



MAIN STREETS ON HALSEY

FAIRVIEW • WOOD VILLAGE • TROUTDALE

Code Concepts

Joint Planning Commission Meeting
July 8, 2020



WALKER | MACY



SWCA
ENVIRONMENTAL CONSULTANTS



FREGONESE
ASSOCIATES

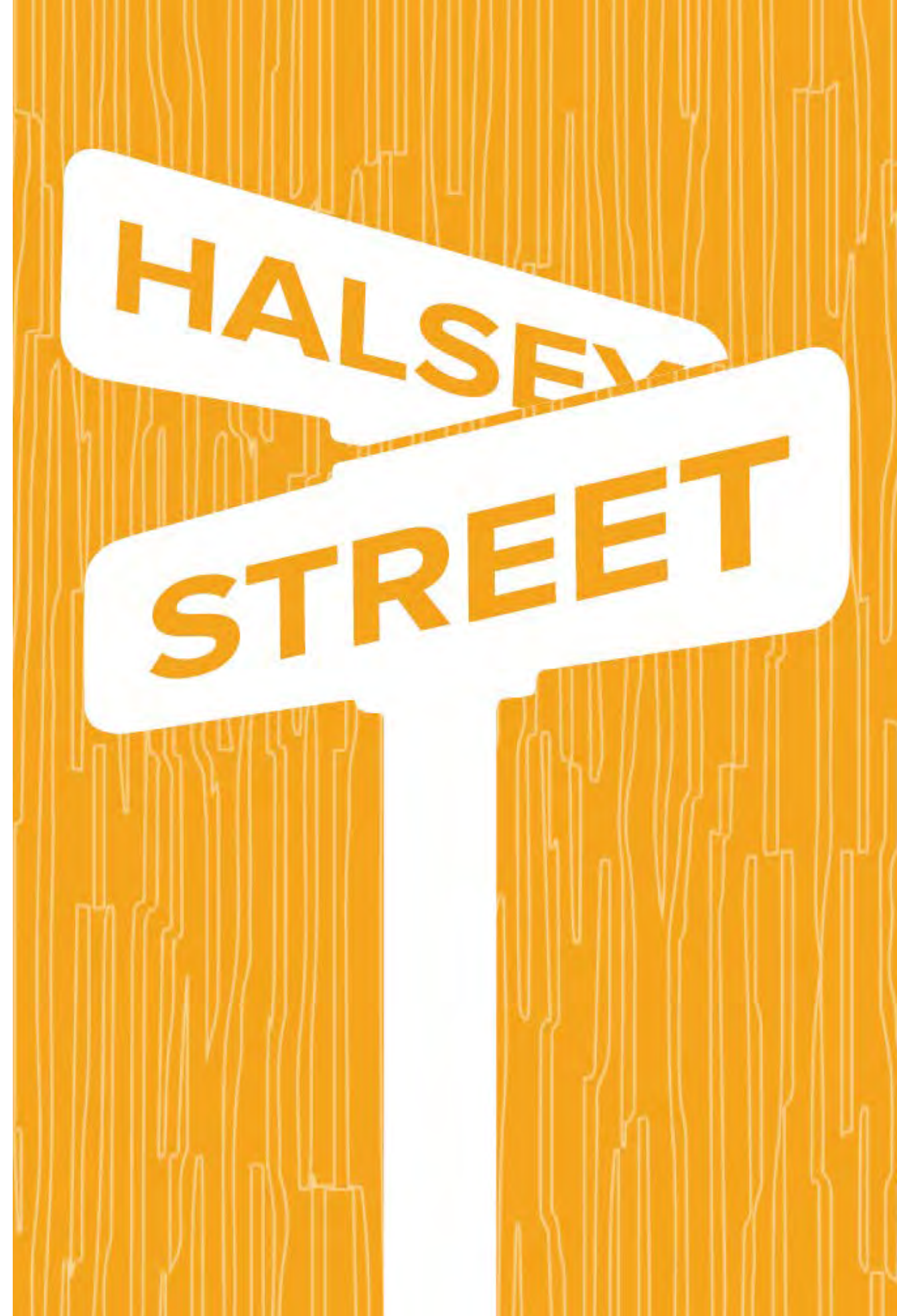
AGENDA

Presentation of Code Concepts (6:20-6:45 pm)

- Storefront Districts
- Height and Bulk Regulations
- Off-Street Parking Standards
- Building Orientation
- Building and Site Design Standards

Discussion and Q&A (6:45-7:45pm)

- Joint Discussion
- Breakout Discussions



CODE UPDATE | Overall Approach to Three-City Code Update

- Each city's existing code addresses many important elements of Main Street development and design
- However, the codes are inconsistent in several important ways:
 - Scope of issues addressed
 - Objective standards vs. discretionary guidelines
 - Relative importance or weight of each standard or guideline
- Our approach is to produce a set of core standards that are consistent on Halsey, while leaving room for each city to apply additional standards and guidelines.
- Each city would continue to review projects under existing Planning Commission or Design Review processes

Recommended Approach

Halsey Main Street Core Design and Development Standards

Storefront Districts
Building Height and Bulk
Off-Street Parking
Building Orientation
Building and Site Design

Fairview

Additional
Local Standards
and Guidelines

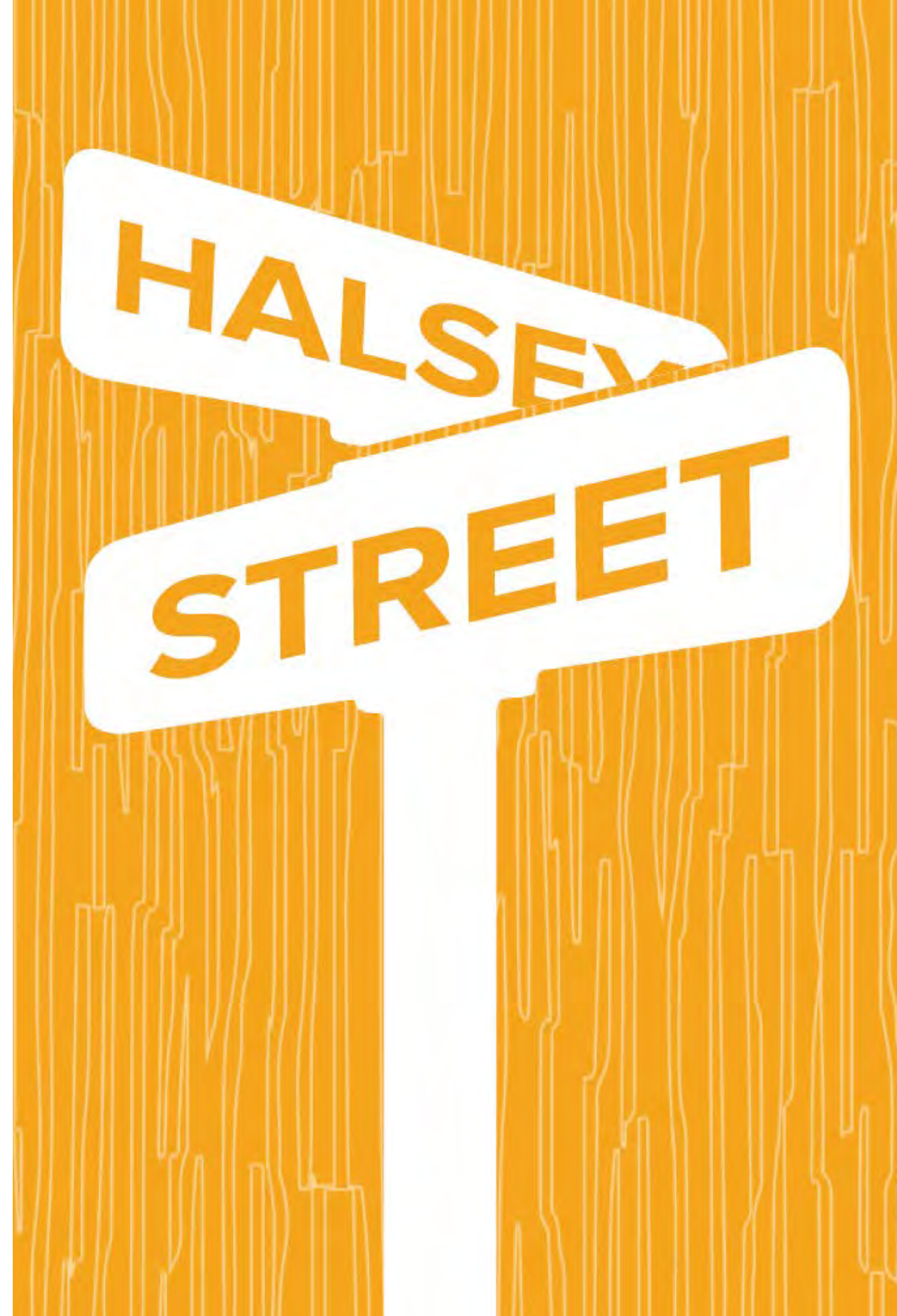
Wood Village

Additional
Local Standards
and Guidelines

Troutdale

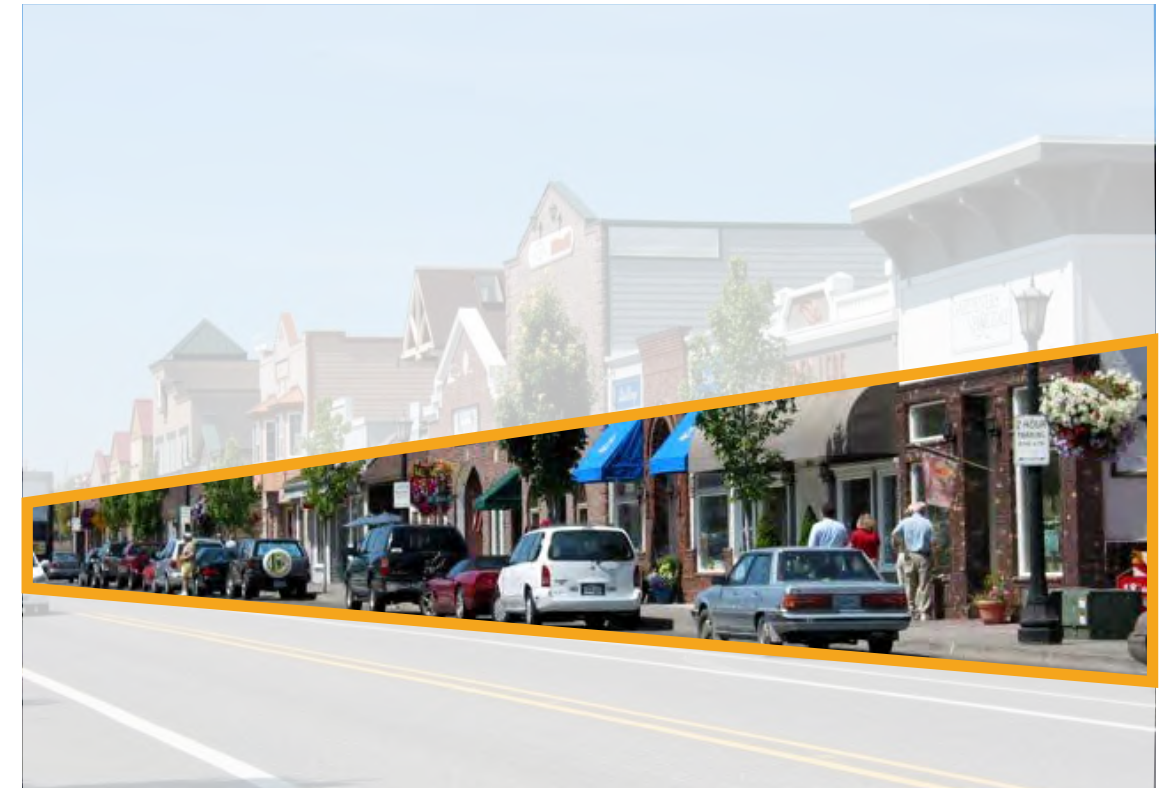
Additional
Local Standards
and Guidelines

STOREFRONT DISTRICTS



STOREFRONT DISTRICTS | **What are Storefront Districts?**

- Concentrations of commercial uses and activity which provide a destination for residents and visitors
- Walkable environment that is oriented around the pedestrian experience and the ground floor of buildings
- Opportunities to create a distinct identity or sense of place for Halsey Street as a whole and each individual city
- Good locations for civic uses and spaces



STOREFRONT DISTRICTS | **Code Audit Key Issues**

Ground floor commercial uses are desired on Halsey, but are not consistently required and are difficult to deliver in all locations.

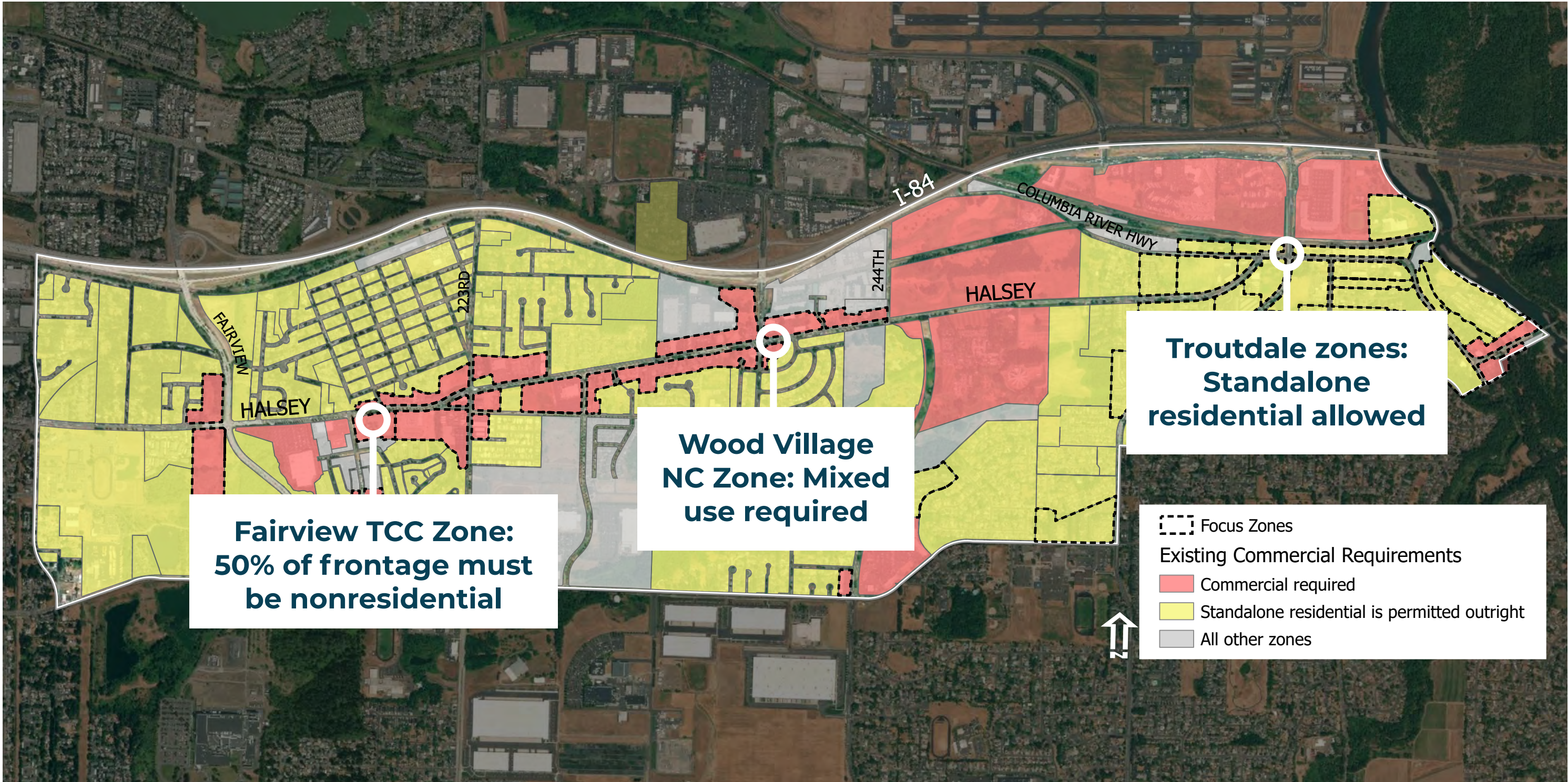
- Requirements for commercial or mixed uses are inconsistent across Halsey.
- Housing adds to the Main Street by bringing people close to businesses and transit
- Housing can detract from a Main Street if it is an
 - Inefficient use of land,
 - Consumes valuable street frontage
 - Creates a monotonous pedestrian experience



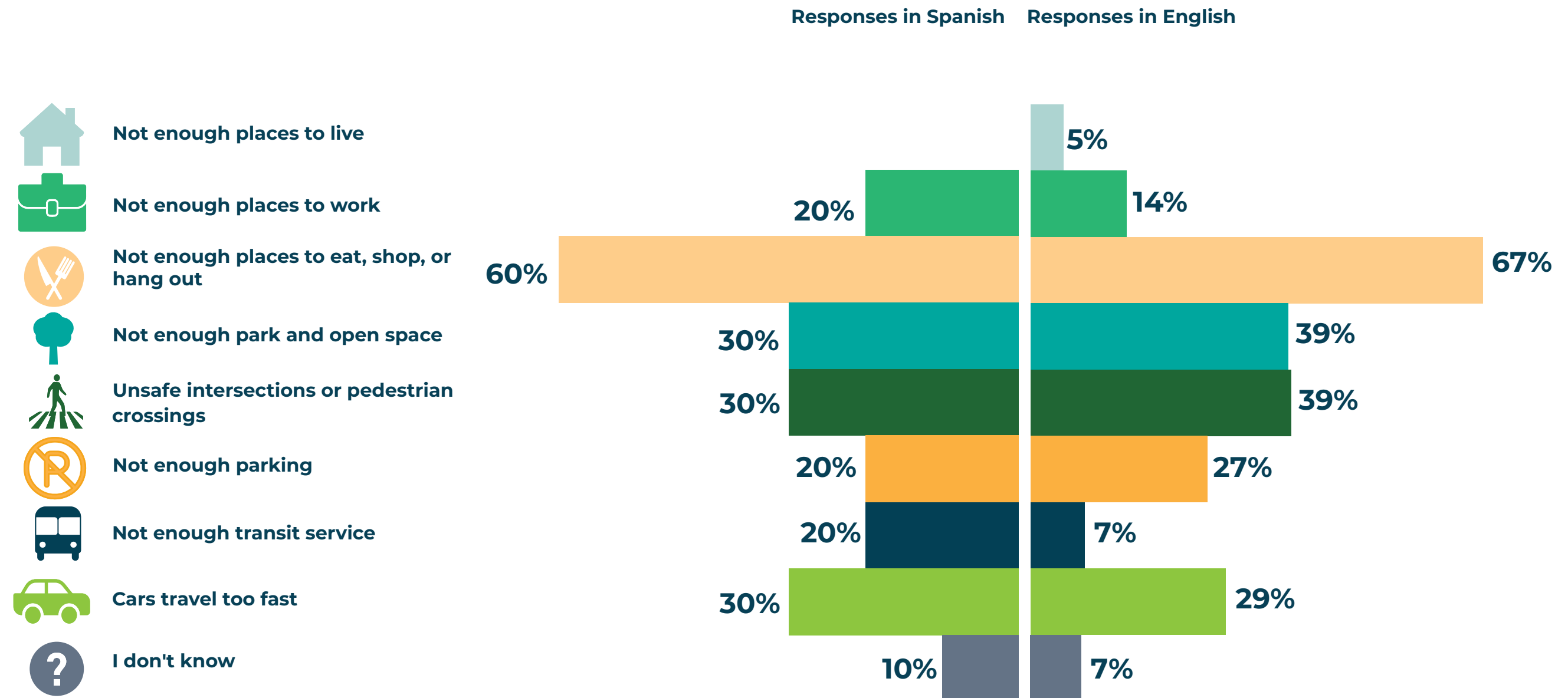
Housing with active uses in on ground floor



Housing on the ground floor with no entrances facing the street

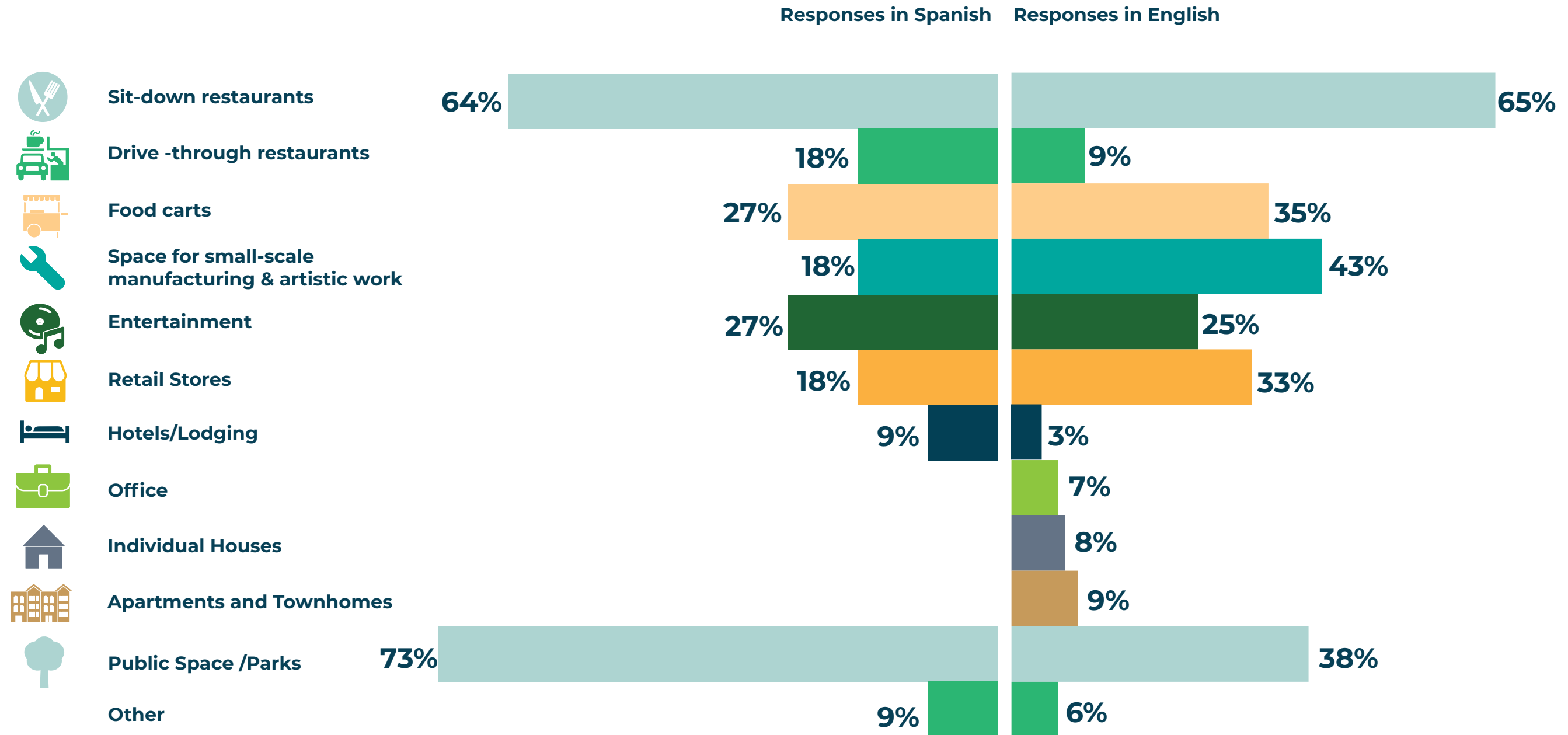


What are the biggest issues on Halsey? *(Choose top 3)*



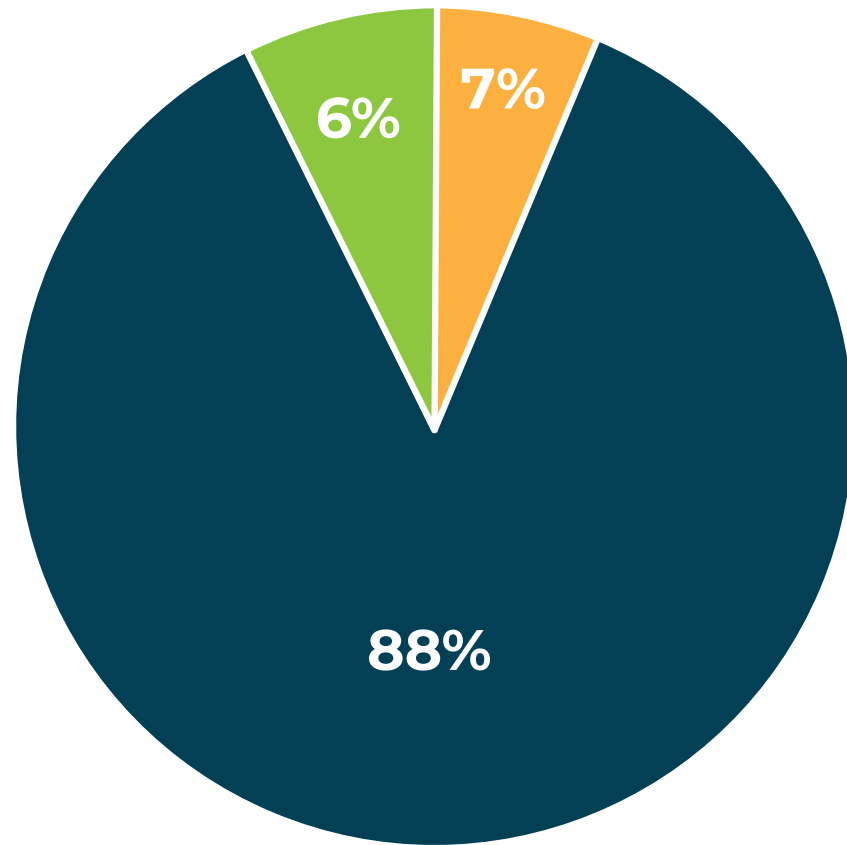
What types of uses would you like to see more of along Halsey?

(Choose top 3)

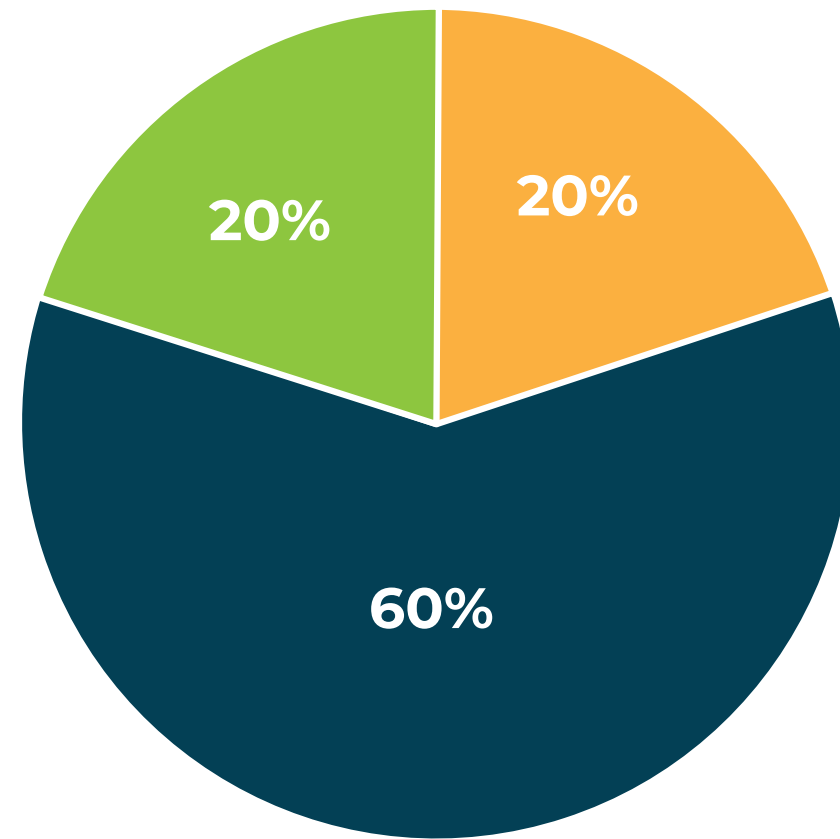



Which would you prefer among these tradeoffs?

Responses in English



Responses in Spanish



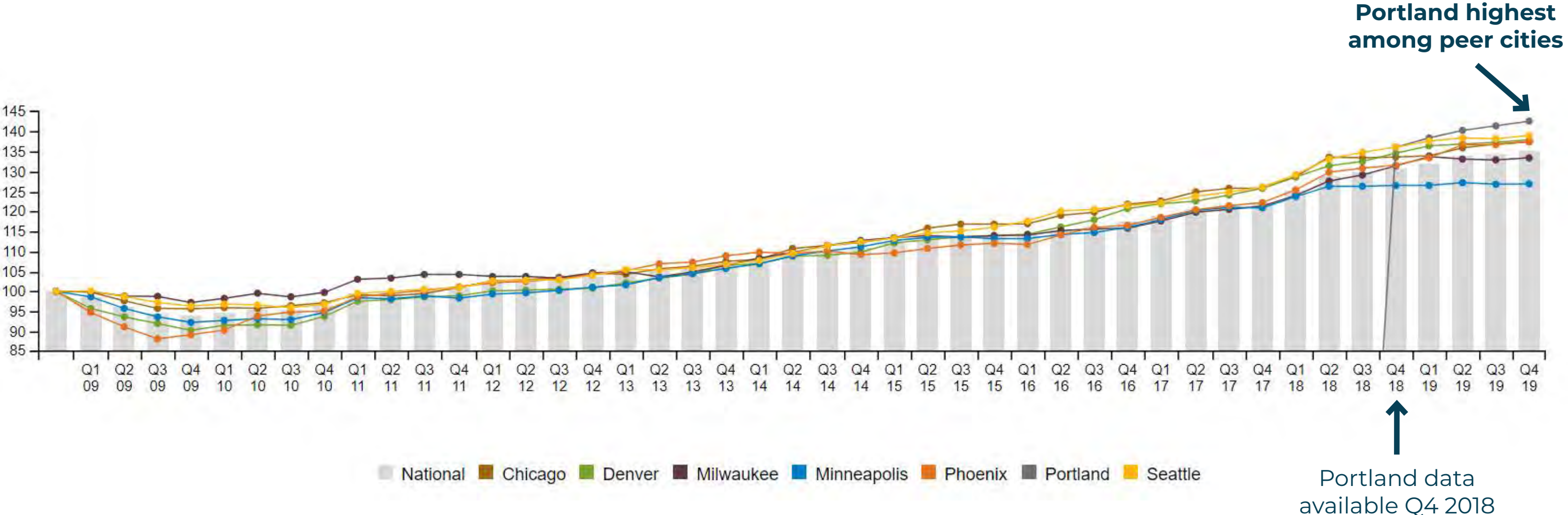
 New buildings should **allow housing on the ground floor** even if it makes it hard to create a retail / shopping main street area

 We should **keep housing only on the upper floors** of new buildings so that the ground floors can be reserved for businesses and community gathering spaces

 **I'm not sure**

STOREFRONT DISTRICTS | Market Context

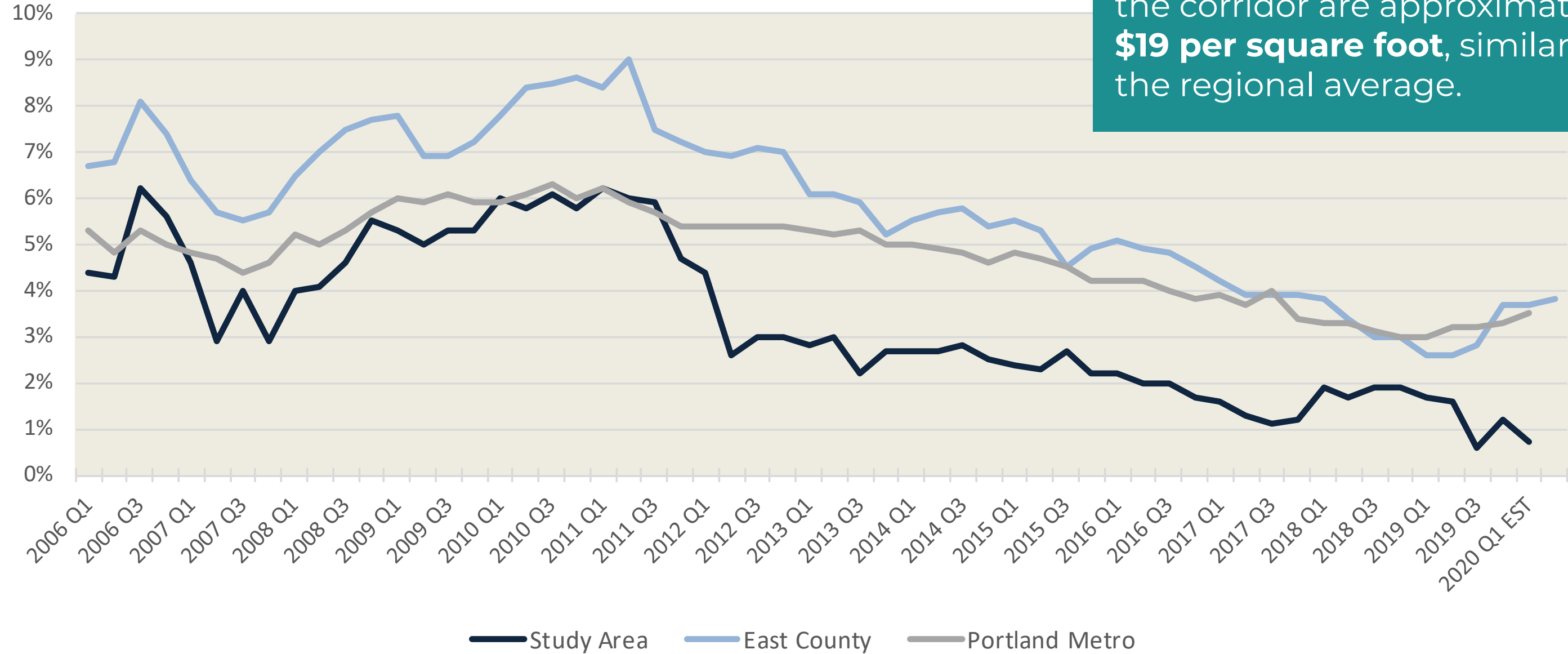
Construction costs continue to rise and are higher than the national average and many peer cities



Source: Mortenson Construction Cost Index

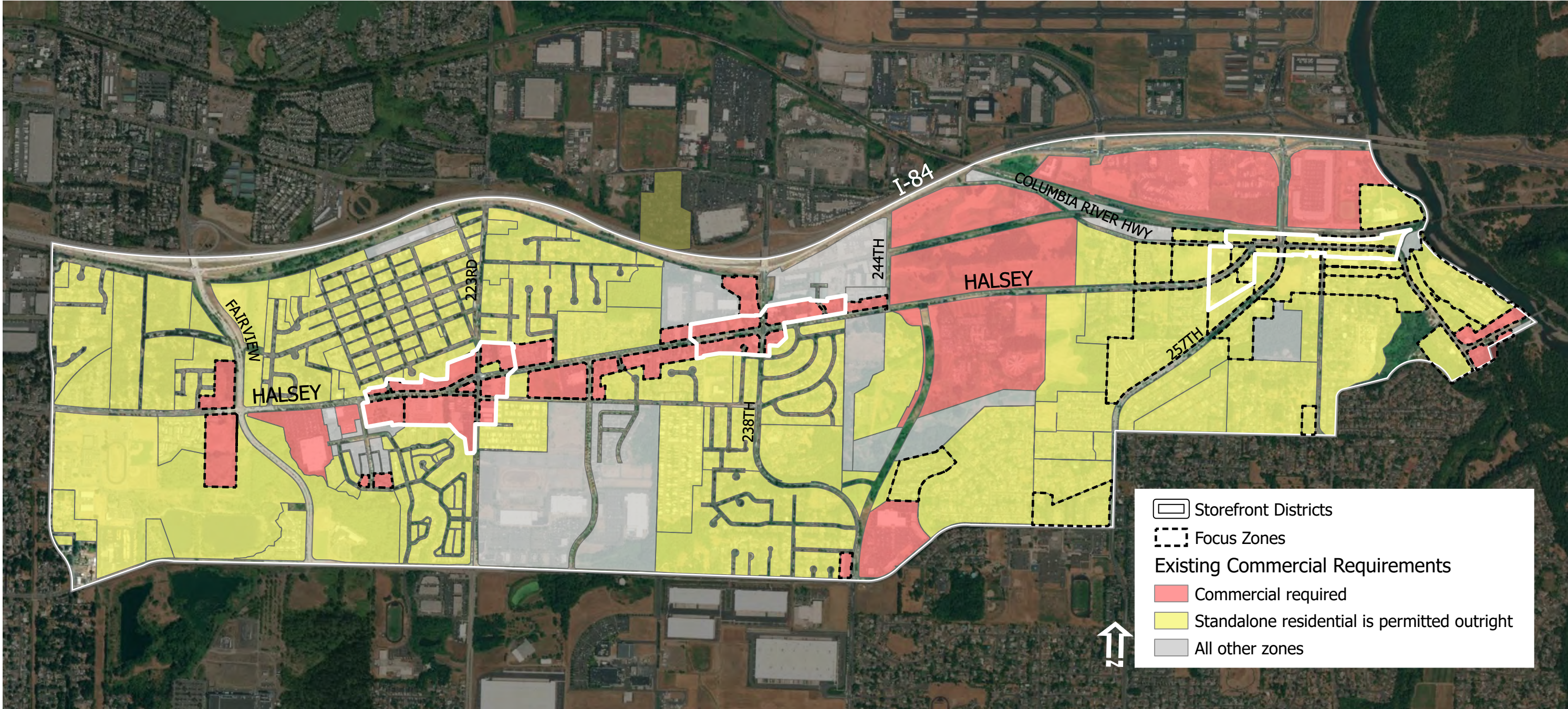
Vacancy is low, and retail rents may be increasing, but developers report difficulty delivering new retail space

RETAIL VACANCY RATE, 2009-2019



Average asking lease rates in the corridor are approximately **\$19 per square foot**, similar to the regional average.

STOREFRONT DISTRICTS | Proposed Storefront Districts

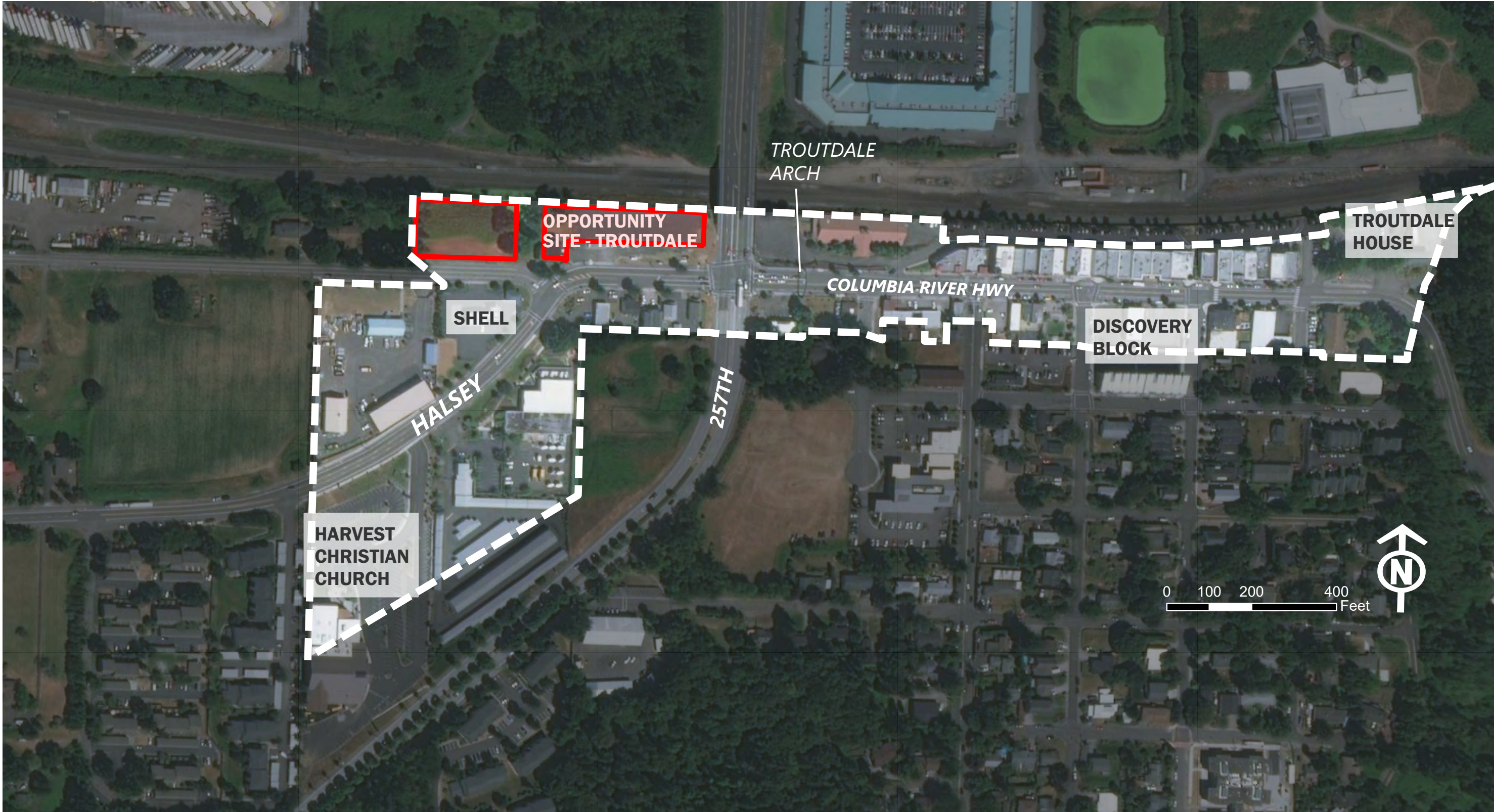


STOREFRONT DISTRICTS | Proposed Storefront Districts - Fairview





STOREFRONT DISTRICTS | Proposed Storefront Districts - Troutdale

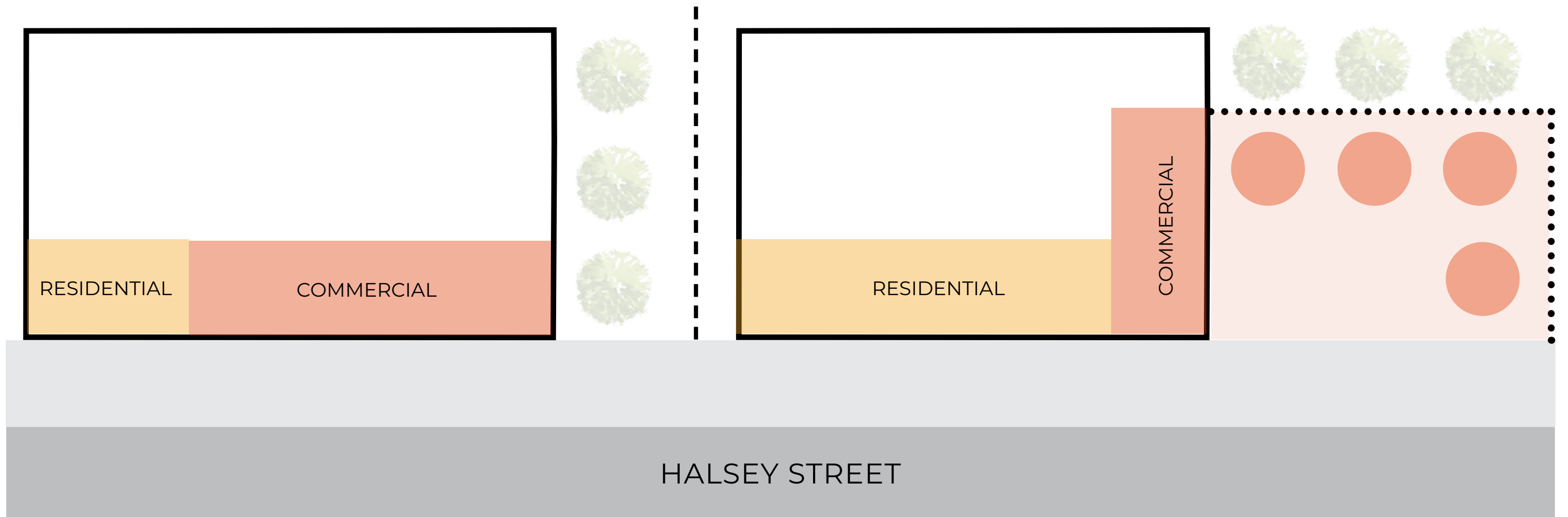


STOREFRONT DISTRICTS | Commercial Use Requirements in Storefront Districts

- Commercial uses required on the ground floor to activate the street
- Two options to meet this requirement:

Conventional indoor commercial spaces that occupy at least [25-50%] of the street frontage of the site

Adaptive indoor or outdoor spaces that have capacity for at least [4-6] retail tenants per [200] linear feet of street frontage



Food cart pod



Food cart pod + enclosed space



Micro retail pod

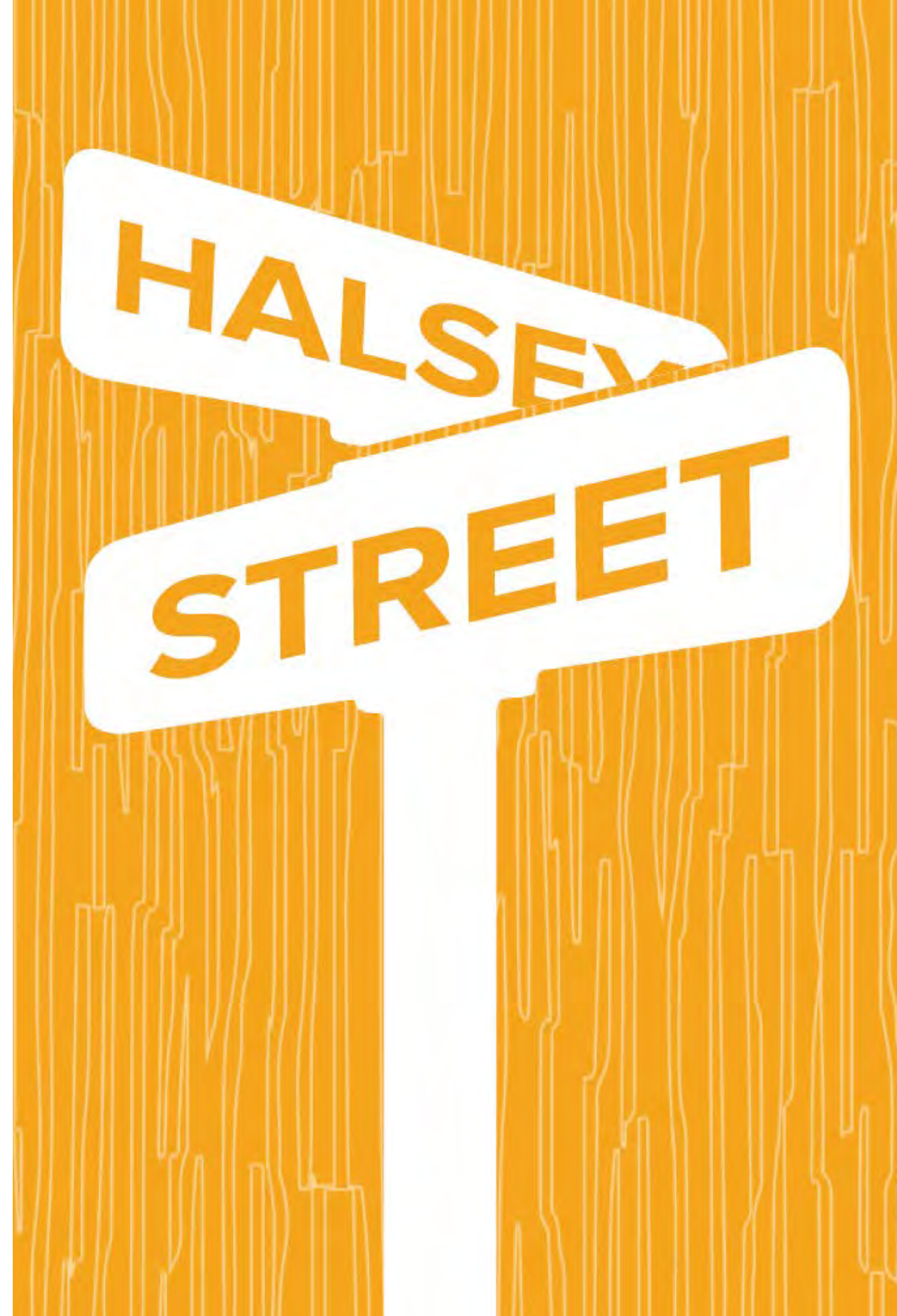


STOREFRONT DISTRICTS | **Adaptive Commercial Spaces - Regulatory Issues**

- Minimum standards for the number of spaces/tenants to ensure an active street environment
- Minimum standards for permanent improvements and facilities (paving, restrooms, trash and recycling, lighting)
- Design standards for individual structures
- Special setback and screening standards
- Applicability of SDCs and building code requirements



BUILDING HEIGHT AND BULK



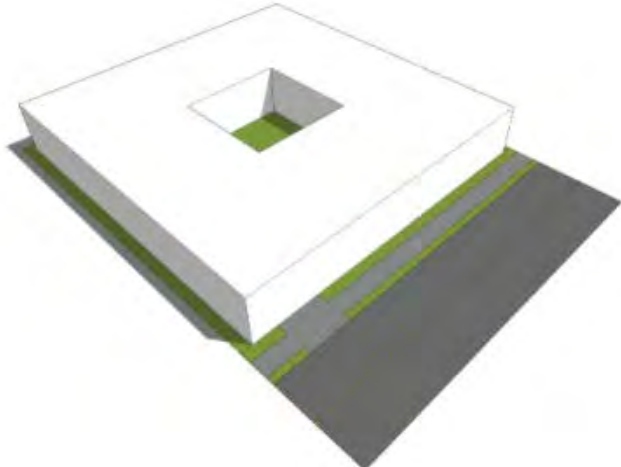
HEIGHT AND BULK | Code Audit Key Issues

- Height limits that are too restrictive may result in lost opportunities to bring more residents and activity to businesses and transit lines on Halsey
- Maximum height of 3 stories or 35' can be a significant barrier to vertical mixed use development
- The visual impacts of buildings taller than 3-4 stories varies across the Halsey corridor
- There is limited and inconsistent use of other regulatory tools to address height and bulk, including step backs, bonuses, and maximum floor area ratio (FAR)

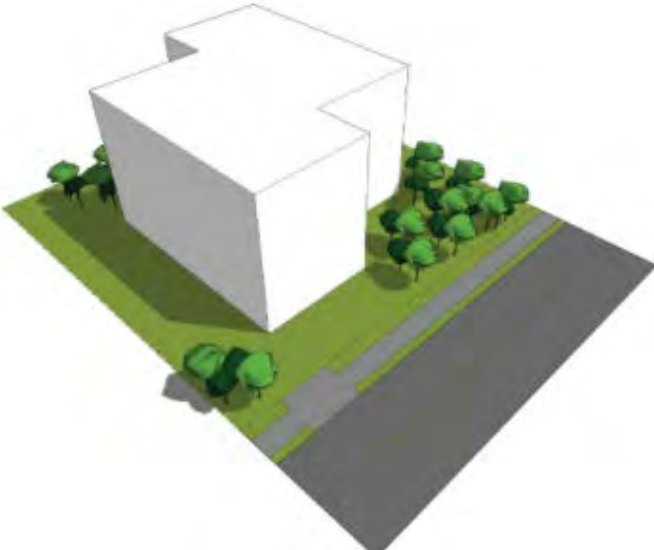


Street width and height of existing buildings vary across the corridor

Which would you prefer among these tradeoffs between building height and area available for open space?

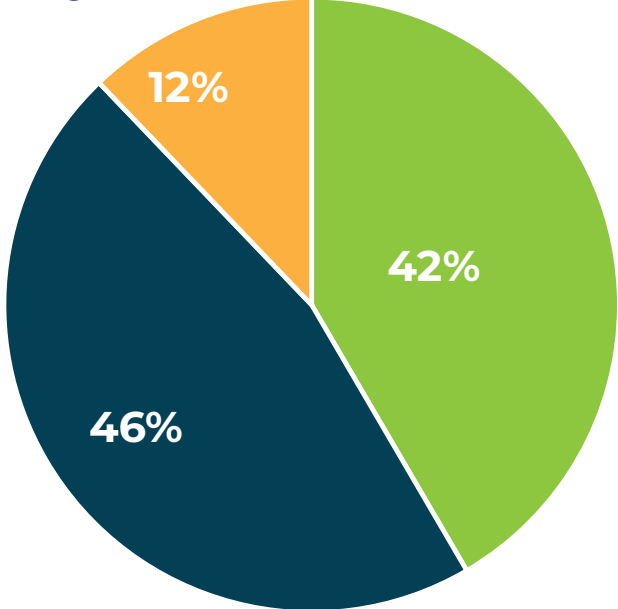


Example of a shorter building with less room for green/open space around it



Example of a taller building allowing more green/open space around it

Responses in English

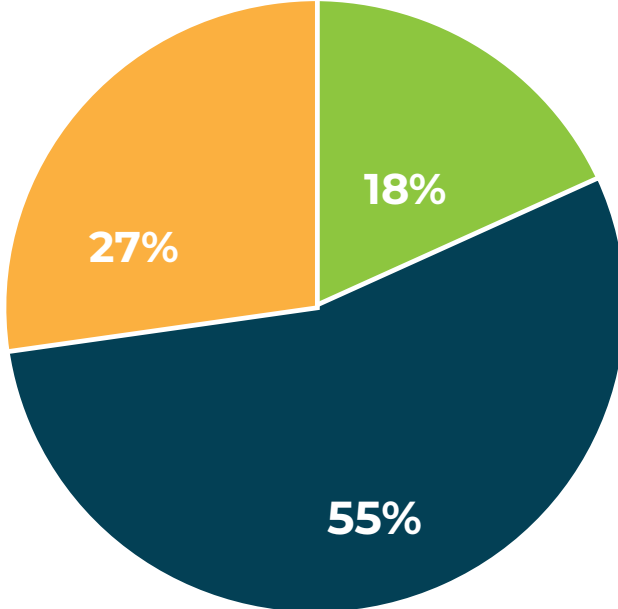


I prefer to limit new buildings at 3-4 stories tall even if that means there will be less community open space around the building

I prefer to maximize the amount of community open space around the building, even if that means allowing new buildings to be 5-7 stories tall.

I'm not sure

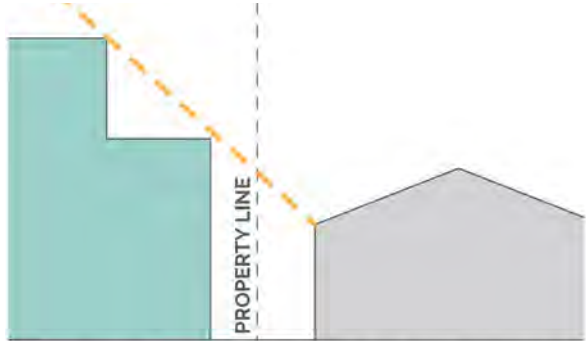
Responses in Spanish



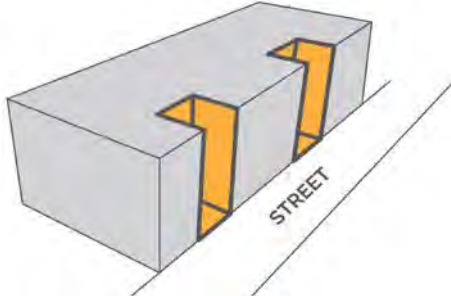
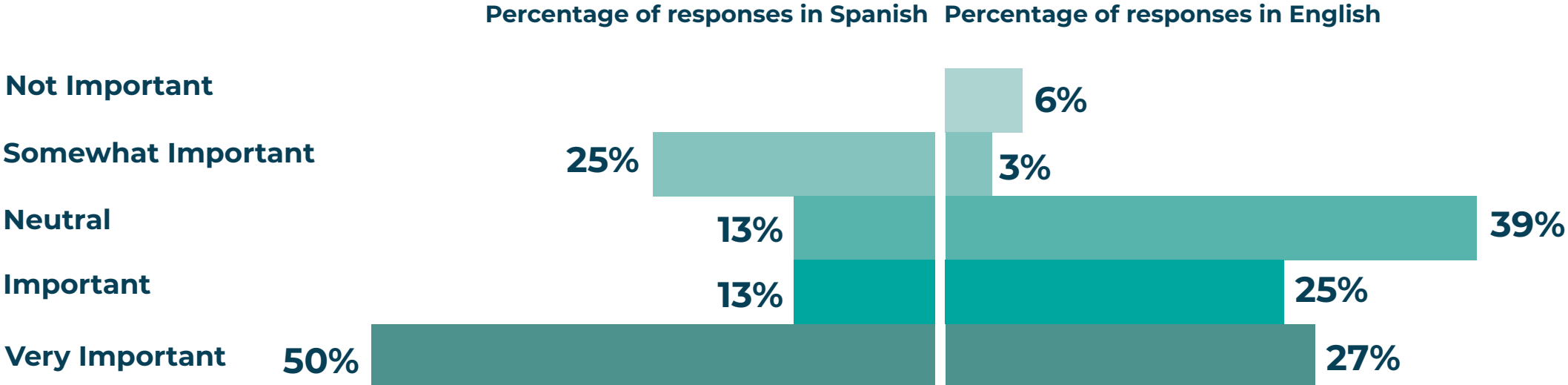
HEIGHT AND BULK | Survey Results



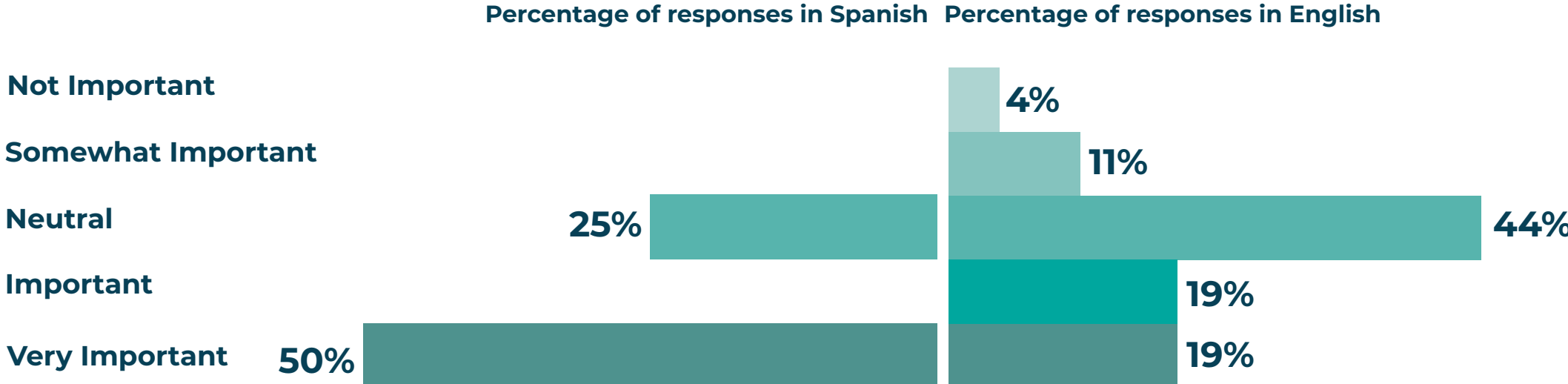
A. Step down building height next to the street



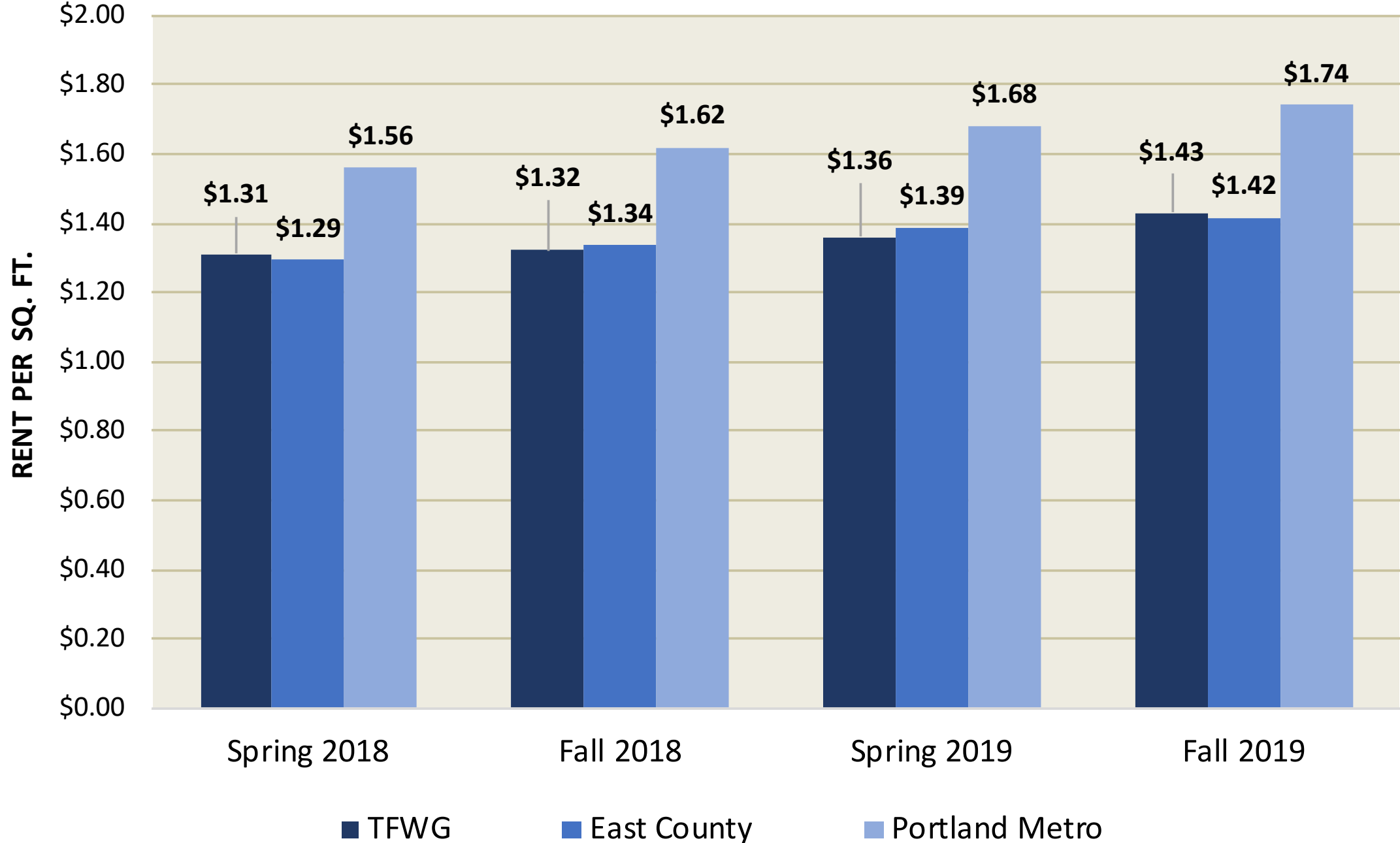
B. Step down building height next to smaller buildings and homes



C. Break up the length of the building face

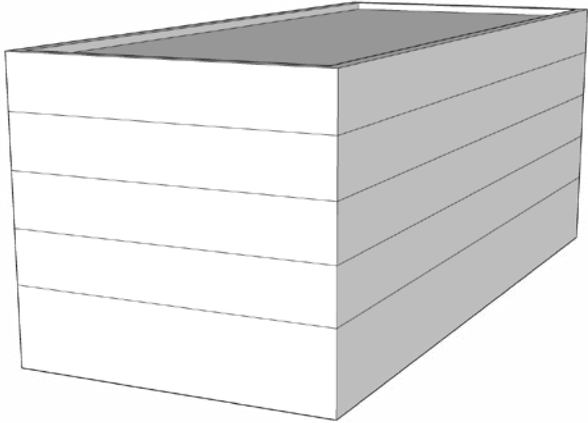


Multifamily rental rates are lower than the regional average, but may increase with new development and investment on Halsey

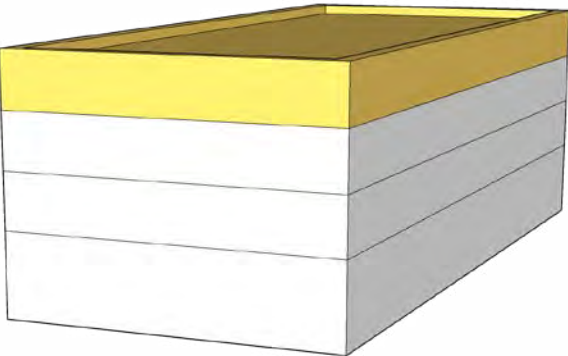


Rental rates for new construction in the Halsey corridor are closer to **\$1.65/sf**

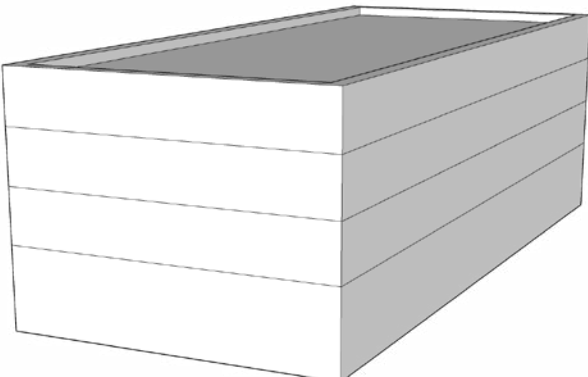
HEIGHT AND BULK | Existing Maximum Height Standards



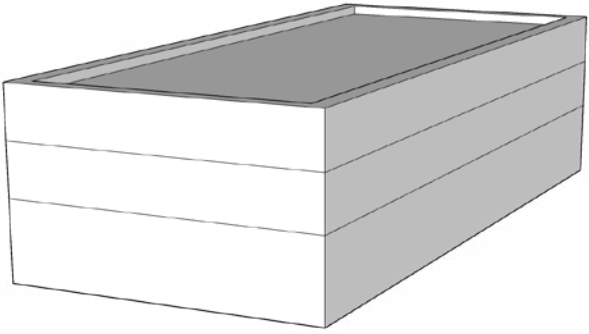
55 ft (5 stories)



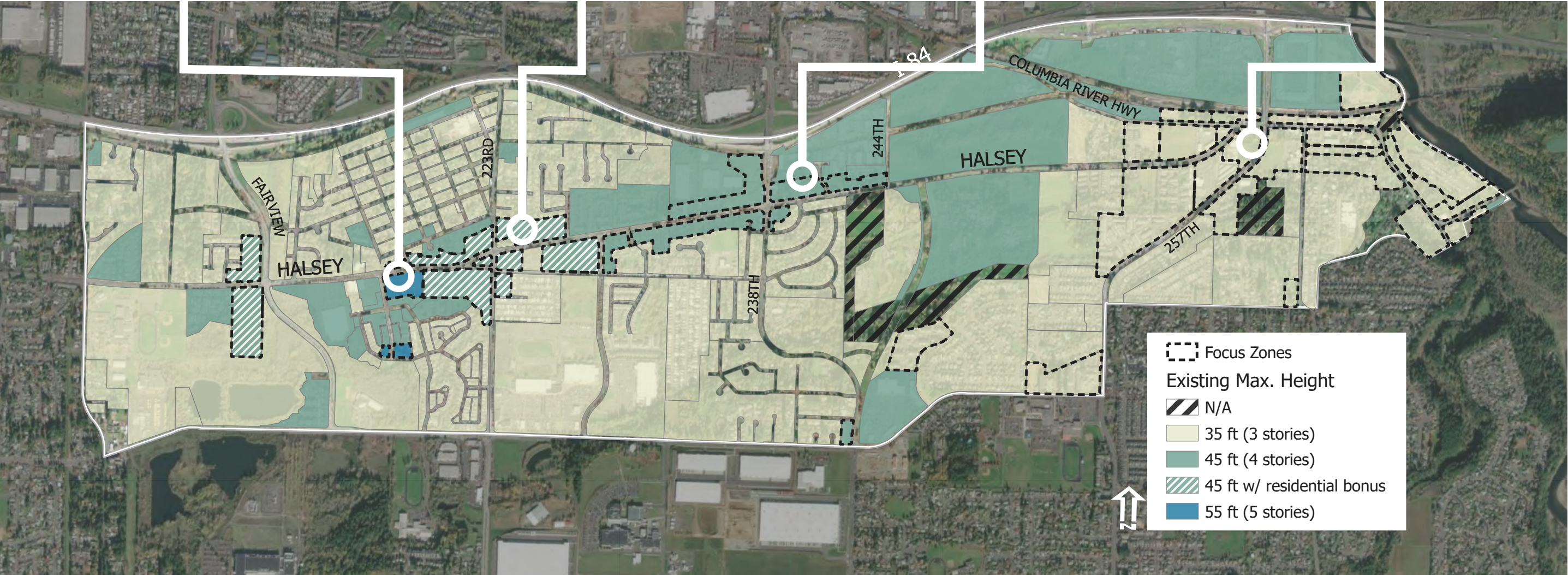
45-57 ft (4 stories w/res. bonus)



45 ft (4 stories)

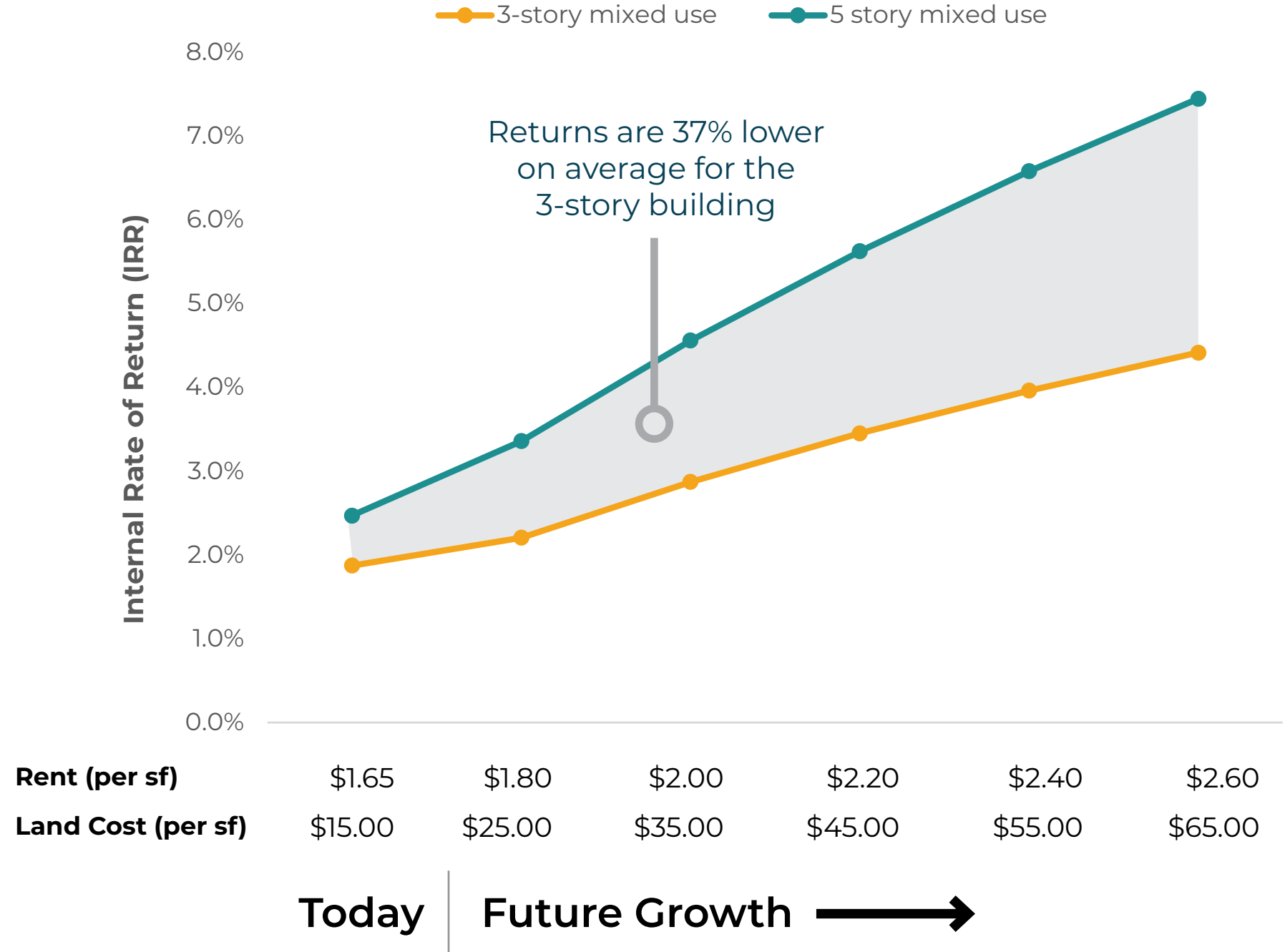
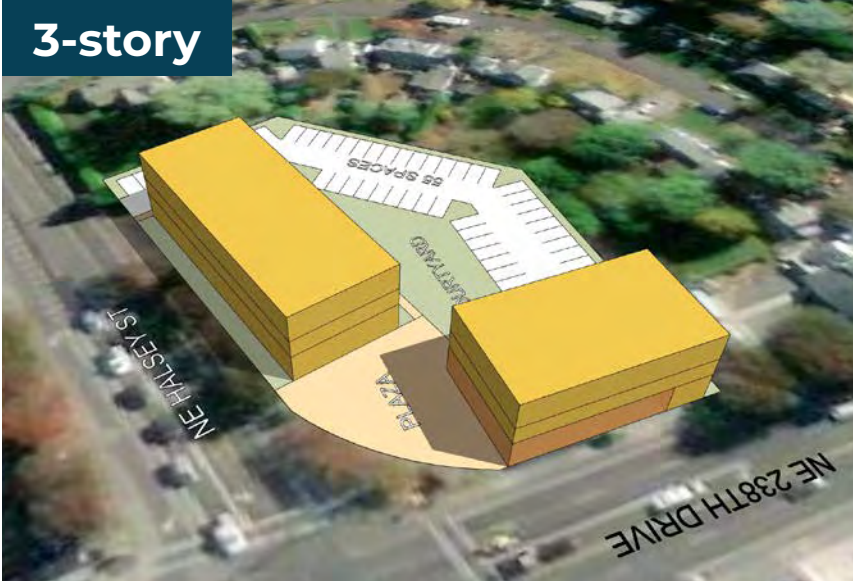


35 ft (3 stories)

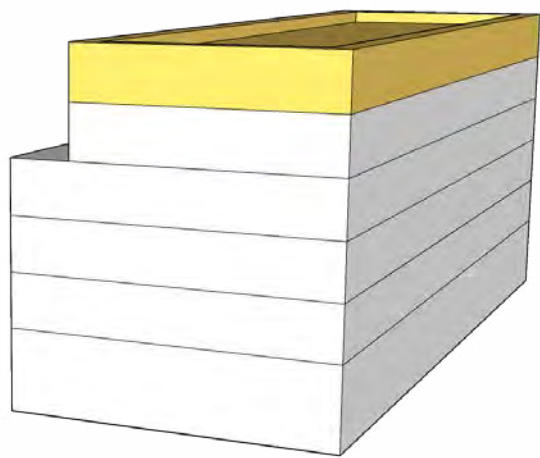


HEIGHT AND BULK | Market Context

Increasing height has a small positive impact on returns today, but will become more important as rents and land costs rise

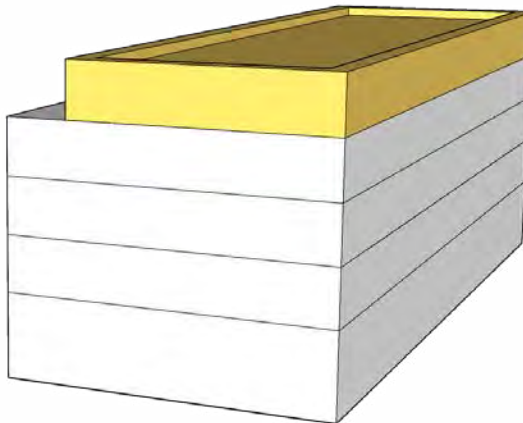


HEIGHT AND BULK | Recommendation: Overall Height



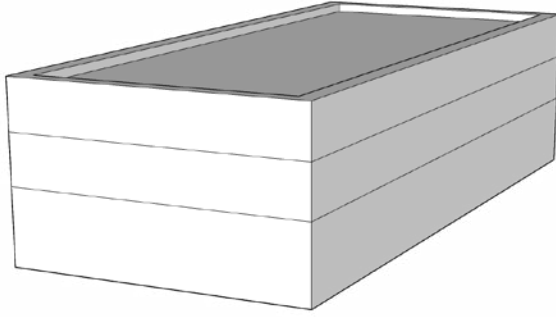
+ 1 story bonus
5 story base

6 story max

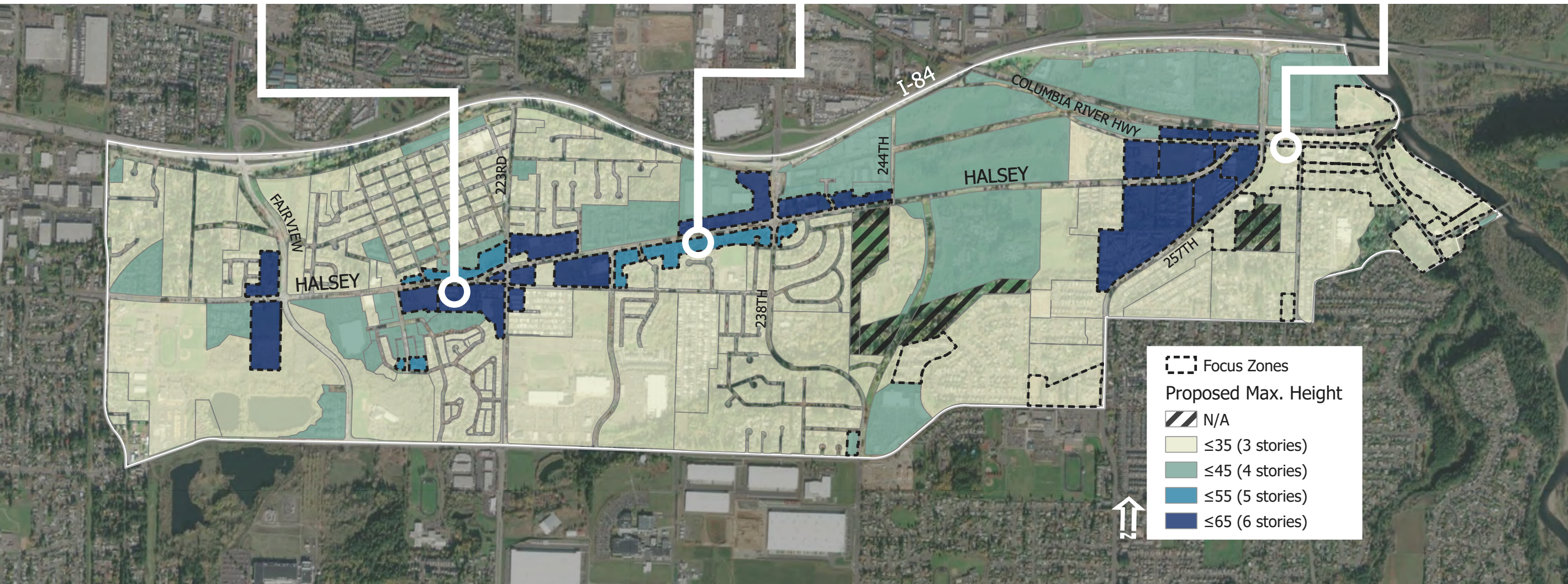


+ 1 story bonus
4 story base

5 story max



3 story max



HEIGHT AND BULK | Height Bonus Options



Height bonus of one story provided in exchange for community benefits or amenities

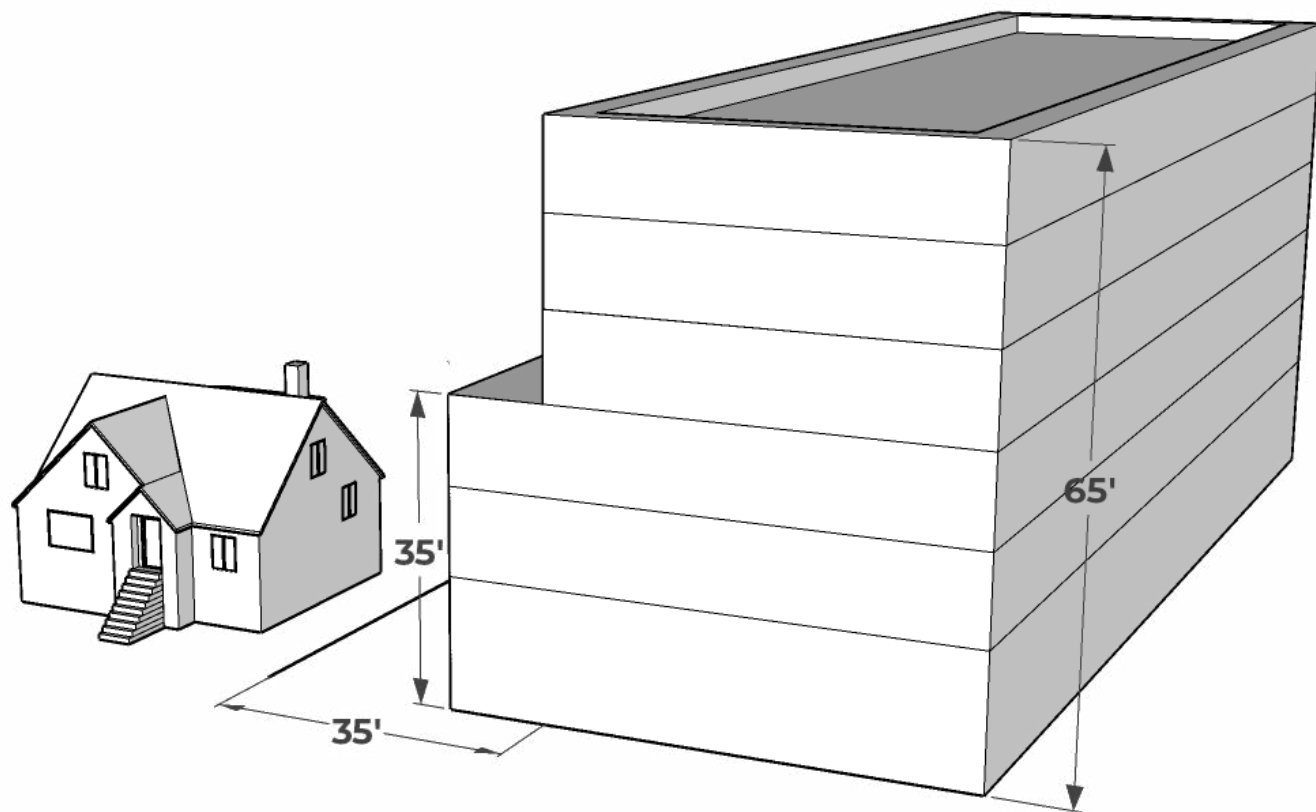
Example bonus options:

1. Vertical mixed use building with 75% of the ground floor space built to commercial code
2. Food cart pod with space for 10+ vendors and built with permanent facilities/improvements
3. Public access plaza or open space with minimum level of improvements
4. Affordable housing units as a minimum share of total units (10-20%)

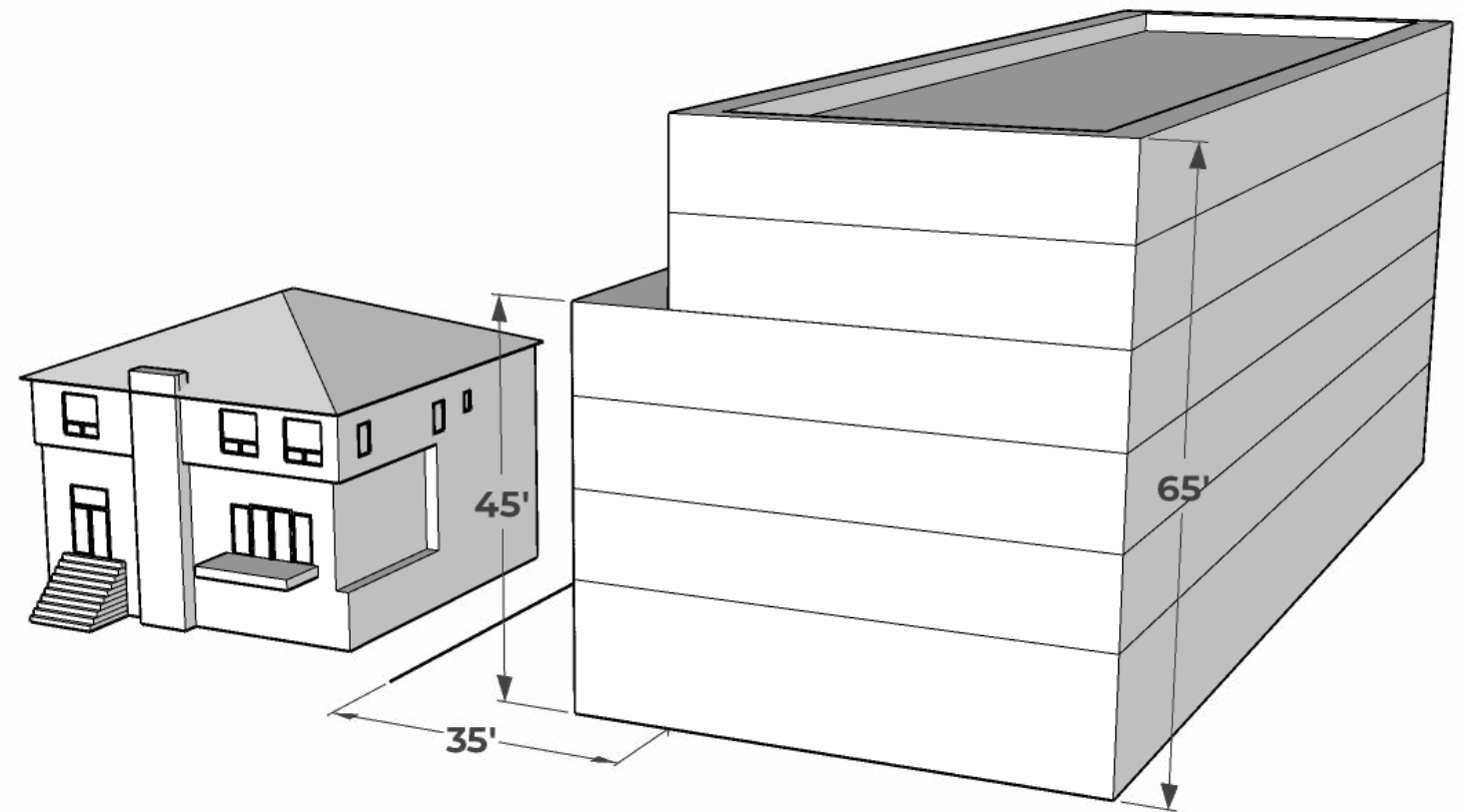
HEIGHT AND BULK | **Height Step Downs Adjacent to Residential Zone**

Recommendation: Step down maximum height to 35-45 feet on portions of the site adjacent to residentially zoned lots

Adjacent to Single-Family Zone



Adjacent to Multi-Family Zone

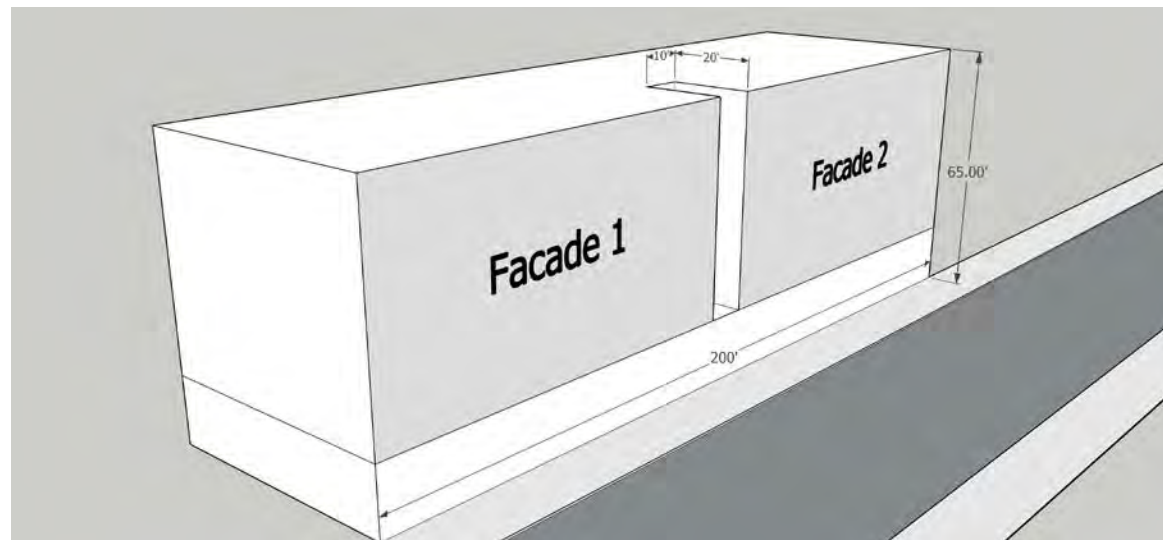


HEIGHT AND BULK | **Maximum Building Length and Facade Articulation**

- **Apply a maximum building length to street-facing facade**
- **Apply a facade articulation standard to street-facing and residential-facing facade**

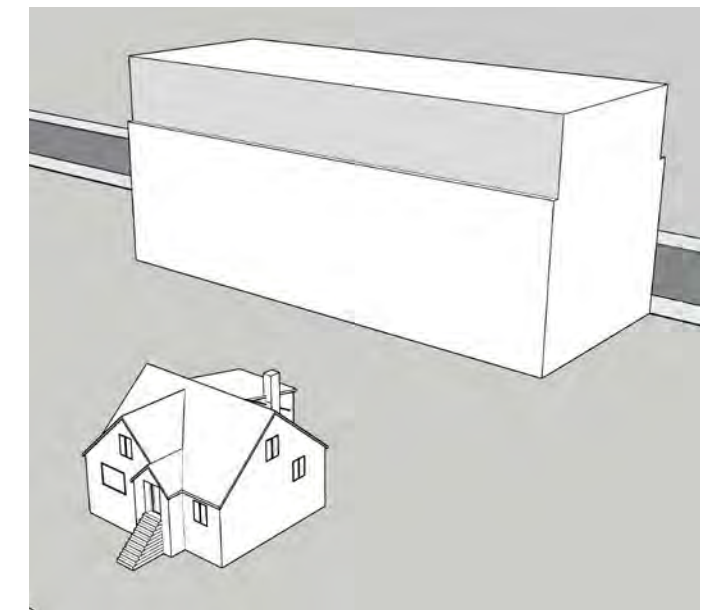
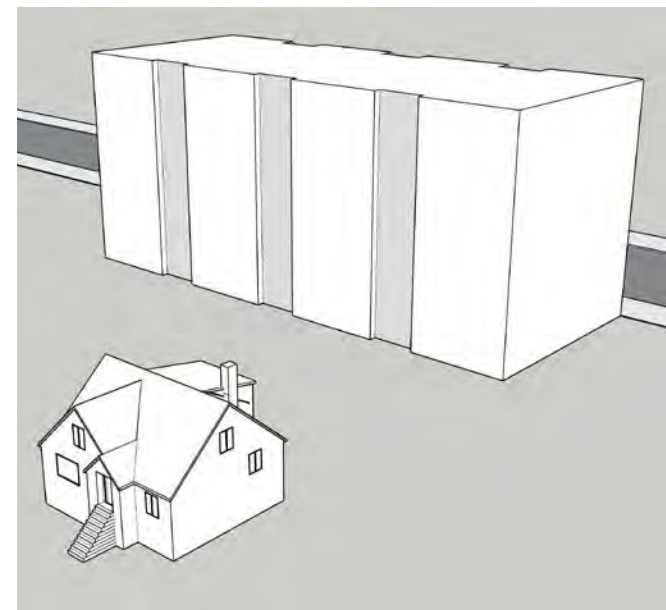
Street-facing facade

Maximum Building Length

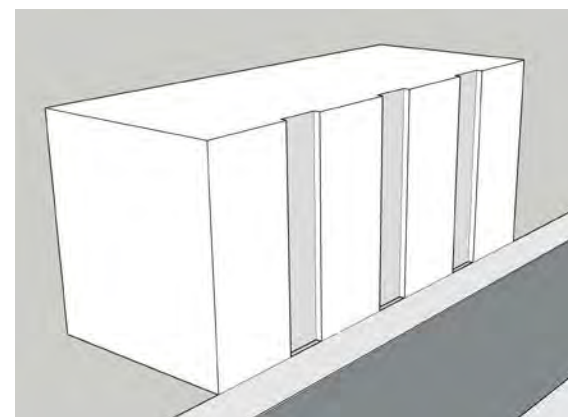
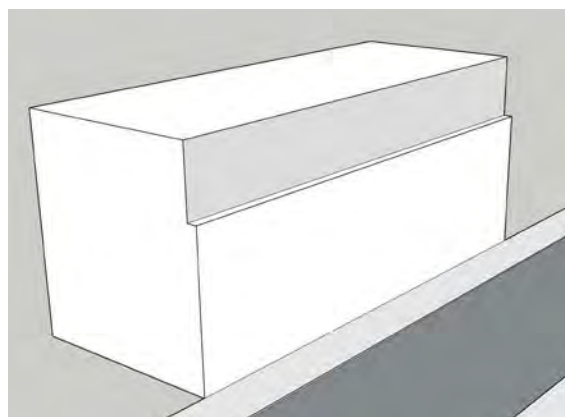


Residential-facing facade

Facade Articulation



Facade Articulation



HEIGHT AND BULK | **Visualization on Halsey and 223rd**



HEIGHT AND BULK | Visualization on Halsey and 223rd



HEIGHT AND BULK | Recommendation: Overall Height - Fairview West



HEIGHT AND BULK | Recommendation: Overall Height - Fairview East



Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

HEIGHT AND BULK | Recommendation: Overall Height - Troutdale



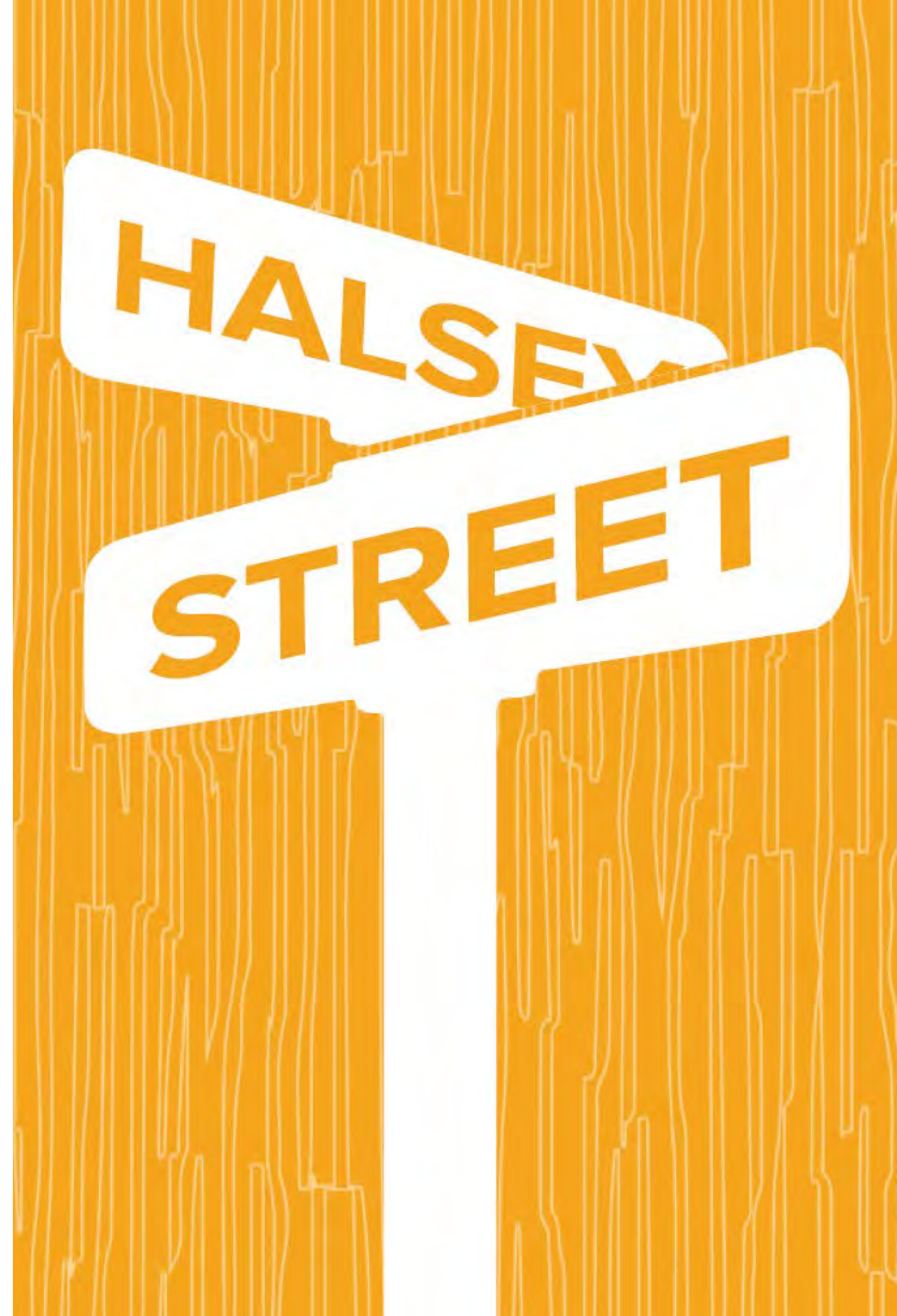
HEIGHT AND BULK | Broughton Bluff View Corridor



HEIGHT AND BULK | Broughton Bluff View Corridor



OFF-STREET PARKING



OFF-STREET PARKING | Code Audit Key Issues

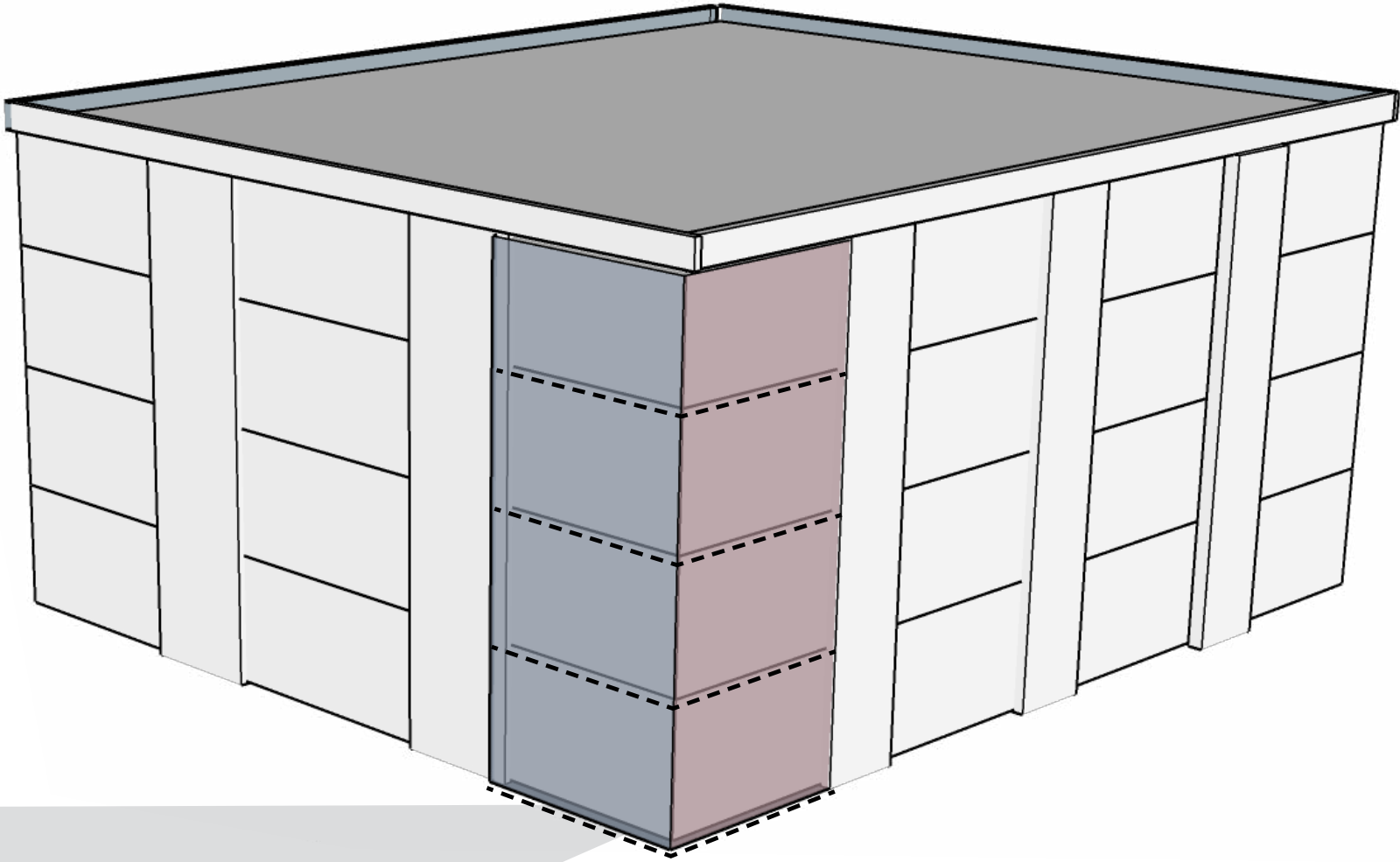
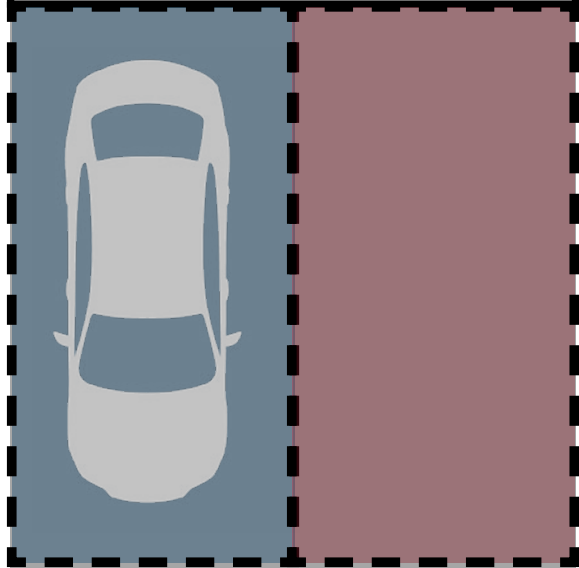
Existing parking standards vary widely on Halsey. In many places, they may inhibit vertical mixed use development.

	FAIRVIEW		WV	TROUTDALE		
	TCC	VO	NC	CBD	MO/H	A-2
Residential - Multifamily	None	1.5 per unit	1.5 per unit	2 per unit	2 per unit	2.33 per unit
Residential - Mixed Use	None	1.5 per unit	1.5 per unit	1 per unit	1 per unit	2.33 per unit
Retail - Goods and Services	None	2 per 1,000 sf	3.33 per 1,000 sf	None	None	4.1 per 1,000 sf
Retail - Eating and Drinking	None	10 per 1,000 sf	8 per 1,000 sf	None	None	10 per 1,000 sf
Lodging	None	1 per 1,000 sf	1 per room	None	None	1 per room
Office	None	2 per 1,000 sf	2.5 per 1,000 sf	None	None	2.7 per 1,000 sf

OFF-STREET PARKING | The Space Cost of Parking



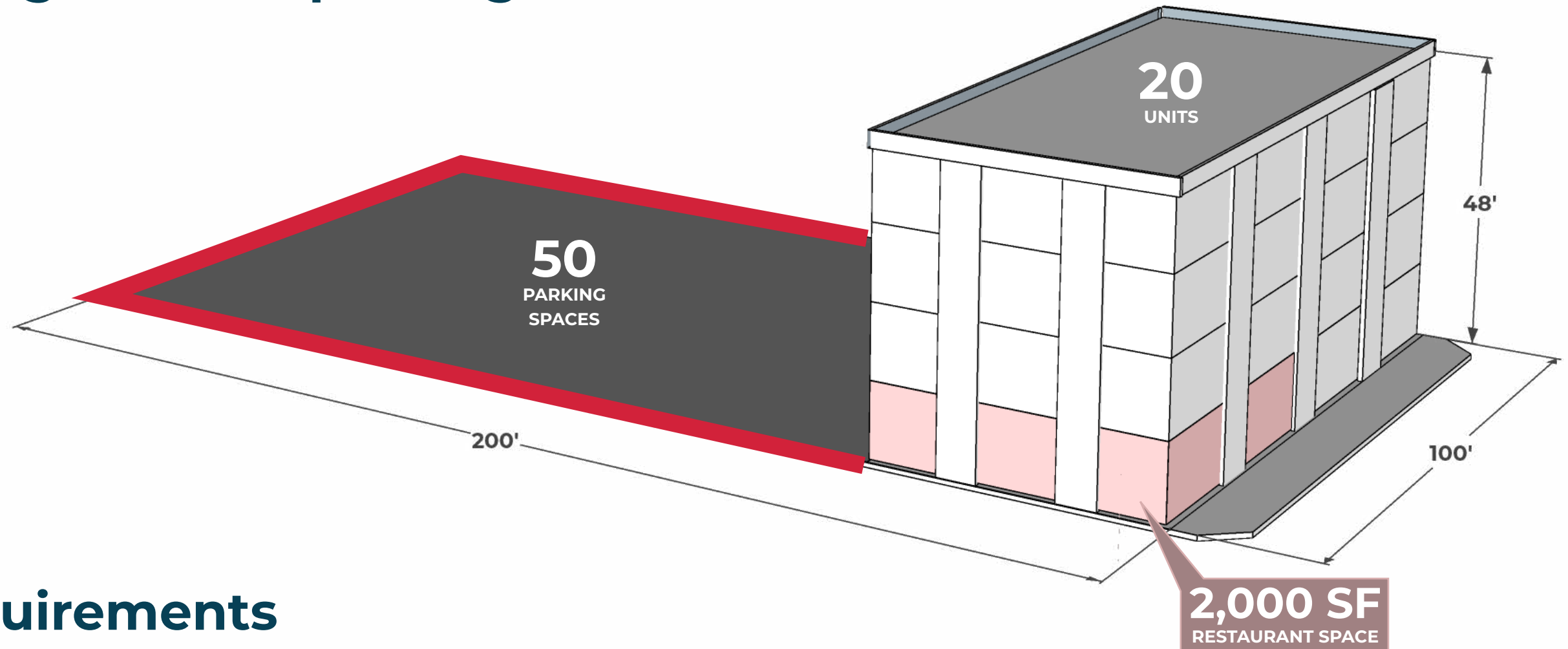
Need total of 400 SF for every space



1 parking space consumes land that could be used for up to 1,600 SF of floor area

1,600 SF equates to approximately 3 housing units or 2 retail spaces

Off-street parking requirements result in 75% of this lot being used for parking



Parking requirements

- 1.5 spaces/unit
- 10 spaces/1,000 sf for eating and drinking establishments



20 UNITS + **2,000 SF RESTAURANT SPACE** = **50 PARKING SPACES**

OFF-STREET PARKING | **The Financial Cost of Parking**



Surface Parking

~\$5,000 / space



Tuck Under

~\$20,000 / space

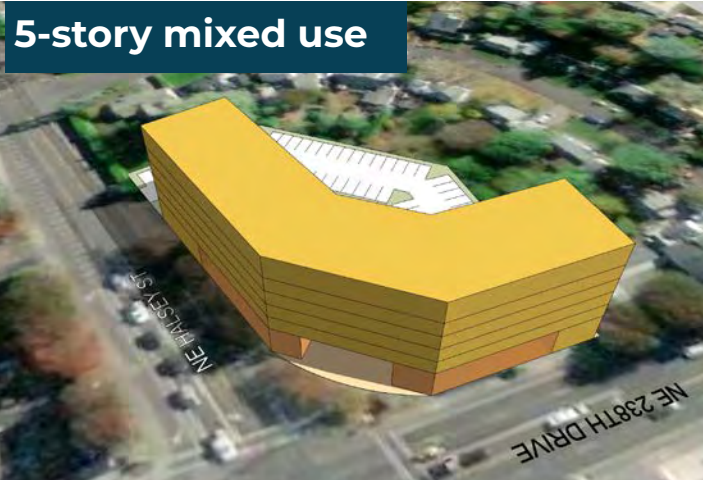


Structured/Underground

~\$20,000-\$40,000 / space

OFF-STREET PARKING | Market Context

Reducing parking requirements has small impact on returns today, but will become more important as rents and land costs rise

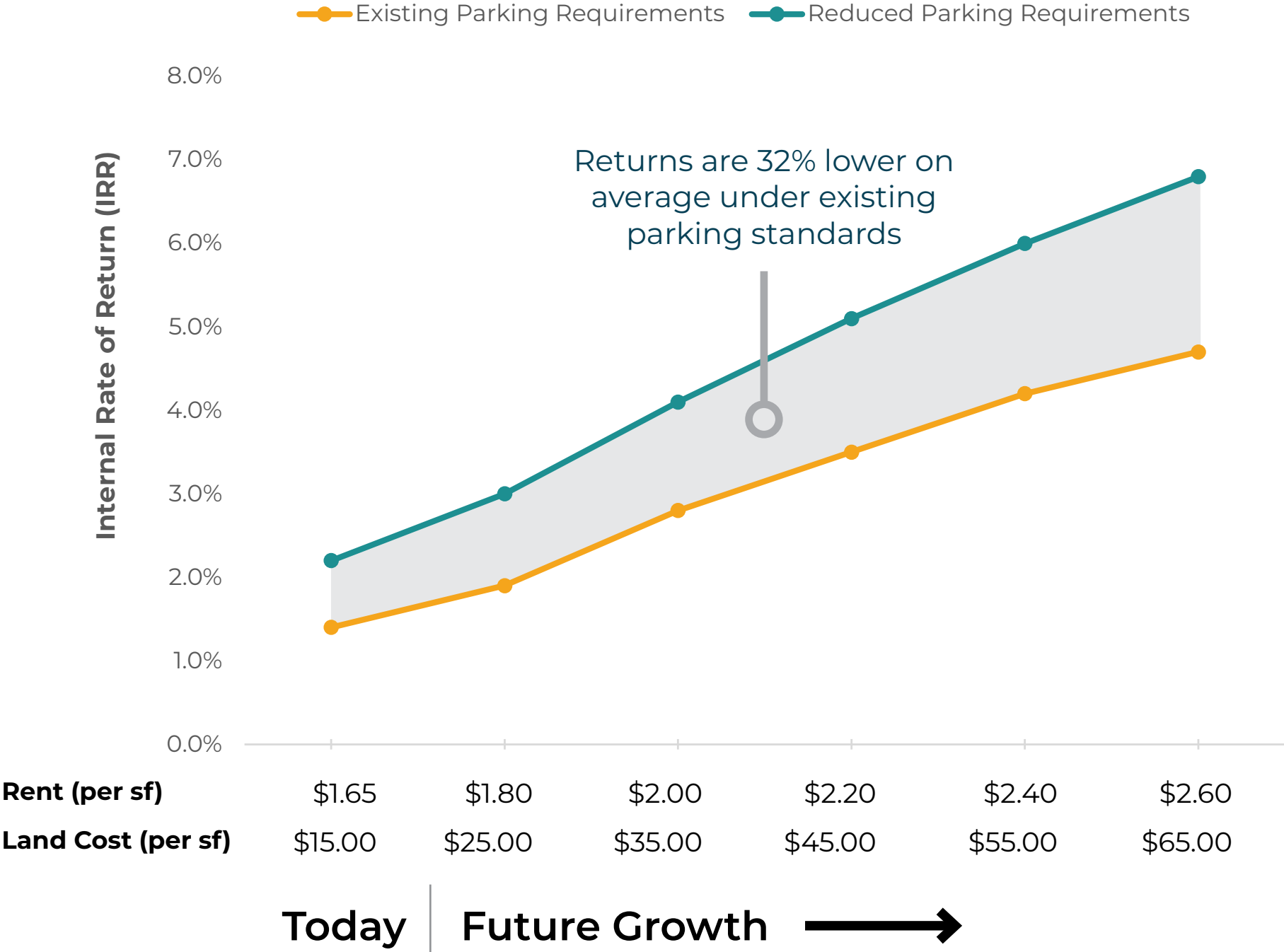


Existing Parking Requirements

1.5 spaces per dwelling unit
10 spaces per 1,000 sf commercial

Reduced Parking Requirements

0.85 spaces per dwelling unit
5 spaces per 1,000 sf commercial



OFF-STREET PARKING | **Recommended Standards**

Right-size base requirements to allow more flexibility for all projects

Residential:

- Studio/1 BR: 1 space
- 2 bedroom: 1.25 spaces
- 3+ bedroom: 1.5 spaces
- None required in Fairview TCC zone

Commercial:

- Goods and Services: 2 per 1000 sf
- Eating and Drinking: 5 per 1,000 sf
- None required in Fairview TCC or the Troutdale CBD and M/OH zones

Allow a wider range of reductions to encourage transportation alternatives and desirable features/amenities

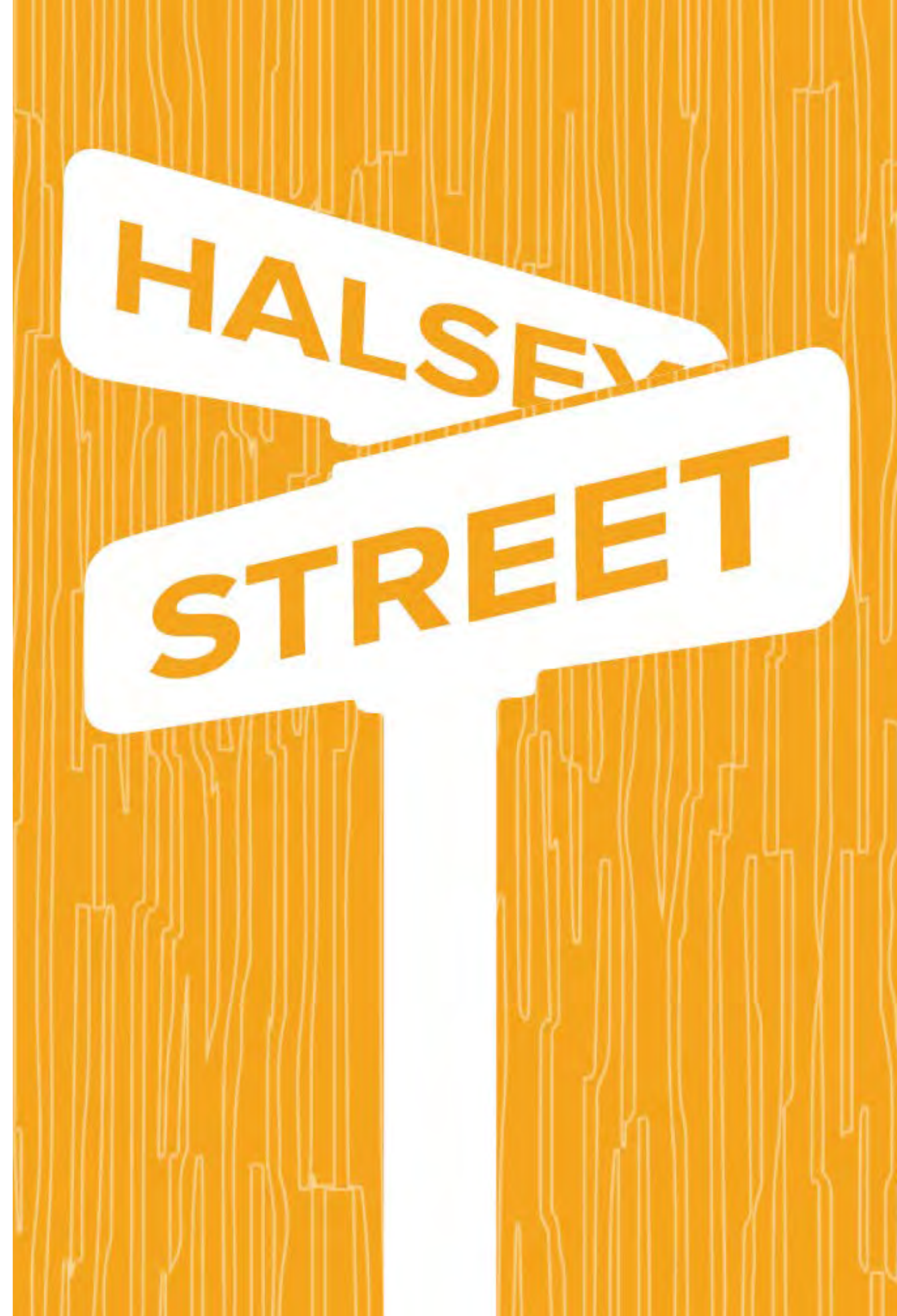
Transportation Alternatives

- Site within 500 feet of standard service transit: 10%
- Site within 500 feet of frequent service transit: 30%
- Bike parking: 1 parking space per 8 bike spaces
- Car share: 4 parking spaces per car share space
- TNC drop-off/pick-up location: 2 parking spaces per 25 feet of dedicated curb frontage

Development Features/Amenities

- Plaza/active open space: 10%
- Small scale retail: 20%
- Vertical mixed use: 30%
- Affordable housing: 40%

BUILDING ORIENTATION

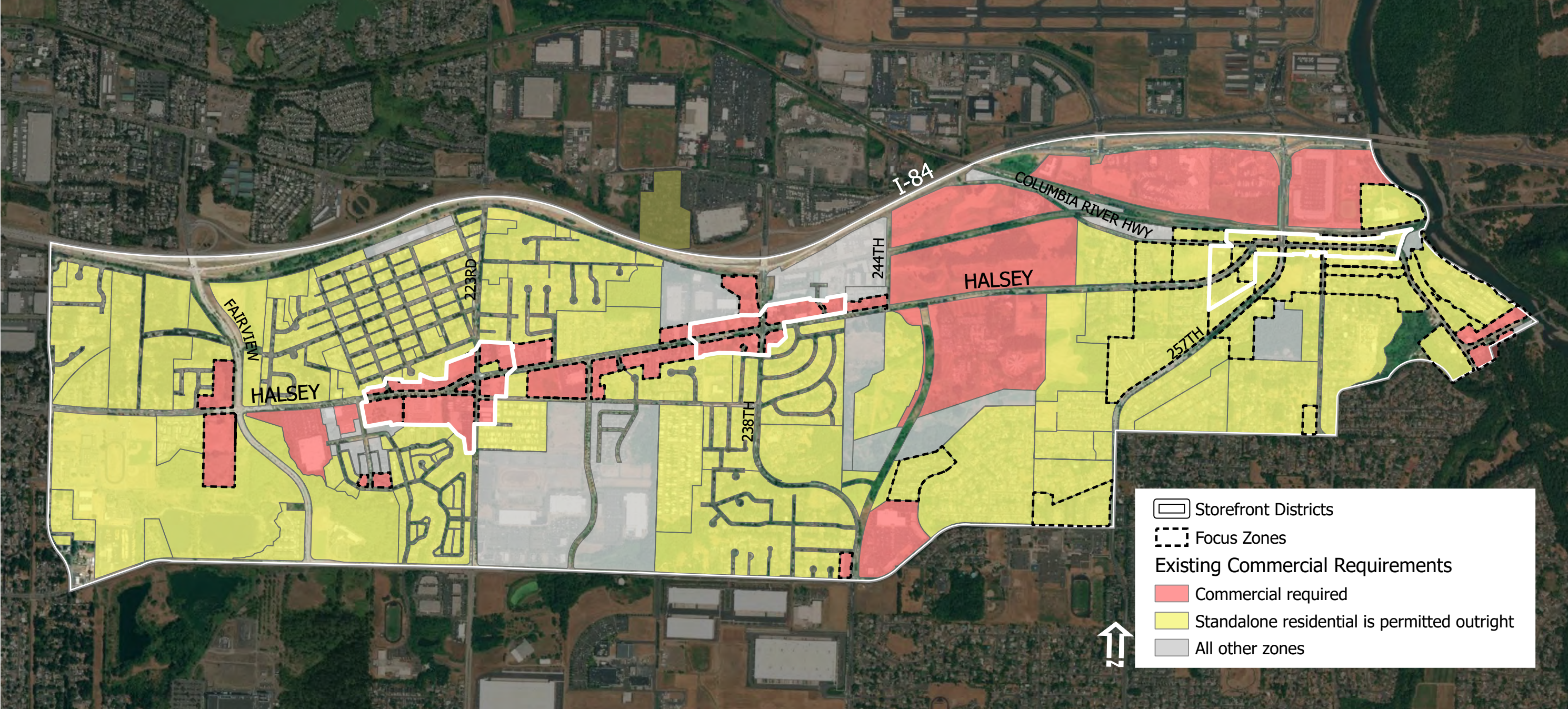


BUILDING ORIENTATION | **Context**

- One of the defining features of a Main Street is that buildings are oriented to and help frame the street
- This serves many important functions:
 - Providing "eyes on the street"
 - Creating a visually interesting and active environment for pedestrians
 - Supporting storefront shopping
 - Create a comfortable sense of enclosure and definition
- Some existing code provisions require buildings oriented to the street, but they are inconsistent and may not result in coherent pattern throughout Halsey corridor

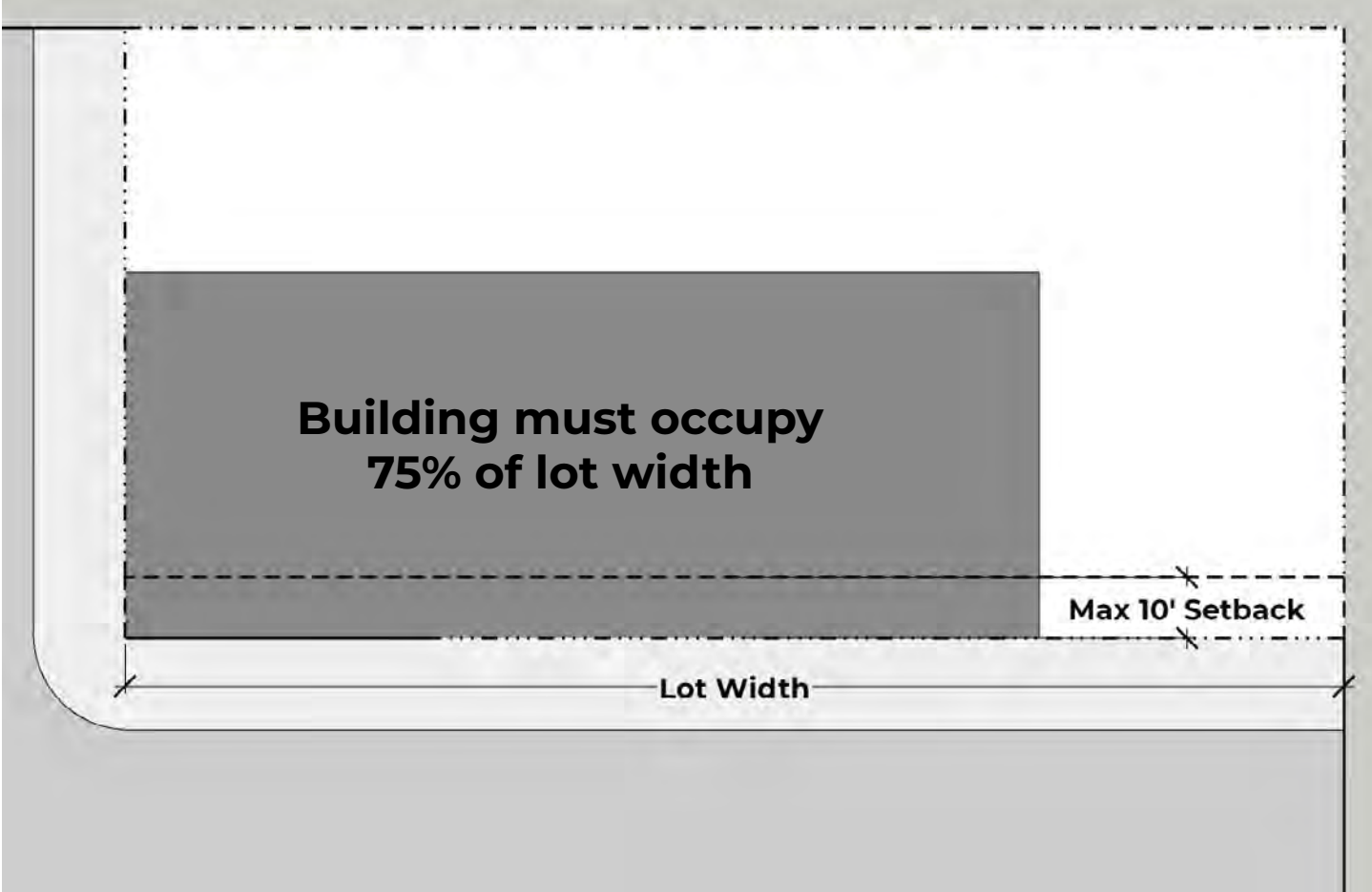


BUILDING ORIENTATION | Storefront Districts

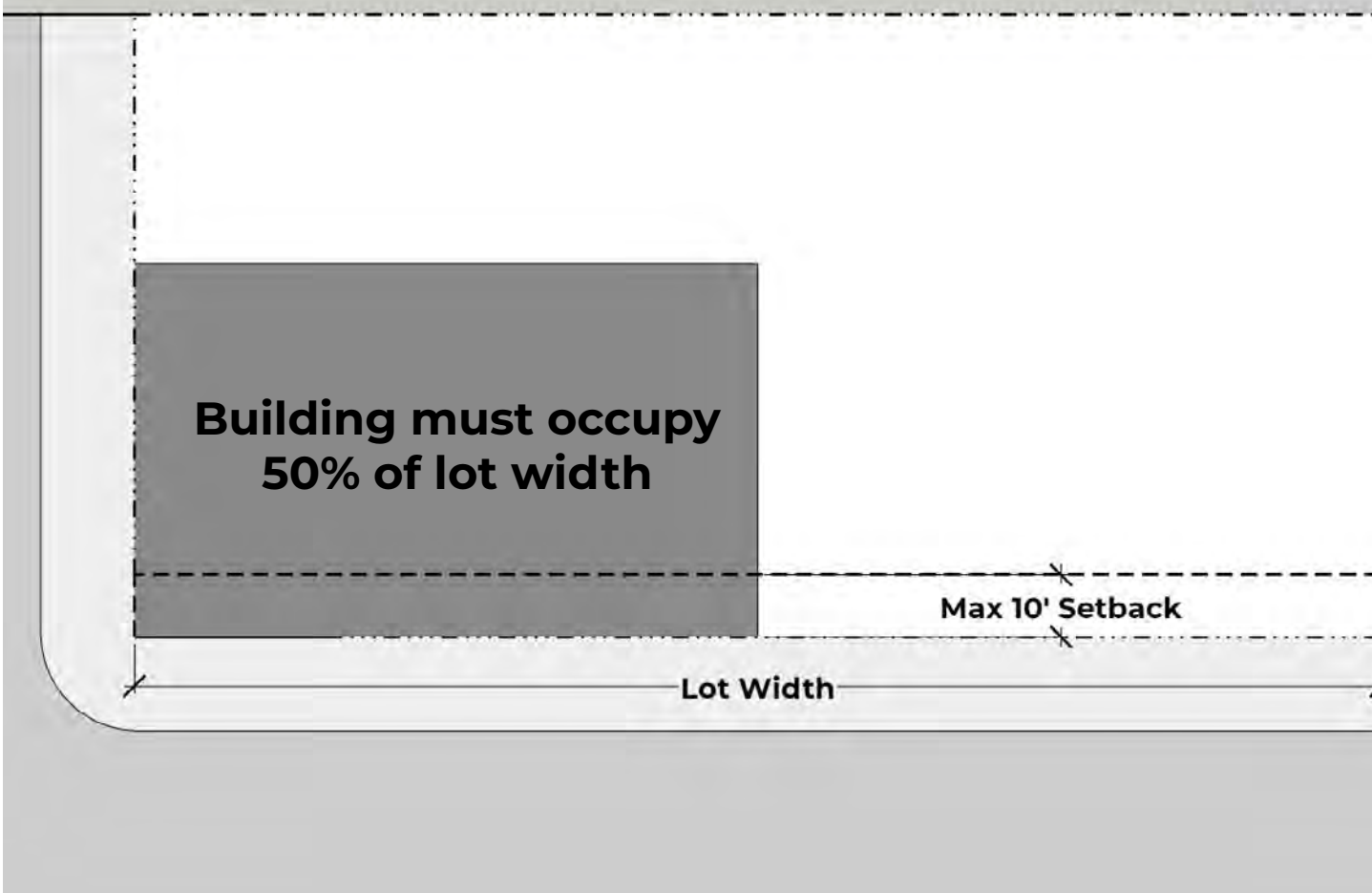


BUILDING ORIENTATION | Recommendations: Maximum Setback

Storefront Districts



Main Street Corridor Areas

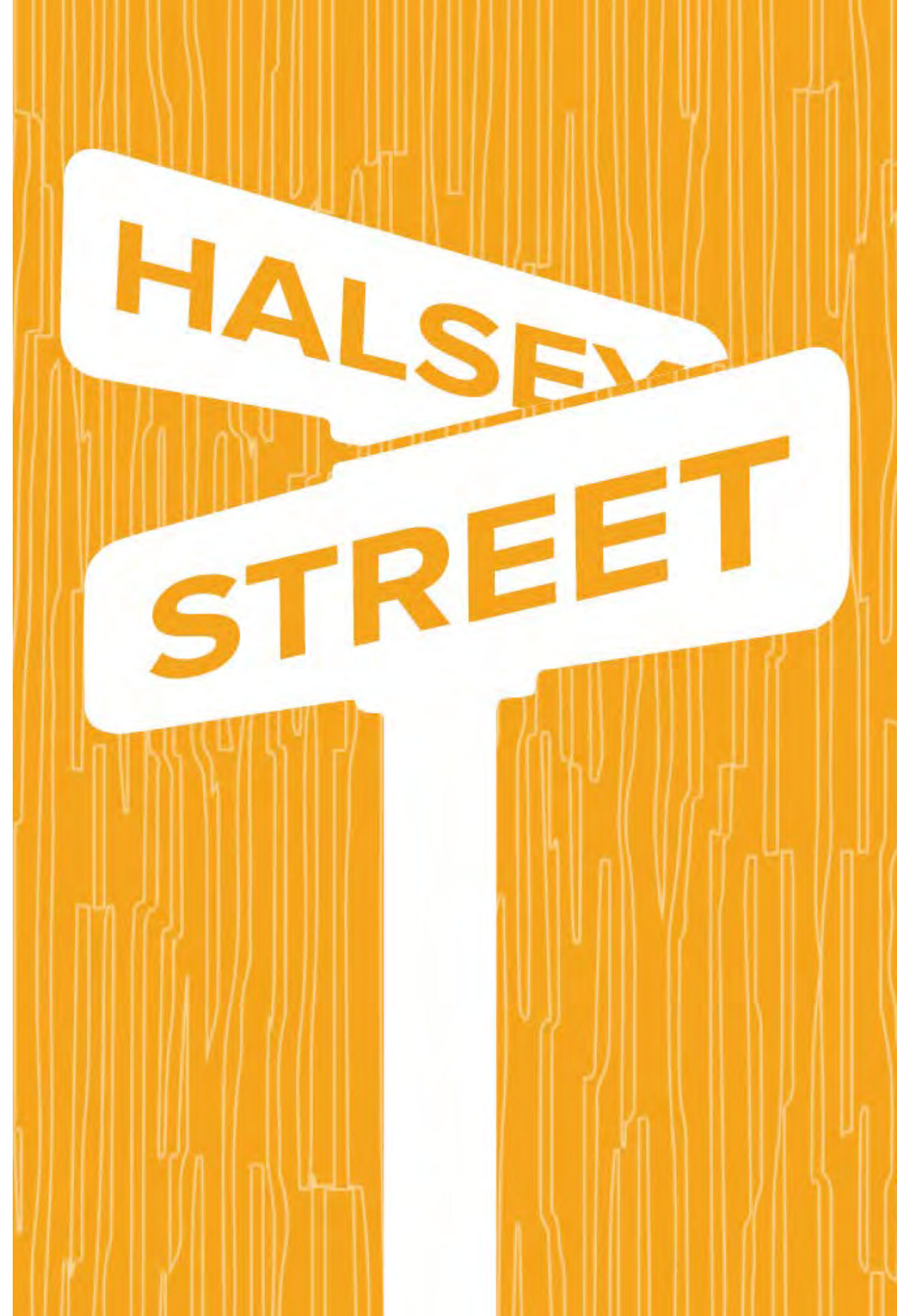


BUILDING ORIENTATION | Recommendations: Other Orientation Standards

1. No parking between the building and the street
2. Larger parking areas require additional setback and landscaped buffer
3. Plazas and usable open space such as courtyards are encouraged, particularly in Storefront Districts
4. Landscaping allowed but must meet minimum planting standards
5. Main entrance must face the street (not a parking lot) and be architecturally treated to be prominent and visible



BUILDING AND SITE DESIGN



Many key building and site design issues are addressed today, but they are unlikely to result in a coherent pattern across Halsey

Example of building design standards summary table from code audit

	FAIRVIEW		WV	TROUTDALE		
	TCC	VO	NC	CBD	MO/H	A-2
Articulation/massing	Yes - guidelines	--	Yes - guidelines	Yes - guidelines	Yes - res. only, standards	Yes - res. only, standards
Roof forms	Yes - guidelines	--	Yes - guidelines	Yes - guidelines	Yes - res. only, standards	Yes - res. only, standards
Entrance design	Yes - guidelines	--	Yes - guidelines	Yes - guidelines	--	--
Ground floor windows	Yes - guidelines	Yes - 50%	Yes - guidelines	Yes - 20% and guidelines	Yes - res. only, 10-15%	Yes - res. only, 10-15%
Upper floor windows	Yes - guidelines	--	Yes - guidelines	Yes - guidelines	Yes - res. only, 10-15%	Yes - res. only, 10-15%
Detailed design elements	Yes - guidelines	--	Yes - guidelines	Yes - guidelines	Yes - res. only, standards	Yes - res. only, standards
Architectural style	--	--	Yes - guidelines	Yes - guidelines	--	--
Materials or colors	--	--	Yes - guidelines	Yes - guidelines	--	--

Recommended Approach

**Halsey Main Street Core
Design and Development Standards**

Storefront Districts
Building Height and Bulk
Off-Street Parking
Building Orientation
Building and Site Design

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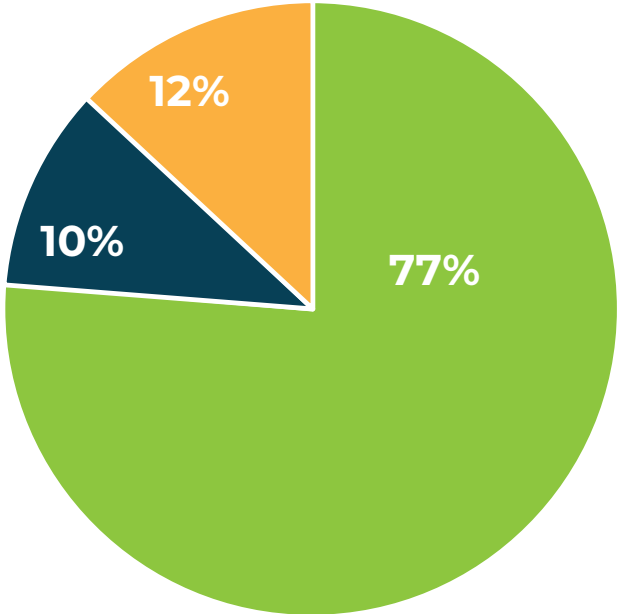
Additional
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and Guidelines

	FAIRVIEW	WOOD VILLAGE	TROUTDALE
Example of Halsey Core Design Standard	Minimum 60% of the ground floor elevation must be windows or other glazed openings		
Existing Standards/Guidelines to be Replaced	<p>19.65.070 Architectural guidelines and standards. [...]</p> <p>(c) Large display windows on the ground floor (nonresidential uses only). Bulkheads, piers and a storefront cornice (e.g., separates ground-floor from second story, as shown above) shall frame display windows.</p>	<p>230.390 Neighborhood Commercial (NC) Zone [...]</p> <p>(4) Locate active indoor uses in areas with ground floor windows adjacent to sidewalks and public places. Provide wind resistant awnings at building entrances and over sidewalks adjacent to storefront windows</p>	<p>A.109 Windows. [...]</p> <p>(5) Any wall that faces Historic Columbia River Highway must contain at least twenty percent (20%) of the ground floor wall area in display areas, windows, or doorways. Blank walls are prohibited.</p>
Examples of Existing Standards/Guidelines to Remain	<p>19.65.070 Architectural guidelines and standards. [...]</p> <p>(c) Decorative cornice at top of building (flat roof); or eaves provided with pitched roof.</p>	<p>230.390 Neighborhood Commercial (NC) Zone [...]</p> <p>(3) Protect and plant groupings of Douglas Fir and other conifers and tall trees to help preserve the memory of the forest and enhance this special characteristic of Wood Village.</p>	<p>A.109 Windows. [...]</p> <p>(2) Required windows must have a sill no more than four (4) feet above grade. Where interior floor levels prohibit such placement, the sill must be raised to allow it to be no more than two (2) feet above the finished floor level, up to a maximum sill height of six (6) feet above grade.</p> <p>(3) Glass curtain windows are not permitted fronting Historic Columbia River Highway.</p>

Should active open space be required in buildings if it meant less space for a building?

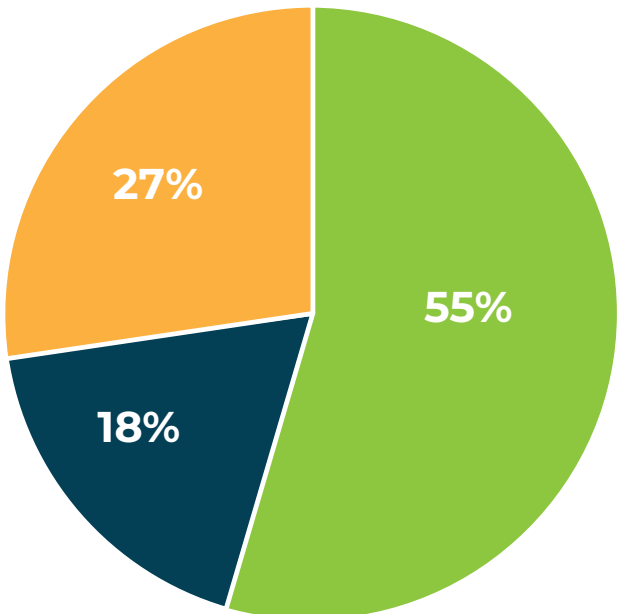


Responses in English



- Yes
- No
- I'm not sure

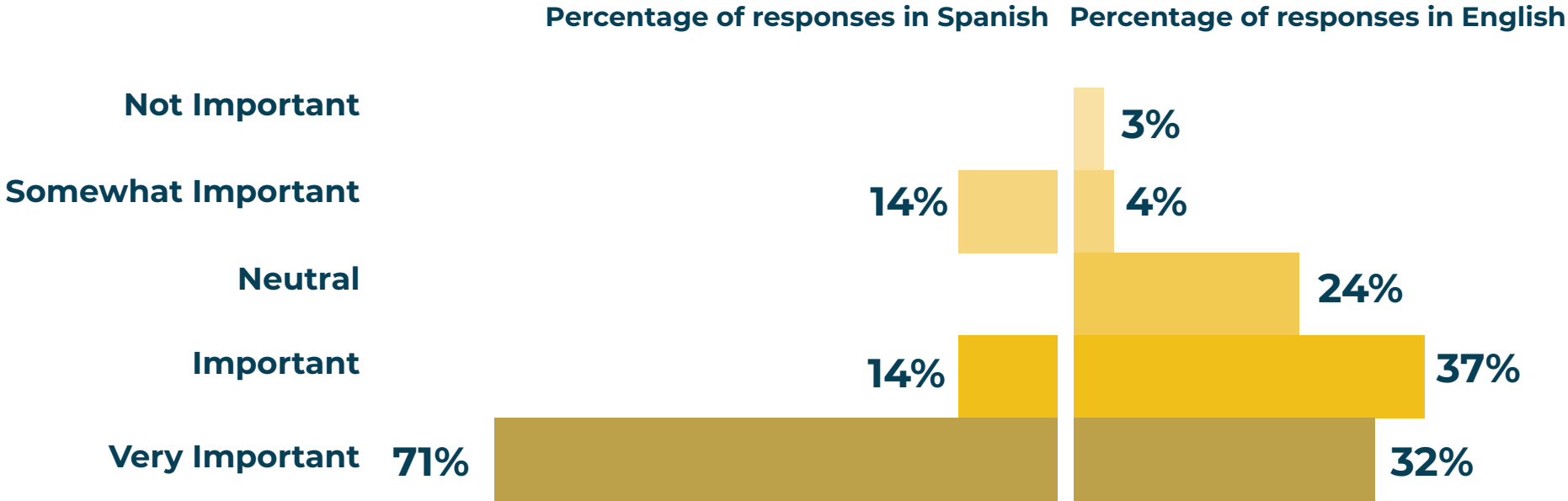
Responses in Spanish



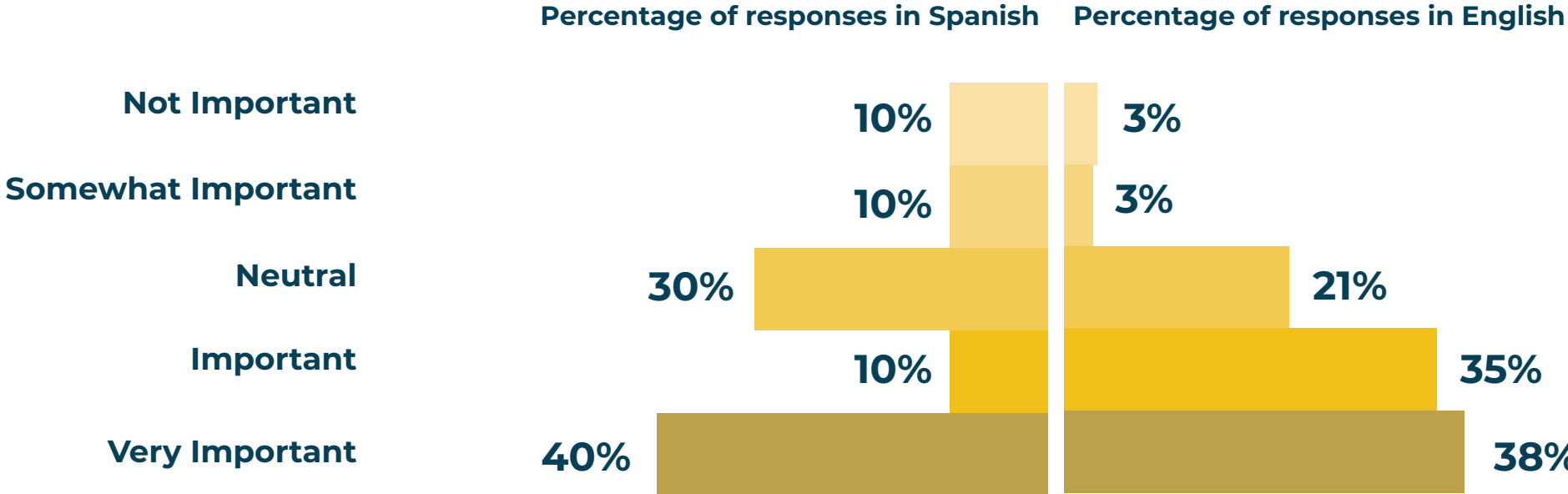
BUILDING AND SITE DESIGN | Survey Results



Awnings or canopies to provide protection from sun and rain



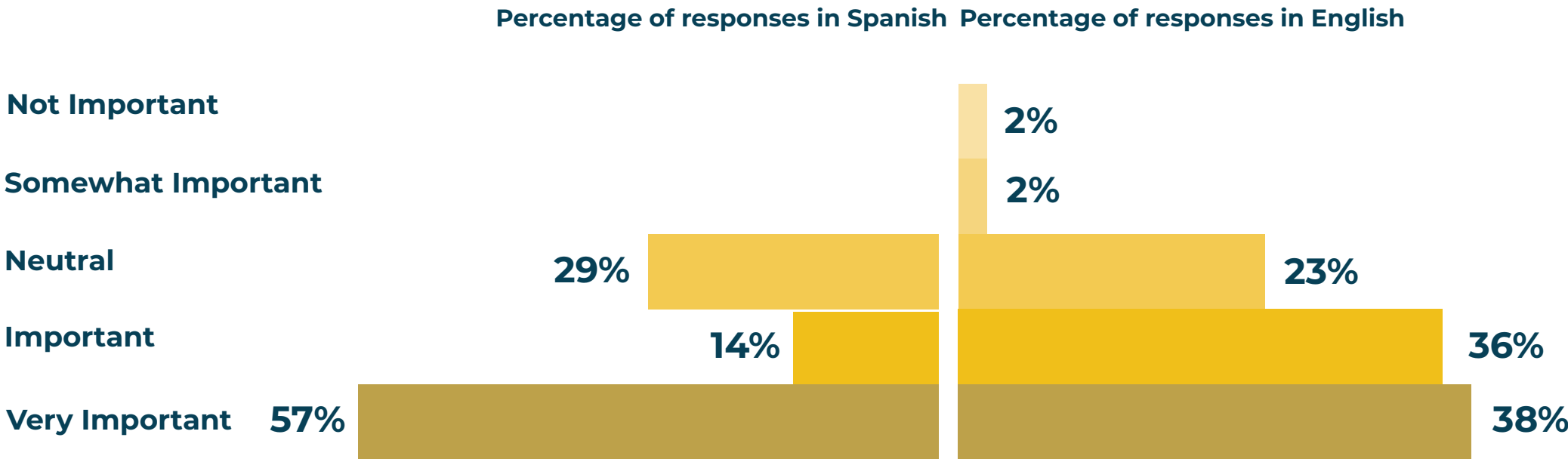
Small plazas or spaces with seating for pedestrians



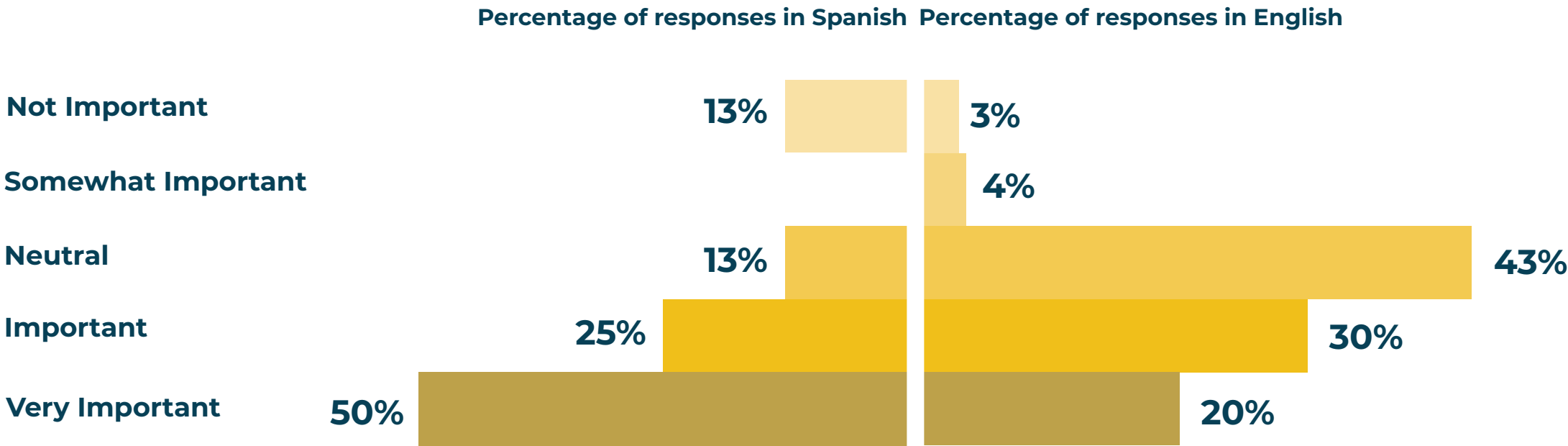
BUILDING AND SITE DESIGN | Survey Results



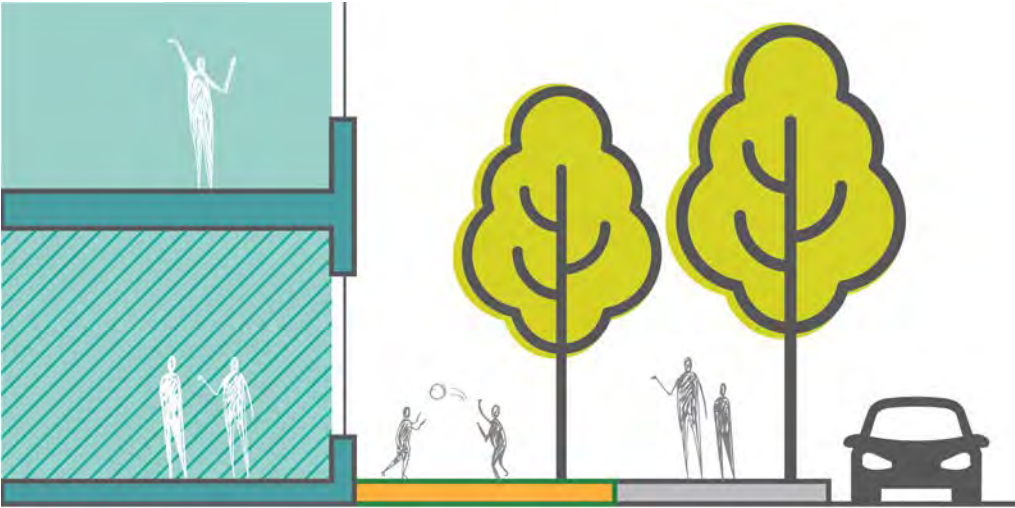
Large windows to provide views into shops and activity



Taller ceilings to create a more inviting retail space



It is important that new apartments and townhomes help create a pedestrian-friendly, active Main Street. Which of these would you prefer to see on buildings with residential on the ground floor?



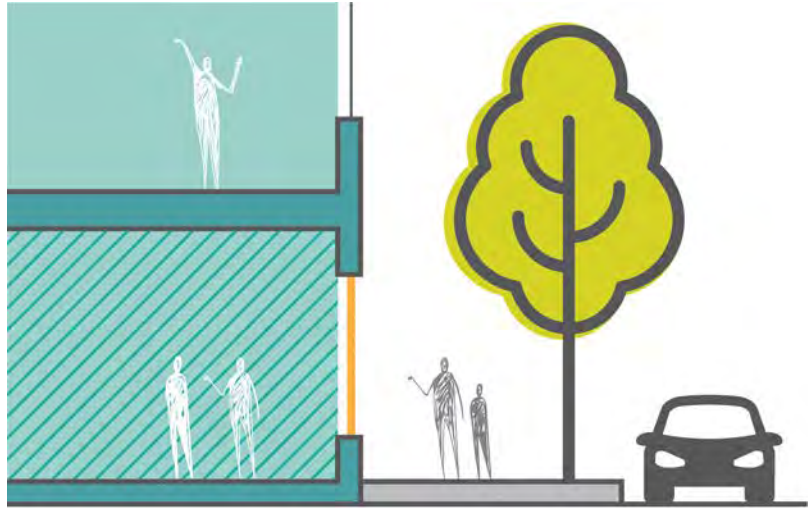
Landscaping or patios between sidewalk and building

51%
70%



Residential is elevated above the street level

40%
30%



Large windows on the ground floor

9%
0%

***Responses in English Participants: 201**

***Responses in Spanish Participants: 10**

How important is it to require that the corners of sites at key intersections have interesting features like corner plazas, seating, street vendors, and other architectural elements?

Percentage of responses in Spanish Percentage of responses in English



Storefront Districts

Main Street Corridor Areas

Ground Floor Commercial



Required Standards
Storefront Districts

Required Standards
Main Street Areas

Ground Floor Residential



Required Standards
Residential Ground Floor Design

Ground Floor and Site Design



Menu of Options
10 point minimum







Menu of Options
5 point minimum

Building Design



Required Standards

Menu of Options - 5 point minimum

		Storefront Districts	Main Street Corridor Areas
Ground floor height		Minimum 12 feet	Minimum 12 feet
Ground floor windows		Minimum 60% window area	Minimum 30% window area
Weather protection		Minimum 75% of facade width	Minimum 25% of facade width
Screening of utilities and equipment		Required	Required
Public plaza, courtyard, or usable open space		Minimum 500 square feet with improvements	--
Exterior lighting		Required on facades within 20 feet of street	--

OPTION 1

"Retail-ready" spaces

- Meet the applicable commercial ground floor design standards
- Build to commercial building code

OPTION 2

"Eyes on the Street"

- Minimum 50% of ground floor units have individual entrances
- Each ground floor entrance must be
 - Set back at least 8 feet from the street
 - Include two of four optional elements to create a transition from public to private realm.

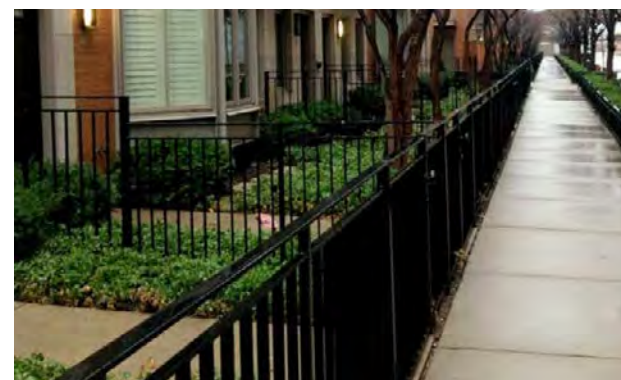
Raised entry



Raised private open space



Low wall or fence



Landscaping



BUILDING AND SITE DESIGN | Ground Floor and Site Design - Menu of Options

Storefront Districts

10 point minimum

Main Street Corridor Areas

5 point minimum

15 foot ground floor



Extra window area



Extra weather protection



Extra plaza space



Transit stop amenities



Resident common area



Public seating



Public art feature



Oversized opening



Small scale retail spaces



Pervious paving



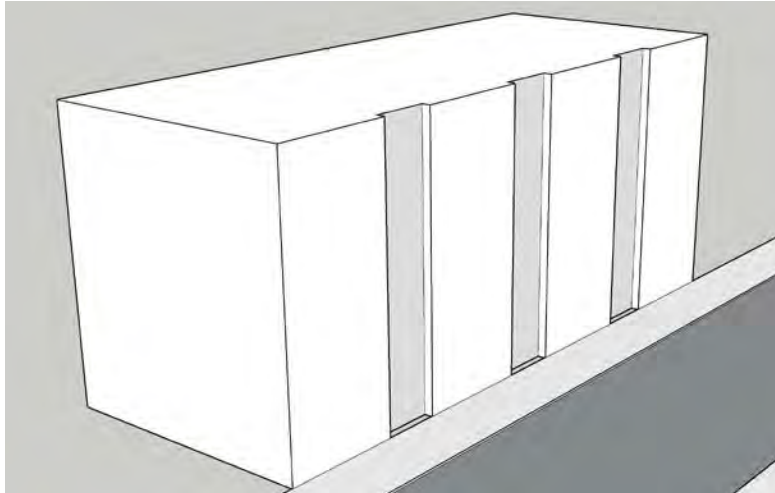
Native plants



Required Standards

**Menu of Options
5 point minimum**

Facade articulation



Window area - 15%



Distinct ground floor



Base-middle-top



Window trim or recesses



Corner orientation



Balconies face the street



Extra window area - 30%



Extra corner feature



High quality materials



DISCUSSION QUESTIONS - GROUP

Storefront Districts:

- Do you support the overall approach to allow more flexibility for residential uses in some areas and to only require commercial uses in storefront districts?
- Do you have any concerns about providing more flexibility for "adaptive commercial uses" to satisfy commercial requirements?

Height and Bulk:

- What development features/amenities should be encouraged in exchange for the max height bonus?
- Would you also support each city providing financial incentives for those features (such as tax abatement, SDC assistance, etc.)?

DISCUSSION QUESTIONS - GROUP

Off-Street Parking:

- Do you support the general reduction in parking requirements for residential on Halsey?
- What development features/amenities should be encouraged in exchange for additional parking reductions?

Design Standards:

- Do you support the overall approach of adopting a set of Halsey Core Design Standards to work in concert with additional local design standards/guidelines?
- How well do the standards fit your vision for Halsey?
- Are we missing any key elements? Are there any required elements that should be optional or vice versa?

DISCUSSION QUESTIONS - BREAKOUT SESSIONS BY CITY

Storefront Districts

- Do you have any feedback on the proposed boundaries of the storefront district in your city?

Height and Bulk:

- How well do the height/bulk standards respond to the context of existing development on/near Halsey, while improving market feasibility compared to existing standards? Do you have any concerns about impacts in specific areas?

Design Standards:

- Are there any elements of the Halsey Core Design Standards that you think should be left to existing (or future) local design standards or guidelines?
- Do you have any concerns about removing or replacing certain local design standards/guidelines?