

Ashland Comprehensive Plan

Public Input Workshop
May 12, 2025

Meeting Agenda

1. Meet Our Team
2. Project Scope + Schedule
3. Comprehensive Planning 101
4. Community Profile
5. Physical Profile + Current Land Use
6. Visioning Questions
7. Engagement Activities
8. What's Next?

1. Meet Our Team

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01. Meet our Team

Meet Our Team

**CHRIS
SHIRES, AICP**

Principal-In-Charge

CONFLUENCE

**CAITLIN
BOLTE, PLA,
AICP**

Principal Project
Manager

CONFLUENCE

**JANE
REASONER, AICP**

Senior Planner

CONFLUENCE

**ABBEY
ECKBERG, AICP**

Project Planner

CONFLUENCE

**EMILY
RIZVIĆ**

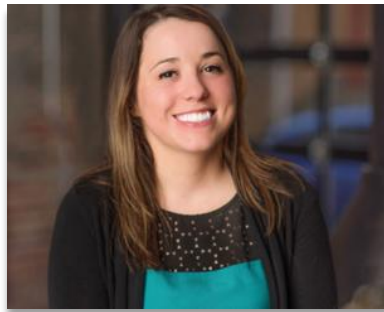
Project Planner

CONFLUENCE

**HATTIE
WITHERELL**

Intern

CONFLUENCE



Meet Our Team

- Midwest + Denver based landscape architecture, urban design and planning firm
- Experts in community engagement, comprehensive plans, and land use planning
- Client focused and stakeholder driven

CONFLUENCE

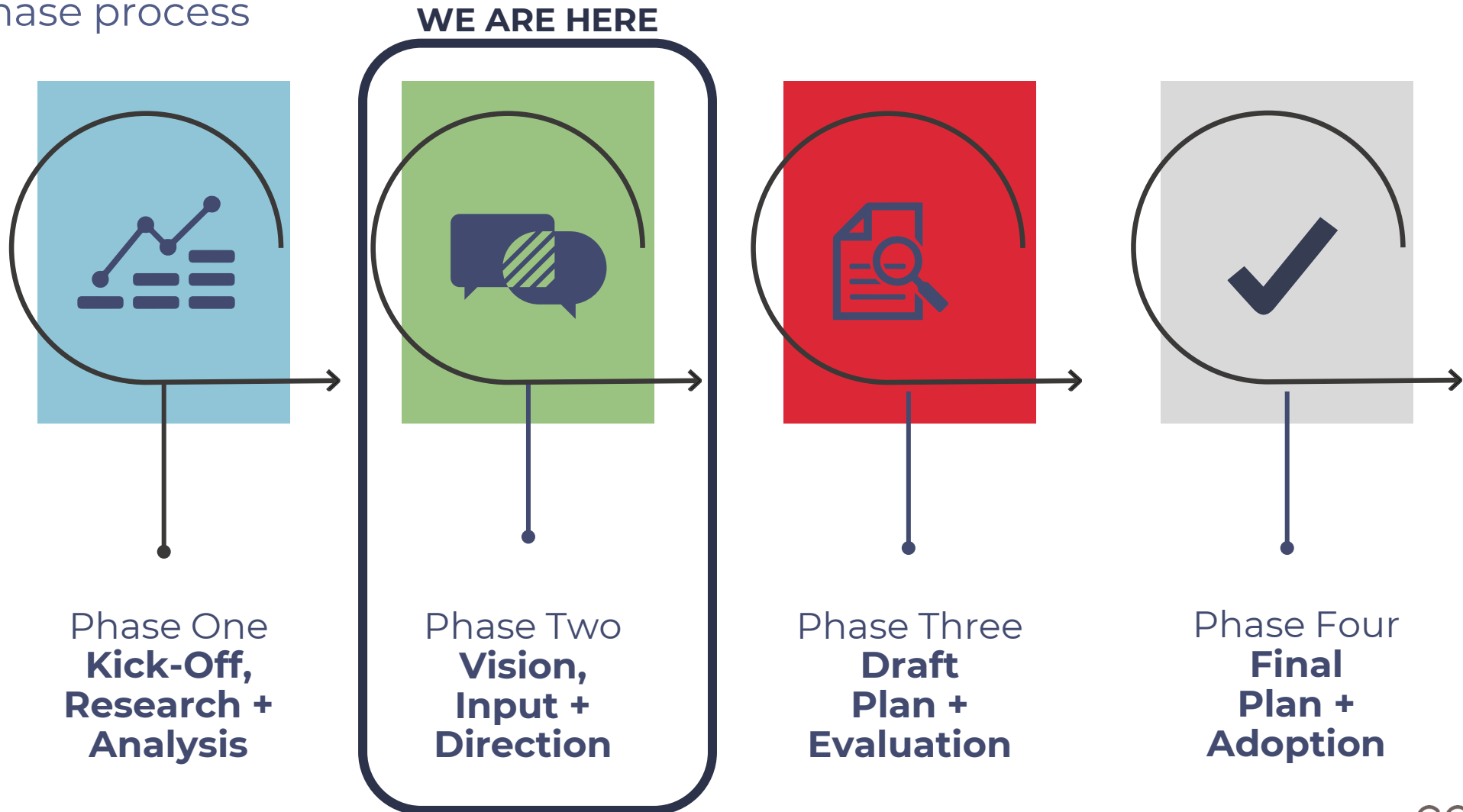


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02. Project Scope + Schedule

Project Scope

« Four phase process



Project Schedule

ASHLAND COMPREHENSIVE PLAN 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	Apr 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 →

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03. Comprehensive Planning 101

Comprehensive Planning 101

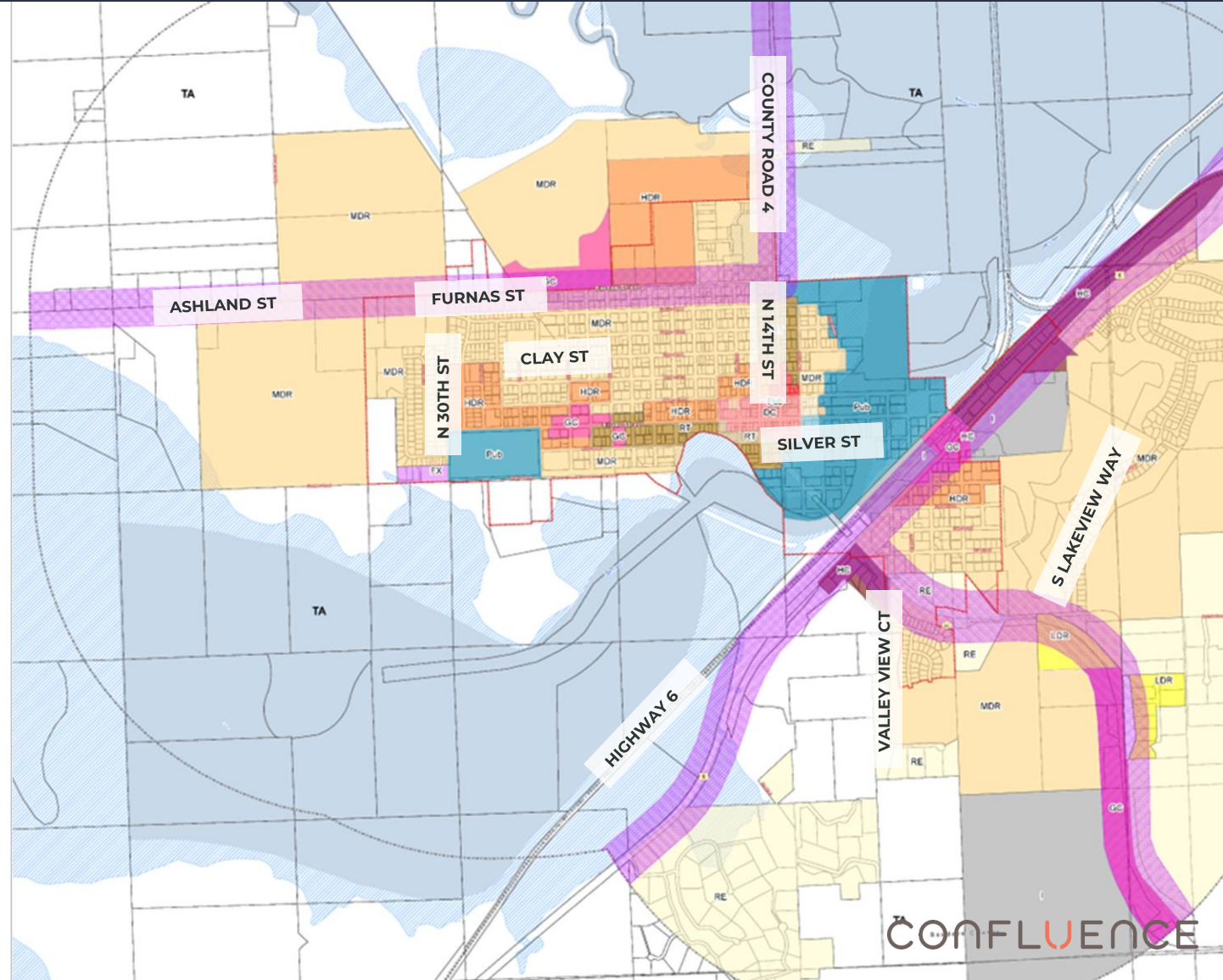
“The **comprehensive plan**, also known as a general plan, master plan or land use plan; is a document designed **to guide the future actions of a community**. It presents **a vision for the future**; with **long-range goals** and objectives for all activities that affects the local government.”

- Gary D. Taylor, Iowa State University

Comprehensive Planning 101

What is the role of the Future Land Use Plan?

- Guides decision making related to rezonings and development proposals as they are brought to the Planning Commission and City Council
- Designed to create ideal land use schemes for the future of the city
- May require modifications over time to adapt to the ever-changing economic environment



Comprehensive Planning 101

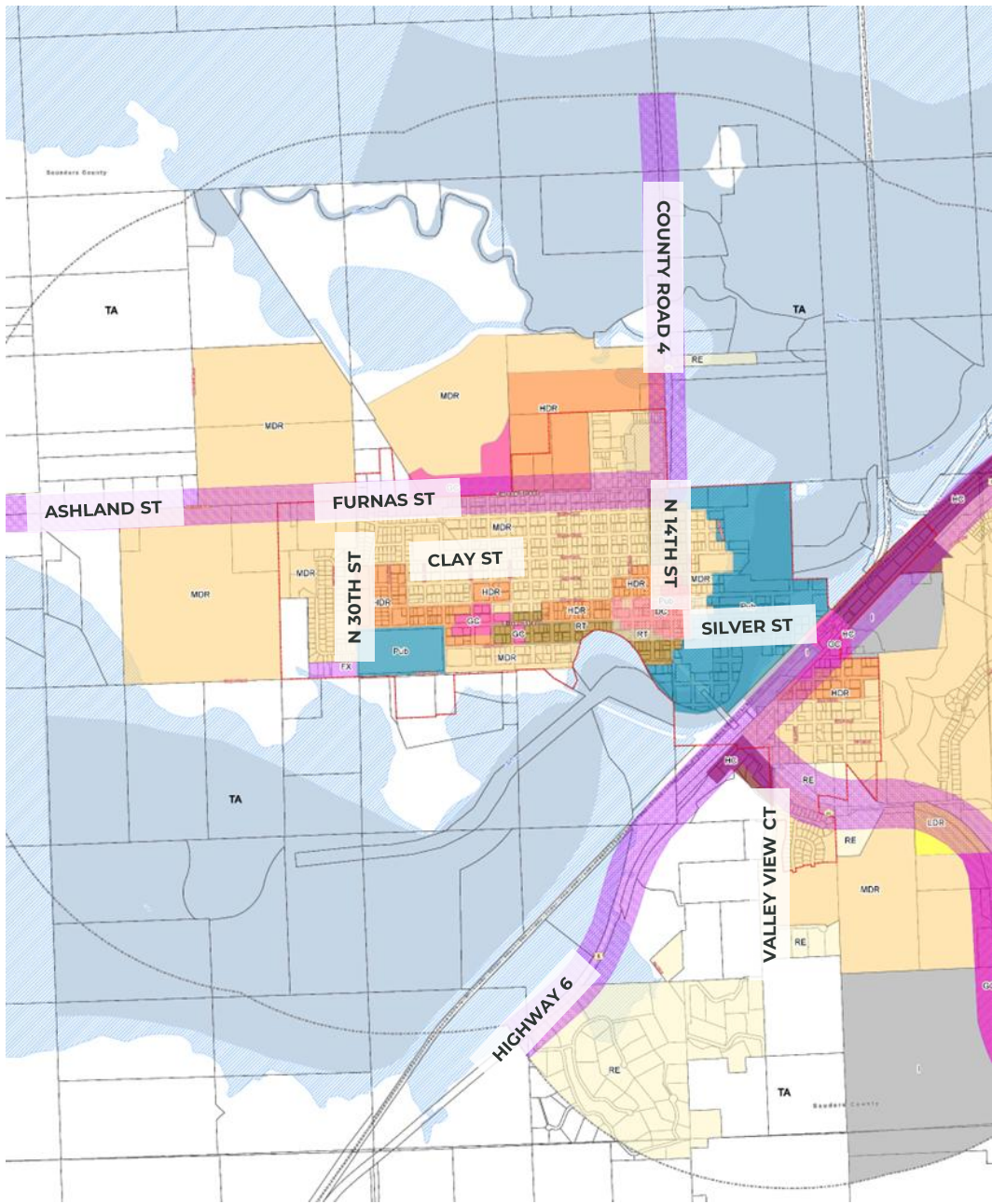
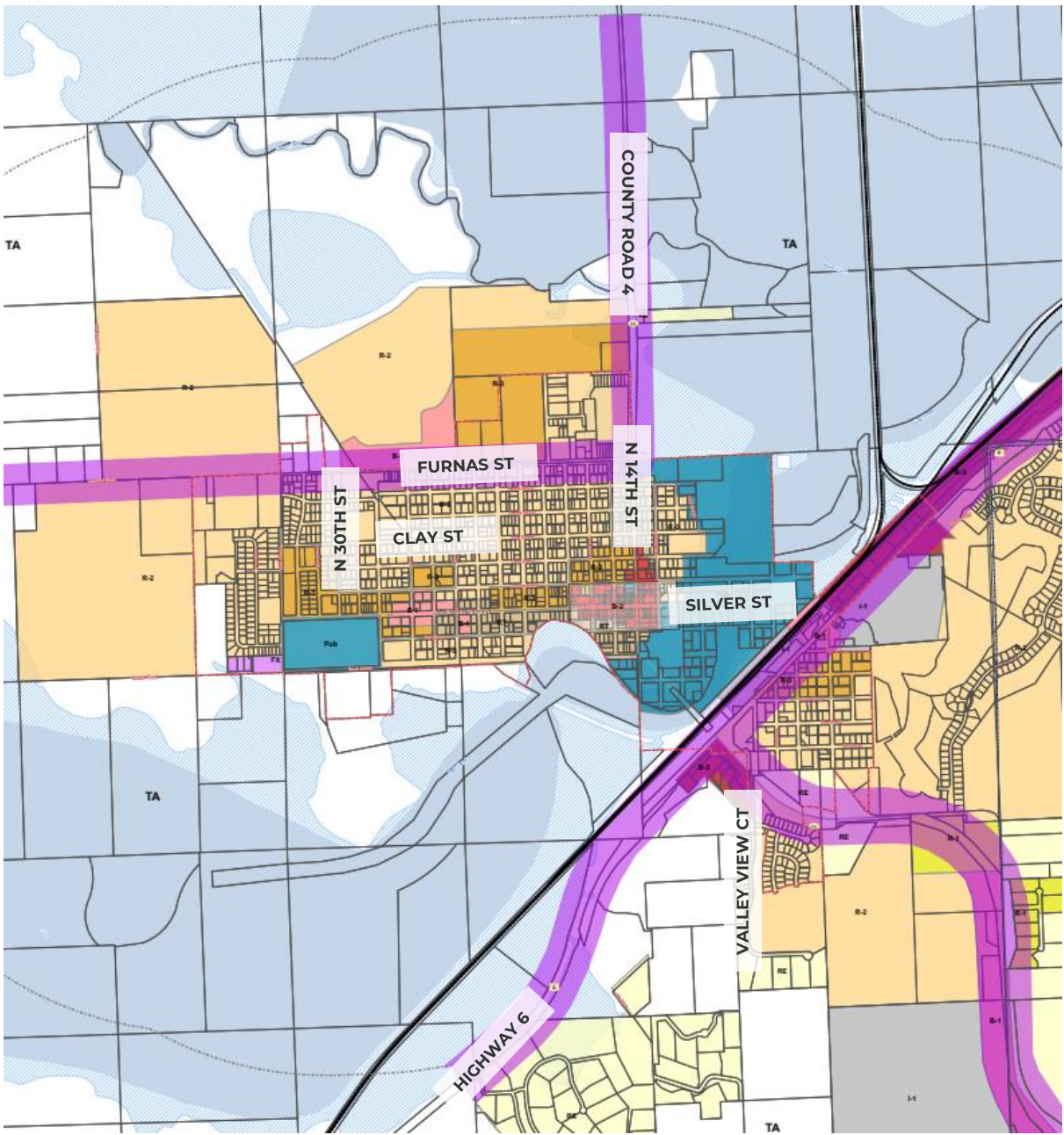
Implementation Measures Fall Into Three Broad Categories

Development regulations that control the location, form and character of private projects

Capital projects which are financed, designed, built and maintained by governments

Programs that in some cases involve active government participation and in other cases simply mean endorsement or coordination of voluntary private efforts

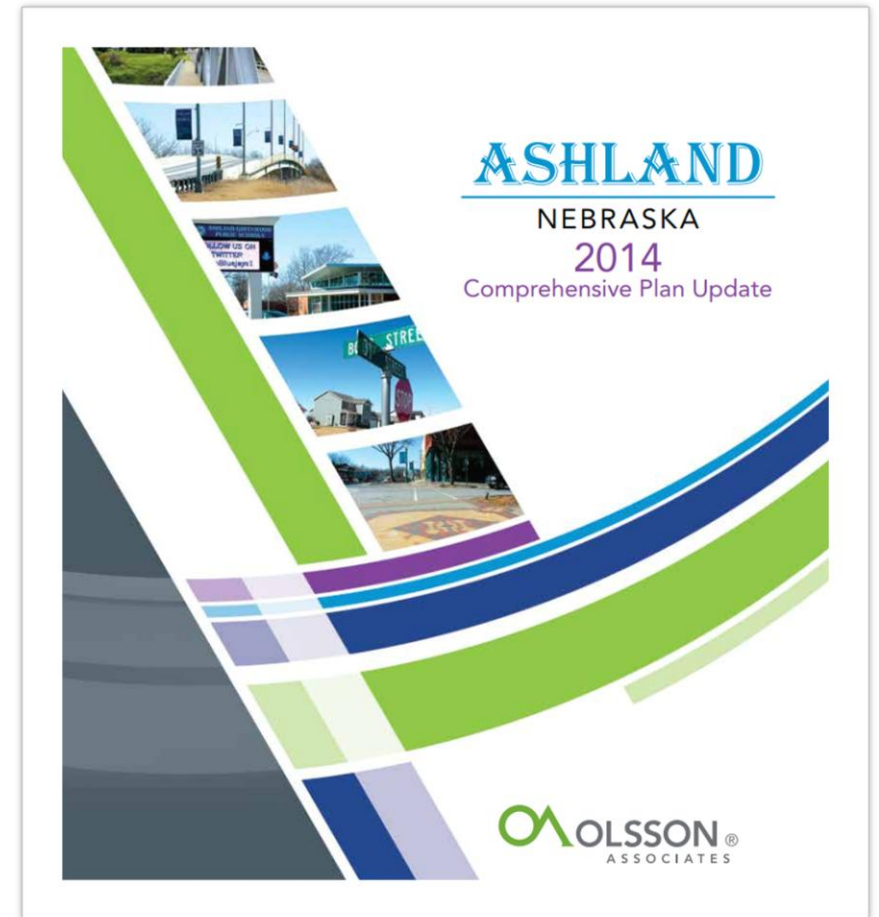
Effective implementation is the difference between having a good plan on paper and having a great community on the ground



Current Comprehensive Plan

Ashland Comprehensive Plan (2014)

- Last Comprehensive Plan update was adopted in 2014
- Previous plan goals included:
 - Maintaining Ashland's stock of historic buildings
 - Promoting recreational aspects of the community to attract visitors
 - Recruit, retain, and expand local primary/industrial companies that provide quality jobs
 - Encourage infill and redevelopment opportunities
 - Replace and upgrade aging infrastructure
 - Conserve and protect natural resource and encourage compact development/redevelopment



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04. Community Profile

Data Sources

Where can this data be found?

- United States Census Bureau
 - American Community Survey (ACS) 5-Year Estimates – 2023
 - Longitudinal Employer-Household Dynamics (LEHD) Data – 2022
- Federal Emergency Management Agency (FEMA)
 - Flood Map Service Center (MSC)
- United States Fish and Wildlife Service (FWS)
 - Surface Waters and Wetlands
- United States Geological Survey (USGS)
 - Topography and Slope
- Local + State Sources
 - State of Nebraska
 - Saunders County + Cass County
 - City of Ashland



FEMA



**United States[®]
Census**
Bureau

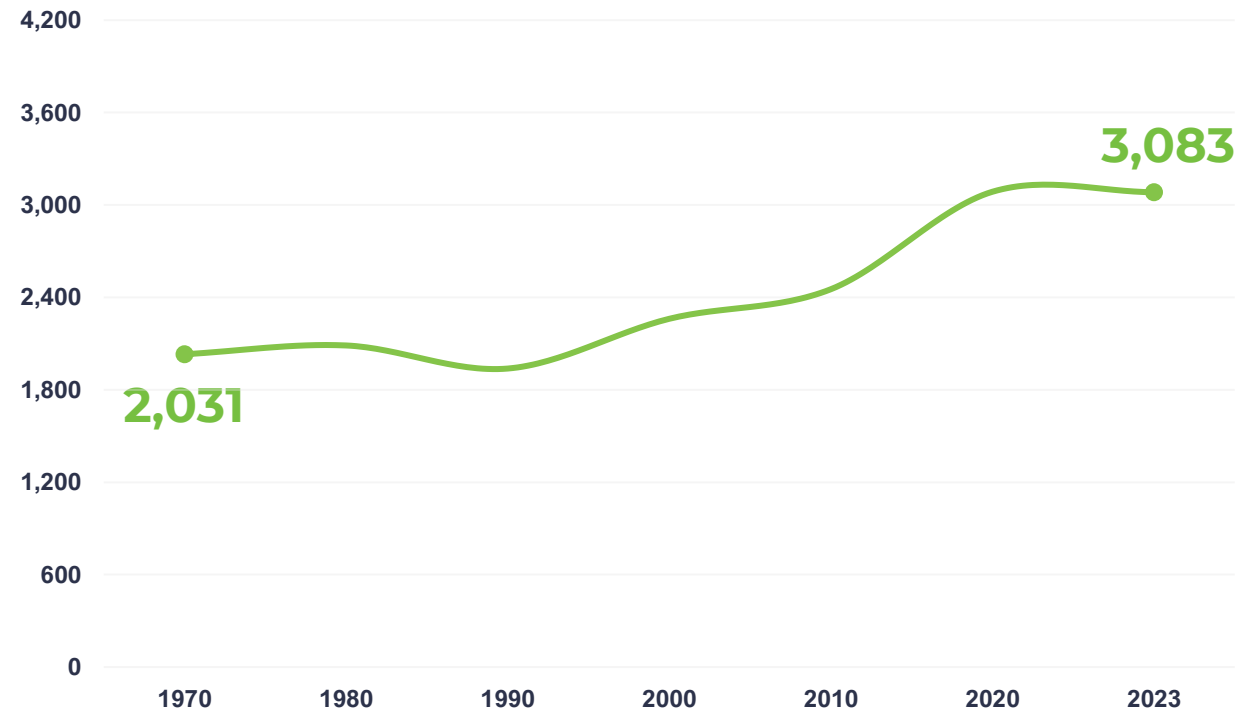


Community Profile

Population

- 2023 population estimate: **3,083 residents**
- Population is growing moderately

Ashland Population Change (1970-2023)



Source: U.S. Census Bureau 1970-2023

Community Profile

City Limits Proper, no SIDs

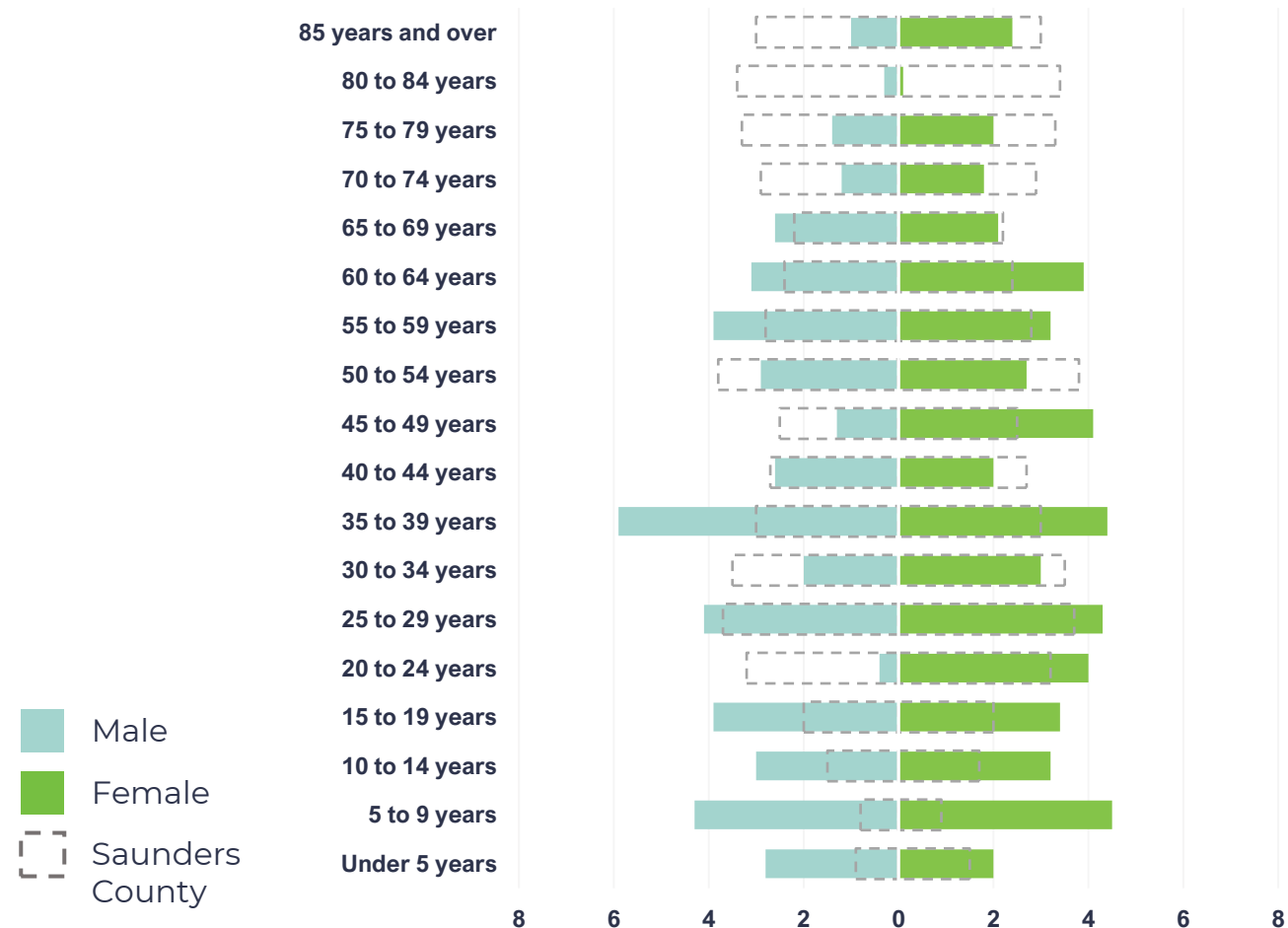
Age

- Median Age: 36.6 years
 - Younger than Saunders County (40.4 years)
- Fluctuations in age ranges, from male to female

What does this mean to us?

Ashland has a younger adult population, with children, possibly attracted by the great schools and park system!

Ashland Age Pyramid (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

Community Profile

City Limits Proper, no SIDs

Age

- Median Age (2023): **36.6**
- Median age of Ashland and comparison cities significantly lower than Saunders County and comparison city Louisville

Median Age - Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-year Estimates

Community Profile

City Limits Proper, no SIDs

Housing Characteristics - Tenure

- Average household size: **2.45 persons**
 - Saunders County: **2.55 persons**



Owner-Occupied
67.3% (Saunders County: 81.7%)



2.75 persons
Average owner household size
(Saunders County: 2.64 persons)



Renter-Occupied
32.7% (Saunders County: 18.3%)



1.82 persons
Average renter household size
(Saunders County: 2.14 persons)

Community Profile

City Limits Proper, no SIDs

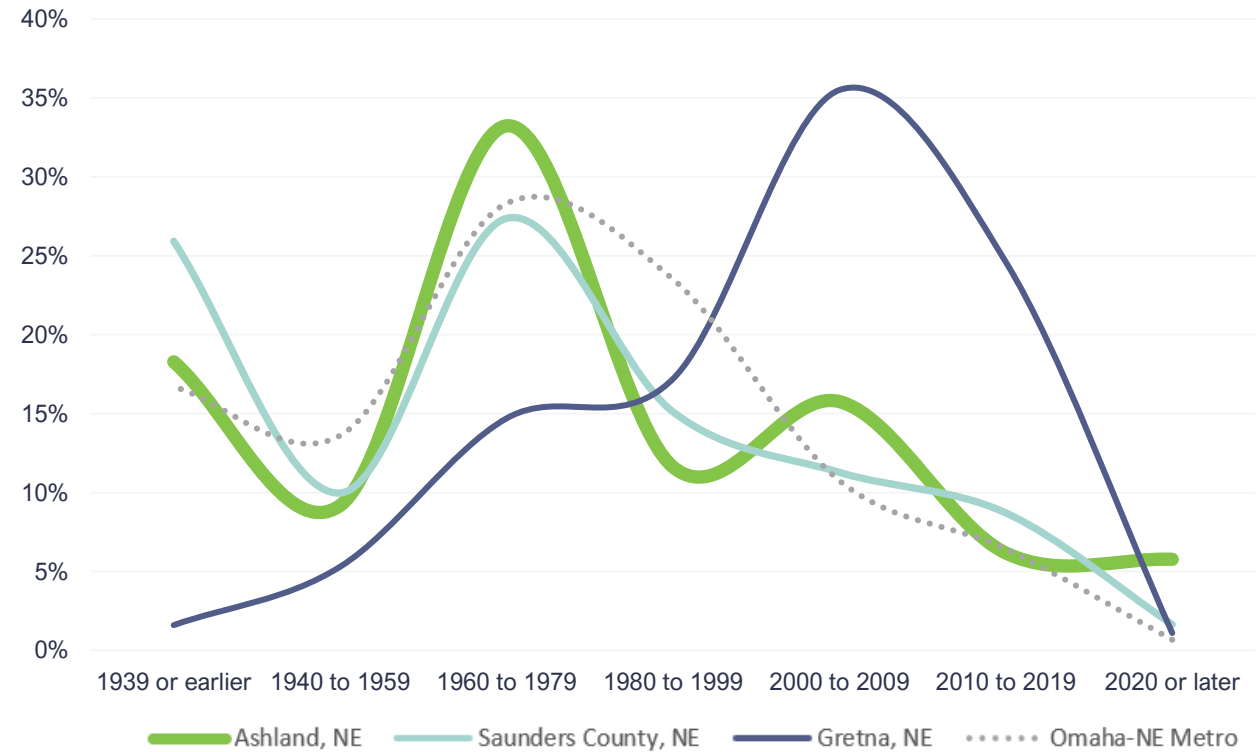
Housing Characteristics - Age

- 60% of homes in Ashland were built prior to the 1980s
- 27.7% of homes were built in the last 25 years
- Ashland's housing stock is older than Gretna, Nebraska, which has had recent upticks in housing development.

What does this mean to us?

Ashland has a stock of older housing that may be vulnerable due to age or characteristics of the home.

Ashland Housing Stock Age (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

Community Profile

City Limits Proper, no SIDs

Housing Characteristics – Housing Value

- 65% of Ashland's housing is valued between \$100-299K
 - 27% valued between \$300-499K
- 5% is valued below \$99K
- Over 2% is valued above \$500K

What does this mean to us?

Ashland has a healthy mix of mid-range “level-up” housing for households in a mid-income range.

Ashland Housing Value (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

Community Profile

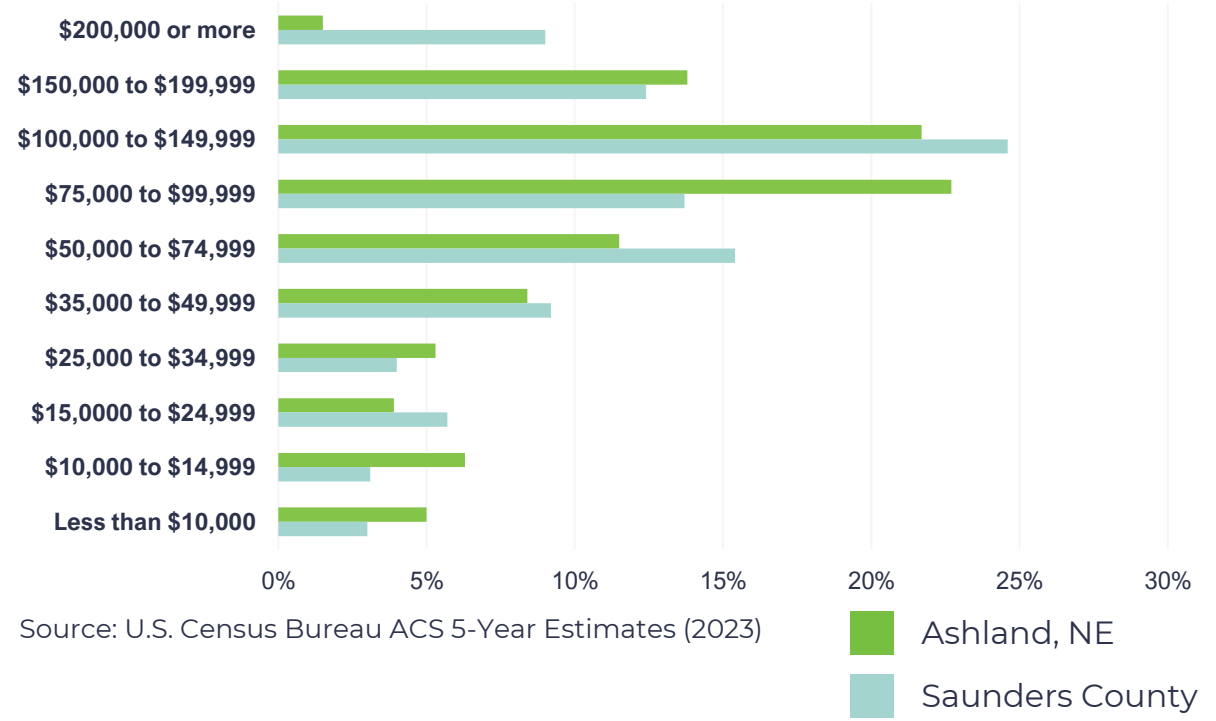
Household Income

- Over half of Ashland households generate an income over \$75,000

What does this mean to us?

Ashland has a share of higher household income ranges, especially when compared to nearby cities with similar characteristics

Ashland Housing Income (2023)



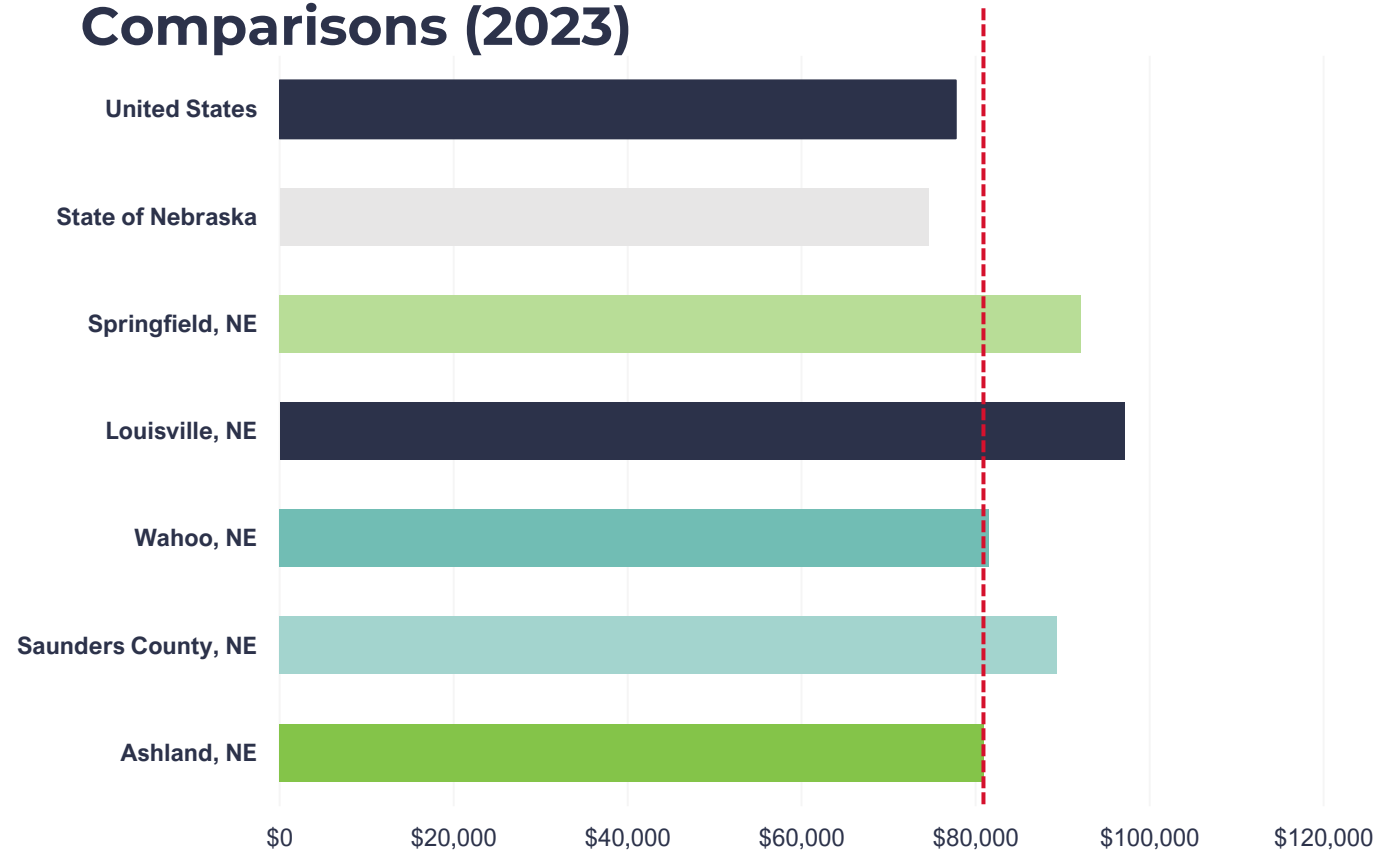
Community Profile

City Limits Proper, no SIDs

Regional Income Comparisons

- Median Household Income in Ashland is \$80,948
 - Median household income is less than Springfield, Wahoo, and Louisville

Ashland Median Housing Income Comparisons (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

Community Profile

City Limits Proper, no SIDs

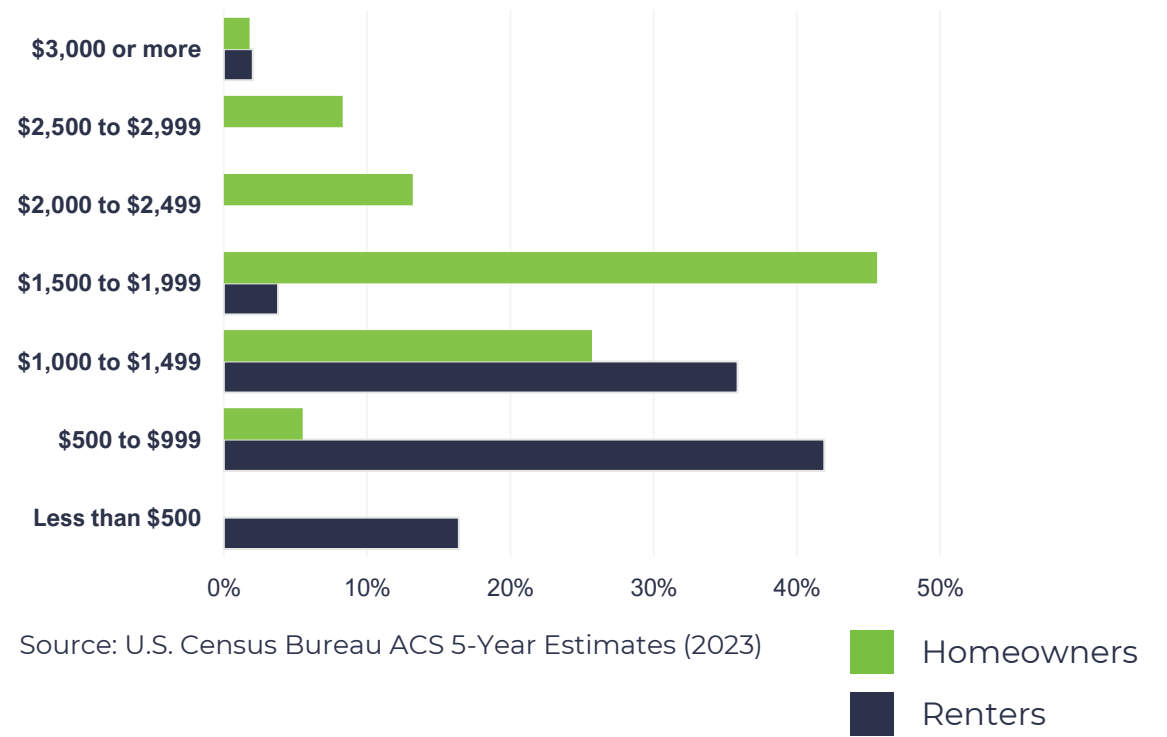
Housing Costs and Gross Rent

- Median homeowner housing cost: \$1,654
 - Gretna: \$2,076
- Median rent in Ashland is \$913
 - Gretna: \$1,467

What does this mean to us?

Ashland has a healthy mix of mid-range “level-up” housing for households in a mid-income range.

Ashland Housing Costs (2023)



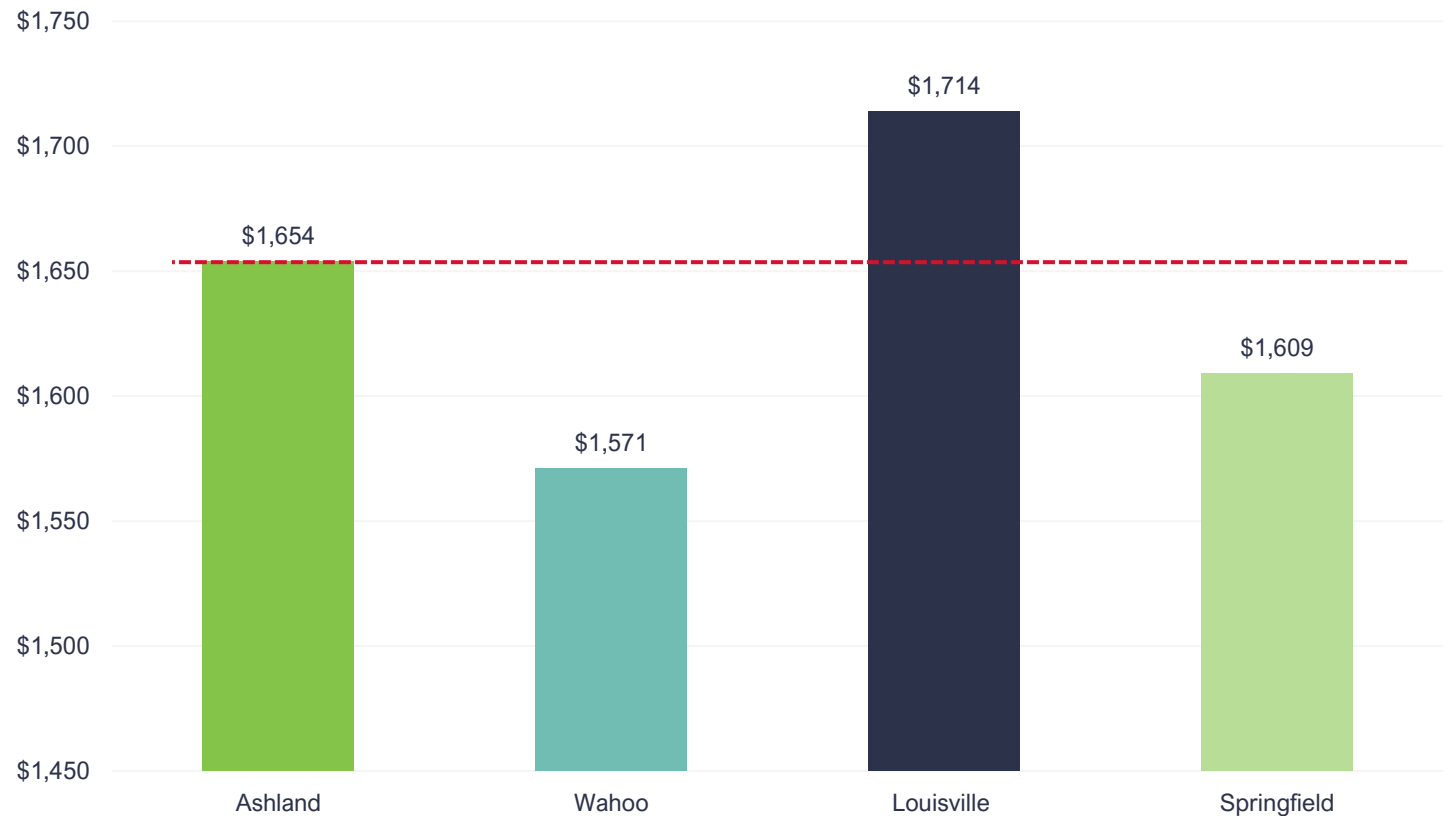
Community Profile

City Limits Proper, no SIDs

Housing Costs

- The median average housing cost in Ashland is \$1,654
- Homeowners with a mortgage in Ashland slightly more than those in Wahoo and Springfield
- Homeowners are paying slightly less than those in Louisville

Median Monthly Housing Cost for Homeowners with a Mortgage – Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

Community Profile

City Limits Proper, no SIDs

Housing Costs

- The median rent in Ashland is \$913
- Median rent is slightly less than rent in Louisville, and significantly less than rent in Springfield

Median Monthly Rent - Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

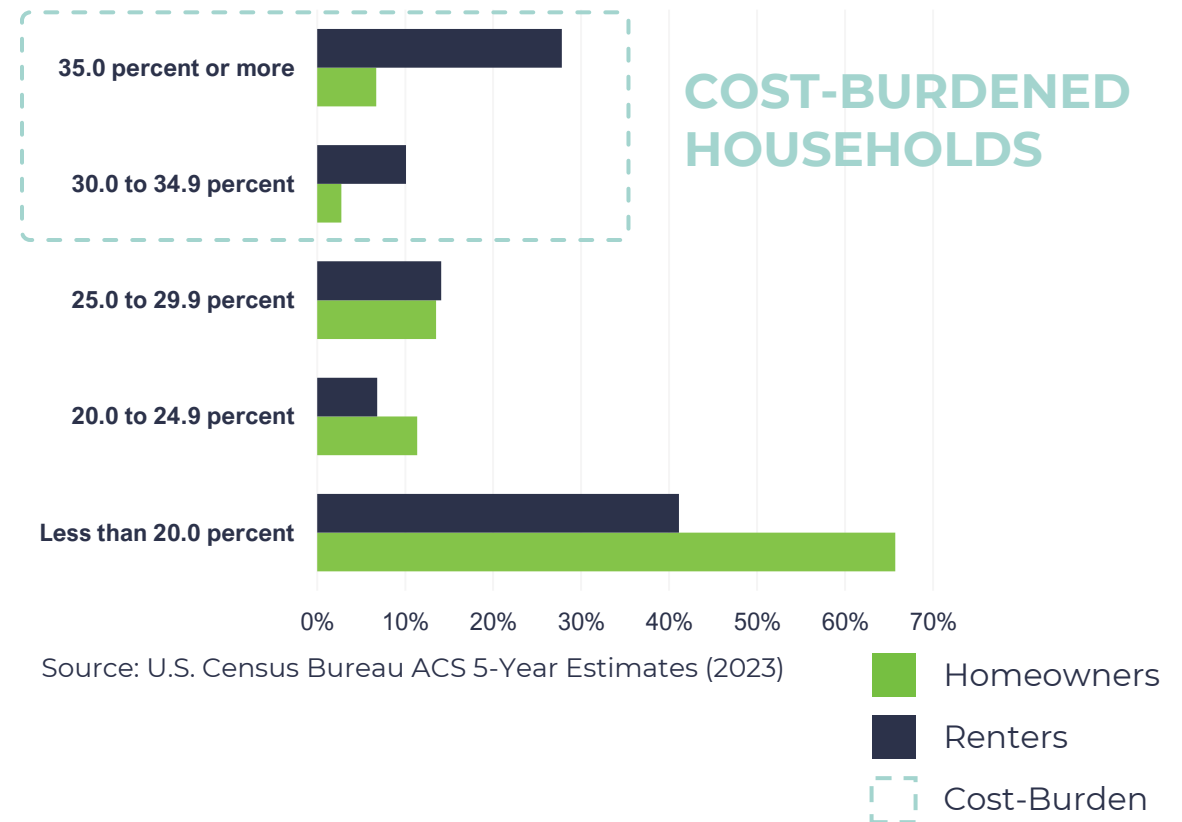
Community Profile

City Limits Proper, no SIDs

Household Cost-Burden

- Housing cost-burden is defined by 30% of household gross income being spent on housing costs
 - **37.9%** Ashland **renters** are cost-burdened (150 households)
 - **9.4%** of Ashland homeowners with a **mortgage** are cost-burdened (23 households)

Ashland Percent of Household Income Spent on Housing Costs (2023)



Community Profile

City Limits Proper, no SIDs

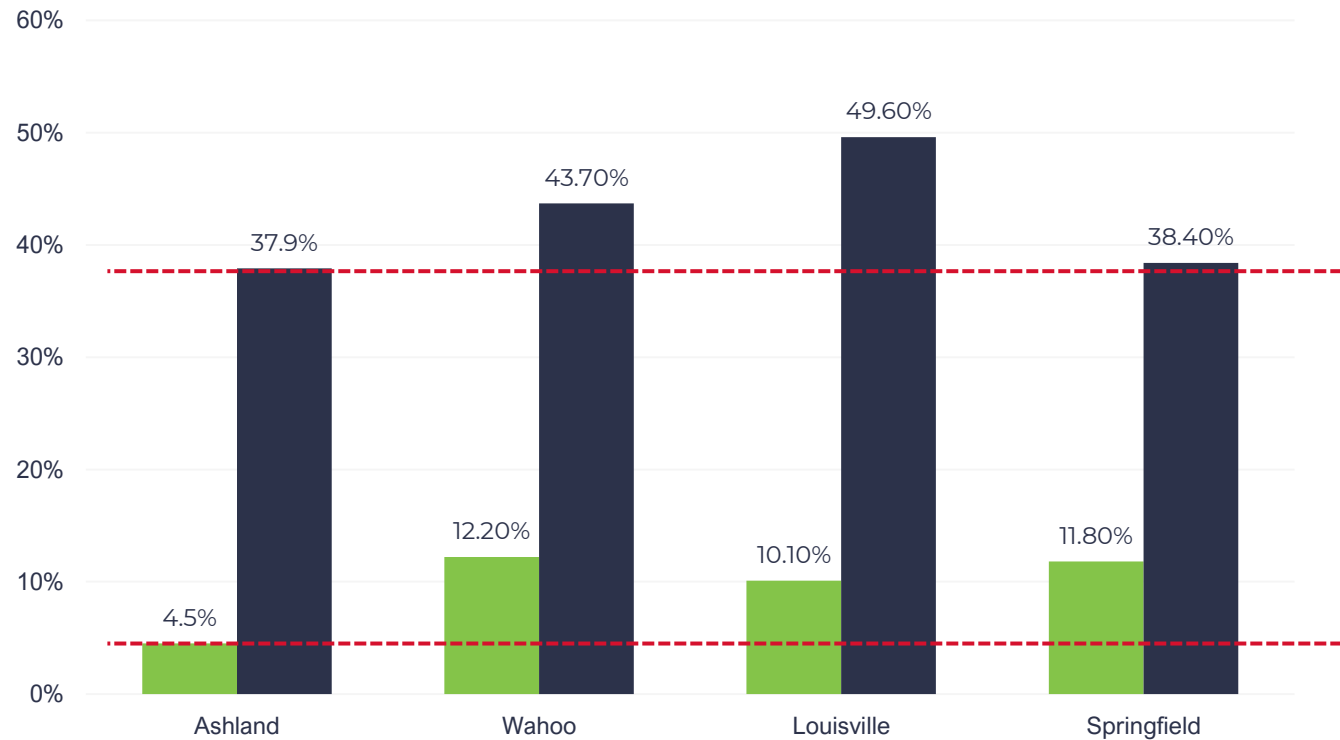
Housing Costs

- The share of cost burdened **renters** in Ashland is less than those renters in Louisville, Wahoo and Springfield
- The share of cost burdened **homeowners** with a mortgage compared to peer communities is lower,
- **Meaning that:** housing may be more attainable and affordable in Ashland than other communities

Homeowners

Renters

Percent Cost-Burdened - Regional Comparison (2023)



Source: U.S. Census Bureau ACS 5-Year Estimates (2023)

Community Profile

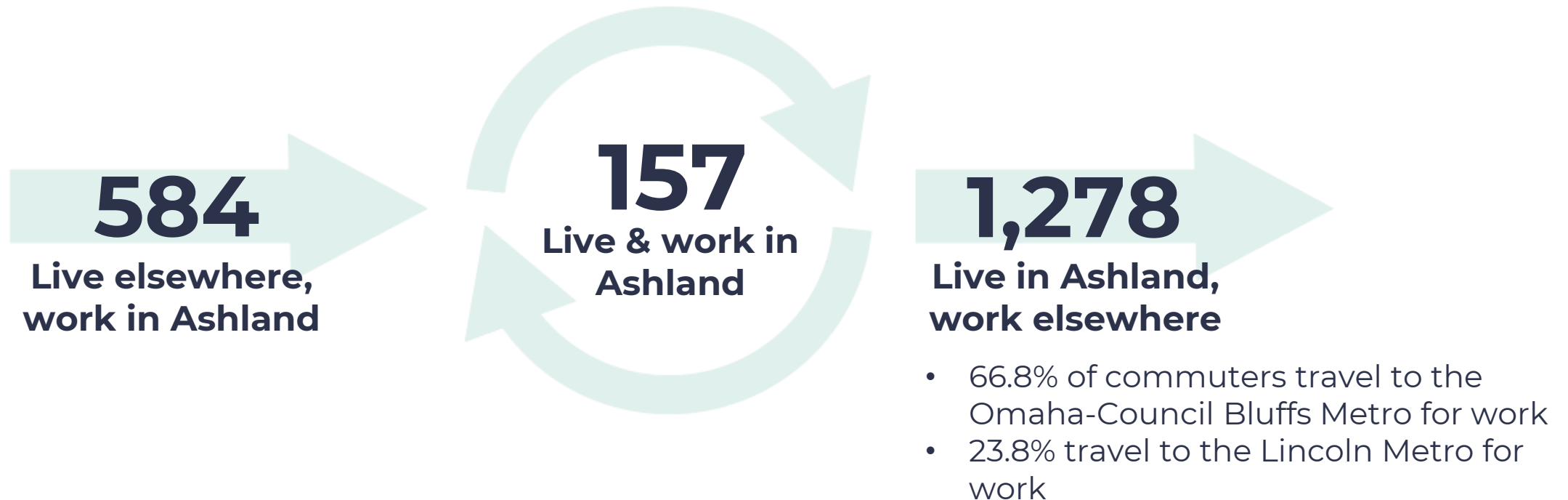
City Limits Proper, no SIDs

Data **does not capture** educational services that are located outside of City's defined geographic area or that have obtained certificate of occupancy after 2021.

Commuter Trends

Ashland Commuter Trends (2022)

Source: U.S. Census Bureau LEHD OnTheMap Data (2022)



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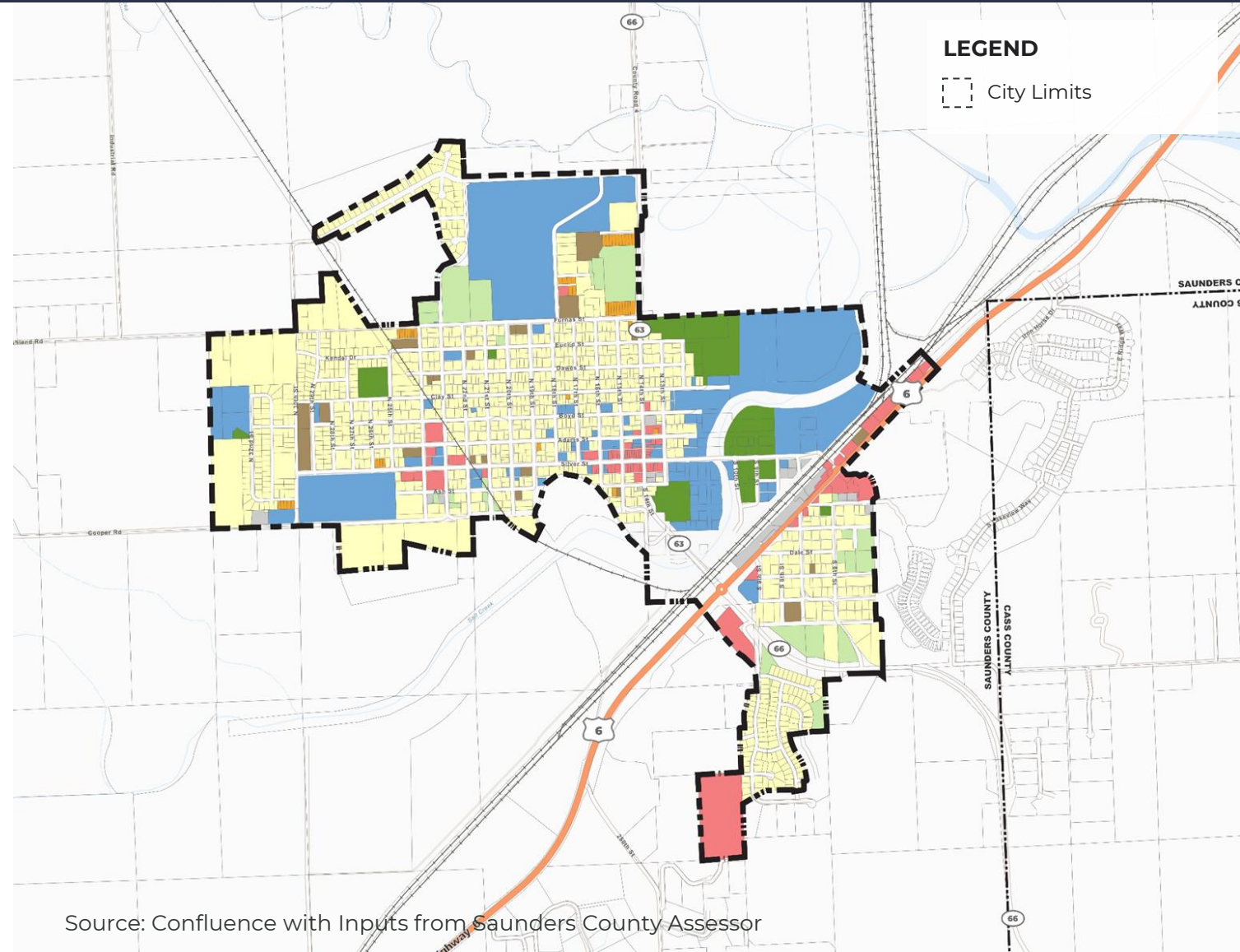
05. Physical Profile + Current Land Use

Physical Profile

Existing Land Use

- Single-family residential and Public / Semi-Public are the two highest existing land uses.

Existing Land Use	Acres	Total Share (%)
Single-Family Residential	397.7	48.6%
Public / Semi-Public	225.6	27.6%
Commercial	53.4	6.5%
Parks and Recreation	50.8	6.2%
Agricultural / Open Space	48.9	6.0%
Multi-Family Residential	21.6	2.6%
Industrial	12.3	1.5%
Two-Family Residential	8.4	1.0%

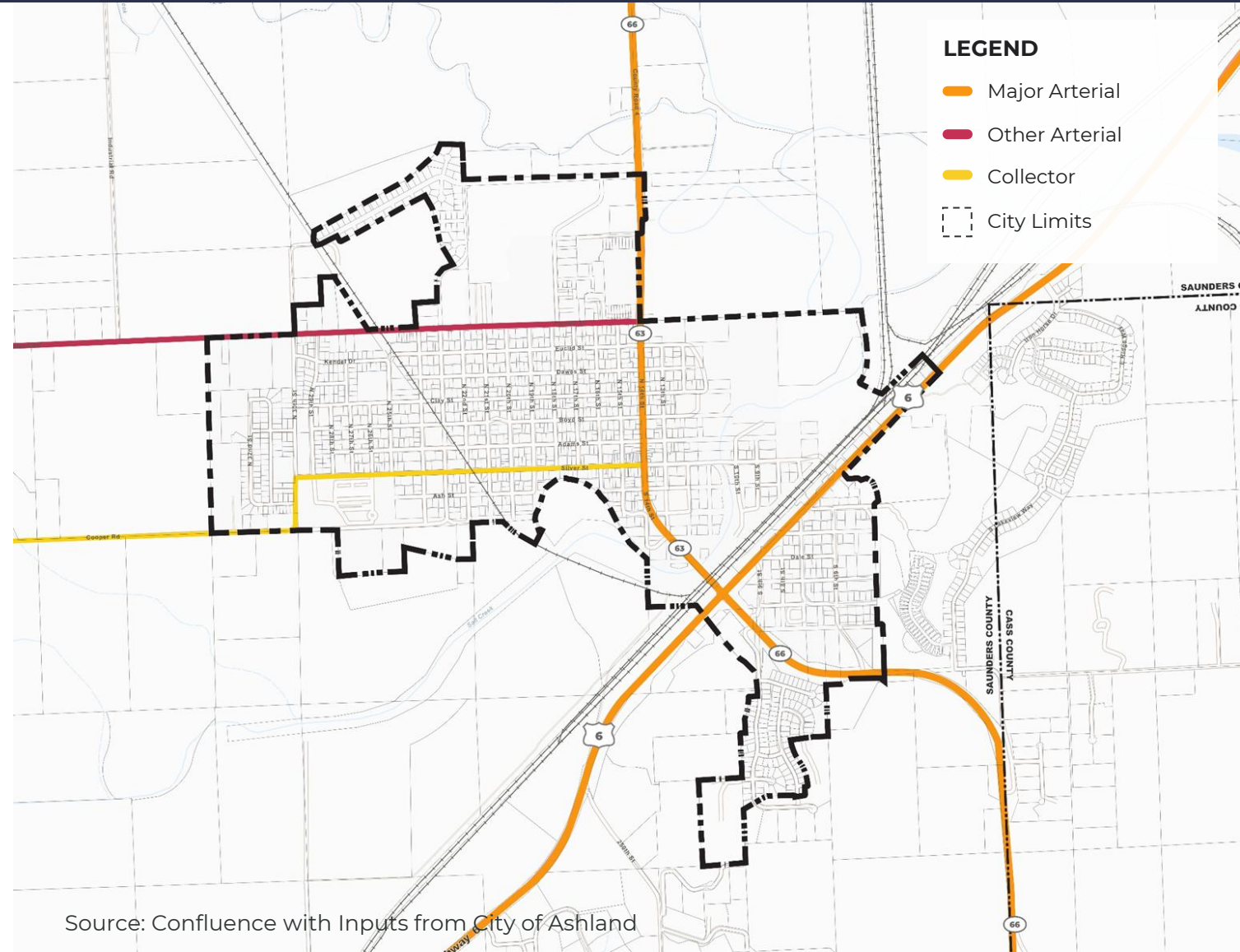


Source: Confluence with Inputs from Saunders County Assessor

Physical Profile

Transportation

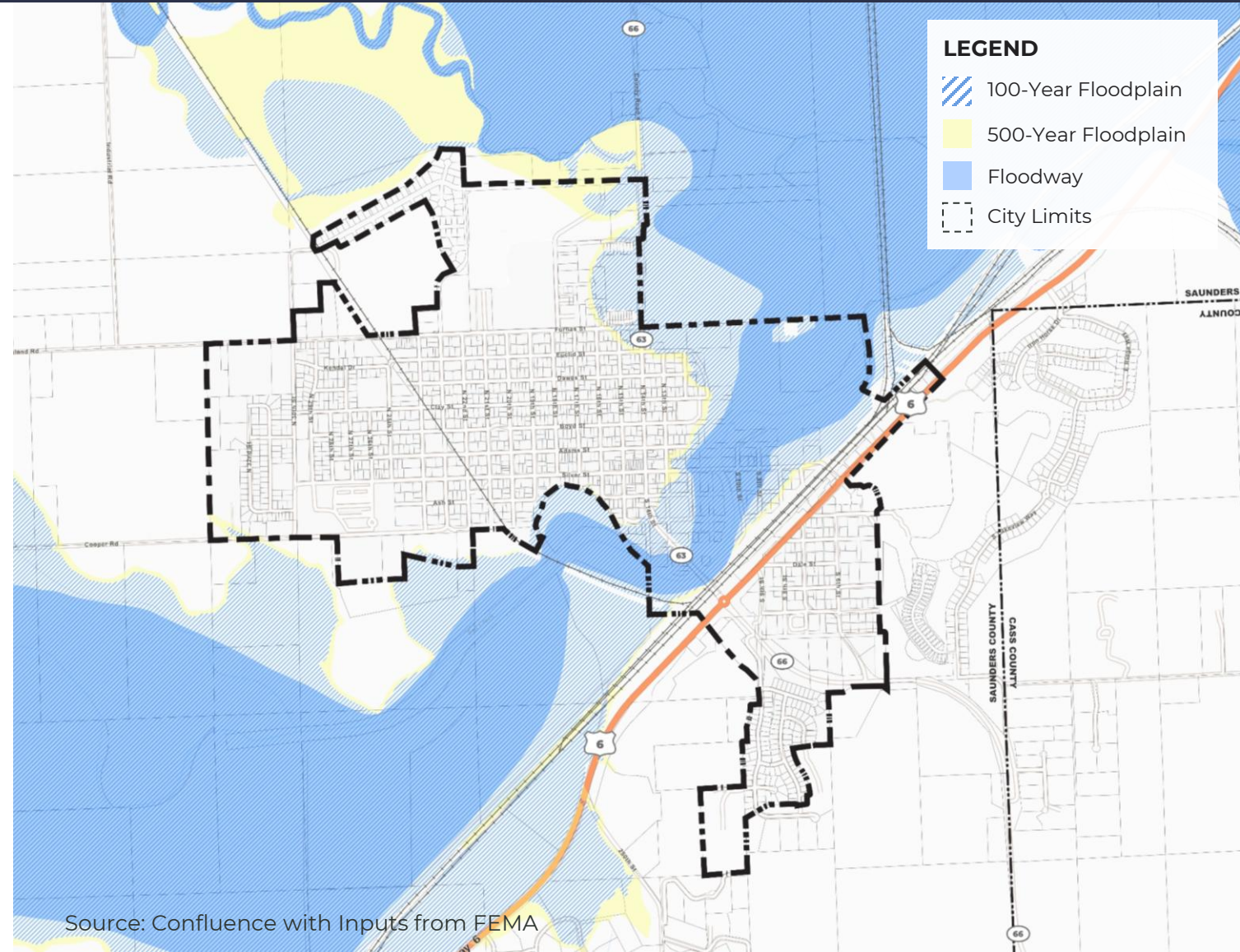
- Ashland is bisected by Highway 6 (Grand Army of the Republic Highway), Highway 66, and rail line
- Highway 66 provides an arterial connection to Interstate 80 to the southeast – carrying many trucks (275-425 ADT, 2023)
- Vacant rail line NE



Physical Profile

Floodplain

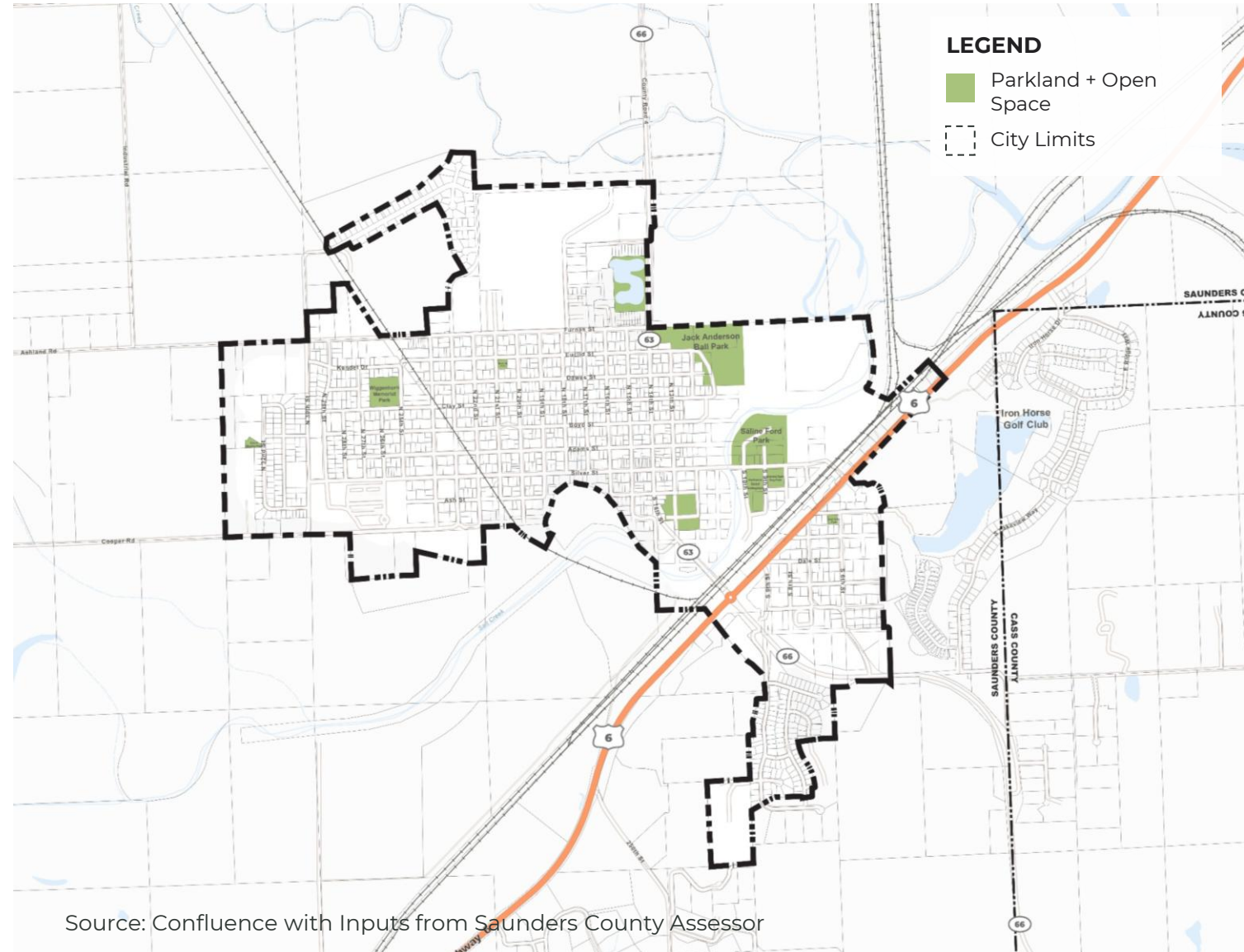
- Areas adjacent to Ashland, predominately to the south, east, and north are within floodplain and floodways
- Extensive history of flooding due to the convergence of Platte River, Salt Creek, Wahoo Creek, Clear Creek and other smaller tributaries near the city's boundary



Physical Profile

Existing Parkland and Open Space

- The National Recreation and Park Association (NRPA) recommends a Level of Service (LOS) of **10.5 acres** of parkland for every 1,000 population
- In total Ashland has **43 acres** of parkland within city limits.
- Ashland's LOS is **14.2 acres** of parkland per 1,000 population

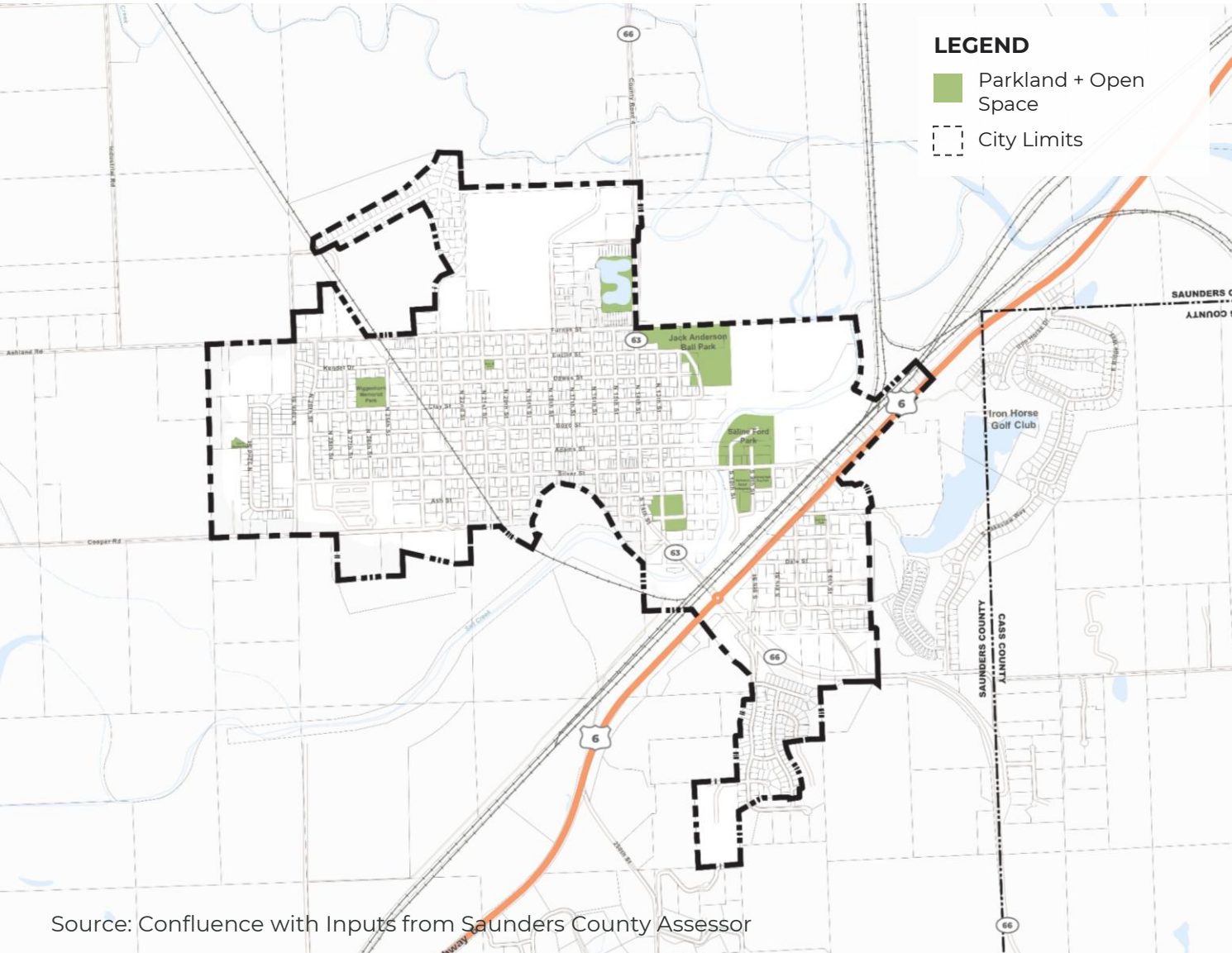


Source: Confluence with Inputs from Saunders County Assessor

Physical Profile

Existing Parkland and Open Space

Park	Category	Acres
Euclid St. Park	Neighborhood	0.4
Kiddy Korner Park	Neighborhood	0.4
East Side Park	Neighborhood	0.5
Sabre Heights Park	Neighborhood	0.7
Wiggenhorn Park	Community	4.7
Ashland Sand Volleyball	Special Use	3.6
Central Bark Dog Park	Special Use	1.7
Saline Ford Park and Trail	Special Use	11.9
Jack Anderson Ball Park	Special Use	19.2

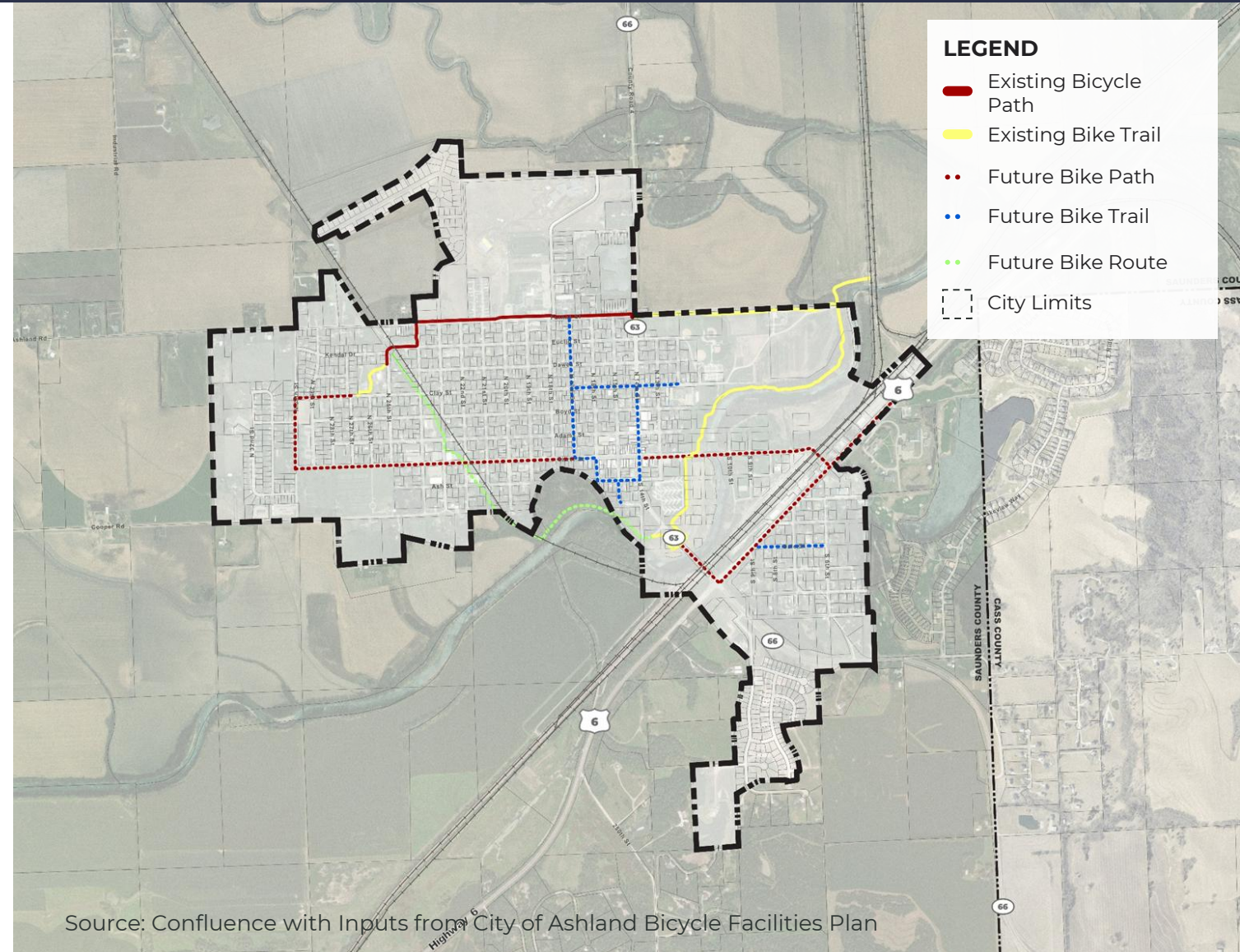


Source: Confluence with Inputs from Saunders County Assessor

Physical Profile

Bicycle and Walking Trails

- **2.93** miles of existing trails
- **5.33** miles of planned trails



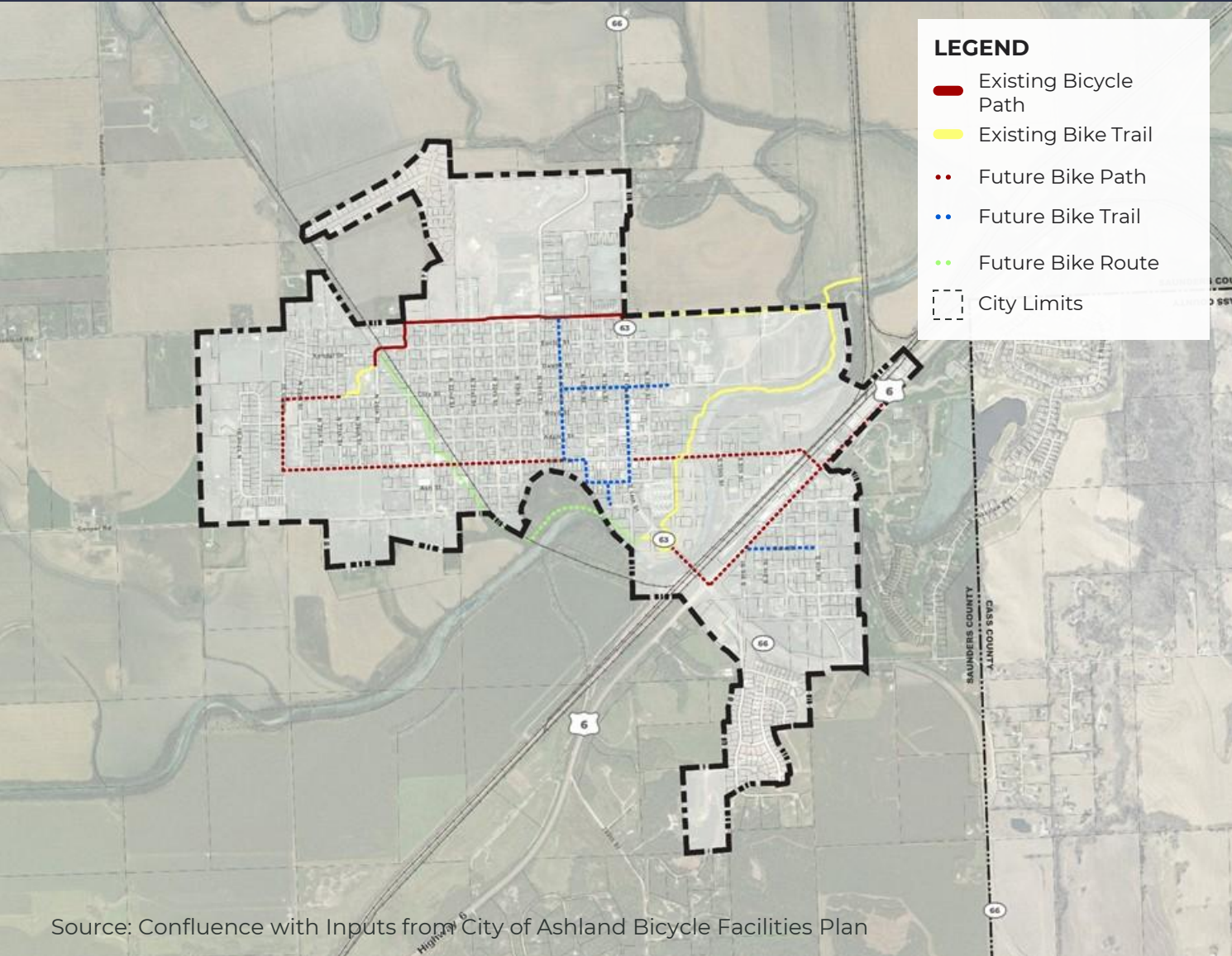
Physical Profile

Bicycle and Walking Trails

- Ashland's current LOS = **0.95 miles of trail per 1,000 residents**
 - If counting planned trails, the LOS would increase to **1.75 / 1,000 residents**

	All Municipalities	Municipalities with a Population less than 20,000
Median LOS	16.0	4.5
Lower Quartile	6.0	2.0
Upper Quartile	46.0	9.2

Source: National Recreation and Park Association (NRPA)

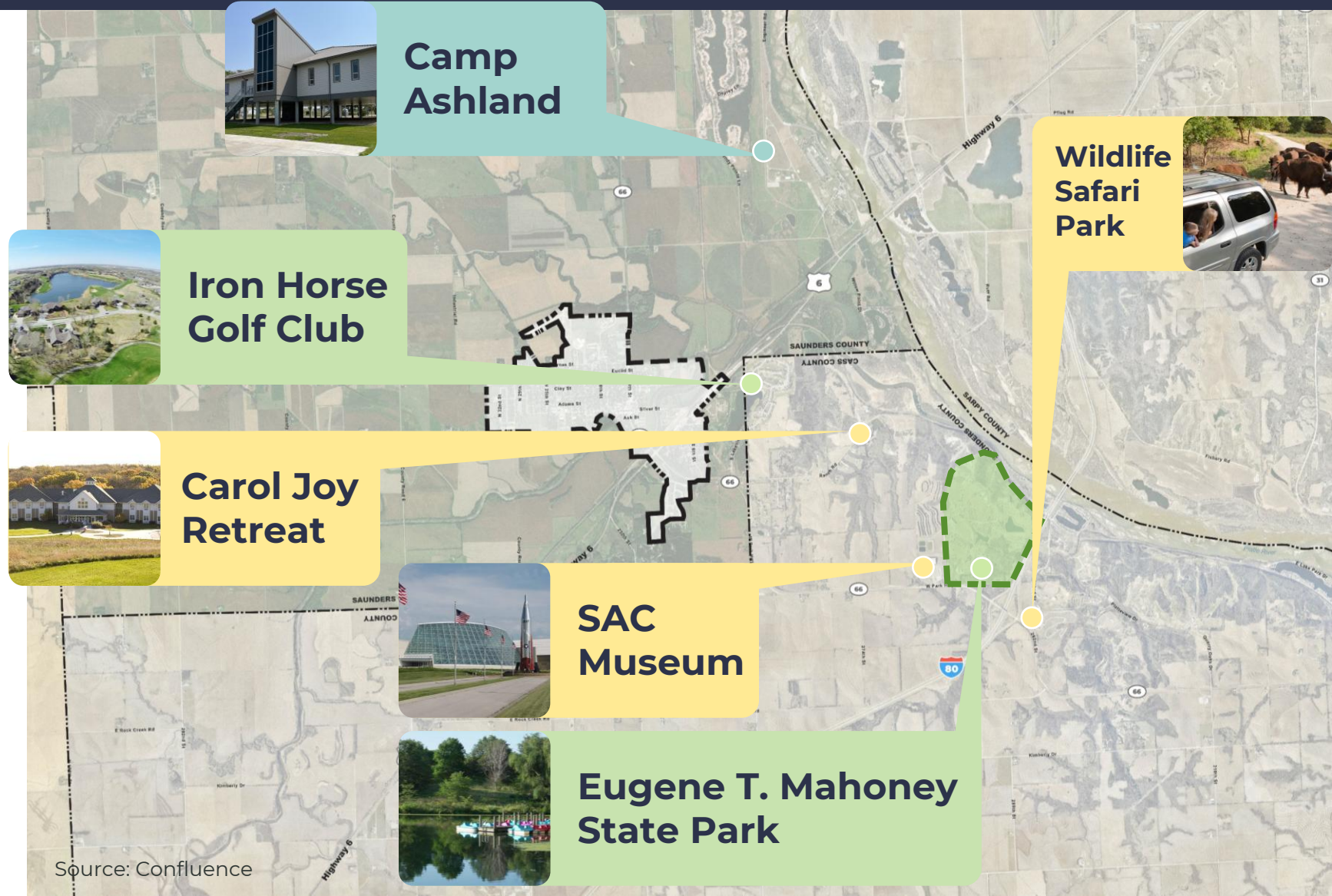


Source: Confluence with Inputs from City of Ashland Bicycle Facilities Plan

Physical Profile

Regional Attractions and Places of Interest

- Camp Ashland
- Iron Horse Golf Club
- Carol Joy Retreat & Conference Center
- Strategic Air Command & Aerospace Museum (SAC)
- Eugene T. Mahoney State Park
- Omaha Wildlife Safari Park
- And more! (Downtown, wineries, breweries)



Camp Ashland



Iron Horse Golf Club



Carol Joy Retreat



SAC Museum



Eugene T. Mahoney State Park



Wildlife Safari Park

Source: Confluence

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06. Visioning Questions

Why do you **CHOOSE TO LIVE/WORK/PLAY** in Ashland?

Small-town

For family

Love the historic downtown. Small town but close to bigger towns.

I love the community that a small town provides

It in between omaha and Lincoln...i work in both cities

Young and was able to buy house with some land

We moved here because we could work in Lincoln and Omaha and they have a great school.

Historic building stock!
And park land.

Why do you **CHOOSE TO LIVE/WORK/PLAY** in Ashland?

Developed a business here.

Love the small town vibe. We have a business.

Small town living, but close to larger cities.

Security and less crime than big city

It's been home for 50+ years. I like the small town, knowing everyone.

Split the commute

I'm originally from Omaha and grew up coming out to the Hwy 6 & 66 corridor to camp anywhere and everywhere with my family. I wanted to live in the part of Nebraska I love and have flexibility.

It is a friendly community

Why do you **CHOOSE TO LIVE/WORK/PLAY** in Ashland?

Affordable, small community

Location, small town

In country but near big cities

Close to family

Family is here, work is here.

Work Schools Close bigger cities

Ashland is a very tight community, there's no other place like it, the worries and concerns present in larger towns and cities are not found here, and it's on the cheap side!

Equal distance to family's work.

Why do you **CHOOSE TO LIVE/WORK/PLAY** in Ashland?

Move in from farm .
Loved in rural Ashland all
my life

It has been a great place to
raise our family. Great
schools, fantastic church
community.

Fun community events,
shops, and restaurants

I love living in small town
where it is easier to get to
know people. It is safe to
walk around for families

Location between Lincoln
and his Omaha -destination
or small town feel

Split commute. Good
place to raise kids.

To help Ashland grow
into the future.

I've always wanted to live in a
safe community with a
charming mainstreet business
district offering a variety of
activities a short walk from my
home.

Why do you **CHOOSE TO LIVE/WORK/PLAY** in Ashland?

Community support

Local vibes, no regular chains, safety

Intact downtown; small town feel

Location

Downtown

Carol Joy Holling Camp

Silver street, lots of cute shops in walking distance

Park areas

What is your FAVORITE PLACE in Ashland?

Fariner

Downtown

Oxbow lake

Downtown

Library

Fairner

Jack Anderson Ball Park
area

Salt creek



What is your FAVORITE PLACE in Ashland?

Walking my dogs around
downtown Ashland

Flutterby Finds 

Library

The downtown area. It's
so fun to walk around
and visit the shops.

Fariner, Salt Creek trail,
Post Script

My home

All of down town

Disc golf course

What is your FAVORITE PLACE in Ashland?

Downtown

Dog Park

BW's. It's been a great meeting place over the years.

Glacial Till

Downtown

Silver Street shops and restaurants

Brickhouse fitness center

The old (intermediate) school.

What is your **FAVORITE PLACE** in Ashland?

Cellar 426 Winery

Just one? Eeks... My home
lol, our local Camground,
Mahoney State Park,
Downtown

Downtown

Local state parks

Green space

My historic home

Trail by salt creek

Salt creek trail

What is your **FAVORITE PLACE** in Ashland?

Carol Joy Holling Camp

Postscript

The library!

The walking path along
Salt Creek

Ballpark

Downtown area. Parks.
Salt Creek. Events

Ashland Brewing
Company

Growing up, definitely the park
(I ain't spelling all that). Now
that I'm older, the library is
great, I want to see more places
for public engagement.

What is your FAVORITE PLACE in Ashland?

River trail

6

Library



What INDUSTRIES / BUSINESSES should we target to attract to Ashland?

More food

Hotel/ motel

Pharmacy.

Nice restaurants.

Craft supply store

Diner with pancakes.

Fast food

Pharmacy

What INDUSTRIES / BUSINESSES should we target to attract to Ashland?

Pharmacy and hotel

Music venue

Craft store

Pharmacy would be awesome!

Lawn and garden services

Pharmacy

Right sized so as not to swallow up the community.

An updated grocery experience with a better facility and larger fresher selection.

What INDUSTRIES / BUSINESSES should we target to attract to Ashland?

Gas station

Hitel

High end dining

Hot shops like in Omaha!
Great way to build the
creative district!

More food fast food

Hotel Cafe Pharmacy
with drive thru
Bookstore

Anything that accommodates
the youth, every recent
business in Ashland by the
looks of it is alcohol related,
and kids/students really can't
do anything but wander in
Ashland.

Small farms for local
food

What INDUSTRIES / BUSINESSES should we target to attract to Ashland?

A light industrial park on 66 between town and Mahoney

Craft store

Another grocery store

Good paying jobs

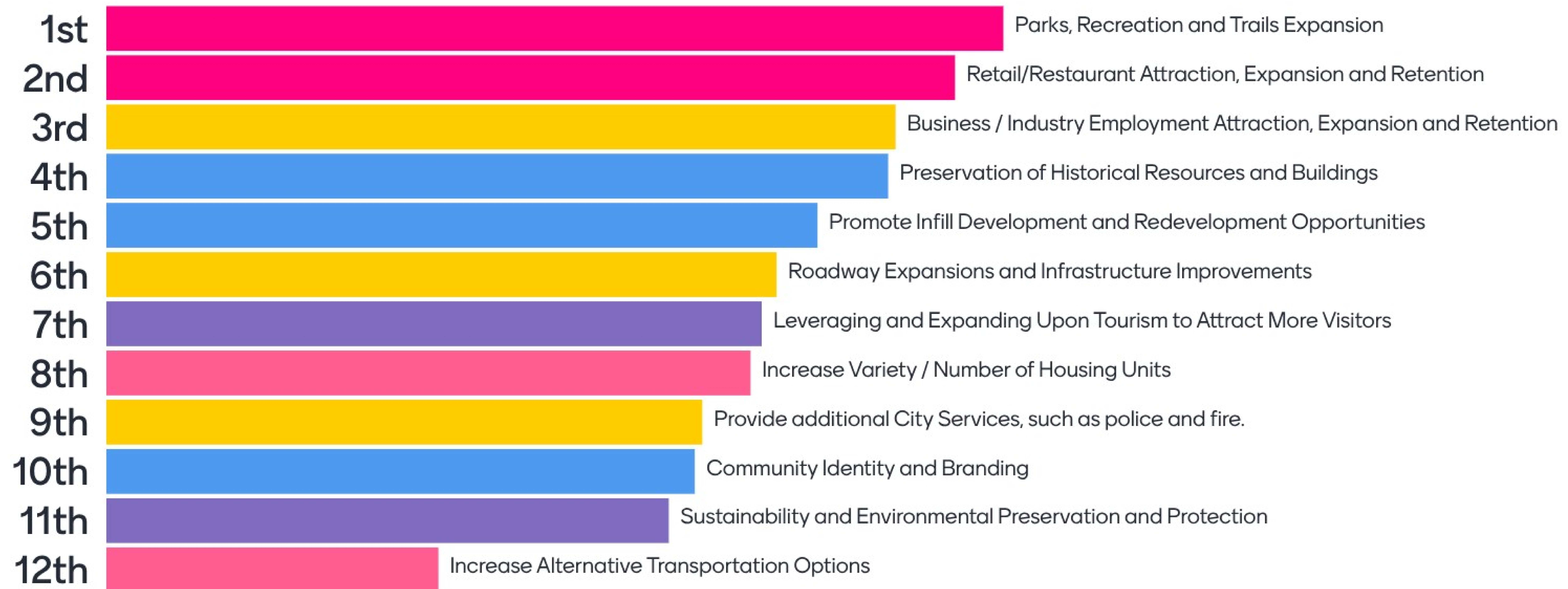
Pharmacy for sure!

Ashland is designated creative district that doesn't offer much live music entertainment or art studio space.

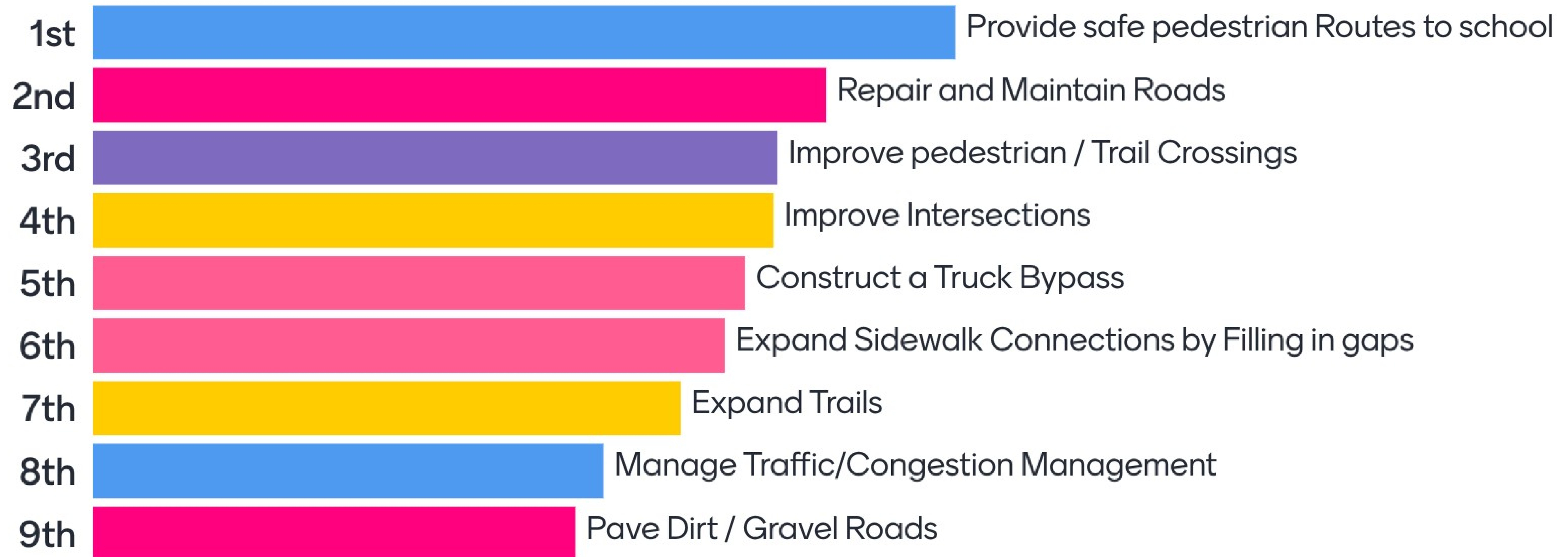
Farmers market

Possibly more festivals?

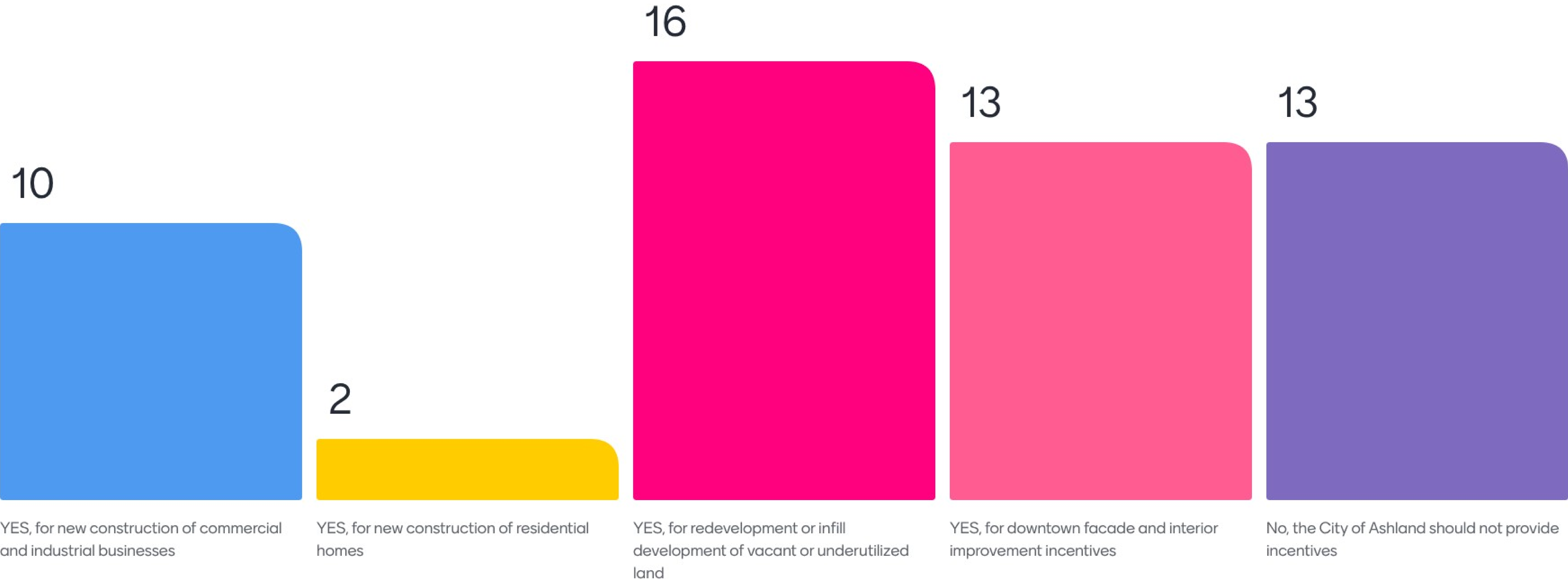
Rank the following items which the City of Ashland should prioritize, highest to lowest.



Rank the transportation improvements from highest to lowest priority.




Do you think the City of Ashland should provide incentives towards development? Check all that apply



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07. Engagement Activities


- Image Voting




ENGAGEMENT / RANKING

COMMUNITY IDENTITY AND BRANDING


These projects **GREEN** in the community or because funding should not be used to **RED** in the community or ensure that should be a lower priority.




IMPROVED MEDIANS
Amenity and landscaping




DOWNTOWN AMENITIES
Street furniture, plantings




ENHANCED STREET LIGHTING
Amenities, landscape



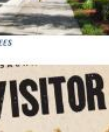
ENHANCED PEDESTRIAN CROSSINGS
Amenity, paving




STREET TREES




PUBLIC ART AND MURALS




IMPROVED MARKETING AND TOURISM COORDINATION




GREEN SPACE AND URBAN PLAZAS



WAYFINDING SIGNAGE



BEFORE



AFTER

FACADE AND EXTERIOR IMPROVEMENTS

CONFLUENCE

Engagement Activities

- Preference Scales
- Priority Ranking
 - Housing
 - City programs
 - Alternative transportation
 - Parks and recreation
 - Beautification



ENGAGEMENT / RANKING
PREFERENCE SCALES

Please answer the following questions by placing a dot to indicate which side of the scale you rate the best. To indicate a neutral response, please place your dot in the middle.

HOW WOULD YOU RATE THE QUALITY OF LIFE IN ASHLAND?

LOW QUALITY OF LIFE | HIGH QUALITY OF LIFE

HOW WOULD YOU RATE YOUR LEVEL OF PRIDE IN ASHLAND?

I HAVE A LOW SENSE OF PRIDE IN ASHLAND | I HAVE A HIGH SENSE OF PRIDE IN ASHLAND

HOW WOULD YOU RATE THE CONNECTIVITY OF WALKING AND/OR BIKING PATHS IN ASHLAND?

LOW CONNECTIVITY OF WALKING / BIKING PATHS | HIGH CONNECTIVITY OF WALKING / BIKING PATHS

HOW WOULD YOU RATE THE QUALITY OF EXISTING HOUSING OPTIONS IN ASHLAND?

LOW QUALITY OF EXISTING HOUSING OPTIONS | HIGH QUALITY OF EXISTING HOUSING OPTIONS

HOW WOULD YOU RATE THE VARIETY OF EXISTING HOUSING OPTIONS IN ASHLAND?

LOW VARIETY OF EXISTING HOUSING OPTIONS | HIGH VARIETY OF EXISTING HOUSING OPTIONS

WOULD YOU SUPPORT OR NOT SUPPORT INFILL REDEVELOPMENT IN ASHLAND? (infill redevelopment refers to the construction of new buildings or infrastructure on vacant or underutilized land within the developed community.)


DO NOT SUPPORT INFILL REDEVELOPMENT | SUPPORT INFILL REDEVELOPMENT


WOULD YOU SUPPORT OR NOT SUPPORT INVESTMENTS INTO RESILIENT INFRASTRUCTURE AND STORMWATER FACILITIES?

DO NOT SUPPORT INVESTING IN INFRASTRUCTURE / STORMWATER FACILITIES | SUPPORT INVESTING IN INFRASTRUCTURE / STORMWATER FACILITIES

CHANGE IS INEVITABLE AND ASHLAND CONTINUES TO FACE DEVELOPMENT PRESSURES. HOW DO YOU WANT ASHLAND TO GROW?

SLOW AND METHODOICAL | FAST AND READY FOR BUSINESS





ENGAGEMENT / RANKING
PRIORITY RANKING

Please place **dots** as indicated per each category on the priority or feature Ashland should prioritize. To suggest a highest priority, place one dot in the "HIGHEST PRIORITY" boxes.

WHAT TYPE OF HOUSING IS NEEDED IN ASHLAND? Place three dots.

ENTRY-LEVEL SINGLE-FAMILY HOMES	MID-LEVEL / MOVE UP SINGLE-FAMILY HOMES	LUXURY SINGLE-FAMILY HOMES	TOWNHOMES / ROW HOMES
COTTAGE COURTS / MISSING MIDDLE HOUSING	APARTMENTS / CONDOMINIUMS	MIXED-USE / RESIDENTIAL	INDEPENDENT LIVING FACILITIES
ASSISTED LIVING FACILITIES	HOUSING REHABILITATION PROGRAMS/FUNDS	INFILL-HOUSING DEVELOPMENT	WRITE YOUR OWN

WHAT TYPES OF CITY PROGRAMS 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
SHARROWS / ON STREET BIKE FACILITIES	ON-DEMAND BUS SERVICE	WRITE YOUR OWN	WRITE YOUR OWN

WHAT TYPES OF PARK AND RECREATION-RELATED STRATEGIES SHOULD ASHLAND PRIORITIZE? Place two dots.

GENERAL PARK UPDATES AND MAINTENANCE OF EXISTING FACILITIES	WATER ACCESS AND RECREATION (I.E. FISHING, CANOEING)	TRAILS AND MULTI-USE PATHS	RECREATION PROGRAMS	COMMUNITY CENTERS / INDOOR RECREATION (I.E. GYMNASIUM, AQUATICS)
PARK PLAY AMENITIES (I.E. SPLASH PAD, PLAYGROUNDS, ETC.)	SPORTS FIELDS AND COURTS	REGIONAL TRAIL CONNECTIONS	COMMUNITY SPACES (I.E. GARDENS, AMPHITHEATER)	WRITE YOUR OWN


WHAT TYPES OF BEAUTIFICATION STRATEGIES SHOULD ASHLAND PRIORITIZE? Place two dots.

STREET TREE PLANTING PROGRAM	CLEAN-UP CAMPAIGNS	LIGHTING ENHANCEMENTS	PUBLIC ART, MURALS, AND SCULPTURES	GREEN SPACE AND URBAN PLAZAS
FLOWER AND LANDSCAPING PROGRAMS	FACADE IMPROVEMENT GRANTS	STREET AND SIDEWALK UPGRADES	WAYFINDING SIGNAGE	WRITE YOUR OWN



Engagement Activities

- Questionnaire
- Imagine Ashland in 2035...

 **ENGAGEMENT / QUESTIONNAIRE**
VISIONING QUESTIONS


1 What are Ashland's biggest opportunities?

2 What are Ashland's biggest challenges?

3 What is the next big thing for Ashland?

4 What has been the best change you have seen in Ashland in the last five years?

5 Do you have any additional comments regarding Ashland's Comprehensive Plan update? If so, please provide them below.

 **ENGAGEMENT / QUESTIONNAIRE**
VISIONING QUESTIONS (CONT.)

6A Are you a resident of Ashland? If so, how long?

☐ Less Than 1 Year ☐ 10-20 Years
☐ 1-5 Years ☐ 20+ Years
☐ 6-10 Years

6B Why do you choose to live in Ashland? Please select all that apply?

☐ Employment Opportunities
☐ Natural Environment and Amenities
☐ Housing Affordability
☐ Availability of Recreational and Cultural Activities
☐ Small-Town Feel and Character
☐ Quality of Schools
☐ Location
☐ Other (please specify) _____

7 What is your connection to Ashland? Select all that apply.

☐ I Live in Ashland ☐ I Shop or Dine in Ashland
☐ I Work in Ashland ☐ I am a Military Service Member or Student at Camp Ashland
☐ I go to School in Ashland
☐ I Recreate in Ashland ☐ Other _____

8 What age range do you fall within?

☐ Under 15 Years ☐ 40-49 Years
☐ 15-19 Years ☐ 50-59 Years
☐ 20-24 Years ☐ 60-69 Years
☐ 25-29 Years ☐ 70 Years or Older
☐ 30-39 Years ☐ I Prefer not to Answer

 **ENGAGEMENT / QUESTIONNAIRE**
VISIONING QUESTIONS (CONT.)

9 Imagine Ashland in 2035 - Use three words to describe what you see ...

1. Meet Our Team
2. Project Scope + Schedule
3. Comprehensive Planning 101
4. Community Profile
5. Physical Profile + Current Land Use
6. Visioning Questions
7. Engagement Activities
8. What's Next?

08. What's Next?

What's Next?

Near-Term

- Online Activities Available - on website until June 6
- Engagement Review Meeting with Advisory Committee Meeting #3 – June 24
- Engagement Joint Review Meeting with Planning Commission and City Council – Late June/Early July
- Stirrup Days Special Event Outreach – July 18

Mid-Term

- Draft Plan Chapters Review – Fall 2025

Long-Term

- Public Review of Draft Plan Elements – December 2025