

CITY COUNCIL STUDY SESSION

Monday, February 6, 2023

HELD HYBRID - Council and some City Staff will be live in the Council Chambers, 1175 E. Main Street. Citizens and presenters will be joining via zoom

View on Channel 9 or Channels 180 and 181 (for Charter Communications customers)

or live stream via rvtv.sou.edu select RVTV Prime.

Written and oral testimony will be accepted for public input. For written testimony, email public-testimony@ashland.or.us using the subject line: Ashland City Council Public Testimony.

For oral testimony, fill out a Speaker Request Form at ashland.or.us/speakerrequest and return to the City Recorder. The deadline for submitting written testimony or speaker request forms will be at 10 a.m. on the day of the Study Session meeting and must comply with Council Rules to be accepted.

5:30 PM Study Session

1. Public Input (15 minutes, maximum)
2. Housing & Human Advisory Committee Annual Report (**PowerPoint** or **PDF**)
3. **Croman Mill Redevelopment Update**
4. Adjournment



Housing and Human Services Advisory Committee

Annual Update to the Council
February 06, 2023

Transition to in person meetings

- Despite the pandemic freeze on unnecessary meetings, the Housing and Human Services Commission did continue to meet regularly throughout the pandemic, and no meetings were missed in 2022.
- The Commission resumed meeting in person in October 2022.



Housing Production Strategy

- Two members of the HHSAC served as representatives on the Housing Production Strategy Advisory Group. They attended 5 additional meetings and helped inform the development of that document.
- The HHSAC had two meetings devoted to prioritization of the HPS strategies.
- HHSAC undertook community engagement activities to help with the development of the priorities
 - Key informant interviews
 - Online questionnaire development
 - Targeted group outreach events: SOU Students, Manufactured Home parks, and rental housing developments
 - SOU focus group



Education and Outreach: Rent Burden Forum

- Was held in August 2022
- Attended by 30+ people
- Panel Discussion
- Overview of the Housing Production Strategy was provided
- Distributed the housing production strategy questionnaire and gained feedback about strategy priorities.
- [Developed a Rent Burden Forum Video](#)





Housing and Human Services Commission Special Meeting

City of Ashland
Housing Policy
Community
Discussion
Event



"Rent Burden" FORUM
Thursday, August 25th
4-6pm

Ashland Hills Hotel, 2525 Ashland St. Ashland OR 97520

We would like to hear from you!
Give input about Housing Production Strategy, discuss the
issue of rent burden, and learn about resources

**The Ashland Housing Production Strategy
(HPS) project wants to hear from
Ashland residents.**

Community Development Block Grant and Affordable Housing Trust Fund Review and Recommendations

- Reviewed applications from 2 applicants, heard presentations and made recommendations regarding Community Development Block Grant funding.
- Reviewed applications from 2 applicants, heard presentations and made recommendations regarding the remaining balance of CDBG-CARES act-pandemic related funding.
- Reviewed application from 3 applicants, heard presentations and made recommendations regarding the City's affordable housing trust funds.
- Made recommendations for a total of over 400K in grant funding



Severe Weather Shelter Recommendation

- The Committee formed a subcommittee in 2021 and met several times to work on drafting a policy recommendation based on research of best practices.
- Held two virtual stakeholder meetings in January of 2022. Feedback from stakeholders informed the development of the recommendations.
- Facilitated a debrief of recent active shelter events.
- Presented to the Council twice regarding recommendations. Resolution 2022-03 was adopted in November 2022.
- Committee members volunteered and organized cooling shelters due to a lack of a non-profit partner to organize shelter.
- [OPB Shelter Video.](#)



Goal Setting Retreat

- In 2022 the Commission met for a goal setting meeting on Dec. 9th.
- The Commission identified 7 goals:
 - Build Cooperation and systems of communication for emergency shelter at both the executive and operational levels.
 - Promote Workforce Housing:
 - Education about the UGB expansion process
 - Promote capacity building and encourage new workforce housing partnerships
 - Work with SOU on potential housing opportunities on identified surplus properties
 - Increase capacity for more mobile home parks
 - Barrier Removal/to promote infill housing and group housing options
 - Food Resources-Address the need for a commercial kitchen in Ashland



QUESTIONS?

Thank you



Council Study Session

February 6, 2023

Agenda Item	Croman Mill District Redevelopment	
From	Brandon Goldman	Interim Community Development Director
Contact	Brandon.goldman@ashland.or.us	
Item Type	Requested by Council ☒ Update ☐ Request for Direction ☐ Presentation ☐	

SUMMARY

Townmakers LLC is in the process of developing a conceptual plan for the redevelopment of the 61 acre former Croman Mill site. This evening's study session is an opportunity for City Staff to review the currently adopted Croman Mill District Plan elements, and for Townmakers LLC to present an update to the City Council regarding the ongoing design process before a formal proposal to amend the Croman Mill District is prepared and presented to the City for consideration.

POLICIES, PLANS & GOALS SUPPORTED

The Croman Mill District currently includes five zones, Compatible Industrial (CM-CI), Mixed Use (CM-MU), Neighborhood Center (CM-NC), Office Employment (CM-OE), and Open Space/Conservation (CM-OS) and is regulated as a special district within Ashland's Land Use Ordinance ([chapter 18.3.2](#)).

BACKGROUND AND ADDITIONAL INFORMATION

On August 17, 2010 the Ashland City Council passed ordinances adopting the Croman Mill District and design standards for development in the district. [Chapter 18.3.2](#) of the Land Use Code includes the general requirements, allowed uses, and dimensional standards for the Croman Mill zoning district as currently adopted. In September of 2021, the owners of the former Croman Mill site, and the development team named Townmakers LLC, began conceptualizing the future development of the property for a mixed-use development incorporating commercial, employment, light industrial and residential uses. The changes envisioned by Townmakers LLC would require amendments to the adopted standards and allowable use, which would require a legislative action by the City Council.

The property is comprised of multiple parcels totaling 60.92 acres in size and is currently within the Croman Mill District. All but 6 acres of the property are currently within the City Limits. The 6-acre portion of the property outside the City Limits is located along Siskiyou Blvd., is within the Urban Growth Boundary, and would be annexed as part of the development proposal.

Townmakers LLC has created a draft conceptual plan for the site's future development and has presented the general concept to the Planning Commission, the City Council, and in January of 2022 held a open house to share the concept and take feedback from the public. Upon presenting an

update to the City Council on October 3, 2022 the Council requested intermittent updates from Townmakers LLC regarding the project's progress.

FISCAL IMPACTS

The fiscal impacts related to the project fall into two categories – City staff time and specialized analysis requiring outside expertise. Review of a proposal to amend the Croman Mill District implementing ordinances will require the dedication of Staff time from the Community Development, Public Works, and Legal departments to review proposed amendments to the land use ordinances and proposed infrastructure development plans. Approval of amendments to the Land Use Ordinance amendments and Transportation System Plan (TSP) relating to a Croman Mill District Redevelopment plan will be necessary. Consideration of the formal proposal would be a legislative decision with public hearings before the Planning Commission and City Council.

DISCUSSION QUESTIONS

Townmakers LLC is available at this Council study session to address questions the Council may have prior to formalizing a development proposal to submit for consideration.

REFERENCES & ATTACHMENTS

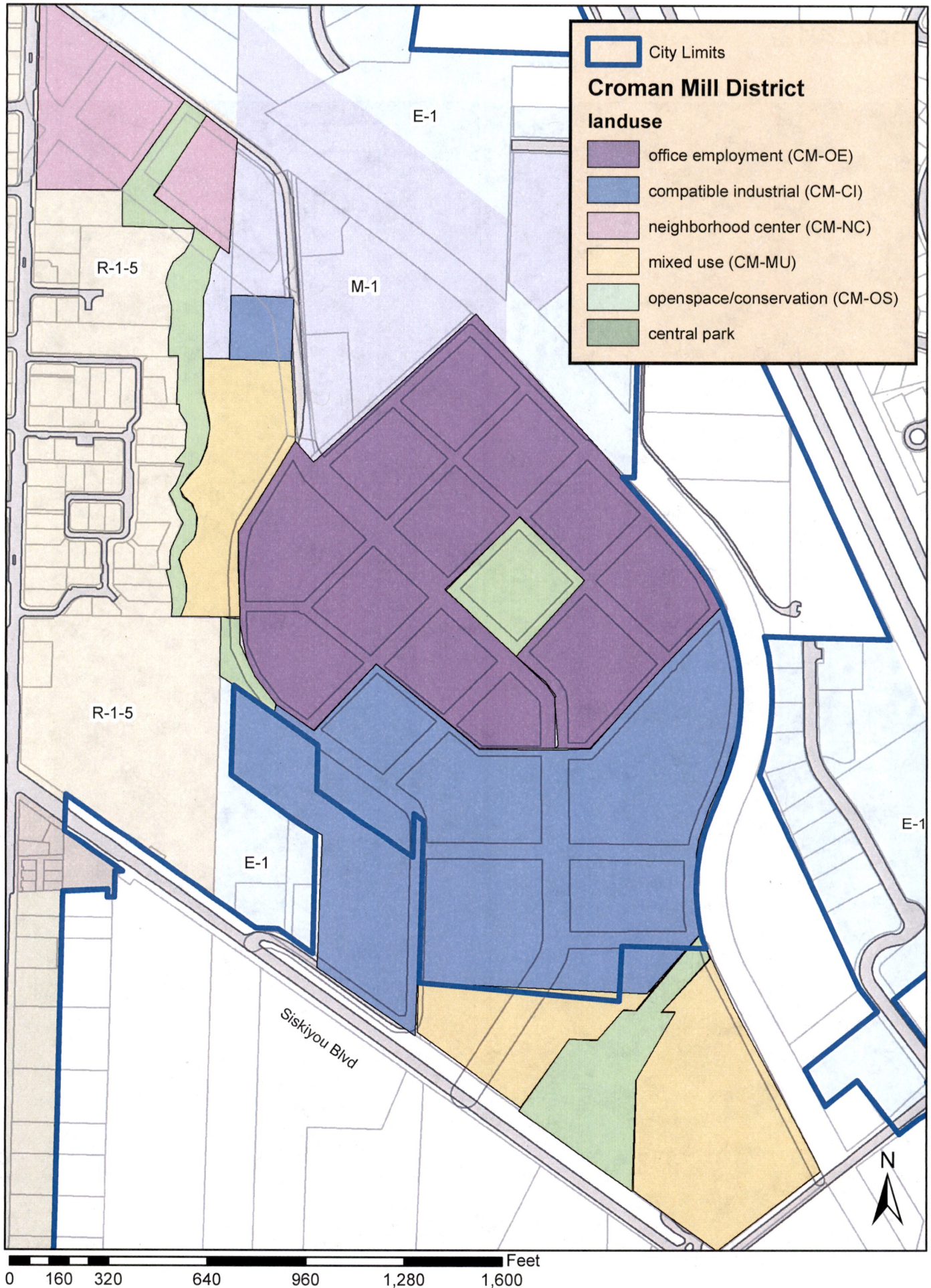
1. Croman Mill District Aerial Photo
2. Croman Mill District Existing Zoning Map
3. Developable Land Map
4. Activity Centers Map
5. Townmakers Croman Mill Redevelopment Plan
6. TownMakers LLC – Croman Mill webpage
<https://www.townmakers.net/croman-mill>
7. Croman Mill District Land Use Ordinance - [chapter 18.3.2](#)



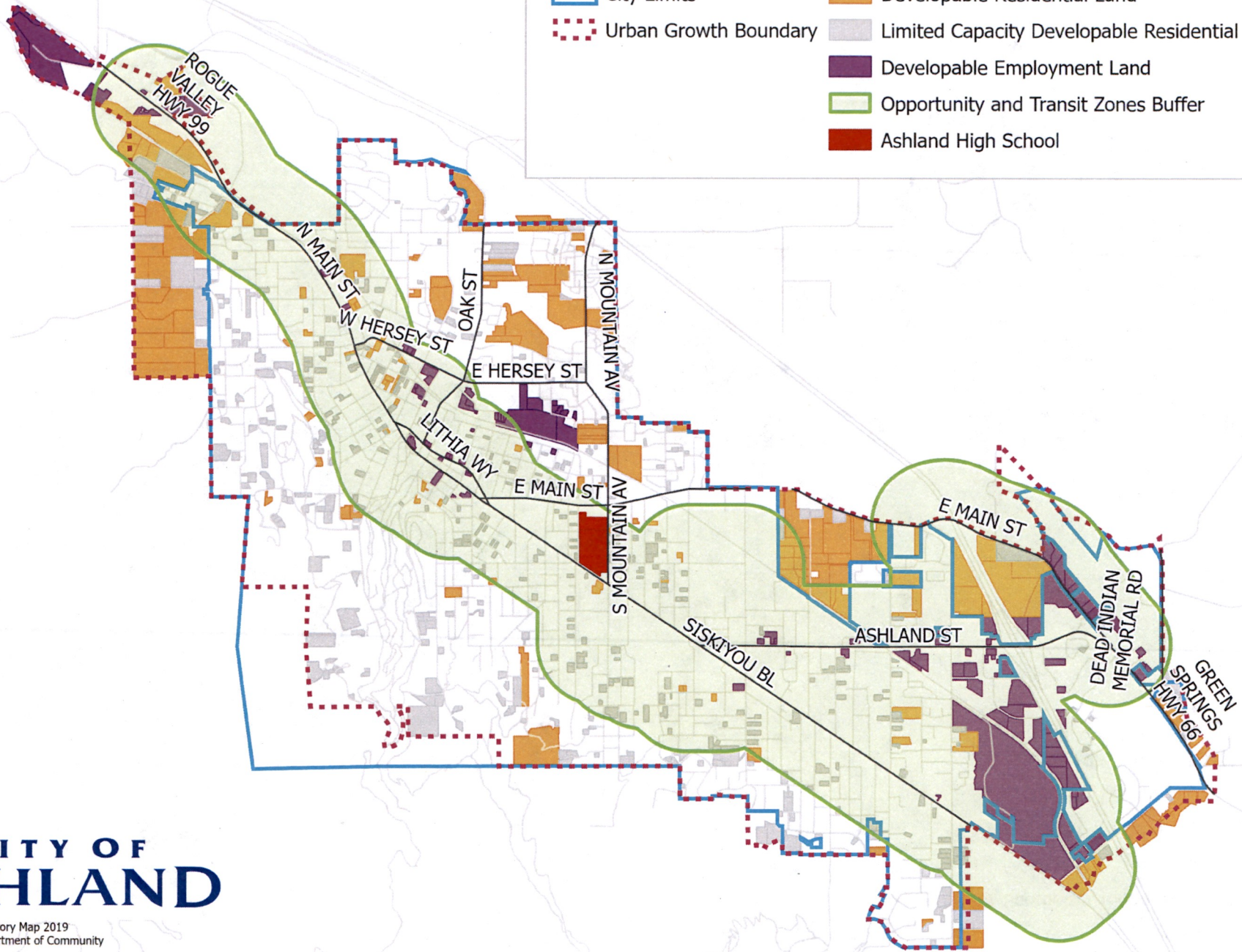
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Existing Land Use

Attachment 2



- City Limits
- Urban Growth Boundary
- Developable Residential Land
- Limited Capacity Developable Residential Land
- Developable Employment Land
- Opportunity and Transit Zones Buffer
- Ashland High School

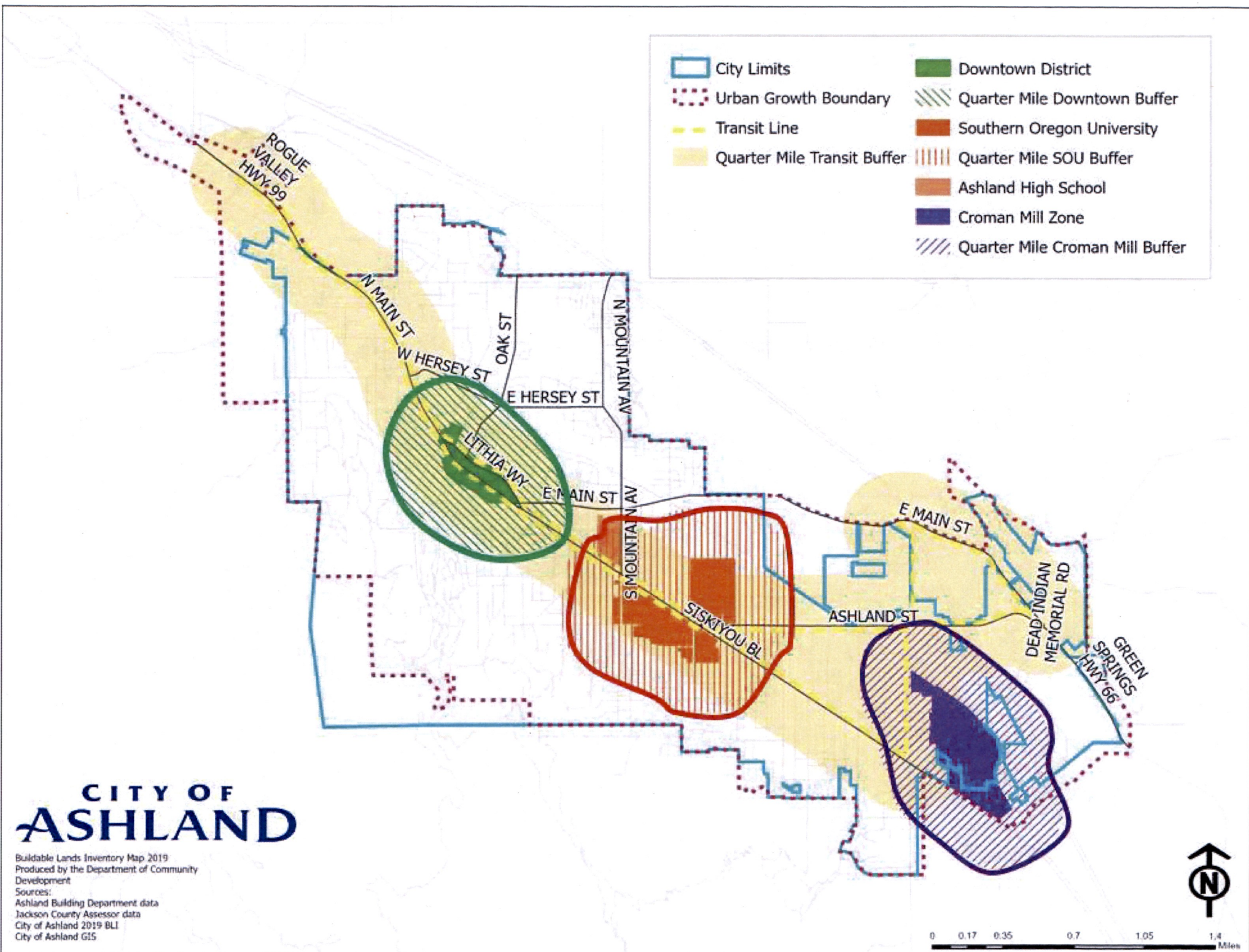


CITY OF ASHLAND

Buildable Lands Inventory Map 2019
 Produced by the Department of Community
 Development
 Sources:
 Ashland Building Department data
 Jackson County Assessor data
 City of Ashland 2019 BLI
 City of Ashland GIS

0 0.17 0.35 0.7 1.05 1.4
 Miles





Croman Mill Redevelopment Plan

As of February 2, 2023

*Ashland, Oregon * Townmakers LLC*

NARRATIVE: After over a decade of stalled progress, there is wide agreement that the current Croman Mill District Plan requires modification to address new economic conditions and market trends – particularly in the wake of the COVID-19 pandemic. Townmakers LLC is proposing that the 2010 Croman Mill District be modified to create a new mixed-use district, containing a more flexible and market-facing framework for employment, commercial, light industrial and residential uses. Our proposal would create an adaptable street grid allowing different uses and sizes to organize in response to market opportunities, and making optimum use of opportunities for mixed use, incubator and small business spaces, live-work formats, and a range of housing supply at a range of prices to meet demand. The phasing would assure that a minimum component of employment uses would occur at each phase before the next phase proceeded.

It should be noted that a mix of residential is already contemplated in the existing zone, and that the environmental cleanup is and has been aimed at a residential environmental standard. While we may increase the amount of residential in our proposed development, we are not introducing residential to a currently non-residential zone.

The following pages include an illustrative master plan showing streets, blocks, parks and open spaces, and prototypical buildings (to be modified in type and placement as the market requires). The next three sheets show three different scenarios for the arrangement of uses. Mixed use may be allowable in any area, but there will be a concentration of different uses in different areas as shown.

ILLUSTRATIVE PLAN:



Croman Mill Neighborhood, Ashland, Oregon
Town Makers LLC., Developers

Qamar and Associates Inc.-Urban Design
Structura Naturalis Inc. - Planning

0 100 200 400ft.



POTENTIAL REGULATING PLAN A

Possible use areas depending on market conditions



POTENTIAL REGULATING PLAN B

Possible use areas depending on market conditions



POTENTIAL REGULATING PLAN C

Possible use areas depending on market conditions



SITE RENDERING:



CROMAN MILL DISTRICT - ASHLAND, OREGON - MIKE WEINSTOCK, TOWNMAKERS LLC.
TOWN PLANNERS AND DESIGNERS: QAMAR & ASSOCIATES, AND STUCTURA NATURALIS - JANUARY 1, 2022