



**AGENDA FOR SPECIAL BUSINESS MEETING
ASHLAND PARKS & RECREATION COMMISSION**

April 5, 2023

Electronic Meeting – 6 P.M.

Public Participation Instructions

This meeting will be held electronically via Zoom Webinar. Registration is required to view the meeting. A link to the meeting will be sent to you once registration has been completed: https://zoom.us/webinar/register/WN_C3Ek-SPeQ4Wa8JJj-SRVmg

Written testimony will be accepted via email sent to sean.sullivan@ashland.or.us. Please include "**Public Testimony**" in the subject line. Written testimony submitted before 12:00 pm the Tuesday before the meeting will be made available to the Parks Commissioners before the meeting. All testimony will be included in the meetings minutes.

Oral Testimony will be taken during the electronic public meeting. If you wish to provide oral testimony, send an email to sean.sullivan@ashland.or.us, preferably before 12:00 pm the Tuesday before the meeting. Late requests will be honored if possible. Please provide the following information: 1) make the subject line of the email "**Speaker Request**", 2) include your name, 3) the agenda item on which you wish to speak on, 4) specify if you will be participating by computer or telephone, and 5) the name you will use if participating by computer (Zoom Name) or the telephone number you will use if participating by telephone. Staff will provide information necessary to join the meeting upon request.

- I. CALL TO ORDER
- II. PUBLIC FORUM
- III. CALLE GUANAJUATO RENTAL SPACE APPLICATION APPROVAL AND FEE INCREASE PROPOSAL (ACTION)
- IV. ITEMS FROM COMMISSIONERS/STAFF
- V. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number (800) 735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I). Parks Commission meetings are broadcast live on Channel 9, or on CHARTER CABLE CHANNEL 180. Visit the City of Ashland's website at www.ashland.or.us.

ASHLAND PARKS & RECREATION COMMISSION

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COMMISSIONERS:

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Jim Lewis



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PARKS COMMISSIONER STAFF REPORT

TO: Ashland Parks and Recreation Commissioners

FROM: Rachel Dials, Deputy Director

DATE: March 28, 2023

SUBJECT: 2023 Calle Guanajuato Regular Season Rental Space Agreements and fee increase proposal. (Action)

Situation

The following applicants have submitted requests for Commercial Space on the Calle Guanajuato for the 2022 season. Staff is seeking approval of these applications. Staff will also be presenting a proposal to raise the rental fees and an adjusted boundary map.

Requests

- Skout
- 14 Calle Guanajuato
- Osteria La Briccola
- Louie's Bar and Grill
- Bar Juliet
- Oberon's
- Greenleaf
- Mix Bake Shop
- Lithia Artisans Market
& front of Lithia Park as noted on attached drawing

Draft Boundary Map location

R-6 & R-6a
S-2a & S-2b
A-7, A-6, A-8
part of R-4a, R-4b, R-5
part of R-3
part of R-3 and part of R-4a
part of R-3, R-2 & part of S-3
R-1a & R-1b
Access to all locations marked "A" & "S"

Background

Each year, restaurants adjacent to Calle Guanajuato and the Lithia Artisans Market have the ability to request rental space for seating and artisan booth placement. Currently, restaurants are charged \$8 per square foot (7 days per week) or \$5 per square foot (5 days per week) and the Lithia Artisans Market is charged \$5.50 per square foot (2 days per week) upon approval by the Parks and Recreation Commissioners. This is a one-time payment that covers the entire rental season which in the past has typically lasted from mid-March through mid-November (8 months). According to the Calle Guanajuato Commercial Use Policy, the Commissioners can adjust fees each year. This year the Board of

Commissioners will be considering a fee increase as recommended by APRC staff. Once the agreements are approved, APRC staff, restaurant owners and the manager of the Lithia Artisans Market collaborate on implementation, to address any issues or concerns and to avoid conflicts prior to the season opening.

A draft boundary map of rental spaces on Calle Guanajuato has been included in the packet that illustrates where restaurants and artisans would generally be located for the 2023 season. Each restaurant and the Artisans Market have submitted a request and a site plan as outlined in the Calle Policy and depicted on the draft 2023 boundary map. Also included is a drawing of the front of Lithia Park and surrounding area that is in use during the season for the Artisans Market.

Over the years, the season of operation has increased giving way for more regular use by restaurants:

- In the 2010 season the Commission approved an April 1-November 15th season. The current Calle Guanajuato policy states: “The default season of operation is Memorial Day through Labor Day. “
- Once Calle Guanajuato was reconstructed in 2014, more restaurants were interested in using it for longer periods and the Commission began an earlier season start mid-March through Mid-November.

In considering a potential fee increase some factors have contributed to a staff recommendation:

- The Last time Calle fees were raised was February of 2017
- The most current cost recovery numbers are from 2018 and show that we are only at 62% cost recovery.
- The Consumer Price Index for the West Region has had a cumulative increase of 20.6% since 2018. ** See table to the right*
- APRC Staff and Materials and Services costs have continued to increase each year.

*CPI-W
March 2018: 3.2%
March 2019: 2.4%
March 2020: 2.5%
March 2021: 2.4%
March 2022: 8.7%

Assessment & Recommendation

Staff supports the following seven items for 2023 season and is seeking action from Commissioners on each item:

1. **Approve the Boundary Map for the 2023 Calle Guanajuato season.** Staff recommends approval of the 2023 Boundary Map. The requests for 2023 are similar to the 2022 requests as was directed by the Commissioners when the COVID-19 pandemic began. The boundary map, presented at the meeting depicts spaces that are used by restaurants, spaces that are used by the Artisans Market and also spaces that can be shared by both parties.
2. **Artisans Market use of the front Lithia Park.** Since the pandemic began, the Lithia Artisans Market has spread out into the front of Lithia Park during the season of operation with approval from the Commission. This allows the Artisans more visibility and allows restaurants to spread out. Maintenance staff has monitored the front of the park closely and minimal damage has been associated with their use. It was necessary to reseed some areas last year. Staff recommends approval of the use of the front of the park for the 2023 season with no use of lawn or grass areas after November 1 or if a ½ inch of rainfall occurs within 3 days.
3. **Extending the “season of operation” for the agreement.** Staff recommends two options for renters to choose from: Option 1) eight (8) month season March 13th-November 12, 2023. Option 2) nine and a half (9.5) month season March 13-December 31, 2023, giving a choice to restaurants and the Lithia Artisan Market to extend the months of the season of operation with a plan in place by November 1 to remove equipment, chairs, tables, etc. if a flood threatens. Mid-March through Mid-November has historically been the “season of operation.” By expanding the season of operation and giving a choice of eight months or nine and half months it gives the restaurants and the Artisans more flexibility.

4. **Allow for "Off-season" agreements for restaurants to utilize the Calle Guanajuato for seating.** Staff recommends an off-season be considered for January 1, 2024-March 10,2024 for any restaurants interested. Several restaurants have been participating this year in off-season opportunities. There would not be a fee increase associated with this agreement.
5. **Increase fees for the 2023, 2024 and 2025 season of operation.** The current fees for full-time rental space for eight months are \$8.00 per square foot for the full eight-month period, or \$1.00 per square foot per month. The fees then step down to \$5.00 for the eight-month period for weekday restaurant use (\$.62 per square foot per month), and \$5.50 for the eight-month period (\$.68 per square foot per month) for the artisans to rent space for Saturdays and Sundays only. While an increase is being proposed for the artisans, it is less than the restaurant increase. The artisans currently pay 54% more than the restaurants pay for the weekend. Put another way, if part of the artisan space were to open for a restaurant currently renting for the five weekdays, the restaurant would pay \$3.00 per square foot more to rent the space, that the artisans had been paying \$5.50 per square foot to rent. By increasing the percentage for the artisans less than the restaurants, that discrepancy over time will diminish.
- If the Commissioners choose to provide the option of (9.5) months, the per month fees above would be prorated.** Fees have not been increased since 2017. Staff recommends an increase of 9% in 2023, 2024 and 2025 for the restaurants based on the stated factors in this memo. Staff recommends an increase of 7% for the Artisans in 2023, and no increase in 2024 or 2025.The fees once approved by the Commissioners, then go onto the City Council for final approval. The example below is meant to illustrate a 9% increase for restaurants per year (3-years) and a 7% increase for Artisans only in 2023:

Current Fees - 8 Month Season		Current Fee (per sq. ft.) x months	100% Cost Recovery Fee	2023	2024	2025
Artisans - weekends		\$5.50	\$8.87	\$5.89	\$5.89	\$5.89
Restaurant Seating - 7 days per week		\$8.00	\$12.90	\$8.72	\$9.50	\$10.36
Restaurant Seating - 5 days per week		\$5.00	\$8.06	\$5.45	\$5.94	\$6.48
8 Months Season Rental Full Cost by Sq. Ft.	Sq Ft.	Current Season Cost (per sq. ft)	100% Cost Recovery Cost	2023	2024	2025
2 Day Artisan (sq. ft.) - Entire Area	2,300	\$12,650	\$ 20,403	\$13,536	\$13,536	\$13,536
7 Day Restaurant (sq. ft.) - Small	500	\$ 4,000	\$6,452	\$4,360	\$4,752	\$5,180
7 Day Restaurant (sq. ft.) - Large	1,000	\$ 8,000	\$12,903	\$8,720	\$9,505	\$10,360
5 Day Restaurant (sq. ft.) - Small	500	\$2,500	\$ 4,032	\$ 2,725	\$ 2,970	\$3,238
5 Day Restaurant (sq. ft.) - Large	1,000	\$5,000	\$8,065	\$ 5,450	\$5,941	\$6,475

Below are the current charges for a 9.5-month season (Mid-March through December 31) and the proposed increases:

Current Fees - 9.5 Month Season		Current Fee (per sq. ft.) x months	100% Cost Recovery Fee	2023	2024	2025
Artisans - weekends		\$ 6.53	\$10.53	\$ 6.99	\$ 6.99	\$ 6.99
Restaurant Seating - 7 days per week		\$ 9.50	\$ 15.32	\$ 10.36	\$ 11.29	\$ 12.30
Restaurant Seating - 5 days per week		\$ 5.94	\$ 9.58	\$ 6.47	\$ 7.05	\$ 7.69

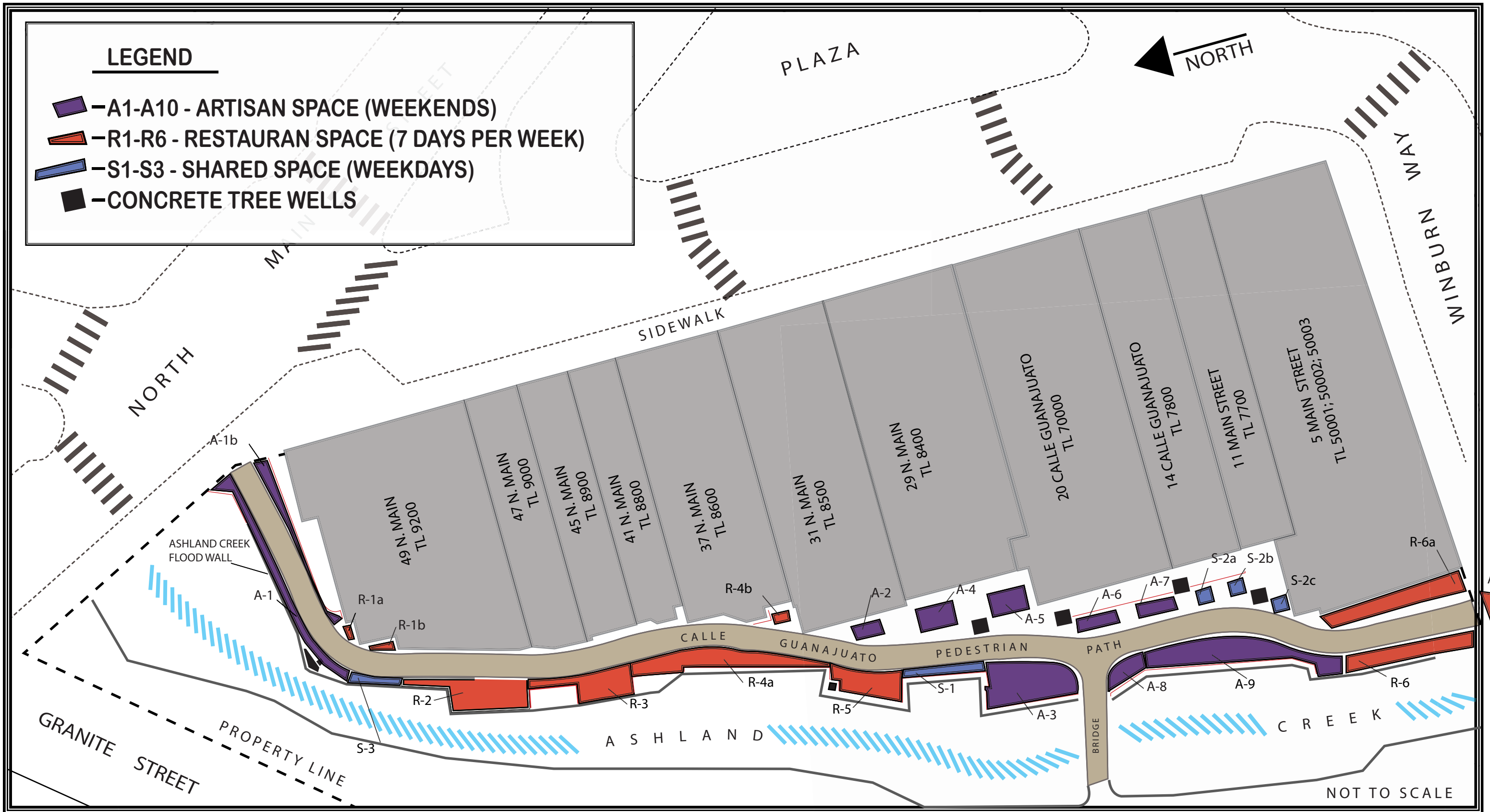
6. **Approve or deny the nine agreements for the Calle Guanajuato.** Staff recommends approval of all nine agreements as proposed. The proposed requests included in the memo have the general areas listed as per the proposed DRAFT boundary map that will be presented at the meeting. Square footage will be determined within the approved boundary map spaces.

Potential Motions: Staff recommends a separate motion for each of the items as listed below: Any fee adjustments are required to go to the City Council for final approval.

- I move to approve the 2023 Calle Guanajuato Boundary Map as presented
- I move to approve the Lithia Artisans Market use of the front of the park during the regular season of March through November with no use of lawn or grass areas after November 1 or if a ½ inch of rainfall occurs within 3 days of the weekend rental period.
- I move to approve increasing the Calle Guanajuato Commercial Use fees by 9% for the restaurants for 2023, 2024 and 2025 and 7% for the Artisans for 2023 only with no increase in 2024 and 2025 for the regular season.
- I move to approve an eight (8) month season March 13th-November 12, 2023, and a nine and a half (9.5) month season March 13-December 31, 2023 giving a choice to restaurants and the Lithia Artisan Market to extend the months of the season of operation with a plan in place by November 1 to remove equipment, chairs, tables, etc. if a flood threatens.
- I move to approve an “off season” agreement for January 1, 2024-March 10, 2024, for any interested restaurants with no fee increase.
- I move to approve the 9 agreements listed in the staff report for Calle Guanajuato for the 2023 Season

Attachments

- 2023 Draft Boundary Map
- Lithia Artisans Drawing of Front of Park
- [Calle Guanajuato Commercial Use Policy](#) (Electronic Attachment)

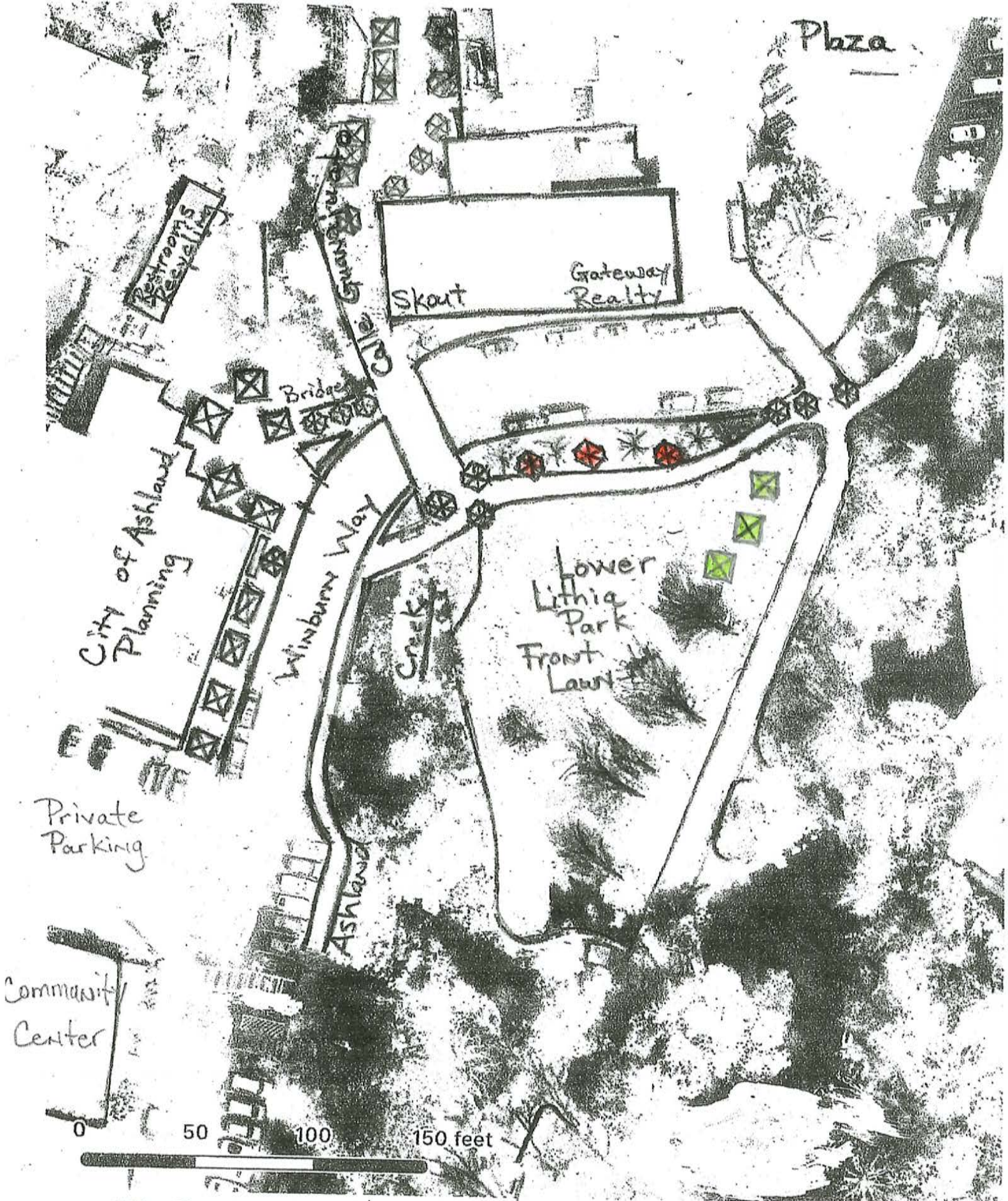


CALLE GUANAJUATO BOUNDARY MAP

April 5, 2023



Exhibit A



☒ Booth Structure 8x8/10x10

◊ Umbrella paved

◈ Season permitting

◈ Seasonal Booth