
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** May 21, 2025

SITE: 142 E. Main Street
APPLICANT: Taylored Elements / Allen
Connolly
REQUEST: Site Design Review & Historic
Design Standards for a coffee kiosk walk-up door/
window within an existing commercial structure.

PLANNING STAFF COMMENTS

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

Staff is generally supportive of historically compatible alterations to commercial buildings intended to enhance the viability of the business environment. The key is incorporating the walk-up door/window in a way that is respectful to the existing historic building in light of the Historic District and Downtown development standards. The key issues here are addressing the Site Design Standards (i.e. windows, etc.) and Historic Commission review for compliance with the Historic District Development Standards.

-The site is within the Basic Site Review Zone, Detail Site Review Zone, Downtown Historic District and Downtown Design Standards Zone. The proposal to modify the ground floor entrance and windows of the front façade of the building requires a Site Review approval for modifications to a Historic Contributing building (McGee-Fortmiller Building, Primary Contributing in the Downtown Historic District) per 18.5.2.020.4.

ID# 47.0 Survey #297

McGEE-FORTMILLER BUILDING
142 MAIN ST E
Architect: Clark, Frank Chamberlain
Academic Classicism: American Renaissance

1925
391E09BC 700
Builder: Lamb, A.L.
Primary Contributing

This impressive two story concrete structure with an elaborate brick facade was designed by architect Frank Chamberlain Clark and built by contractor A. L. Lamb as the new J. H. McGee dry goods store. (Site #77.0)

The structure will be modern one story building, built on the city plan...a modern and artistic front will made it the best looking building in town outside of the new hotel...F. C. Clark, of Medford, designed the building." (*Tidings*, 23-May-1925, 1:3)

J. H. McGee first arrived in Ashland in 1908 and first worked as a clerk for Beebe & Keeney on the Plaza. By 1912 he had his own firm, located in the Elks Building. (Site #77.0) Construction was completed on the new structure by mid-October and the local paper published a special section to commemorate the opening.

The new building...is a one story reinforced concrete building 50 x 100 feet in size. With front and rear mezzanine floors and with a warehouse on the roof of the rear of the building 20 x 50 feet in size, the structure gives ample space...Four large skylights furnish lights for the store...indirect lighting effects are obtained by the show windows...which are set back into the building with a large island window in the middle...(Tidings, 8-Oct-1925, Special Section, 2:1-2)

In 1935 McGee retired from the business and sold the company and later the structure to Mr. and Mrs. C. W. Fortmiller. The Fortmiller's continued the business under the family name but undertook some renovation to the structure.

NEW FRONT FOR FORTMILLER'S: "The entire front of the store will be remodeled and, accordingly, J. H. McGee, owner of the building has let the contract for the changes to Frank Jordan. The new front will be the latest two-door type. The island windows will remain as it now is, but the other windows will be modernized.." (Southern Oregon Miner, 10-May-1935, 1:3)

Fortmillers remained a family-owned and operated clothing and dry goods store at this location for more than sixty years. At this writing a lengthy renovation program, upgrading the interior structure for seismic stability is nearing completion. While the facade has been largely rebuilt and modernized with reflective glazing, the McGee-Fortmiller's Building retains sufficient integrity to relate its historic character during the period of significance.

Figure 1: United States Department of the Interior, National Park Service, National Register of Historic Places. Number 47.0, McGee-Fortmiller Building Listing. Primary Contributing.

Historic District Design Standards & Comments

-AMC 18.4.2.050.B.7 Rhythm of Openings. Recommended: Pattern or rhythm of wall to door/window openings on the primary façade or other visually prominent elevation is maintained. Maintain compatible width-to-height ratio of bays in the façade. Avoid: A pattern or rhythm of window/door opening that is inconsistent with adjacent historical buildings.

The applicant may wish to look carefully at the rhythm of openings, window and door placement in terms of the façade patterns and consider the symmetrical placement of details as they prepare for discussions with the Historic Commission.

-AMC 18.4.2.050.b.11 Imitation of Historic Features. Recommended: Accurate restoration of original architectural features on historic buildings. New construction, including additions, that is clearly contemporary in design, which enhances but does not compete visually with adjacent historic buildings. Avoid: Replicating or imitating the styles, motifs, or details of historic buildings.

Awning over door/windows: Generally, when considering awnings, marquees or similar pedestrian shelters, the Downtown Design Standards seek for them to be 1) proportional to the building, and 2) to not obscure the buildings architectural details.

-Windows may also need to latch to front brick façade/wall as to avoid swinging out or sticking

out into the right-of-way & pedestrian access areas.

-Doors may swing into the adjacent right-of-way when opened. Applicant may want to look into obtaining an encroachment permit in accordance with AMC 13.03. No permanent installed items may encroach into the ROW.



Figure 2: Example of similar walk-up food service door/window (Burrito Republic-46 E. Main)

-The windows on the door will need to be transparent. Per 18.4.2.060.A. 'Ground level elevations facing a street shall maintain a consistent proportion of transparency (i.e., windows) compatible with the pattern found in the downtown area'.

- Exterior building materials and paint colors shall be consistent with those described in the application materials and sample exterior building colors shall be provided with the building permit submittals for review and approval of the Staff Advisor. No very bright or neon paint colors shall not be used in accordance with AMC 18.4.2.030.E.

-The final application would need to clearly identify proposed materials consistent with the downtown district and any changes to the marquee or signage proposed.

Historic Commission Review:

Site Design Review approvals rely heavily on the Historic Commission recommendations and upon compliance with the Historic District Design Standards. The applicants would be well-served in addressing any Historic Commission concerns prior to making a formal application, and prior to submitting a formal application, applicants are required to present their proposals to the full Historic Commission at a monthly meeting for informal review. To request time on the full Commission agenda, please call Regan at (541) 488-5305.

For each of these standards, the application will need to demonstrate through the plan drawings and detail through the written findings how compliance is achieved or request applicable Exceptions or Variances. Exceptions and Variances add a further level of discretion to the Planning Commission's review, and a Conditional Use Permit requiring multiple Variances to key design standards may encounter more difficulty in demonstrating the required architectural compatibility with the impact area.

It would be beneficial for the applicant to come before the review board or the full historical commission (HPAC), prior to submitting a final application, to discuss how once these potential complications are addressed, the proposal will retain the rhythm of openings for the building and be compatible with the existing symmetry.

SITE DESIGN REVIEW APPROVAL CRITERIA

The approval criteria and standards in blue below are taken directly from the Municipal Code; staff comments are in black.

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 below. The approval authority may, in approving the application, impose conditions of approval, consistent with the applicable criteria.

- 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](#)).
 - **Detail Site Design Review:** A portion of the property is in detailed site design review overlay.
 - **Historic District:** The property is in the Downtown Historic District overlay. Any changes to the exterior of existing structures are subject to the Historic District Design Standards in AMC 18.4.2.050.
 - **Historic District Design Standards AMC 18.4.2.050:** Staff's comments pertain to the applicable Historic District design standards. These standards are based on

buildings within the Historic District.

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.

The application would need to address the relevant Historic District Development and Downtown design standards mentioned above. A number of the Site Development and Design standards won't apply due to the limited scope of the proposal.

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.

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, 2, or 3, 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;
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; or
3. There is no demonstrable difficulty in meeting the specific requirements for a cottage housing development, but granting the exception will result in a design that equally or better achieves the stated purpose of section [18.2.3.090](#). (Ord. 3147 § 9, amended, 11/21/2017)
 - The application would need to address the Exception criteria above if any of the details of the proposal do not comply with the applicable design standards.

Signs: Signage would need to be considered as part of the overall impact of the proposal, and signage details including size, placement, color and materials would need to be provided with the application. Signage must comply with Chapter 18.4.7 of the Ashland Municipal Code, and signage will require a separate sign permit and inspection.

Building Code Requirements: Applicants will want to consult the Building Department prior to submitting the planning application to determine if there will be additional building code requirements.

An access analysis may be required as the building department will likely want to know how the café area will interface with the existing connected space as well as its ability to accommodate an

employee wheelchair access as well as accessibility requirements for entrances. Building will likely need to see the floorplan for the rest of the space within the existing building and showing the entrance for employees.

Building Official Steven Matiaco can be reached at (541) 488-5305 or via e-mail to steven.matiaco@ashland.or.us.

Neighborhood Outreach: Staff always recommends applicants approach the affected neighbors to discuss proposals and try to address any concerns as early in the process as possible. Notices will be sent to owners of neighboring properties within a 200-foot radius, signs posted on the site and advertised in the local newspaper once an application is deemed complete. In many cases, it is better if neighbors hear of the proposal from the applicants rather than by a formal notice from the city.

Written Findings/Burden of Proof: Applicants should be aware that written findings addressing the ordinance and all applicable criteria are required, and are heavily depended on in the decision-making process 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 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.

OTHER DEPARTMENT COMMENTS

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.

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

ENGINEERING: No comments provided. 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.).

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.

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.

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.

HISTORIC COMMISSION: *No project specific comments provided.* Prior to submitting a formal application, applicants are required to present their proposals to the full Historic Commission at a monthly meeting for informal review. To request time on the full Commission agenda, please call (541) 488-5305. The Historic Commission meets the Wednesday before the Planning Commission each month at 6:00 p.m.

PROCEDURE

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.

APPLICATION REQUIREMENTS

Submittal Information

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

- a. The information requested on the application form at [Microsoft Word - Zoning Permit Application](#).
- 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 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 on-line in its entirety at: <https://ashland.municipal.codes/LandUse>

Written Statements

Please provide an electronic, reproducible copy of your 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:

- **Site Design Review** AMC 18.5.2.050

Plans & Exhibits Required

Please provide 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 electronic copies that are reproducible and that are drawn to a standard architect's or engineer's scale.

Site Design Review-Application Submittal Requirements AMC 18.5.2.040

Detail Site Review Standards 18.4.2.040 C

Historic District Design Standards AMC 18.4.2.050

Downtown Design Standards AMC 18.4.2.060

Plans Submittal AMC 18.5.4.040

- **Floor Plan** AMC 18.2.3.220
- **Proposed Sign Designs (if applicable)** AMC 18.2.3.220

FEES:

Site Design Review (Type I) \$1,315.50

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:

Nick Schubert, *Associate Planner*

City of Ashland, Department of Community Development

Phone: 541-552-2045 or email: nickjschubert@ashlandoregon.gov

Date: May 21, 2025