

**CITY OF
ASHLAND**
**JOINT PLANNING COMMISSION AND TRANSPORTATION
COMMISSION MEETING**
Monday, November 7, 2011
Council Chambers, 1175 East Main Street

Agenda

- I. CALL TO ORDER: 5:00 PM
- II. INTRODUCTORY REMARKS AND ADOPTION OF PREVIOUS MEETING MINUTES:
5:05 PM
- III. FOLLOW-UP DISCUSSIONS ON THE DRAFT PREFERRED AND FINANCIALLY
CONSTRAINED PLAN FACILITATED BY MIKE FAUGHT:

*The Draft Preferred and Financially Constrained Plan is available for download at:
http://www.ashlandtsp.com/statics/draft_documents.*

Meeting Structure, Purpose and Desired Outcome:

- A. TSP Goal Review
- B. Policy, Programs and Studies Discussion (TECHNICAL MEMORANDUM #9),
- C. Functional Classification Map Review (Figure 1)
 - i. Discussion on proposed (add/delete) Shared Streets
- D. Questions/Comments on:
 - i. Proposed Roadway Projects (Figure 11B)
 - ii. Proposed Railroad Crossing Projects (Figure 11A)
 - iii. Proposed Intersection Projects (Figure 11C)
- E. Discuss Next Steps and Key Near Term Dates
- V. PUBLIC COMMENTS: 6:00 PM
- VI. ADDITIONAL COMMISSIONER COMMENTS: 6:50 PM
- VII. ADJOURN: 7:00 PM

Note to Commissioners: Call Jodi Vizzini at 541-552-2427 or vizzinij@ashland.or.us if you cannot attend the meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Public Works Office at 488-5587 (TTY phone number 1 800 735 2900). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).

CITY OF ASHLAND

ASHLAND PLANNING COMMISSION ASHLAND TRANSPORTATION COMMISSION JOINT STUDY SESSION MINUTES September 27, 2011

CALL TO ORDER

Transportation Commission Chair Steve Ryan called the meeting to order at 4:00 p.m. in the Council Chambers, 1175 East Main Street.

Planning Commissioners Present:

Michael Dawkins
Eric Heesacker
Pam Marsh
Debbie Miller
Melanie Mindlin

Transportation Commissioners Present:

Tom Burnham
Shawn Kampmann
Steve Ryan
Julia Sommer
Colin Swales
David Young
Corrine Vieville
David Chapman, Council Liaison

Absent Members:

Russ Silbiger, Council Liaison
Brent Thompson

Staff Present:

Mike Faught, Public Works Director
Bill Molnar, Community Development Director
Maria Harris, Planning Manager
April Lucas, Administrative Supervisor

APPROVAL OF MINUTES

1. July 26, 2011 Joint Study Session Minutes.

Commissioners Marsh /Swales m/s to approve the July 26, 2011 Joint Study Session Minutes. Voice Vote: all AYES. Motion passed.

PRESENTATION

Marc Butorac and Susan Wright with Kittleson and Assoc. addressed the commissions and provided an overview of the materials that were submitted to the group. Ms. Wright reviewed the project schedule and stated they plan on having a joint work session with the Council in December, the Planning Commission public hearing in January, and the City Council public hearing in February. She stated the desired outcome for this meeting is to review the draft preferred and financially constrained plans, address questions, and begin prioritizing the actions.

Questions and Comments

It was asked if the consultants had considered the impacts of SOU's plans to build new dormitory facilities on Ashland Street, and whether this would necessitate a "pedestrian place" in this area. Ms. Wright clarified SOU is preparing additional studies and information on this element, including a pedestrian safety crossing study.

It was questioned how the decision to include a specific project in the constrained plan was reached. Ms. Wright clarified a full explanation of the decision making process is contained in the white paper included in the packet materials.

Comment was made about the estimated costs for the studies listed on pg.15 of the summary worksheet, and it was questioned if these reflect the considerable staff time that will be involved. Mr. Butorac agreed this is not fully reflected in the document and stated there are items were they will need to go back and add in some staffing costs.

Review of Preferred Plan Policies, Programs, Studies and Projects

Mr. Butorac asked the commissioners to list any items they need further clarification on and then begin identifying items they want removed from the plan. The following are the items identified by the commissioners for further discussion:

- Street Functional Classifications (L1): Mr. Butorac noted the following three changes to the functional classifications map: 1) Wimer from Siskiyou to the west is currently called an avenue; based on volume levels this will be changed to neighborhood collector. 2) Peachey Street will be converted to a neighborhood street. 3) Central Blvd in the Croman Mill site was included. It was questioned if Winburn and Granite had been downgraded from avenue to collector. Mr. Butorac stated they will go back and take a look at this.
- Street Patios (L4): Public Works Director Mike Faught noted he and Steve Ryan provided a presentation to the Chamber's Board a few weeks ago. He stated the Chamber is opposed to street patios and will be presenting their comments tonight.
- Incorporate Bicycle Parking (L7): It was questioned why this is listed since this is current policy. Mr. Butorac agreed and stated this policy will be included in the TSP to provide guidance.
- Develop Incentives for Truck Loading/Unloading (L8): Suggestion was made to include stronger language about this item. Mr. Butorac indicated this would likely be a Chamber driven project since this is a private sector issue. Several commissioners commented that this is a shared issue and should not necessarily be left to the Chamber to address. Mr. Butorac suggested including a study that could be done in conjunction with the implementation of any changing or narrowing of downtown.
- Funding Sources Feasibility Study & Downtown Parking Management Study (S1/S2): It was asked why staff cannot perform these studies. Mr. Faught explained staff is already over-booked and do not have sufficient time to work on these types of studies. He stated it will come down to either hiring additional staff or hiring a consultant to perform the work. Opinion was given that parking should not be looked at separately and should not be isolated from the other support systems. Regarding the funding source study, comment was made that funding sources should be looked at as a strategic tool to obtain certain types of desired develop or to make certain things happen.
- Create TravelSmart Educational Program (O1): Mr. Butorac commented that these types of programs have been very successful, and clarified the cost listed is the physical cost; He stated there will be staff time involved and the cost will need to be updated. Suggestion was made to partner with a non-profit to do these types of projects. Additional suggestion was made to reference TGM grants and non-profits as options to offset the costs. The commissioners held further discussion about educational programs, and shared their opinions about the priority of this element.
- Establish an Electric Assist Bicycle Program (O3): Opinion was given that this type of program should come from private business incentives and the City should not be subsidizing electric bike purchases. Opposing opinion was given supporting this concept. It was stated that electric bikes are costly (around \$2,000) and the City should treat this similar to energy efficiency rebates for appliances.
- Sidewalk and Bikeway Projects: Mr. Butorac noted this issue was discussed at the TSP Technical Advisory Committee meeting. He stated questions were raised about whether sidewalks should be built in areas where it would be challenging to do so, such as on Wimer Street. And if so, should the sidewalk be limited to just one side of the street. Or, if it is not required, should the development provide cash-in-lieu and that money be put towards the sidewalk installation in a more desired location. Comment was made that steeper and less used streets should have a lower priority, and the safe routes to school sidewalks should be at the top of the list. Additional comment was made that while sidewalks on every street is preferred, in some areas sidewalks on one side only is acceptable. Additional comments were made and Mr. Butorac recommended the commissioners indicate their ranking preference on their TSP summary worksheet.

Mayor John Stromberg came forward and addressed the group. He explained the concept behind this plan was to create a visionary plan for the integrated transportation and land use future of the City. He stated this process is at a critical stage and hopes the plan that comes forward will be both visionary and thoughtful. He spoke to the public input component, and asked the group to think about the assumptions they are making. Mayor Stromberg also commented on special consideration for the downtown merchants. He stated communications with this group should be handled in a sensitive way and asked them to consider adding downtown parking. Mayor Stromberg asked the group to be careful about overly condensing the work they have done, and asked them to provide Council with good materials they can dig their teeth into. He added ODOT has provided a lot of support in this project and they are hopeful Ashland will produce a good plan that can be used as a model in other parts of the state.

[Meeting adjourned for a 15-minute dinner break.]

Mr. Butorac commented that they will likely not have enough time to review every project element at tonight's meeting, and urged the commissioners to fill out the summary worksheet and submit their comments by October 4th.

- Transit Service Program (O5): It was noted RVTB will be presenting their near-term and long-term transit goals for the City at the October 3rd Council Study Session, and encouraged commissioners to attend if they are interested in this element of the TSP plan. Mr. Faught stated the RVTB plan is very well written and he is interested to hear what the Council has to say. The group held general discussion about RVTB's plan. Several opinions were given that Ashland should not solely rely on RVTB and should keep their options open to achieve the transit service Ashland desires. It was questioned whether the City could run their own transit system, or whether they could go back to free fares. Mr. Faught commented on RVTB's plan and stated he believes the plan does address Ashland's desires. Comment was made that Ashland should create its own transit plan, find out what RVTB can bring to the table, and then look elsewhere to fill in the gaps and accomplish their desires. Mr. Faught again encouraged the commissioners to attend the Council Study Session and submit their comments on this element.
- Railroad Crossings (X1-X5): Ms. Wright explained they would like to plan for three new crossings; however typically opening a new crossing comes at the price of closing another, and they understand the group is reluctant to do this. The group held discussion and general support was voiced for prioritizing a crossing at Fourth Street, and if necessary closing the Glenn Street crossing in order to achieve this. Mr. Butorac reminded the group about the implications for the Croman site and asked if they would consider closing the Wightman crossing in order to open the Washington crossing on the Croman site. Much discussion was had about this item, but the group was unable to reach a consensus. In the interest of time, the commissioners were asked to list their preferences and comments on the summary worksheet.
- Downtown Couplet Transition Study (S8): Mr. Faught noted the cost for this study would be \$150,000 and stated he is not supportive of moving this forward. He stated the downtown street system works well in terms of moving traffic and people through it, and stated this is a lot of money to justify spending. Two commissioners voiced their disappointment in not moving this forward. .

Public Testimony

Pam Hammond/President of Ashland Chamber of Commerce Board of Directors/Ms. Hammond read a statement into the record that outlined the Chamber's comments on specific plan elements. A full copy of the submittal is attached to these minutes as Exhibit A.

Sherry Smilo/215 Tolman Creek/Stated she had heard that the TSP lists the construction of a new roadway off Clay Street behind her trailer park. She stated she is speaking on behalf of herself and the other residents and voiced her opposition to a roadway in their backyard.

Multi-Modal SDC Considerations

Mr. Butorac explained when this project was originally scoped the SDC update was priced as an update of the existing ordinance and methodology, which is based on vehicular trips; However, this process has transitioned to a methodology that

would be person-trips (multi-modal). He stated a new methodology and ordinance will need to be prepared and taken through the City's process for approval. He stated there are some budget considerations that go along with this and asked if the group was supportive of spending an additional \$10,000 to create a multi-modal SDC.

The commissioners held general discussion on this item. Several comments were made that this is an important component of the TSP Update and should move forward.

Commissioners Sommer/Swales m/s to approve the expenditure. Voice Vote: all AYES. Motion passed.

ADJOURNMENT

Meeting adjourned at 8:00 p.m.

*Respectfully submitted,
April Lucas, Administrative Supervisor*

RECEIVED

SEP 27 2011

To: City of Ashland
Re: Transportation System Preferred Plan
From: Ashland Chamber of Commerce Board of Directors
Date: September 27, 2011

Background: Pam Hammond, President of the Ashland Chamber of Commerce Board of Directors was appointed by the Mayor to the TAC for the Transportation System Plan last year to represent the interests of the Board. She was a regular attendee of the meetings held by the TAC throughout the process. Additionally, Public Works Director, Mike Faught and the paid consultants have made regular reports to the Ashland Chamber of Commerce Board of Directors on the progress of the plan and received direct feedback from the Board on various elements within the proposed plan. Most recently, Mike Faught made a report at the September 8, 2011 Board meeting presenting new projects being recommended in the plan as well as some the Board had been told would not be included. The Board asked to receive the full report and for the opportunity to provide response. Following the meeting, the Chamber was sent the report as well as a schedule for when comment would be solicited. This memo will include specifically proposed projects in the downtown (L3, L4, L5, L6, L7, L8, L9, S1, S2, S8, Cross section modification of East Main, Transit).

Overview:

The Chamber appreciates the work of the Transportation Commission, the TAC, the Planning Commission and staff in preparation of this plan. Indeed, it was critical that the Chamber had representation in this effort as the resulting Plan will affect the livelihood and sustainability of our businesses and employment in Ashland. Please know we look forward to working with you in the successful development of this plan and offer assistance by our members who represent core businesses in the downtown and will be the ones most affected by any plan you approve. The Chamber was mentioned numerous times in this report as a partner in helping to make it a success. Of course, we are interested in providing this assistance and partnership. There are a few items in the Plan that have just been presented to us within the last few weeks that are of great concern as we believe they are a detriment to conducting successful business particularly in the downtown and are a waste of funds. We are also concerned that the comments made previously by the Board were disregarded and have appeared back in the Plan.

Situational Analysis: The Downtown

Commerce is what happens in the downtown and what draws people to our core. It is where the primary employment exists and those businesses need effective transportation taking into account their needs. In addition to employment, the area provides needed taxes that fund our city

services. The downtown is not only the historic heart of Ashland but it creates the cultural character that draws people to visit, to live and defines much of our quality of life. The community needs a downtown that serves everyone, not just those who can bike or walk but those who are elderly, disabled or otherwise not interested in biking or walking. Shouldn't their needs be just as important?

Plan Assumptions and beliefs:

Having read the Plan, it is clear that the interests of pedestrians and bicyclists were the priorities. The goal is to reduce vehicular traffic particularly in the downtown to make it more difficult to drive or park creating more congestion so that people will walk and bike more.

Our Assumptions and beliefs:

The Chamber believes that while the goal of providing better pedestrian and bicycle amenities is important, the higher goal should always be maintaining and improving the economic viability of Ashland and, in this case, the downtown. No one would want to walk or bicycle in the downtown or railroad district if the businesses were not successful and the area had deteriorated. Frustration with traffic congestion and lack of parking will lead people to go elsewhere resulting in a decline of customers from the downtown, creating business failures and job losses. Just look at the experience in our own state of the City of Eugene. Millions of dollars were spent to eliminate traffic in the downtown, businesses failed, people lost their jobs and then millions more were spent opening the downtown back up to traffic. *Goal 3 states that the goal is to maintain the City of Ashland's small town character, support economic prosperity and accommodate future growth.* We do not believe this goal can be met if some of the elements in this Plan are pursued. Why not create a Plan that improves the pedestrian and bicycle amenities while preserving the parking and transportation needs of business and all the citizens of Ashland? Frankly, we are at a loss of why this is not the goal.

Agreements:

The Chamber is very supportive of providing better pedestrian and bicycle amenities including larger sidewalks and bike lanes but would also like to see included in the Plan better and more consistent lighting throughout the downtown and railroad district. Additionally, landscaping including hanging flower baskets in areas of high pedestrian traffic such as the downtown and railroad district but not limited to those areas should be of high priority in the plan.

Comments on specific proposals:

L3 – Incorporate wider sidewalks

There is support for larger sidewalks if the goal is not just *to provide additional capacity for pedestrians and pedestrian activities*, but to include pedestrian amenities and safety such as better lighting and significantly improved landscaping and maintenance. It has long been the Chamber's opinion that maintenance and upkeep of the downtown is lacking and in serious need of better planning. Just incorporating larger sidewalks without a plan that includes lighting, trash receptacles and landscaping will not be adequate.

L4 – Street Patios

This suggestion was met with serious opposition when it was first presented to the Board earlier in the year. The Chamber Board has a large number of businesses represented in the downtown area including real estate, lodging, dining, retail and service. There was strong unanimous concern that this proposal was taken from a downtown community very different from Ashland lacking a strong vital visitor economy. This was expressed to the consultants and to the staff present at that meeting. The Board was told it would no longer be considered and yet it was never taken out of the plan. The comment in the plan states *downtown restaurant owners would apply for temporary seasonal street patios to provide additional seating capacity for restaurant owners to have outdoor cafes during the summer months facilitating economic prosperity and preserving sidewalk space for pedestrians*. This indicates to the Board, including the restaurant owners present, a lack of understanding of the vital need for parking in the downtown especially on Main Street. The restaurant owners mentioned how inefficient it would be to cross the sidewalk to serve a customer not to mention the visual clutter that would ensue. Those who remembered the photos used in the example recalled the downtown model was of a much deteriorated downtown street that did not have foot traffic or much business. Certainly not what Ashland currently enjoys in the high season. Finally, it was of concern to the non-restaurant businesses why restaurants should be singled out as able to have this ability. Why would it then not be legal for retail businesses to move their operations onto the street? Certainly, this is not the feeling we want in our downtown.

L5 – Incorporate Preferred Pedestrian Treatments

There was support for the inclusion of the pedestrian treatments as described in the Plan including countdown signals, landscape buffers, refuge islands and benches as enhancing the pedestrian environment. However, adequate lighting, proper trash disposal and beautification are things the Board feels are critical needs not addressed within the Plan.

L6 – Encourage Alley Enhancements

The Chamber is in agreement that the alleys need to be environmentally enhanced but want to stress the importance that they still need to function as alleys for deliveries and vehicular traffic.

L7 – Incorporate Bicycle Parking

While the Chamber is very supportive of additional bicycle parking, it should not be at the expense of vehicle parking especially on East Main Street. It was felt that areas off of East Main should be considered such as expanding the current bike racks near the parking garage. There is significant space on the bricks at OSF that could be considered as well as on the Plaza without having to take away needed parking. Additionally, it was felt strongly by the Board that a business owner should not be the one to determine how the space in front of their business should function but those decisions should be in an overall plan for downtown transportation that benefits all the business conducted in the downtown. The scenario was made that a specific business could be dependent on vehicle traffic and their neighbors could then negatively impact their ability to do business by eliminating their access to parking.

L8 – Develop Incentives for Truck Loading/Unloading

Reduce delivery and pick-up of goods during peak times through strategies such as incentives or time restrictions. The purpose of this policy is to limit potential truck loading/unloading impacts other downtown activities. It was felt that the primary reason we have truck delivery issues in the downtown is that we have a downtown that has economically evolved over the years. Most of the downtown is not served efficiently by alleys behind the businesses, such as in a mall design, or parking bays that exist in newer retail environments. Much of the downtown commerce is in restaurant and retail with the resulting need in significant truck delivery. Businesses have to buy from numerous suppliers from linen to paper to beer and groceries not to mention products. This is what the downtown is used for – business is the downtown activity that generates income, employment and commerce.

L9 – Update Downtown Parking Management

Encourage use of parking garages and work to reduce turn-over of on-street parking. The Chamber is in support of this goal of better utilization of our parking in the downtown. However, we believe the timing in the current parking garage needs to more adequately match the timing of downtown employee schedules. Changing the timing on the machine in the structure to allow for a personal match of a 12 hour period would be more efficient such as an employee whose schedule spans the 6 pm cutoff time.

S1 – Funding Sources Feasibility Study

Spending \$30,000 additionally on top of this current study seems wasteful. It is unclear from reading the report why it is necessary to yet again spend more dollars on this and why it wasn't taken care of in this report. Additionally, it would seem a staff responsibility to carry it through.

S2 – Downtown Parking Management Study

It is frustrating that the study of parking needs in the downtown continues to be funded but no action taken from the need. The City has conducted parking studies in the past and now another \$75,000 is being considered.

S8 – Downtown Couplet Transition Study

The Chamber recommends elimination from both the Preferred and Financially Constrained Plans of this idea to study the return of two-way traffic in the downtown. This idea never came up at any of the TAC meetings and having read the minutes of the July 26, 2011 Joint Study Session of the Planning Commission and Transportation Commission we were dismayed that it was given support and a \$150,000 allocation. It is great concern that the City would undertake such a study with absolutely no involvement from the business community. Why spend not only the dollars to study this but with so many unfunded capital improvement projects throughout Ashland and numerous needs in maintenance and upgrading downtown would we seriously embark on such an expensive and futile project? The answer given to us is that people “fondly remember” when traffic was two-way in the downtown. The downtown has grown in business since the 1960's, thank goodness, and needs an effective, safe and functioning system. We are in complete disagreement that this should receive any more study and certainly no dollar allocation.

Intersection projects, new roadways and roadway extensions - Main Street (OR 99 southbound) modify cross section

Reading both the report and the minutes of the July 26, 2011 Study Session, the Chamber has serious concern of the desire of the Plan to incorporate truck deliveries and bicycles in the same lane. We believe it is a safety issue and creates a dangerous situation. The idea that a center lane would be used for this purpose is frightening at best with delivery truck drivers hauling their load across a traffic lane. In addition, bicyclists would then need to not only navigate around a truck but also into the traffic lane.

Transit Service Priorities

The need for better transit service to Ashland has been discussed for at least 25 years. The downtown and railroad district businesses need evening and weekend service if the goal is to have employees use this service. As the primary business of tourism occurs not only during the day but in the evening and on weekends, the existing transit service does not meet this need. It is more important to the businesses and the employees that the service is reliable and consistent,

not that it is free. The Chamber believes so much effort is spent on reduction of rate and nearly not enough on the need for better service in the evenings and on weekends. We are completely supportive of providing this service for Ashland residents and employees as well as for SOU students.



Summary of TSP Goals and Proposed Policies, Programs and Studies

Date: October 31, 2011 **Project #:** 10633.09

To: Mike Faught, City of Ashland

Cc: Project Management Team, Planning Commission and Transportation Commission

From: Susan L. Wright, P.E.; Marc A. Butorac, P.E., P.T.O.E.; and Erin M. Ferguson, P.E.

Project: City of Ashland Transportation System Plan Update

Subject: Material for November 7, 2011 Joint PC/TC Meeting

Introduction

This memorandum summarizes the City of Ashland's Transportation System Plan (TSP) goals and the proposed TSP policies, programs, and studies presented in *Technical Memorandum 9 Preferred and Financially Constrained Plan* (dated September 13, 2011). The TSP goals and proposed policies, programs, and studies are presented succinctly here to help facilitate discussion at the Joint Planning and Transportation Commission on November 7, 2011. Please refer to *Technical Memorandum 9 Preferred and Financially Constrained Plan* for more information on the policies and studies below as well as the process for identifying the policies and studies.

As a reminder, the following labeling convention is used to identify and number policies, programs, studies, and projects.

- L# - Indicates a policy followed by the corresponding number. There are 21 policies in the Preferred Plan.
- O# - Indicates a program followed by the corresponding number. There are 6 programs in the Preferred Plan.
- S# - Indicates a study followed by the corresponding number. There are 3 studies in the Preferred Plan.
- P# - Indicates a pedestrian (i.e., sidewalk) project followed by the corresponding number. There are 58 sidewalk projects in the Preferred Plan.

- B# - Indicates a bicycle project followed by the corresponding number. There are 35 bicycle projects in the Preferred Plan.
- X# - Indicates a railroad crossing project followed by the corresponding number. There are 5 railroad crossing projects in the Preferred Plan.
- R# - Indicates an intersection or roadway project followed by the corresponding number. These include projects serving all modes and those supporting Pedestrian Places Planning. There are 42 intersection/roadway plan projects in the Preferred Plan.

A table of contents for this memorandum is below.

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TSP Goals

The City's TSP goals are listed below for reference; more detail on each is contained in Technical Memorandum #2.

- **Goal 1** – Create a “green” template for other communities in the state and nation to follow.
- **Goal 2** – Make safety a priority for all modes of travel.
- **Goal 3** – Maintain the City of Ashland's small town character, support economic prosperity, and accommodate future growth.
- **Goal 4** - Create a system-wide balance for serving and facilitating pedestrian, bicycle, rail, air, transit, and vehicular traffic in terms of mobility and access within and through the City of Ashland.

TSP Proposed Policies, Programs and Studies

The policies and studies are organized based on their applicability to each mode of transportation.

GENERAL POLICIES AND STUDIES

The policies and studies summarized in Table 1 are applicable to multiple modes using Ashland's transportation system.

Table 1 Summary of Preferred Plan General Policies and Studies

(ID#) Policy or Study Name	Description	Priority (Timeline)	Cost
(L1) Street Functional Classifications	Update to City of Ashland's street functional classifications including a new functional classification called Shared Streets.	N/A	N/A
(L2) Multimodal/Safety Based (Alternative) Development Review Process	Multimodal and safety based approach for reviewing and approving development applications.	N/A	N/A
(L3) Incorporate Wider Sidewalks	One of seven policies to enhance the downtown. As feasible, incorporate wider sidewalks into downtown projects to provide more space for pedestrians.	N/A	N/A
(L4) Street Patios	One of seven policies to enhance the downtown. Allow for downtown restaurant owners to apply for temporary seasonal street patios.	N/A	N/A
(L5) Incorporate Preferred Pedestrian Treatments	One of seven policies to enhance the downtown. Incorporate preferred pedestrian treatments into downtown projects, as feasible.	N/A	N/A
(L6) Encourage Alley Enhancements	One of seven policies to enhance the downtown. Encourages property owners along alleys to enhance the environment through improved	N/A	N/A

(ID#) Policy or Study Name	Description	Priority (Timeline)	Cost
	landscaping, businesses oriented towards the alley and other similar characteristics.		
(L7) Incorporate Bicycle Parking	One of seven policies to enhance the downtown. As feasible, incorporate bicycle parking into downtown projects.	N/A	N/A
(L8) Develop Incentives for Truck Loading/Unloading	One of seven policies to enhance the downtown. Work with Chamber of Commerce and downtown business owners to reduce delivery and pick-up of goods in peak hours.	N/A	N/A
(L9) Update Downtown Parking Management	One of seven policies to enhance the downtown. Work with Chamber of Commerce and downtown business to update parking management strategies.	N/A	N/A
(L10) Green Street Treatments	Incorporate green street treatments into transportation, sewer, water, and stormwater projects.	N/A	N/A
(S1) Funding Sources Feasibility Study	Study to identify future feasible funding sources to support improvements to the transportation system.	Medium (5-15 years)	\$30,000
(S2) Downtown Parking Management Plan Study	Study to evaluate the effectiveness of updated downtown parking management strategies and initiatives as well as consider their transferability to other parts of Ashland such as the Railroad District and Croman Mill Site.	Medium (5-15 years)	\$75,000

Notes:

N/A Indicates category is not applicable to the policy or study. For examples, policies do not have costs or priorities associated with them, because they do not require funding to implement.

TSP POLICIES AND PROGRAMS RELATED TO BICYCLES AND PEDESTRIANS

Table 2 summarizes the policies, programs and studies related to the bicycle and pedestrian networks.

Table 2 Table 2 Summary of Bicycle and Pedestrian Policies and Programs

(ID #) Policy or Program Name	Description	Priority (Timeline)	Cost
(L11) Integrate Bicycle Parking	Work with the Planning Commission and Chamber of Commerce to establish on-street and off-street bicycle parking requirements for inclusion in the development review process. Establish a tier system for the requirements that recognizes some parts of the City of Ashland are likely to attract more bicycle trips than others parts.	N/A	N/A

(ID #) Policy or Program Name	Description	Priority (Timeline)	Cost
(L12) Establish Incentives for Bicycle Friendly Businesses	Work with the Planning Commission and Chamber of Commerce to establish incentives for bicycle friendly businesses. The incentives will encourage businesses to facilitate and promote bicycling for employees and customers.	N/A	N/A
(L13) Incorporate Preferred Pedestrian Treatments	As feasible, integrate preferred pedestrian treatments into city-wide projects that arise through CIP investments or development. Preferred pedestrian treatments include pedestrian countdown signals, landscape buffers, pedestrian refuge islands, benches, curb extensions, enhanced crosswalks, signalized crossings, and ADA compliant curb ramps.	N/A	N/A
(O1) TravelSmart Education Program	Invest in individualized, targeted marketing materials to be distributed to interested individuals for the purpose of informing and encouraging travel as a pedestrian or by bicycle. The approximate cost of the program (including maps, materials, incentives, outreach staff and mail costs) is \$30 per household.	High (0-5 Years)	\$45,000
(O2) Directed Patrols	With the assistance of the Transportation Commission, provide collected complaints to local law enforcement to help identify targeted enforcement of speed zones, adherence to traffic control devices, and adherence to traffic laws. This includes proper adherence by motorists, bicyclists, and pedestrians.	High (0-5 Years)	\$100,000
(O3) Electric Assist Bicycle Program	Establish a rebate program that provides a subsidy towards purchasing electric-assist bicycles.	High (0-5 Years)	\$140,000
(O4) Retrofit Bicycle Parking Program	Establish a retrofit bicycle parking program allowing interested property owners to apply for bicycle racks or bicycle corrals to be installed in front of their establishment. The City will coordinate with local business owners as to where bicycle racks are installed to be sensitive to the potential impacts on pedestrian space and vehicle parking.	High (0-5 Years)	\$50,000
Total			\$335,000

Notes

N/A Indicates category is not applicable to the policy or study. For examples, policies do not have costs or priorities associated with them, because they do not require funding to implement.

TSP POLICIES AND PROGRAMS RELATED TO TRANSIT

The policies and programs related to transit service are summarized in Table 3.

Table 3 Table 3 Summary of Transit Related Policies and Programs

(ID #) Policy or Program Name	Description	Priority (Timeline)	Cost
(L14) Encourage High Density Housing	Establish policies and/or incentives to encourage high density housing along transit corridors and within urban renewal districts as a means to increase transit ridership and establish transit attractive destinations.	N/A	N/A
(L15) Upgrade Sidewalk Facilities	As project opportunities arise through Capital Improvement Program (CIP) investments or development, upgrade sidewalk facilities to ADA compliance on streets where transit service is provided and/or planned.	N/A	N/A
(L16) Provide Street Lighting	As project opportunities arise through CIP investments or development, install and/or improve street lighting at transit stops and along streets leading to transit stops.	N/A	N/A
(L17) Provide Bicycle Storage	As project opportunities arise through CIP investments or development, incorporate bicycle storage at major transit stops, including the downtown core, Southern Oregon University (SOU), and the Ashland Street (OR 66)/Tolman Creek Road intersection.	N/A	N/A
(L18) Increase and Improve Pedestrian Crossing Opportunities	As project opportunities arise through CIP investments or development, improve pedestrian crossing opportunities across major roadways to facilitate access to transit stops.	N/A	N/A
(L19) Monitor and Improve Transit Stop Amenities	As opportunities arise, upgrade transit stop amenities based on ridership thresholds.	N/A	N/A
(O5) Transit Service Program	The Transit Service Program provides funds and guidance on how to allocate funds to improve transit service (and increase transit ridership) in Ashland independent of and in collaboration with RVTD.	High Priority and Long-Term Investment	Varies by Year ¹
Total			

Notes

N/A Indicates category is not applicable to the policy or study. For examples, policies do not have costs or priorities associated with them, because they do not require funding to implement.

¹See pages 46 and 47 of *Technical Memorandum 9 Preferred and Financially Constrained Plans* for details.

TSP POLICY RELATED TO RAIL

One potential TSP policy related to heavy rail was identified; it is below.

(L20) FREIGHT BY RAIL POLICY

The City of Ashland supports increasing rail freight service to local businesses.

TSP POLICES AND STUDIES RELATED TO INTERSECTIONS AND ROADWAYS

The policies and studies related to intersections and roadways are summarized in Table 4.

Table 4 Summary of Intersection and Roadway Related Policies and Studies

(ID #) Policy and Study Name	Description	Priority (Timeline)	Cost
(L21) Access Management	As the City of Ashland continues to grow, its street system will become more heavily traveled. Consequently, it will become increasingly important to manage access on the Boulevard and Avenue street system as new development occurs, in order to preserve those streets' function for carrying through traffic. This policy presents criteria and considerations on which access decisions will be based.	N/A	N/A
(L22) Alternative Mobility Standards on State Highways	The City will pursue alternative mobility standards for intersections along North Main Street (OR 99) from Helman Street to the northern Urban Growth Boundary and the Ashland Street (OR 66)/Tolman Creek Road intersection.	N/A	N/A
(L23) Transportation System Management	As feasible, the City of Ashland will integrate the Transportation System Management strategies below (see page 60 of Technical Memorandum 9) into transportation corridor studies and projects in cooperation with ODOT (ODOT manages many of traffic signals on the primary corridors in Ashland, which are Highway 66 and Highway 99).	N/A	N/A
(L24) Traffic Calming	As feasible and appropriate as determined by an engineering study, traffic calming elements will be integrated into transportation improvement projects particularly those taking place on designated Safe Routes to School routes, within a quarter-mile walking distance from a school, and within a quarter-mile walking distance of a transit stop.	N/A	N/A
(L25) Truck Freight Movement Plan	The City of Ashland has identified Hersey Street as an alternative truck freight route allowing truck movements to avoid passing through downtown Ashland (unless the truck is destined to downtown Ashland).	N/A	N/A
(S3) North Main Street (OR 99) from Helman Street to Sheridan Street	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	\$75,000

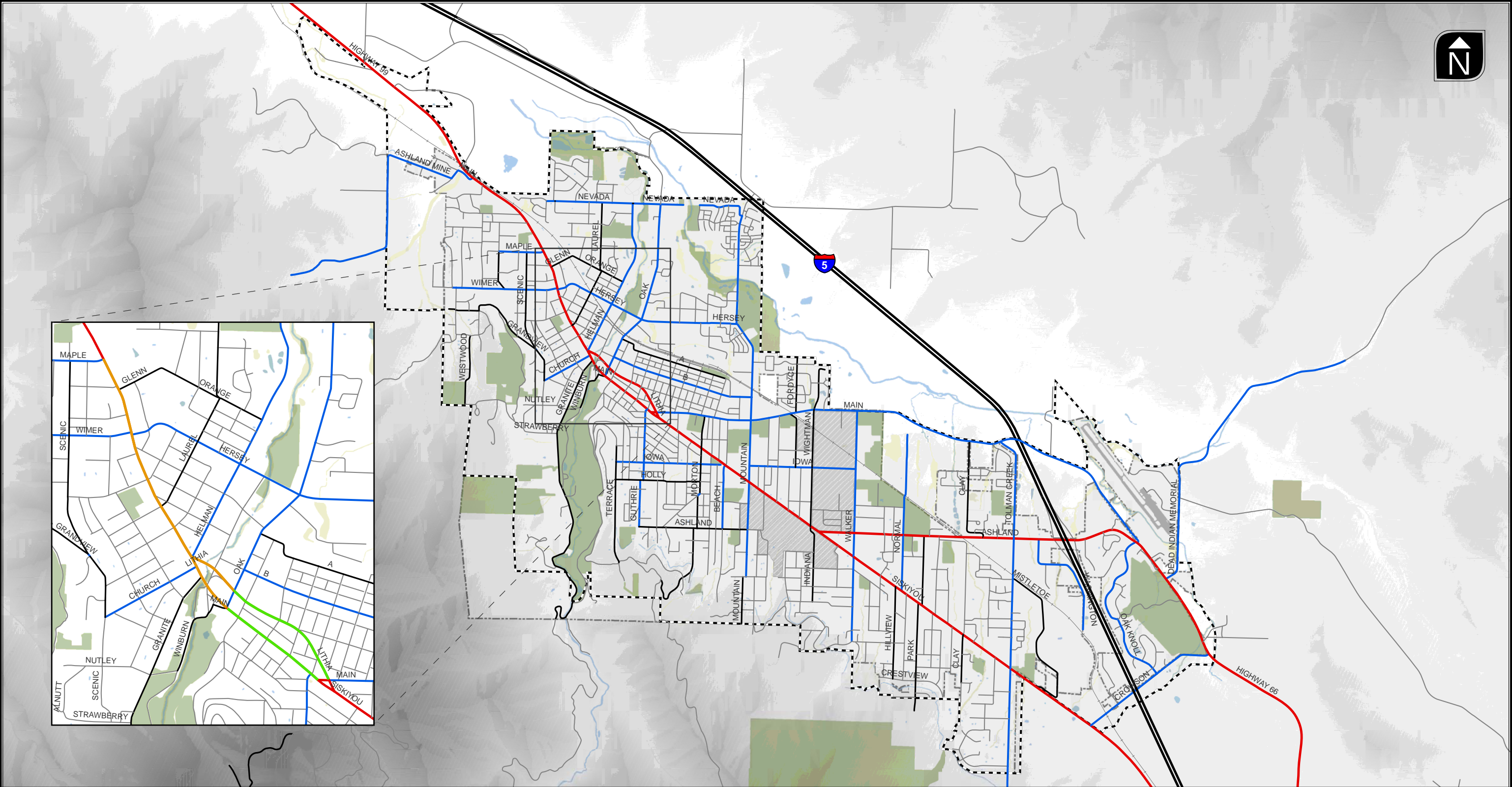
(ID #) Policy and Study Name	Description	Priority (Timeline)	Cost
(S4) Siskiyou Boulevard (OR 99) from East Main Street to Walker Avenue	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	\$75,000
(S5) Siskiyou Boulevard from Walker Avenue to Tolman Creek Road	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	\$75,000
(S6) Ashland Street (OR 66) from Siskiyou Boulevard to Tolman Creek Road	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	\$75,000
(S7) East Main Street from Siskiyou Boulevard to Wightman Street	Conduct access management spacing study and provide near- and long-term recommendations for improvement.	Medium (5-15 years)	\$75,000
(S8) Downtown Couplet Transition Study	Evaluate the feasibility and costs associated with removing the downtown couplet system and returning two-way traffic to Main Street and Lithia Way. As part of the study, the feasibility of roundabouts at the Helman Street/Main Street/Lithia Way and the Siskiyou Boulevard/East Main Street/Lithia Way intersections would be explored.	High (0-5 years)	\$150,000
(S9) Ashland Street (OR 66)/Tolman Creek Road Safety Study	Conduct a transportation safety assessment in five years to identify crash trends and/or patterns (if they exist) as well as mitigations to reduce crashes.	Medium (5-15 years)	\$20,000
Total			\$545,000

Notes

N/A Indicates category is not applicable to the policy or study. For examples, policies do not have costs or priorities associated with them, because they do not require funding to implement.

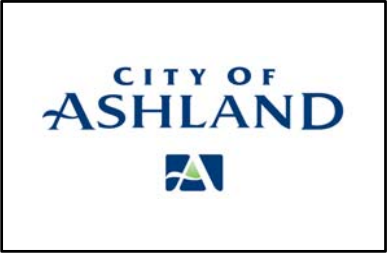
Next Steps

City of Ashland staff will use the information summarized here, presented in *Technical Memorandum 9 Preferred and Financially Constrained Plan*, and the proposed TSP modal plan maps to facilitate discussion at the November 7, 2011 Joint Planning and Transportation Commission Meeting. Based on discussions at the meeting and feedback from the Planning and Transportation Commissions, City of Ashland staff will provide the Consultant Team with final direction regarding the policies, programs, studies, and projects to be included in the Preferred and Financially Constrained Plans.

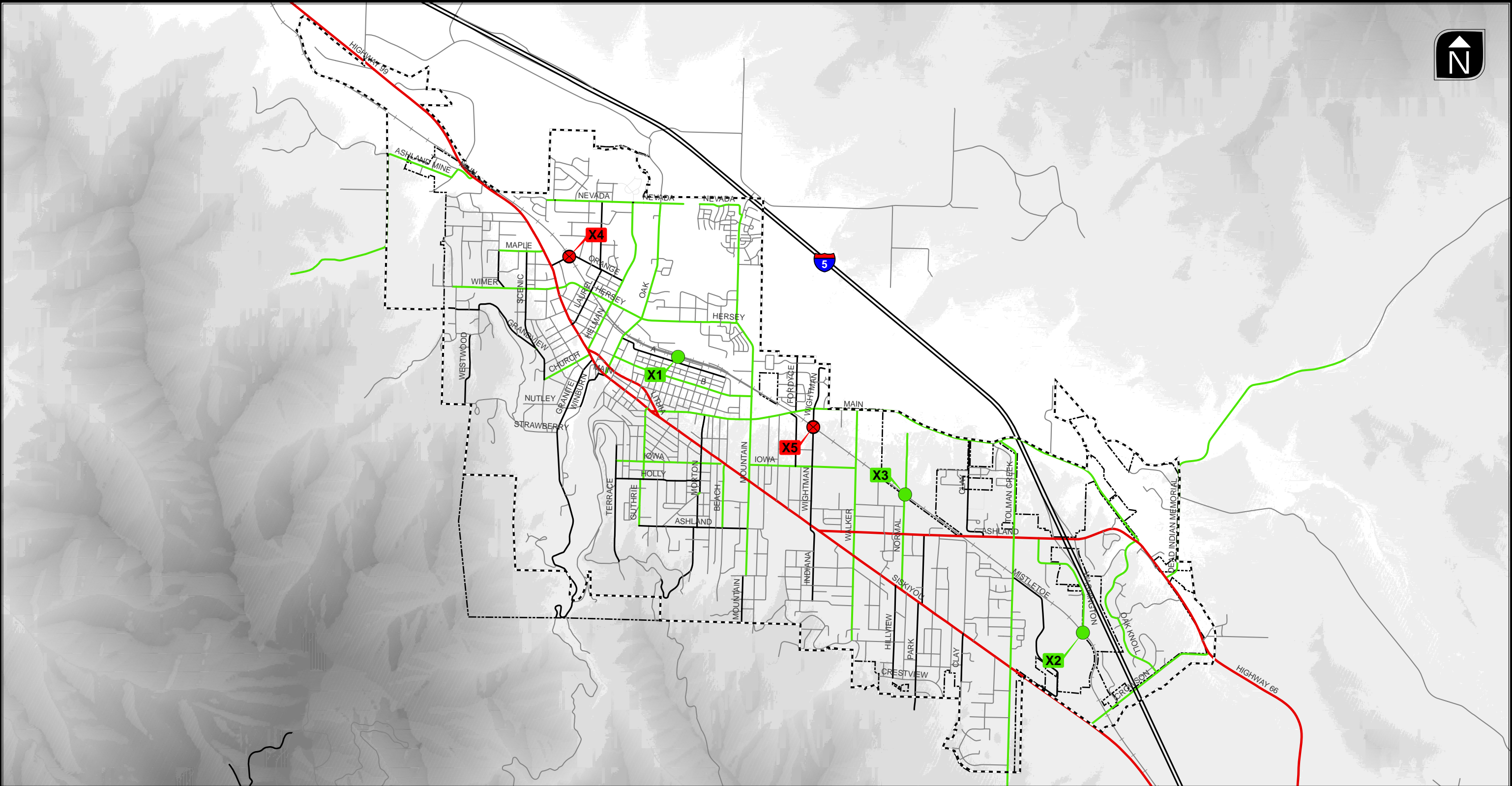


	Interstate		City UGB
	Boulevard		City Limits
	Avenue		Special Transportation Area Designation
	Neighborhood Collector		Urban Business Area Designation
	Neighborhood Street		

**Updated City of Ashland
Street Functional Classification Map**



**Figure
1**

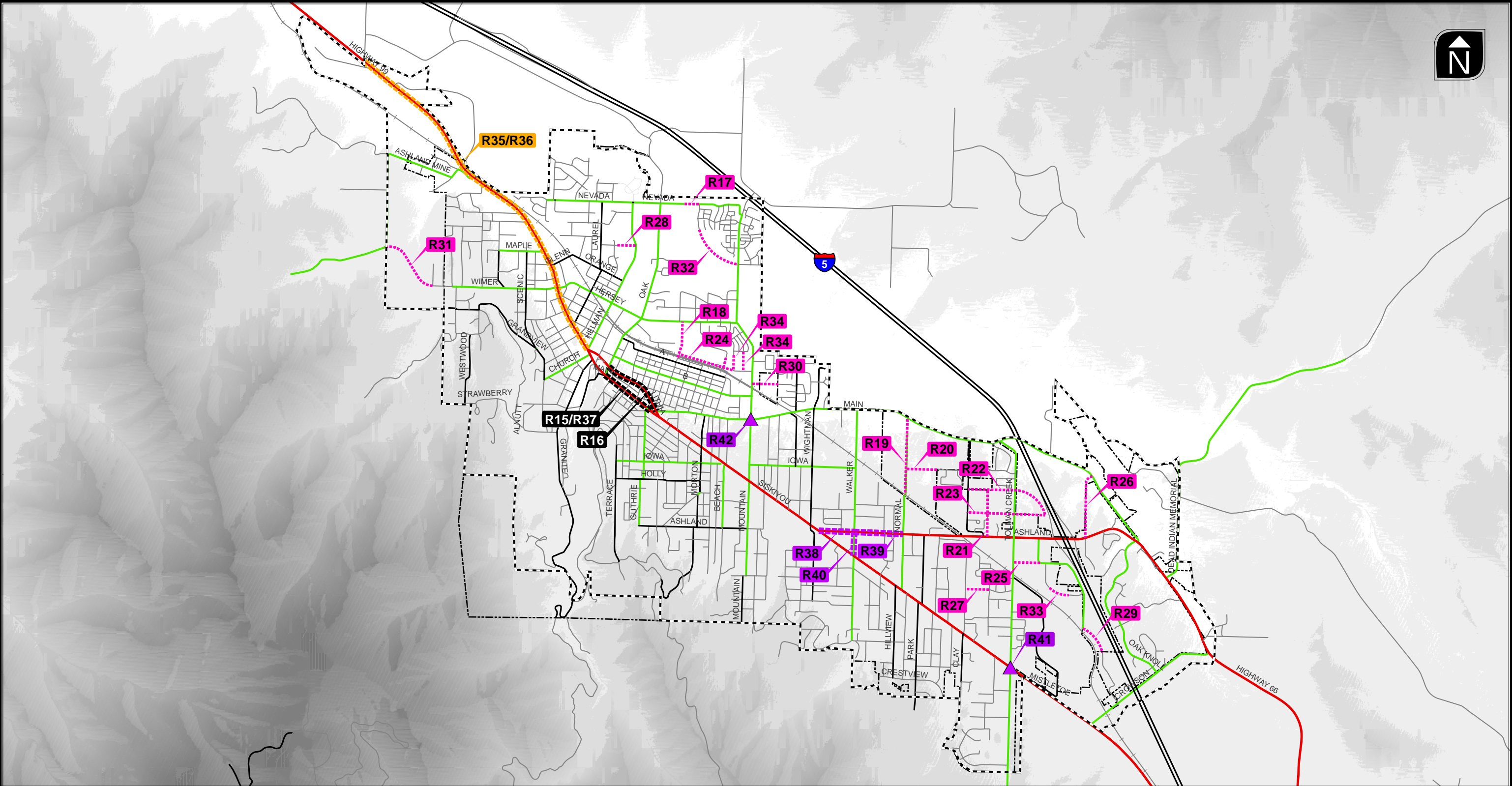


- Planned Railroad Crossing
- Planned Railroad Crossing Closure
- XX Project Number

Railroad Crossing Projects



Figure
11A



- Planned Roadway Extension XX Project Number
- Planned Downtown Project
- Planned Road Diet
- Planned Streetscape Project
- Planned Streetscape Project

Roadway Projects

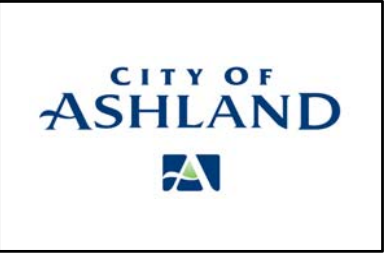
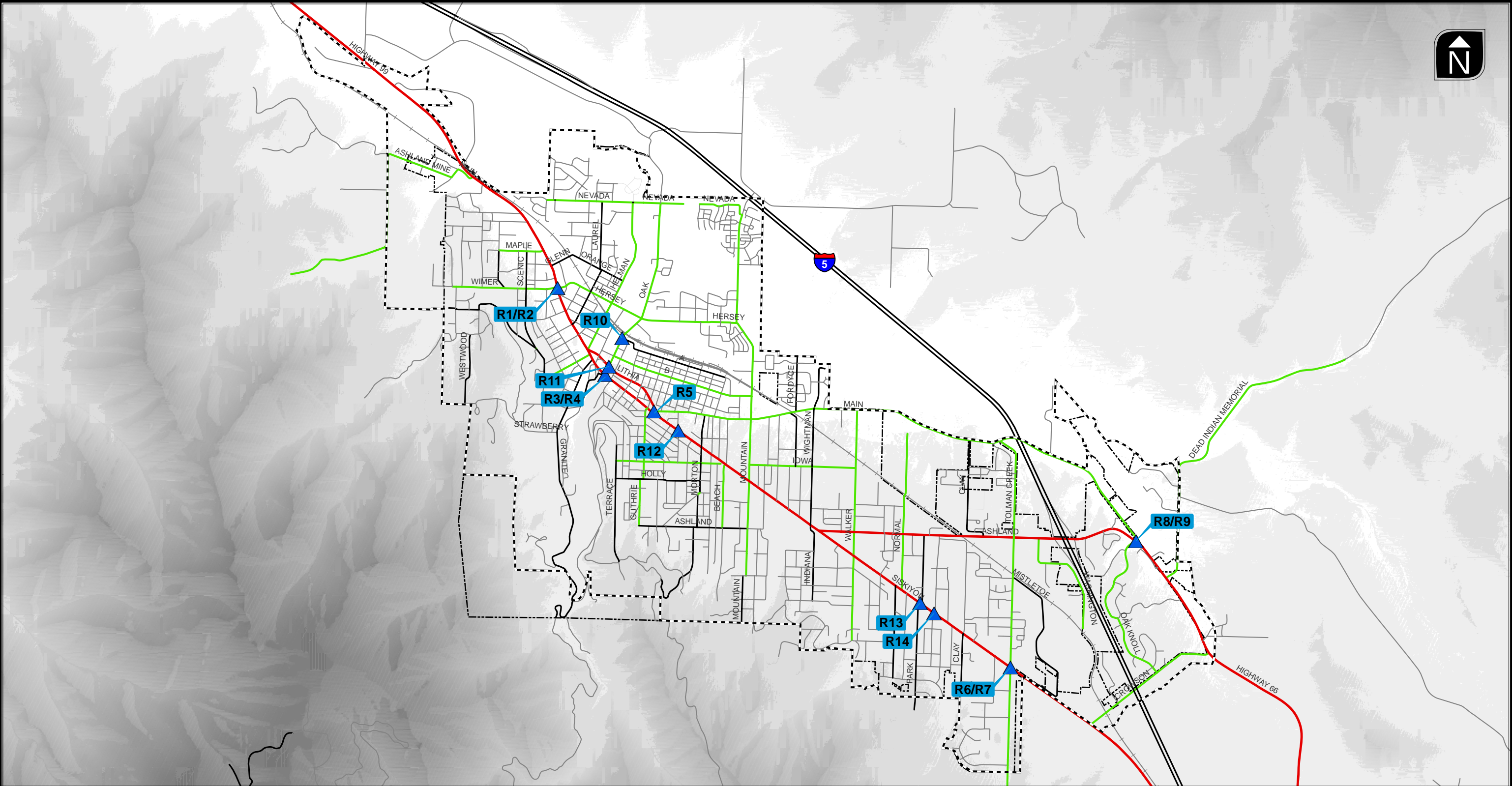


Figure 11B



▲

Planned Intersection Project

XX

Project Number

Intersection Projects

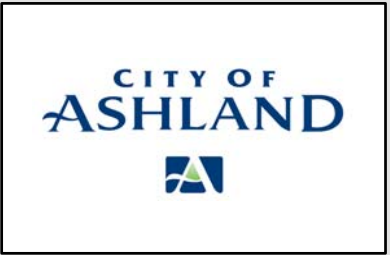


Figure
11C

RECEIVED

SEP 27 2011

To: City of Ashland
Re: Transportation System Preferred Plan
From: Ashland Chamber of Commerce Board of Directors
Date: September 27, 2011

Background: Pam Hammond, President of the Ashland Chamber of Commerce Board of Directors was appointed by the Mayor to the TAC for the Transportation System Plan last year to represent the interests of the Board. She was a regular attendee of the meetings held by the TAC throughout the process. Additionally, Public Works Director, Mike Faught and the paid consultants have made regular reports to the Ashland Chamber of Commerce Board of Directors on the progress of the plan and received direct feedback from the Board on various elements within the proposed plan. Most recently, Mike Faught made a report at the September 8, 2011 Board meeting presenting new projects being recommended in the plan as well as some the Board had been told would not be included. The Board asked to receive the full report and for the opportunity to provide response. Following the meeting, the Chamber was sent the report as well as a schedule for when comment would be solicited. This memo will include specifically proposed projects in the downtown (L3, L4, L5, L6, L7, L8, L9, S1, S2, S8, Cross section modification of East Main, Transit).

Overview:

The Chamber appreciates the work of the Transportation Commission, the TAC, the Planning Commission and staff in preparation of this plan. Indeed, it was critical that the Chamber had representation in this effort as the resulting Plan will affect the livelihood and sustainability of our businesses and employment in Ashland. Please know we look forward to working with you in the successful development of this plan and offer assistance by our members who represent core businesses in the downtown and will be the ones most affected by any plan you approve. The Chamber was mentioned numerous times in this report as a partner in helping to make it a success. Of course, we are interested in providing this assistance and partnership. There are a few items in the Plan that have just been presented to us within the last few weeks that are of great concern as we believe they are a detriment to conducting successful business particularly in the downtown and are a waste of funds. We are also concerned that the comments made previously by the Board were disregarded and have appeared back in the Plan.

Situational Analysis: The Downtown

Commerce is what happens in the downtown and what draws people to our core. It is where the primary employment exists and those businesses need effective transportation taking into account their needs. In addition to employment, the area provides needed taxes that fund our city

services. The downtown is not only the historic heart of Ashland but it creates the cultural character that draws people to visit, to live and defines much of our quality of life. The community needs a downtown that serves everyone, not just those who can bike or walk but those who are elderly, disabled or otherwise not interested in biking or walking. Shouldn't their needs be just as important?

Plan Assumptions and beliefs:

Having read the Plan, it is clear that the interests of pedestrians and bicyclists were the priorities. The goal is to reduce vehicular traffic particularly in the downtown to make it more difficult to drive or park creating more congestion so that people will walk and bike more.

Our Assumptions and beliefs:

The Chamber believes that while the goal of providing better pedestrian and bicycle amenities is important, the higher goal should always be maintaining and improving the economic viability of Ashland and, in this case, the downtown. No one would want to walk or bicycle in the downtown or railroad district if the businesses were not successful and the area had deteriorated. Frustration with traffic congestion and lack of parking will lead people to go elsewhere resulting in a decline of customers from the downtown, creating business failures and job losses. Just look at the experience in our own state of the City of Eugene. Millions of dollars were spent to eliminate traffic in the downtown, businesses failed, people lost their jobs and then millions more were spent opening the downtown back up to traffic. *Goal 3 states that the goal is to maintain the City of Ashland's small town character, support economic prosperity and accommodate future growth.* We do not believe this goal can be met if some of the elements in this Plan are pursued. Why not create a Plan that improves the pedestrian and bicycle amenities while preserving the parking and transportation needs of business and all the citizens of Ashland? Frankly, we are at a loss of why this is not the goal.

Agreements:

The Chamber is very supportive of providing better pedestrian and bicycle amenities including larger sidewalks and bike lanes but would also like to see included in the Plan better and more consistent lighting throughout the downtown and railroad district. Additionally, landscaping including hanging flower baskets in areas of high pedestrian traffic such as the downtown and railroad district but not limited to those areas should be of high priority in the plan.

Comments on specific proposals:

L3 – Incorporate wider sidewalks

There is support for larger sidewalks if the goal is not just to *provide additional capacity for pedestrians and pedestrian activities*, but to include pedestrian amenities and safety such as better lighting and significantly improved landscaping and maintenance. It has long been the Chamber's opinion that maintenance and upkeep of the downtown is lacking and in serious need of better planning. Just incorporating larger sidewalks without a plan that includes lighting, trash receptacles and landscaping will not be adequate.

L4 – Street Patios

This suggestion was met with serious opposition when it was first presented to the Board earlier in the year. The Chamber Board has a large number of businesses represented in the downtown area including real estate, lodging, dining, retail and service. There was strong unanimous concern that this proposal was taken from a downtown community very different from Ashland lacking a strong vital visitor economy. This was expressed to the consultants and to the staff present at that meeting. The Board was told it would no longer be considered and yet it was never taken out of the plan. The comment in the plan states *downtown restaurant owners would apply for temporary seasonal street patios to provide additional seating capacity for restaurant owners to have outdoor cafes during the summer months facilitating economic prosperity and preserving sidewalk space for pedestrians*. This indicates to the Board, including the restaurant owners present, a lack of understanding of the vital need for parking in the downtown especially on Main Street. The restaurant owners mentioned how inefficient it would be to cross the sidewalk to serve a customer not to mention the visual clutter that would ensue. Those who remembered the photos used in the example recalled the downtown model was of a much deteriorated downtown street that did not have foot traffic or much business. Certainly not what Ashland currently enjoys in the high season. Finally, it was of concern to the non-restaurant businesses why restaurants should be singled out as able to have this ability. Why would it then not be legal for retail businesses to move their operations onto the street? Certainly, this is not the feeling we want in our downtown.

L5 – Incorporate Preferred Pedestrian Treatments

There was support for the inclusion of the pedestrian treatments as described in the Plan including countdown signals, landscape buffers, refuge islands and benches as enhancing the pedestrian environment. However, adequate lighting, proper trash disposal and beautification are things the Board feels are critical needs not addressed within the Plan.

L6 – Encourage Alley Enhancements

The Chamber is in agreement that the alleys need to be environmentally enhanced but want to stress the importance that they still need to function as alleys for deliveries and vehicular traffic.

L7 – Incorporate Bicycle Parking

While the Chamber is very supportive of additional bicycle parking, it should not be at the expense of vehicle parking especially on East Main Street. It was felt that areas off of East Main should be considered such as expanding the current bike racks near the parking garage. There is significant space on the bricks at OSF that could be considered as well as on the Plaza without having to take away needed parking. Additionally, it was felt strongly by the Board that a business owner should not be the one to determine how the space in front of their business should function but those decisions should be in an overall plan for downtown transportation that benefits all the business conducted in the downtown. The scenario was made that a specific business could be dependent on vehicle traffic and their neighbors could then negatively impact their ability to do business by eliminating their access to parking.

L8 – Develop Incentives for Truck Loading/Unloading

Reduce delivery and pick-up of goods during peak times through strategies such as incentives or time restrictions. The purpose of this policy is to limit potential truck loading/unloading impacts other downtown activities. It was felt that the primary reason we have truck delivery issues in the downtown is that we have a downtown that has economically evolved over the years. Most of the downtown is not served efficiently by alleys behind the businesses, such as in a mall design, or parking bays that exist in newer retail environments. Much of the downtown commerce is in restaurant and retail with the resulting need in significant truck delivery. Businesses have to buy from numerous suppliers from linen to paper to beer and groceries not to mention products. This is what the downtown is used for – business is the downtown activity that generates income, employment and commerce.

L9 – Update Downtown Parking Management

Encourage use of parking garages and work to reduce turn-over of on-street parking. The Chamber is in support of this goal of better utilization of our parking in the downtown. However, we believe the timing in the current parking garage needs to more adequately match the timing of downtown employee schedules. Changing the timing on the machine in the structure to allow for a personal match of a 12 hour period would be more efficient such as an employee whose schedule spans the 6 pm cutoff time.

S1 – Funding Sources Feasibility Study

Spending \$30,000 additionally on top of this current study seems wasteful. It is unclear from reading the report why it is necessary to yet again spend more dollars on this and why it wasn't taken care of in this report. Additionally, it would seem a staff responsibility to carry it through.

S2 – Downtown Parking Management Study

It is frustrating that the study of parking needs in the downtown continues to be funded but no action taken from the need. The City has conducted parking studies in the past and now another \$75,000 is being considered.

S8 – Downtown Couplet Transition Study

The Chamber recommends elimination from both the Preferred and Financially Constrained Plans of this idea to study the return of two-way traffic in the downtown. This idea never came up at any of the TAC meetings and having read the minutes of the July 26, 2011 Joint Study Session of the Planning Commission and Transportation Commission we were dismayed that it was given support and a \$150,000 allocation. It is great concern that the City would undertake such a study with absolutely no involvement from the business community. Why spend not only the dollars to study this but with so many unfunded capital improvement projects throughout Ashland and numerous needs in maintenance and upgrading downtown would we seriously embark on such an expensive and futile project? The answer given to us is that people "fondly remember" when traffic was two-way in the downtown. The downtown has grown in business since the 1960's, thank goodness, and needs an effective, safe and functioning system. We are in complete disagreement that this should receive any more study and certainly no dollar allocation.

Intersection projects, new roadways and roadway extensions - Main Street (OR 99 southbound) modify cross section

Reading both the report and the minutes of the July 26, 2011 Study Session, the Chamber has serious concern of the desire of the Plan to incorporate truck deliveries and bicycles in the same lane. We believe it is a safety issue and creates a dangerous situation. The idea that a center lane would be used for this purpose is frightening at best with delivery truck drivers hauling their load across a traffic lane. In addition, bicyclists would then need to not only navigate around a truck but also into the traffic lane.

Transit Service Priorities

The need for better transit service to Ashland has been discussed for at least 25 years. The downtown and railroad district businesses need evening and weekend service if the goal is to have employees use this service. As the primary business of tourism occurs not only during the day but in the evening and on weekends, the existing transit service does not meet this need. It is more important to the businesses and the employees that the service is reliable and consistent,

not that it is free. The Chamber believes so much effort is spent on reduction of rate and nearly not enough on the need for better service in the evenings and on weekends. We are completely supportive of providing this service for Ashland residents and employees as well as for SOU students.