
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 March 5, 2025

SITE: 1644 Ashland Street
APPLICANT: Cynthia Callahan for Grocery Outlet
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 & Concerns: Due to the proposed exterior changes to the building that relate to design standards, such as pedestrian access, creating a sense of entry, etc., Site Design Review is required. Since this application is primarily a review of the exterior changes to the building, the application will be limited in scope to the exterior changes, and as such not all site design review criteria will be applicable. As proposed, without changes to parking circulation or changes in building size

Signs – Definitions Related to Chapter 18.4.7 Signs.

Area: 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.

- As proposed, there is not enough detail to evaluate whether or not the signs meet the requirements of 18.4.7. The maximum allowed number and size for wall signs would be 2 signs no more than 60 square feet in size (total/cumulatively), at a ratio of 1 square foot per 1 lineal foot of business frontage. No exposed sources of illumination are allowed.

Transportation Impacts Analysis: Applicant should reach out to a traffic engineer and Karl Johnson in Public works to see if the proposal will hit a threshold which triggers a requirement for a Traffic Impact Analysis (TIA). The proposed location was previously a grocery store in the 70's, but may have additional traffic impact concerns in the current time period due to potential changes in requirements or to the building or property itself.

Screening: Trash and recycling area must be screened with a solid wood fence or masonry wall as required in 18.4.4.030.G.1. If no changes to the fencing are proposed, then only the new gate would be reviewed. Gate must be sight-obscuring and between 5 and 8 feet in height. 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 the mechanical equipment is screened from view, subject to 18.4.4.030.G.4.

Landscaping: Applicant will need to show how they meet this criterion. If there are no proposed changes to parking, landscaping, or increases to building size, then landscaping will not be required, otherwise the proposal will need to meet the standards of 18.4.4.030.

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 (especially if there are any changes that could affect the parking lot coffee cart for Dutch Bros). 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.

Site Design Review Approval Criteria (AMC 18.5.2)

The application submittal would need to address the criteria for Site Design Review and the applicable Site Development and Design Standards shown 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.
 - Building 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 all the relevant criteria as it relates to the proposed changes. Based on the proposed changes that were submitted for the pre-application, a portion of the criteria will not be applicable, but will still need to be addressed. Most of the criteria needing submittals to address the standards will be for landscaping, recycle/refuse area, noise and glare, parking dimensions and plan, and 20% of the wall area in display areas, windows, or doorways.

Applicant has submitted an additional document titled “façade study” that appears to meet this requirement by having 21.29% of the wall area as windows or doors. 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 is providing for a more substantial entry that draws pedestrians to it.

D. City Facilities. Applicant will need to review public comments from Karl Johnson below (if any) or otherwise contact the Public Works department to determine if they meet the applicable standards in section 18.4.6 Public Facilities, and that adequate capacity of City facilities for water, sewer, electricity, urban storm drainage, and adequate transportation can and will be provided to the subject property.

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.

Neighborhood Outreach: Projects involving changes to established patterns can be a concern for neighbors, and staff always recommends 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. 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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OTHER DEPARTMENTS' COMMENTS

BUILDING DEPT: No comments provided. Please contact the Building Official Steven Matiaco for Building Code-related information at 541-488-5305.

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@ashland.or.us 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@ashland.or.us

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@ashland.or.us.

ELECTRIC SERVICE: No comments provided. 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 need 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 LUO 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 LUO 18.5.2.050. Exceptions to the Site Development and Design Standards are addressed in these criteria as well.**

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

FEES: Commercial Site Review (Type I) \$1,315.50 + ½ % of valuation
Exceptions \$0
Tree Removal Permits/Exceptions \$0

***NOTE:**

- *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.*
- *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.*
- *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 submitted are processed in the order received, and complete actions are scheduled at the next available Planning Commission meeting.*

For further information, please contact:

Veronica Allen, Associate Planner
City of Ashland, Department of Community Development
Phone: 541-552-2042 or e-mail: veronica.allen@ashland.or.us

March 12, 2025

Date