, residents, and workers that reflect its long-term vision and values.



Economic Opportunity Analysis

City Council
June 3, 2025

Before the Council tonight

**Public Hearing and First Reading of Ordinance 3265,
adopting the 2025 Economic Opportunity Analysis**



EOA





Economic Opportunity Analysis

- State Mandate:** Oregon cities must comply with Statewide Planning Goal 9 and OAR 660-009-0015 by planning for enough employment land to meet 20-year job growth projections.
- Purpose of the EOA:** The Economic Opportunities Analysis (EOA) identifies economic trends, evaluates employment land supply and demand, and informs future land use and economic development policy.
- The EOA provides a factual, technical foundation but does not itself enact new policies or regulations.



Economic Opportunity Analysis

- Meets State Requirements:** Replaces Ashland's outdated 2007 EOA and ensures compliance with Goal 9 and OAR 660-009-0015.
- Land Supply Assessment:** Analyzes current employment land inventory and identifies gaps by size, location, and readiness.
- Foundation for Strategic Planning:** By providing up-to-date data and projections on regional and local economic trends, the EOA establishes a strong foundation for future decision-making and development of economic development strategies aligned with Ashland's long-term goals.

**Recommendations:**

The Planning Commission, at their 5/27 public hearing, recommend Council adopt the 2025 EOA and implementing Ordinance. Staff concurs with this recommendation.

Suggested Council Motion:

I move to approve First Reading of Ordinance 3265, adopting the 2025 Economic Opportunities Analysis as a technical support document to the Comprehensive Plan Economy Element, and schedule Second Reading for June 17, 2025.



Community Attributes Inc.
Presentation



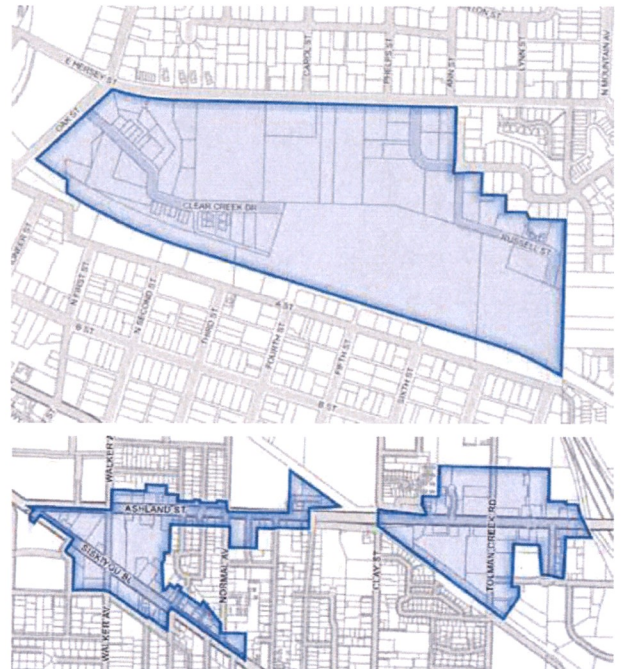
Climate Friendly Areas

Second Reading Ords. 3249, 3250, 3251, & 3263

City Council
June 3, 2025

Before the Council tonight

Second Reading of Ordinances 3249, 3250, 3251 and 3263, adopting amendments to the Land Use Ordinance, Zoning Map, and Site Design Zones map to align with the new Climate Friendly Area regulations, and adoption of Written Findings.



CFA





Climate Friendly Area: Amendments at First Reading

Ordinance 3249 AN ORDINANCE AMENDING THE ASHLAND LAND USE ORDINANCE TO REPEAL CHAPTER 18.3.14 TRANSIT TRIANGLE OVERLAY AND REPLACING IT WITH A NEW CHAPTER 18.3.14 CLIMATE FRIENDLY OVERLAY.

Exhibit A, Section 18.3.14.050 Dimensional Standards, Table 18.3.14.050 Climate Friendly Overlay Dimensional Standards, Maximum Height With Bonus [footnote #6] is amended to read:

Multifamily and mixed use dwellings meeting the standards for 25% affordable housing in section 18.2.5.050 are eligible for bonus height. Applicants may alternatively pursue height bonuses per ORS 197A.445.



Climate Friendly Area: Amendments at First Reading

Ordinance 3263 AN ORDINANCE AMENDING CHAPTERS 18.2.1, 18.2.2, 18.2.3.130, 18.2.6, 18.3.12, 18.3.13 & 18.4.2.040.C OF THE ASHLAND LAND USE ORDINANCE TO ALIGN WITH THE NEW CLIMATE FRIENDLY AREA REGULATIONS AND ENSURE IMPLEMENTATION OF APPLICABLE DEVELOPMENT STANDARDS.

Section 18.2.6.030 Unified Standards for Non-Residential Zones; Table 18.2.6.030 Standards for Non-Residential Zones , Building Height Maximum (feet) is amended to read:

Buildings greater than 50 ft and less than 60 ft are permitted if they contain at least 25% of the dwelling units as affordable housing meeting the affordability standards in 18.2.5.050 or with approval of a Conditional Use Permit.



Suggested Council Motions to adopt the ordinances and Written Findings and Conclusions of Law:

I move to approve Second Reading of the following ordinances:

- **Ordinance #3249 as amended**, an ordinance amending the Ashland Land Use Ordinance to repeal Chapter 18.3.14 Transit Triangle Overlay and replacing it with a new Chapter 18.3.14 Climate Friendly Overlay;
- **Ordinance #3250**, an ordinance amending the adopted Zoning Map to add the Climate Friendly (CF) Overlay.
- **Ordinance #3251**, an ordinance amending the adopted Site Design Zones Map to align the extent of the Detailed Site Design Review Overlay Zone to include the full extent of the Climate Friendly Area Overlay Zones.
- **Ordinance #3263 as amended**, an ordinance amending chapters 18.2.1, 18.2.2, 18.2.3.130, 18.2.6, 18.3.12, 18.3.13 & 18.4.2.040.c of the Ashland Land Use Ordinance to align with the new climate friendly area regulations and ensure implementation of applicable development standards.

I move to approve the written findings as presented.

Councilor Appointment

6/3/25



Councilor DuQuenne

Vote for one:

Candidate	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6
Mark Brouillard						
Stephen Gagne						
George Kramer	✓					
Mark Morrison						
Linda Peterson Adams						
Russell Phillips						
Derek Sherrell						
Meg Wade						

Councilor Appointment

6/3/25



Councilor Hansen

Vote for one:

Candidate	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6
Mark Brouillard						
Stephen Gagne						
George Kramer						
Mark Morrison						
Linda Peterson Adams						
Russell Phillips						
Derek Sherrell	X					
Meg Wade						

Councilor Appointment
6/3/25



Councilor Dahle

Vote for one:

Candidate	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6
Mark Brouillard						
Stephen Gagne						
George Kramer						
Mark Morrison						
Linda Peterson Adams						
Russell Phillips						
Derek Sherrell	X					
Meg Wade						

Councilor Appointment

6/3/25



Councilor Kaplan

Vote for one:

Candidate	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6
Mark Brouillard						
Stephen Gagne						
George Kramer						
Mark Morrison						
Linda Peterson Adams						
Russell Phillips						
Derek Sherrell						
Meg Wade	✓					

Councilor Appointment
6/3/25



Councilor Bloom

Vote for one:

Candidate	Round 1	Round 2	Round 3	Round 4	Round 5	Round 6
Mark Brouillard						
Stephen Gagne						
George Kramer						
Mark Morrison						
Linda Peterson Adams						
Russell Phillips						
Derek Sherrell		yes				
Meg Wade						

Round 1

	Brouillard	Gagne	Kramer	Morrison	Peterson Adams	Phillips	Sherrell	Wade
Bloom						x		
Dahle						x		
DuQuenne		x						
Hansen						x		
Kaplan							x	
	0	0	1	0	0	0	3	1

Round 2

	Brouillard	Gagne	Kramer	Morrison	Peterson Adams	Phillips	Sherrell	Wade
Bloom								
Dahle								
DuQuenne								
Hansen								
Kaplan								
	0	0	0	0	0	0	0	0

Round 3