
The comments of this pre-application 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 DEPARTMENT
PRE-APPLICATION CONFERENCE
COMMENT SHEET
February 19, 2025

SITE: 1250 Siskiyou Blvd
APPLICANT: Southern Oregon University
REQUEST: Master Plan 'Light Update'

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.

General:

- **Readable maps!**
- **Land Use Class/ASSOU**
- **Site Review Continues to Require TIA's**
- **Conditions of 2010**
- **University District Beyond Current Scope**

Legislative Process: In AMC 18.5.9.020.B, the Ashland Municipal Code (AMC) speaks to legislative (Type III) applications as follows:

Type III. It may be necessary from time to time to make legislative amendments in order to conform with the Comprehensive Plan or to meet other changes in circumstances or conditions. The Type III procedure applies to the creation, revision, or large-scale implementation of public policy requiring City Council approval and enactment of an ordinance; this includes adoption of regulations, zone changes for large areas, zone changes requiring comprehensive plan amendment, comprehensive plan map or text amendment, annexations (see chapter [18.5.8](#) for annexation information), and urban growth boundary amendments. The following planning actions shall be subject to the Type III procedure.

1. Zone changes or amendments to the Zoning Map or other official maps, except where minor amendments or corrections may be processed through the Type II procedure pursuant to subsection [18.5.9.020.A](#), above.
2. Comprehensive Plan changes, including text and map changes or changes to other official maps.
3. Land Use Ordinance amendments.
4. Urban Growth Boundary amendments. (Ord. 3195 § 5, amended, 12/01/2020)

SOU Masterplan-Specific Points:

Academic & Professional Development

- Creative Industries
- The Far

Housing Needs

- Cascade FDA
- Disposal of Some Properties

Culture & Values

- Engaging Tribal Communities
- Athletics Programs
- Sustainability & Renewable Resources

Transpo/Infrastructure/Services

University District

- Wayfinding
- Placemaking
- Branding

Ordinance Changes/Chapter 7

CHANGES SINCE LAST UPDATE

- **North Campus Village:** North Campus Village configuration changed including pedestrian circulation routes from main campus and treatment of Siskiyou Boulevard, Campus Gateways, crossing at Wightman/Indiana/Siskiyou, etc. The current SOUMP also envisioned placement of the new dorms immediately adjacent to Ashland Street. With the construction of the North Campus Village placing the dorms well back from the street, a Conditional Use Permit to revised the location was approved and an envelope for another future residence hall between Ashland Street and the new dorms (i.e. roughly at the corner of Ashland & Stadium) was reserved.

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- **McNeal & Student Rec:**
- **JPR & Theatre:** JPR has relocated to the new Theatre; seems like this should be noted AND the site at Walker & Hwy 66 previously identified for JPR should be considered for what might go there. (Assuming that continued use as parking/storage will not be formalized or continue indefinitely). Currently, SOUMP identifies the corner of Walker and Ashland for a new Jefferson Public Radio (JPR) building, however new JPR facilities were constructed as part of the SOU Theatre Building revisions. A Conditional Use Permit was approved to allow the relocation of the JPR facilities in the SOUMP, however the future use of Walker and Ashland was not specifically addressed.

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- **The Farm/Center for Sustainability (CFS):** The Farm at SOU and the Thalden Center for Outrageous Sustainability have been established in a location identified for faculty housing through a CUP. The Farm seems to be developing organically (*only appropriate*) in terms of placing movable agriculture structures, thinking about adding farm animals, developing community supported agriculture to feed students, etc. It seems like this could and should be further addressed through the masterplan.
- **Wireless Facilities**

PARKING LOTS/PARKING MANAGEMENT

With the Climate Friendly & Equitable Communities rules relative to parking, it might be time to consider addressing campuswide parking management in the master plan.

BUS SERVICE

SUSTAINABILITY & LEED

DEMOLITIONS

TREES

SOLAR

ENVELOPE IN FRONT OF DORMS/MIXED USE

FORMER JPR SITE (Walker & 66)

ADDRESS PROPERTIES BEING SOLD “ZONING IF TRANSFERRED”

Those properties sold while zoned SO and included in the current masterplan would need a zone change or a CUP if development contrary to plan designation is proposed. *(SOU has a list of properties to dispose of including residences on Roca & Henry.)*

VACATION OF FERN STREET RIGHT-OF-WAY

TREATMENT OF PUBLIC/PRIVATE PARTNERSHIPS

(Not subject to LEED requirements)

(Senior Housing ???)

(Cascade Dorm SDC's)

(Don Jones)

APPLICABLE CODES IN 18.3

LAND USE ORDINANCE RELATIVE TO SOU

As currently written, AMC 18.3.6 “Southern Oregon University District”, AMC 18.5.2 “Site Design Review”, AMC 18.4.3 “Parking Access and Circulation” and AMC 18.4.7 “Signs” are the only portions of the ordinance applicable within the SO Zone, except that areas within 50 feet of private property are subject to AMC 18.5.4 “Conditional Use Permits”. *Should there be some discussion of the tree ordinance (which is noted in its text as applying in the SO Zone, and has been applied since its adoption), Hillside and Riparian Ordinances (which are mapped as applying), and differing allowances for public art on the campus. Demolition ordinance in AMC 15.04.210?*

- **SIGNS/PUBLIC ART** - We have approved a campus signage master plan and have discussed how public art is to be addressed on campus. It would be worth detailing this in the master plan.

- **TREES** - Seems like it might be beneficial to everyone if tree removal on campus were addressed similarly to city parks where there is no standard requirement for a permit but the University would make a report of their activities relative to tree removal/tree preservation annually to the Tree Commission.
- **FOOD TRUCKS**

- I don't see any references in the current SOUMP regarding senior citizens, OLLI or the Osher Lifelong Learning Institute that would provide the ability to look at a senior housing project under the umbrella of the existing plan...

University District

A University district was also identified in the 2000 Master Plan and includes the area along Siskiyou Boulevard between Mountain Avenue and Wightman Street, extending approximately 400 feet north into the adjacent residential neighborhood. As proposed, the University district is intended to provide private property owners the opportunity to interface with SOU at a strategic campus crossing zone. In addition, the Master Plan identified two key interface areas [Churchill Core and Stevenson Core, located opposite from those two campus buildings, respectively] that are suitable for larger mixed-use developments that could benefit both the SOU community and private property owners.

An expansion district was also identified in this area by the 2000 Master Plan as being an area for additional student housing and public-private, mixed-use development along Ashland Street, and the proposed Jefferson Public Radio development. This area also includes the facilities of Rogue Valley Television [RVTV], the facilities and housing maintenance and yard, and other campus uses that are appropriately more remote from the core of the campus.

University Partnerships

A satellite district [Mark O. Hatfield Environmental Sciences Complex] exists north of the railroad tracks and Creek to Crest multi-use trail. The complex is comprised of the Oregon National Guard Armory, a US Fish and Wildlife Forensic Lab, and the ScienceWorks Museum. The organizations housed in the complex lease the land from the University but otherwise generally act independently.



Businesses along Siskiyou benefit from the presence of the University.



The National Forensics Lab is one of several partnerships located at the far northern edge of the campus.

University District

The 2000 Master Plan called for establishing a University District Overlay Zone with the intent to collaborate with private land owners and developers to create mutually beneficial businesses. This concept remains valid, and while there is not a University District Overlay per se, the City has Design Guidelines for its Detailed Site Design Review process, which applies to commercial areas in the campus environment. These guidelines are intended to support the pedestrian environment in this area.

In 2007, the City of Ashland participated in a state-sponsored Transportation Growth Management [TGM] study of the Siskiyou Boulevard corridor. This study identified three nodes of activity that should be approached as mixed-use activity nodes, two of which are in the University District: the corners of Siskiyou/Bridge and Ashland/Walker. Both of these areas are important gateways to the campus and have adjacent parcels which could be redeveloped to help create active nodes. The concept of creating more pedestrian-oriented activity in the area adjacent to the campus supports this goal.

A successful University District provides several benefits:

- contributes to a more dynamic urban environment, which can increase students' sense of community and engagement;
- allows for private businesses to benefit from the student market;
- a thoughtfully designed urban environment can increase pedestrian safety by creating a streetscape supportive of pedestrian circulation.

The University will continue to work with the City and campus neighbors to support and encourage this district. Public-private development on campus lands will follow the City's urban design guidelines regarding building orientation, entries and parking location [see *Design Guidelines* section].



A University District will be cultivated, with private businesses that benefit from proximity to the University.

See the Pedestrian Places overlay which further develops the vision of a University District Hub.

Urban Design Guidelines for University District Development

The University District is intended to be a walkable neighborhood, serving the campus and the surrounding neighborhood with services and gathering places. Development in this area should be designed to support pedestrian activity. The following areas designated for new development shall be subject to Ashland's approval standards for development within the Detail Site Review Zone [II-C-2], including those additional standards for Large Scale Projects [II-C-3]. [See map below. The design standards are in Appendix 5]:

- Along Ashland Street between Walker Avenue and Wightman Street within 150 feet of the near edge of the Ashland Street right-of-way
- Along Walker Avenue between Ashland and Webster Streets, within 150 feet of the near edge of the Walker Avenue right-of-way.

The following specific provision of the above-referenced standards shall not apply to the University:

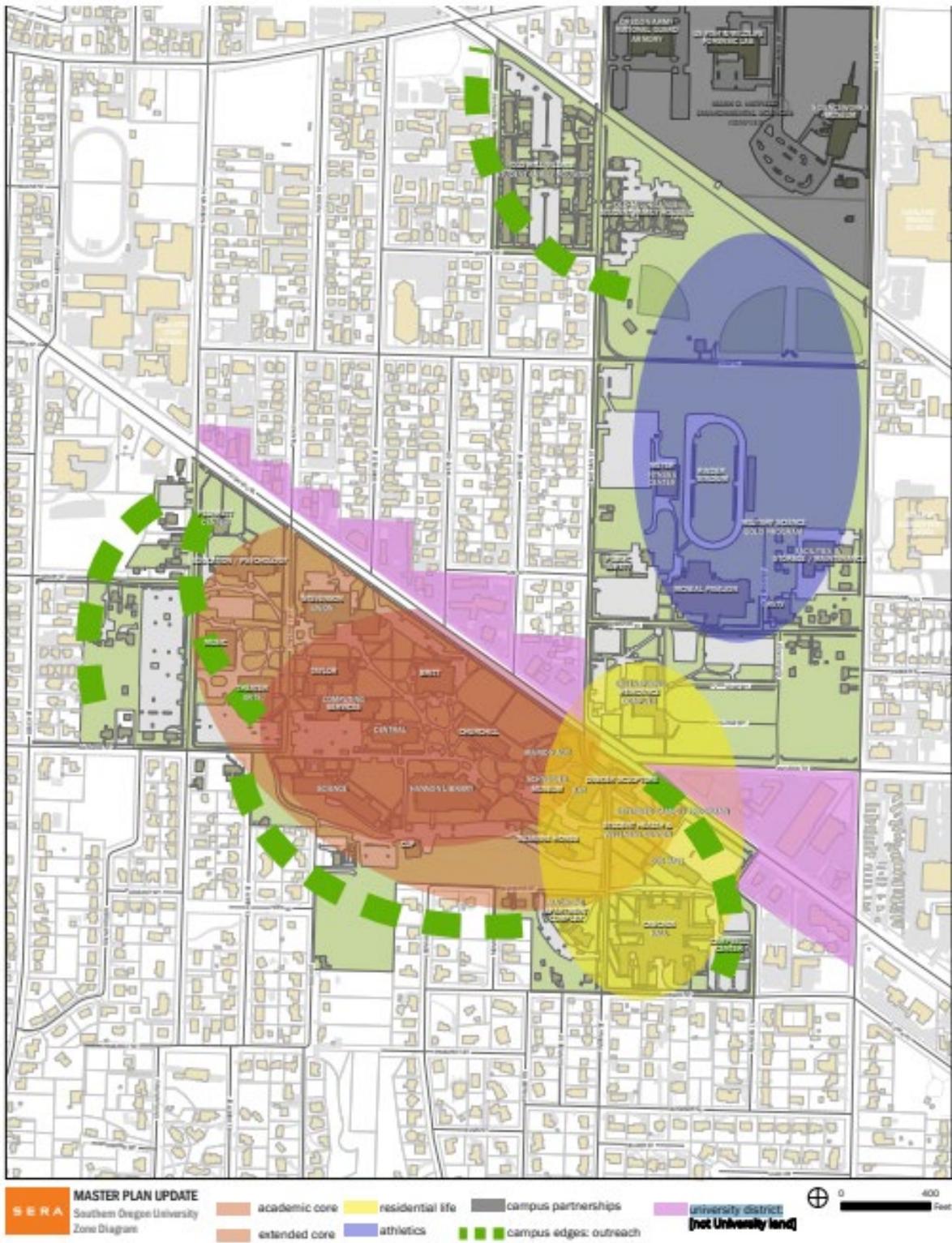
- II-C-2a) Orientation and Scale #1 - Maximum Floor Area Ratio [FAR]



Campus area where Detail Site Review applies. Detail Site Review Zone: Siskiyou Boulevard, Ashland Street and Walker Avenue

Note a "University District" identified in the Campus Zones map in the current SOUMP.

Figure 3: Campus Zones



Suite and Apartment-Style Housing

Figures 13A and 13B show two conceptual residential configurations. Both differ from traditional dormitory models by including bathrooms adjacent to smaller clusters of private rooms. In the case of a suite, two private rooms – which could be either single- or double-resident – share a bathroom. In the same suite, there is another pair of sleeping rooms with a shared bath. The cluster of four rooms and two baths then share a common living area. Residents typically take all their meals in a campus dining hall.

Another possible model, which offers an increased level of independence, is the apartment style unit. This is often structured similarly to the suite, but the living area also includes a kitchen. Residents often prepare some meals in the apartment and take others at the dining hall. This housing choice is especially attractive to older and more independent students.

Mixed-Use Construction

The University will pursue mixed-use construction in areas where it is appropriate. In particular, the opportunity site located on the north side of Ashland Street, east of Greensprings is an ideal site for a mixed-use building with the potential for shops below and housing above. This development approach provides a cost-effective way to develop by sharing fixed costs between university residential and commercial development.

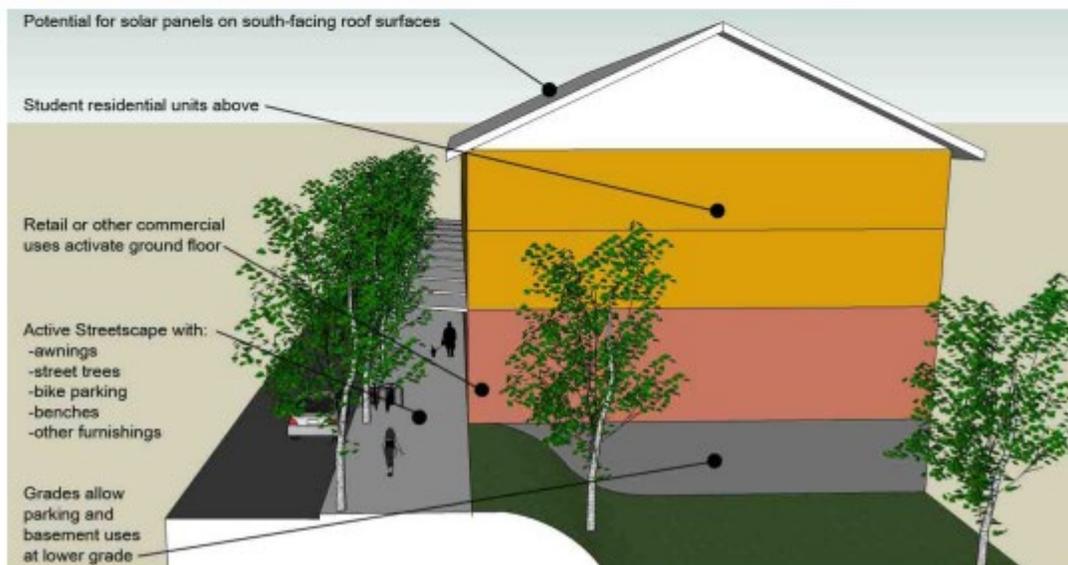
Mixed-use development also provides a better urban environment, as there tend to be both day and night activities in a mixed-use area, providing ‘eyes on the street’ at more times. In order to ensure a viable project, a variety of ground floor uses would be allowed, including office and potentially academic uses; retail would be preferred when economic conditions will support it. Figure 14 shows a diagram of one way that this type of project could be configured.



Mixed use construction: the combination of retail below and housing above helps activate a street for more times of day, contributing to more interest and safety.

[example: Portland, OR]

Figure 14 (below). Mixed-use development concept along Ashland Street



As detailed above, the current plan does speak specifically to the potential for mixed use development on the north side of Ashland Street, east of Greensprings dormitory, with student housing above, retail/commercial at the street level and subgrade parking accessed from the rear of the building. With the approval of a CUP to shift student housing from the street, an envelope was reserved at Ashland and Stadium which could accommodate mixed use development like this under the current SOUMP

The Pedestrian Places Overlay (AMC 18.3.12.060) speaks directly to a design vision for creating a University District Hub near the corner of Ashland and Walker...



Potential to become a university district neighborhood hub.

City of Ashland TSP Update

Walker Avenue and Ashland Street Pedestrian Place



March 2011

Revised October 2011



Long Term Concept Plan Development Summary

Building A: 2-3 Story Mixed-use

- 7 shops
- 30 apartments

Building B: 1 Story Retail

- 1-2 shops

Building C: 1 Story Retail

- 1-2 shops

Building D: 2 Story Residential

- 16 apartments

Building E: 3 Story Mixed-use

- 6 shops
- 34 apartments

Building F: 1-2 Story Grocery Store

- 20,000-30,000 sq. ft.

Building G: 2 Story Fitness Club

- 8,000 sq. ft.

Parking:

- Various parking credit options

FAR= 0.59:1

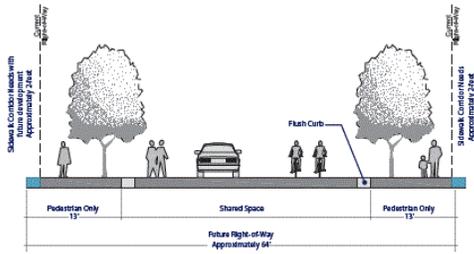
Creating a University Hub

- Multiple, affordable housing choices and locations not currently available
- New retail, grocery and entertainment uses
- Potential to complement SOU long-term master plan
- Festival street for public gathering

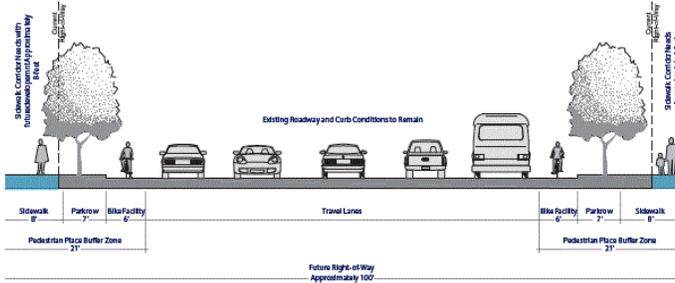
Transportation and Streetscape Improvements

- Enhanced sidewalks and intersection
- Enhanced connectivity and street crossings
- Transit-supportive densities for frequent service
- Reduced parking areas
- Pedestrian-friendly building design

Festival Street and Intersection Design Features



Walker Avenue Future Improvements
Section A - Looking South



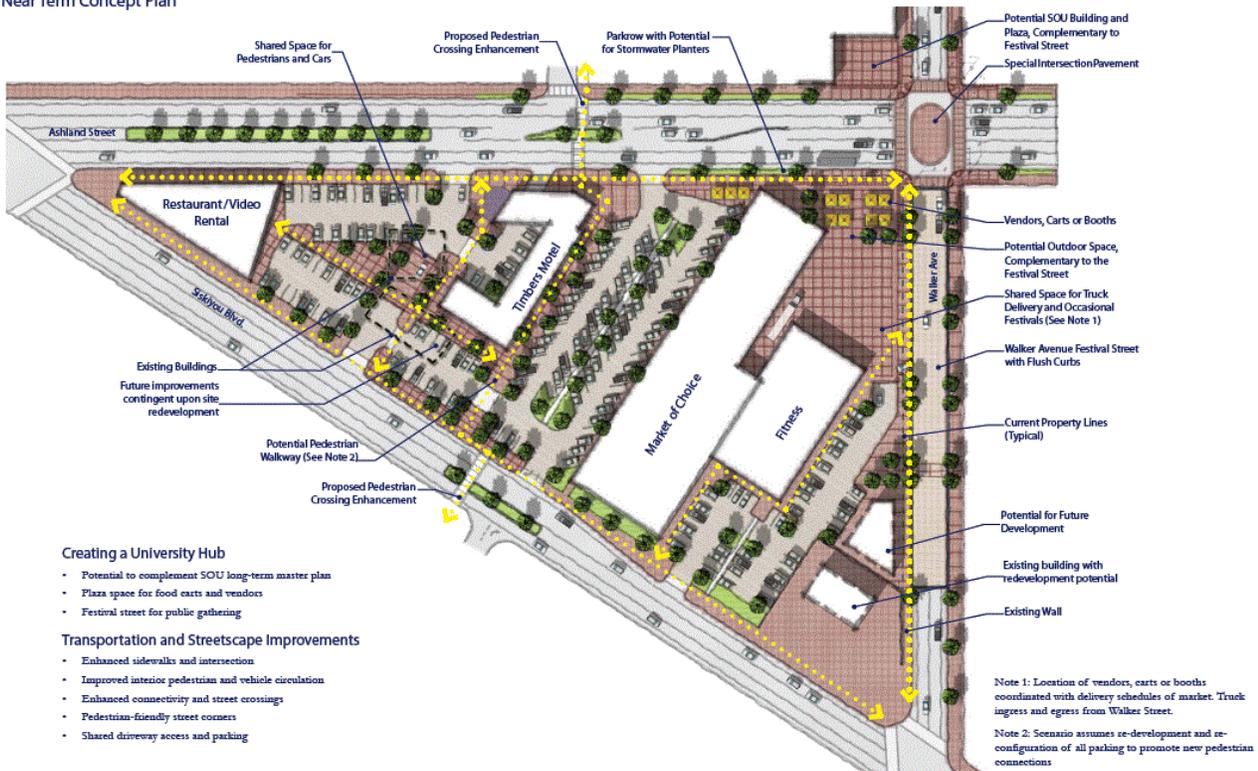
Ashland Street Future Improvements
Section B - Looking West

Street Design to meet City Standards



Pedestrian Place Streetscape Features

Near Term Concept Plan



Creating a University Hub

- Potential to complement SOU long-term master plan
- Plaza space for food carts and vendors
- Festival street for public gathering

Transportation and Streetscape Improvements

- Enhanced sidewalks and intersection
- Improved interior pedestrian and vehicle circulation
- Enhanced connectivity and street crossings
- Pedestrian-friendly street corners
- Shared driveway access and parking

Note 1: Location of vendors, carts or booths coordinated with delivery schedules of market. Truck ingress and egress from Walker Street.

Note 2: Scenario assumes re-development and re-configuration of all parking to promote new pedestrian connections

Don Jones Properties
Weightroom at VB Courts
Athletics Dorm at Park & Hwy 66
Coach Housing on Iowa

Written Findings/Burden of Proof: This pre-application conference is intended to highlight issues likely to be raised during the review process and bring them to the applicant’s attention prior to their preparing a formal application submittal. Written findings addressing the ordinance and applicable criteria are required, and will be relied upon by decision makers reviewing the planning action. The required plans are explained in writing below, and the applicants will need to ensure that all applicable criteria are addressed in writing and that all required plans, written findings, and other materials are submitted as part of a complete application.

Neighborhood Outreach: Public notice will be sent to neighboring property owners within 200 feet of the campus perimeter, posted around the property, and advertised in the local newspaper. Staff always recommend meeting with the adjacent property owners and residents to review conceptual development plans (i.e. *well prior to submitting an application*) as it is often helpful in the long-run if issues can be identified and addressed as early in the design process as possible. *Neighbor and former SOU Professor Philip Campbell continues to question the masterplan update and specific projects therein and it may be worthwhile to reach out to him and the group of neighbors he represents specifically in order to identify and address potential concerns.*

UNDERLYING ZONE PROVISIONS FOR SO OVERLAY ZONE

See <https://ashland.municipal.codes/LandUse/18.3.6>

OTHER DEPARTMENTS’ COMMENTS

BUILDING DEPARTMENT: Please contact the Building Division for any code-related information at 541-488-5305.

PUBLIC WORKS/ENGINEERING: See comments at the end of this document. For any additional information please contact Karl Johnson of the Engineering Division for any information at 541-552-2415 or via e-mail to karl.johnson@ashland.or.us.

WATER AND SEWER SERVICE: No new comments at this stage. Applicants may wish to contact Steve Walker at 541-552-2326 or (walkers@ashland.or.us) with any questions regarding water utilities including previously raised issues around cross connections and premises isolation due to the grade difference between the street and the individual units.

ELECTRIC SERVICE: No new comments at this stage. Please contact Dave Tygerson in the Electric Department for electrical service requirements or fee information at (541) 552-2389 or via e-mail to dave.tygerson@ashland.or.us.

FIRE: No new comments provided – please see original Outline Plan comments. For any additional information of Fire Department issues and requirements, please contact Fire Marshal Ralph Sartain at 541-552-2229 or via e-mail to ralph.sartain@ashland.or.us .

CONSERVATION: For information on available water conservation programs, including any available appliance rebates or assistance with landscaping and irrigation system requirements, please contact Water Conservation Specialist Julie Smitherman of Conservation Division at (541) 552-2062 or via e-mail to julie.smitherman@ashland.or.us. For information on any financial or technical assistance available for the construction of Earth Advantage/Energy Star buildings, please contact Conservation Analyst/Inspector Dan Cunningham at (541) 552-2063 or via e-mail to dan.cunningham@ashland.or.us.

TALENT IRRIGATION DISTRICT (TID): Please Contact Jim Pendleton, TID Manager at (541) 535-1529 or via e-mail to tid@talentid.org for information on Talent Irrigation District requirements.

TRASH & RECYLCING: Please contact Gary Blake, General Manager of Recology Ashland with any questions about trash and recycling services. Gary can be reached by phone at 541-631-9451 or via e-mail to GBlake@recology.com .

OREGON DEPARTMENT OF TRANSPORTATION (ODOT): ODOT has indicated that they have no comments on the proposal. For any additional ODOT-related information, please contact John McDonald, Development Review Planner for the ODOT Southwestern Region at (541) 957-3688 or e-mail John.MCDONALD@odot.state.or.us

**IMPORTANT INFORMATION REGARDING
APPLICATION SUBMITTAL REQUIREMENTS**

PROCEDURE: An update to the master plan must be adopted by Ordinance and is a Legislative Amendment. This will require review and recommendations by the Transportation Advisory Committee and Planning Commission with a public hearing and adoption by Ordinance at the City Council. Any appeal would be to the Land Use Board of Appeals (LUBA).

APPLICATION MATERIALS: In addition to the Master Plan document itself and any proposed changes to the Ashland Land Use Ordinance, the application would need to include written findings addressing the . The application is required to include drawings of the proposal (i.e. plan requirements) as well as written findings addressing the applicable approval criteria in accordance with the Ashland Land Use Ordinance (ALUO), Chapter 18 of the Ashland Municipal Code. The following section includes the requirements for plans and approval criteria which are applicable to the proposal as described in the pre-application submittals. When more than one planning approval is required for the proposal, multiple sections of the ALUO may apply. *The burden of proof is on the applicant(s) to ensure that all applicable criteria are addressed in writing and that all required 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.*

PLAN & EXHIBIT REQUIREMENTS: *Two (2) copies of the plans below on paper no larger than 11"x 17". Note: These copies may be used for the Planning Commission packets and for the notices mailed to neighbors - please submit clear, readable, reproducible copies.*

Submittal Information. The application shall contain all of the following information.

- a. The information requested on the application form at http://www.ashland.or.us/SIB/files/Comm%20Dev%2016Zoning_Permit_Application.pdf.
- b. Maps and/or plans, as applicable, addressing the appropriate criteria and standards in sufficient detail for review and decision.
- c. Written narrative submittals 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 - see http://www.ashland.or.us/SIB/files/2018-07-01_PlanningFees.pdf - except when the City initiates the request.
- f. Other information the Staff Advisor deems necessary to provide a complete application.

To view the Ashland Municipal Code (AMC) in its entirety, see:

<https://ashland.municipal.codes/LandUse>

Plan Submittal Requirements

Written Findings Requirements/Approval Criteria

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APPLICATION DEADLINE: *Legislative amendments/Type III's must be reviewed and deemed complete at least 35 days before the first public hearing and the state notified.*

Transpo. Advisory Committee: Third Thursday at 6:00 p.m. via Zoom
Planning Commission: Second Tuesday of each month, 7:00 p.m. (Hybrid)
City Council: First and Third Tuesday of each month, 7:00 p.m. (Hybrid)

FEES:
Type III \$3,515.75
Legislative Amendment: \$6,172.00

- *NOTES:**
- *Applications are accepted on a first come-first served basis.*
 - *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.*
 - *All applications received are reviewed by staff, and must be found to be complete before being processed. Complete applications involving Type III procedures are scheduled for the first hearing at least 45 days after the submittal date.*

- *Applications are reviewed for completeness in accordance with ORS 227.178. Annexations, Comprehensive Plan Map Amendment & Zone Changes requests are not subject to the “120-Day Rule” under state law.*
- *The first fifteen COMPLETE applications submitted each month are processed at the next available Planning Commission meeting at least 45 days after a completeness determination.*

For further information, please contact:

Derek Severson, *Planning Manager*

City of Ashland, Department of Community Development

Phone: 541-552-2040 or e-mail: derek.severson@ashlandoregon.gov

February 19, 2025

Date