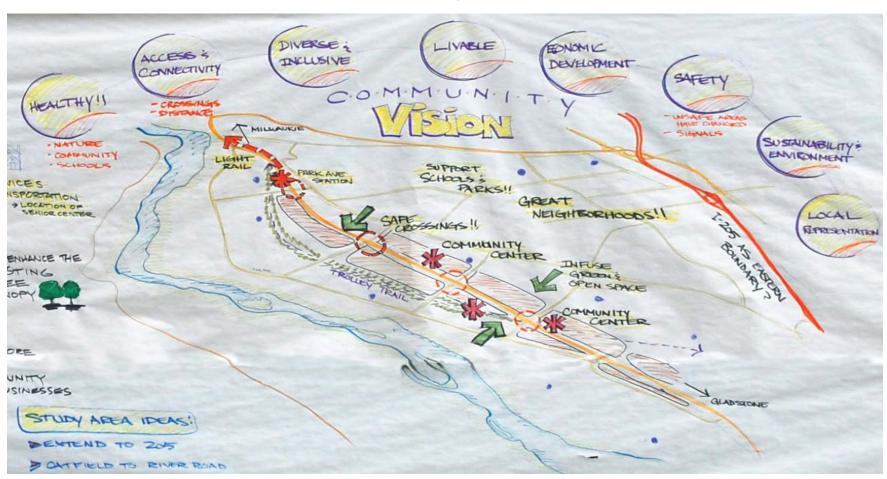
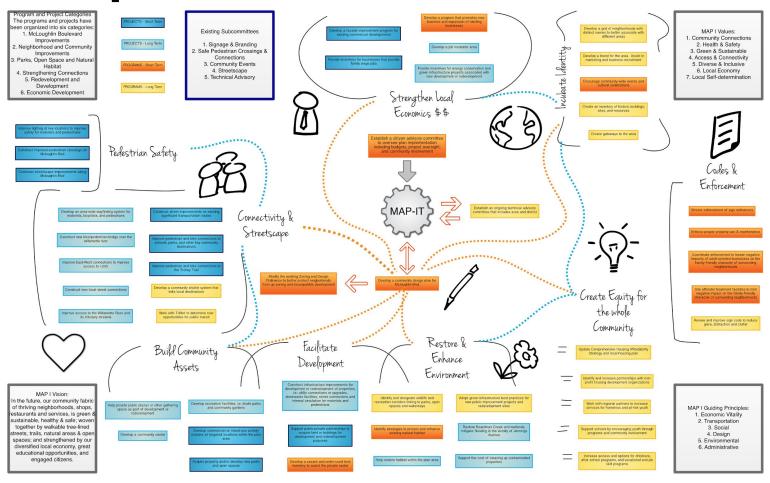
# The Foundation: Community Process



# **Clustered Density**

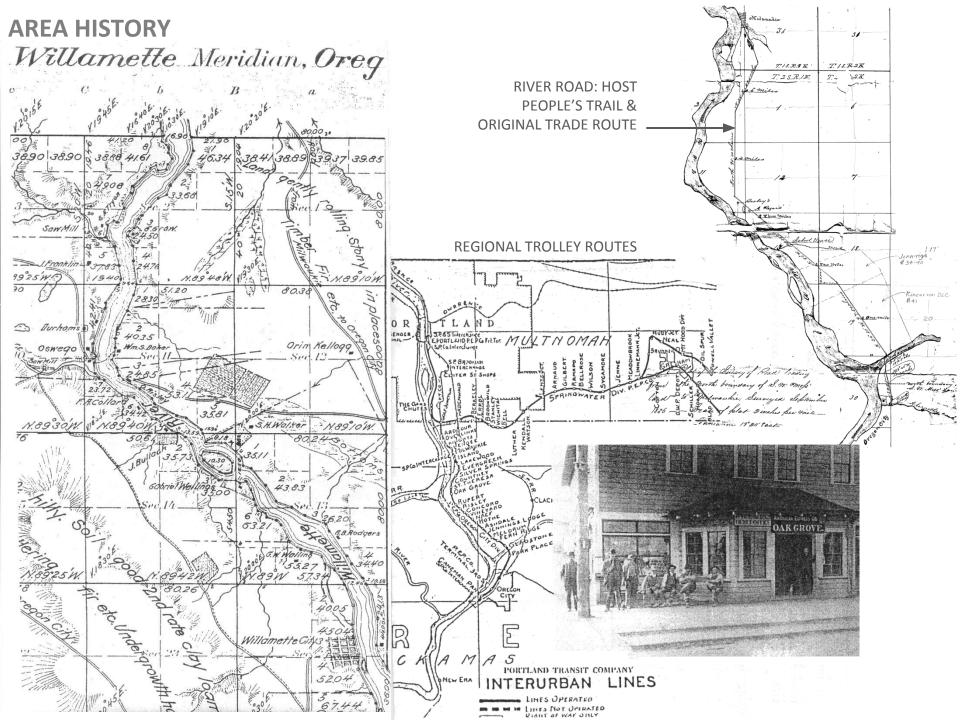


# Comprehensive & Inclusive



**MAP II Projects & Programs** 

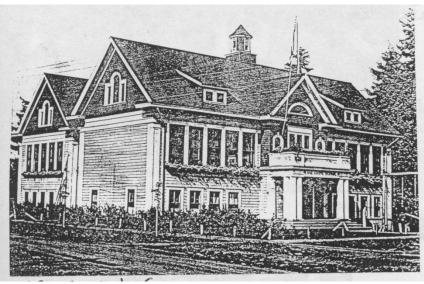
# Acknowledge History





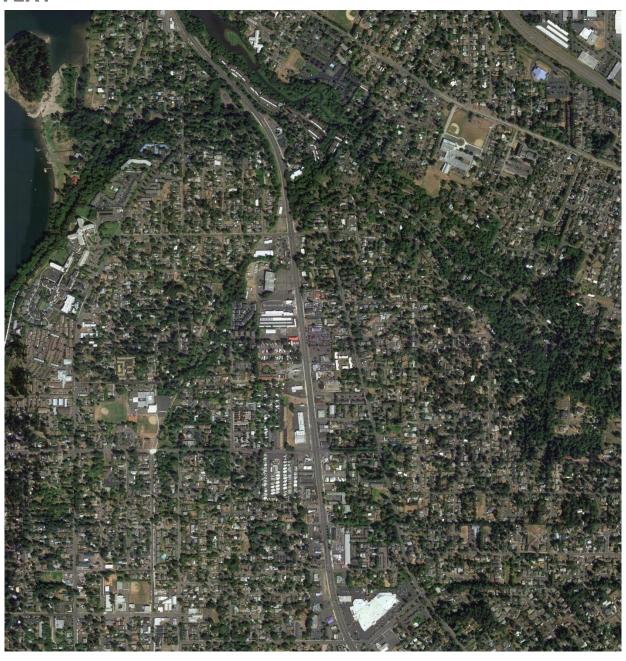
#### **AREA HISTORY**



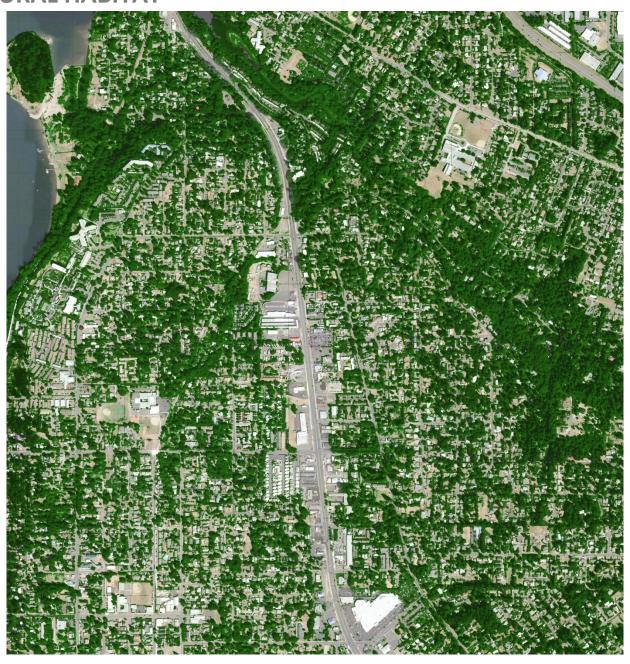


# The Challenge: Disconnection

#### **EXISTING CONTEXT**



#### **EXISTING NATURAL HABITAT**



#### **EXISTING HARDSCAPE**



### CONNECTED.



# The Driver: Development Economics

## **Property + Retail Sales Taxes**



**Total Taxes/Acre to the City** 

\$50,800



**Total Taxes/Acre to the City** 

\$414,000



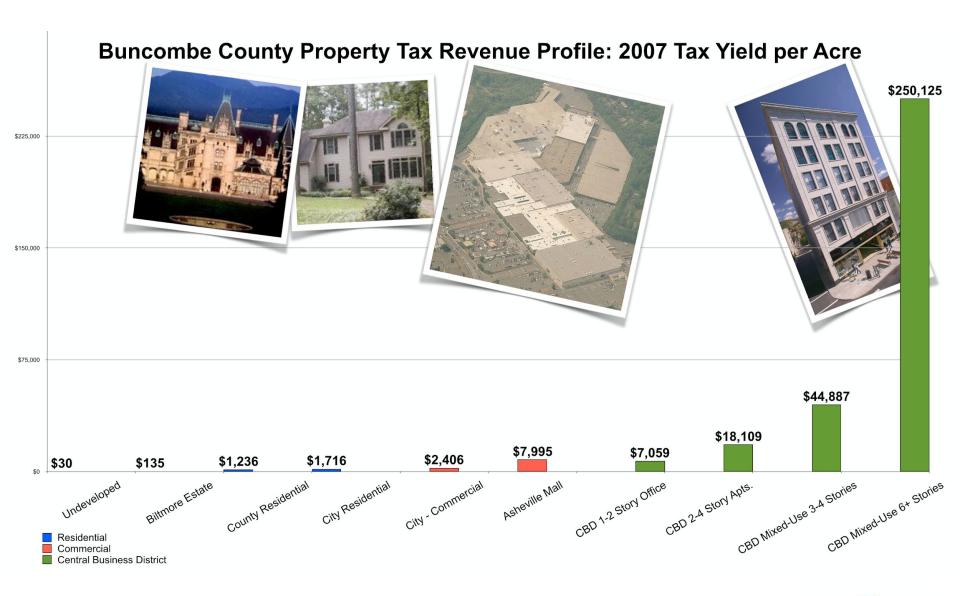






Land Consumed (Acres):	<b>34.</b> 0	<b>UU.</b> 2
Total <b>Property Taxes/Acre</b> :	<b>\$ 6,500</b>	\$634,000
City Retail Taxes/Acre:	\$ 47,500	\$ 83,600
Residents per Acre:	0.0	90.0
Jobs per Acre:	<b>5.9</b>	<b>73.7</b>











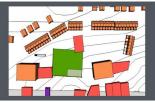
**1.1 acres** of B.D. Riley's would equal the **20.4 acre** Walmart



### **Total Annual City Property Tax Production**







Greenlife Precedent



Est. Annual Property Taxes

City - **\$44,827** 

County - \$27,036

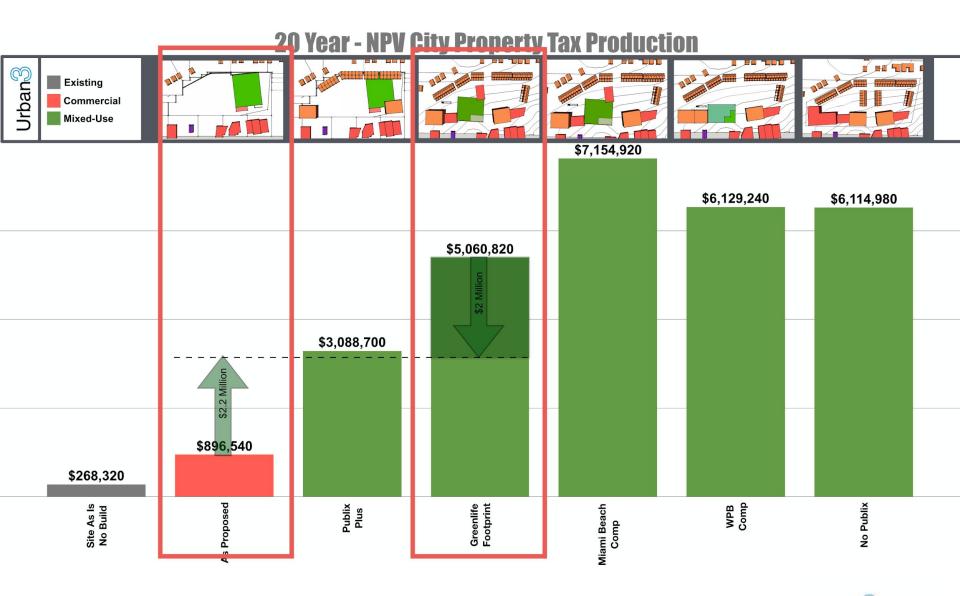


Est. Annual Property Taxes

City - **\$253,041** 

County - \$152,614





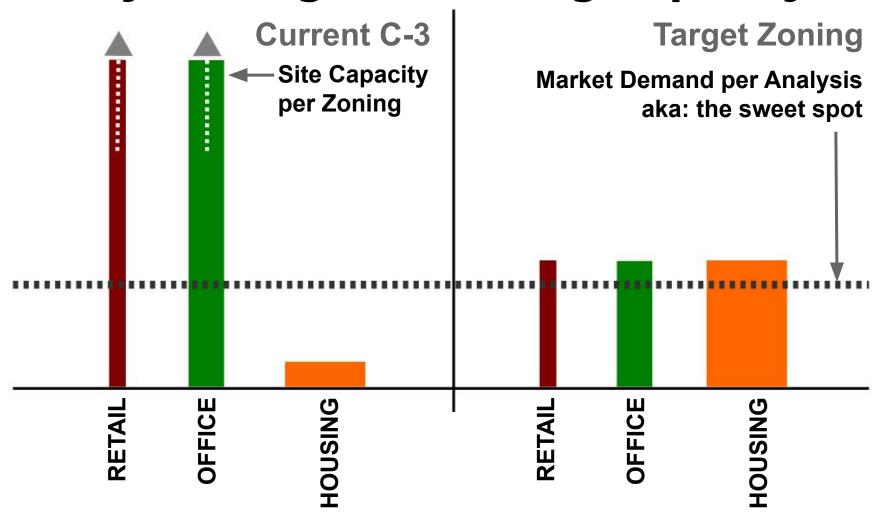


# **Development Attractors**

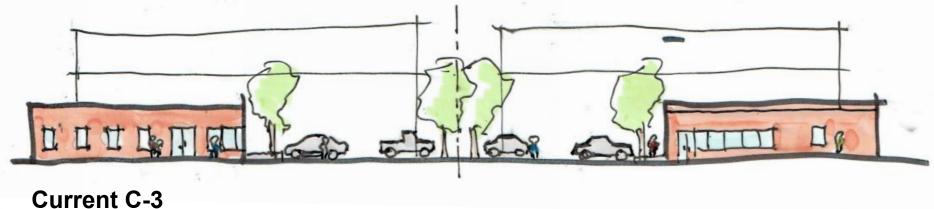
- Mixed-use and multi-family residential uses encouraged
- Walkable character with a mixture of activities nearby
- Unique sense of place with clear identity
- Developable floor area maximized and required parking minimized
- Clear and coherent development codes (ZDOs)
- Community embraces sustainability and innovative design approaches

# Transform Through Zoning Response

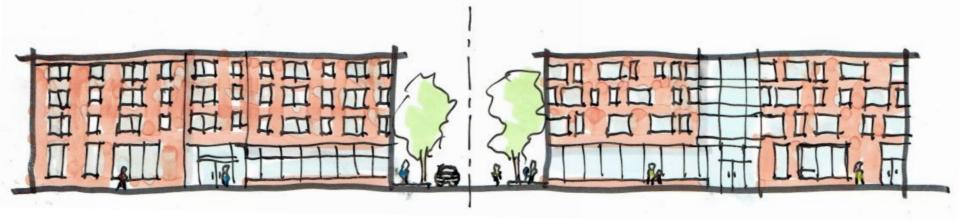
# **Adjust Targeted Zoning Capacity**



# Focus on Urban Walkability



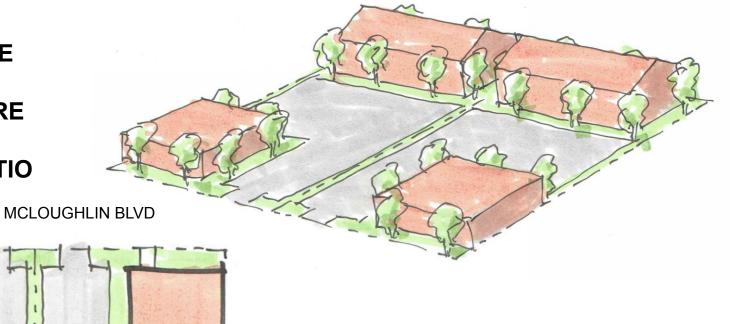


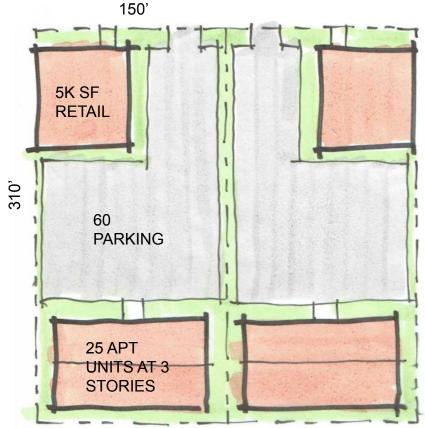


**Potential Mixed-Use** 

1 ACRE SITE C3 MIXED USE

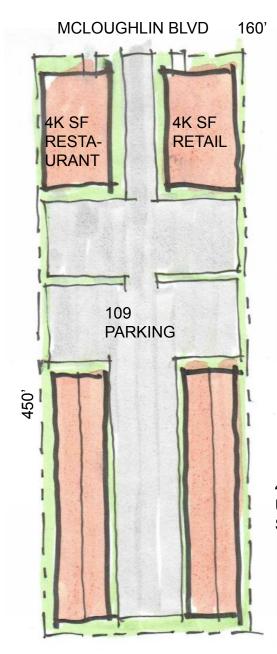
25 UNITS/ACRE MAX, 1.5:1 PARKING RATIO

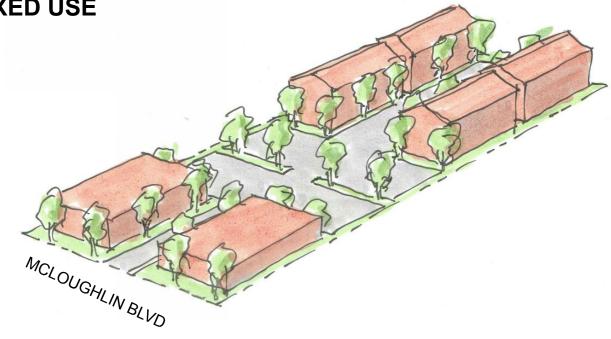




**Current Zoning** 

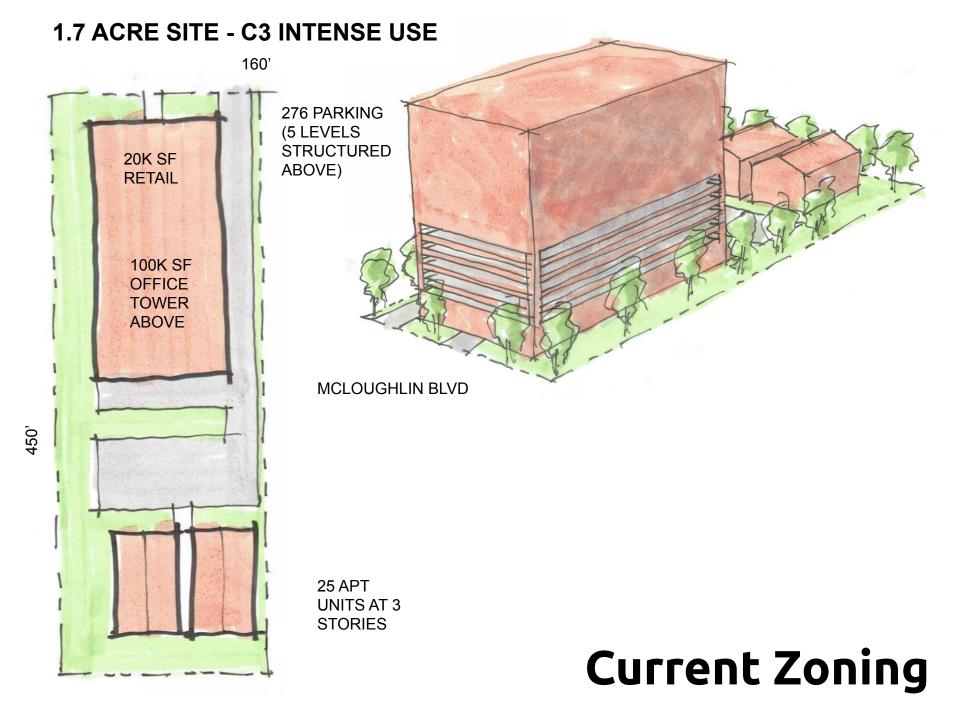
#### 1.7 ACRE SITE - C3 MIXED USE

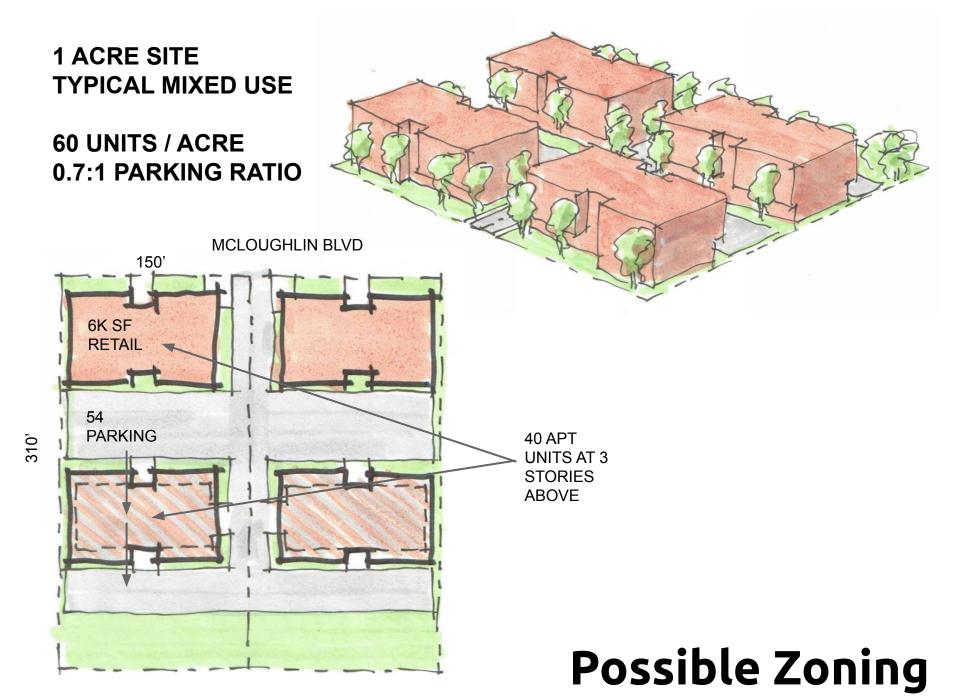


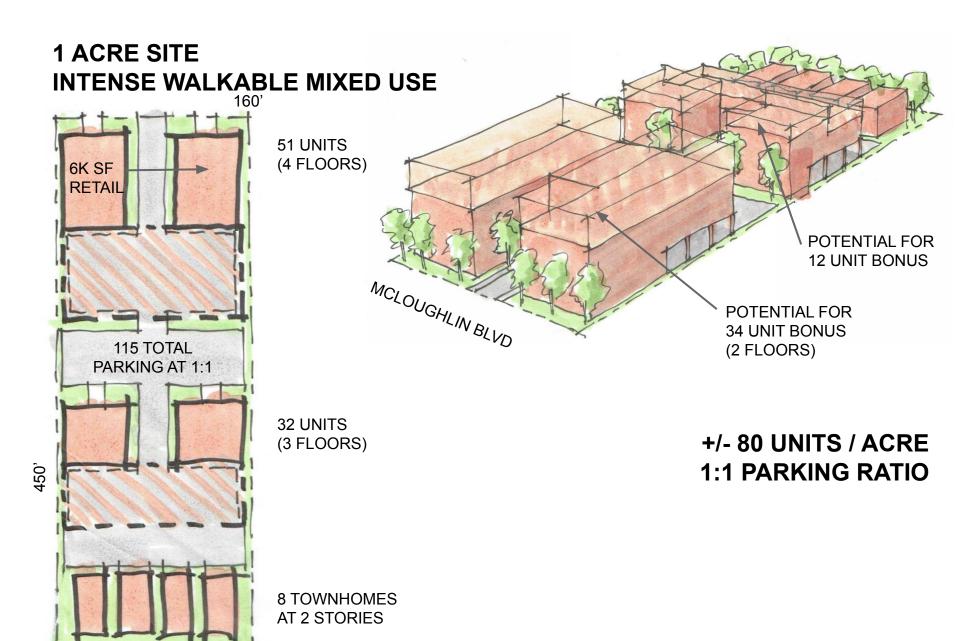


**41 APT UNITS AT 3 STORIES** 

Current Zoning<sub>26</sub>







# Possible Zoning

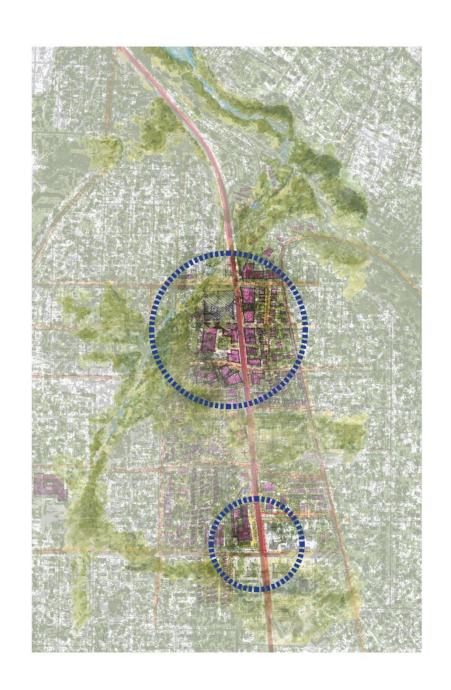
# Spark Change: The Park Avenue Activity Cluster

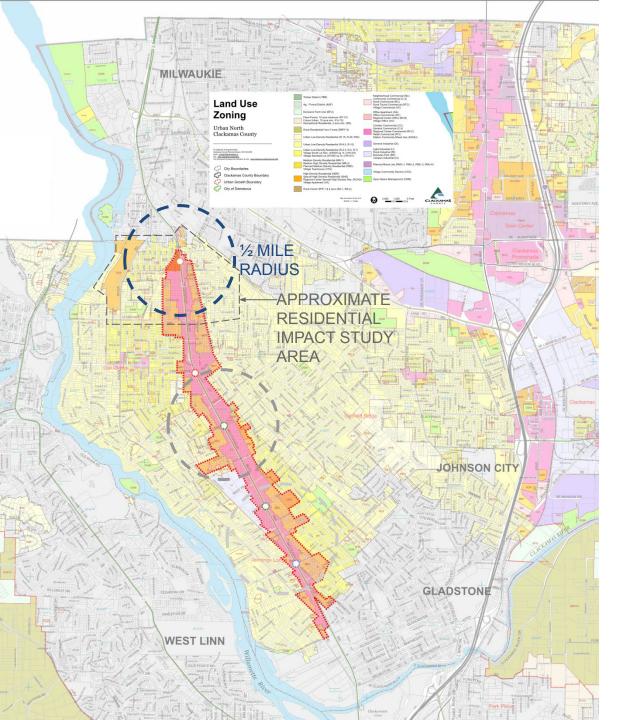
#### NODE-FOCUSED DENSITY

The Community Plan & MAP Principles

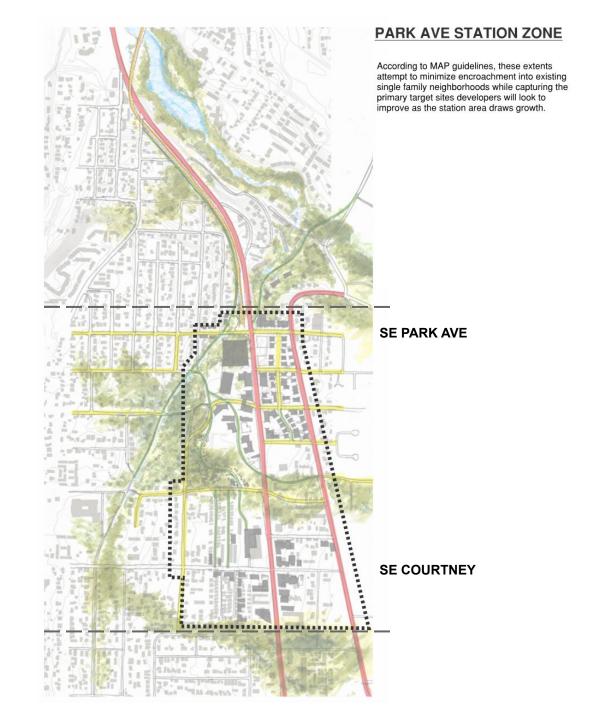
## DENSE MIXTURE OF RESIDENTIAL, OFFICE AND SMALL COMMERCIAL USE

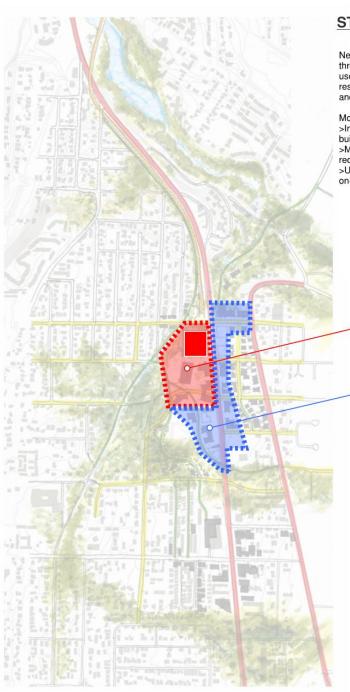
- FOCUSED CENTERS
- JUSTIFIES STRUCTURED PARKING
- CREATES CONCENTRATION OF PUBLIC ACTIVITY
- IMPROVED WALKABILITY
- LEAVES ROOM FOR NATURAL SPACE & CONNECTIVITY
- PRESERVES EXISTING AFFORDABLE HOUSING DIVERSITY











#### STATION AREA MIXED USE

Nearest the station, this zone focuses density through housing, public space and business uses clustered around a shared parking resource and primary neighborhood pedestrian and auto connections.

Modifications to Town Center zoning code: >Include preservation and reuse of existing buildings

>Modify open space and landscape requirements

>Utilize shared parking structure and limit on-site auto parking to very low levels

CORE ZONE - High density mixed use with retail & housing at 6 stories, exception for Community Center or similar public use amenity

SUPPORT ZONE - Medium density mixed use with retail, commercial & housing at 3 stories with pedestrian zones on and off Mcloughlin blvd



#### **COURTNEY RD MIXED USE**

Uses at Courtney would focus on commercial uses that meet local needs like medical offices, creative office space, small businesses. Some housing above could add density and activity. Some parking would be required behind/under buildings, but due to transit access, those ratios should be limited.

COURTNEY MIXED USE - Medium density mixed use with retail, office, and housing at 3 stories



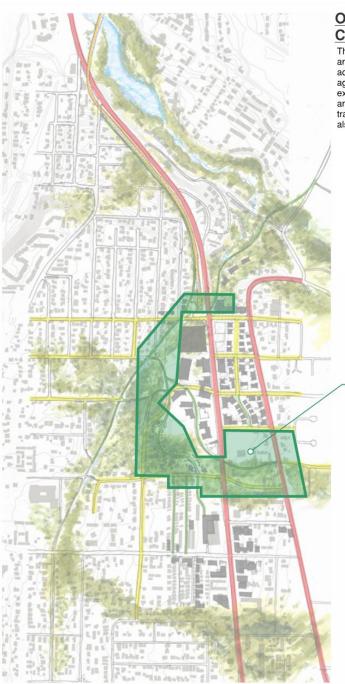
### NEIGHBORHOOD MIXED USE

This zone includes small scale commercial/retail uses, local resource production, urban farming and housing that pairs well with nearby/existing residential areas similar to the current Neighborhood Commercial zone.

Local modifications include preservation of affordable housing stock that allows incremental improvements to it. This zone will also have to be designed to work with the open space & connectivity overlay.

NEIGHBORHOOD MIXED USE -Medium density housing up to 2 stories with allowances for small commercial uses that create jobs and provide local needs. Includes urban farming and other resource uses.

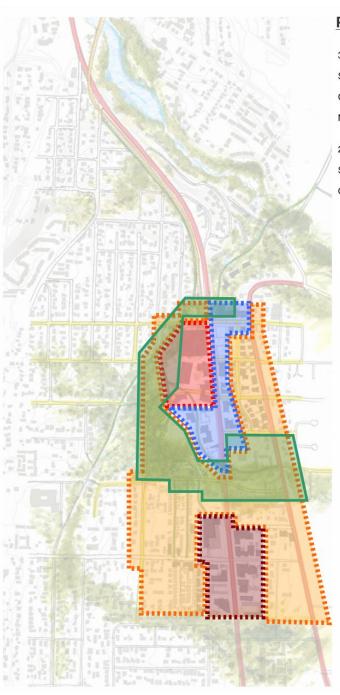
>Houses converted for office/retail/production
>Urban farms/markets
>Integrated solar farms, neighborhood scale water treatment
>Affordable housing - apartments, trailer parks (convert to small dwellings), duplexes, townhouses
>Small business, creative manufacturing, etc
>Food carts



## OPEN SPACE & CONNECTIVITY OVERLAY

This overlay will include specific requirements and/or dedications to preserve publicly accessible open space, habitat, community agriculture, bike/ped pathways, etc. It does not exclude development, just limits its footprint and character and could include density tradeoffs to preserve the open space. It may also include publicly owned spaces like parks.

OPEN SPACE OVERLAY - Prioritizes open space, connectivity, habitat, and resource production/management



### **PARK AVE STATION ZONE**

3 Primary Zones:

Station Area Mixed Use - high/med density

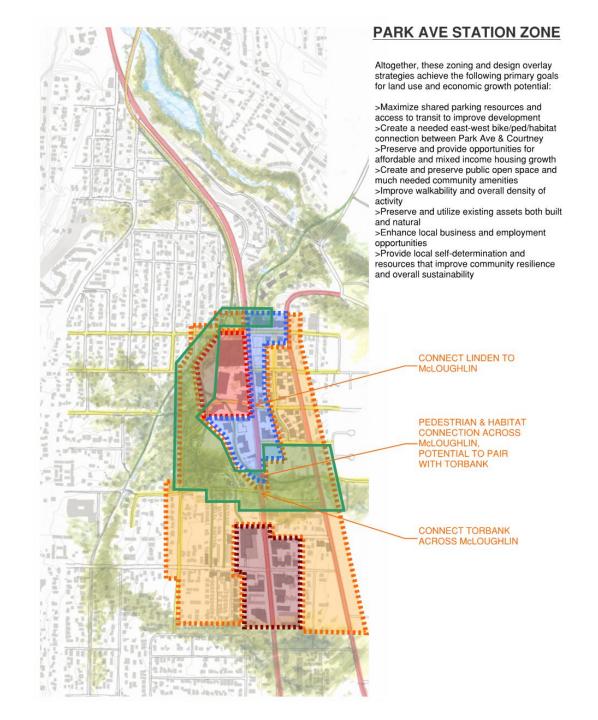
Courtney Road Mixed Use - medium density

Neighborhood Mixed Use - med/low density

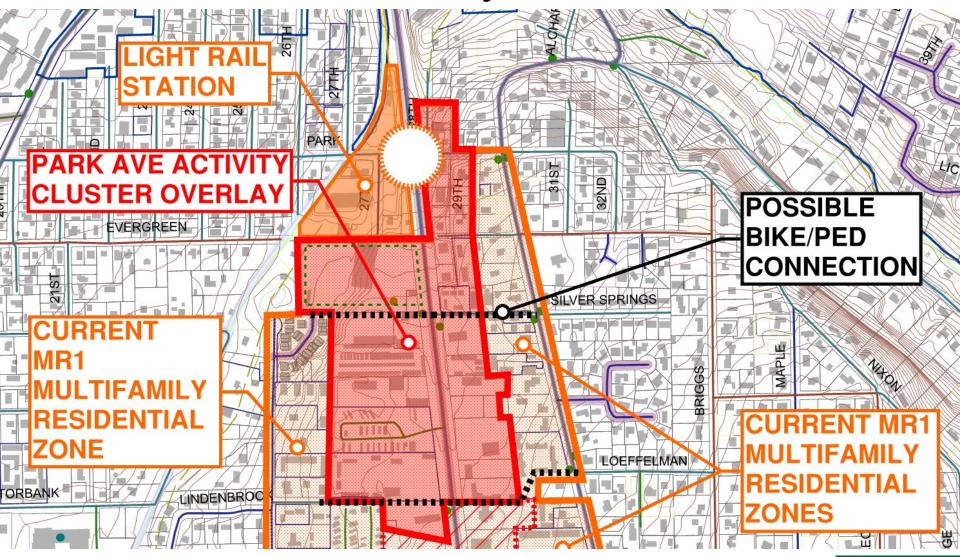
2 Modifying Overlays:

Station Area Support Uses

Open Space & Connectivity



# **Park Avenue Activity Cluster**



# Cast a Design Vision

- In our community, are there places to reside and to go out that Include Everyone who already lives here, and Welcomes every kind of new resident?
- Do we choose to Remember our past, Restore what is valuable, and thoughtfully Shape our future?
- Can we work to provide our own needs, our own employment, and our own sense of purpose & direction using the assets we already have?

## Connected

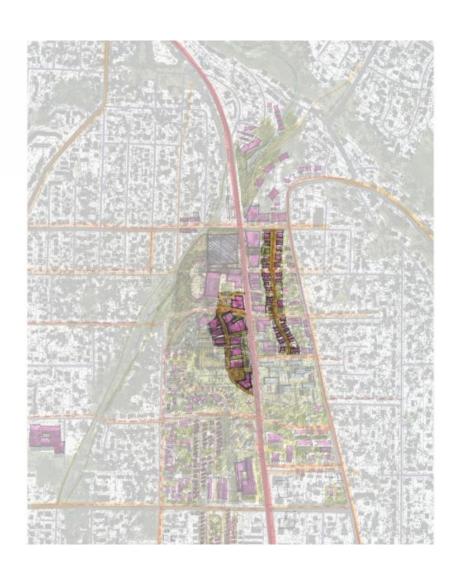








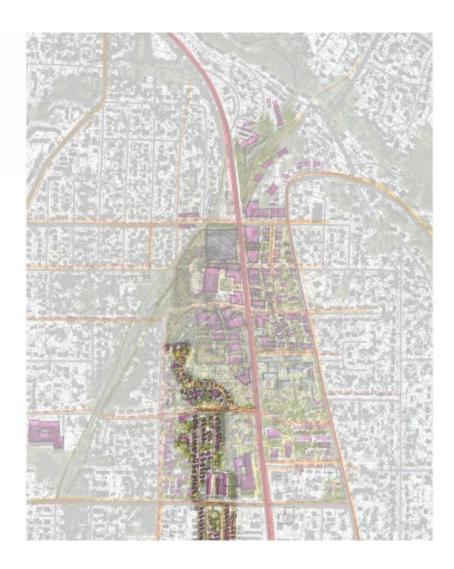
**Activated** 





# **Inclusive**







## **Connections Matter**

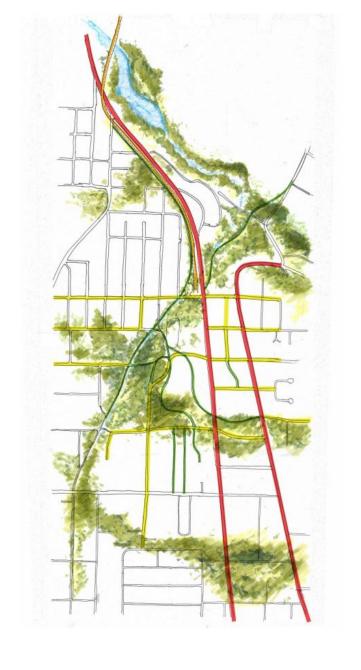
Neighborhoods

Transportation

Habitat

Water

**Systems** 



### **CIRCULATION PLAN**

#### **LEGEND**

PRIMARY ARTERIALS – VEHICLE CIRCULATION
SECONDARY ARTERIALS – VEHICLE CIRCULATION

**NEW** PATHWAYS – BICYCLE & PEDESTRIAN CIRCULATION

LIGHT RAIL – CONNECTION TO GREATER METRO AREA

**NEW** VEHICLE CONNECTIONS



### **CIRCULATION WITH NATURAL CONNECTIONS**

- EXTENDS IDEA OF NATURE IN NEIGHBORHOODS
- LINKS NEIGHBORHOOD ACROSS MCLOUGHLIN
- ENRICHED PEDESTRIAN EXPERIENCE THAT MERGES WITH NATURAL ENVIRONMENT
- GREEN SPACE CREATES ANIMAL HABITAT AND RECREATION FOR PEOPLE
- RETURN HARDSCAPE BACK TO NATURE AND LET IT MAINTAIN ITSELF



### **PROPOSED USES**

### **LEGEND**

EXISTING RESIDENTIAL – MINIMAL CONVERSION TO SMALL BUSINESS
NEW STRUCTURES – ACTIVE LOCAL RETAIL & SMALL BUSINESS
NEW AFFORDABLE RESIDENTIAL – ENHANCES EXISTING COMMUNITIES

EXISTING ELKS LODGE – CONVERSION TO PUBLIC USE

■ NEW LIGHT RAIL – PARKING GARAGE TO SERVE ALL USES ABOVE

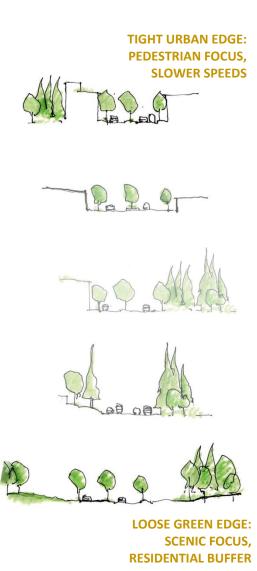
URBAN AGRICULTURE

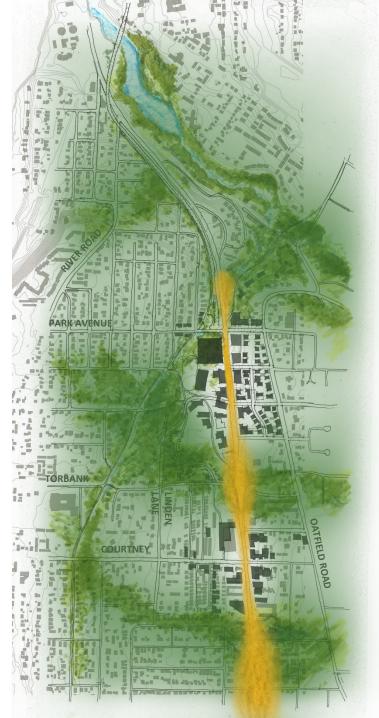
LOCAL ENERGY PRODUCTION



### **MCLOUGHLIN NODES**

- GREEN OPEN SPACES
   SHIFT DEVELOPMENT
   INTO FOCUSED NODES
   TUCKED BETWEEN THE
   OPEN SPACE FABRIC
- McLOUGHLIN IS GIVEN A VARIETY OF STREETSCAPES WITH HARD AND SOFT EDGES
- MCLOUGHLIN'S EDGES
   EBB & FLOW FROM
   FOCUSED URBAN
   NODES (centers) TO
   EXPANSIVE PARKS AND
   OPEN SPACES
   PROVIDING A SENSE OF
   PLACE & IDENTITY FOR
   COMMUTERS AS WELL
   AS LOCAL RESIDENTS





## HIGH QUALITY AFFORDABLE HOUSING



## HIGH QUALITY AFFORDABLE HOUSING



## HIGH QUALITY AFFORDABLE HOUSING



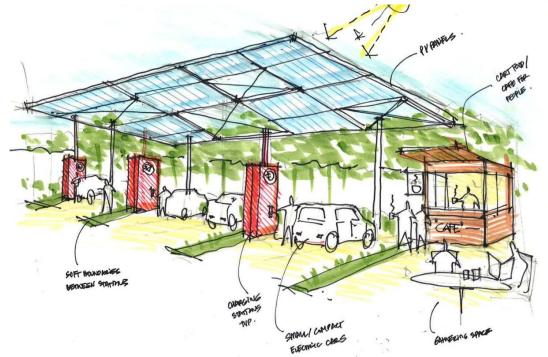
### IMPROVING OUR PLACES OF VALUE & POTENTIAL

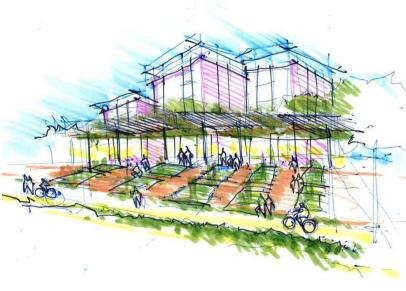


### **HOME-GROWN RESOURCES**









**CAR CHARGING STATION** 

**COMMUNITY GARDEN** 

### **INVITING STREETSCAPE**



STREET VIEW ALONG MIXED USE STREET

### **ESSENTIAL IDEAS**

ELIMINATE DEPENDENCE ON OUTSIDE ECONOMICS: ENERGY, CARS, ETC

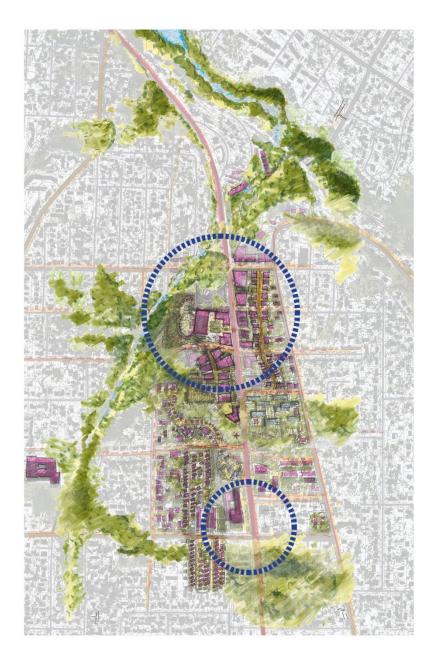
CREATE A COMFORTABLE &
MEANINFUL PLACE TO BE
FOR CHILDREN, SENIORS,
AND IN BETWEEN

FOR BASIC RESOURCE NEEDS: FOOD, WATER, ENERGY, COMMERCE

RESTORE LOST NATURAL RESOURCES + CULTURE OF HUMAN CONNECTIONS

MAKE IT A WONDERFUL PLACE TO LIVE, WORK, SHOP & PLAY

PROVIDE ALL BASIC SERVICES & EMPLOYMENT OPPORTUNITIES WITHIN WALKING DISTANCE



PRIORITIZE CONNECTIONS
FOR PEOPLE + NATURAL
HABITAT OVER CARS

CONCENTRATE DENSITY = MORE ENERGY + MORE OPEN SPACE

CREATE CENTER FOR COMMUNITY

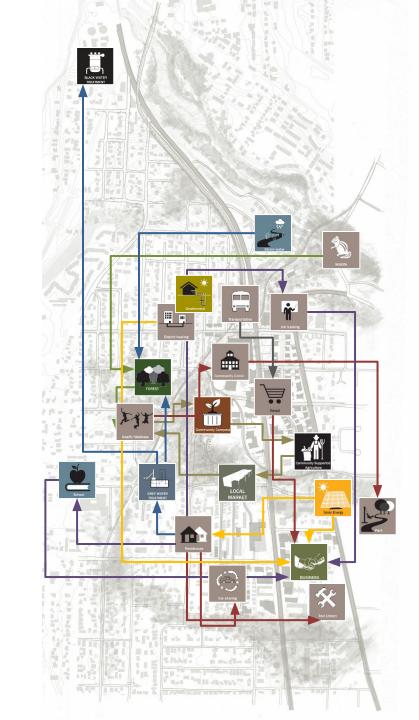
USE EXISTING RESOURCES + PRESERVE A SENSE OF PLACE, HISTORY

PROVIDE MIXTURE OF HOUSING TYPES EMPHASIZING DIVERSITY + AFFORDABILITY

PROVIDE ACCESS TO
CULTURAL ACTIVITIES +
OPPORTUNITIES TO LEARN
BY DISCOVERY

### **CIVIC ECOLOGY**

LOCAL RESOURCE FLOWS: **COMBINED** 



# Verify Strategies; Include Community

## What kind of Community do you want to live in?

Local Economic Vitality & Resilience
Green & Sustainable Environment
Safe & Healthy Transportation
Access & Connectivity
Diverse, Inclusive & Healthy Social
Connections
Urban & Neighborhood Design

Categories based on MAP I Values & Guiding Principles

# Recommended basic ZDO changes

- Significantly improve mixed use development potential Increases economic activity and overall vibrancy
- Significantly increase residential use capacity
   To attract market-driven development and increase activity
- Reduce overall parking requirements
   Reduces development cost, improves walkability in conjunction with transit
- Create clear and vibrant activity clusters or centers
   Strong identity attracts economic activity and builds community pride
- Allow local resource production uses
   Small creative manufacturing, urban farming, and similar uses create local jobs, spark vibrancy, build resilience, and support sustainable development

## Recommended basic ZDO changes

- Improve and increase bike parking requirements
   Supports and encourages active transportation for health and recreation
- Increase building presence and transparency
   Improves urban feel through inviting character and improves safety
- Ensure compatibility of resulting character across use types and sizes of project sites developed
- Clarify ZDO intent and definitions of desired character
   Ensures planning decisions remain in line with community intent and MAP
- Do not exclude any currently allowed uses
   This should ensure land and business owner cooperation; community and market demand will ultimately determine the best uses

### Local Economic Vitality & Resilience

- Prioritize local & small business, limit chain box stores
   Could be accomplished through single use footprint and building size limits
- Require or encourage more specific mixtures of uses
   Ensures walkability and vibrancy/safety of activity clusters at all hours

### Green & Sustainable Environment

- Protect / Encourage existing building re-use
   Could be accomplished through dimensional exceptions and incentives
- Create connected habitat through landscape standards
   Compatible character with Trolley Trail and TriMet light rail station
- Implement sustainable design requirements / incentives
   Encourages efficient, durable, resilient, and healthy buildings
- Prioritize rainwater and sun as shared essential resources
   Incentivize or require capture and/or treatment on site or on roofs
- Protect existing natural character: trees, topography, habitat
   Promote more creative patterns of development and provide stronger protections to prioritize both human needs and ecological systems

## Safe & Healthy Transportation Access & Connectivity

- Promote connectivity through/between developments
   Essential to walkability, especially for needed east-west connections
- Improve and consolidate access drives at McLoughlin Essential to improve walkability and bike/ped safety

## Diverse, Inclusive & Healthy Social Connections

- Protect housing affordability for current residents
   Allow existing mobile home parks to incrementally improve and provide overlay protections for the same quantity of affordable dwellings
- Encourage housing affordability mix in new development
   Could be implemented through incentives or percentage requirements
- Ensure parks & open space included in new development
   Could be implemented through land dedications that preserve land use rights on the same property or through public purchase of land
- Identify & reserve key sites for public community use
   i.e. land for parks, key bike/ped paths, Elks Lodge, etc

## **Urban & Neighborhood Design**

- Establish design standards and/or design review process for building appearance and material quality
  - Could be accomplished through single use footprint and building size limits
- Implement setbacks & landscape buffers between use types Ensures walkability and vibrancy/safety of activity clusters at all hours
- Minimize, screen, tuck parking out of sight Ensures walkability and vibrancy/safety of activity clusters at all hours
- Prioritize the pedestrian realm and open space Developers contribute to shared resource funds for structured parking, open space, trails, etc

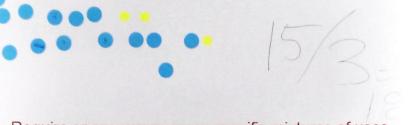
## **Urban & Neighborhood Design**

- Focus pedestrian activity/improvements toward McLoughlin
   Prioritizes building fronts and action visible from the boulevard,
   would still require some buffering/protection of the pedestrian environment
- Focus pedestrian activity off boulevard toward walkable retail streets/clusters and open space/habitat corridors
   Prioritizes protected action separate from cars & noise, would still require inviting building faces toward Mcloughlin

### Local Economic Vitality & Resilience

Prioritize local & small business, limit chain box stores

Could be accomplished through single use footprint and building size limits



Require or encourage more specific mixtures of uses
 Ensures walkability and vibrancy/safety of activity clusters at all hours



### Safe & Healthy Transportation Access & Connectivity

Promote connectivity through/between developments
 Essential to walkability, especially for needed east-west connections

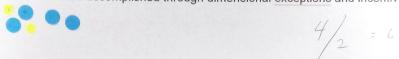


 Improve and consolidate access drives at McLoughlin Essential to improve walkability and bike/ped safety



#### Green & Sustainable Environment

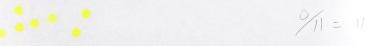
Protect / Encourage existing building re-use
Could be accomplished through dimensional exceptions and incentives



Create connected habitat through landscape standards
 Compatible character with Trolley Trail and TriMet light rail station



Implement sustainable design requirements / incentives
 Encourages efficient, durable, resilient, and healthy buildings



Prioritize rainwater and sun as shared essential resources
 Incentivize or require capture and/or treatment on site or on roofs



Protect existing natural character: trees, topography, habitat
 Promote more creative patterns of development and provide stronger
 protections to prioritize both human needs and ecological systems



#### Diverse, Inclusive & Healthy Social Connections

Protect housing affordability for current residents
 Allow existing mobile home parks to incrementally improve and provide overlay protections for the same quantity of affordable dwellings

3/3 = 6

Encourage housing affordability mix in new development
 Could be implemented through incentives or percentage requirements



Ensure parks & open space included in new development
 Could be implemented through land dedications that preserve land use
 rights on the same property or through public purchase of land



Identify & reserve key sites for public community use
 i.e. land for parks, key bike/ped paths, Elks Lodge, etc



12/6 = 18

#### Urban & Neighborhood Design

 Establish design standards and/or design review process for building appearance and material quality

Could be accomplished through single use footprint and building size limits



Implement setbacks & landscape buffers between use types
 Ensures walkability and vibrancy/safety of activity clusters at all hours



Minimize, screen, tuck parking out of sight
 Ensures walkability and vibrancy/safety of activity clusters at all hours



Prioritize the pedestrian realm and open space
 Developers contribute to shared resource funds for structured parking, open space, trails, etc





Focus pedestrian activity off boulevard toward walkable retail streets/clusters and open space/habitat corridors

Prioritizes protected action separate from cars & noise, would still require inviting building faces toward Mcloughlin



## OGCC Rankings: Top 5

- 1 Protect existing natural character: trees, topography, habitat
- 2 Require or encourage more specific mixtures of uses
- 3 Prioritize local & small business, limit chain box stores
- Ensure parks & open space included in new development
- Identify & reserve key sites for public community use

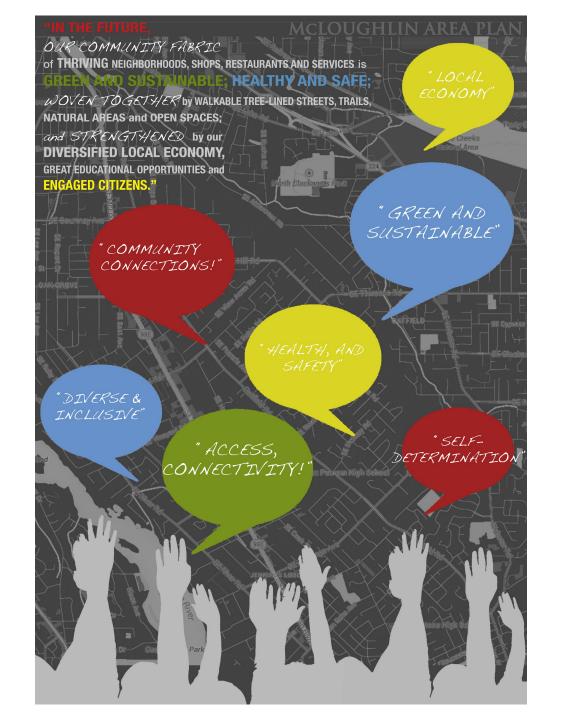
## OGCC Rankings: Top 10

- 6 Encourage housing affordability mix in new development
- 7 Promote connectivity through/between developments
- B Establish design standards and/or design review process for building appearance and material quality

  Focus pedestrian activity off boulevard toward walkable retail streets/clusters and open space/habitat corridors
- 9 Create connected habitat through landscape standards
- 10 Implement sustainable design requirements / incentives

## OGCC Rankings: Top 15

- 11 Improve and consolidate access drives at McLoughlin
- Protect / Encourage existing building re-use
  Prioritize rainwater and sun as shared essential resources
  Protect housing affordability for current residents
- 13 Implement setbacks & landscape buffers between use types
  - Prioritize the pedestrian realm and open space
- 14 Focus pedestrian activity/improvements toward McLoughlin
- 15 Minimize, screen, tuck parking out of sight



## **Neighborhood Protection Strategies Gentrification & Displacement:**

- Incentives to provide more affordable housing on Mcloughlin (density increases, fee & parking reduction)
- Strong protections for mobile home parks that allow for incremental improvement & tenant ownership
- Allowances & Incentives to broaden housing type choices
- Assist owners to improve aging rental property without raising rents through grants and long-term loans that incentivize energy and sustainability upgrades
- Discourage "flipping" for profit extraction through transaction taxes or otherwise penalizing rent increases beyond inflation rates
- Stop the displacement effect of AirBnB by penalizing that use when those properties are owned by non-occupants (tax dwellings used for that purpose)
- Support Community Land Trust models with toolkits for implementation
- Enable non-profits like churches to provide affordable housing on their properties easily
- Embrace tiny house village transitional models on the boulevard and support them with services
- Allow more units per lot regulate FAR (mass & coverage) instead of dwelling unit quantity

### **Neighborhood Protection Strategies**

#### **Character Preservation & Enhancement:**

- Strong tree protection could be done with penalties and incentives
- Better PUD provisions that allow them but only by offsetting density with other benefit tradeoffs
- Create "character" definitions that clarify priorities in discretionary review scenarios by planning staff
- Improve buffer and setback standards to better protect existing properties
- Strengthen stormwater capture and treatment requirements, especially on slopes
- Allow for departures from prescriptive requirements within defined parameters so long as they meet the intent of character priorities, saving existing structures, trees, natural features, etc
- Allow CPOs to audit the review and enforcement policy and it's effectiveness at certain intervals
- Reduce driveways and flag lot impacts through allowances for sharing and garage clusters

# The Vision through Human Eyes

The Jacksons, a young family with adopted kids recently moved to the Portland area last year. They've been looking for a place they can afford that will also be great for raising children but not too far from work; one a professional working downtown, the other in construction hops between job sites around the metro area. There are few choices since the best access is also expensive and too little space for their needs, while the most affordable places aren't close to walkable local shopping, culture, and services. They also want to minimize their impact on the planet along with cost of living by keeping it simple and maybe selling the car.

While talking to a friend at work, Sheila heard about a neighborhood called Oak Grove. It's close to a couple of hip but expensive towns nearby, but offers many of the same amenities close to a number of more affordable options for housing; from compact communities with shared open space and amenities, to mixed-use apartments, to tree-lined streets of beautiful houses. A lot of the shops and restaurants are local and can be accessed by a network of paths, along with parks and a community center. They're touring five places this weekend, and feel more hopeful and excited then they have in quite a while.

Sofia, a hispanic single mother is raising three kids, two in high-school and one working to help out. They used to live in a very tired apartment outside of town, but access to work and school was hard, as was maintaining a couple of cars necessary just to get around. Now they've got a nicely remodeled apartment with three bedrooms, close to great transit, vibrant schools with caring teachers and coaches who live in the community. It had been tough to make any gains in saving for her kids to go to college, but now that Sofia can catch the train to her job in Oregon City, and her son Alejandro can walk to the restaurant where he does well as a server, they're making real progress.

There's a park nearby where the kids hang out and skate, and they play pick-up soccer in the landscaped courtyard with friends and neighbors. They eat healthier now too, since there's a farmer's market several times a week, a grocery store just 6 blocks away, and a friend owns a cart that makes healthy street food a few blocks the other way. They make art and play music with some retired folks and some cool young people in the historic town center just up the trail, and it makes them feel a part of something.

Chris, an eighth grader from a middle class family moved to Jennings Lodge just a few years ago. Chris lived in a few different towns growing up, mostly average suburbs with little to remember about them other then some close friends left behind. It's been really tough as a gender fluid kid constantly getting picked on and always feeling 'other'. Zhe's been able to make four good friends here already though, all close by because there's a lot of apartments, houses, and even a little village where families have been able to find community after living in their cars and local shelters. They hang out at the school and ride bikes to the park by the library to play basketball and hang out together around a collaborative computer gaming station on those rainy days.

Chris is really liking school lately, the teachers are fun, and there's less trouble and disruption in class. Zhe's never thought or cared much for learning, but Ethan is a rad new environmental art & science teacher who's also been collaborating with an engineering class at the technical high school and a local robotics company to make an active learning curriculum with real projects right in the neighborhood. Now that Chris can see how science and technology can make a real difference for people and the places they live, going to high school and college here actually sounds exciting. There might even be some cool jobs to come back to after that. Knowing there's a hopeful future in this community, Chris can relax and just be a kid, maybe for the first time, in a place where zhe could belong.

Evelyn grew up beyond Oatfield ridge, raised a family, and retired here over a decade ago. She's got a great house, but she and her husband want to be closer to friends and have easier access to health care, good food, and community. It's tough to think about leaving this house she loves so much, but thanks to some thoughtful and forward-thinking community planning work she took part in back in her working days, she won't have to go far to find a great life that keeps her close to friends, family, and the natural places that have made this feel like home over the years.

There are some great retirement communities over near the river, a small house community close to the community center, and several mixed income apartment buildings that are all within an easy stroll of their health clinic and favorite little market. Evelyn's friend even drives for a local shuttle service that takes people all around the area and connects to transit at a very reasonable price in these little electric vehicles. She's talked to people who are having a tough time with these choices since their friends and family end up scattered between retirement communities, houses, apartments, and other cities trying to find what they can afford to meet their needs. It's great knowing she's in a place where everybody's able to stay in reach. They gather often doing the activities they love, enjoying great food, and nobody feels left out due to cost or access. This, she imagines, is a place people will love and take care of for generations, even this old house we have to leave behind.