



# HPAC Committee Agenda

Note: Anyone wishing to speak at any HPAC meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note the public testimony may be limited by the Chair.

June 7, 2023

## AGENDA

**CALL TO ORDER:** Meeting held in person at 51 Winburn Way and via Zoom at:

### **READING OF LAND ACKNOWLEDGEMENT**

*"We acknowledge and honor the aboriginal people on whose ancestral homelands we live, — the Ikirakutsum Band of the Shasta Nation, including the original past indigenous inhabitants, as well as the diverse Native communities who make their home here today. We also recognize and acknowledge the Shasta village of K'wakhakha — "Where the Crow lights"—that is now the Ashland City Plaza."*

- I. **(6:05) APPROVAL OF AGENDA**
- II. **(6:10) APPROVAL OF MINUTES**  
Minutes of May 3, 2023
- III. **(6:15) PUBLIC FORUM**
- IV. **(6:30) LIASON REPORTS**
  - A. Council Liaison – Jeff Dahle
  - B. Staff Liaison – Derek Severson
- V. **(6:40) DISCUSSION ITEMS**
  - A. Mural at NW Nature Shop
  - B. HPW Debrief
  - C. HPAC Priorities Discussion
    - Meeting Times & Scheduling
    - Preservation Plan Working Group
  - D. Review Board sign ups
- VI. **(7:00) ADJOURNMENT**

Next Meeting Date: July 5, 2023





# HPAC Committee Minutes (Draft)

May 3, 2023

6:00PM – 7:00PM

Community Development/Engineering Services Building – 51 Winburn Way

## 6:00PM CALL TO ORDER

Hovenkamp called the meeting to order at 6:00 p.m.

<b>Commissioners Present:</b>	<b>Council Liaison:</b>
Shostrom	Jeff Dahle
Hovenkamp	<b>Staff Present:</b>
Emery	Derek Severson; Planning Manager
Bonetti	Jennifer Chenoweth; Associate Planner
Scharen	
Whitford	
Repp	
<b>Commissioners Absent:</b>	Von Chamier
	Skibby

## READING OF LAND ACKNOWLEDGEMENT

Land Acknowledgement was read by Chair Hovenkamp.

*“We acknowledge and honor the aboriginal people on whose ancestral homelands we live, –the Ikirakutsum Band of the Shasta Nation, including the original past indigenous inhabitants, as well as the diverse Native communities who make their home here today. We also recognize and acknowledge the Shasta village of K’wakhakha – “Where the Crow lights”–that is now the Ashland City Plaza.”*

## APPROVAL OF AGENDA

Commissioners approved the agenda by unanimous consent.

## APPROVAL OF MINUTES

*Shostrom/Repp m/s to approve the minutes of April 5, 2023. Voice vote. ALL AYES, Motion passed.*

## PUBLIC FORUM

There was no one in the audience wishing to speak.

## LIAISON REPORTS

After a round of introductions, newly appointed Council Liaison Jeff Dahle gave a brief council liaison report touching on the progress of the budget process, how things may



## HPAC Committee Minutes (Draft)

settle following the election, the adoption of the Housing Production Strategy, and progress in hiring to fill remaining vacancies.

Severson gave the staff report noting that Brandon Goldman had been named Community Development Director and that Severson would be filling the role of Planning Manager. Severson introduced Associate Planner Jennifer Chenowith, and noted that with another Associate Planner starting Monday the Planning Division was back to pre-pandemic staffing levels. Severson also noted that Bonetti, Repp, Scharen and Emery were reappointed at Tuesday's Council meeting.

### DISCUSSION ITEMS

#### *Historic Preservation Week*

In considering the order of items at the awards ceremony, Committee members indicated they would prefer if the two distinguished service awards were moved to the end of the agenda.

Committee members and staff discussed the schedule of events and how they would be promoted. Severson noted that the walking tours would require preregistration and would be capped at 20 participants for each tour, but that Peter Finkle had indicated a list of interested parties beyond 20 would be kept and he would arrange alternate tour times for them as well.

Severson noted that Public Works has indicated that the first Marking Ashland Places (MAP) medallion will be installed beginning on May 8<sup>th</sup>, and that the work should be complete in approximately one week meaning that the medallion could be viewed on Saturday's Railroad District walking tour.

#### *Review Board sign ups (see attachment A)*

Severson noted that there were no items to review for May 4<sup>th</sup>.

Committee members discussed the purpose of Review Board, whether the Committee should hold meetings for months when there are no planning actions to review, and whether meeting times could be shifted into the workday.

#### *Letters to Homeowners in Historic Districts*

Severson noted that postage funds were available, and that staff would mail merge the list provided by Bonetti to prepare the first mailing. Committee members agreed that the letters did not need to be signed by an individual, but should include the names of all current committee members. The pamphlet "Caring for your Historic Home" would be included.



## HPAC Committee Minutes (Draft)

Repp/Shostrom m/s to approve the letter as presented in the packet for mailing to new homeowners in the historic districts every three months. Voice vote: All AYES. Motion passed.

### ADJOURNMENT

There being no other items to discuss, the meeting adjourned at 7:04 p.m.

The next meeting is scheduled for June 7, 2023, at 6:00pm at, 51 Winburn Way

*Respectfully submitted by Regan Trapp*



# MAY 2023

## HPAC Review Board

Meet at 2:00pm – Lithia Room

DATE	<u>COMMITTEE MEMBERS ATTENDING</u>		
May 4th	<i>No items. Review Board Canceled 5/4/23.</i>	<i>No items. Review Board Canceled 5/4/23.</i>	<i>No items. Review Board Canceled 5/4/23.</i>
May 11th	Katy Repp	Bill Emery	Dale Shostrom
May 18th	Shelby Scharen	Sam Whitford	Katy Repp
May 25th	Katy Repp	Beverly Hovenkamp	Dale Shostrom
June 1st	Eric Bonetti	Katy Repp	(Piper?)

\*Call 541-488-5305 to verify there are items on the agenda to review

# **PUBLIC ART MURAL PACKET**



## Public Art Mural Packet

Thank you for your interest in the process for executing exterior murals on public or private property in within the City of Ashland. The attached documents are intended to assist applicants through the approval and installation process.

- Guidelines and Process for executing/installing an exterior mural in the City of Ashland
- Public Art Mural Application
- Art Agreement between City of Ashland and Property Owner



## Public Art Murals Guidelines and Process

The Ashland Municipal Code requires that exterior murals must be approved by the Public Art Commission (PAC) whose role is to ensure that each project aesthetically enhances its location and surroundings. The costs associated with developing and executing/installing a mural are the responsibility of the applicant and/or property owner of the wall where the proposed mural will be installed.

*To simplify this document, the word 'mural' refers to artwork that is painted on an exterior wall and other works of art affixed to an exterior wall.*

### Overview

- The approval process for executing/installing murals on public or private property within the City of Ashland is administered by the City of Ashland staff liaison to the Public Art Commission.
- Applicants without professional mural experience may apply but should partner with a professional muralist.
- Applicant must provide a budget for the project and if the project is approved funding must be in place before work can begin.
- Proposed murals are reviewed by the PAC, by the Historic Commission if required, and if recommended by the PAC, approved by the City Council.
- Murals shall not be considered for installation on building facades with a public entrance in historic districts.
- Murals may be considered for installation on building with a public entrance outside historic districts.
- Murals shall not be proposed for installation on an unpainted façade surface (natural brick, stone) of a historic building.
- All property owners must sign an Art Agreement to be included with the Public Art Mural application agreeing to transfer ownership of the mural to the City pending approval of the proposed mural by the City Council.
- All murals approved through this process become part of the City's public art collection for as long as the Art Agreement remains in effect.



- The number of murals per block may be limited.
- Historically significant murals (including historic advertisements) shall not be painted over, even if faded.
- To the extent practicable, murals shall be applied only to the flat planes of walls.
- Imitative materials including but not limited to asphalt siding, wood textured aluminum, and artificial stone should be avoided on murals within historic districts.
- All applicants are required to meet with the staff liaison at least one month prior to submitting an application. To schedule an appointment, contact Public Arts Commission Staff Liason at 541-488-5305.

**Murals on Historic Buildings**

- Murals proposed for installation on the exterior of structures listed on the National Register of Historic Places or to a contributing property within a Historic District on the National Register of Historic Places will be forwarded to the Historic Commission for review.
- The Historic Commission will review the proposal using criteria standards stated in the Ashland Municipal Code and provide their comments to the City Council and to the Public Art Commission.

**Criteria for Approval of Wall Murals**

The mural should be a professionally designed, original work of exceptional quality with consideration of the following criteria:

- Work that is of enduring value for including in the City’s public art collection.
- Visual imagery that enhances the aesthetic experience within the City and the character and nature of the site.
- Visual imagery that is appropriate for all audiences (not reflecting partisan politics or containing sexual or religious content or expressing a commercial aspect, etc.).
- Artwork that is appropriately designed for all view points to the mural (by pedestrians, from moving vehicles, seated audiences, etc.).
- Artwork that is appropriately sited for directional exposure to minimize fading of colors.
- Suitability of the wall surface to receive all materials that are to be used to execute the mural including the wall preparation material.
- Work that is appropriate in scale to the building and to the site.
- All installation and technical issues.

**Mural Design Application**

Applicants (artist, property owner, etc.) intending to execute/install a mural on an exterior wall that is visible from a public-right-of-way and within the boundaries of the City of Ashland must apply for approval through the following process. Applicant shall:

- a. Schedule an appointment and meet with the staff liaison to the PAC for an informational overview of the process and initial review of the proposed project.
- b. Complete and submit a Public Art Mural application.
- c. Submit a signed Art Agreement from the property owner.
- d. Prepare a mural presentation package as described in *Mural Design Presentation and Review*.
- e. Schedule an appointment for PAC review of mural package at a public Commission meeting.
- f. Submit a complete Mural Presentation package to staff 10 days prior to PAC review. Only packages that are totally complete will be accepted for review.

### **Mural Design Presentation and Review**

The proposed mural application will be presented to the Public Art Commission at their monthly public meeting.

#### **▪ Initial PAC Presentation Meeting**

Presentation materials for the initial meeting must include:

- a. Photos of the proposed location of the mural including all wall features and features immediately adjacent to the proposed mural site; complete wall measurements.
- b. Professional portfolio of the lead artist's mural work including examples of the artist's demonstrated ability from prior projects to carry out the project as designed.
- c. A color drawing at ½ inch scale that adequately illustrates the proposed mural including actual color, finishes and materials samples with their locations designated on the mural drawing,
- d. Verbal explanation of imagery concept including:
  - how the artwork enhances the existing character of the site through scale, color, material, texture, and content,
  - how the mural considers the social dynamics of the location, and
  - how the artwork considers the historical, geographical and cultural features of the site as well as its relationship to existing architecture and landscaping.
- e. Statement regarding the durability of the artwork and its potential to require ongoing maintenance.
- f. Art Agreement signed by the property owner.

#### **▪ Preliminary Design Approval**

Generally, the PAC review and preliminary approval for the applicant to move forward with the proposed mural concept occurs at the regularly scheduled monthly PAC meeting

following the applicant's initial presentation. Staff will notify the applicant of the Commission's decision and if necessary, schedule a date for the second design meeting.

*NOTE: If the mural is proposed for installation on the exterior of structures listed on the National Register of Historic Places or to a contributing property within a Historic District on the National Register of Historic Places the proposal will be forwarded to the Historic Commission for review. See **Murals on Historic Buildings** above.*

▪ **Second PAC Presentation Meeting**

Following preliminary approval of the mural concept, the applicant may be asked to attend a meeting to present the following:

- a. A color elevation drawn and gridded to ½ inch scale to illustrate how the mural concept will be translated to the site wall.
- b. Any additional information requested by the PAC.

**Design Approval by City Council**

- Following final design approval by the PAC and review by the Historic Commission, if required, the Commission will forward the mural concept to the City Council for approval.
- Once final approval is granted by the City Council, the applicant must:
  - a. Provide staff with the installation schedule. Applicant will be responsible for implementing all safety requirements per direction from staff (if work is occurring within the public right of way).
  - b. Provide a \$500 deposit to the City, if required. This deposit is held in reserve until the completed mural receives final installation approval by the PAC.
  - c. Enter into a contract between the applicant and the City of Ashland.

**Review of Project during Installation**

In order to facilitate timely PAC reviews throughout the mural prep and painting process, the applicant must provide staff a schedule of dates for completion of each mural stage addressed below.

- The PAC will review the project three separate times during the mural installation. The applicant must notify staff at the end of each of the following steps:
  - a. After the wall is prepped and ready for application. At this step, the PAC will also review paint colors and medium as well as other materials to be applied to the wall to ensure they are the same colors and materials approved during the review process and the medium is appropriate and durable.
  - b. Halfway through the application process for review of compliance with the drawings, materials and finishes.
  - c. Within seven days of completion.

- Following the third review, the PAC will determine if the completed mural is in compliance with the approved documents, drawings, materials and finishes.

*Note: If the PAC finds that there are areas of the mural that are not rendered according to the approved design documents, the PAC may request the applicant adjust the mural to comply with the approved design. The PAC also recognizes that an artist may wish to make minor changes during the process that deviate from the approved concept but that enhance the overall project. The PAC and artist will agree on any changes to the approved design drawing.*

- Once the PAC and applicant are satisfied that the mural is complete, the mural must be coated with a clear UV protectant paint to protect the mural from graffiti and ultra violet rays.
- The PAC will vote to accept the mural into the City's public art collection and forward their recommendation to the City Council for approval.

#### **Other Things to Know**

- The City will contract with the applicant for the execution/installation of the mural.
- The contract will require the applicant to submit proof of liability insurance.
- The Art Agreement will be in place for a period of five years. At the expiration of the five years, the Art Agreement may be terminated or extended by either party upon 30-day written notice.
- The City retains the right to remove the mural if the mural is not executed according to the approved concept documents.
- The City is responsible for the maintenance of the mural during the existence of the Art Agreement.

# CITY OF ASHLAND

Public Art Commission

Mural Application

**Applicant (City contracts with)**

Applicant Name: Marie Caballero Uhtoff

Applicant phone and email: 541-908-1013 marieuhtoff@gmail.com

Applicant Address Line 1: 154 Oak St

City: Ashland State: OR Zip: 97520

**Lead Artist**

Artist Name: Vivi Design Co

Artist phone and email: 503-928-1930

Artist's Address Line 1: 1030 SE 3rd St #3

Artist's Mailing Address (if different):

City: Bend State: OR Zip: 97702

Artist website: [www.vividesignco.com](http://www.vividesignco.com)

**Proposed Mural Building**

Name of Property Owner of proposed mural building (if different from applicant):

Owner phone and email: Marie Caballero Uhtoff shop: 541-482-3241

Proposed Mural Building Street Address: 154 Oak St

Property Owner mailing address: 154 Oak St

City: State: Zip:

Dimensions of proposed mural wall:

Has the owner given permission for a mural to be painted on the proposed wall and is the owner willing to enter into an Agreement with the City?

The wall is:

brick          cinderblock          stucco          wood X          other

**Questions**

1. Please describe the project, the specific location of the mural and why a mural will enhance the area.

We have a solid cedar fence 5 ft 10 inches tall and approx 96 feet long that runs alongside an alley in front of our retail shop in Ashland. We are looking for 1-3 murals to attach to the fence that depict wildlife, plants, or geography of southwest Oregon.

2. Can the wall be seen from the public right of way (e.g. sidewalk, alley, street etc.)?

YES

3. Describe the process you used to select a professional mural artist?

We saw a mural painted by this muralist in the Old Mill District in Bend, OR

The mural was of local Bend wildlife and we would like a mural of local Ashland area wildlife and geogr

4. Describe the theme/image you envision for this mural if known at this time.

Local wildlife and unique geography

5. Why do you want a mural at this location? How will the mural benefit the neighborhood? Community?

We are working to improve the aesthetics of the area around our business.

We want to provide a visually attractive and inviting area to encourage pedestrians in our alley.

6. Please attached a detailed budget for the project. What funding do you have for the project?

DESIGN: \$1200.  
PAINTWORK: \$3000-4000.  
SUPPLIES AND MATERIALS: \$1000-1200.  
TIME AND MATERIALS FEE: \$200.  
TRAVEL AND INSTALL: \$279.  
APPROX ESTIMATE: \$5679-6879.

7. Describe the ground in front of the wall (condition, debris etc.) and surrounding features.

mix of cement, asphalt pavers



Public Art Mural Agreement

The Agreement is between Kathy Uhtoff (Property Owner) and the City of Ashland (City).

RECITALS

- 1. The City has adopted a process for the placement of public art murals (Mural) on public and private buildings throughout Ashland.
- 2. The Property Owner owns the real property situated at 154 Oak St (physical address) and is willing to make an exterior wall (Wall) available for a public art mural.
- 3. After final approval by the PAC of the installed mural, it becomes the property of the City of Ashland and may be removed by either party after a period of five years.

The parties agree as follows:

This agreement is in effect for at least five years. After the five year minimum, the agreement may be terminated by either party upon 30 days written notice. Upon termination, the Wall will be restored to its prior condition at the expense of the party who initiated the termination.

The City is responsible for the maintenance and if necessary repair of the Mural during the life of the agreement. The City shall have the right to access the Mural and the Wall for maintenance purposes. The City may remove the Mural, if in the sole judgement of the City, the Mural cannot be maintained.

In the event of any dispute in any manner relating to this agreement, the parties shall submit the dispute to be resolved by binding arbitration. The arbitration award shall be final and binding on the parties on the parties in the same manner as the final judgment of a court.

**City of Ashland, OR**

Name and Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Property Owner**

Name: Kathy Uhtoff Mailing Address: 154 Oak St

Phone: 541-482-3241 Email Address: northwestnatureshop@gmail.com

Date: April 20, 2023

## **MEETING TIMES MEMO**



# Memo

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**DATE:** June 7, 2023

**TO:** Historic Preservation Advisory Committee

**FROM:** Derek Severson, *Planning Manager*

**RE:** Meeting Times

## **Regular Meeting**

As discussed last month, staff have looked at possible alternative meeting times where the regular monthly meeting could be scheduled during the workday. In discussions among senior staff, it was noted that the reason meetings that may involve land use items are scheduled after hours is to allow members of the public who work during the day the opportunity to attend and participate in the land use process.

In staff's view, if the meeting were to be rescheduled, the best option would be to change the meeting start time to 4:00 p.m. on the Wednesday before the Planning Commission's regular meeting, and to arrange the agenda so any land use items are discussed from 5:00 p.m. to 6:00 p.m. *On days where there were no land use items to discuss, the meeting could be from 4:00 p.m. to 5:00 p.m.*

## **Review Board**

If members are interested in shifting the Review Board meeting start time from 2:00 p.m. to 3:00 p.m., that should be possible. The primary issue would be that a later finish by the Review Board would likely mean a one-day delay in issuing the building permits considered by the Review Board.

## **PLANNING DIVISION**

51 Winburn Way  
Ashland, Oregon 97520  
[ashland.or.us](http://ashland.or.us)

Tel: 541.488.5305  
Fax: 541.552.2050  
TTY: 800.735.2900

# **PRESERVATION PLAN**

## **Purpose**

The Preservation Plan is intended to provide the City and the Historic Commission with a strategic roadmap for implementing preservation related projects in Ashland. This Plan is based upon what the community has identified as important in the area of historic preservation and includes five general program areas where needs were identified. Specific projects and a ten year implementation plan to implement these projects has been provided to assist the Historic Commission and city staff in applying for funding, and deciding where to dedicate valuable City resources for historic preservation related projects.

## **Methodology**

The consultant worked with the City staff first to evaluate existing conditions relating to historic preservation within the City of Ashland. Questionnaires were distributed to both City staff and members of the Historic Commission.

Needs were then evaluated relating to historic preservation within the community. In order to understand these needs, we contacted owners of historic properties as well as contractors and developers, inviting them to participate in the online survey. A notice was also placed on the City of Ashland website and in the local newspaper, the *Ashland Daily Tidings*.

Based upon input from these surveys and questionnaires, needs were identified in five different program areas. Recommendations for code changes and alternative projects to address these needs were presented to the Historic Commission for their input. After careful consideration and discussion, the Historic Commission identified their priorities for projects to accomplish in the next ten years within each program area, and an implementation plan was prepared.

## **Historic Overview**

Ashland, Oregon, is a thriving cultural center in southern Oregon. Located in the upper Bear Creek region of the Rogue River Valley, Ashland is cradled by the Siskiyou Mountains on the city's southern and western border and beautiful valleys extending toward the north. With over 21,000 residents, Ashland maintains the feel of a small community while providing economic and cultural opportunities available in large cities.

Ashland sits on a portion of the original Applegate Trail that carried industrious and hopeful pioneers north from California to the Oregon Territory starting in 1846. With the Donation Land Claim Act of 1850, people were looking for arable land and temperate climates, and found both in the valleys of southern Oregon. As the population of the region grew, Jackson County was designated by the Territorial legislature on January 12, 1852.

Soon after, a group of men from California, including Abel Helman and Eber Emery, traveled north and stopped at Ashland Creek. They decided to capitalize on the available water power, building a sawmill, and later a flourmill. As more settlers arrived and took land claims nearby, the area around the flourmill became a popular meeting spot, as farmers would exchange wheat for flour. A permanent road was built to provide access to the flourmill, and the town became known as Ashland Mills.

Ashland's development was steady in the early years. The economy was largely based around farming until the 1880s. In addition to wheat, farmers produced fruit and raised livestock. The first fruit nursery in Jackson County was built by Ashland resident Orlando Coolidge in the late 1860s. Ashland Woolen Mills was constructed in 1867, using local fleece to produce wool clothing and blankets. Residential growth accompanied the area's economic growth, with residents constructing houses around the downtown Plaza and extending outward. In response to Ashland's development, the Oregon State Legislature granted the town a charter on October 13, 1874.

The 1880s brought railroad development and significant change to Ashland's economic and residential development. Southern Pacific Railroad was constructing the Oregon and California Railroad to provide continuous service between Portland, Oregon, and San Francisco, California. Ashland was slated to be the meeting point of the northern and southern construction efforts. In anticipation of growth to come, a Railroad Addition plat that doubled the size of the town was recorded February 26, 1884. It was located north of Ashland's downtown and provided space for residential and commercial development. In May of 1884 the first passenger train connected Portland and Ashland, and on December 17, 1887, a golden spike was driven into the railroad in Ashland, announcing the completion of the North-South line.

The affect of the railroad on Ashland was remarkable. In addition to providing freight services that opened Ashland's economy to outside markets, the passenger trains brought tourism to the town as well. Between 1880 and 1890,

Ashland's population rose from 842 to 1,784. In response to this growth and to better provide public services, Ashland was incorporated as a city in 1885. Ten new additions were platted in 1888 due to a continuous housing shortage for the rail workers, entrepreneurs, and new families that flooded the area. Providing quality education was a concern, too, leading to the reopening of the defunct Ashland Academy that had closed in 1879. In 1882 it became a state school, and is now known as Southern Oregon University. A Chautauqua, or educational and entertainment show, was established ten years later by local Methodists, providing education and amusement for Ashland's citizens and visitors.

Despite a short depression in the early 1890s, and another during World War I, the city thrived. Industry was growing strong, with orchards now selling Ashland fruit nationwide. Population grew steadily (5,020 in 1910), as did the city infrastructure. In 1910 the City paved roads near the central Plaza and purchased land around the dismantled flour mill and near the Chautauqua site to create what eventually became Lithia Park. A Carnegie Library was built in 1912 and construction continued in neighborhoods around the city. Construction also began on the Pacific Highway over the Siskiyou Mountains in 1913, including Ashland's East Main and North Main Streets as part of the route.

Significant changes occurred in the late 1920s and 1930s causing Ashland's economic growth to slow drastically. Southern Pacific opted to reroute their rail service through the Natron Cut-off and halted continuous trains through Ashland in 1927. This combined with the 1929 stock market crash to create hardships for Ashland citizens. Railroad employees were forced to leave town, houses were left vacant, and tourism halted.

The onset of World War II brought a revival to Ashland. The U.S. Army built Camp White just north of Medford in 1942. Nearly 110,000 soldiers were trained there and often visited Ashland on their free time. Homes were remodeled to provide space for renters, applications for building permits increased, and the rise in auto traffic brought alterations to Ashland's roadways. In the post-war years, the city's economy was boosted as sawmill operations became very successful. Entertainment and cultural exposure returned as plays resumed on the Chautauqua site in 1947. The Oregon Shakespeare Festival constructed their outdoor Elizabethan Theater in 1959 within the foundation wall of the original Chautauqua building.

Ashland continued to grow and develop in the coming years. Interstate 5 opened in 1964, relieving traffic within the city. Ashland citizens began to petition for orderly, planned growth, resulting in the adoption of the city's first zoning ordinance that year. After increasing interest in historic preservation, Ashland's Historic Commission was established in 1975. The Commission established four areas of the city with significant historical resources, all of which were listed on the National Register of Historic Places between 1999 and 2002. They include the Ashland Railroad Addition Historic District, the Ashland Downtown Historic District, the Skidmore Academy Historic District, and the Siskiyou Hargadine Historic District.

## Ashland Preservation Plan

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Today Ashland is a popular destination city. The moderate climate that attracted settlers 160 years ago still draws people from around the globe. Over 350,000 people visit the city each year to attend the many plays of the Oregon Shakespeare Festival and participate in outdoor sports and sightseeing. Southern Oregon University is also a central part of the city's economy, and is a great resource for the community, serving approximately 5,000 students.

In 2008, Ashland was named as a Smart21 Community for the second consecutive year. This award is granted by the Intelligent Community Forum to 21 communities around the world who display signs of intelligent growth and development. It is a notable achievement and an honor for Ashland, as the City was among only five recipients from the United States.



## **Existing Cultural Resource Management Program**

### ***Comprehensive Plan***

Ashland has had an established program for protecting historic resources for many years. Included within Ashland's Comprehensive Plan adopted on November 2, 1982, there are policies and specific language relating to preservation, particularly in the Downtown and three residential districts which include the Railroad Addition, Siskiyou-Hargadine, and Skidmore Academy districts. While these areas of historic interest were identified early in the establishment of Ashland's program, and a map was produced by the City in the 1970s, these four historic interest areas were not formally delineated until 1984 when the City of Ashland asked the Oregon SHPO for an opinion regarding the eligibility of these four areas of historic interest in preparation for an extensive housing rehabilitation project. In 1984 and 1988-1990 surveys were completed of these areas. In 1999 the Railroad Addition District was listed on the National Register, and in 2000 the Ashland Downtown District was listed. The Skidmore Academy Historic District was listed in 2001, and the Siskiyou-Hargadine Historic District was listed in 2002.<sup>1</sup>

The Historic Preservation component of the Ashland Comprehensive Plan includes nine policies related to historic preservation. Five of these policies are implemented through the land use process and identified in the Ashland Municipal Code.<sup>2</sup>

### ***Development Code***

The Ashland Historic Commission (HC) was originally established in 1975 as a five member Historic Preservation Committee. Currently the Historic Commission is a nine-member, advisory body that meets monthly. A subset of this Commission is the three member Historic Design Review Board, which meets weekly to review building permit applications within the historic districts. The HC is bound by the procedural requirements and criteria set forth in Chapter 2.24, 18.72 and 18.108.20 of the Ashland Municipal Code (AMC).<sup>3</sup>

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<sup>1</sup> It should be noted that the boundaries for the four National Register Districts follow the boundaries of these areas of historic interest generally, but as adopted by the National Park Service, the boundaries do not match exactly. The map adopted by the Council with the Comprehensive Plan is Map I-1 and notes these original areas of historic interest boundaries, not the National Register District boundaries.

<sup>2</sup> See Appendix # 1

<sup>3</sup> See Appendix # 2

## **Types of Review**

Per AMC 18.108.020 there are three general types of procedures for land use actions:

1) Ministerial Actions; 2) Planning Actions and 3) Legislative Amendments. For projects located within one of the historic districts, either city staff, the Historic Review Board or the Historic Commission will review and comment on the proposal.

It is rare that the Historic Commission would be involved in a Legislative Amendment, unless the text of the proposed amendments would directly affect the Historic Commission and its duties.

The Historic Review Board primarily reviews Building Permits, and is involved in Ministerial Reviews for projects located within the historic districts. Both the Historic Review Board and the Historic Commission review pre-applications. Normally sign and mechanical permits are considered Ministerial reviews, however per AMC 18.96.160 Historic Signs are reviewed as a Type I by the Historic Commission.

The Historic Commission primarily reviews all Planning Actions for projects located within the local historic districts. In 2006, the Historic Commission reviewed a total of 15 projects, a majority of which were Conditional Uses, Site Design Reviews and Variances. Projects were both residential and commercial, with some new construction and some change of use and additions.<sup>4</sup>

In 2007 the Historic Commission reviewed a total of 14 projects, a majority of which were also Site Review, Variance and Conditional

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<sup>4</sup> See Appendix #3 for total number and types of reviews. While the Historic Commission reviews an average of 3 cases a month many of these reviews span more than one meeting, especially if the projects are large and have complex issues.

### **Ministerial Review**

*Over the counter, City Staff approvals with Historic Review Board review;*

#### **Examples:**

Building Permits that don't require site review

### **Planning Actions**

#### **Type I**

*Review by the Historic Commission recommendations to Staff; appeal to Planning Commission*

#### **Examples:**

Exterior alteration to a structure individually listed on the National Register  
Site Review  
Partition  
Conditional Use  
Variance  
Historic Sign

#### **Type II**

*Review by the Historic Commission recommendations to Planning Commission; appeal to Council*

#### **Examples:**

Downtown Site Review over 2500 sq.ft  
Outline Plan Conditional Use  
Variance

#### **Type III**

#### **Examples:**

Zone Change  
Comp. Plan/Map Change  
Annexation

### **Legislative Amendments**

*Initiated by Council, Planning Commission or resident; review by Planning Commission recommendation to Council*

#### **Examples:**

Amend text of Land Use Ordinance to better conform with Comprehensive Plan.

*Table 1: Types of Review*



Uses. Projects included the construction of office and mixed use buildings as well as changes in use.

In 2008, to date, the Historic Commission has reviewed approximately 20 projects. Projects primarily include Site Design, Conditional Use and Variance like in years past. Projects include the construction of a new school as well as conversion of existing buildings to office use or travelers accommodations as well as change in use to allow the operation of an outdoor farmers market and the use of a school for artists workspaces and community events.

One of the changes implemented by the new Ordinance is the requirement that any exterior alteration to a contributing commercial building requiring a building permit within a National Register District must be reviewed as a Type I before the Historic Commission.

### Site Design and Use Standards

The Site Design and Use Standards were originally adopted by Ashland City Council in 1986. In 1992 these standards were replaced and the Detail Site Review Standards were added. In 1998 the Downtown Design Standards were added. For new construction, applicable standards can be found primarily in Section II, Basic Site Review Standards. These standards address orientation and scale, streetscape, landscaping, parking, designated creek protection, and noise and glare. Section II C-1g addresses the expansion of existing sites and buildings (ie if the building is to expand by 25%, then 25% of the site must be brought up to the standards outlined in this section). Certain properties within the downtown, on North Main Street, East Main Street and Siskiyou Boulevard also fall within the Detail Site Review zone and have additional requirements relating to orientation and scale, streetscape, parking, buffering and screening, lighting and building materials. Additional requirements relating to orientation and scale, public spaces, transit amenities, and recycling are included for larger scale projects (above 10,000 square feet). These are included in Section II-C-3.

Section IV-B Historic District Development includes eleven rehabilitation and remodel standards. Additionally, Section IV-C includes ten standards primarily relating to new development and renovation of existing structures within the historic districts. Criteria relating to height, scale, massing, setback, roof shapes, rhythm of openings, platforms, directional expression, sense of entry and imitation are included here. Illustrations, primarily demonstrating appropriate residential development, are utilized.

Section VI, Downtown Ashland, of the *Site Design and Use Standards* includes additional standards relating to commercial buildings in the downtown. Six approval criteria (VI-1 through VI-6) are related to guiding new development downtown. Additional standards VI-A through I address height, setback, width, openings, vertical rhythms, roof forms, materials, and awnings for new construction or redevelopment of existing buildings. Illustrations demonstrating appropriate commercial development are presented.

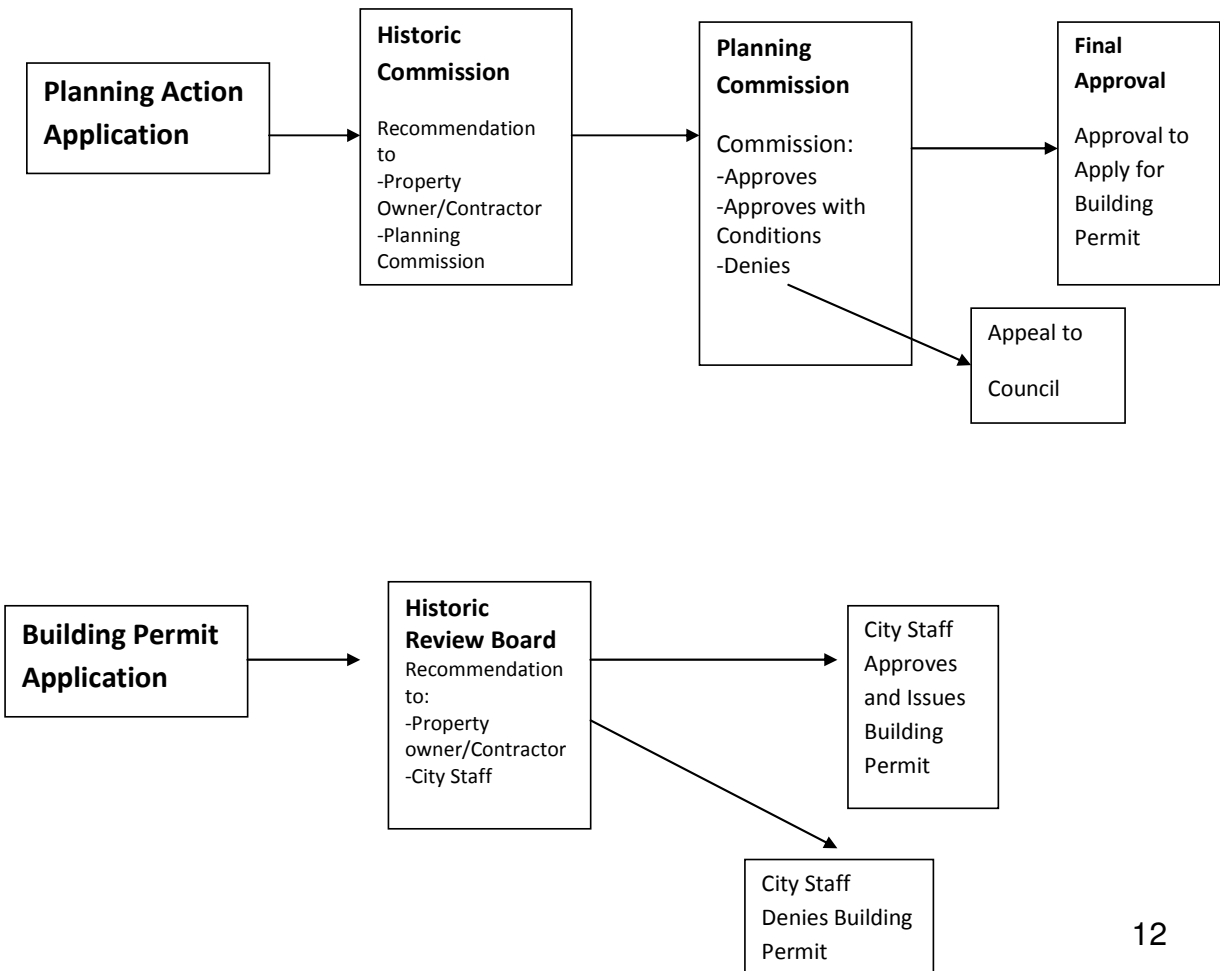
Several standards within this section specifically address the restoration or remodeling of existing structures. For example, Section VI-D-2 requires that the scale and proportion of altered or added building elements be compatible with the original architectural character of the building. Additionally, Section VI-J- 2 specifically requires that the visual integrity of the original building be maintained when altering or adding building elements. Section VI- J) 3) requires that restoration, rehabilitation or remodeling projects incorporate original design elements that were previously removed, remodeled or covered over.

**Current Review Process**

**Historic Commission Review**

Currently the Historic Commission reviews certain Planning Actions for projects located within the designated local districts (those areas identified by Comp. Plan Map I-1). Typical reviews include Site Design Reviews, Conditional Uses, and Variances. After the Historic Commission makes a recommendation to the Planning Commission about a Planning Action, specifically if that Planning Action involves the exterior alteration of an existing structure or new construction, individual Commissioners are assigned to monitor that project through its completion. Sometimes conditions of approval are placed upon a project requiring the Historic Commission to review specifics of a design prior to issuance of the Building Permit.

**Table 1: General Review Process for Projects within Local Historic Districts**

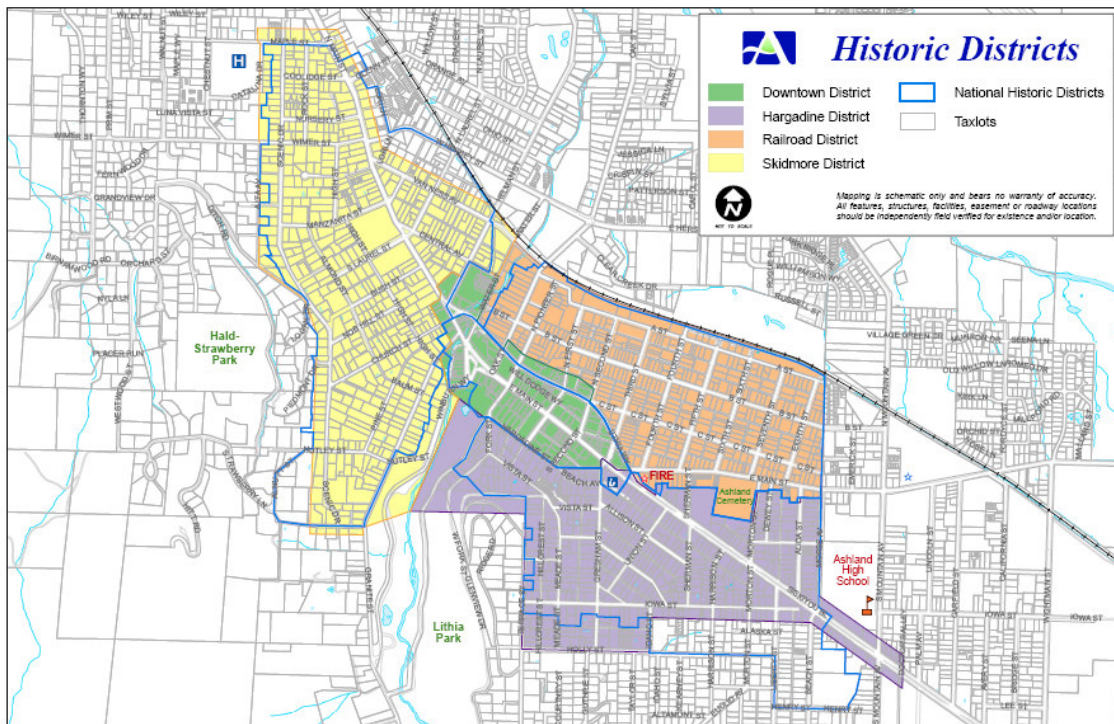


## Historic Review Board

Three members of the Commission meet weekly as the Historic Review Board to review building permits for projects within historic districts which do not require Planning Actions. The three members who meet weekly vary. At each monthly Historic Commission meeting a schedule for the upcoming month is made. These meetings are informal and are not attended by City staff. The Board members record their recommendations on a form and they take their own notes regarding each meeting. These meetings are generally an opportunity for the Board to meet informally with the applicant and make suggestions and recommendations about improving design or compatibility issues.

## Ashland's Resources

Ashland's historic resources are contained primarily within the four National Register historic districts, as well as within the four areas of historic interest. In addition, Ashland has 30 individual resources listed in the National Register.



Ashland has four National Register Historic Districts:

District	Contributing	Noncontributing
Ashland Downtown District	73	27
Railroad Addition District	256	115
Siskiyou-Hargadine District	274	186
Skidmore Academy District	300	184

Additionally, there is a local sign inventory with three historic signs that have been designated.<sup>5</sup> Other areas which have been surveyed include the Ashland North quadrant area which was surveyed in 2006 (95 Eligible Contributing/Significant, 40 Not Eligible, 5 Eligible/Out of Period). Recommendations regarding potential future historic districts were made as part of this project.<sup>6</sup>

### ***Existing Incentive Programs***

The City of Ashland became a Certified Local Government (CLG) in 2000. The CLG program is a national program which offers non-competitive grants for historic preservation projects and programs to communities which are administered through the Oregon State Historic Preservation Office. The annual grant through the Certified Local Government program administered through the State SHPO office is currently the primary source of funding for additional city preservation programs in Ashland. In addition, the Oregon State Special Assessment Program is available to any historic property owner who owns a contributing resource within a National Register district, as well as those which are individually listed in the National Register. In Ashland, currently 25 properties take advantage of Special Assessment program.<sup>7</sup>

Additionally, individually listed and contributing income producing properties are eligible for Federal Tax Credits through the National Park Service program. 10 properties have taken advantage of this program over the last ten years.

The Historic Commission currently distributes Historic Preservation Awards annually during historic preservation week in May. Awards are given in several categories for outstanding historically compatible new construction and additions, as well as outstanding restoration work. An award is also given to an outstanding organization or individual for their work in the area of historic preservation in Ashland.

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<sup>5</sup> Designated signs include: the Varsity Theatre sign at 166 East Main Street, which is located in the Downtown Historic District. Another is the Peerless Rooms sign at 243 Fourth Street, which is located within the Railroad Historic District. The last is the Palm Motel sign at 1065 Siskiyou Blvd., which is not in a Historic District but is down near SOU on Siskiyou.

<sup>6</sup> Kramer, George. MS. Kramer & Company. ***Ashland North Reconnaissance Level Survey, August 2006.***

<sup>7</sup> 8 commercial and 17 residential

## **Questionnaires for Historic Commission Members and Staff**

### ***Historic Commission Needs:***<sup>8</sup>

The following needs were identified based upon Commissioner responses to the questionnaire.

#### **Training**

A majority of commissioners responded positively to the possibility of additional training which could include training about city codes and the duties of a Historic Commissioner as well as how to read construction and building plans. It was noted that it might be helpful to have more commissioners with design/history background. Additionally it was indicated that a mentoring program for new Commissioners would be beneficial.

#### **Development Code**

Overall the Commission is happy with the code and they appreciate its flexibility. It was expressed that the Commission relies heavily upon staff to interpret the code. Commissioners identified the need to amend the code so that it is more restrictive in certain cases. Additionally there is concern that some issues such as changing siding or window replacement are never reviewed by the Historic Commission or the Review Board because they don't require a building permit and that this is causing the integrity of the historic districts to be compromised.

Overall, Commissioners are happy with the current process. It was noted that there was an interest in the Commission having more input and authority to make final decisions than it currently does. Additionally, it was noted that the process needs to be more consistent, and that fluctuations in the way applications are handled in different situations can be frustrating.

#### **Education of Property Owners**

A majority of Commissioners felt that the Commission could improve their education of historic property owners. An idea was proposed suggesting that everyone who purchases a property in a historic district should get a handbook and be invited to the Review Board so that they know what is involved when they want to make changes to their property.

#### **Communication with Planning Commission and Council**

All respondents suggested communication between the Historic Commission, Planning Commission and Council could be improved.

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<sup>8</sup> A more complete summary of the questionnaires is located in Appendix #4.

### **Preservation Programs**

Commissioners had several suggestions for additional programs including: Incorporation of archaeological resources in the interpretation of the city's history and prehistory; Making new owners in the historic district aware of codes regarding historic preservation; Training for commissioners and attending training sessions and conferences and working closer with state affiliate, the Historic Preservation League of Oregon, the National Trust and the University of Oregon historic preservation program.



## **Staff Needs**

The following needs were identified from the city staff:

### **Development Code**

While overall staff feels that the current code is well balanced, it was noted that while the standards in Section IV-C of the Site Design and Use Standards work well for residential applications, there is sometimes difficulty in applying these standards to commercial projects, along with the associated standards for the Downtown and Detail Site Review. It has been a goal for both the Commission and staff to identify and implement more specific standards for exterior changes to contributing structures in the residential historic districts.

Staff indicated that the changes as a result of the new Ordinance that went into effect on July 1 would not significantly change the current process. However several new requirements were noted, including: larger scale drawings with more detail, and Type I review by the HC of all exterior changes requiring building permits on commercial structures identified as contributing.

Staff identified concern that changes to siding, roofing and windows are not reviewed, because they do not require permits. Additionally it was noted that the Commissioners are advisory only and have no authority to deny an application, which leads some applicants to forgo appearing before the Review Board.

### **Review Process**

Staff noted that the new process implemented on July 1 will take additional time. Specifically, concerns were expressed about those applications that have to be reviewed by both the Tree and Historic Commissions as well as the Planning Commission. However, staff believed it was important to have a more thorough review. Some concern was expressed about the need to educate property owners that regardless of whether or not their property is historic, all applications within the districts must be reviewed by the Historic Commission. Additionally, it was noted that for some land use actions (which do not involve physical changes to a structure or site) it does not always make sense to bring it before the Historic Commission.

Staff noted that sometimes there were issues related to running a formal meeting. Specifically, it may be necessary to provide additional training so that during a meeting it is clear that the proper process is being followed. Additionally, sometimes the make-up of the Review Board at any given meeting affects the consistency of the results, in that the same issues are not addressed in the same manner. In general staff noted that the Historic Commissioners were very helpful, and volunteered significant time to assist staff. Commissioners are available weekly and provide regular feedback on a variety of issues.

### **Office Resources**

Staff stated that they knew of easily accessible maps available on-line and at the office. Maps are available to staff electronically, but only the district map is on the website. It was noted that the National Historic District boundaries do not match up with the local Ashland Historic District boundaries which can sometimes cause confusion. Staff felt that the historic inventories are well done and useful and that it might be useful to provide the inventory on-line to the public. Additionally it was noted that there is a need to organize old historic information resource files.

### **Programs**

Staff identified a variety of different programs that could be beneficial to Ashland, including: additional identification and survey of historic structures outside the historic districts; educational programs such as brochures for homeowners; Historic Preservation Week; brown bag lunches on preservation topics such as historic window restoration; and special assessment programs to encourage restoration.



## **Survey**

The survey distributed to stakeholders in Ashland's Preservation Program was designed to identify general needs and goals within the community. In general, open ended questions were asked, allowing respondents to reply freely based upon their experience with preservation in Ashland. A total of 200 notices were distributed and we received about a 20 percent return (40 responses) to this survey.<sup>9</sup>

Respondents felt that the Downtown District was most in need of protection, with the Railroad District the next most in need. A majority of respondents felt that the City is doing a good job protecting Ashland's historic resources through the code, however some felt that the City should have some requirements for basic maintenance of both structures and landscaping. There was some concern expressed about rental housing being detrimental to the fabric of the districts.

Most Respondents felt that a majority of Ashland's historic resources have been identified within the four districts. However, some respondents noted that local resources, such as small orchard and farm homes outside of these districts, especially farmhouses in the Bellview District, should be identified and protected. It was noted that an effort should be made to collect oral histories, in particular about the mill sites in Ashland.

Overall a majority of respondents feel that they know what sort of work requires review, and they believe the process is fair. However, respondents felt that the City should make it easier to utilize energy and resource saving measures, such as solar energy, on historic structures. It was suggested that all of the city codes, ordinances and Site Design Standards relating to historic review and design criteria should be pulled into one section of the code, to make it easier for applicants, staff and Commissioners to understand the historic preservation portion of the code.

Most respondents felt that additional historic preservation programs are necessary, and a majority also were interested in grant or loan programs facilitated by the City which would benefit historic property owners.

Respondents were interested in programs which included: study sessions or workshops (on weekends); walking tour with markers/plaques; special speakers; inventory with photos placed online; assistance with historic research or nominations; grade school history education; and history articles in the newspaper.

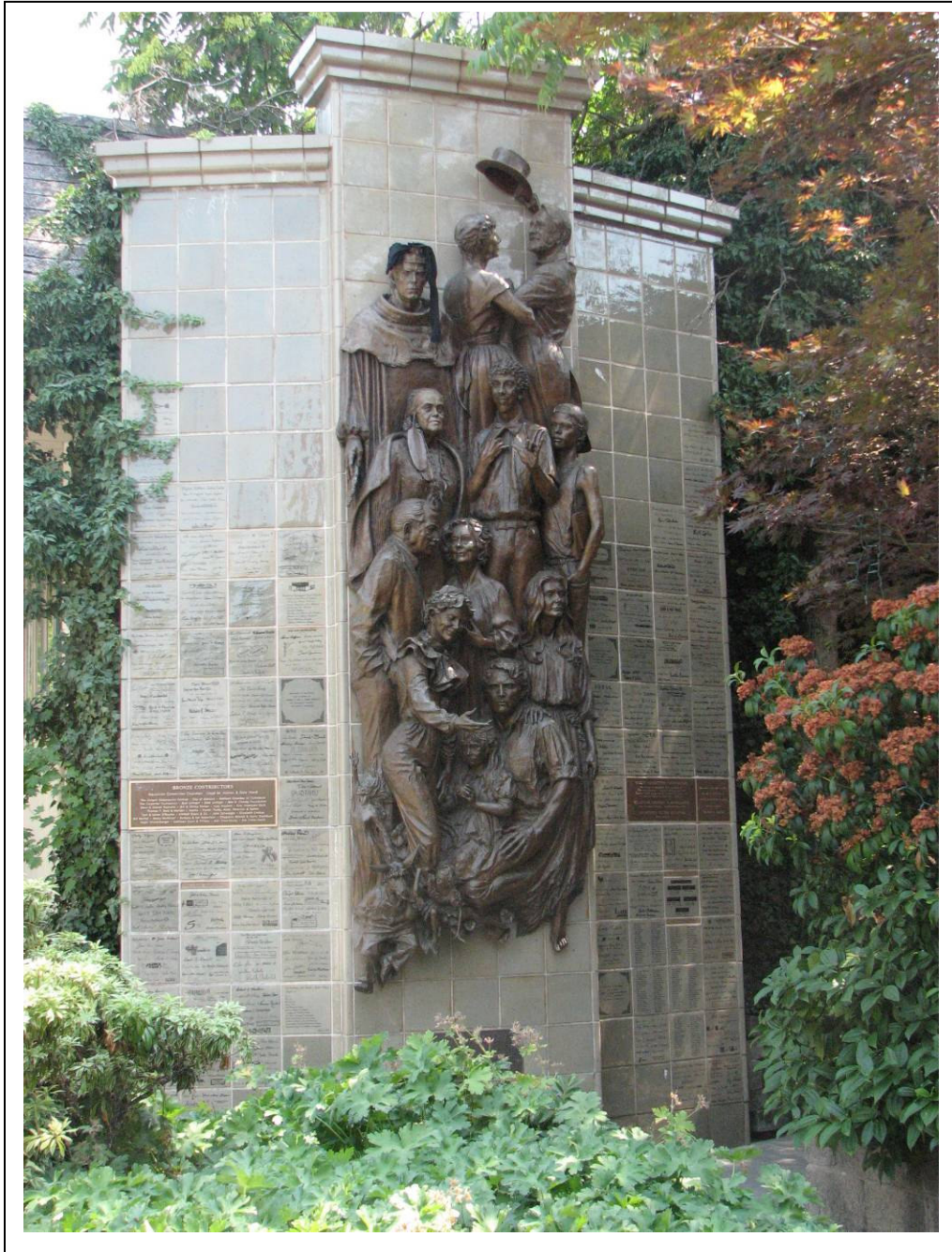
A majority of respondents were interested in receiving a newsletter from the Historic Commission. They were interested in the following educational topics: identifying historic home styles; green preservation; foundation repair;

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<sup>9</sup> See the Appendix # 5 for the specific questions and a more detailed summary of responses.

appropriate siding & window replacement; Ashland history; theater history; spotlight on current restoration projects.

A majority of people have had a positive experience with the City with regard to historic preservation.



## **Recommended Code Revisions**

The City of Ashland is unique in that its Historic Commission is mandated by AMC Chapter 2.24 to review and make recommendations in connection with the issuance of building permits, zone changes, conditional use permits, variances, sign permits and site reviews within the identified local districts. This is in contrast to many other jurisdictions throughout the state who only review exterior alterations to identified historic resources and don't do any kind of review of land use permits.

It should be noted that while it was brought up by staff, the Commission and the public that sometimes there is frustration regarding the advisory role of the Historic Commission as opposed to its power to make final binding decisions, the resolution of this issue is beyond the scope of this project. It is recommended that the issue of the power and function of the Historic Commission and its duties be considered carefully by the City Council and Mayor, as it would require a change in the enabling language of the Historic Commission especially as it relates to the review of all land use decisions and the function of the Planning Commission. The fundamental nature of the Historic Commission and the scope of the projects reviewed would need to be examined within the overall context of land use review and public process as it relates to future development and preservation of historic resources within the city as a whole.

The goal of this project is to evaluate Ashland's Historic Preservation Program, including the Historic Commission's duties within the context of the existing enabling language found in the comprehensive plan and the municipal code. Any recommendations or suggested projects within the identified program areas are meant to help improve the Historic Commission's ability to address identified needs in areas where they have existing authority as identified through the Comprehensive Plan. Some of the suggested revisions are 'housekeeping' issues and others will require policy changes, which may necessitate additional consideration and discussion by the Historic Commission, the Planning Commission and City Council.

Based upon the responses of the public, planning staff and the Historic Commissioners, the following changes to the City of Ashland Municipal Code are suggested. It is recommended that the timeline and priority of any code revisions be determined by City staff in cooperation with the Historic Commission, especially since the City recently implemented some significant changes to their Land Use code.



# June 2023

## HPAC Review Board

Meet at 2:00pm - Lithia Room

<u>DATE</u>	<u>COMMITTEE MEMBERS ATTENDING</u>		
June 8th			
June 15th			
June 22nd			
June 29th			
July 6th			

\*Call 541-488-5305 to verify there are items on the agenda to review