



AGENDA FOR STUDY SESSION
ASHLAND PARKS & RECREATION COMMISSION
February 1, 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_QFSA4w-jSPOM8BgL6H29gw

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. PARKS MEMORIAL POLICY AMENDMENT DISCUSSION
- IV. CALLE GUANAJUATO 2023 SEASON
- V. MID-LITHIA PARK ADA IMPROVEMENTS
- VI. WILDLIFE HABITAT ZONES
- VII. 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

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt
Leslie Eldridge
Justin Adams
Jim Bachman
Jim Lewis



Michael A. Black, AICP
Director
541.488.5340
AshlandParksandRec.org
parksinfo@ashland.or.us

TO: Ashland Parks and Recreation Commissioners
FROM: Sean Sullivan, Business Operations Manager
DATE: January 26, 2022
SUBJECT: Parks Memorial Policy Amendment Discussion

An amendment to the [APRC Memorial Policy](#) was approved on [November 25, 2019](#). The approved amendment included the following change:

- Established the authority of the Current Parks, Conservation, and Maintenance Subcommittee to approve standard memorial requests and make recommendations on nonstandard memorial requests to Commissioners for final consideration.

Staff would like Commissioners to consider amending the APRC memorial Policy to allow the Director to approve standard memorial requests. No changes to the nonstandard memorial process are being sought.

Since the policy was amended in 2019, the Current Parks, Conservation, and Maintenance Subcommittee has been presented with 20 requests and approved all 20 with no alterations.

The standard memorial program has collected over \$20,000 in donations that directly improve amenities in need of refurbishment and also provides funds for smaller deferred maintenance projects. Providing the APRC Director with the authority to approve standard memorial requests will streamline the process and reduce the number of staff hours that go into administering the program.

The Current Parks, Conservation, and Maintenance Subcommittee recommended further consideration of this amendment by Commissioners on [November 29, 2022](#). The subcommittee recommended adding the following amendments to what was presented in November.

- Allow the Director to defer authorization to the Commissioners at the discretion of the Director
- Provide a report to Commissioners on standard memorial requests that were approved or denied

Additionally, staff suggested that language be added to allow applicants that are denied by the Director to appeal to the Commissioners.

Staff is presenting the proposed amendment to Commissioner to receive feedback with the plan of bringing it back for adoption at a business meeting.

Attachments

Proposed changes to the policy are displayed in track changes

[Memorial Policy \(electronic attachment\)](#)



**Ashland Parks and
Recreation Commission**

COMMISSION POLICY

TITLE	PARKS MEMORIAL POLICY	PAGE 1 of 7	POLICY No. CP.P.2004.08.23
EFFECTIVE DATE	8/23/2004	REVISED DATE	11/25/2019

PARKS MEMORIALS POLICY

I. Introduction:

Many individuals and groups have contributed resources and time to Ashland's parks. The Ashland Parks and Recreation Commission (APRC) appreciates and encourages such contributions and strongly urges those wishing to commemorate persons, groups or events to consider making a contribution without requiring a physical memorial. A guiding principle is for the park itself to be the showpiece or center of activity, rather than a site containing memorials.

This statement of policy and guidelines is designed to:

1. Provide specific criteria for design and placement of memorials
2. Establish a clear and consistent process for application, review, approval and implementation of all proposals
3. Define ongoing maintenance responsibilities of the donor and of the Parks Division

II. Policy:

Consideration will be given to proposals to install memorials on APRC controlled managed lands under one or more of the following circumstances (Complying with some or all of the listed policy elements alone does not automatically secure approval):.

- A. When the memorial proposed has been located, selected and purchased following the standard parks memorial program, as outlined in the Standard Park Memorials Administrative Procedure document maintained by staff.
- B. When the feature will enhance the park and be in character with the purpose for which the park was created.
- C. When the person or group memorialized has contributed significantly to the mission of APRC.
- D. When the memorial has a sense of timelessness; that is, it will be meaningful to both current and future generations of parks patrons.
- E. When a donation is made that constitutes more than fifty-percent (>50%) of the cost of the acquisition of a park, park feature or facility or greater than fifty-percent (>50%) of the resources required for the development of a park, park feature or facility.

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Note: *Complying with some or all of the above policy elements does not automatically secure approval.*

III. Criteria and Rationale

- A. Ashland's parks are established to provide areas or structures for organized active recreation, trails, open space, aesthetic benefits and environmental protection and enhancement. Memorials will be in character with and not detract from the purpose of the park or facility.
- B. There must be justification for the existence and location of all memorials.
- C. The preferred location for a memorial acknowledging a structure is inside or immediately adjacent to the subject structure such as a building or parking area or entrance to a structure or trail. Development of a trail, renovation of a feature or structure or restoration of a natural area may be acknowledged by a sign or plaque within its access or parking area or within or on an existing structure.
- D. Memorials placed outdoors should be part of a landscape design plan and carefully incorporated so as to be part of the fabric of the site, rather than a feature of the site.
- E. Memorials to individuals may be incorporated into structures or amenities approved by the subcommittee. A newly installed park structure or amenity may be considered for a particular site if the park plan designates the need.
- F. Memorials related to community history or natural history may be placed in accordance with the park plan, if one exists, or by approval of the subcommittee.
- G. A conservative approach will be taken regarding requests for memorials in Lithia Park in order to maintain a balance of memorials versus the to preservpreservation of the park's natural and historic character.
- H. The donation amount required to establish a memorial will include the actual costs of installing the memorial as well as maintenance costs associated with the memorial itself and general parks maintenance activities. Costs for standard memorials identified in the Standard Park Memorial Administrative Procedure document shall be assessed at the beginning of the second year of each biennium and may also be adjusted on an as needed basis to reflect rising material costs.

IV. Memorials that may be considered:

A. Historic Events

Events significant to the park's formation or development or in the development to the region of town in which the park is located.

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B. Persons, Groups or Organizations

Community members, groups or organizations that were influential in promoting, developing or preserving parks and recreation locally or regionally, as well as those who have contributed in other ways to the Community of Ashland.

C. Structures

Commemorating the roles of individuals, such as designers, government agencies and others in the development and construction of new structures located in the park.

V. Monument Types:

A. Standard Memorials: Guidelines for standard memorial types and plaques are outlined in the Standard Park Memorial Administrative Procedures document.

B. Nonstandard Memorials: Parks staff will maintain a current needs list of potential non-standard memorials such as bridges, gazebos, trails, paths, picnic shelters, sports courts and other park amenities. All locations, types of materials and any other considerations will follow all parks policies and standards. Plaques made of permanent materials such as bronze, other metals or stone may be mounted in walls, in paving, or on cast concrete or can be attached to the donated item. [Effort will be made to encourage donations that will address current needs within the park system before new additions to the park system are considered.](#)

C. All proposed memorials not specifically mentioned in A and B above shall be processed as nonstandard memorials.

VI. Application Process

A. Parties involved:

1. Donor: Individual or group proposing a memorial.
2. [Director: The APRC Director \(or designee\) has the authority to approve Standard Memorials based on specifications within this policy and the Standard Park Memorial Administrative Procedures document](#)
- ~~3~~2. Subcommittee: A memorial review subcommittee shall be formed to review proposals regarding memorials. The subcommittee shall be comprised of a minimum of two Commissioners and may include other appropriate persons. The subcommittee reviews proposals in accordance with standards described herein, ~~approves standard memorials~~ and makes recommendations on non-standard memorials to the Commission.
- ~~4~~3. Commission: Commissioners approve or deny non-standard memorial proposals, at a business meeting.

B. Process:

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1. For Standard Memorials:
 - a. The donor will follow the process outlined in the Standard Park Memorial Administrative Procedures document.
 - b. ~~The subcommittee~~ The Director (or designee) will review all requests for compliance with this policy and the guidelines found in the Standard Park Memorial Administrative Procedures and has the authority to grant final approval.
 - c. Any Standard Memorial request can be deferred to the Commissioners at the discretion of the Director
 - d. The donor may appeal a denied request to Commissioners
 - ~~b.e.~~ Staff will provide an update to Commissioners at a business meeting at least once per year details and the outcome of all Standard Memorial requests
2. For Non-standard Memorials:
 - a. The donor will review this policy statement and submit a preliminary proposal in writing to APRC and will be reviewed by the Director for submission to the subcommittee.
 - b. The proposal must indicate who or what is being commemorated, the type of memorial desired, the preferred location, maintenance considerations and justification for the request.
 - c. The subcommittee will review proposal and make a recommendation to the Commission.
 - d. Commissioners will approve or deny the proposal.

VII. Installation

Upon final approval of the memorial proposal, it becomes the donor's responsibility to coordinate and finance the fabrication, delivery and installation of the plaque or memorial with APRC staff. Any changes to standard memorials must be approved by the subcommittee prior to installation of the memorial. Substantive changes to nonstandard memorials must be approved by the Commissioners.

The Parks Superintendent inspects the memorial before and after installation to ensure that all the conditions of approval have been met.

VIII. Removal, Replacement and Expiration

APRC reserves the right to move, remove or replace any memorial within any property under its jurisdiction for any reason.

If the memorial becomes damaged beyond repair, an attempt will be made to contact the donor to repair or replace the item, or it may be removed.

After a period of ten years, standard memorials will expire and become available for rededication. The donor who initially established the expired memorial will be contacted when possible and be provided an opportunity to re-dedicate the memorial by donating the amount identified for existing memorials in the Standard Park Memorial Administrative Process document without going through the formal approval process.

Any Standard Memorial plaques removed after the 10-year period will be moved to a central location in Lithia Park.

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The expiration of nonstandard memorials will be handled on a case-by-case basis.

IX. Date of Effect of these Guidelines

The guidelines become effective upon adoption by Commissioners.

Approved: _____ Date: _____
Mike Gardiner, APRC Chair

Approved, as to form: _____ Date: _____
David Lohman, City Attorney

Revision History

Revisions approved on December 8, 2008

Revisions approved on December 23, 2013

Revisions approved on November 25, 2019

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PARKS COMMISSIONER STAFF REPORT

TO: Ashland Parks and Recreation Commissioners

FROM: Rachel Dials, Deputy Director

DATE: January 27, 2023

SUBJECT: Calle Guanajuato Season 2023 (information and discussion)

Staff will present an overview of the process for the upcoming 2023 season for the Calle Guanajuato. The presentation will include restaurants and artisans who have applied for space, a brief overview of the current policy, applications, timeline and fees.

This will be a time for the Commission to give feedback on the process that staff will bring forward at the March 8, 2023, regular meeting.

Attachments

Calle Guanajuato Commercial Use Policy #101
Fees approved by APRC in March, 2022 but denied by City Council.



**Ashland Parks and
Recreation Commission**

COMMISSION POLICY

TITLE CALLE GUANAJUATO COMMERCIAL USE POLICY	PAGE 1 of 7	POLICY No. 101
EFFECTIVE DATE May 1990	REVISED DATE February 25, 2019	

APPROVED BY COMMISSIONER ACTION

*December 19, 2016; Agenda Item: VI.(a.) Calle Guanajuato Amended Policy Approval
February 25, 2019; Agenda Item: VI.(a.) Calle Guanajuato Commercial Use Policy Approval*

The Charter of the City of Ashland, **Article XIX – “Park Commission,”** gives the Ashland Parks and Recreation Commissioners the “*power to formulate and adopt rules and regulations for their government.*” This authority allows Commissioners to adopt rules and policies through a public process in order to provide organization, aide in decision making and to provide consistent regulation for park and facility uses in order to achieve the goals of the Ashland Parks and Recreation Commission (“APRC”) and protect people, the environment and assets and to ensure fair and equal use of parks by all users.

PURPOSE

The Calle Guanajuato is an asset of the APRC that provides, among other public benefits, space for restaurant seating and concessions adjacent to Ashland Creek and within proximity to local restaurants, Ashland Shakespeare Festival, Downtown Ashland and Lithia Park. Permitted commercial activity on the Calle Guanajuato shall be limited to the uses specifically designated in this policy.

Permits may only be issued for concessions by the Lithia Artisans Market and for adjacent restaurants. Permitted sites on the Calle Guanajuato are restricted by the physical limitation of the space, and the potential that the demand for space may be greater than the space available. The APRC has created the Calle Guanajuato Commercial Use Policy (the “*Policy*”) to regulate the allocation of physical space to qualifying permittees, as described herein. Permits may be awarded on an annual basis as described herein.

CALLE GUANAJUATO COMMERCIAL USE POLICY OBJECTIVES

The purpose of the Policy is to assist the APRC in the pursuit of the following equally-important objectives:

- I. To provide a process for the review and approval of applications for

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concessionaires of the Lithia Artisans Market and restaurateurs of adjacent businesses;

- II. To ensure that adequate access is achieved through the Calle Guanajuato for pedestrians and emergency vehicles;
- III. To attempt to achieve cost recovery for APRC; and,
- IV. Maintain an appealing extension of Lithia Park into downtown

GENERAL PROVISIONS

Application Process

- I. Any Calle Restaurant or Landlord/Owner desiring a designated site on the Calle Guanajuato must file annually a non-refundable application with APRC staff prior to the stated deadline.
- II. The application process and criteria for submittal shall be as follows:
 - a. Prior to the beginning of the application review process, each applicant seeking a designated site on the Calle must file an application with APRC staff. The application must be submitted prior to the 2nd Friday of January of each calendar year, stating the intent of the applicant to:
 - i. Seek a permit for the same designated site as the previous year; and/or,
 - ii. Seek a permit for a designated site location that differs from the applicant's site for the previous year.
- III. The application material shall include the following:
 - a. A clear identification of the requested designated site as delineated in the official boundary map;
 - b. A simple site plan showing how restaurant equipment and/or concession stands will be organized within the boundary of the designated site;
 - c. A statement detailing how each of the specific approval criteria of the Policy will be met; and,
 - d. An application fee as adopted in the "Fees and Charges Schedule" of APRC.
- IV. Application review requirements:
 - a. Absent a timely-submitted application, APRC will not hold a previously permitted site and seniority shall be forfeited for that site.

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- b. Notwithstanding the Cancellation section of this ordinance, no late applications will be accepted.
- c. Incomplete applications, or those that do not substantially meet the criteria, will be returned to the applicant without processing.
- d. Permit approvals for each season will be issued no later than February 28th of each year.
- e. The official boundary map of the Calle Guanajuato will delineate the designated site for all concession and restaurant space.
- f. A permit for a restaurant or concession shall be nontransferable between restaurateurs and shall be valid exclusively for one season in a single calendar year. A Landlord/Owner may take over the already issued license if another restaurant will be occupying the space within a 3-month period (during the season). The Landlord/Owner must also pay any outstanding fees for the designated site.
- g. No qualifying Calle Restaurant may hold or be issued more than one permit.

CONDITIONAL USE REVIEW CRITERIA

In considering applications, staff shall review the applicant’s compliance with applicable City ordinances and regulations as well as the following criteria:

- I. Restaurant proximity shall constitute a major determining factor for a designated site on the Calle Guanajuato. Applicants that meet the adjacency standard for a designated site shall have preference during review over those who do not.
- II. When two or more applicants make requests for the same site or overlapping designated sites, restaurant seniority, as defined in the definitions of this policy, shall take precedence in determining which applicant receives priority consideration.
- III. Designated sites shall be used for their permitted use only (either restaurant or concession space). In the event that a site designated for restaurant use remains unused after permit issuance, the site may be made available to the Lithia Artisans Market.
- IV. The applicant must be in good standing with APRC and the City, with no active enforcement actions.
- V. The applicant must demonstrate through a simple site plan that they have the ability to carry out the requested operations without violating the public walkway or open space through the Calle Guanajuato.

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VI. A Calle restaurant and/or Landlord/Owner with singular access onto the Calle Guanajuato will have the first right of refusal for any seating immediately adjacent to their building as long as it does not interfere with the already established concessionaire areas.

VII. Accessory Regulations:

- a. **FIRE AND LIFE SAFETY.** Concessionaire shall comply with any and all fire and life safety guidelines, recommendations and requirements issued by the City of Ashland Fire Marshal, including, but not limited to the following:
 - i. Maintain all required fire and emergency access areas;
 - ii. Ensure that permitted restaurant equipment does not encroach upon or obstruct public walkways or open space areas while maintaining a clear eight (8) foot pathway for emergency vehicles as approved by the City of Ashland Fire Marshal;
 - iii. Maintain a clear, unobstructed space around any fire hydrant as required for fire safety;
 - iv. Have available and maintain such fire extinguishers as determined by the Fire Marshal;
 - v. Strict adherence to the APRC prohibition on smoking. Smoking is not permitted on the Calle Guanajuato under any circumstances; and
 - vi. No use of any bottled gas, electrical devices, or hazardous materials or hazardous substances without prior approval by the Ashland Fire Marshal. [For purposes of this License "Hazardous Substance" or "Hazardous Material" means any hazardous, toxic, infectious, or radioactive substance, waste, or material as defined or listed by any local, state or federal environmental law.]

PERMIT/CONTRACT AWARD PROCESS

- I. A permittee who meets all of the approval criteria for a conditional commercial use permit will be required to enter into a contract with APRC for the use of the permitted site and will be required to provide the information required for the execution of the contract, as provided by APRC staff:
- II. Contract will be awarded by the Commissioners by the 28th of February each year.

RESTAURANT AND CONCESSION FEE SCHEDULE

- I. The Commissioners shall review and may adjust the seasonal square foot rental rate on the Calle prior to February 28th each year.

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- II. Payment for approved permits must be made in full by the second Friday of May each season, unless otherwise stated by the Commissioners during fee schedule and operating season review.
 - a. If fees are not received as described above, the permit shall be revoked.

OPERATING SEASON

Due to various considerations, the season of operation for the Calle Guanajuato may vary from year to year. If the Commissioners do not approve a particular period of operation prior to February 28th, the default season of operation shall be from Memorial Day to Labor Day.

RESTAURANT CANCELLATION/REVOCAION.

- I. A permit issued for restaurant use may be canceled at the request of the restaurant owner. In such a case, if the season has not begun, the site permit fee will be refunded if already paid. If the season has already begun, the fee will be pro-rated for the time used.
- II. Should a restaurant abandon, or cancel, a permitted site, the site shall become available immediately, and a time frame for new applications will be delineated by APRC staff. The designated site shall then be awarded consistent with the criteria of the competitive process under Application Review contained in the Policy.
- III. APRC reserves the right to revoke any restaurant's permit for a designated site at any time if that individual restaurant does not conform to applicable law, including but not limited to the rules and regulations established by the Ashland Parks and Recreation Commission, the City of Ashland, Jackson County Health Department and the Oregon Liquor Control Commission.
 - a. If an application is revoked prior to the start of the season, permit fees shall be refunded.

SITE SHARING

- I. Restaurant applicants who receive a permit for a designated site have the ability to share their space with another restaurant that meets the criteria of this policy.
- II. A restaurateur who shares space may do so without forfeiting seniority.
- III. Site location sharing may take place at any point during the year; however, only one applicant may hold a permit for a particular designated site and that applicant shall be sole beneficiary of any seniority for the season.
- IV. Applicants must note on their applications if they are planning to share the site with another restaurateur.
 - a. Applicant or permittee shall not sub-lease a designated site without APRC staff approval.

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DEFINITIONS

- I. **Adjacency:** is contiguous ground floor access onto the Calle Guanajuato from a Calle restaurant with direct access the Calle Guanajuato.
- II. **Applicant:** a person or entity seeking license from APRC for a concession or restaurant permit.
- III. **Boundary Map:** is the most current map that delineates areas for both restaurant seating and concession operations.
- IV. **Business License:** a certificate issued by the city authorizing the holder to conduct specified business activity within the City of Ashland.
- V. **Calle Guanajuato:** the improved surface area directly behind the plaza businesses and adjacent to Ashland Creek being bounded by the flood wall on the west side, the back of the Calle businesses to the east, Winburn Way to the south and North Main Street to the north.
- VI. **Calle Restaurant:** a restaurant business operated all, or in part, out of a building abutting the Calle Guanajuato.
- VII. **Concession:** any licensed retail sales operation on the Calle Guanajuato conducting sales using a temporary table, stand, cart, or similar equipment.
- VIII. **Concessionaire:** a licensed retail operation on the Calle Guanajuato.
- IX. **Designated Site:** is the useable space or area on Calle Guanajuato which has been allocated for individual concession or restaurant use by the Ashland Parks and Recreation Commission.
- X. **Employee:** all persons, including proprietors, working on the premises of a Calle business.
- XI. **Landlord/Owner:** a person who rents a building to a tenant on the Calle Guanajuato.
- XII. **Owner of Record:** the person, or entity, in which legal or equitable title rests for private properties directly adjacent to the Calle Guanajuato.
- XIII. **Public Walkway:** the 8-foot meandering brick walkway through the Calle Guanajuato.
- XIV. **Restaurant Equipment:** includes but is not limited to any materials, merchandise, tools, carts, tables, chairs, podiums, or other items owned by, in possession of or associated with a restaurant.
- XV. **Restaurant:** a commercial establishment where food and beverages are prepared, served, and consumed primarily within a principal building which abuts the Calle Guanajuato.

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- XVI. **Restaurateur:** a licensed restaurant operation on the Calle Guanajuato.
- XVII. **Season:** is the term of use for concession and restaurant operation at the Calle Guanajuato each year. Exact operating dates for each season will approved annually during the review period of permits.
- XVIII. **Restaurant Seniority:** shall be established for application review when a restaurateur and/or Landlord/Owner has been granted a permit to a specific designated site for the calendar year immediately before the current calendar year. Seniority shall be forfeited when occupancy of the site has been abandoned by the applicant or Landlord/Owner for any reason for any period of more than 3 months. For a restaurant with singular access onto the Calle, first right of refusal for any seating immediately adjacent to their building will apply as long as it does not interfere with an already established concession area.
- XIX. **Singular Access:** Calle Restaurant has no access from the plaza side. Primary access is on the Calle Guanajuato side. Address may also reflect a Calle Guanajuato street address.

Approved:  Date: 3/1/19
Mike Gardiner, APRC Chair

Approved, as to form:  Date: 2/26/19
Dave Lohman, City Attorney

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COMMISSIONERS:

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Julian Bell
Leslie Eldridge



Michael A. Black, AICP
Director

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PARKS COMMISSIONER STAFF REPORT

TO: Ashland Parks and Recreation Commissioners
FROM: Rachel Dials, Deputy Director
DATE: February 24, 2022
SUBJECT: 2022 Calle Guanajuato Regular Season Lease Agreements (Action)

Situation

The following applicants have submitted requests for Commercial Space on the Calle Guanajuato for the 2022 season:

Requests

- Skout
- 14 Calle Guanajuato (Griffin Creek Coffee)
- Osteria La Briccola
- Little Tokyo
- Louie's Bar and Grill
- Bar Juliet
- Oberon's
- Greenleaf
- Mix Bake Shop
- Lithia Artisans Market

Draft Boundary Map location

R-6, and A-9
S-2a & S-2b
A-7, A-6, A-8, A-5
A-2, part of R-5, S-1
part of R-4a, R-4b, part of R-5
part of R-3
part of R-3 and part of R4a
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 seating. 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. According to the Calle Guanajuato Commercial Use Policy, the Commissioners can adjust fees prior to February 28 of each year. 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 2022 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 boundary map.

Assessment & Recommendation

Staff supports the following seven items for 2022 season and is seeking action from Commissioners on each item:

1. **Approve the Boundary Map for the 2022 Calle Guanajuato season.** Staff recommends approval of the boundary map as will be presented on March 2nd. The requests for 2022 are similar to the 2019 requests as was directed by the Commissioners when the COVID-19 pandemic began. The boundary map 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. During COVID-19 multiple two person tables were allowed and approved by staff next to the mural and are currently being occupied by the restaurant Skout. Staff has observed minor damage chair height and below and having tables and chairs in that location creates damage over time. Diners seated along the wall block the view of the mural, which has become an Ashland icon and a symbol of the town's 52 years of Sister City ties to Guanajuato. Staff is still attempting a resolution and currently as of this memo will have an updated boundary map and recommendation at the Commission meeting.
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 no damage has been associated with their use. Staff recommends approval of the use of the front of the park for the 2022 season with no use of lawn or grass areas after November 1 or if a ½ inch of rainfall occurs within 3 days, whichever comes first.
3. **Extending the "season of operation" for the agreement.** Staff recommends two seasons: eight (8) month season March 12th-November 11, 2022 or nine and a half (9.5) month season March 12-December 31, 2022 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. In 2020, the Commissioners approved a season spanning March 11 through November 10. 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 a half months it gives the restaurants and the Artisans more opportunities during the holiday season.
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, 2023-March 10, 2023 for any restaurants interested. Several restaurants have been participating this year in off-season opportunities and as the COVID-19 pandemic persists.
5. **Increase fees for the 2022 season of operation.** The current fees for fulltime rental space for eight months is \$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. **If the Commissioners choose to extend the season from eight (8) to nine and a half (9.5) months, the per month fees above would be multiplied by the new term of 9.5 month.** Fees have not been increased since 2017. Staff recommends an increase of up to 7% based on the December 2022 Consumer Price Index-West (CPI-W) The fees once approved by the Commissioners, then go onto the City Council for final approval. The example below is meant to illustrate a 7% increase:

CURRENT FEE	7% INCREASE
\$ 1.00 per sf per month (7-days/wk)	\$1.07 per sf per month (7 days/wk)
\$.62 per sf per month (weekdays only)	\$.66 per sf per month (weekdays only)
\$.68 per sf per month (weekend only)	\$.73 per sf per month (weekend only)

RENTAL SPACE FEE EXAMPLE (Cost for Entire Season)		
AREA	CURRENT FEE (8mo / 9.5mo)	7% INCREASE (8mo / 9.5mo)
Average Restaurant space 500 sf/7-days a week	\$8.00 / \$9.50 \$4000 / \$4750	\$8.56 / \$10.16 \$4280 / \$5080
Average Artisan Space 2300 sf/2 days a week	\$5.50 / \$7.00 \$12,650 / \$16,100	\$5.88 / \$7.49 \$13,524 / \$17,227
Largest Restaurant space 1000 sf / 7-days a week	\$8.00 / \$9.50 \$8000 / \$9,500	\$8.56 / \$10.16 \$8560 / \$10,160

6. **Determine fees for “off-season” use.** Not all restaurants have expressed interest and their determination of space will be based on their approved allocation during the main season. Because of the weather during the “off-season” staff recommends that fees be reduced by 40% for those 2 ½ months. The example below is meant to illustrate a 40% decrease on per square foot fees during the “off season” based on a 7% increase during the regular season of operation:

7% INCREASE for regular season	40% DECREASE of fees for off season
\$ 1.07 per sf per month (7-days/wk)	\$.64 per sf per month (7 days/wk)
\$.66 per sf per month (weekdays only)	\$.40 per sf per month (weekdays only)
\$.73 per sf per month (weekend only)	\$.44 per sf per month (weekend only)

AREA	40 % DECREASE of fees for off season
Average Restaurant space 500 sf/7-days a week	\$.64 (2.5 months) \$800

7. **Approve or deny the ten agreements for the Calle Guanajuato.** Staff recommends approval of all ten agreements as proposed. The proposed requests, included in the memo have the general areas listed as per the proposed DRAFT boundary map. 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 approvals are required to go to the City Council for final approval.

- I move to approve the 2022 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 December with no use of lawn or grass areas after November 1 or if a ½ inch of rainfall occurs within 3 days, whichever comes first.
- I move to approve increasing the Calle Guanajuato Commercial Use fees by 7% for the regular

season

- I move to approve an eight (8) month season March 12th-November 11, 2022 and a nine and a half (9.5) month season March 12-December 31, 2022 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, 2023-March 10, 2023 for any interested restaurants
- I move to approve a decrease of 40% for the off-season fee.
- I move to approve the 10 lease agreements for the Calle Guanajuato for the 2022 Season

Attachments

- DRAFT Boundary Map
- Draft Contract for Lithia Artisans Market
- Draft Contract for Restaurants
- Calle Guanajuato Commercial Use Policy
- Consumer Price Index-West Region (CPI-W)

ASHLAND PARKS & RECREATION COMMISSION

340 S PIONEER STREET • ASHLAND, OREGON 97520

COMMISSIONERS:

Rick Landt
Jim Lewis
Justin Adams
Leslie Eldridge
Jim Bachman



Michael A. Black, AIC
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MEMORANDUM

TO: APRC Commissioners
FROM: Michael Black
DATE: January 27, 2023
SUBJECT: ADA Improvements in Lithia Park

The age of Lithia Park and much of the infrastructure for human mobility within the park are indicative of the level of accessibility for people with mobility challenges using Lithia Park – low. Many areas of the park contain infrastructure that would allow higher levels of mobility and access if it were built to meet the current ADA standards. Of course, we cannot address all of these issues in a 100 acre park at one time; however, two recent events have brought a renewed emphasis, and opportunity, to improve accessibility in one area of the park.

The recent opening of the Ashland Japanese Garden and the increased activity in that area has exposed a serious lack of accessibility to a very popular destination in Lithia Park. And the damage caused to the stairs near the Ashland Japanese Garden and the Pickle Ball Courts has created an opportunity to replace those stairs with stairs built to the current standards for accessibility.

The replacement of the stairs off of Winburn are necessary and will be accomplished as a matter of maintenance; however, a few changes could be accomplished in the same area concurrently with the stair replacement. These changes may constitute a change to Lithia Park infrastructure, which we would like to explore with the Commissioners.

The proposed changes to the area would include:

1. Replacement of the rock stairs with new concrete stairs, with appropriate rise/run ratio, hand railings and landings.
2. Curb cuts on the sidewalk leading to the stairs.
3. Painted crosswalk on the street, denoting a pedestrian crossing between the subject stairs and the current curb ramp at the pickle ball courts.
4. Installation of an ADA standard ramp that would bypass the subject stairs and provide an alternative to the stairs for people with mobility challenges.

We look forward to discussing this matter further with the Commissioners at the upcoming study session. A schematic outlining the proposal will be presented at the meeting.

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Michael A. Black, AICP
Director

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MEMORANDUM

TO: APRC Commissioners
FROM: Rachel Dials, Deputy Director
DATE: September 1, 2022
SUBJECT: Wildlife Habitat Zones (information and discussion)

At the July 6, 2022, Regular meeting the Commission directed staff to work on maps that outline specific areas to designate as Wildlife Sanctuary areas. During the discussion there was agreement that taking this approach may give pause and education to users as to why certain rules are in place and how certain activities can have a negative impact on wildlife. The areas included in the discussion were North Mountain Park, Riverwalk, and Ashland Pond.

On September 7, 2022, staff presented maps for North Mountain Park, Riverwalk and Ashland Pond. Feedback included:

- Referring to these areas as “Wildlife Habitat Zones”
- A suggestion to designate Rocky Top (in NMP) as a distinct, separate park since it is generally understood.
- Clarification that new rules for those zones would not be adopted. This program would be an educational program about existing rules regarding wildlife.

Staff has been working on this project and will be prepared to present a draft map of Oredson Todd Woods.