

Croman Mill Redevelopment Update

Ashland, Oregon

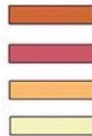


City Council Presentation

November 7, 2023

POTENTIAL USE AREAS

Compatible Industrial
Mixed-Use
Commercial Mixed
Use
Multi-Family Mixed
Residential
Single-Family Mixed
Residential





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

Current Status

1. Pre-app tomorrow for application, proposed new district standards and zoning code, site plan, annexation
2. Traffic Impact Analysis – firm has begun, draft design for Siskiyou intersection (ODOT is reviewing)
3. Economic opportunities analysis complete (Johnson Economics); we meet State / DLCD legal requirements as well as City goals
4. Infrastructure finance – proposal in development for public improvements – paths, trails, major streets, parks (MuniCap)

Environmental Remediation – Now Under Way

Current owners have hired prominent national firm SCS Engineers

← → ↺ ↻

scsengineers.com/locations/

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SCS ENGINEERS
Environmental Consultants and Contractors

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LOCATIONS



Locations

Southeast

Mid-Atlantic

Northeast

Midwest

Upper Midwest

Texas

Central

Southwest

Northwest

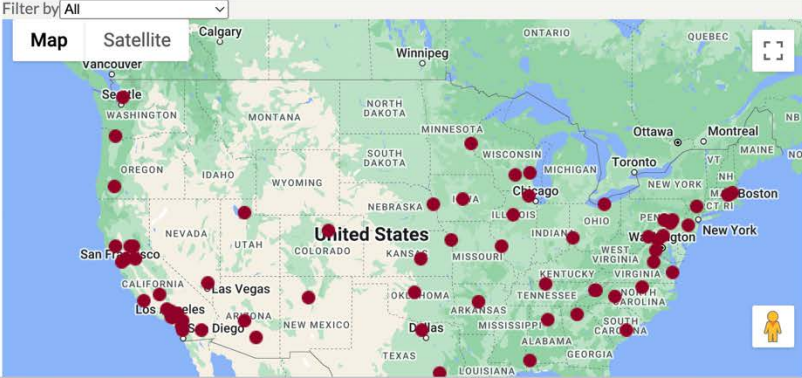
Nationwide Locations

SCS offices are staffed by professionals who understand local conditions and local regulations. We reach out to our specialists and experts to combine the best of both a national state-of-the-art and local sensitivity.

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Map

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Remediation status (our understanding)

- Former timber mills normally not major problems
- Current owners are making progress
- Testing under way, Oregon DEQ is monitoring
- Some cleanup to be expected, also grading of the site



Economics Team:

- Jerry Johnson's EOA update shows we meet State requirements
- Thad Wilson is proposing a public-private model for public infrastructure to unlock wider benefits for the full district and the city as a whole

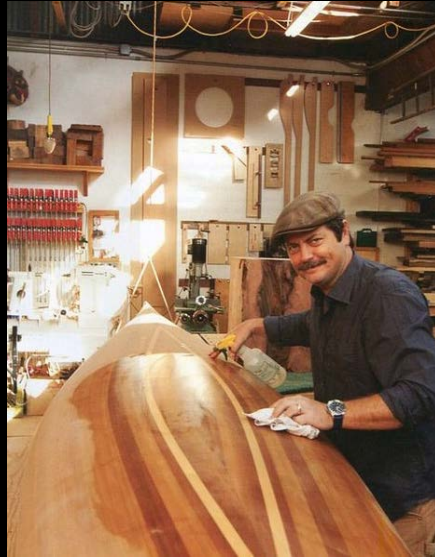


Jerry Johnson
Principal, Johnson Economics



Thad Wilson
Senior Vice President, MuniCap

Family-wage employment... not just in isolated districts, but increasingly in more competitive live-work-play neighborhoods



(Sometimes in homes too! Work from home, home-based businesses, live-works et al.)



August 3, 2023

Mike Weinstock
TOWNMAKERS

Dear Mr. Weinstock,

The purpose of this letter is to report on the findings of our Economic Opportunities Analysis (EOA) update for the City of Ashland, Oregon, as they apply to your proposed redevelopment of the Croman Mill site in Ashland.

As you know, we recently completed an addendum to update the City's 2007 EOA. Following are our key findings as they apply to your site:

- *The current buildable acres inventory of industrial/office in the city is more than enough to satisfy the State's requirements and support City's Comprehensive Plan goals, even without adding any new industrial/office at the Croman Mill site.* This reflects the fact that employment growth and demand for employment land has been sluggish since 2007. Using a reasonable forward projection from this data, my report shows a current surplus of 101.6 acres of industrial/office buildable acres, whereas there is 61.1 buildable acres available at your Croman Mill site. Therefore, even with a total rezone of the industrial/office land at the Croman Mill site, the City would retain a surplus of 40.5 buildable acres.
- *In addition, I reported a modest deficit of commercial buildable land (retail, office, health) of 3.6 acres, which could be accommodated at Croman Mill.* This might work well in conjunction with surrounding mixed use industrial/office and residential, as your plan proposes.
- *Notwithstanding the State's land use requirements, the City has goals for employment growth, and has expectations that the Croman Mill site can provide an opportunity to grow the city's employment capacity.* Your plan aims to meet those goals with a mix of industrial, office, commercial, and residential. You also note that there is now a critical need for more diverse residential (as reported in the City's 2022 Housing Needs Analysis) and this housing can be complementary to compatible industrial, office and retail, by providing an economically competitive "live-work-play" neighborhood for employees as well as employers. In my opinion and based on my findings, this is a reasonable approach that is responsive to the City's stated goals.
- *For the purposes of establishing employment density estimates and targets, I recommend the values of 18 employees per acre for light industrial, office and/or retail land use zones, and 6 employees per acre for residential land uses.* The relatively high value for residential land use comes from the greatly increased patterns of working from home as well as home-based businesses and live-work formats, particularly in the wake of the COVID pandemic. The evidence suggests that these trends were already developing before the pandemic, have accelerated during the pandemic, and are likely to persist.



- *You have proposed a land use allocation formula of 1/3 light industrial, office and retail, and 2/3 mixed use residential, which I believe is a reasonable target.* Under this formula, an average employment density would be 10 employees per acre ($1/3 @ 18 + 2/3 @ 6$, divided by 3), which in my opinion is a reasonable project-wide target.
- *You have also proposed to deliver completed industrial/office sites totaling 1/3 of all sites in each phase, over three total phases, which I believe is a reasonable market-facing approach.* With shovel-ready sites, and with appropriate recruitment and marketing efforts, I believe Croman Mill will be well-positioned to capture the maximum potential market response with a competitive offering.

A copy of our EOA update is attached. I will be happy to answer any questions you may have.

Sincerely,

Jerry Johnson
Principal
Johnson Economics LLC



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Sincerely,

Jerry Johnson
Principal

Our proposed land use code (AMC 18.3.2):

1. Create flexible, market-facing zoning that allows the highest possible achievement of public goals
2. Specify coherent, walkable public realm while allowing a mix of uses
3. Deliver an agreed minimum of employment lands within each phase
4. Deliver an agreed minimum of tenant-ready employment spaces in each phase
5. Achieve Climate-Friendly Area designation

Our proposed land use code (AMC 18.3.2):

1. Does not modify the existing Croman Mill District plan for other property owners (except relating to street alignments to connect to our plan)
2. Creates two new zones: Compatible Industrial and Commercial – Mixed Use (“CIC-MU”) and Residential – Mixed Use (R-MU)
3. Establishes a baseline of area for each, but allows adjustments to meet changing market demand
4. Development agreement controls phasing, minimum amounts, infrastructure, etc.

Another key feature of the draft Land Use Ordinance is to preserve as much flexibility as possible in responding to the market, while providing additional baseline commitments of land uses and buildouts by phase through the Development Agreement.

The Development Agreement would commit to a formula of delivery for each of three phases, prior to commencement of subsequent phases, corresponding to the takedown schedule agreed to in the Townmakers' purchase and sale agreement for the property, as follows:

	<i>Minimum Employment Land Area²</i>	<i>Minimum Employment Buildings³</i>	<i>Maximum Housing Area⁴</i>	<i>Minimum Affordable Units (80% AMI)⁵</i>
Phase 1	150,000 SF	10,000 SF	300,000 SF	10
Phase 2	150,000 SF	10,000 SF	300,000 SF	10
Phase 3	(n/a) ⁶	(n/a) ⁶	(Maximum Per Entitlement)	(n/a) ⁶

In addition, the draft Land Use Ordinance will set the terms of achieving the State's "Climate Friendly Area" designation as sought by the City for the Townmakers property specifically.

² Net lot areas served by completed infrastructure. Surpluses carry over to reduce required minimums in subsequent phases.

³ Tenant-ready shell spaces. Surpluses carry over to reduce required minimums in subsequent phases.

⁴ Net lot areas served by completed infrastructure (number of units to be determined per density parameters)

⁵ Minimum as required by statute, in addition to "middle housing" and "attainable housing"

⁶ (Last phase would not have minimum conditions for subsequent phases)

Other proposed elements:

Chapter 18.3.2 CROMAN MILL DISTRICT

Sections:

- **18.3.2.010 Purpose.**
- **18.3.2.020 Applicability.**
- **18.3.2.030 General Requirements.**
- **18.3.2.040 Allowed Uses.**
- **18.3.2.050 Dimensional Standards.**
- **18.3.2.060 Site Development and Design Standards.**
- **18.3.2.070 Open Space Zone.**

18.3.2.010 Purpose

The purpose of this section is to **establish a special district for the orderly development of the Croman Mill site.** ~~implement the Croman Mill Site Redevelopment Plan.~~ The district is designed to provide an environment suitable for employment, recreation, and living. The CM district is a blueprint for promoting family-wage jobs, professional office and manufacturing commerce, neighborhood-oriented businesses, mixed-use projects, and community services in a manner that enhances property values by providing transportation options and preserving significant open spaces while minimizing the impact on natural resources through site and building design. The Croman Mill District Standards were adopted by the City Council on August 17, 2010 (Ordinance No. [3031](#)), and amended on December 16, 2011 (Ordinance No. [3053](#)).

REPLACE WITH:

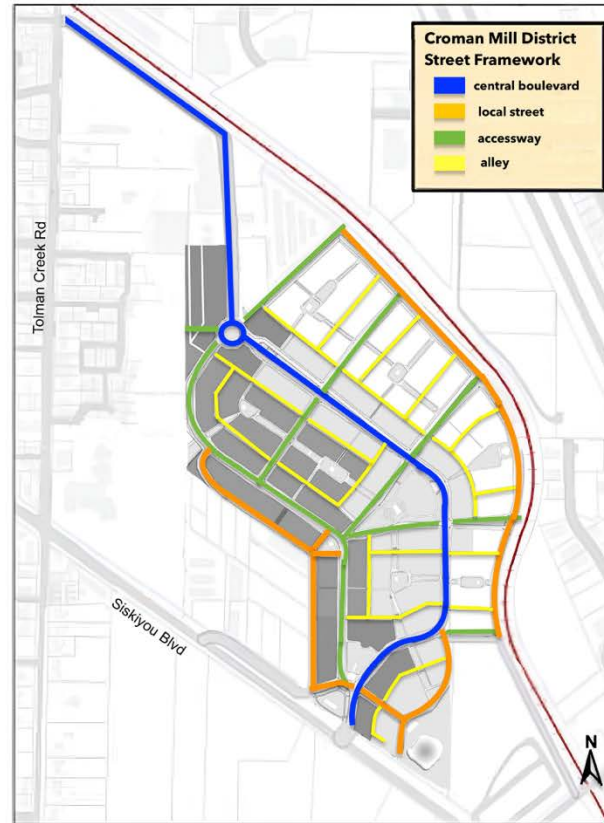
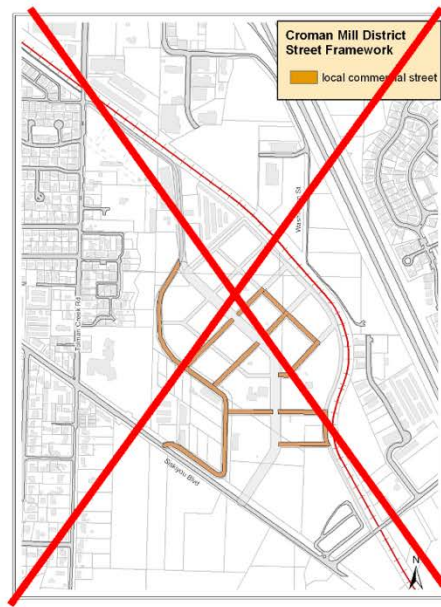


Figure 18.3.2.060.A.4.a. Street Framework

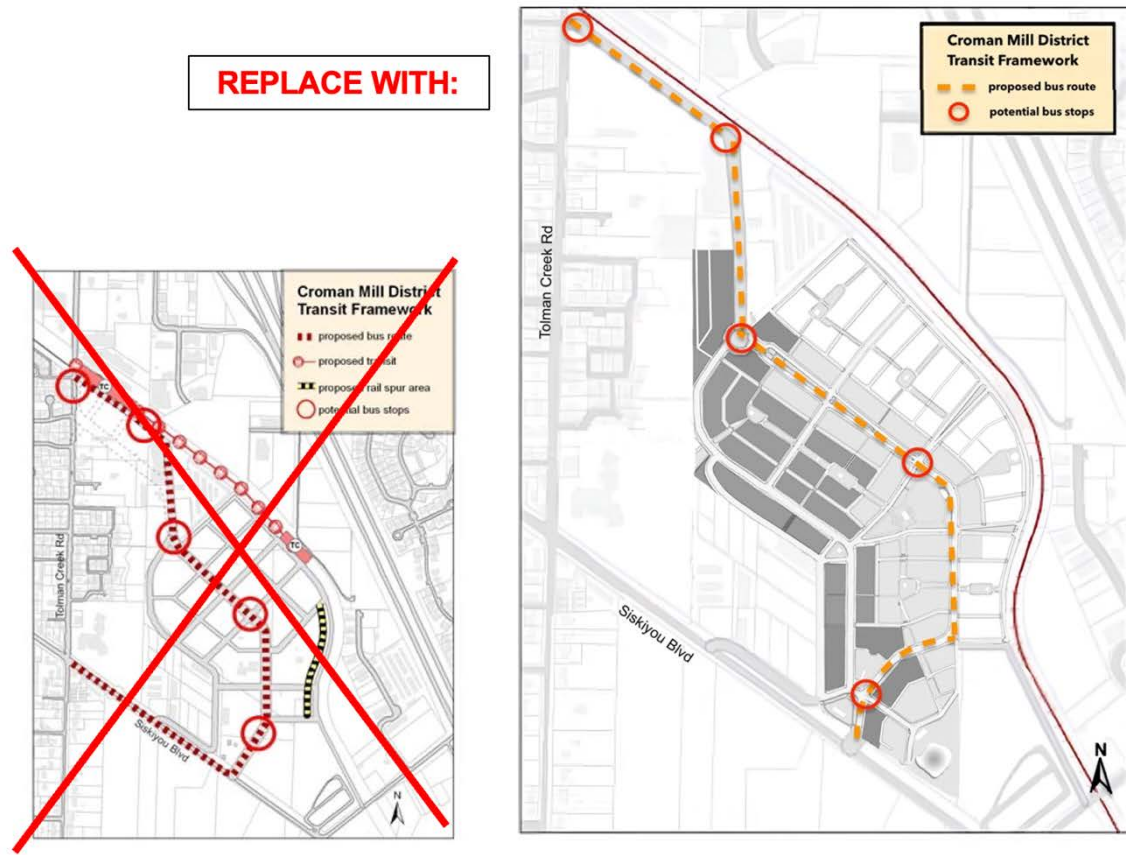


Figure 18.3.2.060.B.12. Transit Framework

a. All large scale development located on an existing or planned transit route shall accommodate a transit stop and other associated transit facilities unless the Community Development Director determines that adequate transit facilities already exist to serve the needs of the development; or

REPLACE WITH:

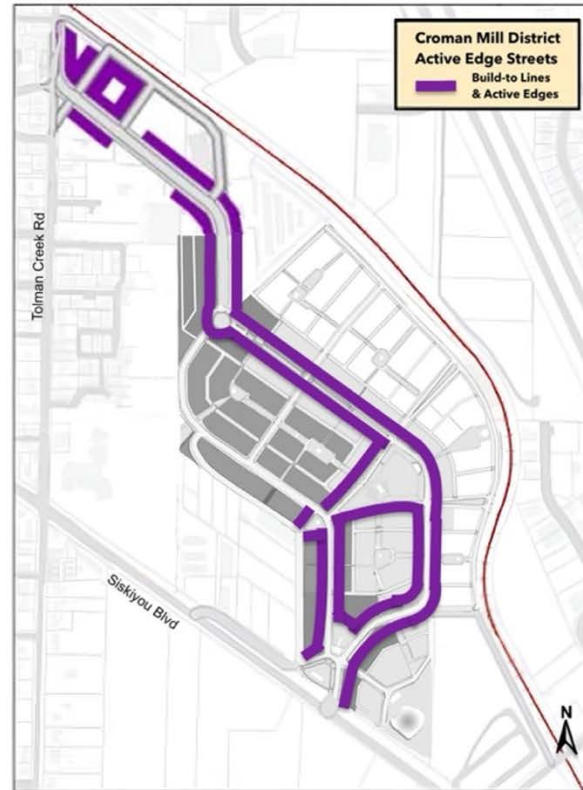
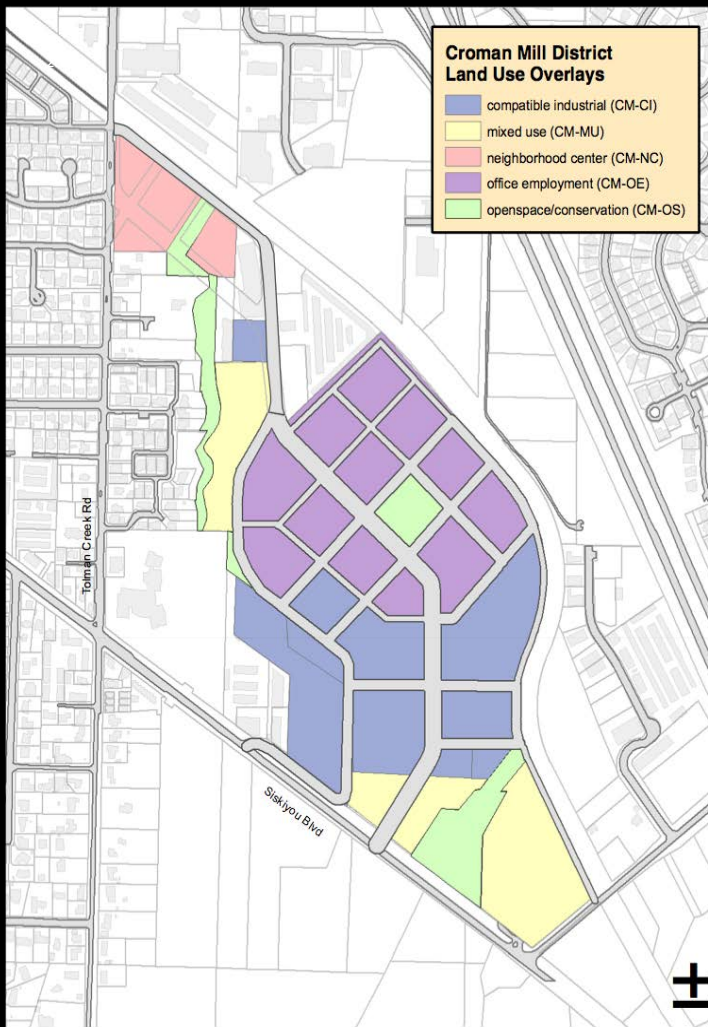


Figure 18.3.2.060.B.2. Active Edge Streets

- a. Buildings shall be set back not more than ten feet from a public sidewalk unless additional setback area is used for pedestrian entries, such as alcoves, or for pedestrian activities such as

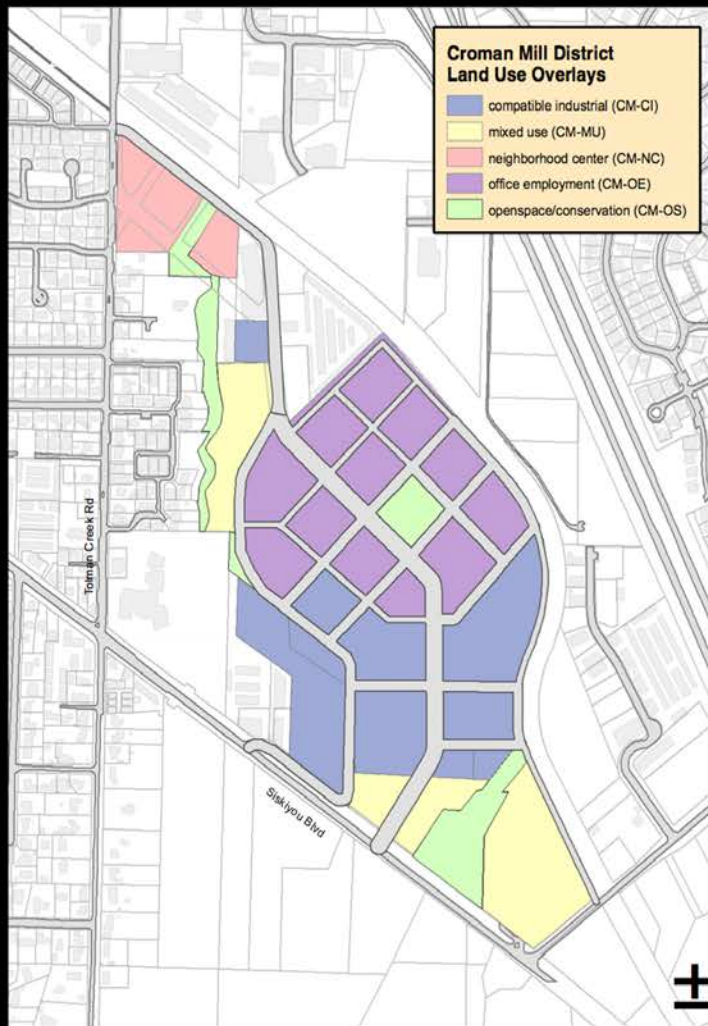
2010:



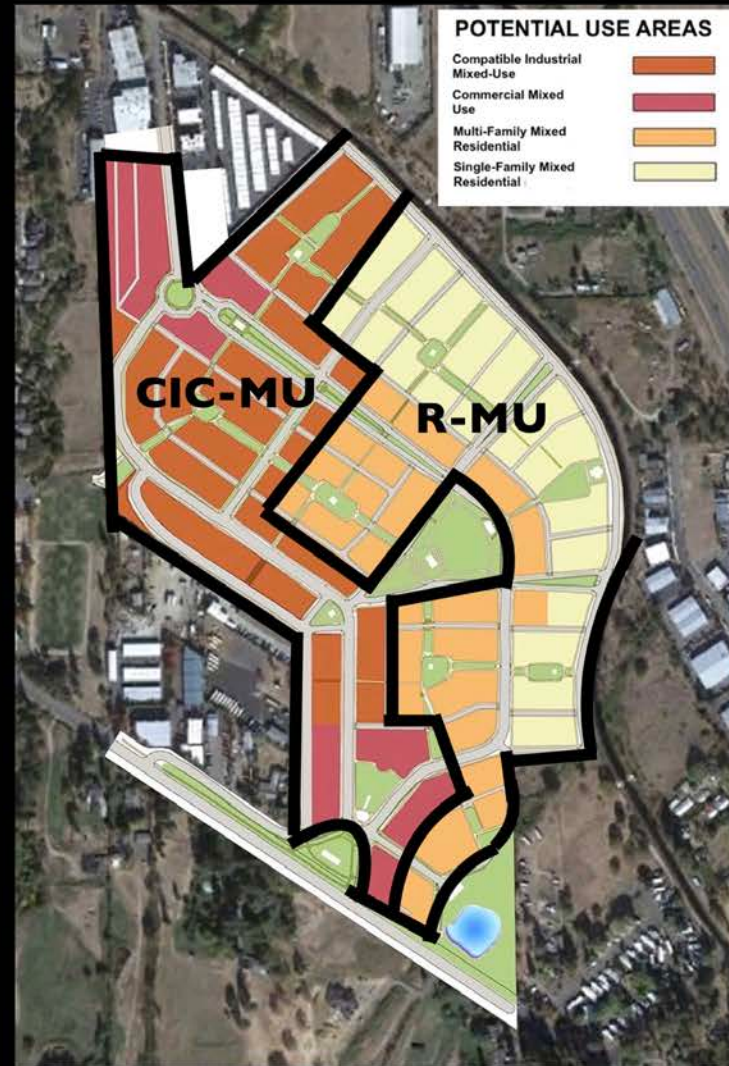
2023:



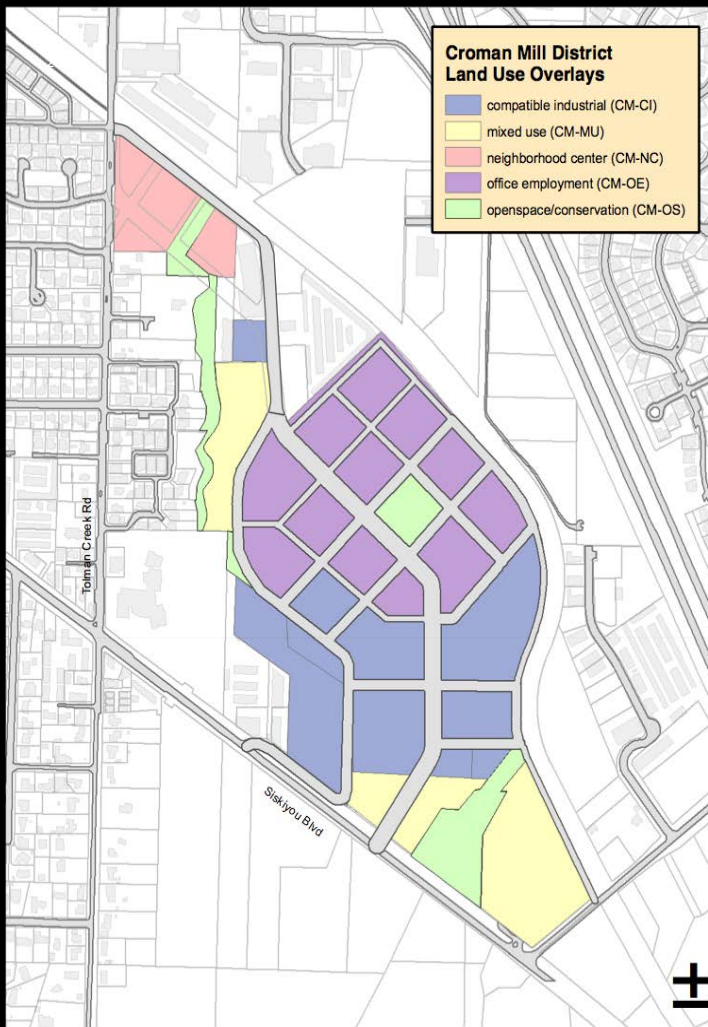
2010:



2023:



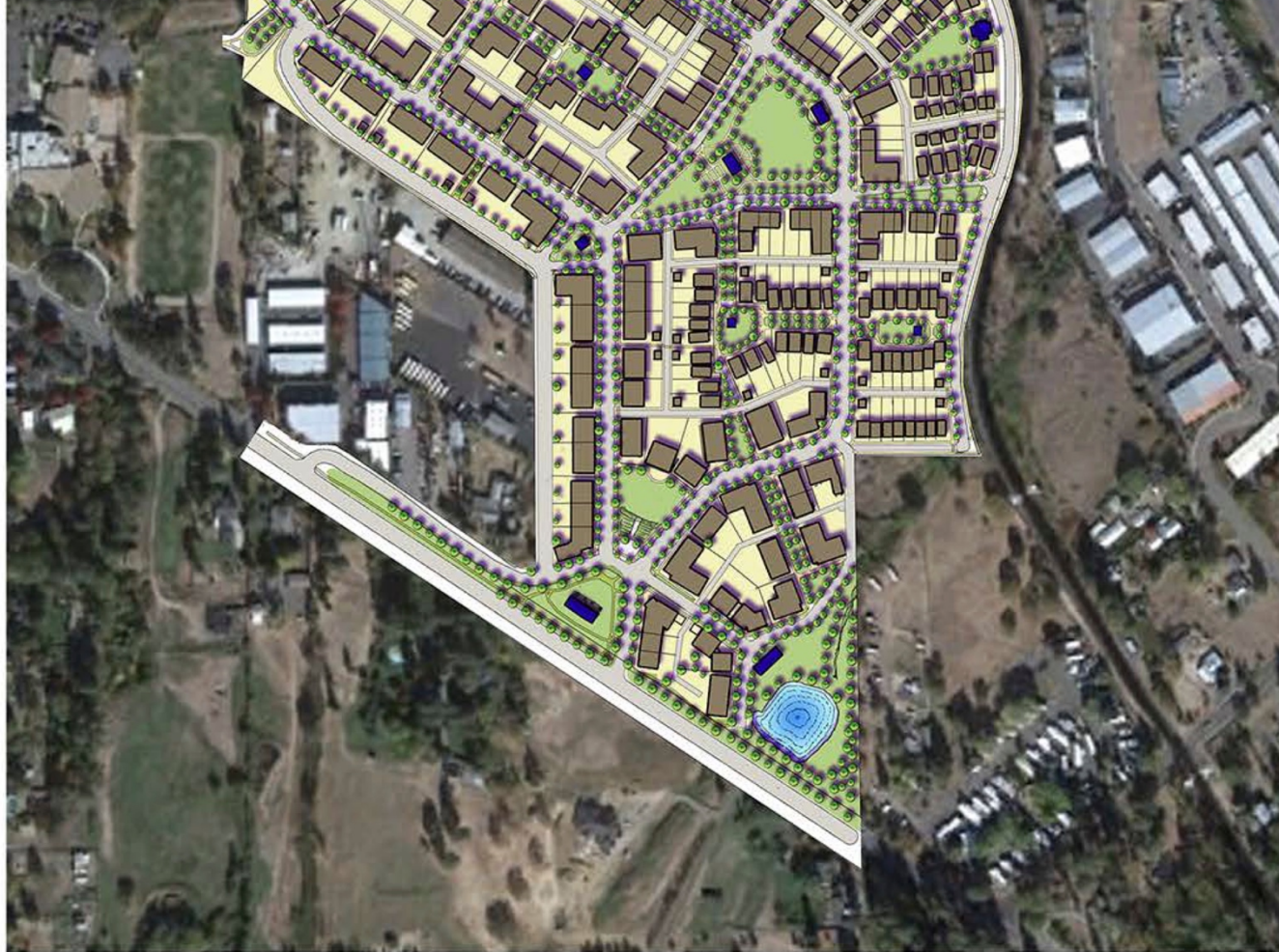
2010:



2023:



Phase One Area



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

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

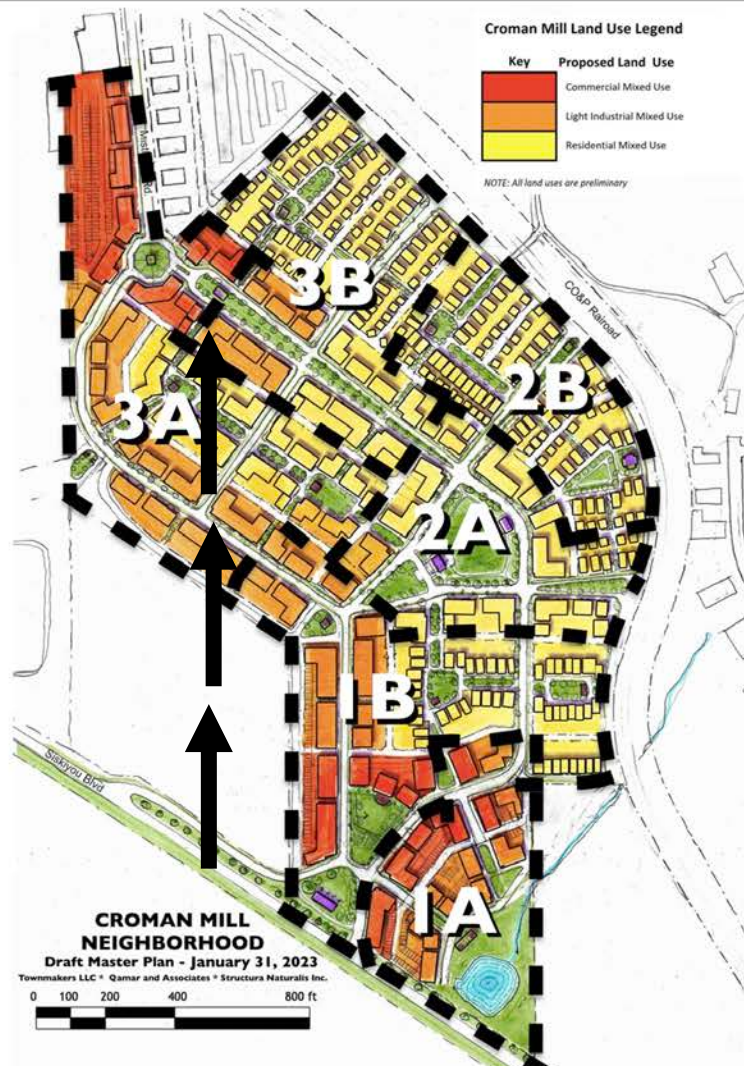
0 100 200 400ft.



Croman Mill Land Use Legend

Key	Proposed Land Use
	Commercial Mixed Use
	Light Industrial Mixed Use
	Residential Mixed Use

NOTE: All land uses are preliminary



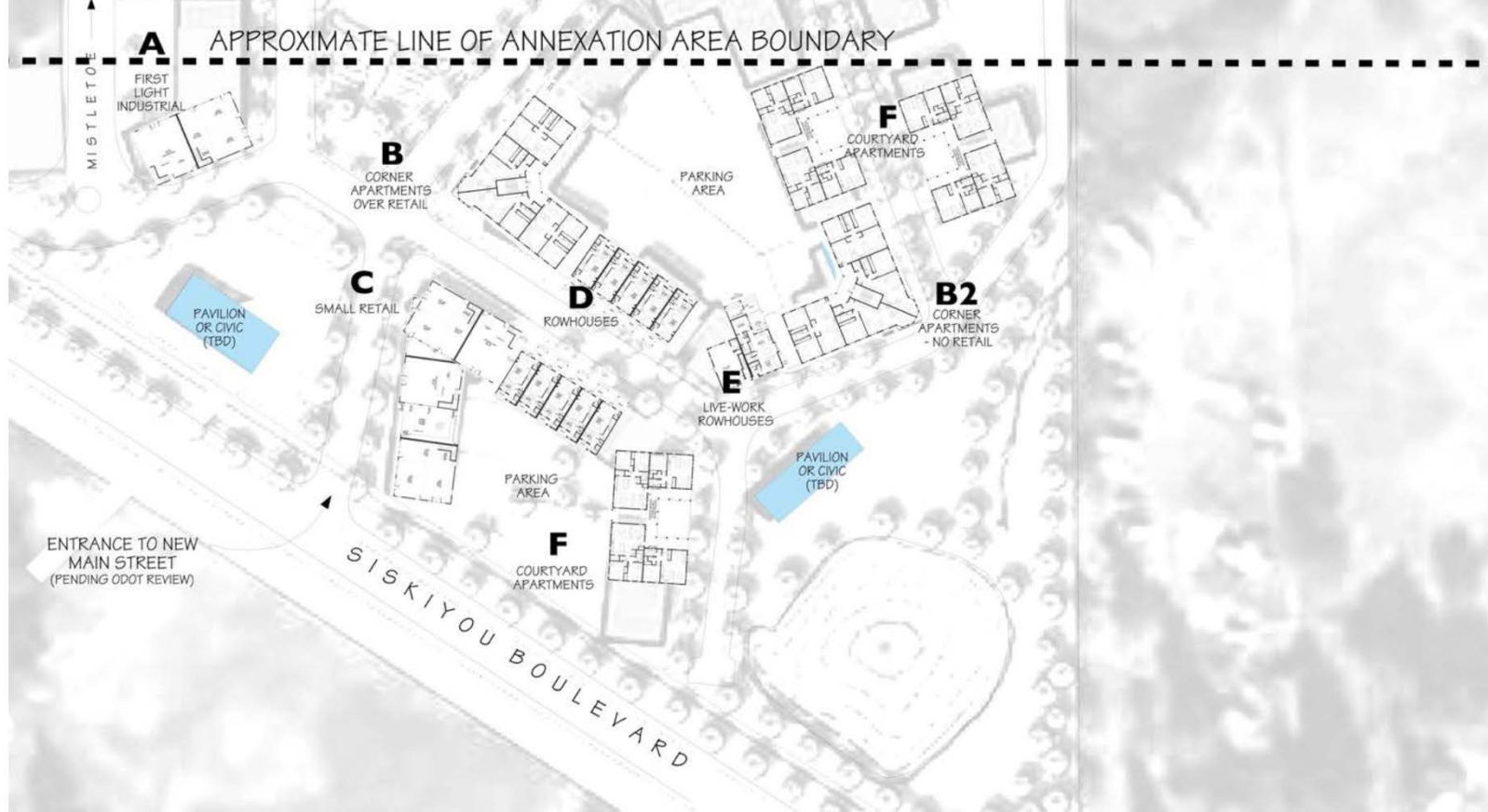
CROMAN MILL NEIGHBORHOOD

Draft Master Plan - January 31, 2023

Townmakers LLC • Qamar and Associates • Structura Naturalis Inc.

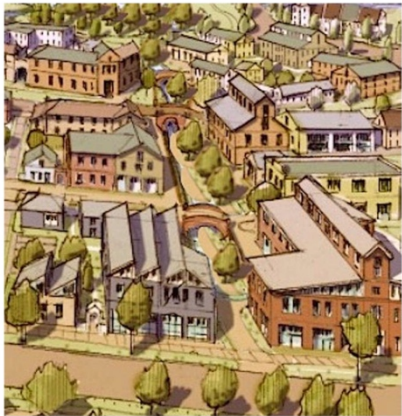
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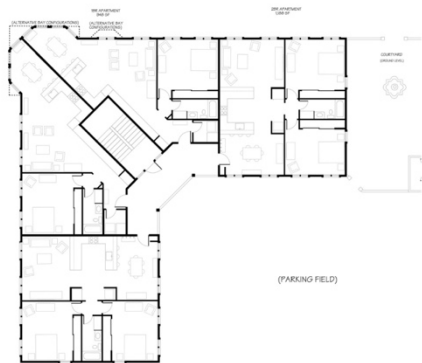


Phase One includes a representative sampling of all buildings in future phases, including “compatible industrial,” commercial, and residential, as well as parks and open space. The residential includes single-family as well as multi-family.

A. Compatible Industrial:



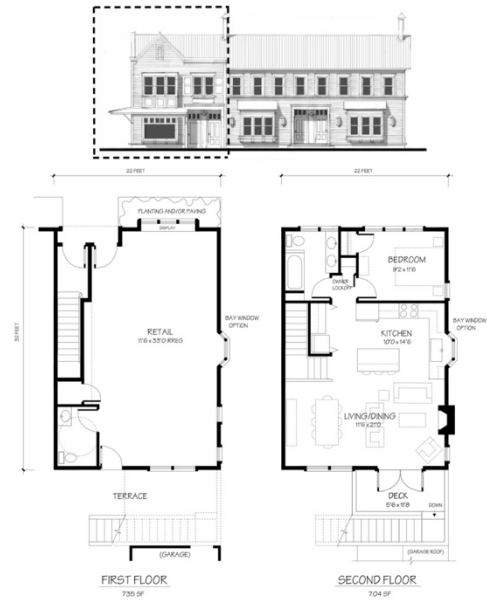
B. Corner Apartments Over Retail:
(Elevation pending)



C. Small Retail:



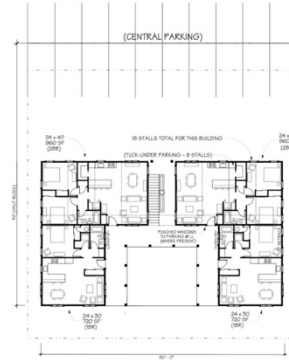
E. Live/Work Rowhouses:



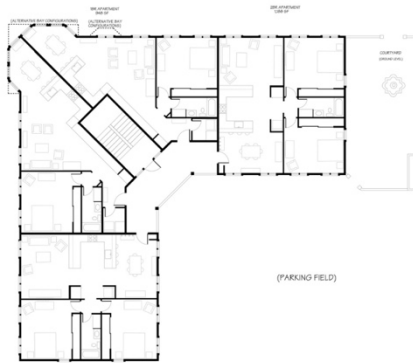
D. Rowhouses:



F. Courtyard Apartments:
(Elevation Pending)



B2: Corner Apartments (No Retail):
(Elevation Pending)





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

Thank You!