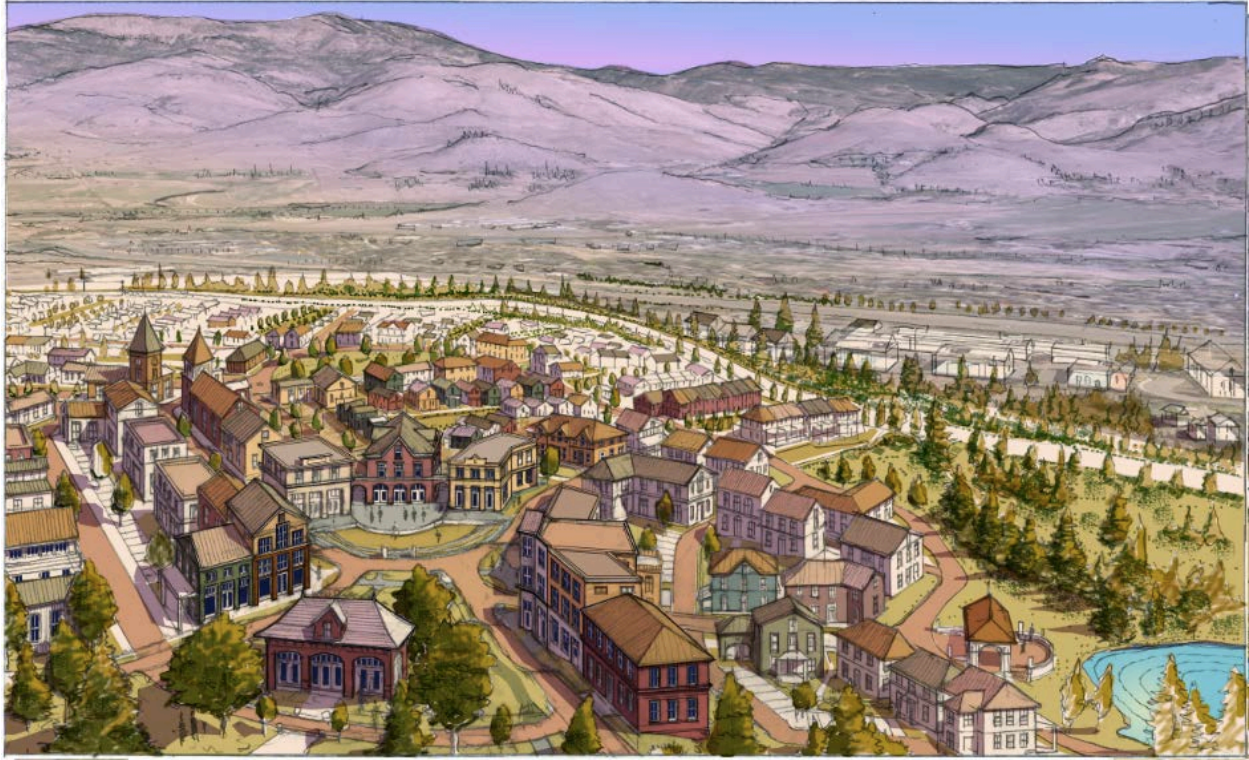




Croman Mill Ashland, Oregon

Charrette Report

DRAFT
March 15, 2022

Structura Naturalis Inc.
Qamar and Associates Inc.
Parametrix Engineering, Planning, Environmental Services Inc.

Croman Mill

Charrette Report

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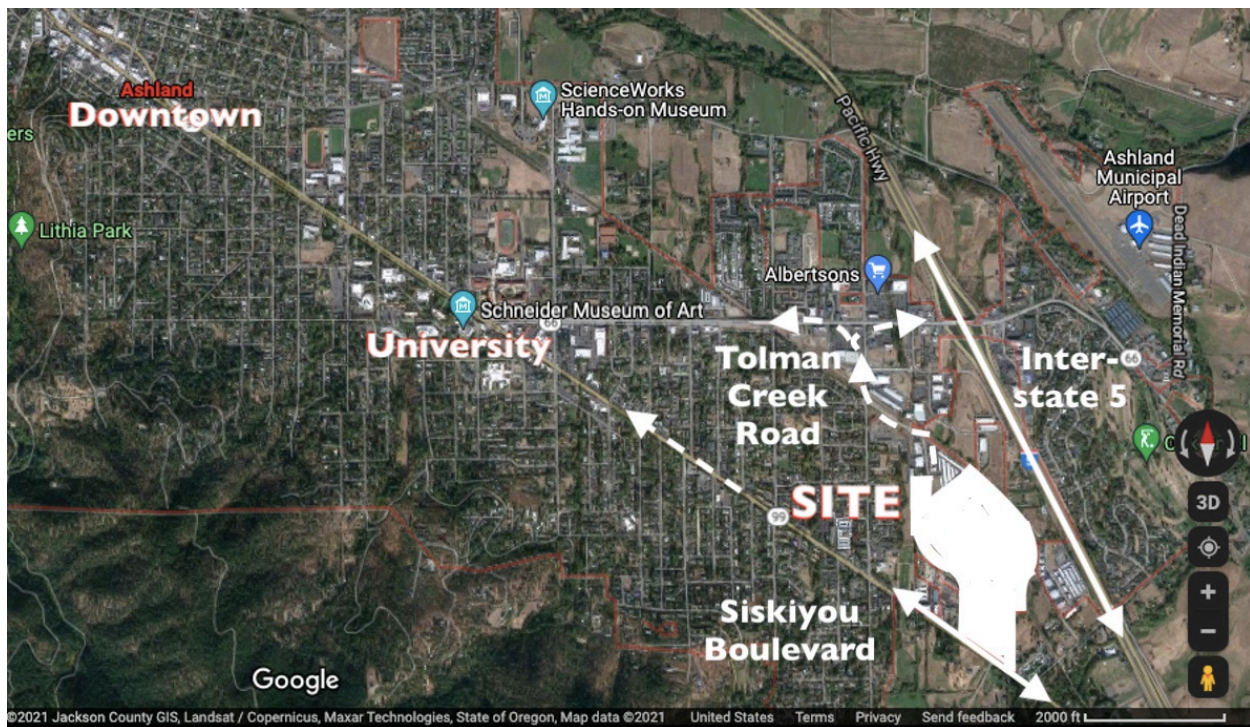
EXECUTIVE SUMMARY

- The property is 60.92 acres comprising a former timber mill site and adjoining homestead, lying at the southern end of Ashland, Oregon.
- The site is ideally positioned as an urban extension on the southern end of Ashland, with excellent connections to the main arterials of Siskiyou Boulevard and Interstate 5. Infrastructure and services are readily available, and the remediation of the site is moving forward.
- The property is already zoned for redevelopment, with a focus on office and “compatible industrial” (see Croman Mill District, Chapter 18.3.2 of the Ashland Land Use Ordinance, Appendix II). At the same time, demand is growing for additional residential uses as well as new formats of light industrial. The City appears willing to entertain a rezone, although the process will require a Comprehensive Plan amendment and will need to be planned with the advice of legal counsel. (A smaller 6.01 acre portion to the south will need to be annexed to the City as well, but this appears to be feasible.)
- As a former timber mill, the site is a brownfield redevelopment that includes “Recognized Environmental Conditions” (RECs) that will require cleanup to be completed through negotiations with the current owner. This will include a Voluntary Cleanup program in cooperation with the Oregon Department of Environmental Quality, leading to a “No Further Action” determination. (See the Phase I Environmental Report completed in November, 2021.)
- The general environment for development appears excellent, with growing relocations of individuals and businesses seeking greater small-town livability and cultural amenities in Ashland.
- The master plan concept proposes a mixed-use development of compact single-family and multi-family homes as well as mixed-use, commercial and civic buildings, all accessed through a network of greenways and lanes (AKA “alley-loaded”).

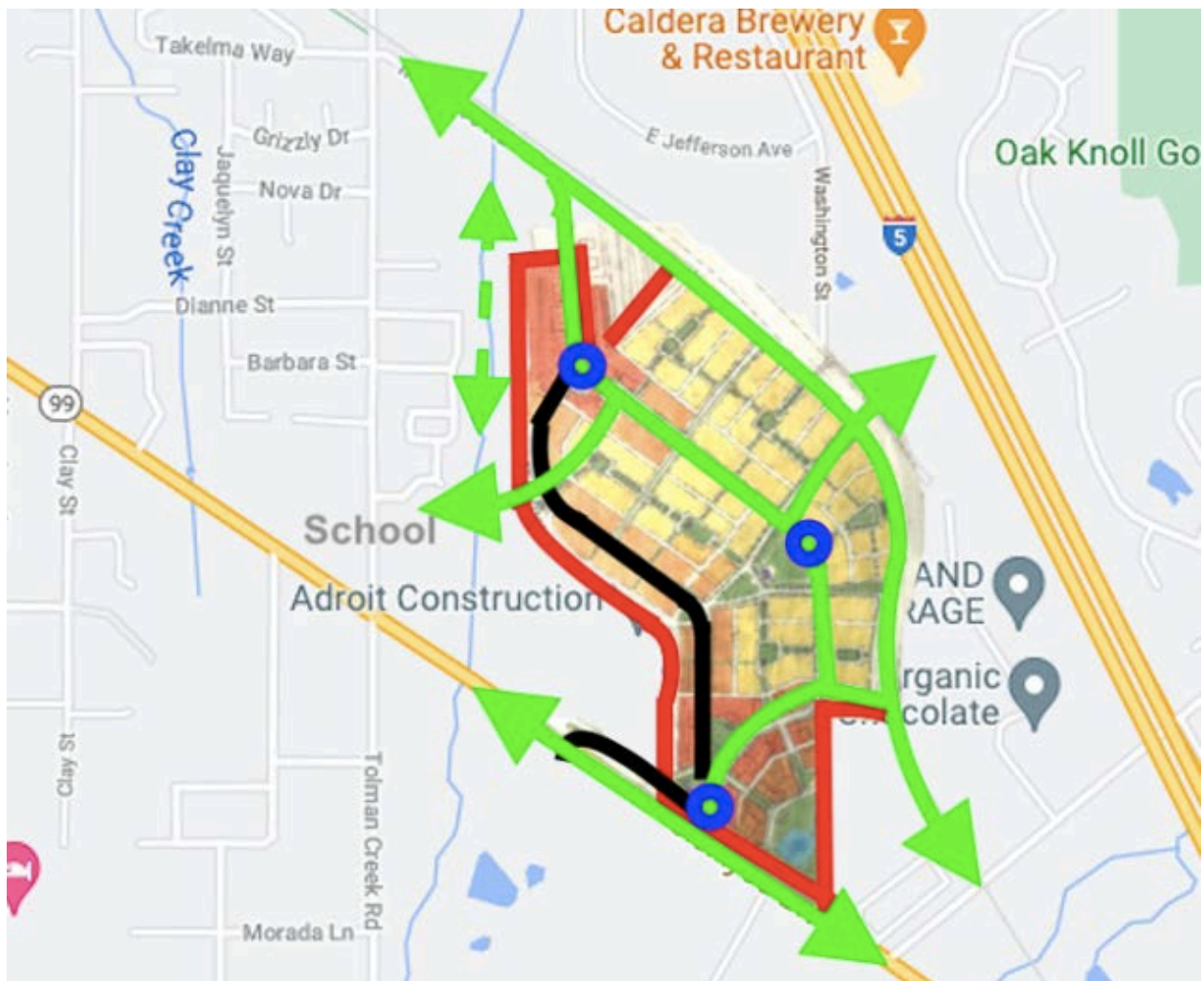
BACKGROUND AND ANALYSIS

General location. Ashland is near the border of Oregon and Washington, lying along Interstate 5 at the foot of the Siskiyou Mountains. The area is scenic and has a moderate four-season climate. It is already a popular area for retirees. The City of Ashland hosts the world-famous Shakespeare Festival, and plays and other cultural activities operate year-round. Southern Oregon University also enriches the cultural attractiveness and employment potential of the city.

Specific location. The site lies at the southern end of Siskiyou Boulevard where it converges with Interstate 5. Siskiyou Boulevard connects the south side to the University (approx.. 1.5 mi.) and downtown (approx.. 3 mi.). Mistletoe Road and Tolman Creek Road connect the east and north sides of the site to Interstate 5, and to the major east-west arterial of Ashland Street.



Other access and connectivity. In addition to these main arterials, the site has excellent connectivity to a neighborhood elementary school, and to present and future hike and bike trails, including Tolman Creek Trail, and a major new hike and bike trail following the CORP railroad alignment.



Existing and potential pedestrian and bike routes and connections.

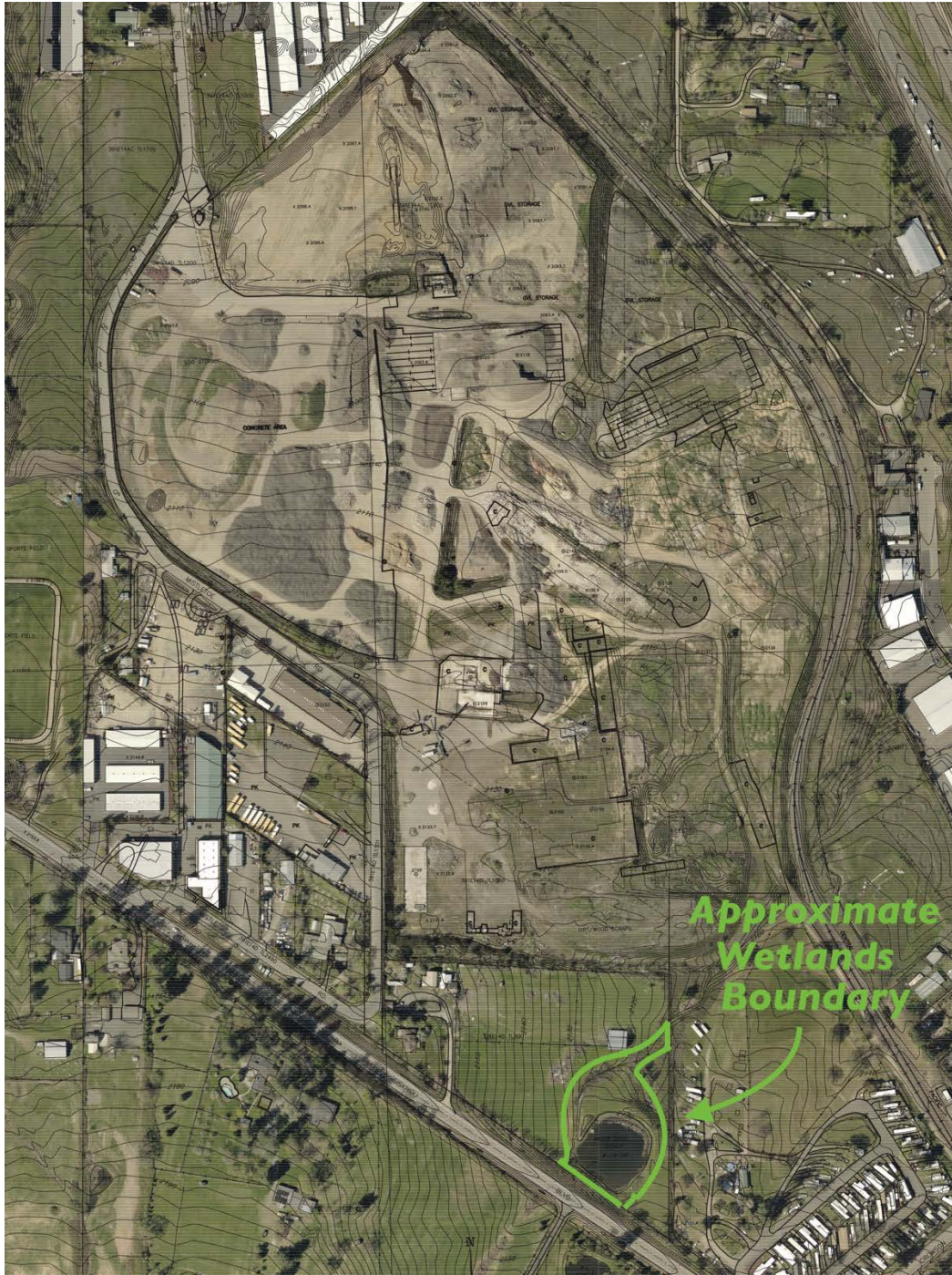
Utilities, general services. The site appears well-positioned to receive extensions of the existing utility services.



Insets of water, sewer and electric indicating availability.

Critical Areas and Buffers/Setbacks

There is only one major wetlands area to the southeast, including a beautiful pond and stream. This will require setback buffers and appropriate protection measures, although it will also provide an important amenity for the community.



DESIGN TEAM PROCESS

The team began the process in July 2021 with background document assembly and research, followed by a scoping trip to the site and a meeting with the City to discuss the site, the City's process, and goals for development of all parties.

Scoping Trip Photos, July 2021:



Gathering on site with existing owner representative and current user



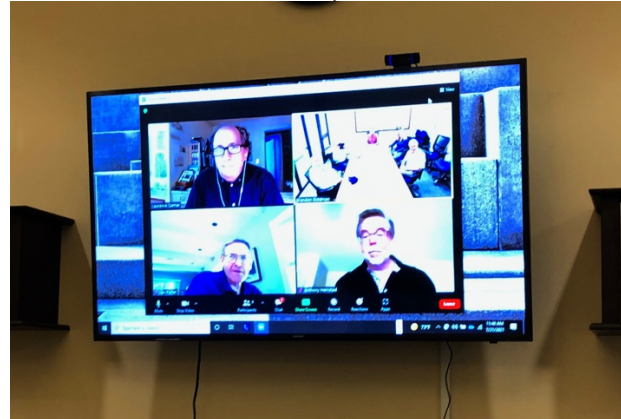
View from the upper entry area of beautiful hills



Former mill structures at center of site



Inspecting former mill operations area, a brownfield site



City staff meeting with online and in-person components

“SWOT” Analysis

As a normal part of our scoping analysis, we examined the strengths, weaknesses, opportunities and threats of the site (“SWOT”). Following are our findings:

Strengths

- Excellent position at the southern end of Ashland, forming a potential “urban extension” of the city.
- Beautiful views of distant hills, mountains and landscapes.
- A ready area for development on the southern end, connecting to Siskiyou Boulevard.
- A beautiful pond and stream near the entrance.

Weaknesses

- Brownfield remediation requirements.
- A challenging grade change from the old homestead to the south to the mill site to the north.
- There is poor connectivity along the northeast and east sides, where a railroad track poses a barrier and possibly a noise issue in the future.
- The site is only on one side of Mistletoe Road, with unknown future uses on the other side.

Opportunities

- The site offers very good connectivity for a neighborhood commercial component to the south, and moderate connectivity for a component to the north (which may be more light industrial in use and character).
- The site offers an excellent opportunity to create a live-work-play environment with a very high quality of life, with a range of employment and business creation opportunities, and with a diversity of home sizes, types and prices.

Threats

- Unforeseen brownfield remediation issues.
- Unforeseen changes to market conditions; disruptive natural events (e.g. the COVID-19 pandemic); other regulatory actions affecting buildout.
- Growing wildfire and air quality risks affecting market appeal.
- Local political reaction(s) to development.
- Normal competition from other developments.

Charrette

September 27-October 1, 2021

In late September, 2021, the master planning team conducted a “design charrette,” an intensive workshop to produce and refine design concepts working with City staff, consultants, and other stakeholders.

The team met with a number of consultants and agency specialists who furnished information and review, including market analysis, floodplain, environmental conditions, and other technical aspects. The team spent considerable time walking the site, meeting with the current users, assessing views, and understanding the immediate environment and its strengths, weaknesses, opportunities and threats.

During each day, the team formulated a series of design concepts, presenting them for final review at the end of each day, in preparation for the cycle to begin the next day. In this way, the design progressed through an iterative cycle of major refinement and finalization in a short period of time.

A final presentation was delivered on October 1 (available on the Web at <https://www.youtube.com/watch?v=5ho6Bcbhaq8>).

Additional public meetings, city meetings and further illustrative materials are available on the Web at www.townmakers.net.

Charrette Photos:



Site Photos:

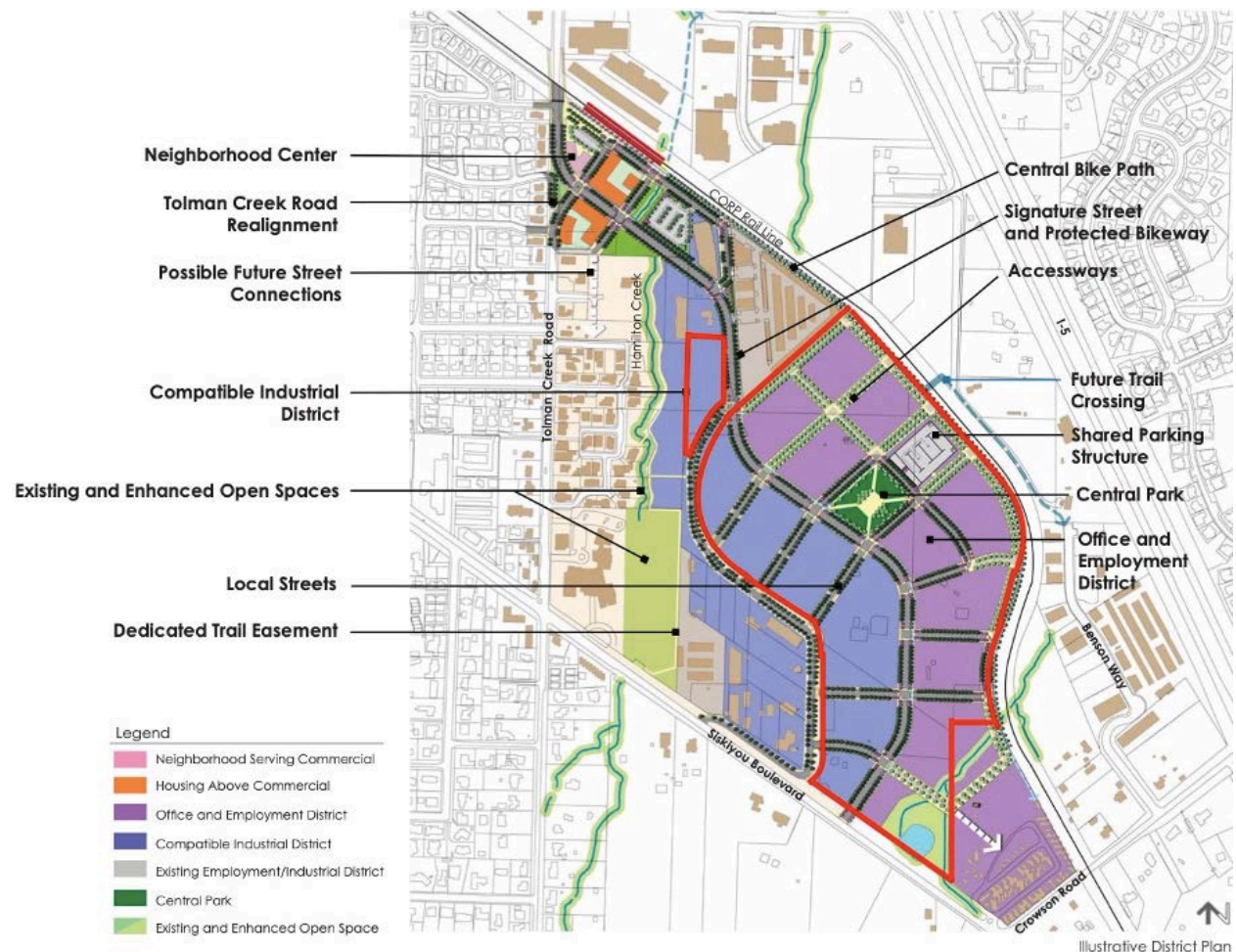


2008 and 2010 Plans

The team carefully considered the features included in the 2008 development plan and the 2010 Croman Mill District of the City of Ashland's Land Use Ordinance. We considered which features might change as well as remain, in particular with residential mixed-use included. The drawing below shows the 2008 plan with key features called out.

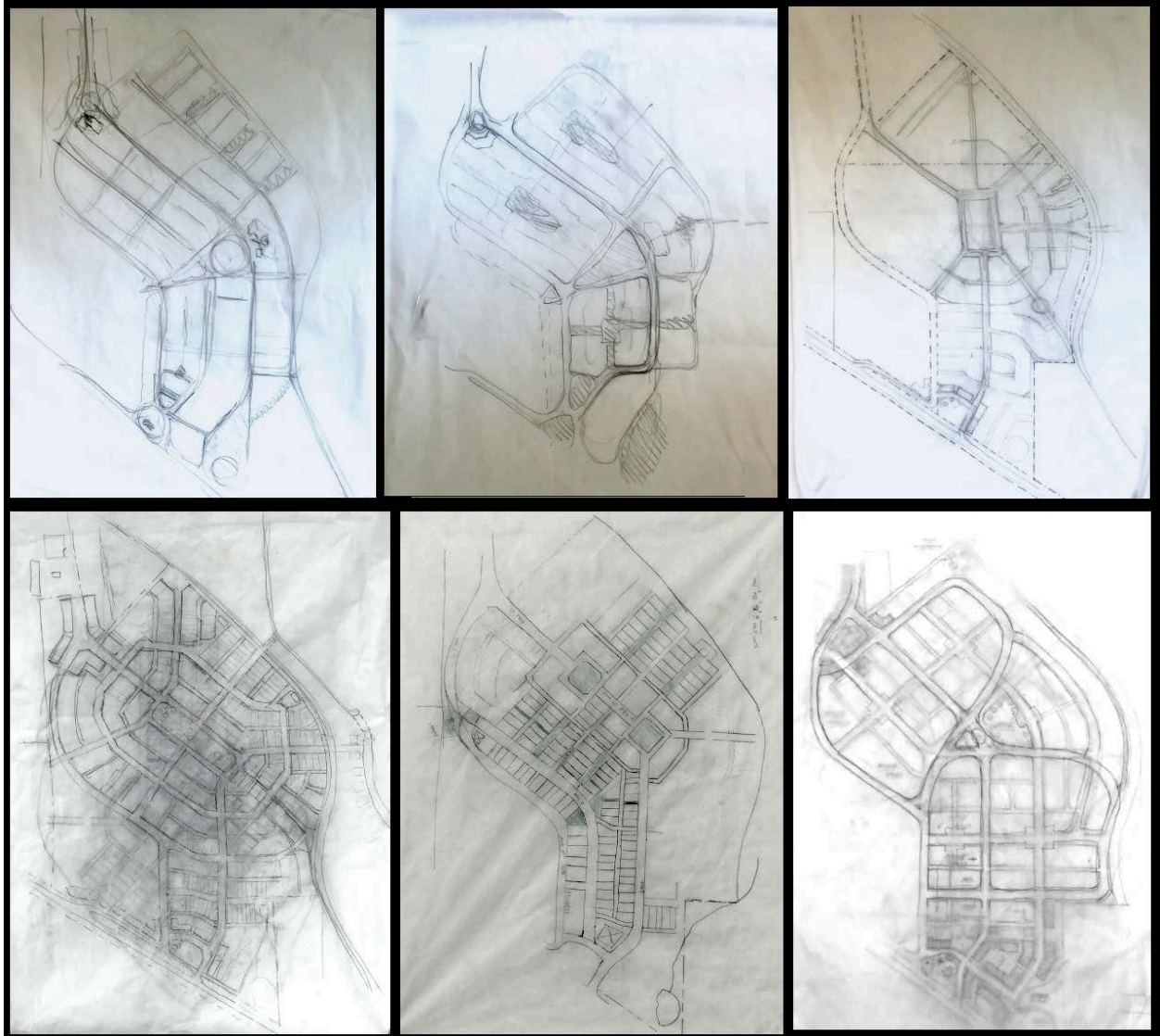
A new "signature street" passes by a new central park space, surrounded by a grid of streets. The purple area is "office and employment," while the blue is "compatible industrial" or light industrial.

The specific Croman Mill property is shown in the red outline within the larger Croman Mill District.



Progress Schemes

The team produced a series of different schemes exploring varied approaches to the urban design. Different schemes and features were merged to produce the two “pre-final schemes” shown on the next page.



Two “Pre-final Schemes”



Final Synthesis Scheme

The final scheme that emerged is below, in draft form.



DEVELOPMENT CONCEPT

The concept for the project features the following key attributes:

1. A “complete community” reflecting a traditional neighborhood structure, and offering homes, businesses and recreation (live-work-play”).
2. A major emphasis on light industrial and mixed use, including retail outlets, integrated residential, live-works, satellite offices, and work-from-home formats.
3. A mix of home sizes and types appealing to a wide range of buyers, including “missing middle” housing types.
4. Inclusion of “natural affordable” housing (smaller units, accessory dwellings, wood-frame apartments, etc).
5. A network of walkable, pedestrian-friendly and bikeable streets, with a mix of attractive human-scale buildings lining the streets.
6. An alternating pattern of “laneways” (alleys) and “greenways,” with principal vehicular and emergency access on the laneway side; on the greenway side is active public space for walking, biking, recreation and community gatherings, as well as stormwater conveyance, some vehicular access, and visitor parking.
7. A pattern of streets with deflected and terminated vistas, enhancing the walkable appeal of the neighborhood.
8. Architectural character that is people-friendly, and reflects the region’s climate, history and culture.
9. Distinctive offerings including carriage houses, live-work rowhouses, and small affordable houses.
10. Sustainable design features, including “natural sustainability” (passive urban and building features) and some newer sustainability technologies as opportunities permit.

Planning Concept

A new main street lined with mixed use commercial and residential buildings extends from the northern edge of Mistletoe Road to Siskiyou Boulevard to the south. A parallel street is created between this street and Mistletoe, which becomes the back edge of the development.

The main street passes by the central park, and winds through the two mixed-use

commercial districts. The district to the south is angular and deflected, in part to capture views, and in part to reflect the existing character of the downtown Ashland plaza area.

The block structure is generally 220 feet by 400 feet, allowing a very walkable street and lane network, and also providing flexibility for different uses in response to market conditions.

“Greenway and Laneway” Structure

A central feature of the Croman Mill master plan is an alternating series of “greenways,” which provide walking and biking paths as well as public spaces for gathering, and “laneways” (essentially alleys, but typically public streets providing vehicle and emergency access). Interspersed are also the principal streets that run through the community (see Circulating Plan, page 24).

Many of the greenways are planned to feature shallow canals and other water features, fed from the creek system that runs through the site and also feeds the existing lakes. The greenways may also include low-speed private drives with additional dispersed parking. (These would not be public dedicated streets but would be part of the homeowners’ association property.)

This concept has been employed successfully in a number of developments including Seabrook, Washington and Daybreak, Utah. Utility locations are typically managed in the alley side, with some locations also in the greenway side (where there is a drivable pathway).



A greenway in Seabrook WA. with drivable paths.



A laneway in Orenco Station OR with carriage house. The street is dedicated public and contains utilities.

A detail from the illustrative master plan shows the alternating laneway or alley and greenway pattern as it radiates out from the central street and park, which form a central feature of the neighborhood:



The lanes or alleys can be seen in lighter grey, with the alternating pattern of streets (darker grey) and greenways, in this example. The greenways also typically feature pedestrian paths, or in some cases private (HOA) drives with dispersed parking.

Fire protection is from the principal streets, or the laneways (alleys) which are all minimum 16 feet clear. In addition, staging areas can be established for fire protection at hydrant locations, which will be located so as to assure that all sides of all structures are within 300 feet of at least one hydrant.

The laneways will be named, and structures will be addressed from the laneways to assure wayfinding and location in an emergency. The greenways will also have names that may correspond to the laneways. For example, a greenway might be named "Siskiyou Greenway" while the adjacent laneway on one side might be "Siskiyou Lane North," and on the other, "Siskiyou Lane South."

SCHEMATIC MASTER PLAN DRAWINGS

Illustrative Master Plan, Regulating Plan, Phasing Plan

The following pages show the final schematic design as it emerged from the charrette process. Additional refinements are to be expected, but in the design team's opinion, the current plan represents a well-vetted concept with well-established and successful precedents, with good performance technically and economically. It is the team's belief that this plan represents a market-facing, entitlement-ready design, subject to additional problem-solving details and adjustments. As noted previously, these include issues further clarified through market research, entitlement negotiations, the pending traffic study, and other typical aspects of the design development process.

The circulating plan appears on page 26, followed by the street sections.

Croman Mill District: Illustrative Master Plan



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 District: Regulating Plan Configuration A



Croman Mill District: Regulating Plan Configuration B



Croman Mill District: Regulating Plan Configuration C



LAND USE DATA

Following is a table of the total area of proposed uses and square footage, number of units, number of parking stalls, and other tabular data:

Croman Mill Use Table

NOTE: All quantities are preliminary

Land Use	Total Area (SF)	Total Area (AC)	Percentage of Site - Gross (%)	Percentage of Site - Net (%)	Building (SF)	Dwelling Units (EA)	Parking Spaces (EA)
Commercial Mixed Use	222,500	5.11	17.2%	8.4%	133,500	-	668
Light Industrial Mixed Use	429,000	9.85	33.0%	16.2%	171,600	-	1287
Residential Mixed Use	648,000	14.88	49.8%	24.4%	-	500	1000
Open Space	406,156	9.32		15%	-	-	-
Roads and Parking	948,019	21.76		36%	-	-	-
Total	2,653,675	60.92	100%	100%	305,100	500	2955

The number of residential units is further broken into 250 multi-family, 100 single family attached, and 150 single family detached. The gross density, after deducting open spaces, is approximately 10 units to the acre. It should be noted that this number is significantly lower than it would be without the light industrial and other employment uses, and the effective density without these uses is closer to 15 units to the acre.

PERSPECTIVE IMAGES



The main entry area (Laurence Qamar)



An intimate cluster of cottages in a "pocket neighborhood" (Laurence Qamar)

Aerial Perspective:



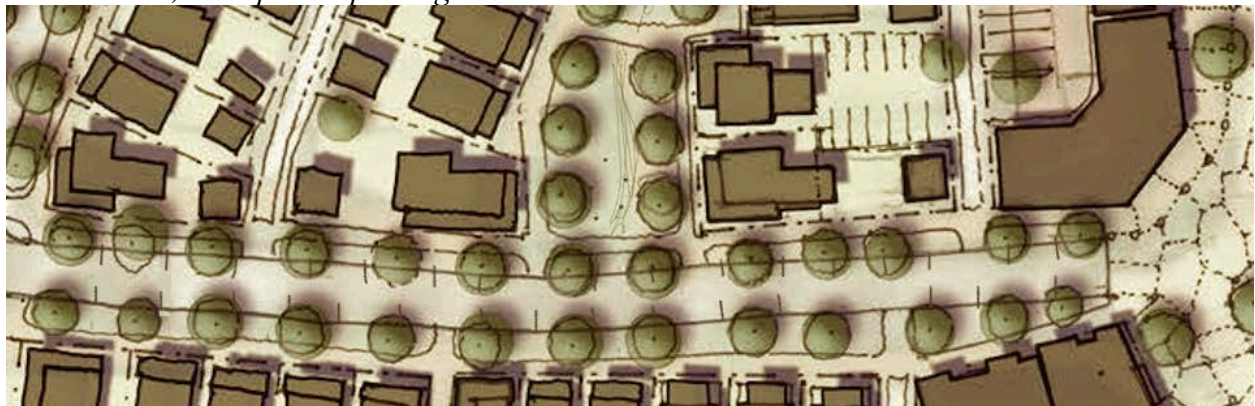
CROMAN MILL DISTRICT - ASHLAND , OREGON - MIKE WEINSTOCK, TOWNMAKERS LLC.
TOWN PLANNERS AND DESIGNERS: QAMAR & ASSOCIATES, AND STUCTURA NATURALIS - JANUARY 1, 2022

PLAN DETAILS

The typical details below show the configuring of single-family homes on alley-accessed lots, with parking in garages (min 2 per unit). Multi-family and mixed-use commercial occurs in buildings that line the streets, and their parking occurs primarily in mid-block parking fields as shown. Visitor parking is generally on the street, or in small dispersed parking lots. In some cases, on-street parking may be diagonal. (This will be negotiated with the City to finalize locations and alignments.)

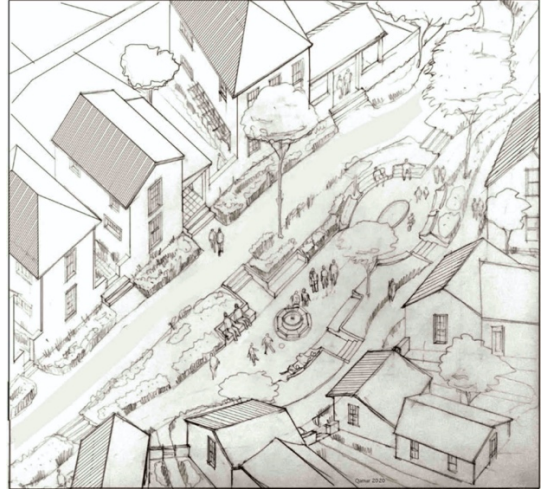


Above, parking in multi-family and mixed-use commercial occurs primarily in mid-block parking fields, and secondarily on the street in parallel or possibly diagonal parking. Parking for single-family units is in garages on alley-accessed lots. Parking for visitors is on the street, or, as shown below, in dispersed parking lots.



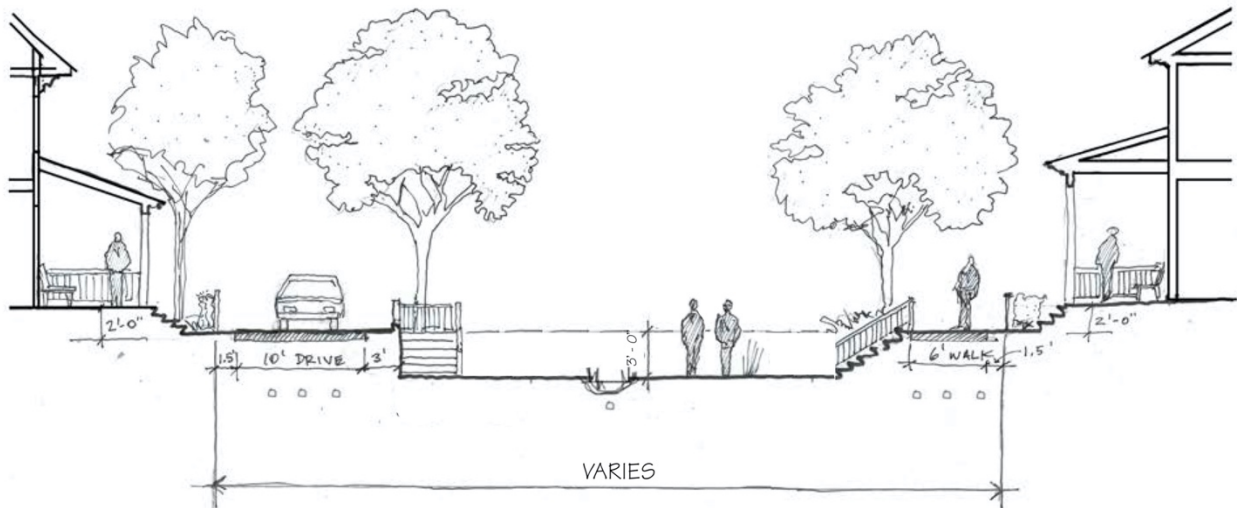
Some consideration of the future impact of autonomous vehicles on parking demand should be given. Generally, AVs would dramatically lower parking demand, and create opportunities for these areas to be retrofitted to other uses, e.g. community gardens and other public spaces, or even new structures.

Greenway Perspective Drawings



Typical Greenway Section

(See also p. 25)



CIRCULATING PLAN

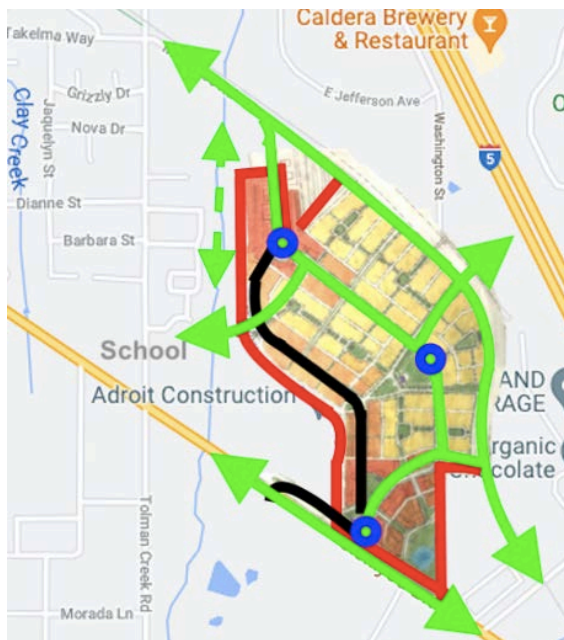
The plan shows two main streets connecting at the north and south ends, with a network of secondary streets connecting into a grid pattern. Additional alleys or laneways provide access and fire protection for all structures.

Streets are slow and safe for bikes and pedestrians. External connections also provide access for bikes and pedestrians to the surrounding trail system, and to the elementary school.



-  **Main Streets**
-  **Secondary Streets**
-  **Alleys / Laneways**
-  **Bike / Ped Connection**

BUS-PED-BIKE NETWORK



-  **Main Ped/Bike**
-  **Service Street**
-  **Bus Stop**

STREET SECTIONS

The sections proposed for the Croman Mill site are already included in the City of Ashland Land Use Ordinance (18.46.040).

Main streets:

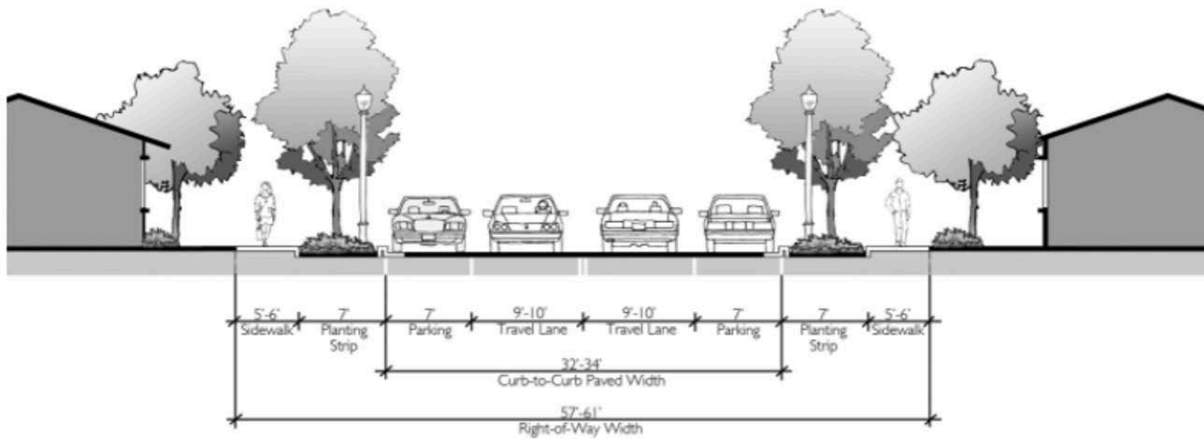


Figure 18.4.6.040.G.3.c. Residential Neighborhood Collector, Parking Both Sides

Secondary (“queueing”) streets:

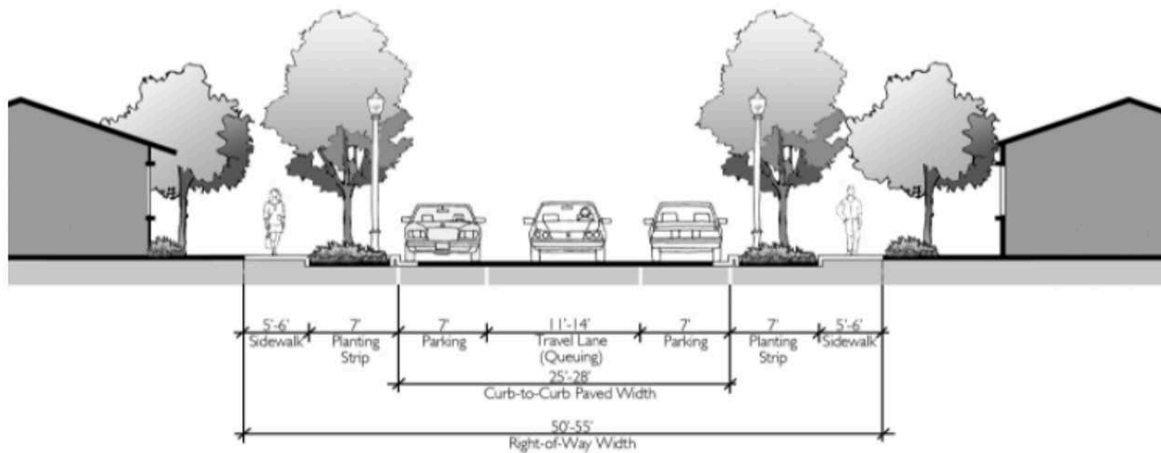


Figure 18.4.6.040.G.4.a. Neighborhood Street, Parking Both Sides

Alleys (used for fire protection, 16' clear):

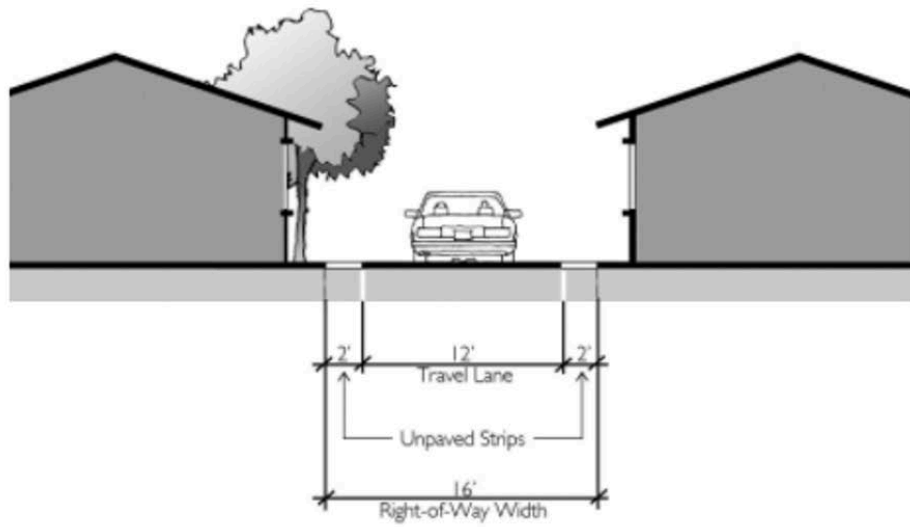


Figure 18.4.6.040.G.6. Alley

MARKET AND BUILDING PRODUCTS

Recommended Target Market

With excellent proximity to Southern Oregon University, downtown Ashland and the Shakespeare Festival area, and also Interstate 5, Croman Mill offers a singular opportunity to appeal particularly to employees of the “knowledge economy” seeking higher quality of life, high community amenities, greater affordability, and a more livable environment. Families and couples seeking active lifestyles and recreation, as well as “empty nesters” seeking smaller homes, will likely be attracted to a close-in, livable, walkable neighborhood of parks, paths, greenery, and neighborhood retail amenities.

The main target market is not a “low price point buyer” but a “value buyer,” that is, a buyer that seeks quality of life amenities and is willing and able to pay for them. Some of these buyers may be “empty nesters” downsizing from larger and more expensive homes, who can afford to pay more per square foot. Others may be two-income families or knowledge economy workers able to pay more per square foot. In any case, these buyers must feel they are getting an excellent value in the amenities of the neighborhood.

According to Realtor.com, the median home price in Ashland in January 2022 was \$522,000. By comparison, according to The California Association of Realtors, the median home price in the Bay Area for the same period was \$1.2 million. According to Realtor.com, the median home price in Seattle for the same period was \$790,000. Clearly the Ashland region offers not only significantly lower cost of housing and other living costs, but quality of life amenities not matched by the bigger tech-based cities: lower traffic congestion, cleaner air, closer proximity to rural landscapes and world-class recreation, and short commutes to employment and other amenities. Ashland can also offer the cultural amenities of a university town, and the Shakespeare Festival and associated events. The growing relative appeal of Ashland and other exurban towns has fueled an exodus from major tech regions like the Bay Area and the Portland-Seattle conurbation, likely accelerated by the COVID-19 pandemic, and the recognition that remote work is an increasingly viable and even preferred option.

These recommendations suggest a diverse range of housing choices and price points, accommodating a range of buyers, lifestyles and budgets. What they would all have in common is the desire to live in a well-planned, high-quality neighborhood with well-built homes.

Research conducted by ECONorthwest in late 2021 provides an analysis of housing need, and finds significant pent-up demand for housing, which is exerting an upward pressure

on all housing prices. There is a particular demand for so-called “missing middle” housing as well as affordable housing. The report states that “Ashland will need more diverse housing types to meet these housing needs and address demographic changes” including “...More opportunities for multifamily and single-family attached” as well as “renter- and owner-occupied housing, such as single- family detached housing, townhouses, duplexes, tri- and quad-plexes, and apartments. Both groups may prefer housing in walkable neighborhoods, with access to services” (ECONorthwest, City of Ashland 2021-2041 Housing Capacity Analysis, p. v-vi).

While one component of single-family may certainly be single-family detached – including mostly smaller lots – as the ECONorthwest report notes, there is demand for a single-family attached “rowhouse type, which may appeal more to empty-nesters looking for a low-maintenance lifestyle, as well as to young couples and other entry-level buyers. However, this market needs to be tested carefully, since some buyers retain a bias against party-wall homes. (This is largely unfounded, since the sound insulation in these structures is virtually the same as detached homes on narrow lots. However, market acceptance may be slow as a result of the persistent bias, and caution is warranted.)

Another product type is the live-work rowhome, allowing work-at-home as a more explicit option (which may be particularly popular in the wake of the coronavirus pandemic). Multi-family could provide residences for lower-income populations as well as more itinerant populations.

In addition, accessory dwellings, smaller “cottage” homes and other types should be considered, in accordance with the concept of “missing middle housing.” Accessory dwellings in particular can enhance affordability for renters, and allow homeowners to earn additional rental income to service their mortgages – once a very common practice. They also provide the ability to maintain a back-alley address for a small office or studio behind the home. A detached carriage house with an apartment over the garage also provides space for a back yard or garden, and provides additional separation from a rental unit.

However large or small, all these buyers are viewing their homes not in isolation, but as part of a neighborhood “package” offering a lifestyle of walking, shopping, visiting parks, recreation, social activities and interaction.

An important amenity for these buyers is likely to be a small component of neighborhood retail, e.g. corner store, restaurants, coffee shops etc. Research has shown that these commercial amenities can take the place of the typical recreational facilities offered by older developments, with similar upfront costs to the developer.

As the development planning proceeds, the masterplan should be seen as a flexible framework that can respond to the market as it evolves, adding product types, sizes and price points to adapt to changes as they occur.

Currently, the draft masterplan includes the following initial unit mix, which seem on target with the project's goals and preliminary market assessment:

Single-Family Detached <i>Conventional detached residence</i>	150 Units	(30%)
Single-Family Attached <i>Rowhouse or live/work</i>	100 Units	(20%)
Multi-Family <i>Apartment or condo</i>	250 Units	(50%)
TOTAL	500 Units	
Total Site Area	60.92 Acres	
Gross Density	8.2 DU/AC	
Gross Density (after removing open spaces, 9.32 AC)	9.7 DU/AC	

It should be noted that a number of lots are expected to be devoted exclusively to light industrial, meaning that the effective gross density will be higher – perhaps on the order of 15 units to the acre.

Commercial uses will vary widely depending on changing market conditions, but for planning purposes, we recommend that 200,000 square feet be targeted. It should be noted that all of the blocks and lots can accommodate either housing or commercial, and indeed other uses as well (e.g. civic, light industrial, etc.) Some rezoning may be required, however.

As noted, a section of the project has also been targeted for a mixed light industrial zone, which might include retail outlets and periodic events. A similar neighborhood has been successfully operated in Sebastopol, California (below).



The Barlow neighborhood in Sebastopol, California. From their promotional video at <https://thebarlow.net/>

This kind of development seems to be well-supported by current market trends, focusing on smaller satellite work spaces, “maker spaces,” incubators, and the like. This area of Ashland already includes a number of businesses that fit this model, including a distillery, a chocolate factory, a blacksmith shop, and other small and medium enterprises, all poised to grow. It can be expected that other businesses might develop value-added food-related products around the region’s abundant agriculture. This is in line with the economic development strategy of the region as outlined by the Southern Oregon Regional Economic Development Inc. (SOREDI), one of the State of Oregon’s eleven regional Economic Development Districts. (Indeed, a regional success story, Harry and David, began as a small Medford family business and was recently acquired for \$142 million.)

It is important to note that the capacity for employment development is a requirement of this site, as outlined in the Comprehensive Plan and in the requirements of the State of Oregon land use laws. The previous plan contemplated a more conventional “big box” industrial and office site, with little or no residential. The fact that residential demand is surging, including the demand for affordable housing, supports the conversion of some of this land to housing, according to representatives of the City of Ashland. (Again, documented in the ECONorthwest report, and elsewhere.) But it will also be important to retain the capacity for higher employment-generating uses, including not only office but light manufacturing, to balance with residential. The new mixed-use formats, and the new post-COVID realities of smaller workplaces and more work from home formats, lend strong support for this approach.

Proposed Housing Products

It must be stressed again that the market in coming years for single-family detached (SFD), single-family attached (SFA), and multi-family (MF) is subject to a number of unknowns, including the long-term effects, if any, of the COVID-19 pandemic. Our recommendation has been to design the lots and blocks as a framework that allows relatively easy alteration between SFD, SFA and MF types, and this is reflected in the current plan. However, the plan also makes an initial hypothesis about the number and distribution of housing types and their variations (e.g. accessory dwellings, live-works, etc). This hypothesis should be evaluated with subsequent ongoing market analysis.

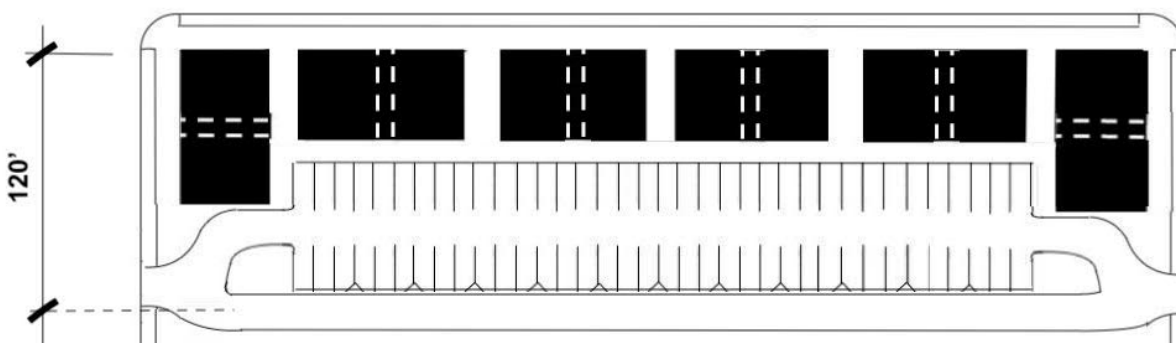
In the meantime, we are recommending some prototypical unit plans as shown on the following pages. Once again, these are only hypotheses about what we believe the market will accept, subject to confirmation. However, they are important elements of the master plan as it exists today, in a plausible but also adaptable form.

Multi-Family Units

The development plan proposes typical multi-family as three-story wood-framed walkup apartments with accessible units on the ground floor. These buildings would contain between two and four units per floor, and between six and twelve units per building. The elevations for the buildings could vary significantly, as illustrated below:



At the same time, the building footprints could be unitized to accommodate these variations. Below is a typical ½ block configuration, with 6 buildings, each with 6 - 2-bedroom units each, 36 units total, and 76 parking stalls:



This ratio would achieve the code-required 2.0 stalls per 2-bedroom unit on site. (This is an average, and since smaller units would also require fewer stalls per unit, the result would be the same approximate parking ratio.) In addition to these on-lot parking stalls, considerable on-street and remote parking would be maximized by eliminating driveways from the street, achieving an even higher parking ratio. (Although it should be stressed that this community emphasizes walking, biking and local trip capture; experience with similar communities shows the actual parking requirement can be significantly lower than in more typical suburban developments.¹)

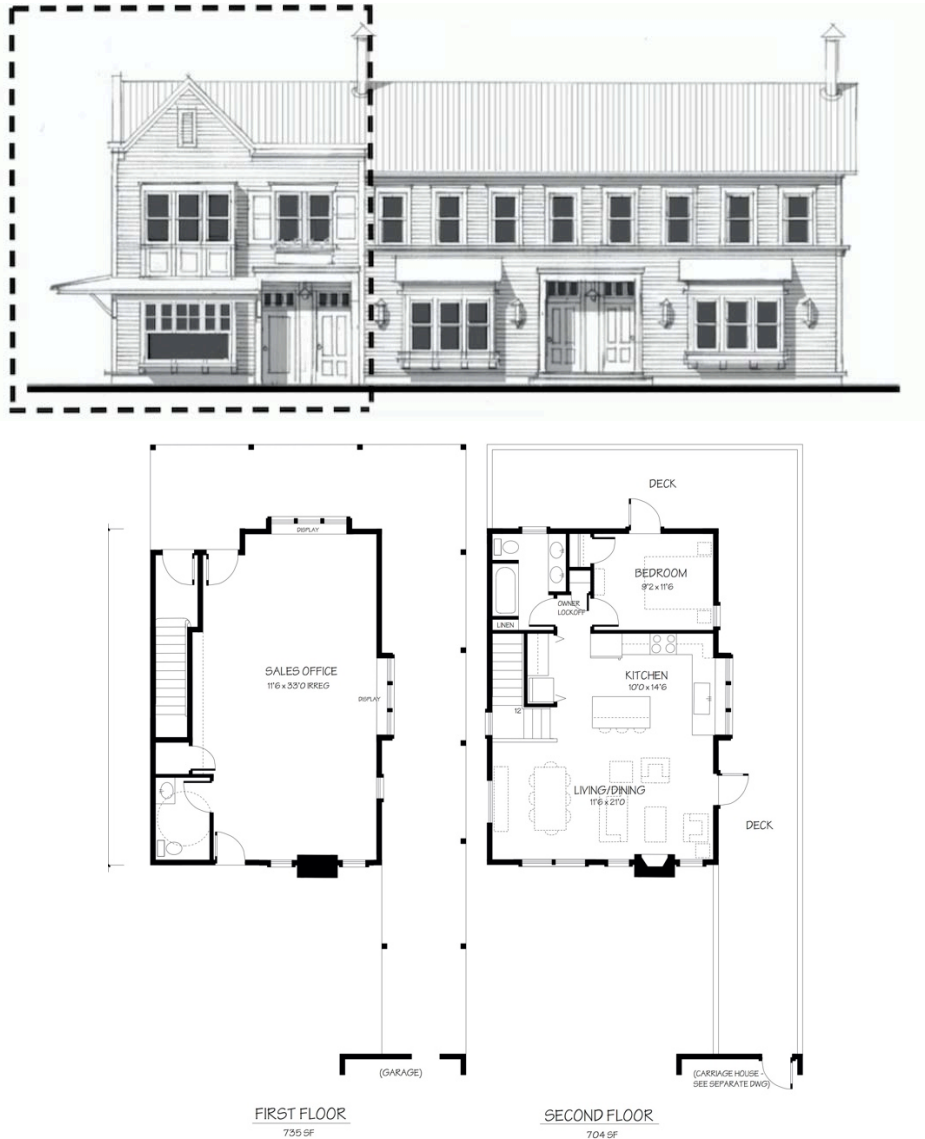
Below is an example of two one-bedroom units. The same module of 30' x 40' could include a two-bedroom or even occasional three-bedroom unit, and the parking requirements could still be met with the general layout shown on the previous page.



¹ See e.g. Ewing, R., Tian, G., Park, K., Stinger, P., & Southgate, J. (2018). Trip and parking generation study of Orenco Station TOD, Portland region. Washington, D.C: National Academies of Science TRID Database (No. 18-05650). Retrieved at <https://trid.trb.org/view/1496885>

Single-Family Attached Units (Including Live-Works)

This rowhouse typology has proven popular in other similar developments, even where existing market conditions suggested that rowhouses may not sell well. If done well, they can be popular options, particularly for empty nesters and others looking for low-maintenance ownership options. At the same time, it is important to maintain flexibility in lot configurations to be able to adapt to market response, whatever it may be.



Live-work and rowhouse types utilizing less expensive wood or cement board siding. This type appears as one single building (“big house” format) rather than a series of separate rowhouses. Below, a 1-bedroom “live-work” plan variation.

Single-Family Detached Units

The team examined a number of options for small, relatively affordable single-family units, in the range of 1,200-1,500 square feet. Larger units can be included as market conditions warrant, but this is a suitable baseline for the higher range of SFD net density.



Two-bedroom cottage type with detached garage. Floorplan design by Qamar and Associates and Structura Naturalis Inc.



Three-bedroom cottage type with owner bedroom down and attached garage. Floorplan design by Qamar and Associates and Structura Naturalis Inc.



Three-bedroom type with master bedroom downstairs and side yard. Design by Qamar and Associates, Structura Naturalis Inc. and Ross Chapin Architects.

Accessory Dwellings

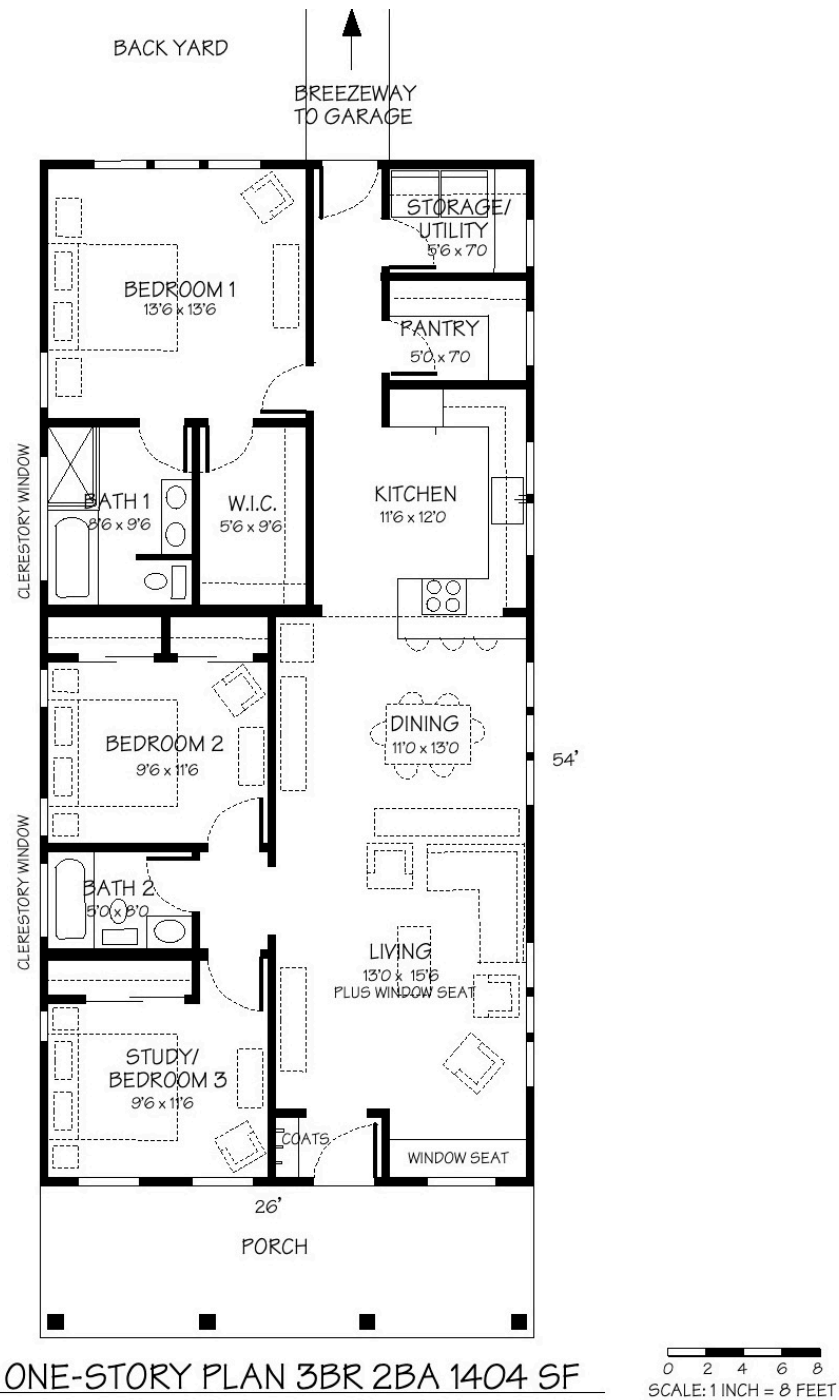
An increasingly common strategy for affordable housing and flexible living options is the carriage house or accessory dwelling. These are not only affordable to rent, they help the homeowner to afford their own mortgage. In addition, they can provide “eyes on the alley” (or lane) and additional security in the neighborhood.



Carriage houses in Seabrook, WA and Orenco Station, OR.

One-story SFD Units

Some of the units may be one-story, like the design configuration with three bedrooms shown here, at only 1,404 SF (saving space by eliminating the stairway):



Three-bedroom type with master bedroom downstairs. Design by Qamar and Associates and Structura Naturalis Inc.

Mixed-Use Residential



A typical mixed-use residential building in Orenco Station, Oregon, featuring two stories of residential above one story of commercial.

The market for retail uses in Croman Mill will be dependent on a number of unknown factors, including the COVID-19 pandemic and its aftermath – although there are indications of a renewed desire to experience local main street life, which may be helpful. Nonetheless, the team examined a number of models for mixed-use residential, including the vertical mixed-use format shown above (Orenco Station, Oregon). The buildings are generally forty to sixty feet deep, and wrap around surface parking lots in the interiors of the blocks. Many different floorplans can be accommodated in this format.



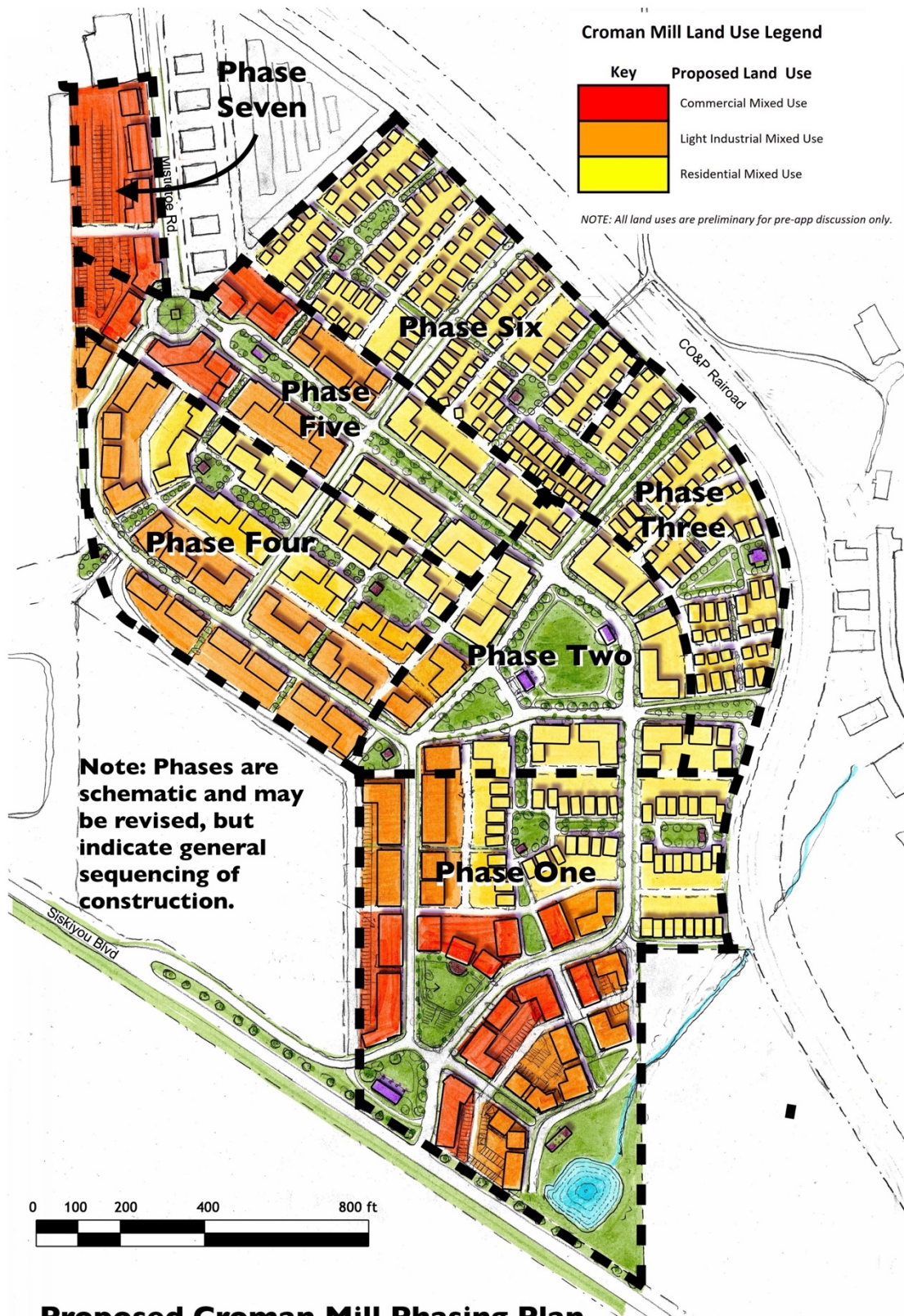
If market conditions permit, this format can include structured parking instead of surface parking, and the height can increase significantly, to as many as six stories. This was done at a later phase of Orenco Station, as shown at left. It should be noted, however, that this construction is relatively expensive, and likely to be economically feasible only if the market conditions are strong (as was the case only later at Orenco Station).

ABSORPTION AND PHASING

Market research suggests that an absorption rate of approximately 4 units per month for single-family units is a reasonable target. For the projected buildout of 250 single-family units, that would suggest a roughly five-year buildout period. Apartments would be built and leased concurrently in this time frame.

The sequence of phasing must balance a number of factors, including initial access and visibility, infrastructure efficiency, and visitor experience. Importantly, the neighborhood must appear complete at every increment, and not convey a “half-finished” quality from too many empty lots on disused roads.

For the initial phase, two candidates were examined. One is the property to the south, along Siskiyou and Mistletoe to the south. Another option is farther up on Mistletoe, across from the elementary school. The actual phasing plan will depend on environmental cleanup timing and other unknowns. The draft phases are shown on the following page. The scenario starting at Siskiyou would be 1-2-3-4-5-6-7, but the scenario starting farther north on Mistletoe might be 4-5-6-2-3-1-7.



Proposed Croman Mill Phasing Plan

Ashland, Oregon - October 29, 2021

Qamar and Associates Inc. - Structura Naturalis Inc. - Parametrix Inc.

ARCHITECTURAL AND LANDSCAPE CHARACTER

The charrette team considered architectural and landscape character as part of the vision of the community, and the team agreed that what is needed is a timeless quality, a sense that the buildings “belong” in this place, and are of a piece with its landscape and history. The goal is to be “best in market” and to build value – not to be trendy today, but to be timelessly appealing into the future. The team also looked at historic buildings in the City of Ashland (see image below), which include consistent elements including pilasters, pediments, cornices, rhythmic vertically proportional windows, and other elements drawn from appealing regional traditions.



Buildings of Ashland, Oregon



The urban fabric should also be of a piece with the downtown area, which has a distinctive naturalistic geometry. This has been sought in the current master plan.

Another important factor is that the public realm must be beautiful and inviting, with a rich tapestry of plantings and furnishings. While this does imply additional cost for vegetation, that cost can be largely offset with reduced paving areas, more efficient allocation of infrastructure, and simpler, more efficient building plans and volumes.

RECOMMENDED DESIGN CONTROLS

Design controls are one of the most difficult aspects of any project, and yet, as we have consistently experienced, one of the most important for project success. Design controls can range from pre-developed complete plans and specifications supervised by on-call specialists, to strict regulating documents, to looser guideline documents, including pattern languages, and any combination of them.

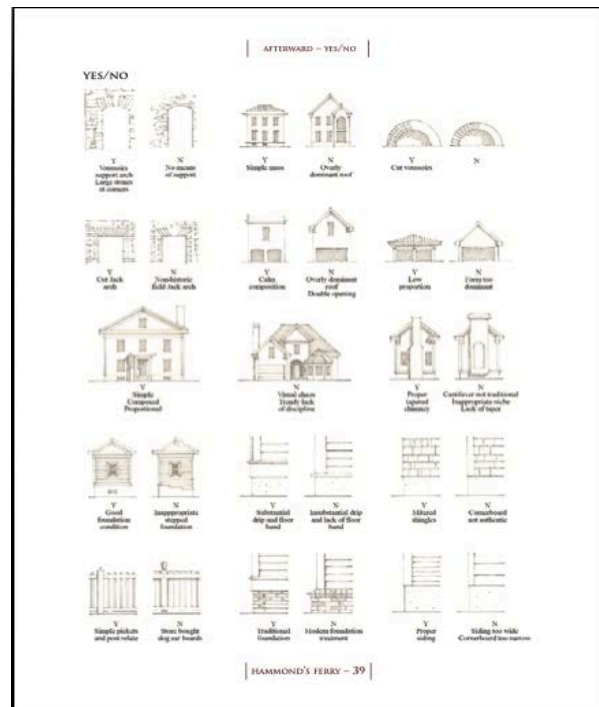
No regulating or guideline document can by itself guarantee good design, and good projects require qualified construction partners as well as continuous evaluation and review. At the same time, regulations and guidelines can set expectations, and bring otherwise disparate designs into a more harmonious character. Moreover, they can assure that individual buildings are seamlessly integrated into their streetscapes, with proper setbacks, entry orientations, building massing, materials, color, and other aspects.

Some examples of suitable design controls:

- ***Form-Based Code:*** Regulates positions of buildings, orientation of entries, placement of parking,
- ***Pattern Book (also sometimes called Design Book):*** Includes design elements including massing, roof shapes, porches and balconies, door and window types, elevation features, details, etc.
- ***Design Regulations:*** Typically include lists of acceptable or prohibited materials, prohibited design or construction types, etc. Not recommended for this project.
- ***Pattern Language:*** Includes aspirational and visionary features of a project, together with configurations that meet the aspiration. A beginning pattern language is included in Appendix III.
- ***Prototype and precedent examples:*** Show relevant examples to guide designers in their selection of design and character.

Several examples of these kinds of design controls are shown on the following pages (and in the appendix for the pattern language).

The appropriate design controls will depend on the kinds of co-developers and builders recruited. We recommend that, in addition to the pattern language and prototypical designs herein, the project include a basic form-based code, and a basic pattern book of design characters. In addition, it may be wise to develop specific prototypical plans to guide builders.



A spiral-bound book titled "GREENSTONE" and "STAPLETON Design Book". The cover features a faint, large-scale map or architectural plan of a landscape with various buildings and green spaces. The title "GREENSTONE" is at the top right, and "STAPLETON Design Book" is at the bottom right. The book is held by a person's hand, and the background is dark.



The diagram illustrates the six land use zones (T1 to T6) and their corresponding building types, categorized under three development types: CLD (Community Land Development), TND (Transit-Nodes Development), and RCD (Regional Center Development).

CLD (Community Land Development):

- T1 NATURAL ZONE:** Natural landscape with trees and water.
- T2 RURAL ZONE:** Rural landscape with scattered trees and a small building.
- T3 SUB-URBAN ZONE:** Sub-urban landscape with scattered trees and small buildings.

TND (Transit-Nodes Development):

- T4 GENERAL URBAN ZONE:** General urban landscape with medium-density buildings.

RCD (Regional Center Development):

- T5 URBAN CENTER ZONE:** Urban center landscape with high-density buildings.
- T6 URBAN CORE ZONE:** Urban core landscape with the highest density of buildings.

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T5 URBAN GENERAL ZONE



BUILDING FUNCTION

Residential	restricted use
Logging	restricted use
Office	restricted use
Hotel	restricted use

BUILDING CONFIGURATION

Principal Building	2 stories max.
Outbuilding	2 stories max.
Simulated Parking	not applicable

LOT OCCUPATION

Lot Width	40m. min.
Lot Coverage	By Type / 60% max.

BUILDING DISPOSITION

Edgeyard	permitted
Sidelyard	not permitted
Rearyard	not permitted
Courtyard	not permitted

SETBACKS - PRINCIPAL BUILDING

(a) Front Setback/Principal	By Type
(b) Front Setback/Secondary	By Type
(c) Side Setback	12 ft. min.
(d) Rear Setback	12 ft. min.*
Frontage Buildout	40% min. of setback

SETBACKS - OUTBUILDING

(a) Front Setback	0 m. min. + bldg. setback**
(b) Side Setback	By Type
(c) Rear Setback	1m. min*

ENCROACHMENTS

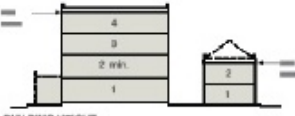
At Building Porchage	
At Building Side	

PARKING

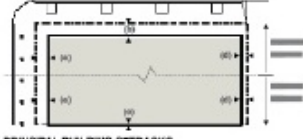
4.5 m from center line of alley	
3m min. in First Layer	
See Building Type	

*or 15 ft. from center line of alley
**if applicable any floor above those shown, up to the maximum.
Refer to section for each minimum and maximum

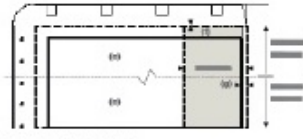
BUILDING HEIGHT



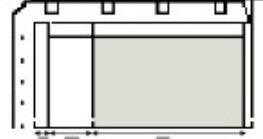
PRINCIPAL BUILDING SETBACKS



OUTBUILDING SETBACKS

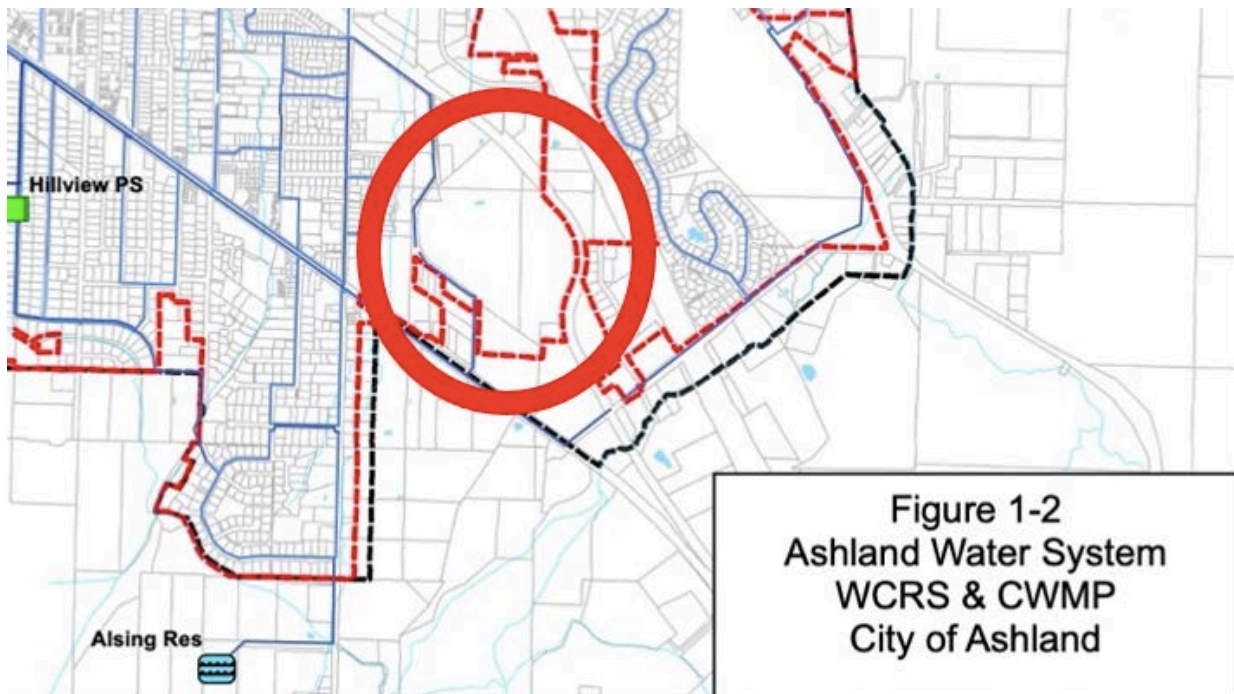


PARKING PLACEMENT



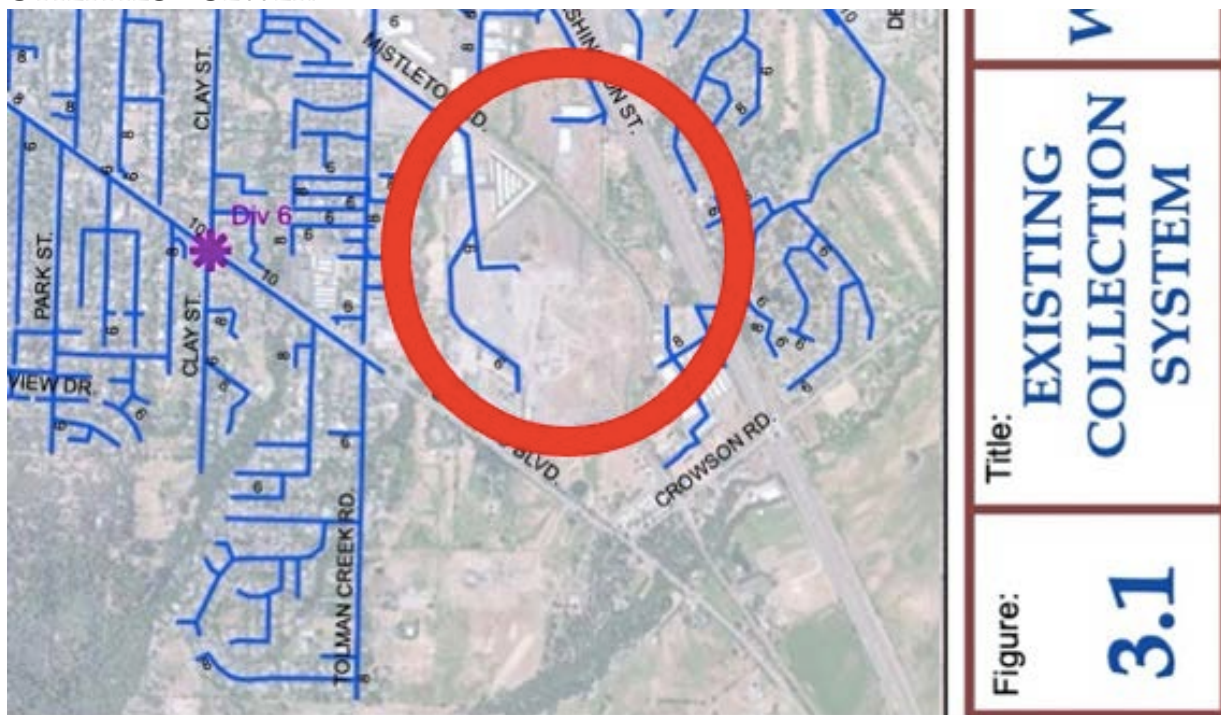

DPZ “SmartCode” example, regulating building design and placement, and showing its coordination with the illustrative and regulating plans.

UTILITIES – WATER



The existing water line along Mistletoe Street appears adequate to serve the site.

UTILITIES – SEWER



There is sewer service along Mistletoe to the west, and near Washington Street to the east. (This would require a crossing of the existing railroad right-of-way.) The northeast corner of the site may be too low to function without a lift station.

UTILITIES – ELECTRIC AND DATA



The existing City service running east to west across the site appears adequate, although it would need to be undergrounded. The existing service to the south is by another provider and would need to be replaced with the City system.

REMAINING ISSUES AND RECOMMENDED NEXT STEPS

Entitlement Issues Identified

The existing zoning code and street standards appear to provide a good foundation on which to create a modified plan and/or zoning. In particular, we propose to reduce the current five different zones to three (roughly along the lines of Mixed-use Compatible Industrial, Mixed Use Commercial, and Mixed Use Residential).

A traffic study will be needed to evaluate the transportation system adequacy and impacts of this development, as well as potential offsite improvements that may be needed throughout the phasing. An agreement will be needed to plan and finance these improvements in a sustainable, “pay-as-you-go” format.

New or updated environmental, geotechnical and critical areas reports will be required, with special attention to the issue of brownfield remediation.

A preliminary plat can be completed for the first phase and submitted for concurrent review with the entitlement applications. With approval in hand, final plat and civil construction plans can be fast-tracked for start of construction soon afterward.

Other entitlement issues will need to be addressed as noted, including a likely Comprehensive Plan amendment and related legislative action.

Recommended Next Steps

We recommend that the ownership team take the following steps:

1. Review the report herein and schematic design proposal.
2. Proceed with the entitlement pre-application, City hearing(s) and workshops, community open house, and other relevant permits and waivers.
3. Concurrently, proceed with the environmental assessment, traffic study, geotechnical evaluation, market research, and other research and evaluations needed for development.
4. Concurrently, proceed with development of preliminary Phase I plat, Phase I construction documents, design control and prototype documents, and negotiations with co-developers and builders to establish partnership agreements for the development.

APPENDICES

APPENDIX I: REVIEW OF HOUSING NEEDS ANALYSIS

Report completed in February, 2022

STRUCTURA NATURALIS INC.
MICHAEL W. MEHAFFY, PROJECT MANAGER
P.O. BOX 2579 * WHITE SALMON, WA 98672
TAX ID: 93-1130678 * (503) 250-4449

Memorandum

DATE: February 3, 2022
TO: Mike Weinstock
CC: Alan Harper, Brandon Goldman, Bill Molnar, Laurence Qamar, Chris Valentine, Carlene Chin, Darren Sandeno
FROM: Michael Mehaffy
RE: Croman Mill contribution to Ashland's housing needs per ECONorthwest report

As we've discussed, I have reviewed ECONorthwest's report and its findings relative to the Croman Mill contribution to the region's needs. To put it simply, I think Croman Mill is "what the doctor ordered." While we have become somewhat distracted by the discussion of code-mandated AMI-targeted affordable, there are many other pieces of the puzzle that the report clearly identifies, and that we can address:

1. There is an overriding need for more diversity of housing types. **"...More opportunities for multifamily and single-family attached will need to occur to meet the City's needs" including "renter- and owner-occupied housing, such as single- family detached housing, townhouses, duplexes, tri- and quad-plexes, and apartments. Both groups may prefer housing in walkable neighborhoods, with access to services" (p. v).** The Croman Mill project as currently proposed would address these needs.
2. At the same time, low-income affordable housing is undeniably one urgent need. **"Ashland has unmet needs for affordable housing" (p. vi).** This includes not only subsidized affordable ("AMI-targeted") housing, but also smaller units, more affordable transit-served locations, and innovative new forms of housing (cohousing, accessory dwellings, etc).
3. **"Ashland will need more diverse housing types to meet these housing needs and address demographic changes" (p. vi).** It is not only subsidized affordable, but all the other forms of housing outside of single-family detached, such as **"small single-family detached housing, accessory dwelling units, cottage housing, townhouses, duplexes, tri- and quad-plexes, and apartments. Without the diversification of housing types, lack of affordability will continue to be a problem..." (p. vi).**
4. The report recommends that the City **"Evaluate increasing allowances for residential dwellings in commercial and employment zones, such as allowing an increased**

amount of residential uses in ground floor commercial spaces” (Appendix A, p. 3).
The current Croman Mill proposal does this.

5. **“Croman Mill District: Ashland has a surplus capacity of 209 dwelling units...” (p. 82).** Our current proposal is for 500 units, a net increase of 291 units. We are currently committed to including the required condition of annexation of 14 AMI-targeted affordable units, and we are seeking partners to deliver additional AMI-targeted units as well as other “missing middle” housing units as called for in the report.
6. The report highlights the broader issues of supply and demand, putting upward pressure on all prices, including affordable: **“Single-family and multifamily housing supply remains tight, which compounds affordability issues” (p. 24).** The Croman Mill project will make a major impact on housing supply in Ashland.

In the recommendations section of the report (Appendix A), a number of strategies are proposed to increase housing supply and affordability, including subsidized affordable homes as well as other kinds of needed housing. The recommendations include reduction of City fees, easing of regulatory restrictions, tax exemptions, land banks, employer partnerships, increased collaboration with community partners, and identification of additional funding sources. The recommendations refer only briefly to mandated inclusionary zoning, adding this caveat:

“The price of low-income housing is often passed on to purchasers of market-rate housing. Critics of inclusionary zoning contend it impedes the “filtering” process where residents purchase new housing, freeing existing housing for lower-income residents” (Appendix A, p. 23).

Put differently, mandated inclusionary zoning has limited effectiveness at the lower end of the income spectrum (for only the small percentage of housing that is subsidized) while greatly exacerbating the problem of affordability for the wider market. It also begs the question whether needed projects that would otherwise go forward must be stopped because they no longer “pencil.”

APPENDIX II: REVIEW OF ASHLAND ZONING CODE ISSUES

Report completed in February, 2022

STRUCTURA NATURALIS INC.
MICHAEL W. MEHAFFY, PROJECT MANAGER
P.O. BOX 2579 * WHITE SALMON, WA 98672
TAX ID: 93-1130678 * (503) 250-4449

Memorandum

DATE: February 4, 2022
TO: Mike Weinstock
CC: Alan Harper, Laurence Qamar, Chris Valentine, Carlene Chin, Darren Sandeno
FROM: Michael Mehaffy
RE: Croman Mill master plan features and zoning changes needed

As we've discussed, I have examined the current Croman Mill District code provisions, and compared them to our plan. I have compiled a working list of some of the features of our plan that are (I believe) already covered, and those that will need to be addressed through some other mechanism (variance, overlay, development agreement, zone change, etc).

In summary, there are five zones within Croman Mill, each of which makes reference to standards in other parts of the code (street standards, site design and use standards, etc). The five zones are Neighborhood Center (NC), Mixed Use (MU), Office/Employment (OE), Compatible Industrial (CI), and Open Space (OS). At present, residential uses are only allowed as "Special Permitted Uses" in the NC and MU, and not allowed in the other zones. Only "temporary employee housing" is allowed as a "special permitted use" in the OE and CI zones (tied to employment – which I don't think we would find feasible, i.e. a fired employee would lose their housing, etc).

As we discussed in our meeting with Bill, Brandon and Derek today, it would take a lot of heavy lifting to get the CM plan modified as is. Per Brandon's and Bill's guidance, it seems to make sense now to write a revision, creating new zones that accomplish what we propose.

Following is a summary of some of the specifics of our plan as currently provided for, not provided for, or prohibited by the AMC:

Features already allowed under the zoning and/or City standards:

- Street sections
- Intersection designs (TBC)
- Alley access for fire protection
- Cottage clusters (in a separate section of the AMC, not currently in CM)
- Accessory dwellings (in a separate section of the AMC, not currently in CM)

Features NOT allowed in Croman Mill at present:

- Single family detached (Or attached, if not live-works)
- Ground floor residential in mixed use and commercial zones
- One-story buildings in mixed use and commercial zonesSmaller than 50' lot frontages (in NC, not MU)
- Other innovative housing formats (cohousing, cottage clusters, etc)

Features that need to be looked into further:

- Parking standard waivers (allowing off-site parking, e.g. on street, small remote lots etc., and/or lowering on-site requirements)
- Very prescriptive FAR, frontage buildout (65%) etc.
- And other potential issues to be identified...

As discussed today, the CM zone is really very prescriptive, inordinately so. The good news is that staff seems very cognizant of its failure to attract users, and the need to take a more flexible, performance-based approach. I think this is the positive direction where we're now headed...

Croman Mill Project Pattern Language

INITIAL DRAFT
December 13, 2021

Structura Naturalis Inc.
Laurence Qamar Architecture & Town Planning Inc.
Parametrix

OVERVIEW OF THE PATTERNS:

1. Regional Connectivity. The site has very good connections to downtown, the University, I5, and nearby employment, including the connection to the north and south along Siskiyou, and additional connections to the east along Tolman. Connections to existing low-speed streets and future trails offer provisions for walking, hiking, and biking.

2. Welcoming Gateways. When entering the neighborhood, there is a sense of arrival into a special place, without the sense that it is “lost” behind other properties.

3. Connection to Nature. The neighborhood retains the feeling of a natural setting, with greenways, pathways, wetlands areas, and activities.

4. Main Street. There is a central street throughout the neighborhood which provides good access to the different areas. It is pedestrian-friendly and includes on-street parking.

5. Street Network. The streets are interconnected and do not terminate, except in short laneway segments.

6. Scales of Community. The neighborhood is roughly organized into 1-acre blocks, 10-acre block groups, 40-acre “pedestrian sanctuaries” (see below), and 160-acre neighborhood areas.

7. Network of Parks. Every home is within 750 feet of a park or pocket park, with a mix of large and small parks.

8. Neighborhood Center. There is at least one area along the main street that contains a mix of shops, restaurants and commercial services, with an intimate plaza space.

9. Water in the Heart. There are stormwater courses throughout the community, including the main street area.

10. Pedestrian Sanctuary. Local neighborhood areas of approx. 40 acres (1/4 mile diameter) allow vehicles only at very slow speeds, and do not contain through streets.

11. Bike Network. Bicycle pathways are inter-connected into a network, consisting of three types: separated hike-and-bike trail; low-speed (20 MPH) street; and greenway path.

12. Creek and Wetlands Network. The development is connected to a network of paths, creeks, ponds and natural areas, that provide education, recreation and access to nature for residents, including children.

13. Greenways and Laneways. Instead of conventional suburban streets, there is a pattern of “laneways” (alleys) alternating with “greenways”. Garages and emergency access occur in the laneways, while the greenways accommodate pedestrians, and sometimes low-speed cars and parking.

14. Terminating Vistas. Special care is taken to capture and preserve view corridors, both offsite (e.g. to the surrounding mountains) and on site (e.g. to special buildings or features).

15. Safe Routes to School. There is an easy way to get over to the elementary and high schools that is safe, walkable, bikable, and attractive.

16. Laneway Garages and Carriage Houses. Many homes have garages and additional parking on laneways. These also provide fire protection to some homes.

17. Pedestrian-Friendly Building Fronts. Buildings are close to the street, without parking areas in front (except in very limited cases). Where garages are oriented to the front streets, they are recessed, or else they are quite narrow, often with decks above.

REGIONAL CONNECTIVITY



...Within the POLYCENTRIC REGION, establish neighborhood centers well connected to MOBILITY CORRIDORS. Try to establish pedestrian zones around a principal street network of $\frac{1}{4}$ mile radius or a 400M THROUGH STREET NETWORK.



Problem-statement: Many real estate developments are inward-turning and isolated from their surroundings. This is very damaging to the ability to walk, bike, and interact with neighbors, and it tends to force excessive driving.

Discussion: Croman Mill's site does have challenges with connectivity to its surrounding areas, but can draw from a number of potential connection points, including Siskiyou and Tolman. In addition, there will be a network of hike and bike connections to the site. This network of streets and paths can be extended and improved significantly.

Therefore:

Provide as many connections as possible along Siskiyou, Mistletoe, Tolman, and surrounding street systems.



Exploit the bypass corridor by establishing a bus rapid transit line with a hike-and-bike trail – the

CREEK AND WETLANDS NETWORK. Develop pedestrian-friendly street connections to provide SAFE ROUTES TO SCHOOL...

WELCOMING GATEWAYS



...At the entry points of REGIONAL CONNECTIVITY, create monuments that invite and identify.



Problem-statement: Some new neighborhoods seem to become lost “behind” other existing neighborhoods. Others construct grandiose entry monuments. What is needed is something between – a welcoming gateway.

Discussion: When entering a neighborhood, it is important to have a sense of arrival into a special place, without the sense that it is isolated behind some other possibly ugly development. This is important not only for wayfinding but also for the identity of the neighborhood and its place within the larger city.

An ostentatious “entry monument” is not needed, but some kind of gateway is needed that marks the place, and perhaps provides wayfinding information. The structure need not be large – perhaps just columns with signage.

Therefore:

At each of the gateways entering into the community, provide a welcoming gateway, giving a sense of entry and identity for the neighborhood.



Use the welcoming gateways to provide signage and wayfinding, so that visitors can find the NEIGHBORHOOD CENTER and other parts of the neighborhood...

CONNECTION TO NATURE



... The WELCOMING GATEWAYS can lead to a network of natural areas and features.

Problem-statement: It is important to have close connections to our natural environment. For children and adults at Croman Mill, this is a wonderful educational opportunity and lifestyle amenity.



Discussion: The author Richard Louv has described a “nature deficit disorder” in children who do not have access to natural environments². This is a very serious problem for children who live in urban areas without nearby natural areas. Croman Mill offers an exceptional combination of close-in urban amenities and nearby natural areas, offering educational opportunities for children, as well as amenities for all ages. The greenways also offer an opportunity to create small natural waterways, with frogs and other small animals.

Therefore:

Provide viewpoints and connections to the surrounding natural areas, including trails. Create opportunities for recreation, education and restoration. Build the greenways to provide natural experiences as well as water-quality treatment.

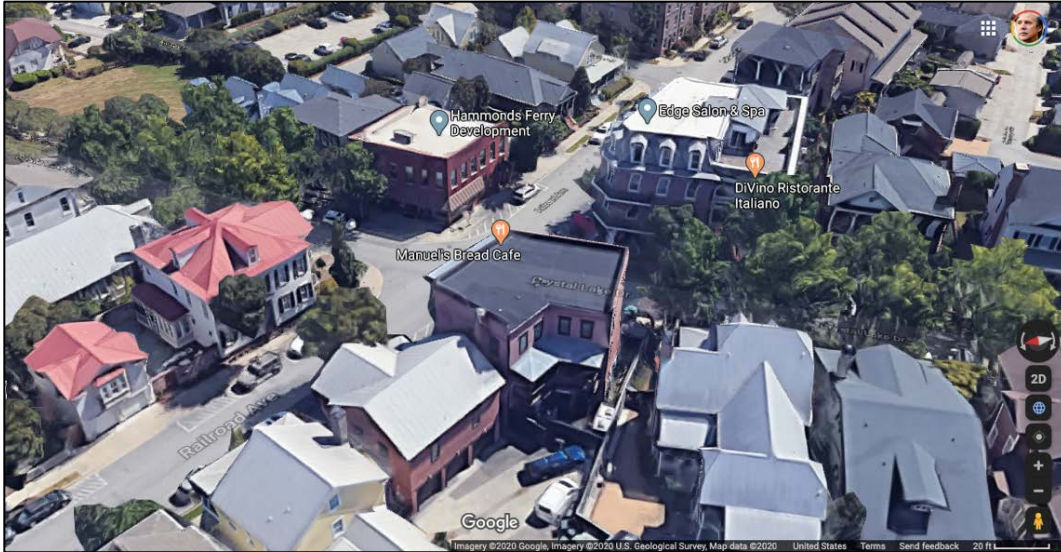


Connect the STREET NETWORK to the CREEK AND WETLANDS NETWORK, to allow walking and

² Louv, R. (2008). *Last child in the woods: Saving our children from nature-deficit disorder*. New York: Algonquin books.

biking...

MAIN STREET



...Provide REGIONAL CONNECTIVITY via the main street.

Problem-statement: A neighborhood needs an identifiable center, offering civic and commercial uses. Throughout history, this has taken the form of a main street.



Discussion: There is an opportunity at the Croman Mill site to run a new main street from Siskiyou, parallel to the current Mistletoe alignment, and then connecting to the existing Mistletoe to rejoin Tolman Creek Road to the northwest. This main street can have a higher density of homes and, at its two cores, two small retail and commercial centers.

Therefore:

Assure that a central street runs through the core of the neighborhood, providing good access to the different parts of the neighborhood. Make it pedestrian-friendly, and include on-street parking.



Provide a NEIGHBORHOOD CENTER as a central gathering plaza along the main street. Connect the main street to the STREET NETWORK....

STREET NETWORK

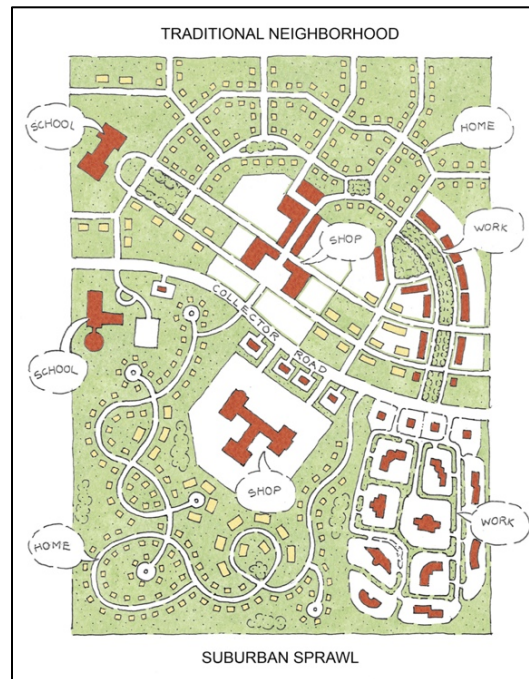


Image credit: Tom Low, DPZ CoDesign

...The MAIN STREET should connect to a surrounding street network that is well-connected...

Problem-statement: A sprawling, fragmented street pattern requires more driving over longer distances, and causes “choke points” of congestion. A more interconnected street network allows many different pathways to get around by car as well as other modes, and allows lower volumes of traffic in any one area.



Discussion: The Croman Mill site is challenged by limited connectivity at its edges. Nonetheless, there are opportunities to create a well-connected internal street network to improve walkability and bikability, and to allow vehicular traffic to percolate through the site without causing congestion.

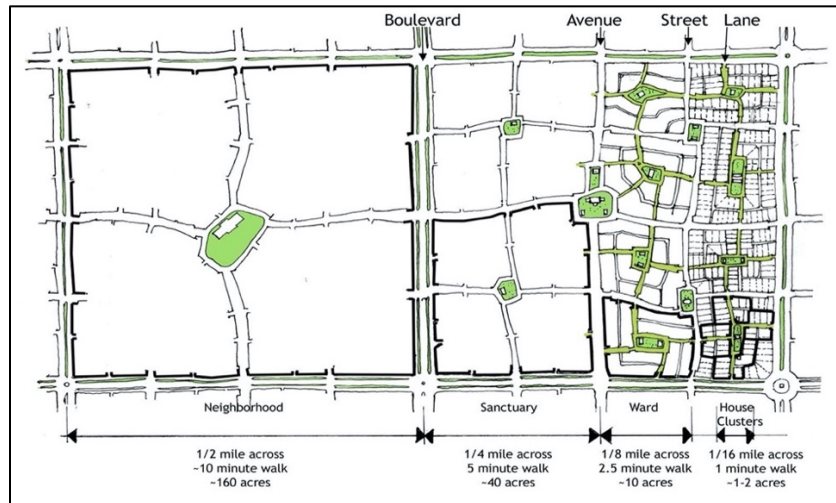
Therefore:

Make sure the community has a well-connected grid of many small, low-speed streets that allow people to get around easily by car, and also by foot and bike.



Within the street network, provide SAFE ROUTES TO SCHOOL and a safe BIKE NETWORK...

SCALES OF COMMUNITY



Drawing: Qamar and Associates, Structura Naturalis, and Ross Chapin Architects

...Within the REGIONAL CONNECTIVITY, there must be different scales at which people interact and mix with one another.

Problem-statement: People don't interact at only one place or one scale. We need to be able to interact at many different scales of community, from the city, district, neighborhood and block.



Discussion: Too many real estate developments contain only one scale of community, which is often too large to promote community. At the same time, many small communities that are not connected do not work well either. What is needed is a series of interlinked scales of community,

Therefore:

Facilitate interaction between neighbors at many different scales, by creating different groupings of homes and public spaces at the block, ward, and neighborhood scales.



Create PEDESTRIAN SANCTUARIES at the smaller scales of community that give pedestrians priority, but allow vehicles to mix at very slow and safe speeds...

NETWORK OF PARKS



...Within the STREET NETWORK, provide a network of parks and natural areas...

Problem-statement: Everyone needs access to a park within a short distance of their home – at best no more than 750 feet away. At the same time, it isn't practical to make too many large parks.



Discussion: Not every park needs to be large. Sometimes a small “pocket park” can work very well as a place for children to play, or adults to sit and visit, or perhaps play simple games. Larger parks with more amenities can be a bit farther away – as part of a system of parks at small, medium and large scales. The distribution might be: for every one large recreational park (~2 acres), there are five medium parks (~.5 acres), and twenty “pocket parks” parks (~.1 acre). The largest “park” is the surrounding creek and wetlands system, offering an outstanding opportunity for connection to nature.

Therefore:

Provide a network of small, medium and large parks, so that every home is within 750 feet of one of these parks.



Connect to the largest park of all, the WETLANDS NETWORK. Use the parks to provide TELESCOPING VISTAS...

NEIGHBORHOOD CENTER



...Along the MAIN STREET, provide a neighborhood center.

Problem-statement: People need a gathering place at the center of their neighborhoods – not just a park, but a place of commerce and interaction.



Discussion: Increasingly, people demand destinations that they can walk to and engage in shopping, dining and commercial life. This function has begun to replace the “recreation centers” of some developments, and it has been cited as one of the most important reasons for buying in some neighborhoods.

Therefore:

Create a neighborhood commercial center, no matter how small. If needed, combine its functions with sales offices, HOA management and other functions.



Make the neighborhood center especially compelling and memorable with WATER IN THE HEART....

WATER IN THE HEART



... Make the GREENWAYS as beautiful as possible, with canals and other water features...

Problem-statement: There is nothing as attractive as water in the heart of a community.



Discussion: The gathering places of Croman Mill need to be memorable places, where people want to spend time, and where people who first visit the neighborhood can experience its emotional appeal. It so happens that the stormwater conveyance makes it possible to gather water in streams and pools within the heart of the community. There is also a beautiful pond just to the southeast of the entry area from Siskiyou Boulevard. This should be celebrated.

Therefore:

Direct the water on the site into the greenway channels, forming water or wetlands features. Use them to gather storm water, and direct it to retention facilities as needed. Also, orient to and celebrate the pond, with beautiful open spaces around it and streets aligned to it.



Tie the waterway network into to the GREENWAYS AND LANEWAYS, and collect the water from there for eventual stormwater retention...

PEDESTRIAN SANCTUARY



3

...Within the SCALES OF COMMUNITY and the NETWORK OF STREETS, provide areas of quiet and safety, where children can play.

Problem-statement: How can we balance the needs of neighborhood mobility and thriving commerce with safety for pedestrians, especially children?



Discussion: It is perfectly sensible to lay out regions of pedestrian calm, so long as they are small enough that pedestrians can easily access the nearby principal through streets on foot, along with the mobility and commerce to which they provide access. Typically, these areas can be in the range of ¼ mile in diameter. Within these “pedestrian sanctuaries,” cars can still be allowed, but not given priority. Streets will be narrow and slow, perhaps only narrow enough for a single car to pass while another pulls to the side queueing street). They may also be irregular, discontinuous and deflected, to discourage cars from cutting through or speeding. In some cases they may not allow cars to pass at all, or they may restrict cars to certain times of day.

Therefore:

Within the network of streets, provide slow, safe areas where families and children can enjoy the public realm.



Allow the BIKE NETWORK to extend through the sanctuary, but at a slower speed, running through GREENWAYS AND LANEWAYS and other streets...

³ Image: Eric Sehr via Flickr

BIKE NETWORK



...Within the REGIONAL CONNECTIVITY and STREET NETWORK, provide safe and appealing paths for bicycles.

Problem-statement: Bicycles are important modes of travel that need safe pathways to get around. But they can also introduce problems into the neighborhood due to their speed and potential danger to pedestrians.



Discussion: Too often, bicycles create unnecessary problems in neighborhoods – especially when they are accommodated on wide lanes within the existing streets. That location effectively makes streets even wider, and encourages speeding of vehicles – making them less safe for bicyclists, and for pedestrians too. A better solution is to run bicycles on parallel streets, or where feasible, on separate tracks or pathways. Where they share space with hiking trails, it is important to either restrict their speed, or provide a separate lane with clear markings to warn pedestrians.

Therefore:

Provide a well-spaced bicycle network running throughout the neighborhood, and connecting to its perimeter. Use a regular spacing of parallel slow streets, cycle tracks, and other pathways that are separated from both pedestrians and vehicles. Allow bicycles in laneways and greenways, but with signage restricting speed.



Run the Bike Network along the CREEK AND WETLANDS NETWORK...

CREEK AND WETLANDS NETWORK



...From the STREET NETWORK and the GREENWAYS, connect to the pathways that extend down to the pond and its wetlands...

Problem-statement: The existing pond and wetlands can be seen as a liability for urban developments like Croman Mill. But the life that it can support can offer powerful educational experiences, particularly for children.



Discussion: The hazards of flooding of course need to be controlled, both in their threat to existing development and in the risks posed to new residents. At the same time, creeks and wetlands systems are a great environmental amenity and educational resource, helping to inspire future generations of environmental defenders. Of course, the wetlands system must be protected – but one of the best ways to do that is with compact development, carefully integrated ecologically, and promoting the education and the passion of residents.

Therefore:

Turn the liability of the pond and wetlands into an asset, by connecting trails and viewing areas.



Use the Wetlands Network to improve REGIONAL CONNECTIVITY and to connect to SAFE ROUTES TO SCHOOL....

GREENWAYS AND LANEWAYS



ABOVE: Seabrook's attractive laneway system

...Low-speed mobility is needed at smaller scales within the STREET NETWORK and BIKE NETWORK.

Problem-statement: How can we allow safe social interaction and recreation between neighbors, at the same time that we provide safe places for cars to park and drive slowly, and for fire trucks and emergency vehicles when needed?



Discussion: A laneway (or alley) is a time-honored method to provide vehicular access to homes, as well as utilities, waste pickup and other needs. But if the front sides of these homes are just a repeat of the street type, they may become little used – a waste of space and paving. Instead, if they are green spaces that accommodate socializing, walking and low-speed biking – in effect, “outdoor living rooms” – then the neighbors may come to use them as lively, park-like spaces that combine mobility with interaction.



Greenway with neighborhood gathering places in Seabrook

Therefore:

Develop the network of laneways and greenways, alternating between them. Provide vehicular access, fire protection, utilities and waste removal on the laneways, and create “neighborhood outdoor rooms” in the greenways, with paths, gathering places, and in some cases, low-speed vehicular access and parking.



Connect to the public spaces with PEDESTRIAN-FRIENDLY BUILDING FRONTS. Provide GARAGES ON LANEWAYS to accommodate parking and storage needs. Supplement the semi-public and semi-private space of front yards and porches with PRIVATE OUTDOOR SPACE for all homes, including side or back yards, or large sheltered balconies...

TERMINATING VISTAS



The distant views of the mountains could be a powerful terminating vista for streets in the Croman Mill neighborhood.

...Use the STREET NETWORK and GREENWAYS to provide views of especially attractive buildings and other monuments.

Problem-statement: Walkable neighborhoods require interesting views and a sense of enclosure – not rigidly straight streets the stretch into infinity.



Discussion: There are a number of potential offsite vistas, including the distant hills and Siskiyou mountains. Buildings within the neighborhood can also provide attractive facades viewed straight on at street endpoints, or as deflected vistas in the winding segments of streets.

Therefore:

Maximize the views of offsite monuments (like the nearby mountains) from as many streets and paths as possible, and use buildings to create attractive end or side “deflected” views. Make sure that the quality of these buildings is worthy of their important positions.



Maintain the PEDESTRIAN-FRIENDLY BUILDING FRONTS without blocking views from adjoining home frontages...

SAFE ROUTES TO SCHOOL



...Within the STREET NETWORK and the WETLANDS NETWORK, make safe, pedestrian-friendly connections, so safe that children can walk or bicycle to school.

Problem-statement: Why are so few students able to walk or bike to school? Why also is childhood obesity soaring, and is there a link?



Discussion: There has been much research in this area,⁴ and the conclusion of many agencies is that cities, towns and neighborhoods must do a better job providing safe routes to schools. In the case of Croman Mill, Bellview Elementary School is nearly adjoining the property, and there is an opportunity to create a direct path. Ashland Middle School is 1.7 miles away, and Ashland High School is 2.2 miles away – both on potentially safe paths once the new hike-and-bike trail is completed along the railway line. Meanwhile, safe routes can be provided internally via the existing low-speed streets and their sidewalks, and internally with slow, pedestrian-friendly streets, well-designed and safe crossings, and pathways that are separated from vehicles while remaining visible and safe for children.

There are many resources for the design of safe routes, and recommendations for best practice. Many of the patterns in this collection point to key elements, including

⁴ See e.g. <https://saferoutespartnership.org/resources/academic-research>

PEDESTRIAN SANCTUARY, BIKE NETWORK, and GREENWAYS AND LANEWAYS.⁵

Therefore:

Identify the locations of schools, and map pathways form the schools to all homes in the neighborhood. Identify key crossings and pathways, and do not let dangerous segments interrupt the safe routes.



Make sure that the safe routes to school include PEDESTRIAN-FRIENDLY BUILDING FRONTS...

⁵ See e.g. <https://www.saferoutespartnership.org>, <https://www.transportation.gov/mission/health/Safe-Routes-to-School-Programs>

LANEWAY GARAGES AND CARRIAGE HOUSES



Garages and carriage houses in Seabrook, Washington

... Arrange the GREENWAYS AND LANEWAYS to accommodate garages and “carriage houses” or accessory dwellings, as well as other functions in the neighborhood.

Problem-statement: How can garages be accommodated without interrupting the walkable character of a neighborhood?



Discussion: Garages on alleys or “laneways” are excellent solutions to the problem of vehicular dominance of streets. They offer parking, storage, and in some cases, accessory dwellings, which provide helpful “eyes on the laneway” (as seen in the photo above).

However, there are a number of requirements to make garages on alleys or laneways work well. They must be spaced far enough apart to allow turning movement, typically no closer than 30’ apart. They need to be designed as attractive structures in their own right, not ugly “boxes.” Their doors, in particular, should be carefully selected for appearance, in many cases including “lites” or glass sections. This is particularly important for the ends of blocks.

Therefore:

Line the laneways with garages set back sufficiently, with attractive facades including glass doors. In as many places as possible, place carriage houses above.



Make the laneways as walkable as possible, with PEDESTRIAN-FRIENDLY BUILDING FRONTS...

PEDESTRIAN-FRIENDLY BUILDING FRONTS



Building fronts are appealing to pedestrians in Seabrook.

...In order to make the STREET NETWORK truly pedestrian-friendly, not only must there be GARAGES ON LANEWAYS, but the buildings must also have the proper orientation to the streets...

Problem-statement: Too often, streets are unappealing to pedestrians.



Discussion: The problem is two-fold. One, too many streets have ugly garages and cars parked in front, which create an unattractive streetscape. Two, too many streets have buildings set back far from the street, which fails to create an interesting and appealing streetscape for pedestrians to explore.

One way to make the streets more appealing is to relocate garages and other off-street parking to the laneway side, as discussed in the pattern LANEWAY GARAGES AND CARRIAGE HOUSES. Another way is to use the GREENWAYS AND LANEWAYS pattern, to provide attractive pedestrian greenways. But another technique is needed, especially in areas where streets are busier, such as commercial centers: to use the building fronts themselves to become attractive features for pedestrians.

This can be done in two ways. One, buildings can be brought closer to the street and sidewalk – typically no more than 15 feet to the backs of sidewalks, with windows facing the street. And two, buildings can be designed with porches, balconies, galleries, stoops, and other “connective features” that provide interest.

Therefore:

Place buildings close to streets, no more than 15 feet from sidewalks, and include windows, doorways, porches, balconies, and other features to create pedestrian interest and appeal.

