Site Design and Use Standards

CITY OF ASHLAND

ACKNOWLEDGEMENTS

This document represents an update and revision of the previous Site Design and Use Guidelines, incorporating many new concepts and ideas developed during long hour of workshops, meetings and hearings. Many thanks to the people who have contributed their time and efforts to this publication.

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TABLE OF CONTENTS

SECTION I
Introduction

Background

This handbook is intended to illustrate current needs and trends toward site design and review, and to demonstrate the principles for the planning and design of sound development. Many of the ideas presented here are suggestions or illustrations that are education and informative. As the term handbook suggests, it is intended as a guide for use by home builders, developers, and community representatives in pursuit of quality development practices. The handbook also contains specific approval standards that will be used to guide land use decisions. While only the approval criteria have legal weight in a land use action, the entire document is a supporting document to the City's Comprehensive Plan.

Section I discusses general elements and concepts of the site design. Section II combines these concepts and ordinance requirement in the form of standards and policies necessary to accomplish sound site design consistent with the Site Design and Use Chapter of the Land Use Ordinance. Section III discusses development in Ashland's Historic District. Section VI covers development along the Ashland Street Corridor, and Section V covers the Downtown area defined in Ashland's Downtown Plan.

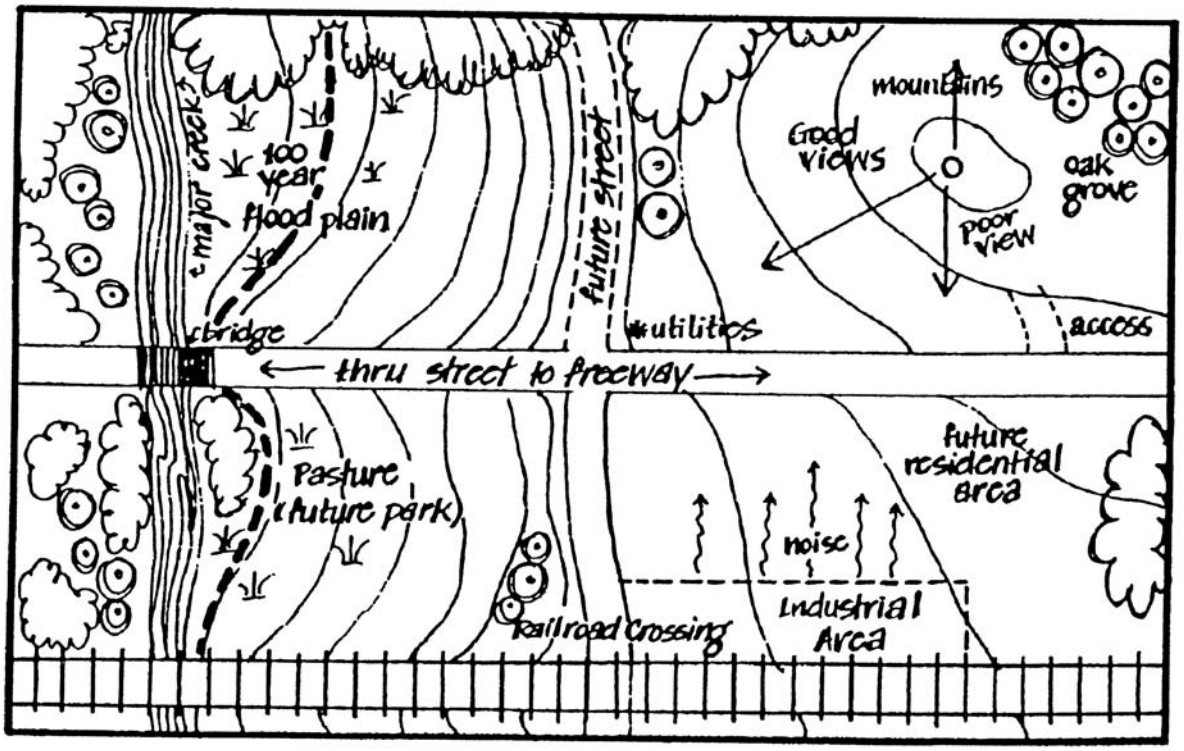
Analyze the Site

The first step in any project is to analyze the site and design the project INTO the site. This is especially important in Ashland with its many unique features. Where one site may contain steep slopes and significant existing vegetation, another site may have high ground water, intermittent streams, magnificent views or obnoxious neighboring uses. Because all sites vary in some manner, it is important to consider as many physical features as possible. The most common mistake of a site layout and analysis is to conceive and design the project in a vacuum and then try to manipulate the site and the regulations to fit the preconceived idea. This may be possible in some cities which have little terrain diversification, but it is a sure source of conflict in Ashland. The best course of action is to analyze the site before the project is designed and let this knowledge influence the final design.

A site analysis shall begin with a constraints inventory. A constraints inventory includes such things as permitted uses for the particular parcel, setbacks required, solar access, easements, location of flood plains, excessive slopes, poor soils, and site accessibility. Also included in a constraints inventory shall be proximity to off-site negative impacts such as excessive noise from traffic or other fixed features. It is also necessary to identify a site's good qualities and to incorporate them into the site plan. The location of good views, breezes, gentle slopes, potential noise barriers and existing vegetation can prove invaluable for the final site location. A site analysis and inventory should record the following:

1. Topography
2. Existing trees
3. Utility locations
4. Prevailing storm winds
5. Good and poor soils
6. Access to the site
7. Good and objectionable views
8. Natural drainage ways
9. Solar access
10. Cool summer breezes
11. Off-site undesirable activities
12. Other pertinent characteristics

In addition to a site analysis you should be aware that the City also has a number of regulations designed to protect the project's neighbors from as many adverse affects of the project's development and use as possible. These regulations, along with the discretionary and public process of the site review, are designed to preserve Ashland's unique urban character and enhance the City's beauty.



Functional Landscaping

Ashland's adoption of landscaping standards started in the early 1970s has made a dramatic difference in the appearance of the City. Major gateways to the City and key travel routes through the City and its urbanized areas give a lasting impressing to the visitor and resident alike. Because of this, Ashland's landscaping requirement for multi-family, commercial, and industrial uses is one of the most scrutinized areas of a site review.

Trees, shrubs, and living ground cover provide shade and shelter, aid in energy conservation and moderate the local climate in developed areas. Plants eliminate pollutants from the air we breathe and maintain physical health and mental equilibrium by fulfilling an instinctive need for contact with the natural environment.

Because trees and plants serve in these capacities, they can be used for architectural, engineering, and climatological purposes which add to the aesthetic atmosphere of an area. The functional uses of plants are their ability to control sound and light, to articulate space for privacy, to block wind and to lessen the effects of solar radiation. Local landscape professionals are a useful source of information which can help achieve these benefits at very little cost.

Climate and Landscaping

Temperature control is possible through the manipulation of climatic forces. For example, providing shade while not restricting wind can cool an area considerably. Controlling the wind while allowing the sun's rays to penetrate will yield a much warmer area.

Ashland's climate can best be described as a mix between Western Oregon's marine temperate and California's Mediterranean, with an occasional twist of alpine harshness. We experience extreme conditions where both frigid and torrid conditions exist at times during the year. Even though the average temperatures are temperate, the record lows and highs for each month indicate that such temperatures extremes do occur. These extremes will have an effect upon the success of one part of Ashland may do poorly just a few blocks away because they are exposed to extreme temperatures and winds. Local nurserymen know which plants do well and should be consulted if there is any doubt of a plant's success.

Prevailing surface winds in the Ashland area vary with the seasons. During the summer, cooling winds travel from the northwest up the Rogue Valley during the day, while in the evening cool winds travel down the canyons in the Siskiyous and Cascades from a south and southeasterly direction. In the winter, cool winds travel from the south and south east on overcast days and brink winds travel from the northwest on clear days. Site design considerations should take into effect the cool summer breezes and brisk winter winds. For example, steeply pitched roofs on the windward side can reflect wind and reduce the wall area affected by the winds.

The use of garages and storage areas on northern exposures will reflect wind, making a dwelling much more comfortable during cool periods. The protection of northern entrances with earth mounds, evergreens, walls and fences will also accomplish this effect.

In addition, plants should be used that are adapted to this climate, and can survive without a great deal of water. Rhododendrons and azaleas are beautiful but require about 80 inches of water annually. As our average precipitation in less than 20 inches, and water is an increasingly scare resource, plants such as this should be used sparingly, in shaded protected locations, if at all. Lawns should be used as an area for people to use, or as a carpet of green, not as filler in planter strips or in narrow landscaped areas that will see little interaction with humans.

Architectural and Engineering Uses

Plants, because they are alive, are dynamic in density and character – growing and changing daily, seasonally, and yearly. A single plant standing alone may block or interrupt a view. A group of plants planted in sequence may form a wall which blocks or screens a view. The variability and character of the layers formed by growing plants is determined by the density, height, volume, and width of the plants chose to make up the architectural element.

The spacing of the individual plants when used in a mass or grouping determines the opacity or translucency or the plantings. The character of plants, coupled with the predictable nature of their know form and growth rate, enables experience landscapers to select plants according to the density of the walls, canopies or layers which are desirable for the particular situation.

A grouping of plants having similar form and density may be used to create a uniform screen to filter a view. A grouping of mixed plants with different forms, shapes, densities and heights, can produce an infinite variety of view filtration.

The form, texture, color and density, of a plant as well as the manner in which it is used, determines the ability of a plant or a mass planting to become an architectural element. Plants may stand alone, in a group with others of the same variety, or may be grouped with other varieties in endless combinations to form architectural elements. Since plants have architectural potential and can be used to create architectural elements, their functions may be characterized for space articulation, buffering and screening, and privacy control.

Screening

Screening is visually blocking out that which is unsightly with something more harmonious (or less offensive). We are surrounded in our contemporary environment with areas, activities, and objects we would rather not see. We screen or hide these parts of out environment to make them less objectionable and the total environment more acceptable. Screening is a means of providing visual control through view direction and negation of ugliness simply by hiding it. Screening implies isolation and confinement, and concealment or the unwanted, while allowing

free access to the remainder of the landscape. The size of an object or type of activity together with its relative distance from the viewer is the determining factor in screening.

An analysis of the site will reveal the direction from which screening is needed. The angle of view or approach may dictate the sequence or distance of the spacing of the elements for the effective screening. The speed or movement past an offensive view plays a determining role in the selection of the most effective screening method. Generally, the faster the movement past the view, the more widely the screening may be spaced. The height, distance, and location of the viewer are the determining factors in the use and placement of the screening element.

Buffering

Buffering is a means to visually protect and separate conflicting uses from one another. Areas where buffering is required are referred to as buffer zones. Buffer zones can be looked upon as engineering devices to control noise and filter air. In addition, buffer zones can provide a transition from one type of privacy level to another.

Plant materials in combination provide the ingredients for buffer zones to condition the air and abate noise. As a filter, plants condition and cleanse our air. Some of the ways which plants act in doing this are similar to those of commercial interior air conditions which cleanse, heat, cool, humidify, dehumidify and circulate air. Plants also absorb sound. The vibrations of sound waves are absorbed by leaves, branches, and twigs of trees and shrubs. The most effective plant for absorbing noise is one which has many thick, fleshy leaves.

Lower growing plants located near the noise source and graduating in height toward the listener direct unwanted noise away and upward from the listener. For year-around effectiveness, a narrow planting requires a greater portion of evergreens than does a wide planting.

Plants that grow more densely are best used for sound control. The width of planting is also a decisive factor. Plantings used to control noise also have psychological advantages which actually magnify their buffering effectiveness.

Where buffer zones are limited in area, a combination of planting, earth forms, and architectural structures can be effective. An example would be a masonry wall with a dense evergreen hedge at a height relative to the noise source. An additional advantage is gained by planting the wall with ivy or other vines. Other solutions include suppressing the noise itself and the use of the landscaped berms to reflect the noise upward.

Outdoor Space

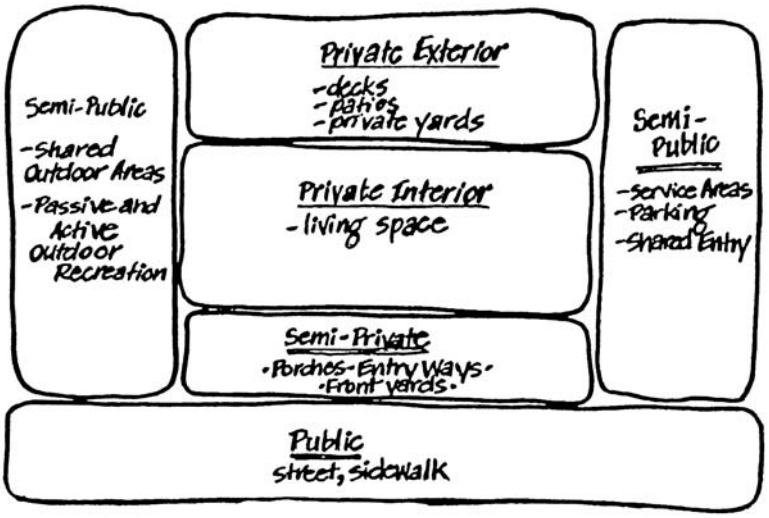
Private Outdoor Space

Private outdoor spaces provide a necessary extension of indoor living spaces. Major considerations include privacy, view and spatial requirements for outdoor activity. The most satisfactory private outdoor spaces are on ground level. Successful outdoor living areas are attached to dwellings to the extent necessary to define the areas as either semiprivate or private. The articulation of an outdoor space will determine its usefulness and safety, although other aspects play an important role.

Access to the sun and the materials used to construct these areas are important. People are attracted to areas with sun; therefore, spaces with sun tend to be used more often. Decks and balconies with no solar access or view tend to become places for outdoor storage and become visually unpleasing. The private outdoor space should provide areas for quiet relaxation, a catnap, reading a book or newspaper and for outdoor cooking and dining.

Shared Outdoor Space

Many or the same ingredients necessary to provide successful private outdoor spaces are needed for successful shared spaces. The main difference is access to the area by more than one person or unit. Shared open spaces should provide for both active and passive activities. Passive activities include areas for quiet conversation, resting, walking, and enjoyment of nature and scenery for young and old alike. Active uses include sports such as croquet, volleyball, and Frisbee.



Active areas should be large and as level as Ashland's topography will allow. Additionally, the surface of these areas should be compatible for the activity for which they were designed. For example, turf for basketball or concrete for soccer are incompatible surfaces which would cause personal injury and receive little use. Play areas for young children should be included in outdoor space and should be designed to promote their mental and physical development. Again, as much care should go into the design of these outdoor spaces as goes into the interior of the dwelling.

Crime Prevention and Design

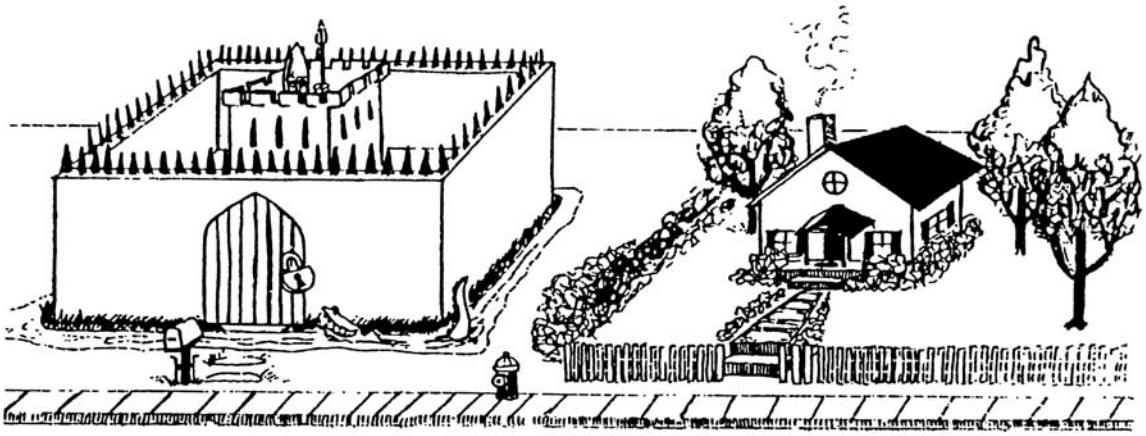
Ashland is blessed with a relatively low crime rate. One reason for this is that the open neighborhoods of the city allow for surveillance of potential trouble spots, such as vacant homes and the like. Opportunities for crime can be exacerbate by poor site layout. It is important to consider this fact of modern life in designing projects, whether they are residential, commercial, or industrial.

Historically, design for crime prevention is usually thought of as the application of heavy hardware such as bars, fences, and security stations. This is not always the most desirable approach as it gives the impression of a forbidding fortress. Opportunity, the major crime factor, can be greatly reduced through sound site layout and design. Considerations for crime prevention should be included at project's inception instead of relying upon aftermarket hardware.

Defensible Space

In residential areas, the concept of defensible space should be employed to reduce the opportunity for crime. Defensible space is a term used to describe a series of design characteristics that maximize resident's control of behavior. Defensible space defines areas as being either public, semi-public, semi-private or private. In doing so, it determines who has the right to be in each space and allows residents to be confident in controlling activity in that space. Residents are encouraged to extend their private realm which results in a sense of responsibility toward the care maintenance of these areas.

A series of techniques can be used to create defensible space and, subsequently, reduce crime. It is necessary to define the zones of privacy with real and symbolic barriers and to establish zones of influence by allowing residents to extend their private realms. These techniques consist of subdividing a project or building to limit access, improve neighbor recognition and surveillance opportunities.



The provision of defensible space mechanisms is best achieved at a project's inception because it involves major decisions with respect to project design. Defensible space mechanisms should utilize various elements of site layout and architectural design through the articulation and design of outdoor spaces, grouping and position of unit paths, windows, stairwells, doors, and vegetation.

Real and Symbolic Barriers

One method of limiting access is to use a physical barrier, such as a fence, to prevent a potential criminal from entering an area. While no barrier is impregnable, physical barriers of this type are real and, therefore, relatively difficult to overcome.

It is also possible to use psychological or symbolic barriers which, while presenting no physical restriction, discourage criminal behavior by making an obvious distinction between a resident and a stranger or intruded and bringing all activity under more intense surveillance. Improved neighbor recognition plays a key role in defining psychological barriers. It allows neighbors to recognize one another and a potential criminal would not only be seen, but be perceived as an intruder.

Real barriers require entrances to possess a mechanical opening device such as a key or a combination. Symbolic barriers define area psychologically preventing intrusion. The success of symbolic versus real barriers is restricting entry versus from person to person and is dependent upon several conditions. A successful symbolic barrier may include many features such as a short run of steps, a change in the texture of a surface, a change in the level of light, an open gate or low wall, or anything that will call attention to the fact that one is moving from one kind of an area to another; one that is private and under the control and surveillance of the users of the site.

In commercial areas where adjacent residences exist, rely on the neighborhood to be the eyes and ears which will report any suspicious activity to the police. Where the project is adjacent to heavily traveled streets, the traffic in the area will serve to detract from any criminal activity in public view. Avoid situations which will allow criminals to enter a building out of view of the main traffic flow. In areas which do not have much traffic after working hours, sensitive areas should be easily observable for the street. Areas where criminals can conceal themselves should be avoided.

Parking Area and Landscaping Design

From an aesthetic and practical view, parking area landscaping and design is an important consideration for all types of development. Because parking areas are usually large in size to accommodate cars and trucks they are insensitive and domineering to the human scale. Additionally, noise, light, heat, and exhaust odors are commonly associated with parking areas. The ill effects associated with parking areas can be mitigated through good design and well placed landscaping, For example, large canopied trees placed among the parking stalls can greatly reduce a parking area's temperature while making the auto much more comfortable for human use during warm summer days.

The provision of screen and buffer landscaping, such as berms landscaped with shrubs, hedges, and trees around the perimeter of a parking area will greatly lessen the noise, light, and unsightliness of the parking area to its neighbors. Automobile access entering and exiting the parking area should be designed to provide quick and simple access and facilitate circulation. Clear pedestrian paths, including raised walkways through the middle of large parking lots, must

be included in all designs. Bicycle parking, close to the building entrances and protected from weather must also be provided.

Landscaping in vision clearance areas should consist of only low growth varieties to ensure safe access from the facility to the street. The use of wheel guards will assist circulation and protect landscaping from damage by autos.

Street Trees

Since the implementation of the City's street tree program, a dramatic change has occurred along Ashland's streets and in its urban environment. Often a tree along a street is only appreciated for its physical beauty: however, street trees perform many other important functions. Street trees absorb noise and light from automobiles and cleanse the air we breathe. Street trees add a rural character to the urban environment and fill an instinctive need for human contact with natural elements.

Street trees create a canopy over streets and sidewalks, provide shade during summer months and decrease the warm climatic effects from sunlight striking the pavement. Because deciduous trees change color with the seasons and drop leaves during the winter, they are preferred street trees. Winter leaf drop is especially important because it allows solar access which decreases energy consumption.

SECTION II
Approval Standards and Policies

A. Ordinance Landscaping Requirements

The following percentages of landscaping are required for all properties falling under the Site Design and Use Standards.

Zone	% Landscaping
R-1 3.5	45%
R-2	35%
R-3	25%
C-1	15%
C-1D	None [Except as noted in AMC 18.72.110]
E-1	15%
M-1	10%

These percentages are the minimum required. At time, more landscaping is required to meet the needs of other sections of the Site Review Ordinance, such as screening of parking areas, landscaping of setback areas, and providing usable outdoor space. In general, all areas which are not used for building or parking areas are required to be landscaped. You should also be aware that, as a condition of approval of your project, you will be required to submit a site and species specific landscape plan to the Planning Division for Staff Advisor approval.

B. Multi-Family Residential Development

For new multi-family residential developments, careful design considerations must be made to assure that the development is compatible with the surrounding neighborhood. For example, the use of earth tone colors and wood siding will blend a development into an area rather than causing contrast through the use of overwhelming colors and concrete block walls.

Landscaping in residential areas is basically of three types; decorative landscaping such as in front yard setbacks, screening landscaping such as is adjacent to parking areas, and landscaping of outdoor recreational spaces. Each type has its own unique design criteria.

Decorative landscaping gives the designer a freer hand in the design than the other two types. These areas shall contain a variety of trees, shrubs, and groundcover. They must be designed to be 90% covered by vegetation in 5 years. Extensive use of flowering varieties of trees, shrubs, and ground cover to provide seasonal color, as well as a selection of plants with some fall color is recommended. Planting and irrigation systems should be designed to be efficient in their use of water.

Included with this type of landscaping is the street tree. This subject is treated in greater depth in the Street Tree section. The purpose of the street tree is to form a deciduous canopy over the street. The same effect is also desired in parking lots and internal circulation streets. Rows of street – type trees should be included in these areas where feasible.

Crime Prevention and Defensible Space

Parking Layout	Parking for residents should be located so that distances to dwellings are minimized. However, avoid designs where parking areas are immediately abutting dwelling units because there is little or no transition from public to private areas. Parking areas should be easily visible from adjacent areas and windows.
Orientation of Windows	Windows should be located so that vulnerable areas can be easily surveyed by residents.
Service and Laundry Areas	Service and laundry areas should be located so that they can be easily observed by others. Windows and lighting should be incorporated to assure surveillance opportunities. Mail boxes should not be located in dark alcoves out of sight. Barriers to police surveillance such as tall shrubs and fences should be avoided.
Hardware	Reliance solely upon security hardware in lieu of other alternatives is discouraged.
Lighting	Site development should utilize lighting prudently. More lighting does not necessarily mean better security. Lighting should be oriented so that areas vulnerable to crime are accented.
Landscaping	Plant materials such as high shrubs should be placed so that surveillance of semi-public and semi-private areas is not blocked. Thorny shrubs will discourage crime activity. Low shrubs and canopy trees will allow surveillance, hence, reduce the potential for crime.

APPROVAL STANDARDS

Multi-family residential development shall conform to the following design standards:

II-B-1 Orientation

II-B-1a) Residential buildings shall have their primary orientation toward the street when they are within 20 to 30 feet of the street.

II-B-1b) Buildings shall be setback from the street according to the ordinance requirements, which is usually 20 feet.

II-B-1c) Buildings shall be accessed from the street and the sidewalk. Parking areas shall not be located between buildings and the street.

II-B-2 Streetscape

II-B-2a) One street tree for each 30 feet of frontage, chosen from the Recommended Street Tree Guide shall be placed on that portion of the development paralleling the street. Where the size of the project dictates interior circulation street pattern, a similar streetscape with street trees is required.

II-B-2b) Front yard landscaping shall be similar to those found in residential neighborhoods, with appropriate changes to decrease water use.

II-B-3 Landscaping

II-B-3a) Landscaping shall be designed so that 50% coverage occurs within one year of installation and 90% landscaping coverage occurs within 5 years.

II-B-3b) Landscaping design shall include a variety of deciduous and evergreen trees and shrubs and flowering plant species well adapted to the local climate.

II-B-3c) As many existing healthy trees on the site shall be saved as is reasonably feasible.

II-B-3d) Buildings adjacent to streets shall be buffered by landscaped areas of at least 10 feet in width.

II-B-3e) Parking areas shall be shaded by large canopied deciduous trees and shall be adequately screened and buffered from adjacent uses.

II-B-3f) Irrigation systems shall be installed to assure landscaping success. Refer to the Parking Lot Landscaping and Screening Standards for more detail.

II-B-4 Open Space

II-B-4a) An area equal to at least 8% of the lot area shall be dedicated to open space for recreation for use by the tenants of the development.

II-B-4b) Areas covered by shrubs, bark mulch and other ground covers which do not provide a suitable surface for human use may not be counted toward this requirement.

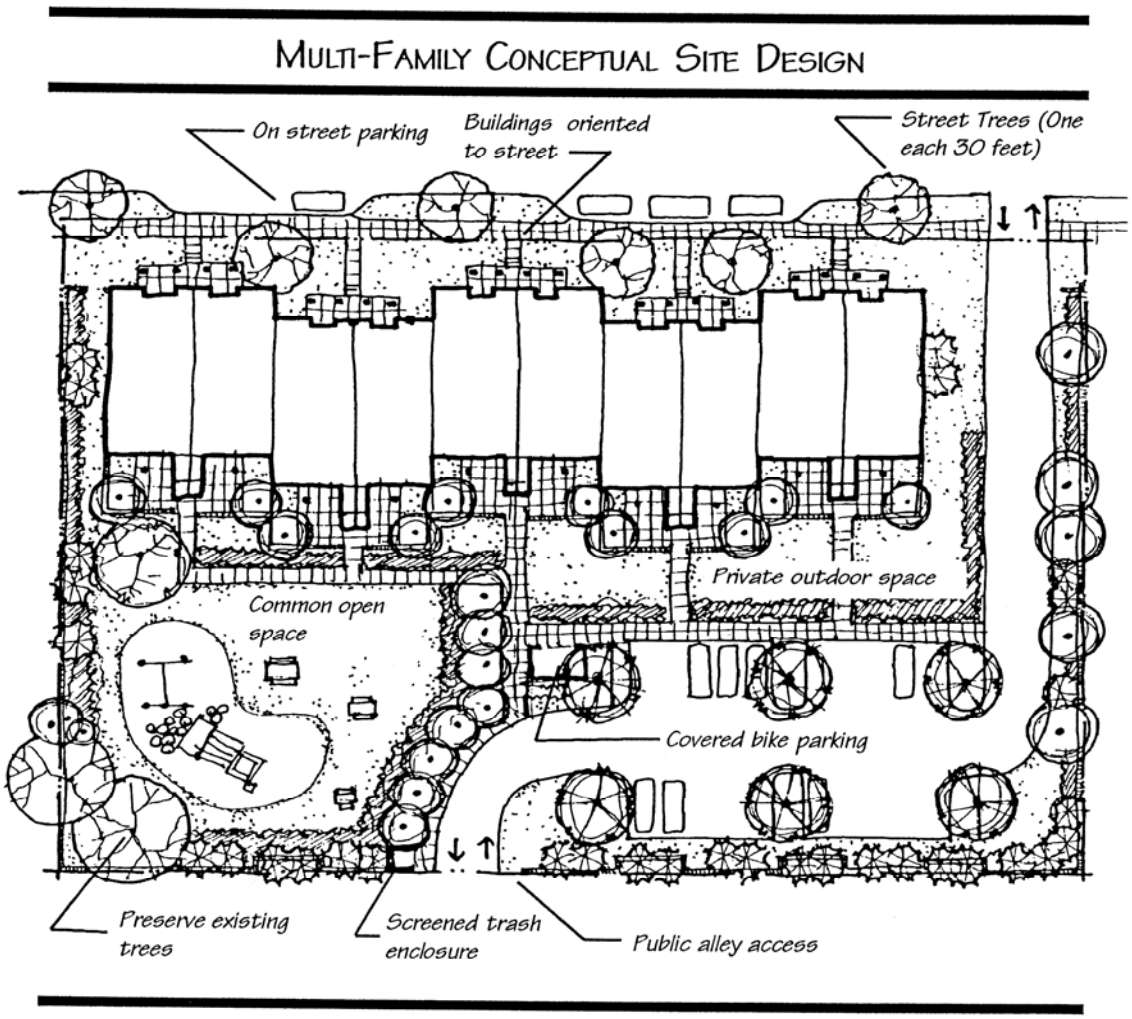
II-B-4c) Decks, patios, and similar areas are eligible for open space criteria. Play areas for children are required for projects of greater than 20 units that are designed to include families.

II-B-5 Natural Climate Control

II-B-5a) Utilize deciduous trees with early leaf drop and low bare branch densities on the south sides of buildings which are occupied and have glazing for summer shade and winter warmth.

II-B-6 Building Materials

II-B-6a) Building materials and paint colors should be compatible with the surrounding area. Very bright primary or neon-type paint colors which attract attention to the building or use are unacceptable.



C. Commercial, Employment, and Industrial Development

Commercial and employment developments should have a positive impact upon the streetscape. For example, buildings made of unadorned concrete block or painted with bright primary colors used to attract attention can create an undesirable effect upon the streetscape.

Landscaping and site design for commercial and employment zones is somewhat different from that required for residential zones. The requirement for outdoor spaces is, of course, much less. The primary function is to improve the project's appearance, enhance the City's streetscape, lessen the visual and climatic impact of parking areas, and to screen adjacent residential uses from the adverse impacts which commercial uses may cause.

One area in which Ashland's commercial differs from that seen in many other cities is the relationship between the street, buildings, parking areas, and landscaping. The most common form of modern commercial development is the placement of a small buffer of landscaping between the street and the parking area, with the building behind the parking area at the rear of the parcel with loading areas behind the building. This my be desirable for the commercial use because it gives the appearance of ample parking for customers, however, the effect on the streetscape is less than desirable because the result is a hast hot, open, parking area which is not only unsightly but results in a development form which the City discourages.

The alternative desired in Ashland is to design the site so that it makes a positive contribution to the streetscape and enhances pedestrian and bicycle traffic. This is accomplished through the following three level review process.

The following development standards apply to manufacturing and commercial zones. Their application depends on what area of the City the property is located. Generally speaking, areas that are visible from highly traveled arterial streets, and that are in the Historic District, are held to a higher development standard than projects that are in industrial parks. This difference is detailed by the maps, which delineate a Detail site Review Zone. Properties outside the zone only have to comply with Basic Site Review Standards, while projects in the Zone have to comply with both Basic and Detail Site Review Standards.

II-C-1 Basic Site Review Standards

APPROVAL STANDARDS

Development in all commercial and employment zones shall conform to the following development standards:

II-C-1a) Orientation and Scale

1. Buildings shall have their primary orientation toward the street rather than the parking area. Building entrances shall be oriented toward the street and shall be accessed from a public sidewalk. Where buildings are located on a corner lot, the entrance shall be oriented toward the higher order street or to

the lot corner at the intersection of the streets. Public sidewalks shall be provided adjacent to a public street along the street frontage. Buildings shall be located as close to the intersection corner as practicable. (Amended September 23, 2003 Ordinance # 2900)

2. Building entrances shall be located within 20 feet of the public right of way to which they are required to be oriented. Exceptions may be granted for topographic constraints, lot configuration, designs where a greater setback results in an improved access or for sites with multiple buildings, such as shopping centers, where this standard is met by other buildings. Automobile circulation or parking shall not be allowed between the building and the right-of-way. The entrance shall be designed to be clearly visible, functional, and shall be open to the public during all business hours. (Amended September 23, 2003 Ordinance # 2900)
3. These requirements may be waived if the building is not accessed by pedestrians, such as warehouses and industrial buildings without attached offices, and automotive service stations. (Amended September 23, 2003 Ordinance # 2900)

II-C-1b) Streetscape

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.

II-C-1c) Landscaping

1. Landscaping shall be designed so that 50% coverage occurs after one year and 90% coverage occurs after 5 years.
2. Landscaping design shall utilize a variety of low water use and deciduous and evergreen trees and shrubs and flowering plant species.
3. Buildings adjacent to streets shall be buffered by landscaped areas at least 10 feet in width, except in the Ashland Historic District. Outdoor storage areas shall be screened from view from adjacent public rights-of-way, except in M-1 zones. Loading facilities shall be screened and buffered when adjacent to residentially zoned land.
4. Irrigation systems shall be installed to assure landscaping success.
5. Efforts shall be made to save as many existing healthy trees and shrubs on the site as possible.

II-C-1d) Parking

1. Parking areas shall be located behind buildings or on one or both sides.
2. Parking areas shall be shaded by deciduous trees, buffered from adjacent non-residential uses and screened from non-residential uses.

II-C-1e) Designated Creek Protection

1. Designated creek protection areas shall be considered positive design elements and incorporated in the overall design of a given project.
2. Native riparian plan materials shall be planted in and adjacent to the creek to enhance the creek habitat.

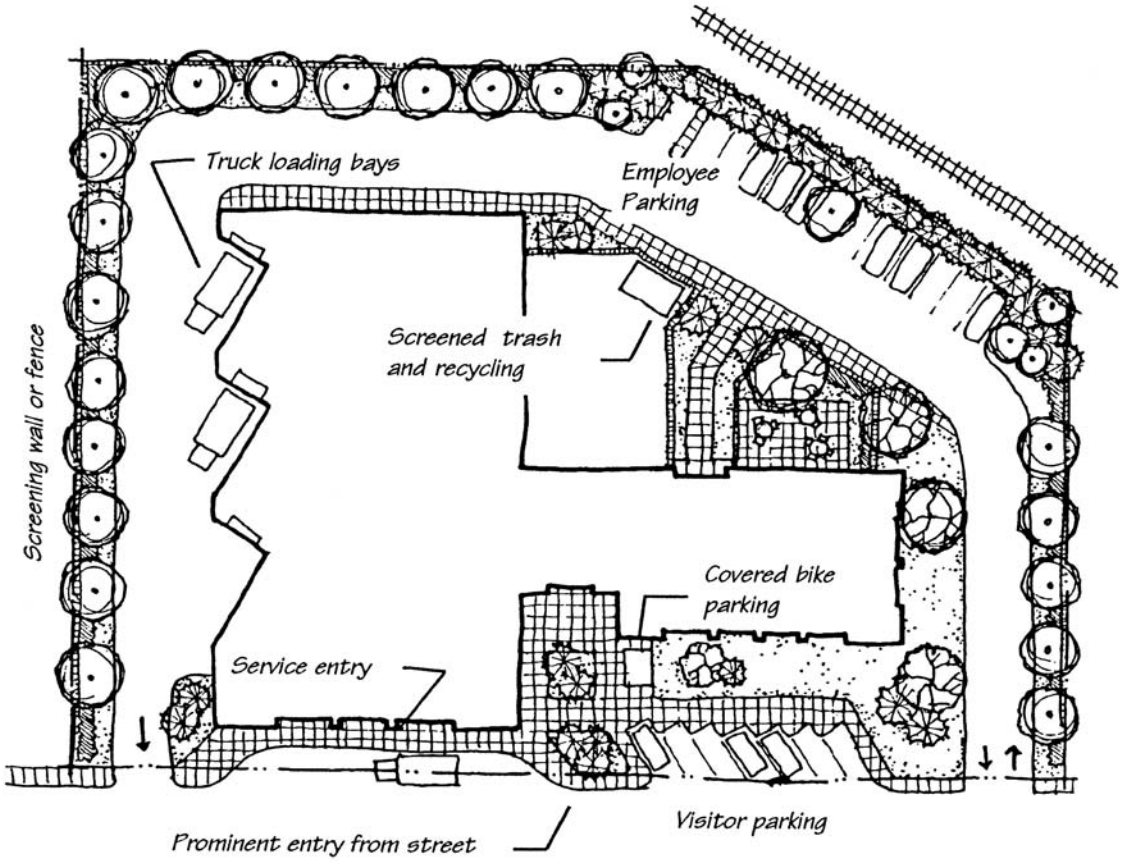
II-C-1f) Noise and Glare

Special attention to glare (AMC 18.72.110) and noise (AMC 9.08.170(c) & AMC 9.08.175) shall be considered in the project design to insure compliance with these standards.

II-C-1g) Expansions of Existing Sites and Buildings

For sites which do not conform to these requirements, an equal percentage of the site must be made to comply with these standards as the percentage of building expansion, e.g., if a building area is expanded by 25%, then 25% of the site must be brought up to the standards required by this document.

BASIC SITE REVIEW CONCEPTUAL SITE PLAN



II-C-2 Detail Site Review

APPROVAL STANDARDS

Developments that are within the Detail Site Review Zone shall, in addition to complying with the standards for Basic Site Review, conform to the following standards:

II-C-2a) Orientation and Scale

1. Developments shall have a minimum Floor Area Ratio of .35 and shall not exceed a maximum Floor Area Ratio of .5 for all areas outside the Historic District. Plazas and pedestrian areas shall count as floor area for the purposes of meeting the minimum Floor Area Ratio.
2. Building frontages greater than 100 feet in length shall have offsets, jogs, or have other distinctive changes in the building façade.
3. Any wall which is within 30 feet of the street, plaza or other public open space shall contain at least 20% of the wall area facing the street in display areas, windows, or doorways. Windows must allow view into working areas or lobbies, pedestrian entrances or displays areas. Blank walls within 30 feet of the street are prohibited. Up to 40% of the length of the building perimeter can be exempted for this standard if oriented toward loading or service areas.
4. Buildings shall incorporate lighting and changes in mass, surface or finish to give emphasis to entrances.
5. Infill or buildings, adjacent to public sidewalks, in existing parking lots is encouraged and desirable.
6. Buildings shall incorporate arcades, roofs, alcoves, porticoes, and awnings that protect pedestrians from the rain and sun.

II-C-2b) Streetscape

1. Hardscape (paving material) shall be utilized to designate “people” areas. Sample materials could be unit masonry, scored and colored concrete, grasscrete, or combinations of the above.
2. A building shall be setback not more than 20 feet from a public sidewalk unless the area is used for pedestrian activities such as plazas or outside eating areas. This standard shall apply to both street frontages on corner lots. If more than one structure is proposed for a site, at least 65% of the aggregate building frontage shall be within 20 feet of the sidewalk. (Amended September 23, 2003 Ordinance # 2900)

II-C-2c) Parking and On-site Circulation

1. Protected raised walkways shall be installed through parking areas of 50 or more spaces or more than 100 feet in average width or depth.
2. Parking lots with 50 spaces or more shall be divided into separate areas and divided by landscaped areas or walkways at least 10 feet in width, or by a building or group of buildings.
3. Developments of one acre or more must provide a pedestrian and bicycle circulation plan for the site. One-site pedestrian walkways must be lighted to a level where the system can be used at night by employees, residents and

customers. Pedestrian walkways shall be directly linked to entrances and to the internal circulation of the building.

II-C-2d) Buffering and Screening

1. Landscape buffers and screening shall be located between incompatible uses on an adjacent lot. Those buffers can consist or either plant material or building materials and must be compatible with proposed buildings.
2. Parking lots shall be buffered from the main street, cross streets and screened from residentially zoned land.

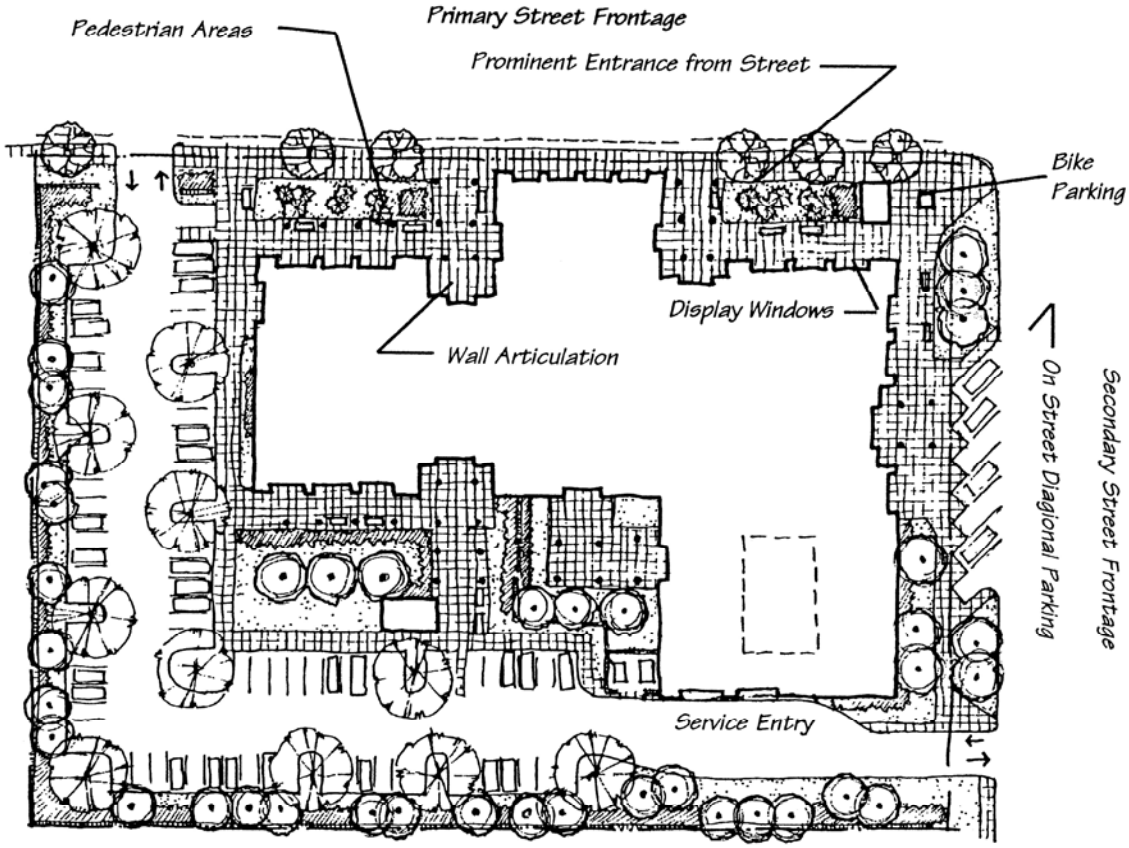
II-C-2e) Lighting

Lighting shall include adequate lights that are scaled for pedestrians by including light standards or placements of no greater than 14 feet in height along pedestrian pathways.

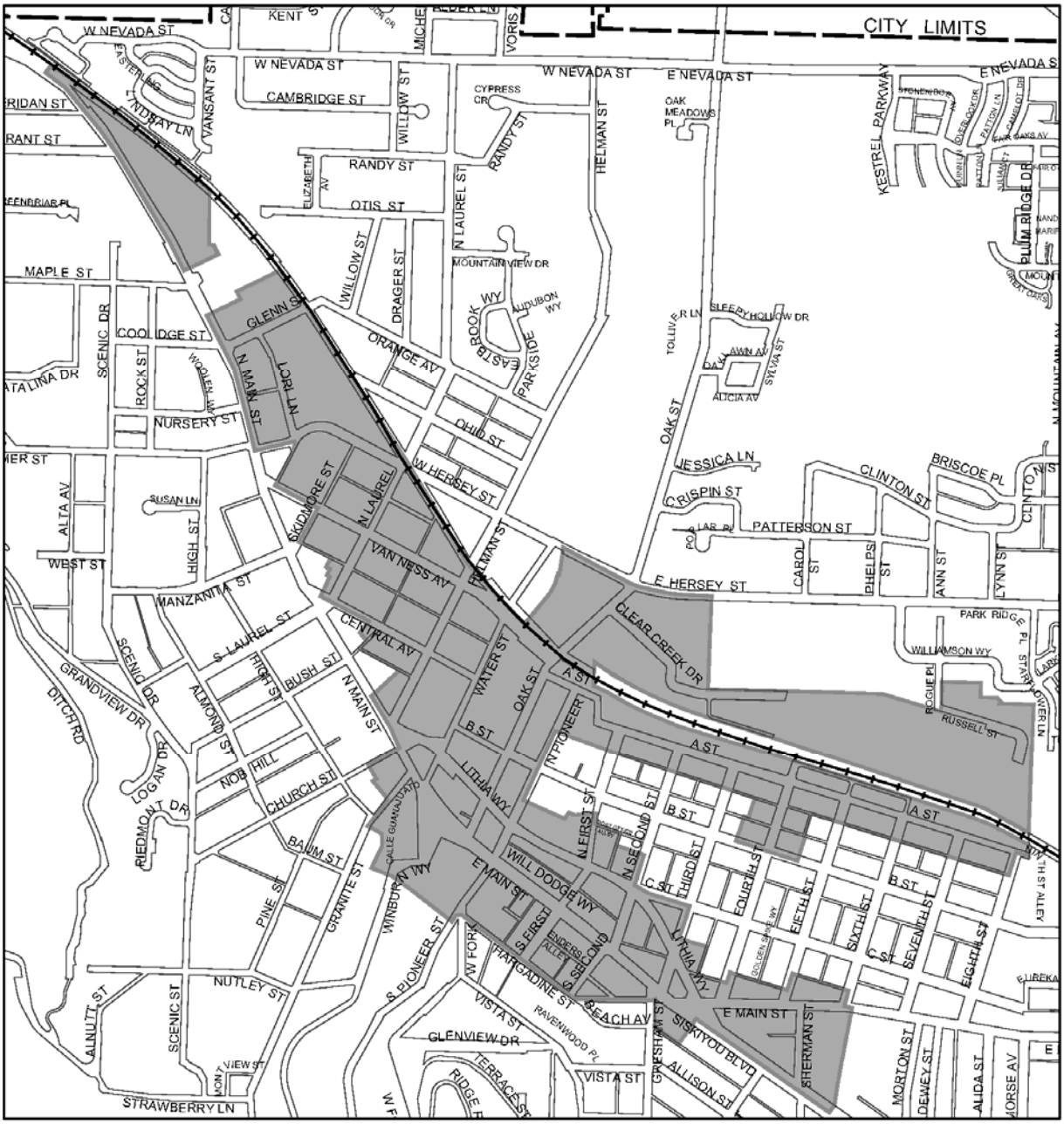
II-C-2f) Building Materials

1. Buildings shall include changes in relief such as cornices, bases, fenestration, fluted masonry, for at least 15% of the exterior wall area.
2. 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.

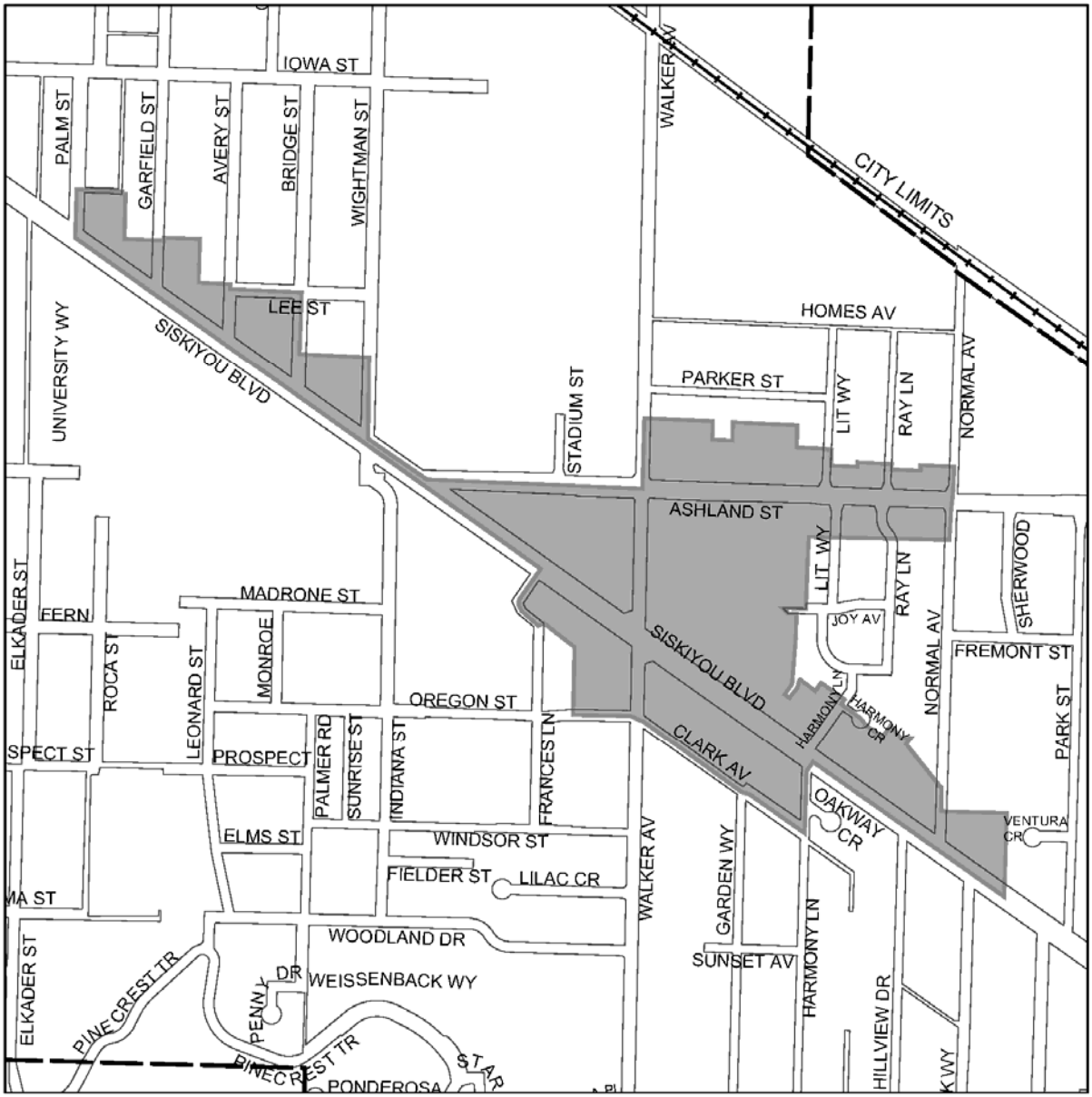
DETAIL SITE REVIEW CONCEPTUAL SITE PLAN



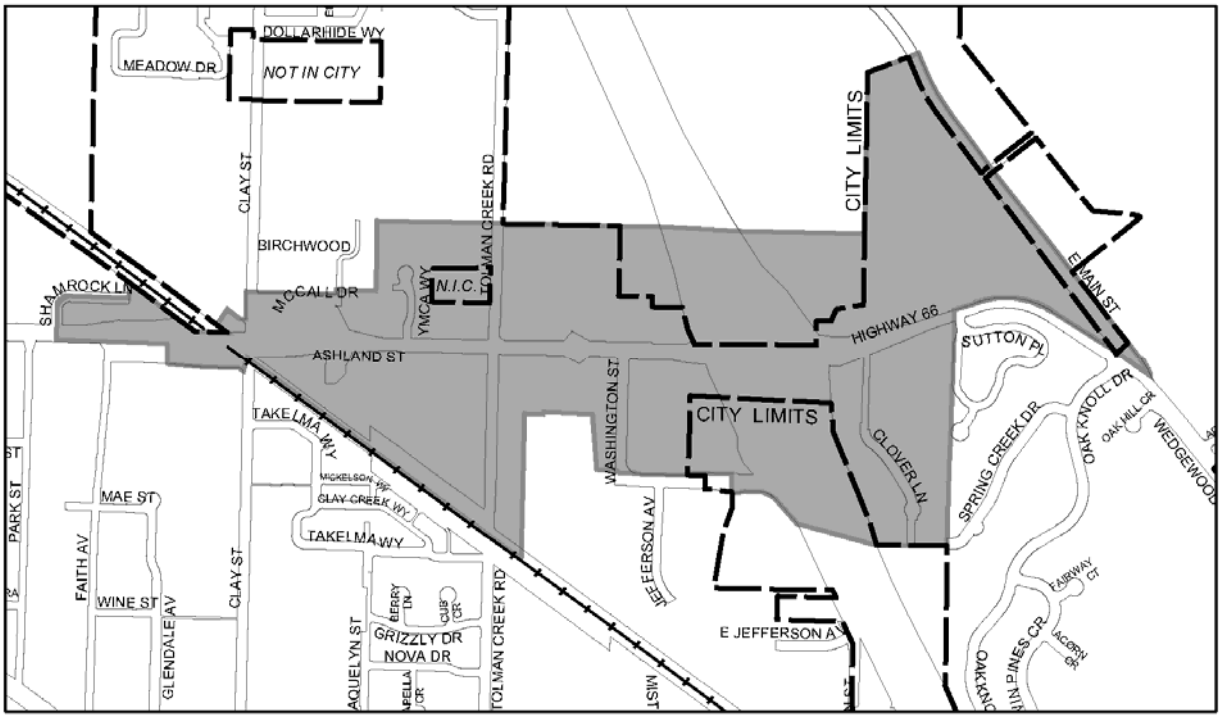
Detail Site Review Zone
North Main, Historic District and Oak Street



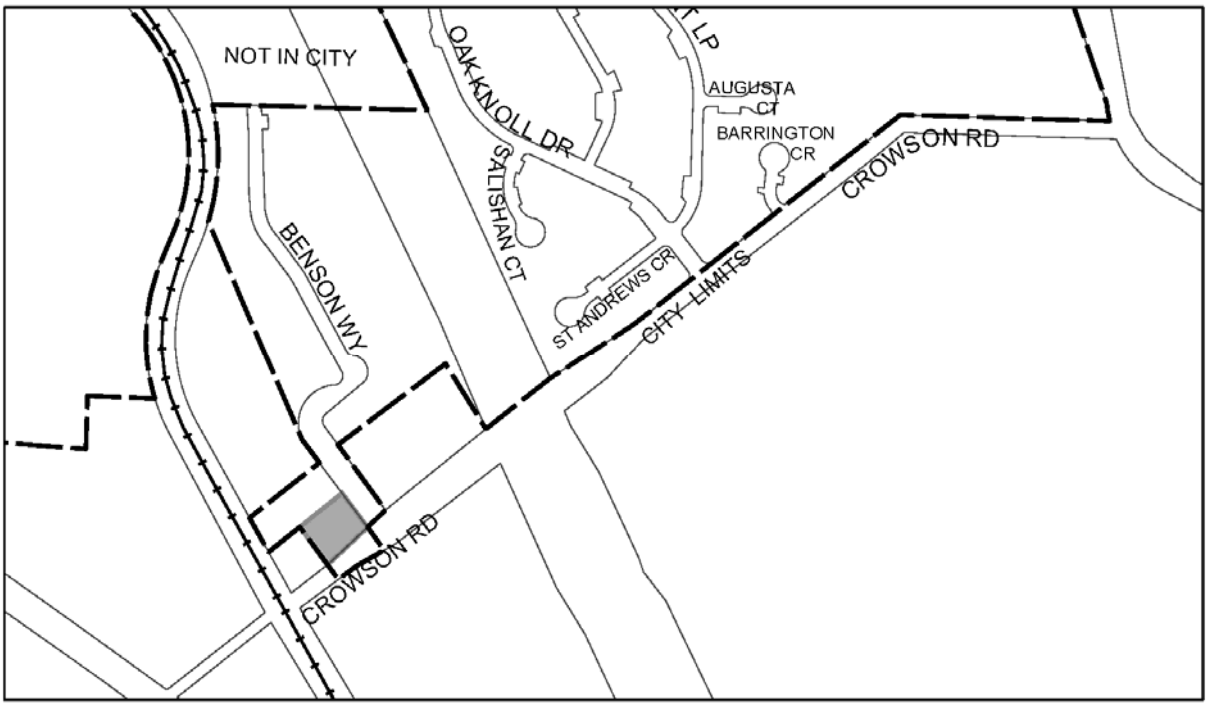
Detail Site Review Zone
Siskiyou Boulevard, Ashland Street and Walker Avenue



Detail Site Review Zone
Ashland Street and Tolman Creek Road



Detail Site Review Zone
Crowson Road



II-C-3 Additional Standards for Large Scale Projects

APPROVAL STANDARDS

Developments (1) Involving a gross floor area in excess of 10,000 sq. ft. or a building frontage in excess of 100 feet in length , (2) located within the Detail Site Review Zone, shall, in addition to complying to the standards for Basic and Detail Site review, shall conform to the following standards:

II-C-3a) Orientation and Scale

1. Developments shall divide large building masses into heights and sizes that relate to human scale by incorporating changes in building masses or direction, sheltering roofs, a distinct pattern of divisions on surfaces, windows, trees, and small scale lighting.
2. Outside of the Downtown Design Standards Zone, new buildings or expansions of existing buildings in the Detail Site Review Zone shall conform to the following standards: (Amended September 23, 2003 Ordinance # 2900)
    a. Buildings sharing a common wall or having walls touching at or above grade shall be considered as one building.

b. Buildings shall not exceed a building footprint area of 45,000 square feet as measured outside of the exterior walls and including all interior courtyards. For the purpose of this section an interior courtyard means a space bounded on three or more sides by walls but not a roof.
c. Buildings shall not exceed a gross floor area of 45,000 square feet, including all interior floor space, roof top parking, and outdoor retail and storage areas, with the following exception:

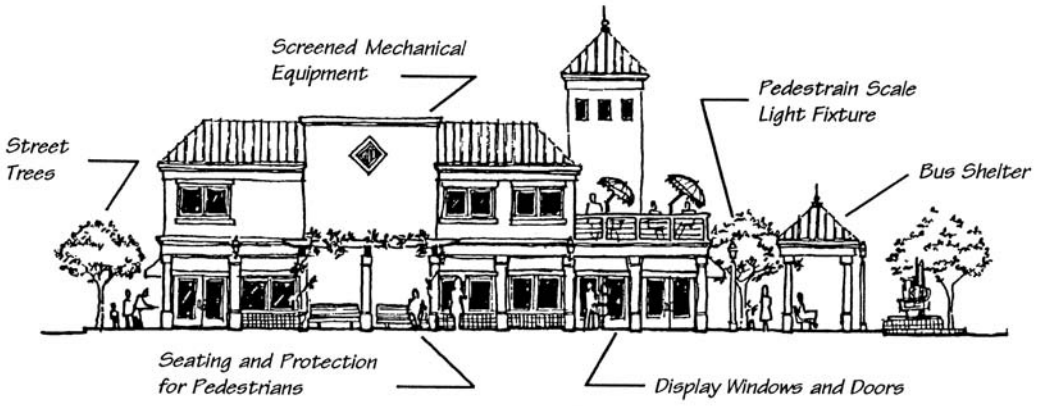
   Automobile parking areas located within the building footprint and in the basement shall not count toward the total gross floor area. For the purpose of this section, basement means any floor level below the first story in a building. First story shall have the same meaning as provided in the building code.
d. Buildings shall not exceed a combined contiguous building length of 300 feet.

Inside the Downtown Design Standards Zone, new buildings or expansions of existing buildings shall not exceed a building footprint area of 45,000 square feet or a gross floor area of 45,000 square feet, including roof top parking, with the following exception:

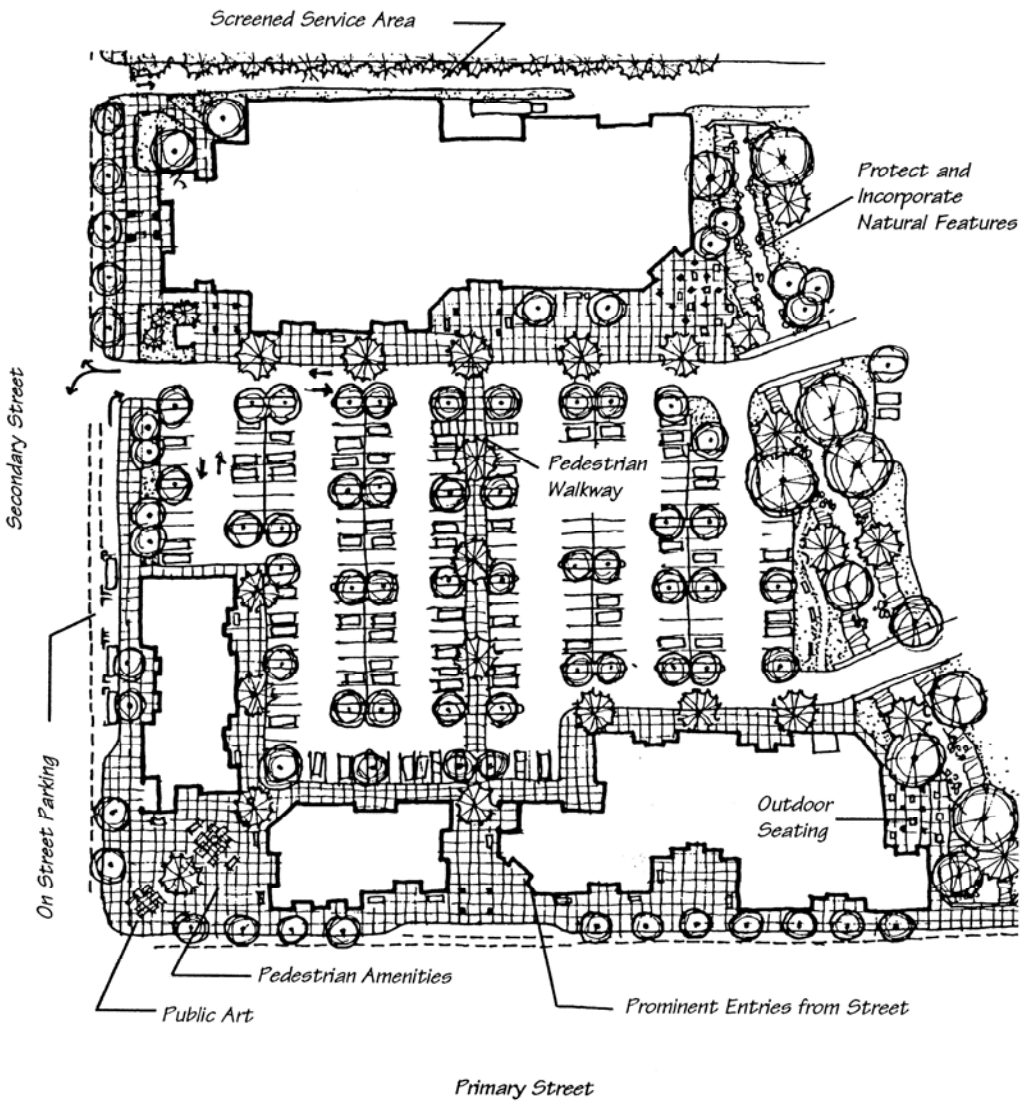
Automobile parking areas locate within the building foot print and in the basement shall not count toward the total gross floor area. For the purpose of this section, basement means any floor level below the first story in a building. First story shall have the same meaning as provided in the building code.

3. Buildings not connected by a common wall shall be separated by a distance equal to the height of the tallest building. If buildings are more than 240 feet in length, the separation shall be 60 feet.
4. All on-site circulation systems shall incorporate streetscape which includes curbs, sidewalks, pedestrian scale light standards and street trees.

LARGE SCALE DEVELOPMENT CONCEPTUAL ELEVATION



Large Scale Development Conceptual Site Plan



II-C-3b) Public Spaces

1. One square foot of plaza or public space shall be required for every 10 square feet of gross floor area.
2. A plaza or public spaces shall incorporate at least 4 of the 6 following elements:
    a. Sitting Space – at least one sitting space for each 500 square feet shall be included in the plaza. Seating shall be a minimum of 16 inches in height and 30 inches in width. Ledge benches shall have a minimum depth of 30 inches.
    b. A mixture of areas that provide both sunlight & shade.
    c. Protection from wind by screens and buildings.

d. Trees – provided in proportion to the space at a minimum of 1 tree per 500 square feet, at least 2 inches in diameter at breast height.
e. Water features or public art.
f. Outdoor eating areas or food vendors.

II-C-3c) Transit Amenities

Transit amenities, bus shelters, pullouts, and designated bike lanes shall be required in accordance with the City's Transportation Plan and guidelines established by the Rogue Valley Transportation District.

II-C-3d) Recycling

Recycling areas shall be provided at all developments.

D. Parking Lot Landscaping and Screening Standards

APPROVAL STANDARDS

All parking lots, which for purposes of this section include areas of vehicle maneuvering, parking, and loading, shall be landscaped and screened as follows:

II-D-1 Screening at Required Yards

1. Parking abutting a required landscaped front yard or exterior yard shall incorporate a sight obstructing hedge screen into the required landscaped yard.
2. The screen shall grow to be at least 36 inches higher than the finished grade of the parking area, except for required vision clearance areas.
3. The screen height may be achieved by a combination of earth mounding and plant materials.
4. Elevated parking lots shall screen both the parking and the retaining walls.

II-D-2 Screening Abutting Property Lines

Parking abutting a property line shall be screened by a 5 foot landscaped strip. Where a buffer between zones is required, the screening shall be incorporated into the required buffer strip, and will not be an additional requirement.

II-D-3 Landscape Standards

1. Parking lot landscaping shall consist of a minimum of 7% of the total parking area plus a ratio of 1 tree for each 7 parking spaces to create a canopy effect.
2. The tree species shall be an appropriate large canopied shade tree and shall be selected from the street tree list to avoid root damage to pavement and utilities, and damage from droppings to parked cars and pedestrians.
3. The tree shall be planted in a landscaped area such that the tree bole is at least 2 feet from any curb or paved area.
4. The landscaped area shall be planted with shrubs and/or living ground cover to assure 50% coverage within 1 year and 90% within 5 years.
5. The landscaped area shall be distributed throughout the parking area and parking perimeter at the required ratio.
6. That portion of a required landscaped yard, buffer strip or screening strip abutting parking stalls may be counted toward required parking lot landscaping but only for those stalls abutting landscaping as long as the tree species, living plant material coverage and placement distribution criteria are also met. Front or exterior yard landscaping may not be substituted for the interior landscaping required for interior parking stalls.

II-D-4 Residential Screening

Parking areas adjacent to residential dwellings shall be setback at least 8 feet from the building, and shall provide a continuous hedge screen.

II-D-5 Hedge Screening

The required hedge screen shall be installed as follows:

1. Evergreen shrubs shall be planted so that 50% of the desired screening is achieved within 2 years and 100% within 4 years.
2. Living groundcover in the screen strip shall be planted such that 100% coverage is achieved within 2 years.

II-D-6 Other Screening

Other Screening and buffering shall be provided as follows:

Refuse Container Screen: Refuse containers or disposal areas shall be screened from view by placement of a solid wood fence or masonry wall fro five to eight feet in height. All refuse materials shall be contained within the refuse area.

Service Corridor Screen: When adjacent to residential uses, commercial and industrial service corridors shall be screened. Siting and design of such service areas shall reduce the adverse effects of noise, odor and visual clutter upon adjacent residential uses.

Light and Glare Screen: Artificial lighting shall be so arranged and constructed as to not produce direct glare on adjacent residential properties or streets.

E. Street Tree Standards

APPROVAL STANDARDS

All development fronting on public or private streets shall be required to plant street trees in accordance with the following standards and chosen from the recommended list of street trees.

II-E-1 Location for Street Trees

Street trees shall be located behind the sidewalk except in cases where there is a designated planting strip in the right-of-way, or the sidewalk is greater than 8 feet wide. Street trees shall include irrigation, root barriers, and generally conform to the standards established by the Department of Community Development.

II-E-2 Spacing, Placement, and Pruning of Street Trees

All tree spacing may be made subject to special site conditions which may, for reasons such as safety, affect the decision. Any such proposed special condition shall be subject to the Staff Advisor's review and approval. The placement, spacing, and pruning of street trees shall be as follow:

1. Street trees shall be placed at the rate of one tree for every 30 feet of street frontage. Trees shall be evenly spaced, with variations to the spacing permitted for specific site limitations, such as driveway approaches.
2. Trees shall not be planted closer than 25 feet from the curb line of intersections of streets or alleys, and not closer than 10 feet from private driveways (measured at the back edge of the sidewalk), fire hydrants, or utility poles.
3. Street trees shall not be planted closer than 20 feet to light standards. Except for public safety no new light standard location shall be positioned closer than 10 feet to any existing street tree, and preferably such locations will be at least 20 feet distant.
4. Trees shall not be planted closer than 2 ½ feet from the face of the curb except at intersections where it shall be 5 feet from the curb, in a curb return area.
5. Where there are overhead power lines, tree species are to be chosen that will not interfere with those lines.
6. Trees shall not be planted within 2 feet of any permanent hard surface paving or walkway. Sidewalk cuts in concrete for trees, or tree wells, shall be at least 25 square feet; however, larger cuts are encouraged because they allow additional air and water into the root system and add to the health of the tree. Tree wells shall be covered by tree grates in accordance with city specifications.
7. Trees, as they grow, shall be pruned to provide at least 8 feet of clearance above sidewalks and 12 feet above street roadway surfaces.
8. Existing trees may be used as street trees if there will be no damage from the development which will kill or weaken the tree. Sidewalks of variable width and elevation may be utilized to save existing street trees, subject to approval by the Staff Advisor.

II-E-3 Replacement of Street Trees

Existing street trees removed by development projects shall be replaced by the developer with those from the approved street tree list. The replacement trees shall be of size and species similar to the trees that are approved by the Staff Advisor.

II-E-4 Recommended Street Trees

Street trees shall conform to the street tree list approved by the Ashland Tree Commission.

SECTION III
Water Conserving Landscaping Guidelines and Policies

Introduction

Water has always been a scare, valuable resource in the Western United States, where winter rains give way to a dry season spanning five to seven months in the Rogue Valley. Lack of water during the dry summer season was a major problem facing early settlers. Their creative solutions have greatly altered the development of this region. Talent Irrigation District's and other district's reservoirs and many miles of reticulating canals are an engineering marvel.

Ashland's early development centered around Ashland Creek and its year-round water supply flowing from the flanks of Mt. Ashland, a mile in elevation above the town.

As the town grew, the old reservoir at the top of Granite Street and later, Reeder Reservoir were built. They remain as a testament to the town's need for more water than the quantity that flows through the City during the dry season. The reservoir collects the winter rain behind its dams, for use during the dry season. Snowfall adds to this system by slowly melting in the spring and summer, after rainfall has diminished, recharging the groundwater that continues to flow into Ashland Creek, long after the last of the snow pack has melted.

Presently, Reeder reservoir's capacity is just barely sufficient to supply the City's current water demands in a severe drought. With Ashland's semi-arid climate that includes periodic multi-year droughts, a fixed reservoirs size, and growing water demands, it is clear that additional steps to insure a secure a water supply are now necessary.

There are two main ways of insuring a reliable water supply; either increase the supply by finding additional water sources, or reduce the demand through water conservation strategies. The traditional supply side solutions are economically and environmentally expensive. Demand side solutions are relatively inexpensive, although they require changes in behavior and usage patterns. One of the main strategies for reducing water use are landscape designs that use less water. Ashland has adopted these guidelines in order to reduce the amount of water wasted by many standard landscaping practices.

The advantages to guidelines like these are that they avoid the costs of increasing the water supply, and they also avoid the draconian measure of mandatory rationing. While guidelines limit plant materials, the choices offered by drought tolerant plants, give ample opportunity to create beautiful landscapes at no additional cost.

The goal of these guidelines is to decrease water usage, while encouraging attractive landscaping. Further, the guidelines and policies are aimed at reducing water and demand when it is most crucial, during the dry late summer months when water reserves are low.

Advice and Recommendations

The following recommendations, if implemented, would reduce water consumption, while providing sufficient water to create and maintain attractive landscapes. These landscape design and installation practices are not mandatory, yet they contain prudent advice for reducing

outdoor water consumption and contain general concepts that if followed, will make any landscape water conserving.

General and Miscellaneous
Limit lawn and turf to areas where it is actively used and eliminate it from areas where its purpose is strictly ornamental, replacing it with drought tolerant, attractive ground covers.

Concentrate lawn areas together into basically round or square shapes, rather than narrow arms and other shapes that make the even distribution of applied water nearly impossible.

Plant in fall or early spring, rather than late spring and summer when plant dormancy leads to low initial water requirements and cool temperatures and rainfall is likely.

Group water hungry plants together and have separate irrigation circuits for them.

Spread 2-3 inches of bark mulch in shrub beds. Use medium sized mulch, not large nuggets or fine mulch. Mulch composed of large nuggets is an inferior water conserving mulch and excessively fine mulch compacts so tightly that water runs off or is absorbed by only the uppermost portion.

Maximize the amount of undisturbed soil during construction and excavation, fence it off and avoid running heavy equipment over it, storing materials on it and dumping waste solids and liquids on it. Long term storage (longer than 6 months) also deteriorates the quality of soil. Healthy soil is better able to retain water.

Plants
Specify and use drought tolerant plant and turf varieties and species.

Backbone plants (trees, screening plants, and other plants required by other city ordinances) will be of a large size, the rest of plants may be of small sizes (1-3 gallon size). Smaller initial sizes establish more extensive root systems and are thus better able to withstand drought conditions.

Water hungry plants that can tolerate shade (use Sunset Western Garden Book as a guide) should be planted on north sides of structures or in full day shade if they are used at all.

Plants to avoid due to high water needs include: rhododendrons, camellias, azaleas, and hydrangeas.

Watering within drip lines of existing native oaks, pines and madrone trees should be avoided except for temporary drip systems for maximum of two years for establishment of dry shade tolerant plants.

Drought tolerant trees and shrubs should not be planted within lawns as their water needs, for the most part, are incompatible with lawn needs.

Irrigation
Use drip irrigation for shrubs and trees.

For native planting, water later in spring, let soil dry out in summer, water in fall. This mimics the natural system that plants have evolved in, but allows for additional water in order that plants look better and grow faster.
Automatic timer controllers reduce water use if property programmed and monitored.

Turn off in fall after temperatures decrease and/or rains begin (usually the end of September).

Adjust the watering period and frequency to rainfall and temperature, with less water applied in the spring and fall and more water applied during the hot, dry summer months.

Use a more conservative setting in spring than after hot dry summer weather begins.

Precipitation sensors and ground moisture sensors incorporated into the controller will result in substantial water conservation.

In many parts of the City, water pressures are too high for properly functioning irrigation systems, resulting in water losses from overspray. The use of pressure regulating devices will solve this problem.

Develop maintenance water schedule for irrigation systems and modify it for seasonal differences.

No matter how sophisticated an irrigation systems is, it must be properly programmed and maintained, or it is still has the potential or wasting large quantities of water.

Turf
Turf should be avoided in median strips and in areas less than 8 feet wide.

NOTE

In above areas, it is difficult to minimize overspray, consider groundcovers that do not require sprinklers (i.e. that use bubblers or drip) or hardscape.

Specify and use perennial rye and tall turf fescue lawn seed that tolerates the hot summers here, rather than bluegrass or bluegrass mixes, developed for the cooler summers of the Willamette Valley.

Trees and shrubs within lawn areas increase the difficulty of providing even water coverage to turf. Uneven watering invariably leads to over-watering.

Topography
Berms, mounds and raised beds should be avoided, since they greatly increase water evaporation through increased surface area and higher soil temperatures. Reasonable exceptions would be the creating of berms for sound barriers, for safety, or for recreational areas.

The functions of berms can often be met by fences, walls and vegetation.

Slow water movement to increase amount absorbed by soil.

Terraces
Terraces on slopes conserve water (particularly if impermeable retaining walls are used or retaining wall faces to the north) but raised beds and berms dramatically increase water demand.

Terracing on east and north slopes will save more water than terracing on south and west slopes.

On site swales not only naturally slow water movement but also allow for groundwater recharge on site.

Mandatory Policies

The City has established the following policies for use whenever water conserving landscaping is required by ordinance, by a condition of approval of a planning action, in consideration for a density bonus or other development incentive, or in consideration for reduces systems development charges. These policies have the weight of law, and landscapes installed and certified as water conserving must be maintained according to these guidelines, or will be in violation of the Municipal Code.

General and Miscellaneous
The combined turf or water areas (i.e. pools, ponds and fountains) shall be limited to 20% of the landscaped areas. Turf limitations do not apply to public parks, private common open space, required outdoor recreation areas, golf courses, cemeteries and school recreation areas.

A minimum of two inches of mulch (neither large nuggets nor fine bark may be used) shall be added in non-turf areas to the soil surface after planting. Non-porous material shall not be placed under the mulch.

All fountains shall be designed to recycle their water.

Turf is restricted to slopes less than 10% grade.

Plants
At least 90% of plants in the non-turf areas are to be listed as drought tolerant in the Sunset Western Garden book, or be similarly well-suited for this climate of region as determined by the Staff Advisor. Up to 10% of the plants may be of a non-drought tolerant variety or species as long as they are grouped together and can be irrigated separately from the drought tolerant plants.

Screening hedges must be planted to attain 50% coverage after two years.

Water conserving designs are not required to meet the standard of 50% coverage within one year. However, they must meet the coverage standard for plantings of 90% after 5 years.

Irrigation
Irrigation systems shall be designed so that overspray is minimized.

For sprinkler irrigated areas, perimeter sprinklers must be included in the irrigation pattern.

Sprinkler heads with a precipitation rate of .85 inches per hour or less shall be used on slopes exceeding 15% to minimize run-off, or when slope exceeds 10% within 10 feet of hardscape.

Precipitation rates are to be matched for all irrigation heads for each circuit.

The same type of irrigation heads shall be used for each circuit.

Valves and circuits shall be separated based on water use.

Drip irrigation systems are required for trees unless within lawn areas.

Serviceable check valves (or pressure compensating emitters for drip systems) are required where an elevation difference greater than 20 feet exists on any circuit.

Sprinkler head spacing shall be designed for head-to-head coverage.

The system shall be designed to minimize runoff and overspray to non-irrigated areas.

All irrigation systems shall be equipped with a controller capable of dual or multiple programming. Controllers must have multiple cycle start capacity and a flexible calendar program. Controllers must allow seven day or greater timing cycles.

Topography
No more than 5% of landscaped area of any lot or project may be berms or raised beds higher than one foot unless there is demonstrated need for sound or safety barrier.

All plantings on berms one foot or greater in height must be drought tolerant.

Only drip irrigation is allowed on berms more than 1 foot in height.

If allowed, berms must be no taller than 1/6 of their width.

Landscape plans are required that include, in addition to the standard plan requirements, the following:

The area irrigated (in square feet).

Precipitation rates for each valve circuit.

Monthly irrigation schedule for the plant establishment period (6-12 months) and for the firs year thereafter.

A watering schedule for each circuit from the plan must be posted inside the corresponding controller.

A grading plan with sufficient contours so that slope may be measured.

For lots with less than 5,000 square feet of landscaped area no grading plan is required.

Exceptions
The Staff Advisor may substitute or make exceptions for cause of any of the plants listed.

Variances
The above mandatory policies may be varied if the applicant proves that the water consumption for the project as a whole is equal to or less than what would occur if the policies were strictly applied.

Definition of Terms

Berm	Any area where the soil is raised 30 percent or more on its sides and as no retaining wall included.
Drip Line	Perimeter of outermost above ground branches or leaves extrapolated to ground.
Raised Beds	Areas of soil with retaining walks one foot or greater in heights.
Terrace	Creation of horizontal areas on sloped land through a series of steps, retained on the downhill side.

SECTION IV
Historic District Development

A. Development in Ashland's Historic District

Ashland's Historic District is very important to all of the City's residents. Not only does this area contain the City's beginnings, but it is also the area of some of the most prominent landmarks in Ashland, excluding the Plaza, East Main Street commercial area, Lithia Park, and many important residential districts. For the most part, the main architectural themes have already been laid down, and must be considered in the design of any new structures or renovation of existing structures. This does not mean that all new structures must be a lavish imitation of an architectural style whose heyday is past, but sensitivity to surrounding buildings and the existing land use patterns is essential to the successful development.

While it is critical that buildings be made habitable and safe, it is equally imperative that the architectural character of a building be respected in the process of structural improvements. Unfortunately, this has not always been done in Ashland. The architectural merit of a building has too often been sacrificed for a more contemporary design. For this purpose, the following standards were conceived as a guide to design decisions in the hope that the architectural integrity of Ashland's homes and commercial buildings will no longer be unnecessarily lost.

It is suggested that you think of your building as a whole – a single unit with no removable parts. Every change that you make can chip away at the integrity of the whole, like surgery. Efforts to personalize and update the building will leave you with an assortment of miscellaneous parts that bear no relation to each other, or to the original design. Wrought iron columns, asbestos shingles and aluminum frame windows have only one thing in common – the local hardware store. Older buildings in Ashland were built one at a time and such added options can obscure their individuality.

Restoration, Rehabilitation and Remodeling

Because there is so much activity these days in the improvement of older housing, new terminology has been introduced. The difference between "resorting", "rehabilitating", and "remodeling" may seem academic, but each results in a major difference in the way the job or project may turn out.

To "restore" is to return a building to its original condition as if it were a precious museum piece. This technique it typically used for structures of particular significance, such as historic landmarks where accuracy will serve an educational purpose as well as a visual one. Restoration is the most painstaking improvement process and usually the most expensive because it requires technical skill and historical precision for successful results. It can involve the removal of extraneous elements as well as the recreation of original features which may have become deteriorated or been destroyed. A fine example of a restoration project in Ashland is the Swedenberg home found on Siskiyou Boulevard. Great care has been taken to assure that the architectural integrity of the building exterior is practically identical to that when it was built in the early 1900s.

Remodeling a building is normally at the opposite end of the improvement spectrum from restoration. Unless it is done with sensitivity, to remodel a building is to redesign it so that

the generic features are obliterated and the basic character destroyed in the name of modernization. A remodeling job is to often considered a success if the original structure is unrecognizable in the end result. Remodeling is appropriately used for buildings which were constructed of inferior materials or for the buildings which have fallen into a state of disrepair due to vacancy or vandalism. Remodeling can also be a proper course of action when a structure undergoes a change in use, say from a single-family residence to commercial office space.

Unfortunately, it is quite common for a house to be remodeled and totally divested of its valuable characteristics when conditions do not require such radical treatment. Hence, the expression “remodel” can have bad connotations. To many people it suggests a waste of valuable resources. It is possible, however, to remodel with sensitivity, especially with the help of a talented architect.

To “rehabilitate” is to take corrective measures which will make a structure livable again. Some aspects of rehabilitation entail renovation and the introduction of new elements. Fore example, it is likely that outmoded electrical circuits would be required to be brought up to code to ensure safety and to provide adequate service for today’s modern appliances. When rehabilitating a building, it is essential to protect the structural and decorative characteristics which belong to the architectural style. These are the very features through which the visual integrity and the economic value of the building are preserved. Modern elements shall only be introduced absolutely necessary, and in a manner which is sympathetic to the original design. An excellent example of a successful rehabilitation is the Ashland Community Center on Winburn Way.

The rewards of sensitive home improvements are many. First there is the satisfaction of knowing you have done the job right. Second, there is the gratification from compliments of other people who appreciate what you have done. Third, there is the pleasure of living in an attractive, comfortable and historically preserved home. While these benefits are difficult to measure, such restoration or rehabilitation can result in significant economic benefits. A perceptive combination of restoration and remodeling will actually contribute to the resale value of your home. Finally, a good rehabilitation project can be surprisingly influential on an entire neighborhood.

The City of Ashland has adopted ordinances to assure that all development, including development in the Historic District, remains compatible with the existing integrity of the district. In new construction of a single-family residence, the Historic Commission will use these standards to make recommendations to the applicant.

If an applicant requires a Staff Permit, Site Review, or a Conditional Use Permit which involves new construction, a remodel, or any use greater than a single-family use, the authority exists in the law for the Staff Advisor and the Planning Commission to require modifications in the design to match these standards. In this case the Historic Commission advises both the applicant and the Staff Advisor or other City decision maker.

B. Rehabilitation and Remodel Standards

The purpose of the following standards is to prevent incompatible structures and design and ensure the proper use of materials and details within the Historic District:

IV-B-1 Be sure the remodeled portion has exterior wall finish that matches the existing or original material.

IV-B-2 Design window additions are to duplicate existing or original windows.

IV-B-3 Design the roof on additions or remodels to have the same pitch as the original pitch as the original roof. Extend the ridge lines where possible. On one-story rear additions, shed roofs are acceptable.

IV-B-4 Match the style of any porch or entry addition to the original or existing style of the front of the structure.

IV-B-5 Match the colors of any additions to the colors used on the existing exterior.

IV-B-6 Try to rehabilitate and restore as many features as possible.

IV-B-7 Sawn shingle and, for economy composition roofs are preferred. Asphalt shingles which match existing color and texture are acceptable. Shake shingles, tile and metal roofs are not compatible with most Ashland architectural styles (there are a few exceptions).

IV-B-8 Diagonal and vertical siding are not compatible in most cases.

IV-B-9 Imitative materials such as asphalt siding, wood textured aluminum siding or artificial stone are not compatible.

IV-B-10 Any detached structures shall be compatible with the existing building and conform to the above standards.

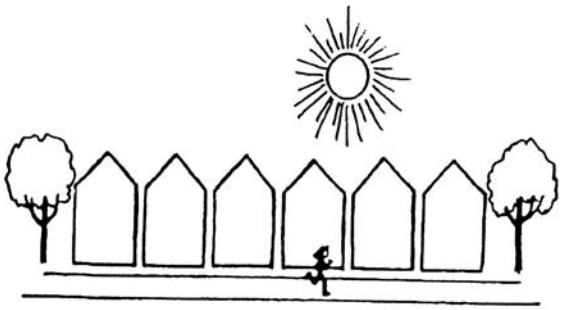
IV-B-11 Styles of other eras or locals, such as Tudor and Western styles are to be avoided.

C. Historic District Design Standards

In addition to the standards found in Section II, the following standards will be used by the Planning and Historic Commission for new development and renovation of existing structures within the Historic District:

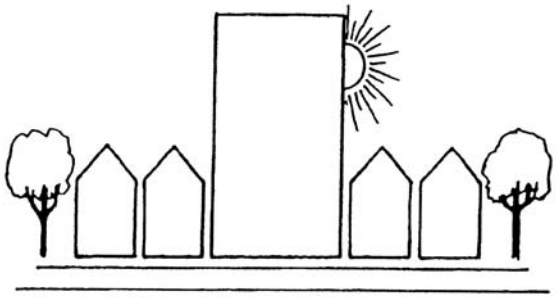
IV-C-1 Height

RECOMMENDED



Construct buildings to a height of existing buildings from the historic period on and across the street.

AVOID



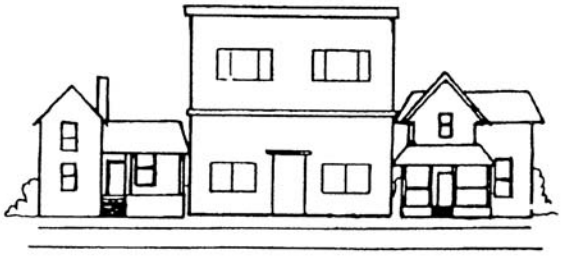
Avoid construction that greatly varies in height (too high or too low) from older buildings in the vicinity.

IV-C-2 Scale

RECOMMENDED

Relate the size and proportions of new structures to the scale of adjacent buildings

AVOID



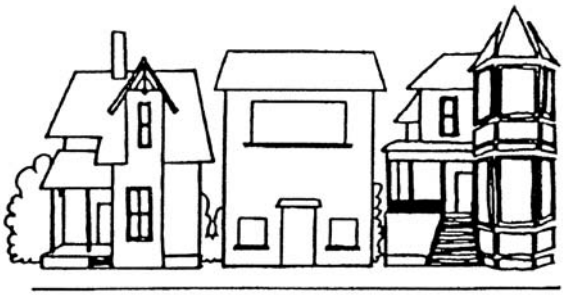
Avoid buildings that in height, width, or massing, violate the existing scale of the area.

IV-C-3 Massing

RECOMMENDED

Break up uninteresting boxlike forms info smaller, varied masses which are common on most buildings from the historic period.

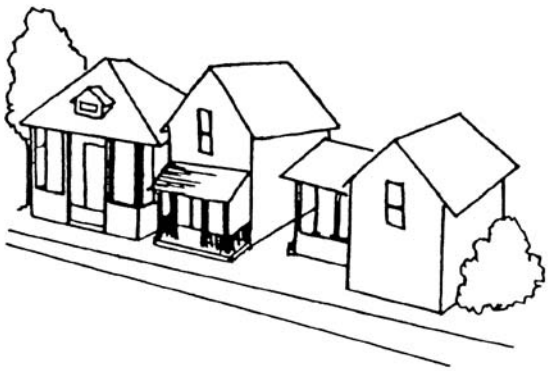
AVOID



Avoid single, monolithic forms that are not relieved by variations in massing.

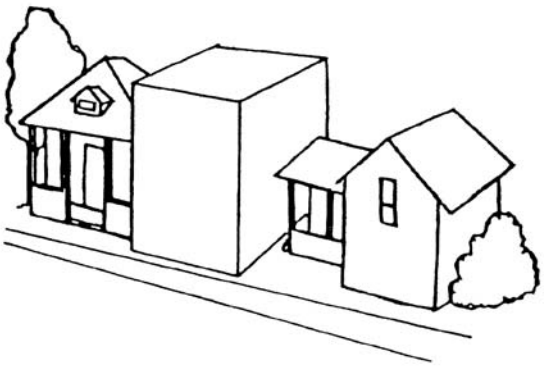
IV-C-4 Setback

RECOMMENDED



Maintain the historic façade lines of streetscapes by locating front walls of new buildings in the same plane as the facades of adjacent buildings.

AVOID



Avoid violating the existing setback pattern by placing new building in front or behind the historic façade line.

IV-C-5 Roof Shapes

RECOMMENDED

Relate the new roof forms of the building to those found in the area.

AVOID

Avoid introducing roof shapes, pitches, or materials not traditionally used in the area.

IV-C-6 Rhythm of Openings

RECOMMENDED

Respect the alternation of wall areas with door and window elements in the façade. Also consider the width-to-height ratio of bays in the façade.

AVOID

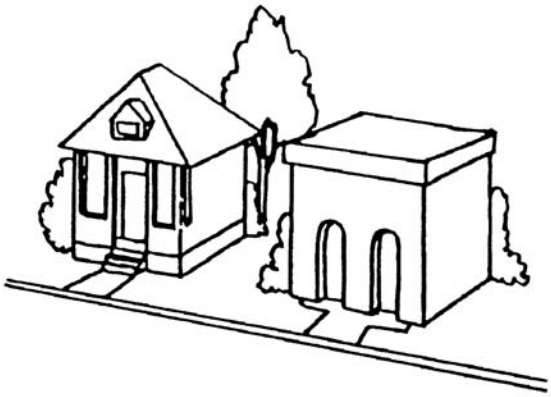
Avoid introducing incompatible façade patterns that upset the rhythm of opening established by the surrounding structures.

IV-C-7 Platforms

RECOMMENDED

The use of a raised platform is a traditional siting characteristic of most of the older buildings in Ashland.

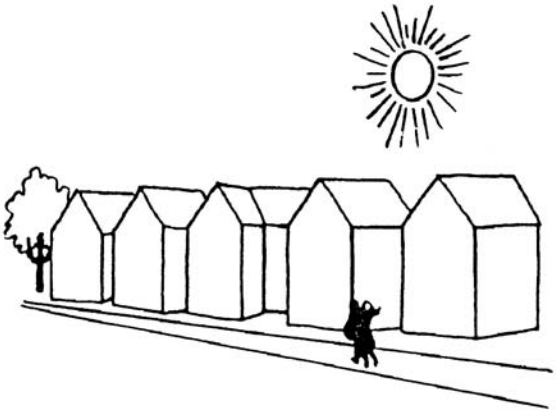
AVOID



Avoid bringing the walls of buildings straight out of the ground without a sense of platform.

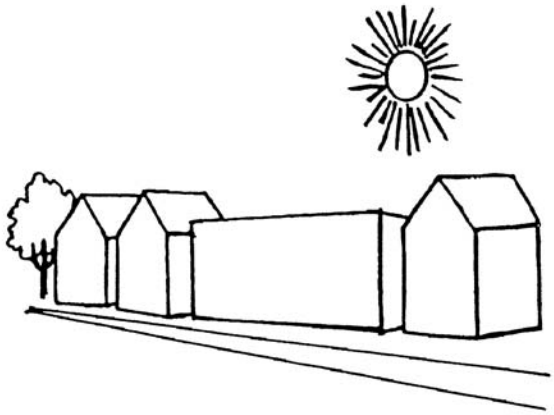
IV-C-8 Directional Expression

RECOMMENDED



Relate the vertical, horizontal or nondirectional façade character of new buildings to the predominant directional expression of nearby buildings.

AVOID



Avoid horizontal or vertical façade expressions unless they are compatible with the character of structures in the immediate area.

IV-C-9 Sense of Entry

RECOMMENDED

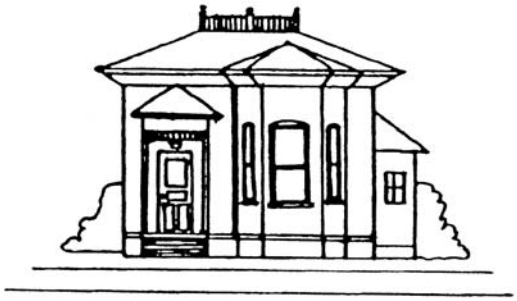
Articulate the main entrances to the building with covered porches, porticos, and other pronounced architectural forms.

AVOID

Avoid façades with no strong sense of entry.

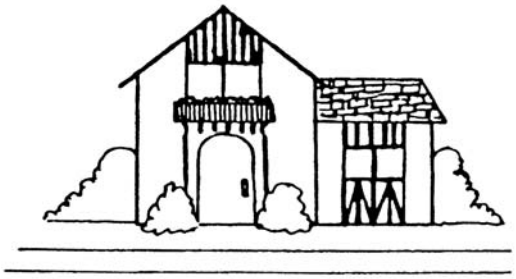
IV-C-10 Imitations

RECOMMENDED



Utilize accurate restoration of, or visually compatible additions to, existing buildings. For new construction, traditional architecture that well represents our own time, yet enhances the nature and character of the historic district should be used.

AVOID



Avoid replicating or imitating the styles, motifs, or details of older periods. Such attempts are rarely successful and, even if well done, present a confusing picture of the true character of the historical area.

SECTION V
Ashland Boulevard Corridor

Introduction

The Ashland Boulevard Corridor is located between the intersection of Siskiyou Boulevard to the west and the Interstate 5 interchange to the east. In general, the area boundary includes the lots fronting (to the north and south) the Highway 66 right-of-way. This main City arterial street is comprised of Ashland Street, Greensprings Highway and Highway 66.

Presently, varieties of land uses (retail/commercial, employment, institutional and residential) as well as a collage of building types and vacant lands are located along this corridor. This City arterial is an important transportation element because it is one of the three entrances to Ashland, it links the downtown with hotel accommodations and the airport, and it is a commercial and retail center, primarily for local residents.

In addition, the land within and adjacent to the corridor, both commercial and residential, is for the most part, underdeveloped or undeveloped. Much of the future economic growth of the City will probably be centered in this location.

The City Council and Planning Commission have recognized the potential of the corridor and requested special design studies be performed to insure its planned development. During those studies it was determined that the image of the corridor portrays a typical “strip development”. These types of development are in the fringe areas of towns throughout the United States. Vast areas or asphalt paving, minimal landscaping, and uninspired architecture are indicative of these strip developments, resulting in large part to the dominance of the automobile as the only form of transit. In Ashland, a town noted for its charm, natural beauty and culture, this type of development is a contradiction. The corridor does however offer opportunities such as views to the mountains and foothills, landscaped open space, and large lots.

Recognizing these opportunities, the City of Ashland desires to develop this area according to standards which will create an environment reflective of Ashland’s community image. A key factor in achieving this goal is to reduce the auto-orientation of this environment by encouraging pedestrian amenities and urban design strategies, thereby instilling a sense of community pride in the property owners and merchants of this area.

The design standards listed below will provide the City with direction for the future development of this key commercial and retail corridor. It is important to note that this work must be a cooperative effort between the private and public sectors of the community.

Design Standards

Public Land in the Street Right-of-Way

In concert with the design standards for the private development of the corridor, the design standards for the public right-of-way are intended to provide an attractive street environment which will encourage pedestrian usage and public safety.

POLICY

Improvements in the public right-of-way shall meet the following standards:

V-A Landscape Median

V-A-1) Twelve foot wide minimum with left turn pockets in limited but appropriate locations, approximately every 400 feet.

V-A-2) Small flowering trees, low water use and low maintenance (12 foot spread max.) shrubs and ground cover shall be planted.

V-A-3) Lighting shall be scaled to highway scale light standards.

V-B Sidewalk*

V-B-1) A two foot wide minimum area for street tree placement is required.

V-B-2) Trees shall be drought tolerant and hardy, placed with root barriers and either bricked in plantings, tree grates, or on landscaped strips with ground cover.

V-B-3) Six foot wide, textured or scored concrete sidewalk in addition to the street tree area (total widths would be a minimum of eight feet).

V-B-4) Pedestrian scaled light fixtures place in the street tree strip.

V-B-5) Specially designed street name signs.

***NOTE** Some of these standards are superseded by standards described in the adopted *Ashland Street Standards – A Handbook for Planning and Designing Streets*

V-C Special Pedestrian Areas

V-C-1) Pedestrian refuges protected from weather shall be placed near transit stops, or at intervals of 400 feet in the corridor if no transit stop is nearby.

V-C-2) Textured concrete or unit masonry paving shall be used in these areas to differentiate them from other areas.

V-C-3) Street furniture (benches, drinking fountains, new racks, etc.) shall be included for the comfort and convenience of the pedestrian.

SECTION VI
Downtown Ashland

Adopted by the Ashland City Council August 7, 1998
Ordinance #2825

Introduction

Ashland's downtown is without doubt the most important fifty-five acres in the city. For over 100 years if has been the community's economic center. The downtown boasts one of the most beautiful parks in the country, and the Oregon Shakespeare Festival annually draws thousands of theater goers. Ashland's charm, cultural offerings and lovely location have not been lost on those who visit, and during the last two decades the City's population has risen from 11,000 to 16,000. However, downtown economic growth has significantly exceeded population growth. The downtown retail spaces have increased, office spaces have doubled and tourist traffic has grown over 600 percent. Downtown automobile traffic has nearly doubled and pedestrian traffic counts have risen over 200 percent to 900 percent.

Such growth demands changes in planning and development, but Ashland's citizens insist that these changes allow the downtown to maintain its integrity and its unique character. Community participation has always been integral to Ashland's development. Citizens' affection for the city and desire to increase the culture, physical grace, and the economy have encouraged residents to support Southern Oregon State College, Lithia Park, the Shakespeare Festival and numerous other community enterprises and improvements.

Historically the city center, the downtown, began at the Plaza area and extended southeast along East Main Street. Only about one-half mile long, the area now extends from the intersection of Helman and North Main Streets on the northwest, to the Ashland Library on the southeast. It is approximately one-quarter mile wide and extends from Hargadine Street to "B" Street. Main areas are the Plaza, including the entrance to Lithia Park and Guanajuato Way, the Oregon Shakespeare Festival theaters, the East Main Street business district, the business area around the Ashland Library, Lithia Way/"C" Street, the property surrounding the old armory, and the Newbry property – the large vacant parcel of land bounded by the viaduct and by Helman Commercial, and Water Streets, know as the Water Street Annex.

This downtown area is the employment center of the community, and in 1988 employed 25 percent of all city employees. Sixty-three percent of these were employed by restaurants, the Oregon Shakespeare Festival and retail businesses which cater primarily to tourists in the summer months.

With 197 businesses, the downtown is also a thriving business center. The businesses are diverse ranging from light manufacturing and auto repair to tourist gift shops and law offices. Retail businesses comprise most of the square footage and are concentrated along Main Street. Many of these retail businesses are specialty stores which attract consumers throughout southern Oregon and northern California. Catering to the local tourist and regional markets has preserved the downtown's economic vitality and health.

In addition to being the employment and business center, the downtown is also the community's social and arts and entertainment center. Increased pedestrian amenities and bike paths have encouraged residents and tourists alike to enjoy the downtown by foot or bicycle or simply by

sitting on the many benches and planters which have been furnished. The Oregon Shakespeare Festival, several smaller theatres, nightclubs and restaurants provide tourist and residents with numerous opportunities for a pleasurable night out.

The combination of these factors – economic health, cultural are artistic offerings, attractiveness, location a pleasant pedestrian and bicycling environment – have endowed Ashland with the attractive qualities of a tourist town and the advantages of being a real center for a rural town.

There are, of course, some problems which exist as a result of growth and change. The major problems which have been identified are:

Economic: The need to be less dependent on the tourist industry, particularly a single facet of that sector – the Oregon Shakespeare Festival – and to promote growth in the retail and services sectors, especially those that service the local, tourist, and regional markets.

Automobile and Traffic: Parking is a problem throughout the year, but particularly during the peak tourist summer months. Although facts indicate hat parking demand is not entirely met by existing facilities, it may not be financially or environmentally wise to accommodate the highest peak days. As traffic congestion continues to increase, the city and residents will have to adapt to different traffic patterns and use alternative forms of transport in order to alleviate the problem.

Pedestrian Traffic: The substantial increase in pedestrian traffic has spurred improvements in pedestrian amenities such as benches, planters and fountains to encourage pedestrian flow through the length of the downtown. Ongoing renovation will be needed to help accommodate the ever-growing number of people.

Ashland Downtown Plan

The City of Ashland Downtown Plan is the guiding document for all downtown site design. It provides a comprehensive review of downtown Ashland's historical development and current trends and needs. In addition, it outlines specific actions intended for implementation within five years. These actions are divided into four major sections: Physical Development, Downtown Management, Regulation, and Economic Development. Although most of these actions will be taken by the municipal government, it will include the city's partners in downtown improvements – the Parks and Recreation Commission, the Chamber of Commerce, the Ashland Downtown Association, the Oregon Shakespeare Festival and others. It is imperative that builders and developers are familiar with the actions and follow current guidelines.

Redevelopment in the Downtown

Three large historic buildings will probably see more intense uses in the next twenty years – the Masonic Lodge, the Elks Lodge, and the Mark Anthony Hotel. Other buildings will undoubtedly redevelop, and conformance with both the city's historic guidelines and the downtown development criteria should insure that the developments are positive.

Downtown Design Standards (Amended August 4, 1998: Ordinance #2825)

The purpose of the Downtown Design Standards is to respect the areas unique heritage and to enhance the appearance and livability of the area as it develops and changes. Based upon common features found in the downtown, the standards provide a foundation for prospective applicants, citizens, and community decision makers to direct change in a positive and tangible

way. It is not the intent of the Design Standards to freeze time and halt progress or restrict an individual property owner's creativity, but rather to guide new and remodeled proposals to be in context with their historic surroundings. Personal choice should be and can be expressed within the framework of the standards.

While many communities across America are attempting to “create” or “re-create” an urban downtown of their own, the Downtown Design Standards are attempt to preserve what Ashland already has; a “main street’ historical district with diverse individual buildings that collectively create an organized, coordinated and ageless rhythm of buildings. As a collective group, the downtown can retain its “sense of place”, its economic base, its history and its citizen’s vision.

Under the procedures of the City’s Site Design and Review Process, the applicant must demonstrate the proposal meets all of the design standards in order for the decision making body to approve the proposal. As such, the standards should help increase objectivity and reduce subjectivity.

The following criteria are adopted with this plan and shall be used as part of the land use approval process:

VI-A <u>Height</u>

1. Building height shall vary from adjacent buildings, using either “stepped” parapets or slightly dissimilar overall height to maintain the traditional “staggered” streetscape appearance. An exception to this standard would be buildings that have a distinctive vertical division/façade treatment that “visually” separates it from adjacent buildings. (Illustration: Recommend 1, 5 & 10; Avoid 3)
2. Multi-story development is encouraged in the downtown. (Illustration: Recommend 1, 5, 6 & 10).

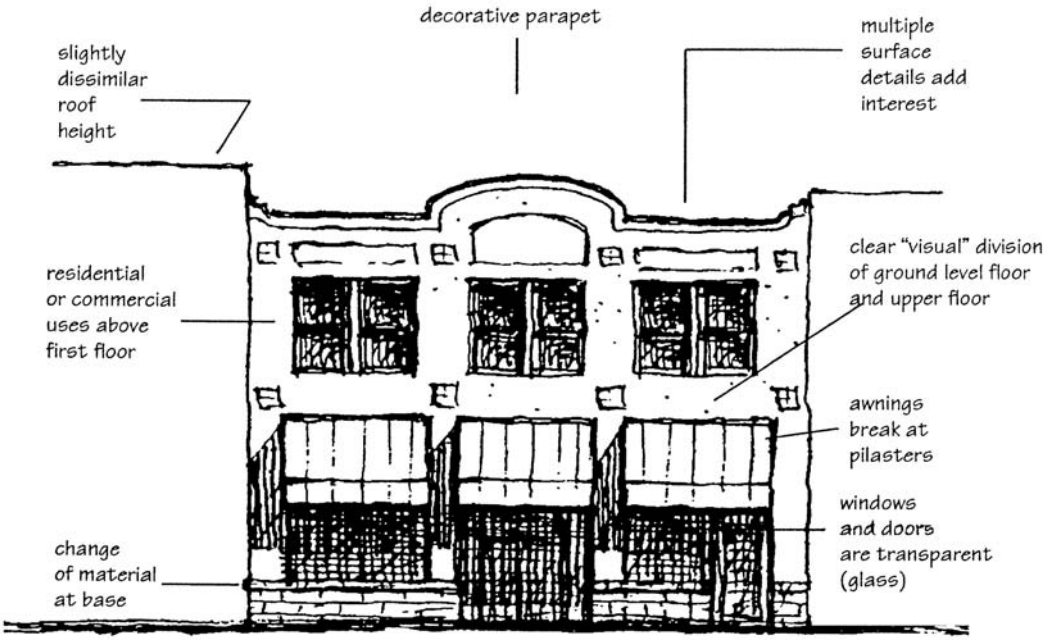


ILLUSTRATION 1

RECOMMENDED

VI-B Setback

1. Except for arcades, alcoves and other recessed features, building shall maintain a zero setback from the sidewalk or property line (Illustration: Recommend 2, 5, 6 & 10). Areas having public utility easements or similar restricting conditions shall be exempt from this standard.
2. Ground level entries are encouraged to be recessed from the public right-of-way to create a "sense of entry" through design or use of materials (Illustration: Recommend 2, 5, 6 & 10; Avoid 3).
3. Recessed or projecting balconies, verandas or other useable space above the ground level on existing and new buildings shall not be incorporated in a street facing elevation (Illustration: Avoid 4 & 7).

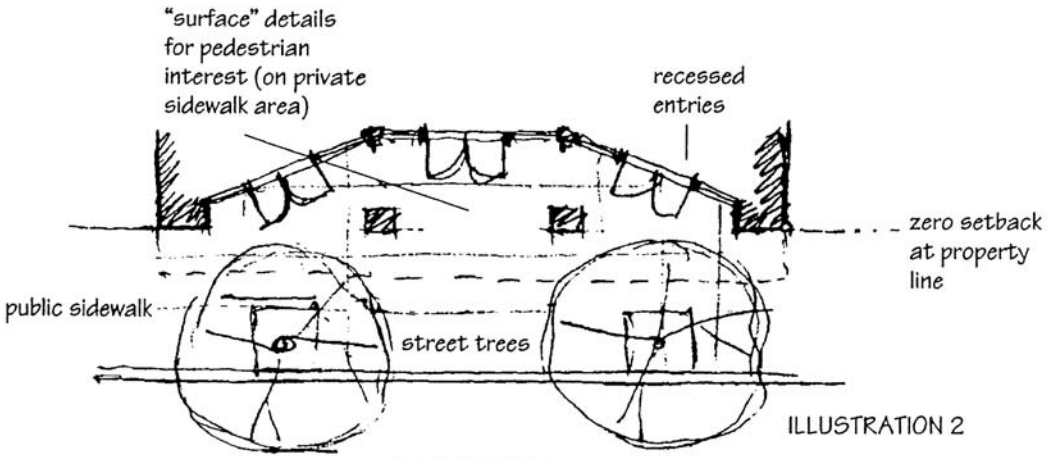


ILLUSTRATION 2

RECOMMENDED

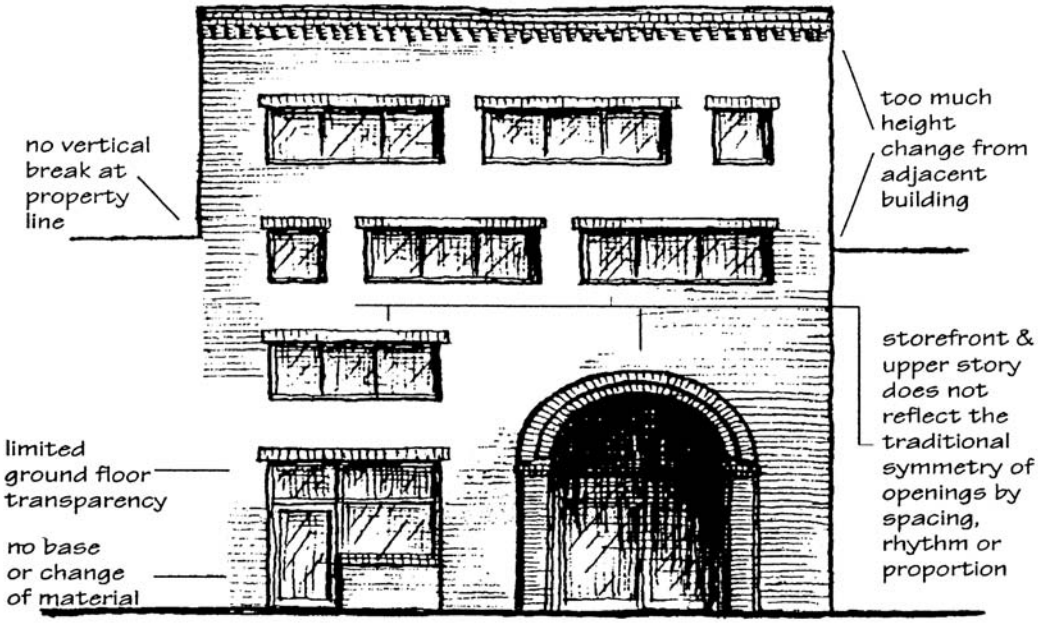


ILLUSTRATION 3

AVOID

VI-C Width

1. The width of a building shall be extended from side lot line to side lot line (Illustration: Recommend 5). An exception to this standard would be an area specifically designed as plaza space, courtyard space, dining space or rear access for pedestrian walkways.
2. Lots greater than 80' in width shall respect the traditional width of buildings in the downtown area by incorporating a rhythmic division of the façade in the building's design (Illustration: Recommend 5 & 10; Avoid 3).

VI-D Openings

1. 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 (Illustration: Recommend 1, 5, 6 & 10).
2. Scale and proportion of altered or added building elements, such as the size and relationship of new windows, doors, entrances, column and other building features shall be visually compatible with the original architectural character of the building (Illustration: Recommend 5 & 6; Avoid 4 & 9).

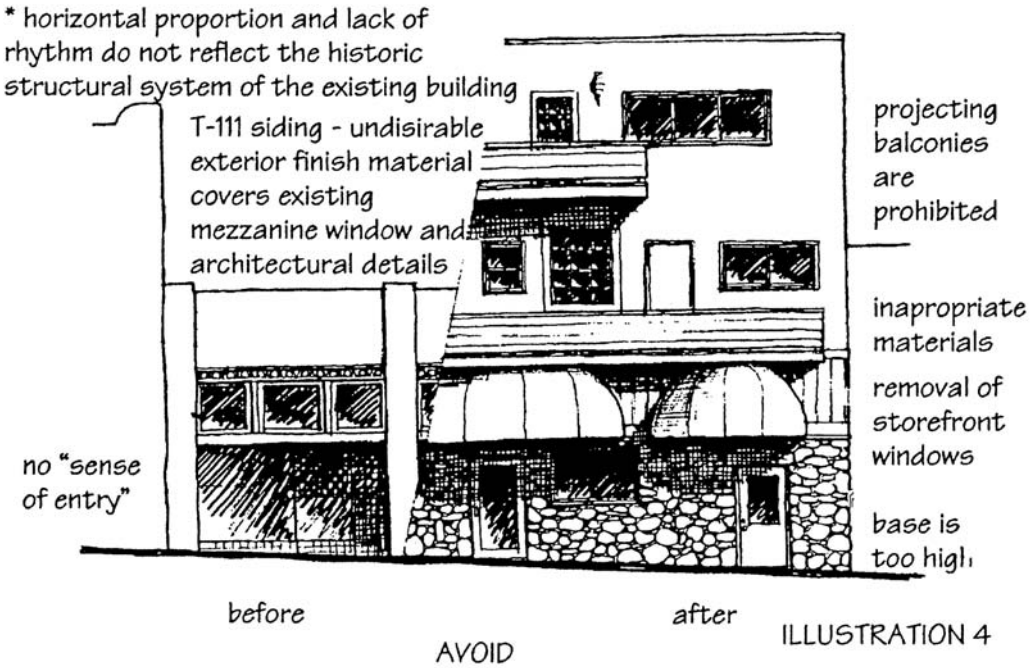
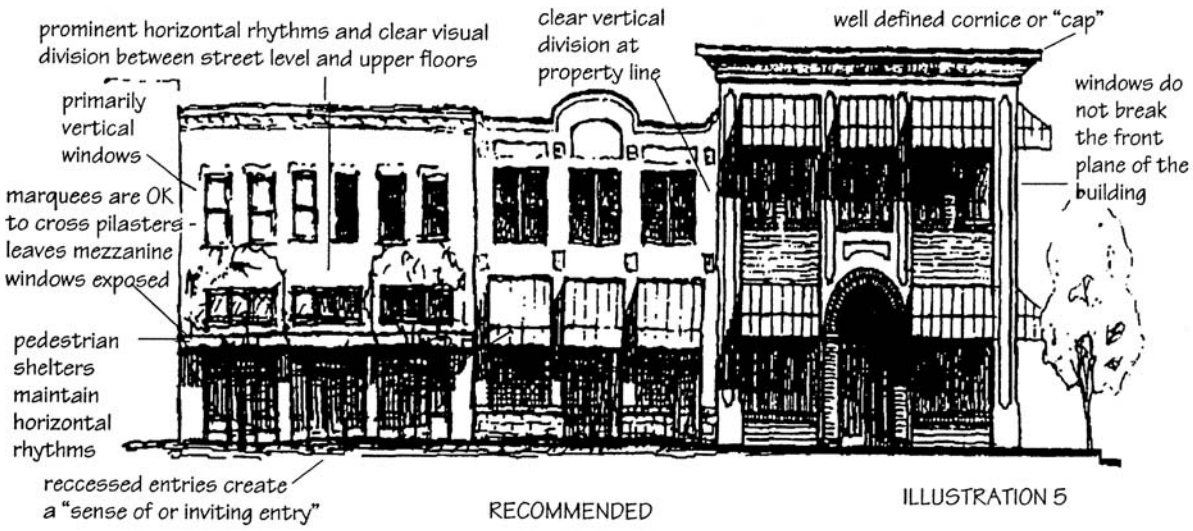


ILLUSTRATION 4



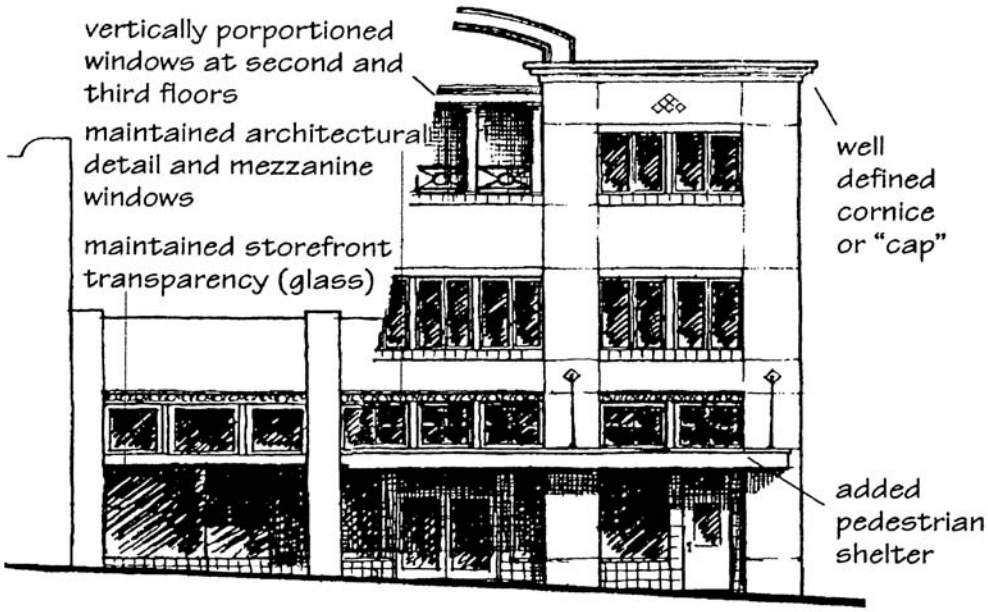
3. Upper floor windows orientation shall primarily be vertical (height greater than width) (Illustration: Recommend 1, 5 & 6; Avoid 8).
4. Except for transom windows, windows shall not break the front plane of the building (Illustration: Recommend 5).
5. Ground level entry doors shall be primarily transparent (Illustration: Recommend 10; Avoid 4).
6. Windows and other features of interest to pedestrians such as decorative columns or decorative corbelling shall be provided adjacent to the sidewalk (Illustration: Recommend 1 & 5; Avoid 4 & 7). Blank walls adjacent to a public sidewalk are prohibited.

VI-E <u>Horizontal Rhythms</u>

1. Prominent horizontal lines at similar levels along the street's street front shall be maintained (Illustration: Recommend 1, 5, 6 & 10; Avoid 4 & 8).
2. A clear visual division shall be maintained between ground level floor and upper floors (Illustration: Recommend 1, 5, 6 & 10).
3. Buildings shall provide a foundation or base, typically from ground to the bottom of the lower window sills, with changes in volume or material, in order to give the building a "sense of strength' (Illustration: Recommend 1, 5 & 10; Avoid 4 & 8).

VI-F <u>Vertical Rhythms</u>

1. New construction or storefront remodels shall reflect a vertical orientation, either through actual volumes or the use of surface details to divide large walls, so as to reflect the underlying historic property lines (Illustration: Recommend 5 & 6; Avoid 3).



before after

RECOMMENDED ILLUSTRATION 6

2. Storefront remodeling or upper story additions shall reflect the traditional structural system of the volume by matching the spacing and rhythm of historic openings and surface detailing (Illustration: Recommend 6; Avoid 4 & 9).

VI-G <u>Roof Forms</u>

1. Sloped or residential style roof forms are discourage in the downtown area unless visually screened from the right-of-way by either a parapet or a false front. The false front shall incorporate and well defined cornice line or "cap" along all primary elevations (Illustration: Recommend 1, 5 & 10; Avoid 7).

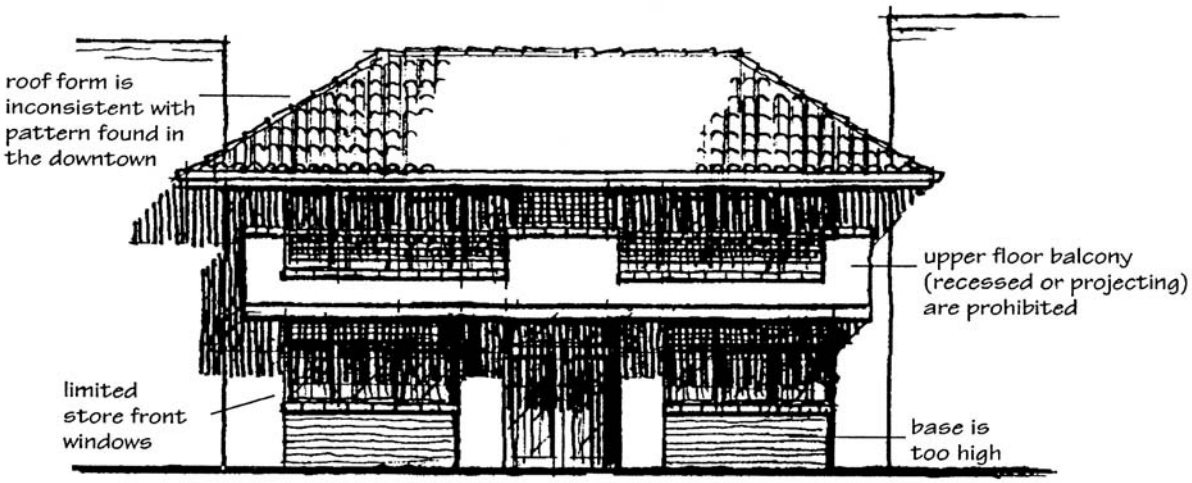


ILLUSTRATION 7

AVOID

VI-H Materials

1. Exterior building materials shall consist of traditional building materials found in the downtown area including block, brick, painted wood, smooth stucco, or natural stone (Illustration: Avoid 4 & 9).
2. In order to add visual interest, buildings are encouraged to incorporate complex "paneled" exteriors with columns, framed bays, transoms and windows to create multiple surface levels (Illustration: Recommend 1, 5 & 10; Avoid 7, 8 & 9).

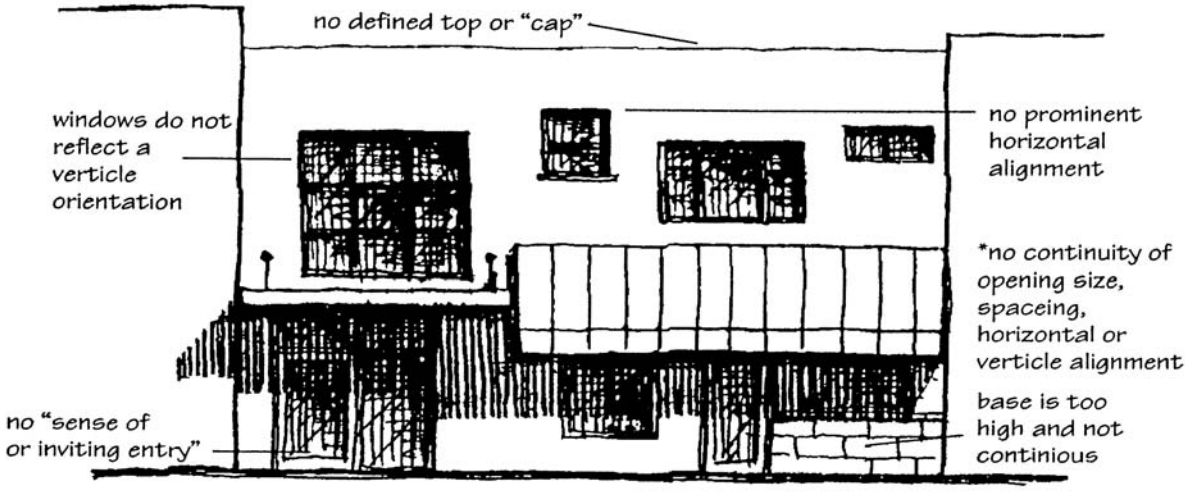


ILLUSTRATION 8

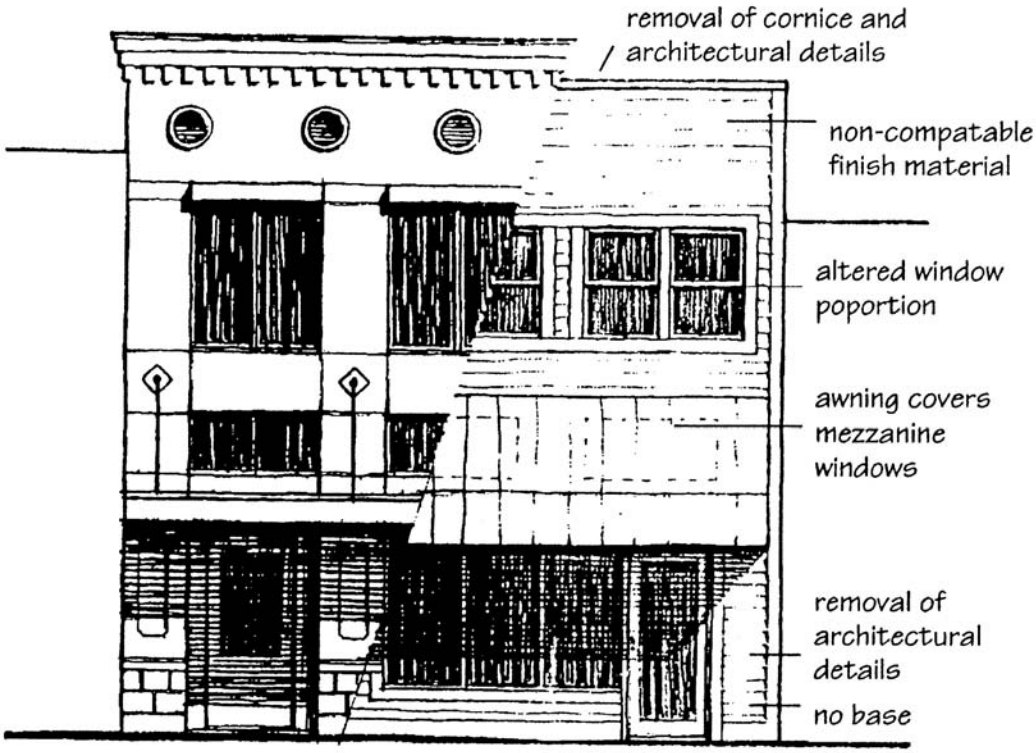
AVOID

VI-I Awnings, Marquees or Similar Pedestrian Shelters

1. Awnings, marquee or similar pedestrian shelters shall be proportionate to the building and shall not obscure the building's architectural details. If mezzanine or transom windows exist, awning placement shall be placed below the mezzanine or transom windows where feasible (Illustration: Recommend 1, 5, 6 & 10; Avoid 4 & 9).
2. Except for marquees – similar pedestrian shelters such as awnings shall be placed between pilasters (Illustration: Recommend 1 & 5; Avoid 9).
3. Storefronts with prominent horizontal lines at similar levels along the street's storefront shall be maintained by their respective sidewalk coverings (Illustration: Recommend 5; Avoid 8).

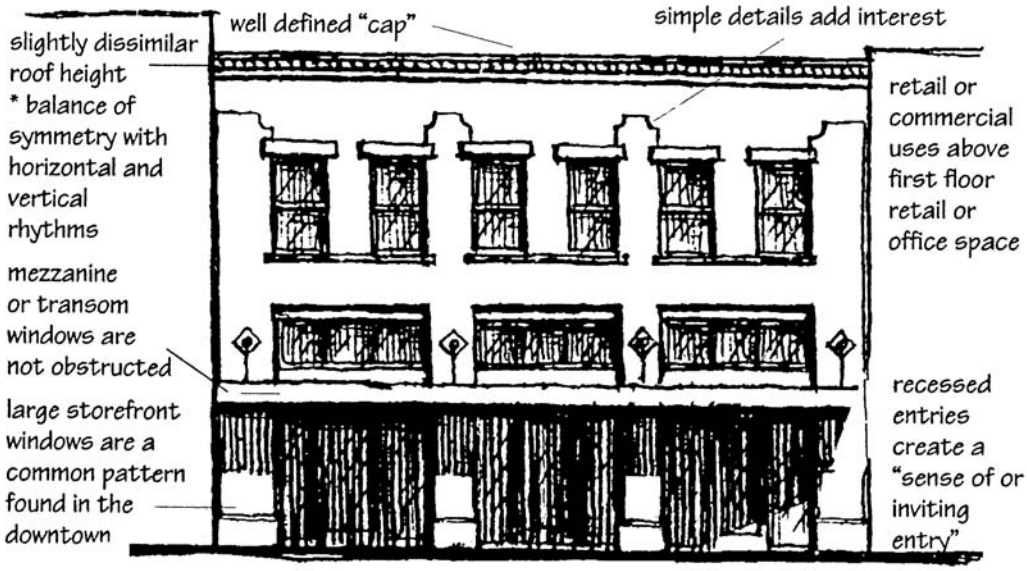
VI-J Other

1. Non-street or alley facing elevations are less significant than street facing elevations. Rear and sidewalls of buildings should therefore be fairly simple, e.g., wood, block, brick, stucco, cast stone, masonry clad, with or without windows.
2. Visual integrity of the original building shall be maintained when altering or adding building elements. This shall include such features as the vertical lines of columns, piers, the horizontal definition of spandrels and cornices, and other primary structural and decorative elements (Illustration: Recommend 6; Avoid 4 & 9).



before AVOID after ILLUSTRATION 9

3. Restoration, rehabilitation or remodeling projects shall incorporate, whenever possible, original design elements that were previously removed, remodeled or covered over (Illustration: Recommend 6; Avoid 4 & 9).
4. Parking lots adjacent to the pedestrian path are prohibited (Refer to Site Design and Use Standards, Section II-D, for Parking Lot Landscaping and Screening Standards). An exception to this standard would be paths required for handicapped accessibility.



RECOMMENDED ILLUSTRATION 10

5. Pedestrian amenities such as broad sidewalks, surface details on sidewalks, arcades, alcoves, colonnades, porticoes, awnings, and sidewalk seating shall be provided where possible and feasible.
6. Uses which are exclusively automotive such as service stations, drive-up windows, auto sales, and tire stores are discouraged in the downtown. The City shall use its discretionary powers, such as Conditional Use Permits, to deny new uses, although improvements to existing facilities may be permitted.

VI-K Exception to Standards

An exception to the Downtown Design Standards is not subject to the Variance requirements of Section 18.100 of the Ashland Municipal Code and may be granted with respect to the Downtown Design Standards if all of the following circumstances are found to exist:

1. There is demonstrable difficulty in meeting the specific requirements of this chapter due to a unique or unusual aspect of the site, an existing structure or proposed use of the site;
2. There is demonstrable evidence that the alternative design accomplishes the purpose of the Downtown Design Standards and Downtown Plan in a manner that is equal or superior to a project designed pursuant to this standard or historical precedent (Illustration; Recommend 11).
3. The exception requested is the minimum necessary to alleviate the difficulty of meeting the Downtown Design Standards.

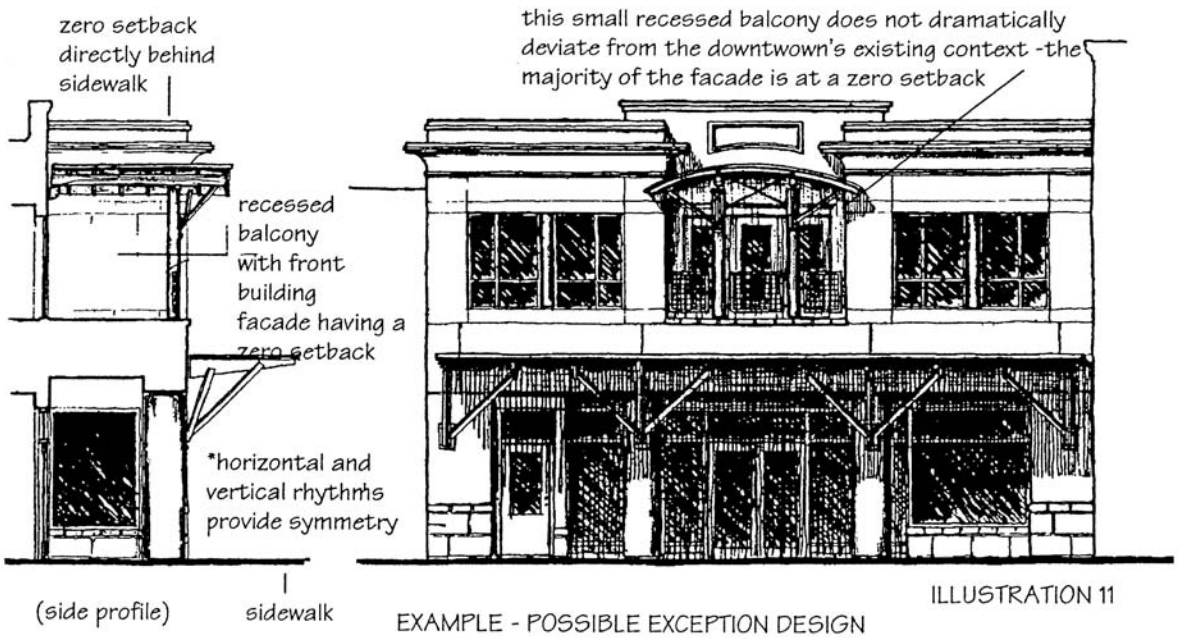
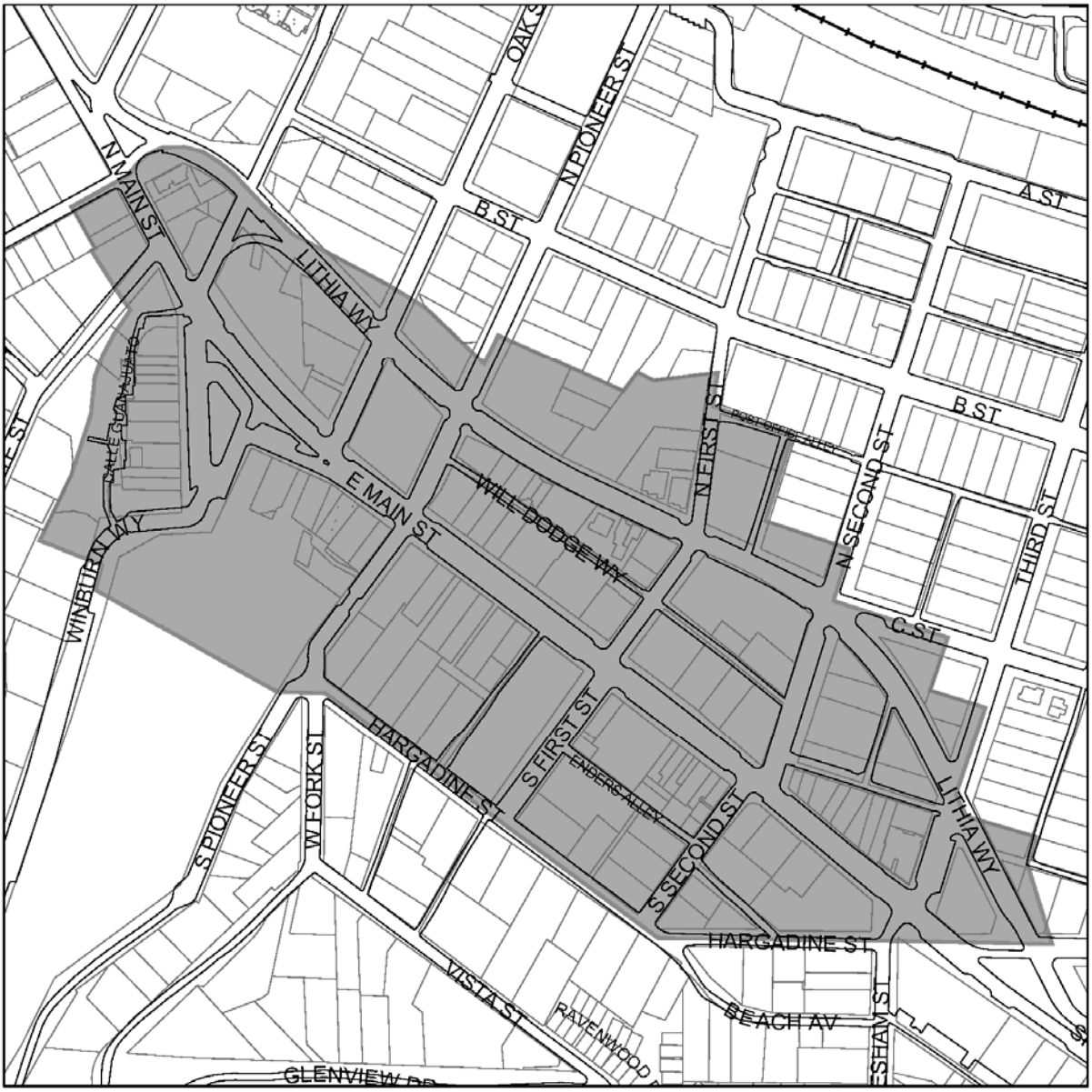


ILLUSTRATION 11

Downtown Design Standards Zone



SECTION VII
North Mountain Neighborhood Design Standards

Adopted by the Ashland City Council April 2, 1997
Ordinance #2800

Introduction

The initiation of this neighborhood plan was directed by the City Council of the City of Ashland. A Steering Committee, comprised of residents and property owners, was formed and the guidelines were developed as a joint effort by the Steering Committee and Community Development Department's planning staff members. Throughout the process and during three study sessions, additional input from the Ashland Planning Commission was given staff and formulated into this document.

In addition, the City received a grant from the Oregon Department of Land Conservation and Development (DLCD) and the Oregon Department of Transportation (ODOT) for the hiring of the consulting firm Lennartz & Coyle, Architects & Town Planners. Lennartz & Coyle completed a four day planning charrette with the citizens of Ashland to formulate the basic land use principles for the North Mountain Neighborhood.

Location and Character

The North Mountain Neighborhood Plan Area contains approximately 53 acres and is located south of Interstate 5 and north of the North Mountain Avenue/Hersey Street intersection. Access to the area is provided via North Mountain Avenue. The characteristics of the area consist of rolling terrain and pastures, the Bear Creek Flood Plain, possible jurisdictional wetlands, and approximately nine residences dot the landscape. The area has been included in the Ashland City limits or many years, but has experienced limited growth due to a lack of public facilities including, sewer, water and paved streets. When the City's Comprehensive Plan was prepared in the late 1970s, this area was given a large lot zoning designation to discourage urbanization until full urban services were available. Therefore, the zoning has been RR.5 (half acre zoning) for more than 20 years.

Recently, the construction of a Senior Housing complex consisting of multiple housing types has begun east of the subject area. The land use pattern and building architecture of the Senior Housing project is similar to the Design Standards established within this document.

Purpose of the Design Standards

The purpose of the plan is to provide a comprehensive set of design standards, policies, and regulations to guide future development within the identified plan area. Through the use of the standards a greater sense of neighborhood can be accomplished, as well as accommodating all forms of transportation, including waling bicycling and busing.

A. Housing

1. Architectural Design
2. Orientation
3. Repetitive Elevations
4. Building Setbacks
5. Garage and Accessory Structure Setbacks
6. Terracing
7. Porches
8. Driveways
9. Accessory Residential Units

B. Neighborhood Central

1. Transitional Architectural Design
2. Architectural Character
3. Building Setbacks & Height
4. Parking: Location, Design and Joint Use
5. Mixed Uses

C. Street Types and Design

1. Street Types
2. Planter Strips
3. Street Lighting
4. Street Furniture

D. Open Space and Neighborhood Focal Points

1. Open Space
2. Neighborhood Focal Points

A. Housing

The following design standards are intended to describe specific site planning and design principles for residential developments. While the standards are specific, the intent is not to limit innovative design, but rather provide a framework for clear direction and minimum standards.

Architectural Design

Residential dwelling's street elevations shall be broken with reveals, recesses, trim elements and other architectural features for interest. In addition, two of the following nine design features must be provided along the front of each residence.

1. Dormers
2. Gables
3. Recessed entries
4. Covered porch entries
5. Cupolas
6. Pillars or Posts
7. Bay window (min. 12" projection)
8. Eaves (min. 6" projection)
9. Off-sets in building face or roof (min. 16")

Orientation

One of the best ways to make a residence and neighborhood welcoming is to orient the primary elevation towards the street. Without having to incorporate significant architectural features to embellish the front of a residence, a front door, framed by a simple porch or portico, clearly visible from the street creates not only neighborly friendliness, but also neighborhood awareness.

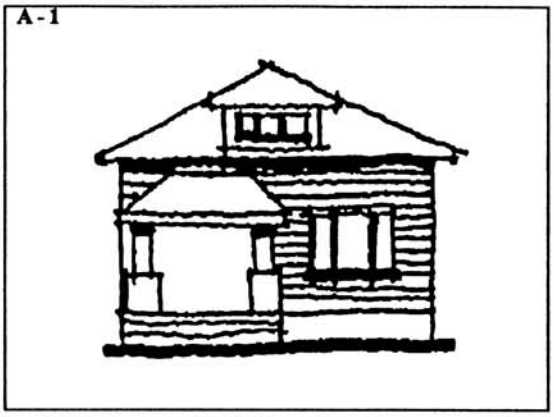
Repetitive Elevations

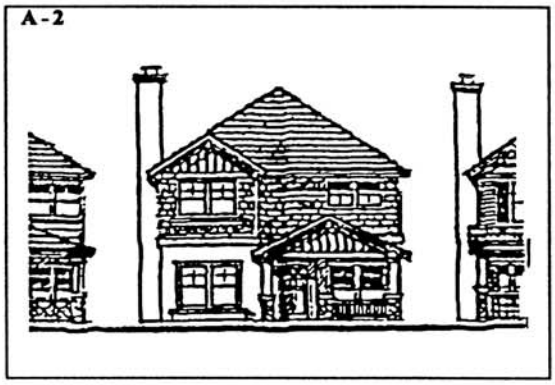
Excessive repetition of identical floor plans and elevations are not interesting and lack imagination the information age allows today's architects and design professionals to generate diverse, attractive and functional house plans at a minimal expense.

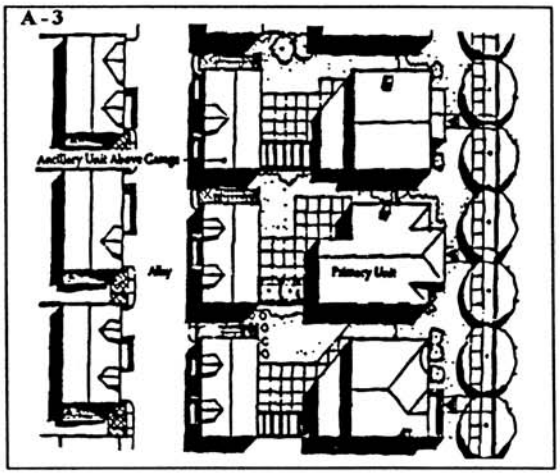
Excessive repetition of identical floor plans and elevations shall be discouraged within the North Mountain Neighborhood.

Building Setbacks

All building setbacks, other than garages or accessory units accessed from an alley, shall be subject to the setback standards established in Chapter 18.30 of the Ashland Municipal Code.







Garage and Accessory Structure Setbacks
To create a better streetscape appearance and a more interesting neighborhood, the focus of the North Mountain Neighborhood should be on the houses rather than on the garages or accessory structures. Design and setback shall ensure each feature is discrete and not overwhelming.

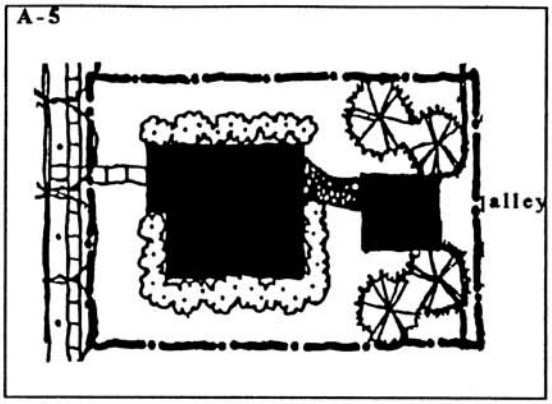
Where no alleys are present garages should be located a minimum of 15' behind the primary façade and a minimum of 20' from the sidewalk. Garages or accessory structures adjacent to an internal property line (i.e., neighbor's residence) should maintain a minimum first floor side yard setback of 4' and a second floor setback of 6', excluding dormers. No side yard setback is required when tow or more garages are attached by a common wall between the property lines. Garage or accessory structures accessed from the alley should have a minimum of 4' rear yard setback (See Illustration A-6 & 7).

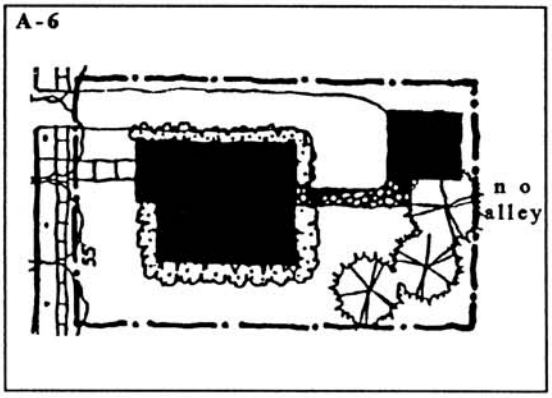
Garage width should be kept to a minimum whenever possible. Although not an overly "roomy" width, a 22' wide garage, from end to end, accommodates two standard sized vehicles. For additional storage needs, expansion of the garage's depth should be considered. Common wall garages shall have one of the facades offset by 3' in order to avoid linear repetition.

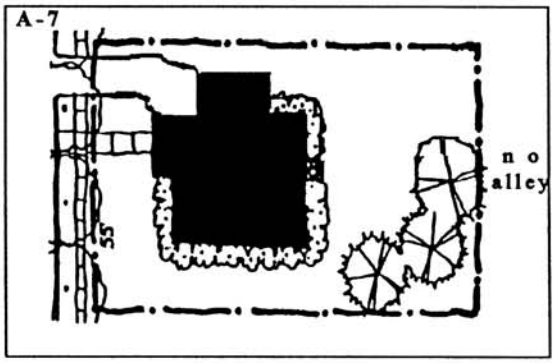
Terracing
Grading for new homes and accessory structures should be minimized wherever possible. The design of these buildings should incorporate sensitive design elements which work with the natural grade instead of changing the grade to work with the building.

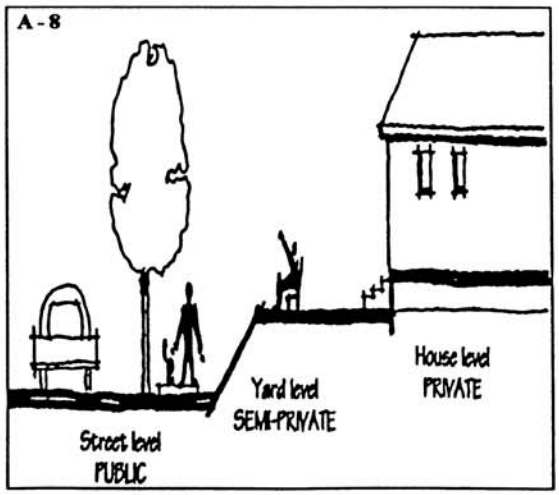
Terracing, as shown in Illustration A-8 to the right, should be incorporated into the design of each lot's development. "Terraces" help ease transition between the public and private space.

Porches
Porches are by far the most common architectural element added to a street friendly house. Porches encourage social interaction with neighbors and provide a cool place to sit on hot evenings acting like an outside room. Columns and railings define the edges or "walls" of this room.



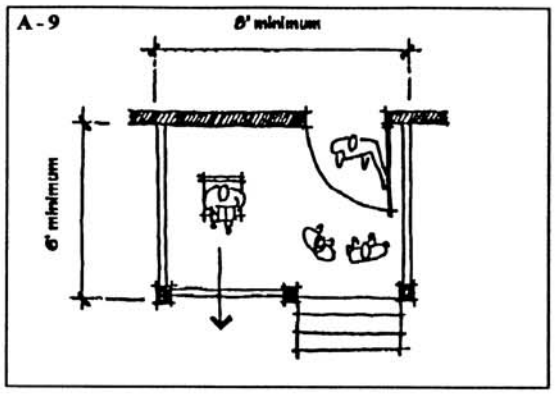






Porches should be large enough to allow at least one person to sit facing the street – 8 feet wide – and deep enough to allow a person to stand while the door is opening – 6' deep. Porches with dimensions less than 8' X 6' are often used as storage areas for bike, barbecues, etc., and do not realistically function as "outdoor rooms" (see Illustration A-9).

Where possible, porches shall be incorporated into building designs within the North Mountain Neighborhood.



Driveways

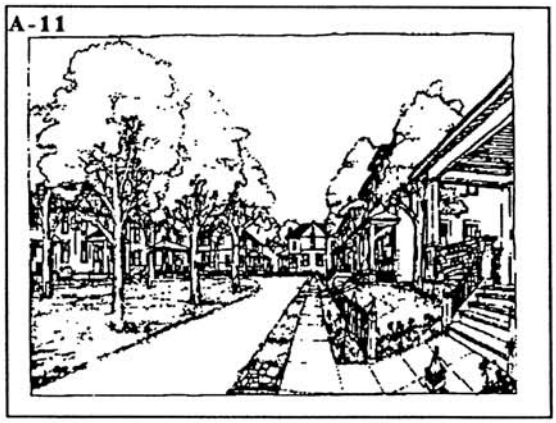
A narrow driveway width has many advantages to the streetscape. A narrower driveway with less concrete is visually more attractive, creates a more accommodating pedestrian environment, increases the on-street parking, and increases the number of street trees.

Single home driveways should be no greater than 9' wide (measured at street). Where no alley is present and tow garages share a common wall, a common driveway 12' in width may be used but shall serve both garages.

Accessory Residential Units

Accessory residential units, in the form of garage apartments or backyard cottages, shall be a special permitted use within portions of the NM zoning district. These small rental units provide affordable housing interspersed with more expensive housing.

Considerate design and placement standards shall be incorporated into the development of accessory residential units. When adjacent to side property line the second floor area should be staggered and minimized. However, with the addition of a dormer, this point could be achieved without an additional setback or minimizing floor area.



B. Neighborhood Central

In addition to the following, refer to the Site Design and Use Standards, Section II-C, for the neighborhood central development standards:

Transitional Architectural Design

The completion of the neighborhood central area will likely take several years. The residential areas of the plan and neighboring sites will likely need to be fully developed in order for the commercial uses to be viable. Until that time, new buildings shall be constructed to accommodate residential uses, but designed in a way that will allow a simple transition to commercial use.

Architectural Character

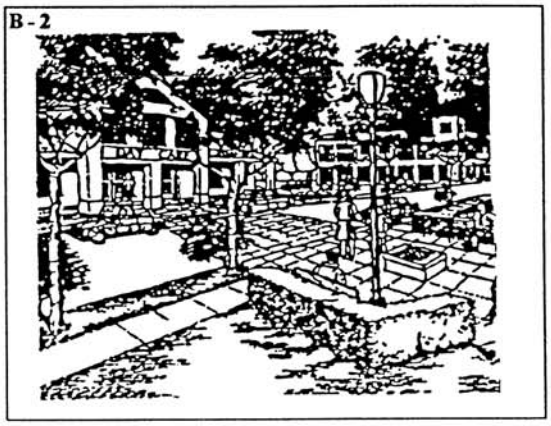
The architectural character of the commercial buildings should reflect their importance as a focus of the North Mountain Neighborhood. Rather than taking on a residential appearance, these buildings should emulate a traditional storefront appearance.

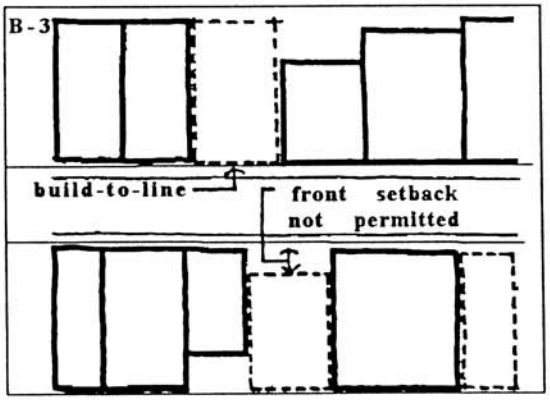
Ashland has many storefront buildings which should be looked at for reference but not duplication. These building have a simple and flexible form, yet have a strong architectural identity.

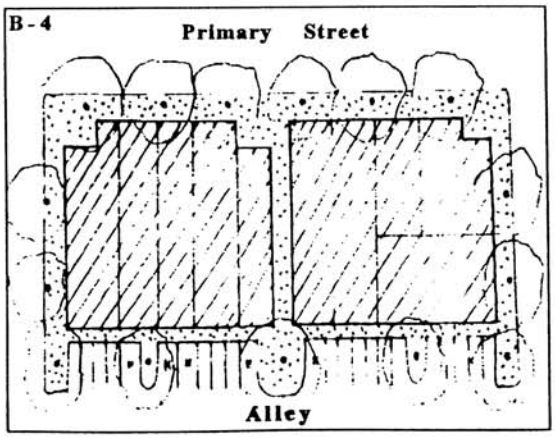
Building Setbacks & Height

Buildings shall be built up to the front and side property lines. Along the front, exceptions will be allowed to create courtyards, seating areas for cafes, or other special uses (see Illustration B-3). These areas should be designed to further the activity along the streets. Arcades, awnings, bays, and balconies shall extend over walkways to form a continuous covered walk. In only rare cases should the façade of the second story extend beyond the first floor's front setback.

A side yard property setback should only be considered when the building is adjacent to a residential zone or pedestrian access is needed from a rear parking area. A side yard setback accommodating a rear parking area shall only occur at mid-block between two buildings (see Illustration B-4).



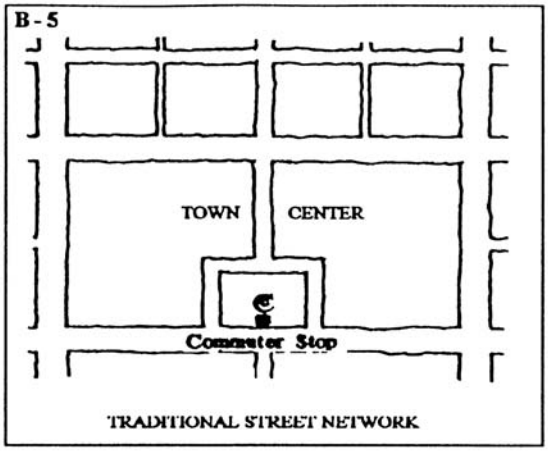


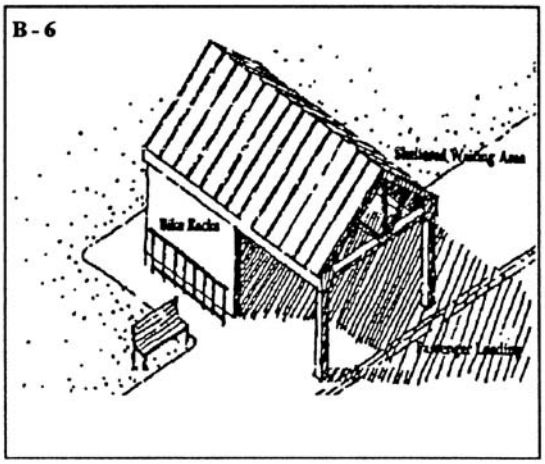


Transit Facilities
The neighborhood central area will need a transit shelter which not only serves patrons of the commercial businesses, but also serves the neighborhood's residents. The general design of the facility should be consistent with the City's adopted bus shelter design.

While transit service is not presently available to the neighborhood, the overall density of the area will ultimately support it. The integration of the transit shelter within the neighborhood central area will further its use.

Mixed Uses
Second story apartments over ground floor shops are encouraged wherever possible. Bays and balconies are encouraged to provide outlooks and create an articulated rhythm and visual interest (see Illustration B-7).

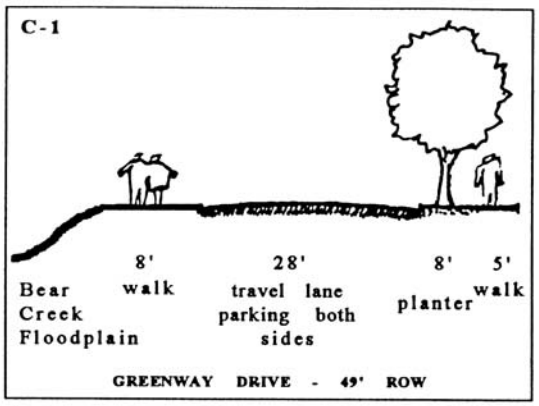




C. Street Types & Design

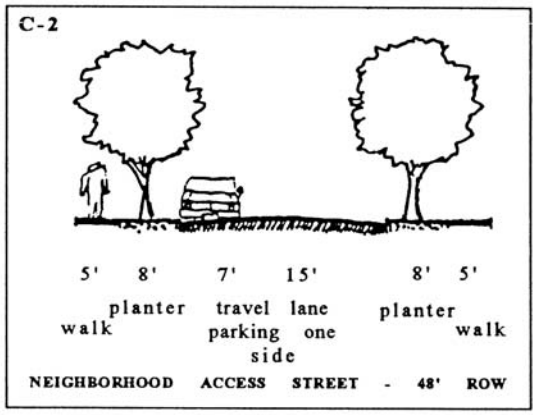
Street Types

Several types of residential streets are planned for in the North Mountain Neighborhood. These streets would extend through the planned area to accommodate not only multi-modal movement, but also a variety of circulation options.



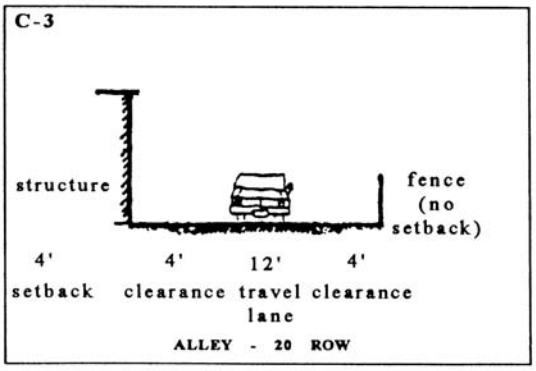
Greenway Drive

The Greenway Drive, as shown in Illustration C-1, has a 49' right-or-way which provides for a travel surface of 28', an 8' planting strip, and two sidewalks. The sidewalk on the residential side is 5' and on the side of the Bear Creek Greenway an 8' sidewalk is shown. In cases where medians are identified on the North Mountain Neighborhood Plan, the median width shall be 8' and the two travel lanes 10'.



Neighborhood Access Street

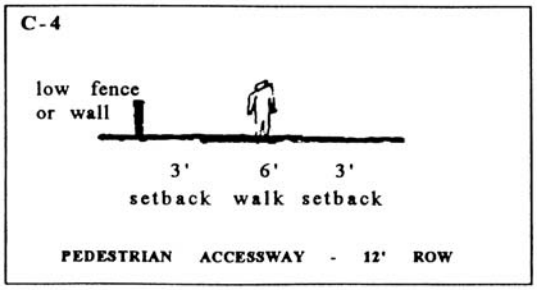
The primary type of street traversing the neighborhood is the Neighborhood Access Street. This street has a 48' right-of-way which provides for a 15' travel surface, 7' parking bays, two 8' planting strips and two 5' sidewalks (see Illustration C-2).



Alleys

One of the most important features making up a successful neighborhood is the alley. Alleys allow parking to be located at the property's rear. By making this shift the negative impact of "garage proliferation", pedestrian and vehicle conflicts at curb-cuts and excessive amounts of hard surface are removed. In addition, the fronts of the home and street have the maximum opportunity for social interaction.

The alley's cross section (C-3) identifies a 20' right-of-way. The improved with is 12' with two planted or graveled 4' foot strips. The cross section also identifies garages and/or accessory units with a 4' rear yard setback.



Pedestrian Accessways

The North Mountain Neighborhood offers many natural and built amenities. The Pedestrian Accessway, separate from the Bear Creek multi-use path, will entice the pedestrian into a quick and convenient alternative route. Ashland has several pedestrian accessways, the most notable, the Alice Peil Walkway located off Granite Street. The Pedestrian Access cross section (C-4) identifies a 12' right-of-way.

Neighborhood Commercial Street
As a focal point of the North Mountain Neighborhood, the commercial street area should portray a strong "sense of place". This is the place where neighbors will comfortably socialize on the sidewalk or plaza area before and after they patronize their neighborhood market, coffee shop, video store, etc.

The neighborhood's commercial street cross section (C-5) shows a 45' right-of-way improvement. A 10' wide sidewalk, a 17" deep parking space (angled 60 degrees), and an 18' one way travel lane. Street trees planted within the sidewalk and between the parking area and the pedestrian path are also shown. The appropriate tree spacing should be no greater than 30'.

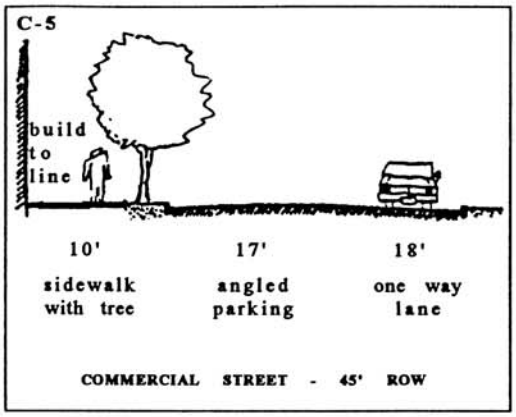
North Mountain Avenue
As the entrance to the neighborhood and the primary access route, North Mountain Avenue shall have significant design components that evoke a welcome and inviting feeling.

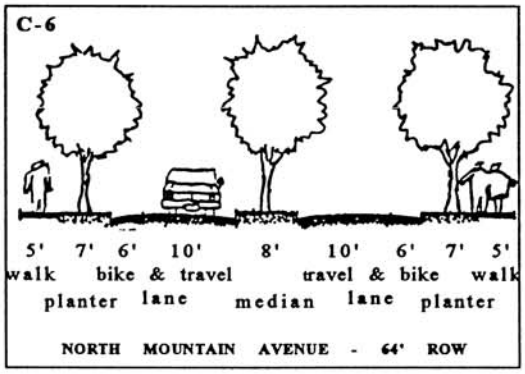
Illustration C-6 to the right identifies a tree-lines street which provides not only an efficient vehicle, bicycle and pedestrian thoroughfare, but also creates an attractive environment.

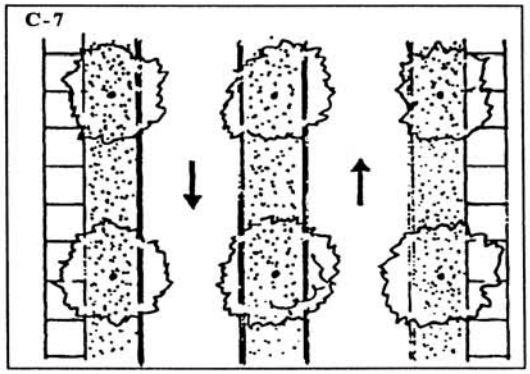
Planter Strips
All development fronting on streets shall be required to plant street trees in accordance with the Street Tree Standards of Chapter 18.72, Site Design and Use Standards. Large stature street trees should be used to provide a canopy effect for residential streets, while smaller stature trees may be more appropriate along alley frontages. The planting strips will also be planted with low lying ground cover and street trees that cantilever over the travel lanes and sidewalks.

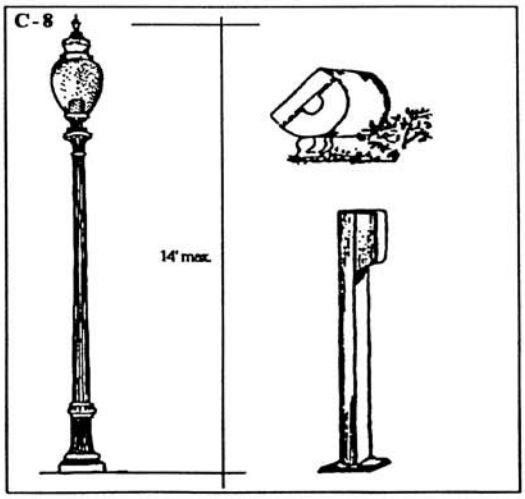
Street Lighting
North Mountain, East Nevada, Greenway Drive (new), and streets within the Neighborhood Commercial Overlay shall incorporate pedestrian scaled lighting as shown in the Illustration C-8. Light poles and illuminating fixtures shall be decorative in design and shall be similar in design to the lights on Oak Street, between "A" and "B" Streets.

Wherever possible, light poles shall be centered within the planter strips and between street trees to increase illumination cast on the sidewalk and street.

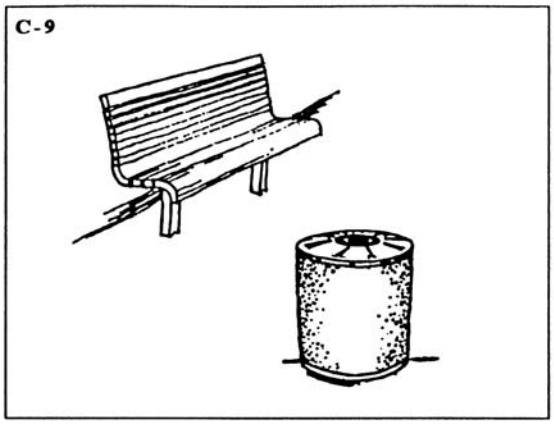








Light bollards shall be used to illuminate pedestrian accessways. Lighting fixtures for pedestrian use along residential streets and alley may be attached to building walls, porches, carports or patio walls.



Street Furniture

Outdoor hardscape elements such as benches, bollards, trash receptacles, mail boxes, light poles, etc. shall be consistent throughout the project area. The use of treated, stained wood, indigenous stone or rock, exposed aggregate concrete and painted steel is acceptable for the construction of street furniture.

D. Open Space and Neighborhood Focal Points

Open Space
A variety of open space types are located within the North Mountain Neighborhood and each type should be designed based upon their environmental impact and benefiting attributes. Open space types within the area include the Bear Creek Floodplain, pocket parks, pedestrian access ways, a commercial common (plaza) and street medians. Each type of open space shall be accessible to the general public at all times.

Except for pedestrian accessways and a small picnic area, use of the Bear Creek Floodplain shall be kept to a minimum. No buildings shall be permitted the area except for a small gazebo type structure associated with the picnic area.

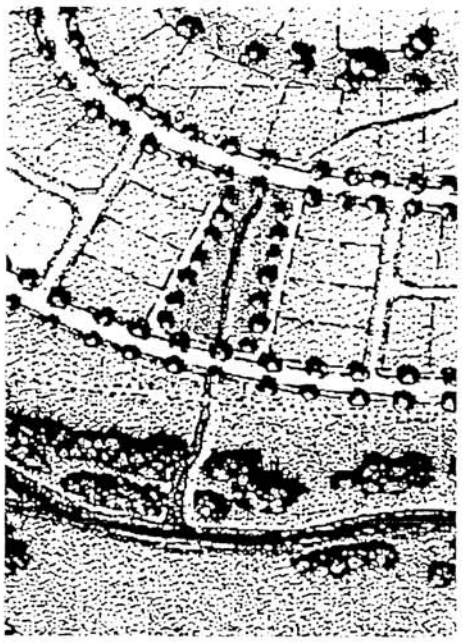
Whenever possible, pocket parks and pedestrian access ways shall be linked to formulate a more interesting and inevitable alternative. Each should be designed around natural features minimizing their impact, but increasing their appeal. Developments fronting these areas are encouraged as long as vehicular access is from an alley.

Street medians or small pocket medians shall be designed with large stature trees, shrubs and perennial flowers as an accent (see Illustration D-2). Use of turf shall be minimized wherever possible. An irrigation system shall be installed at the time of plant installation.

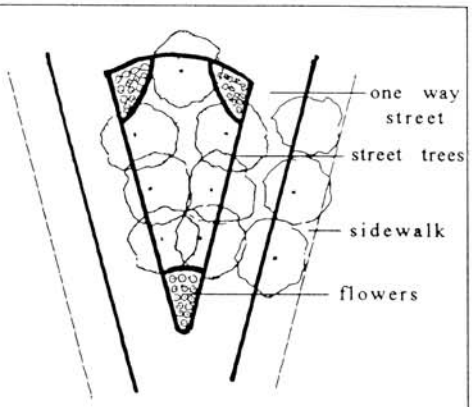
A plaza or commons area, similar to the plaza in the downtown shall be incorporated within the Neighborhood Commercial Overlay Zone. The area shall be designed to provide adequate shading for comfortable midday summer use and sunny areas for winter use. Hardscape areas shall be centrally located, but minimized whenever possible. Benches, news racks, kiosks and other street furniture shall be located within the area.

The area shall enclose and define the central space of the commercial core. The relationship of the maximum height of the surrounding buildings to the width of the plaza area should fall between a 1:1 and 1:5 ratio to assure special definition (see Illustration D-3).

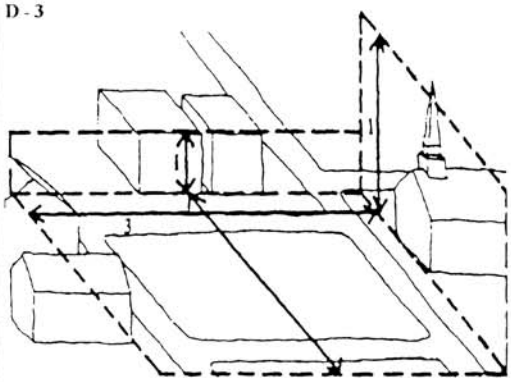
D-1



D-2

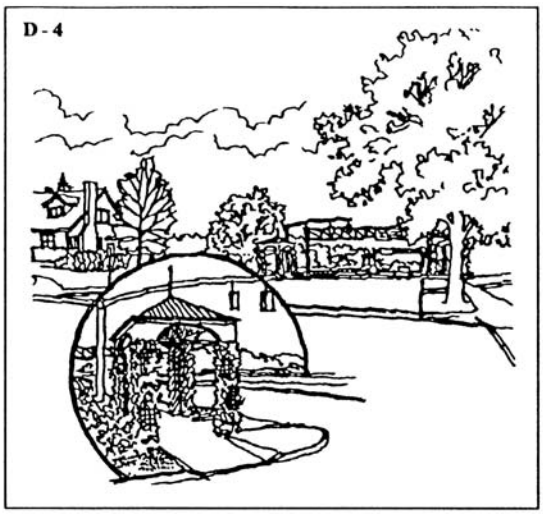


D-3



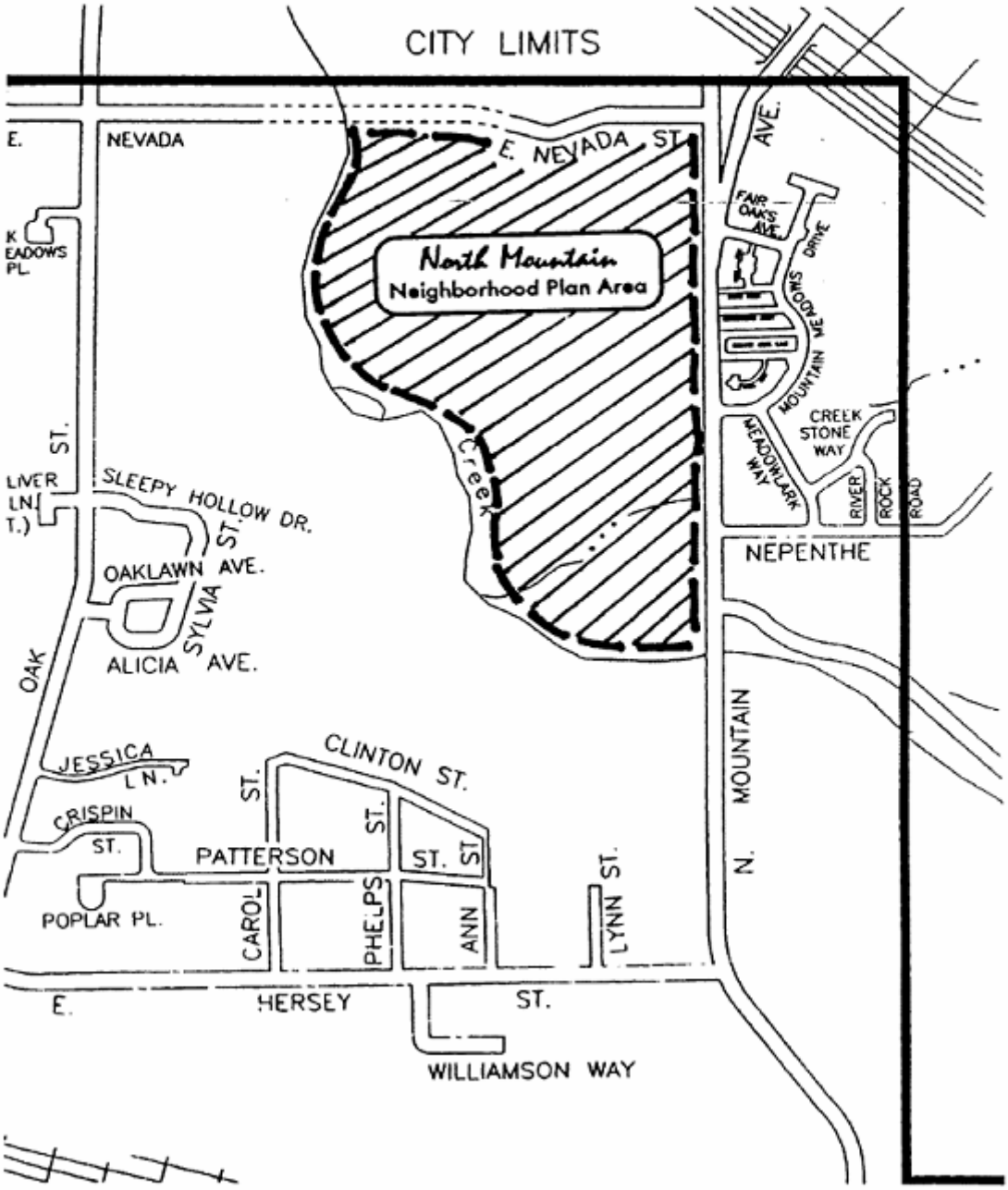
Neighborhood Focal Point

The intersection of Greenway Drive and North Mountain Avenue should serve as a neighborhood focal point. Special right-of-way design considerations shall be incorporated into the development of these streets. Illustration D-4 to the right shows typical neighborhood identification monument, detractive concrete patterns, landscaping, gateways, etc.



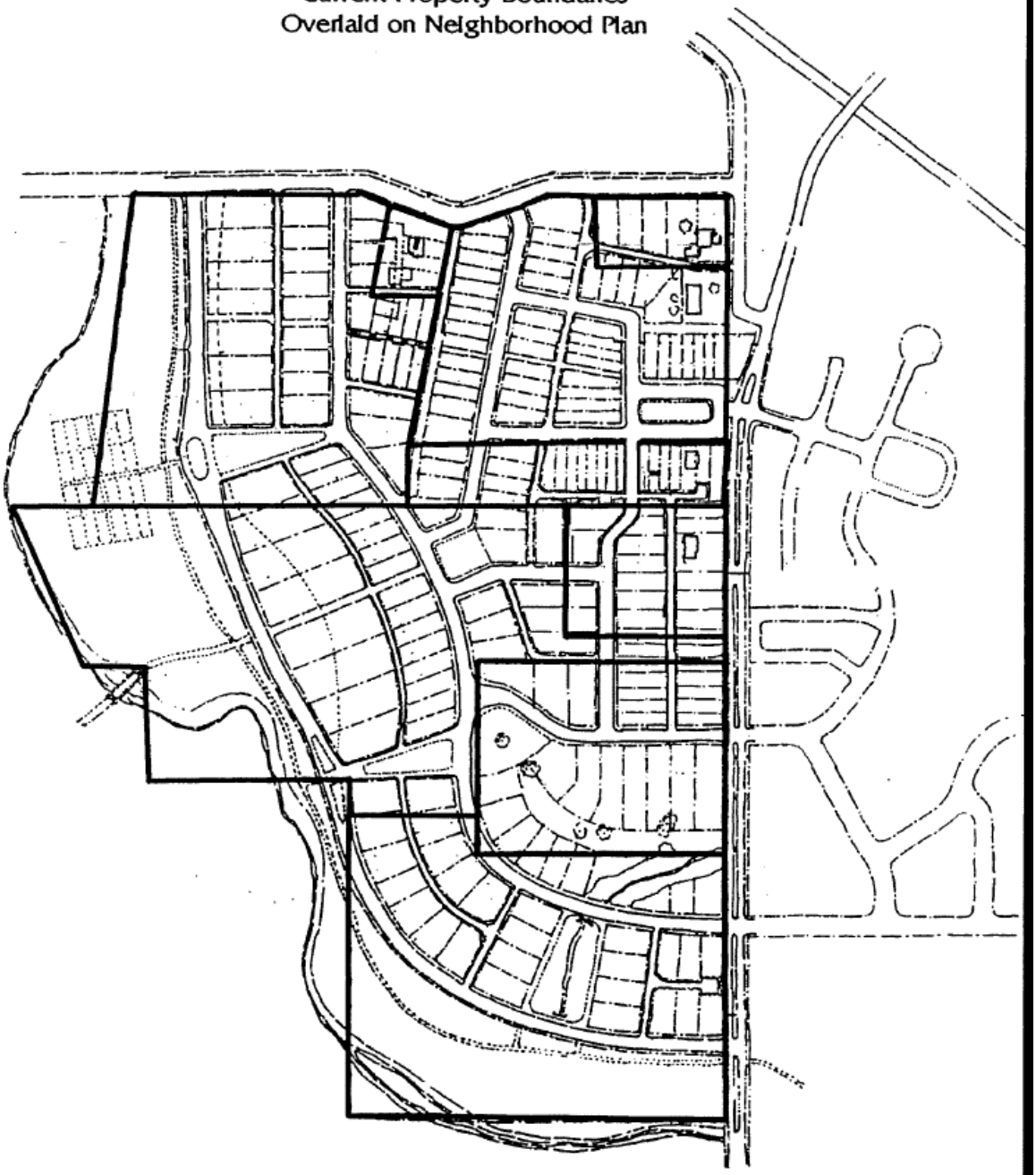
North Mountain Neighborhood Plan

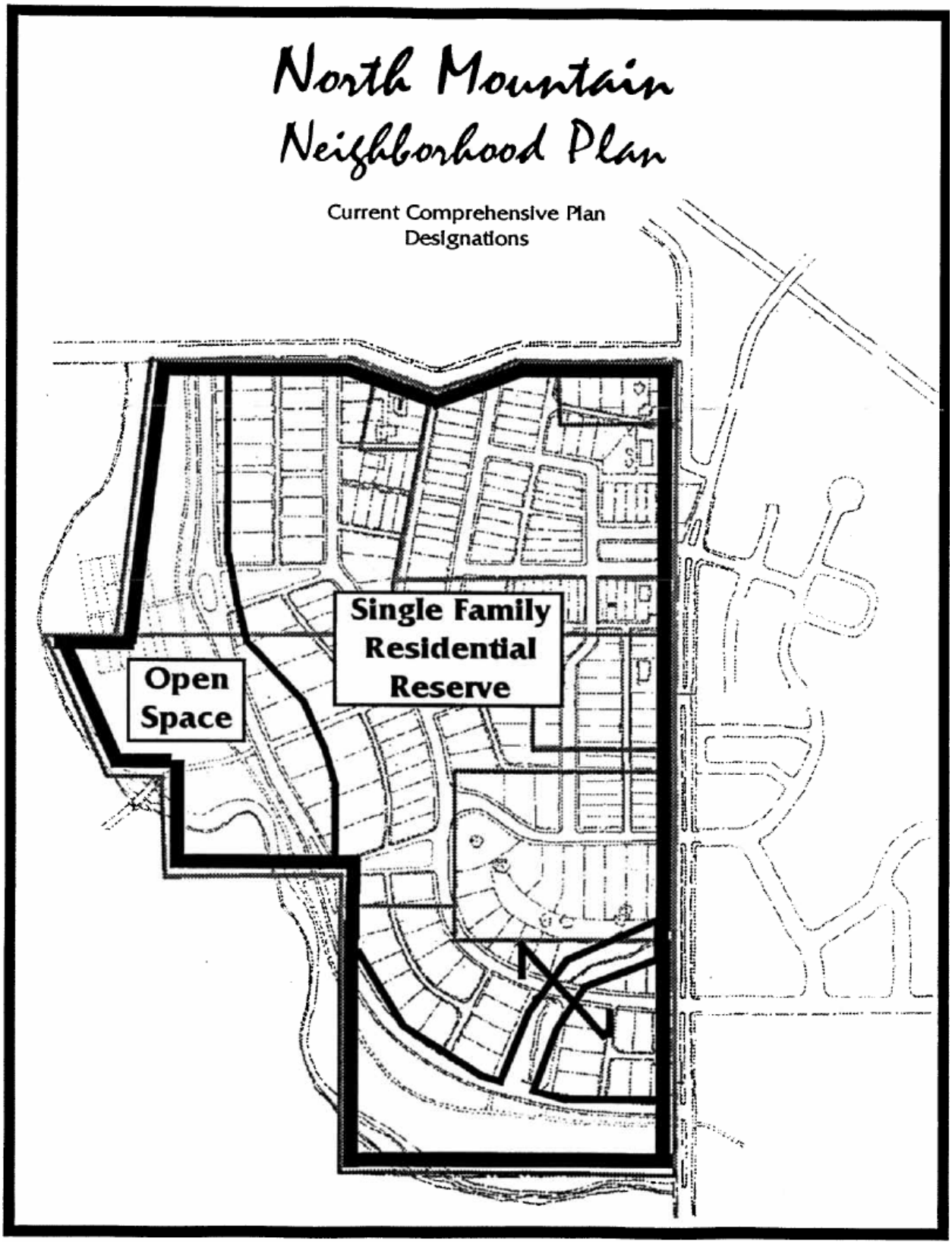
Vicinity Map

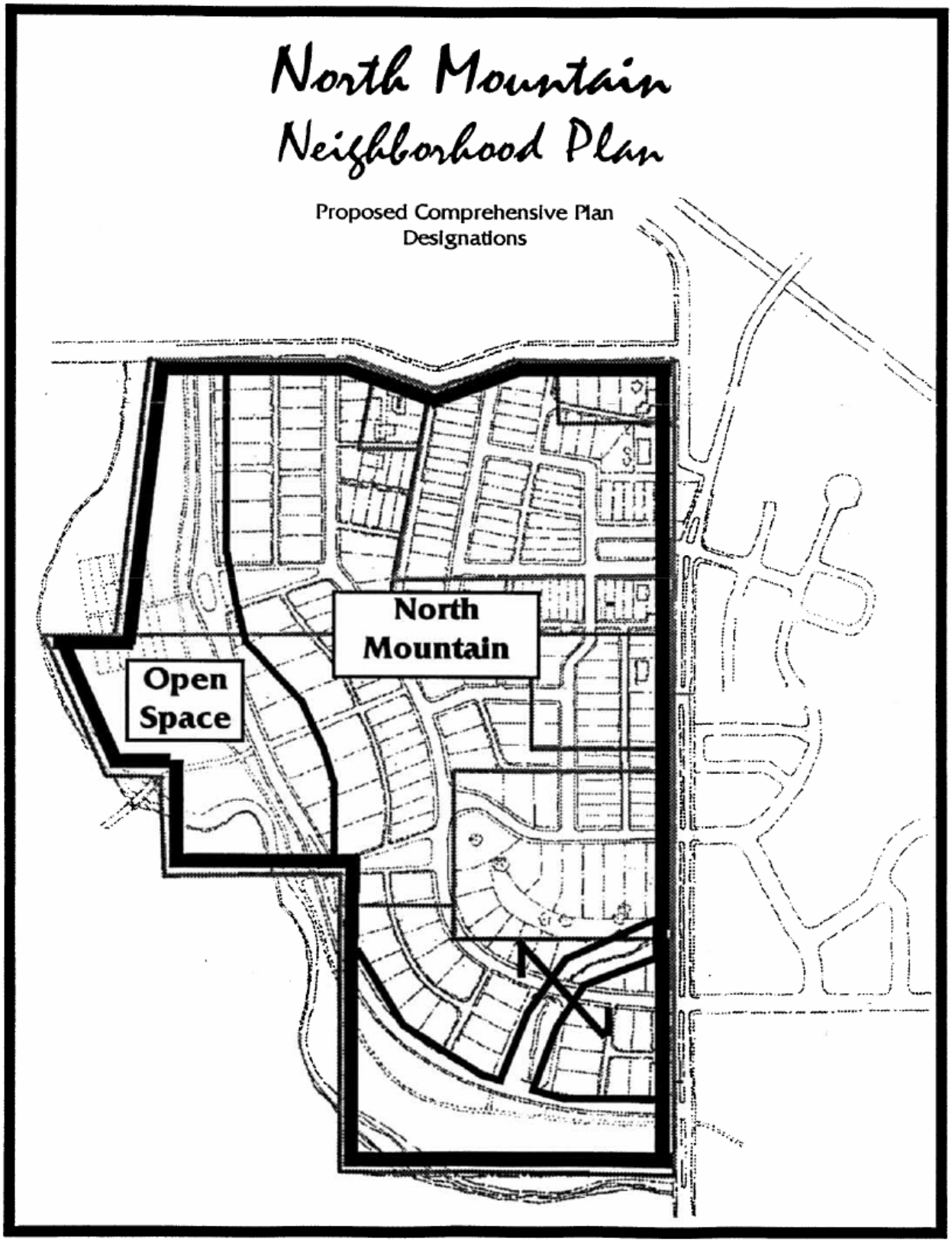


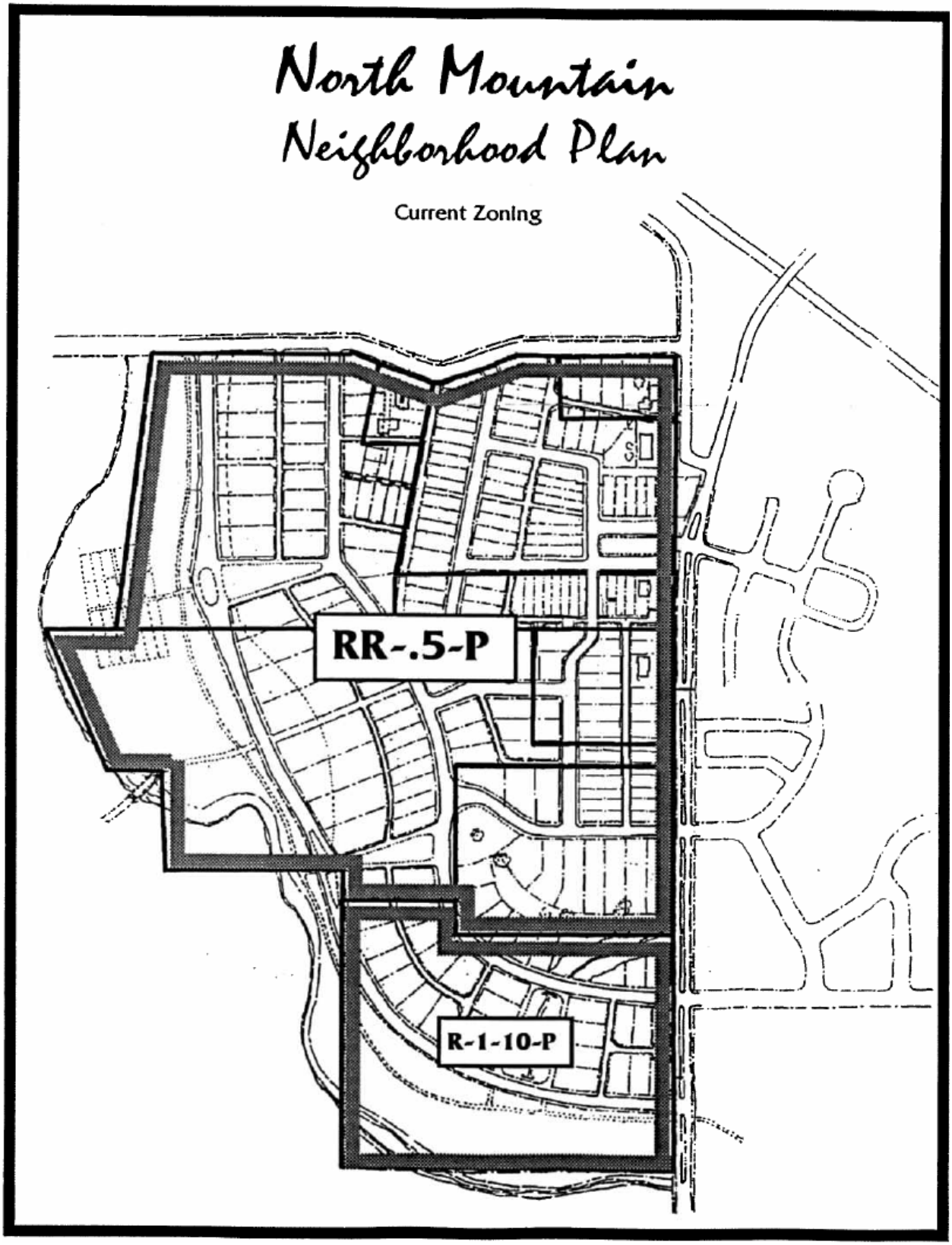
North Mountain Neighborhood Plan

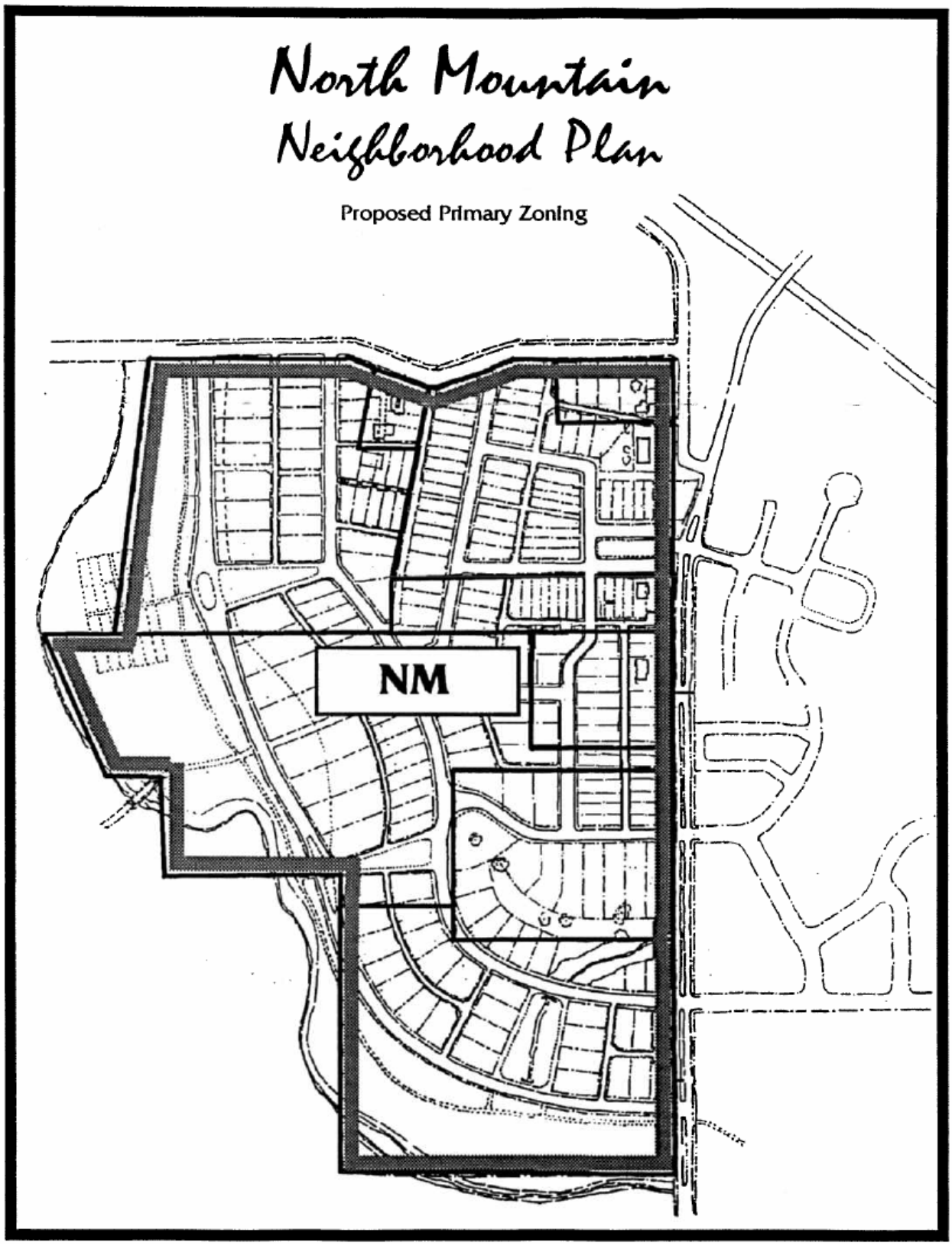
Current Property Boundaries
Overlaid on Neighborhood Plan

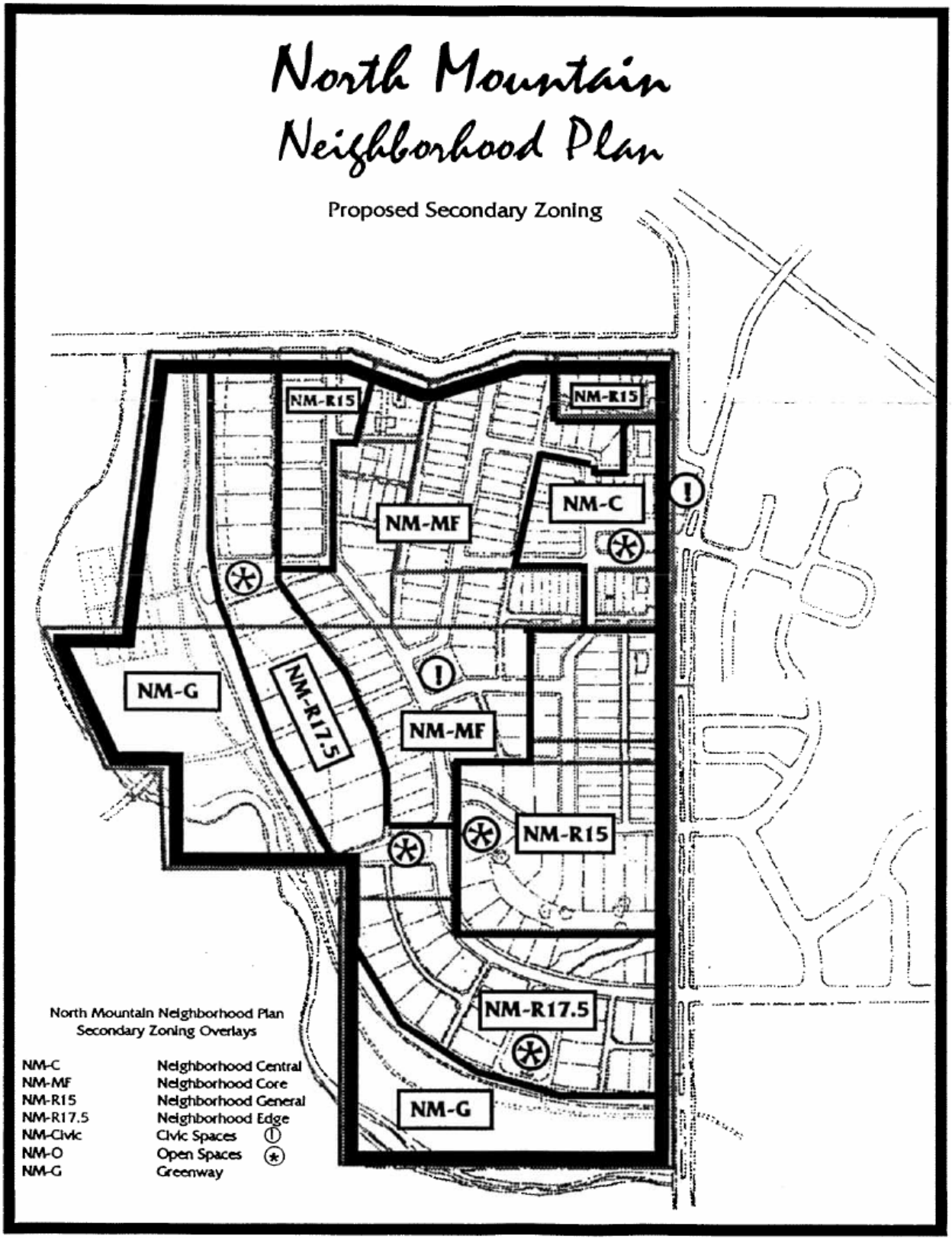



North Mountain
Neighborhood Plan
Current Comprehensive Plan
Designations
Single Family
Residential
Reserve
Open
Space


North Mountain
Neighborhood Plan
Proposed Comprehensive Plan
Designations
North
Mountain
Open
Space

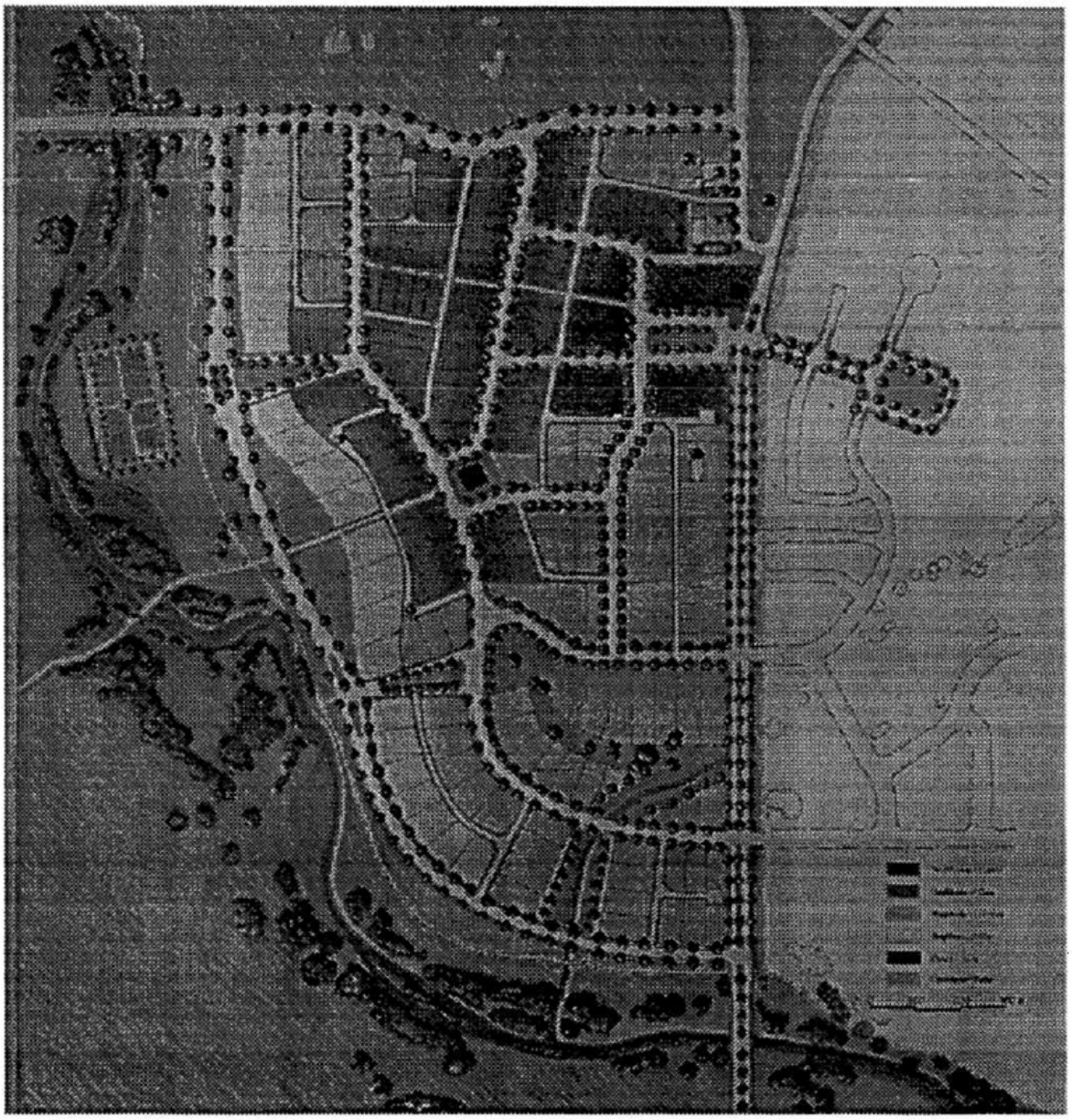

North Mountain
Neighborhood Plan
Current Zoning
RR-.5-P
R-1-10-P


North Mountain
Neighborhood Plan
Proposed Primary Zoning
NM


North Mountain
Neighborhood Plan
Proposed Secondary Zoning
NM-R15
NM-R15
NM-C
NM-MF
NM-G
NM-R17.5
NM-MF
NM-R15
NM-R17.5
NM-G
North Mountain Neighborhood Plan
Secondary Zoning Overlays
NM-C Neighborhood Central
NM-MF Neighborhood Core
NM-R15 Neighborhood General
NM-R17.5 Neighborhood Edge
NM-Civic Civic Spaces
NM-O Open Spaces
NM-G Greenway

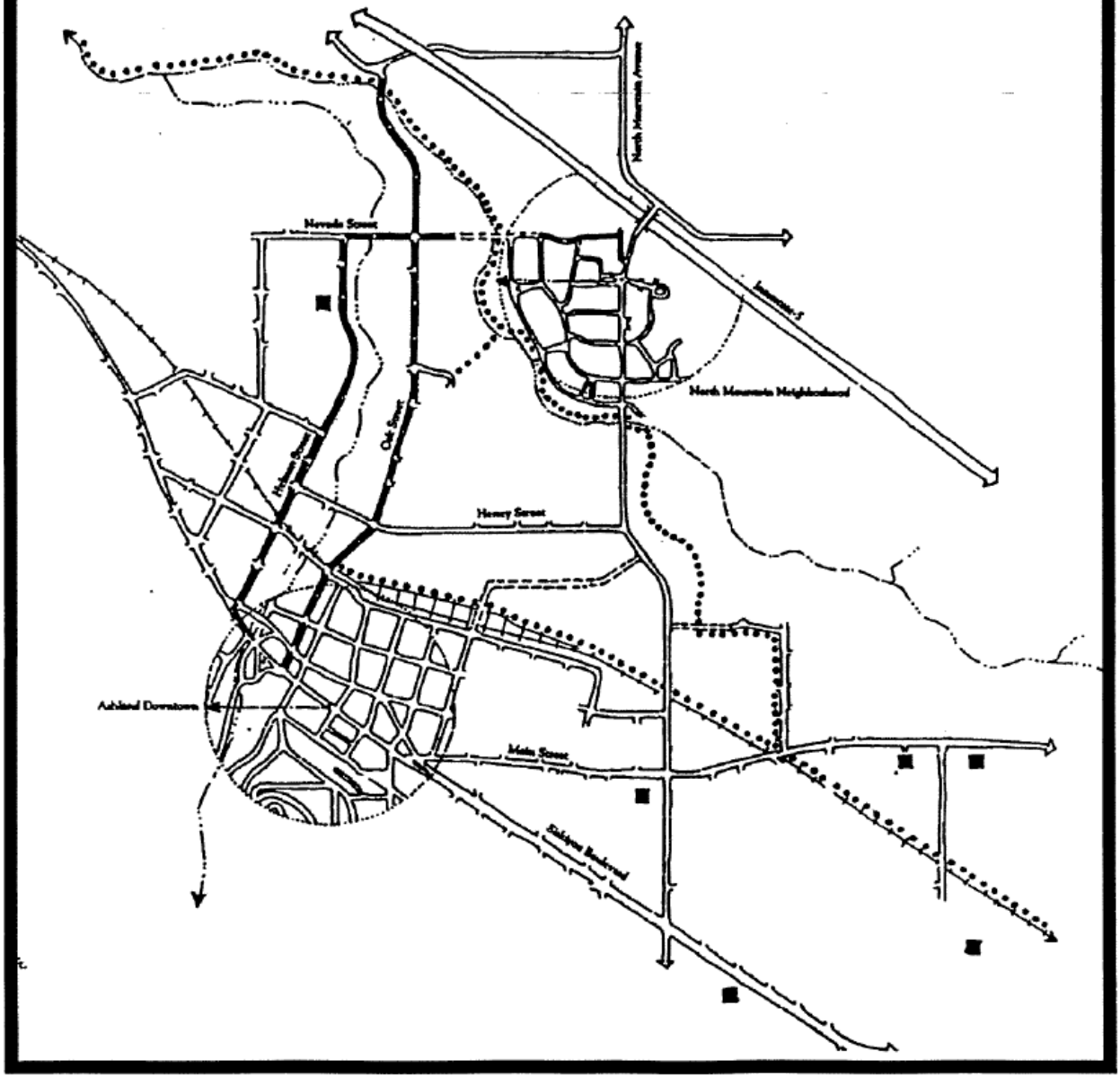
North Mountain Neighborhood Plan

Generalized Neighborhood Plan
Street Layout and Lot Design



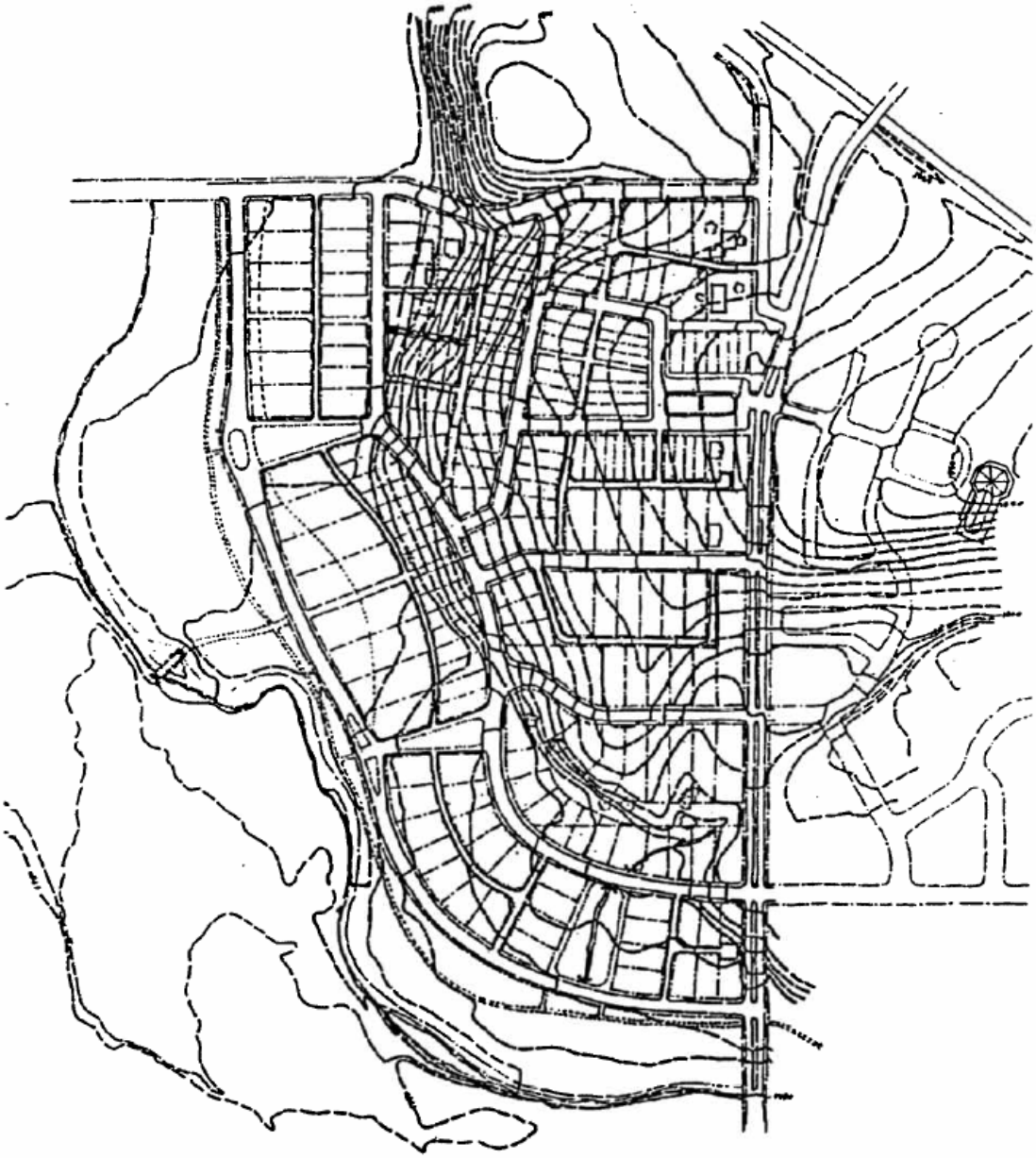
North Mountain Neighborhood Plan

Transportation Relationships



North Mountain Neighborhood Plan

Site Topography



North Mountain Neighborhood Plan

Conceptual Drawing
Greenway Drive

ODOT/DLCD
Transportation &
Growth Management Program
February 1, 1996

North Mountain Neighborhood
Ashland, Oregon

Lennertz & Coyle
Architects & Town Planners

North Mountain Neighborhood Plan

Conceptual Drawing
Neighborhood Central Open Space

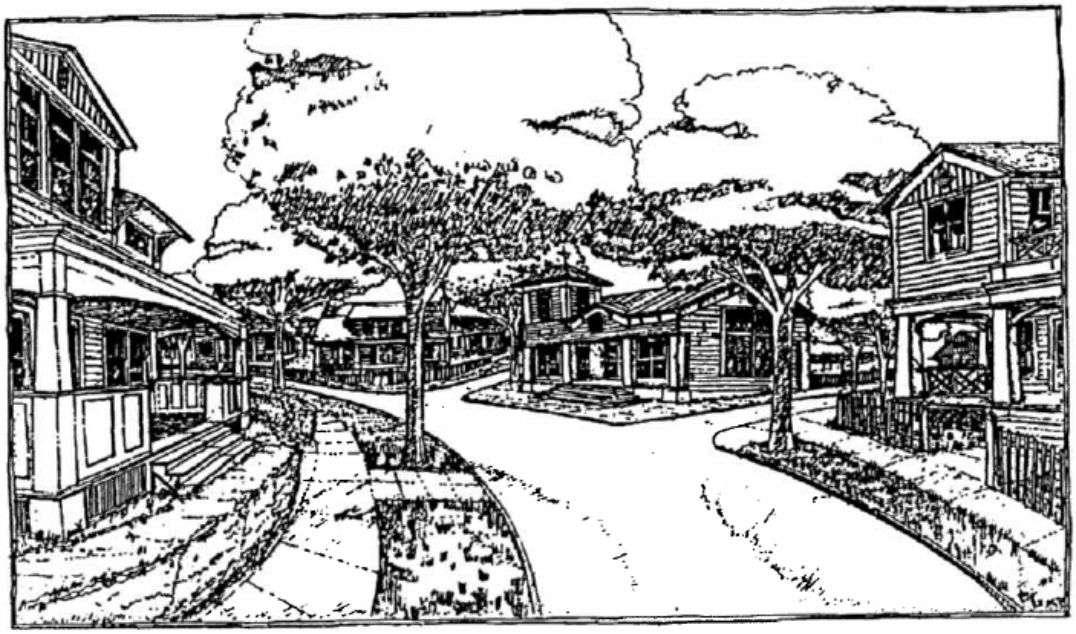
ODOT/DLCD
Transportation &
Growth Management Program
February 5, 1996

North Mountain Neighborhood
Ashland, Oregon

Leinkertz & Coyle
Architects & Town Planners

North Mountain Neighborhood Plan

Conceptual Drawing
Neighborhood Civic
Community Building



ODOT/DLCD
Transportation &
Growth Management Program
February 3, 1996

NORTH MOUNTAIN NEIGHBORHOOD
Ashland, Oregon

Lennertz & Coyle
Architects & Town Planners

Definitions

Addition Construction that increases the size of the original structure by building outside existing walls and/or roof.

Alcove Any small recessed or niched space.

Arcade A covered passageway with a series of open archways on one or both sides.

Awning A lightweight, exterior roof-like shade that projects over a window or door.

Balcony A railed or balustrade platform that projects from a wall.

Bay
1. A repetitive vertical subdivision of an exterior façade; may be defined by various means, including pilasters and wall openings.
2. A door or window opening in a façade, especially when defined by repetitive columns or arches.

Cast Stone A mixture of stone chips or fragments usually embedded in a matrix of mortar, cement or plaster; the surface may be ground, polished, molded, or otherwise treated to simulate stone.

Column A slender, vertical element that supports part of a building or structure.

Corbel
1. A horizontal masonry band with continuous or intermittent corbels.
2. A stepped portion of a masonry wall; the steps may be on top or on the bottom.

Cornice The projecting moldings forming the top band of a wall or other element.

Courtyard An exterior space surrounded on three or four sides by building and/or walls.

Decorative Treatment applied to the surface of a building or structure to enhance its beauty.

Easement A deed restriction on a property giving someone besides the property owner rights to use or enjoy the property.

Elevation A scaled drawing which illustrates the view of a side of a building.

Façade Any of the exterior faces of a building.

False Front A building façade that extends above the roof or beyond the side walls in order to five the impression of a larger structure.

Historic A structure or site, usually over fifty years old, which possess the historical or architectural significance according to the Cultural Resources Inventory (1988-1989) of the City of Ashland and/or based on the criteria

for listing in the National Register of Historic Places.

Marquee A permanent roof-like shelter over an entrance to a building; flat in shape.

Mezzanine A partial intermediate floor between two main levels, especially directly above the ground floor; often has a lower ceiling height than the other levels.
Mezzanine Window: A window with a greater width than height, especially when used to provide light to an intermediate floor.

Orientation The directional expression of the front façade of a building; i.e., facing the street facing north, facing south.

Panel A small plane surface surrounded by moldings or depressed below or raised above the adjacent surface; typically rectangular but may be any geometric shape may be ornamented.

Parapet A low guarding wall that projects above the roof line.

Pier A member, usually in the form of a thickened section, which forms an integral part of a wall; usually place at intervals along the wall to provide lateral support or to take concentrated vertical loads.

Pilaster An engaged pier or pillar, often with capital and base; may be constructed as a projection of the wall itself.

Plaza An open public space.

Rehabilitation Refer to Section IV-A for definition and Section IV-B 1 - 11 for applicable standards.

Remodel Refer to Section IV-A for definition and Section IV-B 1-11 for applicable standards.

Restoration Refer to Section IV-A for definition.

Spandrels An area, roughly triangular in shape, included between the extradoses of two adjoining arches and a line approximately connecting their crowns.

Transom Window A glazed or clear opening above the door or window.

Transparency A clear opening or window; clear enough to see through.

Verand An open-sided, raised sitting area with thin columns that support its roof; typically extends along the entire wall, or wraps around a corner.