
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.

ASHLAND PLANNING DIVISION
PRE-APPLICATION CONFERENCE
COMMENT SHEET September 10, 2025

SITE: 2268 Ashland Street
APPLICANT: Daniel Horton for Reed
Commercial Investment
Properties
REQUEST: Site Design Review

PLANNING STAFF COMMENTS:

This pre-application conference is intended to highlight significant issues of concern to staff and bring them to the applicant's attention prior to their preparing a formal application submittal.

Summary: Additions in commercial zones are subject to Site Design Review approval, as are any site improvements which alter the way the building or site relates to applicable criteria and standards. In this instance, the addition would be considered in terms of how it relates to standards for a sense of entry, building design standards and for any impacts to site circulation. The application would be limited in scope to considering the exterior changes proposed as they relate to the criteria and standards, and if additional square footage is to be added, any site non-conformities would need to be addressed proportionally (i.e. a ten percent increase in square footage triggers ten percent of the site's non-conformities to be brought into line with current standards).

Site Design Review Approval Criteria ([AMC 18.5.2.050](#))

The application submittal would need to address the applicable criteria for Site Design Review in blue below, as well as the Basic, Detail, and Large-Scale Site Development and Design Standards discussed further below.

- A. *Underlying Zone.*** The proposal complies with all of the applicable provisions of the underlying zone (part [18.2](#)), including but not limited to: building and yard setbacks, lot area and dimensions, density and floor area, lot coverage, building height, building orientation, architecture, and other applicable standards.
- B. *Overlay Zones.*** The proposal complies with applicable overlay zone requirements (part [18.3](#)).
- C. *Site Development and Design Standards.*** The proposal complies with the applicable Site Development and Design Standards of part [18.4](#), except as provided by subsection E, below.
 - Buildings shall have their primary orientation to the street and not a parking area, and automobile circulation and parking are not allowed between buildings and the street. Parking is to be located behind buildings or to one side.
 - Building entrances are to be oriented to the street and accessed from a public sidewalk.
 - Building entrances are to be within 20 feet of the right of way.
 - For sites that do not conform to these standards, an equal percentage of the site must be made to comply with the standards of this section as the percentage of building expansion. For example, if a building area is expanded by 25 percent, then 25 percent of the site must be brought

up to the standards.

- One street tree chosen from the street tree list shall be placed for each 30 feet of frontage for that portion of the development fronting the street pursuant to subsection [18.4.4.030.E](#).
- Landscaping and recycle/refuse disposal areas shall be provided pursuant to chapter [18.4.4](#).
- Noise and Glare. Artificial lighting shall meet the requirements of section [18.4.4.050](#). Compliance with AMC [9.08.170.C](#) related to noise is required.

Additionally, within the Detail Site Review (AMC 18.3.12 & 18.4.2) zone the following standards apply (paraphrased):

- Buildings shall have a minimum floor area ratio of 0.50. Sites of one-half acre or more in size may propose a shadow plan to address the floor area ratio.
- Buildings greater than 100 feet in length shall have off-sets, jogs or other distinctive changes in the building façade.
- Any wall within 30 feet of the street, plaza or other public open space shall contain at least 20 percent of the wall area facing the street in display areas, windows or doorways.
- Buildings shall incorporate lighting, changes in mass, surface or finish to give emphasis to entries.
- Buildings shall incorporate arcades, roofs, alcoves, porticoes, and awnings that protect pedestrians from rain and sun.
- Building shall include changes in relief such as cornices, bases, fenestration and fluted masonry for at least 15 percent of the exterior wall area.
- Large building masses are to be divided into heights and sizes that relate to the human scale with changes in mass or direction, sheltering roofs, or with a distinct pattern of division on surfaces, windows, trees and small-scale lighting.
- One square foot of plaza or public space is to be provided for every ten feet of gross floor area and must incorporate at least four of six requisite elements which include: seating, mixture of areas that provide sun and shade, protection from wind, trees, water features or public art, and outdoor eating areas or food vendors.
- Bright or neon paint colors used extensively to attract attention to the building or use are prohibited. Buildings may not incorporate glass as a majority of the building skin.

The application narrative will need to respond to the relevant criteria and standards as they relate to the proposed changes. Based on the proposed changes that were submitted for the pre-application, a substantial number of the criteria and standards will not apply, and the narrative should focus on those standards that relate to the proposal (i.e. orientation to the street and sense of entry; impacts to light/glare (if any); distinctive changes in the building façade; lighting, changes in mass, surface or

finish to emphasize entries; as well as responding to site conformities if the proposal entails creating additional square footage). Issues of parking, landscaping, screening of trash/recycling areas, etc. likely will not be considered except to the degree that the proposal triggers alterations to existing site improvements.

Windows must allow for visibility into the business. Additionally, windows, lighting, and changes in mass, surface, or finish shall be incorporated to give emphasis to and draw pedestrians towards the entrance.

Building orientation and scale requirements for non-residential developments requires that “buildings shall incorporate arcades, roofs, alcoves, porticoes, and awnings that protect pedestrians from the rain and sun.” As proposed, the changes to the front entry appear to meet this standard as the design provides for a more substantial entry that draws pedestrians to it.

D. City Facilities. The proposal complies with the applicable standards in section 18.4.6 Public Facilities, and that adequate capacity of City facilities for water, sewer, electricity, urban storm drainage, paved access to and throughout the property, and adequate transportation can and will be provided to the subject property.

- The applicant will need to review any comments from the Engineering Division, Water Department or Electric Department or contact the Public Works/Engineering Department, Water Department and Electric Department directly to determine if any necessary service changes will pose issues in terms of city facilities.

E. Exception to the Site Development and Design Standards. The approval authority may approve exceptions to the Site Development and Design Standards of part [18.4](#) if the circumstances in either subsection 1 or 2, below, are found to exist.

1. There is a demonstrable difficulty meeting the specific requirements of the Site Development and Design Standards due to a unique or unusual aspect of an existing structure or the proposed use of a site; and approval of the exception will not substantially negatively impact adjacent properties; and approval of the exception is consistent with the stated purpose of the Site Development and Design; and the exception requested is the minimum which would alleviate the difficulty.; or
2. There is no demonstrable difficulty in meeting the specific requirements, but granting the exception will result in a design that equally or better achieves the stated purpose of the Site Development and Design Standards.

Site Plan: The application will need to include a site plan drawn to scale clearly illustrating the existing and proposed structures. Of particular interest here will be demonstrating that the addition does not impinge on the drive aisle (or associated emergency vehicle access) or pedestrian circulation at the front of the building.

Access and Circulation: Applicants must show how they can/are meeting current access and circulation standards for vehicles as well as pedestrians, including providing safe, reasonably direct, and convenient

walkway connections between the primary building entrance and all adjacent streets while maintaining vehicle access and circulation near the front as well. Staff point out that the front entrance area is tight in terms of vehicular and pedestrian access already so applicant will need to address how they can maintain access and circulation for both vehicles and pedestrians in this area without the building façade encroaching too far out to interfere with both.

Signage: Sign permits are reviewed and approved separately from the land use process, however as proposed, there is not enough detail to evaluate whether or not the signage shown meets the requirements of Ashland Sign Ordinance ([AMC 18.4.7](#)). The maximum allowed number and size for wall signs would be two signs of no more than 60 square feet in size (total/cumulatively), at a ratio of one square foot of sign area per one lineal foot of business frontage. No exposed sources of illumination are allowed. (Note that sign area is, *“The entire area within circles, triangles, or rectangles which enclose the extreme limits of lettering, logo, trademark, or other graphic representation, together with any frame or structural trim forming an integral part of the display used to differentiate the sign from the background against which it is placed.”*)

Orientation and Scale: Applicant will need to show that the building frontage will have offsets, jogs, or have other distinctive changes in the building façade. In addition, the front wall of the building must contain at least 20 percent of the wall area facing the street in display areas, windows, or doorways. Windows must allow view into working areas, pedestrian entrances, and/or display areas. The building also shall incorporate lighting and changes in mass, surface or finish to give emphasis to entrances and incorporate arcades, roofs, alcoves, porticoes and awnings that protect pedestrians from rain and sun.

Landscaping: If there are no proposed changes to parking, landscaping, or increases to building size, then landscaping and irrigation details will not be required. If the work involves disturbance of existing improvements, or triggers proportionally addressing non-conformities, those would need to be addressed in the plan submittals, otherwise the proposal will need to meet the standards of 18.4.4.030.

Screening: Applicant will need to show how they meet this criterion. If there are no proposed changes to existing screening then this will not be required, otherwise the proposal will need to meet the standards below:

- Trash and recycling area must be screened with a solid wood fence or masonry wall as required in 18.4.4.030.G.1.
- Mechanical equipment must be screened from the view of public rights-of-way, at least equal to the height of the equipment. The application materials will need to show how any new mechanical equipment is screened from view, subject to 18.4.4.030.G.4.

Parking Area: Submittals will need to address dimensional standards for any parking spaces that are modified or restriped. Additional information relating to parking corrals and automobile and/or pedestrian circulation is also required for those areas where alterations are occurring. The parking area plan can focus solely on the areas to be changed and does not need to include parking areas outside of the scope of work. Bicycle parking must also be addressed if not already present to current standards on site per AMC 18.4.3.070.

Neighborhood Outreach: Projects involving changes to established patterns can be a concern for neighbors, and staff always recommend that applicants approach the affected neighbors, make them aware of the proposal, and try to address any concerns as early in the process as possible. Notices are mailed to property owners/neighbors within a 200-foot radius of the property and posted on site. It would be advisable to speak with the neighboring businesses prior to a notice being posted on the property.

Written Findings/Burden of Proof: Applicants should be aware that written findings addressing the ordinance and applicable criteria are required, and are heavily depended on when granting approval for a planning action. In addition, the required plans are explained in writing below. The burden of proof is on the applicant(s) to ensure that all applicable criteria are addressed in writing and that all required (*scalable*) plans, written findings, and other materials are submitted even if those items were not discussed in specific, itemized detail during this initial pre-application conference.

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ZONING INFORMATION

Zoning: The subject property is zoned C-1, a commercial retail zoning and is located with the Detail Site Design Review and Climate Friendly Area overlay zones. For more specific zoning details, see:

[Unified Standards for Non-Residential Zones:](#) AMC 18.2.6.030

[Climate Friendly Areas:](#) AMC 18.3.14

[Detail Site Review Standards:](#) AMC 18.4.2.040.C

[Ashland Street Corridor Standards:](#) AMC 18.4.6.040.K

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OTHER DEPARTMENTS' COMMENTS

BUILDING DEPT: No comments provided. Please contact the Building Official Steven Matiacco for Building Code-related information at 541-488-5305 or e-mail steven.matiaco@ashlandoregon.gov.

CONSERVATION: No comments provided. For information on available Conservation Programs, including potential rebates, tax credits, and financial or technical assistance with energy efficiency improvements, please contact the City of Ashland Conservation Division at 541-488-5305.

ENGINEERING: No comments at this time. Please contact Karl Johnson at (541) 552-2415 or e-mail: karl.johnson@ashlandoregon.gov for any Engineering-related questions (utilities, streets, storm drainage, etc.).

FIRE DEPARTMENT: No comments provided. Please contact Fire Marshal Mark Shay of Ashland Fire & Rescue for Fire Code-related information at (541) 552-2217 or via e-mail to mark.shay@ashlandoregon.gov.

WATER AND SEWER SERVICE: No comments provided. Please contact Dean LeBret with water or sewer questions at [541-552-2326](tel:541-552-2326) or via e-mail to dean.lebret@ashlandoregon.gov.

ELECTRIC SERVICE: Engineering approves. Please contact Rick Barton in the Electric Department for service and meter location requirements and fee information at (541) 552-2082 *if there will be any changes to existing services associated with the request*. A preliminary electric service plan approved by the Electric Department is required with Site Design Review applications.

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PROCEDURE: Type I decisions are made by the Staff Advisor, following public notice and a public comment period. Type I decisions provide an opportunity for appeal to the Planning Commission.

1. Application Form and Fee. Applications for Type I review shall be made on forms provided by the Staff Advisor. One or more property owners of the property for which the planning action is requested, and their authorized agent, as applicable, must sign the application. The application shall not be considered complete unless the appropriate application fee accompanies it.
2. Submittal Information. The application shall include all of the following information.
 - a. The information requested on the application form.
 - b. Plans and exhibits required for the specific approvals sought.
 - c. A written statement or letter explaining how the application satisfies each and all of the relevant criteria and standards in sufficient detail.
 - d. Information demonstrating compliance with all prior decision(s) and conditions of approval for the subject site, as applicable.
 - e. The required fee.

The Ashland Land Use Ordinance in its entirety is available on-line at:
<https://ashland.municipal.codes/LandUse>

Plan Requirements

Please submit clear, reproducible copies drawn to a standard scale. Note: These copies are used for the Planning Commission packets and for the notices mailed to neighbors. **The final application submittal needs to include scalable drawings with a graphic scale to facilitate review by staff, commissioners and the public.**

- **Required materials for a Site Design Review application as detailed in AMC 18.5.2.040 (<https://ashland.municipal.codes/LandUse/18.5.2.040>), including sign details.**

Narrative Submittal Requirements:

Applicants are advised that in addition to required plans, written findings addressing how the ordinance criteria are satisfied in narrative format are required. The applicable criteria are referenced below:

- **written findings addressing the approval criteria for Site Design Review, as detailed in AMC 18.5.2.050. Exceptions to the Site Development and Design Standards are addressed in these**

criteria as well.

UPCOMING APPLICATION DEADLINES: First Friday of each month
UPCOMING PC MEETINGS: Second Tuesday of each month

FEES:

Commercial Site Review (Type I)	\$1,349.60 + ½ % of valuation <i>(i.e. labor/materials value of work being reviewed)</i>
Exceptions	\$0
Tree Removal Permits/Exceptions	\$0

***NOTE:**

- o *Building valuation is based on the building valuation data table maintained in state building code and is for the labor and materials cost of the project proposal, NOT the entire building or parcel.*
- o *Applications are accepted on a first come-first served basis, reviewed by staff, and must be found to be complete in accordance with ORS 227.178. before being processed or scheduled at a Planning Commission meeting.*
- o *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.*
- o *Applications submitted are processed in the order received, and complete actions are scheduled at the next available Planning Commission meeting.*

For further information, please contact:

Nick Schubert, Associate Planner
City of Ashland, Department of Community Development
Phone: 541-552-2045 or e-mail: nick.schubert@ashland.or.us

September 10, 2025

Date