



September 19, 2023

Evan Manvel, Climate Mitigation Planner
Department of Land Conservation and Development
635 Capitol Street NE, Suite 150
Salem, Oregon 97301-2540

Re: Climate Friendly Area (CFA) Study Report

Dear Mr. Manvel,

At its September 19, 2023 meeting, the Ashland City Council reviewed and approved the attached Climate Friendly Area Study and directed staff to submit it to the Department of Land Conservation and Development (DLCD) for review.

Ashland has opted to identify three primary Climate Friendly Areas (CFAs) as well as looking at our existing downtown, which is a National Register of Historic Places-listed historic district and largely developed, as a potential secondary CFA.

We look forward to working with DLCD over the coming year as we finalize the identification of our CFAs and adopted the code and map revisions necessary for implementation.

Thank you for your efforts over the past years to craft and implement the Climate-Friendly & Equitable Communities Rules and for your consideration of the attached CFA study.

Mayor Tonya Graham, City of Ashland

September 19, 2023

Date

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An aerial photograph of Ashland, Oregon, showing a mix of residential houses, commercial buildings, and dense green trees. The city is nestled in a valley. A large, semi-transparent diamond-shaped graphic is overlaid on the center of the image.

City of Ashland

Climate Friendly Area

Study

*Produced by the Rogue Valley Council of
Governments, in collaboration with the City
of Ashland and 3J Consulting*

2023



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Disclaimer:

The following study analyzes CFA candidates within the City of Ashland and explores paths forward and potential scenarios should the city designate a Climate Friendly Area. By no means does this study alter the current zoning, land uses, or other development regulations governed by the City of Ashland.



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Chapter 1: Climate Friendly Area Regulations and Methodology Background

Introduction

Rogue Valley Council of Governments, in collaboration with the City of Ashland and the project consultant, 3J Consultant, is conducting a study of potential Climate Friendly Areas (CFA) in accordance with the Climate Friendly and Equitable Communities (CFEC) rulemaking (OAR 660-012-0310). The State rules were initiated by the Land Conservation and Development Commission (LCDC) in response to Governor Brown's Executive Order 20-04 directing state agencies to take urgent action to meet Oregon's climate pollution reduction targets. The rules encourage climate-friendly development by facilitating areas where residents, workers, and visitors can meet most of their daily needs without having to drive. A CFA aims to contain a variety of housing, jobs, businesses, and services. A CFA also supports alternative modes of transit by being in close proximity to high-quality pedestrian, bicycle, and transportation infrastructure.

Phase 1 of this project is the CFA study which identifies candidate CFAs and analyzes what zones are most aligned to the CFEC rules, and what adjustments to them would be required.

Phase 2 will encompass the actual designation of the Climate Friendly Areas under consideration, and the adoption of maps and ordinances necessary to implement the CFEC initiative. Cities may use CFA areas from the study or any other qualifying area.

Climate Friendly and Equitable Communities Rulemaking

The Climate-Friendly and Equitable Communities rulemaking is part of Oregon's longstanding effort to reduce pollution from the transportation system, especially greenhouse gases that are causing a change in climate and associated weather-related disruptions, including drought, wildfires, and warming temperatures with greater variation overall.

The rules encourage climate-friendly development in Climate-Friendly Areas (CFAs). Other provisions of the rulemaking call for new buildings to support the growing electric vehicle transformation, reduce or eliminate one-size-fits-all parking mandates, and increase local planning requirements to address critical gaps in our walking, biking, and transit networks. The rules ask communities to identify transportation projects needed to meet our climate goals.



Climate Friendly Areas Overview

A CFA is an area where residents, workers, and visitors can meet most of their daily needs without having to drive. They are urban mixed-use areas that contain, or are planned to contain, a greater mix and supply of housing, jobs, businesses, and services. These areas are served, or planned to be served, by high quality pedestrian, bicycle, and transit infrastructure to provide frequent, comfortable, and convenient connections to key destinations within the city and region. CFAs typically do not require large parking lots and are provided with abundant tree canopy.

A key component of Oregon's plan to meet our climate pollution reduction and equity goals is facilitating development of urban areas in which residents are less dependent on the single occupant vehicle. Before the automobile became common in American life, cities grew more efficiently, with a variety of uses in city centers and other areas that allowed for working, living, and shopping within a walkable or transit accessible area. Over the last 100 years, the automobile and planning practices have served to separate activities, creating greater inequities within cities and widespread dependence upon climate-polluting vehicles to meet daily needs. CFAs will help to reverse these negative trends, with some actions taking place in the short term, and others that will occur with development and redevelopment over time.

The rules require cities (and some urbanized county areas) with a population over 5,000, and that are located within Oregon's seven metropolitan areas outside of the Portland metropolitan area, to adopt regulations allowing walkable mixed-use development in defined areas within their urban growth boundaries. Associated requirements will ensure high quality pedestrian, bicycle, and transit infrastructure is available within these areas to provide convenient transportation options, and cities and counties will prioritize them for location of government offices and parks, open space, and similar amenities.

Implementation Timeline

The rules provide a two-phased process for local governments to first study potential CFAs, and then, in a second phase, to adopt development standards for the area, or areas, that are most promising.

Key CFA Study Dates:

- June 30, 2023 – CFA Study Funding Expires
- December 31, 2023 – CFA Studies Due
- December 31, 2024 – Adopt CFA land use standards and any map changes*

** Local governments may request an alternative date for the adoption of land use standards, as provided in OAR 660-012-0012(4)(c).*



Goals

The purpose of this study is to identify candidate CFA areas that meet the size and locational criteria required by OAR 660-012-0310(1). Relevant zoning codes will be reviewed, and suggestions will be made regarding any changes that are necessary to bring zoning codes into compliance with CFEC rules. It is the intention of the project management team that the candidate CFA selection prioritize community context reflecting the most feasible zoning code changes, little to no infrastructure investment, and alignment with citizen interests. The City of Ashland may move forward with the identified CFA area(s) into Phase 2, or they can use what they learned from the study to choose a new area or areas for adoption.



Methodology

The methodology was developed by the Department of Land Conservation and Development (DLCD) and was adapted to perform this CFA study. The Climate-Friendly Areas Methodology Guide goes over the steps to perform the CFA study. The study goes through each of the eight steps highlighted in the methodology guide, including locating and sizing CFA areas, evaluating existing code, identifying zoning changes, calculating CFA Capacity and equity analysis. While the technical analysis team was responsible for overseeing the steps reliant on GIS or analysis of the land use code, Step 1: Public Engagement Plan, was drafted and prepared by 3J Consulting.



The diagram above shows a workflow for conducting a CFA study. This is not the only order in which the Steps can be performed, but it is a recommended sequence for the purpose of clarity and efficiency.

To understand the context of the steps listed above, a summary of the rules, a CFA’s purpose, and what requirements should exist or be adopted in CFA areas is necessary. According to DLCD, "a CFA is an area where residents, workers, and visitors can meet most of their daily needs without having to drive. They are urban mixed-use areas that contain, or are planned to contain, a greater mix and supply of housing, jobs, businesses, and services."

The following is a summary of the steps, rules, and regulations on the specifications of siting a CFA. The CFA designation process first requires a study of potential candidate areas, ultimately ending in an area(s) being designated as the City’s Climate Friendly Area. This process, slated to conclude by December 2023, is known as phase 1. Phase 2: Adoption requires that cities implement the necessary changes to the land use code to make the zones within the proposed CFA compliant with state regulations, as provided in OAR 660-012-0310 through -0320.



Community Engagement Plan

This step is planned, drafted, and prepared by 3J Consulting, in coordination with city staff and the technical analysis team. While the Community Engagement deliverables are distinctly separate from the technical CFA Study, this study does take into account the community feedback from public meetings throughout the study phases.

Local governments must develop a community engagement plan for the designation of CFAs that includes a process to study potential CFA areas and to later adopt associated amendments to the comprehensive plan and zoning code following the provisions of OAR 660-012-0120 through -0130:

- Engagement and decision-making must be consistent with statewide planning goals and local plans
- Cities and counties must center the voices of underserved populations in all processes at all levels of decision-making, consider the effect on underserved populations, work to reduce historic and current inequities, and engage in additional outreach activities with underserved populations
- Cities and counties must identify federally recognized sovereign tribes whose ancestral lands include the planning area and engage with affected tribes

The community engagement plan must be consistent with the requirements for engagement-focused equity analysis in OAR 660-012-0135(3). Equity analysis is required for a variety of transportation planning actions under Division 12, including study and designation of CFAs. The purpose of an equity analysis is to identify potentially inequitable consequences or burdens of proposed projects and policies on impacted communities in order to improve outcomes for underserved populations.

The equity analysis must include robust public engagement, including a good-faith effort to:

- Engage with members of underserved populations to develop key outcomes, including reporting back information learned from the analysis and unresolved issues
- Gather qualitative and quantitative information from the community—including lived experience—on potential benefits and burdens on underserved populations
- Recognize where and how intersectional discrimination compounds disadvantages
- Analyze proposed changes for impacts on and alignment with desired key community outcomes and performance measures under OAR 660-012-0905
- Adopt strategies to create greater equity and minimize negative consequences
- Report back and share the information learned from the analysis and unresolved issues with people engaged



Locate and Size Candidate CFAs

Every potential CFA must follow the Climate Friendly and Equitable Communities (CFEC) rulemaking (OAR 660-012-0310) requirements in order to be properly located and sized. The rules regarding location for potential CFAs are universal for all cities.

The CFEC rules of OAR 660-012-0310 that must be followed in the CFA location process are:

- CFA locations must be able to support development consistent with the land use requirements of OAR 660-012-0320.
- CFAs must be located in existing or planned urban centers (including downtowns, neighborhood centers, transit-served corridors, or similar districts).
- CFAs must be served by (or planned to be served by) high quality pedestrian, bicycle, and transit services.
- CFAs may not be located in areas where development is prohibited.
- CFAs may be located outside city limits but within a UGB following OAR 660-012-0310 (e).
- CFAs must have a minimum width of 750 feet, including internal rights of way that may be unzoned.

While the allowed land uses and denser environment will largely influence the choice of a CFA, development feasibility is another important criterion to consider. The area chosen to be CFA should not have infrastructure problems or limitations that could prevent the development of Climate Friendly Areas. The infrastructure capacity of a candidate CFA will be discussed with city staff to determine if it is a sufficient choice or to move forward with another candidate area.

City population is the primary determinant regarding CFA size requirements. There are two categories for sizing a CFA: cities over 5,000 and cities over 10,000 in population. Ashland's population falls under the second option for cities with populations greater than 10,000. Cities with a population greater than 10,000 must designate a minimum of one CFA that accommodates 30% of their current and projected housing, the overall area being at least 25 acres in size. In addition, all CFAs must have a minimum width of 750 feet.



In discussing CFA requirements with city staff, the technical analysis team opted to utilize the prescriptive standards as written by DLCDC. The following table 1 shows the prescriptive standards requirements that must be incorporated in the development code, in accordance with the City’s population.

Table 1. Prescriptive Standards

Population	Minimum Residential Density	Max Building Height
5,001-24,999	15 dwelling units/net acre	No less than 50 ft
25,000-49,999	20 dwelling units/net acre	No less than 60 ft
50,000 or more	25 dwelling units/net acre	No less than 85 ft

Because the city of Ashland falls within the 5,001 – 24,999 category, phase 2 will require adoption of rules for a minimum residential density of 15 dwelling units/net acre and a maximum building height of no less than 50 ft in height.



Evaluate Existing Code

The land use requirements established in OAR 660-012-0320, as shown below, are pivotal in determining how much a base zone already aligns with CFA requirements.

Land Use Requirement for CFAs:

- Development regulations for a CFA shall allow single-use and mixed-use development within individual buildings or on development sites, including the following **outright permitted uses**:
 - Multifamily Residential
 - Attached Single-Family Residential
 - Other Building Types that comply with minimum density requirements
 - Office-type uses
 - Non-auto dependent retail, services, and other commercial uses
 - Child Care, schools, and other public uses

- Maximum density limitations must be prohibited

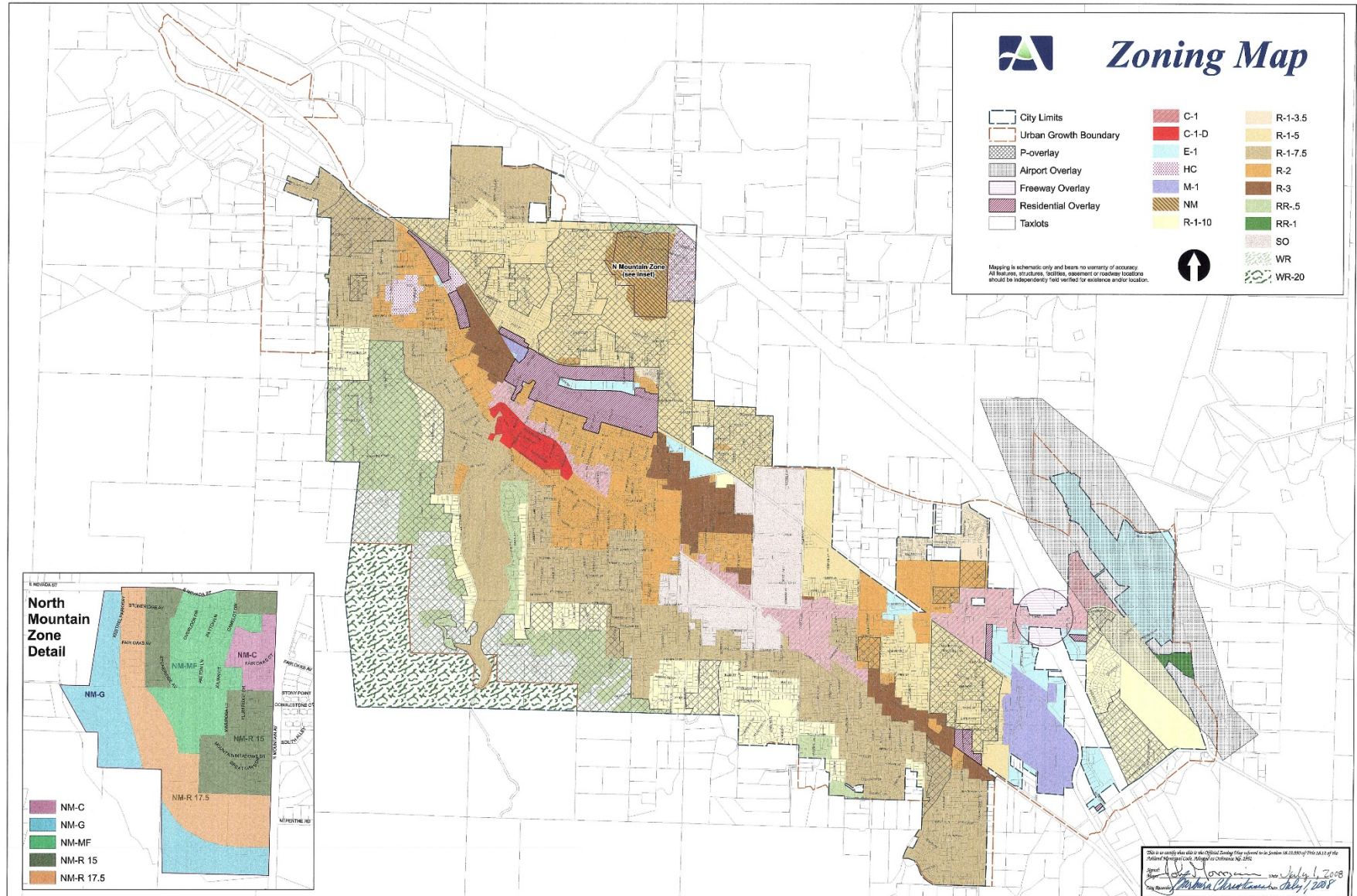
- Maximum block length standards must apply depending on acreage of site
- Local governments shall establish maximum block length standards as follows:
 - Development sites < 5.5 acres: maximum block length = 500 feet or less
 - Development sites > 5.5 acres: maximum block length = 350 feet or less

- Local governments shall prioritize locating government facilities that provide direct service to the public within climate-friendly areas and shall prioritize locating parks, open space, plazas, and similar public amenities in or near climate-friendly areas that do not contain sufficient parks, open space, plazas, or similar public amenities.
- Streetscape requirements in CFAs shall include street trees and other landscaping, where feasible.
- Local governments shall adopt policies and regulations in CFAs that implement the following:
 - Transportation review process in OAR 660-012-0325
 - Land use requirements in OAR 660-012-0330
 - Parking requirements in OAR 660-012-0435
 - Bicycle parking requirements in OAR 660-012-0630
- Local governments may choose to **either** adopt density minimums and height maximums (Option A – Prescriptive Standards) **or** adopt alternative development regulations to meet performance standards (Option B – Outcome-Oriented Standards)

The following map 1 is the city’s zoning map, and helps convey where zones are located throughout the city of Ashland.

Map 1. City of Ashland Zoning Map

Available as an interactive map online at gis.ashland.or.us/planning/





Identify Zoning Changes

Zoning in CFAs may need to change if the existing zoning does not meet the land use requirements in OAR 660-012-0320. During phase 1 of the study, cities do not need to adopt the land use requirements, but evaluation of necessary land use reforms may influence a base zone’s viability of being a potential CFA candidate. Essentially, an existing zone that meets a large proportion of the CFA criteria will likely feature the characteristics that define climate friendly areas, while zones that require intense reform may not incentivize development due to lack of compatible land uses or alternative transit infrastructure.

During the adoption phase, slated to occur in 2024, local governments will have to make and adopt all necessary zoning changes and will need to provide DLCDC with documentation that all adopted and applicable land use requirements for CFAs are consistent with OAR 660-012-0320.

Calculate CFA Capacity

The proposed CFA(s) must meet the residential housing capacity threshold expressed in OAR 660-012-0315(1). The target threshold to meet is at least 30% of current and projected housing needs citywide. The total number of units necessary to meet all current and projected housing needs is derived from the most recent adopted and acknowledged housing capacity analysis (HCA; also known as a housing needs analysis or HNA) as follows:

$$\begin{aligned}
 & \textit{Total number of units needed citywide} \\
 & \quad = \\
 & \quad \textit{current number of existing units} \\
 & \quad + \\
 & \quad \textit{projected number of units to meet future needs}
 \end{aligned}$$

After calculating the Total Units Needed, the technical analysis team proceeded to calculate the potential housing unit capacity of the proposed CFA site. The following page goes over the equation that will be used to calculate the Housing Unit Capacity.



Calculate Housing Unit Capacity

The following method was adapted from DLCD’s Climate-Friendly Areas methodology guide. The calculation follows the prescriptive path requirements as described in the methodology guide. Total Housing Unit Capacity in the CFA is estimated using the following variables:

1. The Net Developable Area in sq. ft. (a)
2. The maximum number of building floors (f)
3. The assumed percentage of residential use (r)
4. The average size of a housing unit in sq. ft. (s)

Using these, the housing unit capacity (U) in any part of a CFA can be given by a simple formula:

$$\text{Housing Unit Capacity (U)} = \frac{(\text{Net Developable Area} * \text{Maximum floors} * \text{Resident use percentage})}{\text{Average Housing Unit}}$$

Note: In the above formula, the results are rounded up to the nearest integer.

The values to use for Assumed Percentage of Residential Use (r) and Average Size of a Housing Unit (s) are given in the rules. Net Developable Area and Maximum Building Floor factors in the above calculation require some additional sub-calculations. Each uniquely zoned area of the CFA will have its own calculations of these factors and the above housing unit formula. Then they are summed for the CFA to give the total Housing Unit Capacity.



Equity Analysis

Local governments must determine if rezoning the potential CFA would be likely to displace residents who are members of state and federal protected classes and identify actions to mitigate or avoid potential displacement.

The CFA Study must include plans for achieving fair and equitable housing outcomes within CFAs following the provisions in OAR 660-008-0050(4)(a)-(f). CFA studies must include a description of how cities will address each of the following factors:

- **Location of Housing:** How the city is striving to meet statewide greenhouse gas emission reduction goals by creating compact, mixed-use neighborhoods available to members of state and federal protected classes.
- **Fair Housing:** How the city is affirmatively furthering fair housing for all state and federal protected classes.
- **Housing Choice:** How the city is facilitating access to housing choice for communities of color, low-income communities, people with disabilities, and other state and federal protected classes.
- **Housing Options for residents Experiencing Homelessness:** How the city is advocating for and enabling the provision of housing options for residents experiencing homelessness and how the city is partnering with other organizations to promote services that are needed to create permanent supportive housing and other housing options for residents experiencing homelessness.
- **Affordable Homeownership and affordable Rental Housing:** How the city is supporting and creating opportunities to encourage the production of affordable rental housing and the opportunity for wealth creation via homeownership, primarily for state and federal protected classes that have been disproportionately impacted by past housing policies.
- **Gentrification, Displacement, AND Housing Stability:** How the city is increasing housing stability for residents and mitigating the impacts of gentrification, as well as the economic and physical displacement of existing residents resulting from investment or redevelopment.

Please note, the equity analysis was performed with the guidance of DLCD's [Anti-Displacement and Gentrification Toolkit](#). The Toolkit provides an in-depth resource for local government to address racial and ethnic equity in housing production, including a list of strategies to mitigate the impacts of gentrification and displacement. The toolkit helps and guides local governments to establishing a framework for creating housing production strategies with a particular focus on the unintended consequences of those strategies.



Chapter 2: Candidate Climate Friendly Area Analysis

This section reviews the analysis components that were performed to derive the results of the study. The technical analysis team began with initial candidate location suggestions from City Staff, then calculated the housing capacity of the proposed CFAs boundary, and readjusting the CFAs size as needed to accommodate the housing unit capacity.

The zoning analysis focuses on the land use requirements in OAR 660-012-0320 and compares them with the city codes to find suitable zones that are fully or partially compliant with the CFA land use requirements. The zoning analysis informs the team of the land use compatibility of the proposed CFAs. Zoning analysis and identifying zoning changes go hand-in-hand. If existing development standards do not meet CFA requirements, then identify the necessary changes to the specific zones and how to bring them into compliance with the land use requirements or OAR 660-012-0320.

The GIS analysis helps determine the status of transportation infrastructure that is within or around the proposed CFA and whether the proposed area satisfies the transportation connectivity aspect of the regulations. A CFA site must be served by, or planned to be served by, high quality pedestrian, bicycle, and transit services according to OAR 660-012-0310.

Capacity analysis determines whether the potential CFA, or a combination of CFAs, can accommodate 30% of citywide current and projected housing need. If identified CFA candidate area(s) are not sufficient to accommodate at least 30% of housing need, resizing the proposed CFA area or identifying additional candidate CFA areas must be performed.

Equity analysis must determine if rezoning the potential CFA would be likely to displace residents who are members of state and federal protected classes and identify actions to mitigate or avoid potential displacement. Chapter 2 of this study includes plans for achieving fair and equitable housing outcomes within CFAs following the provisions in OAR 660-008-0050.

Overall, the analysis steps are intertwined with each other. Locating a CFA candidate, calculating Housing Needs, Zoning analysis, GIS analysis, Capacity analysis are the steps to designate the appropriate CFA area within the city.

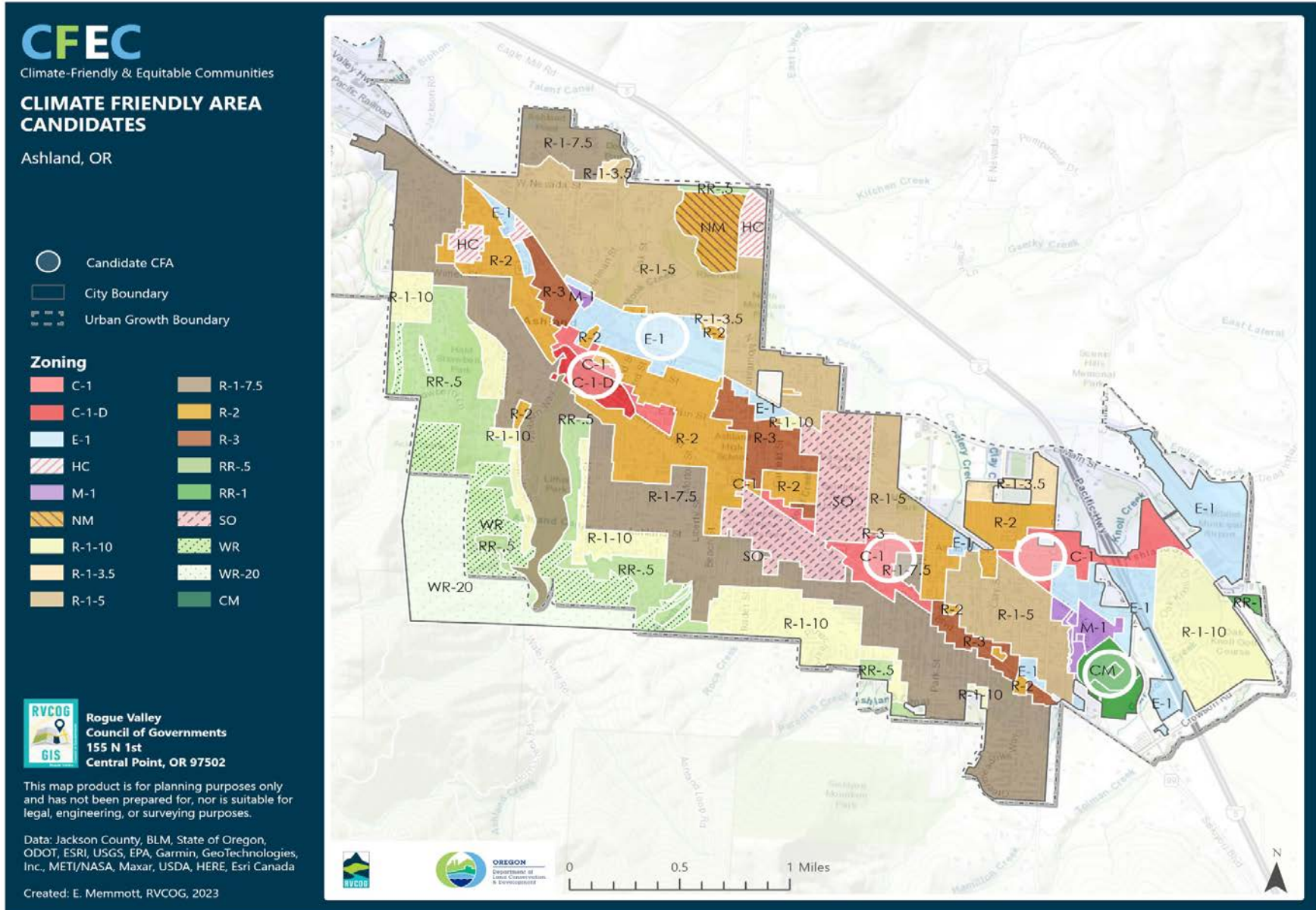


Locate and Size Candidate CFAs

City Guidance

City staff have highlighted several priority CFA candidates, shown in Map 2 below. Staff selected these areas not only for their designated zoning's alignment to the CFA requirements, but also factored in development potential. The Croman Mill and Railroad Property sites are largely undeveloped and present strong cases for rapid CFA-related changes. The Transit Triangle is one of the priority CFA options within the city and has the potential to be improved through redevelopment and development of vacant properties. The prior approval of the Transit Triangle code amendments are largely compatible with CFA, as such this transit served area has considerable redevelopment potential supporting the CFA goals. Conversely, the Downtown area is largely built out, is a National Register Historic District, indicating barriers to potential redevelopment. However, the current built environment is similar to what is expected of CFAs and the C1-D (downtown Commercial) zone could be adapted to comply with CFA guidelines with little trouble and may serve as useful tracts for CFA expansion in the future.

Map 2. CFA Candidates





Calculate Housing Units Needed

As outlined in the methodology guide, the proposed CFA(s) must meet the residential housing capacity threshold expressed in OAR 660-012-0315(1). The threshold to meet is that the cumulative capacity of the CFA(s) is at least 30% of current and projected housing needs citywide. And this is derived by the following formula:

$$\begin{aligned} & \textit{Total number of units needed citywide} \\ & = \\ & \textit{current number of existing units} \\ & + \\ & \textit{projected number of units to meet future needs} \end{aligned}$$

The most recent Housing Capacity Analysis for the City of Ashland was published in May of 2021 and projects housing needs and trends out to 2041. This analysis estimates there are currently 10,705 dwellings in the city, with a projected need of 858 units more by 2041.

$$10,705 + 858 = 11,563 \textit{ projected housing units needed by 2041}$$

Based on these estimates, the city of Ashland will need to locate and size CFA(s) that encapsulate 30% of 11,563 dwellings, or **3,469** units.



Zoning Analysis

Zoning Code Review

Existing zoning codes were compared to the CFA requirements to identify those zones that are most closely aligned with CFEC rules. Shown in Table 2 below, zones were scored for each criterion with 2 points for full compliance, 1 point for conditional or mixed compliance. Zones also earned 1 additional point for having 40-foot building height maximums, while zones that have 35-foot maximums earned no additional points. Green cells are those in compliance. Yellow cells are those that have partial or conditional compliance or are closer to the 50-foot building height maximum, and overall are closer to compliance than other options.

Any zone can be adjusted to be made CFEC-compliant, so CFAs are possible anywhere in the city, but those zones that would take more legislative changes and create more dramatic changes to the built environment relative to what is currently in the area are not prioritized.

The Croman Mill site was master planned in 2008 and this document includes several subzones that are analyzed in Table 3. Much of the area is currently planned for non-residential uses, but City staff have informed the RVCOG team that the property owner is presently working with a developer, TownMakers LLC, to re-envision the area and propose major plan amendments which would newly incorporate residential development throughout the area. While each subzone was scored individually, for the purpose of analyzing prospective zoning changes the entire site has been attributed the attributes and scores of the Mixed-Use subzone.

The Transit Triangle Overlay was also analyzed for its impact on relevant base zones and their CFA suitability.

Overall, the scoring matrix indicates the suitability of the zones regarding the land use requirements. However, the scores are only the first step of the analysis and the results they produce are only one factor among several that the study analyzes. Therefore, a high scoring zone alone does not determine a CFA candidate area. The location of the zones and surrounding transportation infrastructure must be factored in the 2nd step of the study.



Table 2. Zoning Code Analysis

Y - Yes, Permitted Outright C - Conditional M - Mixed N - Not Permitted N/A - Not Applicable	Scoring Matrix Y = 2 C/M = 1 N = 0 40 ft = 1 35 ft = 0	Residential						Commercial			Industrial
		Single Family	Suburban	Low Density MF	High Density MF	Rural	Woodland	Commercial	Downtown	Employment	Industrial
		R-1	R-1-3.5	R-2	R-3	RR	WR	C-1	C-1-D	E-1	M-1
Single Use		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Mixed Use		N	N	N	N	N	N	Y	Y	Y	N
Multi-Family		N	Y	Y	Y	N	N	C	C	C	N
Single -Family Attached		C	C	C	C	C	C	C	C	C	N
Office		N	N	C	C	N	N	Y	Y	Y	Y
Non-Auto Retail/Services/Commercial		N	N	C	N	N	N	Y	Y	C	C
Childcare		C	C	C	C	C	C	Y	Y	Y	Y
Schools		C	C	C	C	C	C	N	N	N	N
Other Public Uses		N	N	N	N	N	N	M	M	Y	Y
Government Facilities		C	C	N	N	C	C	Y	Y	Y	Y
Parks, Open Space, and Other Similar		Y	Y	Y	Y	Y	Y	N	N	N	N
Maximum Block Length		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Density Minimum (15 Dwelling Units/Acre)		N	N	N	Y	N	N	N	N	N	N
Density Maximums Prohibited		N	N	N	N	N	N	N	N	N	N
Maximum Building Height (>= 50ft)		N	N	N	C	N	N	C	C	C	N
Maximum Building Height		35	35	35	35	35	35	40	40	40	40
Score		10	12	13	15	10	10	20	20	19	14



Table 3. Croman Mill Zoning Analysis

Y - Yes, Permitted Outright C - Conditional M - Mixed N - Not Permitted N/A - Not Applicable	Scoring Matrix Y = 2 C/M = 1 N = 0 40 ft = 1 35 ft = 0	Neighborhood Center	Mixed Use	Office/ Employment	Compatible Industrial	Open Space
		NC	MU	OE	CI	OS
Single Use		Y	Y	N	N	N
Mixed Use		Y	Y	N	N	N
Multi-Family		Y	Y	N	N	N
Single -Family Attached		Y	Y	N	N	N
Office		N	Y	Y	Y	N
Non-Auto Retail/Services/Commercial		Y	M	M	M	N
Childcare		Y	Y	Y	Y	N
Schools		C	C	C	C	N
Other Public Uses		Y	Y	Y	Y	Y
Government Facilities		Y	C	C	C	Y
Parks, Open Space, and Other Similar		N	N	N	N	Y
Maximum Block Length		Y	Y	Y	Y	Y
Density Minimum (15 Dwelling Units/Acre)		N	N	N	N	N
Density Maximums Prohibited		N	N	N	N	N
Maximum Building Height (>= 50ft)		Y	Y	Y	Y	N
Maximum Building Height		50	50	75	75	N/A
Score		21	21	13	13	8

Observations:

- Single- and mixed -uses are permitted outright in all zones, but single use multi-family residential is only available in higher density residential zones
- Government facilities, parks, open space, plazas, and similar public amenities vary throughout, but are generally more available in the Commercial zones
- Maximum block length applies to all zones except C-1 and C-1-D
- Most zones permit a portion of the required outright permitted uses (multifamily and single family attached residential, office uses, non-auto dependent retail/services/commercial, childcare, schools, and other public uses), but no zones permit all of them outright
- The more greens and yellows, the more CFA-ready a zone is with less modification.
- The Croman Mill District has the most qualifications for a CFA

Identify Zoning Changes

Zones were evaluated in more depth to determine the specific changes that are needed to bring them into compliance with CFEC rules. The purpose of the initial zoning code evaluation was to identify those zones that are the most CFA-ready, as a way to ensure that CFA-related changes occur where they will fit well within the existing built environment and simplify the City’s process of updating zoning codes.



CFA Compatible Zones

Croman Mill (CM)	
Single Use	Y
Mixed Use	Y
Multi-Family	Y
Single -Family Attached	Y
Office	Y
Non-Auto Retail/Services/Commercial	M
Childcare	Y
Schools	C
Other Public Uses	Y
Government Facilities	C
Parks, Open Space, and Other Similar	N
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (>= 50ft)	Y
Maximum Building Height	50
Score	21

Croman Mill District

The CM District Mixed Use Zone (CM-MU) is close to CFA-compliance. It permits outright all residential uses and already meets the building height maximum requirement.

To be in line with CFA rules, the CM-MU zone would need to be expanded to the entire site and must permit outright non-auto retail/service/commercial, schools, and civic uses. Parks and open space must be allowed, density minimums of 15 du/acre or more enforced, and density maximums prohibited.

Residential – High Density

Residential - High Density (R-3)	
Single Use	Y
Mixed Use	Y
Multi-Family	Y
Single -Family Attached	C
Office	C
Non-Auto Retail/Services/Commercial	N
Childcare	C
Schools	M
Other Public Uses	N
Government Facilities	N
Parks, Open Space, and Other Similar	Y
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	M
Density Maximums Prohibited	N
Maximum Building Height (>= 50ft)	C
Maximum Building Height	35
Score	16

The R-3 zone meets many of the CFA land use requirements, except for the 50 ft building height maximum and a portion of the permitted uses. To meet the CFEC requirements, the City of Ashland would have to adjust the currently permitted outright building height maximum from 35 ft (40 ft conditional) to 50 ft and change single-family attached, office uses, childcare, schools, and other public uses from conditional to permitted outright uses. An increase of residential density from 13.5 dwellings per acre would need to be changed to a minimum density of 15 du/acre with no maximum residential density. Non-auto dependent retail/services/commercial and civic uses must be permitted, and density maximums must be prohibited.



Commercial Downtown – Central Business District

Commercial - Central Business District (C-1-D)	
Single Use	Y
Mixed Use	Y
Multi-Family	C
Single -Family Attached	C
Office	C
Non-Auto Retail/Services/Commercial	Y
Childcare	Y
Schools	N
Other Public Uses	M
Government Facilities	Y
Parks, Open Space, and Other Similar	N
Maximum Block Length	N
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (>= 50ft)	C
Maximum Building Height	40
Score	15

The Downtown Commercial District is Ashland’s Central Business District (CBD), and is the city’s nexus for employment, services, and transportation. It is more suitable as a CFA than most other zones because it already has conditional building height maximums of 55 ft and permits mixed uses, government facilities, parks, open space, and other similar public amenities outright. The residential density is currently 60 dwellings per acre, yet there are no minimum density requirements. To meet the full CFA requirements in this area, Ashland would need to mandate a minimum density of at least 15 dwelling units/acre, remove the density maximum, and permit outright building heights of 50 feet or more.

Commercial - Employment

Commercial - Employment (E-1)	
Single Use	Y
Mixed Use	Y
Multi-Family	C
Single -Family Attached	C
Office	C
Non-Auto Retail/Services/Commercial	C
Childcare	Y
Schools	M
Other Public Uses	Y
Government Facilities	Y
Parks, Open Space, and Other Similar	N
Maximum Block Length	Y
Density Minimum (15 Dwelling Units/Acre)	N
Density Maximums Prohibited	N
Maximum Building Height (>= 50ft)	C
Maximum Building Height	40
Score	18

The E-1 zone allows for a significant cross section of CFA requirements, but there are several uses like multi-family and single-family attached residential, and schools that would need to be permitted outright to qualify as a CFA. Within a designated CFA, parks and open space also need to be allowed, residential density minimums established, and density maximums prohibited. Like other Ashland zones, building height maximums would also need to be raised from a 40’ height to 50’. E-1 zoned properties are also included within the Transit Triangle Overlay, which is discussed later in the document.



Other Residential Zones (R-1, R-1-3.5, R-2, RR, WR)

The lower-density residential zones share a lot in common with each other. They allow single- and mixed-uses and parks. They all partially or conditionally allow single-family attached, childcare, and schools. All except for R-2 do not currently allow office or non-auto retail/service/commercial uses. With the exception of R-2, these lower-density residential zones do not have density minimums except when brought into the City through annexation or as a zone change. The R-2 zone requires a minimum density of 80% the base density. These residential zones have maximum building heights of 35 ft.

Despite their low scores in our analysis, like all zones, these can be made compliant with CFEC rules with certain changes. All office, non-auto retail/service/commercial, childcare, schools, and civic uses would need to be permitted outright making these areas similar to Ashland's commercial zones. To be designated as qualified CFAs density minimums of 15 dwelling units per acres would need to be established and enforced density maximums must be prohibited and building height maximums would have to be raised to a minimum of 50 ft.

Other Commercial and Industrial Zones (C-1, M-1)

C-1 and M-1 zones both score very well in our analysis, but there are other factors that have left them as lower priorities. C-1 scored essentially the same as C-1-D and it would need the same changes to become CFA-ready. The C-1-D receives preference because it encompasses the part of the city with the highest density of jobs and built housing potential, but the adjacent C-1 areas would make good candidates to expand the CFA geographically if needed. C-1 also features prominently in the Transit Triangle Overlay, which is discussed in the next section.

The M-1 zone scored fairly well in our analysis, but it is not prioritized because industrial uses are not as easily relocated as other uses and the goal of the CFA project is to avoid creating undue burdens on the local economy. Additionally, industrial uses do not coexist with residential uses the same way that commercial uses do. That being said, if a portion of the M-1 zone is required to form the ideal CFA form, non-auto retail/services/commercial and schools will need to be permitted outright. Multi-family and single-family attached residential must be permitted along with parks and open space. Density minimums of 15 dwelling units or more must be created and building height maximums need to be raised to 50 ft. Density maximums would have to be prohibited, as well.



	Scoring Matrix Y = 2 C/M = 1 N = 0 40 ft = 1 35 ft = 0	Transit Triangle			
		Base Zones			
		Commercial	Employment	Low Density Residential	High Density Residential
		C-1	E-1	R-2	R-3
Single Use		Y	Y	Y	Y
Mixed Use		Y	Y	Y	Y
Multi-Family		M	M	M	M
Single -Family Attached		C	C	C	C
Office		C	C	Y	Y
Non-Auto Retail/Services/Commercial		Y	C	C	N
Childcare		Y	Y	C	C
Schools		N	M	M	M
Other Public Uses		M	Y	N	N
Government Facilities		Y	Y	N	N
Parks, Open Space, and Other Similar		N	Y	Y	Y
Maximum Block Length		N	N	Y	Y
Density Minimum (15 Dwelling Units/Acre)		Y	Y	N	Y
Density Maximums Prohibited		N	N	N	N
Maximum Building Height (>= 50ft)		Y	Y	N	N
Maximum Building Height		50	50	40	40
	Score	18	21	15	16

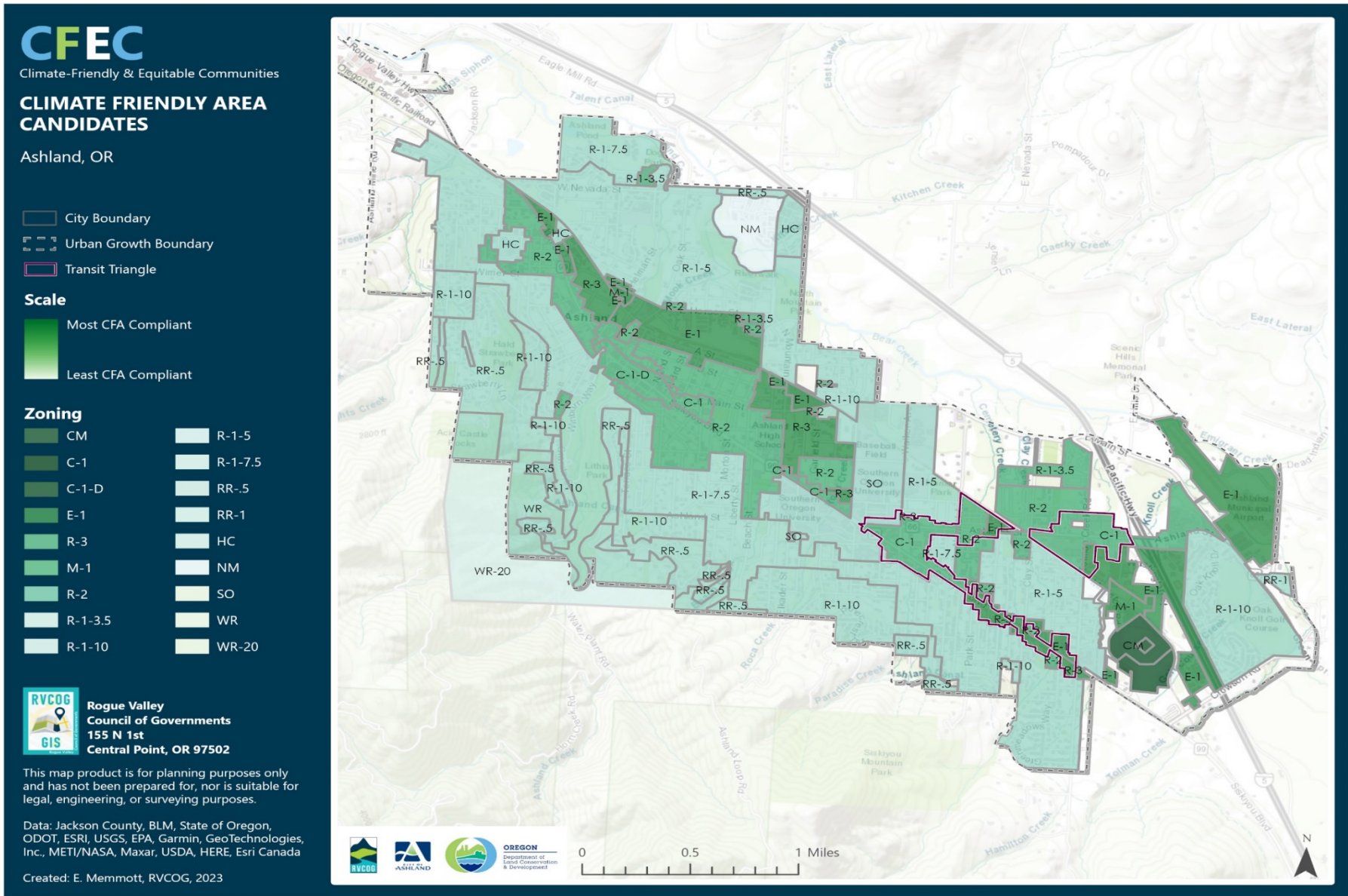
Transit Triangle Overlay

Table 4. Transit Triangle Zoning Analysis

The Transit Triangle Overlay (TTO) is intended to diversify the mix of housing and business types along major transit routes. Table 4 above shows that the overlay enhances the C-1 and E-1 zones within the TTO and significantly improves their scores in our analysis. However, for the TTO, multi-family residential uses are permitted only for rental and not for purchase. The main improvements to the C-1 and E-1 zones are the increased building height maximums, density minimums, and parks/open space. Within the TTO, the C-1 and E-1 zones have excellent scores and are some of the best candidate areas for CFA locations.

Map 3 on page 29 showcases the zones illustrates which best fit the CFA requirements. No zones are currently in compliance with CFEC rules, but Tables 2 and 3 show that the Croman Mill, Residential – High Density (RHD), and Commercial – Central Business District (CBD) zones stand out as being the closest. Small changes to permitted uses and the building height maximum would bring most into compliance.

Map 3. Zoning Analysis





CFA Capacity Calculation

Candidate CFA locations have been identified and prioritized, and this step evaluates each area's housing capacity. If the proposed CFA's boundaries do not encompass 30% or more of current and future dwellings, there will be a need for boundaries to be adjusted or the creation one or more additional CFAs. Additional CFA candidates that have been identified will be considered first for CFA expansion if need be and the evaluation process will begin at Step 2 for these sites.

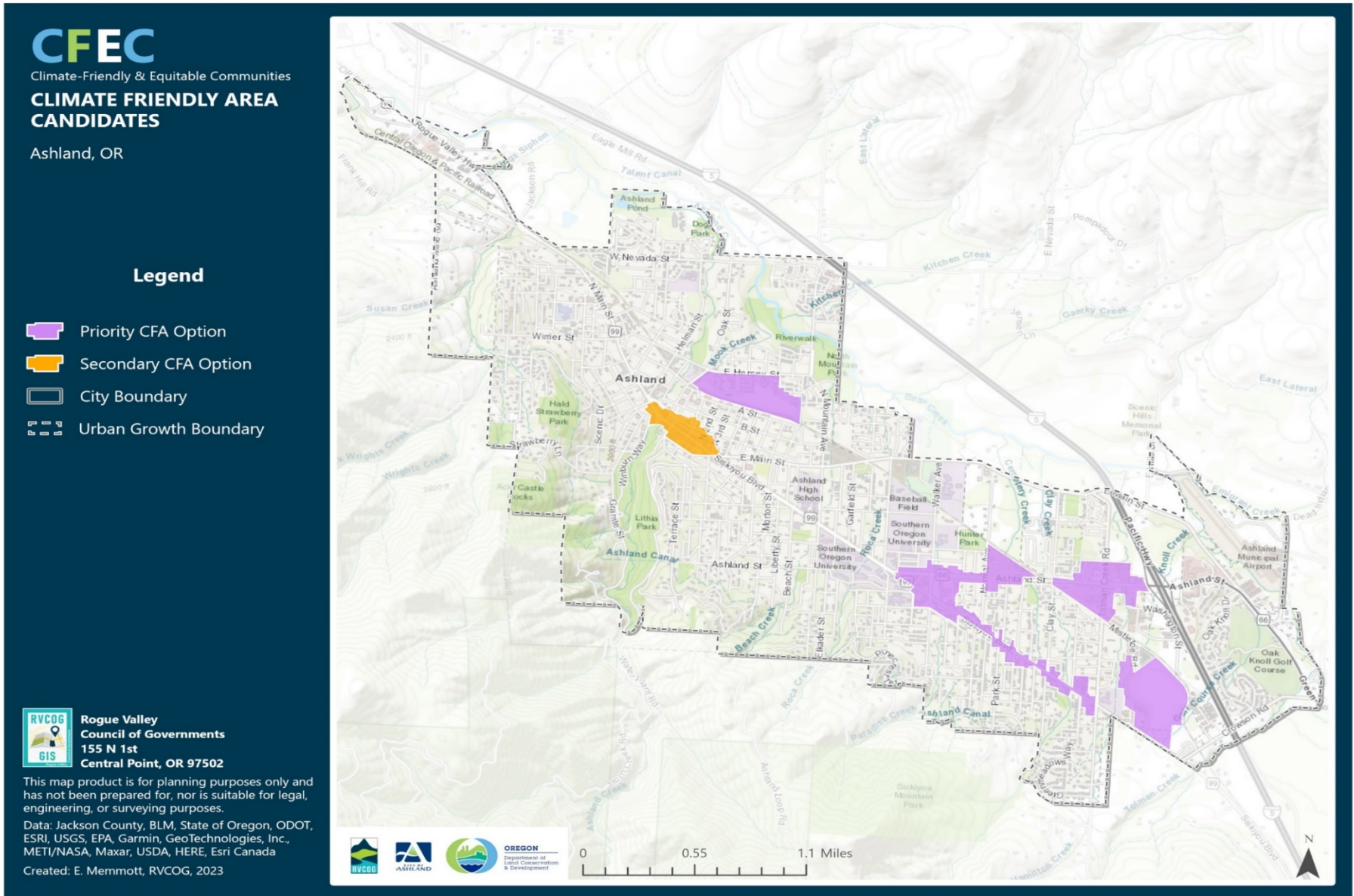
City Guidance

City staff have highlighted several priority CFA candidates, shown in Map 4 below. Staff selected these areas not only for their designated zoning's alignment to the CFA requirements, but also factored in development potential as an additional factor. The Croman Mill and Railroad Property sites are largely undeveloped and present strong cases for rapid CFA-related changes. The Transit Triangle is one of the priority CFA options within the city and do have the potential to be improved within the existing uses and make it more compatible as CFA requirement and it could look like a secondary downtown. Conversely, the Downtown area is largely built out, indicating a barrier to potential redevelopment. However, the current built environment is similar to what is expected of CFAs and could be adapted to CFA guidelines with little trouble and may serve as useful tracts for CFA expansion in the future.

City staff have highlighted several priority CFA candidates, shown in Map 4 below. Staff's selections were made based not only on how well the designated zoning aligns with CFA requirements but also considering the potential for development. Among these areas, the Croman Mill and Railroad Property sites stand out due to their underdeveloped nature, making them suitable for rapid CFA-related changes. Another noteworthy candidate area is the Transit Triangle Overlay, which holds a prime position among the CFA options within the city. There is potential to enhance this area while maintaining its existing uses, thereby making it more compatible with CFA requirements.

In contrast, the historic Downtown area is already extensively developed, posing a challenge for potential redevelopment. Despite this, its current built environment closely resembles what is envisioned for CFAs. With some adjustments, it could be brought in line with CFA guidelines without significant difficulty. As such, it could serve as a valuable location for potential CFA expansion in the future.

Map 4. Priority CFA Candidates



Croman Mill

The Croman Mill site is approximately 92 Acres in the southeastern corner of the city (Image 1). It is served by Siskiyou Blvd. at the south end and Mistletoe Rd. in the north. A master plan for the site was adopted in 2008, but development has yet to occur (Image 2). The plan calls for office and industrial uses for most of the site. Also, there is residential center and mixed-use zones allowed within the Croman Mill site.

The Croman Mill site is viewed as an excellent CFA location due to its redevelopment potential, large size, and proximity to quality transit service and bicycle and pedestrian infrastructure.

Railroad Property

The Railroad Property site is 57 Acres in the center of the city, just a few blocks north of downtown (Image 3). The site rests between the rail line and E Hersey St. The northern half of the site is developed with commercial, and employment uses, but the majority of the southern portion of the site is undeveloped.

The 2001 master plan for the site shows a pedestrian-focused mixed-use area intermingled with civic uses adjacent to the existing northern commercial area enhanced with new local streets connecting to E Hersey St (Image 4).

Image 1 - Croman Mill

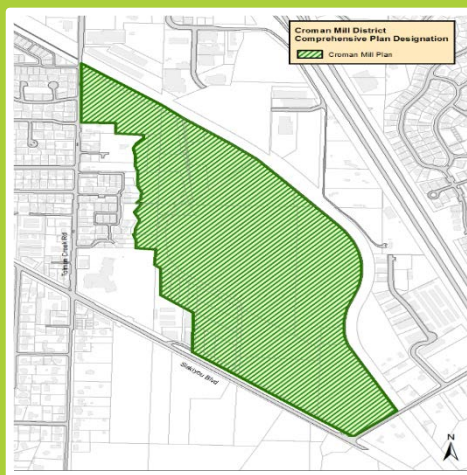


Image 2 - Croman Mill Planned Zones

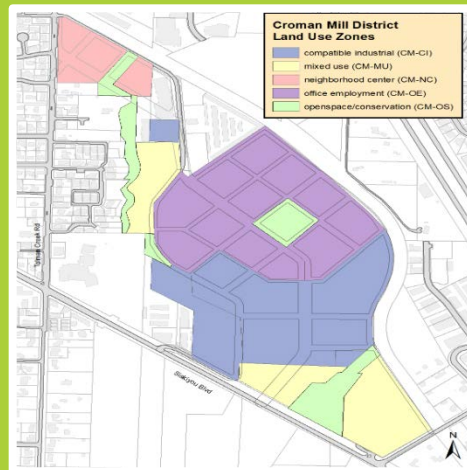
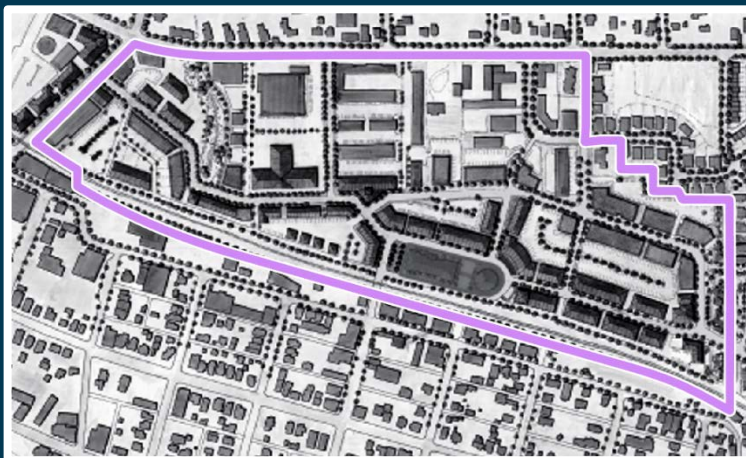


Image 3 - Railroad Property



Image 4 - Railroad Property Master Plan



Transit Triangle Overlay

The Transit Triangle is intended to facilitate a mix of housing types and businesses along major transit corridors on Siskiyou Blvd., Ashland St., and Tolman Creek Rd. The goal is to create an environment that is friendly to walking, biking, and using transit. The Transit Triangle, as written, is close to meeting CFA requirements and as a result it is considered one of the priority CFA options the city can consider. The Transit Triangle has an area of 167 acres and that area could theoretically have a considerable additional housing capacity.

Downtown

The downtown area closely resembles the vision of what a CFA can look like when it has reached maturity and there would be few adjustments needed to make it CFA-compliant. However, it is almost completely built out and there have been very few new construction projects in the area over the last 20 years. However, the community has expressed interest in implementing CFA strategies significantly beyond what is minimally required, and the downtown area stands out as an obvious place to include in any expansion efforts.

Image 5 – Transit Triangle

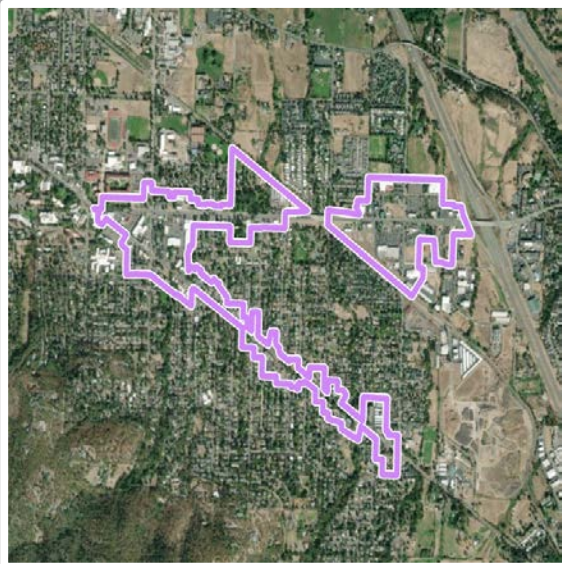


Image 6 – Downtown





Calculate Housing Unit Capacity

This method was adapted from the DLCDC Climate-Friendly Areas Methods Guide. The calculation follows the prescriptive path described in the methods guide. Total Housing Unit Capacity in CFA is estimated using the following variables:

- The Net Developable Area in sq. ft. (a)
- The maximum number of building floors (f)
- The assumed percentage of residential use (r)
- The average size of a housing unit in sq. ft. (s)

Using these, the housing unit capacity (U) in any part of a CFA can be given by a simple formula:

$$\text{Housing Unit Capacity (U)} = \frac{(\text{Net Developable Area} * \text{Maximum floors} * \text{Resident use percentage})}{\text{Average Housing Unit}}$$

Note: In the above formula, the results are rounded to the nearest integer.

Net Developable Area and Maximum Building Floor factors in the above calculation requires some additional sub-calculations. The values to use for Assumed Percentage of Residential Use (r) and Average Size of a Housing Unit (s) are given in the rules.

Each uniquely zoned area of the CFA will have its own calculations of these factors and the above housing unit formula. Then they are summed for the CFA area to give the total Housing Unit Capacity.



Evaluation

Assumptions

Both the Croman Mill District and Railroad Property sites have significant development opportunities, and while they are master planned, specific lots have not been identified. Additionally, while ongoing master planning efforts are underway (Croman Mill District revisions), there are several changes being worked on at the moment that could significantly affect the layout of these sites, the details of which will not be available for some time. Therefore, it is prudent to use city standards to determine gross and net block areas. The Right-of-Way (ROW) set aside is 20%, as that is the DLCD standard. We use the street network plans when available to measure out the undevelopable area and subtract it from the overall area. The same standards will be applied for the Transit Triangle area to calculate the housing capacity of the site.

These calculations are based on the block level and do not count for interior lot setbacks. All sites are within 0.5 miles of a frequent transit corridor according to OAR 660-012-0440, and parking minimums cannot be mandated within this area. Values shown below may differ slightly from actual values due to rounding.

Note that 30% of projected needed housing for the city is **3,469**.

<i>Equations</i>	
Gross Block Area	= Block Length x Block width
Net Block Area	= Gross Block Area – deductibles (ex. Alleys)
Net Developable Area	= Net Site Area – (Green space, ROW, Streets, etc.)
Building Floors	= (Building Height Max -10) / 10
Housing Units	= Net Site Area x Percent Residential Use x Floors / Avg. Housing Unit Size
Units per Acre	= Housing Units / Net Area

<i>City Standards</i>	
Block Length	400 ft
Block Perimeter	1,600 ft
Gross Block Area	400 ft x 400 ft = 3.67 Acres: 160,000 sq. ft
Right-of-Way Set-Aside	(DLCD rule of thumb) 20%

<i>DLCD CFA Standards</i>	
Percent Residential Use	30%
Average Housing Unit Size	900 sq. ft



Calculations

<i>Croman Mill</i>		
Site Area		92.69 Acres
Green Space		10.1 Acres
Street Network	<i>Approximately</i>	20 Acres
Net Developable Area	65 Acres:	2,821,010 sq. ft
Housing Units Capacity		5,142
Percentage from Needed Housing	<i>(Housing Unit Capacity/Needed Housing).</i>	148%
Units Per Acre		79

Croman Mil District Results

5,142 units is more than the Needed Housing Units the city will need to meet the CFA requirement of 30% of projected needed housing units, which is **3,469**. The Croman Mill site has the potential to host 28% more than the required 30% of projected needed housing units. Please note that this calculation accounts for the individual Housing Unit capacity of all the different planned land use zones, mainly because different zones allow for different building heights, within the Croman Mill site .

The cumulative housing unit capacity across the site results in a total of 5,142 dwellings. Despite this capacity based on maximum building size, minimum unit size, and maximum lot coverage, City Staff anticipates that the more realistic development scenario would be closer to the minimum residential density of 15 dwellings per acre, rather than the maximum calculated feasibility of up to 80 units per acre. Thus, utilizing 15 units per acre across the 65 net developable acres of the Croman Mill District would lead to a more limited capacity of 975 dwellings. In assessing the designated CFA sites, City Staff would aim to ensure that the 3,469 dwelling units required within CFAs are achievable at the minimum residential density required, rather than the maximum density achievable.



Transit Triangle Overlay		
Site Area		162.89 Acres
Green Space	<i>Approximately</i>	7.51 Acres
R.O.W	<i>(DLCD Standard)</i>	20 %
Net Developable Area	148 Acres	6,447,752 sq. ft
Housing Units Capacity		7,524
Percentage from Needed Housing	<i>(Housing Unit Capacity/Needed Housing).</i>	217 %
Units Per Acre		52

Transit Triangle Overlay Results

The Transit Triangle overlay is capable of hosting around 7,524 units within it if developed in its entirety at the maximum allowable residential density afforded within a CFA. This site alone can meet and exceed the Projected Needed Housing for the city. Please note that this calculation accounts for the individual Housing Unit capacity of all the different planned land use zones, mainly because different zones allow for different building heights, within the Transit Triangle Overlay and

The sum of all the housing unit capacity for the site gives us 7,524 units based on maximum development capacity. However, the Southern Oregon University zone (SO) portion within the Transit Triangle Overlay is not accounted for in the calculations of the housing unit capacity. That zone is being governed by the Southern Oregon University Masterplan. To avoid further complicating overlapping zones and overlays, the SO zone is excluded from the CFA. City Staff have further determined a revised residential density for the Transit Triangle Area, exclusive of the SO zone, based on the scenario where the area is developed at the CFA minimum residential density of 15 dwelling units per acre. This calculation results in an estimated total of 2,220 dwelling units.



<i>Railroad Property</i>		
Site Area		57.27 Acres
Green Space	<i>Approximately</i>	6.41 Acres
Street Network	<i>Approximately</i>	12.52 Acres
Net Developable Area	38.34 Acres	1,670,090 sq. ft
Housing Units Capacity		2,226
Percentage from Needed Housing	<i>(Housing Unit Capacity/Needed Housing).</i>	64%
Units Per Acre		58

Railroad Property Results

The calculated **2,226** housing units of the Railroad Property are not independently enough to meet the CFA requirement of 30% projected needed housing units. The site is short of 1,243 units from being compliance with the CFA requirements were it the sole CFA within the city. Therefore, an expansion of some kind must be considered.

One option for the city is to contemplate were the railroad site to be the primary CFA would be enlarging the boundaries of the Railroad site to encompass the developed residential and commercial regions nearby, which could bridge the existing gap were this site to be the exclusive CFA within Ashland. CFAs. Alternatively, the city has the option to label the Railroad site as a secondary CFA site, with the primary CFA sites being the Croman Mill District and/or Transit Triangle Overlay area. Collectively, these sites would fulfill the CFA requirement to accommodate 30% of Ashland's housing needs.



Conclusion

The Croman Mill and Transit Triangle sites both can provide ample room for CFA development to fulfill the requirement of the CFEC rules for 30% of projected needed housing units. The specific boundaries that have been analyzed could change in a variety of minor ways without bringing the unit count below the necessary threshold.

The Railroad property falls short in covering 30% of the Projected Needed Housing for the city. In any case, resizing the boundary could help increase the housing capacity of the site and bring it closer to compliance with the 30% requirement of the CFEC, or best-case scenario it will bring the railroad property to a full compliance with the 30% requirement of the CFEC.

The downtown area has been included in this discussion because it remains relevant to the CFA transformation and may end up included in a broad CFA overlay that encompasses the major employment, commercial, and higher-density residential areas of the city, even if it is not needed to meet the housing requirement.

Overall, the city of Ashland does have a few options when designating a CFA site. The site will need to be fully compliant with the CFEC land use regulations, and most of the sites do not need major updates to bring them up to compliance with the CFEC regulations. Both Transit Triangle and Croman Mill sites are compatible with the 30% projected needed housing in the city. However, the railroad property does not have the capacity to host the full 30% of the projected needed housing, but it could act as a secondary CFA and as a safety buffer for the projected housing units for the primary CFA(s). City Staff highlights that if the potential CFA candidate areas, namely the Croman Mill District, the Transit Triangle Overlay area, and the Railroad site, are individually developed to meet the minimum density requirement set for designated CFAs (which is 15 units per acre), their combined residential development capacity even at this minimum would successfully meet the CFA mandate of accommodating a minimum of 30% of Ashland's housing demands.



Chapter 3: Anti-Displacement Mitigation Strategies

CFA Redevelopment Outcomes

Due to the nature of the regulations, an area designated as a climate friendly area gains the capability to be redeveloped for a wide variety of uses and dense housing types. While these factors intend to promote nodes not reliant on personal automobile use, they also have the capability of creating modernized, attractive, and competitively priced developments which can subsequently displace protected classes. This trend, known as gentrification, can become a component of a climate friendly areas if cities do not carefully analyze a CFA's location and consider proper phase 2 protections to ensure the developments remains accessible to all populations.

Anti-Displacement Map Analysis

Recognizing this potential threat, DLCDC has prepared an anti-displacement guide. This guide classifies areas by neighborhood type which are characterized by their income profile, vulnerable classes, amount of precarious housing, housing market activity, and overall neighborhood demographic change. Each area is identified through the DLCDC anti-displacement map, which can be found here: [Anti-Displacement Map](#)

Each neighborhood type is categorized as one of the following:

Affordable and Vulnerable

The tract is identified as a low-income tract, which indicates a neighborhood has lower median household income and whose residents are predominantly low-income compared to the city average. The neighborhood also includes precariously housed populations with vulnerability to gentrification and displacement. However, housing market in the neighborhood is still stable with no substantial activities yet. At this stage, the demographic change is not under consideration.

Early Gentrification

This type of neighborhood represents the early phase in the gentrification. The neighborhood is categorized as a low-income tract having vulnerable people and precarious housing. The tract has a hot housing market, yet no considerable changes are found in demographics related to gentrification.

Active Gentrification

These neighborhoods are identified as low-income tracts with a high share of vulnerable people and precarious housing. The tracts are experiencing substantial changes in housing price or having relatively high housing costs found in their housing markets. They exhibit gentrification-related demographic change. The latter three neighborhoods on the table are designated as high-income tracts. They have hot housing market as they have higher rent and home value with higher appreciation rates than the city average. They also do not have precarious housing anymore. However, Late Gentrification type still has vulnerable people with experiences in gentrification related demographic changes.



Late Gentrification

This type of neighborhood does not have predominantly low-income households, but still have vulnerable population to gentrification. Their housing market exhibits high housing prices with high appreciations as they have relatively low share of precarious housing. The neighborhood has experienced significant changes in demographics related to gentrification.

Becoming Exclusive

The neighborhoods are categorized as high-income tracts. Their population is no longer vulnerable to gentrification. Precarious housing is not found in the neighborhoods. However, the neighborhoods are still experiencing demographic change related to gentrification with hot housing market activities.

Advanced Exclusive

The neighborhoods are identified as high-income tracts. They have no vulnerable populations and no precarious housing. Their housing market has higher home value and rent compared to the city average, while their appreciation is relatively slower than the city average. No considerable demographic change is found in the neighborhoods.

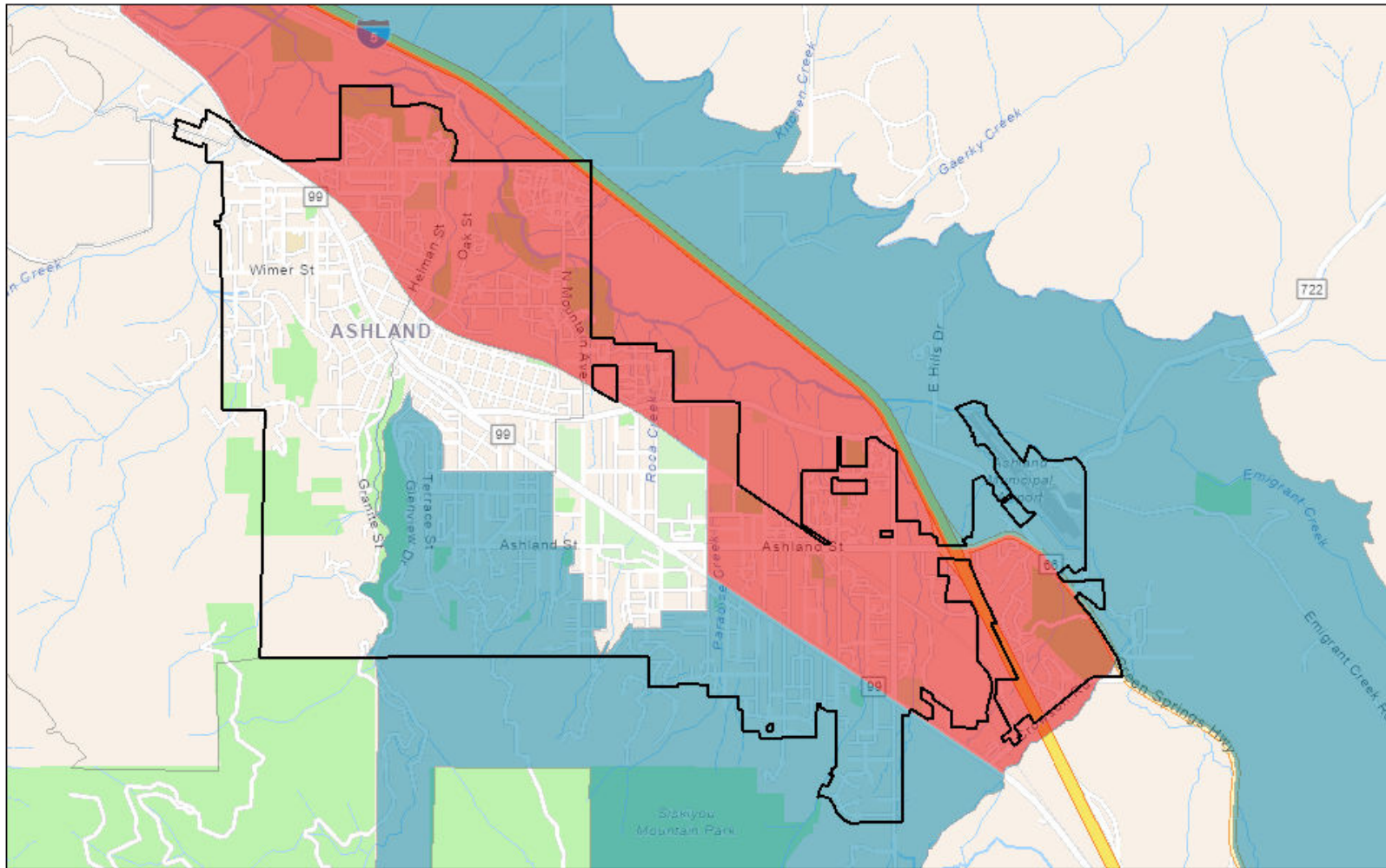
Unassigned

The unassigned tracts have not experienced any remarkable changes in demographics or housing markets. The neighborhood has been stable with unnoticeable change, yet this does not necessarily mean that there is no need for extra care compared to other neighborhoods with assigned types. Planners need to engage with the communities to make sure the neighborhood is stable while aligning with community needs and desires.

Neighborhood Types Present Within the Proposed CFA

As proposed, the candidate CFA for Ashland currently lies within a census tract 18 of Jackson County, which is identified by the neighborhood type: **Late Gentrification**, see the following map.

Ashland Anti-Displacement Map



5/26/2023

City Limits

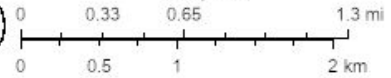
Becoming exclusive

Anti_Displacement_Typologies_2022

Late gentrification



1:54,093



County of Jackson, OR, Oregon State Parks, State of Oregon GEO, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS.



Suggested Strategies

It is important to note that while the project's scope of work directly referenced DLCD's housing production strategies (HPS) as a component of the anti-displacement analysis, the City of Ashland has an approved Housing Production Strategy report which satisfies DLCD's requirements and aims to ensure sustainable and equitable residential development within the city. Because the housing production study was put out for public comment on May 23rd, 2023, the technical analysis in this report utilized DLCD's HPS for the purposes of the Climate Friendly Area analysis. Nonetheless, the technical analysis team recommends use of the in-depth HPS report produced by the City of Ashland for phase 2 of the CFA study.

Referring to DLCD's housing production strategies, which can be found [here](#), RVCOG has identified the following strategies to ensure that a climate friendly area acts as an equitable community. In selecting strategies RVCOG prioritized strategies color coded as green for the **Late Gentrification** neighborhood type for their likeliness to generate little to no adverse impact, factoring in local context and feasibility as well.

Category A: Zoning and Code Changes

A03: Density or height bonuses for affordable housing.

Cities could consider introducing a height and density bonus for developments which introduce units between 30% - 120% of the average median income (AMI). RVCOG suggests using the CFA thresholds as a potential model for such bonuses, in the case of Ashland potentially allowing an increased 10 feet of maximum height and additional 5 dwellings per acre. City Staff notes that Ashland presently allows an affordable housing density bonus of up to two market rate units for every qualifying affordable housing unit provided, accommodating up to a 35% increase in residential density.

A07: Single Room Occupancy

Single room units, such as junior accessory dwelling units, present a new housing typology not commonly considered among residential zones. Enabling this use as a permitted accessory component of a multi-unit development could provide developers with the opportunity to provide unique housing arrangements and a variety of units at different price points. (New State Law)

A14: Re-examine Mandated Ground Floor Use

The City of Bend has determined that while lively streetscape in a dense environment is a worthy goal, mandating that ground floors be occupied by commercial uses when the surrounding market forces can't support such a use can contribute to decreased development or loss of area for dwellings. City Staff notes that HB 2984, passed in the 2023 State Legislative Session, allows the conversion of buildings from commercial use to housing without a zone change or conditional-use permit. It prohibits local governments from requiring more parking and limits collection of system development charges. This statewide legislation effectively allows residential ground floor use within commercial buildings.



Category B: Reduce regulatory Impediments

B10: Public Facility Planning

Factoring that some of the proposed CFA sites are largely vacant, assisting in providing public facilities could make these sites more attractive for development. Furthermore, assisting in providing public facilities may enable the city to prioritize key connections or better plan for expansion in the future.

B07: Flexible Regulatory Concessions for Affordable Housing

Considering that cities within the 10,000-24,999 population range are in one of the lower ranges for prescriptive CFA standards, enabling affordable housing to move into some of the upper thresholds could present a unique advantage further attract affordable housing. Furthermore, this strategy enables a CFA to evolve directly in response to its City's population growth, possibly resulting in a CFA pre-emptively meeting the next threshold's requirements.

B19: Survey Applicant on Development Program Decision-Making

User feedback can help illustrate frustrations or pitfalls in the planning process not seen by staff. Utilizing a survey as litmus test for ease of development within a CFA can serve as an asset not only to the CFA, but the City's Planning department as a whole. City Staff notes that in February 2023 the City Community Development Department surveyed all individuals that obtained a Planning Permit, or Building Permit, from 2018-2022. The City is in the process of establishing a Development Process Management Advisory Committee made up developers, builders, architects, and private planners, to assist in reviewing the survey and to recommend areas to improve the permitting process and reduce barriers to the development of needed housing.

Category C: Financial Incentives

C01: Reduce or exempt System Development Charges (SDCs) for needed housing.

SDC's are often seen as necessary yet prohibitive cost associated with new development. Granting exemptions for needed dense and affordable housing helps clear the way for development, while commercial developers seeking to capitalize on attractive areas by constructing recreational or tourism oriented, or general luxury developments can bear a larger part of the burden when it comes to needed infrastructural growth. City Staff notes that Ashland presently waives all SDCs for qualified affordable housing.

C04: Incentivize Manufactured and Modular Housing.

Manufactured and modular housing could be a popular option in vacant CFA areas as it can be constructed for less cost and added on to as a larger population occupies the CFA. Modular housing also supports homeownership rather rented housing, a notion that could ensure a CFA acts as equitable community for permanent residents and doesn't become an area merely for vacation rentals. City Staff notes the City's adopted Housing Production Strategy includes a strategic action to create a Manufactured Park Zone to preserve existing parks and potentially identify opportunities for additional manufactured home parks. Manufactured and Modular housing are presently permitted outright on



individual residentially zoned lots within the City with the exception of designated National Register Historic Districts.

Category D: Financial Resources

D02: Low Income Housing Tax Credit (LIHTC).

Federal tax credits represent an external opportunity for an affordable housing development to feasibly occur within a city. Disclaiming these opportunities to developers comes at little cost to the city, and can facilitate mixed income housing that contributes to a more diverse set of demographics within a CFA.

D09: Demolition Taxes

A demolition tax can ensure that new development within a CFA introduces a greater density than the existing structure or be forced to be pay a tax to fund a housing trust fund. Demolition taxes help mitigate the effects of higher density, aging housing being replaced by lower density, newer, market-rate homes, which could occur if the CFA is sited in a more historic area of a community, or the introduction of the CFA regulation induces more affluent populations seeking proximity to mixed uses.

D09: Construction Excise Tax

Seeing as the CFA's are located on vacant land, a construction excise tax (CET) seems to be an apt solution to ensure development of a CFA accrues funds for affordable housing projects both within the CFA and elsewhere. City Staff notes the City's adopted Housing Production Strategy includes a strategic action to evaluate establishing a CET to support affordable housing development within the community.

Category E: Tax Exemption and Abatement

E03: Vertical Housing Development Zone Tax Abatement

This housing production strategy authorized ORS 307.841 directly aligns with the live work environment that's meant to appear within CFA's and is natural candidate to assist in mixed use development. The effectiveness of this strategy could be somewhat bound by a CFA's respective height limits but coupled with affordable housing density bonuses could be quite effective. City Staff notes that Ashland presently established a Vertical Housing Development Zone to correspond with the Transit Triangle Overlay area. As this Transit Triangle area is a candidate for a CFA, this strategy is in already place within one of the potential CFA areas under consideration.

E04 & E05: Multiple Unit Tax Exemptions (Property and Limited taxes)

Similar to the Vertical Housing Tax Abatement, the multiple unit tax exemptions could serve as a symbiotic strategy to the type of development intended to occur within a CFA. Whether this strategy seeks to aid in overall feasibility by being a long-term exemption or aid in the initial

E10: Delayed tax Exemptions

Delayed tax exemptions can be seen as a viable strategy to allow new development recoup construction costs and establish a profitable base before falling below 80% AMI. This strategy could benefit initial



developments in CFA's, and later assist them in serving a new economic bracket when the area becomes more developed.

Category F: Land, Acquisition, Lease, and Partnerships

F17: Designated Affordable Housing Sites

Designating CFA's partly or entirely as affordable housing sites can ensure the best use of the land in the future. While price control measures may ward off developers initially, highlighting tax exemptions and streamlined planning process coupled with the relative newness of the CFA regulations may highlight these areas as feasible location for affordable housing.

F19: Affordable Housing Preservation Inventory

Identifying and inventorying areas currently hosting affordable housing enables staff to examine what contextual factors have led them to appear in their community, and informs areas to proceed with caution when expanding the CFA.

City staff are encouraged to review and evaluate the list of strategies when it comes time for phase 2 zoning reform.

City Staff emphasizes that the strategic actions outlined in the approved Ashland Housing Production Strategies will be evaluated in the context of identifying and implementing Climate Friendly Areas (CFAs). A new CFA land use designation would be crafted with the primary goal of encouraging the development of transit supported mixed-use, higher-density environments that actively diminish the dependence on fossil fuels. The evaluation process will pay particular attention to addressing the potential displacement of existing affordable housing within any designated CFA area while simultaneously seizing the opportunities to foster necessary housing options within the designated areas. This comprehensive approach underscores the city's commitment to both sustainable urban development and the preservation of affordable housing for its residents.



Appendix A: Acronyms

Regulatory:

- LCDC = Land Conservation & Development Commission
- DLCD = Department of Land Conservation & Development
- OAR = Oregon Administrative Rules
- CFA = Climate Friendly Area
- CFEC = Climate Friendly & Equitable Community

Technical:

- HNA = Housing Needs Assessment
- HCA = Housing Capacity Analysis
- HPS = Housing Production Strategy
- NDA = Net Developable Area
- HUC = Housing Units Captured
- MF = Multifamily Housing
- SF = Single Family Housing



Appendix B: References

- [Climate-Friendly Areas Methods Guide](#) by DLCD.
- [CFA Anti-Displacement Analysis](#) by DLCD.
- [Housing Production Strategy](#) by DLCD.
- The cover picture used in the study document is by Fred Stockwell



Climate Friendly Areas Study

City of Ashland, OR



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Council of Governments

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Southern Rogue Valley Climate Friendly Areas Study

Community Engagement Report

June 30, 2023

I. Introduction

By the end of 2024, communities – including Ashland, Medford, and Talent - are required by state law to study, identify, and designate “Climate-Friendly Areas” (CFAs). CFAs are intended to be places where people can meet most of their daily needs without having to drive. These places may be urban mixed-use areas such as downtowns and main streets.

The CFA process requires centering voices of underserved populations and working towards equitable outcomes. While some may see Climate Friendly Area designation as a benefit, others may fear gentrification-caused displacement. As this planning effort may generate significant public interest, the Oregon Department of Land Conservation and Development (DLCD) enlisted a consultant to provide public engagement assistance to these jurisdictions and help ensure the public is engaged in the decision-making process and the voices of underserved populations are heard.

This report describes the community engagement efforts carried out for the CFAs project by the cities of Ashland, Medford, and Talent with support from 3J Consulting. This document outlines the methodologies employed to engage traditionally underserved populations and the broader public, the strategies employed for disseminating information, the channels utilized for gathering feedback, and the plans for integrating the received input into the study.

II. Objectives

The objectives of the study’s community engagement program were to:

- Help the community identify preferred location(s) of climate-friendly areas.
- Center the voices of traditionally underserved populations, particularly those disproportionately harmed by past land use and transportation decisions and engage with those populations to develop key community outcomes.
- Give all potentially affected interests an opportunity for input.
- Actively seek participation of potentially affected and/or interested agencies, individuals, businesses, and organizations.
- Provide meaningful community engagement opportunities and demonstrate through a reporting back process how input has influenced the decisions.
- Clearly articulate the process for decision-making and opportunities for input or influence.
- Explore partnerships between your city, county, Council of Governments and other agencies and organizations, for overcoming potential barriers to plan implementation.
- Help the public to understand how this fits into other planning processes local governments are undertaking.
- Comply with Title VI of the Civil Rights Act and Environmental Justice rules and the Climate-Friendly and Equitable Communities community engagement requirements in OAR 660-012-

0120 through 0135. The outreach process will promote the fair and meaningful involvement of all people regardless of race, color, national origin, disability, gender, sexual orientation, housing status, primary language, immigration status, age, or income. No person shall be excluded from participation or subjected to discrimination on the basis of these factors.

- Ensure the community engagement process is consistent with applicable state and federal laws and requirements, and is sensitive to local policies, goals, and objectives.

III. Scope and Approach

The project scope outlined the creation of a community engagement plan to guide this first phase of the Climate-Friendly Area study and designation work, and to support the cities in conducting meaningful community involvement.

Outreach Activities and Materials were planned according to a three-round schedule:

Round 1

During Round 1, the key engagement goals revolved around informing the public about CFEC rules and generating interest in the initiative. The focus was on answering important questions such as why these rules were adopted, what exactly is meant by Climate-Friendly and Equitable Communities (CFEC), what the CFEC guidelines are, and understanding the process and timeline involved. Additionally, the aim was to encourage public participation and provide a platform for general feedback on CFA designation. As part of the engagement activities and materials, customized CFA identification handouts were prepared along with draft webpage content and PowerPoint (PPT) presentations. Furthermore, there was a virtual meeting and stakeholder interviews. The intention was to share proposed local goals or guiding principles and, where applicable, introduce local city zones that already met the CFA requirements.

Round 2

During Round 2, the key engagement goals were to share details of the CFA analysis process, present possible areas for CFA designation and explore ways to narrow down the areas. The aim was to compare the goals and guiding principles to the proposed locations, ensuring alignment and suitability. Additionally, the project sought to collect valuable input and feedback from the public regarding these locations. To facilitate the engagement process, in-person public meetings were organized,



providing an opportunity for face-to-face discussions and interactions. Furthermore, online questionnaires were made available, enabling wider participation and gathering input from a broader audience. These engagement activities and materials were implemented to ensure comprehensive and inclusive decision-making.

Round 3

In Round 3, the key engagement goals were to present the narrowed down CFA designations. The focus was on providing the public with an understanding of the potential effects and implications of CFA designation. Moreover, this round aimed to create an opportunity for stakeholders to provide their comments and feedback on the potential designations, ensuring their perspectives were taken into account. To facilitate this engagement process, focus group meetings were conducted, providing a platform for in-depth discussions and exchange of ideas. Additionally, the online questionnaire was continuously available to gather input from a wider audience, making the engagement process more accessible and inclusive. These engagement activities and materials were implemented to foster transparency, collaboration, and informed decision-making.

IV. Key Findings

Round 1

In February 2022, a region-wide virtual meeting was held to inform the public of the recently enacted Climate-Friendly and Equitable Community (CFEC) rules and the related local efforts. The meeting was led by the Rogue Valley Council of Governments (RVCOG), which was responsible for the CFA technical analysis. RVOG representatives described roles for the cities, RVCOG, and consultant, reviewed the project schedule, and listed the ways in which people will be able to participate. Representatives from DLCDC provided an overview of CFEC requirements and timelines.

An overall discussion was held where community members could ask City staff questions specific to their community. Questions and concerns raised during the public meeting revolved around how CFA designation could impact historic buildings, what financial support exists to implement this program, and how this is connected to public transit initiatives. This question-and-answer session served as a starting point for the community leader and stakeholder interviews and focus groups held soon after this meeting.

Following the virtual meeting, several interviews and focus group meetings were conducted with community leaders and stakeholder groups in order to gather input on how to best engage underserved populations. The interviewees were asked two categories of questions: general engagement and CFA-specific discussion. The following highlights some key findings from these conversations:

- Language inclusive and accessible discussions allow for meaningful engagement.
- Equitable events offer childcare, transportation, and food incentives.
- A mixture of event types and the opportunity for continuous feedback allows for more successful information exchange.
- Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.



Round 2

During the second round of engagement, from January through May 2023, in-person public meetings were held in each city. The purpose of these meetings was to present and get public feedback on CFA candidate areas. RVCOG representatives provided an overview of how CFEC rules apply to each city, then described each of the CFA candidate areas. Following the presentation, community members participated in an open-house style discussion providing comments on each of the CFA candidate areas.

An online questionnaire was made available for those who could not attend the in-person meeting or preferred to participate through that tool. The questionnaire sought to receive feedback from the community regarding the proposed Climate-Friendly Areas.

Round 3

The final round of community engagement consisted of some additional focus groups and continued feedback through the online questionnaire. The results of the questionnaires for each city provided insight into each of the communities' opportunities and challenges regarding the proposed CFA designations. Specifically, folks expressed concerns regarding the availability of infrastructure, the potential increase in density, and walkability while also expressing interest in the potential for revitalization, cohesiveness, and access to more services.

V. Conclusion

As a result of the community feedback, the Cities will continue to vet and refine their current proposed Climate-Friendly Areas. Specifically, in Ashland, community members were largely in favor of the regulations, and appreciated the regulation's attempts to provide more affordable housing sited close to employment centers. They will continue to analyze as many candidate areas as possible and present their options to elected and appointed officials in the latter half of 2023, offering further opportunities for public engagement.

In Medford, while engagement efforts were supported by our team, the analysis and subsequent changes to potential CFA's were undertaken by the City of Medford. Lastly, in Talent, through work history and past interaction with citizens, city staff identified a need to preserve the downtown area and encouraged the technical analysis team to site the CFA in an area to encourage redevelopment in areas affected by the Alameda fire. When the proposed CFA was presented to the public, community members again grappled with the impact and concept of the rules themselves. There was some desire to site the CFA in a future urban reserve. Overall, the public seemed to largely agree with the candidate area.

VI. Attachments

- A. Ashland Interview Summary
- B. Medford Interview Summary
- C. Talent Interview Summary
- D. Ashland Questionnaire Data
- E. Medford Questionnaire Data
- F. Talent Questionnaire Data

Climate-Friendly and Equitable Communities – Ashland Community Leader Interview Summary

Background and Purpose

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2024.

“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon will likely see that new buildings in these areas will be taller and incorporate a greater mix of uses with a focus on adding more housing units along transit routes over time. This will most likely occur in existing downtowns that have or can implement high-quality pedestrian, bicycle, and transit infrastructure. The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2024.

3J Consulting has been employed by the Department of Land Conservation and Development (DLCD) to assist local cities in public outreach for this project. Due to the effects that potential, high-intensity redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of underserved communities are centered in the engagement process. The first step is conducting interviews with key community leaders to better understand how their community would like to be engaged in this process. These interviews will inform the community engagement plan and activities we conduct with the community over the next two years. These activities will focus on identifying potential locations for these “climate-friendly areas” and discussing the burdens and benefits of each.

Additional Resources

- [Climate-Friendly and Equitable Communities webpage](#)
- [Climate-Friendly Areas summary](#)
- [One-Page Summary of Climate-Friendly and Equitable Communities Rulemaking](#)

Key Themes

The initial round of community engagement offered jurisdictional specific feedback to help inform the upcoming engagement efforts. The stakeholder interviews and focus groups were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- **Language inclusive, experience focused, and culturally aware discussions allow for meaningful engagement.**
- **Equitable events offer childcare, transportation, and monetary incentives.**
- **A mixture of event types and the opportunity for continuous feedback allows for more successful use of information.**
- **Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.**

General engagement

- **When there is an opportunity for your community to engage in a local project or process, what makes them feel like their participation was meaningful?**
 - Being clear on where the process is already, and what level of decision-making power is available, not giving folks a false sense of agency.
 - Follow-through on informing and updating those same folks.
 - People want to be heard, being talked to versus being heard.
 - Really starting with affected community.
 - Real solutions come out of projects that involve the folks that are going to be most impacted.
- **What can we do to have a larger number of community members participate in this process? Ideas or solutions could include food and childcare during activities, for example.**
 - Making sure events are held during hours where the majority of working people could attend with food, stipends, and childcare.
 - If in-person, be in an area where people are living or close enough.
 - Offering a couple different times during the day.
 - Having the ability to have the live event after working hours, but also some daytime options to have several smaller groups.
 - Getting ahead with concrete ways to how this will benefit the entire community.
 - Fred Meyer Gift Cards.
- **What challenges/problems have you and your community experienced engaging in projects?**
 - General overwhelming attitude, issues are piling up, getting people interested in the first place.
 - The people that are paying attention to opportunities are already involved.
 - People are busy, in-person and survey responses can be hard to get people to do.
 - Ashland has become exclusive through good intentions but has resulted in the lack of engagement of folks that need to be engaged.
 - NIMBY folks have presented obstacles to reaching affected community.
 - A larger effort on the part of the city to address NIMBYism and educate the community on housing needs.
- **What has worked well?**
 - Hybrid helps a lot with barriers related to in-person comfort.

- More you can collaborate with known folks/organizations in an area.
- Market in a way that grabs different demographics, make it obvious why they want to participate.
- Giveaways for surveys.
- Less talking and more listening.
- Briefing/trainings for folks to help in this process so that not all the information is coming from the City.
- **How do you go to your community to share information and receive their input? What methods/channels work best for informing people about community projects?**
 - Depends on where you are; like fire recovery with survivors with direct canvassing has been successful.
 - Social media and community providers, especially the groups around LTRD.
 - Having grassroots support that work with affected community.
 - Communicate directly with houseless folks, teaming with groups that work with them. Speak to Echo Fields, engaged with the community.
 - Judy's Midnight Diner.
- **Are there any specific types of activities that work well?**
 - Focus groups are a good idea.
 - Surveys first, and then public forum.
 - Survey fatigue from fires.
 - A mixture of event types to allow for folks to participate as they can.
- **Online or in-person?**
 - Hybrid is needed.
 - Depends on how much resources are available.
 - Online and in-person, doing both helps a lot.
- **(If applicable) – Translation or interpretation needed?**
 - Yes, mainly in Spanish.
 - Spanish in-person options.

Climate Friendly Areas

- **From the information we have shared today, are there any questions that you have, or your community might have, about the climate-friendly area process?**
 - So often we've seen Environmental Justice and concerns around the climate positioned in a way that is opposite to economic justice, so the more the messaging can be around how this will increase access for people to get resources they need, the better.
 - The intention is good, but are we ensuring that unintended consequences aren't coming along with it?
 - Do changes in housing development create worse conditions for affordable options?
 - Process of where this product might go, being transparent about that.

- **How can we make sure we have information that is easy to understand and easy for your community to provide comments about?**
 - More specificity to communities and local people.
 - Community leaders' collaboration to help (Pam Marsh).
 - Engaging local municipalities and city leaders, community buy-in.
 - Framing the information as to why is this important, to the point statements.
 - Short, to the point ways of informing folks.
- **What elements of this process might your community be interested in engaging around? What are some key topics of concern for your community?**
 - How does this help my family find more affordable housing?
 - What resources will this process provide me?
 - How will it change what I know my community to be?
 - How this affects housing.
 - Framing using climate in Ashland makes sense.
 - Accessible housing for folks.
 - There is a moment to seize right now with the fire and the reduction of housing and the long history of housing needs.
- **Any red flags or major concerns that you see in this overall process? How do those concerns affect your sense of community, safety, and belonging to this place?**
 - North Ashland and Downtown get even more resources where there are areas that people are currently living more affordability, could have their connectivity improved.
 - Affordable housing versus fair housing.
 - Even with a well-intentioned project, new housing contributes to gentrification.

Next Steps

- Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?
 - RAC would like to continue to be involved in this process and support community representation.
 - Make sure to incorporate unique characteristics of each community, what works in Ashland won't work in Medford.

Climate-Friendly and Equitable Communities – Medford Community Leader Interview Summary

Background and Purpose

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2024.

“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon may see a higher intensity of development over time. This will most likely occur in existing downtowns that have or can implement high-quality pedestrian, bicycle, and transit infrastructure. The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2024.

3J Consulting has been employed by the Department of Land Conservation and Development (DLCD) to assist local cities in public outreach for this project. Due to the effects that potential, high-intensity redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of underserved communities are centered in the engagement process. The first step is conducting interviews with key community leaders to better understand how their community would like to be engaged in this process. These interviews will inform the community engagement plan and activities we conduct with the community over the next two years. These activities will focus on identifying potential locations for these “climate-friendly areas” and discussing the burdens and benefits of each.

Additional Resources

- [Climate-Friendly and Equitable Communities webpage](#)
- [Climate-Friendly Areas summary](#)
- [One-Page Summary of Climate-Friendly and Equitable Communities Rulemaking](#)

Key Themes

The initial round of community engagement offered jurisdictional specific feedback to help inform the upcoming engagement efforts. The stakeholder interviews and focus groups were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- **Language inclusive, experience focused, and culturally aware discussions allow for meaningful engagement.**
- **Equitable events offer childcare, transportation, and monetary incentives.**

- **A mixture of event types and the opportunity for continuous feedback allows for more successful use of information.**
- **Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.**

General engagement

- **When there is an opportunity for your community to engage in a local project or process, what makes them feel like their participation was meaningful?**
 - The opportunity to provide the feedback, being asked in the first place.
 - There needs to be a broader net cast to make sure that all populations are involved.
 - Underserved communities are not being served as much.
 - Including everyone in the conversation.
 - Have a chance to speak to things and be heard.
 - Meetings hosted entirely in Spanish and marketed towards the agricultural community.
- **What can we do to have a larger number of community members participate in this process? Ideas or solutions could include food and childcare during activities, for example.**
 - Food and childcare, but you also need additional incentives; if it is in person, the event needs to be accessible.
 - Trying to identify the organizations that work with communities that are harder to reach.
 - Include an opportunity to teach a skill or activity.
 - A meal and a safe childcare option, but not everyone will be comfortable with that so, family friendly.
- **What challenges/problems have you and your community experienced engaging in projects?**
 - Not just downtown locations, and transportation isn't good enough.
 - These issues can be very complex and hard to understand, which leads to people feeling overwhelmed.
 - There are places E/W that are impossible to get to without a car.
 - Access, you must take your show on the road. Getting permission to hang out at a school, workplace, a community fair of sorts.
 - Transportation in the valley is rough, if folks don't have cars, they aren't going to be able to come to you.
 - The only way to get to rural communities is to go to them.
- **What has worked well?**
 - Can be as simple as starting your event with "let me start with how this affects you."
 - Authentic interaction, leveraging service organizations.

- **How do you go to your community to share information and receive their input? What methods/channels work best for informing people about community projects?**
 - Social media is good, working with vulnerable populations are reachable this way.
 - Work with organizations that already have contacts that you can reach out to.
 - Social media and flyers as a combination helps reach more, but social media can be a scrolling void.
 - A social media specific account or event, especially in Spanish.
 - Medford lost its newspaper, there is TV news.
- **Are there any specific types of activities that work well?**
 - They are all important parts of the process, it's more about people being able to participate at all levels.
 - Family focused events; specially to reach the Latinx community.
 - Survey is tangible in terms of people doing it and being done.
 - Focus groups can be a way to leverage more tailored activities. Doing them in both English and Spanish.
- **Online or in-person?**
 - A mixture.
- **(If applicable) – Translation or interpretation needed?**
 - The Latino community in Medford is the most prominent, Spanish is very helpful.

Climate Friendly Areas

- **From the information we have shared today, are there any questions that you have, or your community might have, about the climate-friendly area process?**
 - How this works in Medford? There are a lot of development hurdles here, will this process just be bogged down and forgotten?
 - Have areas been identified?
 - What even is this?
 - What are the possible consequences?
 - What is the actual timeline?
- **How can we make sure we have information that is easy to understand and easy for your community to provide comments about?**
 - The information needs to be at a level that people can understand, and highlighting how it affects people.
 - Well-done bilingual translation.
 - Climate-friendly wording may not bring people in. Finding a way to remain authentic.
- **What elements of this process might your community be interested in engaging around? What are some key topics of concern for your community?**
 - The actual locations of these areas and how that will change things.
 - School access: how this affects my ability to get my kids to school?

- How does this increase my ability to recreate?
- A focus that accomplishes more outside of the process space to create opportunity and vision.
- **Any red flags or major concerns that you see in this overall process? How do those concerns affect your sense of community, safety, and belonging to this place?**
 - Think about how this will impact the homeless community.
 - Making sure people are reached out to, even if it's difficult.

Next Steps

- **Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?**
 - Ed wants to continue working with us, and La Clinica would be happy to push out information about this project.
 - Vicky will send along her contact that works with the agricultural community.

Climate-Friendly and Equitable Communities – Talent Community Leader Interview Summary

Background and Purpose

The Oregon Land Conservation and Development Commission adopted the Climate-Friendly and Equitable Communities (CFEC) rules on July 21, 2022. As part of these new rules, local governments are required to study, identify, and designate climate-friendly areas by December 31, 2024.

“Climate-friendly areas” are intended to be places where people can meet most of their daily needs without having to drive by having housing located near a mix of jobs, businesses, and services. This means that some cities and urban areas across Oregon may see a higher intensity of development over time. This will most likely occur in existing downtowns that have or can implement high-quality pedestrian, bicycle, and transit infrastructure. The first phase of the process is to study and determine potential locations of climate-friendly areas by the end of 2023. The second phase is to adopt development standards for these areas by the end of 2024.

3J Consulting has been employed by the Department of Land Conservation and Development (DLCD) to assist local cities in public outreach for this project. Due to the effects that potential, high-intensity redevelopment may have on gentrification and displacement in certain areas, the project includes a strong focus on ensuring the voices of underserved communities are centered in the engagement process. The first step is conducting interviews with key community leaders to better understand how their community would like to be engaged in this process. These interviews will inform the community engagement plan and activities we conduct with the community over the next two years. These activities will focus on identifying potential locations for these “climate-friendly areas” and discussing the burdens and benefits of each.

Additional Resources

- [Climate-Friendly and Equitable Communities webpage](#)
- [Climate-Friendly Areas summary](#)
- [One-Page Summary of Climate-Friendly and Equitable Communities Rulemaking](#)

Key Themes

The initial round of community engagement offered jurisdictional specific feedback to help inform the upcoming engagement efforts. The stakeholder interviews and focus groups were asked two categories of questions: general engagement and Climate Friendly Area specific discussion. The following highlights some key findings from these conversations:

- **Language inclusive, experience focused, and culturally aware discussions allow for meaningful engagement.**
- **Equitable events offer childcare, transportation, and monetary incentives.**

- **A mixture of event types and the opportunity for continuous feedback allows for more successful use of information.**
- **Visually appealing and easy-to-read project information ensures the intended message is portrayed to the widest possible audience.**

General engagement

- **When there is an opportunity for your community to engage in a local project or process, what makes them feel like their participation was meaningful?**
 - A little follow-through in the end.
- **What can we do to have a larger number of community members participate in this process? Ideas or solutions could include food and childcare during activities, for example.**
 - Connecting with the organizations that provide things like food or hosting a food bank at the event.
 - Food is a great way to pull the community together.
- **What challenges/problems have you and your community experienced engaging in projects?**
 - Trauma from the Alameda fire, so finding ways to not burden people.
- **How do you go to your community to share information and receive their input? What methods/channels work best for informing people about community projects?**
 - Email that can be printed off and give copies to residents.
- **Are there any specific types of activities that work well?**
 - Activities for kids, family friendly events.
- **Online or in-person?**
 - Love the opportunity to go in-person, but Zoom is an important option as well.
- **(If applicable) – Translation or interpretation needed?**
 - Spanish to English and vice versa.

Climate Friendly Areas

- **From the information we have shared today, are there any questions that you have, or your community might have, about the climate-friendly area process?**
 - How does this affect Talent?
 - Will this help bring an affordable grocery store.
- **How can we make sure we have information that is easy to understand and easy for your community to provide comments about?**
 - No issues I can think of.
- **What elements of this process might your community be interested in engaging around? What are some key topics of concern for your community?**
 - Where are these areas going to go?
 - How will this impact the burnt places? Will this help expedite removing burnt buildings?

- **Any red flags or major concerns that you see in this overall process? How do those concerns affect your sense of community, safety, and belonging to this place?**
 - People not having the opportunity to give feedback.

Next Steps

- **Any other ideas, suggestions, or recommendations as we plan for engagement on climate-friendly areas?**
 - Any type of food or social event, or vouchers for groceries.

On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about the priority option?	What are the challenges and opportunities you see for the priority option?	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about the secondary option?	What are the challenges and opportunities you see for the secondary option?	Did we miss any areas you think should be considered?	If you would like to be added to the City of Ashland's email list for updates on this project, please add your name and email below.	
Open-Ended Response	Open-Ended Response	Open-Ended Response	Open-Ended Response	Open-Ended Response	Name	Email Address
10	Medford filed lawsuit against CFA. They are apparently coming up with their own plan but nobody knows what that is. Planning is the future and nobody what will happen	10		No mention of reducing methane gas. I saw where Eugene has passed a law to reducing methane hookup for new houses.	Bruce Bauer	bbauer1942@yahoo.com
0	One of the four greenhouse gasses is H2O ad a high density "development" would enhance a urban heat island. This thermal pollution would disrupt the daily weather patterns affecting downwind community and magnetic field disruptions annually.	3		Consider passing legislation barring unrestrained planning and development instead a scientific approach with tech advancements and control. share great democratic values preserve heat and emissions. I think something could be done here to make it more of a neighborhood. I.e. small stores, coffee shop - put business in areas where folks can meet and communicate. Maybe a house could be turned into a shop. Could a house be turned into a meeting place.	Joseph Kauth	josephkauth@outlook.com
10	Getting effective ordinances in place.	7	Getting buy-ins from existing owners. Getting commitment from developers.			
10	Croman area has potential for a variety of living spaces. Hopefully greenspace included. Solar rooftops, providing charging for EV's.		How to reduce the visual impact of cars (e.g. in driveways, on streets. I really like allec access to garages leaving front of homes for walking, biking, etc. creates a buffer between structures.	when discussing "climate-friendly" it makes sense to maintain southern exposure whenever possible - also, beneficial in planting pollinating beds (flowery native plants)	Nick and Sooney Viani	nickviani@gmail.com
10	Railroad yes. No not growing unless it gets retail with housing. bank has always been and remains a big obstacle.	7	These already exist. The two primary areas already have city master plans.	Include all areas on the existing RVTB bus route and the yet to be developed/redeveloped East Main St. Ashland St has large parking areas that should see # of spaces reduced or consolidated.		katharinejackten@me.com
10	Railroad property should be given top priority whereas the Croman Mill property is suburban sprawl with limited services. Such services will be extremely burdensome on City budgets whereas services to the Railroad property abut the property from four sides. The Railroad property is within a 5 minute walk to all essential services, primary parks and schools whereas the Croman property requires significantly more miles to travel to the City's center putting a burden on City roads and constrained parking. I would consider Railroad property #1 priority, the Transit Triangle area #2, Downtown #3 and the Croman property #4.	10	Both are logical, but again, I feel both should be considered primary before the Croman Mill property.	No. Thank you	Mark Knox	knox@mind.net

7	North CFA is already developed=traffic and high density living? affordability? South CFA looks like a nice opportunity to start from scratch.	5	Would both of these areas get better traffic flow? How is the south area going to feel green when it is a commercial corridor? 3-4 story buildings? How will these planned developments effect our water shortages in the summer?	Will more housing units/offices mean a strain our water supply?		
0	Both selected priority one areas encompass large area parcels owned by single organizations that have had decades to participate in any sort of redevelopment or revitalization or basic DEQ compliance. This will assure the climate friendly initiatives are not undertaken. The solar ordinance prevents the N side of Hersey that is more vacant from development to the current standards let alone taller more dense buildings, people and parking. The Croman site requires huge amounts of infrastructure to ever develop. The Railroad is a disinterested party and has been all talk for years.	10	These areas actually have potential to redevelop and have property owners that are more interested than Croman or CORP.	The area of Hersey to RR is not a bad area, if included in the Ashland Street Option 2 area. Downtown should just have the height limit modified and it largely meets the CFA objectives. Croman Master plan can be massaged to meet CFA. Area of Washington/Jefferson and areas North Ashland in UGB outside city should be future areas. It might encourage annexation which provides a huge financial incentive to the city with the additional tax lots. The area across I5 zoned commercial should be included. Federal regulations limit heights but area is large and accessible to transit.		
0	you are wasting money again.		Quit wasting time and money on this nonsense	Things will work out naturally. This "climate" stuff is nonsense.		
10	I would love to see a Southside plaza and sensitivity to establish tended paths where people actually walk. We need more established right of ways that cross the tracks.	5	I live and walk in this area already. Make it more livable and walker friendly? I am all for that. Again, more right-of-ways with tended paths to cross the tracks would be great. Walking over the overpass is like walking on the freeway. Unfriendly. Slower traffic would be good or a tended path under the overpass.		Ruth Coulthard	ruthcoulthard@hotmail.com
8	Transit connection from C1 to the rest of town. It is located in an area that still encourages/requires driving to other parts of Ashland.	10	I formerly lived in the south area and it is already walkable/bikeable from residences to essential businesses like food stores and restaurants.		John Baxter	frictionshift@gmail.com
10	CM is extremely close to I5	7	Already a mix of housing and business			
8	All income Housing opportunities, grocery and other services, in a walkable neighborhood is the biggest challenge.	8	Organizing public transit with shorter routes that intersect each other would make journeys from home to grocery, dining, healthcare, work simple and timely.		John-Scott Forester	j-s.forester@sbcglobal.net

0 The Croman Mill (CM) site is the only remaining large industrial track in the city. If the CM site is designated as a CFA, the city will foreclose the potential to site a large employer within the city absent designating other lands, outside the current UGB, as industrial. Such a choice would likely mean designating the Billings Ranch as industrial. That would be an unfortunate outcome. The city should identify, as a part of the CFA designation process, where the replacement industrial land will be located. Goal 9, Economy, shouldn't be ignored. The Transit Triangle should be a primary CFA but expanded to include lands owned and controlled by SOU. SOU, as a public agency, has the potential to leverage its ownership as a part of a private/public partnership to 1) add substantial workforce housing 2) stimulate new development in an area that already has significant employment and 3) create a vital University District at the intersection of the two most important streets in Ashland.

0
5 Downtown is already pretty pedestrian and biking friendly. I think the secondary areas should be prioritized. We also need small independent businesses in order to make the areas appealing to people

5 the City has other pressing issues, the college is financial dissaray, OSF on the verge of collapse, reduced inflow of tourism, downtown businesses collapse, limits and safety concerns for our electric grid, 50 ft buildings sound terrible, changes the fabric of our beautiful town. Need analysis of the unintended consequences

7 Living near one of these areas, I see many unhouesd people. Will creating these designated areas cause them to become even more of a magnet for this population? I know this is a separate issue, but it is related.

0 See previous page regarding the Transit Triangle. The Downtown CFA is too small and should be expanded to include all land along Pioneer between Lithia and A Street and extend along A Street to 5th. There is ample opportunity to redevelop lands in this area to add needed residential density to the city's most vital commercial district. The temptation of exploit the "green fields" of Croman Mill site shouldn't undermine future investment and redevelopment in the Downtown.

9 Existing infrastructure

0 more negative on the secondary choices

8 They are not as accessible as the other choices, but may help to develop those areas as a result of this development.

Sorry, to be so contrary. But your initial proposal reflects "the path of least resistance." Instead, the CFA process should be focused on strengthening existing developed areas to make them more vital. You should switch the "priority CFA's" with the "secondary CFA's", and the area bound by Hersey and the railroad tracks should be dropped. It is too isolated from the rest of the city to function in the manner intended for a CFA. A traditional gridded street network is essential to promote walking and biking. The railroad tracks preclude that.

I'm on the list

gshaff@gmail.com

6	Croman mill site challenges are traffic onto smaller neighborhood street & being further away from downtown Ashland. I think the Hersey area makes more sense as you can walk to downtown. I reject completely allowing buildings taller than 2 story.	6	Downtown ashland option seems to me obvious but do we have space to add in more housing without building taller buildings? And Ashland Street corridor has potential to be climate friendly area and already has businesses to support a cohesive plan.	No. In order of what makes sense to me would be 1) Hersey corridor 2) Ashland Street corridor 3) downtown Ashland 4) croman Mill Site. Croman Mill feels the most disjointed from the rest of the community & I feel would cause more traffic issues as people roam from that location into the rest of the established parts of town.	Angela	lajollans@gmail.com
0	Turning the current R-1 neighborhoods into R-2 neighborhoods targets (relatively) moderate income housing, making those neighborhood a target for wealthy investors and landlords rather than neighborhoods in which people can afford to own their own homes. The wealthiest neighborhoods in Ashland would still remain R-1.	0				
10	The railroad district site seems well placed to capitalize on ties to existing downtown facilities and the bike path. Makes sense 100%. I feel like the Cronan site might be far removed from the city core and will need more facilities on-site to be attractive.	5	I am not familiar with what opportunities there are for growth or redevelopment in this area.		Len Wyatt	lenwyatt@hotmail.com
8		2				
10	I can't see larger grocery markets with competitive pricing wanting to build there. Not enough people to support it.	10	Same as the first	No	Barbara McHugh	barbarajeane.mchugh@gmail.com
10		10			Catherine Greenspan	catherinemgreenspan@gmail.com
5	Crosman Mill is far from stuff. A lot has to be built from scratch. More housing there would be good.	10	Need to maximize high efficiency and higher density housing in this main corridor. Then, improve bike lanes.	Maybe area on E main by AHS and Mountain Ave		
6	I strongly support the general concept, but it's not spelled out here what kind of development us to take place in each area.					

8	<p>The railroad area one has less optimal access to public transport and the closest grocery is expensive and has a limited selection of shelf-stable products. Croman, being undeveloped basically, offers more flexibility for innovative development and laudable closeness to grocery and pharmacy services, among others. For example, Crowman might be a perfect site to consider whether a city supported geothermal power base could precede actual building. Perhaps there are other sites where it would make sense to put in the geothermal infrastructure before any other construction occurs.</p>	6	<p>The problem with the one centered on Main St downtown is the fact that most of that area is already built up, with or without the housing features that are desired, and the newer housing is not exactly affordable. It is also not so near grocery options. The advantage of the one centered on Ashland Street is the broader availability of land without existing buildings and the existing presence of public transport that can get one to the shopping one needs.</p>	Becky Snow	snowak71@gmail.com
5	<p>With the number of jobs that increases the need for housing and there is very little space for homes. Affordability continues to be a huge challenge. In order to serve Ashland residents, we need housing that is affordable for local worker/residents. This plan will not necessarily help.</p>	5	<p>Same as prior.</p>		
3	<p>Congestion and traffic on Hersey. Speeding cars are prevalent on Hersey and more housing combined with speed issues seem to be a bad mix.</p>	4	<p>Congestion and traffic on Hersey.</p>		
8	<p>Need a mix of price points. Tremendous opportunity to keep Ashland revitalized For the next generation in a resilient and intelligent concept</p>	7	<p>What is the thought about the areas off of Water St South of the tracks?</p>	Claudia	gd97520@yahoo.com
10	<p>effective walking and bicycling paths are needed to connect between the different Ashland areas</p>	10			
8		8			

5

Encouraging less driving is great, as well as making it possible. However, people like choice, so if they want to, they will drive none the less, so not sure this is an integral solution. However, if the walks are attractive, well kept and safe, with just as attractive and safe bike paths along side, they may attract young and energetic positive people, and be meet the preference of many. The physically challenged will likely call an Uber(etc) to get to the market anyway. The plan would be especially effective in the Salem and Portland areas where getting to work requires much driving for most. Finding a solution to get the roving bands of drug addicts and mentally ill off the streets would be smart, prior to expecting people to be comfortable walking to destinations. I'm neutral here, as I do not see that the proposal offers conclusive solutions to the above issues. That is, it would be good to solve the climate problem, but maybe we need to keep the analysis going until a plan can be stated that makes sense.

On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (Primary)	What are the challenges and opportunities you see for this candidate area? (Primary)	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (E. Barnett)	What are the challenges and opportunities you see for this candidate area? (E. Barnett)	On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about this candidate area? (West Main)	What are the challenges and opportunities you see for this candidate area? (West Main)	Did we miss any areas you think should be considered?	If you would like to be added to the City of Medford's email list for updates on this project, please add your name and email below.
5	Limited availability of RVTD services in more outlying neighborhoods. For example, I live 1 block off E Main and no bus runs up to North Phoenix Rd or down to downtown w/out walking 10 blocks or more. Provides for easy access to public transportation and close to essential services. Helps redevelop underdeveloped and somewhat blighted areas.		Again, no good bus routes to these 5 areas from outlying neighborhoods.	5			Kristine A. Groskopp groskoppk@centurylink.net
10		1	The soil type can pose development challenges. Removed from the present area of density around downtown and where the busses are utilized. This area could create a 'separate' downtown effect. The most advantageous reason for this area is that this region is an underdeveloped area where meeting the goals would not displace the lower-income population area of Liberty Park and preserves historic 10 structures.	10	Close to central services and public transportation. Other than the distance from the freeway and downtown, this area is great. There are already numerous residential dwellings and commercial businesses. It's flat and walkable. There are fewer residential units impacted and the area and less displacement. I own a large piece of property on this ground, and run a business on that ground. How does this effect my business?	no. Thank you	Mark Knox knox@mind.net
9	The area has some of the most historic homes and businesses. The CFAs threaten those areas to demolish and clear sites to make way for the larger area footprint necessary to support the vertical construction.						Amy Gunter amygunter.planning@gmail.com
0							Brian Stuart brian@roguepacific.com
0	Parking issues - Transportations logistics for commuting citizens, impacts to existing property owners. Has retail shopping and city and county government, as well as restaurants and parks. Traffic flow of Central and Riverside provides natural barriers to contain area. While some of the area is already developed other parts need to be restored and developed. Could be a great asset to downtown Medford.		Where do all the residents park? If there are commercial properties where do customers park? Logistics on 5 enough access to support a business.		How do you create a climate friendly zone in a major transportation thorough fare? West Main (old 238) and Ross Lane that was just improved. Where do all the residents of these huge apartment complexes park. I know the idea is less vehicles but assuming no vehicles is not realistic. 85 ft building height and minimal parking, hoping people use Public Transportation and bicycles? Variety of structures and enterprises already existing could be a good starting point for development of a CFA. Traffic patterns are heavy use for West Main and rerouting heavy traffic probably 5 necessary.		Lois Hoeffler lhoeffler@yahoo.com
10			Too far removed from center of Medford to be a nexus of climate-free 0 activity.				
0			It appears this area includes land in at least partial agricultural production. What is the justification for converting 0 it to some other use?	5		Before imposing any of these changes it is essential that you have the support of the majority of the property owners who will be affected by zoning changes. The city has a reputation of forcing changes on owners without adequate support.	

Has existing development and huge gaps in development, so there are opportunities to make this area denser and easier for residents to access and use via active transportation if there were more housing and development. Its location close to downtown and a freeway exit/entrance also make it really attractive as an accessible area, as does its proximity to Phoenix.

It is not as adjacent to shopping centers and its distance from downtown and the freeway make it less attractive as an area that could support residents who seek to solely use active transportation. It is an advantage that it is near to Asante, and might take some pressure off Barnett, which sees far too much traffic to feel safe or accessible for active transportation users.

Developing this area would help to provide more equitable resources to parts of our community that are under-served and most vulnerable to the impacts of climate change.

No

Kyna Moser

kynamaureen@gmail.com

On a scale from 'Do Not Support' to 'Strongly Support' how do you feel about the conceptual area?	What are the challenges and opportunities you see for this conceptual area?	Did we miss any areas you think should be considered?	If you would like to be added to the City of Talent's email list for updates on this project, please add your name and email below.	
Open-Ended Response	Open-Ended Response	Open-Ended Response	Name	Email Address
7 0	Opportunities; car share, Fourth new main road needed to relieve Suncrest traffic, green building, solar, electric trolley to and from Ashland, walking bridge over 99. Challenges; suncrest is narrow and cant take more traffic. Please keep whackers Hollow as a potential park.	Not sure.	Erin Douglas	erind@banyanbotanicals.com



Council Business Meeting

September 19, 2023

Agenda Item	Climate Friendly Areas (CFA) Study Adoption	
From	Brandon Goldman Derek Severson	Community Development Director Planning Manager
Contact	brandon.goldman@ashland.or.us derek.severson@ashland.or.us	541-552-2076 541-552-2040
Item Type	Requested by Council <input type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input checked="" type="checkbox"/> Presentation <input type="checkbox"/>	

SUMMARY

Staff is requesting that the Council approve a study of potential Climate Friendly Areas (CFAs) and authorize its submittal to the Department of Land Conservation and Development (DLCD) to fulfill the city’s obligations under the Climate-Friendly & Equitable Communities (CFEC) rules. CFEC rules require that this study be submitted by December 31, 2023.

The CFEC rules were adopted by DLCD in July of 2022 and require that cities look at parking requirements and identify CFAs to accommodate 30 percent of the city’s population in mixed-use, pedestrian friendly areas with the hope that focusing more development in these CFAs will result in more efficient land use and transportation planning which could ultimately yield up to a 30 percent reduction in greenhouse gas emissions.

POLICIES, PLANS & GOALS SUPPORTED

Ashland Climate Energy Action Plan (CEAP)

Goal: Reduce community and City employee vehicle miles traveled and greenhouse gas emissions.

- **Strategy ULT-1.** Support better public transit and ridesharing.
 - **ULT-1-3.** Establish policies to support development near transit hubs without displacing disadvantaged populations.
- **Strategy ULT-2.** Make Ashland more bike- and pedestrian-friendly.
 - ULT-2-1. Implement bicycle- and pedestrian-friendly actions in the City’s Transportation System Plan and Downtown Parking Management Plan
- **Strategy ULT-3.** Support more efficient vehicles.
 - **ULT-3-2.** Revise land use codes to require EV charging infrastructure at multifamily and commercial developments.
- **Strategy ULT-4.** Support more climate-ready development and land use.
 - **ULT-4-2.** Revise community development plans to favor walkable neighborhoods and infill density.

BACKGROUND AND ADDITIONAL INFORMATION

CFEC Rulemaking

The CFEC rulemaking was initiated through an executive order to State agencies from Governor Kate Brown in 2020 in response to the determination that Oregon was significantly off-track in reaching greenhouse gas reduction targets previously committed to by the state. Given that transportation is a





Council Business Meeting

significant contributor to greenhouse gas emissions, and transportation is closely tied to land use, a primary focus of these new rules is in changing land use and transportation planning to require that cities identify Climate Friendly Areas (CFAs) which can accommodate at least 30 percent of current and future housing needs in pedestrian-friendly, mixed-use areas where residents can live, work and play, and in so doing reducing or eliminating the need to rely solely on automobiles for transportation.

Implementation of the CFEC rules includes a timeline of issues for cities to address over the next several years including minimum parking requirements; studying potential CFAs; zoning actual CFAs with associated map, code and plan amendments; changing the methodology for transportation system planning to shift the focus to modes other than just automobiles; and preparing housing needs analyses and housing production strategies.

Meetings to Date

To date, meetings discussing the CFEC rulemaking have been held with the Planning Commission (8/9/22 and 6/27/23), Council (2/22/23) and Transportation Commission (3/16/23). In addition, there was a public 'kick-off' meeting held virtually (2/3/23) and a public open house held in Talent focused on the potential climate friendly areas (4/13/23) for Ashland, Talent and Medford. 3J Consulting conducted initial stakeholder interviews early on, then distributed questionnaires at the 4/13 open house, and has since conducted on-line surveys.

Potential CFA's

The current phase of implementation to be discussed tonight is a study of potential CFAs to see if they can meet the CFEC requirements, determine likely code changes that would be necessary for each to comply with the CFEC rules, and to identify potential strategies to mitigate the impacts of gentrification or displacement within the proposed CFAs. The potential Climate Friendly Areas (CFAs) identified for consideration in this initial study include the Croman Mill District, the Railroad property, the Transit Triangle, and the downtown. Each of these is discussed in detail in the study presented for consideration tonight.

Draft Study Report

To implement this current phase of the CFEC rules, staff have been working with 3J Consulting (3J) for the public engagement process and with the Rogue Valley Council of Governments (RVCOG) to conduct spatial analyses and prepare the CFA study/report under review tonight.

A key consideration with the report is that it follows the methodology set forth in the CFEC rules and associated guidance provided by DLCD by looking at the full potential developability of each CFA as though the entire area, less an allowance for public streets, could be developed from bare ground up, with all buildings maximizing allowable heights and building lot line to lot line, without consideration for code-required on-site stormwater detention, parking that might be voluntarily provided (*even though no longer required under CFEC rules*), or any project-specific open space, plaza space or landscaping. Under this methodology, the potential build-out of the Croman Mill District by itself is envisioned at a



Council Business Meeting

density of 79 dwelling units per acre yielding 5,142 dwelling units and more than providing for the 30 percent of current and future housing required under the CFEC rules.

While the Croman District by itself could satisfy the CFEC requirements based upon the methodology prescribed in the new rules, for staff the underlying assumptions of that methodology are not totally in line with real world experience. First, in those areas where there is some measure of existing development such as in the downtown, it is neither realistic nor desirable to assume that all existing development will be razed in pursuit of this new vision. Second, while parking is no longer required, it seems safe to assume that developers, tenants, buyers and financial institutions will all desire at least some amount of parking to accommodate the motor vehicles which are, at least for now, still the preferred transportation option. Third, even with allowances for increased height and the removal of limits on density, in the near-term developers will likely work within the framework and scale familiar in southern Oregon.

With these factors in mind, staff believe that the combination of CFAs under consideration in the CFA report are a more realistic attempt to not only meet the CFEC requirements, but also to achieve their underlying intent. To that end, staff note that, if future development were to provide only 15 dwelling units per acre density, which is one of the minimum development metrics under the CFEC rules, the four combined potential CFA's identified in the study would yield 3,770 units. The projected housing need required to be addressed under CFEC for Ashland is 3,469 units.

FISCAL IMPACTS

The current request is to approve a study/report of potential Climate Friendly Areas (CFAs) which must be adopted and submitted to the Department of Land Conservation and Development (DLCD) by December 31, 2023 under the recently adopted Climate-Friendly and Equitable Communities rules. This study is not a land use decision, is not binding on the city and is not subject to appeal. This study was completed using consultants (the Rogue Valley Council of Governments and 3-J Consulting) funded by DLCDC.

The next step in the CFEC process is to identify specific CFAs and make necessary changes to the Comprehensive Plan, Land Use Ordinance and associated maps to formally adopt CFAs and the codes necessary to regulate them under the CFEC rules. It is staff's understanding that DLCDC will be funding necessary consultant work for this next step, however there will be staff time on the part of the Planning Division's long range planning group to guide this process.

SUGGESTED NEXT STEPS

Staff recommends that the Council approve the attached study and authorize the attached letter of approval from the Mayor to be submitted to DLCDC with the study.

ACTIONS, OPTIONS & POTENTIAL MOTIONS



Council Business Meeting

I move to approve the attached Climate Friendly Area study report, authorize the Mayor to sign the attached letter of approval and direct staff to submit the study to the Department of Land Conservation and Development before the December 31, 2023 deadline.

REFERENCES & ATTACHMENTS

Attachment 1: Draft Climate Friendly Area Study

Attachment 2: Letter Approving the CFA Study and Authorizing Its Submittal to DLCD

Attachment 3: DLCD Handout "*Designation of Climate-Friendly Areas*"

Attachment 4: Public Comment Letter – Cortright 06/27/2023

Attachment 5: DLCD Response to Cortright Comment/Question regarding housing in CFA Areas

**ASHLAND CITY COUNCIL
BUSINESS MEETING MINUTES
September 19, 2023**

I. CALL TO ORDER

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

1. Land Acknowledgement

Councilor DuQuenne read the land acknowledgement.

II. PLEDGE OF ALLEGIANCE

Councilor Kaplan led the pledge of allegiance.

III. ROLL CALL

Mayor Graham, Councilor Hyatt, Bloom, Dahle, Kaplan, DuQuenne and Hansen were present.

IV. MAYOR'S ANNOUNCEMENTS

Mayor Graham announced Early Childhood Care grant applications were due September 27, 2023. DEQ was holding a Railroad clean up meeting on September 27, 2023.

V. APPROVAL OF MINUTES

- 1. Minutes of the August 14, 2023 - Study Session**
- 2. Minutes of the August 15, 2023 - Business Meeting**

Councilor Dahle/Hansen m/s to approve the minutes of the August 14, 2023, Study Session and the August 15, 2023, Business Meeting. Roll Call Vote: Councilor DuQuenne, Bloom, Kaplan, Dahle, Hyatt, and Hansen, YES. Motion passed.

Mayor Graham announced they would be pulling Consent Agenda Items #5, 7 and 9 and moving them to New Business between items #1 and 2 under that section.

VI. SPECIAL PRESENTATIONS

1. Travel Ashland Quarterly Report

Katherine Kato from Travel and Andrew Gast from Mt Ashland Ski Resort provided highlights of the quarterly report:

- Travel Ashland's role and impact
- Project and Programs

Ms. Kato discussed the Mystery Fest and provided details for council. They went on to discuss year-round consistency for events in Ashland. Travel Ashland was working with the Oregon

Shakespeare Festival on a possible partnership. They were also meeting with the Ashland Galley and Taste of Ashland.

Andrew Gast, the general manager for Mt. Ashland Ski Resort provided an update on their past record-breaking season. Inflation and insurance had increased dramatically. Mt. Ashland was scheduled to open December 9, 2023. This was the resort's 60th anniversary.

2. Financial Update – Preliminary Fourth Quarter Results

Finance Director Marianne Berry provided the financial update with a presentation (see attached):

- Finance Department – Quarterly Update
 - FY2023 Preliminary Financial Review
 - Departmental Updates & Current Projects
- Preliminary Financial Statements
 - Fiscal Year Ending June 30, 2023
- Moody's Annual Report – September 1, 2012
 - Confirmed Issuer taking Aa3 – in top 4 highest ratings.
 - Modest Constraints
- Finance Dept Update
 - Staffing
 - Process Improvements
 - Other
- Questions

Currently there was \$76million in cash equivalent investments. The investment was based on safety liquidity and what was needed in the immediate or intermediate term. They took advantage of higher rates and went out on the yield curve that was very secure. Since the city did not need the funds in the 180-day term, staff decided to go out on the yield curve longer. There was \$20million that matured every 6 months.

Ms. Berry addressed the additional debt of the water treatment plant. They were staying within the AA3 ratings and working with consultants on the debt coverage ratios. The city was well within the means to do a strong rating.

Tax revenue collection was based on all taxes, Property, Food and Beverage, TLT, and the Electric User tax.

VII. CITY MANAGER REPORT

City Manager Joe Lessard provided the management report and reviewed the Look Ahead. He addressed outreach efforts regarding the emergency shelter and OHRA's service.

VIII. PUBLIC FORUM

Sonya Daw/Ashland/Urged council to jump start the Ashland CEAP, update the progress report card, and find ways to collaborate with citizens.

Linda Adams/Ashland/Announced the Transportation Advisory Committee would hold a public hearing September 21, 2023, regarding a protected bike lane.

Joel Gerston/Ashland/Discussed the CEAP plan. The last progress report was in 2020.

JD Barons/Ashland/Shared her observations on the sunset to sunrise camping, pallet houses and Lacy McCoy and her family.

Emily Simon/Ashland/Noted the Social Equity and Racial Justice Committee needed more committee members.

IX. CONSENT AGENDA

1. **Social Equity and Racial Justice Advisory Committee Appointment**
2. **Liquor License Approval for House of India, (DBA SMAGS Corporation) at 1667 Siskiyou Boulevard**
3. **Liquor License Approval for Masala Library Bistro & Bar, (DBA Masala Library Bistro & Bar) at 258 A Street, #3B**
4. **2023-2025 BN Supplemental Budget Amendment – Revenue Recognition and Budget Appropriation for Fire Department**
5. **Emergency Procurement of Fire and Rescue Ambulance**
6. **Oregon Department of Land Conservation And Development (DLCD) Technical Assistance Grant Application**
7. **Contract with Axon Enterprises Inc. for APD body worn cameras (BWC) and support services and for conducted energy weapons (CEW or “tasers”)**
8. **City Facility Rooftop Lease between the City of Ashland and Ashland Solar Cooperative**
9. **Professional Services Contract for TAP Intertie System Improvements (Scope 2)**

Councilor Dahle pulled consent item #8 and Councilor Hyatt pulled #6 for further discussion.

Councilor DuQuenne/Bloom m/s to accept the remaining consent agenda items.

Roll Call Vote: Councilor Kaplan, Bloom, Hyatt, DuQuenne, Dahle and Hansen, YES. Motion passed.

Councilor Hyatt spoke to consent agenda item **#6 Oregon Department of Land Conservation And Development (DLCD) Technical Assistance Grant Application** and noted the exceptional efforts of the Community Development Department staff.

Councilor Hyatt/DuQuenne m/s to authorize staff to prepare and submit an application for a planning grant from the Department of Land Conservation and Development to hire a consultant to assist the City in drafting an Economic Opportunity Analysis. Roll Call Vote: Councilor Hansen, DuQuenne, Kaplan, Dahle, Bloom, and Hyatt, YES. Motion passed.

Public Works Director Scott Fleury provided background on **#8 City Facility Rooftop Lease between the City of Ashland and Ashland Solar Cooperative**. Jim Hartman from the Ashland Solar Cooperative provided additional background and noted the agreement would provide solar to possibly twenty families with 20% going to low income. Councilor Hansen and Kaplan spoke in support of the agreement.

Councilor Dahle/Kaplan m/s to authorize the City Manager sign a long-term Legal Department approved lease agreement with the Ashland Solar Coop. Roll Call Vote: Councilor Kaplan, Bloom, Hyatt, Hansen, Dahle, and DuQuenne, YES. Motion passed.

X. **PUBLIC HEARINGS** - None

XI. **UNFINISHED BUSINESS** - None

XII. **NEW BUSINESS**

1. Purchase of Public Works Street and Wastewater Sewer Cleaning Equipment

Public Works Deputy Director Mike Morrison introduced the topic and spoke to the cooperative agreement. When a larger group made purchases together it resulted in better pricing. Ashland was smaller and it was difficult to get lower pricing.

The life of a street sweeper was approximately seven years. The Public Works Department tried to replace them every 3 years. The difference in what was budgeted and the actual purchase price of \$90,000, was due to new emission standards and inflation. If the city went out for a competitive bid, they would not get a decent price.

Councilor Hyatt/Bloom m/s to approve the new street and wastewater cleaning equipment be purchased as outlined in the tables from the cooperative contracts. DISCUSSION: Councilor Hyatt emphasized the equipment was necessary to maintain the infrastructure. Councilor DuQuenne agreed it was a large amount of money but understood the need to maintain and take care of infrastructure. She would support the motion but did not want to do it as this time. **Roll Call Vote: Councilor DuQuenne, Hansen, Dahle, Kaplan, Bloom, and Hyatt, YES. Motion passed.**

2. Emergency Procurement of Fire and Rescue Ambulance

Finance Director Marianne Berry explained there were maintenance issues with other vehicles in the fleet. Emergency procurement allowed staff to bypass the bid process and buy directly. The purchase was in the approved budget and would cost less than what was budgeted.

Councilor Bloom/Hansen m/s to sign the contract for the procurement of the budgeted ambulance from Braun NW Inc, Chehalis WA. DISCUSSION: Councilor Bloom commented it needed to get done. Councilor Hanson added the ambulance was \$200,000 but less than the cost of a fire truck ambulance. **Roll Call Vote: Councilor Bloom, Hyatt, Hansen, DuQuenne, Kaplan, and Dahle YES. Motion passed.**

3. Contract with Axon Enterprises Inc. for APD body worn cameras (BWC) and support services and for conducted energy weapons (CEW or “tasers”)

Deputy Police Chief Dan Moulin explained the replacement process and contract.

Councilor Hyatt/Dahle m/s to approve a sole source procurement with Axon Enterprises for a five-year term in the annual amounts stipulated in the staff report dated September 19, 2023.

DISCUSSION: Councilor Hyatt thought the sole source procurement was justified and it was prudent to continue with what worked. Councilor Dahle thanked the chief and deputy chief. Having the body cameras was a critical component. Councilor Kaplan supported the motion. He appreciated the equipment automatically turning on within 30-foot radius when a taser was deployed.

Roll Call Vote: Councilor Kaplan, Dahle, DuQuenne, Hyatt, Bloom, Hansen, YES. Motion passed.

4. Professional Services Contract for TAP Intertie System Improvements (Scope 2)

Public Works Scott Fleury explained the contract was for the design and construction administration of TAP system improvements. He noted the improvements and how the scope would resolve design issues and part of the construction administration. This was approved in the budget and was part of the ARBOR Grant the city received.

Councilor Hansen/Kaplan m/s to approve a Legal Department approved professional services contract with RH2 Engineering Inc. for TAP system improvements in the amount of \$196,650.

DISCUSSION: Councilor Hansen noted the money was already appropriated and there was a plan. He appreciated the work to keep the water flowing. Councilor Hyatt observed this was an excellent example of regional cooperation. Mayor Graham commented the biggest way to cause catastrophic issues was letting a water system fail. **Roll Call Vote: Councilor Hansen, Kaplan, Bloom, DuQuenne, Hyatt, and Dahle, YES. Motion passed.**

5. Ashland Parks Commission Seat #1 Vacancy Appointment

Interim Parks Director Leslie Eldridge provided background on her leaving the Parks Commission to become the interim parks director. This appointment would fill her vacancy. She explained the ranked choice voting process the commission used that resulted in appointing Stefani Seffinger. Council approval of the appointment recommendation was the final step.

Stefani Seffinger explained why she wanted this position. This was a transitional time and her prior experience as a city councilor and parks commissioner would be beneficial.

Councilor Hansen/Kaplan m/s to appointment of Stefani Seffinger to Position #1 of the Ashland Parks Commission. DISCUSSION: Councilor Hansen thanked Ms. Seffinger for her work with council and her love for parks. He believed she would work to bring these two bodies together and move into this new era. He thanked her for her public service. Councilor Kaplan thanked Ms. Seffinger for stepping up and liked her priorities. He was the liaison to the Senior Center Program and looked forward to working with her. Councilor Bloom noted City Charter Article 3, Section 4 stated vacancies were filled by council and this body was not part of that process. Alternately, he disagreed with the Charter and thought the Parks Commission should be appointing their own commissioners. This highlighted the need to review the Charter. It was outdated and needed clear lines between the organizations. He hoped council would set up a committee to review the Charter. However, because the Charter indicated council made this appointment and council was not included, he could not in good conscious support the motion. Councilor Dahle welcomed Ms. Seffinger and echoed the concern of seniors becoming homeless. Councilor Hyatt thanked the Parks Commission for going through the process in an open and transparent manner. She appreciated Ms. Seffinger's passion for seniors and looked forward to working with her more. The Charter did need review, but the Parks Commission was elected, and she supported the motion. **Roll Call Vote: Councilor DuQuenne, Hyatt, Dahle, Kaplan, and Hansen, YES; Councilor, Bloom, NO. Motion passed 5-1.**

6. Climate Friendly Areas (CFA) Study Adoption

Community Development Director Brandon Goldman and Planning Manager Derek Severson Provided the staff report. The Climate Friendly Areas (CFA) study would establish a set of rules that would define areas to reduce greenhouse gas, promote multimodal life and reduce vehicle trips. This was a regional effort. The DLCD hired 3J Consulting to develop the study.

Mr. Severson provided the following presentation (see attached):

- Why these Rules? Missing Oregon's Pollution Reduction Targets has Real Costs
- Updated land Use and Transportation Rules
- What is a Climate Friendly Area?
- Candidate CFAs
- Croman Mill District
- Railroad Property
- Transit Triangle
- Downtown
- Prescriptive Methodology
- CF & EC Implementation Timeline

Mr. Goldman explained the CFA minimum residential had 15 units per acre, but the city could increase that. The city could also create an ordinance with an upper cap of five stories instead of 4 stories.

Mr. Severson explained most of the local developers worked on a smaller scale and few would want to do something so different. Mr. Goldman added the current market condition and development community did not develop five story buildings but that could change over the next 15 years. They went on to further explain the units per acre and realistic amounts and potential CFA areas.

Public Comment

Robert Cortwright/Salem/Repeated a request to the Planning Commission in June, to establish additional CFAs to meet the climate goals. That translated into 3500 units of housing. He was concerned the CFA study did not reach the number.

Mr. Goldman was asked about annexing properties in the urban growth boundary and whether it would create more CFA. Council would have to go through a zone change and generate a comprehensive plan adjustment. DLCD requirements had specific dimensions, and it would have to be a larger area. Using a combination of the areas recommended for CFA would give the city a good starting point. Creating a CFA in the downtown posed a potential risk for rebuilding that might not align with historic district criteria.

Councilor Hyatt/Kaplan m/s to approve the attached Climate Friendly Area study report, authorize the mayor to sign the attached letter of approval and direct staff to submit the study to the Department of Land Conservation and Development before the December 31, 2023, deadline. DISCUSSION:

Councilor Hyatt was glad RVCOG was there in support, the report showed the research was substantive and the effort had a lot of forethought. After the business roundtable the night before, this information was timely. Councilor Kaplan noted this was a tiny step and there was so much else needed to make it effective. He would rely on staff to guide council through these things. Councilor DuQuenne supported study and wanted to look at bringing in outside developers through incentives. Councilor Hansen supported it as well. He hoped that when development opportunities occurred, the market would be favorable. This gave them time ahead of the 3500 new units coming to Ashland. Councilor Bloom thanked staff and commented it was a big lift. Eight hundred units was not an acceptable number and he wanted to look at the zoning. Two of the CFA listed were in southeast Ashland. It was time for that area. **Roll Call Vote: Councilor Bloom, Hansen, Dahle, Hyatt, Kaplan, and DuQuenne, YES.**

Motion passed.

XIII. ORDINANCES, RESOLUTIONS AND CONTRACTS

5. First Reading of Amendments to AMC 13.02 Rights-of-Way ordinance and the accompanying resolution for Design Standards and Applications Requirements regarding small cell wireless facilities

Acting City Attorney Doug McGeary worked with citizens opposing small wireless on the ordinance and explained the changes they had recommended. Recently, he had also met with members of the industry who had pointed out certain areas of the ordinance that would be problematic for the city and he concurred. They had offered to help work on the ordinance. If

council wanted the ordinance presented before them. He recommended another thirty days to work out the issues with both the citizens and members of the industry. Alternately, council could approve the LOC model ordinance which both the LOC and industry members supported and was used in many cities. The ordinance was close but needed some changes after talking with industry attorneys. The resolution would give the city the ability to control location.

Public Comment

Greggory Busch/ Seattle, WA/Represented AT&T. They had submitted a letter of joint concerns with the ordinance and the resolution that would leave a risk in the city. Wireless was critical for fire and medical services, coordinating responses to combat wildfire and other large event emergencies. Large festivals also required large network capacities. Small cells needed to be directly near the coverage to increase capacity for large scale. They were requesting additional time to provide suggestions on the proposed ordinance and resolution. He cited issues with the ordinance.

Areej Rajput/Portland, OR/Represented T Mobile. They respectively requested to partner with the city to work on an ordinance legally in compliance with federal law. In 2018 the FCC issued an order regulating small cell to wireless facilities in public right of ways. It was upheld by the ninth circuit court and was still in effect and preempted any of the inconsistencies the ordinance would have with federal law. She highlighted other inconsistencies in the ordinance. On a positive note, where the ordinance was not preemptive with federal law, was the language regarding aesthetics. She asked for a continuance of the first ordinance.

Kim Allen/Portland, OR/Represented Verizon. It was only recently the industry learned of the city's pending code change that prompted the letter with concerns for the ordinance and resolution. She was on the committee that formed the LOC ordinance model and provided background. Ashland's proposed code was one of the most difficult and restrictive code she had ever seen. It would make the City of Ashland an outlier in the state of Oregon. The wireless carriers provided an essential service to the residents, businesses, and visitors. They were ready to work with the city on this ordinance.

Paul Mozina/Ashland/Referred to an email he sent earlier titled **So Who Decides**. He questioned the gap and thought they needed to start with the definition of personal wireless. He read from the Willits case in 1999. He supported a telecommunications cell to landline.

Marilyn Lindsay/Ashland/Spoke to the telecommunications industry spending \$1.2billion to lobby congress for the past twenty years. Money was the number one reason laws were passed and the most egregious is the one that protects telecommunication from EMF radiation. The recent letter from AT&T T Mobile and Verizon identified as stakeholders prompted her to ask what is at stake for them? They were businesses and sought profits. The city attorney was concerned with protecting the city from litigation but not protecting humans and all life forms.

Kelly Marcoutulli/Ashland/Reminded council they were voted into office to uphold Ashland's common values. The decision to accept or reject the attorney's draft was a huge decision and thrown into the mix was the menacing threat from the letter. The ordinance draft was not based on the LOC model and not biased to allow telecommunications industry to profit. The LOC model ordinance was based on telecommunications intimidating tactics. This was the fork in the road. She asked if council would listen to citizen experts or greenlight the simplest path forward that did nothing to protect the public.

Pati Holman/Ashland/After 40 pages of documents from citizen research and safe technology with the draft of the resolution or ordinance not one of the recommendations was followed by the city attorney. This was after many years of engagement, activism, research, and knowledge. She referenced the FCC, SHC, EHT case from 2020, children's healthy defense, who won their petition, and responded the FCC had to address the safety concerns of healthy effect of radio frequency yet telecom had no problem supporting them. She referred to the Flower Hill case where the Willits case was upheld and stressed the importance of the significant gap.

Councilor DuQuenne confirmed the city attorney met with the community three times and there were agreements. Councilor Kaplan asked about disfavored locations that included residential and anything within 1500 feet of schools, medical and health facilities. Mr. MCGeary spoke with Kelly Burns regarding emergency and confirmed they rely heavily on technology for their emergency systems and provided examples. The city could regulate aesthetics but not safety. The intention was to provide space between facilities and lower the risk of litigation. Councilor Bloom confirmed there were franchise fee ordinances with a 5% cap per state legislature. Councilor Hyatt confirmed setback amounts, testing and radio frequency measurements was close to contradicting federal law.

Council went around the room and expressed their opinions on next steps. Councilor DuQuenne thought they were determining location, how much and what will it look like. She had been ready to move forward. Then she heard about the setback. She was not comfortable with the LOC model. They needed to find a common ground and were not there yet.

Councilor Kaplan had not looked at LOC model ordinance. He was concerned they did not prohibit cell service in Ashland. 5G was already here and they needed technology advanced cell service for emergencies, tourists, etc. He questioned if the 1500-foot setback would affect hospitals and other facilities. Now he was hearing it might. He was also concerned that all these specific requirements might raise the hassle factor so high that the city would not get any applications. He was not interested in bureaucratic procedures to make things hard. This ordinance did not seem ready. He wanted the opportunity to review the LOC model ordinance.

Councilor Dahle explained it broke down into safety, aesthetics, and design. He had worked with radio frequency for years. They were mandated through FCC law and regulation that when a transmitter was turned on, whether it was a radio station or cell service, it generated a certain

power and frequency that was measured. Those limits were defined federally and there was nothing a local government could do about that. He addressed the 1500-foot setback. Cell service was overlapping fields, so you do not lose service. He disagreed with the premise regarding making a land line call anywhere, it was an outdated statement.

Councilor Hyatt/Dahle m/s the need to balance the need of residents with EMF sensitivity to the economic needs to successfully conduct business while limiting the risk to our taxpayers for litigation. This does not do it. We need to request the base ordinance come back. We have a C minus do over on the resolution and we need to take it up again on another night.

DISCUSSION: Councilor Dahle was confused by the updated ordinance. He read the LOC model ordinance. It was good, not perfect. He thought the city could do better. They needed to focus on aesthetics and local design and control, safety would work itself out. The telecom companies competed against each other and policed each other. That was how it regulated itself in terms of safety. Councilor Hansen was new to this issue. He was not impressed with the new ordinance and did not think it covered what concerned citizens needed or getting what those of us who wanted safe tech were needing. He thought if they focused on what they could control, he leaned towards the LOC model ordinance. Council should go back to that and start there and work with the citizens and the industry. In lieu of not doing that, council should adopt the LOC ordinance. He did not support moving forward with what was presented tonight. Councilor Bloom was not happy how this played out. It was obvious they needed to start with the LOC model ordinance. The citizens had been collaborative, but he was left with a bitter feeling regarding the approach the industry took tonight and asked them to try a different tune next time. Mayor Graham summarized what was on the table was a motion to postpone but council had not given any direction of which way staff should go. Councilor Hyatt noted the motion intended to bring back the base ordinance for review by this body for the express fact there were four people on council not familiar with the issue. She suggested bringing back the base ordinance so this team could look at what the starting point had been last year. It would be either an up or down on the base ordinance but then they needed to look at the resolution carefully and the thoughts around land use and aesthetic. That was where the city was ok with local control. The moment it stepped out of that opened the balance of taxpayers to pay the legal fees associated with alternate tries at other solutions. She did not like being in the situation they were in right now. It did not feel good. But when she said they need to balance the needs of EMF sensitivity to the economic needs, including the medical institutions and limit the risk to taxpayer litigation, the way to balance that was to give staff direction to bring back the base and then dig into the resolution with regards to land use and aesthetic to advance those three pillars to the best of council's ability under the local control they had. That was her motion. Mayor Graham explained citizens had been asking council to push the envelope and maintain as much control as they possibly could. It was her opinion that Oregon for Safer Technology (OST) version probably pushed them to have more local control than the LOC model. There had been so much work on this already, she did not want to go back through the LOC model again. OST had put forward their recommendations. This body had asked several times to go point by point through the differences between what was being brought forward by staff and what that base

ordinance was so council could decide if there was a risk. If they went back through this again, they needed a process that resulted in an ordinance and not another general conversation. She confirmed Councilor Hyatt's motion was to go back to the LOC model and put most of the attention into the resolution. Councilor Hyatt responded that was her understanding of where they had the most local control and that was in the resolution. They wanted something in place that was effective, enforceable and could at least have a chance to do what the residents were asking. And that would happen in the resolution. They were doing the ordinance they could legally do without stepping into federally regulated areas then taking up local control to the greatest extent possible through the resolution. Mayor Graham confirmed the ordinance before them tonight was close. She asked Councilor Hyatt if they wanted to go with that or go back to the LOC model. Councilor Hyatt confirmed the base ordinance was the LOC model ordinance. She felt hesitant to vote on the motion due to the confusion and the time. Mayor Graham confirmed they were at 9:40 p.m. and required to vote. **Roll Call Vote: Councilor Hyatt, Dahle, and Kaplan, YES; Councilor Hansen, DuQuenne, and Bloom, NO. Mayor Graham broke the tie with a NO vote. Motion failed 4-3.**

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

5. City Council Standing Advisory Committees Workplans Review

Item postponed to a future meeting.

XV. ADJOURNMENT OF BUSINESS MEETING

The clock ran out and the meeting adjourned at 9:40 p.m.

Respectfully Submitted by:

Attest:

Clerk of the Council Pro Tem Dana Smith

Mayor Tonya Graham