

Ashland Normal Avenue Neighborhood
CONCEPT PLAN



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CITY OF
ASHLAND



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Transportation and Growth Management

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Ashland Normal Avenue Neighborhood CONCEPT PLAN

INTRODUCTION

The purpose of this concept plan for the Normal Avenue Neighborhood is to investigate the existing conditions of the site and to determine the type of development that would be possible under the site's existing comprehensive plan designations. The concept plan represents just one of many possible development schemes for the site and should not be taken as the preferred development pattern. The concept plan provided the project team with the opportunity to investigate development patterns and uncover the site's existing conditions ahead of the charrette. The charrette and subsequent public involvement will lead to numerous other alternatives for the site and the eventual selection of a preferred neighborhood development pattern.

EXISTING CONDITIONS

The Normal Avenue neighborhood is situated between East Main Street to the north and the railroad tracks to the south, Clay Street to the east and the Ashland Middle School to the west (Figure 1). Currently, the 94 acre area has a mix of Comprehensive Plan designations including single family residential and suburban residential, and is



Figure 1

presently outside the City of Ashland (City) city limits but within the City Urban Growth Boundary (UGB).

This area constitutes the largest remaining area of residentially designated land that is suitable for medium- to high-density development which remains largely vacant or redevelopable. The plan area contains 35 properties ranging in size between 0.38 acres up to 9.96 acres. There are 26 property owners within the plan area with a number owning multiple parcels. Residential development in the plan area has historically been low density - rural residential large lot single family homes - consistent with Jackson County (County) zoning standards. Single family homes on large (up to 2 acre) lots are predominately located along East Main St, or in the south west corner of the plan area adjacent to Normal Ave.

Existing developments within the plan area include 21 Single family homes on individual lots and four religious institutions. Actively farmed properties include approximately seven acres with the remainder of the vacant lands kept largely in a natural state.

CONCEPT PLAN PROCESS

The concept plan for the Normal Avenue Neighborhood was created through the compilation of five separate frameworks, data provided by the City of Ashland, initial stakeholder interviews and surveys and internal project team workshops. The concept represents the integration of the frameworks, public involvement and city staff input.

The frameworks include:

- Housing and Land Use
- Greenway and Open Space
- Mobility
- Infrastructure
- Sustainability

FRAMEWORKS

Housing and Land Use

The purpose of the housing and land use framework is to investigate alternatives for the concentration, density and types of land uses and housing in the Normal Avenue Neighborhood. This framework is based on buildable lands analysis and a housing needs analysis completed by the city as well as a market study completed by the consultant team.

Key Findings:

- The city made a regional commitment as part of the Greater Bear Creek Valley Regional Plan to focus on innovative land use strategies, rather than identify future growth areas. As a result, the long term planning for the Normal Avenue neighborhood must help accommodate the long-term housing need for the city.
- The site is best suited for residential. A broad range of residential housing types could be supported on the site, including single family, cottage housing, townhouses and garden apartments. To meet the city's affordable housing goals and need for a significant amount of new units in this area, much of the new housing is likely to be multi-family complexes with five or more units.
- There are currently two comprehensive plan designations on the site, Single Family Residential and Suburban Residential. The base density for these two designations is 4.5 for Single Family and 7.2 for Suburban.

However density bonuses are available for affordable housing (up to 35%), energy efficiency (15%), major recreation facilities (10%) and common open space (10%) with a cumulative maximum of a 60% increase in base density. As a result the maximum density on the site under the existing designations could range from 7.2 to 11.5 units per acre.

- A total of 409 units could be built on the site based on the existing comprehensive plan designations.

Greenway and Open Space

The purpose of the greenway and open space framework is to explore the opportunities for the preservation of open spaces on the site and the connection of those open spaces through a series of greenways. Done properly, greenway and open space planning not only improves the livability of an area it also improves property values and protects the natural ecosystem.

The Normal Avenue neighborhood includes a number of natural resource features that should be incorporated into the design of the neighborhood. The greenway and open space framework weighs the relative functional value of each of the resources both within the site as well as the larger ecosystem context. For example, some of the resources on the site are both regionally as well as locally important and provide important wildlife and water quality and quantity connections. Other resources may be better used as locally serving open space and water quality treatment. The greenway and open space framework also investigates the trail or greenway connections within the site as well as connections to existing trails.

Figure 2 shows potential open space on the site and connections to the open space.

Key Findings:

- There are over 11 acres of wetlands on the site, including the largest wetland in the city of Ashland (W9 on Figure 2) at 5.38 acres.

Wetlands W9 and W4 provide the opportunity for passive open space as well as restoration activities to restore the functions of these wetlands and are likely good candidates for on-site mitigation.

- Wetland W12 is isolated in nature and has a low rating for habitat and medium rating for hydrologic control and may better serve the site as the location for regional stormwater treatment and passive open space. Only treated water can be drained into jurisdictional wetlands so W12 would need to have a permit for a constructive use of the wetland which would require mitigation elsewhere on site.
- There are two named streams on the site, Cemetery Creek and Clay Creek. The streams are generally degraded through the site but provide valuable local and regional functions. Both streams are designated as Floodplain Corridor lands by the City and require a 40 foot buffer from the centerline of the stream. The streams are well suited for on-site mitigation and could serve as key open space features within a new neighborhood design.
- There are opportunities for multi-use paths along the existing stream corridors linked to other natural areas and the neighboring public sidewalk system. In addition, there is the opportunity for a more significant park or active open space adjacent to wetland W9. Other

open spaces should be oriented in an east-west direction for the purpose of connections across the site and to promote habitat connectivity between the wetlands and stream corridors. See Figure 2.



Figure 2

Mobility

The purpose of the mobility framework is to investigate the pedestrian, bicycle, transit and automobile connections to and within the site. The mobility framework will help determine the eventual development pattern of the site by recommending key connections and alternative street designs that might better fit with natural resource constraints and existing development within the area. The mobility builds on the work done to analyze the existing traffic conditions around the site and is a multi-modal look at how the transportation system can best integrate with the land uses of the area. The mobility framework is guided by the City's Transportation System Plan (TSP) and the City's Transportation Element of the Comprehensive Plan.

Key Findings:

- Mobility infrastructure, streets, sidewalks, bike lanes and multi-use trails are lacking throughout the site and will need to be constructed to City standard as development occurs.
- The design and location of Normal Avenue is one of the key issues in the development of the Normal Avenue Neighborhood. The City's TSP currently designate Normal Avenue as an "Avenue" which requires either a 2-lane or a 3-lane cross-section is required with narrow lane widths, 6-foot on-street bike lanes and adjacent parking. A planted parking strip and setback sidewalk of at least 6-feet in width is

also required. During this planning process that designation should be reevaluated to determine if that is the correct designation given the type of future development likely within the site.

- As appropriate, provision should be made to accommodate future development of the Clay Creek corridor multi-use trail to connect the Normal Avenue area with both a future extension of the Bear Creek Greenway on the north and the Talent Irrigation District Trail on the south.
- Provision for safe bicycle and pedestrian circulation should be provided to the Ashland Middle School and Walker Elementary School on Walker Avenue to the west of the Normal Avenue area. Development of a connection between Normal Avenue and Walker Avenue north of the railroad tracks should be considered, but care needs to be taken to avoid a large wetland in this area. Conceivably, this connection could include all travel modes, or just active transportation modes like bicycles and pedestrians.

Potential street cross-sections are shown in Figures 3 – 6. These cross sections include alternatives for Normal Avenue as well as for local streets.

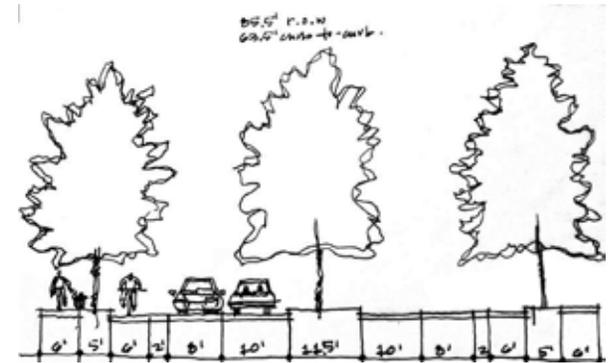


Figure 3: Potential Normal Avenue cross-section with protected bikeway.

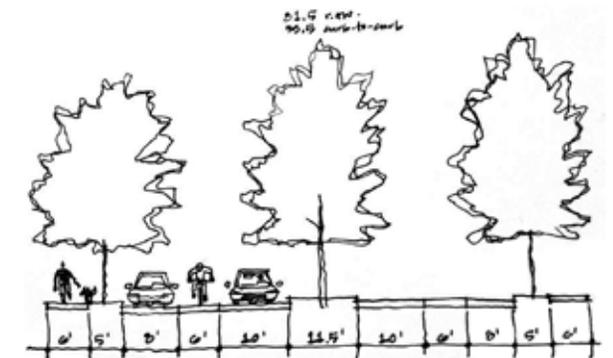


Figure 4: Alternative Normal Avenue cross-section

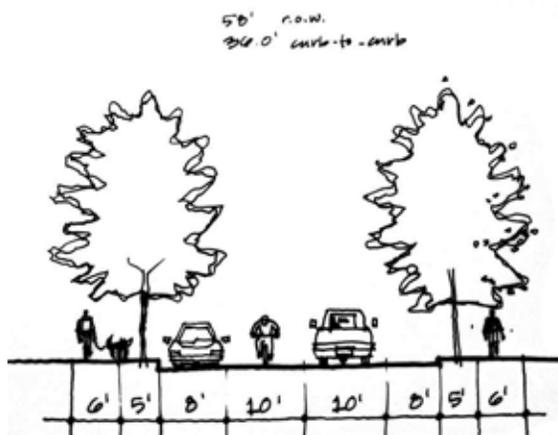


Figure 5: Local street cross-section

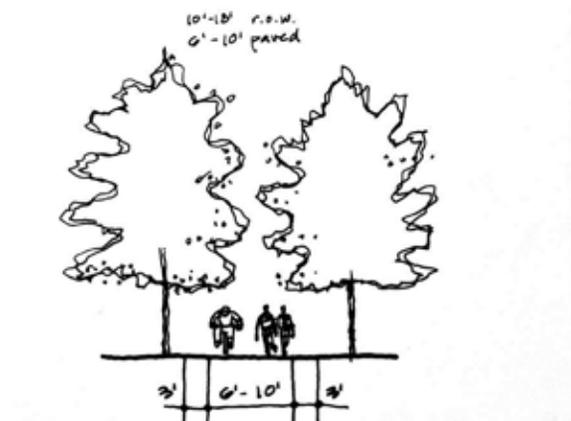


Figure 6: Multi-use cross-section

Infrastructure

The purpose of the infrastructure framework is to investigate alternatives for the provision of water, wastewater and stormwater to the site. The infrastructure framework investigates the use of “green infrastructure” or the use of natural systems over engineered systems to both reduce costs and environmental impacts. Examples of green infrastructure include stormwater swales, rain gardens and green roofs. Creating a sustainable development pattern requires a comprehensive analysis of how utilities are provided and a combination of flexibility, incentives and requirements to ensure that new development is as efficient as possible.

Key Findings:

- The focus for stormwater management in the Normal Avenue neighborhood should be on low-impact development (LID) techniques, controlling stormwater at its source. Rather than moving stormwater offsite through an engineered conveyance system, the goal of LID is to maintain the natural, ecosystem functions of infiltration and retention.
- Impervious area should be minimized on site to allow for greater groundwater recharge and to minimize the amount of engineered solutions necessary to deal with stormwater. Reducing impervious surface also helps to reduce the “heat island” effect often found in urban environments and better fits with the current

semi-rural nature of the area.

- The planning and design of the Normal Avenue Neighborhood should reduce the need for water use, through the recycling of water used on site (graywater) to the use of drought-tolerant native plants to the maintenance of the natural drainage system.
- The water resources on the site, streams and wetlands, should be considered part of the natural infrastructure of the site and managed in a manner that not only improves the natural functions of the site but a way to improve the engineered infrastructure on the site as well.

Sustainability

The purpose of the sustainability framework is to look across all of the frameworks and ensure that each component is considered in an integrated, holistic manner. There are numerous sustainability rating systems that can help frame a sustainability discussion for a new neighborhood, but perhaps the most well-known and tested is the US Green Building Council's LEED for Neighborhood Development or LEED-ND. The intent of LEED-ND is to promote healthful, durable, affordable and environmentally sound practices for neighborhood design and development. While it has not been determined that the Normal Avenue Neighborhood will apply for a LEED-ND designation, the system provide a suitable framework for thinking about the site and more importantly integrating all of the frameworks.

Key Findings:

- The site should be considered as a system where each development decision impacts each part of the whole. For example, the placement of streets throughout the site had a direct impact on the function of the sites natural resources as well as the efficiency of the development pattern.
- The natural resources on the site should serve as the base framework for development to ensure that the resources are preserved and enhanced and determining which areas might

be integrated into the stormwater planning and where active open spaces might be included.

- Housing types should be selected that meet overall city and regional goals while balancing the design needs of the site. Housing construction should promote sustainable practices through energy efficiency, water use reduction and reuse, solar orientation and the use of high quality materials that result in longevity.
- The urban design of the site should promote social interaction and a sense of community to improve the resilience and long-term success of the neighborhood as well as the surrounding area.
- Emphasis should be placed on promoting non-motorized travel within the site and for short trips outside of the site through the inclusion of excellent pedestrian and bicycle facilities as well as transit supportive densities where appropriate.

CONCEPT PLAN

The following concept plan is based on the frameworks, public input to date and multiple discussions and workshops with the project team. The concept plan is composed of three main components:

- Site Plan and Housing Type Palette
- Modular Block Layout
- Housing Typology

The site plan and housing type palette provide the overview of the concept plan, while the modular block layout and the housing typology provide the details of how the concept could work. It is important to recall that this is only a preliminary concept generally based on the existing comprehensive plan designations for the site and the existing development regulations. Through the charrette process and the development of the preferred plan many different concepts will be explored and the existing comprehensive plan designations and development regulations may be changed or altered to create the best design for the site.

HOUSING TYPES PALETTE



CENTER — AVERAGE OF 30 DU/ACRE (DWELLING UNITS PER ACRE)



HIGH INTENSITY ROWHOUSES - 40 DU/ACRE



MEDIUM INTENSITY GARDEN APARTMENTS - 30 DU/ACRE



MEDIUM INTENSITY ROWHOUSES - 20 DU/ACRE



GENERAL — AVERAGE OF 14 DU/ACRE



LOW INTENSITY ROWHOUSES - 18 DU/ACRE



COTTAGE CLUSTER - 16 DU/ACRE



TRIPLEX, FOURPLEX AND VARIATIONS- 12 DU/ACRE



EDGE — AVERAGE OF 10 DU/ACRE



DUPLEXES AND ACCESSORY DWELLING UNITS - 12 DU/ACRE

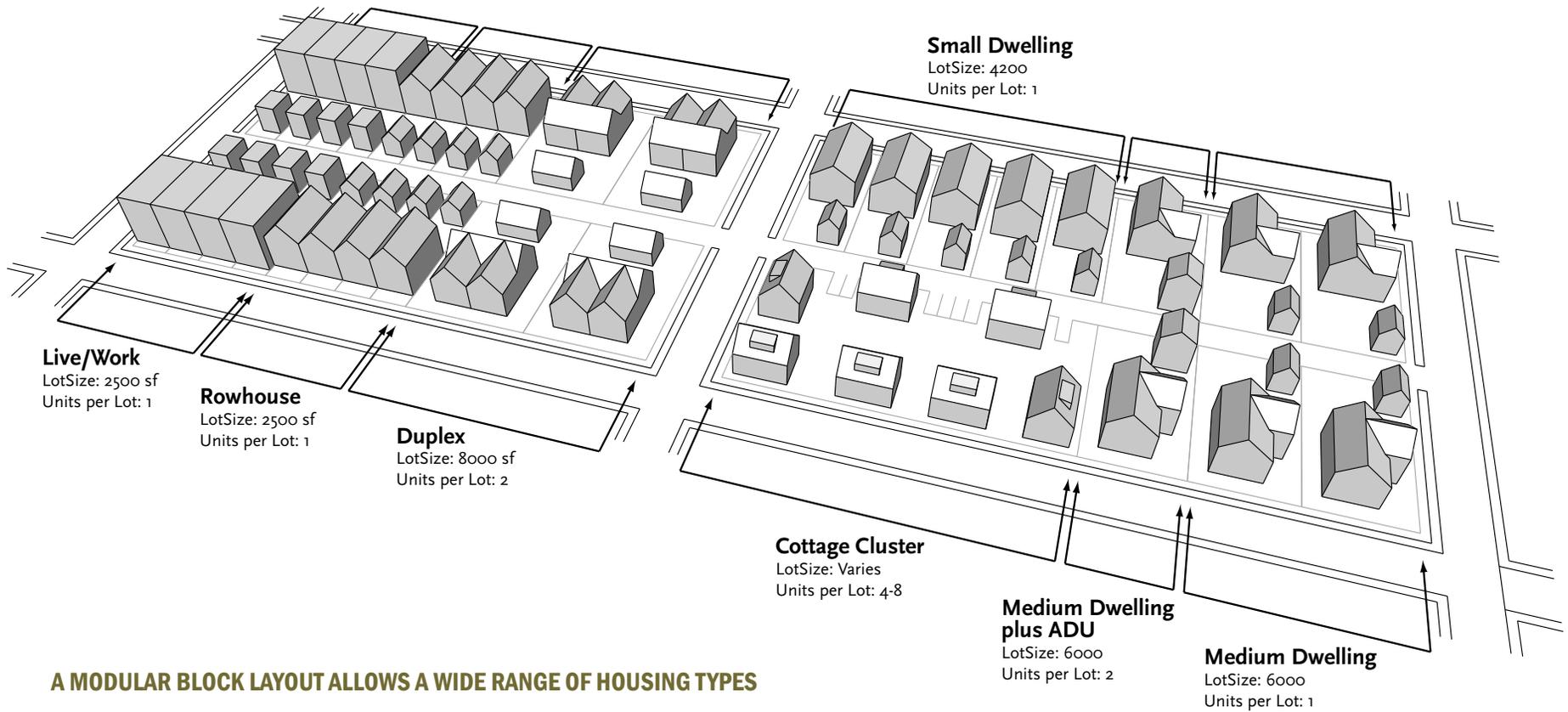


SMALL LOT SINGLE DWELLING - 8 DU/ACRE

CONCEPTUAL PLAN - HOUSING TYPES PALETTE APPLIED



MODULAR BLOCK



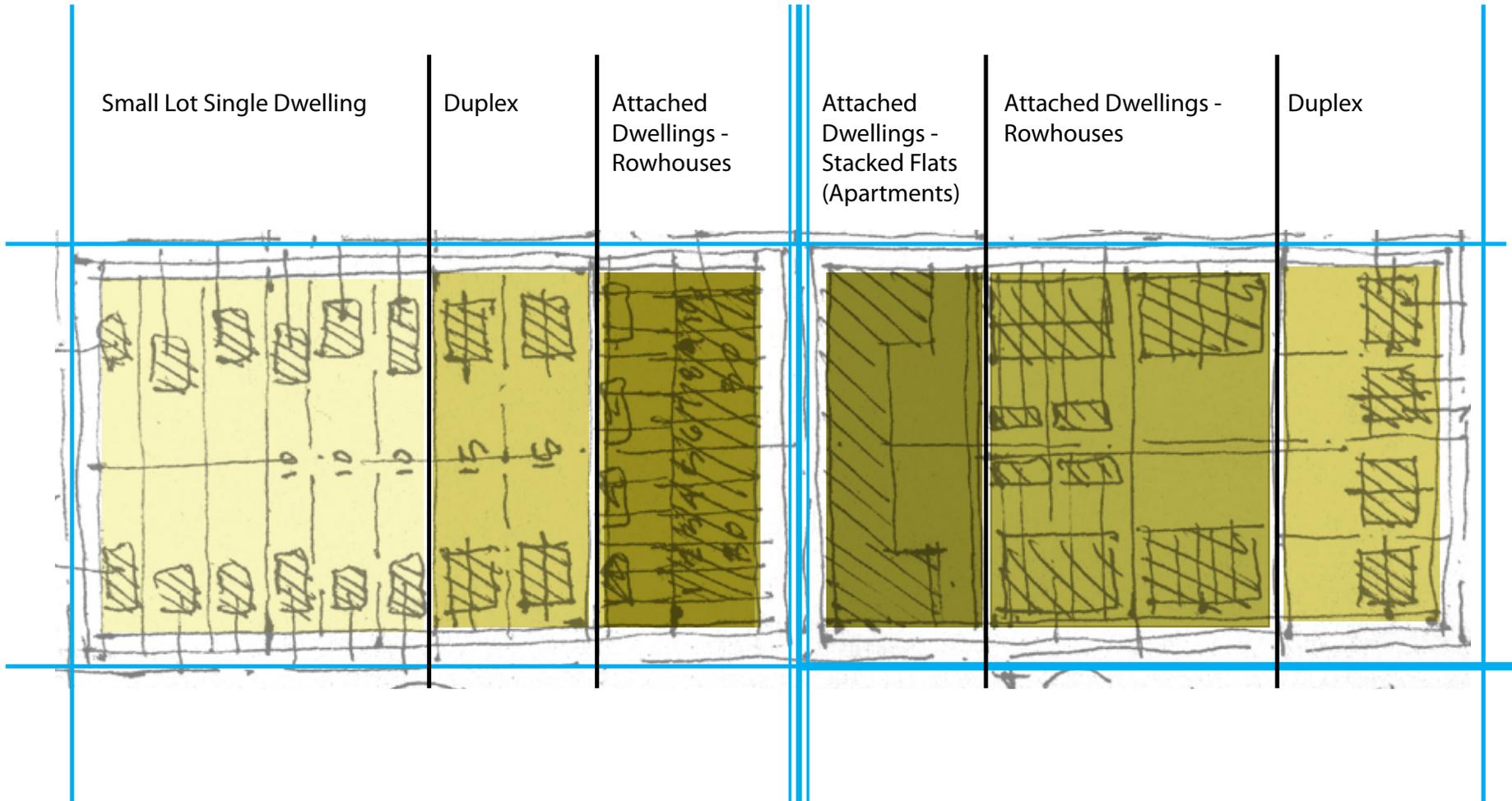
A MODULAR BLOCK LAYOUT ALLOWS A WIDE RANGE OF HOUSING TYPES

MODULAR BLOCK

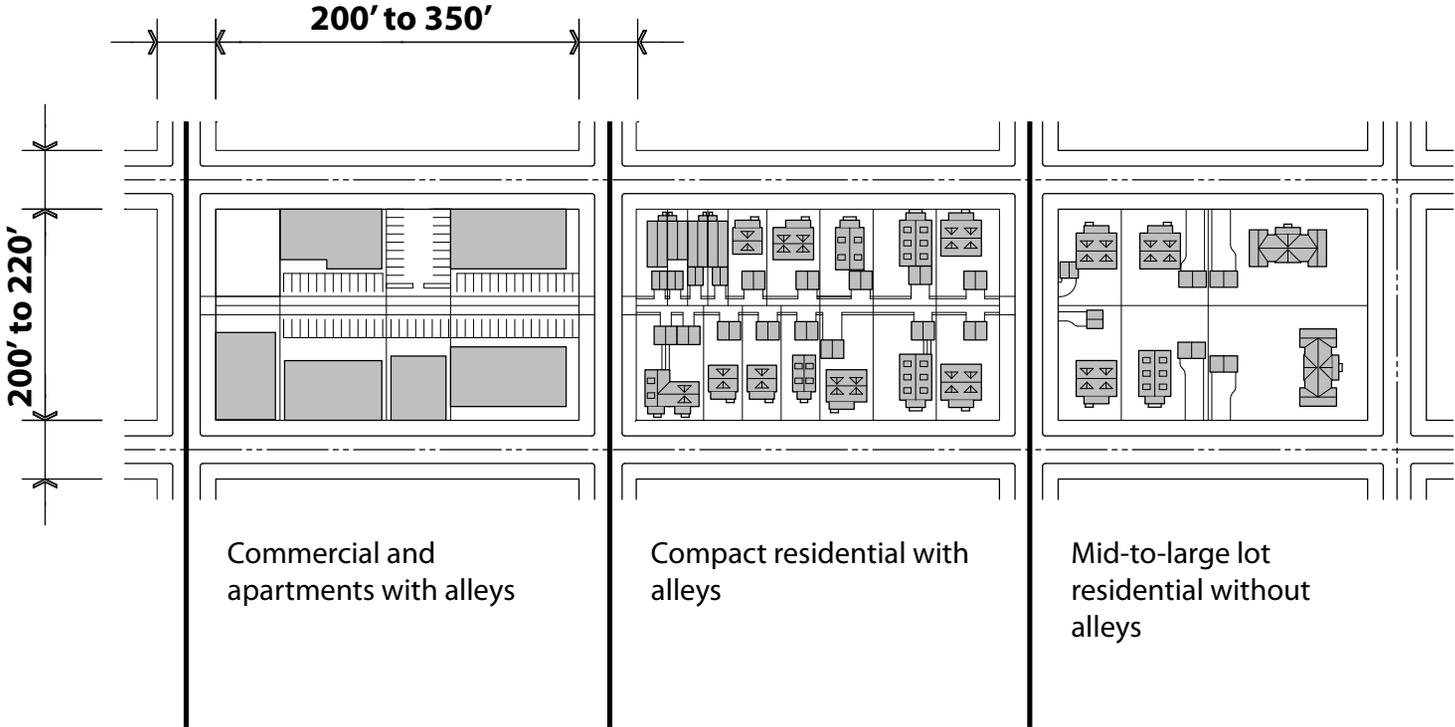
Modular block layout allows a wide range of housing choices, from compact units to family units; market rate to affordable; rental to home ownership

Low intensity detached to high intensity attached residential

High intensity attached to medium intensity detached residential



MODULAR BLOCK



HOUSING TYPOLOGY



Street Views



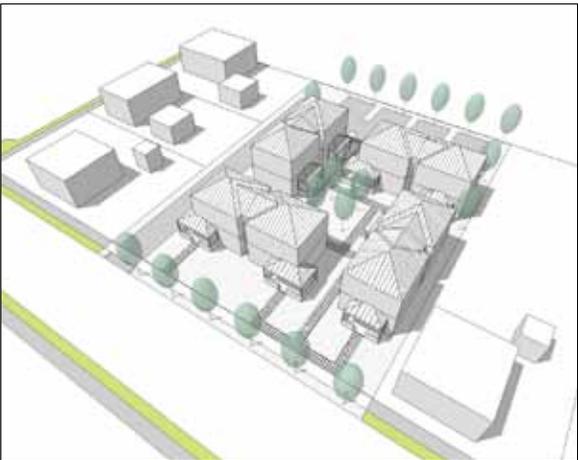
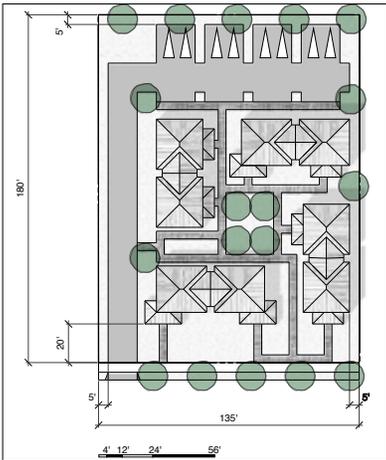
HIGH INTENSITY ATTACHED > ROWHOUSES

- Typical Lot Size:** 20,000 sf/0.5 Acres
- Typical DU/Acres:** 40 du/ac
- Typical Dwelling Unit Size:** 1,700 sf to 2,400 sf
- Ownership:** Fee simple ownership/condo/rental

HOUSING TYPOLOGY



Street Views



MEDIUM INTENSITY ATTACHED > GARDEN APARTMENTS

- Typical Lot Size:** 20,000 sf/0.5 Acres
- Typical DU/Acres:** 30 du/ac
- Typical Dwelling Unit Size:** 800 sf to 1,000 sf
- Ownership:** Condo/rental

HOUSING TYPOLOGY



Street Views



MEDIUM INTENSITY ATTACHED > ROWHOUSES

Typical Lot Size:	10,000 sf/0.2 Acres
Typical DU/Acres:	20 du/ac
Typical Dwelling Unit Size:	1,600 sf
Ownership:	Fee simple ownership/condo/rental
:	

HOUSING TYPOLOGY



Street Views



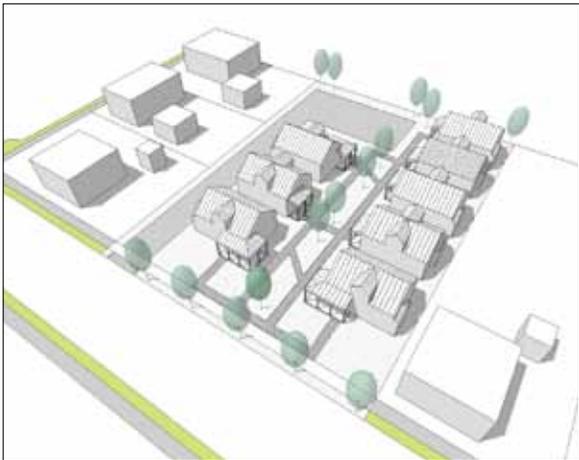
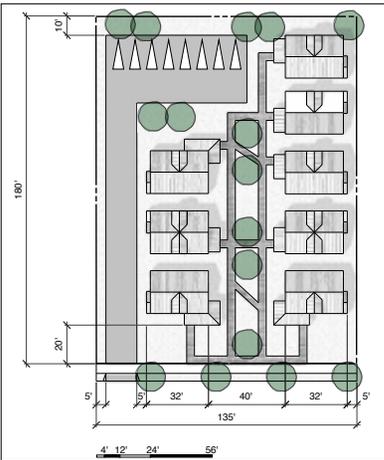
LOW INTENSITY ATTACHED > ROWHOUSE

- Typical Lot Size:** 10,000 sf/0.2 Acres
- Typical DU/Acres:** 16 du/ac
- Typical Dwelling Unit Size:** 1,250 sf
- Ownership:** Fee simple ownership/condo/rental

HOUSING TYPOLOGY



Street Views



Building Footprint and Birdseye View

HIGH INTENSITY DETACHED > COTTAGE CLUSTER

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

HOUSING TYPOLOGY



Street Views



Street Views

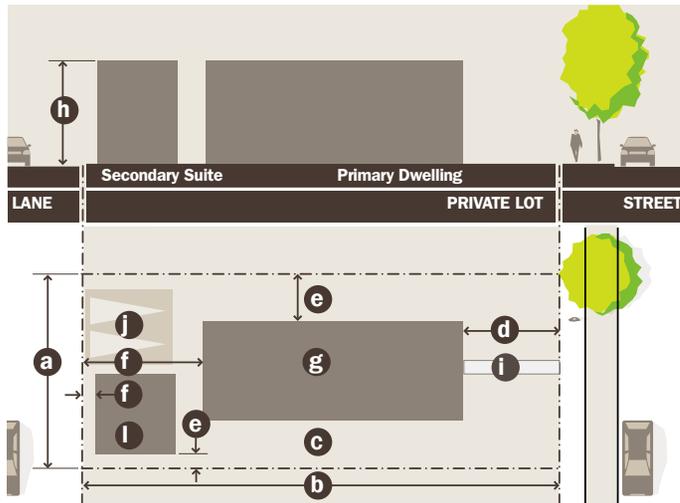
MEDIUM INTENSITY DETACHED > TRI- & FOURPLEX

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

HOUSING TYPOLOGY



Street Views



Building Footprints



MEDIUM INTENSITY DETACHED RESIDENTIAL > DUPLEX AND ADU

Typical Lot Size:	5,000 sf/0.1 Acres
Typical DU/Acres:	8 du/ac
Typical Dwelling Unit Size:	900 sf to 2,400 sf
Ownership:	Fee simple ownership/ condo/rental