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*The comments of this pre-application are preliminary in nature and subject to change based upon the submittal of additional or different information. The Planning Commission or City Council are the final decision making authority of the City, and are not bound by the comments made by the Staff as part of this pre-application.*

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ASHLAND PLANNING DEPARTMENT      **SITE:**            21 Winburn Way  
PRE-APPLICATION CONFERENCE      **APPLICANT:** Tom & Lisa Beam  
COMMENT SHEET                              **OWNER:**        Tom & Lisa Beam  
July 8, 2020                                      **REQUEST:**     Site Design Review

**PLANNING STAFF COMMENTS:**

*This pre-application conference is intended to highlight significant issues of concern to staff and bring them to the applicant's attention prior to their preparing a formal application submittal.*

**Summary:** Staff is supportive to alterations to commercial buildings intended to enhance the viability of the business environment. The key is incorporating roll-ups in a way that is respectful to Historic District standards.

The site is within the Basic Site Review Zone, Detail Site Review Zone, Downtown Historic District and Downtown Design Standards Zone.

The proposal to modify the ground floor entrance and the windows of the front façade of the building requires a Site Review approval for modifications to a Historic Contributing building (Wietzel's Dept Store – Primary Contributing). However, no Physical and Environmental Constraints permit (P&E) is required as the building is existing.

Because the project does not constitute a “substantial improvement” as provided in AMC 15.10 the building official has determined that no elevation certificate will be required and none of the flood protection provisions of AMC chapter 15 apply. Because the property is located within the SFHA and there is historical knowledge of flooding the applicant may want to consider portable flood barrier to protect from flood waters at the entry and the roll up door.

The proposed outdoor seating would need to be approved through a public works sidewalk café permit in accordance with AMC 13.03. A site plan will need to demonstrate six-foot clearance around all proposed seating areas. No permanent installed item may encroach into the ROW.

The primary issue with the proposed modifications are whether they would meet the Downtown Historic Design Standards (AMC 18.4.2.060.C). The current and proposed storefront meet many of these standards simply because the proposal is relatively minor and only involves a portion of the building. *Due to the ongoing Covid emergency the historic review board have not been able to review the application materials.*

Here are a few key standards that likely apply.

4.b. 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.

5.c. Buildings shall provide a foundation or base, typically from ground to the bottom of the lower windowsills, with changes in volume or material, in order to give the building a sense of strength.

Staff feels that the proposed roll up door fails to provide a ‘base’ to the building, but this may be alleviated by providing a solid lower section to the door. An example of a previous planning action that received approval from the Historic Commission was the restaurant RAW which was able to meet this criterion by having a solid lower section to the door (in their case they open as an accordion). The base could be further emphasized by changing materials below the window ledge adjacent to the opening.



## 8. Materials.

a. Exterior building materials shall consist of traditional building materials found in the downtown area including block, brick, painted wood, smooth stucco, or natural stone.

## 9. Awnings, Marquees, or Similar Pedestrian Shelters.

a. Awnings, marquees, 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

b. Except for marquees, similar pedestrian shelters such as awnings shall be placed between pilasters

c. Sidewalk coverings along storefronts shall have prominent horizontal lines at similar levels

The proposed materials are consistent with the downtown area, and the proposed awning appears to meet the historic design standards. The final application should include detail on any signage proposed for the awning.

## **SITE DESIGN REVIEW APPROVAL CRITERIA**

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

### **18.5.2.050 Approval Criteria**

An application for Site Design Review shall be approved if the proposal meets the criteria in subsections A, B, C, and D below. The approval authority may, in approving the application,

impose conditions of approval, consistent with the applicable criteria.

**A. Underlying Zone.** The proposal complies with all of the applicable provisions of the underlying zone (part [18.2](#)), including but not limited to: building and yard setbacks, lot area and dimensions, density and floor area, lot coverage, building height, building orientation, architecture, and other applicable standards.

**B. Overlay Zones.** The proposal complies with applicable overlay zone requirements (part [18.3](#)).

**C. Site Development and Design Standards.** The proposal complies with the applicable Site Development and Design Standards of part [18.4](#), except as provided by subsection E, below.

- The application would need to address the relevant Downtown historic standards mentioned above. Most of the Site Development and Design standards won't apply as the proposed modifications are minor.

**D. City Facilities.** The proposal complies with the applicable standards in section 18.4.6 Public Facilities, and that adequate capacity of City facilities for water, sewer, electricity, urban storm drainage, paved access to and throughout the property, and adequate transportation can and will be provided to the subject property.

**E. Exception to the Site Development and Design Standards.** The approval authority may approve exceptions to the Site Development and Design Standards of part [18.4](#) if the circumstances in either subsection 1, 2, or 3, below, are found to exist.

1. There is a demonstrable difficulty meeting the specific requirements of the Site Development and Design Standards due to a unique or unusual aspect of an existing structure or the proposed use of a site; and approval of the exception will not substantially negatively impact adjacent properties; and approval of the exception is consistent with the stated purpose of the Site Development and Design; and the exception requested is the minimum which would alleviate the difficulty;
2. There is no demonstrable difficulty in meeting the specific requirements, but granting the exception will result in a design that equally or better achieves the stated purpose of the Site Development and Design Standards; or
3. There is no demonstrable difficulty in meeting the specific requirements for a cottage housing development, but granting the exception will result in a design that equally or better achieves the stated purpose of section [18.2.3.090](#). (Ord. 3147 § 9, amended, 11/21/2017)

- The application would need to address the Exception criteria above if any of the details of the proposal do not comply with the applicable design standards.

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

better if neighbors hear of the proposal from the applicants rather than by a formal notice from the city.

**Written Findings/Burden of Proof:** Applicants should be aware that written findings addressing the ordinance and all applicable criteria are required, and are heavily depended on in the decision making process for a planning action. In addition, the required plans are explained in writing below. The burden of proof is on the applicant(s) to ensure that all applicable criteria are addressed in writing and that all required plans, written findings, and other materials are submitted even if those items were not discussed in specific, itemized detail during this initial pre-application conference.

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**OTHER DEPARTMENTS' COMMENTS**

**FIRE DEPARTMENT:** *No comments at this time.* Please contact Division Chief & Fire Marshal Ralph Sartain of the Fire Department for any additional information at (541) 552-2229 or via e-mail to [Ralph.Sartain@ashland.or.us](mailto:Ralph.Sartain@ashland.or.us) .

**BUILDING DEPARTMENT:** “For existing buildings, only changing out the components, and no substantial improvements, there are no requirements from AMC 15 that apply” Please contact the Building Division for Building Codes-related information at (541) 488-5305.

**CONSERVATION DEPARTMENT:** *No comments at this time.* For more information on currently available Conservation programs, please contact the City of Ashland Conservation Division at (541) 552-2062 or e-mail [Dan.Cunningham@ashland.or.us](mailto:Dan.Cunningham@ashland.or.us) .

**PUBLIC WORKS DEPARTMENT:** *No comments at this time.* For any further information, please contact Karl Johnson at (541) 552-2415 or via e-mail to: [karl.johnson@ashland.or.us](mailto:karl.johnson@ashland.or.us) .

**ELECTRIC DEPARTMENT:** The applicant will need to contact Dave Tygerson in the Electric Department at (541) 552-2389 to discuss service requirements and fees for any changes to the electrical services.

**WATER AND SEWER SERVICE:** *Please Contact Steve Walker at 541-552-2326 or e-mail [walkers@ashland.or.us](mailto:walkers@ashland.or.us) with any questions regarding water utilities.”*

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**PROCEDURAL HANDLING**

The application is subject to a ‘**Type I**’ procedure, which provides for an administrative decision with notice to neighbors and the potential for appeal to the Planning Commission. If appealed, the Planning Commission hearing would be ‘de novo’ and the Commission’s decision would be the final decision of the city.

**APPLICATION REQUIREMENTS**

1. **Application Form and Fee.** *Applications for Type I review shall be made on forms provided by the Staff Advisor. One or more property owners of the property for which the planning action is*

requested, and their authorized agent, as applicable, must sign the application. The application shall not be considered complete unless the appropriate application fee accompanies it.

- 2. **Submittal Information.** The application shall include all of the following information.
  - a. The information requested on the application form (see <http://www.ashland.or.us/Files/Zoning%20Permit%20Application.pdf>).
  - b. Plans and exhibits required for the specific approvals sought (see below).
  - c. A written statement or letter (“written findings”) explaining how the application satisfies each and all of the relevant criteria and standards in sufficient detail (see below).
  - d. Information demonstrating compliance with all prior decision(s) and conditions of approval for the subject site, as applicable.
  - e. The required fee (see below & [https://www.ashland.or.us/SIB/files/Comm%20Dev/Forms%2C%20Brochures%2C%20Handouts/2019-07-01\\_Planning\\_Fees.pdf](https://www.ashland.or.us/SIB/files/Comm%20Dev/Forms%2C%20Brochures%2C%20Handouts/2019-07-01_Planning_Fees.pdf)).

The Ashland Land Use Ordinance, which is Chapter 18 of the Municipal Code, is available on-line in its entirety at: <https://ashland.municipal.codes/LandUse>

**Written Statements**

Please provide two copies of a written statements explaining how the application meets the approval criteria from the sections of the Ashland Municipal Code listed below. These written statements provide the Staff Advisor or Planning Commission with the basis for approval of the application:

- o **Site Design Review** **AMC 18.5.2.050**

**Plans & Exhibits Required**

Please provide two sets of exhibits (plans or drawings) addressing the submittal requirements from the sections of the Ashland Municipal Code listed below. These exhibits are used to copy the Planning Commission packets and for notices that are mailed to neighbors. Please provide two copies on paper no larger than 11-inches by 17-inches and reproducible copies that are drawn to a standard architect’s or engineer’s scale.

- o **Site Design Review** **AMC 18.5.2.040**

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**FEES\*:** Site Design Review \$ 1,092.00

**\*NOTES:**

- Applications are accepted on a first come-first served basis.
- All applications received are reviewed by staff, and must be found to be complete before being processed or scheduled at a Planning Commission meeting.
- Applications will not be accepted without a complete application form signed by the applicant(s) and property owner(s), all required materials and full payment.
- Applications are reviewed for completeness in accordance with ORS 227.178, and the first COMPLETE applications submitted are processed at the next available Planning Commission meeting.

**For further information, please contact:**

September 23, 2020

Aaron Anderson, Assistant Planner

Phone: 541-552-2052/ E-mail: [aaron.anderson@ashland.or.us](mailto:aaron.anderson@ashland.or.us)

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 23

Ashland Downtown Historic District, Ashland, OR

As originally constructed, the Crocker Building was of exposed brick exterior with an elaborately detailed cornice. Today, the exposed brick of the east elevation remains, however the front elevation has been stuccoed, probably as a part of the 1945-46 remodeling. The storefront, while also remodeled and rebuilt with aluminum sash, retains general compatibility and does not seriously detract from the overall character of the building. A specific element of note is the painted wall graphic of the east elevation, "Ashland's Noted Second Hand," probably painted in the late 19<sup>th</sup> or very early 20<sup>th</sup> century.

Occupied by Brother's Restaurant for more than 20 years, the Josephine Crocker Building retains high integrity and effectively relates its development history during the period of significance.

### ID# 19.0

**SABATINO'S RESTAURANT BLDG**

75 MAIN ST N

Modern Period: Late 20th C Historic Period

1970c

391E09BB 6000

Non-Compatible, Non-Historic, Non-Contributing

Historically this prominent corner site was occupied by a brick building similar to the Josephine Crocker Building, located to the west.

The two-story brick building at the corner of Granite and N Main St is being demolished by the owner, Lloyd Selby...the building known to many Ashlanders as the "old Dennis McCarthy building" was built in the early 1900s by the first Southern Pacific engineer to pull a train into Ashland. (*Tidings*, 17-Aug-1962, 1:5)

This present single story masonry building, designed in a vaguely Pueblo-inspired style with stepped parapet detailing and projecting "vigas" or rafter tails, was apparently constructed sometime in the late 1960s or early 1970s and housed a series of predominately Italian restaurants, most notably "Sabatino's" along with "The Vintage Inn," a popular folk music night club in Ashland during the late 1970s and early 1980s. In the 1990s the building was divided into its present configuration of multiple office and restaurant spaces. Minimally compatible with its zero setback, the overall design and use of materials of the Sabitino's Restaurant Building is incompatible with the historic architecture of the downtown

### ID# 20.0 Survey #272

**WIETZEL'S [PARKVIEW] DEPT STORE**

115 MAIN ST N (5 North Main)

Architect: Perrin, Howard R.

Early Modern: Art Moderne/Streamlined

1947

391E09BB 7600

Builder: Borg, C. E.

Primary Contributing

Built on the site of Emil Peil's blacksmith and implement shop and the 1906 addition that was built in connection with the Bank of Ashland Extension,<sup>16</sup> the Weitzel/Park View

<sup>16</sup> See Sites 22.0 and 23.0.

United States Department of the Interior  
National Park Service

## National Register of Historic Places Continuation Sheet

Section Number: 7 Page: 24

Ashland Downtown Historic District, Ashland, OR

Department is a two-story concrete volume that opened in June 1947. Designed in the streamlined Moderne style by noted Klamath Falls architect Howard R. Perrin and built by Ashland contractor C.E. Borg, Weitzel's was considered Ashland's first "modern" department store operation.<sup>17</sup> Perrin, born and educated in Rhode Island, graduated from Brown University and relocated to Klamath Falls in 1922. In Jackson County he designed the "Yardstick" model home and the Crater Lake Ford [Winetrou] Building in Medford, a major addition to Lincoln School in Ashland, and worked on the designs of Camp White. Responsible for a majority of the commercial buildings in downtown Klamath Falls, his most notable projects in that county include the Willard Hotel, the Klamath County Jail and city halls for Doris and Lakeview. (Who's Who, 1942:331)

Corner show windows are finished in rounded plate glass with tranquil green carrara glass trim, making display space unique and modernistic...Eleven of the most modern apartments in Ashland have been constructed in the second floor of Weitzel's Department store...the entrance at 15 Winburn way is attractively finished in glass brick with [a] wide green linoleum covered stairway trimmed in chrome. Rounded corners add a modernistic touch to the hall ways. (*Tidings*, 26-June-1947, 3:1-5)

By 1955 the operation was renamed the "Park View Department Store," and remained in operation under that name through the late 1970. Converted to office and retail use, the streamlined exterior was wrapped in the present Tudor-inspired surface detail and the standing seam metal roof was added. Today two recessed storefronts face the Plaza and an additional two storefronts are located on the south elevation while second floor remains in apartment use. Although remodeled, the Weitzel Department Store Building retains essential integrity to its 1947 design beneath these alterations and so adequately relates its original development during the WWII portion of the period of significance.

### ID# 21.0

CALLE GUANAJUATO, NORTH ENTRY  
0 MAIN ST N  
No Style

391E09BB 7500  
Vacant: Park/Recreation

Historically this tax lot was the site of a masonry building but now is a city-owned property that provides access the alley between the row of buildings on the west side of the Plaza and the channel of Ashland Creek. Named "Calle Guanajuato" after Ashland's sister city in Mexico, this corridor serves as both a service access for these Plaza merchants and as public park, with regularly scheduled festivals, crafts fairs and similar uses. Calle Guanajuato terminates at the southern end of the Plaza, joining the bridge over the Creek at the entrance to Lithia Park on Winburn Way, behind the Weitzel Department Store Building. (Site 20.0)

<sup>17</sup> See *Tidings*, 26-June-1947.