

2200 Ashland St. Master Plan

Public Forum

October 9, 2024, 5:30–7:30 p.m. (doors open at 5:00 p.m.)
Unitarian Universalist Fellowship at 87 4th Street

Agenda

5:00 p.m. Doors Open

5:30 p.m. Welcome / Opening

Purpose of the Public Forum
Background Information
Goals for the Property
The Ad hoc Committee and Its Task
 Introductions
 Process & Timeline
 Why Tonight is Important

5:45 p.m. The Property

The Lot
The Current Building

6:00 p.m. Site Plan Concepts

How the Site Will be Managed
Who Will be Served
What Will Not be Included
What Will be Included
What Else is Being Considered

6:45 p.m. Additional Considerations

Communications with Neighborhood Businesses and Residents
The Physical Features and Appearance of the Site

7:00 p.m. Related Resources

Regional Efforts to Reduce Homelessness

7:15 p.m. Public Survey

Online through Friday, 10/11
<https://www.surveymonkey.com/r/2200Ashland>
Paper Version Tonight



7:30 p.m. Forum Concludes

Welcome!

The City of Ashland and the members of the 2200 Ashland St. Master Plan Ad hoc Committee welcome your participation in this opportunity to learn more about plans for the future of the property at 2200 Ashland St., ask questions, and offer feedback.

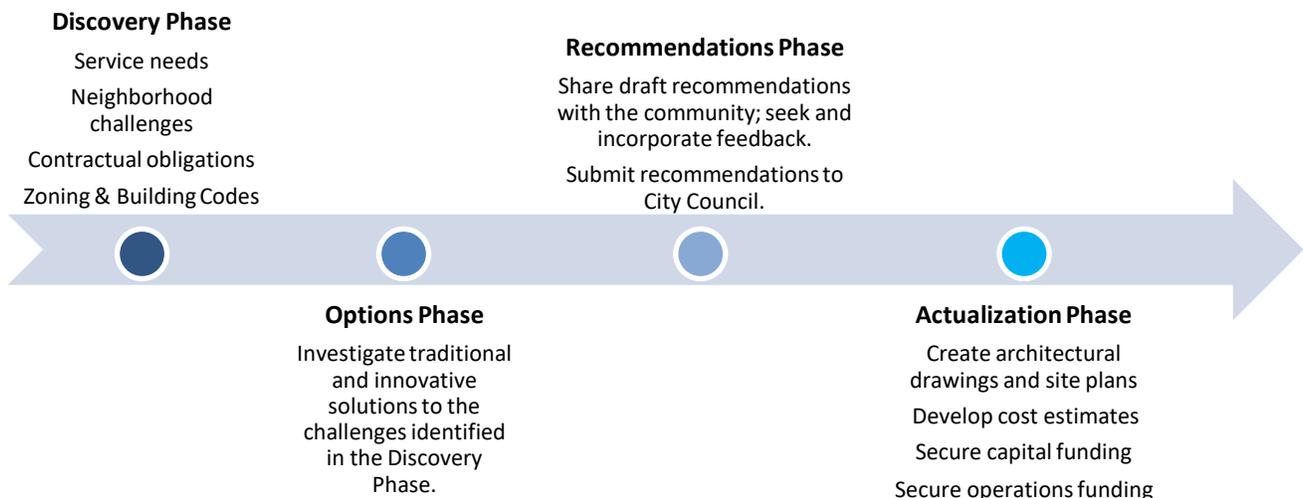
The Committee

The 2200 Ashland St. Master Plan Ad hoc Committee is charged with developing a future oriented Master Plan for the property, which can serve as the basis for cost estimates and as a tool to leverage new funding for renovations and operations. The Committee is comprised of neighbors, people who have lived experienced with homelessness, advocates, and three non-voting members of City Council.

| 2200 Ashland St. Masterplan Ad Hoc Committee | |
|--|-------------------|
| Ruth Coulthard | Member |
| Jason Houk | Member |
| Rachel Jones | Member |
| Matthew McMillan | Member |
| Debbie Neisewander | Member |
| Avram Sacks | Member |
| Trina Sanford | Member |
| Allison Wildman | Member |
| Tonya Graham, Mayor | Non-voting Member |
| Gina DuQuenne, City Councilor | Non-voting Member |
| Bob Kaplan, City Councilor | Non-voting Member |
| Jan Calvin | Facilitator |

Timeline

The Committee began its work in June 2024 and is scheduled to finalize and present recommendations to Ashland City Council on November 16, 2024.



Starting with the End in Mind

The “end” in this case, is a master plan for the use of 2200 Ashland St. that

1. aligns with contractual obligations to provide services to people experiencing homelessness,
2. furthers the community’s goals regarding homeless services and affordable housing, and
3. enhances the experience of the surrounding neighborhood.

This End is Not The End

Having a property master plan is the foundation for seeking funding for site improvements and operations. Prioritizing certain aspects will likely (and practically) support a phased approach to implementing the master plan.

Some components of the master plan will be immediate. The site will continue to be used as a Severe Weather and Smoke Shelter, and it will be available as a community hub in case of emergencies. These uses are supported within the current City Budget.

The other way in which the 2200 Ashland St. Master Plan is not “the end” is that it is only a small part of what is needed to address and prevent homelessness in Ashland and the surrounding region. The need is much greater than can be met on this property.

The services at 2200 Ashland Street are not intended to duplicate services provided at OHRA, as each site plays a different role in addressing community needs. *See the area resources on page 8 for more information about local efforts to address housing and homelessness.*

How the Site will be Managed

The Committee is proposing the following parameters for how the 2200 Ashland St. property, facilities, and services will be managed.

- The City of Ashland will provide strong and continuous contract management for program providers, including approval of program and site management policies and practices prior to commencing services. All services will be delivered with trauma informed practices.
- The property is not suitable for drop-in activities. Except for the Severe Weather/Smoke Shelter, any classes or services provided on site will be by appointment or pre-registration.
- The services offered will not be suitable for high-needs individuals (e.g., people in active addiction or with severe or persistent mental health disorders). This low-needs population to be served will be from the Ashland community and identified through an assessment of their vulnerability, needs, and capacity for self-sufficiency.
- Clients will agree to a code of conduct and sign a behavior contract.
- The City of Ashland will appoint a 2200 Ashland St. advisory council with representatives from the neighborhood, as well as people with lived experience of homelessness. The advisory council will report to City Council and provide regular updates and recommendations.
- Residents of the site will be engaged in activities to increase their ability to be self-sufficient in stable housing.
- Residential stays will be for a duration sufficient for individuals to prepare for self-sufficient living; likely no longer than 24 months.
- Three ways that the facilities on site could be used:
 - Transitional Housing (up to 24 months)
 - Bridge Housing (e.g., when someone has a housing voucher and is looking for a place to rent, up to 6-9 months)
 - Winter Season Housing (perhaps November – March)

Physical Space

- The physical layout of the existing building will include, at a minimum, multipurpose space and restrooms. It may also include offices and/or residential space with a kitchen, showers, and bathrooms.
- The configuration of residential space – whether in the existing building or any future structures – will provide for privacy and separate lodging for each household (individual, couple, or family), although there may be shared space (e.g., kitchen, showers, restrooms, laundry).
- The physical spaces for housing could be:
 - Boarding Rooms (within the existing building)
 - Tiny Home Village
 - Multi-floor Efficiency Apartments



The Possibility of Offices

- The site could include office space for staff/volunteers of aligned programs that do not serve clients on-site (e.g., land trust).
- The site could include office space for aligned services provided by appointment only (e.g., counseling).



What is NOT being Considered for this Property

| | | |
|------------------------|-------------------------|-----------------|
| Tent camping | Walk up services | Resource Center |
| Car camping | Flea market | Day Center |
| Low barrier sheltering | Maker space | Urban Rest Stop |
| Congregate sheltering | Permanent Pallet houses | |

What Will Be at this Property

Two of the uses will only be when conditions dictate:

- Severe weather sheltering (heat, cold, smoke)
- Neighborhood resiliency hub during community emergencies

What Else is being Considered for this Property

One possible use could be for Winter Season Housing (e.g., November through March)

The purpose of Winter Season Housing would include training, counseling, and support to move into a subsidized housing program with ongoing case management.

The other uses would be year around:

- Residential services (in the current building and/or one or more new buildings)
 - **Transitional Housing** – The purpose of Transitional Housing would be to provide up to 24 months of training, counseling, and support to move into a subsidized housing program with ongoing case management or housing without subsidy.
 - **Bridge Housing** – The purpose of Bridge Housing would be to provide temporary housing for individuals who can be self-sufficient (e.g., they have a housing voucher or are enrolled in a subsidized housing program), but are seeking a rental unit.
- **Day services by appointment** (in the current building)
 - Day Storage
 - Showers
 - Laundry
 - Client Services
- **Offices for aligned organizations** (in the current building)

What Could be at the Property Temporarily, before the Master Plan is Implemented

Pallet house village More space for extreme weather shelter Offices for aligned organizations

2200 Ashland St. Site Map



Land: 52,272 sq. ft. (1.20 acres)

Building: 5,333 sq. ft. finished interior

Area Resources Addressing Housing and Homelessness

Jackson County Continuum of Care

[Home - Jackson County Continuum of Care \(jacksoncountyorcoc.org\)](http://jacksoncountyorcoc.org)



- City of Ashland
- City of Medford – Crossings
- ACCESS
- Columbia Care
- Community Works
- Family Nurturing Center Jackson County
- Hearts with a Mission
- Housing Authority of Jackson County
- Jackson County Mental Health
- Jackson County Resource Center
- Magdalene House
- Maslow Project

- Medford Gospel Mission
- OnTrack
- Opportunities for Housing, Resources and Assistance
- Resolve Center for Dispute Resolution and Restorative Justice
- Rogue Retreat
- Rogue Valley Council of Government
- St. Vincent De Paul
- The Arc Jackson County
- The Salvation Army
- UNETE
- VA White City

City of Ashland Housing Production Strategy

<https://www.ashlandoregon.gov/DocumentCenter/View/1665/Ashland-Housing-Production-Strategy-PDF>

City of Ashland Housing and Human Services Advisory Committee

[Housing & Human Services Advisory Committee | Ashland, OR \(ashlandoregon.gov\)](http://ashlandoregon.gov)