



Comp Plan Presentation recommendation

From Jake Loftis

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Hello City Staff and Council Members,

I know you will be taking a vote on April 14th for selecting the firm to produce our Comprehensive Plan. Unfortunately, this is the same night as my daughter's choir performance.

My personal recommendation: Olsson

I really liked that they did Ashland's 2014 comp plan. (I know Confluence did their 2024 plan, but the plan that informed Ashland today was Olsson's 2014 plan)

Also, I felt that they had the most experience (and insight) when asked about working with Urban 3. Of course, I am a little biased, but I think that having ROI analysis alongside the comp plan will give us a much more informed approach to productive growth. Knowing how to use that information will be key!

My favorite thing that I think made them stand out above the rest was the value that their team placed on the charrette. I think that their 2-day immersive process was a cut above the others.

Thank you,
Jake Loftis

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