

Note: Anyone wishing to speak at any Planning Commission meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note that the public testimony may be limited by the Chair and normally is not allowed after the Public Hearing is closed.

**ASHLAND PLANNING COMMISSION
STUDY SESSION
MARCH 29, 2011
AGENDA**

- I. **CALL TO ORDER**: 7:00 PM, Civic Center Council Chambers, 1175 E. Main Street

- II. **PRESENTATION OF DRAFT CONCEPT PLAN (Tom Litster, OTAK)**

- III. **PUBLIC COMMENTS**

- IV. **ADDITIONAL COMMISSIONER COMMENTS**

- V. **ADJOURNMENT**

**CITY OF
ASHLAND**



In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Community Development office at 541-488-5305 (TTY phone is 1-800-735-2900). Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

City of Ashland Transportation System Plan Update

Planning Commission Work Session for March 29, 2011

The materials provided to you for tonight's work session include this overview of the Pedestrian Places task within the larger effort to update Ashland's Transportation System Plan (TSP), a graphic package illustrating the conceptual plans developed for Pedestrian Places at three selected locations, and a memorandum documenting our review of current zoning and Land Use Ordinance provisions with regard to the concept of a Pedestrian Place.

Pedestrian Place Concepts and the Transportation System Update

The concept of Pedestrian Places was included in the update of Ashland's Transportation System Plan (TSP) based on an assumption that patterns and types of development will influence transportation behaviors. Conversely, investments in multimodal transportation are assumed to encourage development characterized by a more compact concentration of neighborhood services and housing, and by a wider and more affordable range of housing choices. Both assumptions are reasonable. However, others factors beyond the scope of this project, such as income, demographics, and local preferences, are very important determinants of housing and transportation choices.

Planning for Pedestrian Places as part of the TSP is a unique opportunity to satisfy complementary objectives:

- Reduce travel trips by car.
- Create momentum for enhanced transit, pedestrian, and bicycle facilities.
- Move forward with capital and pilot projects for innovative ideas like shared streets, enhanced bike facilities, 'road diet', and Green Streets.
- Establish an implementation strategy for coordinating public and private actions that includes updates to zoning and ordinances.
- Identify changes in transportation funding that directly affect private development.
- Encourage more affordable housing choices.

Innovative ideas and policy changes are still under review as part of the TSP update. They will move forward in alternatives analysis and then into the adoption process. Some may be applied directly to the Pedestrian Places. For example, a road diet project could significantly influence a development plan for specific parcels by making right-of-way available for on-street parking and/or an enhanced bicycle facility.

Transit-Supportive Density

An important outcome of integrated land use and transportation planning is to identify where and how to link policies and incentives for higher density housing to investments in multimodal transportation. Concepts for Pedestrian Places directly address this linkage at the level of the individual parcel. To fully address the where and how of transit-supportive development, the

relationship of density, demographics, housing choices, and transit needs to be explored beyond looking at selected, single parcels. The project white paper on high-density housing suggested corridor-level planning as one of the primary opportunities to leverage the benefits of more intensive development and new investments in the transportation system.

Assessments of what levels of residential and employment densities will support good transit service have evolved over the past decade, with varying target densities for different transit modes and within different urban contexts. Pedestrian Places are most likely to be mixed use development with a preponderance of residential uses. For transit, this is a trip-origin form of development, and the number of new residential units is the most important factor in increasing ridership. Generally agreed on densities for transit service are as follows:

Table 1

Level of Service	Residential Density Threshold
Local bus service (1 bus per hour)	4-5 dwelling units/acre
Intermediate bus service	7-8 dwelling units/acre
Frequent bus service	12-15 dwelling units/acre
High Capacity Transit (HCT) systems (primarily streetcar and light rail transit)	25-50 dwelling units/acre

For Ashland, the most realistic assumptions are for improved bus service. The improvement would include more frequent service and extended days and hours of service. In the case of North Mountain Avenue and East Main Street, it would mean restoring bus service that has been discontinued.

Environmental Impacts of Development

Development patterns, particularly residential development, have an environmental impact. The effects on stormwater quantities and quality and the generation of wastewater are well-documented and understood. The intuitively plausible assumption that more compact and dense development results in less environmental damage related to greenhouse gases, transportation and continuing energy consumption is less conclusive. It has not been documented in ways that easily lead to quantifiable metrics to support policy criteria on the local level. It is beyond the scope of the Pedestrian Places effort to undertake a detailed analysis of environmental impacts. However, it is reasonable to assume that this type of development, located in Ashland’s transit corridors, will measurably reduce the environmental impacts of land use development and transportation.

Concept Plans

The selected locations for the conceptual planning studies are at the intersections of North Mountain Avenue/East Main Street, Ashland Street/Tolman Creek Road, and Ashland Street/Walker Avenue. Great Streets, gathering places, new shops/offices, transit improvements, and new and public art opportunities were set out as the building blocks for these places. The study areas included an approximate 5-minute walk area surrounding the intersections. A vision statement was developed and neighborhood development and connectivity opportunities were identified.

A conceptual development plan for an individual parcel was developed for each location. The intent of the plans was threefold. First, they illustrate one possible expression of the building blocks of pedestrian-oriented design that were established at the first community workshop. A number of other design concepts could also be built from those blocks. Second, they explored whether or not transit-supportive densities could be achieved and with assumptions about parking, building height, and size of residential uses. Lastly, the concepts helped shed light on any changes to current zoning and ordinances that might support or hinder any of the opportunity sites identified within the selected areas. The plans should not be taken as specific or imminent development proposals or as architectural design recommendations subject to current planning approval.

Transit-Supportive Characteristics

For the individual parcels studied, achieving densities supportive of frequent bus service was an important criterion. The results were encouraging with regard to potentially increasing ridership and creating a more comfortable environment for transit riders to wait for and board the bus.

Increased Ridership. The threshold density for frequent bus service would be met and exceeded with two-story residential and mixed-use buildings. The achievable densities would range from approximately 22 dwelling units/acre to 30 dwelling units/acre. Those densities are consistent with current zoning for the parcels studied.

Enhanced Transit Environment. High-quality bus stop environments would be created through the generous passenger waiting areas, shelters and other passenger amenities, zero set-back for buildings, front doors and display windows, and the potential for small shops that may occasionally meet other needs of transit riders. Increased walking connectivity will also encourage transit use.

Transit-Supportive Corridors. Redevelopment of a single parcel will not achieve the overall ridership potential to change the level of transit service. Using the metric of density, the dwelling units suggested in Table 1 would need to be present throughout a 5- to 10-minute walking area of the stop. With closely spaced bus stops, these areas overlap, suggesting that increasing average density throughout the corridor may be the metric to address. However, a full analysis of transit ridership potential needs to also consider demographic and income factors.

Designing the Public Realm

The concept of a Pedestrian Places integrates land use and transportation planning through emphasizing the importance of the ‘public realm’. The public realm is more than what lies within the strict confines of the street right-of-way. It is all the exterior places, linkages, and built elements that can be physically and visually accessed from the street and from the building entries fronting the street. These places, linkages, and elements are all subject to design. They will affect how comfortable, safe, and appealing the street is for its intended users.

Implementation Measures

Ashland’s current zoning appears to be largely supportive of creating Pedestrian Places. However,

after careful review of the Ashland's existing zoning and Land Use Ordinance, we recommend creating an overlay zone as the primary implementation tool. A suggested outline for an overlay has been included in the work session materials. The overlay would apply to areas within a 5-minute walk which are already designated as Detailed Site Review Zones on the City's Site Design Zone map. Some of the key changes address:

- Reduced parking standards.
- Increased allowable floor-area ratio (FAR).
- Maximum building setbacks from the street.
- A minimum building height.
- Revision to the landscaped area requirements.

Next Steps

Development of the Pedestrian Places concepts as part of the TSP Update project scope of work will be essentially complete following this work session and your comments. The next step is for city staff to evaluate the recommended updates to zoning and Land Use Ordinances and develop adoption-ready language.

Suggested Discussion Questions

For purposes of tonight's work session, the following questions may be helpful in facilitating discussion. While your responses to these questions will be very helpful to us, they are not intended to limit discussion or exclude any of your thoughts or comments regarding the ideas that have been developed for creating new Pedestrian Places in Ashland.

- Is the concept of Pedestrian Places, as it has been defined, complementary of other key objectives in the TSP Update?
- Do you think the conceptual illustrations of Pedestrian Places and the recommended adjustments to zoning have addressed the fundamental 'building blocks' of pedestrian-oriented redevelopment?
- Do you think the mix of uses and densities suggested in the concept plans and the Pedestrian Place overlay zone will be transit-supportive? Are there additional transit-supportive measures to consider?
- Do you think the concept of Pedestrian Places will help meet the need for additional housing choices in Ashland? Who do you think will be attracted to living in a Pedestrian Place?
- Do you think the appropriate transportation and streetscape improvements have been identified?

Pedestrian Place Concepts



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To: Maria Harris and Brandon Goldman, City of Ashland

From: Tom Litster and Jerry Offer, Otak

Copies: Jim Olson, City of Ashland

Date: March 21, 2011

Subject: Zoning Review and Recommendations

Project : City of Ashland Transportation System Plan Update/Otak Project No. 15702

Zoning and Land Use Ordinance Review and Recommendations

Ashland's existing zoning and City of Ashland Land Use Ordinance provisions were reviewed with regard to support or hindrance of the opportunity sites and design concepts for pedestrian places. The opportunities and redevelopment concepts are illustrated in the design for each of the three major intersection locations studied: North Mountain Avenue and East Main Street, Ashland Street and Tolman Creek Road, and Ashland Street and Walker Avenue. Suggested amendments to the Ashland Land Use Ordinance follow our analysis of each area and of development standards common to all districts in the city. In completing our analysis, we kept in mind best practices observed for areas which are transit-supportive and/or pedestrian oriented, as well as, the 'building blocks' for pedestrian places identified through community workshops associated with this project.

Our review resulted in four general conclusions:

- Transit-supportive densities for frequent bus service can be achieved under current zoning for the five-minute walk areas for each place. Commercial development opportunities are also allowed in order to achieve mixed use. Mixed use meets the objective of creating a place where people live and people work. We recommend no changes to the underlying zoning within the five-minute walk areas for the pedestrian places.
- Some modifications to the development standards applicable to the pedestrian places and their five-minute walk areas should be considered.
- An overlay zone is probably the best implementation measure for achieving desired changes and development character. Key features of that overlay zone have been outlined.

- Ashland's Site Design and Use Standards Manual contain excellent standards for promoting pedestrian-friendly development and transit-supportive uses, especially the standards for the Croman Mill district. These standards can be adopted for use in an overlay zone.

Our recommendations for amendments is based on our understanding of a number of current best development code practices for supporting pedestrian and transit-supportive development, including but not limited to, transit-supportive and pedestrian oriented parking reduction standards from the City of Portland's Zoning Code. The recommendations are summarized below, followed by a review of zoning applicable to each of the Pedestrian Place areas and a more detailed explanation of the recommendations.

Create a Pedestrian Place Overlay Zone

We recommend creation of a Pedestrian Place overlay zone as described below. Key elements of that overlay are outlined below.

Uses

All uses of the underlying zoning districts should be allowed, except that the Pedestrian Place overlay zone should exclude permitted uses, special permitted uses, and conditional uses allowed by the underlying zoning district if those uses are deemed counter to the desired types of uses. Our recommendation is that the overlay zone should prohibit the following uses, which are generally not supportive of the pedestrian place concept:

- All uses, other than grocery stores, with over 10,000 square feet on any one floor.
- All drive-up uses.
- Crematoriums and mausoleums.
- Commercial laundry, cleaning, and dyeing establishments.
- Bowling alleys, auditoriums, skating rinks, and miniature golf courses.
- Automobile fuel sales, and automobile and truck repair facilities.
- Kennel and veterinary clinics where animals are housed outside.
- Electrical substations.
- New and used car sales, boat, trailer, and recreational vehicles sales and storage areas.
- Outdoor storage of commodities associated with a permitted, special permitted or conditional use.
- Building material sales yards.
- Freestanding wireless communication facilities (co-located facilities would be permitted).
- Electrical, furniture, plumbing shop, printing, publishing, lithography, or upholstery.

- Light manufacturing, assembly, fabricating, or packaging of products from previously prepared materials, such as cloth, plastic, wood (not including saw, planing, or lumber mills or molding plants), paper, cotton, or precious or semi-precious metals or stone.
- Manufacture of electric, electronic, or optical instruments and devices.
- Bakeries without retail sales.
- Public and quasi-public utility and service buildings and yards, structures.
- Manufacture of pharmaceutical and similar items.
- All special-permitted uses and conditional uses in the E-1 district.
- Hospitals, rest, nursing, or convalescent homes.
- Public, parochial, and private schools, including nursery schools, kindergartens, dancing, trade, technical, or similar schools.
- Recreational uses and facilities, including country clubs, golf courses, outdoor swimming clubs, tennis clubs, driving range, race track, or amusement park, but not including intensive commercial recreational uses as fully enclosed health and fitness clubs.
- Public and quasi-public halls, lodges, and clubs.
- Freestanding disc antenna for commercial use.

A Pedestrian Place overlay zone for the North Mountain Avenue and East Main Street area would be applied to areas of R-3 zoned properties. The overlay should specify that the following uses are permitted within a mixture of commercial and residential uses within one building, subject to a maximum size limit of 2,500 square feet per business:

- Professional, financial, business and medical offices, and personal service establishments such as beauty and barber shops, laundrette, and clothes and laundry pick-up stations.
- Stores, shops, and offices supplying commodities or performing services.
- Restaurants.

Require Mixed-Uses. Allow mixing of uses without being prescriptive with regard to uses required.

Excluding Uses. Exclude permitted uses, special permitted uses, and conditional uses allowed by the underlying zone which would be counter-productive to the objectives of Pedestrian Place development. Prohibit drive-up use permits from being transferred onto sites within designated Pedestrian Places.

Development Standards

Setbacks. Allow a front building setback of five feet or greater only where that setback area is occupied by a sidewalk café or plaza, or where the site has more than one street frontage and the standard maximum building setback is met along the other street. Alternatively, the City should determine if there are specific properties which should be mapped to have specific build-to lines in

order to cause buildings on those lots to be near the street. A specific building line map should be incorporated in the Land Use Ordinance in the Pedestrian Place overlay district. This map should not be separate from the Ordinance.

Floor Area Ratio (FAR). Increase the maximum FAR to 1.0 or greater.

Building Heights. Set a minimum building height of two stories.

Landscaping. The overlay should not supersede the minimum landscaping coverage requirements of underlying zones except in R and E zones where landscape area requirements are at 25 percent or greater. In those zones, the requirement should be useable open space, which may be comprised of outdoor seating areas, plazas, and other useable paved surfaces as well as landscaping.

Parking. Getting the parking right is a critical aspect of pedestrian places. Reduced parking increases the amount of land available for buildings and will help meet the recommended FAR target. More buildings means increased residential units and leasable amounts of employment and retail space. For instance, at three parking spaces per thousand square feet you begin to use more land for parking than for useable building space. For residential uses, each added parking space significantly impacts the number of dwelling units that can be provided. At the most affordable levels of housing, one parking space and the circulation space required (approximately 300 to 330 square feet) could instead be an efficiency apartment.

Our recommendation is that the Land Use Ordinance or Site Design and Use Standards Manual incorporate additional parking provisions modeled on the Croman Mill parking standards of the Site Design Standards for designated pedestrian places and potentially elsewhere in the city, or alternatively, that such provisions be included within the Pedestrian Place overlay zone standards. These parking reduction provisions should allow a reduction in off-street parking standards for a particular use or development by not more than 50 percent through allowing a development to obtain parking space credits for:

- Providing on street parking.
- Implementing a Transportation Demand Management Plan.
- Utilizing a mixed-use parking agreement credit.
- Allowing parking space credits for every parking space a developer constructs in a designated off-site shared parking area.
- Although such a program is not currently in existence, the City could consider a program which allows developers to pay a fee-in-lieu-of-parking with such fees to be used for constructing shared parking areas. This would require the City to develop plans for such parking structures, or more likely, shared parking lots. After plans for a shared parking structure or parking lot are

completed, a development might only be allowed to build up to 50 percent of their required parking on their own site with the remainder of the parking to be provided for in the shared structure or lot. The City could also allow no parking in these areas once shared parking lots are established and require the fee-in-lieu-of-parking instead of making participation optional.

These parking provisions listed above, most which are already used in Ashland, could be supplemented by additional parking space reduction factors utilized by cities elsewhere in Oregon:

- The availability of transit with a stop within 500 feet of the site, if the transit is provided with a specific frequency (Portland requires 20-minute peak period transit service frequency for a total elimination of required parking).
- Providing transit improvements like a bus stop or bus shelter. (Tigard allows up to a 20 percent reduction in minimum parking requirements, if a development provides a transit shelter, bus pull-out, or bus stop).
- Providing alternative transportation facilities, such as additional non-required bicycle parking (or non-required covered bicycle parking) or motorcycle and scooter parking. (Portland allows five bicycle parking spaces to substitute for one auto parking spaces, with a maximum reduction of required auto spaces of 25 percent. Gresham allows two bicycle parking spaces to substitute for one auto space. Portland allows four motorcycle parking spaces to substitute for one required auto space with a maximum reduction of five required auto parking spaces, or five percent of required parking—whichever is less. Portland considers scooters as motorcycles).
- Providing plaza improvements or pedestrian or transit amenities in lieu of providing some or all of the required parking. Portland's Zoning Code provides for the following:

Sites where at least 20 parking spaces are required, and where at least one street lot line abuts a transit street may substitute transit-supportive plazas for required parking, as follows. Existing parking areas may also be converted to take advantage of these provisions:

- a) *Pedestrian and transit-supportive plazas may be substituted for up to 10 percent of the required parking spaces on the site;*
- b) *The plaza must be adjacent to and visible from the transit street. If there is a bus stop along the site's frontage, the plaza must be adjacent to the bus stop;*
- c) *The plaza must be at least 300 square feet in area and be shaped so that a 10'x10' square will fit entirely in the plaza; and*
- d) *The plaza must include all of the following elements:*
 - i. *A plaza that is open to the public. The owner must record a public access easement that allows public access to the plaza;*
 - ii. *A bench or other sitting area with at least 5 linear feet of seating;*

- iii. A shelter or other weather protection. The shelter must cover at least 20 square feet and the plaza must be landscaped. This landscaping is in addition to any other landscaping or screening required for parking areas by the Code.*

Our suggestion is that the City discusses which of these options they are comfortable with, and whether they want to make them available to all developments, or to put limits on parking reductions. For example, the City may want developments which normally would require four or fewer parking spaces to be able to be fully absolved of providing onsite parking spaces or paying a fee-in-lieu-of-parking. In other development scenarios, the City may not want to allow larger parking demand uses to reduce their onsite parking beyond a certain percentage unless offsite parking is provided on-street or is provided in a shared parking lot.

Parking Lot Design. While the City is extending parking reduction standards to the pedestrian places (and potentially other locations within the city), it is recommended that the City also adopt regulations similar to the parking area design standards of Section VIII-B-2 of the Croman Mill Design Standard and the Green Development Section VII-C of the same standards, especially the green parking area and green street provisions. The standards based upon these Croman Mill standards should either be adopted city-wide through Chapter 18.92 or for just pedestrian places through incorporation in the Pedestrian Place overlay zone. It is noted that the Performance Standard Bonuses of Section VIII-C-13 need not be adopted for the pedestrian place areas because these bonuses should be unnecessary with regard to additional density or building heights.

Apply the Pedestrian Place Overlay Zoning District

Option 1. Apply the overlay district only to opportunity areas shown on Otak plans. However, applying the overlay zone only to the selected opportunity sites may fall short of achieving the type of development desired if owners of these limited properties are not interested in redevelopment within a reasonable time.

Option 2. Apply the overlay district to the entire five-minute walk zones shown for the three pedestrian places. We believe this approach would be way too broad. There would be little gained by applying the overlay zone to areas which are currently zoned for primarily low density or medium density residential uses or institutional uses.

Option 3 – Our Recommendation. Apply the overlay to areas within those five-minute walk areas which are already designated Detailed Site Review Zones as designated on the City's Site Design Zones map. For the North Mountain Avenue/East Main Street pedestrian place, the overlay should be applied to areas which are already zoned R-3. In all three pedestrian place areas, the City has already made determinations by the application of the Detailed Site Review Zone or the R-3 district that those properties are anticipated to have a fairly intensive level of development.

Zoning Review for Walker Avenue and Ashland Street Pedestrian Place

C-1 Zone

All of the identified opportunity sites around this intersection are zoned C-1.

Uses

Currently Allowed Uses. The C-1 zone allows all desired uses for a pedestrian place, including mixed use development with residential. Considerations for changing the uses in this district include requiring that uses on each site or particular site be mixed, or excluding certain uses that are allowed by the C-1 district which may not be supportive of pedestrian place objectives.

Require Mixed-Uses. Based on other cities' experiences, requiring mixed uses on a site or within a particular area can be politically difficult to implement. A given development may find too little market demand for a required use, but ample demand for the other use(s) in the district. Forcing a financially troubling decision upon a prospective developer to take on an undesirable use (at least at that time) will not help stimulate redevelopment.

Recommendation: Allow mixing of uses without being prescriptive towards uses to be required. Strictly requiring mixed use on a parcel-by-parcel basis may be difficult to administer in a way that encourages redevelopment and achieves the goal of mixed use at a neighborhood or district scale. On any given parcel, there may be unique site characteristics or current market conditions overwhelmingly favorable to one use over another. Setting clear mixed use goals and using a variety of incentives may be better tools for getting a balance of places to live, work, and shop within the overlay areas.

Exclude Certain Uses. An overlay zone could specifically exclude some of the permitted uses, special permitted uses, and conditional uses allowed by the C-1 underlying zone, which would be counter-productive to the objectives of Pedestrian Place development.

Recommendation: Prohibit larger-sized boxes and uses which usually are located in large buildings and/or have large parking lots or surface storage areas, such as car sales, building material sales, etc. The City's Land Use Ordinance currently prohibits uses over 45,000 square feet. An overlay zone may want to be more restrictive than the prohibition within the five-minute walk area surrounding the designated pedestrian places.

The City limits total drive-up uses within the city to twelve separate businesses, based upon the number of drive-up uses at the time the ordinance was adopted. The drive-up use allowance is transferable to another site, including onto sites which are zoned C-1 and currently onto sites which are being planned as pedestrian places.

Recommendation: An overlay zone could specifically prohibit drive-up use permits from being transferred onto sites within designated pedestrian places or within the surrounding five-minute walk areas.

Dimensional Standards

Building Heights. The primary dimensional standard in the C-1 zone is a 40-foot maximum building height, except where a property abuts a residential district where lesser heights are allowed. These standards are not a problem for the Pedestrian Place concepts. Additional building height beyond 40 feet is problematic since the uses accommodated by that additional height may make it difficult to provide adequate parking without surface parking areas much larger than those envisioned in the concept plans. Alternative parking strategies to surface parking could be tuck-under parking spaces or a parking area under a building podium. These options raise construction costs for the desired buildings and, therefore, work against other goals, such as providing affordable housing.

Recommendation: No change.

Development Standards

Landscaping Coverage. An overlay district could supersede the current minimum 15 percent landscaping coverage requirement of the C-1 zone if the City wants each site to include more landscaping. However, increasing the landscaped areas of a new development may be counter to the higher intensity of development and mix of uses desired characterized by closely spaced buildings, useable outdoor gathering spaces, and setbacks with storefront activities.

Recommendation: No change.

Other Zones within the 5-Minute Walking Area

Most of the rest of the five-minute walk area surrounding the Walker Avenue and Ashland Street pedestrian place is zoned with the R-1 districts or is part of the Southern Oregon University (SOU) campus. Uses, densities, dimensional, and development standards related to these districts are summarized below.

R-1-7.5 Zone. Much of the five-minute walk area south of Siskiyou Boulevard is zoned R-1-7.5, along with some area within the eastern portion of the five-minute walk area. The target density for this district is 3.6 units per acre, which is at the low end of the typical density range supportive of local bus service. Detached single-family residences and multi-family residences are among the permitted uses. Dimensional standards are typical of this density. Since this zone is applied on the opposite side of Siskiyou Boulevard and includes the SOU overlay zone, it is not ripe for major redevelopment.

R-1-5 Zone. Much of the five-minute walk area north of Ashland Street is zoned R-1-5. The target density for this district is 4.5 units per acre, which is at the low end of the typical density range supportive of local bus service. Detached single-family residences and multi-family residences are among the permitted uses. Dimensional standards are typical of this density. Since this area is fully developed and within the outer portion of the five-minute walk area, it is not ripe for major redevelopment.

Recommendation: Since the target densities for both the R-1-7.5 and R-1-5 districts are at the low end of the transit-supportive density scale, it is recommended that the City consider seeking increased densities in these areas through allowing Accessory Residential Uses as permitted uses within the five-minute walk areas surrounding pedestrian places.

Zoning Review for Tolman Creek Road/Ashland Street Pedestrian Place

C-1 Zones

All of the opportunity sites within the Tolman Creek Road/Ashland Street pedestrian area are zoned C-1, except for the western-most portion of opportunity site C along Tolman Creek Road and a small area of portion of opportunity site F just to the north. This area is zoned E-1 with a residential overlay. Similar comments apply as above regarding how the C1 district supports or conflicts with the pedestrian place objectives.

E-1 Zone, with Residential Overlay

The E-1 zoning district is a mixed commercial and employment district. This zone allows a great variety of office, commercial, and manufacturing uses. Some of the allowed commercial and industrial uses may be fairly land extensive or low in development intensity. Lower intensity uses such as these may be counter productive to the pedestrian place objectives, if not modified by the recommended pedestrian place overlay. Residential development can occur as part of a mixed use development in the E-1 district only if the property is designated with the residential overlay, as is the case for the E-1 zoned properties along Tolman Creek Road. The residential overlay allows residential uses as a special use in the E-1 district at a maximum density of 15 units per acre, with special additional density provisions for small units. Residential uses are allowed only if at least 65% of the total gross floor area of a building's ground floor, or at least 50% of the total lot area if there are multiple buildings, are occupied by permitted or other special permitted uses, excluding residential.

Recommendation: The Pedestrian Place overlay district could also be applied to the E-1 zoned area within the five-minute walk area in order to implement use/size restrictions to prohibit non-supportive uses, and to add design and potential parking reduction measures which are supportive of pedestrian places.

Other Zones Within the 5-minute Walk Area

The YMCA site, and areas to the north and west, are zoned R-2, with most of them also including the Performance Standards overlay, which has flexibility with regard to development standards. Development standards for a particular development site are determined through the site plan review process, similar to a planned development.

R-2 Zone. The uses, maximum and bonus densities, are consistent with transit-supportive goals. The maximum density is 13.5 d.u./acre. R-2 Bonus Points for density allow up to 40 percent additional density to approximately 19 d.u./acre. The bulk regulations would not appear to discourage development at higher densities.

E-1 Zone, without the Residential Overlay

The 5-minute walk area includes other properties to the south and east of opportunity site C, which are also zoned E-1, but without the residential overlay. As noted above, the E-1 zoning district allows a great variety of office, commercial, and manufacturing uses. Maintaining application of this zone in this area appears reasonable given the employment value of the uses which are already established here.

Recommendation: Maintain the existing underlying zoning within the five-minute walking area with no additional changes.

Parking

Since much of the development which is within this area is relatively large buildings with large parking lots and other portions of this area are undeveloped, it is additionally important that limiting the amount of parking be planned for and that parking areas be well designed. Recommendations for parking standards for all pedestrian places are addressed separately, beginning on page 7.

Zoning Review for North Mountain Avenue and East Main Street Pedestrian Place

R-3 Zone

The densities are supportive of pedestrian-friendly and transit-oriented development. Most of the North Mountain Avenue and East Main Street pedestrian place area, including opportunity sites A through E, is zoned R-3. The R-3 district is a high density residential district with a target density of

20 dwelling units per acre, with bonus density provisions to allow an additional 40 percent or a maximum of 28 dwelling units per acre. Permitted uses in the R-3 district are all manner of residential uses, as well as public schools. Limited commercial uses are allowed as conditional uses, including professional offices or clinics for an accountant, architect, attorney, dentist, designer, doctor or other practitioner of the healing arts, engineer, insurance agent or adjuster, investment or management counselor, or surveyor; limited personal service establishments in the home, such as beauticians, and masseurs; travelers accommodations which are also occupied by the owner of the business; and hostels.

Recommendation: In order to provide for mixed-use development within these R-3 zoned areas, the R-3 zoning district permitted or conditional uses will need to be amended to include additional desired commercial uses. Alternatively, the City could apply the recommended Pedestrian Place overlay zone discussed below to the R-3 district zoned properties within the five-minute walk area and structure the overlay zone to allow certain commercial uses in places where the underlying zone does not permit those uses.

Other Zones

Opportunity sites F and G are zoned E-1, which is a mixed commercial and employment district. As noted above, this zone allows a great variety of office, commercial, and manufacturing uses. Zoning is not recommended to be changed in any of these areas.

Recommendation: The City may wish to add the recommended Pedestrian Place overlay zone to these and other similarly zoned areas within the five-minute walk area.

Review of Development Standards Common to All Districts

Special Setbacks

Section 18.68.050 requires large setbacks along arterial streets which are not supportive of the desired qualities of this or any other pedestrian place. A minimum setback of 65 feet from the road's centerline is required along Ashland Street, a minimum 35-foot setback from centerline is required on East Main Street, and minimum 20-foot setbacks from right-of-way boundaries are required along all other arterials. The overlay district should supersede these requirements by specifying maximum building setbacks from right-of-way boundaries or special build-to lines in order to cause buildings to be located near the street. Our recommendation is building setbacks of five feet or greater from a street property line be permitted only where the building setback area is occupied by a customer-serving area like a sidewalk café or by a plaza, or where the site has more than one street frontage and the standard maximum setback is met along the other street.

Other Standards/Floor Area Ratio (FAR)

The Basic and Detailed Site Review Standards of the Site Design and Use Standards Manual were reviewed. Most seem to be supportive of, or at least not detrimental to, Pedestrian Place objectives. One potential exception is the maximum floor area ratio (FAR) standard. The maximum FAR standard for buildings outside of the Historic District is 0.50:1 (Standard II-C-2a). The Detailed Site Design Standards currently require a minimum FAR of 0.35:1. This is a low FAR for the type of redevelopment illustrated in the Pedestrian Place concept plans which have FARs ranging from .60:1 to .70:1. The existing conditions at the Ashland Street/Walker Avenue location (the only one of the selected sites that is currently built-out) appears to barely reach the 0.35:1 minimum and has a higher parking ratio than is being recommended.

Recommendation: Increase the maximum allowable FAR to at least 1.0 in order to encourage more intensive use of individual parcels through reduced onsite parking and decreased setbacks from the street. This reduces the unproductive footprint of parking lots and large setbacks in favor of buildings and useable pedestrian space.

Complementary Recommendation: Some zoning codes specify higher minimum FARs, minimum building heights, or a minimum lot coverage standard in order to promote intensify development in transit or pedestrian areas. Of those types of practices, we recommend setting a minimum building height of two stories. Choosing to implement higher minimum FAR and minimum lot coverage standards may discourage innovative building and site designs which otherwise could also result in desirable gathering spaces supportive of pedestrian-oriented development. High minimum FAR and lot coverage standards are also often difficult to satisfy on unusually shaped parcels but two- or three-story buildings can still meet the objective of more intensive use of the site.

Parking Standards

The concept plans included in the accompanying graphics package illustrate parking that is significantly lower than the current minimum for off-street parking space standards of Section 18.92.20. The current minimums for detached and multi-family residential uses (based upon number of bedrooms), general retail (1 space per 350 square feet), and for eating and drinking establishments (1 space per 100 square feet or 1 space per 4 seats) do not appear to be supportive of the key aspects for pedestrian place development, such as increased FAR, reduced building setbacks from the street and achieving transit-supportive densities. The Ashland Land Use Ordinance already provides options to reduce minimum parking space requirements. Some options can currently be utilized within the proposed overlay zone areas. Other options provided by the Land Use Ordinance are currently only allowed elsewhere in the city.

Recommendation: Extend all of the options addressed below to pedestrian places. Continue the maximum allowed number of parking spaces at 110 percent of the minimum required.

On-Street Parking. Land Use Ordinance Section 18.92.025 applies city-wide. This section allows a reduction of required off-street parking based upon credits for on-street parking provided by the development. A credit of one required off-street parking space for every two on-street general use parking spaces is provided. A development can obtain up to four credits at that ratio. After four credits are earned, a development can receive a one off-street parking space credit for each additional on-street space provided. (Note: the Croman Mill area provisions of the Site Design and Use Standards Manual allows a one on-street parking space for one on-site space ratio without the initial one for two qualifier) This is a progressive tool for reducing onsite parking lot areas and increasing FAR and density.

Bicycle Parking. Section 18.92.040 requirements are clear, appropriate, and generally supportive of pedestrian place objectives. However, there currently is no provision for reducing auto parking requirements if additional bike parking or bicyclist serving amenities are provided. There is no scooter parking requirement. Adding this requirement should be considered.

Mixed Use Parking Credits. The Land Use Ordinance allows a credit for a reduction of up to 35 percent of required off-street parking for the total minimum parking required for multiple uses on the same site when it can be demonstrated that the uses have different peak parking demand periods.

Croman Mill Parking Standards of the Site Design and Use Standards Manual

The Croman Mill parking standards of the Site Design and Use Standards Manual provides for the amount of required auto parking to be reduced by not more than 50 percent through application of credits for:

- Providing on-street parking (actually, a one on-street for one onsite parking space substitution), as described above;
- Implementation of a Transportation Demand Management Plan;
- A mixed use credit, as described above; and
- A shared parking space credit for every space a developer constructs in a designated offsite shared parking area, or for payment of a fee-in-lieu-of parking with such fees to be used for constructing a shared parking area. Further, after plans for a shared parking structure are completed, a development will only be allowed to build up to 50 percent of their required parking on their own site with the remainder of the parking to be provided for in the shared structure through use of one or more of the bulleted items above.

Recommendation: Consider extending similar standards and credits to pedestrian places.

Downtown Overlay Zone Parking

The Downtown overlay zone does not require off-street parking for all uses other than hotels, motels, and hostels. This overlay zone applies only within the downtown area and, thus, does not apply to any of the Pedestrian Places currently under study.

Recommendation: It is not recommended that this same approach be taken in the Pedestrian Place areas. We recommended the reduced parking standards. The possibility of waiving the requirements and allowing a development with no off-street residential parking could be considered but several factors seem to work against that. First, these Pedestrian Places are on collector and arterial streets which do not currently allow on-street parking. That is not favorable for retail uses. Second, the local development community may not feel the market will support them in offering residential units without some parking. Lastly, a high density development without parking may not be acceptable to the surrounding neighborhood because of concerns about over-utilization of the neighborhood supply of on-street parking by residents of the new development.

Street Standards/Parking Area Design Standards

At present, typical City of Ashland street improvement standards would apply within the Pedestrian Place.

Recommendation: In the interest of promoting green street style street improvements, the City could designate certain streets within a pedestrian district as green streets and require streets to meet certain special design standards; much like the Site Design and Use Standards Manual does for streets within the Croman Mill District (Section VIII-C-3). The same could be done for green parking lots (like Section VIII-C-4 of the Site Design Manual) and green streets.

Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

Public Comments as of March 15, 2011, 11:21 AM



Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

Introduction

We're finishing up the design process of developing illustrations of what the Pedestrian Places might look like in the future. For each of the three locations - N. Mountain Ave./E. Main St., Walker Ave./Ashland St., and Tolman Creek Rd./Ashland St. - there is a draft concept plan including illustrations of a catalyst opportunity site as well as suggested streetscape features and improvements.

Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

As of March 15, 2011, 11:21 AM, this forum had:

Attendees:	54
Participants:	9
Minutes of Public Comment:	27

As with any public comment process, participation in Open City Hall is voluntary. The statements in this record are not necessarily a representative sample of the whole population, nor do they reflect the opinions of any government agency or elected officials.

Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

All Statements

Semi-anonymous inside Ashland

March 12, 2011, 9:45 AM

Generally speaking I am in favor of pedestrian spaces, but to narrow arteries to and from downtown is discriminatory towards those who live above the boulevard and those who are elderly or disabled and can not walk easily. I fervently wish that instead of spending large sums of money on outside consulting firms the city would spend a little time and money doing a thorough survey of every household in Ashland asking them if they want any of these proposed ideas implemented. I will bet that the majority of Ashlanders would not want to have their ability to move easily from their home to their work or to the grocery store or to the downtown area impeded in any way. For those who want to ride bikes, ride them on the back streets that are free of as many cars or on the greenway which goes through the entire city. For those who want to walk, there are already adequate sidewalks on all major arteries. Please stop trying to legislate my choice of mobility!!!! You have to ask what percentage of the population live where it is easy to walk to the necessary amenities versus what percentage of the population GENUINELY plans to walk or bike to the necessary amenities? The common sense that would result from that information would say leave the arteries to and from the center of Ashland alone!

Adrian Horvath inside Ashland

March 11, 2011, 4:24 PM

There are great ideas in here for improving the walkability of streets intersecting Ashland St., but not enough, in my opinion, improvement to the walkability of Ashland St. itself.

I think five lanes is just too much to create any kind of desire to stroll Ashland St.. Could the center turn lane be converted into a parklane with occasional left turn-outs instead of one long, unending open lane?

I think this would give the street a slightly more intimate feel (still a long way from intimate) and also do a lot to improve traffic flow, as many of us have experienced bottlenecks in the open turn lane due to its undirected nature.

thanks, Adrian

Philip Gagnon inside Ashland

March 11, 2011, 9:46 AM

The pedestrian/bicycle concept is an admirable one. Portland, Seattle, Boulder, New York City already lead the way with this concept. Retailers are said to love it as more people are out of their cars meandering about, sitting in their street patios and very engaged with the settings. Store visits increase.

Think of the transition that's taken place with coffee houses. They've become social meccas. Street patios can also become that. An example I read about tells of the positive changes in Times Square since all traffic is re-routed and street patios made to flourish. Wow! Changing times!

I drive a tricycle and would love to see improvements made on the N. Main St area where I have to squeeze in the car lane as there is no shoulder for me to hug. How ancient is this stretch? I'm excited about the proposed changes and heartedly endorse them.

Brian Comnes inside Ashland

March 10, 2011, 9:27 AM

I participated in 2 of the 3 workshops. I think the process was a good one and I learned a lot. The goals of the group are quite admirable.

www.PeakDemocracy.com/629

Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

All Statements

However, I want to make one emphatic statement. Dressing up parking lots does NOT make for or create pedestrian friendly places as you desire them. The best pedestrian places are car free - period. They don't have to be large. A single block long length of street can do it.

My wife and I recently were in the 500 block area of Washington St, and the development there is very reminiscent of all three proposals put out by the City planners. They are curbside attractive buildings with an off-street parking area in the center. The parking area center is attractively landscaped with plants trees and benches. All three proposals proffered by the planners had similar design philosophies. But the fact of the matter is you are simply surrounded by the presence of cars and asphalt. In the summer (when you want to be outdoors) all that asphalt will generate intolerable radiant heat. Cars are also noisy. Maybe for smokers or people taking a lunch break area it's better than nothing , but it is not conducive to draw people as a pedestrian place. I wouldn't choose to sit there at all.

Of the three areas studied, the Walker area near SOU offered the best opportunity to add a car free zone. Shut down that whole block of Walker to car traffic allowing a short stub for truck entry on the North side to the grocery store and you create a pedestrian place. Think Calle Guanajuato which is a pedestrian place.

The Ashland/Tolman site should also be able to shunt cars to one side, not make them the centerpiece of the development.

The E. Main, Mountain site unfortunately has traffic going through it in 4 directions. I don't think you can really do much there. The Washington Street style may be your only option. Although, maybe the whole of the Emerick House site on the SW corner could be made a park with a history museum in the house and food carts in a park made from the rest of the property. I'd walk to that for sure.

Sincerely
Brian Comnes
Ashland resident

Semi-anonymous inside Ashland

March 8, 2011, 5:54 PM

I am a 38 year Ashland resident and live on Pinecrest Terrace above Walker. Although the overall plan looks aesthetically pleasing and there are some good elements, there are obvious issues that are not even addressed by OTAK to anyone who has lived here for any length of time. This is another fundamental reason why it is absurd for the City to hire expensive, out-of-town, consultants to develop long and short term development plans that are typically "big city" type concepts, and not necessarily applicable nor practical to implement in a small, unique town like Ashland.

First off, the idea of narrowing Ashland Street to just one lane of vehicular traffic in each direction is absolutely insane! There are only two major arterials in Ashland with four lanes; Ashland Street and Siskiyou Blvd/North Main. These are the only streets that access the

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Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

All Statements

primary routes in and out of town, either by Highway 99 or Interstate 5. These streets are already running a capacity most of the day and to eliminate two lanes is going to cause complete gridlock with cars backed up all the way through town. Cars pollute the most while idling and that is not a very "green" concept. Julia Sommer should be removed from the Transportation Committee for suggesting that "if it did get backed up people would have less incentive to drive." The notion that "if we build it they won't drive" is not a reason, nor a solution, to clog up our main artery in the south half of town to access the freeway where almost everybody coming or going to Ashland needs to get through. Whether we like it or not, most people in town don't have many practical options to driving to work or transporting food or kids home. In downtown Portland or Seattle (yes, big cities....)walking, biking and mass-transit is practical. In rural, small town communities, not so much unless you live and work in the "flat" areas of Ashland.

For half of Ashland's population that lives "above the boulevard," we need a car to get to work, haul our groceries or transport anything bigger than a day pack and to imply that we are going to have to sit in bumper to bumper traffic (like a big city) just so we can have some cutesie streetscape is unacceptable. The whole "Festival Street" idea is similiarly impractical which blocks off Walker and makes everyone that needs to use that block to detour through someone else's residential neighborhood that isn't designed for such traffic or kid safety.

The entire block between Siskiyou Blvd, Ashland Street & Walker Avenue is private property with numerous different ownerships that are unlikely to all agree with, approve or otherwise pay for the substantial costs of this particular comprehensive plan. Which begs to ask, why are we taxpayers spending hundreds of thousands of dollars for a plan without first getting "buy-in" from these private landowners and business owners? Nowhere do I see mention of who or how any of this is going to be paid for, nor any estimated costs that these plans will require to implement. A small town like Ashland is never going to be able to afford nor even need or want this large scale urban renewal type of project. Anybody remember the Northlight project downtown which was also based on this kind of mixed use, pedestrian friendly environment that kept getting shot down?

One of the biggest impediments to this particular project is that a majority of the "neighborhood" are residents like me that live up one of the steep many collector streets in Ashland (Walker, Park, Tolman, Mountain, etc.). As another poster, Joanne, mentioned in her comments, it is in no way practical for the hundreds of people living in this neighborhood to walk or bike up and down Walker with anything more than a small bag of groceries without having to drive, so where in this "Pedestrian Place" are people going to park their vehicles? Is our "big city plan" going to propose building large expensive underground parking garages for this little area to encourage a few pedestrians? Not going to happen! Unfortunately, Joanne's suggestion about having people park on Walker in a residential area, then try to hitch a ride back up the hill with others and be delivered to wherever they live is not a workable nor practical solution, for individual time scheduling reasons if nothing else. I think this whole concept needs to be scaled way back to something more realistic instead of this pie in the sky, utopian fantasy, which may be nice if it involved unused land rather than demolishing all the recent improvements. As I said, there are some good elements right at the corner of Walker & Ashland Street, but I really don't believe this area is generally going to be where people are going to want to just "hang out". The same goes for the Tolman & Ashland Street site. Personally, I'll be

Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

All Statements

going downtown or to Lithia Park to hang out where there is actually something to do. This area of the neighborhood is where locals go food shopping, not to hang out.

There are already so many vacant commercial properties all over town and many still undeveloped areas that have already been designated for multi-use growth, such as the railroad district land by Clear Creek Drive, Croman Mill property on Mistletoe, the Northlight (Copeland Lumber) site, the old Handyman Hardware (Forest Service office) site next to Shop N Kart that are unused. In fact, the old bowling alley building behind Market of Choice, now converted to commercial space, is empty except for Anytime Fitness right in this project zone! Are these "pedestrian places" just going to end up in a fat report collecting dust like the rest of these unbuilt "planning" studies? I think we need to be saving our tax money to do smaller, affordable improvement projects for now and quit hiring big city planners from Portland that have no idea what really works or flies in small town Ashland.

Semi-anonymous inside Ashland

March 8, 2011, 4:07 PM

So far, from seeing the drafts of the proposed sites, I'd say they are mostly another nod in the direction of a form of affordable housing. There's not a lot of green space, or places to just relax and put your feet up, read a book, (buy a book), sit in the sun, etc. And where's the dog park we need on this end of town?

I would hope that SOU will be tapped to foot some of the bill with all of this since their students will be occupying most of the apartments. It's time that SOU stepped up and paid their share of the services they enjoy thanks to the general population. They are State funded.

Another point is that participants should limit their comments from 350 to 500 words per article.

Sophia Bogle inside Ashland

March 8, 2011, 10:30 AM

I like the Walker proposal. The festival street idea is nice but would they really do booths and such on such a steep hill? They all need more green space.

Semi-anonymous inside Ashland

March 8, 2011, 9:14 AM

A good example of what sort of projects have been proposed for the Pedestrian Place locations is located at the fairly new development located just off Ashland St. on the east side of Washington St. (500 block). The buildings are set along the sidewalk, with parking located behind them. In the center of the parking lot is a mini-green space with picnic table and seating. Seeing this confirmed my husband's and my impressions, looking at the drawings which were presented at the Pedestrian Places meeting recently, that this sort of development contains way too much pavement and is far more car-friendly than pedestrian-friendly. Unless you were a smoker working in one of the buildings and needing a place to smoke, we could not see why one would want to sit in the middle of a parking lot on a tiny island of green space. Significantly less asphalt and a much larger green space located adjacent to the buildings would be more pedestrian friendly.

We live off of North Mountain Ave.

Joanne Kliejunas inside Ashland

March 6, 2011, 12:34 PM

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Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

All Statements

I'm new to this concept, because I just learned about it. I think it is exciting to think about how to improve neighborhoods in Ashland by providing places to congregate and meet basic needs. I applaud the effort and have some comments to add. I will attend the Meeting on March 29 to hear more in person and share my thoughts there.

I live in the hills above SOU, so the Walker/Ashland Street Ped Place is the one that captures my attention first. I have a few comments about the concept paper posted on this site and the drawings for the Walker Street Place.

The five bullets naming the land use developments that are typical to move Ped Places forward may be necessary, but they are not sufficient conditions for the success of such development. One key factor not listed is that "neighborhood residents are drawn to the Ped Place for services and can get there and to their homes more easily than to other commercial areas in town."

Let me try to explain. At this time, in my neighborhood, getting to Walker and Ashland streets (most likely to go to Market of Choice) usually entails getting in a car, because of the challenge of getting back up the hill to one's home with groceries. Once in a car, unless the selection of services at Walker and Ashland are comparable or better than those elsewhere in town, one is more likely to drive right past the would be Ped Place to a larger concentration of services downtown or out on Ashland and Tolman. I go from my home to Walker/Ashland St. for Market of Choice only when a supermarket stop is the only errand on my list. As I see it, once I'm in my car, all commercial options are at my disposal and I'm likely to consolidate errands until I'm using that drive for more than just grocery shopping. To have a sufficient neighborhood draw, Walker/Ashland St. would have to have BOTH a competitive array of services and the ability to get neighbors to and from the Ped Place WITHOUT USE OF A CAR. As I said, if I'm in my car, I'll go anywhere in town that has the BEST commercial options for my errands.

I do have a idea that could be useful for the WITHOUT USE OF A CAR part of my comment. Many of us living on the hill above SOU could be expected to leave our cars at home when running errands, if we had an easy way to get up [most of] the hill as we come home. I often walk down (to go to Market of Choice or downtown), but need to arrange a ride back up, if I'm carrying groceries or packages. So, I usually end up driving.

However, other neighbors are driving up and down the hill at all times of the day for various reasons. If I had a way of riding up with them, without having to call someone and arrange a meeting place at a particular time, I'd be able to walk far more often. (In addition, if I had a place to safely lock a bike at the bottom of the hill --say at the Ped Place at Walker & Ashland-- I could walk down, unlock my bike and ride it around town, then relock it at the Ped Place -- if I could get a ride up the hill.)

I believe we could set up informal networks to support pedestrians and bikers to and from Ped Places and significantly reduce the need to use our cars every time we run errands. A system of drivers, peds, and bikers could be set up along major arterial streets (like upper Walker in my case), which almost everyone uses for at least part of their drives. If there were marked stops along those arterials where peds heading up or down the hill could be picked up by neighborhood drivers, the need to drive one's own car could be greatly reduced. Those able to

Pedestrian Places Part 3

What are your thoughts on the draft concept plans for the Pedestrian Place locations?

All Statements

walk down could do so or get down faster with a driver who picks them up at a marked stop. Their return trip up would originate on a lower marked stop on Walker and they would get out at another stop closer to their home farther up the hill.

Such a system could be administered easily, it seems, with drivers and peds registering as residents of that neighborhood (registering perhaps for a particular arterial's route). Drivers would have a card in their right front window identifying them "Walker Ave. Drivers" (or whatever) indicating they are neighbors and know the route to take. Registered pedestrians would carry a card that identifies them as "Walker Ave. Pedestrians" -- neighbors who are safe to pick up for a ride up or down the hill. Anyone who registered for the network, would, obviously, get both driver and pedestrian identification cards, since the same people could one day be drivers and another day pedestrians.

Once down at the Walker Ped Place, the ped might walk, or unlock their bike and ride, elsewhere in town -- or make use of services at the Ped Place. In the short run, even before the full development of the Ped Place, Walker & Ashland Streets could become a hub for informal transportation connections. This idea has the important side benefit of creating more neighborhood identification and communication as rides are shared with previously unmet neighbors. This can only be a good thing for Ashland's safety and cohesiveness in the years ahead.

One final comment on the plans I saw for Walker/Ashland St. Ped Place. It makes no sense to me that the architect's plan is based on the removal of relatively new buildings to develop newer ones. Wouldn't it be possible to conceive of a workable Ped Place created by renovating large expensive buildings that are already on the site? For example, The Market of Choice building could be an anchor that is reconfigured as an asset to the site.

I'll see you at the March 29 meeting.



Potential for growth as a neighborhood center with civic, educational and arts uses plus affordable in-fill housing.

City of Ashland
TSP Update

N. Mountain Avenue and E. Main Street
Pedestrian Place



March 2011

N. Mountain and E. Main Pedestrian Place Neighborhood Development and Circulation Opportunities

Vision Statement:

Potential for growth as a neighborhood center with civic, educational and arts uses and affordable in-fill housing. Provide a new 'grid' of walking routes to the center.

Short Term Opportunity Sites:

- Opportunity Site A
- Privately owned mostly vacant property.
 - Could provide affordable housing choices and live/work spaces.
 - Could provide educational related employment or neighborhood retail.

- Opportunity Site B
- Arts Academy building re-use.
 - Potential for future studio space and classroom space, which could anchor a small arts neighborhood.

- Opportunity Site C
- Existing under-utilized single family residential homes.
 - Could expand affordable housing and live/work opportunities.

- Opportunity Site D
- High school ball field to remain.
 - Potential to improve the pedestrian environment at the intersection.

- Opportunity Site F
- Civic center fore court.
 - Potential gathering place for civic related activities.

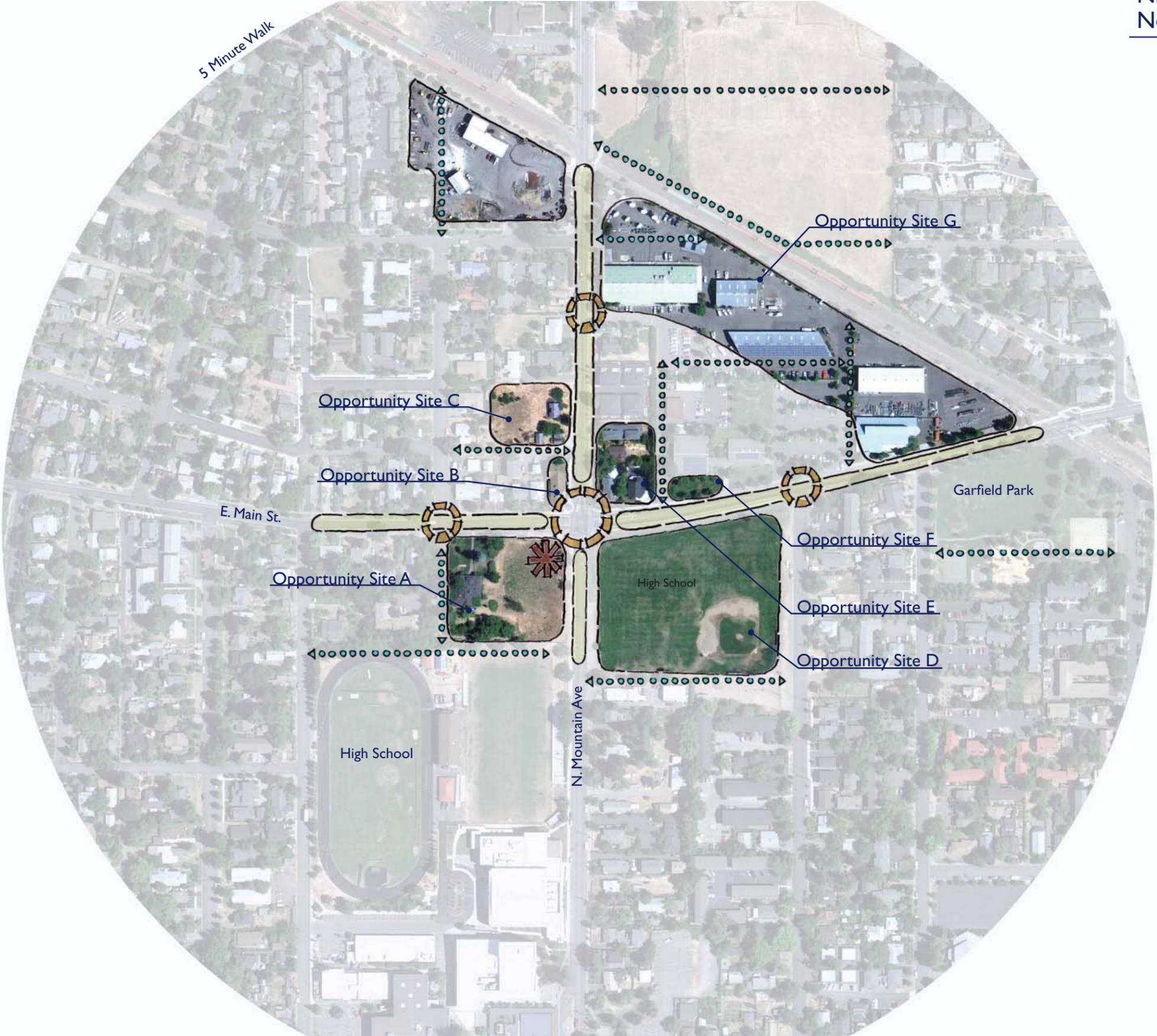
Long Term Opportunity Sites:

- Opportunity Site E
- Existing single-family residential homes.
 - Potential for mixed commercial and residential uses.

- Opportunity Site G
- Public works buildings.
 - Could provide housing choices for people who are part of the artist, civic, or educational communities.

Legend

- Priority Streetscape Improvements
- Opportunities for Future Connections
- Gathering Place
- Pedestrian Crossing Enhancements



Concept Plan

Development Summary

Building A: 2-Story Apartment Building

- 8 Apartments
- 6 Parking Spaces (.75 spaces/unit)

Building B: 2-Story Mixed-use Building

- General Retail Space – 1-2 shops
- 7 Parking Spaces (1.5 spaces/1,000 sf)
- 16 Apartments
- 12 Parking Spaces (.75 space/unit)

Building C: 2-Story Mixed-use Building

- General Retail Space – 1-2 shops
- 7 Parking Spaces (1.5 spaces/1,000 sf)
- 16 Apartments
- 12 Parking Spaces (.75 space/unit)

Historic Home as Potential Studio / Gallery Space

- 6 Parking Spaces

Achievable Density

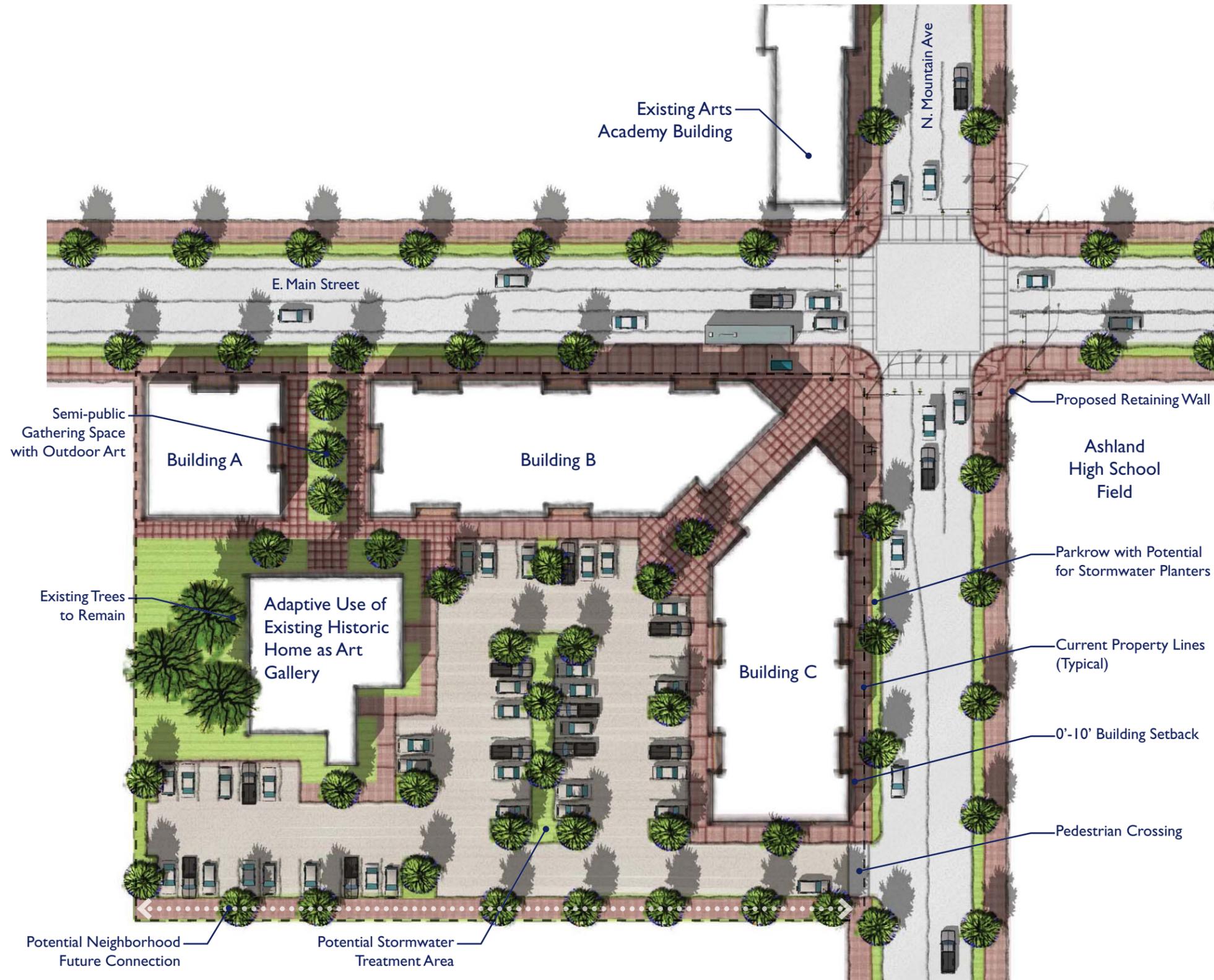
- 22 – 24 duelling units / acre (With preservation of historic home)
- FAR= 0.66:1

Arts, Education and Affordability

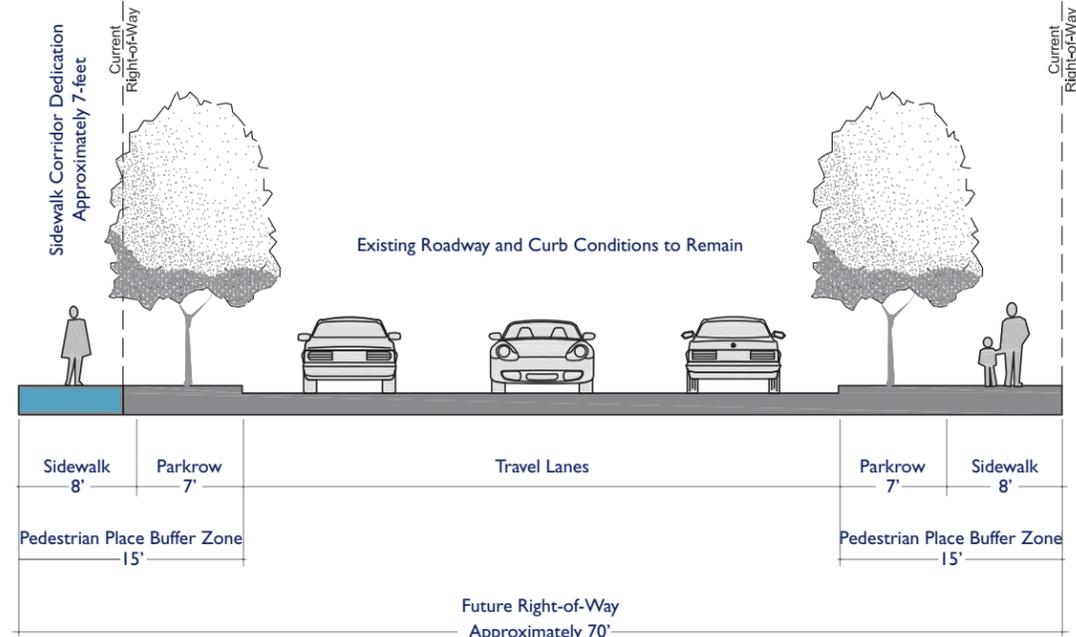
- Adaptive re-use of two buildings to support local art
- Outdoor spaces for installation of public art
- Modestly sized, affordable apartments
- Civic and educational uses nearby

Transportation and Streetscape Improvements

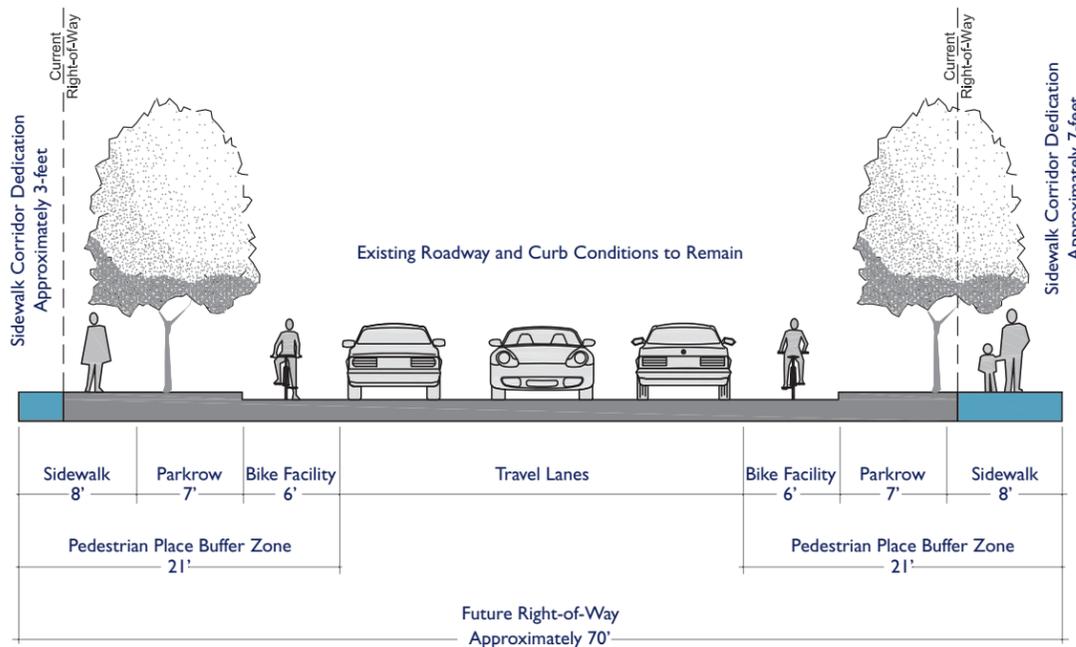
- Enhanced sidewalks and intersection
- 10 opportunities for additional neighborhood connectivity
- Transit-supportive densities for restoring bus service
- Reduced parking areas
- Pedestrian-friendly building design
- Transportation and Streetscape Improvements



Streetscape and Public Art



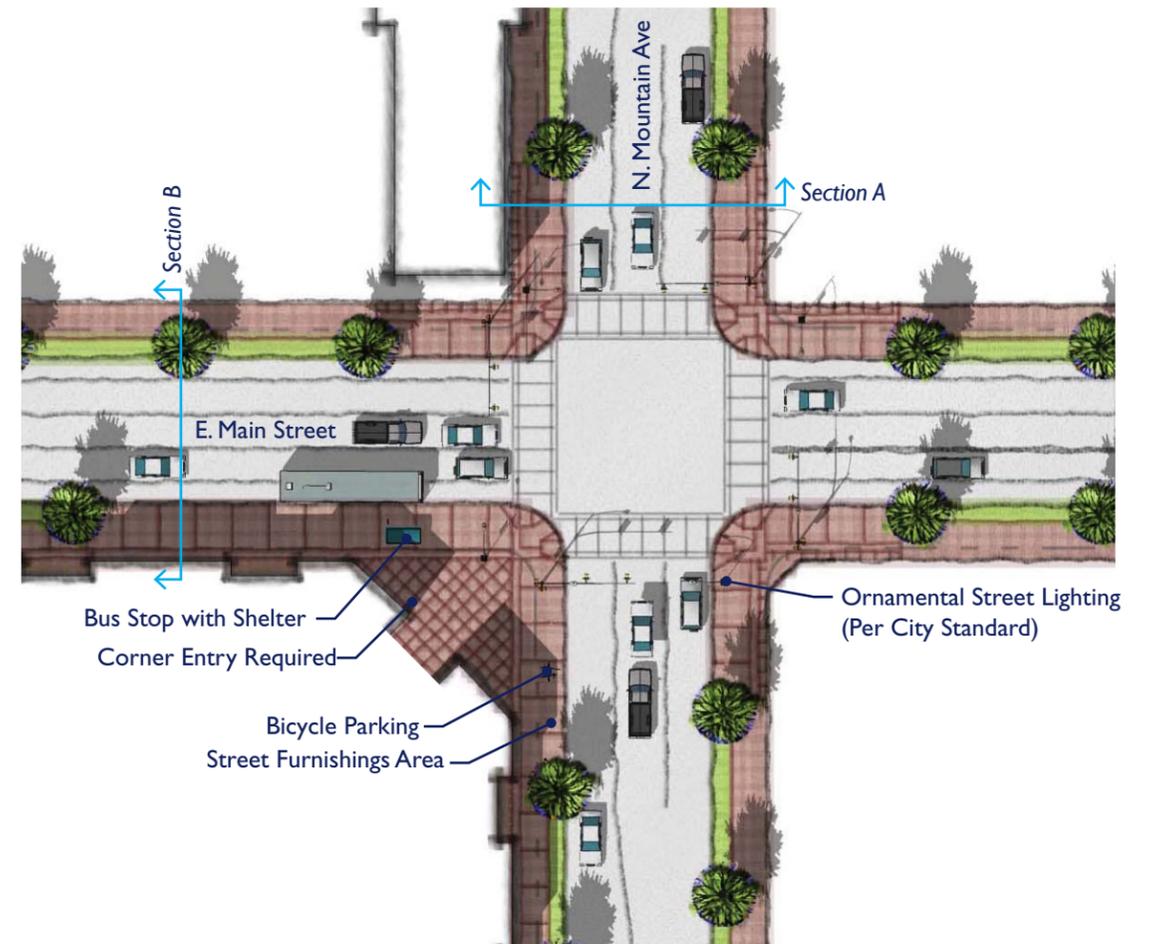
N. Mountain Avenue Future Improvements
Section A – Looking North



E. Main Street Future Improvements
Section B – Looking West



Public Art



Pedestrian Place Streetscape Features



Public Realm Features

Primary streetscape character elements are the Green Street design with flow-through stormwater planters and building articulations with ground floor windows for the shops located near the intersection and residential units located near mid-block. The residential units could be artist live/work spaces with ground floor galleries visible from street. Near the intersection a paved sidewalk furnishing zone accommodates a bus shelter, bike racks and outdoor seating across from a revitalized Arts Academy.



Potential to become a university district neighborhood hub.

City of Ashland
TSP Update

Walker Avenue and Ashland Street
Pedestrian Place



March 2011

Walker Avenue and Ashland Street Pedestrian Place Neighborhood Development and Circulation Opportunities

Vision Statement:

Potential to become a university district neighborhood hub. New development and streetscape changes will tie the north and south areas of the SOU campus together with places for people to gather, shop, live, and work.

Short Term Opportunity Sites:

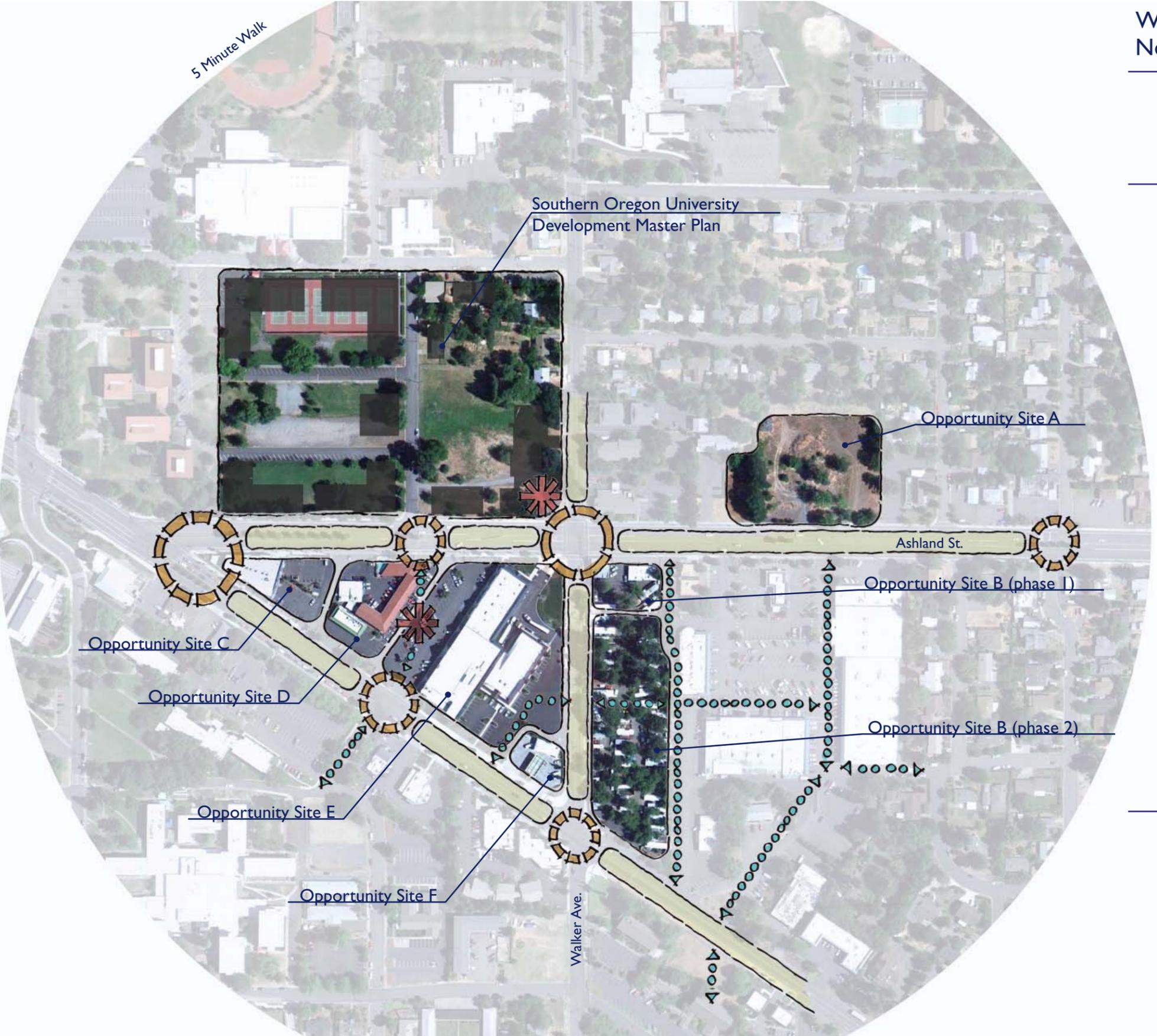
- Opportunity Site A
- Privately owned vacant property.
 - Could provide neighborhood-scale employment and affordable housing choices.

- Opportunity Site B (potential phase development)
- Phase 1: Could provide additional commercial mixed-use development.
 - Phase 2: Could retain and intensify affordable housing choices.

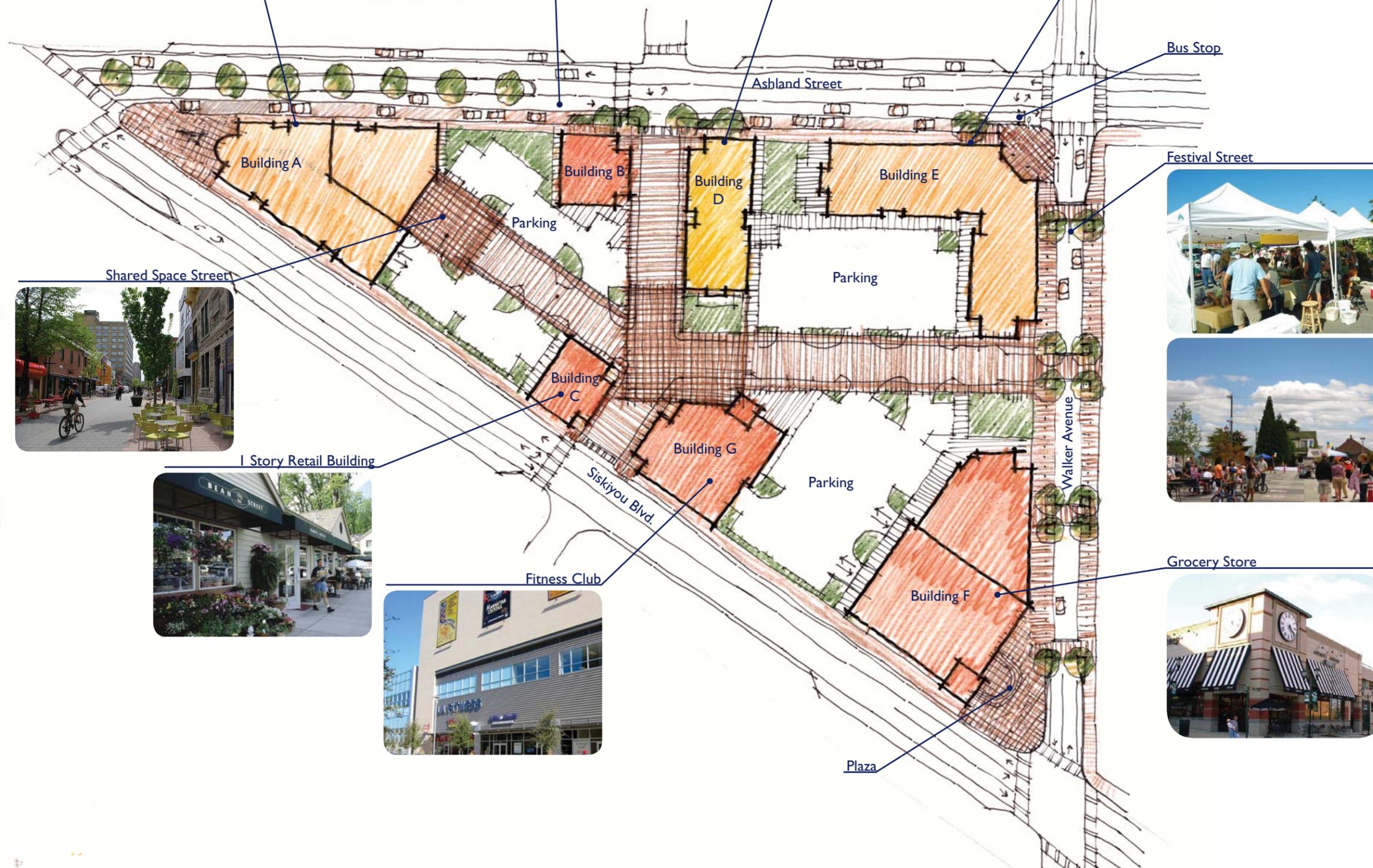
Long Term Opportunity Sites:

- Opportunity Sites C, D, E & F
- Grocery, retail, restaurants, and a fitness center are a great mix of places to support the campus needs, but these existing uses lack connectivity and a cohesive site plan.
 - Redevelopment over time could improve streetscape, pedestrian-scale design, create gathering places, and provide more retail entertainment uses.

- Southern Oregon University Development Master Plan
- Explore opportunities to integrate pedestrian place features into future university development.



Long Term Concept Plan Development Summary



Bus Stop

Festival Street



Grocery Store



Plaza

Building A: 2-3 Story Mixed-use

- 7 shops
- 30 apartments

Building B: 1 Story Retail

- 1-2 shops

Building C: 1 Story Retail

- 1-2 shops

Building D: 2 Story Residential

- 16 apartments

Building E: 3 Story Mixed-use

- 6 shops
- 34 apartments

Building F: 1-2 Story Grocery Store

- 20,000-30,000 sf.

Building G: 2 Story Fitness Club

- 8,000 sf.

Parking:

- Reduced parking ratios.

FAR= 0.59:1

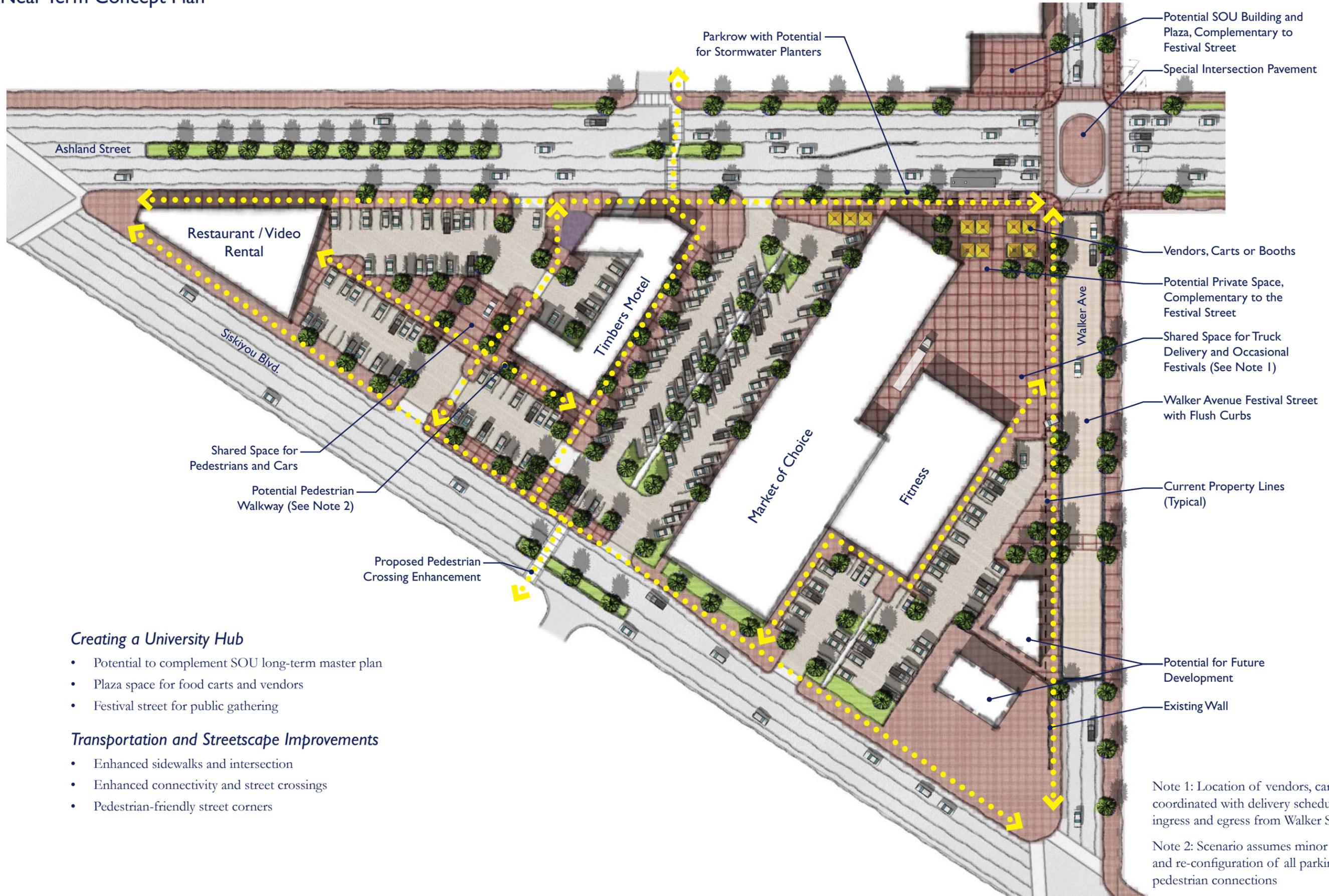
Creating a University Hub

- Multiple, affordable housing choices and locations not currently available
- New retail, grocery and entertainment uses
- Potential to complement SOU long-term master plan
- Festival street for public gathering

Transportation and Streetscape Improvements

- Enhanced sidewalks and intersection
- Enhanced connectivity and street crossings
- Transit-supportive densities for frequent service
- Reduced parking areas
- Pedestrian-friendly building design

Near Term Concept Plan



Creating a University Hub

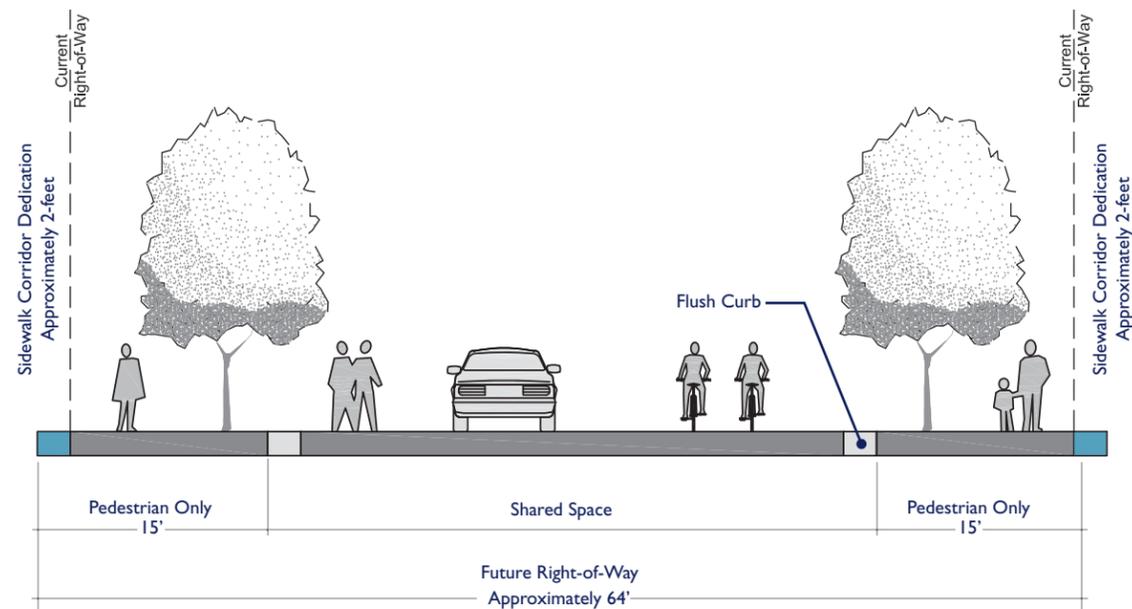
- Potential to complement SOU long-term master plan
- Plaza space for food carts and vendors
- Festival street for public gathering

Transportation and Streetscape Improvements

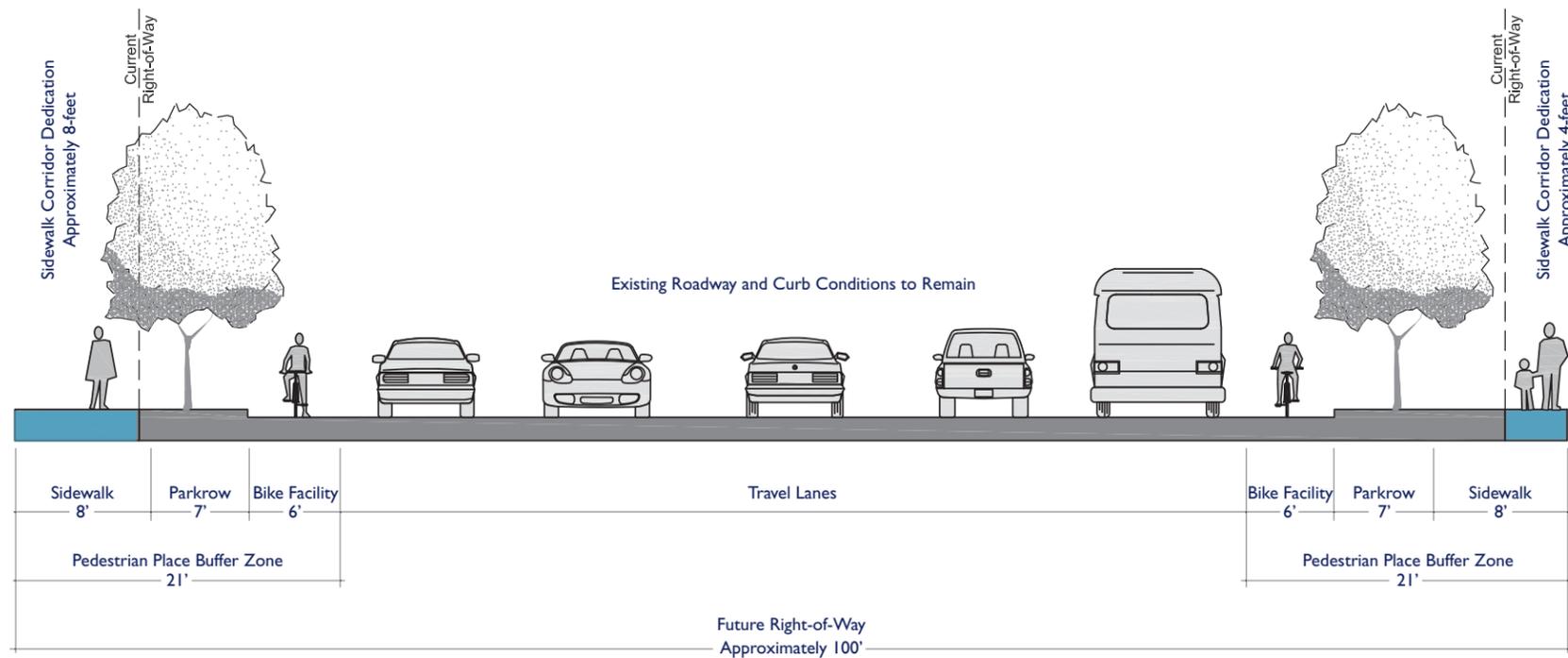
- Enhanced sidewalks and intersection
- Enhanced connectivity and street crossings
- Pedestrian-friendly street corners

Note 1: Location of vendors, carts or booths coordinated with delivery schedules of market. Truck ingress and egress from Walker Street.

Note 2: Scenario assumes minor re-development and re-configuration of all parking to promote new pedestrian connections



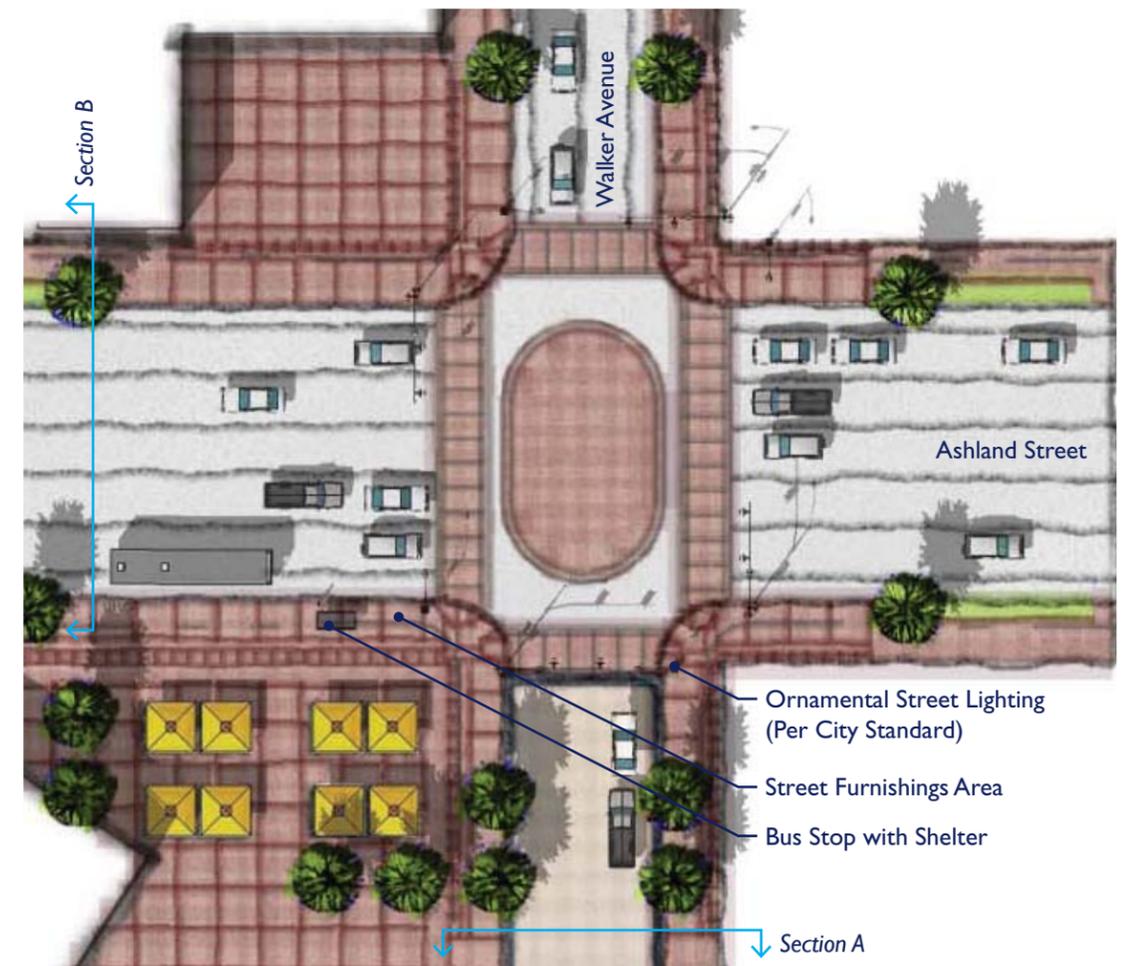
Walker Avenue Future Improvements
Section A – Looking South



Ashland Street Future Improvements
Section B – Looking West



Festival Street



Pedestrian Place Streetscape Features



Creating a pedestrian-friendly environment requires improved pedestrian connectivity, and a balance between residential and commercial uses.

City of Ashland
TSP Update

Tolman Creek Road and Ashland Street
Pedestrian Place



March 2011

Tolman Creek Road Pedestrian Place Neighborhood Development and Circulation Opportunities



Vision Statement:

Creating a pedestrian-friendly environment requires greatly improved pedestrian connectivity, a more block-like street pattern, and a balance between residential and commercial uses.

Short Term Opportunity Sites

Opportunity Site A

- Privately owned under utilized property (one parcel not in city limits).
- Could provide housing opportunities to balance the preponderance of commercial uses.

Opportunity Site B

- Privately owned under utilized property.
- Could provide housing opportunities to balance the preponderance of commercial uses.
- Could diversify retail and employment uses.

Opportunity Site C

- Privately owned under utilized property.
- Could provide employment uses or incubator spaces for small businesses.

Long Term Opportunity Sites

Opportunity Sites D, E, and F

- Primarily parking areas for existing uses.
- These sites could potentially accommodate new buildings or reconfigured uses of sites.
- Creating new retail or mixed use opportunities.

Legend

- Neighborhood Circulation
- Priority Streetscape Improvements
- Opportunities for Future Connections
- Gathering Place
- Pedestrian Crossing Enhancements

* Street connection to be coordinated with TSP update.



Concept Plan

Development Summary

Building A: 2-Story Apartment Building

- 60 Apartments
- 45 Parking Spaces (.75 spaces/unit)

Building B: 2-Story Mixed-use Building

- General Retail Space – 6-10 shops
- 23 Parking Spaces (1.5 spaces/1,000 sf)
- Office Space – 15,000 sf.
- 15 Parking Spaces (1 space/1,000 sf)

Achievable Density

- 25 – 30 duelling units / acre
- FAR= 0.67:1

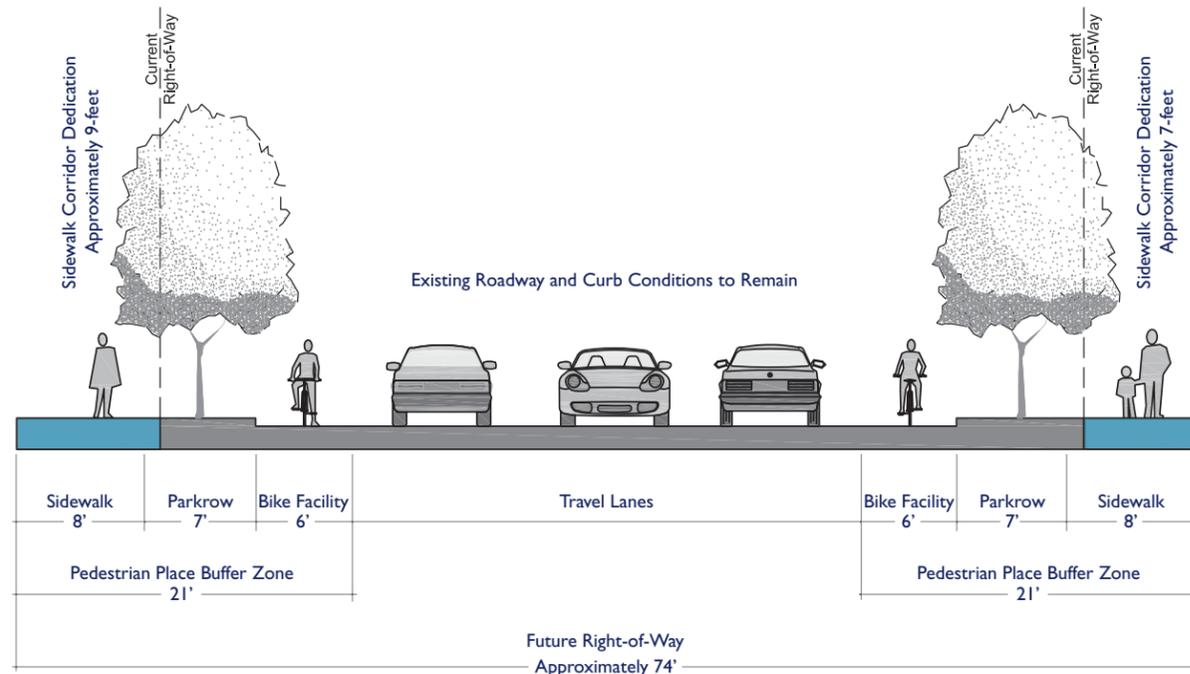
Balancing Residential and Commercial Uses

- Housing choices and locations not currently available
- Office and retail complementary to existing commercial uses
- Modestly sized, affordable apartments

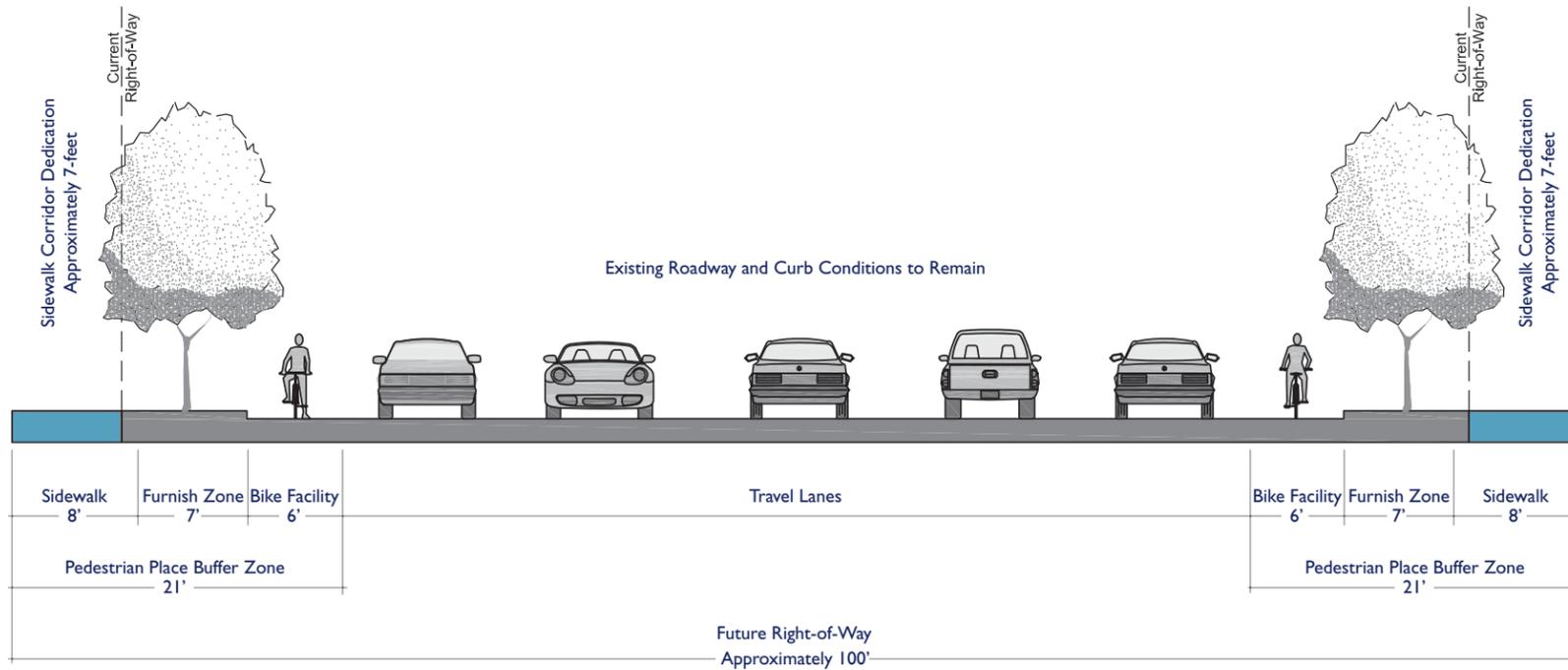
Transportation and Streetscape Improvements

- Enhanced sidewalks and intersection
- 12 opportunities for additional neighborhood connectivity
- Transit-supportive densities for frequent service
- Reduced parking areas
- Pedestrian-friendly building design

Green Street and Intersection Design Features



Tolman Creek Road Future Improvements
Section A – Looking North



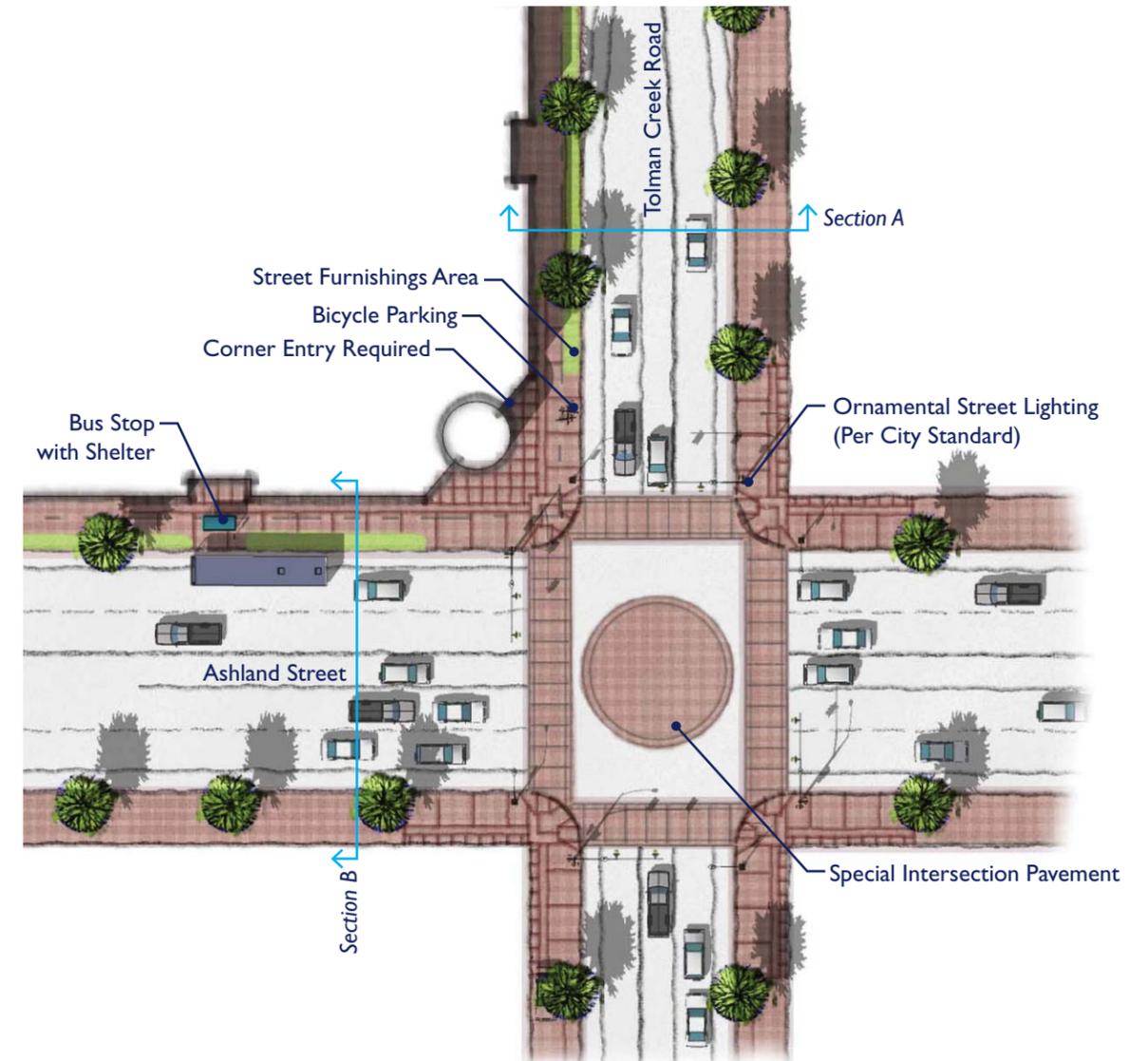
Ashland Street Future Improvements
Section B – Looking West



Stormwater Planter



Stormwater Planter with On-street Parking



Pedestrian Place Streetscape Features



Public Realm Features

Primary streetscape character elements are the Green Street design with flow-through stormwater planters, ornamental street lights with banners and a paved sidewalk furnishing zone near the intersection to accommodate bus shelters, bike racks and outdoor seating. The corner entry and building setback, building articulations and large ground floor windows help create a more comfortable pedestrian environment alongside an inhospitable street.