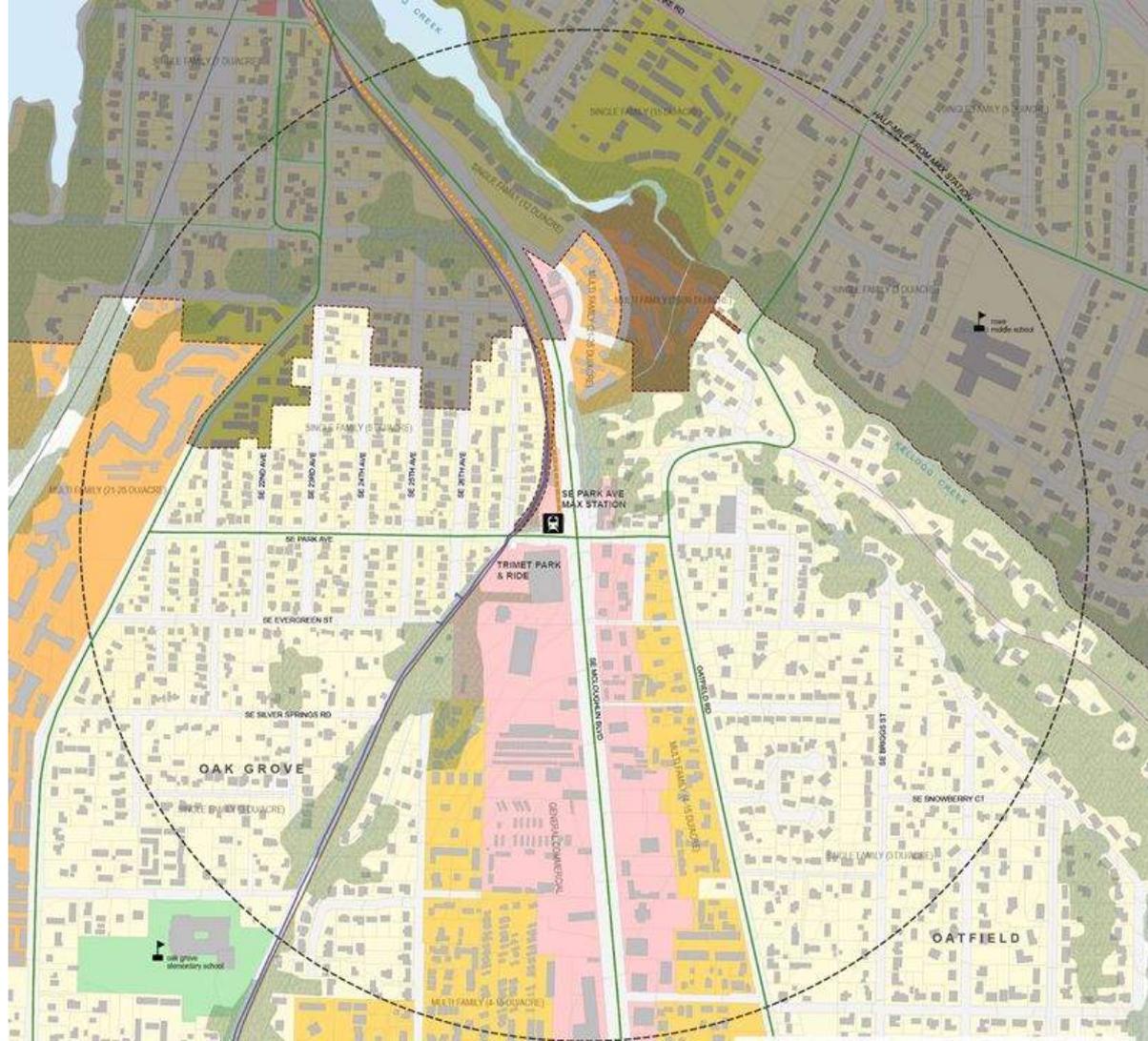


Park Ave Community Project Phase II

CAC Meeting
Draft Development &
Design Standards
October 14, 2020



PARK AVE COMMUNITY PROJECT

DISCUSSION AGENDA

1. Welcome Valerie Chapman, Chair 6:00 PM
 - a. Approval of September 9, 2020 Minutes
2. Design & Development Standards Erin Reome/Elizabeth Decker 6:05 PM
 - a. Debrief Workshop #3
 - b. Survey findings Overview
 - c. Opportunity Site test fit/Pro Forma Findings
3. Preview of Implementation Actions Items Erin Reome 7:05 PM
4. Anti-displacement Presentation Commissioner Savas 7:15 PM
5. Next Steps – Final meeting and BCC Presentation 7:45 PM
 - a. Final Meeting – _____
 - b. BCC Presentation – Wednesday December 2nd 10 AM – 11:30
6. Public Comment Valerie Chapman 7:50 PM
7. Adjourn 8:00 PM

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.



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.



Park
Area

COMMUNITY ENGAGEMENT SURVEY FINDINGS SUMMARY

SURVEY #3

KEY FINDINGS & TAKEAWAYS

The majority of participants support **limiting new car sales, drive throughs, auto-oriented businesses, and self storage uses** in the C-3 zone.

The majority of participants support **adding “maker space” uses** to the C-3 zone.

SURVEY #3

KEY FINDINGS & TAKEAWAYS

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

1



65%

2



37%

3



22%

SURVEY #3

KEY FINDINGS & TAKEAWAYS

Most participants support **5-15' building setbacks** along **McLoughlin** with landscaping and plazas.

Most participants support **reducing parking requirements** for commercial and residential developments in the C-3 zone.

Just over half of participants would like **separated paths** for **vehicles, pedestrians and bicyclists**.

SURVEY #3

KEY FINDINGS & TAKEAWAYS

Connection types most desirable in the C-3 zone:

1



4.8



2

3.8

3



3.5



4

3.5

SURVEY #3

KEY FINDINGS & TAKEAWAYS

The majority of participants support requiring variations in building design to create a pedestrian-scale experience (61%), as well as 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.

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.

SURVEY #3

KEY FINDINGS & TAKEAWAYS

Connection types most desirable in the MR-1 zone:

1

54%



2

47%



3

47%



4

26%



Park
Area

OPPORTUNITY SITE FINDINGS



OPPORTUNITY SITE

13602 & 13700 SE MCLOUGHLIN BLVD

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.

OPPORTUNITY SITE

13602 & 13700 SE MCLOUGHLIN BLVD



MIXED USE SCHEME



McLOUGHLIN BLVD

5'-0" SETBACK

WATER

RETAIL 1890 SF

MAIL

LOBBY

TRASH

ELEC

FITNESS

COMMERCIAL 3191 SF

ELEC

FITNESS

PEDESTRIAN WALKWAY

BIKE PARKING

LEASING OFFICE

MAIL

TRASH

LOBBY

RETAIL 3158 SF

ELEC

SOUTH BUILDING

EDGE OF BUILDING ABOVE

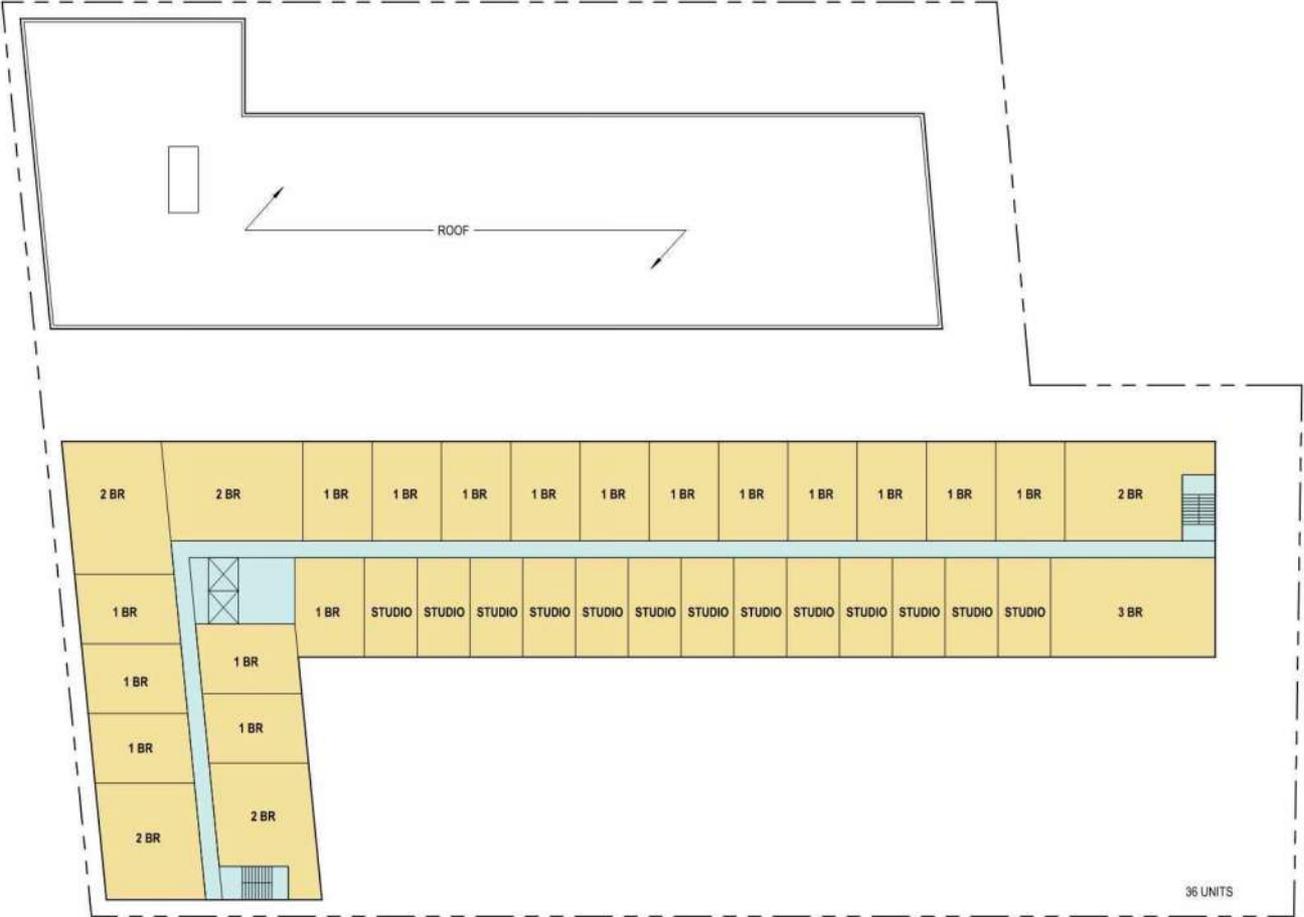
131 PARKING STALLS

GROUND FLOOR

MIXED USE SCHEME



M'CLOUGHLIN BLVD



36 UNITS

LEVEL 5

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

RESIDENTIAL SCHEME



GROUND FLOOR

RESIDENTIAL SCHEME



MCLOUGHLIN BLVD

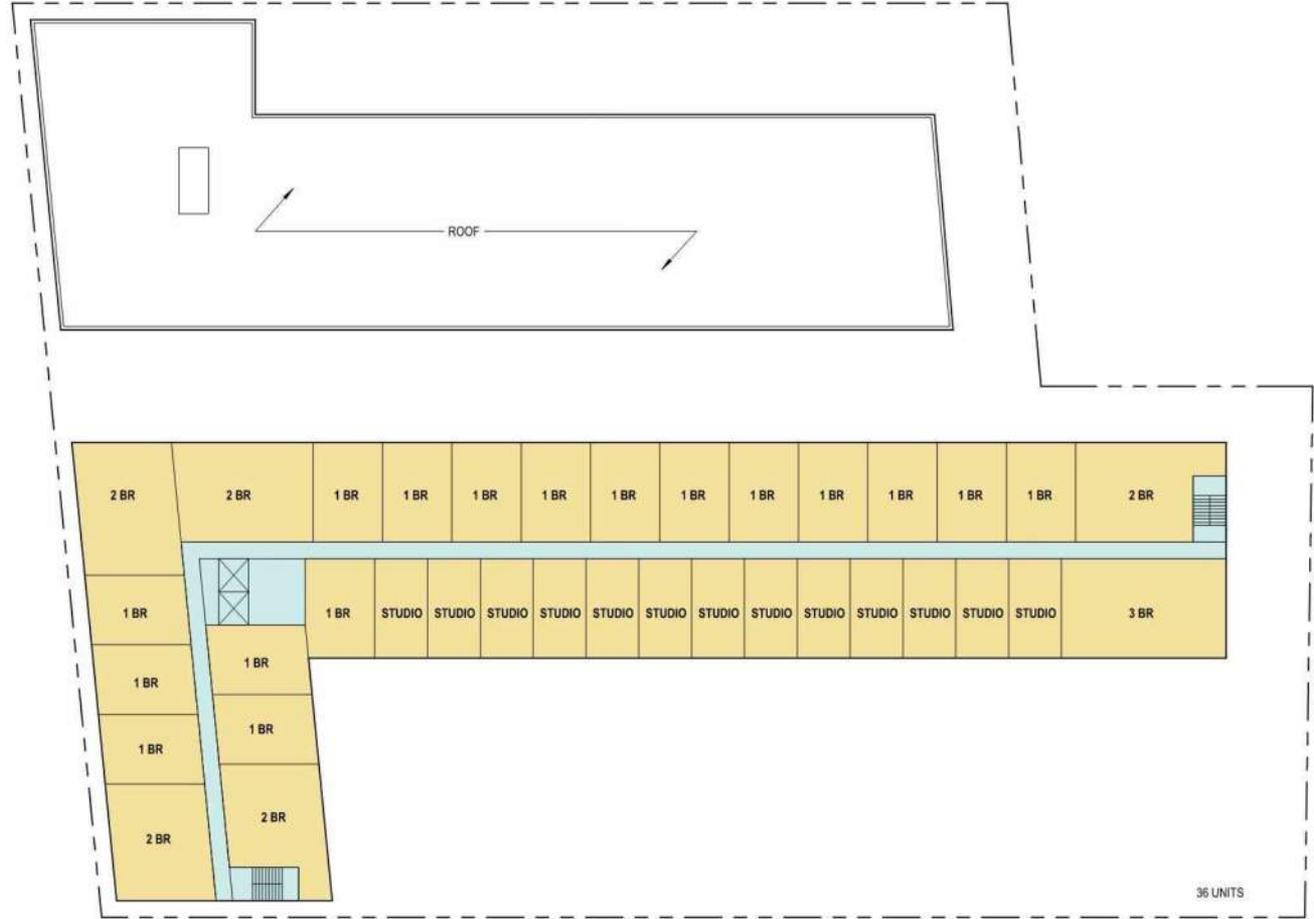


LEVELS 1-4

RESIDENTIAL SCHEME



MCLOUGHLIN BLVD



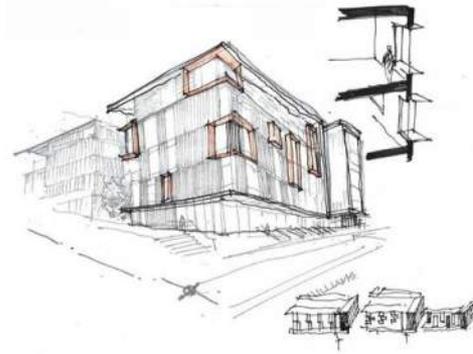
LEVEL 5

TEST FIT SUMMARY

RESIDENTIAL SCHEME

Total Units	228 Units
Total Residential SF	154,586 rentable / 212,542 total
Total Commercial SF	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	105
Parking Ratio (stalls/unit)	0.82	0.79
Setback from McLoughlin	18' landscape/sidewalk + 5' building setback	18' landscape/sidewalk + 5' building setback
Percent Landscape	15%	15%

PROFORMA OVERVIEW

- Proforma determines project viability, if it will “pencil” by providing the desired return on investment (ROI). The basic premise is to **compare the cost** of construction **with the anticipated income** generated through rents.
- To make a project “pencil” you can either reduce costs (land, construction prices, loan amount) or increase income (rents).
- When investing, people will allocate funds where they receive the highest ROI with minimal risk.
- For real estate a minimal ROI is 6.5%. We used this basis to determine if a project is viable. (For context, some retirement accounts guarantee an ROI of 5%.)

PARK AVENUE ANALYSIS

- In all scenarios, the 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 why affordable housing projects are the most viable.
- Tax increment financing/urban renewal is an incentive tool to encourage market rate projects. Currently not available to Park Avenue.

TAKE AWAY

- Your work is an important first step to revise the code to allow for the desired form of development.
- The county is focused on providing affordable housing, and you have worked with the community to support this type of development.
- Stay focused on supporting affordable housing. The incentives available to you will allow for this type of investment to occur and begin to shape the walkable community you desire.
- Eventually market rate mixed-use projects will be viable once a few projects are completed in the community.

Park
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DRAFT DEVELOPMENT & DESIGN STANDARDS

Park
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MOULTON BLVD

PARK AVE

GC - C3

M'GLOUGHLIN BLVD

GC - C3

OATFIELD RD

MR1

MR1

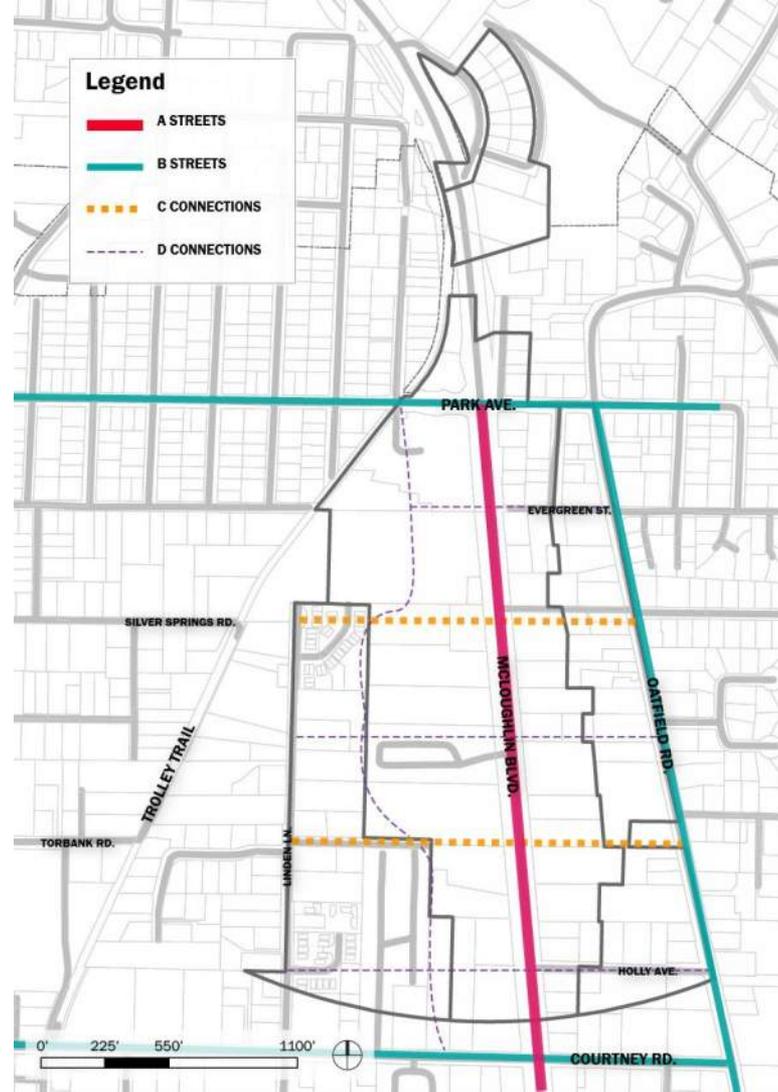
COURTNEY RD



STREET TYPES

PROPOSED STANDARDS

- Required street improvements and design standards keyed to type of street frontage:
 - A Streets
 - B Streets
 - C Connections
 - D Connections



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

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



GC - C3 MIX OF USES

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

PROPOSED STANDARDS

- **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.



GC - C3 DEVELOPMENT INTENSITY



PROPOSED STANDARDS

- **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

MR-1 DEVELOPMENT INTENSITY & USES

PROPOSED STANDARDS

- 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
- *Broader County-level review of MR-1 zone to come*



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



Park
Area

PRELIMINARY IMPLEMENTATION ACTION ITEMS

IMPLEMENTATION ACTION ITEMS - SELECTED EXCERPTS

INCREASE EMPLOYMENT OPPORTUNITIES

- Dedicate county staff to working with existing small business owners in the area to provide them with resources they need to stay located in the study area
- Use Community Development Block Grant (CDBG) funds to hire MESO (Micro Enterprise Services of Oregon) or a similar organization to support and educate small businesses
- A Storefront Improvement Program (targeted at property owners) or Tenant Improvement Program (targeted at businesses owners who lease their space) allows small businesses to improve the physical look of their business to improve its relationship with the pedestrian realm and thereby potentially attract more customers

IMPLEMENTATION ACTION ITEMS - SELECTED EXCERPTS

SAFE CONNECTIONS

- **Develop a connectivity and streetscape plan for the Park Ave Area 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. Adopt into County code and/or Comprehensive Plan to ensure improvements are developed as sites redevelop.**
- **Establish a Local Improvement (LID) District or Tax Increment Financing (TIF) district to fund transportation network improvements**
- **Coordinate with ODOT on future improvements to McLoughlin Blvd.**

IMPLEMENTATION ACTION ITEMS - SELECTED EXCERPTS

RESILIENT COMMUNITY

- Establish a Business Improvement District (BID) to fund public realm improvements and promote community cohesion
 - A BID would allow existing businesses to invest in their neighborhood and also make the area more attractive to new businesses and customers. A BID could also be responsible for community programming, developing regulations on urban design elements like street furnishings and branding, and creating community events and programming to take advantage of the existing station area.
 - Establish and maintain an emergency communication network.
 - Establish a central meeting place and storage for emergency supplies and information exchange

Park
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RESIDENTIAL ANTI-DISPLACEMENT BEST PRACTICES

RESIDENTIAL ANTI-DISPLACEMENT BEST PRACTICES

INCREASING OPPORTUNITY & PREVENTING DISPLACEMENT

- Capture increase in property value that development and zoning changes provide to property owners and invest in renter assistance programs.
- Require all new residential development to provide mitigation measures to assure existing residents are not priced out of the area.
- Create a program to help low-income and moderate income tenants purchase their homes when landlords sell.
- Include requirements for affordable housing units on all new multi-family developments.
- Provide density or amenity bonuses that will provide affordable rental rates within new development. These could include lot area coverage, setbacks, additional density, or SDC credits.

RESIDENTIAL ANTI-DISPLACEMENT BEST PRACTICES

INCREASING OPPORTUNITY & PREVENTING DISPLACEMENT

- Allow for transfer of density rights to properties that provide affordable housing units close to transit and jobs.
- Provide incentives for property owners to rent units at affordable rates to lower income tenants.
- Create a community land trust to work with an existing land trust to help purchase properties for development of affordable housing before land values increase from zoning changes.
- Create a special zone for Mobile Home/Manufactured Home Parks to preserve existing parks in the area.

Park
Area

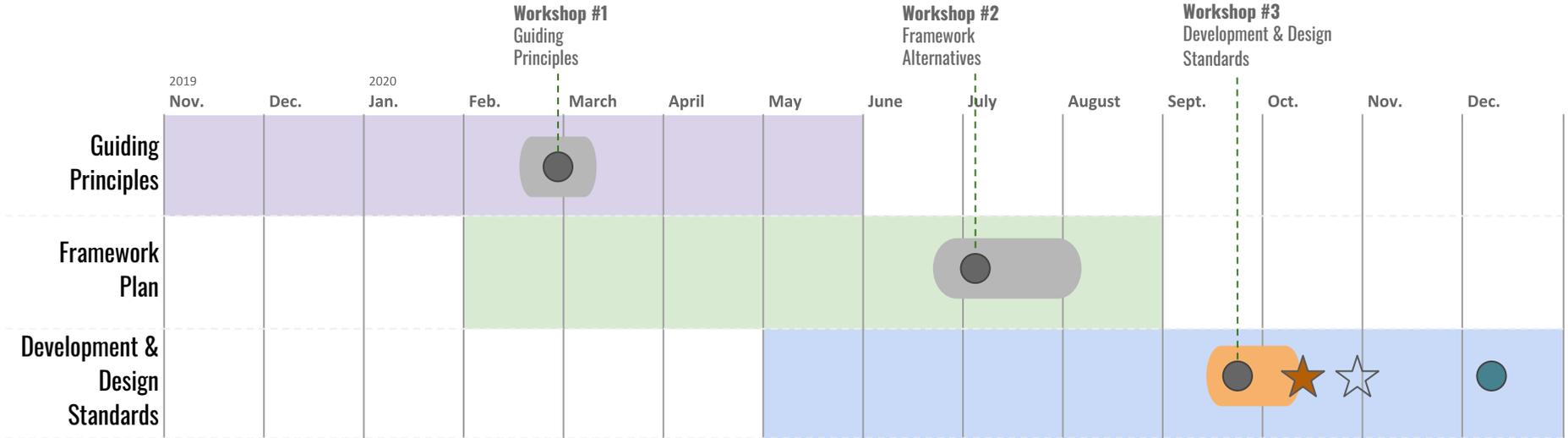
**ANTI-DISPLACEMENT PRESENTATION
COMMISSIONER SAVAS**

ing Park
ural Area

NEXT STEPS

PARK AVE COMMUNITY PROJECT

UPDATED PROJECT TIMELINE



 Today's CAC Mtg.

 Presentation to Board of County Commissioners (Public Hearing)

 Online Survey Open

 Final CAC Mtg

 Public Workshop

ing Park
ural Area

QUESTIONS?

