

One Change Proposed



- Residential uses can occupy 65% of the ground floor – currently 35% allowed
 - Buildings that are 2 or more stories
 - Lots that are less than 10 acres in size
- Locations outside of Downtown Design Standards overlay

Transit Triangle Overlay – no change



- Residential uses can occupy 65% of the ground floor – currently 65% allowed

Inside the DDS overlay – no change



- Residential uses can occupy 35% of the ground floor – currently 35% allowed
- Also includes the following developments whether located inside or outside of DDS and TT overlays
 - Buildings that are 1 story
 - Lots that are greater than 10 acres in size

Other Amendments



- Residential densities in C-1 and E-1 replaced with FAR

Next Steps



December 14, 2021: Planning Commission
Public Hearing

January 4, 2022: City Council
Public Hearing

Floor Area Ratio

Floor Area Ratio = Floor Area /Lot Area

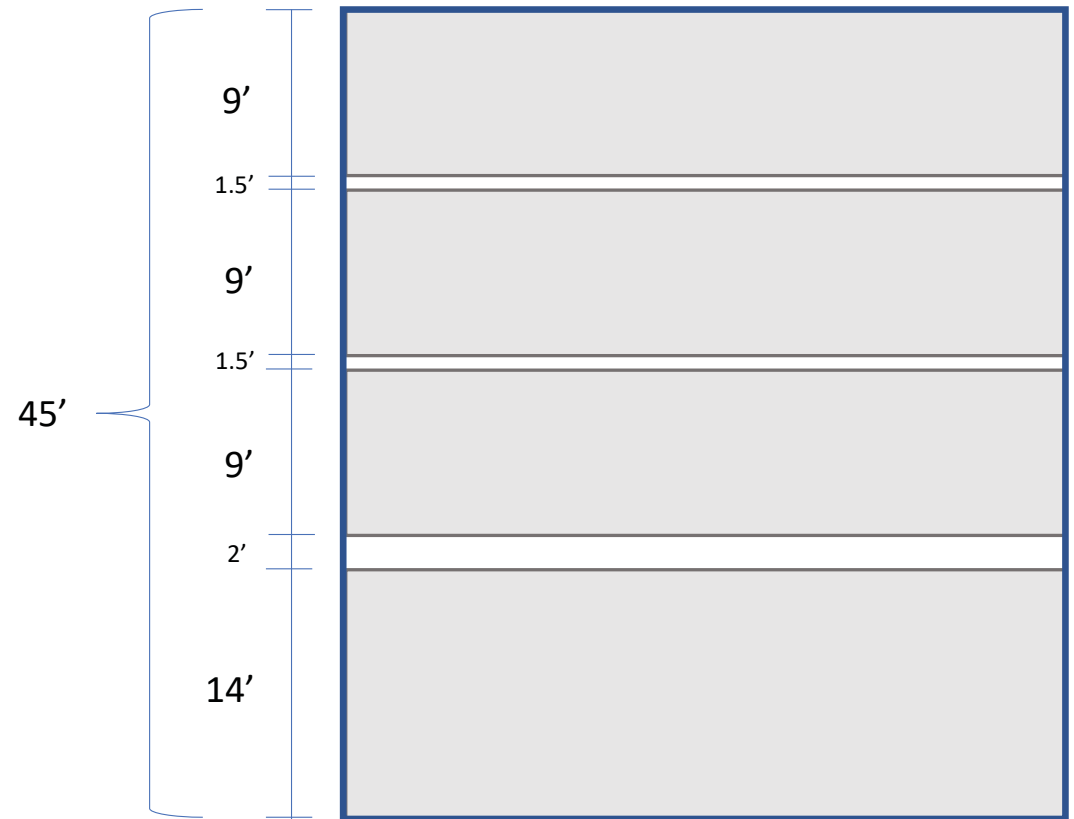
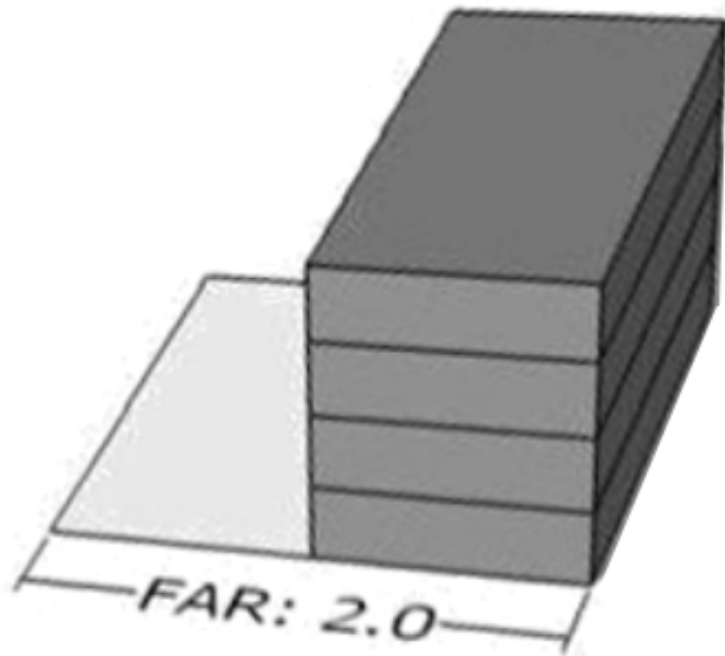
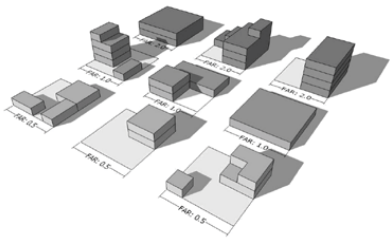
Floor-Area Ratio (FAR). The gross floor area of all buildings on a lot divided by the lot area.

Floor Area. The area of an enclosed floor measured from the exterior faces of exterior walls or from the center line of walls separating two buildings.

Lot Area. The total horizontal area within the lot lines of a lot, said area to be exclusive of street right-of-way.

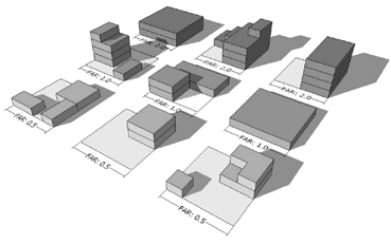
Floor Area Ratios

PC Nov. 23, 2021

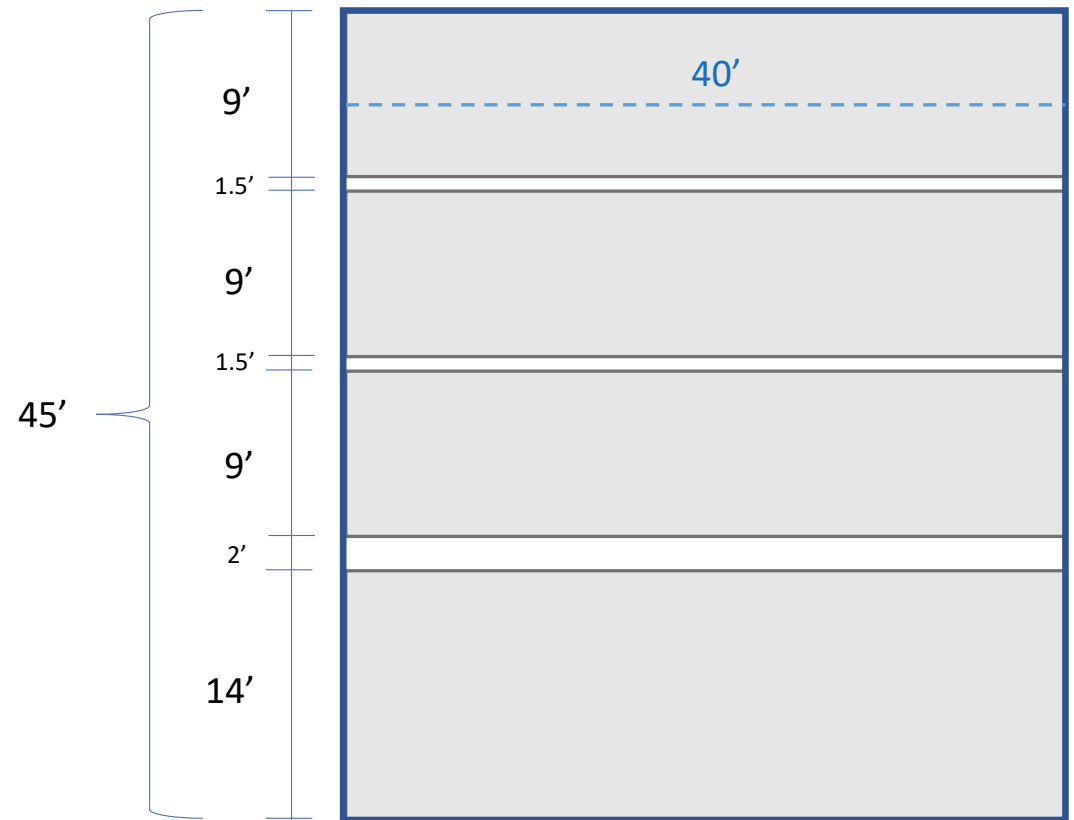
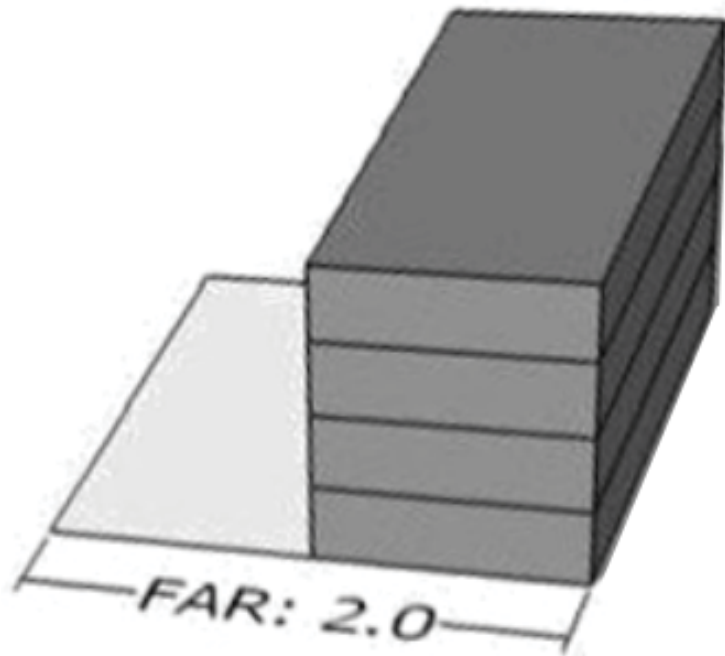


Floor Area Ratios

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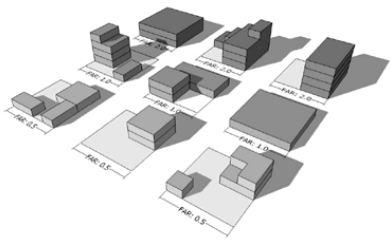


40' maximum height in E-1

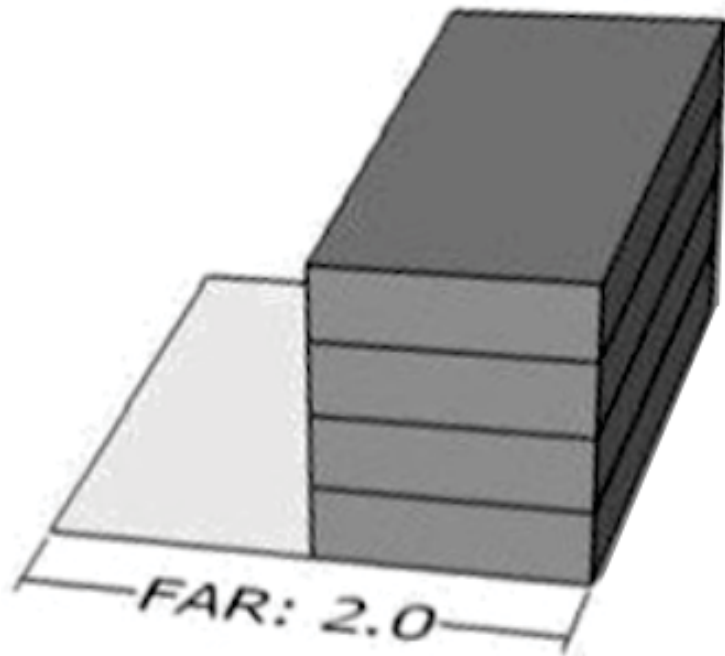


Floor Area Ratios

PC Nov. 23, 2021



40' maximum height in E-1
55' in C-1 with CUP



45'

9'

1.5'

9'

1.5'

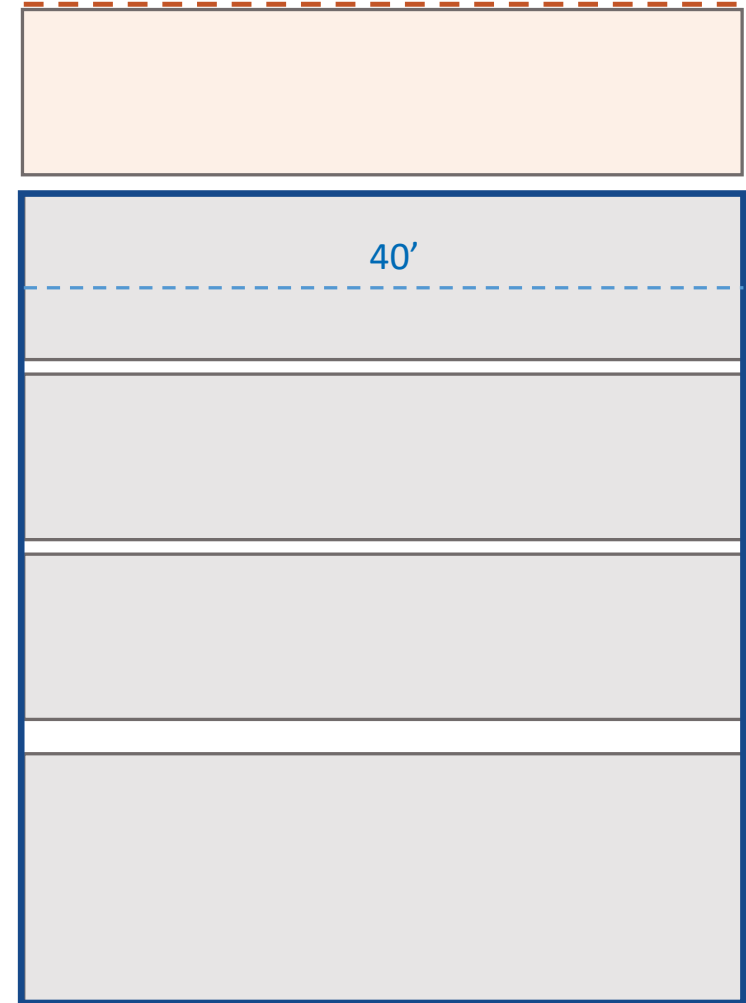
9'

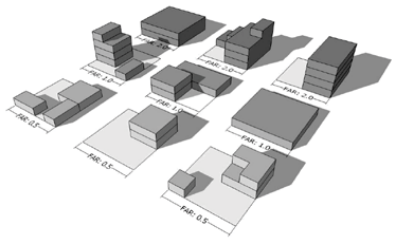
2'

14'

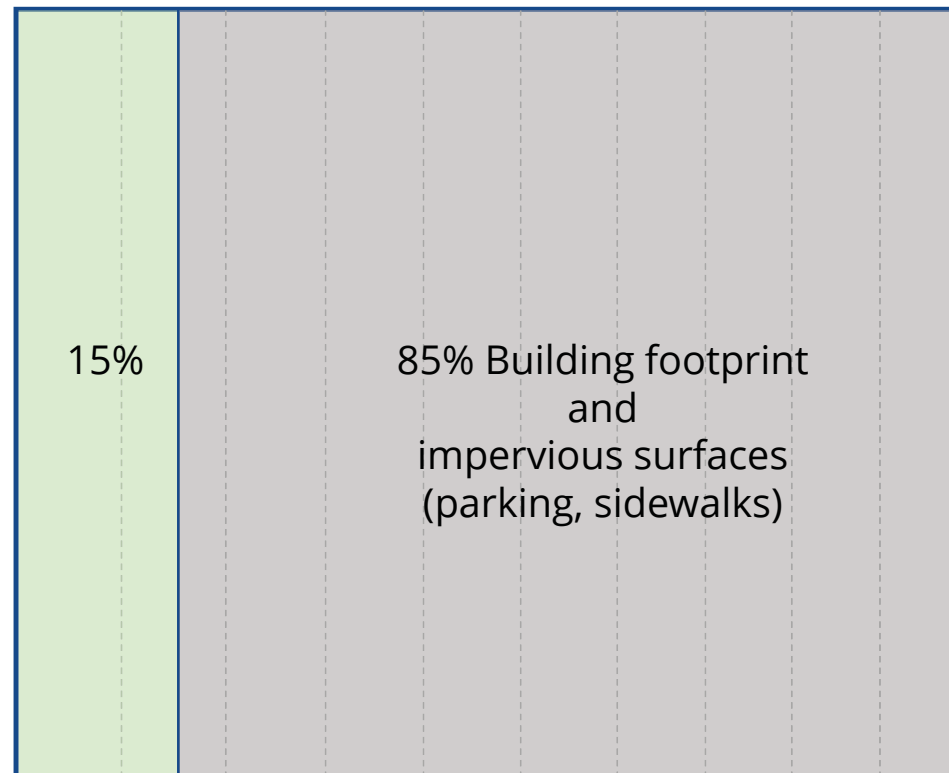
55'

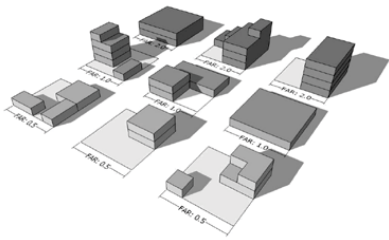
40'





85% Lot Coverage allowed in E-1 and C-1





$$\text{Floor Area Ratio} = \frac{\text{Floor 1} + \text{Floor 2} + \text{Floor 3}}{\text{Lot area}}$$

15,000 square foot lot

3-story

85% coverage

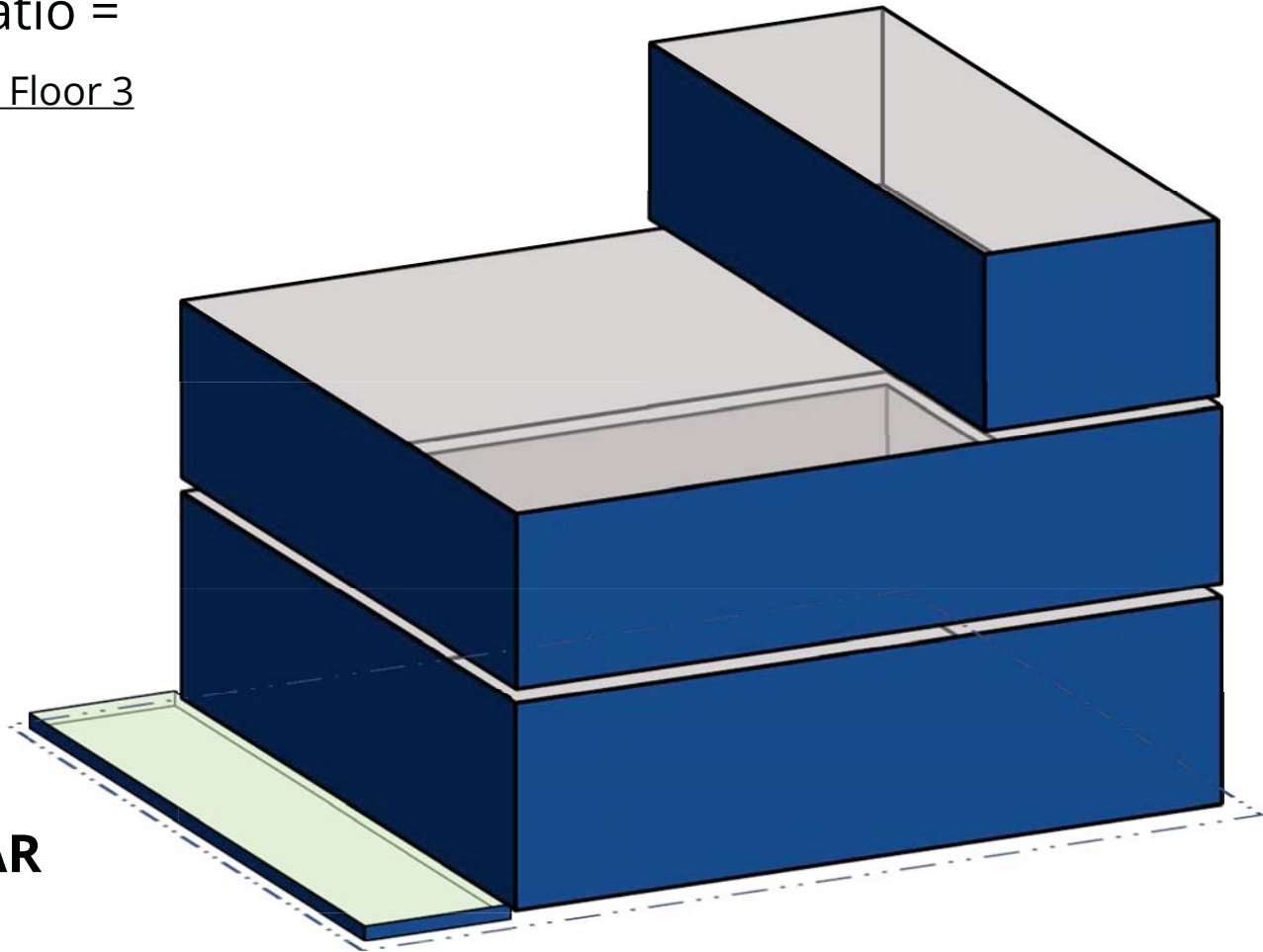
Underground or offsite parking

Ground Floor = 12,750 sq.ft.

Second Story = 12,750 sq.ft.

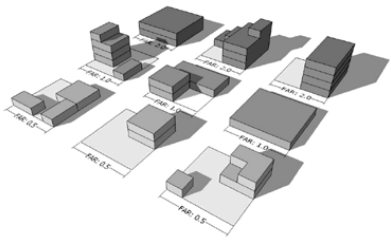
Third Story = 4,500 sq.ft.

$$\frac{(12,750 + 12,750 + 4,500)}{15,000} = \mathbf{2.0 \text{ FAR}}$$



Floor Area Ratios

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$$\text{Floor Area Ratio} = \frac{\text{Floor 1} + \text{Floor 2} + \text{Floor 3}}{\text{Lot area}}$$

15,000 square foot lot

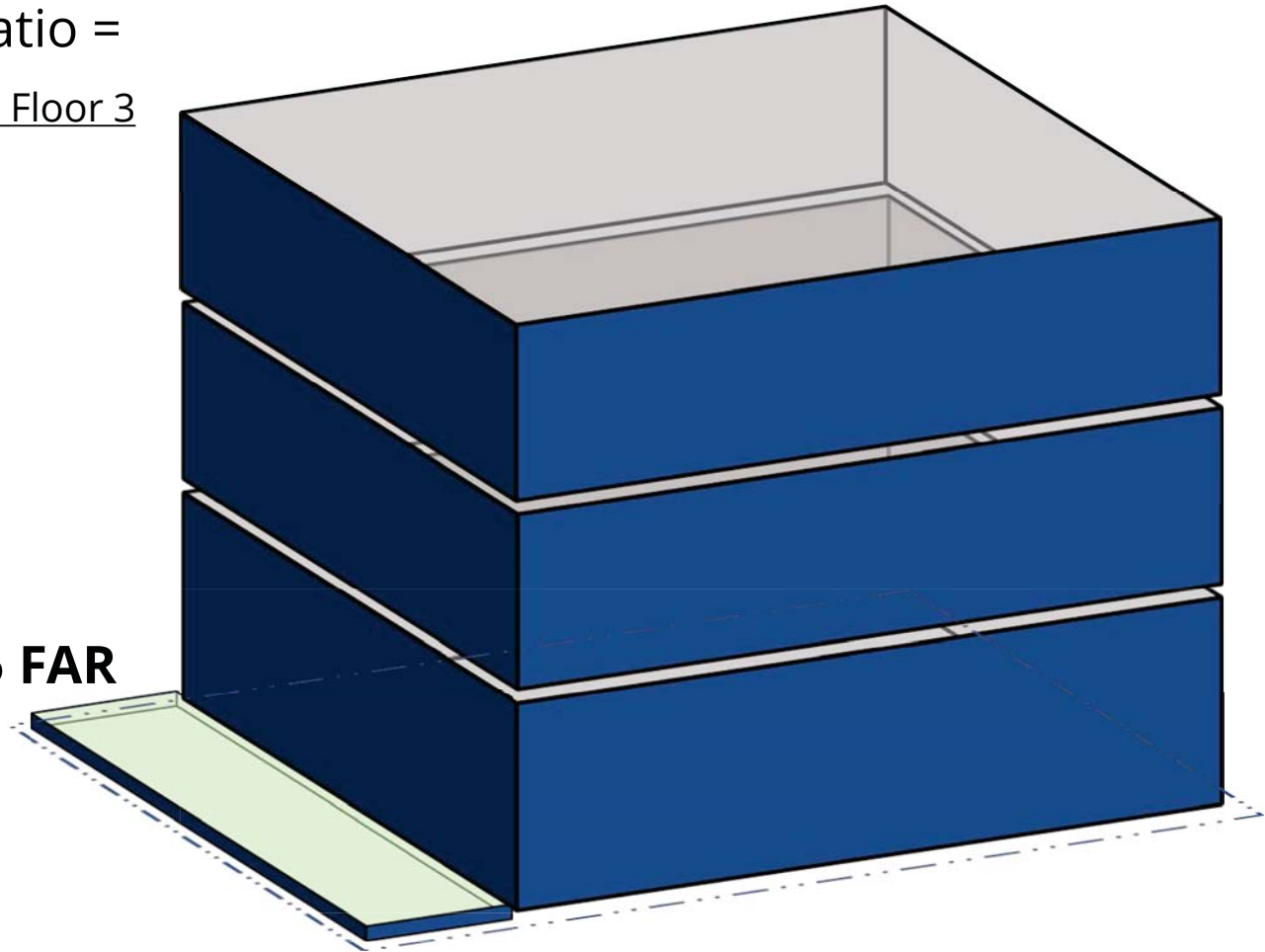
3-story

85% coverage

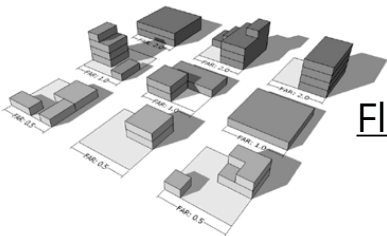
Underground or offsite parking

Each story is 12,750 sq.ft.

$$\frac{(12,750 + 12,750 + 12,750)}{15,000} = \mathbf{2.55 \text{ FAR}}$$



Floor Area Ratios



Floor Area Ratio =

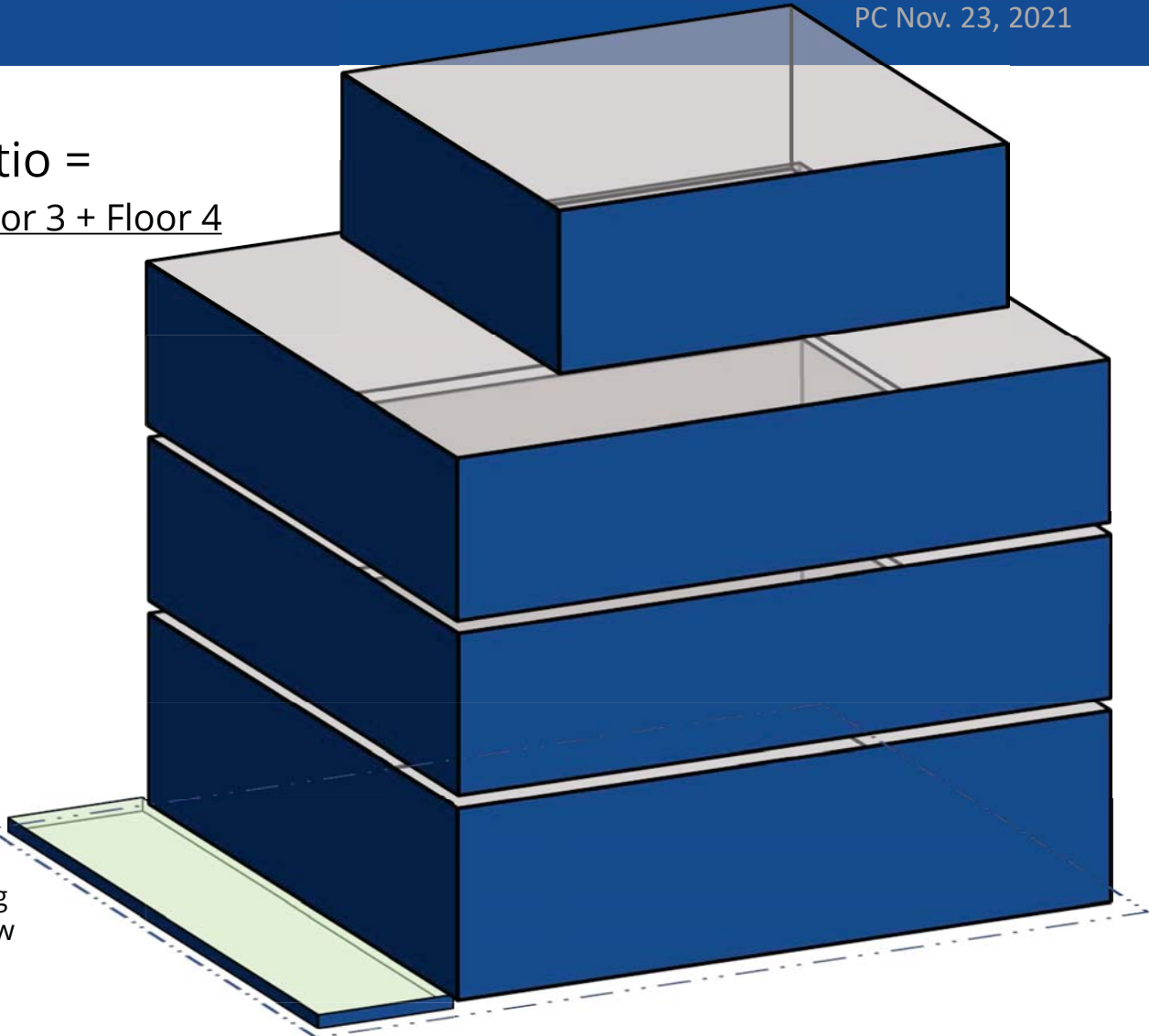
$$\frac{\text{Floor 1} + \text{Floor 2} + \text{Floor 3} + \text{Floor 4}}{\text{Lot area}}$$

15,000 square foot lot
4-story
85% coverage

Each story is 12,750 sq.ft.

$$\frac{(12,750 + 12,750 + 12,750 + 6,750^*)}{15,000} = \mathbf{3.0 FAR}$$

* Fourth Floor reduced due to Maximum Building size of 45,000 square feet in the Detail Site Review Overlay.



Floor Area Ratios

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Examples

Address	Business	Building Size (sq. ft.)	Lot Size (sq. ft.)	FAR
41 N. Main St.	Louie's	1,445	1,743	.83
67 N. Main St.	Wells Fargo	5,171	29,621	.17
247 E. Main St. *	The Elk's Lodge	29,356	11,761	2.50
498 Oak St.	Massif	8,986	16,837	.53
565 A St.	A St. Animal Clinic	3,780	5,663	.67
1661 Ashland St.	Rogue Federal Credit Union	4,508	22,651	.20
2301 Ashland St.	Albertson's	43,456	173,804	.25

Good evening planning commissioners,

I would like to add to the discussion on changes to the housing and employment zones codes. Now is the opportunity for the city to make a meaningful, substantive impact on the present restrictions regarding provision of housing in the commercial and employment zones and parking requirements.

This discussion shouldn't be relegated to the existing residential overlay. This discussion should be regarding all commercial and employment zone lands. There are areas that do not have residential overlay but directly abut residential lands. The industrial zone does not allow for residential use. I would wager a bet that there are a number of 'residences' in the Employment zone.

Additionally, the existing uses of a site shouldn't determine that residential isn't allowed for example properties that have a conditional use permit such as a hotel cannot be converted to the 65/35 ratio as the code prevents residential development when the commercial property is occupied by a conditional use. The irony of this is that hotels have similar if not more fire life safety protections for their guests as an apartment complex requires. Additionally, generally the parking for a hotel is similar to the parking for a studio or small one bedroom so the physical changes to the property to accommodate the change of use are limited.

The code appears to eliminate the allowance for multiple buildings that would allow for a building that was entirely residential in conjunction with a commercial development. This should be allowed so that there can be stand-alone apartments. Possibly require the commercial building to be fronting upon the street like the projects we are doing in Talent on North Pacific Highway.

I suggest that it be considered that commercial property is allowed to develop at 100% residential when developed to the high-density multi-family residential standards. Medford has had successful residential development adjacent to large scale commercial developments in their commercial zones and the numbers of pedestrians and foot traffic to the businesses is increased due to the increase in housing on directly adjacent properties. For all intents and purposes, multi-family residential functions like and has similar traffic impacts as many permitted commercial uses. The traffic impacts are similar except that there is the ability to functionally reduce trips because people can walk to the nearby businesses. You'll find projects like this on West Main/Ross in Medford.

Parking:

The parking is not part of the discussion this evening I would like to comment that in all of the Rogue Valley jurisdictions where I have done planning and development projects Ashland has the highest parking requirements. This includes not only the number of parking spaces, the sizes of the parking spaces, the required buffering for said parking, most communities allow for stacking of residential parking. So in the event that a garage has a 20 foot front yard setback that garage space provides one parking space and the space behind that provides a second this way acknowledging that is how much of the historic area, the area around Harmony Lane, Ross Lane, Linda Ave., Ray lane, Parker St, Garfield St, you get my drift, there's a lot of single width driveways around town that only count as one parking space regardless of the how many vehicles can stack in the same driveway.

In conclusion,

Nobody wants to build vacant commercial structures but there is a lot of interest in building, expanding residential structures. I did suggest that my clients that own commercial and employment zoned property participate in this discussion because there are many that feel stuck. The folks on A Street and Hersey Street in the houses that are nearly impossible to convert to commercial are stuck in non-conforming developments.

I thank you for looking into making changes. I suggest you look deeper and consider broader, more impactful changes some of the suggestions include.

- Allow for 100 percent residential in the C-1 zones when developed to high density, multi-family residential standards.
- Retain the mix in the employment zones
- Retain the mixed-use component that allows for 50 percent of the site area (or some other number) to be residential in conjunction with commercial development when in separate structures.
- Allow for residential use when there is a conditional use on the property and do not restrict to permitted or special permitted uses.
- Allow for single story, mixed use construction of buildings
- Consider taller buildings (3 and 4 story buildings in the E-1)
- Revise the Economic Opportunity Analysis due to substantial changes to Ashland's economy that may not have been captured in 2007. This would provide avenue to allow more E-1 with R overlay in the areas that I note above.
- By all means reduce the parking requirements.

Thank you for your time.