

Ashland Comprehensive Plan

Comprehensive Plan Advisory Committee Public Input Review
June 24, 2025

Meeting Agenda

01. Project Scope + Schedule Overview
02. Stakeholder Interviews + Results
03. Public Engagement
04. Engagement Results
05. Key Themes + Takeaways
06. What's Next?

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05. Key Themes + Takeaways

06. What's Next?

01. Project Scope + Schedule Overview

Project Scope

« Four phase process



Project Schedule

	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026
PHASE 1: PROJECT RESEARCH + ANALYSIS																	
1.1 Project Pre-Kick-Off Meeting with City Staff (virtual)		Dec 16															
1.2 Public Outreach Plan																	
1.3 Kick-Off Meeting with Comprehensive Plan Advisory Committee (AC #1) (in-person)			January 28														
1.4 Data Gathering and Existing Conditions Analysis																	
1.5 Project Branding																	
1.6 Project Website Launch																	
1.7 Existing Conditions Analysis Review Meeting with Advisory Committee (AC #2) (in-person)																	
PHASE 2: PUBLIC & STAKEHOLDER ENGAGEMENT																	
2.1 Stakeholder Interviews + Focus Group (virtual)																	
2.2 Interactive Engagement Activities on Website																	
2.3 Other Engagement Events (1 event, up to 3)																	
2.4 Public Visioning Workshop (PM #1) (in-person)																	
2.5 Public & Stakeholder Engagement Review with Advisory Committee (AC #3) (in-person)																	
2.6 Engagement Review Joint Workshop with Council and Commission (JW #1) (in-person)																	
PHASE 3: DRAFT PLAN + EVALUATION																	
3.1 Draft Plan																	
3.2 Draft Plan Review with Advisory Committee (SC #4 - #6) (virtual)																	
3.3 Draft Plan Public Open House (PM #2) (in-person)																	
3.4 Draft Plan Joint Workshop with Council & Commission (JW #2) (in-person)																	
3.5 Public Comment and Review Period																	
PHASE 4: FINAL PLAN + ADOPTION																	
4.1 Final Draft Plan																	
4.2 Planning Commission Public Hearing (PM #3) (in-person) (1st Mondays of the Month)																	
4.3 City Council Public Hearing (PM #4) (in-person) (1st and 3rd Thursdays of the month)																	
4.4 Final Plan Deliverables																	

We are here!

Fall →

2026 →

01. Project Scope + Schedule Overview
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05. Key Themes + Takeaways
06. What's Next?

02. Stakeholder Interviews + Results

Stakeholder Interviews

Overview

- Stakeholder Interviews hosted virtually through zoom using a Calendly Sign-up.
- Stakeholder Interviews occurred April 8-10
- 16 Interviews were organized with 33 stakeholders contacted



**Developers +
Property Owners**



**Organizations +
Representatives**



**Local + Downtown
Businesses**



**Regional Tourism
+ Attractions**



**City + School
Administration**



**Adjacent
Community
Representatives**

Stakeholder Interviews

Key Themes



Develop and Strengthen Trails to Destinations and Amenities

- Ashland is well-positioned to multiple regional tourism draws, such as Mahoney State Park and Camp Ashland, and could benefit from a strong trail network.



Position Ashland as a Hub for Tourism, Dining, Shopping, and Recreational Experiences

- Ashland is seen as a tourism-driven economy with potential for growth in boutique hotels, hospitality, recreation, and destination businesses, leveraging tools like TIF responsibly.

Stakeholder Interviews

Key Themes



Preserve Ashland's Character and Unique Community Identity as a Small, Hometown

- Ashland's community recognizes that growth is inevitable, though it should be thoughtfully managed to preserve the City's unique identity, avoiding over-commercialization or large corporate developments that could erode community values.



Plan for Service Expansion to Support the Needs of a Growing Community

- As Ashland continues to grow, expanding city services, staffing and departments will be essential to effectively meet rising demands, as well as updating zoning code, and improving communication with residents and developers.

Stakeholder Interviews

Key Themes



Need for Additional Affordable Housing to Support Local Workers

- Community members see a strong demand for starter homes, rental units, and workforce housing, as well as the need for affordable units. Infill development is welcomed.



Attracting Families through Building Community Assets and Amenities

- There is a strong support for family-oriented amenities that serve families and youth, such as indoor pools, rec centers, parks, childcare and afterschool programs.

Stakeholder Interviews

Key Themes



Addressing Parking and Infrastructure Challenges

- Stakeholders indicated challenges in parking downtown, specifically shortage of parking/unclear ownership of parking areas (private or public). Others noted need for updating infrastructure (sidewalks, ADA accessibility, etc.).



Support for Increased Road Connectivity and a Truck Bypass System

- Concerns regarding major truck traffic within Ashland neighborhoods and the downtown district were raised, with support for a bypass.

01. Project Scope + Schedule Overview
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03. Public Engagement

Public Open House

Overview

- The Public Open House was held on **May 12, 2025**
- The event was marketed through social media, the project website, and yard signs.

 **42**
Visitors



Online Website



Ashland Comprehensive Plan

Help us plan for the future of Ashland!




Welcome!

The City of Ashland is updating its Comprehensive Plan! This new plan will shape a shared vision for the future, guiding the city's growth and development for the next decade and beyond. This website can be utilized to stay updated on the process, learn about project milestones, and find ways to get involved.

Your Input Matters!

We want to hear **YOUR** ideas on what you'd like to see in Ashland! This plan aims to enhance Ashland's unique character developed through public participation and a creative practical vision. Change is inevitable, and the City of Ashland values your input on how to guide the path ahead.

Share your vision for Ashland by participating in the following activities.



Questionnaire

Please take this short visioning questionnaire to share your ideas for the future of the community.

[Take the Questionnaire >](#)





Image Voting

Show us your vision for Ashland by selecting images of preferred development and building patterns.


[Vote on Images >](#)



Mapping Activity

Place comments directly on a map of Ashland and tell us where your favorite places are, your ideas for development and investment, or places that could use improvement!

[Pin Comments to the Map >](#)



Idea Wall

Do you have a great idea for the community? We want to hear it! Share your creative ideas for the future of Ashland to an idea wall.

[Share your Ideas >](#)

Upcoming Events





Pop-up Booth at Stir-up Days

Jul 18, 2025 12:00 PM - Jul 18, 2025 4:00 PM

Downtown Ashland

Help shape the future of Ashland by stopping at our pop-up booth during Ashland's Stir-up Days!

Project Timeline

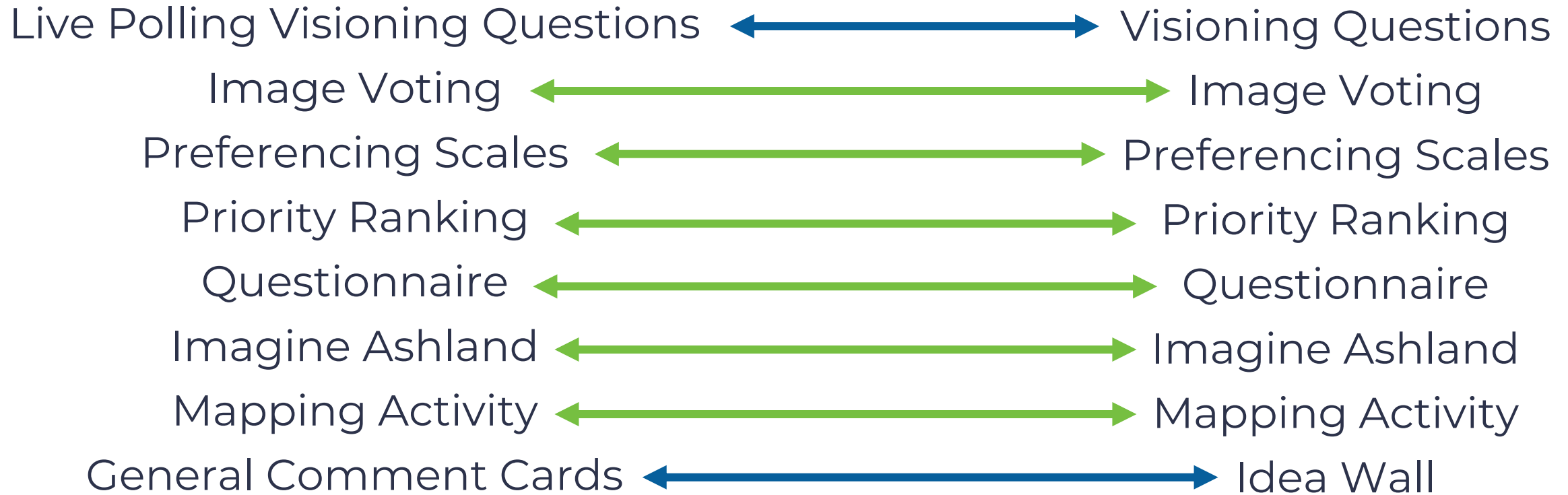
-  **Phase 1: Research and Analysis**
This phase includes an existing conditions analysis of Ashland.
-  **Phase 2: Public and Stakeholder Engagement**
Phase 2 includes public engagement opportunities to allow for engagement, both online and in-person.
-  **Phase 3: Draft Plan and Evaluation**
This phase includes the draft writing stages of the plan, using information and input received from Phase 1 and Phase 2 of the timeline.
-  **Phase 4: Final Plan and Adoption**
The final phase includes adoption by the Planning Commission and City Council.

[See less](#)

Public Engagement Activities

Public Open House

Online Website



- 01. Project Scope + Schedule Overview
- 02. Stakeholder Interviews + Results
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- 04. Engagement Results
- 05. Key Themes + Takeaways
- 06. What's Next?

04. Engagement Results



Demographics

Audience



AGE







Of Respondents

73 Online/In-person Responses

- 10** Children and Teens (0-19)
- 32** Emerging Adults (20-39)
- 24** Adults (40-59)
- 7** Older Adult Seniors (60+)



Connection to Ashland

- 61**  Live in Ashland
- 26**  Shop or Dine in Ashland
- 15**  Recreate in Ashland
- 12**  Work in Ashland
- 11**  Go to School in Ashland
- 9**  Military Service Member

73 Online/In-person Responses

Audience



38

Live in Ashland

38 Online/In-person Responses

- 4** New Residents (< 1 Year)
- 12** Recent Arrivals (1-5 Years)
- 3** Established Locals (6-10 Years)
- 7** Longtime Residents (10-20 Years)
- 12** Hometown Legend (> 20 Years)

Why do you Choose to Live in Ashland?



*38 Online/In-person
Responses*

CONFLUENCE

A photograph of a three-piece band performing outdoors. A woman in the center is singing into a microphone while seated at a keyboard. To her left, a man in a baseball cap and sunglasses is playing an acoustic guitar. To her right, another man is playing an electric guitar. They are positioned in front of a brick building and a large tree. The text "Visioning Questions" is overlaid in the center.

Visioning Questions

68 Online/In-person Responses



Ashland's Biggest Opportunities

Proximity to
Omaha

The Locals

Local Jobs and
Pay

Camp Ashland

Downtown
Ashland

Affordable
Housing

Proximity to
Lincoln

Small-Town
Feel

Schools and
Education

Self-
betterment

History and Art

Leadership

Location

Recreational
Opportunities

Restaurants
and Food

Neighborhoods

Growing
Interest

Increasing Tax
Base

Community
Oriented
Investment

Pedestrian-
Friendly
Gathering Spaces

Community
Events

Tourism

Economic
Development

Commercial
Development

Brewery

Community
Size

Land
Availability

Safe
Community

Local
Attractions

Walking Trails

Ashland's Biggest Challenges

Providing
Services

Keeping Small-
Town Feel

Rapid Growth

The River

Traffic

Too much
Housing

Meeting Future
Development
Needs

Not becoming
a Big City

Infrastructure

Not Much to Do

Limited Area to
Expand

Developing like
Gretna

Affordable
Housing

Workforce
Housing

Climate
Change

Flooding

Upkeep and
Maintenance

Increasing
Population

Expanding to
Surrounding
Farmland

Reluctance to
Growth

Financial
Support

Keeping
Community
Character

Community
Size

Childcare

Growing School
Population

Unchecked
Development

Being on the
Same Page

Roundabout on
the Highway

Losing
Downtown due
to I-80 Growth

Lack of
Recreation

Best Change You've Seen in Last 5 yrs?

Economic
Development

Integrating
New
Communities

Speed Monitor
Signs

New School
Buildings

ARC

More Dining
Options

New Housing

Ashland Library

New
Restaurants

New Families
Moving In

Performing
Arts Center

Property
Maintenance
and Clean-up

Revitalizing /
Thriving
Downtown

Highway
Roundabout

Boutiques /
Shopping

Development
Growth

New Buildings

Runza

Community
Vision and
Action

Riverview Park

Bigger Tax
Base

Ashland Pride

Community
Involvement
and Support

Steakhouse

DFAC

Pickleball at
Wiggenhorn
Park

Thriving Small
Businesses

Revitalization
of Silver Street

Flora District

Highway 66
Widening

Next Big Thing for Ashland?

Future Fire &
Rescue
Building

Outdoor
Concert Venue

Childcare
Options

Community
Pool

Senior Center

Trails and
Outdoor
Spaces

Expansion of
City Hall and
Services

Water
Activities on
Salt Creek

Technology

New
Development
and Growth

Keeping it
Small

Amphitheatre

Updating
Wastewater
Treatment Plan

Lodging (Hotel)

More Activities
/ Recreation

Ashland
Recreation
Center

More Food
Options

More Job
Opportunities

Expand Softball,
Baseball, and
Soccer Fields

Climate
Initiatives

New Events (i.e.
Art Festival,
Live Music)

Lakes and
Waterbodies

Promoting the
Creative
District

Redevelopment
and
Reinvestment

Pedestrian
Bridge on
Highway 6

Code Enforcement
+ Property
Maintenance

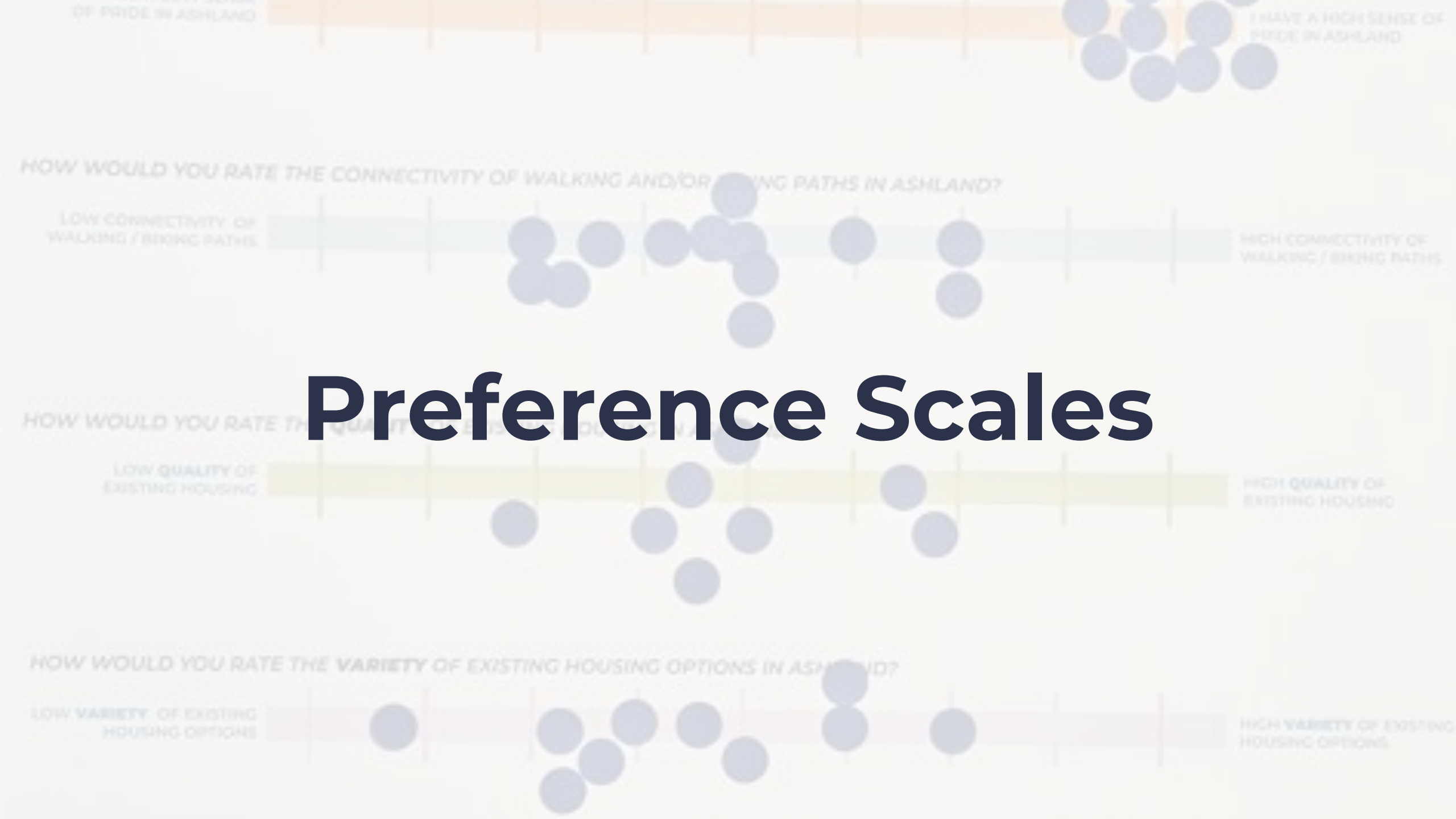
Cheaper Taxes

Continued
Revitalization
of Downtown

Updated
Infrastructure

Restoring Older
Housing

Preference Scales



Rate Quality of Life / Level of Pride

How would you rate the quality of life in Ashland?

72 Online/In-person Responses

8.14



Low Quality of Life

High Quality of Life

How would you rate your level of pride in Ashland?

68 Online/In-person Responses

8.88



Not Proud

Proud

Rate Connectivity of Walking/Biking

How would you rate the connectivity of walking and/or biking paths in Ashland?

66 Online/In-person Responses



Rate Quality and Variety of Housing

How would you rate the **QUALITY** of existing housing options in Ashland?

63 Online/In-person Responses

5.92



Low Quality of Housing

High Quality of Housing

How would you rate the **VARIETY** of existing housing options in Ashland?

61 Online/In-person Responses

5.51



Low Variety of
Housing Options

High Variety of
Housing Options

Rate Infill and Infrastructure

Would you support or not support infill redevelopment in Ashland?

70 Online/In-person Responses

7.61



Would not Support

Would Support

Would you support or not support investments into resilient infrastructure and stormwater facilities?

64 Online/In-person Responses

7.14



Would not Support

Would Support

Rate Desired Type of Growth

Change is inevitable and Ashland continues to face development pressures. How do you want Ashland to grow?

66 Online/In-person Responses



Priority Ranking

WHAT TYPES OF ALTERNATIVE TRANSPORTATION-RELATED STRATEGIES SHOULD ASHLAND PRIORITIZE? Place four dots.

YOUTH / AFTER SCHOOL PROGRAMS	NEW INDUSTRIAL / COMMERCIAL DEVELOPMENT INCENTIVES	JOB TRAINING / EMPLOYMENT SERVICES	AFFORDABLE HOUSING INITIATIVES
SMALL BUSINESS SUPPORT	RECYCLING PROGRAMS	NEIGHBORHOOD REVITALIZATION GRANTS	PUBLIC SAFETY INITIATIVES
SENIOR CITIZEN SERVICES	HEALTH AND WELLNESS PROGRAMS	INFILL REDEVELOPMENT INITIATIVES	PUBLIC ART AND CULTURAL INITIATIVES
URBAN FARMING AND COMMUNITY GARDENS	ENVIRONMENTAL SUSTAINABILITY PROGRAMS	WRITE YOUR OWN	WRITE YOUR OWN

WHAT TYPES OF ALTERNATIVE TRANSPORTATION-RELATED STRATEGIES SHOULD ASHLAND PRIORITIZE? Alternative transportation includes transportation methods not including a personal vehicle. This may include pedestrian, bicycle, shared transit or bus service. Place two dots.

SIDEWALKS	OFF-STREET BIKE LANES / TRAILS	SCOOTER / E-BIKE RENTALS	PAINTED CROSSWALKS AND SIGNAGE
SHADOWING / ON	ON DEMAND BUS	WRITE YOUR OWN	WRITE YOUR OWN

Priority Housing Type



Housing

Priority Ranking (Count)

Entry-Level Single-Family Homes

50

Mid-Level/Move-Up Single-Family Homes

48

Apartments/Condominiums

21

Townhomes/Row Homes

15

Cottage-Courts/Missing Middle Housing

14

Mixed-Use Residential

14

Housing Rehabilitation Programs/Funds

12

Infill-Housing Development

12

Assisted-Living Facilities

12

Independent-Living Facilities

11

Luxury Single-Family Homes

10

76 Online/In-person Responses

Priority Parks and Rec Strategies



Park and Recreation Strategy

Priority Ranking (Count)

Community Center/Indoor Recreation

47

Trails and Multi-Use Paths

38

General Park Updates and Maintenance of Existing Facilities

34

Sports Fields and Courts

32

Water Access and Recreation

29

Regional Trail Connections

25

Community Spaces

23

Park Play Amenities

18

Recreation Programs

17

79 Online Responses /In-person Responses

Priority Mobility + Alt. Transportation Strategies



Mobility and Alternative Transportation Strategy

Priority Ranking (Count)

Sidewalks	43
Painted Crosswalks and Signage	24
Off-Street Bike Lanes and/Trails	24
Scooter/E-Bike Rentals	11
Sharrows/On-Street Facilities	6
On-Demand Bus Service	2

78 Online Responses /In-person Responses

Priority City Programs



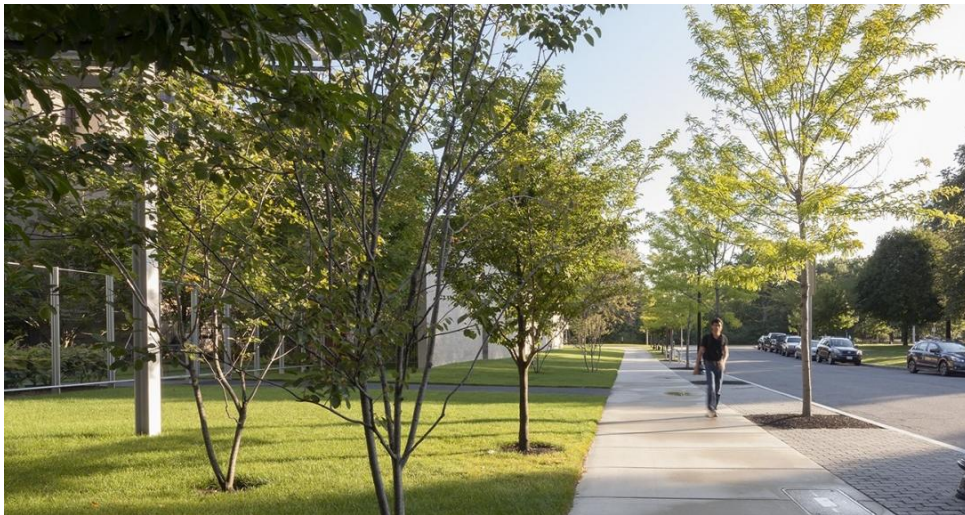
City Program

Priority Ranking (Count)

Youth/After School Programs	41
Small Business Support	40
Health and Wellness Programs	27
Affordable Housing Initiatives	26
Neighborhood Revitalization Grants	26
Urban Farming and Community Gardens	23
Public Art and Cultural Initiatives	21
Senior Citizen Services	20
Recycling Programs	19
Environmental Sustainability Programs	16
Infill Redevelopment Initiatives	13
New Industrial/Commercial Development Incentives	11
Public Safety Initiatives	10
Job Training/Employment Services	10

78 Online Responses /In-person Responses

Priority Beautification Strategies



Beautification Strategy

Priority Ranking (Count)

Street and Sidewalk Upgrades	37
Clean-Up Campaigns	33
Street Tree Planting Program	29
Flower and Landscape Programs	28
Public Art, Murals, and Sculptures	27
Green Space and Urban Plazas	26
Lighting Enhancements	17
Façade Improvement Grants	16
Wayfinding Signage	7

81 Online Responses /In-person Responses

Priority Transportation Improvements



1 Provide Safe Pedestrian Routes to School



2 Repair and Maintain Roads



3 Improve Pedestrian + Trail Crossings

4 Expand Sidewalk Connections by Filling in Gaps

5 Improve Intersections

6 Manage Traffic / Congestion Management

7 Expand Trails

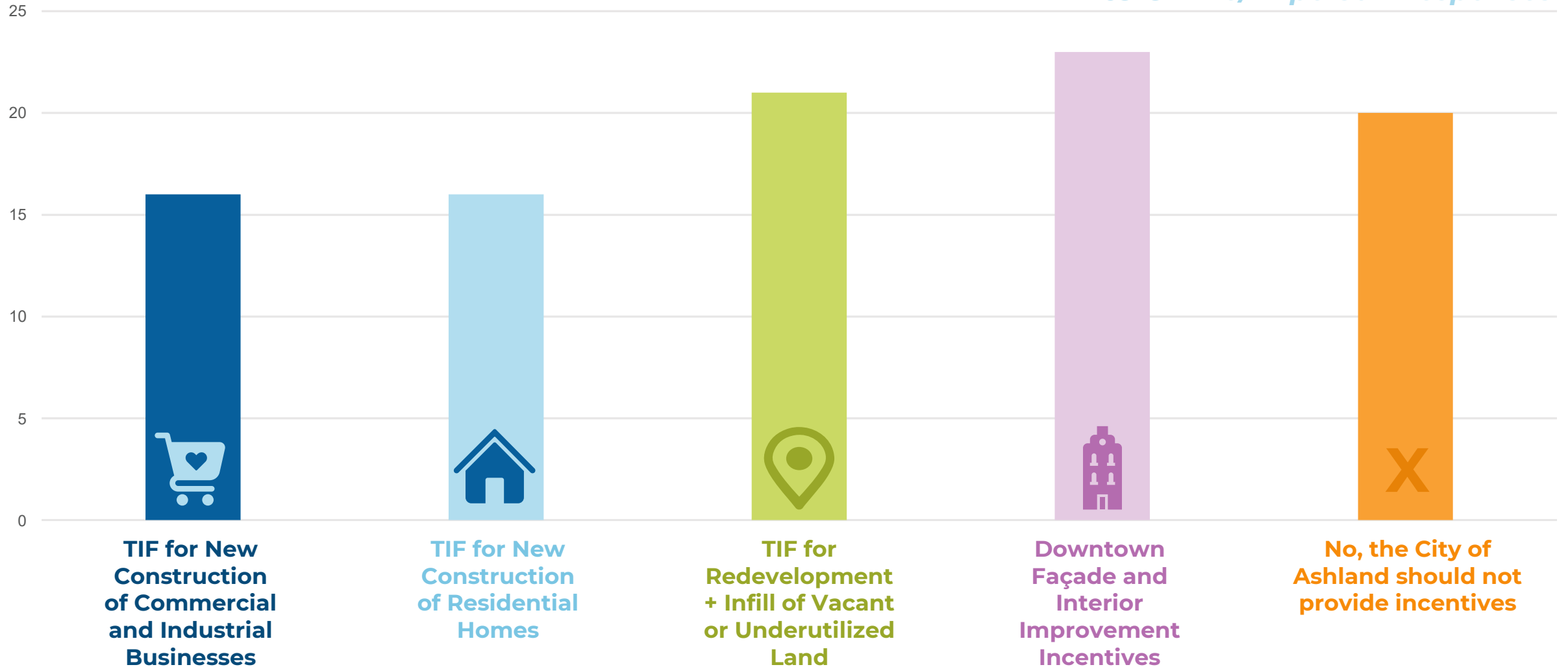
8 Construct a Truck Bypass

9 Pave Dirt and/or Gravel Roads

99 Online/In-person Responses

Do you think the City of Ashland should provide incentives towards development? If so, which incentives should be provided?

69 Online/In-person Responses



Priority of General Items

99 Online/In-person Responses

1 Parks, Recreation, + Trails Expansion 

2 Preservation of Historical Resources + Buildings 

3 Retail / Restaurant Attraction, Expansion + Retention 

4 Business / Industry Employment Attraction, Expansion, + Retention

5 Increase Variety + Number of Housing Units

6 Roadway Expansions + Infrastructure Improvements

7 Promote Infill Development + Redevelopment Opportunities

8 Leveraging + Expanding upon Tourism to Attract More Visitors

9 Sustainability + Environmental Preservation / Protection

10 Provide additional City Services, such as Police and Fire

11 Community Identity + Branding

12 Increase Alternative Transportation Options



MIXED-USE DEVELOPMENT

Multi-story mixed-use development, consisting of first-floor commercial uses such as retail or office, and containing upper-story housing such as apartments or condominiums. This development style is similar to downtown Ashland and benefits from on-street parking and walkability.



TRAIL-ORIENTED DEVELOPMENT

Development style that may include a mixture of uses, including commercial uses such as retail or office, and housing, either upper-story or at mixed densities. The development is oriented towards and fronts along a recreational trail and provides a safe and accessible environment for pedestrians and bicyclists.

Image Voting



Residential

52 Online Responses

Top Priority:



Single Family Residential, Narrow Lots



Single Family Residential, Smaller Lots



Single Family Residential, Medium Lots

Low Priority:



Multi-Family Residential



Townhomes and Row Housing/Duplexes and Quadplexes



Assisted and Independent Living Facilities

Industrial / Commercial

52 Online Responses

Top Priority:



Trail-Oriented Development



Mixed-Use Development



Neighborhood Commercial Development

Low Priority:



Industrial Development



Business Park Development



Regional Commercial Development

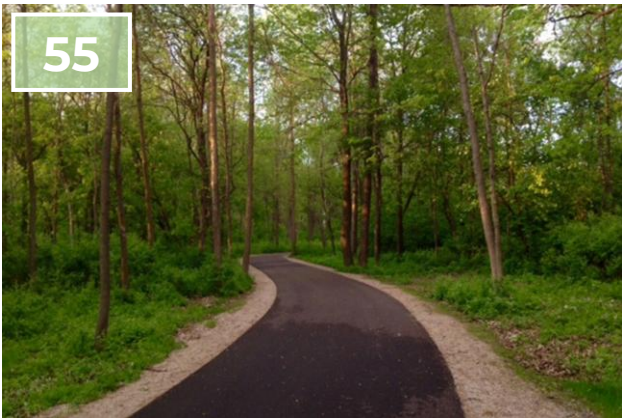
Parks and Recreation

52 Online Responses

Top Priority:



Indoor Recreation Space



Nature Areas



Communal Spaces

Low Priority:



Water Recreation and Access



Field Sports



Court Sports

Community Identity + Branding

52 Online Responses

Top Priority:



Street Trees



Public Art and Murals



Downtown Amenities



Enhanced Pedestrian Crossings

Low Priority:



Enhanced Street Lighting



Improved Medians



Improved Marketing and Tourism Coordination

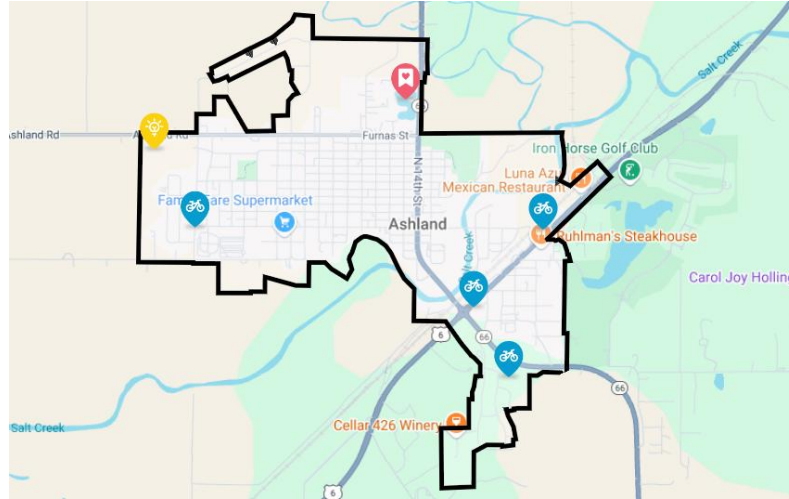


Mapping Activity

Key Themes from Mapping Activity



49
Mapping Pins!



Love This!

Show us your favorite places or amenities in Ashland!



Bike/Pedestrian Idea

Are there areas that are suitable for a sidewalk, walking/bicycle trail?



Less of This

Show us your least favorite places and what you would like to see differently.



Idea!

Have a general idea for the community? Share it here!



Key Themes from Mapping Activity

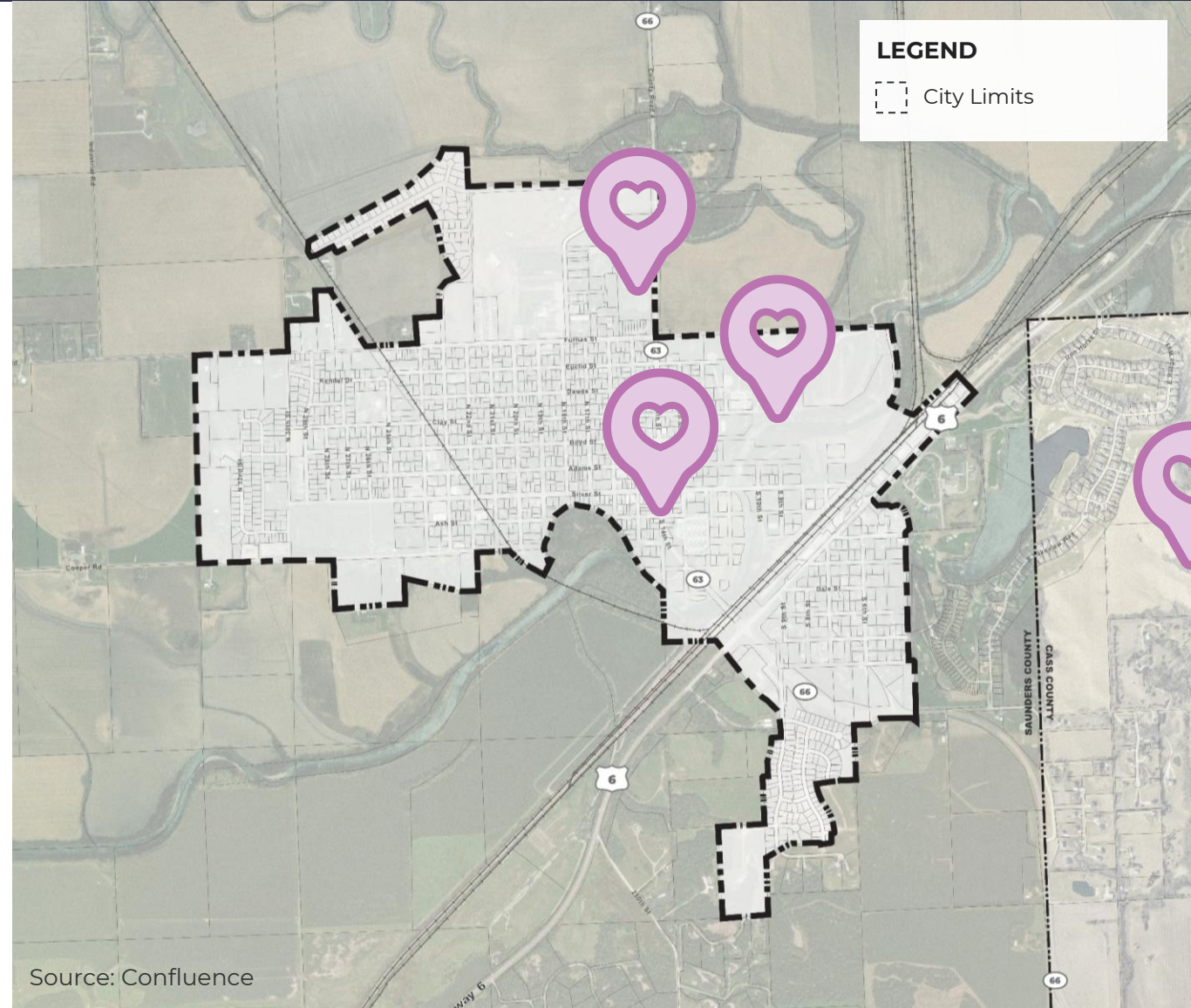


4

Love This!

Summary

- Walking Spaces around Oxbow Development
- Downtown Ashland
- Carol Joy Holling Retreat
- Salt Creek Saline Wetlands



Source: Confluence

Key Themes from Mapping Activity

Summary

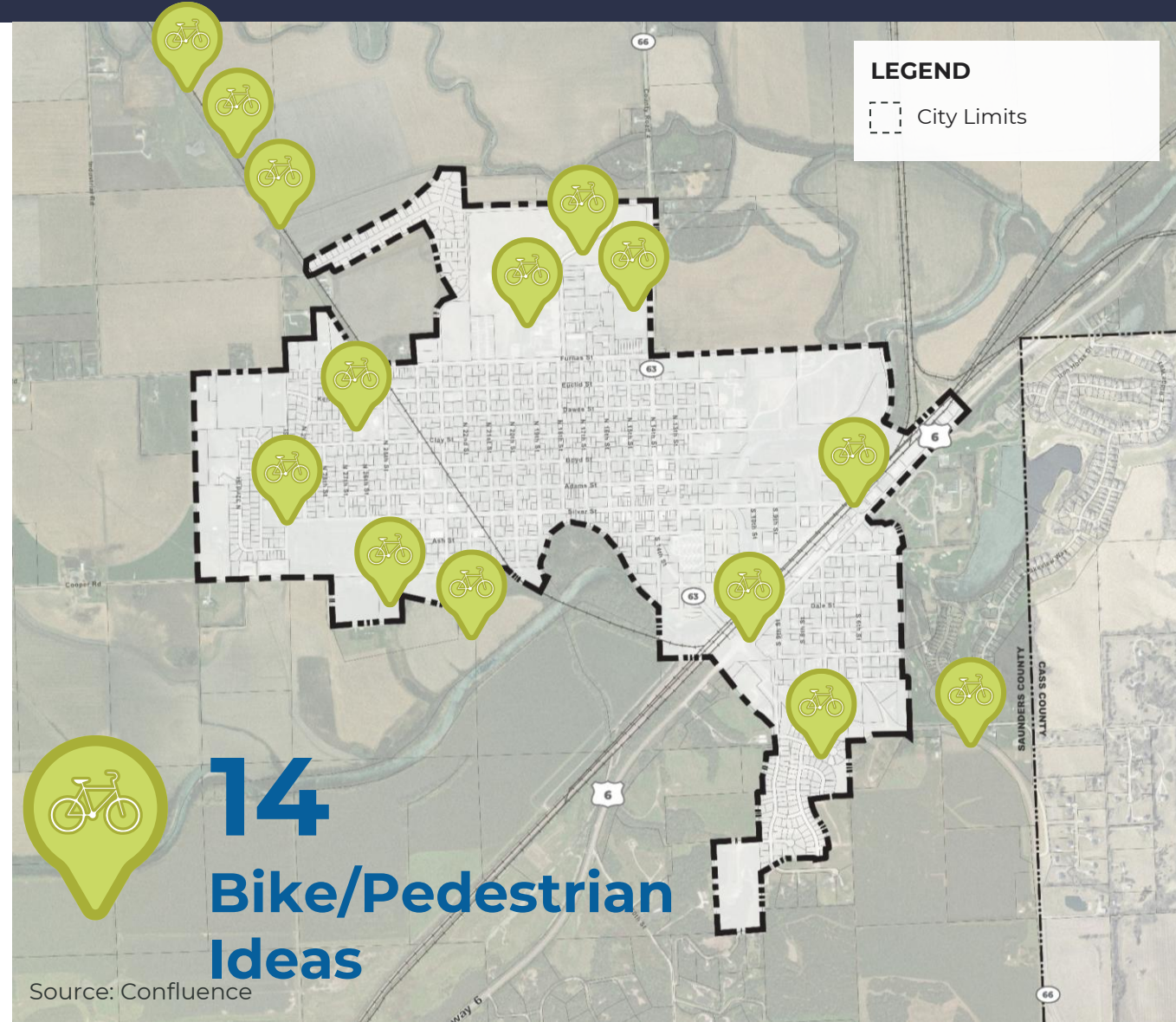
- Separate big and little dogs at Central Bark Dog Park for safety.
- Provide an educational and passive recreational experience at the Saline Wetlands, possibly partnering with the University of Nebraska.
- Provide a round-about sculpture at the Highway Roundabout.
- Consider streetscape improvements at key entrances (Highway 6 and Furnas Street).
- River access into Salt Creek for new recreational activity.
- Creating a new north-south road connection on the west-side of Ashland.
- Relocate industrial uses and redevelop land near the downtown/Ashland neighborhoods into more compatible uses.



Key Themes from Mapping Activity

Summary

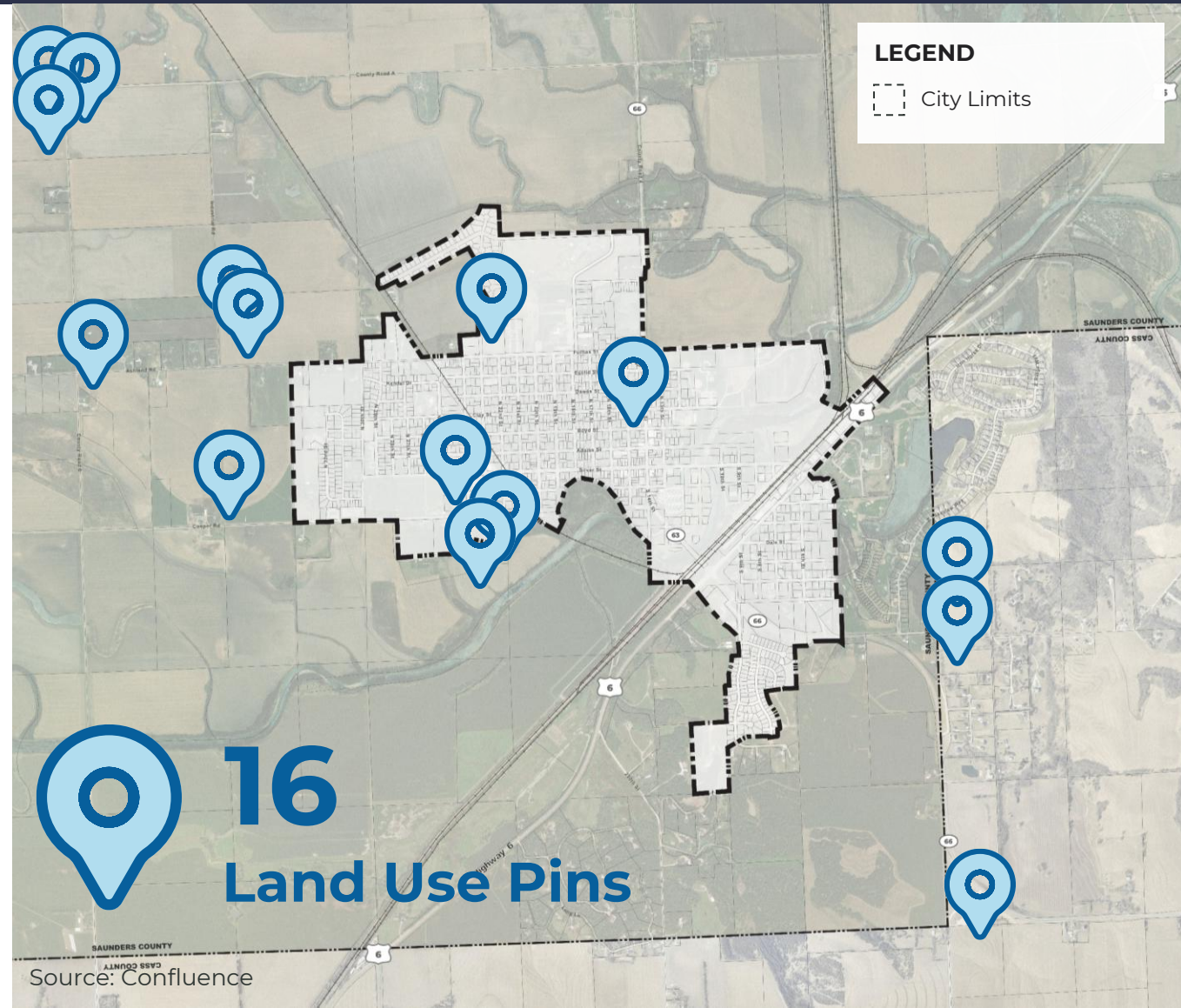
- Converting the abandoned RR line to trails and creating a regional trail connection to Memphis Lake.
- Providing a trail along Salt Creek.
- Connection to Camp Ashland
- Connection east to other regional destinations, including Mahoney State Park and the SAC Museum.
- Provide Safe Routes to School by trail connection in Ashland Neighborhoods.



Key Themes from Mapping Activity

Summary

- Mixed-use in and adjacent to Downtown Ashland
- A new park, west of Ashland Middle School and north of Furnas Street
- Light industrial SE of City Limits
- Parkland on the SW side of the City, possibly near Salt Creek for recreational access.
- Continue low-density development SE of City Limits, near Iron Horse.
- Medium and High-Density Residential Uses NW of Ashland.
- Commercial uses west of Ashland City Limits, Along Furnas Street and Cooper Road.



Heated Indoor Pool

Posted by Ashland101 | a month ago

It would be wonderful to have an indoor (year round) heated pool for public use. Swim, Water Walking/Exercise & Play. One that is not shared with a school swim team like the Gretna C. S. or the YMCA pool as it is so cold & the schedule of availability would be greatly affected by sharing it with the school. Many in the community would enjoy this to stay active year round. It could also be a part of a Rec Ctr like others have suggested wanting. It could also have an outdoor pool option as...

City Requirement to put up Halloween decorations

Posted by Andrew Beranek | a month ago

self explanatory

♥ 1 Likes 💬 0 Comments

Parks/Childcare/Signage

Posted by Kwilson | a month ago

Wiggenhorn Park revamp with new equipment and less metal debris. Park equipment near/at the Frisbee Golf

Idea Wall + General Comments

Idea Wall Results

5 Online Responses

Share with us your Ideas!

This idea wall can be utilized to share ideas - tell us an ideal development style, amenity, or facility you would like to see in Ashland or show us through an image example!

Heated Indoor Pool

Posted by **Ashland101** | a month ago

It would be wonderful to have an indoor (year-round) heated pool for public use. Swim, Water Walking / Exercise & Play. One that is not shared with a school swim team like the Gretna Crossing's YMCA pool as it is so cold & the schedule of availability both are greatly affected by sharing it with the school. Many in the community would enjoy this to stay active year-round. It could also be a part of a Rec Ctr like others have suggested wanting. It could also have an outdoor pool option as well since the City Pool has needed help for a long time & a pool is such a great place for kids & families alike.

♥ 0 Likes 💬 0 Comments

Parks/Childcare/Signage

Posted by **Kwilson** | a month ago

Wiggenhorn Park revamp with new equipment and less metal debris. Park equipment near/at the Frisbee Golf area. Obviously keep the Frisbee Golf going as it's such a big hit in town but a park closer would be nice for families who walk the area. More childcare options as we are adding a lot more housing opportunities. Sign- COMPASS is not a roundabout Better clearance signage for the Railroad bridge into town.

♥ 1 Likes 💬 0 Comments



Pedestrian Bridge

Posted by **erizvic** | 3 months ago

A pedestrian bridge connecting the trail West of Salt Creek to the East side near Saline Ford Park could help increase connectivity between the Ashland's park system!

♥ 4 Likes 💬 1 Comments

City Requirement to put up Halloween decorations

Posted by **Andrew Beranek** | a month ago

self explanatory

♥ 1 Likes 💬 0 Comments



Ashland101 | a month ago

I'm not sure where Saline Ford Park is and it doesn't seem to come up on GPS but I definitely agree that the 2 sides of town (almost 3 sides now with the Brewery, Cellar 426 & Whitetail Estates also separated by another Hwy) need to be connected by a Pedestrian Bridge (or more than one).

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- 02. Stakeholder Interviews + Results
- 03. Public Engagement
- 04. Engagement Results
- 05. Key Themes + Takeaways
- 06. What's Next?

05. Key Themes + Takeaways

Key Themes from Public Results

PARKS AND RECREATION



- Excitement centered around new community facilities, including the Ashland Wellness Aquatics Center (AWAC) and the Recreational Center.
- Identify and provide improvements to existing parks within Ashland.
- Ensure that neighborhoods are adequately serviced by a nearby park, for existing and new residential developments.

Key Themes from Public Results

WATER RECREATION



- Create a new recreational amenity in the region by providing access to the Salt and Platte River.
- Support for a Boat Launch at the Platte River, with potential access near Camp Ashland.
- Provide educational experiences regarding the saline wetlands found near Salt Creek.
- Develop a regional trail along Salt Creek, with access to recreation opportunities along the waterbody.

Key Themes from Public Results

TRAILS



- Enhanced trail connections to regional amenities and community assets as a new recreational attraction (Mahoney State Park, Memphis Lake, Carol Joy Holling Camp, SAC Museum, + Camp Ashland)
- Establishing safe crossings at Highway 6 for pedestrians and trail users to navigate between different areas of the City
- Convert the abandoned railroad line to a trail system through Rails to Trails and provide a regional connection to Memphis Lake.

Key Themes from Public Results

DOWNTOWN ASHLAND



- Downtown Ashland is thriving and is a place to be.
- Contributes significantly to Ashland's community, character, and identity.
- Could consider opportunities with improvement grants to assist property owners with continued investment and redevelopment.
- Additional connection to draw more tourism between regional destinations and downtown with mutual benefit.
- Concerns regarding parking, including amount of available parking and identification/signage (clarifying public vs private).
- Redevelopment of industrial buildings in and adjacent to downtown, including the OPPD building.

Key Themes from Public Results

INFRASTRUCTURE + TRANSPORTATION



- Highway 6 acts as a physical barrier between neighborhoods in East Ashland, creating a disconnect to key community assets and spaces, including the schools, community facilities, and Downtown Ashland.
- Additional crossing improvements are noted repeatedly to provide safe crossing along Highway 6.
- Support for a truck bypass as well as future street planning to provide for new arterial/collector roadways for the city.

Key Themes from Public Results

COMMUNITY CHARACTER



- Ashland's unique sense of place and small-town feel is contributed by the local small-businesses.
- Generally, there is a lack of support for franchise-type businesses and big box retail.
- Opportunities to enhance community character could include streetscape improvements along major streets including Furnas Street and Highway 6.
- Support for public art along major streets, including a round-about sculpture on Highway 6.

Key Themes from Public Results

HOUSING



- Single-family development patterns are preferred, however there is a need to bring affordable and workforce housing to support local Ashland businesses.
- Ashland's character and identity attracts residents and families to live in the community.
- Need for starter homes and additional rental units to support young professionals or young adults.
- Support for infill residential development to provide additional housing units to the community.

01. Project Scope + Schedule Overview
02. Stakeholder Interviews + Results
03. Public Engagement
04. Engagement Results
05. Key Themes + Takeaways
06. What's Next?

06. What's Next?

What's Next?

Near-Term

- Project Review meeting with Planning Commission and City Council – **July 9, 2025**
- Pop-up Event: Ashland Stirrup Days – **July 18, 2025**

Mid-Term

- Draft Comprehensive Plan Chapters
- Draft Comprehensive Plan Chapter Review with Advisory Committee – **First/Second week of August.**