

Normal Avenue

Planning Commission
Study Session
February 26, 2013



Tonight's presentation

- Existing Conditions
- Early Concepts
- Public Charrette
- Proposed Plan

PROJECT TEAM

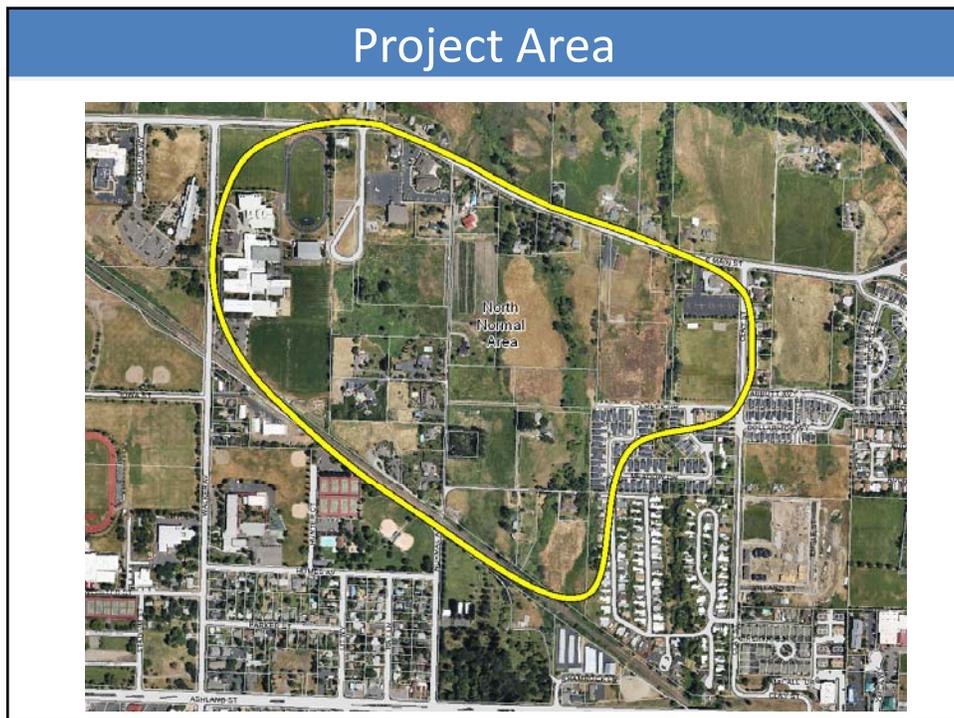
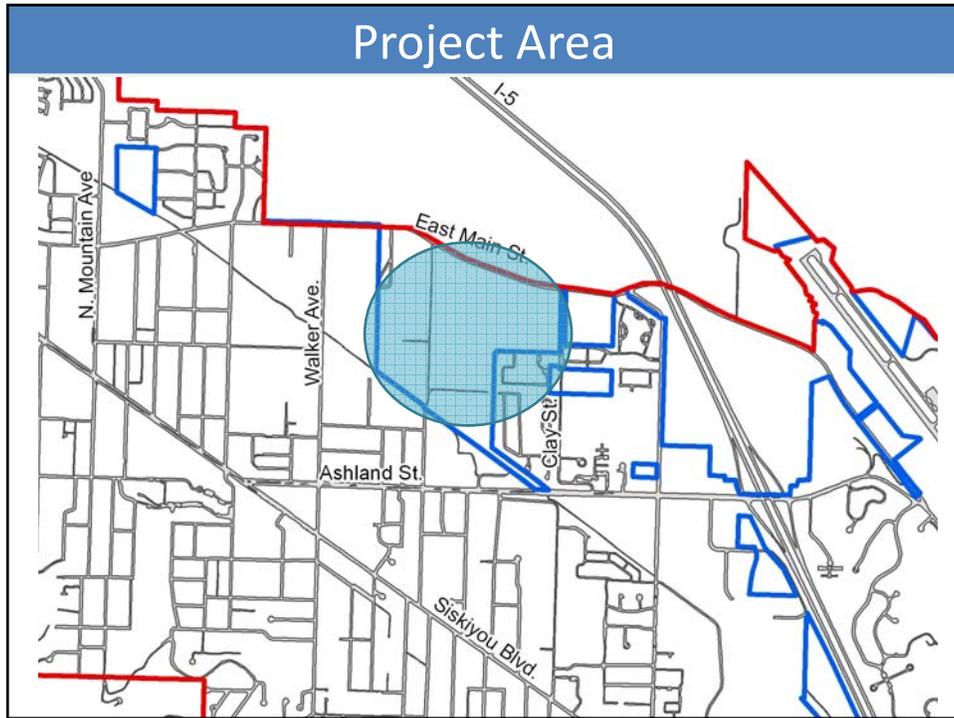
City of Ashland: **Brandon Goldman**
Oregon Department of Transportation: **John McDonald**
Parametric: **Jason Franklin, Derek Chisholm, Anne Sylvester, Joan McGuire, Sara Granberg**
Urbisworks: **Marcy McInelly, Joseph Readdy**
Qamar Architecture & Town Planning: **Laurence Qamar**
Leland Consulting Group: **Brian Vanneman**
Nevue Ngan: **Ben Ngan, Olena Turula, Jason Hirst**



Transportation and Growth Management

This project is funded by the Transportation and Growth Management (TGM) Program, a joint program of the Oregon Department of Land Conservation and Development and the Oregon Department of Transportation. This project is funded in part, by federal Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFELUE), local government, and State of Oregon funds.

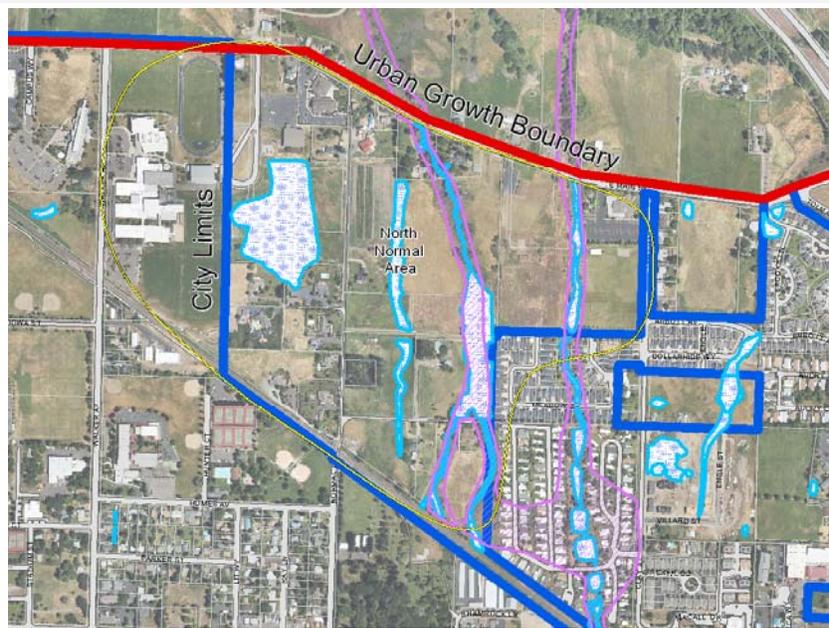
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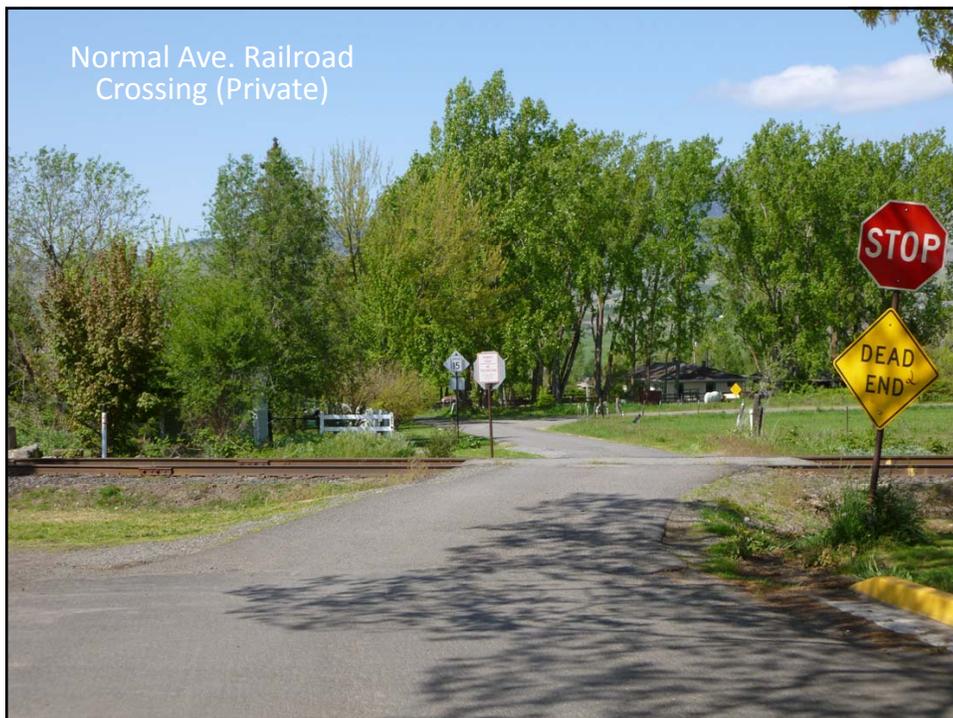
City Limits and Urban Growth Boundary

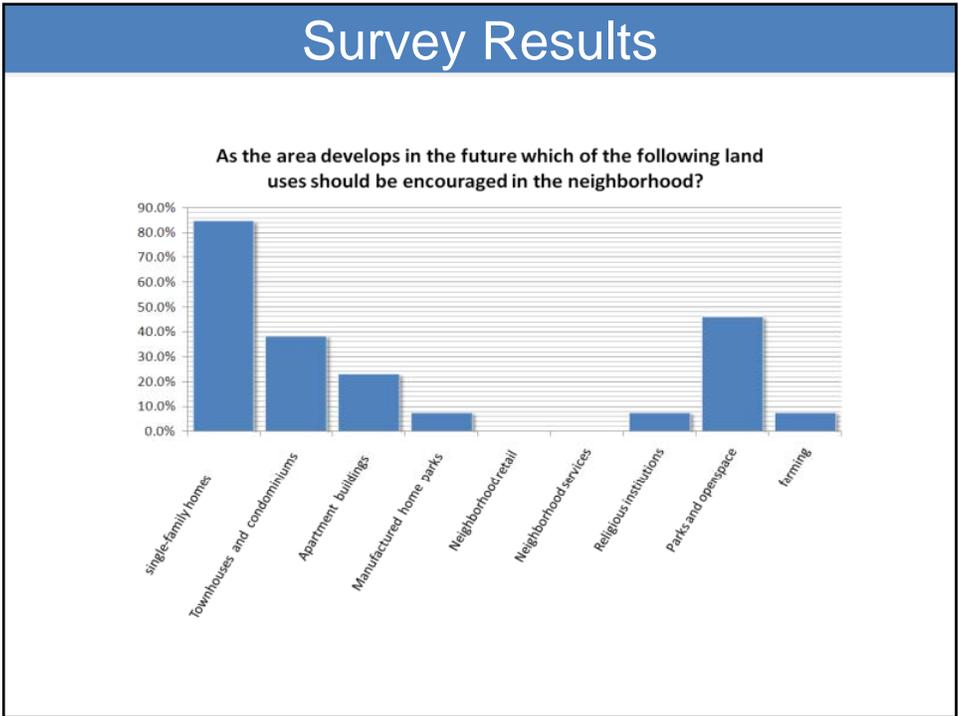
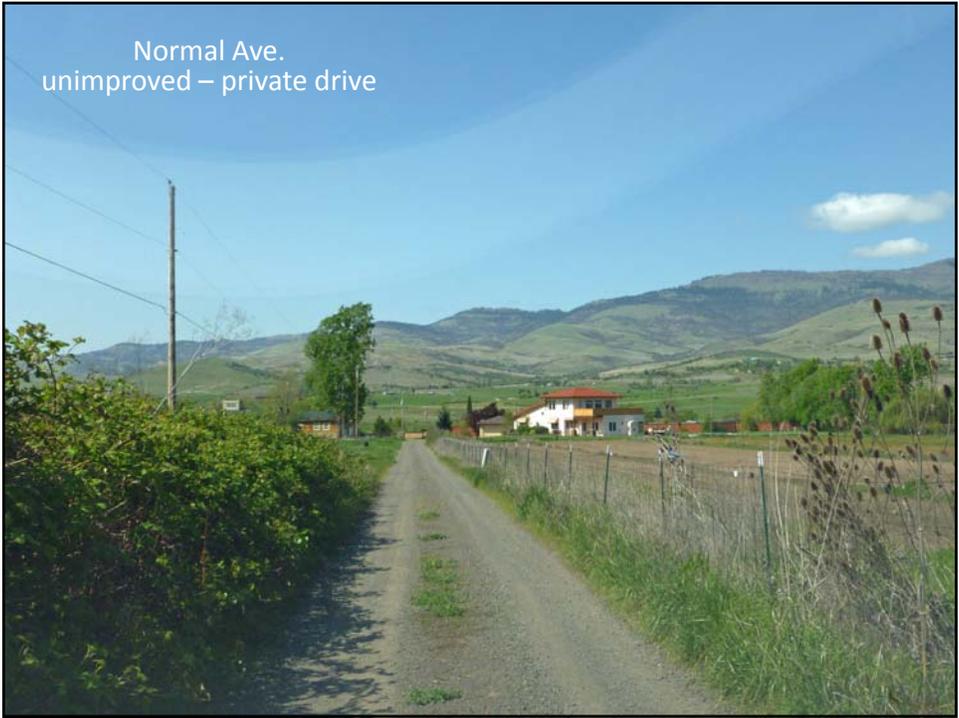


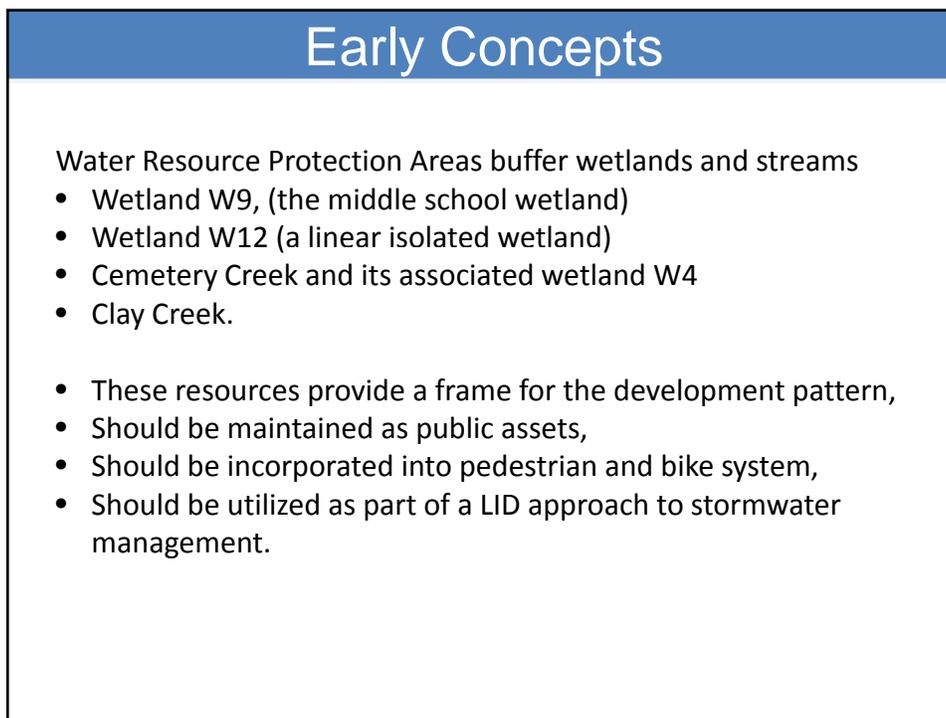
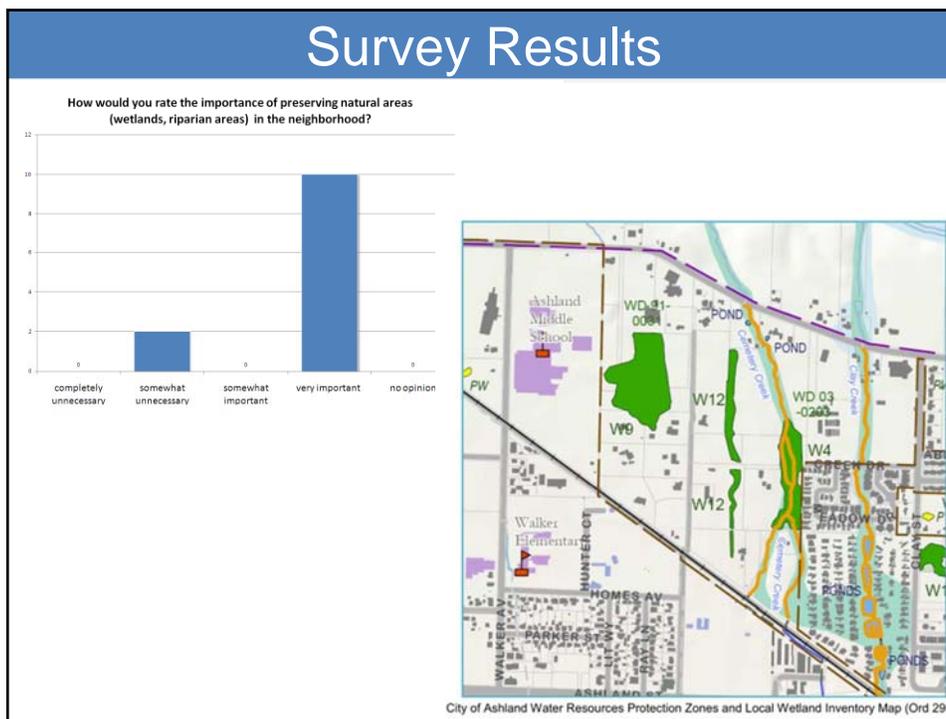
Wetlands and Floodplains











Early Concepts

Transportation System Functions well in surrounding area

New Network should:

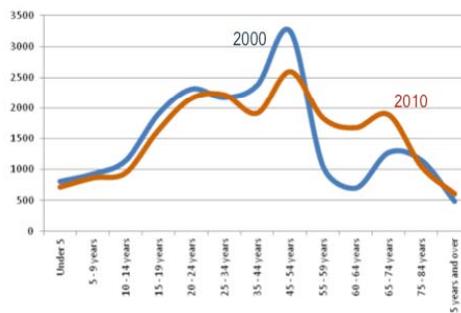
- Provide for a walkable grid of small blocks,
- Provide access through entire site without encouraging cut-through traffic,
- Should be consistent with City's spacing and other standards,
- Should accent WRPA's,
- Should provide view corridor(s).

Early Concepts

Land Use and Housing Trends:

The study area is not likely appropriate for commercial uses,
Housing should respond to local/ national trends:

- Aging population and millenials starting out
- Smaller units
- 50/50 tenure in Ashland
- Affordability is needed.



Early Concepts

ASHLAND NORMAL AVENUE NEIGHBORHOOD PLAN
HOUSING TYPES PALETTE

HIGHEST INTENSITY RESIDENTIAL – AVERAGE OF 14 DU/ACRE



LOW INTENSITY ROWHOUSES - 18 DU/ACRE

TRIPLEX, FOURPLEX AND VARIATIONS - 12 DU'

MEDIUM INTENSITY RESIDENTIAL – AVERAGE OF 10 DU/ACRE



DUPLEXES AND ACCESSORY DWELLING UNITS - 12 DU'

SMALL LOT SINGLE DWELLING - 8 DU/ACRE

COTTAGE CLUSTER - 10 TO 16 DU/ACRE

LOW INTENSITY RESIDENTIAL – UP TO 8 DU/ACRE ACCESSORY DWELLING UNITS, COTTAGE CLUSTERS

ASHLAND NORMAL AVENUE NEIGHBORHOOD PLAN

HOUSING TYPOLOGY

HIGHEST INTENSITY RESIDENTIAL – AVERAGE OF 14 DU/ACRE



Street Views



Building Footprints

LOW INTENSITY ATTACHED > ROWHOUSE

Typical Lot Size:	10,000 sf/0.2 Acres
Typical DU/Acres:	18 du/ac
Typical Dwelling Unit Size:	1,250 sf
Ownership:	Fee simple ownership/condo/rental

ASHLAND NORMAL AVENUE NEIGHBORHOOD PLAN

HOUSING TYPOLOGY

MEDIUM INTENSITY RESIDENTIAL – AVERAGE OF 10 DU/ACRE



Street Views



Street Views

MEDIUM INTENSITY DETACHED > TRI- & FOURPLEX

Typical Lot Size:	20,000 sf/0.5 Acres
Typical DU/Acres:	8 to 12 du/ac
Dwelling Unit Size:	1,700 sf to 2,400 sf
Ownership:	Fee simple ownership/ condo/rental

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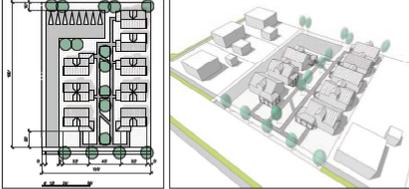
ASHLAND NORMAL AVENUE NEIGHBORHOOD PLAN

HOUSING TYPOLOGY

MEDIUM INTENSITY RESIDENTIAL – AVERAGE OF 10 DU/ACRE



Street Views



Building Footprint and Birdseye View

HIGH INTENSITY DETACHED > COTTAGE CLUSTER

Typical Lot Size:	20,000 sf/0.5 Acres
Typical DU/Acres:	10 to 16 du/ac
Typical Dwelling Unit Size:	600 sf to 1,000 sf
Ownership:	Fee simple ownership/condo/rental

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ASHLAND NORMAL AVENUE NEIGHBORHOOD PLAN

1. APPROACH CLUSTER DEVELOPMENT ^{concerning} IN A FEW AREAS TO ACHIEVE DESIRED DENSITY RATHER THAN SPRINKLING THROUGHOUT to retain rural feel.

2. APPROACH HIGH QUALITY HOMES ^{PROVIDE} COOKIE CUTTER APPROACH

3. "VILLAGE SQUAKE" APPROACH IS IT P...



Public Workshop 1 Feedback

Mobility

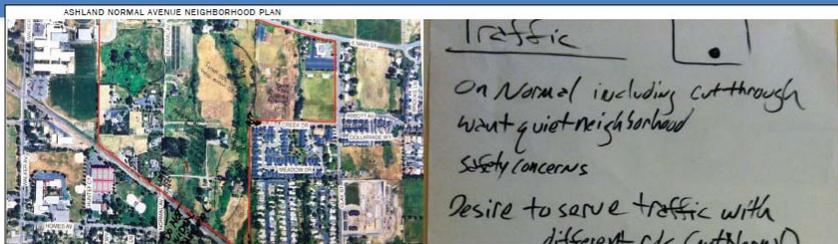
Desires

- meandering alignment for Normal Ave
- rural character for Normal Ave
- east-west connections
- connection to YMCA and schools
- pedestrian and bicycle connections
- minimize street widths and impervious surfaces

Concerns

- traffic on Normal Ave to south
- high speeds on Normal and other streets
- lack of stop control at Normal and Homes Ave.
- connecting Normal through site
- cut-through traffic

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Public Workshop 1 Feedback

Greenway and Open Space

Desires

- village square
- pathways along water features
- connections within site and to regional trails
- preserve wetlands and creeks
- demonstration/ interpretive wetland site

Concerns

- wetlands need to be delineated
- privatized creeks and wetland
- increased flooding

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Public Workshop 1 Feedback

Housing and Land Use

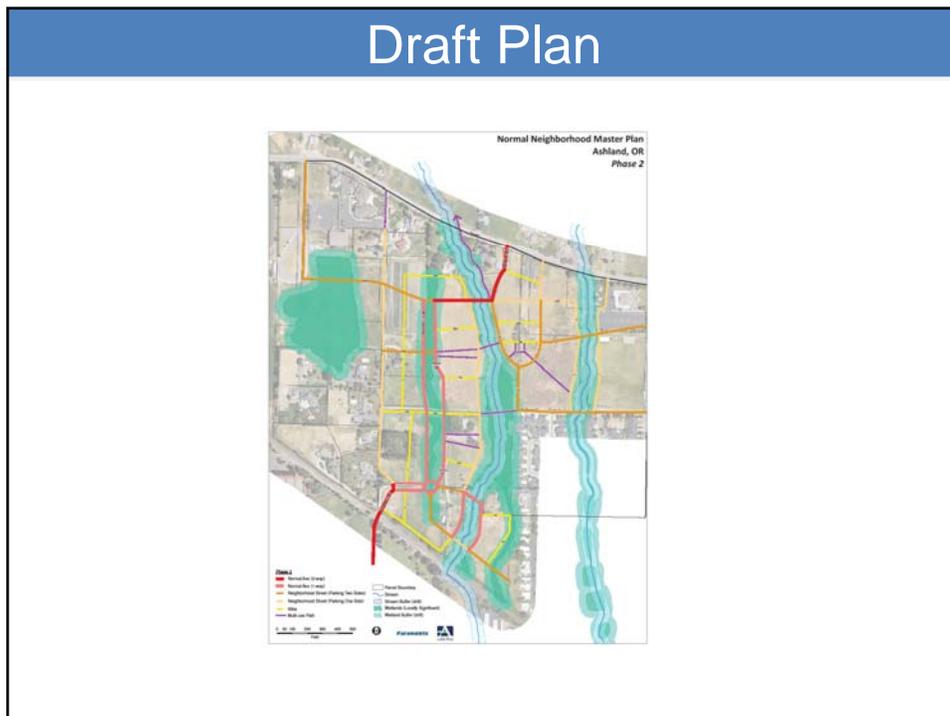
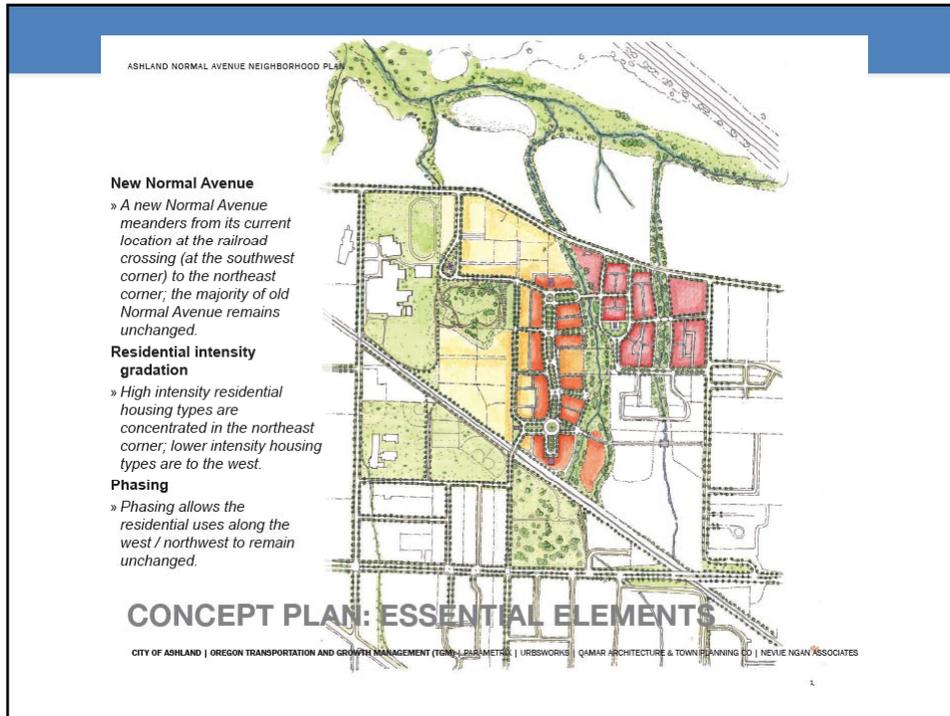
Desires

- higher intensity in the NE
- keep single family homes on site
- build with the topography
- adequate parking
- reducing required parking
- minimize impervious surface

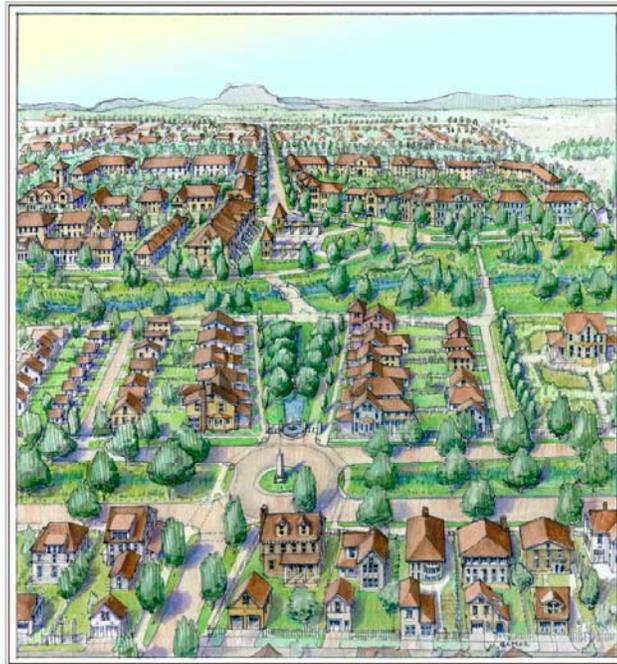
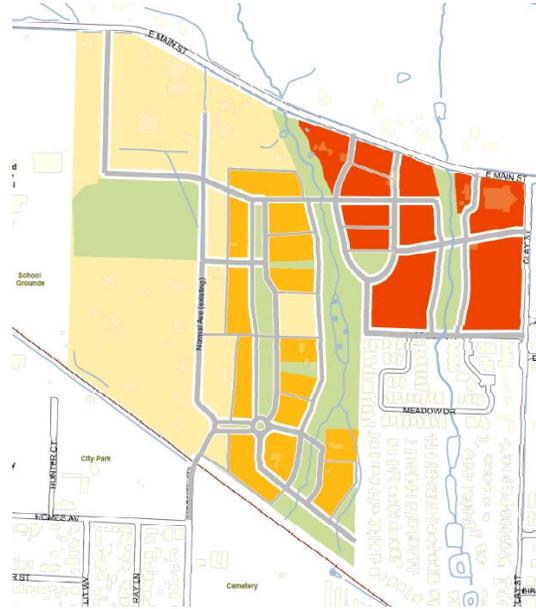
Concerns

- tightly clustered, intense development
- buildings over 2 stories in height
- cookie-cutter design
- overall number of units (<300)
- design of Meadow Creek Estates

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Draft Plan



The New Normal Avenue Neighborhood

Draft Plan

Transportation:

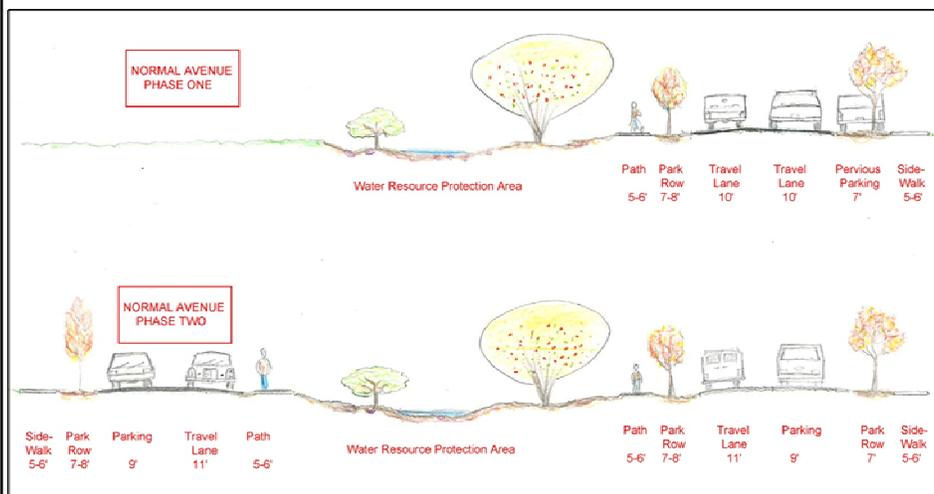
- 1 – Follows waterways
- 2 – Provides walkable design
- 3 – Weaves New Normal through site
- 4 – Allow for Phasing
- 5 – Provides view corridor
- 6 - Based on City standards except:

A – Curbless designs

B – The paths/ sidewalks for facilities adjacent to WRPAs will be allowed to meander away from the travel lanes and into the WRPA so long as it is designed with a sustainable approach to its placement, drainage, and materials, and only when the ecological function of the WRPAS is unharmed.



Draft Plan



Draft Plan

Next Steps:

Gather stakeholder input,
Finalize code language,
Produce Final Plan images, documents, and maps

Questions?

Revisions and Directions for Final

Draft Plan

<i>Neighborhood Street, Residential</i>	<i>less than</i>				NA	NA ¹				
<i>Parking One Side</i>	<i>1,500</i>	<i>47'-51'</i>	<i>22'</i>	<i>15'</i>			<i>one 7'</i>	<i>6"</i>	<i>7'-8'</i>	<i>5'-6'</i>
<i>Parking Both Sides</i>	<i>ADT</i>	<i>50'-57'</i>	<i>25'-28'</i>	<i>11'-14' Queuing</i>			<i>two 7' lanes</i>	<i>6"</i>	<i>7'-8'</i>	<i>5'-6'</i>
<i>Alley</i>	<i>NA</i>	<i>16'</i>	<i>12' paved width, 2' strips on both sides</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>	<i>none</i>	<i>none</i>	<i>none</i>	<i>none</i>
<i>Multi-Use Path</i>	<i>NA</i>	<i>10'-18'</i>	<i>8'-10' paved width, 2'-4' strips on both sides</i>	<i>NA</i>	<i>NA</i>	<i>NA</i>	<i>none</i>	<i>none</i>	<i>none</i>	<i>none</i>