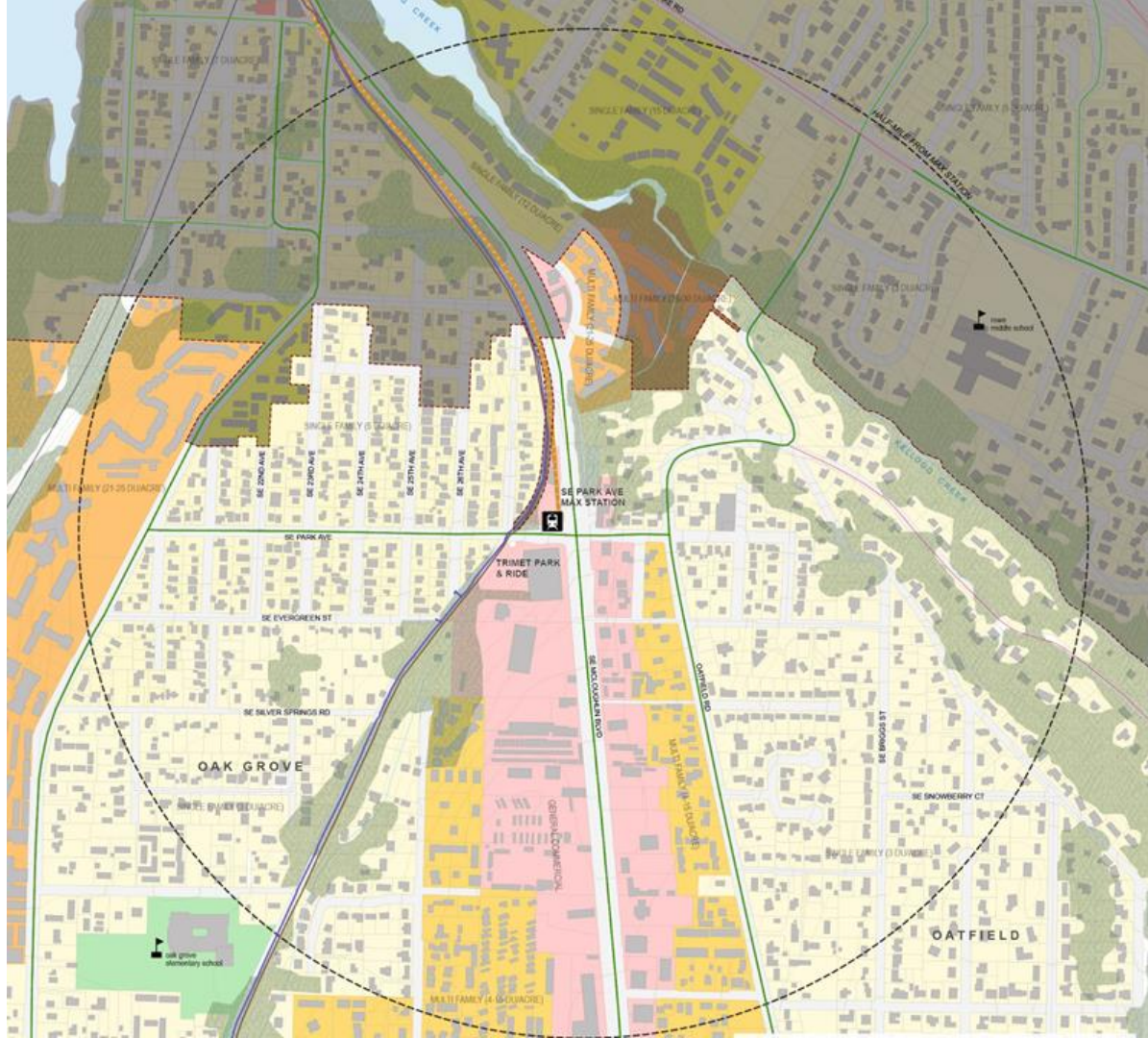


MAP-Implementation Team

October 20, 2020



PARK AVE COMMUNITY PROJECT

AGENDA

1. Guiding Principles
2. Park Ave Framework Plan
3. Development and Design Standards
 - a. Concept
 - b. Language
4. Next Steps

Figure 3: McLoughlin Area Vision Map



ACTIVITY CLUSTERS

Participants in the MAP process asked for more shops, jobs and housing opportunities along McLoughlin Boulevard in areas that could directly support the nearby neighborhoods. They want the future McLoughlin Boulevard to move from one long continuous strip, as it appears today, to several activity clusters. The vision map (pg. 24) shows seven potential locations for future activity clusters. As these areas see development, the roadway could be reconfigured to make it safer and easier to walk from one side of McLoughlin Boulevard to the other. Sidewalks would likely be constructed or widened to improve safety and comfort for those walking to, from, or between shops. Additional housing is also needed to support existing and future businesses. These activity clusters are the preferred location for new condominiums, apartments, and townhouses. Land use rules in these areas could change to help encourage the construction of these new housing opportunities plus new offices and shops.

PARK AVE COMMUNITY PROJECT

GUIDING PRINCIPLES



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.



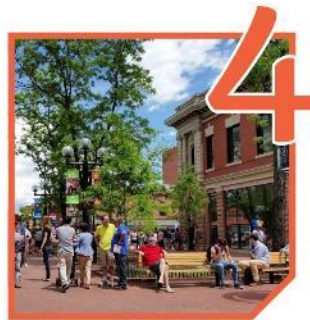
Provide safe locations, crossings and connections for walking, biking, transit and parking.

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.

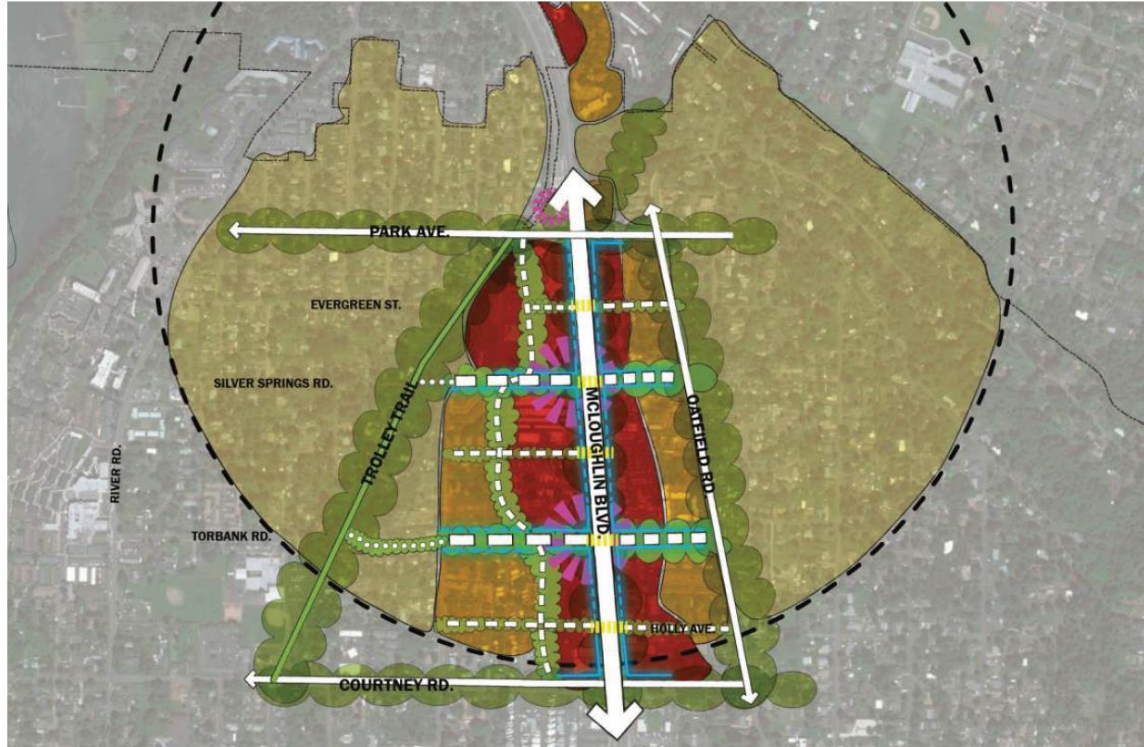


Treat natural systems as a benefit and an integral part of our community identity by preserving, promoting and enhancing native natural elements at a variety of scales.

Promote resilient, sustainable systems, and infrastructure.



Park Ave. Design Framework



Legend

- Single Family Residential Zone
- Commercial/Residential MU Zone
- Multi-Family Residential Transition Zone
- 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





Park
Area

PARK AVE

FAMILY PARK

GC - C3

McLOUGHLIN BLVD

GC - C3

OATFIELD RD

MR1

MR1

COURTNEY RD

Activity Clusters: Additional housing is needed to support existing and future businesses



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.

PROPOSED STANDARDS

MR-1 DEVELOPMENT INTENSITY & USES

- Maintain 12 units/acre maximum density for townhouses, duplexes, triplexes, multifamily and manufactured dwelling parks
- Allow cottage cluster developments in addition to existing uses:
 - 24 units/acre
 - 900 SF footprint and 1,400 SF max
 - Attached & detached units
 - 5-10 ft perimeter setbacks
 - Common central open space
 - 1 parking space/unit



SURVEY #3

KEY FINDINGS & TAKEAWAYS

Development types most desirable in the MR-1 zone:

1

41%



2

40%



3

39%



4

36%



35% like all of the above.

Activity Clusters: Additional housing is needed to support existing and future businesses



PROPOSED STANDARDS

GC - C3 DEVELOPMENT INTENSITY

- **Commercial scale:** maintain existing requirements to preserve flexibility.
- **Residential scale:**
 - No maximum density, minimum density of 22.5 units/acre
 - No height limit
 - 15% site landscaping

SURVEY #3

KEY FINDINGS & TAKEAWAYS

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

1



65%

2



37%

3



22%

Activity Clusters: More housing,



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.

PROPOSED STANDARDS GC - C3 MIX OF USES

- **Manufacturing** - allow on-site production of goods from raw materials for up to 10,000 SF: 'artisan manufacturing' model.
- **Auto oriented** - limit new car wash, gas station, new and used car sales, car repair uses, drive-thrus.
- **Storage** - prohibit new self-storage and commercial storage developments.
- **Outdoor uses** - prohibit outdoor storage and limit outdoor uses to cafe seating, street vendors, and sidewalk sales.

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.



Broad range of commercial, employment and multifamily residential uses to remain permitted uses

All existing development in the district remains permitted even if standards changed for new uses



SURVEY #3

KEY FINDINGS & TAKEAWAYS

In the Commercial (C-3) zone, the majority of participants support limiting:

- **new car sales** (90%),
- **drive-throughs** (71%),
- **auto-oriented businesses** (81%), and
- **self storage uses** (85%)

The majority of participants (74%) support **adding “maker space” uses** to the Commercial (C-3) zone.

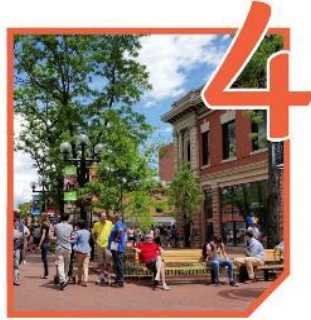
Activity Clusters

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.



Promote resilient, sustainable systems, and infrastructure.

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.



WHAT ARE ACTIVITY CLUSTERS?

Activity clusters are commercial or mixed-use centers located in areas that are already commercial and are on a major transportation network. The centers will be most successful with connections to the surrounding neighborhoods. They can provide a range of services and public plazas such as grocery stores, dining, entertainment, retail, medical offices, salons, housing, and jobs. Depending on the location and needs of the community, the centers can either serve a local neighborhood or several neighborhoods.

The size, look and feel of these centers will vary throughout the area. The primary difference between different centers is the scale of buildings and uses. For example, small neighborhood mixed-use centers could allow small-scale grocery and convenience uses (up to 10,000 square feet), whereas larger centers may allow mid-sized grocery stores (up to 30,000 square feet). Larger centers with a more regional draw could include three-story buildings, whereas small centers, particularly those close to residential areas, may need to limit heights to one or two stories.

ACTIVE STREET DESIGN

PROPOSED STANDARDS

- Landscaping and plazas in front setback areas
- Minimum 15-ft ground-floor height
- Ground floor commercial type construction
- Active ground-floor use for residential: not retail, but any community space other than dwelling units
- High-quality building materials
- In addition to: parking at side or rear of site, building articulation



OFF-STREET PARKING

PROPOSED STANDARDS

- **Reduce minimum parking ratios for residential development:**
 - 1 space per unit for multifamily (any size), cottages
 - 0.75 spaces per unit for affordable housing
 - 0.3 spaces per unit for 55+ restricted housing
- **Exempt parking for commercial development in mixed-use:**
 - No parking for first 5,000 SF of commercial space
- **Allow site-specific parking reductions:**
 - On-street parking credits in C-3 (existing)
 - 20% reduction within ¼ mile of transit (bus or MAX)
 - Shared parking within 500 ft
 - Car sharing space counts for two parking spaces
 - Reduce one space for each five additional bike spaces



SURVEY #3

KEY FINDINGS & TAKEAWAYS

Most participants (60%) chose **5-15-foot building setbacks along McLoughlin** with landscaping or plazas as their first choice.

Most participants (47-61%) support **reducing parking requirements** for commercial and residential developments in the Commercial (C-3) zone.

Over half of participants (57%) would like **separated paths for vehicles, pedestrians and bicyclists.**

SURVEY #3

KEY FINDINGS & TAKEAWAYS

The majority of participants support:

- **requiring variations in building design** to create a pedestrian-scale experience (61%),
- **capping building square footage** (52%), and
- **prohibiting blank walls** (48%).

Redevelopment elements most important to participants were **courtyards and active open space** first, and **landscape/plantings and building footprint** for housing/employment in a close second. Ranked least important by 66% of participants was private parking.

STREET TYPES

PROPOSED STANDARDS



A Streets

- McLoughlin
- 5-15 ft setbacks, with landscaping or plaza area
- 50% development frontage
- Primary entrance
- 60% window coverage



B Streets

- Park, Courtney, Oatfield
- 5-10 ft setbacks, with landscaping or plaza area
- 50% development frontage
- Primary entrance
- Weather protection
- 60% window coverage

STREET TYPES

PROPOSED STANDARDS



C Connections

- Silver Springs, Torbank
- 0-15 ft setbacks, with landscaping or plaza area
- 60% development frontage
- Primary entrance
- 60% window coverage



D Connections

- Other east-west, north-south connections
- 0-10 ft setbacks, with landscaping or plaza area
- 40% development frontage
- Primary entrance
- 40% window coverage, 20% residential

SURVEY #3

KEY FINDINGS & TAKEAWAYS

Connection types most desirable in the C-3 zone:

1

56.8%



2

27.2%



3

12.8%



4

3.2%



OPPORTUNITY SITE

What is the purpose of studying an opportunity site?

- Looking at an opportunity site and running “test fits” allows us to test the code in the same way that a developer/architect would during an actual project.
- It allows us to **evaluate key metrics in the code: allowed density, parking requirements, building setbacks.**
- It is not intended to provide a master plan or detailed design for a particular site.

TEST FIT SUMMARY

MIXED USE SCHEME

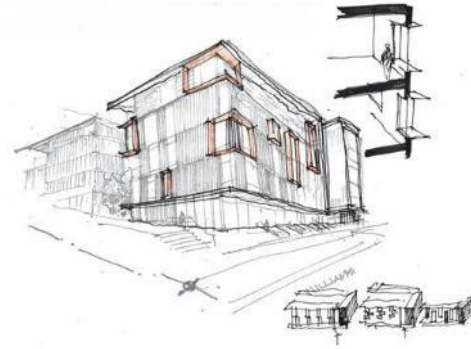
Total Units	219 Units
Total Residential SF	147,758 rentable / 212,542 total
Total Commercial SF	8,239 SF
Total Parking Stalls	180 Stalls

TEST FIT SUMMARY

RESIDENTIAL SCHEME

Total Units	228 Units
Total Residential Square Feet	154,586 rentable / 212,542 total
Total Commercial Square Feet	N/A
Total Parking Stalls	180 Stalls

TEST FIT SCALE/POTENTIAL CHARACTER



KEY TEST FIT METRICS

	Mixed Use Scheme	Residential Scheme
Dwelling Units/Acre	101 Units	105 Units
Parking Ratio (stalls/unit)	0.82 Stalls/unit	0.79 Stalls/unit
Setback from McLoughlin	18-foot landscape/sidewalk + 5-foot building setback	18-foot landscape/sidewalk + 5-foot building setback
Percent Landscape	15% Landscape	15% Landscape

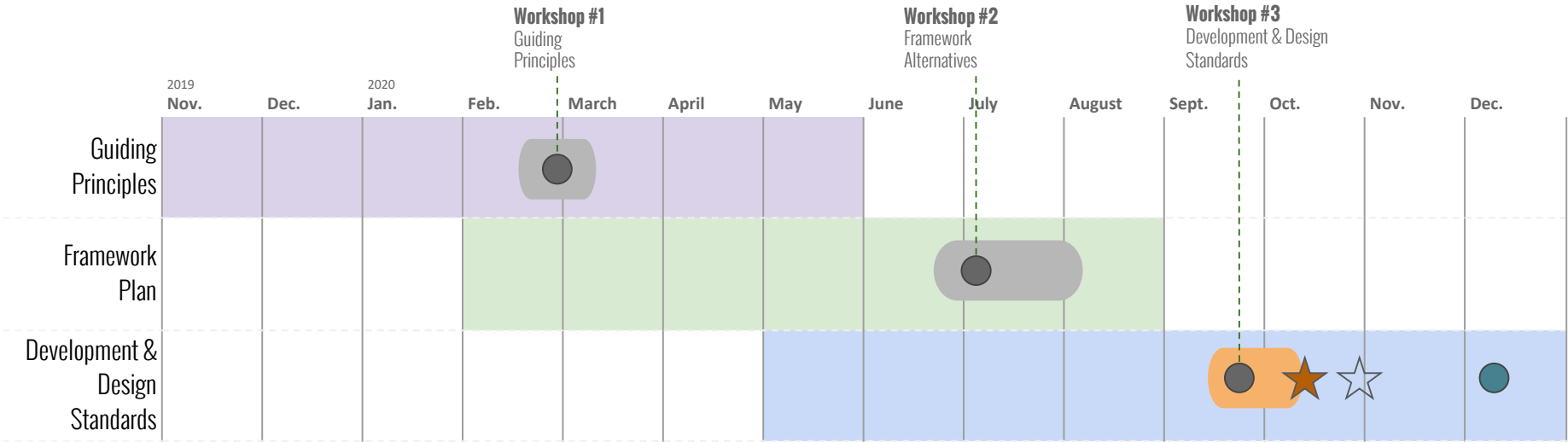
PARK AVENUE ANALYSIS

- In all scenarios, the **return-on-investment (ROI)** was 2.8 - 3.8%, with mixed-use having the highest ROI. However, they did not provide the desired return of 6.5%.
- **This is not unique to Park Avenue.** This is why cities all over the region provide incentives that reduce costs to encourage development of this type of project.
- **Incentives are available through affordable housing programs** (Federal tax credits, Metro housing bond, Metro TOD grant). These incentive tools are currently available to Park Avenue and are why affordable housing projects are the most viable.
- Tax increment financing/urban renewal is an incentive tool to encourage market rate projects. This option is currently not available to Park Avenue.

NEXT STEPS

PARK AVE COMMUNITY PROJECT

UPDATED PROJECT TIMELINE



★ Today's CAC Mtg.

☆ Final CAC Mtg

● Presentation to Board of County Commissioners (Public Hearing)

● Public Workshop

■ Online Survey Open

ing Park
ural Area

QUESTIONS?