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*The comments of this pre-app are preliminary in nature and subject to change based upon the submittal of additional or different information. The Planning Commission or City Council are the final decision-making authority of the City and are not bound by the comments made by the Staff as part of this pre-application.*

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**ASHLAND PLANNING DIVISION  
PRE-APPLICATION CONFERENCE  
COMMENT SHEET** January 8, 2025  
**APPLICANT:** Rogue Planning LLC for  
William Tout Trust

**SITE:** 400 Williamson Way  
**REQUEST:** Site Design Review &  
Conditional Use Permit for change of use from  
office space to a 1-unit hotel/motel with parking  
lot changes

### **PLANNING DIVISION COMMENTS**

*This pre-application conference is intended to highlight significant issues before the applicant prepares and submits a formal application.*

**Summary:** The site is subject to several City of Ashland design standards: Site Review utilizing the standards for Basic Site Review, Parking Lot Landscaping, Street Trees, and Climate Friendly and Equitable Communities (CFEC) ANSI 300 canopy coverage standards. The use of the space as a Hotel/Motel within the E-1 zoning district additionally requires Conditional Use Permit (CUP) Approval.

The subject property is zoned Employment (E-1), with an existing hexagonal building used for office space. Per the applicant's materials, the structure was built in 1987. The owner would like to be able to use the structure for a 1-unit hotel and re-do the parking lot to meet current standards. Staff's chief concern is the relation of the development with the streetscape and not foreclosing on future development opportunities that would build out. Staff is also concerned with the application addressing pedestrian connectivity, walkable spaces, and plaza space that can engage the pedestrian environment.

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### **CONDITIONAL USE PERMIT FOR A HOTEL/MOTEL**

The application must address the following approval criteria from AMC 18.5.4.050.A for a Conditional Use Permit.

#### **18.5.4.050 Conditional Use Permit Approval Criteria**

1. That the use would be in conformance with all standards within the zoning district in which the use is proposed to be located, and in conformance with relevant Comprehensive plan policies that are not implemented by any City, State, or Federal law or program.

**The use of a hotel/motel is allowed in the E-1 district.**

2. That adequate capacity of City facilities for water, sewer, electricity, urban storm drainage, paved access to and throughout the development, and adequate transportation can and will be provided to the subject property.

**All City facilities including water, sewer, electrical and storm drainage were installed at the time the building was developed, were sized appropriately, and serve the existing property. The proposed one-unit hotel/motel will make no significant increase in demand for these services.**

3. That the conditional use will have no greater adverse material effect on the livability of the impact area when compared to the development of the subject lot with the target use of the zone, pursuant with subsection 18.5.4.050.A.5, below. When evaluating the effect of the proposed use on the impact area, the following factors of livability of the impact area shall be considered in relation to the target use of the zone.
  - a. Similarity in scale, bulk, and coverage.
  - b. Generation of traffic and effects on surrounding streets. Increases in pedestrian, bicycle, and mass transit use are considered beneficial regardless of capacity of facilities.
  - c. Architectural compatibility with the impact area.
  - d. Air quality, including the generation of dust, odors, or other environmental pollutants.
  - e. Generation of noise, light, and glare.
  - f. The development of adjacent properties as envisioned in the Comprehensive Plan.
  - g. Other factors found to be relevant by the approval authority for review of the proposed use.

**The application would need to demonstrate that the proposed project will have no greater adverse effect on the livability of the area than would development to the target use of the zone. Typical considerations include traffic, parking, noise, etc. See #5 below.**

4. A conditional use permit shall not allow a use that is prohibited or one that is not permitted pursuant to this ordinance.

**The use is not prohibited and is allowed with a conditional use permit (CUP).**

5. For the purposes of reviewing conditional use permit applications for conformity with the approval criteria of this subsection, the target uses of each zone are as follows.

***E-1. The general office uses listed in chapter 18.2.2 Base Zones and Allowed Uses, developed at an intensity of 0.35 floor to area ratio, complying with all ordinance requirements; and within the Detailed Site Review overlay, at an intensity of 0.50 floor to area ratio, complying with all ordinance requirements.***

**As an example, the lot size is 15,000 square feet, and is not in a detailed site review overlay, so development at a 0.35 floor to area ratio would be 5,250 square feet.**

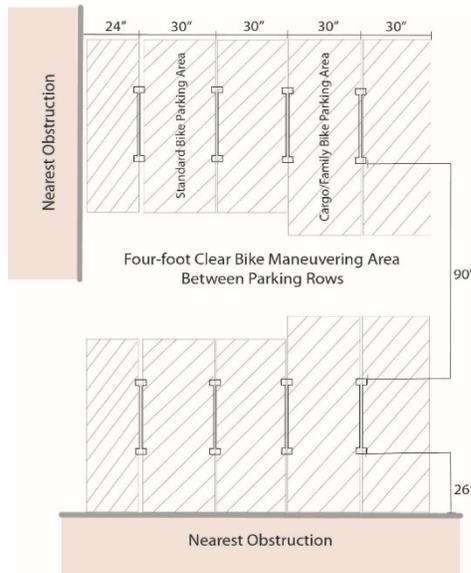
**General Retail Commercial use typically generates approximately 4.80 PM peak hour trips per 1,000 square feet.  $5.25 \times 4.80 =$  approximately 25 peak hour trips for retail commercial development at 35% floor to area ratio (FAR).**

Hotel/Motel use typically generates approximately 0.74 PM peak hour per trips per room. A one room hotel would equate to 0.74 trips/room x 1 room = 0.74 trips. On that basis, the proposed use will generate less traffic than the target use (general retail commercial) developed at a 35% FAR.

### 18.5.2.050 Approval Criteria

An application for Site Design Review shall be approved if the proposal meets the criteria in subsections A, B, C, and D here: <https://ashland.municipal.codes/LandUse/18.5.2.050>. The approval authority may, in approving the application, impose conditions of approval, consistent with the applicable criteria.

The applicant is proposing to tear up and replace the entire parking lot surface which will cause changes or alteration to parking and circulation. As a result, the applicant will be required to address the Site Design Review criteria with their application submittals. Site Design Review criteria trigger the need for the below additional criteria to be met.



### 18.4.3.070. Bicycle Parking Design Standards

All uses, with the exception of single-family residences, accessory residential units and duplexes and uses in the C-1-D zone, are required to provide the minimum bike parking spaces required in Table 18.4.3.040. The required bicycle parking shall be constructed when a non-residential use is intensified by the addition of floor space, seating capacity, or **change in use** [emphasis added]. Review criteria can be found here: <https://ashland.municipal.codes/LandUse/18.4.3.070>

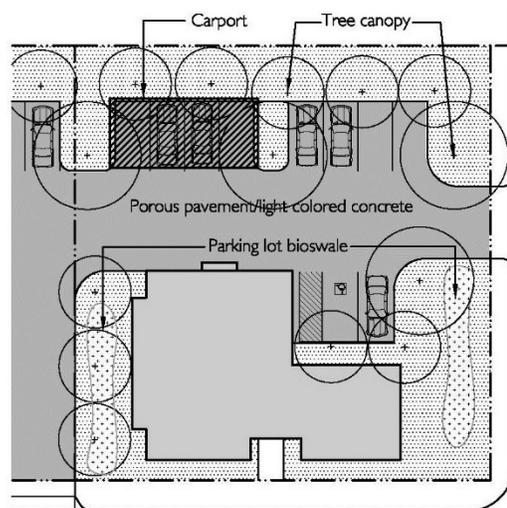
The applicant will be required to explain in their narrative and/or other submittals how they plan to address the criteria for bicycle parking design standards, such as in the example drawing to the left.

### 18.4.3.080 Vehicle Area Design

Voluntarily provided parking areas should address vehicular access and circulation, canopy coverage of parking areas, parking location, spaces, and area design shall be designed in accordance with the criteria listed here:

<https://ashland.municipal.codes/LandUse/18.4.3.080>. See also accessible parking space requirements in section 18.4.3.050 and parking lot and screening standards in subsection 18.4.4.030.F.

Applicant's submittals will be required to address the above criteria as it relates to the re-design of the parking lot, such as in the example to the right. Tree canopy coverage must be planted and maintained to an ANSI 300A standard and shall be prepared and certified by a licensed landscape architect or ISA certified arborist in coordination with the electric department.



**18.4.3.090 Pedestrian Access and Circulation**

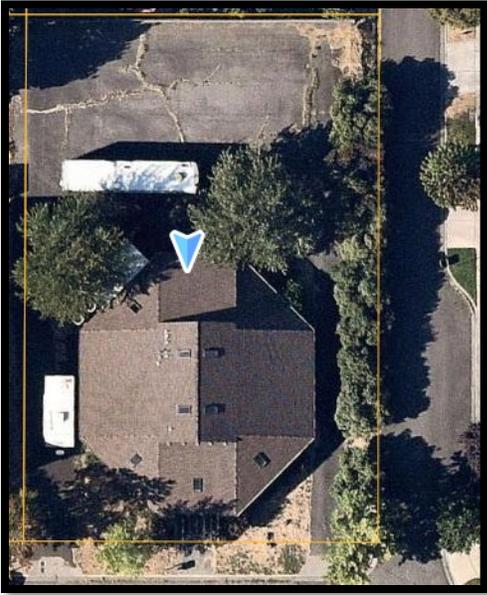
This section outlines creating safe, direct, and convenient pedestrian access and circulation. Development subject to this chapter, shall conform to the standards listed here: <https://ashland.municipal.codes/LandUse/18.4.3.090>

**Applicant’s submittals will be required to address the above criteria for pedestrian access and circulation. Continuance of the sidewalk from Rogue Place to Williamson Way may be required of the development, proportionate to the intensification of the development. If intensification does not occur, or is minimal, then signing in favor of an LID would be required.**

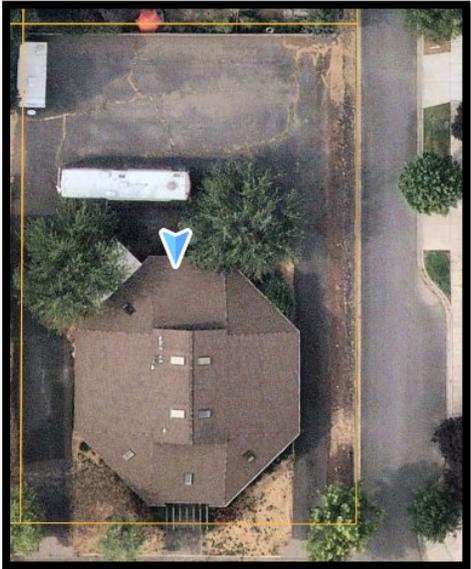
**18.4.4.030 Landscaping, Lighting, and Screening**

This section of the ALUO covers landscape design and plant selection; tree preservation, protection, and removal; parking lot landscaping and screening, including details for areas of vehicle maneuvering, parking, and loading; as well as street trees type, location, spacing, and other requirements; and maintenance, irrigation, and screening of equipment, storage, and trash receptacles, shall meet the requirements listed here: <https://ashland.municipal.codes/LandUse/18.4.4.030>.

**In reviewing aerial imagery of the property, it was found that through most of 2018 there were street trees located along the Eastern portion of the property**



**in the planting strip (left) that are no longer there after 2019 (right). The street trees were removed without receiving**



**approval from the City of Ashland’s Planning department and have not been replanted as of 2024 imagery. As such, the applicant will be required to plant the required amount of street trees as outlined in 18.4.4.030. Applicant’s materials also indicate removal and replacement**

**of “Liquid Ambar trees” which are buckling the parking lot surface area. An arborist’s report is required for any trees to be removed, while a tree inventory and tree preservation and protection plan will be required for any trees to remain on site. Details on bioswales and canopy coverage will be required.**

## **OTHER DEPARTMENT'S COMMENTS**

**BUILDING:** *The change of use from office space to hotel use may trigger the requirements for fire rated and noise reduction construction, fire sprinklers and alarm and detection systems. The re-striping of the parking lot may be subject to ORS 447.233 (4) & (5), and may need to meet the most current 2018 ODOT Van Accessible parking requirements. Please contact the Building Division for any building codes-related questions at 541-488-5305.*

**CONSERVATION:** No comments. For information on currently available Conservation programs, please contact the City of Ashland Conservation Division at (541) 552-2062 or e-mail [Dan.Cunningham@ashland.or.us](mailto:Dan.Cunningham@ashland.or.us).

**ENGINEERING:** No comments. Please contact Karl Johnson of the Engineering Division for any Public Works/Engineering information at 541-552-2415 or via e-mail to [karl.johnson@ashland.or.us](mailto:karl.johnson@ashland.or.us).

**FIRE:** *See attached comments.* Please contact Mark Shay from the Fire Department for any Fire Department-related information at 541-552-2217 or via e-mail to [mark.shay@ashland.or.us](mailto:mark.shay@ashland.or.us).

**WATER AND SEWER SERVICE:** No comments. Please contact Dean LeBret at [541-552-2326](tel:541-552-2326) or [dean.lebret@ashland.or.us](mailto:dean.lebret@ashland.or.us) with any questions regarding water utilities.

**ELECTRIC DEPARTMENT:** The applicant can contact Rick Barton in the Electric Department at (541) 552-2082 to discuss service requirements and fees.

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## **APPLICATION REQUIREMENTS**

Conditional use permits are subject to a “Type I” procedure which includes an administrative decision made following public notice and a public comment period. Type I decisions provide an opportunity for appeal to the Planning Commission.

### **Submittal Information.**

The application is required to include all of the following information.

- a. The information requested on the application form at <https://ashlandoregon.gov/DocumentCenter/View/262/Zoning-Permit-Application-PDF>.
- b. Plans and exhibits required for the specific approvals sought (see below).
- c. A written statement or letter explaining how the application satisfies each and all of the relevant criteria and standards in sufficient detail (see below).
- d. Information demonstrating compliance with all prior decision(s) and conditions of approval for the subject site, *as applicable*.
- e. The required fee (see below).

The Ashland Land Use Ordinance, which is Chapter 18 of the Municipal Code, is available online in its entirety at: <https://ashland.municipal.codes/LandUse>

### **Written Statements**

Please provide one digital set of written statements explaining how the application meets the approval criteria from the sections of the Ashland Municipal Code listed below. These written statements provide the Staff Advisor or Planning Commission with the basis for approval of the application:

- **Conditional Use Permit** AMC 18.5.4.040
- **Site Design Review** AMC 18.5.2.050

### **Plans & Exhibits Required**

Please provide one digital set of exhibits (plans or drawings) addressing the submittal requirements from the sections of the Ashland Municipal Code listed below. These exhibits are used to copy the Planning Commission packets and for notices that are mailed to neighbors. Please provide reproducible copies that are drawn to a standard architect's or engineer's scale.

- **Conditional Use Permit Submittals** AMC 18.5.4.040
- **Site Design Review Submittals** AMC 18.5.2.040
- **Parking, Access, Circulation** AMC 18.4.3.070, 18.4.3.080, & 18.4.3.090.
- **Landscaping, Lighting, and Screening** AMC 18.4.4.030

**FEES: Site Design Review & Conditional Use Permit** - \$1,315.50 + 0.5% of project valuation

**NOTE:** All applications received are reviewed and must be found to be complete before being processed or scheduled at a Planning Commission meeting. Applications will not be accepted without a complete application form signed by the applicant(s) and property owner(s), all required materials and full payment. Applications are reviewed for completeness in accordance with ORS 227.178.

### **For further information, please contact:**

Veronica Allen CFM, *Associate Planner*  
City of Ashland, Department of Community Development  
Phone: 541-552-2042 or e-mail: [veronica.allen@ashland.or.us](mailto:veronica.allen@ashland.or.us)

Date: January 8, 2025