

Council Study Session

February 6, 2023

Agenda Item	Croman Mill District Redevelopment	
From	Brandon Goldman	Interim Community Development Director
Contact	Brandon.goldman@ashland.or.us	
Item Type	Requested by Council <input checked="" type="checkbox"/> Update <input type="checkbox"/> Request for Direction <input type="checkbox"/> Presentation <input type="checkbox"/>	

SUMMARY

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

POLICIES, PLANS & GOALS SUPPORTED

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

BACKGROUND AND ADDITIONAL INFORMATION

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

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

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

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

FISCAL IMPACTS

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

DISCUSSION QUESTIONS

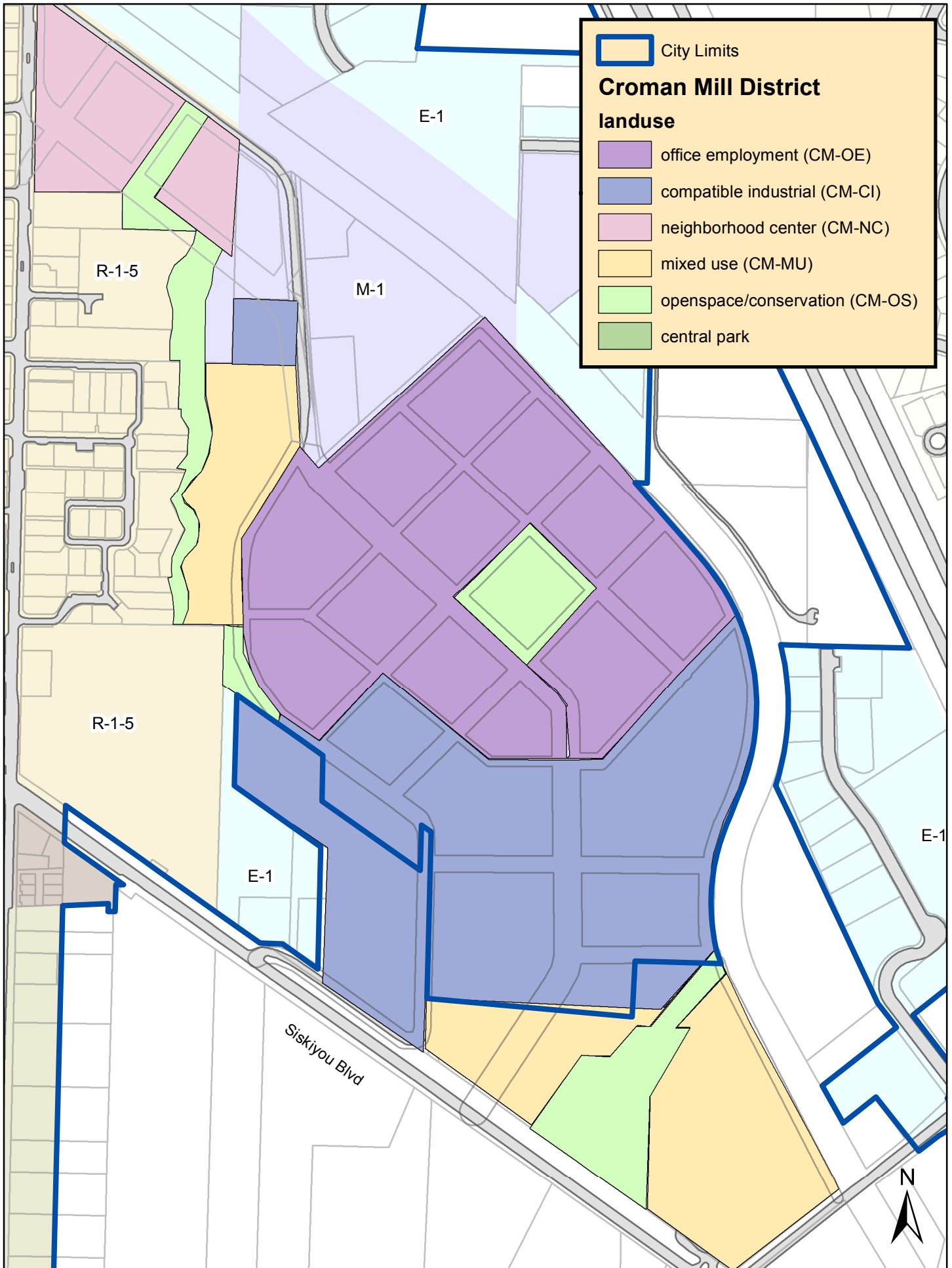
Townmakers LLC is available at this Council study session to address questions the Council may have prior to formalizing a development proposal to submit for consideration.

REFERENCES & ATTACHMENTS

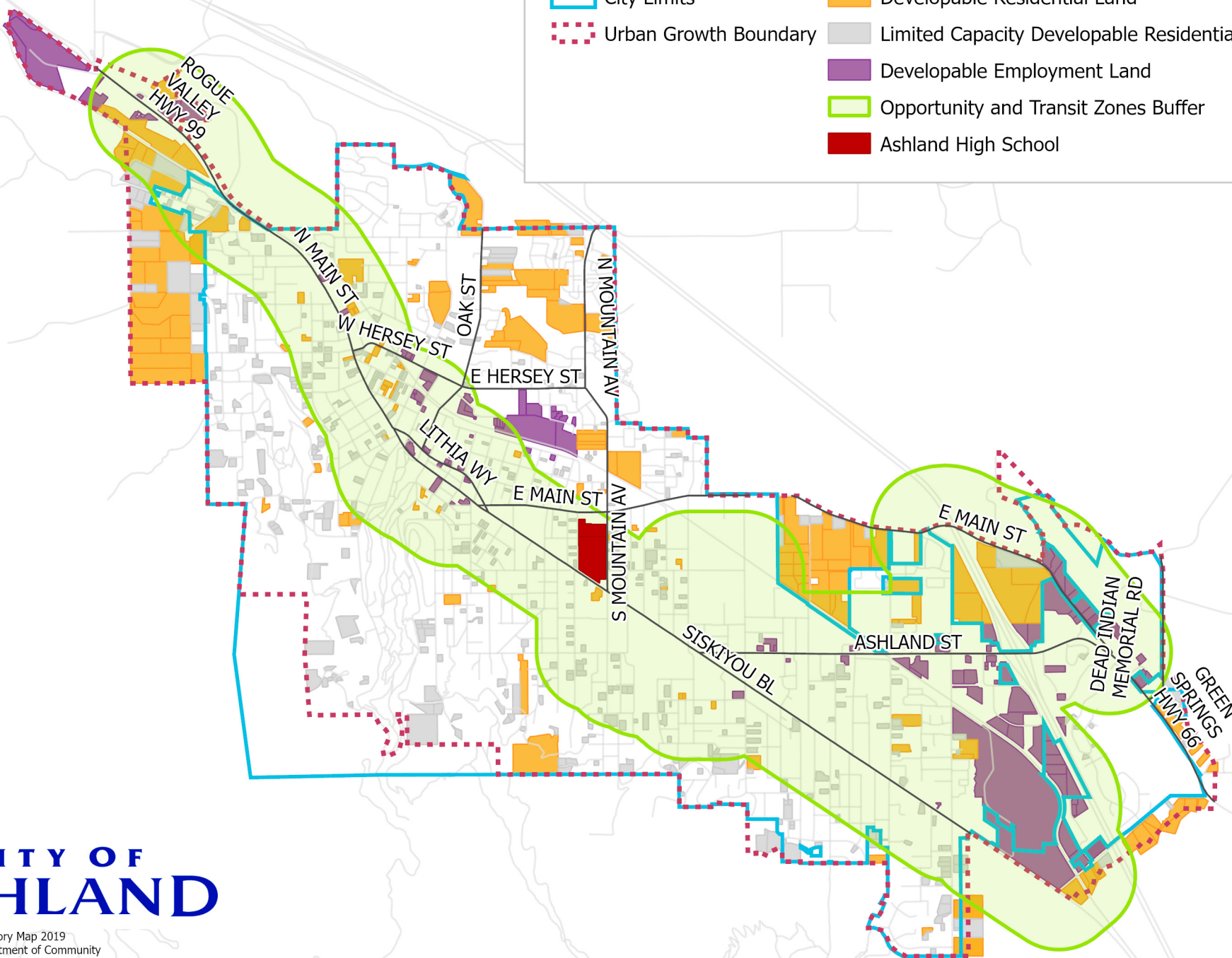
1. Croman Mill District Aerial Photo
2. Croman Mill District Existing Zoning Map
3. Developable Land Map
4. Activity Centers Map
5. Townmakers Croman Mill Redevelopment Plan
6. TownMakers LLC – Croman Mill webpage
<https://www.townmakers.net/croman-mill>
7. Croman Mill District Land Use Ordinance - [chapter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



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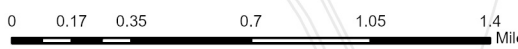


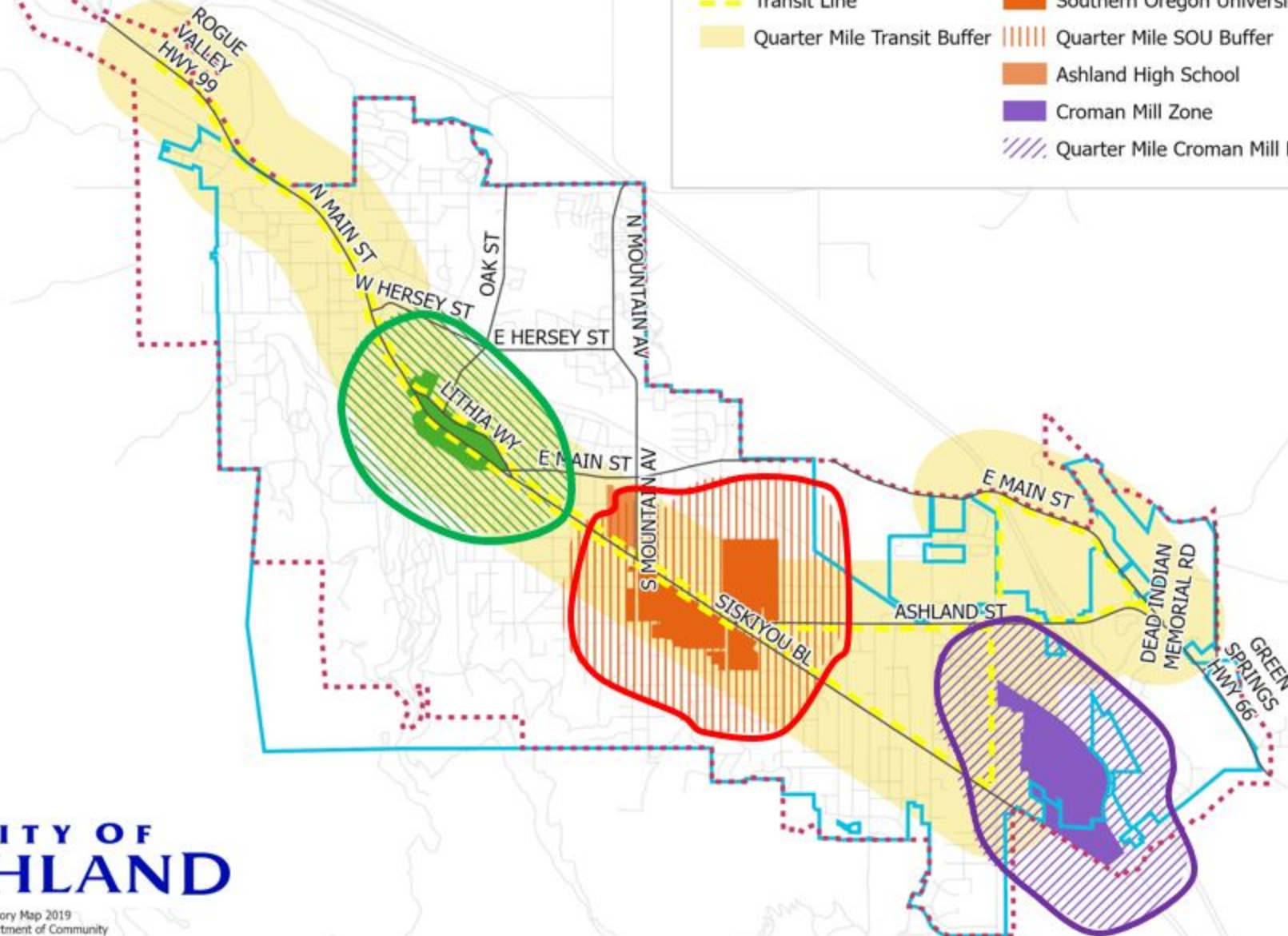
- City Limits
- Urban Growth Boundary
- Developable Residential Land
- Limited Capacity Developable Residential Land
- Developable Employment Land
- Opportunity and Transit Zones Buffer
- Ashland High School



CITY OF ASHLAND

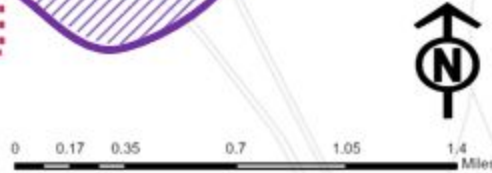
Buildable Lands Inventory Map 2019
 Produced by the Department of Community
 Development
 Sources:
 Ashland Building Department data
 Jackson County Assessor data
 City of Ashland 2019 BLI
 City of Ashland GIS





CITY OF ASHLAND

Buildable Lands Inventory Map 2019
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Croman Mill Redevelopment Plan

As of February 2, 2023

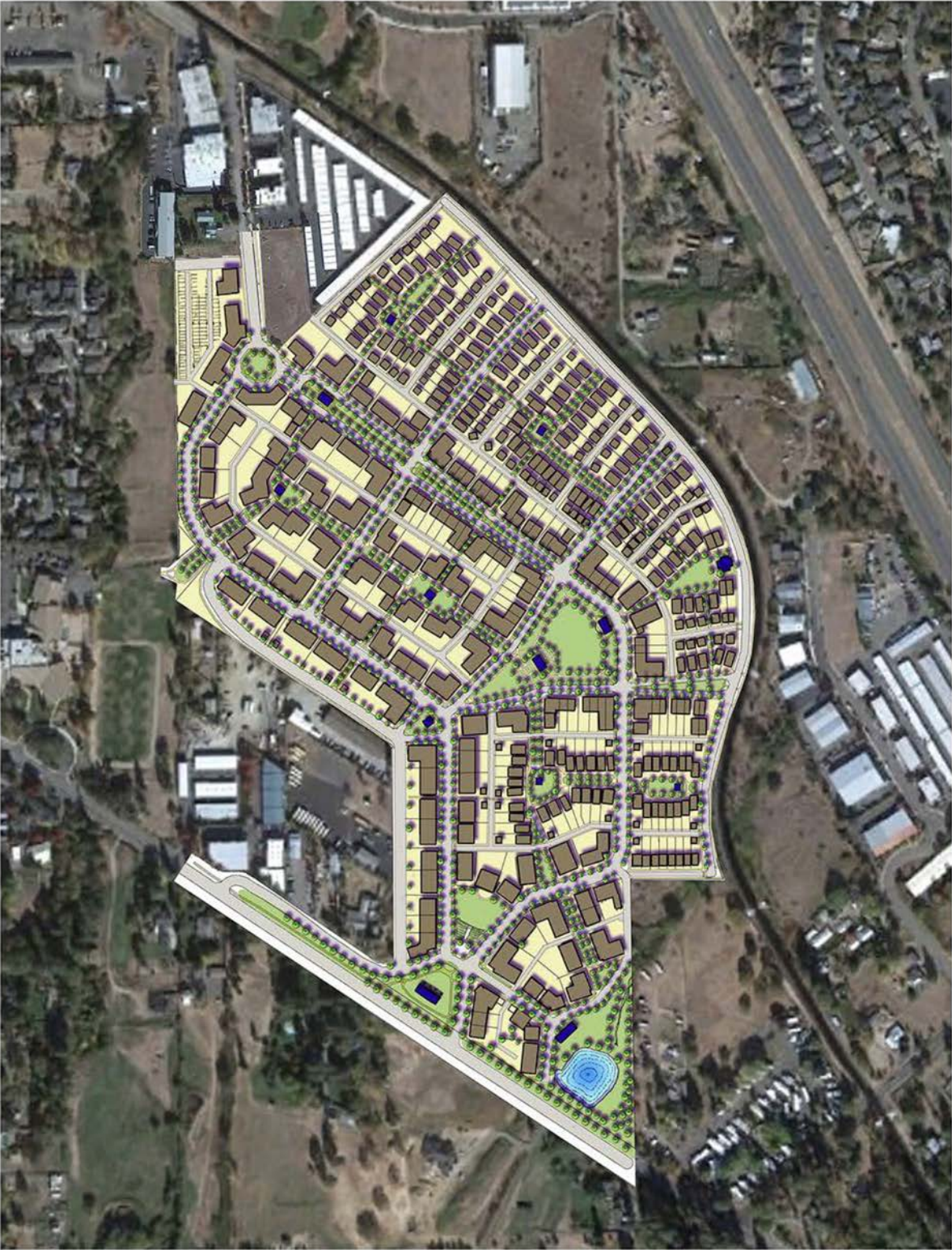
*Ashland, Oregon * Townmakers LLC*

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

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

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

ILLUSTRATIVE PLAN:



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

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



POTENTIAL REGULATING PLAN A
Possible use areas depending on market conditions



POTENTIAL REGULATING PLAN B
Possible use areas depending on market conditions



POTENTIAL REGULATING PLAN C
Possible use areas depending on market conditions



SITE RENDERING:



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