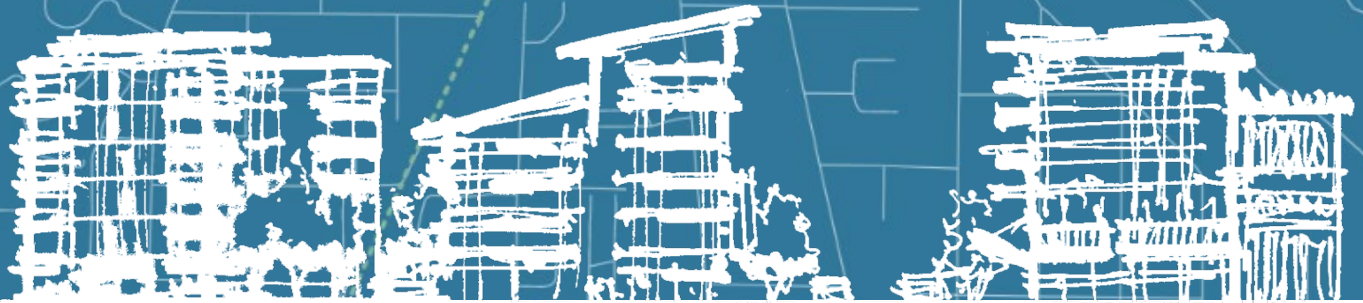


Park Ave Community Project

December 2, 2020

Presentation to Board of County Commissioners



Park Ave Community Advisory Committee Members

#	Name	Occupation	Representation
1-R	Monica Barnhouse	Business manager – retail used cars (North West Truck & SUV)	Business – Manager of business along McLoughlin
2	Valerie Chapman, Chair	Minister / community organizer (retired)	MAP-IT – Residential
3	Ellen Chaimov	North Clackamas School District teacher (retired)	Oak Grove Elementary School
4-R	Molly Cunningham	Social worker (retired)	Homeowner
5	Nate Ember	Architect, planner	Multi-modal Transportation Interests
6	Dustin Filipek	Accountant (CPA)	Multi-family Renter
7	Sherry Grau	Project Manager, Affordable Housing Development	Affordable Housing Advocacy
8-R	Zachary Hamilla	Adjunct professor; previously military intelligence analyst	Youth Interests
9	Donald Harvey	Artist	Single-family Home Renter
10-R	Kimberly Householder	Barber	Natural Habitat Protection
11	Lee Davis Kell	Lawyer	Commercial Property – Elks Lodge
12	Danielle Lohman	Produce Manager	Youth Interests
13	Sandra McLeod	President of real estate company	Commercial Property Owner
14	Ann Muir, Vice Chair	Clergy (retired)	Social Justice Advocacy
15	Cynthia Nikolas	Property owner, manager, Steeves Mobile City	Manager of Mobile Home Park
16	Casey Snoeberger	Digital taxonomist and analyst	Homeowner
17	Craig Van Valkenburg	CEO, Continuing Care Retirement Community	Senior Interests
18	Vips Patel	Hospitality owner / operator	Business Owner



Agenda

- Project Context & Introduction
- Guiding Principles
- Framework Plan
- Development and Design Standards
- Implementation Items
- Recommendations

Karen
Ann
Valerie
Craig
Erin

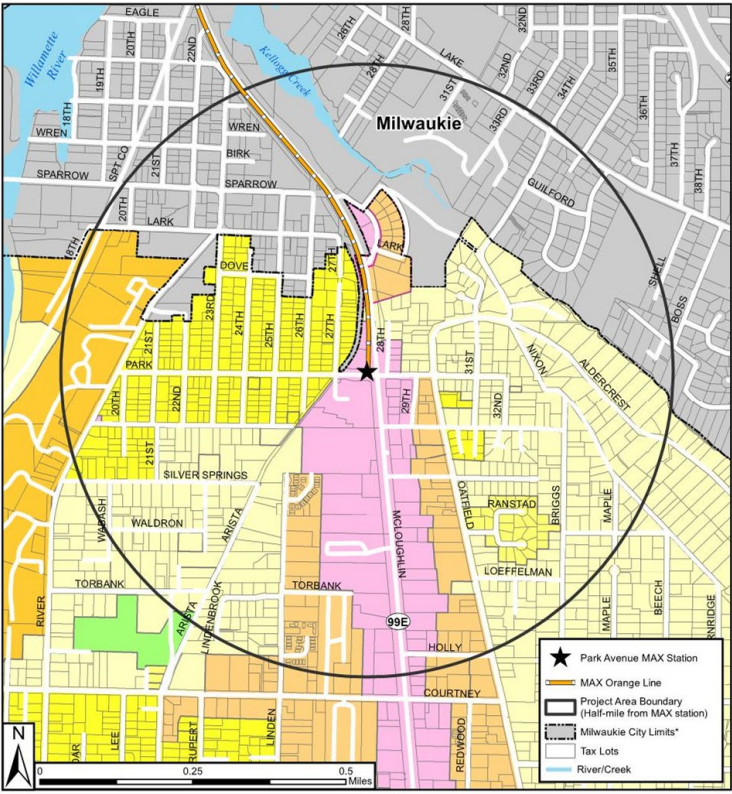
Valerie / Karen

Park Ave Community Project

Study Area

CLACKAMAS COUNTY DESIGNATIONS

- Single-Family Residential, 7,000 sq ft min (R-7)
- Single-Family Residential, 8,500 sq ft min (R-8.5)
- Single-Family Residential, 10,000 sq ft min (R-10)
- Medium-Density Residential District (MR-1)
- High-Density Residential (HDR)
- Open Space Management
- General Commercial (C-3)



Park Ave Community Project

BCC Performance Clackamas Goals:

- Increases opportunities for housing
- Supports a healthy and active lifestyle by focusing on creating walkable communities
- Supports efforts to stimulate the development of workforce housing by increasing the density of housing within the commercial area, as well as in the MR-1 zone.

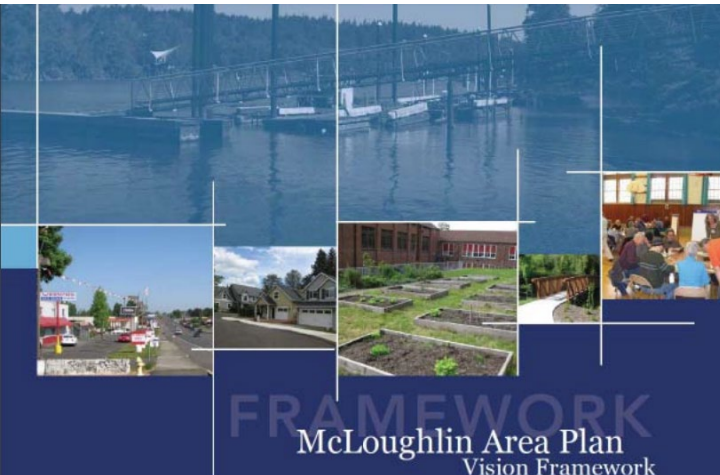
DTD Strategic Business Plan Goals

- Completes a project on the Long Range Planning Program
- Improves engagement with communities

Supports projects and programs in the [5 Components of the McLoughlin Area Plan](#) that was approved by the BCC in March 2016.

- Provides standards to allow for the development commercial or mixed-use activity clusters at targeted locations within the plan area.

Project History



May 20, 2010

MAY 2012

PARK AVENUE NEIGHBORHOOD & STATION AREA PLAN

RECOMMENDED PLAN



PARK AVE COMMUNITY PROJECT

Quick Project History

- July–August 2019: 17 residents and business owners appointed to the CAC
- August 2019–November 2020: CAC meets monthly (except March 2020)
- February–April 2020: Development of guiding principles includes CAC meetings, a community walking tour, public workshop and survey COVID-19 pandemic begins; an initial “get-to-know Zoom” meeting is held to keep the project on track
- May– July 2020: Development of framework plan alternatives; Public online presentation and survey about framework plan alternatives
- August– November 2020: Development of draft concepts for design and development standards, based on guiding principles, framework plan and community input; Online workshop and survey; Revisions and final CAC approval of recommended design and development standards.



Spring Park
Natural Area

PARK AVE

PROPERTY LINE

GC - C3

MCLOUGHLIN BLVD

GC - C3

OATFIELD RD

MR1

MR1

COURTNEY RD



Spring Park
Natural Area

PARK AVE

TENNEY TRAIL

MCLOUGHLIN BLVD

OAKFIELD RD

COURTNEY RD



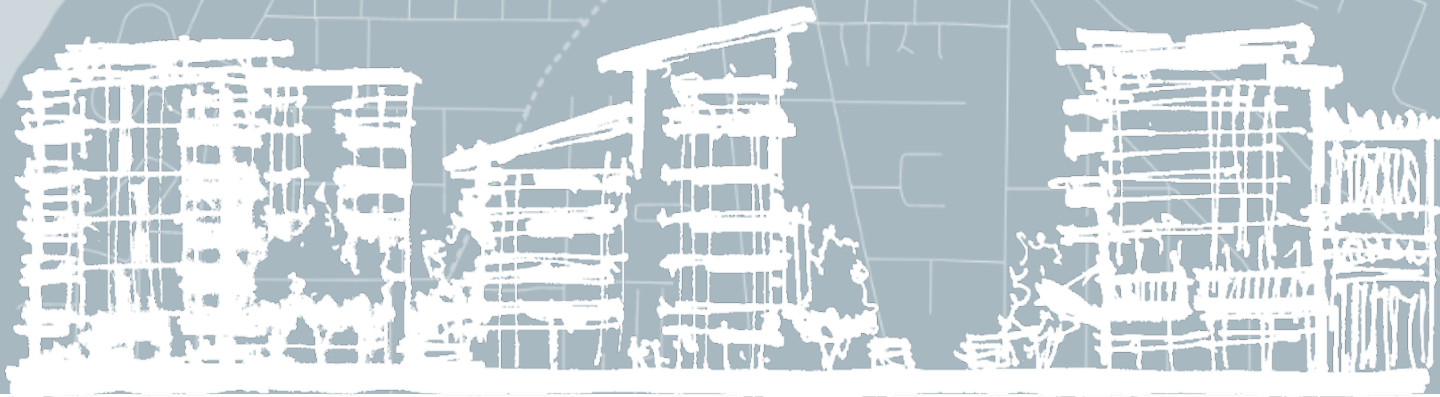
From the Park Ave station to the next intersection (Courtney Rd.) the distance is 2,800 feet.

Urban design practice recommends an intersection every 400'800'.



(MCCLOUGHLIN BLVD LOOKING SOUTH)

GUIDING PRINCIPLES





PARK AVE COMMUNITY PROJECT

GUIDING PRINCIPLES



1

Increase employment opportunities, promote innovative business ventures and enhance access to business and community services amenities, while remaining sensitive to existing businesses adjacent to transit, along McLoughlin and along the near side streets.

Increase the diversity and accessibility of housing choices adjacent to transit along McLoughlin and along the near side streets, while maintaining sensitivity to existing residences.



2



3

Provide safe locations, crossings and connections for walking, biking, transit and parking.

Cultivate a heart and hub of neighborhood activity supported by a network of community gathering spaces that are safe and welcoming both day and night.



5

Promote a healthy and resilient community, sustainable systems, and infrastructure.



4

Treat natural systems as a benefit and an integral part of our community identity by preserving, promoting and enhancing native natural elements at a variety of scales.



6

FRAMEWORK PLAN



PARK AVE COMMUNITY PROJECT

FINAL FRAMEWORK

Legend

Single Family Residential Zone

Commercial/Residential MU District

Multi-Family Residential Transition District

Green Street or Landscape Buffer

Active Street Design

Proposed Crossing Improvements

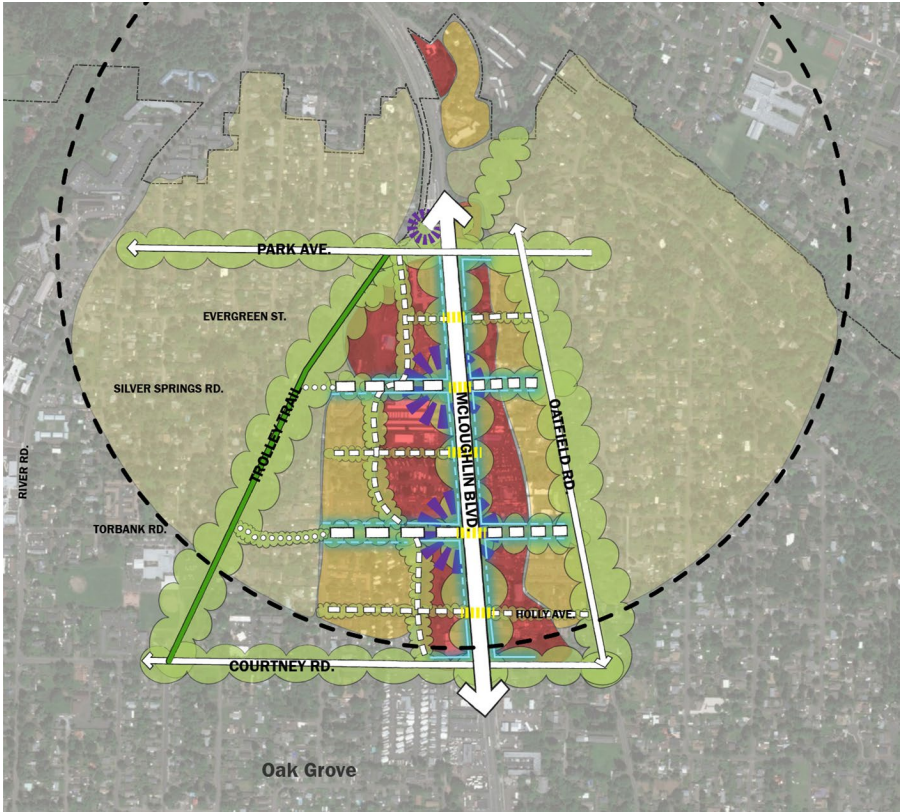
Recommended Bike/Ped Connection

Future Potential Bike/Ped Connection

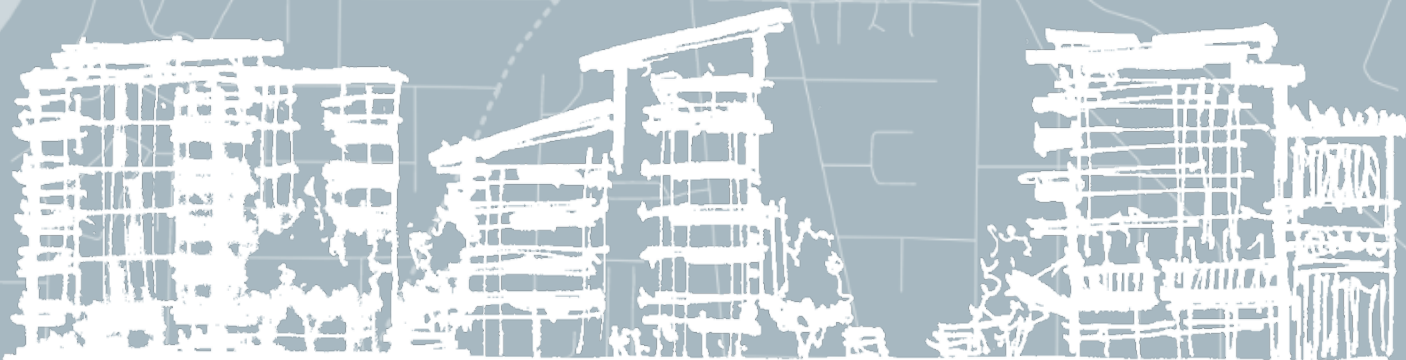
Bike & Pedestrian Improvements along Existing Street

Activity Hub

N



DEVELOPMENT & DESIGN STANDARDS



DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

PROPOSED CHANGES

General Commercial (C-3) lands:

- Increase housing opportunities by allowing higher residential density
- Allow more opportunities for small-scale manufacturing
- Scale building and site design to match the characteristics of the streetscape
- Limit new auto-oriented uses

Medium Density Residential (MR-1) lands:

- Allow cottage cluster housing at higher densities

Both C-3 and MR-1 lands:

- Require new pedestrian and bicycle connections
- Modify on-site parking requirements

DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

PROPOSED CHANGES – Remove density limit on multi-family developments in C3

Why is this change proposed?

The General Commercial C-3 zone along McLoughlin currently allows residential uses but at a density too low for multi-family residential projects. Increasing density provides more flexibility to **increase the diversity of housing choices** in the area.



DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

WHAT WE HEARD: SEP 2020 SURVEY (125 PARTICIPANTS)

Development types most desirable in the C-3 zone along
McLoughlin:



65%
Mid-rise /
Mixed Use
(3-5 stories)



37%
Low-rise
(2-3 stories)



22%
Mid-rise
(3-5 stories)

DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

PROPOSED CHANGES: Allow small scale manufacturing of raw materials upto 10,000 square feet

Why is this change proposed?

Allowing small on-site manufacturing uses (like artisan studios, maker spaces, and incubator labs) will provide flexibility to help **encourage new employment opportunities** and **promote innovative ventures.**



DEVELOPMENT AND DESIGN STANDARDS

OVERVIEW

PROPOSED CHANGES: Add Park Ave Station Area specific setback and other design standards

Why is this change proposed?

Many buildings in the area do not create a connection to the street or interact with pedestrians to create welcoming environments. Scaling buildings and integrating active design elements in the ground floor creates opportunities to **create a heart and hub of community activity and a network of gathering spaces.**



DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

Will mixed use or ground-floor retail now be required for new development?

No. The code provisions are intended to make this type of development easier, but it will not be required. Ground floors of buildings will need to include design elements like windows, doors, and awnings/canopies that make the pedestrian experience richer.

DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

PROPOSED CHANGES: Prohibiting **NEW** auto-oriented uses and self-storage

Why is this change proposed?

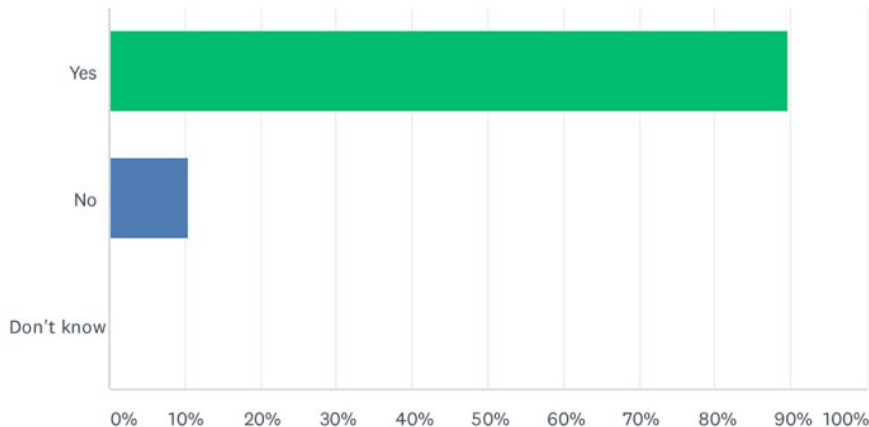
Car-oriented uses and self-storage facilities occupy significant land areas and produce **few employment opportunities**. Their large surface parking areas also **detract from the experience of walking in an area** and the uses often **create an unhealthy environment** for other employment and residential neighbors.



DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

WHAT WE HEARD: SEP 2020 SURVEY (125 PARTICIPANTS)

Support for limiting the development of new car lots in the C-3 zone along McLoughlin:



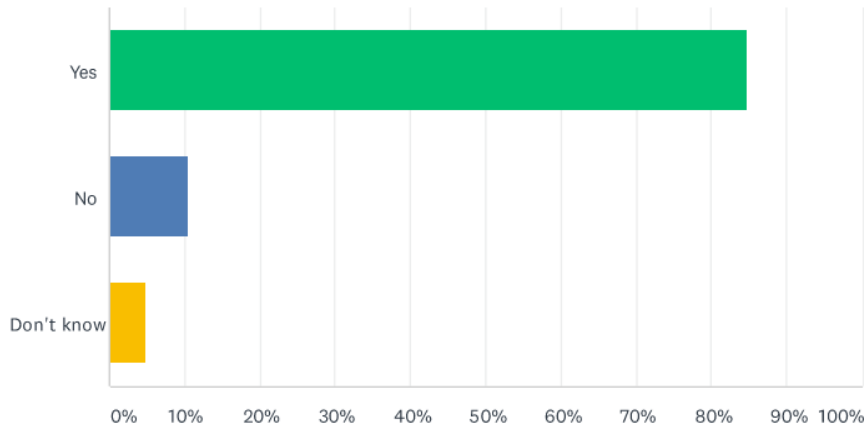
111
participants
said “yes”

13 participants
said “no”

DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

WHAT WE HEARD: SEP 2020 SURVEY (125 PARTICIPANTS)

Support for limiting the development of new self storage facilities in the C-3 zone along McLoughlin:



105
participants
said “yes”

13 participants
said “no”

6 participants
said “don’t
know”

DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

What happens to existing auto-oriented businesses (car lots, gas stations, etc) if the code no longer allows them?

All existing uses in the area will continue to be permitted for as long as current owners wish to continue them. The code changes regulate **new development** to help the area evolve gradually to more closely implement the plan vision of a mix of employment and residential opportunities in a walkable environment.

DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

PROPOSED CHANGES: Add Cottage Clusters, allowable at 25 units per acre

Why is this change proposed?

The Medium Density Residential MR-1 area currently allows townhome and small multifamily development.

Allowing cottage clusters (multiple small homes on a shared lot with **shared open space**) creates a new opportunity to **increase the diversity and flexibility of housing choices** in the area.



DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

WHAT WE HEARD: SEP 2020 SURVEY (125 PARTICIPANTS)

Development types most desirable in the MR-1 zone:



DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

PROPOSED CHANGES: Require ped/bike connections in C3/MR1 area

Why is this change proposed?

Many streets in the area do not currently have complete sidewalks or landscape buffers, and blocks are extremely large. Providing new connections and improvements to existing streets makes it possible to **provide safe locations for walking, biking, transit, and parking** that incorporate **landscape and tree plantings**.



DEVELOPMENT AND DESIGN STANDARDS OVERVIEW

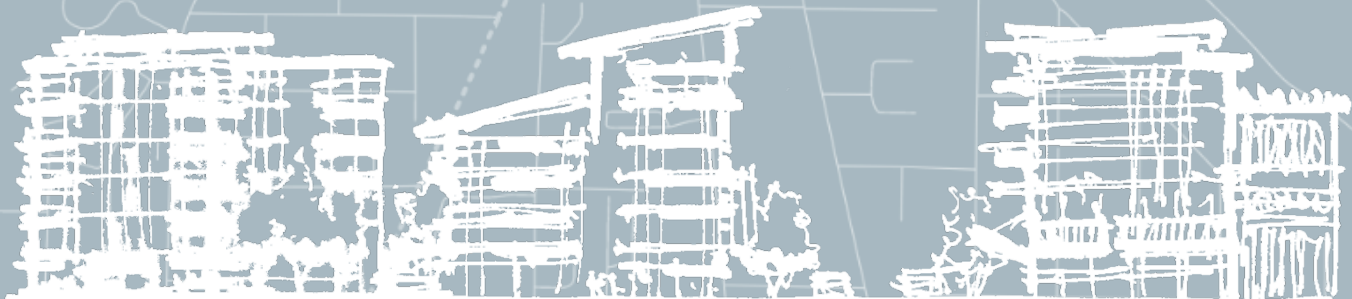
PROPOSED CHANGES : Revise parking standards to address multi-family housing near transit, age restrictions and other factors

Why is this change proposed?

Current parking requirements limit development opportunities, opportunities for open space and landscape, and detract from a walkable environment. Reductions to parking requirements based on proximity to transit, project type, and the incorporation of shared parking, bike parking, etc., will **promote community health and resiliency**, help create **safer connections for bikes and pedestrians**, and allow for the creation of **neighborhood hubs and gathering spaces**.



IMPLEMENTATION



IMPLEMENTATION ITEMS

Guiding Principle: Increase Employment Opportunities

- *Enhance business access to opportunity, affordable capital, and business skills training.* Options include having county staff work with owners of small business to provide resources they need to stay in the study area, and using Community Development Block Grant (CDBG) funds to hire Microenterprise Services of Oregon (MESO) or a similar organization to support and educate small businesses.
- *Allow small businesses to improve their look and relationship with pedestrians* by implementing a storefront improvement or tenant improvement program.
- *Attract and retain businesses and investment* by establishing a pre-lease program or retail advocate position on county staff, along with a business finder initiative to survey and maintain a database of community needs and help land owners find businesses to rent space whose mission aligns with community needs.

Guiding Principle: Diverse & Accessible Housing Choices

- *Close the financing gap for market rate and mixed-income housing* by considering an urban renewal district/tax increment financing (TIF) or other similar funding options.
- *Invest in renter assistance programs* by capturing increases in property value from development and zoning changes.
- *Ensure current residents are not priced out of the area* by requiring mitigation measures of all new residential development.
- *Support low-income and moderate-income tenants* by creating a program to help them purchase their homes when landlords sell.
- *Require affordable housing units on new multifamily developments* by providing density or amenity bonuses, allowing transfer of density rights and offering other incentives.
- *Help purchase properties for development of affordable housing* before land values increase from zoning changes by working with or creating a community land trust.
- *Preserve local mobile homes parks* by creating a special zone for Mobile Home/Manufactured Home Parks.

Guiding Principle: Safe Connections

- *Develop a connectivity and streetscape plan* to examine the pedestrian/bicycle experience, develop cross-section alternatives to improve function for all modes, establish distinct character and landscaping schemes, and identify specific safety and furnishing improvements.
- *Fund transportation network improvements* by establishing a Local Improvement District (LID) or Tax Increment Finance (TIF) district.
- *Plan for future McLoughlin improvements and pedestrian crossings* by coordinating with ODOT.

Guiding Principle: Community Gathering

- *Engage neighbors and attract others to the neighborhood* with programming and community events, including using the MAX station plaza as a catalyst for events like festivals, farmers market, and other pop-up arts and culture events. Pursue grant opportunities to enable community gathering activities/events – i.e. Metro's Placemaking Grant etc.
- *Use mobile food vending to support outdoor gathering spaces and local businesses* by working with owners of vacant/underdeveloped property to establish a food cart/truck pod to provide restaurant owners with an affordable place to kick-start their business.

Guiding Principle: Natural Systems

- *Establish and enforce a native, drought tolerant plant palette* for new development and streetscape improvements.
- *Improve natural systems in the area* by studying opportunities for district scale stormwater infrastructure and for creek restoration and enhancement
- *Explore opportunities for an area parks/trail master plan* by exploring opportunities with the North Clackamas Parks & Recreation District.

Guiding Principle: Resilient Community & Sustainable Infrastructure

- *Promote community connections, local businesses and resilience* by organizing neighborhood clean-ups, tree plantings, pop-up parks, and other outdoor sustainability-oriented events.
- *Fund public improvements and promote community cohesion* by establishing a Business Improvement District (BID) to make the area more attractive to businesses and customers, providing community programming, supporting the development of regulations on street furnishings and other urban design elements, etc.
- *Establish and maintain an emergency communication network*, including identifying a central meeting place and storage of emergency supplies.
- *Work with TriMet and PGE* to explore a Transit-Oriented Development (TOD) centered district utility concept for the area to serve future development and incorporate an electric microgrid, district water/wastewater treatment and thermal/cooling.

IMPLEMENTATION ITEMS

RECOMMENDED PRIORITY ITEMS FROM CONSULTANT TEAM

- Consider financing options to incentivize diversity in residential development types.
- Develop a residential anti-displacement plan that incorporates best practices like community land trusts, preserving mobile home parks, etc.
- Develop a connectivity and streetscape plan to shape new public space through new connections and streets enhancements.



RECOMMENDATIONS



PARK AVE CAC RECOMMENDATIONS

- We recommend that the Board move to acknowledge the work of the Park Ave Community Advisory Committee, including Guiding Principles and Framework Plan
- We recommend that the Board move the Development and Design Standards forward to the amendment process

BCC Options:

1. Acknowledge the work completed by the Park Ave Community Project, Phase II, including the Guiding Principles, Framework Plan, proposed Development and Design Standards, and Implementation Actions.
2. Direct staff to move forward the proposed Development and Design Standards to the Planning and Zoning Division to begin consideration of amendments to the Zoning and Development Ordinance and Comprehensive Plan, working through the routine process with the Planning Commission and Board of Commissioners, with outreach to the residential and business community.
3. Direct staff not to move forward with the proposed Development and Design Standards at this time.

STAFF RECOMMENDATION

1. Acknowledge the work completed by the Park Ave Community Project, Phase II, including the Guiding Principles, Framework Plan, proposed Development and Design Standards, and Implementation Actions to consider for the future.
2. Direct staff to move forward the proposed Development and Design Standards to the Planning and Zoning Division to begin consideration of amendments to the Zoning and Development Ordinance and Comprehensive Plan, working through the routine process with the Planning Commission and Board of Commissioners, with outreach to the residential and business community.

QUESTIONS?

