

Memo

DATE: June 25, 2024
TO: Planning Commissioners
FROM: Derek Severson, *Planning Manager*
RE: SOU Masterplan

Background

Oregon Statewide Planning Goal 2 – Land Use Planning and Chapter 197 of the Oregon Revised Statutes both require that the planning activities of colleges and universities as state agencies be coordinated with cities to ensure compatibility with the city's Comprehensive Plan and local land use ordinances. To that end, Ashland has adopted Southern Oregon University's master plans by ordinance as supporting documents to the Comprehensive Plan and has created a specific chapter in the land use ordinance (AMC 18.3.6) which details regulations specific to the Southern Oregon (SO) University District to reflect the master plan.

- In August of 1990, the Ashland City Council adopted the "*Southern 2000 Campus Master Plan*" as prepared by Southern Oregon State College with amendments by the City of Ashland.
- In February of 2000, the Ashland City Council adopted the "*Southern Oregon University Campus Master Plan – 2000-2010*" as prepared by Southern Oregon University with amendments by the City of Ashland.
- In May of 2010, the Ashland City Council adopted the "*Southern Oregon University Campus Master Plan Update*" as prepared by Southern Oregon University with amendments by the City of Ashland.

Master plans of this nature are typically prepared on a ten-year planning horizon. SOU began conversations with Planning staff about updating their Master Plan prior to 2020, but this process was delayed due to the pandemic. The University is now looking to begin a "light update" of their Master Plan looking primarily to address planned

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projects, changes to the campus since the last update, and issues that are foreseen to arise over the planning horizon.

Tonight's Discussion

Staff will provide a brief presentation to give an overview of the existing master plan, changes that have been approved since adoption, and some issues likely to be encountered with a light update to the master plan.

SOU's team for the master plan update process (James McNamara, Rob Patridge and Alan Harper) will present tonight to speak about the update process and answer Commissioners' questions.

Next Steps

In discussions with SOU's team, they anticipate that they will be bringing forth a proposed light update to the SOU Master Plan in the fall of this year. At that time, there will be study sessions before the Planning Commission and Council followed by hearings and the ultimate adoption by ordinance of the updated SOU Master Plan as a supporting document to the Comprehensive Plan, along with any necessary modifications to the Chapter 18.3.6 "Southern Oregon University District", which regulates land uses on the campus in keeping with the master plan, and any associated updates to the Zoning and Comprehensive Plan maps (*if applicable*).

Tonight's discussion is intended to give Planning Commissioners some background on the master plan and update process in advance of the process beginning this fall.

For Reference

[SOU Campus Master Plan Update 2010-2020](#)

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Inaugural SOU Business Venture Tournament: innovative ideas across disciplines

June 4, 2024 / in [Campus News](#), [Press Releases](#)

(Ashland, Ore.) — Southern Oregon University (SOU) will host its inaugural Business Venture Tournament this week. The groundbreaking competition – designed to nurture entrepreneurial ideas from students across all academic disciplines – is intended to transform innovative ideas into successful business ventures, with generous support from SOU alumni Jim Teece and Dena Matthews.

The tournament's final competition and gala event will be held from 5 to 6:30 p.m. on Thursday, June 6, in Room 217 of Britt Hall on the SOU campus. Seventeen students from various academic disciplines have submitted their venture ideas, and seven finalists will present their projects in Thursday's final round.

The tournament's primary goal is to help students understand that regardless of their major, any idea with an organizational structure inherently involves crucial business elements. That knowledge is essential for students pursuing any passion – from

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[Inaugural SOU Business Venture Tournament: innovative ideas](#)

species to a Theatre major planning to open a children's space for learning drama and dance.

sounews

By participating in the tournament, students gain hands-on experience in idea, proof of concept, market research, venture

promotion and presentation skills, preparing them for the real world.

The competition offers significant prizes: \$3,000 for first place, \$700 for second place, \$250 for third place and \$500 for the best sustainability features. Students who vote for a pitch and attend the gala will also be entered into a drawing for a \$500 gift certificate at Southern Oregon Wilderness Adventures.

Teece and Matthews provided the initial funding for the Business Venture Tournament, envisioning a competition that would be inclusive of students from all academic backgrounds. That vision was brought to life by Vincent Smith, Ph.D., director of the School of Science and Business, and Douglas Daley, coordinator for SOU's MBA program. Daley developed and executed the competition's structure with support from Smith and graduate intern Jenny Chynoweth.

Thursday's final round event will feature sponsors and table hosts, including the Ashland Food Co-Op, Southern Oregon Wilderness Adventures, Talent MakerCity, the SOU Small Business Development Center, SCORE Jackson County, Seed Collective, Rogue To-Go, Crater Works & Direct Involvement Recreation Teaching (DIRT), the SOU Institute of Applied Sustainability and Rogue Valley Women in Business.

For more information, visit venture.sou.edu [<https://venture.sou.edu>].

-SOU-

Tags: School of Business

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disciplines June 4, 2024 - 12:11 pm



[La futura graduada va más allá de las expectativas de estudiantes de primera generación](#) June 3, 2024 - 2:42 pm



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[Rogue Valley Television now available to cable-cutters and others](#) May 21, 2024 - 8:49 am



[Junk-to-art program spotlights SOU's IAS Innovation Fund](#) May 14, 2024 - 12:08 pm



[Sixth annual Creativity Conference at SOU set to begin May](#)



Past to present:

[The Hannon](#)

[Library's Shively](#)

[legacy](#) May 6, 2024

- 11:10 am



[Student input](#)

[sought on "limited](#)
[membership"](#)

[clubs](#) May 6, 2024 -

9:00 am



[CCJ 389E: Spring](#)

[break trip to](#)

[Bosnia](#) April 29,

2024 - 3:50 pm

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Ashland Street Cinema Business Concept Proposal

Home > 2024 > June > 11 > Ashland Street Cinema Business Concept Proposal



[About Business Venture Tournament](#) | [Douglas Daley Jr](#)

The Business Venture Tournament has one more category ~ Proposals to transform the Ashland Street Cinema Building!

Ashland needs a place for young people to socialize and find a purpose while also providing an opportunity for new business ideas that can benefit our community.

The top three winning proposals will receive \$100 and be shared by the submitting student for consideration with the City of Ashland Planning Commission on **June 25, 2024 from 7:00-9:00**.

[Submit your proposal for this category HERE today!](#)

Attention students! Submit your innovative ideas for consideration by our judges, and you could be a part of transforming the former Ashland Street Cinema building into a unique space that caters to the needs of young people. [Explore this slidedeck for property information and pictures](#) to spark your imagination!

Our vision is to provide a place for socializing, finding purpose, and exploring new business ideas with low risk.

The building is located in the new University district, with a total indoor space of 17,000 sq ft, including 16,000 sq ft of theaters with 4-6 enclosed rooms and soundproof walls. We can even out the floors without needing to remove the walls. There are also 1,000 sq ft of additional offices and two entrances, a front and back. [Click here to view details of the space through the property management's listing.](#)

We have some exciting ideas in mind, including a youth center for middle school through college students, start-up business spaces with short-term leases, a maker-space for creative purposes, and collaborations with local non-profits. If your idea is selected, you will have the chance to work with us to develop it further, with slight adjustments based on permitting or funding. Imagine having your name as the mastermind behind it all!

This is your chance to make a difference in the community. Submit your concept idea now and be a part of the change we all want to see!

Plans for this category should contain the following:

- 1) Identify one specific business idea
- 2) Identify the perceived need for the business
- 3) Identify the target market (demographics). Here demographic data can be presented.
- 4) Do an initial SWOT analysis
- 5) Recommend specific "next steps" to explore the business idea more in-depth



Get Advice & Inspiration

Find inspiration and knowledge. These interesting articles can help you understand the Business Venture Tournament and provide tips for the competition.

Categories

[About Business Venture Tournament](#)

[Tournament News](#)

Recent Articles

[Ashland Street Cinema Business Concept Proposal](#)

[Venture Awards Gala 2024](#)

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[Tournament Entry](#)

The City of Ashland is Seeking SOU Student Venture Proposals for the former Ashland Street Cinema Complex

Venture Proposal Entry Due by June 20, 2024

**Top 3 Pitch for Consideration by the City of Ashland Planning Commission on
June 25, 2024 from 7:00-9:00.**

**Ashland needs a place for young people to socialize and find a purpose
while also providing opportunities for new business ideas to benefit our
community.**

Example ideas include:

- **Youth center space for middle school through college students (potentially separate spaces or spaces that have revolving purposes, such as a game room for younger students during the day and dance club at night)**
- **Potential start-up business spaces with short-term leases for entrepreneurs to try out a new business venture with less risk**
- **Perhaps a maker-space for creative purposes and development of tools for youth to develop business ideas**



The Ashland Street Cinemas was operated by Coming Attractions Theatres. It was closed on March 18, 2020 due to the Covid-19 pandemic. It was announced on January 22, 2021 that the closure would be permanent.

Contributed by Lost Memory

**Former
Ashland Street Cinema**

**1644 Ashland Street,
Ashland, OR 97520**

Empty for 4 years...

Attention SOU students!

Submit your innovative ideas for consideration by our judges, and you could help transform the former Ashland Street Cinema building into a unique space that caters to young people's needs. Our vision is to provide a place for socializing, finding purpose, and exploring new business ideas.

The building is located in the new University District. It has a total indoor space of 17,000 sq ft, including 16,000 sq ft of theaters with 6 enclosed rooms and soundproof walls. There are also 1,000 sq ft of additional offices and two entrances, front and back.

We have some exciting ideas in mind, including a youth center for middle school through college students, start-up business spaces with short-term leases, a maker space for creative purposes, and collaborations with local non-profits.

If your proposal is selected, you can work with a team to develop it further, with slight adjustments based on permitting or funding. Imagine having your name as the mastermind behind it all!

This is your chance to make a difference in the community.

Submit your venture proposal by June 20, 2024 and be a part of the change we all want to see!

Venture Proposal

Deliverables for Submission:

Submit Entry by June 20, 2024 at 5 PM

- Identify one specific business idea.
 - Identify the perceived need for the business.
 - Identify the target market (demographics). Include demographic data.
 - Do an initial SWOT analysis.
 - Recommend specific "next steps" to explore the business idea more in-depth.
 - Be sure to include all references used in your research.
-
- Submit the proposal as one document in PDF format.
 - Name the PDF file using the following convention:
 - **Cinema-YourLastName-YourFirstName-YourStudentID.pdf**

ASHLAND STREET CINEMA



~17,000 square feet ready to be transformed into a one-of-a-kind community resource.

Former Ashland Street Cinema Complex Property Features:

- **Exterior ticket booth and display board wall**
- **Two entrances, a front and back**
- **Entry / Foyer area**
- **Food concessions / food prep areas**
- **16,000 sq ft of theater rooms**
 - **6 enclosed rooms with soundproof walls**
- **1,000 sq ft additional offices**
- **Single story but with stairs and wheelchair lift in the entry/foyer area, ADA-compliant property**
- **Bathrooms**
- **Construction changes are allowed depending on the venture proposal: walls can come down, floors can be releveled, etc.**
- **Featuring 18 foot ceilings, full size loading dock with alley access, plenty of parking and high speed fiber network.**

Property Information

Overview **Facts & Features** Neighborhood: >

Existing Lease Type: NNN

Building Information

New Construction: No
Year Built: 1963

Location/Region

County Or Parish: Jackson

Tax Information

Tax Annual Amount: 102949.00
Tax Year: 2023

General Information

Parcel Number: 1-008534-7
Property Type: G
Special Listing Conditions: Standard
Zoning: C-1

Interior

Building Interior

Building Area Source: Other
Building Area Total: 16152.00

Overview **Facts & Features** Neighborhood: >

Tax Annual Amount: 102949.00
Tax Year: 2023

General Information

Parcel Number: 1-008534-7
Property Type: G
Special Listing Conditions: Standard
Zoning: C-1

Interior

Building Interior

Building Area Source: Other
Building Area Total: 16152.00

General Information

Basement: None
Common Walls: 2+ Common Walls
Cooling: Central Air
Flooring: Carpet,Concrete,Vinyl
Foundation Details: Slab
Heating: Forced Air
Interior Features: Vaulted Ceiling(s)
Levels: Two
Power Production: Public Utilities
Security Features: Fire Sprinkler System

Overview **Facts & Features** Neighborhood: >

Power Production: Public Utilities
Security Features: Fire Sprinkler System

Exterior

Parking Information

Parking Features: Asphalt

Lot Information

Additional Parcels: No
Lot Features: Level
Lot Size Acres: 5.91
Lot Size Square Feet: 257440.00
Road Surface Type: Paved
Water Source: Public

Building Exterior/Construction

Construction Materials: Block,Concrete
Roof: Membrane

General Information

Exterior Features: Dock
Other Structures: Other
Road Frontage Type: Shared Access
Sewer: Public Sewer

**Former Cinema complex
is at the back of the
shopping complex**



1644 Ashland St

Ashland Shopping Center Businesses:

- Dutch Bros drive thru
- Little Shop of Bagels
- Rogue Frameworks
- Ashland Nails Spa
- The Flat Top Barber Shop
- Alonna's Jungle Plant Nursery
- Henry's Laundromat
- Chill Out Salon
- J. Austin Co. Jewelry & Coins
- Earth Friendly Kids Apparel
- Dollar Tree
- Oregon Department of Human Services - Ashland Self-Sufficiency
- Deja Vu Fashion Consignment
- Ashland Electric Bikes
- Ashland Artisan Emporium
- Tan Republic Ashland
- Ashland Appliance and Mattress
- Razi Authentic Burmese Kitchen
- Mobile Madness Cell Phone Repair
- Sauce Restaurant
- Sawaddee Thai & Asian Cuisine
- Wendy's Fast Food (Drive Through)
- Pronto Print Ashland

Scroll for more...

Former Cinema



Exterior Entrance:

- Parking lot
- Ticket booth window
- Display board signs or blank glass wall exterior options
- Large marquee and signage opportunities

Former Signage



Source: <https://ktvl.com/station/gallery/another-victim-of-the-pandemic-ashland-street-cinema-is-closing-its-doors?photo=4>

The exterior entrance has glass walls, areas for marquee signage, and a covered front sidewalk / patio/ entry with lighting.

Scroll for more...

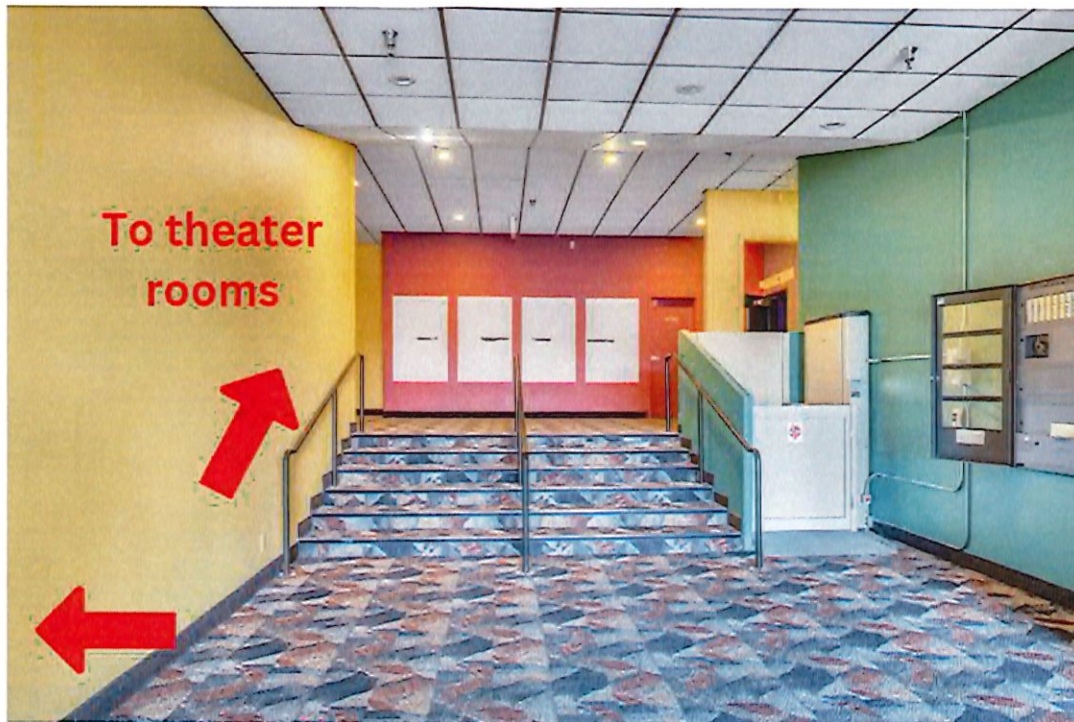


**Exterior
Ticket Booth
and Marquee
/ Sign**

**2 x Double
Door
Entrance**

Secure Ticket Booth Area on the Interior

Scroll for more...



**To theater
rooms**

**Concessions/
Cafe to the left**

Entrance Foyer Area

Scroll for more...



**Concessions /
Cafe Area &
Bathrooms**



Concessions / Food Service Area:

- Food prep area
- Cashier & food display counter
- Line or cafe table service space
- water fountains
- ADA-compliant restrooms

Scroll for more...



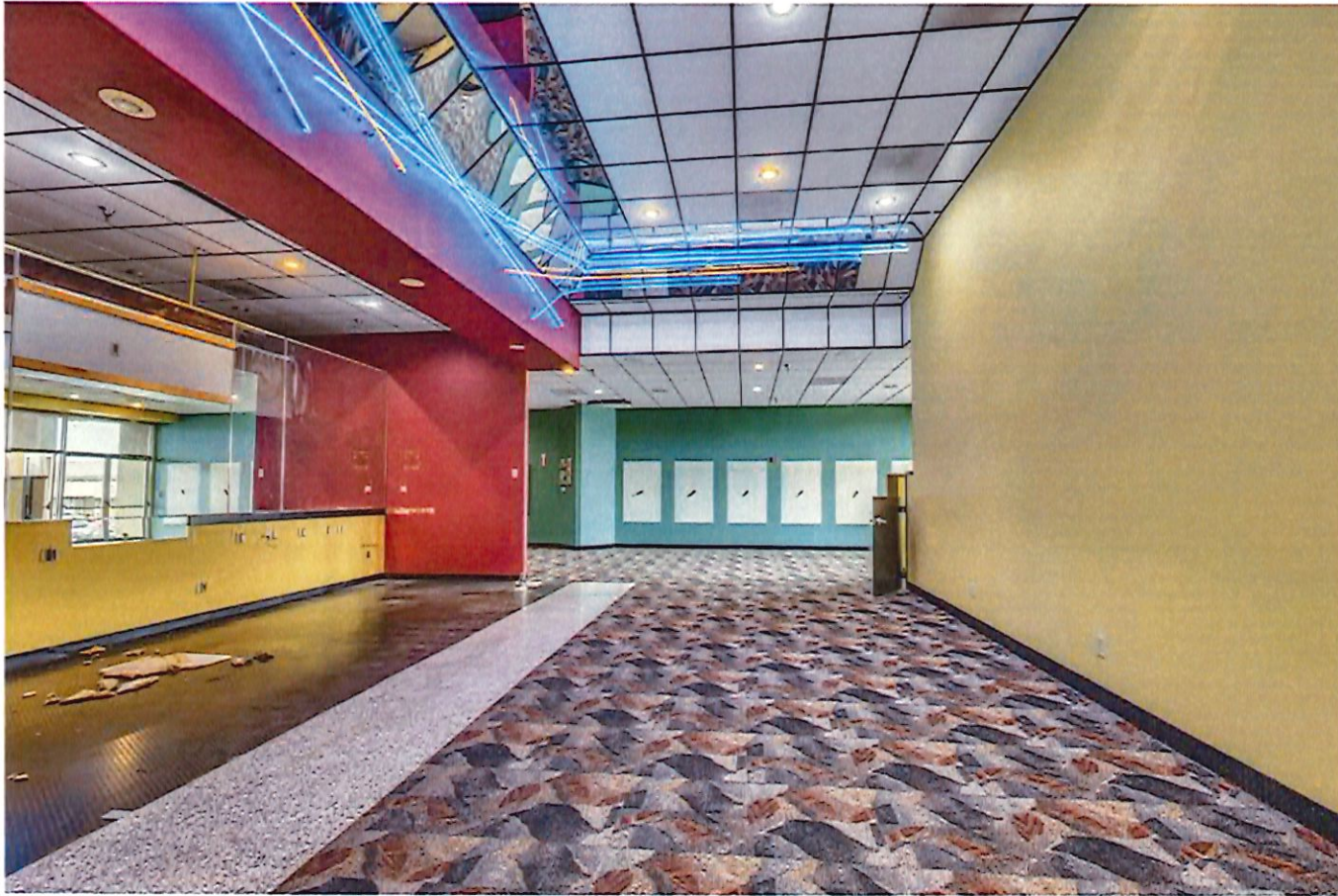
**Concessions /
Cafe Area &
Bathrooms**



**Concessions /
Food Service
Area:**

**Food prep
area in back of
food service
counter**

Scroll for more...



Cafe / Food Service Area

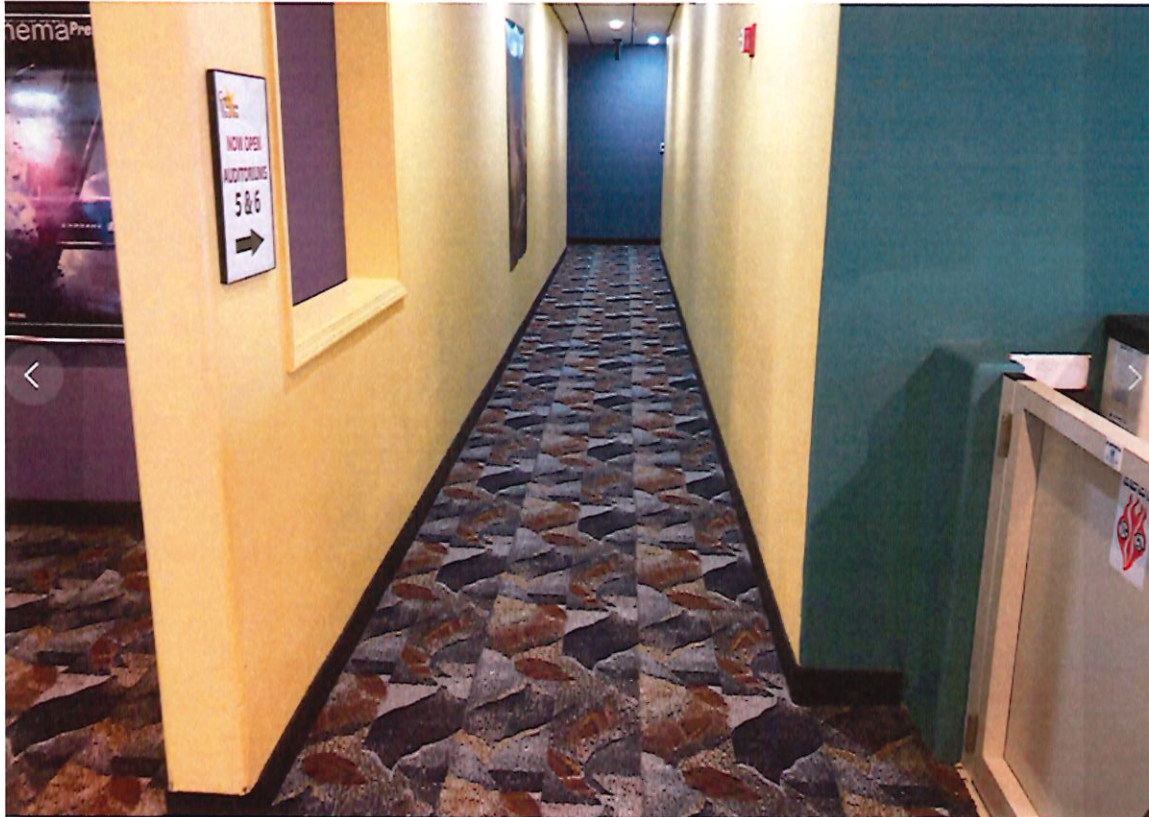
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ADA Compliant Bathrooms



Scroll for more...



**2 theater rooms
to the right of the
wheelchair lift /
foyer area
(down the hall)**

Scroll for more...



**3 theater rooms
at the top of the
stairs to the left**

**4 marquee signs
on wall**

Scroll for more...



Scroll for more...



**Extra Office /
Flex Space
with Sink Hook-ups +
2 Utility/Control
Rooms**



Property photos source:
<https://leiserrealestategroup.com/home-search/listings/4270584491596855133-1644-Ashland-Street>

Venture Proposal

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Thank you!

Memo

DATE: June 25, 2024
TO: Planning Commissioners
FROM: Derek Severson, *Planning Manager*
RE: Southern Oregon University (SOU)
Business Venture Tournament Team Presentation

The [Business Venture Tournament](#) is a “Shark Tank-inspired” experience for student competitors that includes a workshop and an awards competition. SOU’s team hopes to use the tournament to raise awareness about local resources and support for venture start-ups and small businesses.

Students on Southern Oregon University’s first annual [Business Venture Tournament](#) team have been tasked with preparing a proposal to transform the old Ashland Street Cinema building at 1644 Ashland Street into a place that allows young people to socialize and find a purpose while also accommodating new business ideas to benefit the community. Your packet includes an SOU News article on the tournament, an explanation of the Ashland Street Cinema Business Concept Proposal, and the information about the building that was provided to the students entering the tournament.

SOU reached out to Planning staff and Council members asking to present the winning proposal to the Council and Planning Commission both to further the idea of sustainable business development in Ashland and to strengthen the relationship between the University and the City of Ashland.

Students will have 20-30 minutes on tonight’s agenda to present and answer any questions from Planning Commissioners about their proposal.

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