

# ASHLAND PARKS & RECREATION COMMISSION

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## STAFF MEMORANDUM

**TO:** Ashland Parks and Recreation Commissioners

**FROM:** Rachel Dials, Recreation Superintendent

**DATE:** February 10, 2021

**SUBJECT:** Calle Guanajuato Rental Space Discussion (Possible Action)-**REVISED**

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### Situation & Background

APRC currently operates and rents the Calle Guanajuato for outdoor dining as well as the Artisans Market. At the February 24, 2020 Commission meeting, restaurants along the Calle and the Lithia Artisans Market were approved for outdoor seating and booth space for the 2020 season (mid-March through mid-November).

After that approval by the Commission, COVID-19 forced the shutdown of restaurants and businesses. Since that time, restaurants have had limited indoor operations and outdoor dining has become the “new normal” as customers look for safe ways to dine.

At the July 8, 2020 regular meeting, the Commission took further action to waive the rental fees for the restaurants and the Lithia Artisans if they agreed to let staff redistribute the seating spaces on the Calle in a way that provided the greatest good for the greatest number of renters; and that seniority for outdoor dining revert back to the 2019 contracts, not the 2020.

### 2019 approved contracts:

Mix  
Greenleaf  
Ostra's  
Oberons  
Louie's  
Little Tokyo  
O'Sheas/Eleven on the Creek (14 Calle Guanajuato)  
Sesame  
Lithia Artisans Market

## Assessment and Recommendation

Assessment considerations:

1. **More space to spread out:** Last Summer, the City and the Chamber worked together to put on the “Ashland Summer Celebration”. This was offered 12 weekends between June and September and partially closed the plaza (on weekends) for outdoor dining and retail to allow the public to safely enjoy downtown. While the Ashland Summer Celebration had some hurdles in the beginning with parking concerns, signage etc., the series was met with positive reviews overall. By the City and Chamber operating this event, it allowed APRC to be more flexible and agile placing renters on the Calle and to the front of Lithia Park where the Artisans Market was held in the fall. For now, APRC has not heard a definitive answer if the City and the Chamber will be working collaboratively to provide the event again this summer. If this or a similar program does not happen APRC’s flexibility to include more restaurants along the Calle will be limited .
2. **Risk Categories:** Currently, Jackson County is in the Extreme Risk category and Indoor dining is prohibited through at least February 25<sup>th</sup>. The categories are adjusted based on the COVID-19 positive numbers in the county. Under the current provisions for Restaurant Guidelines are:
  - Outdoor capacity: 50 people maximum, including individual dining pods.
  - Outdoor seating: 6 people per party and per table maximum
  - Individual dining pods allowed outdoors subject to outdoor capacity limit.
  - Dining Pod Seating: Limit 1 household, four (4) people maximum per pod.
3. **Fees:** Staff has researched outdoor dining and has not been able to locate any agencies or municipalities currently charging fees for outdoor dining due to COVID-19. With that said, staff is spending a fair amount of administrative time managing the Calle Guanajuato.
4. **Artisans Market:** Staff has spoken with the Artisans Market and they are flexible on their use of the Calle and the surrounding area and would be agreeable to utilizing the front of the park and sidewalk areas near the Community Development building. They would like to keep some booths on the Calle.

So potential Restaurants on the Calle Guanajuato and the Lithia Artisans Market have consistency and security planning and moving forward with the season through COVID-19, staff is recommending that there be a continuation of the emergency COVID-19 pandemic contract that was used last year, that allows for APRC staff to allocate rented spaces and locations to provide the greatest good for the greatest number of renters.

Examples of this include:

- Utilization of the front of Lithia Park for some of the Lithia Artisans Market booths;
- Giving flexibility to the current Calle Policy to allow for any restaurant that has a restaurant on the Calle, to apply for space.

Staff is recommending that the season run from March 8<sup>th</sup>, 2021 through November 14, 2021 with an administrative fee charged for July, August and September only. The current fees of \$8/\$5.50/\$5.00 would be prorated for those three months. There would be no charge for the shoulder seasons of March, April, May, June, October and November.

While we realize that the COVID-19 pandemic is a hardship for restaurants, APRC needs to be fiscally responsible and recoup some of the administrative costs associated with the Calle. If space is withdrawn from renters during the season the fees charged for the time not able to use the space will be refunded.

Space allocation would revert to 2019 precedence for the 2021 season unless the APRC Commission changes the policy.

**Potential Motion:**

I move to approve the continuation of the emergency COVID-19 pandemic contract used last year that allows for APRC staff to adjust rented spaces and locations to provide the greatest good for the greatest number of renters.

I move that the season of operation run from March 8, 2021 through November 14, 2021 with an administrative fee charged for July, August and September only. Space allocation will revert to 2019 for the 2021 season unless the APRC commission changes the policy. An approved site plan, 2 million in liability insurance and a waiver will be required before any space can be used.

**Attachments**

*Calle Guanajuato Commercial Use Policy*

*OHA Sector Risk Level Guidance Chart*