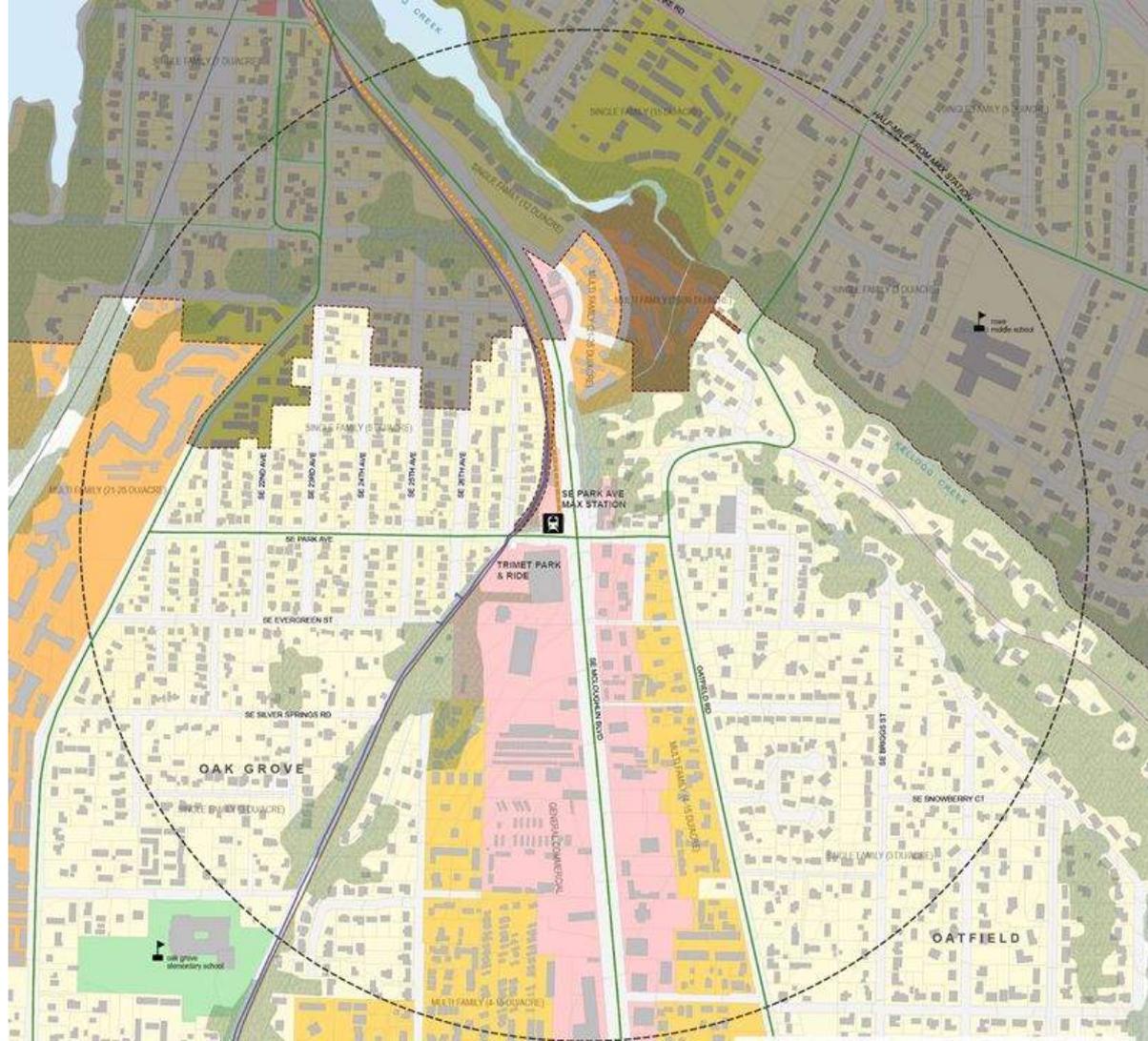


Park Ave Community Project Phase II

CAC Meeting
Jan. 8, 2020

SERA

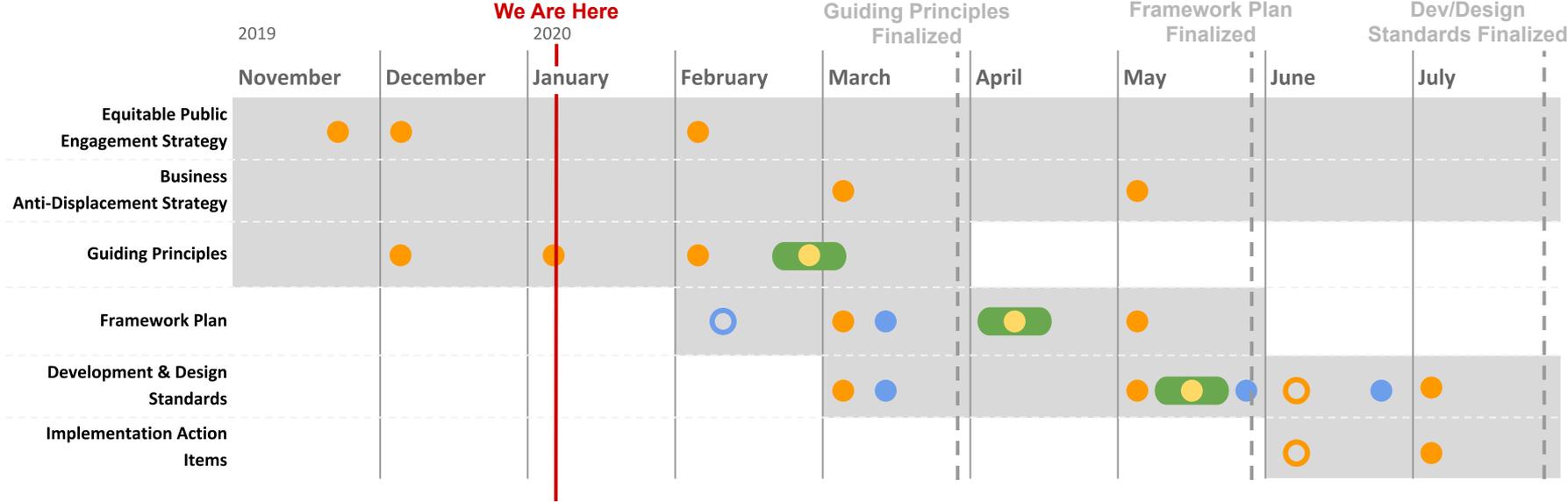


AGENDA

- Welcome and Introductions
- Minutes of Past Meetings
- Schedule Review/Process Overview
- Zoning - What is it and why are we talking about it?
- Park Ave Community Project: Guiding Principles
 - PACAC Public Place Images
 - Park Ave Community Project: Guiding Principles Break Out Groups
 - Report Out
- Action Items - PACAC Preparation for February Meeting
- Public Input
- Adjourn

PARK AVE COMMUNITY PROJECT

TIMELINE FOR TOPIC DISCUSSION WITH CAC



- Topic to be discussed at monthly CAC meeting (facilitated by consultant team)
- Topic to be discussed at monthly CAC meeting (not facilitated by CAC/County)
- Public Workshop
- Topic to be discussed with TAC (facilitated by consultant team)
- TAC Welcome Meeting (facilitated by County)
- Online Survey

PARK AVE COMMUNITY PROJECT

WHAT IS THIS PROJECT AND WHY SHOULD PEOPLE PARTICIPATE?

Although it may occur gradually, change is inevitable in the Park Ave area.

This project is an opportunity for the Park Ave community to help shape what that change will look like.

PARK AVE COMMUNITY PROJECT

WHAT IS THIS PROJECT AND WHY SHOULD PEOPLE PARTICIPATE?

REFRESHER ON SOME CHANGE STATISTICS FROM PHASE 1, MEMO 1:

1. Population growth in the area is decreasing (-0.7% average since 2010).
2. Housing unit growth is decreasing (-0.1% average since 2010) indicating a high level of demolitions and low level of investment.
3. Homeownership is lower than the County as a whole (56% compared with 70% throughout the county).
4. Housing costs have increased an average of 1.4% while rental costs have increased by 15% since 2010.
5. There has not been new commercial investment along McLoughlin Blvd. in the last 10 years, and some retail services for local residents have been replaced by more regional services (i.e. car dealerships and public storage).

PARK AVE COMMUNITY PROJECT

WHAT IS THE PARK AVE COMMUNITY PROJECT?

The project will develop 3 major components to help guide planning and development for the area:

- Guiding Principles
- Framework Plan
- Development & Design Standards

Alongside each of these components, and weaving throughout them, are the public engagement strategy for this project and the anti-displacement strategy that will inform actions to take after this project is complete.

PARK AVE COMMUNITY PROJECT

WHY DEVELOP GUIDING PRINCIPLES?

The guiding principles articulate, at a high level, what the CAC and the Park Ave community would like to see happen within the study area over the next 20 years.

As a set of commonly agreed upon statements, they will function as the touchstone for future decision making, and will directly inform the framework plan as well as the development and design standards.

PARK AVE COMMUNITY PROJECT

WHY DEVELOP A FRAMEWORK PLAN?

The Framework Plan will illustrate areas where changes/improvements are desired and areas where they are not.

It is a roadmap of the Park Ave community's 20 year vision for the study area, and helps to inform future planning and development in the area, as well as informing zoning changes to occur within this project.

PARK AVE COMMUNITY PROJECT

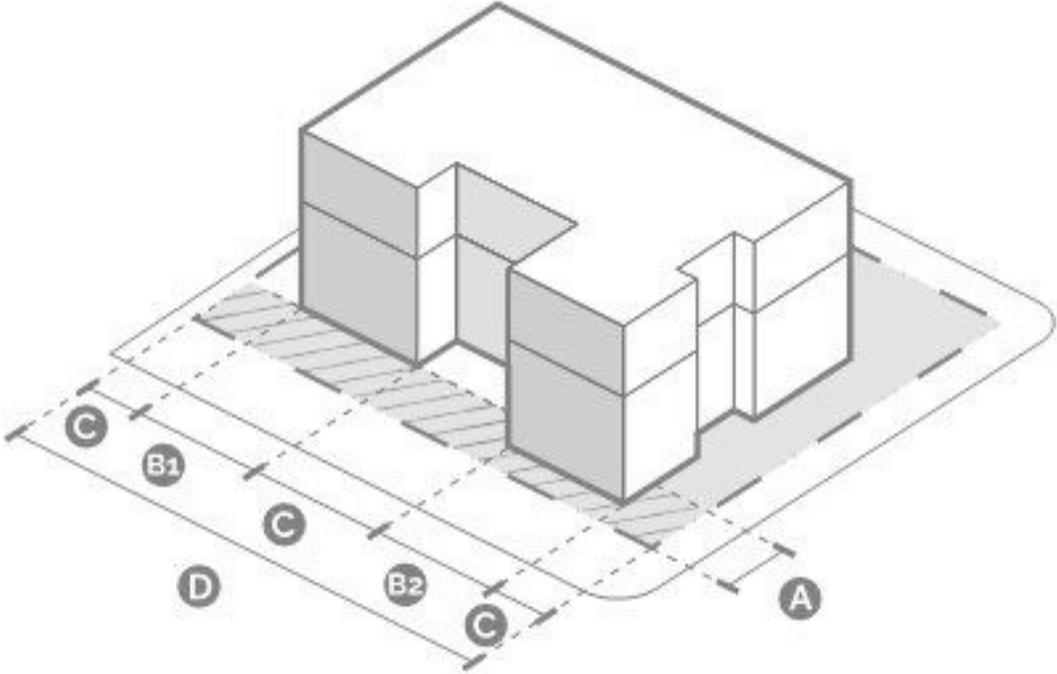
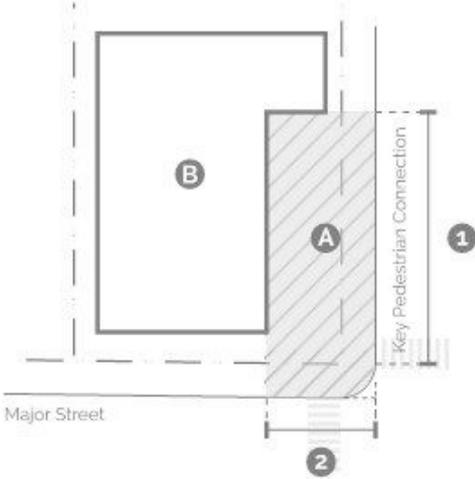
WHY UPDATE DEVELOPMENT & DESIGN STANDARDS?

Development & Design Standards tell a property owner or developer what and how they can build.

These should be informed by the community vision for the area to ensure that as redevelopment occurs, it is aligned with community interests.

ZONING 101

WHAT IS IT AND HOW DOES IT WORK?



ZONING 101

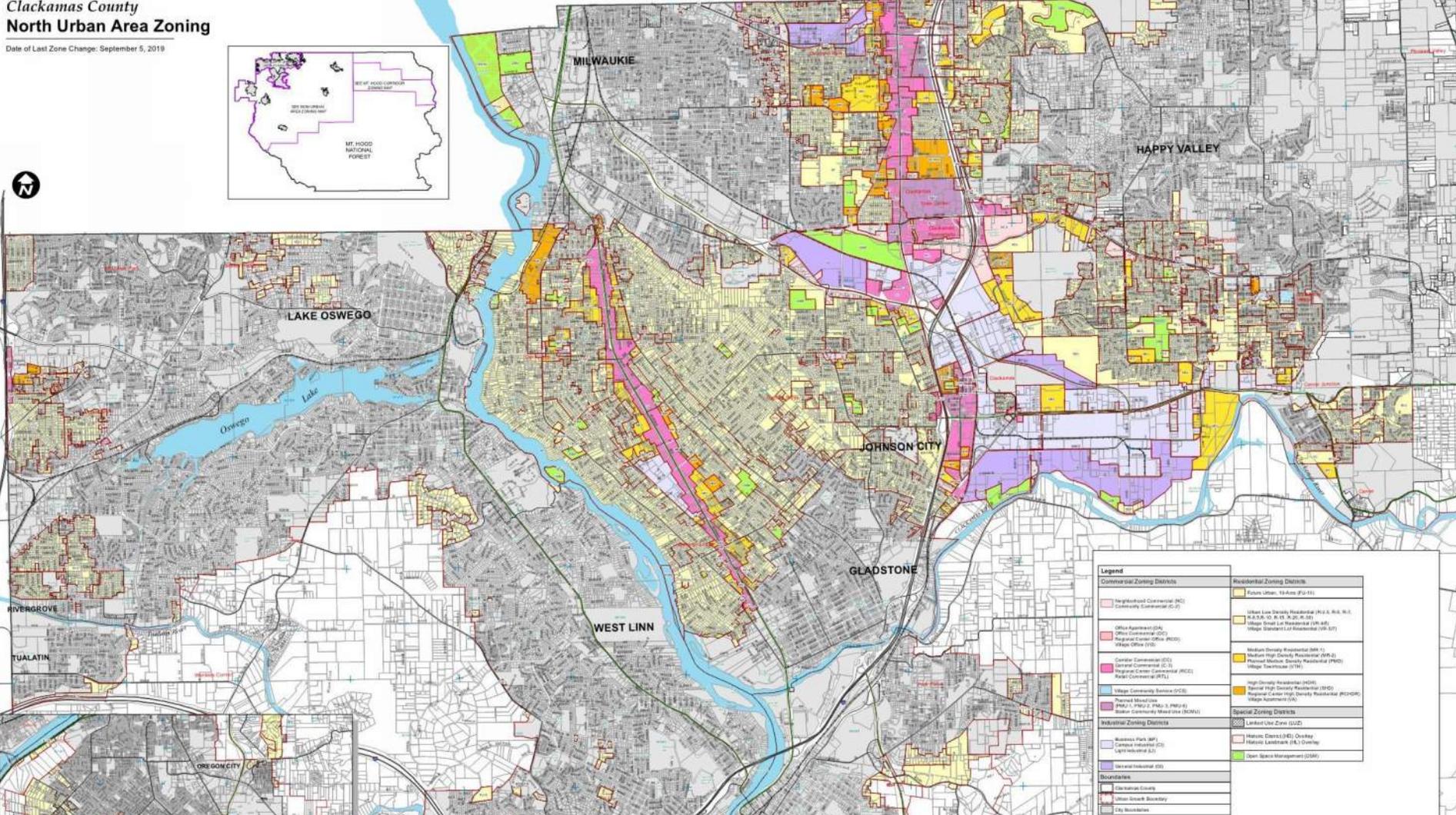
WHAT IS IT AND HOW DOES IT WORK?

Are “Zoning” and “Development & Design Standards” the same thing?

Zoning is one tool that is used within the Development & Design Standards to regulate development. Design standards (things that are required) and design guidelines (things that are encouraged) are another. However, “zoning” is often used as shorthand to reference development requirements.

Clackamas County North Urban Area Zoning

Date of Last Zone Change: September 5, 2019



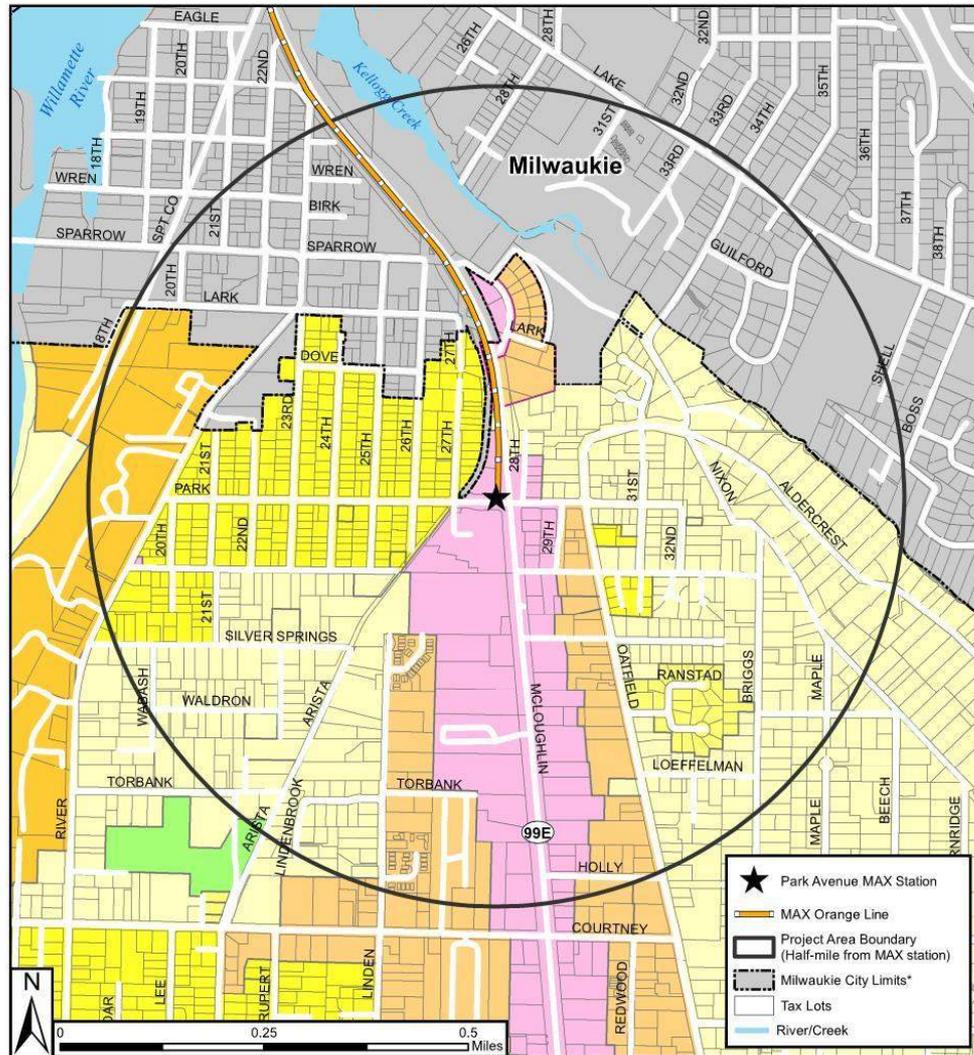
Legend	
Commercial Zoning Districts	Residential Zoning Districts
Neighborhood Commercial (NC)	Forum Urban, 16-Acre (FU-16)
Community Commercial (C-2)	Urban Low Density Residential (R1, R.2, R.3, R.4)
Office Business (OB)	R.A.S.D. 10, R.15, R.20, R.30
Office Commercial (OC)	Village Small Lot Residential (VSL-40)
Office Professional (OP)	Village Standard Lot Residential (VSR-30)
Major Office (MO)	Medium Density Residential (M-1)
College Commercial (CC)	Medium High Density Residential (MHD-1)
General Commercial (C-1)	Planned Medium Density Residential (PMR)
Regional Center Commercial (RCC)	Village Townhouse (VTW)
Retail Commercial (RTL)	Medium Density Residential (M-2)
Village Community Business (VCB)	Medium High Density Residential (MHD-2)
Special Zoning Districts	Regional Center High Density Residential (RCHDR)
PMU 1, PMU 2, PMU 3, PMU 4	Village Apartment (VA)
Public Community Mixed Use (PCMU)	Special Zoning Districts
Industrial Zoning Districts	Linked Use Zone (LUZ)
Business Park (BP)	Historic District (HD) Overlay
General Industrial (I)	Historic Landmark (HL) Overlay
Light Industrial (LI)	Open Space Management (OSM)
Use and Industrial (UI)	
Boundaries	
City/County Boundary	
Water Boundary	
City Boundary	

ZONING 101

ZONING MAP

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)



ZONING 101

THE DEVELOPMENT & DESIGN STANDARDS,
INCLUDING THE ZONING, TELL A PROPERTY OWNER
OR DEVELOPER:

- What can you do?
- What does it look like?
- How do you get it approved & how is it reviewed?

ZONING 101

USES ARE REGULATED BY ZONE

EXAMPLE USE TABLE:

Use	NC	C-2	RCC	RTL	CC	C-3	PMU ¹	SCMU	OA ^{2,3}	OC	RCO
Civic and Cultural Facilities , including art galleries, museums, and visitor centers	P	P	P	P	P	P	P	P	P	P	P
Composting Facilities	X	X	X	X	X	X	X	X	X	X	X
Congregate Housing Facilities	X	X	p ^{7,8}	p ⁹	p ⁹	p ⁹	P	P	L	p ⁹	p ^{7,8}
Daycare Services, Adult	P	P	P	P	P	P	P	P	P	L ^{7,C}	L ^{9,C}
Drive-Thru Window Services , subject to Section 827	C	A	A ¹⁰	A	A	A	A ¹¹	X	X	A ¹¹	A ¹¹
Dwellings, Attached Single-Family	X	A	X	A	X	A	P	P	L ¹²	X	X
Dwellings, Detached Single-Family	A	A	X	A	X	A	X	X	X	X	X
Dwellings, Multifamily	X	X	p ⁷	p ⁹	p ⁹	p ⁹	P	P	L ¹³	p ⁹	p ⁷
Dwellings, Three-Family	X	X	X	P	P	P	P	P	L ¹³	P	X
Dwellings, Two-Family	X	A	X	P	P	P	P	P	L ¹³	P	X
Electric Vehicle Charging Stations	A,C	P	A	A,C	P	P	A	A	A	A	A
Employee Amenities , such as cafeterias, clinics, daycare facilities, fitness facilities, lounges, and recreational facilities	A	A	A	A	A	A	A	A	A ¹⁴	A ¹⁴	A ¹⁴
Entertainment Facilities , including arcades, billiard halls, bowling alleys, miniature golf courses, and movie theaters	C ¹⁵	p ¹⁵	p ¹⁵	P	P	P	p ¹⁵	p ^{15,16}	S	C ^{15,17}	L ^{6,15}
Farmers' Markets , subject to Section 840	P	P	P	P	P	P	P	P	P	P	P
Financial Institutions , including banks, brokerages, credit unions, loan companies, and savings and loan associations	P	P	P	P	P	P	P	P	P	P	P
Fitness Facilities , including athletic clubs, exercise studios, gymnasiums, and health clubs	p ¹⁵	p ¹⁵	p ¹⁵	P	P	P	p ¹⁵	p ^{15,16}	L ^{15,18}	C ¹⁵	L ^{15,19}

“P” = Primary Use

“A” = Accessory Use

“L” = Limited Use

“C” = Conditional (can be considered but not permitted outright)

“X” = Prohibited

ZONING 101

USE REGULATIONS CAN BE BROAD OR NARROW

EXAMPLES:

BROAD REGULATIONS

- Eating and drinking establishments

NARROW REGULATIONS

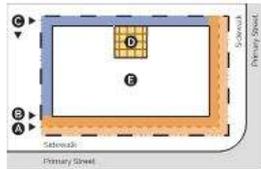
- Bakery (wholesale)
- Bakery (retail)
- Candy & confectionery store
- Coffee shop or café
- Delicatessen (deli)
- Cart vendor
- Restaurant
- Restaurant, fast food
- Roadside produce stands
- Taverns

ZONING 101

DEVELOPMENT/DESIGN STANDARDS: WHAT CAN THEY REGULATE?

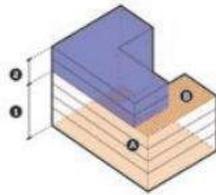
Large Urban
Scale Strategies

Fine Grained
Architectural Strategies



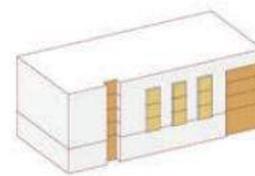
Site Design

How should development relate to the streets/public space? Where is parking located?



Massing

How tall/dense can development be?



Form

How much building articulation, glazing, stepbacks on upper floors should be required?



Building Design

How much variation in design pattern, colors, materials should be required?

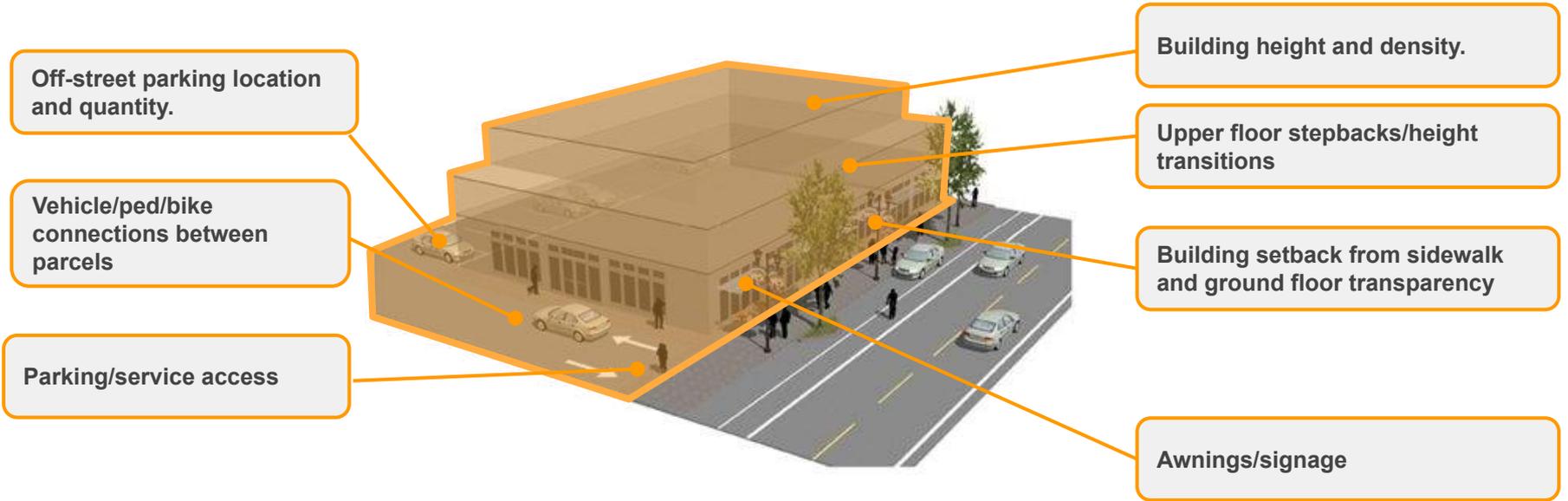
ZONING 101

DEVELOPMENT/DESIGN STANDARDS: WHAT CAN THEY REGULATE?



ZONING 101

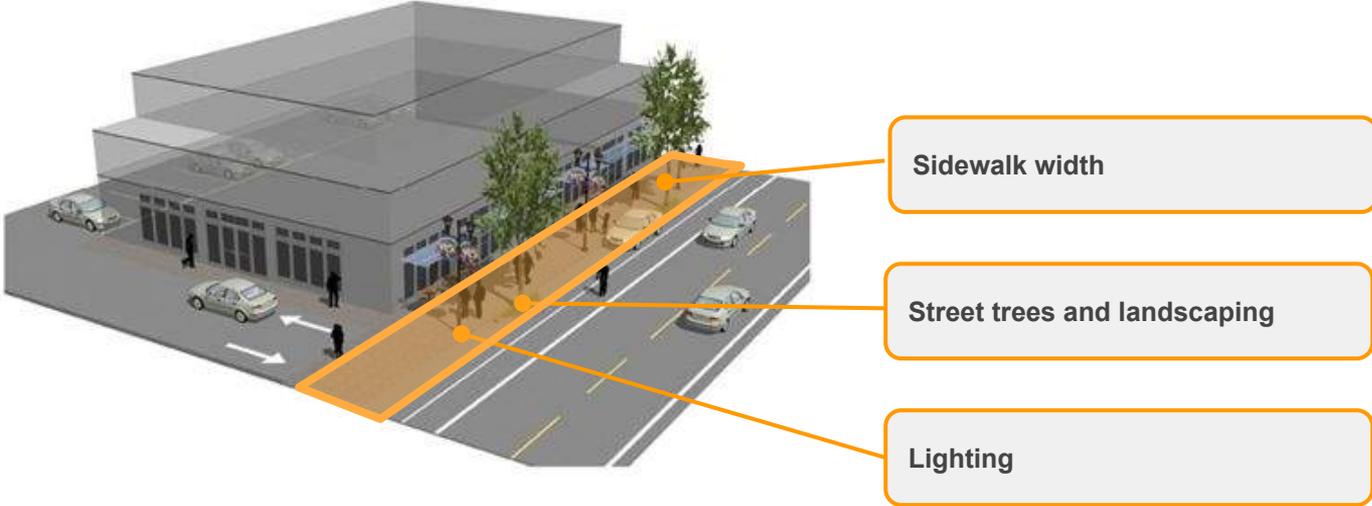
DEVELOPMENT/DESIGN STANDARDS: WHAT CAN THEY REGULATE?



PRIVATE PROPERTY

ZONING 101

DEVELOPMENT/DESIGN STANDARDS: WHAT CAN THEY REGULATE?



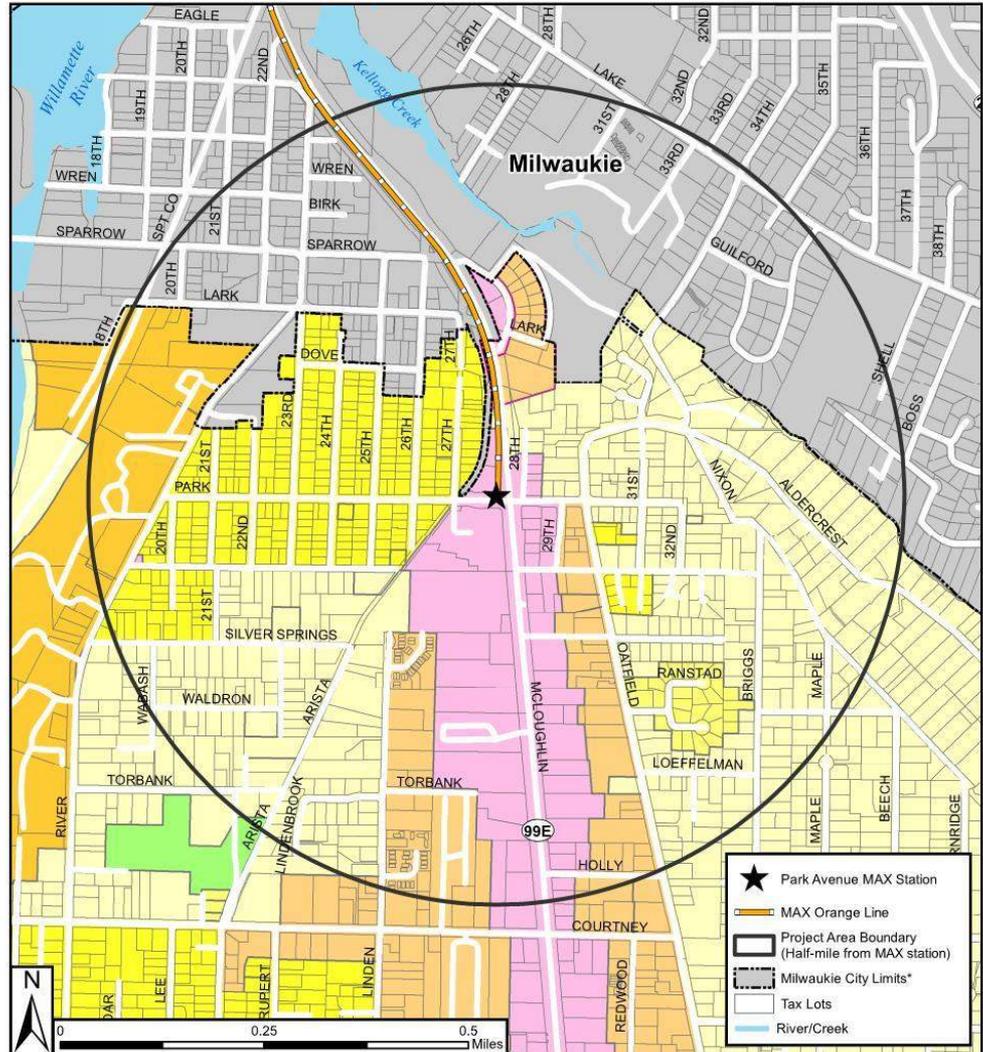
PUBLIC RIGHT OF WAY

ZONING 101

PROCESS: GETTING TO APPROVAL

Certain zone designations are subject to Design Review:

- General Commercial (C-3)
- Medium Density Residential (MR-1)
- High Density Residential (HRD)



ZONING 101

PROCESS: GETTING TO APPROVAL

**The review process occurs across multiple agencies and county departments.
This review process will not be changed as part of this project.**

Pre-Application Process

- Required prior to submittal of an application.
- Fee
- Input from
 - Applicant and representatives
 - County staff
 - Planning and Zoning
 - Sewer and Water
 - Surface water district
 - Fire District
 - County Engineering
 - Street, sidewalks, egress/ingress provisions, roadways, pedestrian/bicycle improvement, parking
 - System Development Charges for transportation, schools and parks
 - Building (existing buildings)
 - Handicap access
- Typical 4 weeks out to schedule

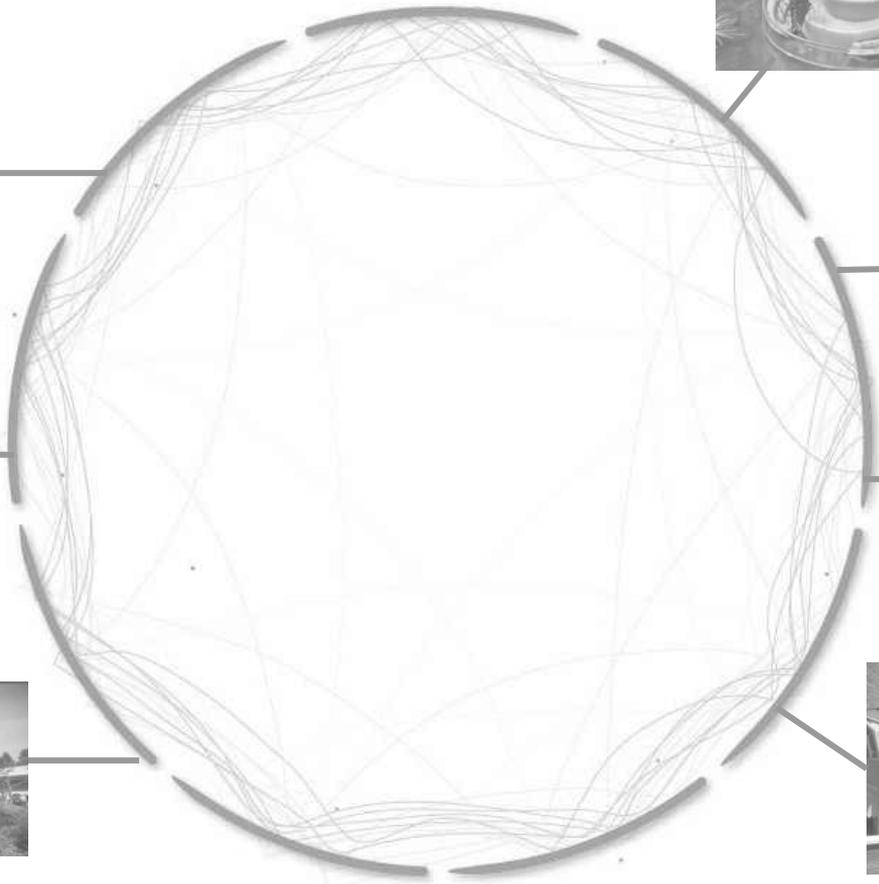
- Design Review Process
- Fee
- Date of Design Review Meeting provided once a completed application is received
- Typical 4 weeks out
- Staff provides recommendation to Design Review Committee
- Design Review Committee renders recommendation to staff
- Staff Finalizes decision with conditions of approval
- Permits issued upon compliance with conditions of approval and fees paid.
 - Conditions of approval and fees by various departments and agencies
 - County System Development Charges
 - Park and School Fees
 - State – ODOT
 - Sewer, water, surface water
 - Fire District
 - Engineering
 - Building Codes

ZONING 101

WHAT ZONING IS NOT

- Zoning can't control what actually gets developed on a site, but it can create a set of possibilities and parameters for development.
- Zoning won't change development overnight. Development will respond to market conditions and property owner interest. But having zoning in place will help to ensure that when development does occur, it happens in a way that aligns with community vision.
- Zoning does not require anyone to change anything existing on their property until they are ready to do so.

GUIDING PRINCIPLES



CAC HOLIDAY HOMEWORK:

Think of a public place (or two) that you really love to visit, or where you really love to spend time...

....what is it about that place that draws you in and makes you want to linger?

For our next CAC meeting, find an image of that place(s) and note some of the features that make it a great place. We will share and discuss with the group on Jan. 8.

CAC HOLIDAY HOMEWORK: Lee

- New experiences
- Educational and cultural attractions
- Unique identity
- Variety
- Something for everyone

The Parthenon - Nashville, TN



Butterfly House



Kentucky Horse Park -
Lexington, KY

CAC HOLIDAY HOMEWORK: Dustin

- Festival and community gathering space
- Restaurants and cafes with outdoor eating space
- Centralized shopping district
- Pedestrian and bicycle access is a priority



Town Square - Loreto, Mexico



CAC HOLIDAY HOMEWORK: Valerie

Oak Grove/Milwaukie Neighborhood

- Opportunity to interact with nature
- Public art
- Streetscape amenities
 - Sidewalk
 - Street furniture
 - Pedestrian crosswalks
- Civic amenities (library)



CAC HOLIDAY HOMEWORK: Ann

- Diverse local shops
- Food and Beverage socialization opportunities
- Celebrate uniqueness of area
- Local variety



Oregon City, OR



CAC HOLIDAY HOMEWORK: Danielle

- Accessible by car or transit
- Very walkable
- Tree canopy and awnings gives the street a comfortable enclosed feeling
- Mix of uses and character
- Stores, shops, and cafes
- Outdoor seating

NW 23rd Street - Portland, OR



CAC HOLIDAY HOMEWORK: Molly

Hawthorne Blvd. between 32nd and 43rd - Portland, OR

- Diverse and fun shops (restaurants, thrift shops, sidewalk cafes, & coffee shops)
- McMenamins' historic Baghdad Theatre
- Music and art venues
- Inclusive and accessible to all ages
- Easily accessed by public transportation
- Lovely neighborhood with sidewalks
- Tree canopied streets with old trees
- Vintage homes & beautiful gardens



CAC HOLIDAY HOMEWORK: Donald

- Unique and interesting architectural elements
- Attractive storefronts



CAC HOLIDAY HOMEWORK: Casey

- Streets that prioritize pedestrian safety and traffic calming
- Bike infrastructure that separates bicycles from cars
- Streetscapes with trees
- Pedestrian-only zones
- Well lit pathways

Sisters, OR



Cultural Trail - Indianapolis, IN



The Netherlands



CAC HOLIDAY HOMEWORK: Nate

- Access to nature
- Unique community gathering spaces
- Sidewalk cafe

Elk Rock Island - Clackamas Co., OR



SE Division St, - Portland, OR



Windhorse Coffee - Milwaukie, OR



GUIDING PRINCIPLES BREAK OUT

YOUR TASK:

Working in groups, develop a set of 6-8 guiding principles that articulate the Park Ave community vision...(i.e. what goals/guiding themes should inform what happens in the Park Ave study area over the next 20 years?)

GUIDING PRINCIPLES BREAK OUT

*...YOU DON'T HAVE TO START FROM
SCRATCH...*

GUIDING PRINCIPLES

ELEMENTS FOR SUCCESSFUL NEIGHBORHOODS

1. Cultivate a Compelling Mix of Uses
2. Embrace Density
3. Prioritize People Over Cars
4. Provide Safe and Effortless Connectivity
5. Enhance and Integrate Natural Elements
6. Offer Places to Gather & Linger Outdoors
7. Design for Human Scale
8. Establish a Unique and Authentic Identity

GUIDING PRINCIPLES

ELEMENTS FOR SUCCESSFUL NEIGHBORHOODS

1. Cultivate a Compelling Mix of Uses
2. **Embrace Density**
3. Prioritize People Over Cars
4. Provide Safe and Effortless Connectivity
5. Enhance and Integrate Natural Elements
6. Offer Places to Gather & Linger Outdoors
7. Design for Human Scale
8. Establish a Unique and Authentic Identity

GUIDING PRINCIPLES

ELEMENTS FOR SUCCESSFUL NEIGHBORHOODS

“Density” is really just a concentration of housing and employment within a selected area.

From our experience, and drawing from urban design best practices across the world, a concentration of housing and employment is what enables local, walkable, services and retailers to survive.

GUIDING PRINCIPLES

“DENSITY” CAN BE A SPECTRUM



Multi-Story Mixed Use



Townhomes



Cohousing



Multi-Unit Multifamily



Cottage Cluster

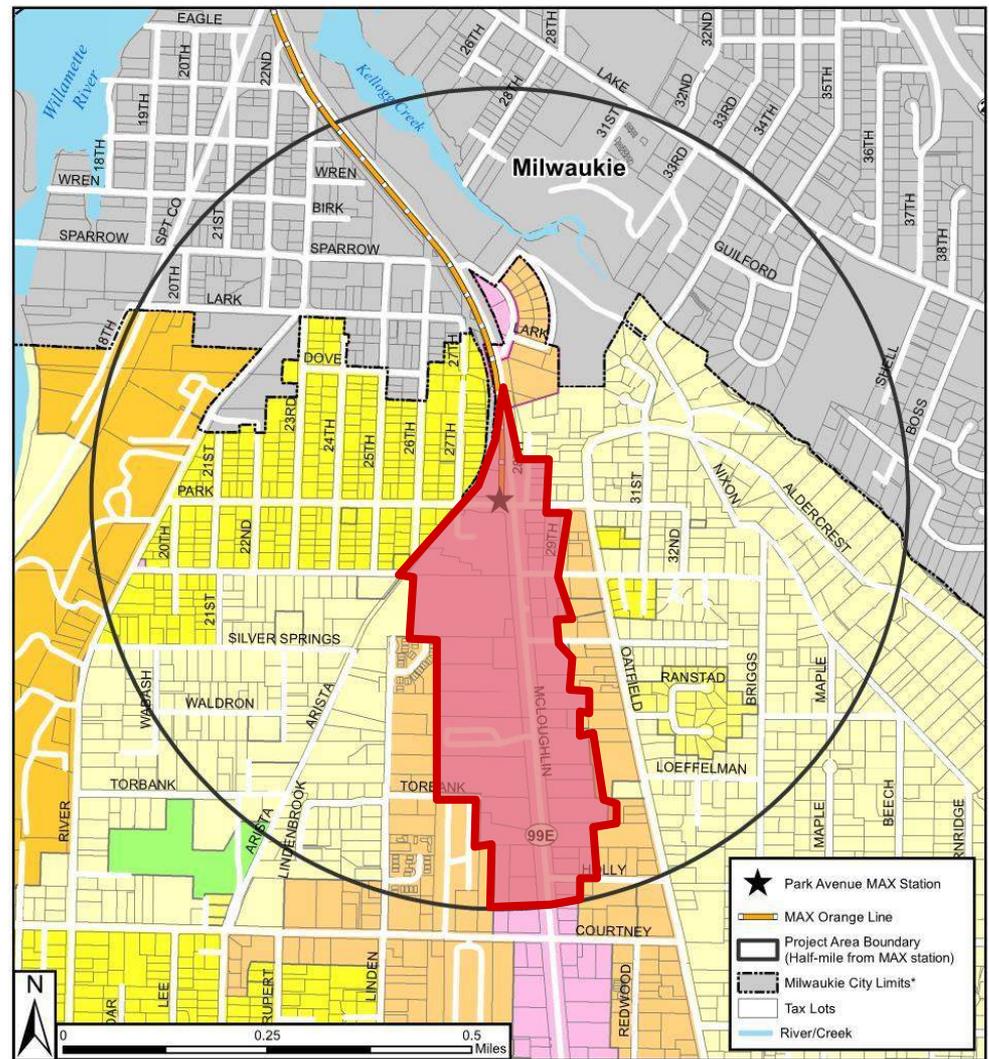


Accessory Dwelling Units

GUIDING PRINCIPLES

“DENSITY” CAN BE CONCENTRATED

During the Framework Plan phase we will be talking about, and drawing together, where different types of density are appropriate.



GUIDING PRINCIPLES

“DENSITY” CAN BE CONCENTRATED

REFRESHER ON WHAT IS CURRENTLY ALLOWED IN THE GENERAL COMMERCIAL (GC) ZONE:

Park Ave Community Project Phase 1, Memo 3:

Uses: The General Commercial zone allows most customary uses, such as restaurants, retail, offices, service stations, religious facilities, and schools. It also permits open spaces and multi-family dwellings of two-dwellings and larger with complicated code requirements and restrictions. It does not allow for industrial uses.

Form: Rules directing built form require no minimum lot size or street frontage.

Setbacks: Front setbacks must be between 15-20 feet; this setback requirement prohibits front site edge development and may impede efforts to create a pedestrian-friendly commercial and mixed-use environment.

Density: The zone has no height limits and no minimum or maximum floor-area-ratio. The lack of floor-area-ratio minimums may result in low-density development that doesn't support high activity, vibrant, and mixed-use centers along McLoughlin.

Multi-family Housing: Multi-family dwelling is subject to the rules for multi-family housing in the HDR District – all rules apply to freestanding multi-family with only the maximum density rule applying to multi-family in a mixed use. This is particularly restrictive as these rules create a very complex combination of maximum setback/building placement requirements as dictated by section 1005.03 (E)(H)(L). Provisions such as proximity to transit, ground floor use, parking lot provision, etc. add to the complexity of multi-family housing development and can lead to underdeveloped sites.

- Most uses are permitted, but the regulations for multi-family/mixed use are difficult to navigate and have restrictions.
- Buildings do not need to front on the street, in fact they are required to be set back by 15-20 feet.
- The zone currently has **no maximum height or maximum density requirements, but it also has no minimums.**

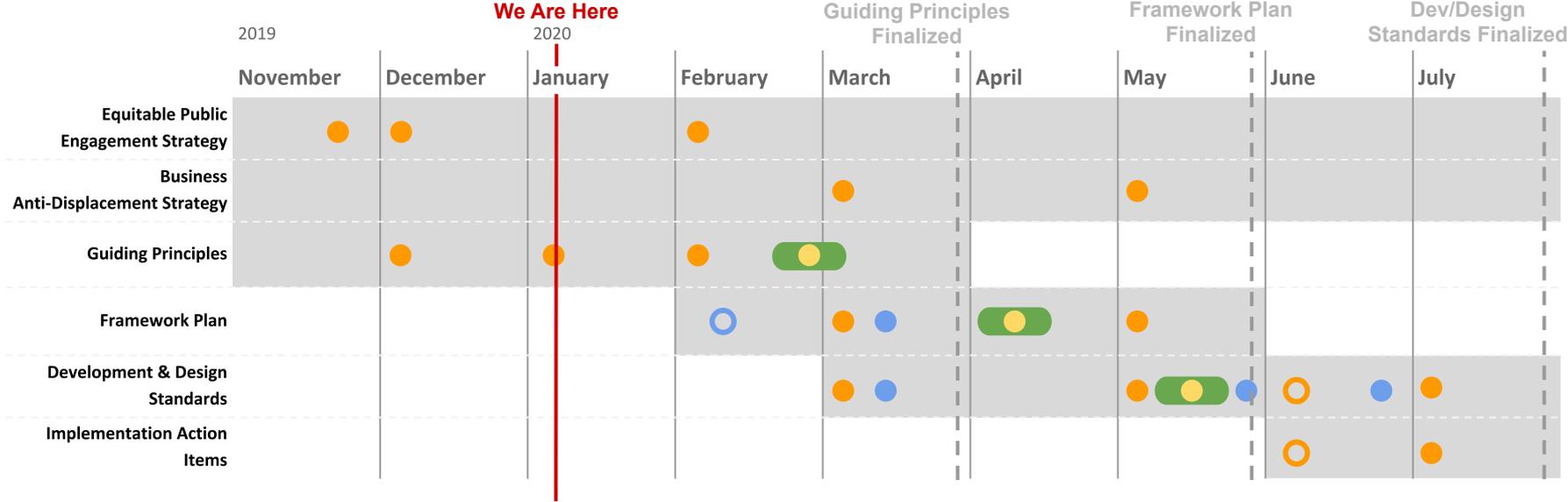
GUIDING PRINCIPLES

ELEMENTS FOR SUCCESSFUL NEIGHBORHOODS

1. Cultivate a Compelling Mix of Uses
2. **Increase housing options and business opportunities, particularly along McLoughlin Corridor**
3. Prioritize People Over Cars
4. Provide Safe and Effortless Connectivity
5. Enhance and Integrate Natural Elements
6. Offer Places to Gather & Linger Outdoors
7. Design for Human Scale
8. Establish a Unique and Authentic Identity

PARK AVE COMMUNITY PROJECT

TIMELINE FOR TOPIC DISCUSSION WITH CAC



- Topic to be discussed at monthly CAC meeting (facilitated by consultant team)
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- TAC Welcome Meeting (facilitated by County)
- Online Survey

PUBLIC OPEN HOUSE #1

POTENTIAL DATES

- Saturday, Feb. 22
- Thursday, Mar. 5

Would the CAC recommend an evening or a weekend event, to maximize attendance?

UPCOMING CAC MEETINGS

Are there specific topics you all would like to cover in upcoming meetings (like Zoning 101)?

THANK YOU!

Tim Smith

tims@seradesign.com

Erin Reome

erinr@seradesign.com

