

**ASHLAND CITY COUNCIL
BUSINESS MEETING MINUTES
Tuesday, July 15, 2025**

I. EXECUTIVE SESSION 4:30 – 5:30 pm

To review and evaluate the employment-related performance of the chief executive officer of any public body, a public officer, employee or staff member who does not request an open hearing pursuant to ORS 192.660 (2)(i).

Mayor Graham and Councilors DuQuenne, Dahle, Kaplan, Hansen and Sherrell were present. City Attorney Johan Pietila and City Manager Sabrina Cotta were present.

II. City Council Training Session and Informational Meeting 5:30 – 6:00 pm

Pursuant to ORS 192.360(1)(m) the City Council will receive training on Public Records, Public Meetings Law, and Government Ethics by the City Attorney. There will be no discussion as this is an informational session only.

This item was postponed to another date.

III. 6:00 PM Business Meeting

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

Council Absent: None

Staff Present:

Sabrina Cotta	City Manager
Johan Pietila	City Attorney
Alissa Kolodzinski	City Recorder
Marianne Berry	Finance Director
Tighe O'Meara	Police Chief
Brandon Goldman	Community Development Director
Aaron Anderson	Senior Planner
Derek Severson	Planning Manager
Linda Reid	Housing Program Manager

IV. CALL TO ORDER

Mayor Graham called the meeting to order at 6:17 p.m. (due to technical issues)

a. Land Acknowledgement**

Councilor DuQuenne read the land acknowledgement.

V. PLEDGE OF ALLEGIANCE

Mayor Graham led the pledge of allegiance.

VI. ROLL CALL

VII. MAYOR'S/ CHAIR OF THE COUNCIL ANNOUNCEMENT

Graham announced two changes to the agenda, the special presentation on the Guanajuato Sister City Visit will occur after the public hearing and the first reading of Ordinance 3261 will be second and readings of Ordinances 3267, 3268, and 3269 will be third.

VIII. APPROVAL OF MINUTES

- a. Minutes of June 16, 2025 – Study Session Meeting
- b. Minutes of June 17, 2025 – Business Meeting

DuQuenne requested correction of the June 17, 2025 Business Meeting minutes as she arrived late on Zoom that day and was not there during the vote. Those minutes will be corrected and brought back for approval.

Motion made to approve the minutes of June 16, 2025 – Study Session Meeting

Motion: Dahle

Second: Hansen

Roll Call Vote: Sherrell, Dahle, Bloom, DuQuenne, Kaplan, and Hansen – YES. Motion passed.

IX. CONSENT AGENDA

- a. Approval of Amendments to Emergency Communications of Southern Oregon (ECISO) User Agreements with Ashland Police and Ashland Fire
- b. Resolution 2025-23 Changing the Name of Houck Way to Hagen Way
- c. Approval of Liquor License for Oregon CVS Pharmacy and ZI Spice
- d. Adoption of Findings and Conclusions of Law – 231 Granite Street PA-T2-2024-00053

Motion made to approve the consent agenda.

Motion: Bloom

Second: Kaplan

Roll Call Vote: Dahle, Bloom, DuQuenne, Kaplan, Sherrell and Hansen – YES. Motion passed.

- X. PUBLIC FORUM** – A resident raised concerns about fee increases impacting low-income families and urged the council to practice responsible spending and consider vulnerable residents when making decisions on fees and development.

XI. PUBLIC HEARING

- a. First Reading of ORD 3270, Removing AMC 4.32 – Alarm Systems

Berry explained this proposed ordinance was a municipal code cleanup to remove a section no longer utilized by the city and noting that the permit processing time outweighed the revenue generated. O'Meara confirmed that removing this code would not pose any safety issues, as alarms would still be responded to as calls for service.

Graham opened and closed the public hearing, as no one had signed up to speak on this issue.

Motion made to approve the First Reading of the removal of Chapter 4.32 Alarm Systems from the Ashland Municipal Code and send Ordinance #3270 for the Second Reading.

Motion: Bloom

Second: Kaplan

Roll Call Vote: Dahle, Bloom, DuQuenne, Kaplan, Sherrell and Hansen – YES. Motion passed.

- b. Public Hearing and First Reading of ORD 3261 An Ordinance Amending the Officially Adopted Physical and Environmental Constraints Map Removing the Locally Adopted Ashland Modified Floodplain from Hamilton Creek (Planning Action #PA-T3-2025-000012)

Goldman and Anderson provided a presentation (see attached). It was explained that this amendment addresses a correction to the city's officially adopted physical environmental constraints map. The segment of Hamilton Creek between Mistletoe Road and Interstate 5 at East Main was inadvertently included in the Ashland modified floodplain overlay in 2010 due to a graphical oversight.

It was clarified that this change would not affect the underlying FEMA floodplain or Ashland's designated riparian corridors and water resource areas associated with Hamilton Creek. It would only remove the additional area regulated through the Ashland modified floodplain.

Graham opened and closed the public hearing, as no one had signed up to speak on this issue.

Motion made to approve the reading of Ordinance #3261 "Amending the officially adopted Physical and Environmental Constraints Map removing the locally adopted Ashland Modified Floodplain from Hamilton Creek" and move to second reading on August 5th, 2025.

Motion: Bloom

Second: Kaplan

Roll Call Vote: Dahle, Bloom, DuQuenne, Kaplan, Sherrell and Hansen –YES. Motion passed.

- c. Public Hearing and First Reading of ORD 3267, 3268, and 3269 to adopt the SOU 2025 Facilities Master Plan Amendment

Goldman and Severson provided a presentation (See attached). It was emphasized that the council was only considering the master plan, unrelated to any specific development proposals, such as senior housing. Future development would still be subject to the normal standard planning action site review. The proposed changes would amend certain land use requirements for SO zoned properties but did not pertain to the vacation of Fern Street or other proposed housing projects that had been discussed. Severson provided an overview of the process and key elements of the master plan amendment, highlighting the proposal for the disposal of some SOU property and the corresponding zoning changes that would occur upon sale. Three property groups proposed to be sold to private property owners by the university would result in a change of zoning from SO to residential zoning upon sale. Recommendations from the Planning Commission included retaining a type 2 conditional use permit process for projects within 50 feet of private property and clarifying various other building and height allowances.

Alan Harper, representing SOU, and Rob Patridge, General Counsel for SOU, presented on behalf of the university. The master plan was discussed as a "light" update focusing on concrete projects and anticipated future developments, noting that a more extensive update was initially postponed due to COVID. Harper explained that the plan addressed development that had already occurred since the previous master plan was adopted and anticipated changes to the campus in the coming decade. They emphasized SOU's commitment to sustainability and the plan's alignment with Ashland's goals, noting the inclusion of a chapter on sustainability. The university's plans for utilizing parking lots for solar installations are part of its renewable energy initiatives. Harper also mentioned the need for surplus property considerations and the streamlining of development procedures on university property. Harper noted that SOU had proposed modifications such as clarifying building height and setbacks, and modifying the review process by shifting some projects from conditional uses to site design review.

During the council discussion, several amendments were considered:

- Amending height allowances to 60 feet outright and 70 feet with a conditional use permit throughout the new SO zone, with exceptions for properties on Walker and Ashland Street adjacent to the climate-friendly area overlay.
- Amending the height maximum for solar facilities on parking lots to 38 feet and rephrasing the reference to the SOU master plan as illustrative rather than mandatory.

Graham opened the public hearing.

Several community members spoke:

- Brown expressed concerns about the impact of potential high-density development on his neighborhood near the university.
- Swan, representing a group advocating for the preservation of the Roca Canyon Trail system, requested consideration for recreational easements to protect public trail access.
- Laughlin and Bergstrom both spoke about the importance of maintaining trail access in the Roca Canyon area and requested that the city require SOU to include an easement for the trail as part of their master plan amendment.
- Emdur read comments from community members emphasizing the importance of preserving open spaces and trail access near the university.
- Muscaitello expressed concerns about overdevelopment and its impact on Ashland's character.

Graham closed the public hearing. The council deliberated and voted on three separate motions:

Motion made to approve Ordinance #3268, an ordinance amending AMC 15.04.210-.216, AMC 18.3.6, AMC 18.4.7, AMC 18.5.2.020, AMC 18.5.2.030 and AMC 18.5.7.020 to be consistent with the Southern Oregon University 2025 Facilities Master Plan Amendment and to amend Section 5.c.5 to raise height maximum for solar facilities on parking lots to 38 feet and rephrase the reference to the adopted 2025 SOU Facilities Master Plan Amendment as illustrative rather than mandatory.

Motion: Kaplan

Second: Bloom

Roll Call Vote: Dahle, Bloom, DuQuenne, Kaplan, and Sherrell – YES. Hansen – Abstain. Motion passed.

Motion made to approve Ordinance #3267, an ordinance amending the City of Ashland Comprehensive Plan to adopt and incorporate the Southern Oregon University 2025 Facilities Master Plan Amendment as a supporting document to the City of Ashland Comprehensive Plan, and to amend exhibit b section 3 to allow for height allowances of 60 feet outright and 70 feet with a conditional use permit throughout the new SO zone with the exception of those properties on Walker and Ashland Streets that are adjacent to the Climate Friendly Area Overlay.

Motion: Bloom

Second: Sherrell

Roll Call Vote: Dahle, Bloom, DuQuenne, Kaplan, and Sherrell – YES. Hansen – Abstain. Motion passed.

Motion made to approve Ordinance #3269, an ordinance amending the adopted Zoning and Comprehensive Plan maps to be consistent with the Southern Oregon University 2025 Facilities Master Plan Amendment

Motion: Bloom

Second: Dahle

Roll Call Vote: Dahle, Bloom, DuQuenne, Kaplan, and Sherrell – YES. Hansen – Abstain. Motion passed.

Recess taken from 8:03 to 8:10

XII. SPECIAL PRESENTATIONS

a. Guanajuato Sister-City Visit Summary

Graham provided a presentation overview (see attached) of the recent interactions with Ashland's sister city Guanajuato, Mexico. This year marked the 55th year of the sister city relationship. The presentation included photos and descriptions of various events and ceremonies that took place during both the Ashland delegation's visit to Guanajuato and the Guanajuato delegation's visit to Ashland.

Key points from the presentation included:

- The recommitment of both cities to the sister city relationship for another 55 years
- Cultural exchanges including signing ceremonies, gatherings, dancing, music, and art
- Visits to important sites in both cities
- The unveiling of a Guanajuato heart on the Southern Oregon University campus
- Participation in Ashland's Independence Day parade

Graham emphasized the importance of these relationships in fostering understanding across cultures.

XIII. ORDINANCES, RESOLUTIONS AND CONTRACTS

XIV. UNFINISHED BUSINESS

a. Resolution 2025-24 Amending Miscellaneous Fees Book

Berry presented this item, explaining that it included adjustments and updates to the miscellaneous fee book that was adopted in May and noting that some fees were being decreased or corrected.

Councilors raised concerns about the ambulance membership fees, questioning if residents were being double-charged for services already funded through taxes. It was clarified that the membership is optional and covers costs not covered by insurance. Discussion on the fee changes, focusing on whether the aim was full cost recovery or meeting the Consumer Price Index for Urban Consumers (CPI-U). It was explained that this varied by department and fee type. Council was reminded that the fee book had been adopted and published on the website in May.

Motion made to approve Resolution No. 2025-24, A Resolution Adopting Miscellaneous Fees & Charges Schedule and Repealing Prior Fee Resolution 2025-09.

Motion: Hansen

Second: Kaplan

Roll Call Vote: Dahle, Kaplan, Sherrell and Hansen – YES. Bloom, DuQuenne – No. Motion passed.

XV. NEW BUSINESS

a. Affordable Housing RFP Award-Beach Creek Properties

Graham spoke for transparency that she had been involved with Trusted Homes as an adviser since it began organizing but did not feel it would influence her decision-making if she were called on to vote.

Goldman and Reid provided a presentation (see attached), explaining that the council had previously directed staff to develop an RFP (Request for Proposals) to identify a qualified nonprofit housing provider for the development of affordable housing on lots from the Beach Creek Annexation. Only one qualified response was received from Trusted Homes, a newly formed community land trust. Council

discussed the potential for Accessory Dwelling Units (ADU's) on the properties and why there was not a more robust response to the RFP.

Jessica Therkelsen, Executive Director of Trusted Homes, and Kyle Taylor from Taylor Elements Construction explained the community land trust model, which allows for permanent affordability by retaining ownership of the land while selling the homes at an affordable rate. Financing plans utilize the Local Innovation Fast Track (LIFT) funding from the state, which is specifically designed to support shared equity housing like community land trusts, offering a unique solution not available to all developers. The project would leverage state funds to cover gaps between construction costs and the sale price, ensuring long-term affordability and replicability through continued funding from state bonds.

Councilors discussed the project, noting its alignment with city goals and the potential for creating long-term affordable housing. The importance of the project as an entry point for supporting land trusts in the community was discussed considering Ashland's unique market conditions. Trusted Homes' strategic partnerships and approach in accessing existing legal, real estate, and financial expertise was discussed as demonstrating operational readiness despite being a newly formed entity. Discussions centered around strengthening public-private partnerships for future affordable housing projects. Regular project updates were requested to address potential challenges promptly and to ensure the project's success.

A citizen commented on being familiar with other developments in the country and that the organization presenting this proposal seemed positive.

Motion made to award the Beach Creek properties to Trusted Homes for the development of affordable ownership housing in conformance with the Affordable Housing Planning requirements for the Beach Creek Subdivision and direct the City Manager to enter into a transfer agreement for the properties, contingent upon Trusted Homes securing a funding award from the State to finance the development.

Motion: Kaplan

Second: Bloom

Roll Call Vote: Bloom, DuQuenne, Dahle, Sherrell, Kaplan, and Hansen – YES. Motion passed.

XVI. CITY MANAGER REPORT

Cotta provided several updates:

- A "Coffee and Conversations" event would be held the following day at Garfield Park
- There had been significant fire activity due to a recent lightning storm, and residents were encouraged to sign up for Jackson alerts
- Voting for the Tree of the Year award was open on the city website
- The city was in the middle of its annual audit
- A wildfire presentation would be held at the Armory the following evening
- The Capital Improvement Project (CIP) dashboard has been updated online

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

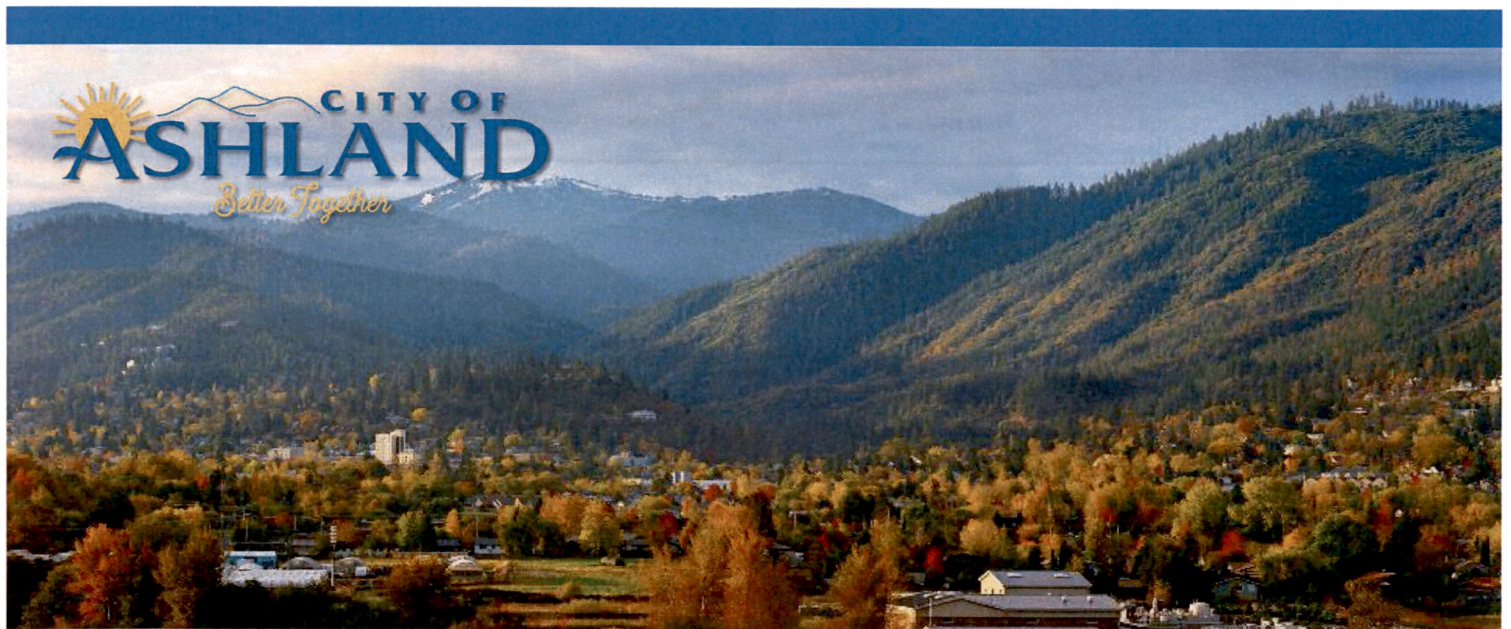
- Bloom reported on the Early Learning Committee's decision to award \$100,000 in grants to local organizations.
- DuQuenne thanked the work of the Public Arts Committee and the Social Equity and Racial Justice Commission regarding the Guanajuato Hearts installation and Playwrights Walk Plaque unveiling at Railroad Park .
- Hansen provided an update on the Parks and Recreation Commission meeting including water savings from irrigation upgrades, ongoing discussions about facilities and fees, and obstacles with the new East Main park.

XVIII. ADJOURNMENT

The meeting was adjourned at 9:27 p.m.


City Recorder Alissa Kolodzinski


Mayor Tonya Graham



Modification of locally adopted
'Ashland Modified Floodplain'

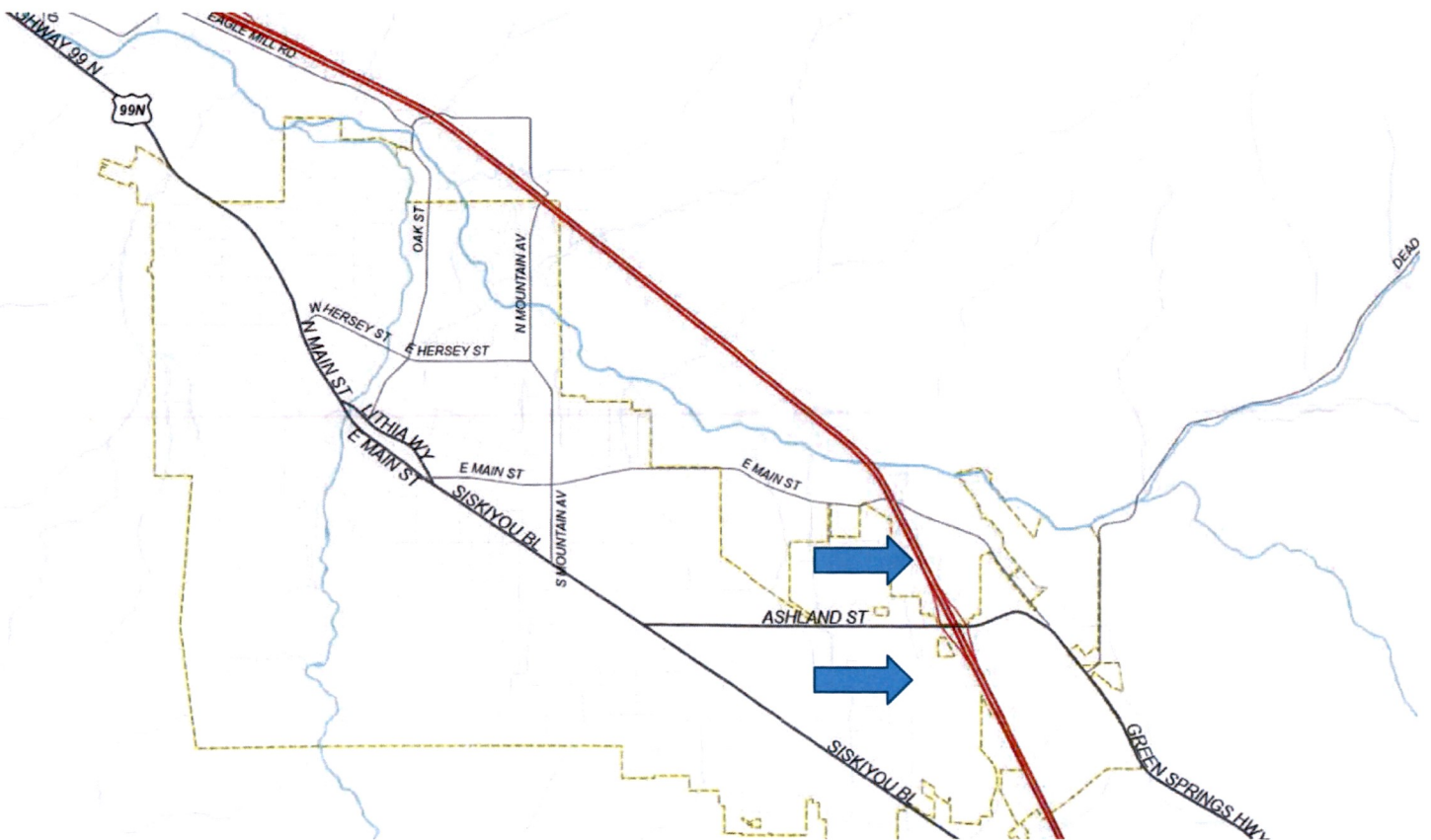
CITY COUNCIL
MAY 20, 2025

Brandon
Goldman

Aaron
Anderson

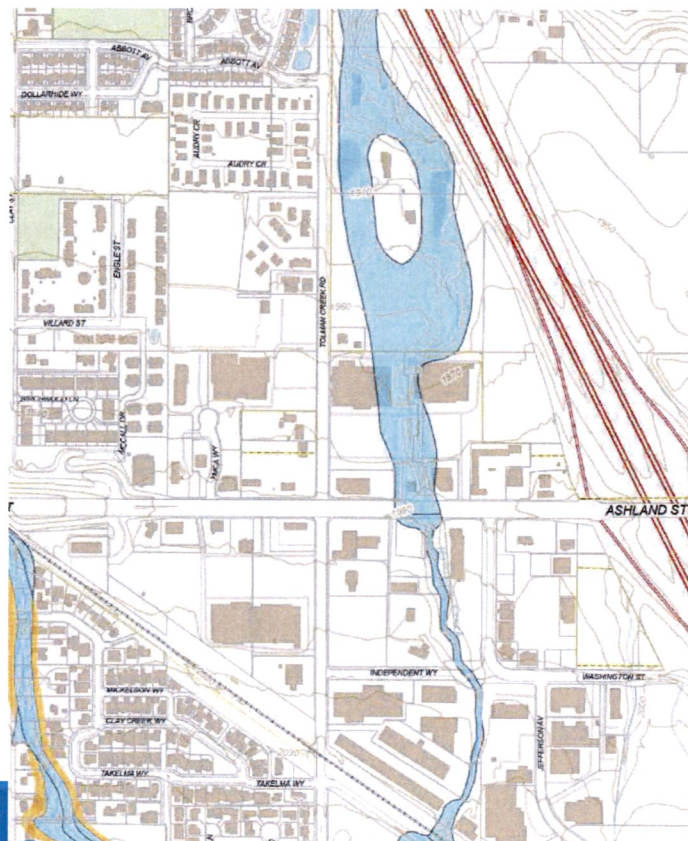
DEPARTMENT DIRECTOR,
COMMUNITY DEVELOPMENT

SENIOR PLANNER, COMMUNITY
DEVELOPMENT



AMC 18.3.10.070 Official Maps

A. The City Council shall adopt official maps denoting the above-identified areas. Substantial amendments of these maps shall be a Type III procedure in section 18.5.1.070.



Staff and Planning Commission Recommendation

On April 8th, the Planning Commission reviewed the application and unanimously recommend that the City Council Approve the amendment to the officially adopted Physical and Environmental Constraints maps to remove the Ashland Modified Floodplain from Hamilton Creek.

Potential Motion

I move to approve first reading of Ordinance #3261 “Amending the officially adopted Physical and Environmental Constraints Map removing the locally adopted Ashland Modified Floodplain from Hamilton Creek” and move to second reading on August 5th, 2025.



Questions?



SOU Master Plan

Ashland City Council
July 15, 2025 Public Hearing

PA-L-2025-00016

Southern Oregon University Masterplan

Ashland City Council Hearing

'Light Update'

Standard Legislative Public Process

Joint Study Session

April 22, 2025

COMPLETE

PC Public Hearing

June 24, 2025

COMPLETE

CC Public Hearing & ORD1

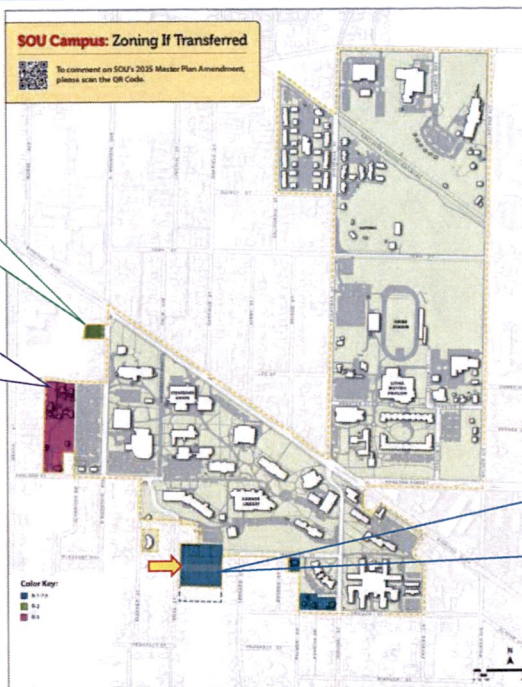
July 15, 2025



ZONING IF TRANSFERRED: R-2		
LOCATION	MAP	TAX LOT #
S. Mountain Av. (Parking Lot #34)	39 1E 09DD	400
349 S. Mountain Av. (Parking Lot #34)	39 1E 09DD	500

SOU Campus: Zoning If Transferred

To comment on SOU's 2025 Master Plan Amendment, please scan the QR Code.



Those properties identified on this map may be sold into private ownership by Southern Oregon University. With this Masterplan adoption, their zoning is proposed to be changed as noted on this map, however they would remain subject to the SOU Masterplan and SO zoning overlay while under SOU-ownership. Once under private ownership, they would be subject to the zoning regulations of the underlying zoning proposed here.

ZONING IF TRANSFERRED: R-3		
LOCATION	MAP	TAX LOT #
1049 Ashland Street	39 1E 09DD	5300
Ashland Street	39 1E 09DD	5500
Beech Street	39 1E 09DD	5600
1060 Henry Street	39 1E 09DD	5700
1040 Henry Street	39 1E 09DD	5800
1036 Henry Street	39 1E 09DD	5801
1038 Henry Street	39 1E 09DD	6000
1056 Henry Street	39 1E 09DD	6100
Henry Street	39 1E 09DD	6198
Henry Street	39 1E 09DD	6199
1066 Henry Street	39 1E 09DD	6200

ZONING CHANGE TO: R-1-7.5		
LOCATION	MAP	TAX LOT #
630 Roca Street	391E15BB	1500
620 Roca Street	391E15BB	1501
624 Roca Street	391E15BB	1502
628 Roca Street	391E15BB	1503
Fern Street	391E15BB	1600
648 Roca Street	391E15BB	6800
668 Roca Street	391E15BB	6900
Fern Street	391E15BB	Right-of-Way
1352 Madrone Street	391E15BB	9200
1349 Oregon Street	391E15BA	1200
1383 Oregon Street	391E15BA	1201
681 Indiana Street	391E15BA	1700
Indiana Street	391E15BA	1701



Zoning For Transferred Properties

3

- Type II **Conditional Use Permit** procedure was preferred for any project within 50 feet of private property.
- Type II **Site Review for 15,000+ s.f. of gross habitable floor area.**
- Solar arrays over parking lots meeting specific design requirements be **exempted from the land use process.** Installation of solar arrays over existing parking lots would not trigger parking lots to be upgraded to new standards. The Commission recommended that any newly constructed parking lots be required to comply with parking lot standards.
- Height allowances in alignment with the recently adopted Climate Friendly Areas** regulations were more appropriate (50-foot height outright permitted, to 60 feet with the inclusion of affordable or student housing, greater heights require a Conditional Use Permit).
- Exempted from the Tree Removal Permit process** in a manner similar to the treatment of the Parks Department in the code, provided that licensed arborists are used.
- The University be required to establish a standard of **direct communication with neighbors** prior to the construction of new buildings, the sale of university property or the adoption of Master Plan updates.



Planning Commission Recommendations

4

Staff recommends that the Council adopt the updated Master Plan, approve first reading of the associated ordinances and move them forward to second reading. The ordinances provided tonight incorporate the recommendations of the Planning Commission.

Potential Motion

I move to approve the updated Master Plan, approve the First Reading of the following ordinances:

- ❑ **Ordinance #3267**, an ordinance amending the City of Ashland Comprehensive Plan to adopt and incorporate the Southern Oregon University 2025 Facilities Master Plan Amendment as a supporting document to the City of Ashland Comprehensive Plan; and
- ❑ **Ordinance #3268**, an ordinance amending AMC 15.04.210-.216, AMC 18.3.6, AMC 18.4.7, AMC 18.5.2.020, AMC 18.5.2.030 and AMC 18.5.7.020 to be consistent with the Southern Oregon University 2025 Facilities Master Plan Amendment; and
- ❑ **Ordinance #3269**, an ordinance amending the adopted Zoning and Comprehensive Plan maps to be consistent with the Southern Oregon University 2025 Facilities Master Plan Amendment.

And to move each Ordinance above to Second Reading on August 19, 2025, and to direct staff to prepare written findings for adoption in conjunction with the second reading.



Recommendation/Motion

5

Staff are happy to answer any questions?





SOU Master Plan

Ashland City Council
July 15, 2025 Public Hearing



Master Plan Presentation June 24, 2025

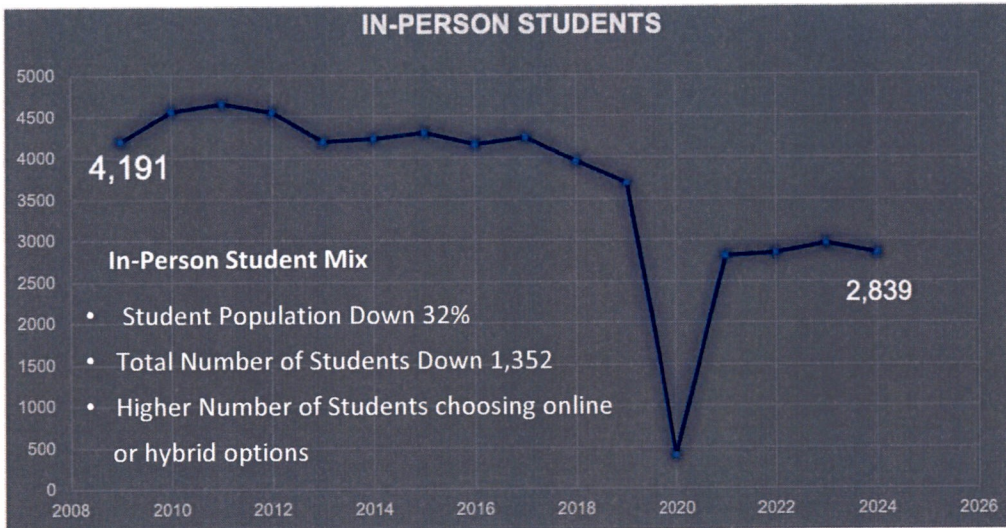


SOU HAS CHANGED

FACTORS

- Students - In-Person Students have Declined
- Housing – The Number of Beds has Declined
- Parking – Parking spaces have been consistent with a decline in the number of permit holders. Bicycle parking has increased

In-Person Student Graph



3

SOU HOUSING CHANGE

Housing Mix

- Housing Beds -32%
- Total Number of Beds -498

	2010	2025
Cascade	862	0
Greensprings	348	178
Suzanne	166	0
Cox Hall	170	170
Shasta McLoughlin	0	700
TOTAL	1,546	1,048

PARKING INFORMATION

*"Finding parking at SOU is
never a problem."*

- 1,788 Parking Spaces Remain
- Parking Permits have declined 18% in the last three years
- Bicycle Parking Has Slowly Increased to 13 Shelters 260 Spots

UPCOMING PROJECTS

- Senior Student Housing
 - Creative Arts
 - Native Nations Spaces
 - University District
 - Solar Projects
- 

Upcoming Solar Projects



Outreach

9/30/24	Master Plan Website Launch – KOB, Siskiyou, Southern Exposure, Social Media and all campus email
10/3	Student Forum ASSOU Lounge in Stevenson Union, 11am to 2pm
10/8-9	Invitation Flyers for Public Forum Delivered to Neighbors (65 mailboxes)
10/10	Public Forum ASSOU Lounge, 4pm to 7pm
4/22/25	Master Plan Review at Joint City Council and Planning Commission Special Meeting
6/24	Master Plan Review at Planning Commission Special Meeting

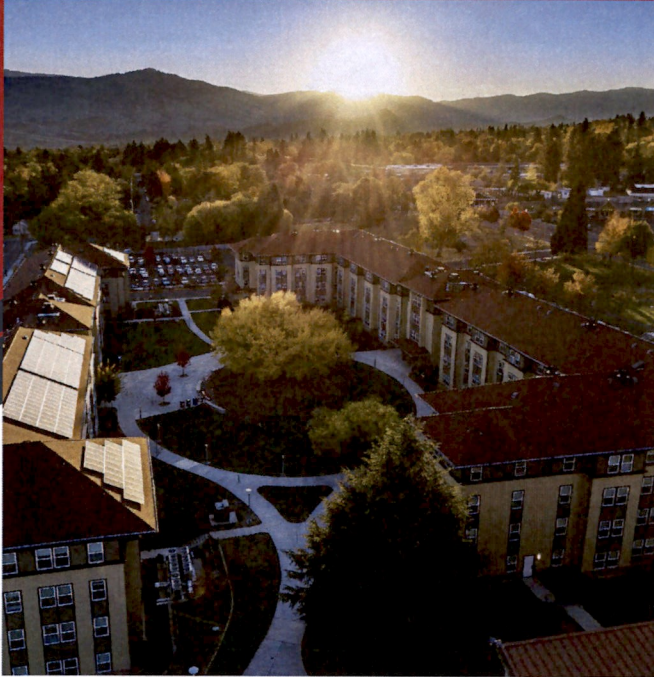
RESULTS

Website: Webpage viewed 713 times by 463 users (on average, each user viewed the page 1.54 times)
Comments from 8 visitors

Forum Attendance: 45 Participant Sign-Ins, with Faculty & Staff not signing in

CONTINUED OUTREACH

- ❖ Sign-ups for the Retirement Community
- ❖ Process moving forward & more project information provided to the community (320 postcards sent to SOU neighbors in advance of this meeting – one-week notice given, feedback requested)
- ❖ Dragonfly Garden Location



Questions?

Thank You!



General Contact Information



541-552-8055



generalcounsel@sou.edu



ASHLAND
Y GUANAJUATO

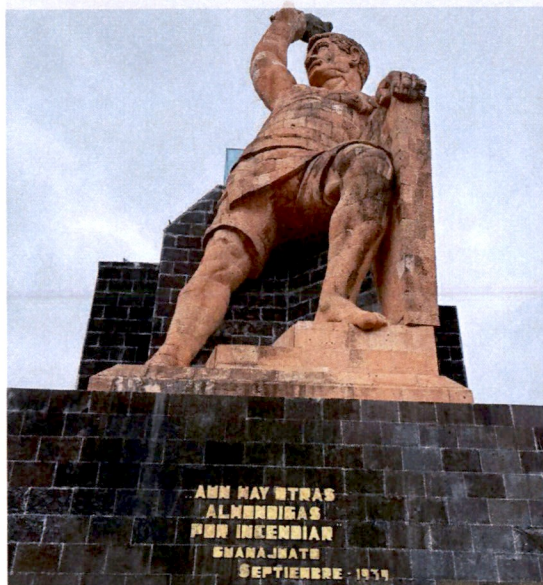
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A Tale of Sister Cities

Guanajuato and Ashland



First Impressions Beautiful Guanajuato

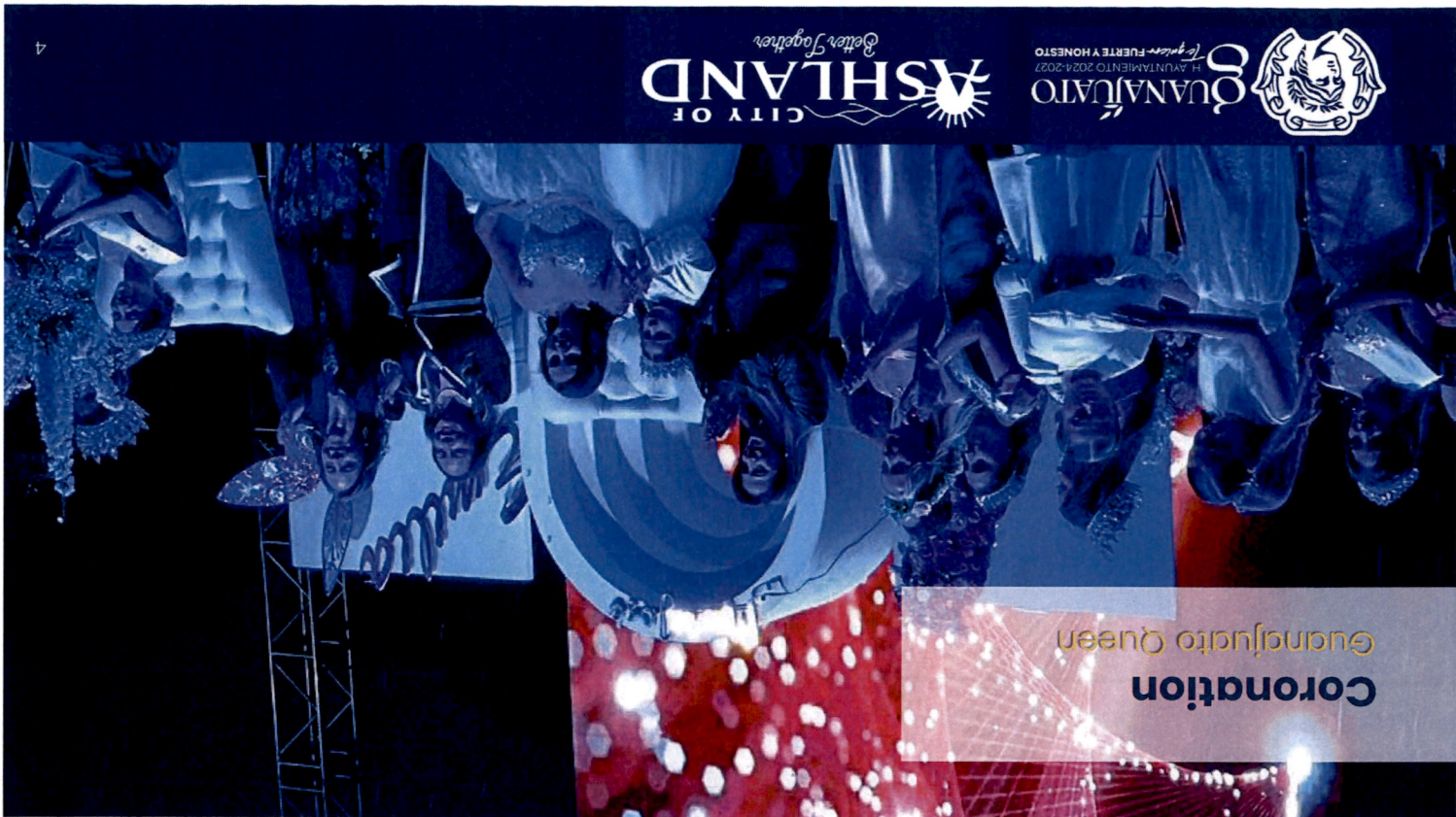


ANNO MAYNTRAS
ALMONDIGAS
POR INKENDIAN
GUANAJUATO
SEPTIEMBRE - 1874



GUANAJUATO
H. AYUNTAMIENTO 2024-2027
Te gusta FUERTE Y HONESTO

CITY OF
ASHLAND
Better Together



Solemn Session of the City Council

Ratification of Twinning & Proclamation of Ashland Day



GUANAJUATO
H. AYUNTAMIENTO 2024-2027
Te quiero FUERTE Y HONESTO



CITY OF ASHLAND
Better Together

5

Panel Discussion, Exchange of Experiences

The 55 Years of Ashland & Guanajuato



GUANAJUATO
H. AYUNTAMIENTO 2024-2027
Te quiero FUERTE Y HONESTO



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6

Restaurant Tierra Adentro

Commemorative Meal



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H. AYUNTAMIENTO 2024-2027
Te quiero FUERTE Y HONESTO

CITY OF
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7

Restaurant Virgen de la Cueva

Ashland Nights Party



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H. AYUNTAMIENTO 2024-2027
Te quiero FUERTE Y HONESTO

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8

Rancho Romero in Santa Teresa

Lunch with the Alumni of the Amistad Program



9

Ceremony for the Renewal of the International Flame of Peace

Unveiling of Commemorative Plaque for 55 Years of Sisterhood



10

Ceremony for the Renewal of the International Flame of Peace

A Living Symbol of Unity, Respect and Shared Hope



GUANAJUATO
H. AYUNTAMIENTO 2024-2027
Te guiso FUERTE Y HONESTO

CITY OF
ASHLAND
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11

Bomberos

Guanajuato Volunteer Fire Station



GUANAJUATO
H. AYUNTAMIENTO 2024-2027
Te guiso FUERTE Y HONESTO

CITY OF
ASHLAND
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12

Restaurant El Milagrito

Breakfast with the Navarro-Smith Family



13

City Tour

Our final hours in Guanajuato



14



Guanajuato Delegation Arrives!





Southern Oregon University Re-commitment Signing Ceremony



17



Southern Oregon University Dedicating Guanajuato Heart



18



City of Ashland Watershed and Dam Tour



GUANAJUATO
H. AYUNTAMIENTO 2024-2027
Te guiso - FUERTE Y HONESTO

**CITY OF
ASHLAND**
Better Together

Fourth of July Parade



Photo: Bob Palermi



GUANAJUATO
H. AYUNTAMIENTO 2024-2027
Te guiso - FUERTE Y HONESTO

**CITY OF
ASHLAND**
Better Together

Fourth of July Parade



23

Fourth of July Lithia Park Celebration



Fourth of July

Relaxing on the Rogue



GUANAJUATO
1^{er} AYUNTAMIENTO 2024-2027
Te guajalajaran FUERTE Y HONESTO

CITY OF
ASHLAND
Better Together



Beach Creek RFP Award

City Council Business Meeting
July 15, 2025

Beach Creek RFP Process Timeline

August 20, 2025 – City Council accepts the dedication of six lots in the Beach Creek subdivision.

February 18, 2025 – City Council directs staff to issue a Request for Proposals (RFP).

May 1, 2025 – City issues an RFP for the development and management of affordable housing.

June 16, 2025 – RFP Closes. The City received one proposal.

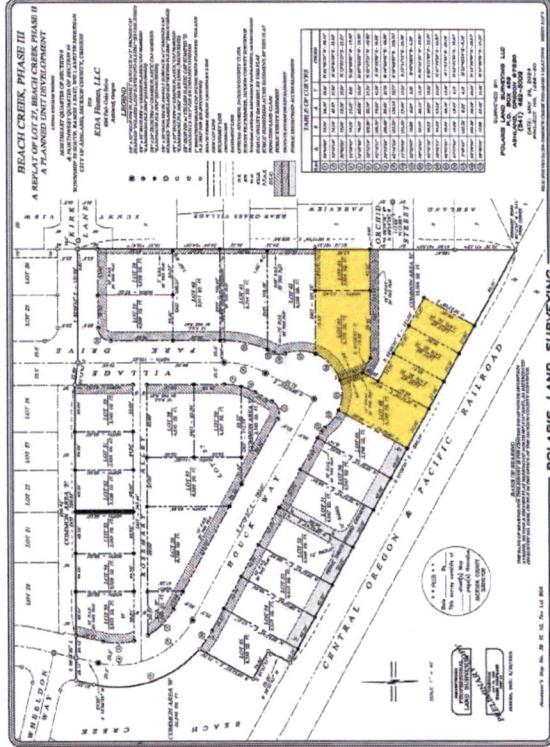
June 25, 2025 – Housing and Human Services Advisory Committee reviews proposal and makes a recommendation to forward to the City Council for Consideration.

July 15, 2025 – City Council Review and Award/Direction





Project Site Beach Creek Subdivision



Recommended Motion

"Move to award the Beach Creek properties to Trusted Homes for the development of affordable ownership housing in conformance with the Affordable Housing Planning requirements for the Beach Creek Subdivision, and direct the City Manager to enter into a transfer agreement for the properties, contingent upon Trusted Homes securing a funding award from the State to finance the development."





PROPOSAL TO BUILD PERMANENTLY AFFORDABLE HOMES AT THE BEACH CREEK SUBDIVISION

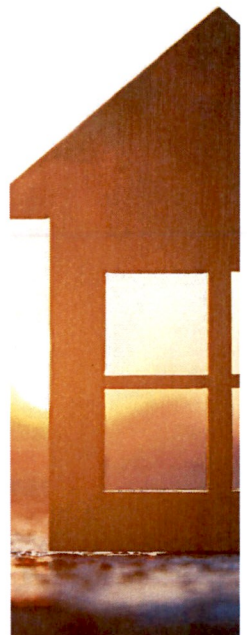


PRESENTATION TO:
CITY OF ASHLAND'S CITY COUNCIL
BUSINESS MEETING

July 15, 2025

PROJECT SUMMARY

- **6 homes** in Phase 1 with possibility for 2 more as part of a Phase 2
- Available at **80% of AMI or below**
- **Permanent affordability guaranteed** through a 99-year land lease between the homeowner and Trusted Homes
- **Earth Advantage Platinum** qualifications including installed solar panels
- **Experienced contractor** has built numerous homes and commercial spaces in the Rogue Valley
- Anticipated **home sales beginning in Spring 2027**
- Livability standards meeting **age in place** qualifications to accommodate lifelong comfort
- **Homeowner support programs** pre and post mortgage to ensure mortgage readiness and reduce the risk of foreclosure



PROJECT TEAM

Lead Organization: Trusted Homes

- Led by nonprofit professionals (with collective 50+ years of experience) and dedicated community members
- Advisors include the Ashland Mayor, Talent Interim City Manager, a former developer of Beach Creek, an experienced Executive Director
- Consultant, Jackie Keogh, an experienced CLT leader, has coached Trusted Homes for over a year and transferred all of her major CLT policies to our organization
- One of our two attorneys is nationally recognized CLT legal specialist
- Trusted Homes is building a constellation of permanently affordable homes across Ashland and the Rogue Valley.

PROJECT TEAM

Developer/Builder: Taylored Elements Construction

- Building in southern Oregon since 2004, initially focused on remodels and renovations, moving into development and new construction.
- Currently TEC has 15 employees and is running 25 projects simultaneously.
- Alameda fire rehabilitation has proven that TEC is capable of building in quantity, with quality.
- Having rebuilt a 20-unit project in Phoenix as well as another 22 in Talent, TEC is well versed in cost sensitive building techniques.
- TEC has a very strong relationship with Evergreen Federal bank as a construction lender, having closed hundreds of units with them.

PROJECT TEAM

Lead Organization: Trusted Homes

Role: Trusted Homes will serve as the project lead, ensuring that all elements of the project are met, including affordability requirements, and ensuring homeowners are ready to purchase at time of project completion. Ultimately, the land will stay under the ownership of Trusted Homes in perpetuity.

Developer/Builder: Taylored Elements Construction

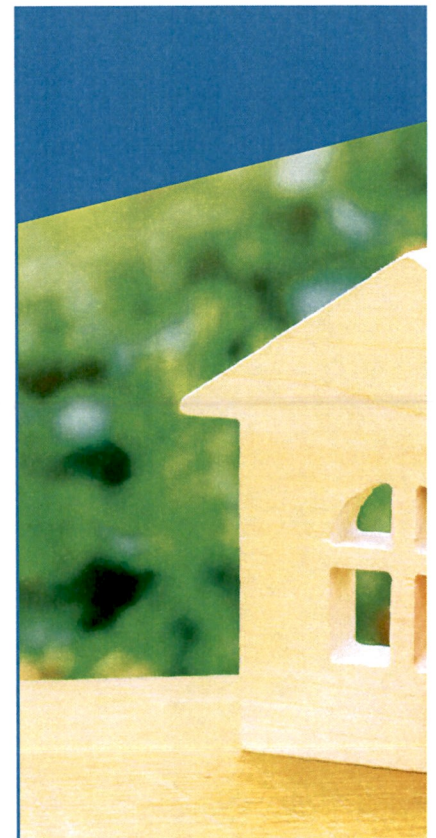
Role: Taylored Elements Construction will serve as the General Contractor and Developer of this project, ensuring all elements of the building process meet financial, timeline, and quality expectations.

AFFORDABILITY

The City of Ashland has imposed a resale restriction covenant on all of these units, requiring sales prices at **80% AMI or lower for 30 years**.

Trusted Homes will extend the period of affordability to 99 years, restarting at each resale of the property.

By permanently removing the properties from market rate prices, we can guarantee economically diverse homes long into Ashland's future.



How Does a Community Land Trust Work?

The land is owned by the nonprofit, which offsets initial purchase price through grants

The home on the land is owned by an income qualified homeowner

A 99 year land lease guarantees long term affordability

If the owner resells, a resale restriction guarantees affordability for the next owner



By taking the price of the land out of a property, CLTs create permanently affordable housing, and more home ownership opportunities for members of the community.

PROJECT DESCRIPTION

	Gross Floor Area	Beds	Number of Units	Affordability Level	Maximum Sales Price
Cottage Cluster	800	2	4	80%	\$200,200
Single Family Homes	1523	3	2	80%	\$245,750

PROJECT TIMELINE

June - Dec 2025	Jan - May 2026	June 2026- April 2027	June 2026- April 2027	May- July 2027	July 2027 & Beyond
PRE-DEVELOPMENT	FINANCING & TRANSFER OF OWNERSHIP	CONSTRUCTION	HOMEOWNER IDENTIFICATION	SALE OF HOMES & TRANSFER TO CLT	STEWARDSHIP
Finalize agreements	Secure state LIFT funding	10 month construction timeline	Homeowner education sessions	Homes sell to income qualified buyers	Trusted Homes maintains long term relationship with owners
Start homeowner outreach	Secure bank financing	Compliance with state financing timelines	Income qualified buyers identified	Land moves into the CLT ownership	Reduced foreclosure rates
	Transfer ownership				
					

PROJECT EXPENSES

Cottages (2 bed)	\$214,400 (800sf x \$268)	4	\$857,600
Single Family Residences (3 bed)	\$373,135 (1523sf x \$245)	2	\$746,270
Additional Costs			\$228,156
		Total Costs	\$1,832,026

INCOME & SUBSIDIES

Cottages (2 bed)	\$200,200	4	\$800,800
Single Family Residences (3 bed)	\$245,750	2	\$491,500
LIFT Program Subsidies			\$539,726
		Total Income	\$1,832,026

PROJECT FINANCING

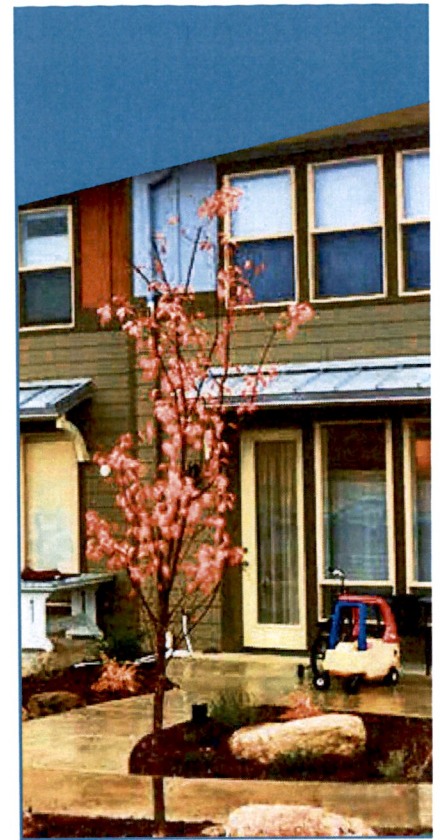
Source of Support	Type of Support	Amount
City of Ashland	Provides all lots at no cost to the Community Land Trust, Trusted Homes	Free lots
	System development fees are waived	Fees waived
State of Oregon	Provides significant per unit support through the LIFT program (application in February 2026, disbursement after May 2026)	Roughly \$539,726 for these homes built in the CLT model
Private Financing	Provides construction financing to bridge the period between receipt of LIFT funds and sale to homeowner	Roughly \$2M
Private Philanthropy (foundation & individual)	Supports core operations of the Community Land Trust, including community design, mortgage readiness, financial education, & income qualification	\$75,000 a year over two years

LONG TERM STEWARDSHIP

Trusted Homes' long term stewardship goals include:

- **Preserving the affordability of its homes**, for the intended income level, from one owner to the next – and to see that only income-eligible purchasers benefit from this affordability
- **Ensuring the owners of those homes are secure** – that they are not displaced by foreclosure or other economic events
- **Verify that the physical quality of those homes** is preserved from one owner to the next^[1]

[1] Community Land Trust Technical Manual, National Community Land Trust Network, Chapter 23: CLT Post-Purchase Stewardship (2011).



THANK YOU!

