



# MAIN STREETS ON HALSEY

FAIRVIEW • WOOD VILLAGE • TROUTDALE

## Site Readiness and Code Update Project

HC3 Meeting #1  
April 29, 2020



WALKER | MACY



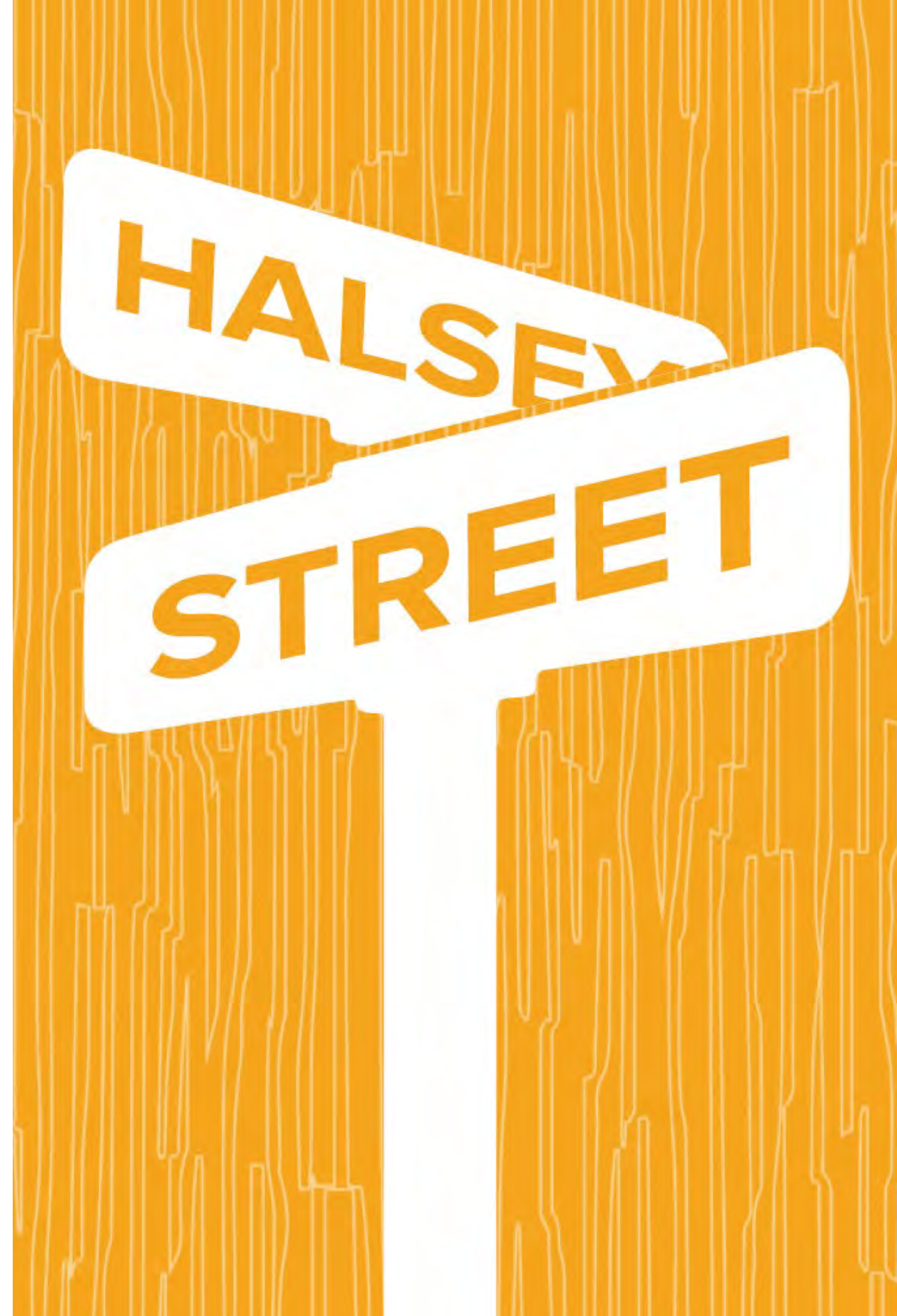
SWCA  
ENVIRONMENTAL CONSULTANTS



FREGONESE  
ASSOCIATES

# AGENDA

1. Introduction
2. Project Background
3. Public Engagement Process
4. Key Highlights:
  - » Market Assessment
  - » Opportunity Site Design Concepts
  - » Code Audit Key Issues
5. Next Steps
6. Q & A



# PROJECT GOALS

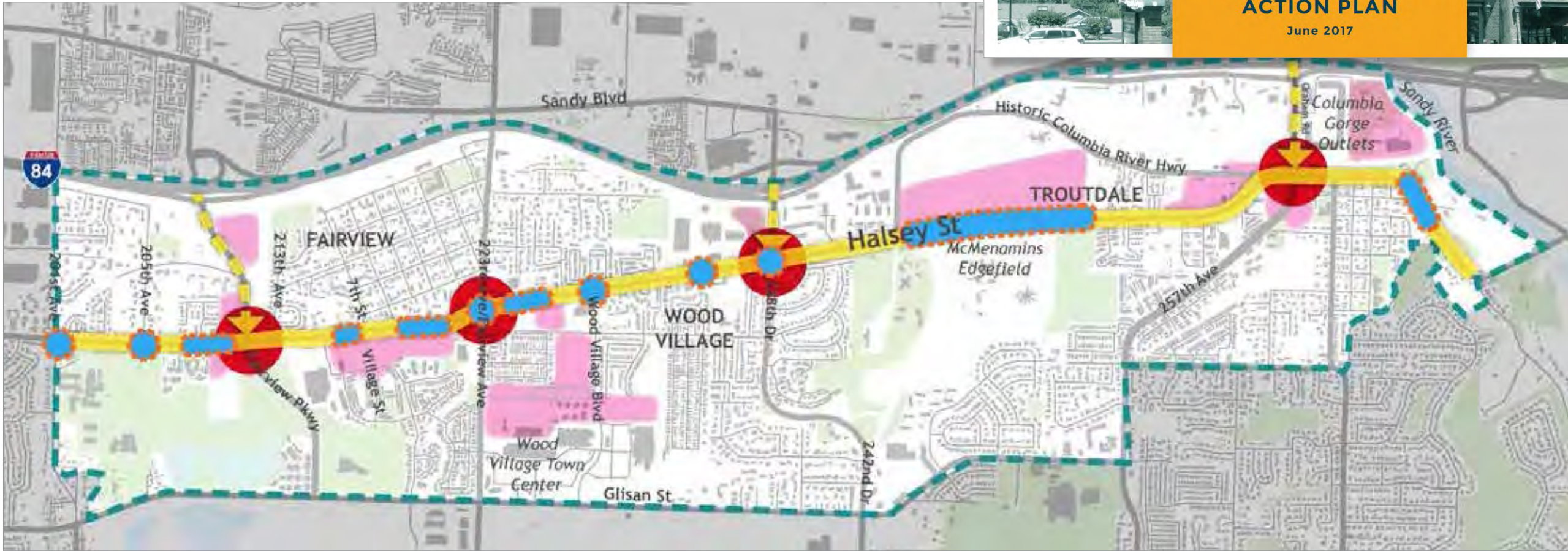
- 1. **Site Readiness:** Develop and implement strategies to remove development barriers on key opportunity sites
- 2. **Code Update:** Provide adoption-ready code updates that support the economic and design vision for the Halsey Main Street.

# CONSULTING TEAM



# PROJECT BACKGROUND

- Build upon the 2017 Main Streets on Halsey Strategic Economic Action Plan
- Partnership between Fairview, Wood Village, and Troutdale
- Funded by Metro 2040 Planning and Development Grant
- Halsey Street corridor is a regional priority for growth and connects town centers



# WHAT IS A MAIN STREET?

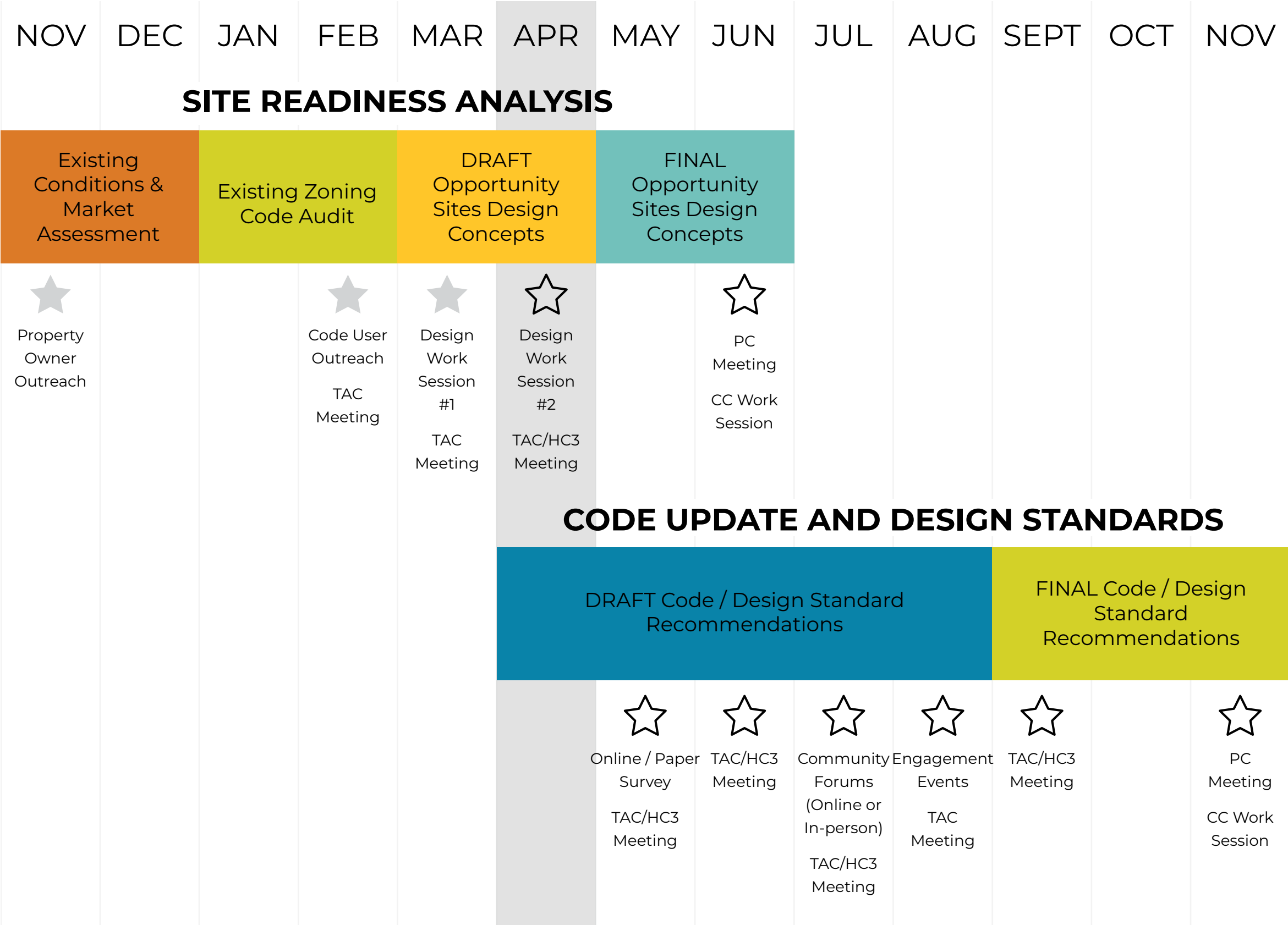


## Key Ingredients:

- Destinations to walk to
- Walking is pleasant, comfortable, and safe
- Concentrations of people and housing
- Buildings define and enclose the street
- What else?



# PROJECT APPROACH AND SCHEDULE



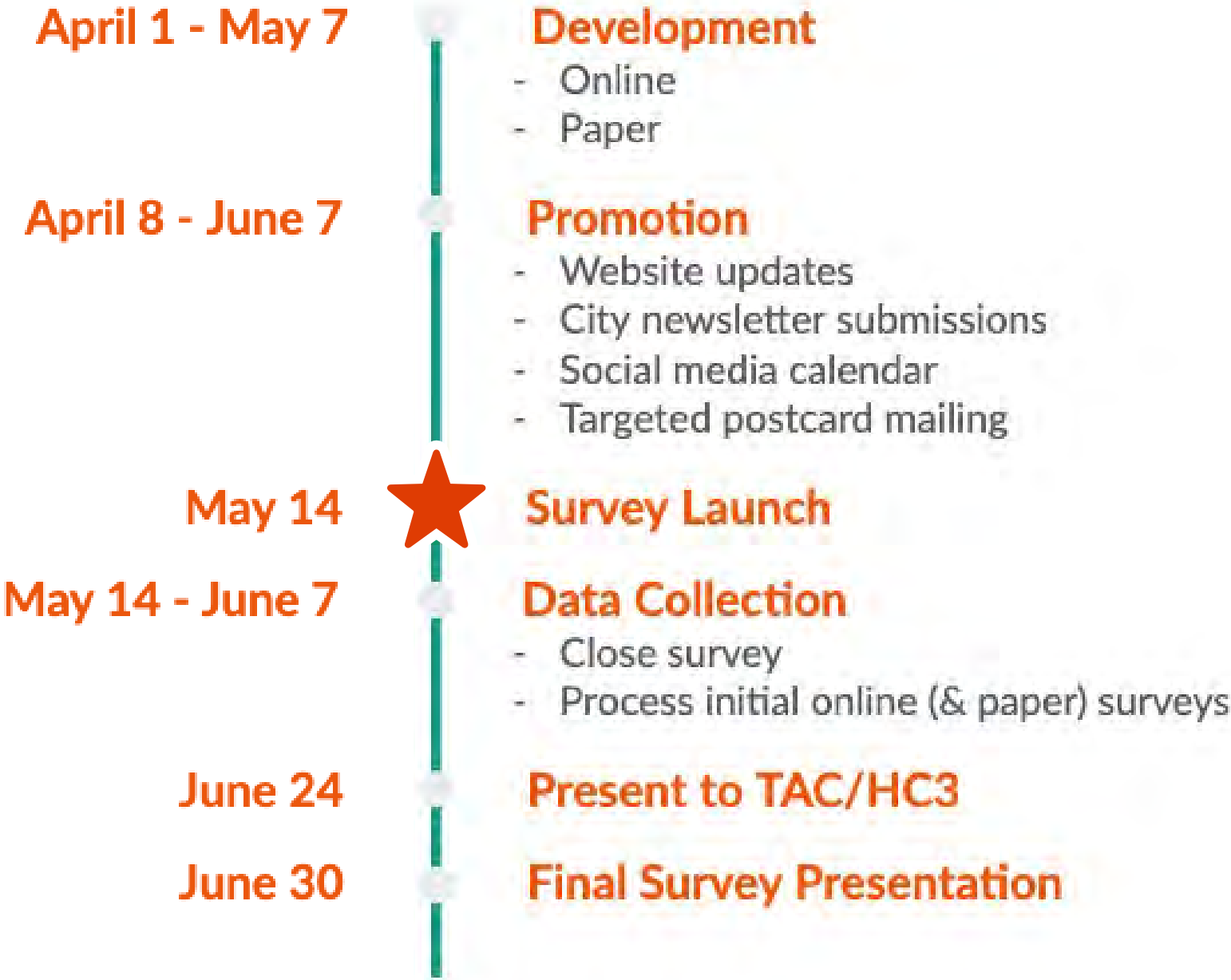
# PUBLIC INVOLVEMENT - CODE UPDATE

Engagement Activity	Outcomes/ Expectations
<b>Online Survey</b>	Online survey will be highly visual and will mirror the questions asked during engagement forums.
<b>Community Engagement Liaison Group</b>	Act as a sounding board for outreach and engagement and support in notifying community members of upcoming events
<b>Wood Village Baptist Church Community Forum; Fairview Oaks &amp; Woods Apartments Community Forum; Business Forum</b>	<p>Provide big picture discussion on past Main Streets plan - does it still resonate? Is it still applicable?</p> <p>Inform the community on code issues and opportunities. Solicit feedback on how changes could impact the community.</p>
<b>Tabling Outreach</b>	Inform the community about the project, promote upcoming events, and answer questions.
<b>Community Events</b>	Inform the broader community on code issues and changes needed to realize their vision. Solicit feedback on recommended code changes and design standards.

# ENGAGEMENT UPDATE

## ONLINE SURVEY & OUTREACH

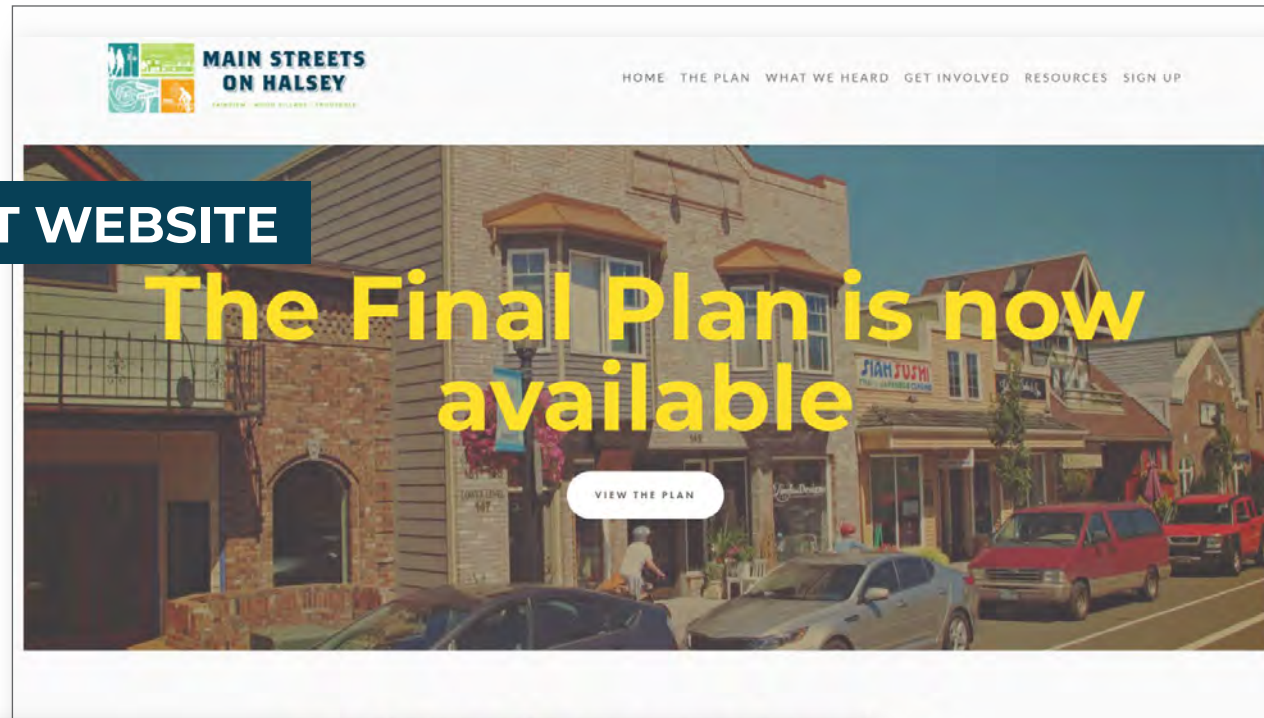
- Purpose of the survey:
  - » Introduce project and provide context/framing
  - » Get feedback on code specific questions to directly inform code concepts
- Paper survey available for resident with barriers to technology
- Incentives - 3-5 \$25 gift card raffle to local businesses on Halsey





# SURVEY PROMOTION MATERIALS

## PROJECT WEBSITE



## Halsey Site Readiness & Code Update

Halsey Site Readiness and Code Update project will address barriers to development to help boost economic vitality and implement a vibrant main street along Halsey Street between Fairview, Wood Village and Troutdale.



### Project Background

The 2017 Main Streets on Halsey Plan was a collaborative effort between Fairview, Wood Village, and Troutdale to create a shared vision for the Halsey corridor and look at opportunities to make Halsey Street a unique and vibrant place for residents, businesses, and visitors.

The Halsey Site Readiness and Code Update project will build on the 2017 Main Streets on Halsey Plan and the 2019 Economic Opportunities Study to focus on:

- 1) Implementing strategies to remove development barriers, and
- 2) Providing zoning code updates that support the vision for a Halsey Main Street.

### What should a main street look like?

How do you envision walking, biking, shopping, and visiting along Halsey?

### We want to hear from you!

The zoning code can play a big part in how streets like Halsey develop in the future. We want to hear from you on how you envision Halsey as a main street. Your feedback will inform the recommended changes to zoning codes and design standards in all three cities.

Learn more at: [placeholder for website]

## FACT SHEET



### and Code Update Process and Timeline

	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV
ANALYSIS								
DRAFT Opportunity Sites Design Concepts								
FINAL Opportunity Sites Design Concepts								
Design Work Session #2								
CODE UPDATE AND DESIGN STANDARDS								
DRAFT Code / Design Standard Recommendations								
FINAL Code / Design Standard Recommendations								
Community Forums								
Engagement Events & Online Survey								
City Council Work Session								

### What is zoning?

Zoning is a regulatory tool that cities can use to define building types and allowed uses in specific locations and can also define a specific community character.

A zoning code can regulate:

- Lot size
- Density
- Building height
- Setback dimension
- Number of parking spaces
- Landscaping



City of Fairview  
1300 NE Village St.  
Fairview, OR 97204

Look out for an Online Survey coming soon on **May 14th!**



## Halsey Site Readiness & Code Update

The Halsey Site Readiness and Code Update project will address barriers to development to help boost economic vitality and implement a vibrant main street along Halsey Street between Fairview, Wood Village and Troutdale.

### We want to hear from you!

The zoning code can play a big part in how streets like Halsey develop in the future. Take a 5-minute survey on how you envision Halsey as a main street. Your feedback will inform the recommended changes to zoning codes and design standards in all three cities.

**SURVEY LAUNCHES ON MAY 14!**

What should a main street look like? How do you envision living, walking, shopping, and visiting along Halsey?

- Participate online at: [www.mainsstreethalsey.com](http://www.mainsstreethalsey.com)
- To request a paper survey, call or email: Sarah Selden, Senior Planner City of Fairview 503.674.6242 seldens@ci.fairview.or.us
- Complete the survey for a chance to win a **\$25 gift card** to a local Halsey Street business!



## POSTCARD MAILING



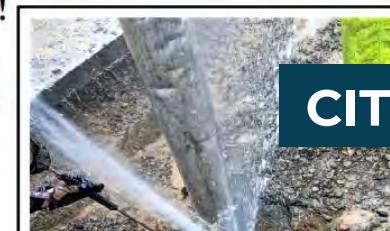
SPRING CLEANUP!  
FULL DETAILS, PAGE 7

## THE TROUTDALE CHAMPION

Published Bi-Monthly  
March / April 2020

### IF YOU SEE IT, CALL IT IN!

City staff can't be everywhere all the time. We rely on you to help us know when there is a problem. For many of us in today's busy world we hesitate to report an issue in our neighborhoods. When something strange is happening, whether it's the road, the sewer, water drainage, whatever, we assume, often incorrectly, that someone else must have called it in. Whatever the reason may be, the City really wants to



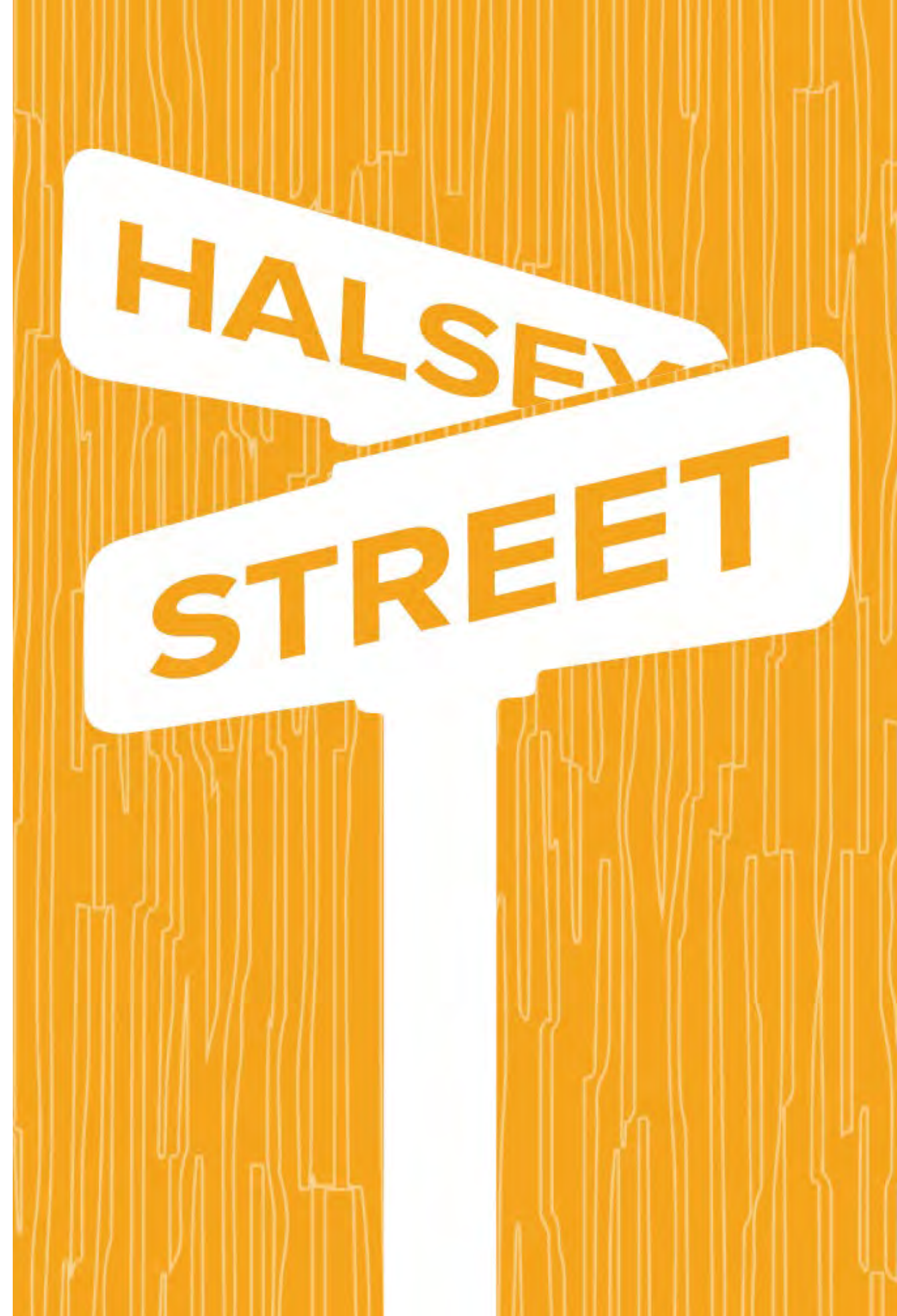
When should you call?  
When you see water running down the street, coming out of the ground or the street or

leaks happen. If you help us catch them quickly - we can save thousands of gallons of lost drinking water or preventable property damage.

## CITY NEWSLETTERS

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# MARKET ASSESSMENT



# Key Highlights

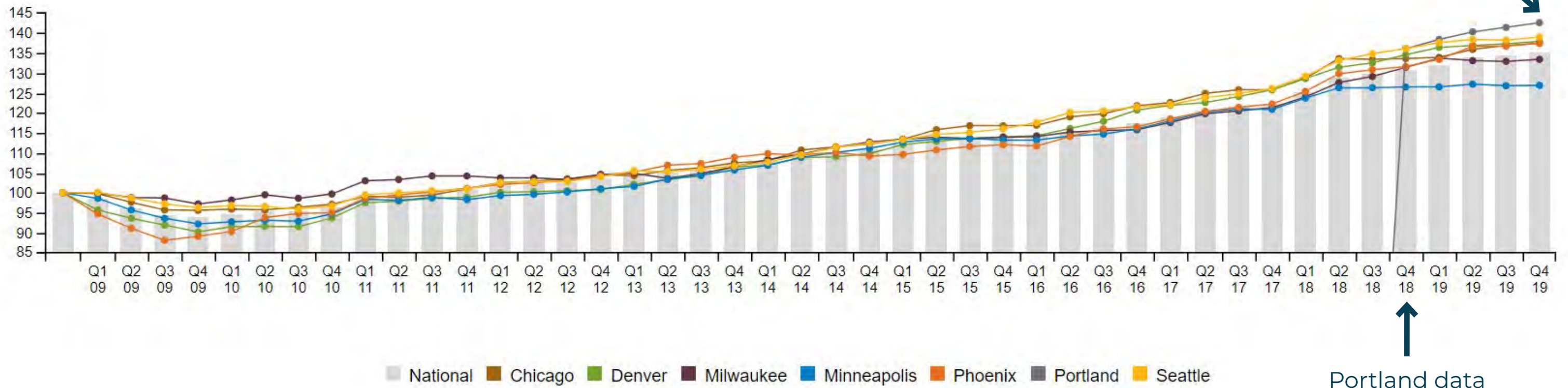
- 1 Multi-family rental** will continue to experience strong demand, particularly in high-amenity locations
- 2** Demand for **attainable ownership** housing may rise as millennials form families
- 3** New **retail spaces** can be successful, but must be strategically located and designed to meet evolving needs and opportunities
- 4** Viable **office** development in the corridor may be limited to local-serving tenants and medical offices

# CONSTRUCTION COSTS

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

### Overall Construction Cost Index Q4 2019

(JANUARY 2009 = 100)



Portland highest among peer cities at 143

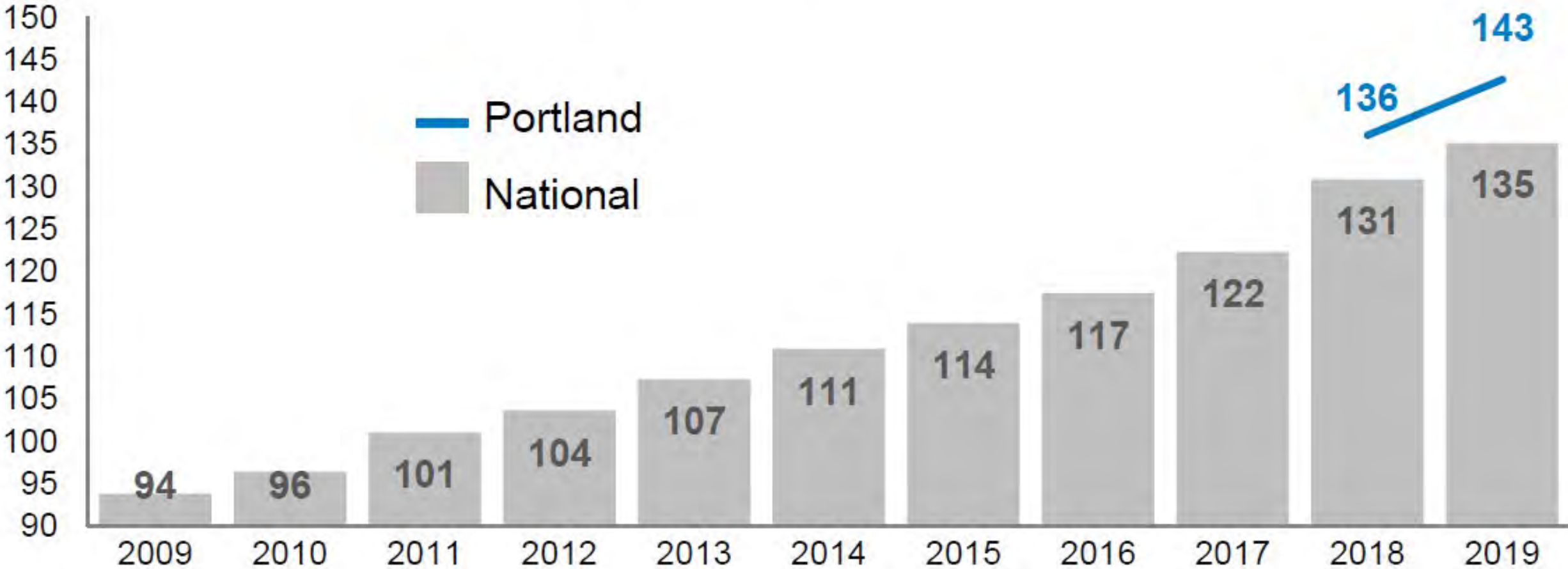
Portland data available Q4 2018

Source: Mortenson Construction Cost Index

CONSTRUCTION COSTS

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

## Overall Construction Cost Index (January 2009 = 100)



Source: Mortenson Construction Cost Index

## MARKET ASSESSMENT SUMMARY

### **Developer Observations**

- Retail/commercial spaces are seen as risky. Most developers would not have built retail but for zoning requirements.
- More residential is needed to support retail on Halsey
- Less desirable, auto-oriented uses, such as mini-storage and drive-through businesses, are still in demand
- Residential market is strong, particularly due to access to I-84, employment centers in the Columbia Corridor, and natural amenities in the area.

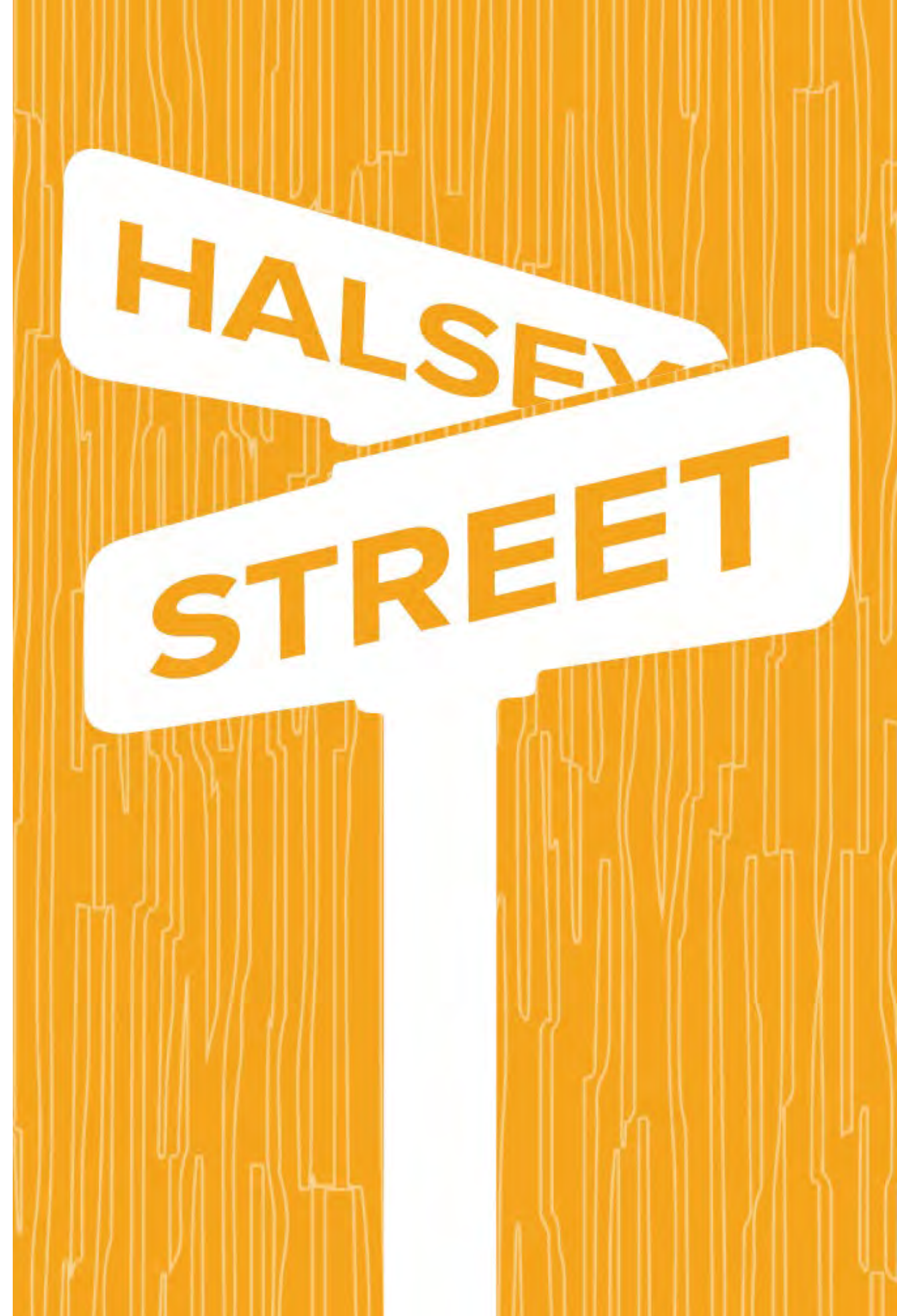
## MARKET ASSESSMENT SUMMARY

### **Developer Observations**

- Need more flexibility on parking standards, but there is not much demand for apartments with very little or no on-site parking
- Vertical mixed use development will be difficult to make to work until rents increase to about \$2.00-\$2.25/sf
- Financial incentives were important to fill financing gaps that were partly caused by retail requirements and design standards
- Adjustments to zoning and design standards can help reduce project costs and allow for more affordable housing or commercial spaces

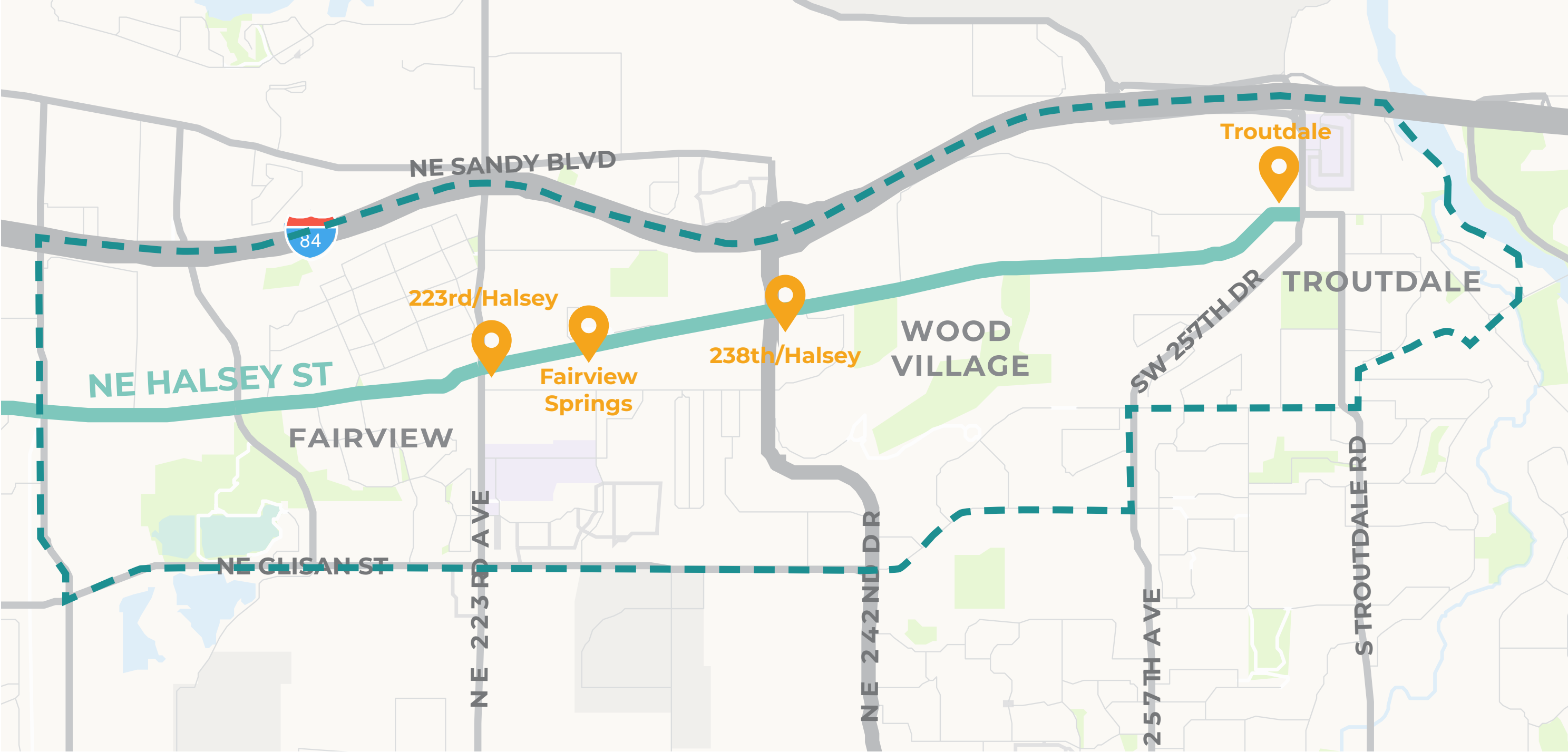
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# OPPORTUNITY SITE DESIGN CONCEPTS

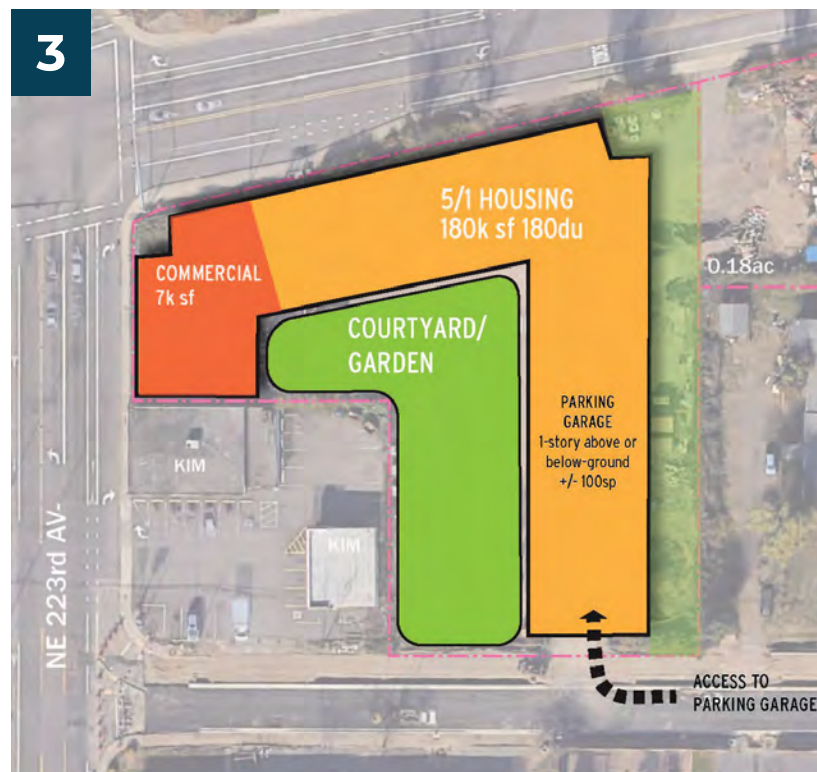
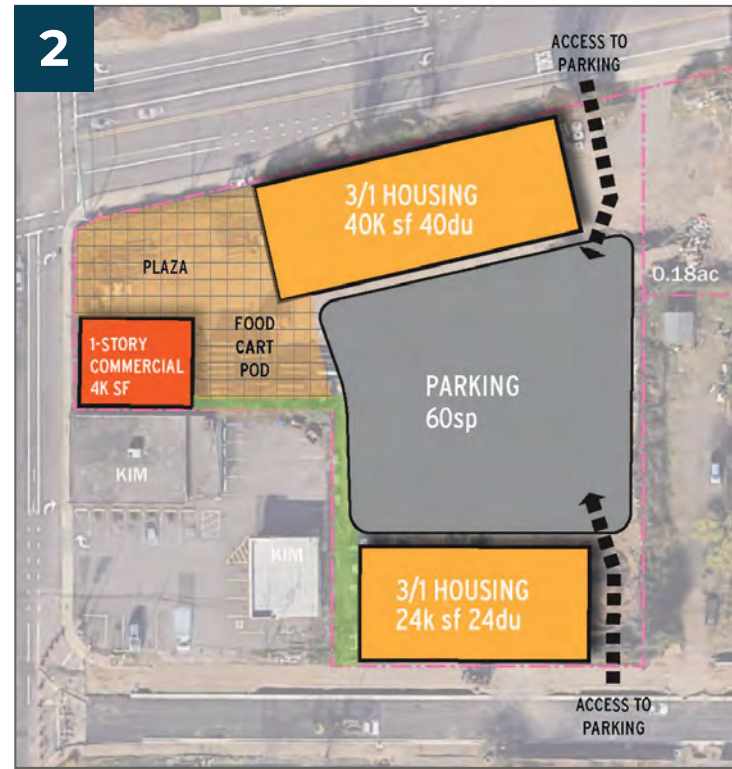
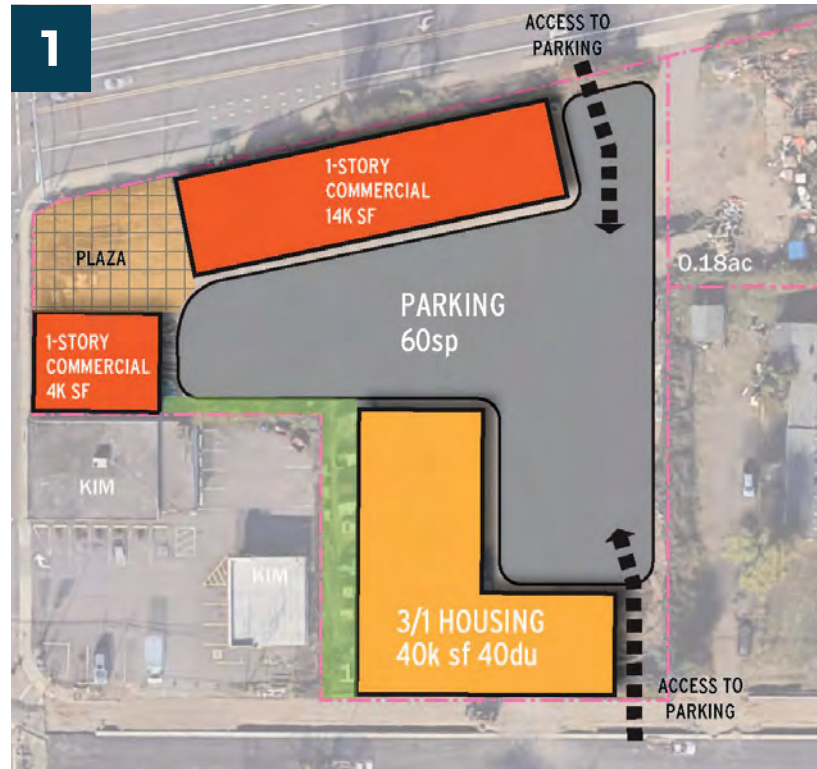




# OPPORTUNITY SITES



# 223rd & HALSEY | DRAFT DESIGN CONCEPTS V1



- Range from 3-6 story buildings
- 40 - 180 housing units
- 4,000 - 17,500 sf commercial
- Internal Rate of Return (IRR) below target at 0.9% - 3.5%

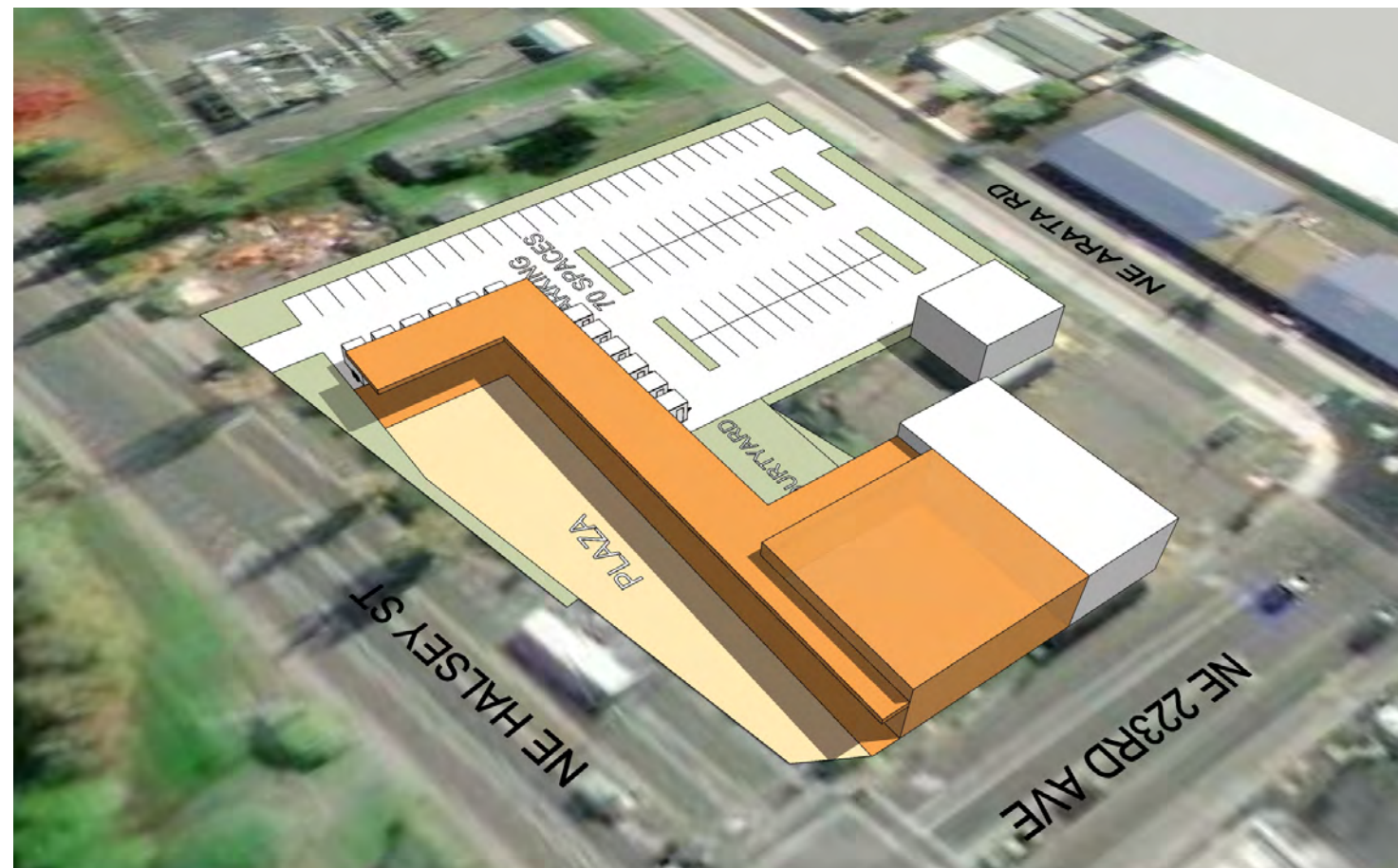
## Refined Concepts

- 3-4 story apartments with horizontal mixed use
- 5-6 story vertical mixed use

# 223rd & HALSEY | DRAFT DESIGN CONCEPTS V2

## OPTION 1

- **Single story retail - 4,500 SF building footprint**
- Food cart pod
- Plaza fronting Halsey
- Surface parking (70 spaces)



## OPTION 2

- **6-story mixed use - 20,915 SF building footprint**
- Ground floor retail with 125 housing units
- Structured and surface parking (118 spaces)
- Corner plaza fronting 223rd



# FAIRVIEW SPRINGS | DRAFT DESIGN CONCEPTS V1



- All residential
- Range from 3-6 story buildings
- 84-200 housing units
- Internal Rate of Return (IRR) below target at 2.8-4.9%

## Refined Concepts

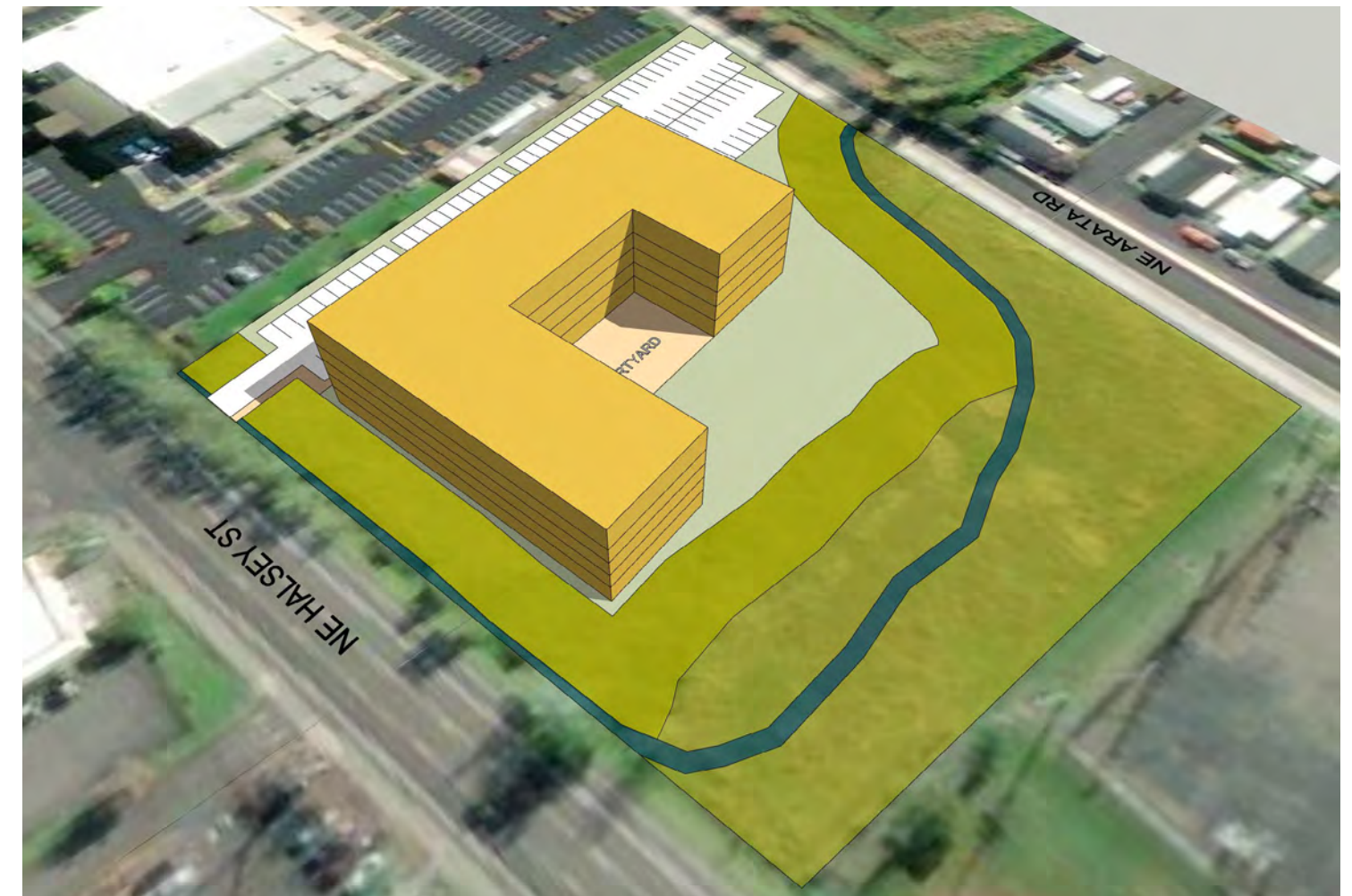
- 3 story walkup apartments
- 5-6 story apartments

## OPTION 1

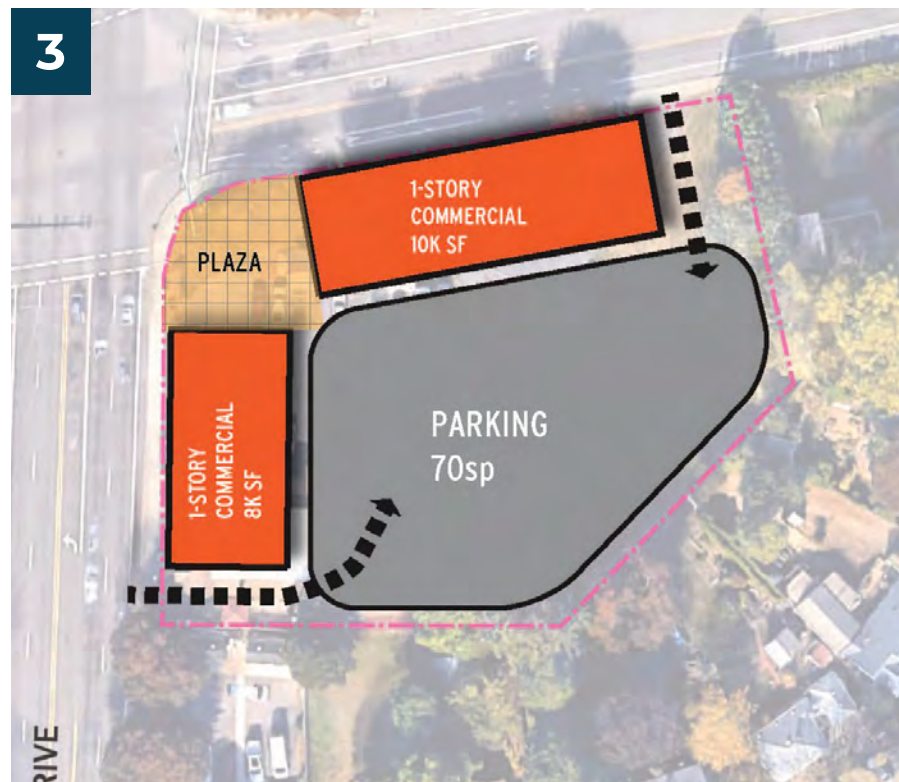
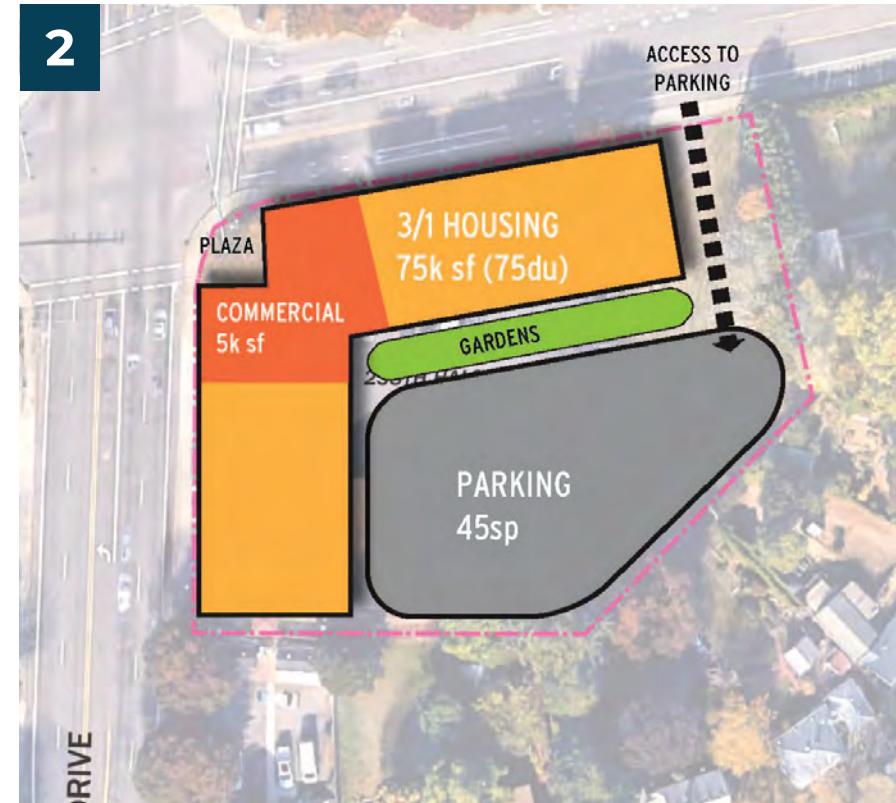
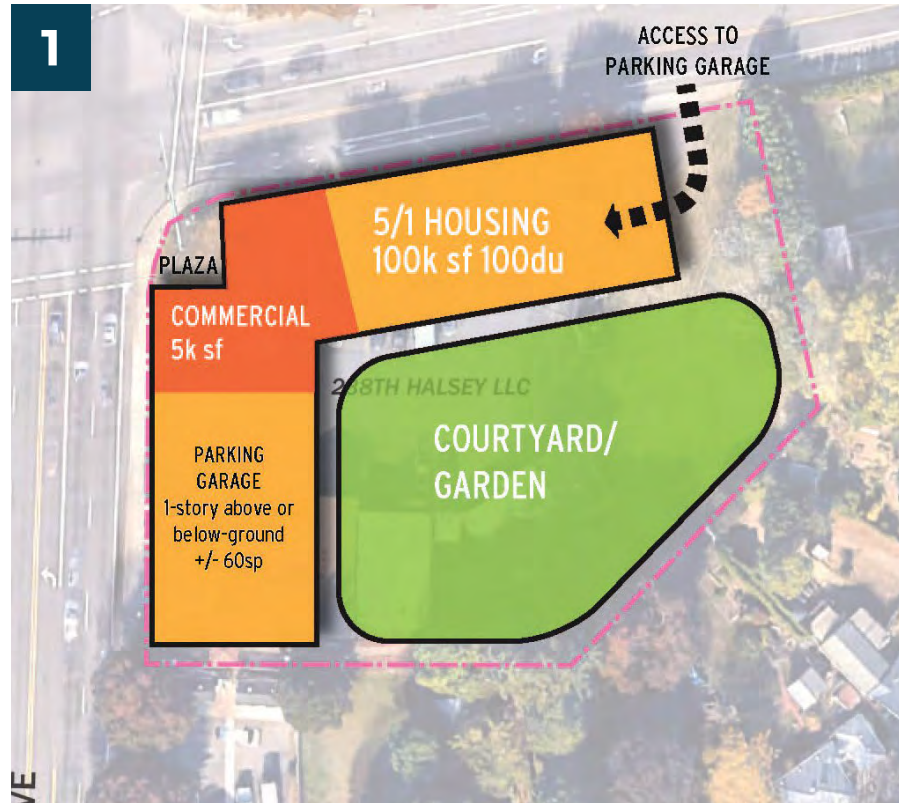
- **3-story walk-up apartments (73 units) - 32,185 building footprint**
- 6 townhomes facing Arata Rd.
- Surface parking (70 spaces)

## OPTION 2

- **5-story apartments (125 units) - 23,350 SF building footprint**
- Surface parking (96 spaces)



# 238th & HALSEY | DRAFT DESIGN CONCEPTS V1



- Range from 1-6 story buildings
- 0-100 housing units
- ~5,000-2,000 sf commercial space
- Internal Rate of Return (IRR) below target at 1.8%-2.6%

## Refined Concepts

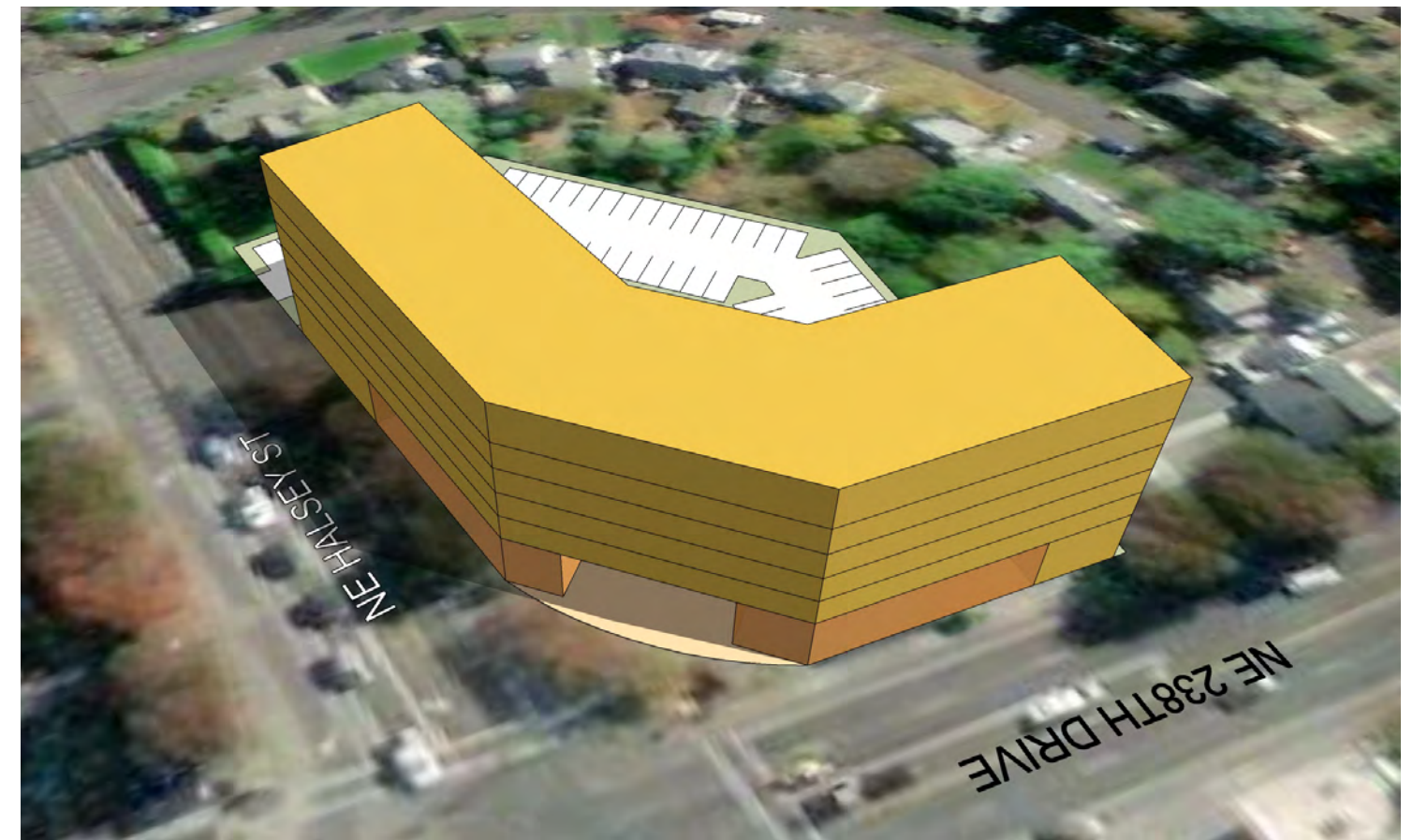
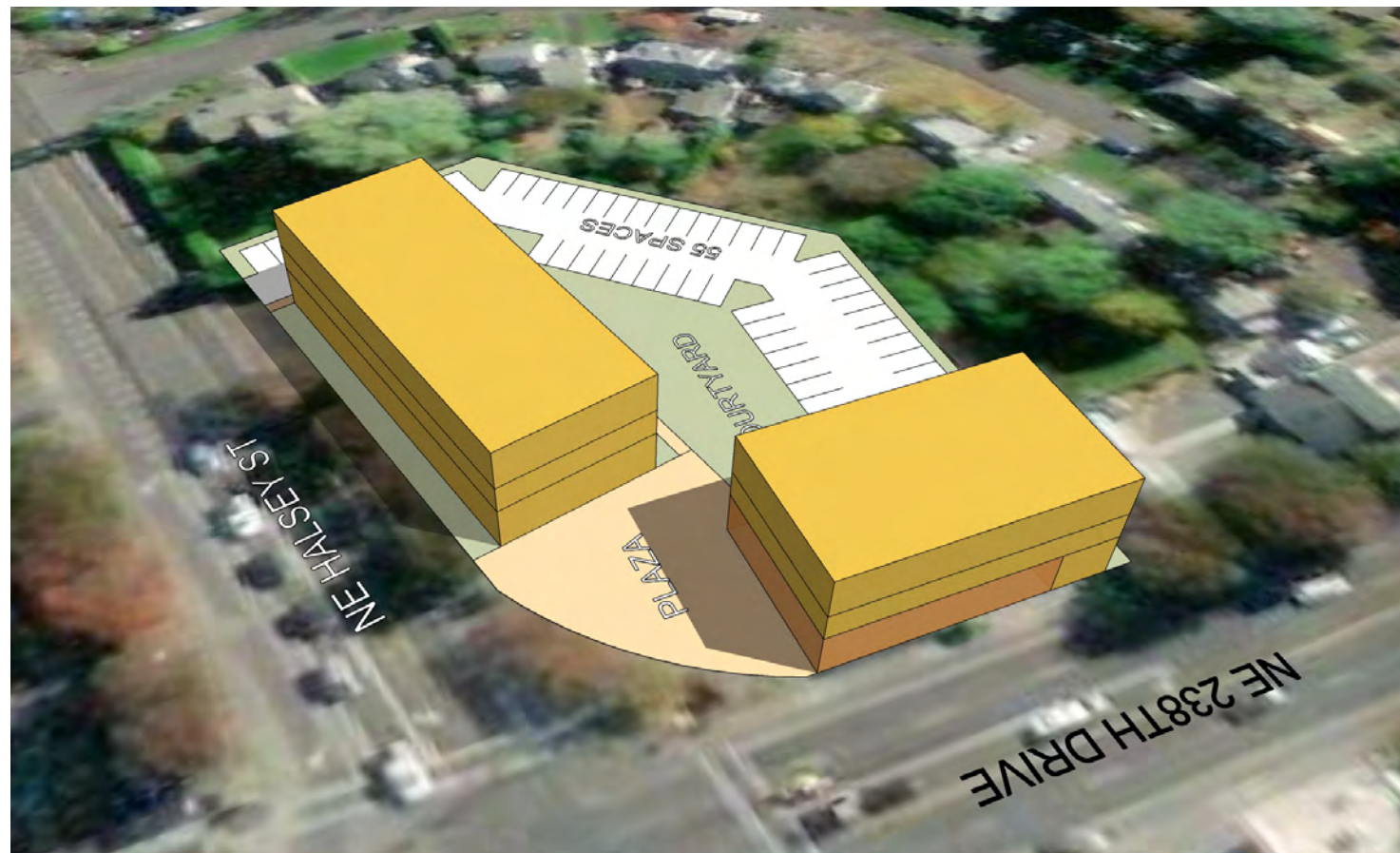
- 3 story walkup apartments with horizontal mixed use
- 5-6 story vertical mixed use

**OPTION 1**

- **3-story mixed use and 3-story residential - 15,000 SF building footprint**
- Ground floor retail with 13 housing units
- Surface parking (55 spaces)
- Corner plaza to balance character of Williams & Dame development

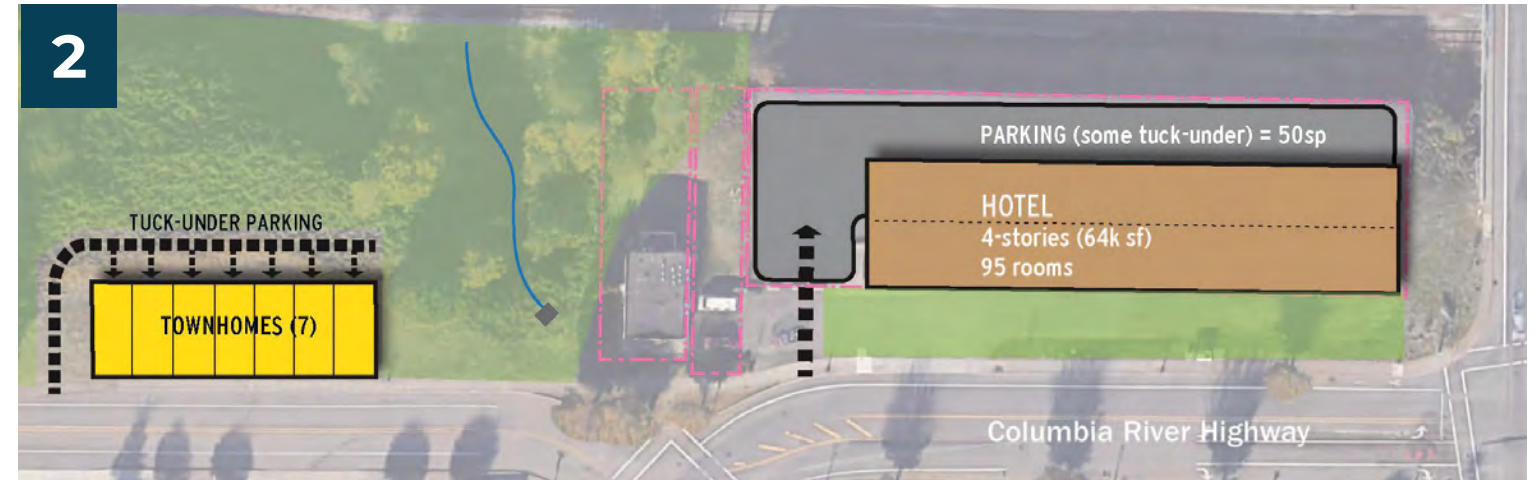
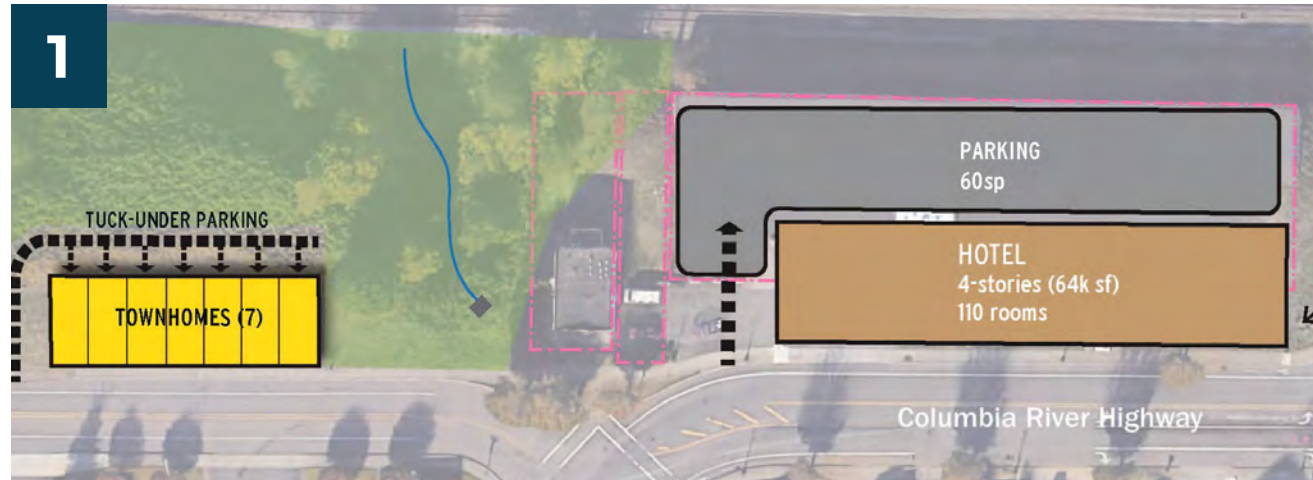
**OPTION 2**

- **6-story mixed use - 15,315 SF building footprint**
- Ground floor retail with 98 housing units
- Surface parking (78 spaces)

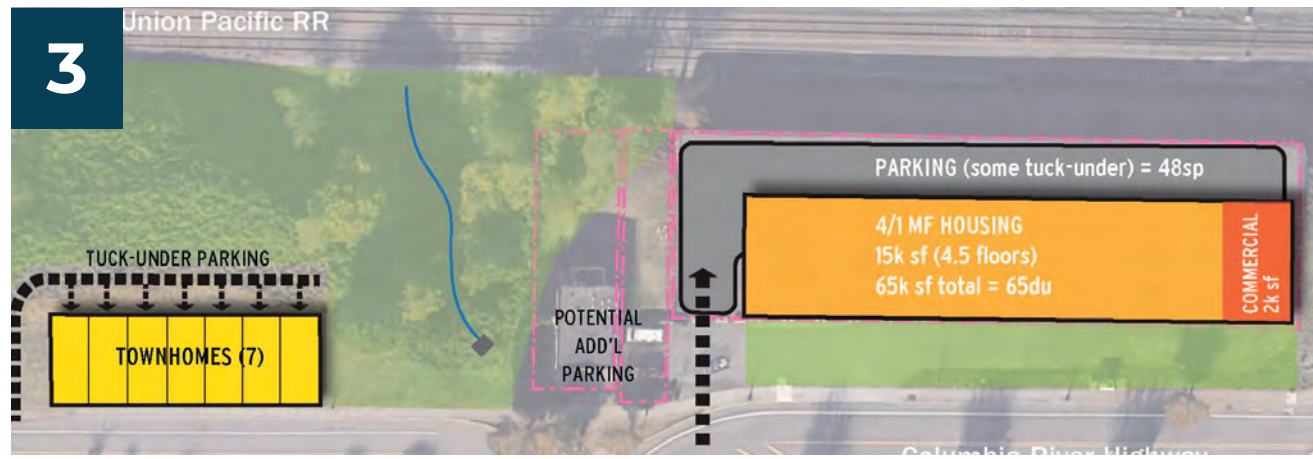


# 257th & HALSEY | DRAFT DESIGN CONCEPTS VI

4-5 story hotel (~100 rooms) + townhomes



Residential or mixed use + townhomes





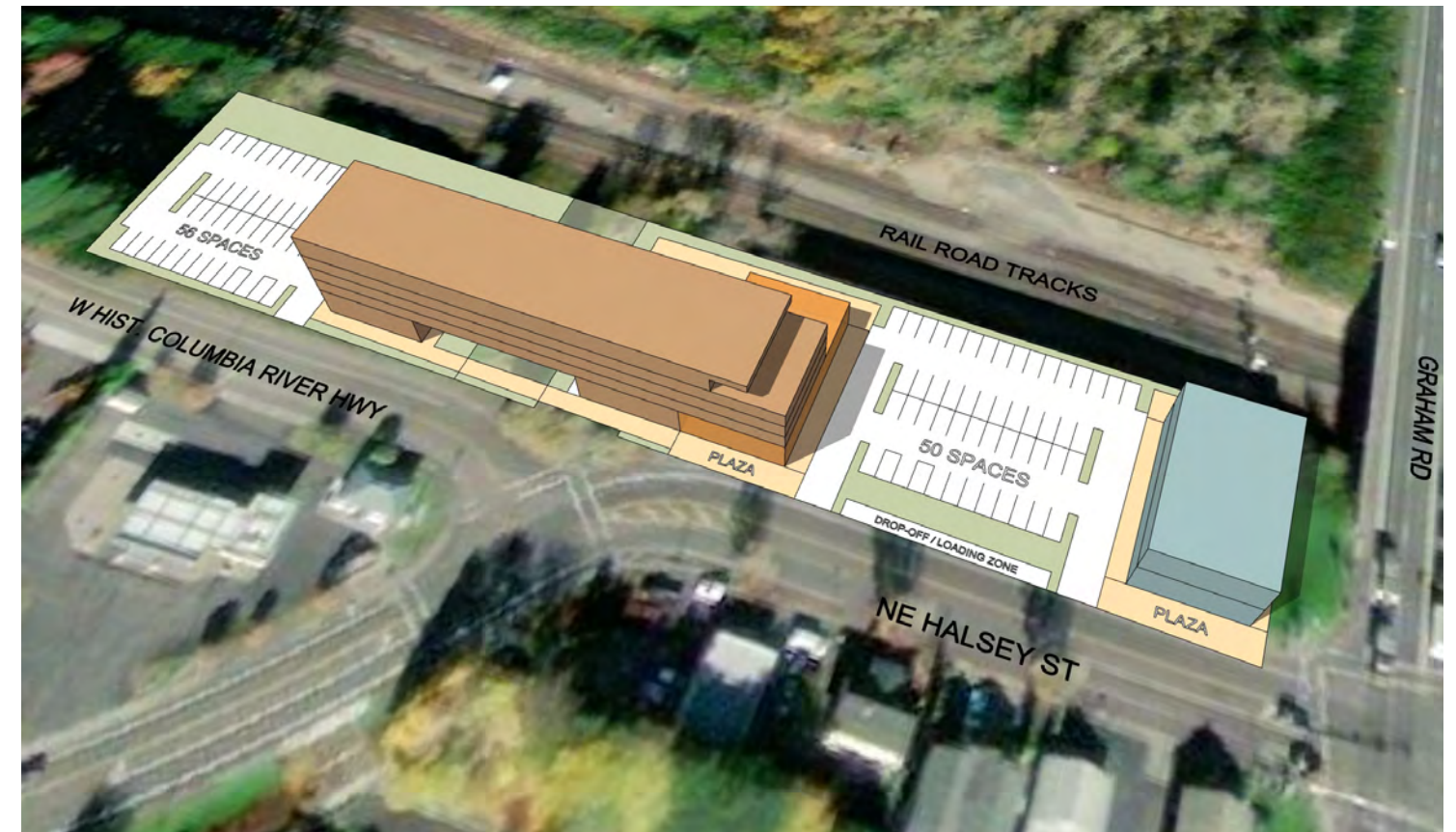
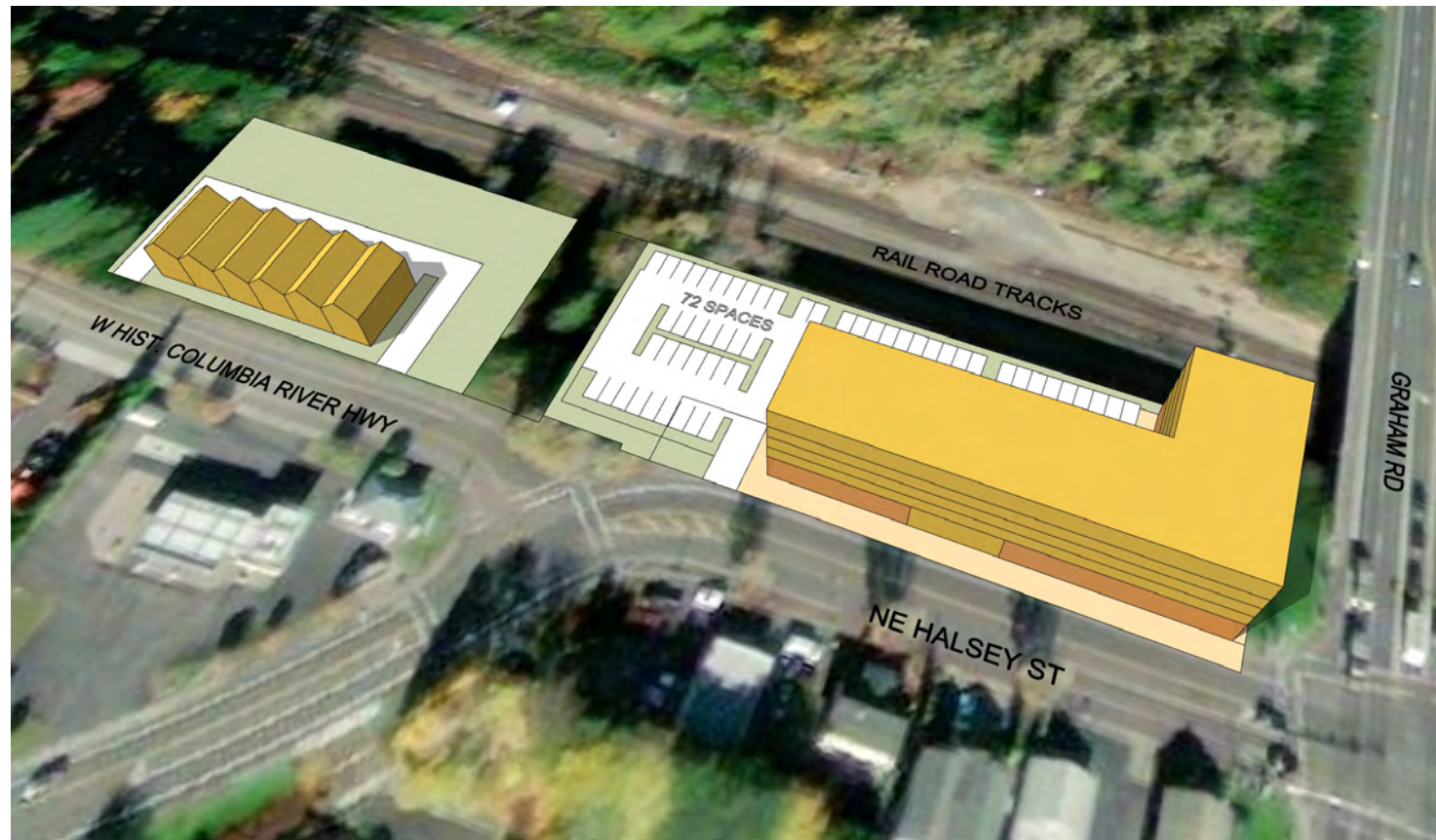
# 257th & HALSEY | DRAFT DESIGN CONCEPTS V2

## OPTION 1

- **6-story mixed use - 18,600 SF building footprint**
- Ground floor retail with 77 housing units
- **6 townhomes on west lot - 7,500 SF building footprint**
- Surface parking (72 spaces) and rowhouse garages

## OPTION 2

- **5-story mixed use - 19,680 SF building footprint**
- Ground floor retail with hotel (100 rooms)
- 2-story civic use
- Surface parking (105 spaces)



OPPORTUNITY SITES | **FINANCIAL PRO-FORMA ANALYSIS**

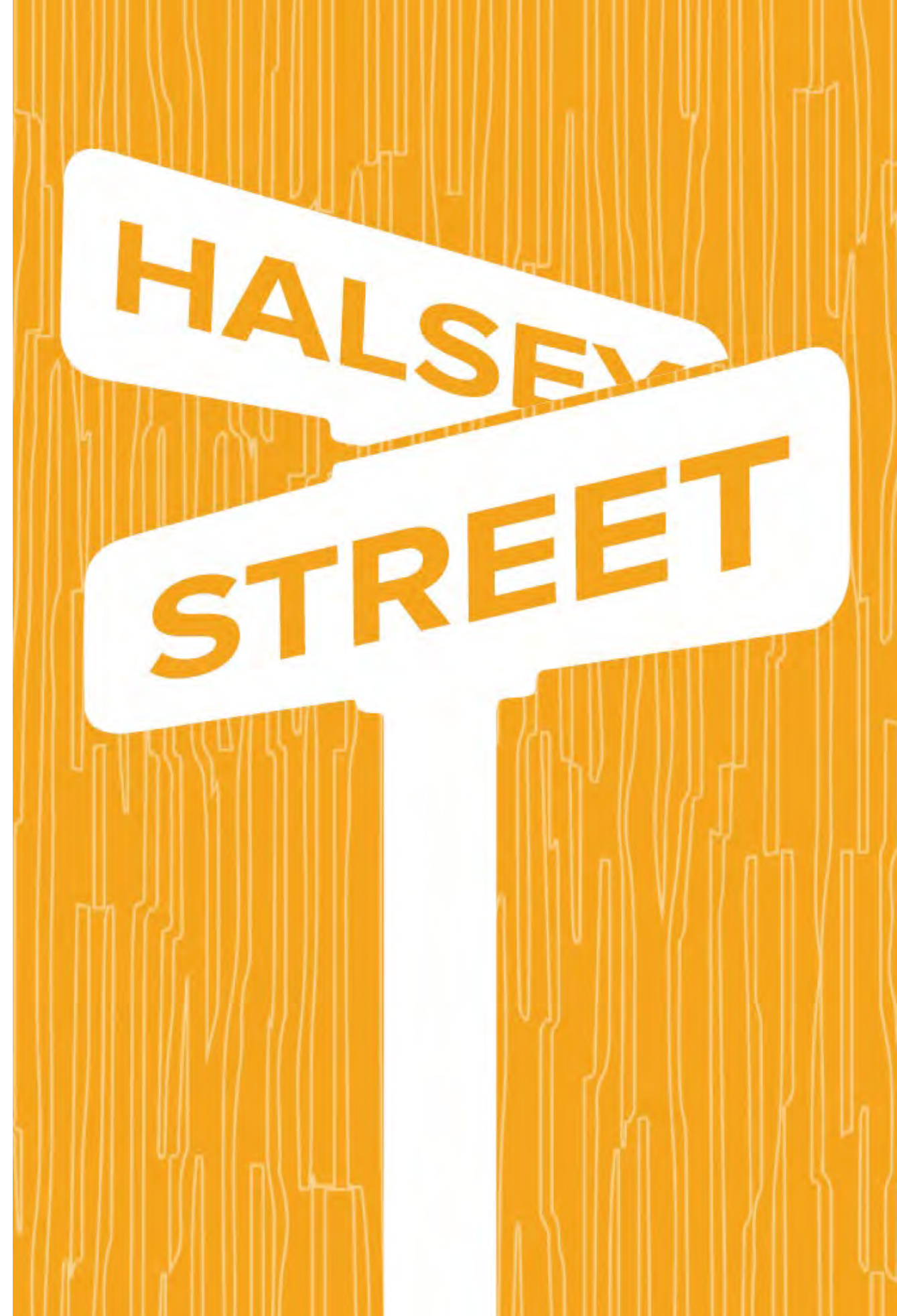
**Internal Rate of Return (Target = 12%)**

<b>Site</b>	<b>Option 1</b>	<b>Option 2</b>
223rd & Halsey	<b>3.6%</b>	<b>2.1%</b>
Fairview Springs	<b>2.9%</b>	<b>2.1%</b>
238th & Halsey	<b>2.5%</b>	<b>2.6%</b>
257th & Halsey	<b>1.7%</b>	<b>6.9%</b>
Rowhouse Site	<b>12.8%</b>	

**This is a "baseline" assumption without adjustments for potential changes in land costs, financial incentives, construction costs, etc.**

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# CODE AUDIT KEY ISSUES



## CODE UPDATE GOALS

- Identify and **remove barriers** to desired development types
- Create a more **unified urban form** throughout the corridor
- Create a **thriving Main Street** and a sense of place
- Improve **clarity and ease of use**

# CODE AUDIT KEY ISSUES

1. Housing on the Halsey Main Street
2. Challenging Commercial Uses
3. New and Evolving Uses
4. Building Height and Bulk
5. Off-Street Parking
6. Design Standards: Coherency and Context

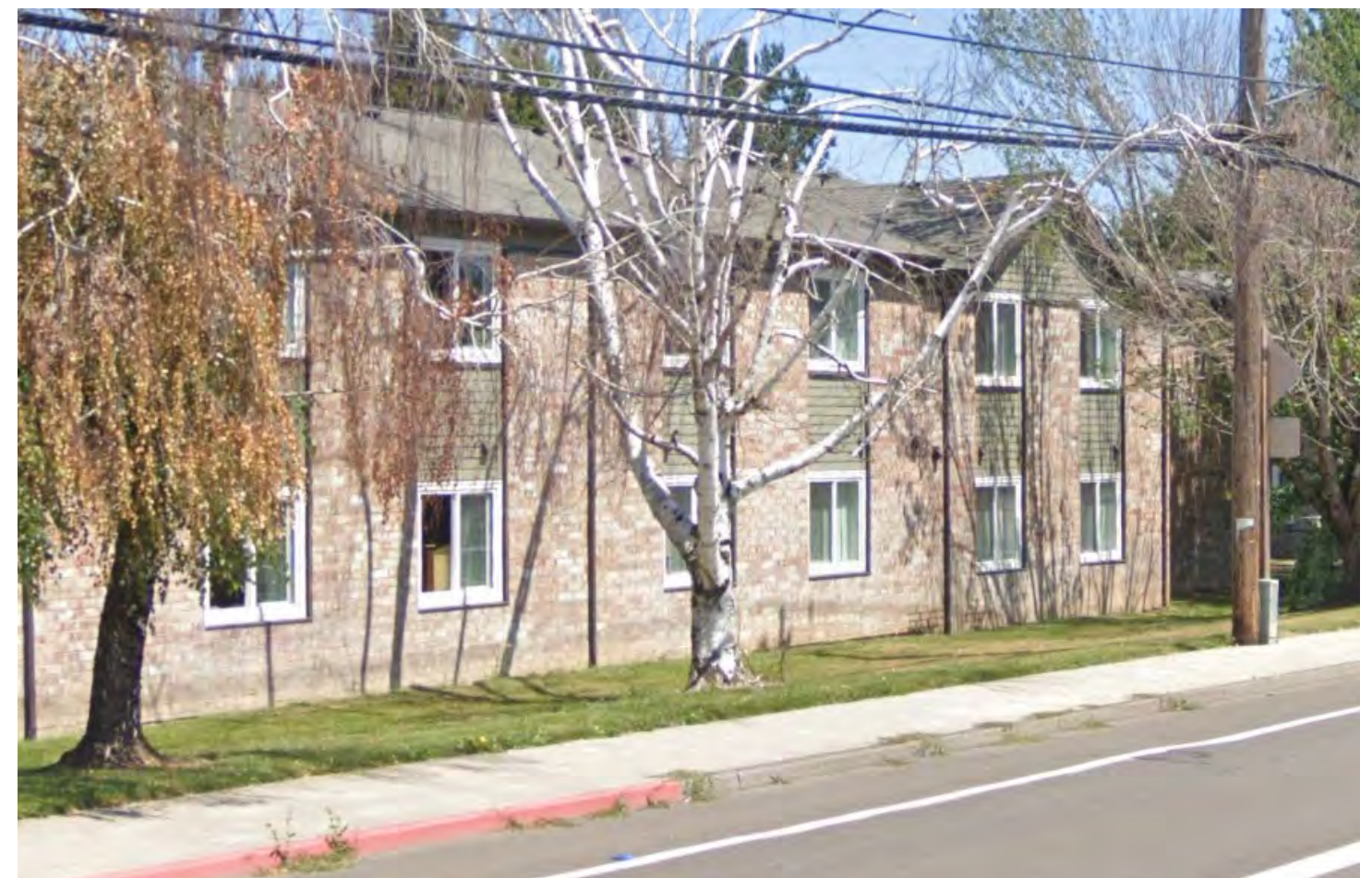
## CODE AUDIT KEY ISSUES | HOUSING ON THE HALSEY MAIN STREET

### Housing can both support and detract from a walkable and vibrant Main Street.

Housing on upper stories with active retail uses on ground floor

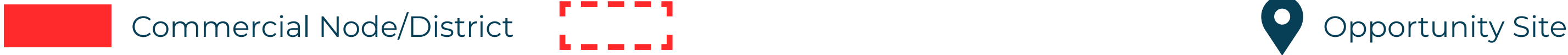
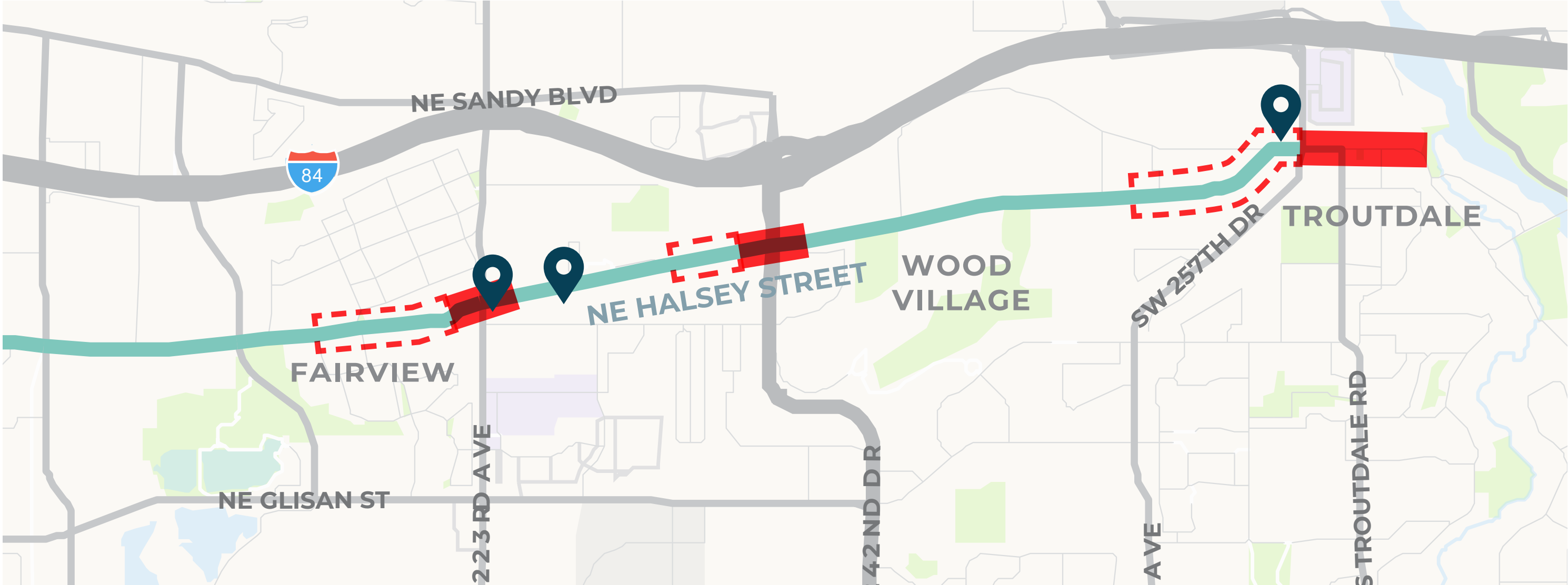


Housing on the ground and upper floors with no entrance facing the street



# CODE AUDIT KEY ISSUES | HOUSING ON THE HALSEY MAIN STREET

## Where should ground floor housing be limited or prohibited to preserve space for commercial activity and retail destinations?



## CODE AUDIT KEY ISSUES | CHALLENGING COMMERCIAL USES

**It can be very challenging to design some uses to be pedestrian-friendly on a Main Street.**

**Should they be prohibited outright or allowed subject to special design standards?**

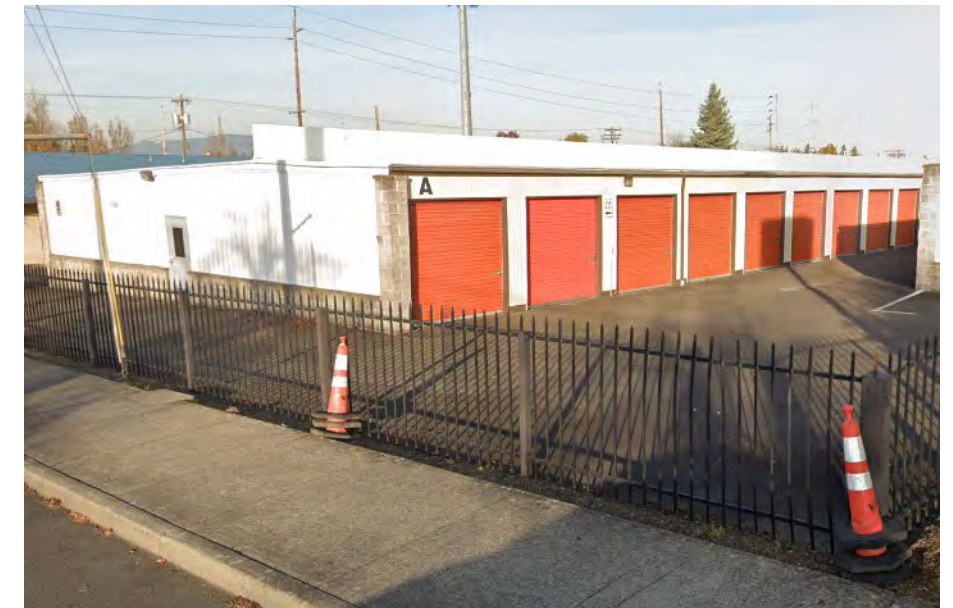
Vehicle service/sales/repair



Drive-through businesses



Self-storage/mini-storage





## CODE AUDIT KEY ISSUES | NEW AND EVOLVING COMMERCIAL USES

**New and evolving forms of commercial/retail present key opportunities to activate a street, but often not regulated effectively.**

**How should these types of uses contribute to the Halsey Main Street?**

Food carts, pods, and micro-retail



Light industrial/maker space



## CODE AUDIT KEY ISSUES | **NEW AND EVOLVING COMMERCIAL USES**

**Current height limits of of 3-4 stories may prevent mixed use development and miss opportunities to bring more activity to the street and customers for local businesses.**

**Would you support raising height limits to 5-7 stories to realize these benefits? How might height limits vary on Halsey?**

4 stories

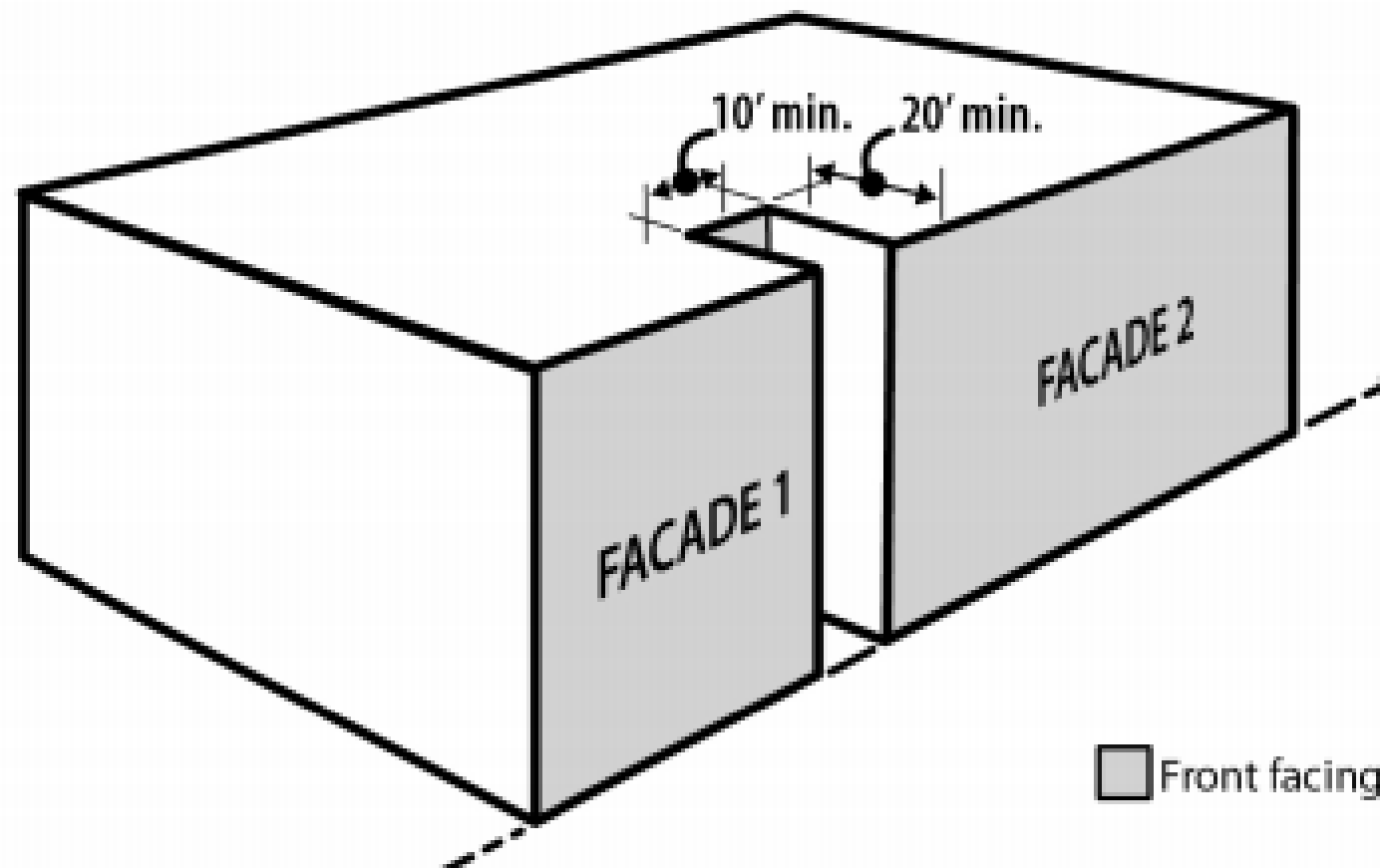


6 stories



## Where and how should height or bulk of buildings be modified respond to context or enhance design?

Breaking up the facade



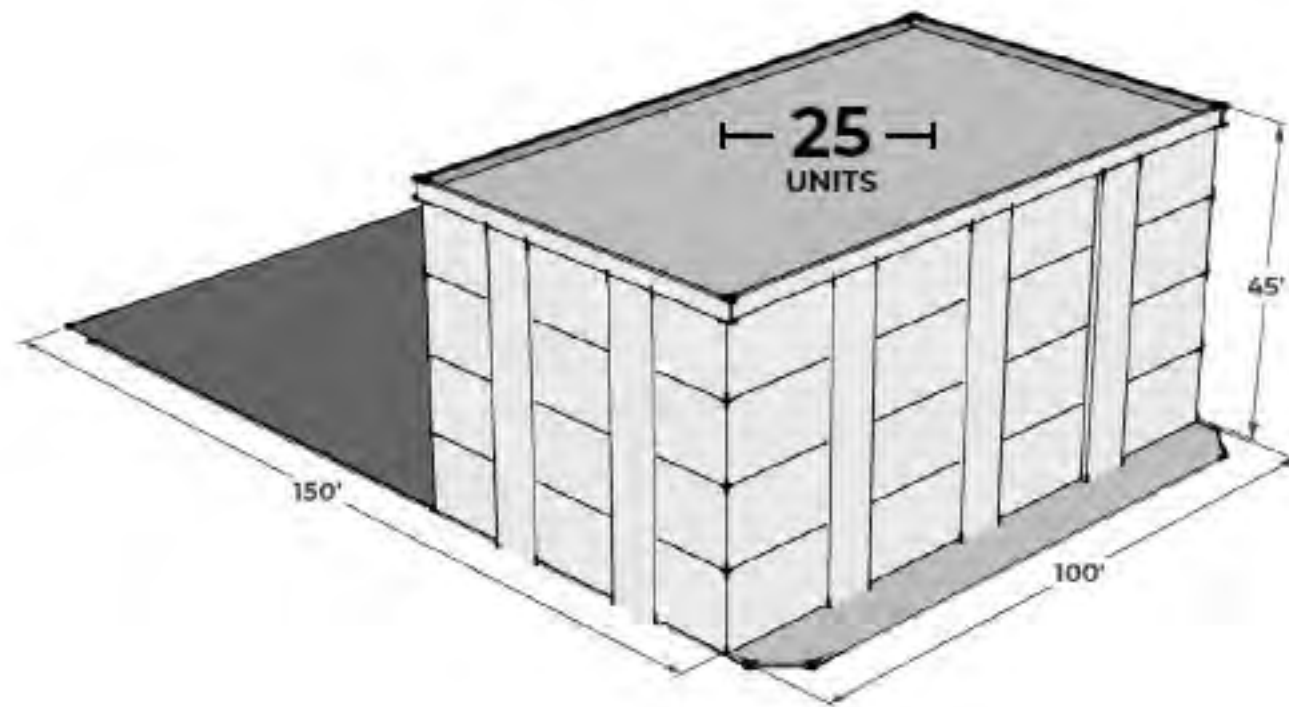
Stepbacks or step-downs



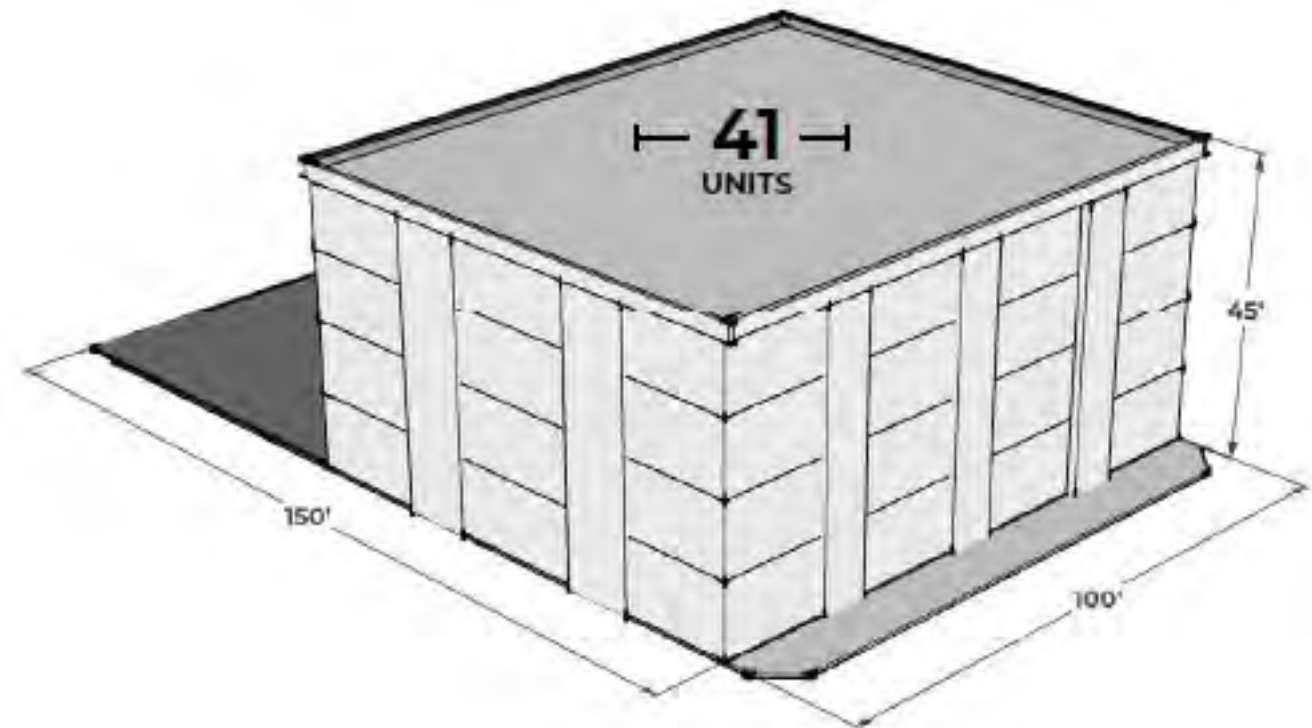
**High minimum parking requirements can be a major obstacle to development and reduce the benefits of more housing.**

**Would you support lowering parking requirements if it produced more housing units and more affordable units?**

1.5 parking spaces per dwelling unit



0.5 parking spaces per dwelling unit



**Current site and building design standards address many key issues to creating a thriving Main Street, but are inconsistent in their scope and approach.**

**Which design elements are important to creating a coherent look, feel, and experience throughout the Halsey Main Street?**

**Which elements should be left to the discretion of each locality in order to respond to local context?**

**Halsey Main Street  
Core Design Standards**

Building Orientation  
Ground Floor Design  
Articulation  
Pedestrian Walkways  
Transit Amenities

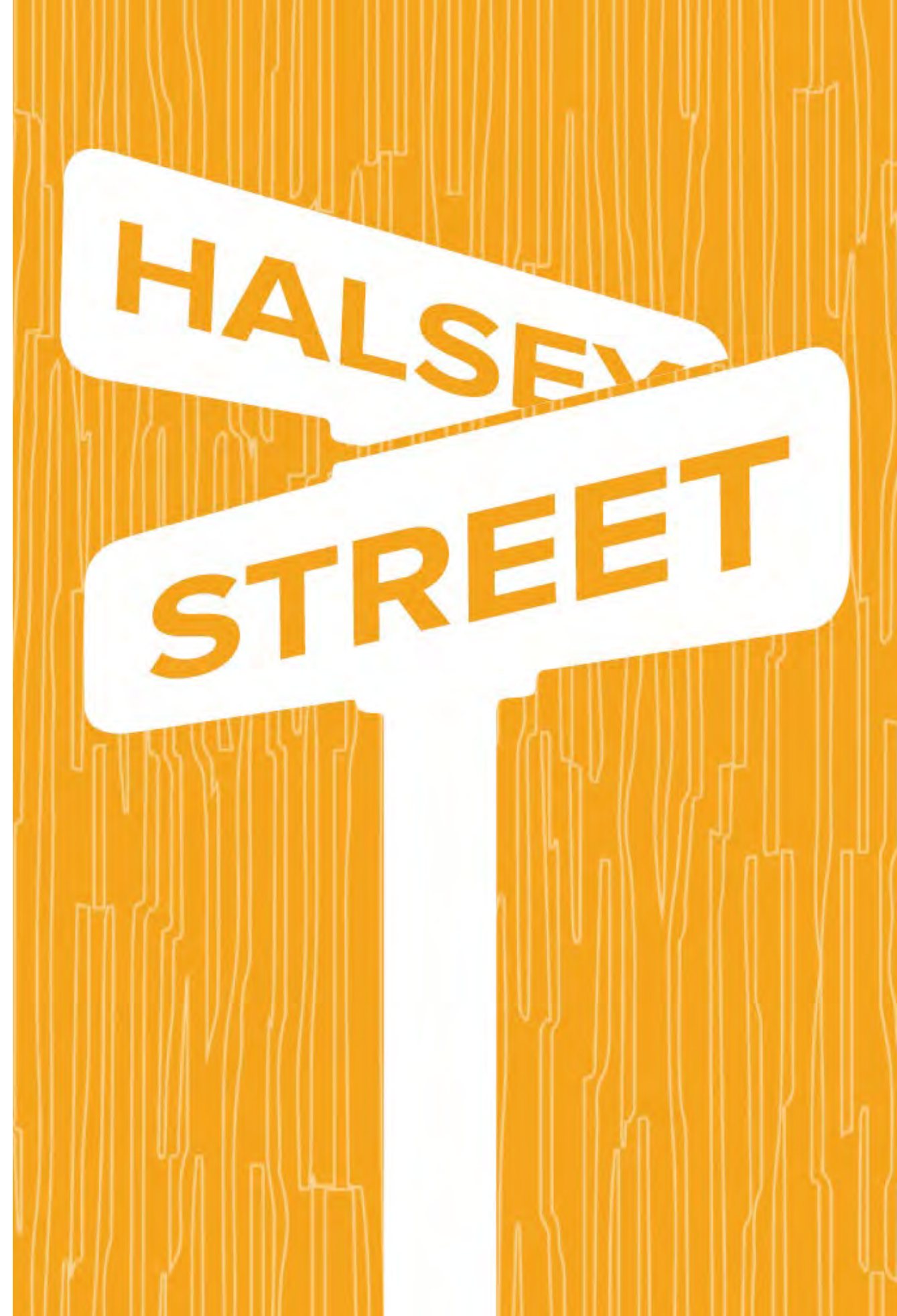
**Fairview**  
Local  
Standards and  
Guidelines

**Wood Village**  
Local  
Standards and  
Guidelines

**Troutdale**  
Local  
Standards and  
Guidelines

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# QUESTIONS?



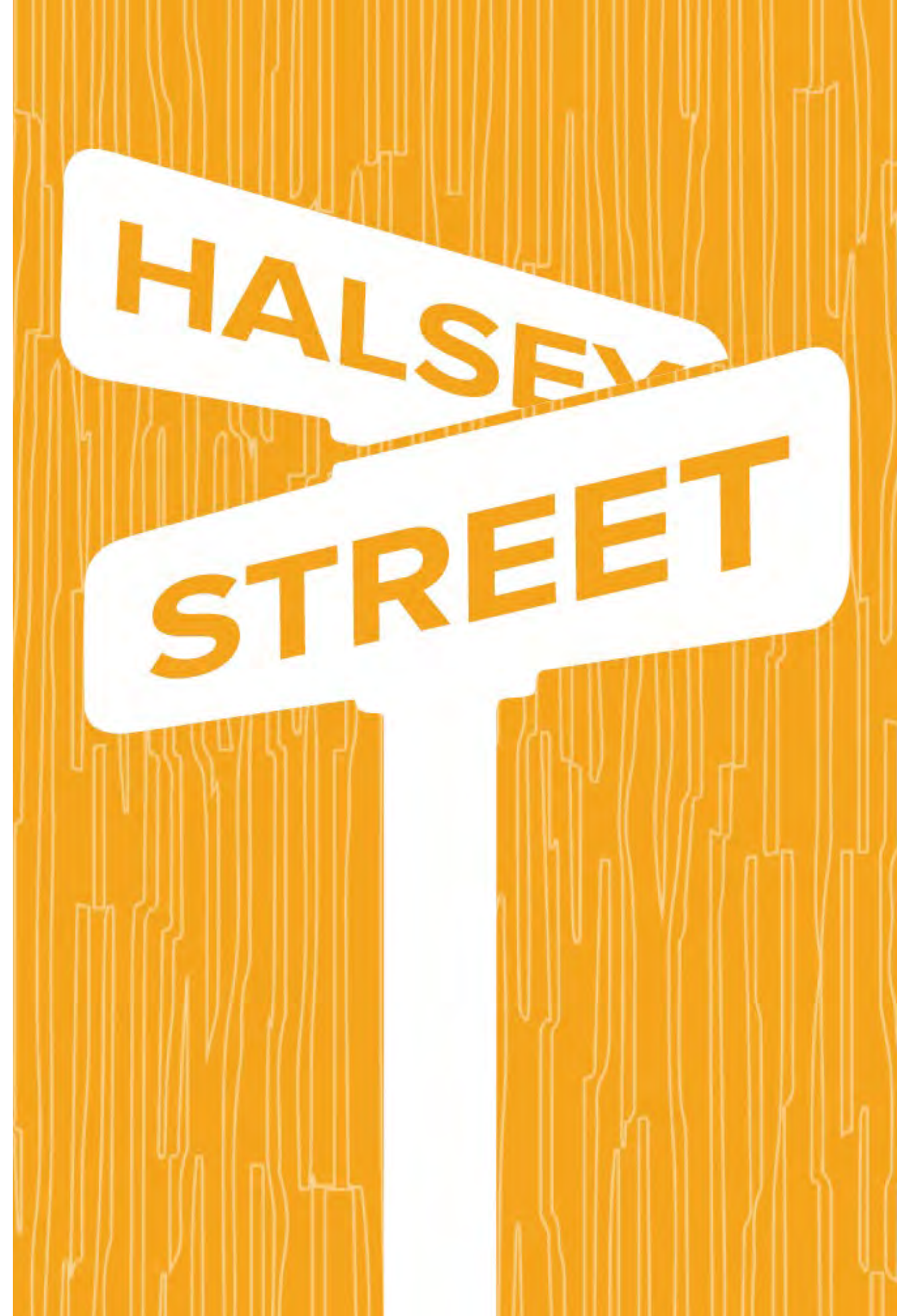
# NEXT STEPS

- Online/Paper Survey Launch and Targeted Outreach
- Finalize Design Concepts of Opportunity Sites
- Pro Forma Analysis of Existing Code
- Draft Code Concepts
- Next HC3 Meeting in May

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# APPENDIX

## Code Audit Key Issues and Potential Approaches





# AGENDA

## **1. Code Update Goals and Scope**

## **2. Use Regulations**

- Housing on the Halsey Main Street
- Challenging Commercial Uses
- Evolving Commercial Uses

## **3. Development Standards**

- Height, Bulk, and Density
- Parking

## **4. Design Standards**

- Site Design
- Building Design

## CODE UPDATE GOALS

- Identify and **remove barriers** to desired development types
- Create a more **unified urban form** throughout the corridor
- Create a **thriving Main Street** and a sense of place
- Improve **clarity and ease of use**

# USE REGULATIONS | Summary Table

	FAIRVIEW		WV	TROUTDALE		
	TCC	VO	NC	CBD	MO/H	A-2
<b>Residential - Multifamily</b>	N	N	N	CU	P	P
<b>Residential - Townhomes</b>	N	N	N	CU	P	P
<b>Residential - Mixed Use</b>	P	N	P	P	P/CU - Limited	P/CU - Limited
<b>Retail - Goods and Services</b>	P	P - Limited	P - Limited	P - Limited	P - Limited	N
<b>Retail - Vehicle Repair/Service/Sales</b>	CU - Limited	N	N	N	N	N
<b>Retail - Eating and Drinking</b>	P	P - Limited	P	P	P - Limited	N
<b>Retail - Drive-Thru</b>	CU - Limited	N	N	P	P - Limited	N
<b>Lodging</b>	P	N	P	P	N	N
<b>Office</b>	P	P	P	P	P	CU - Limited
<b>Light/Artisanal Manufacturing</b>	CU - Limited	P - Limited	N	CU	N	N

## USE REGULATIONS | Housing on the Halsey Main Street

### Key Issues

- 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 (1) inefficient use of land, (2) consumes valuable street frontage, or (3) creates a monotonous pedestrian experience
- Current residential use regulations vary:
  - Mixed use is required, but no minimum amount of commercial space
  - Mixed use is required and residential uses are limited to maximum of street frontage
  - All-residential developments permitted



Housing with active uses in on ground floor

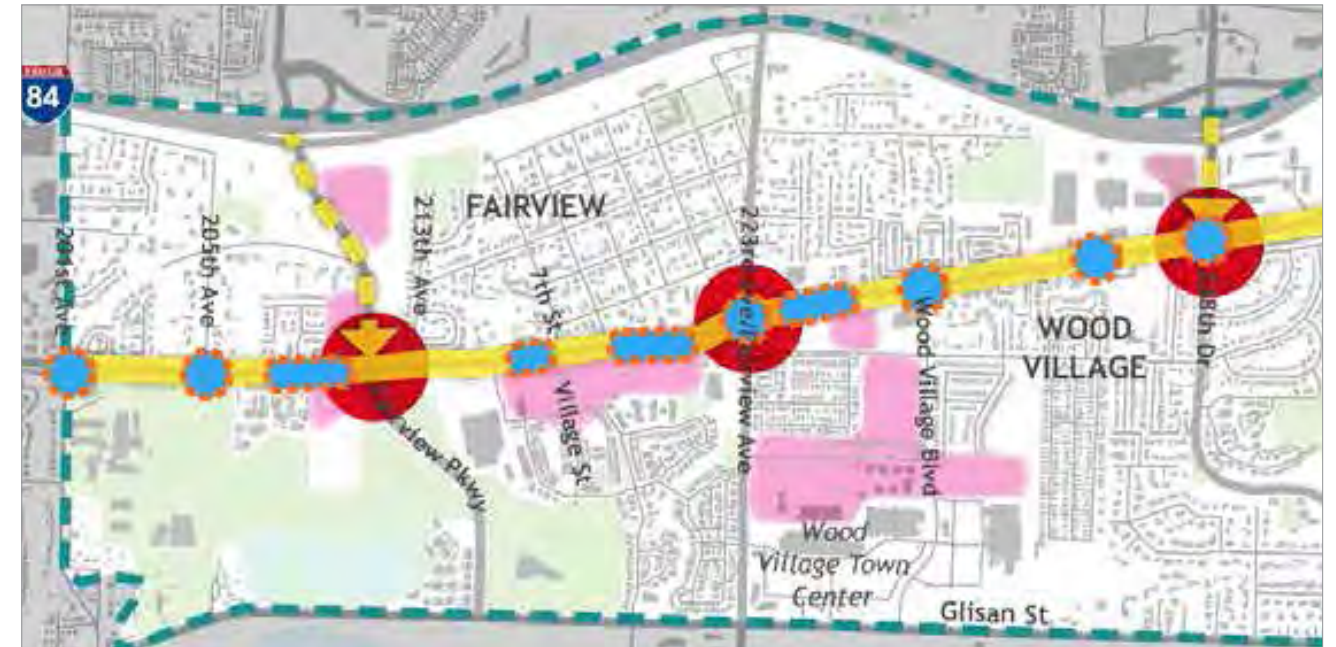


Housing on the ground floor with no entrances facing the street

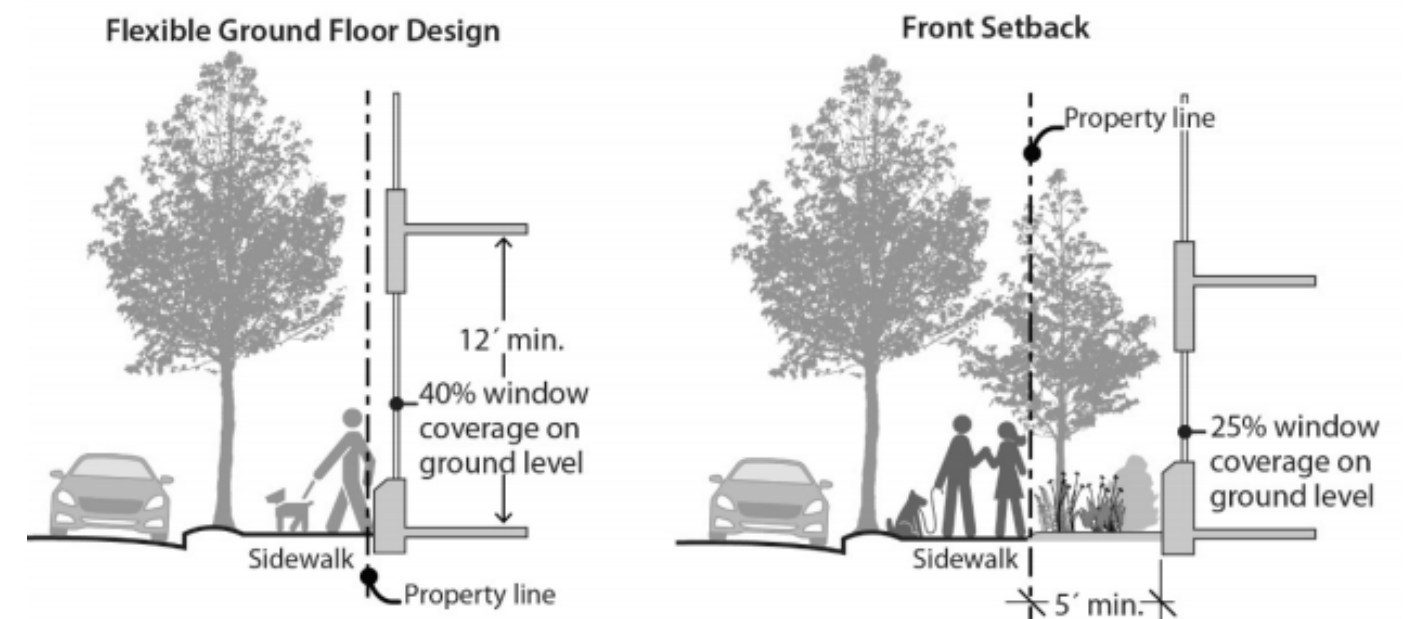
# USE REGULATIONS | Housing on the Halsey Main Street

## Potential Approaches

- Identify and map key commercial nodes/districts and vary standards accordingly
- Minimum density standards and/or limits on detached housing
- Limit ground floor residential fronting Halsey and other key streets
- Specify a minimum amount of commercial space where mixed use is required
- Where residential is allowed, require ground floor residential spaces to be “retail ready”
- Ground floor residential design standards
- Height bonus or incentive for ground floor retail space



2017 Main Streets on Halsey plan began to identify potential nodes



Example of residential ground floor design standards

## USE REGULATIONS | **Challenging Commercial Uses**

### **Key Issues**

- Some commercial uses can detract from the pedestrian-friendly environment of a Main Street:
  - Vehicle service, sales, and repair
  - Drive-through businesses
  - Big box retail
  - Self storage
- How these uses are regulated varies by city and zone. A more consistent and intentional approach could ensure these uses are integrated (or prohibited) in a way that furthers the vision for Halsey as a Main Street.



Gas station at 238th/Halsey

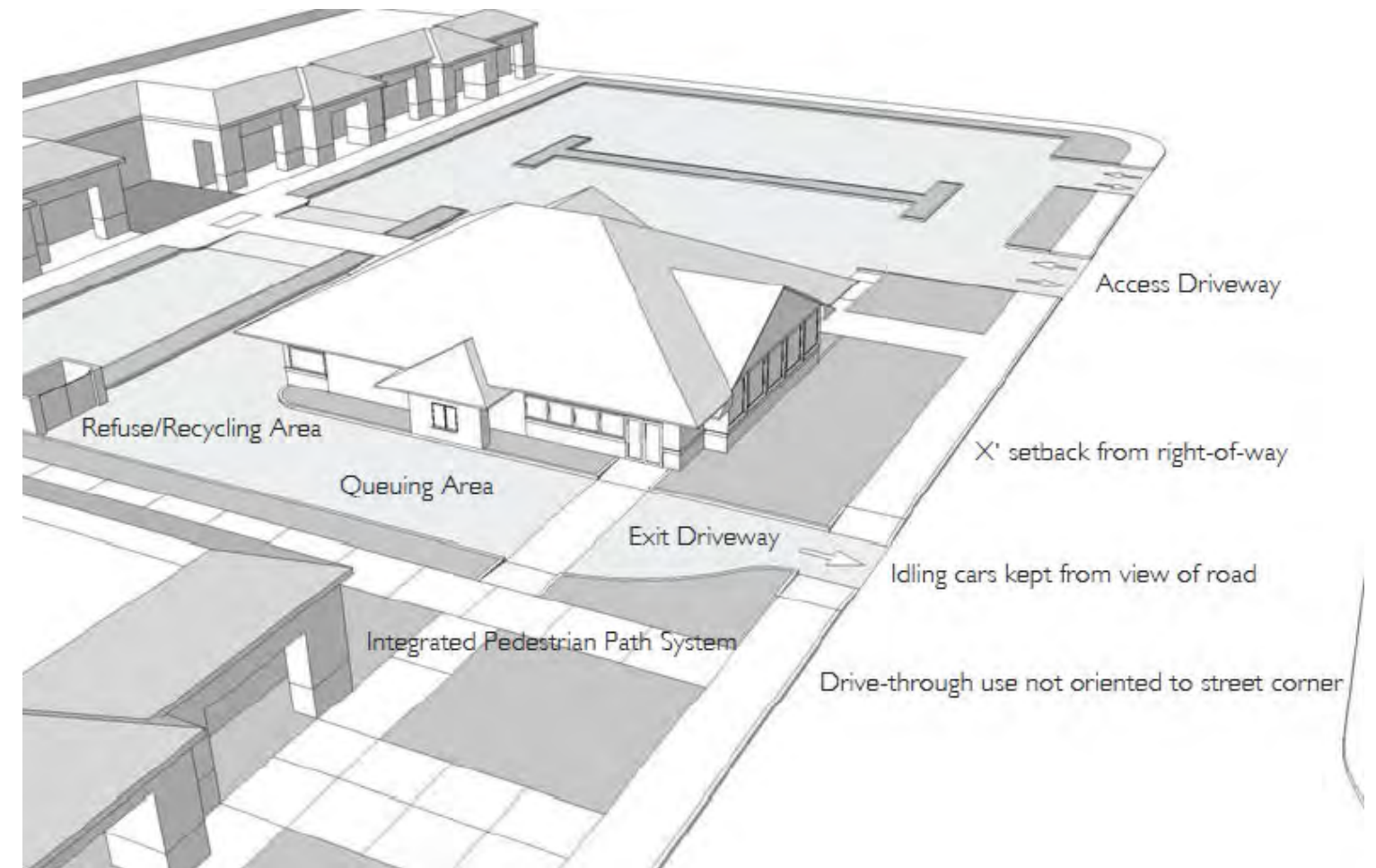


Big box retail in Fairview

## USE REGULATIONS | Challenging Commercial Uses

### Potential Approaches

- Vehicle service, sales, and repair: continue to strictly limit or prohibit.
- Drive-through businesses: strike a balance with economic reality and pedestrian-oriented design
- Big box retail: continue to limit, and align standards across cities where appropriate.
- Mini-storage/self-storage: continue to strictly limit or prohibit.



Example of drive-through use special design standards

## USE REGULATIONS | **Evolving Commercial Uses**

### **Key Issues**

- Food carts and micro-retail spaces are increasingly being seen as a more permanent, desirable strategy for activating a street and creating destinations.
- Light manufacturing or “Maker Spaces” are growing more popular as there is a demand for locally made, artisan products.
- Regulations pertaining to these uses vary by city/zone, may be unnecessarily burdensome, and may not address important design issues.



Portland Mercado food cart pod and market



Migration brewery in Gresham



## USE REGULATIONS | **Evolving Commercial Uses**

### **Potential Approaches**

- Perform more detailed audit of zoning and other city regulations related to food carts and temporary/micro retail spaces
- Consider differentiating standards for individual food carts vs. food cart pods
- Explore opportunities to improve the aesthetics of food carts with simple (inexpensive) but effective design standards
- Allow light/artisanal manufacturing, but develop consistent standards to address:
  - Negative impacts on adjacent residential
  - Ground floor design to create an active and interesting streetscape



# DEVELOPMENT STANDARDS | Height, Bulk, and Density

	FAIRVIEW		WV	TROUTDALE		
	TCC	VO	NC	CBD	MO/H	A-2
<b>Max Height</b>	45' / 3 stories	55'	45', 18' min	35'	35'	35'
<b>Height Bonus</b>	12' for vertical MU	--	--	--	--	--
<b>Height Stepbacks</b>	--	--	1:1 adjacent to residential	Setbacks may be reduced with 2:1 stepback	--	--
<b>Max Lot Coverage</b>	--	--	--	--	--	45-55%
<b>Max FAR</b>	1.0	--	--	--	--	--
<b>Max Building Size</b>	60,000 sf GFA	--	--	--	20,000 sf footprint	--
<b>Min Density</b>	--	--	--	All-Residential: 80% of max  MU: None	All-Residential: 80% of max  MU: None	All-Residential: 80% of max
<b>Max Density</b>	--	--	--	All-Residential: • Core: 43 du/ac • Else: 29 du/ac  MU: None	All-Residential: • Core: 43 du/ac • Else: 29 du/ac  MU: None	~15-29 du/ac

# DEVELOPMENT STANDARDS | Height and Bulk

## Key Issues

- Maximum height of 3 stories or 35' is a significant barrier to vertical mixed use development
- Height limits that are too restrictive may result in lost opportunities to bring more residents and activity to businesses and transit lines on Halsey
- The visual impacts of buildings taller than three 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)

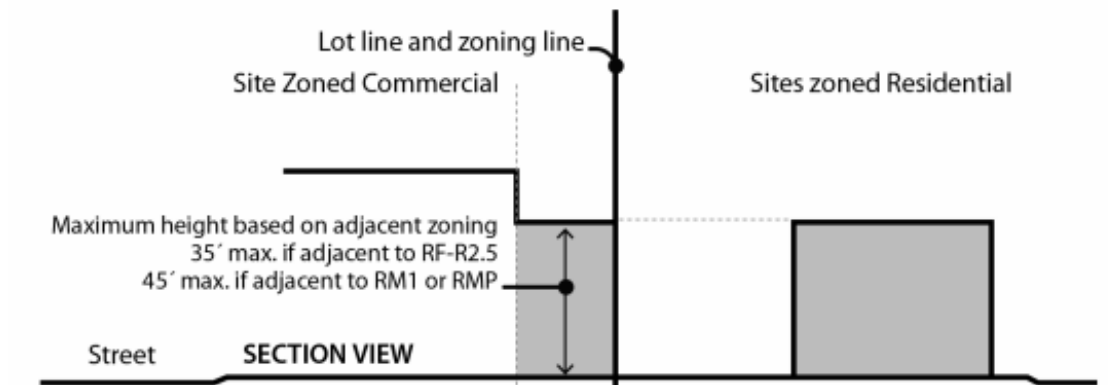
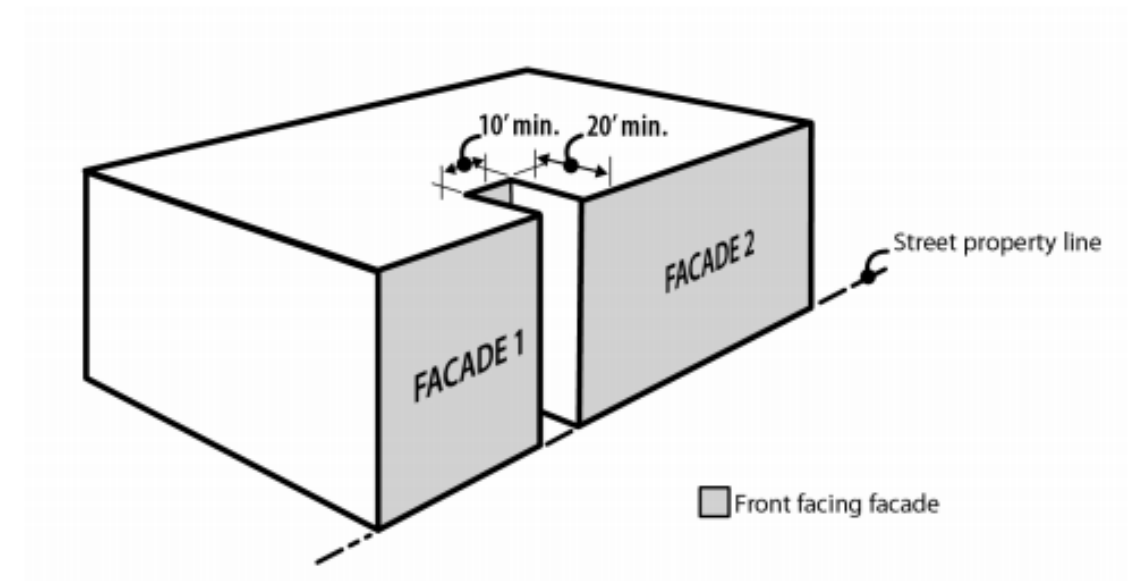


Street width and height of existing buildings vary across the corridor

# DEVELOPMENT STANDARDS | Height and Bulk

## Potential Approaches

- Explore opportunities to allow buildings taller than 3 stories more broadly throughout the corridor
- Continue to provide for variations in height and bulk standards to respond to local context
- Use additional or alternative tools to control height and bulk in a manner that reduces negative impacts while realizing the benefits of more housing and people on the Main Street
  - Step backs
  - Maximum FAR
  - Height or FAR bonuses
  - View corridors/max building width



Examples of height and bulk controls in addition to max overall height

**Key Issues**

- Regulating density too tightly can discourage the creation of smaller units, which can be more affordable and can help make a project financially viable.
- Higher densities on Halsey would bring more people to the businesses and transit lines on the street
- Fairview and Wood Village do not regulate density in the zones along Halsey
- Troutdale has maximum density standards across the three zones (about 15-43 units/acre) that will present a barrier to vertical mixed use or more intensive residential development

<i>DENSITY STANDARDS FOR MULTI-FAMILY</i>	
Multiple-Unit Dwellings	Minimum Lot Area
2-3	9,000 sq. ft. for each unit
4-14	9,000 sq. ft. plus 2,500 sq. ft. for each unit over 3
15-37	41,000 sq. ft. plus 2,000 sq. ft. for each unit over 15
38-94	87,000 sq. ft. plus 1,500 sq. ft. for each unit over 38
95-155	172,500 sq. ft. plus 1,000 sq. ft. for each unit over 95
Over 155	1,500 sq. ft. per unit

Example of restrictive density standards in the Troutdale A-2 zone

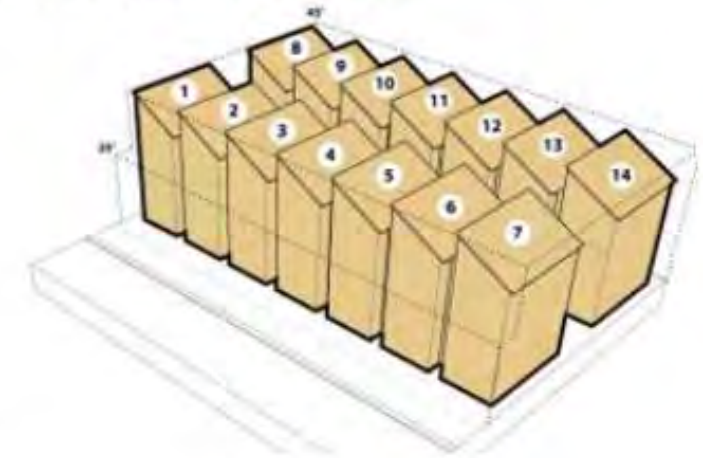
# DEVELOPMENT STANDARDS | Density

## Potential Approaches

- Consider whether alternative standards can address the intent of maximum density standards while not discouraging smaller unit sizes:
  - Height/bulk controls
  - Minimum open space or maximum lot coverage
  - Minimum parking
- Where density is regulated, test the impacts on development feasibility and affordability to inform policy decisions.

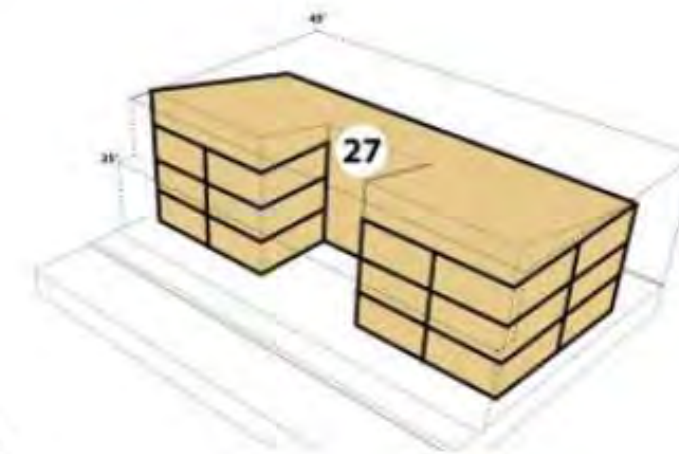
### Current approach:

- ▶ 45-foot height limit.
- ▶ Density limited to one unit per 1,000 square feet of site area.
- ▶ Often results in townhouse units.



### Proposed approach:

- ▶ 45-foot height limit (unchanged)
- ▶ Provide flexibility for what happens inside the building (FAR of 1.5 to 1).



Example of how maximum density standards encourage larger unit sizes

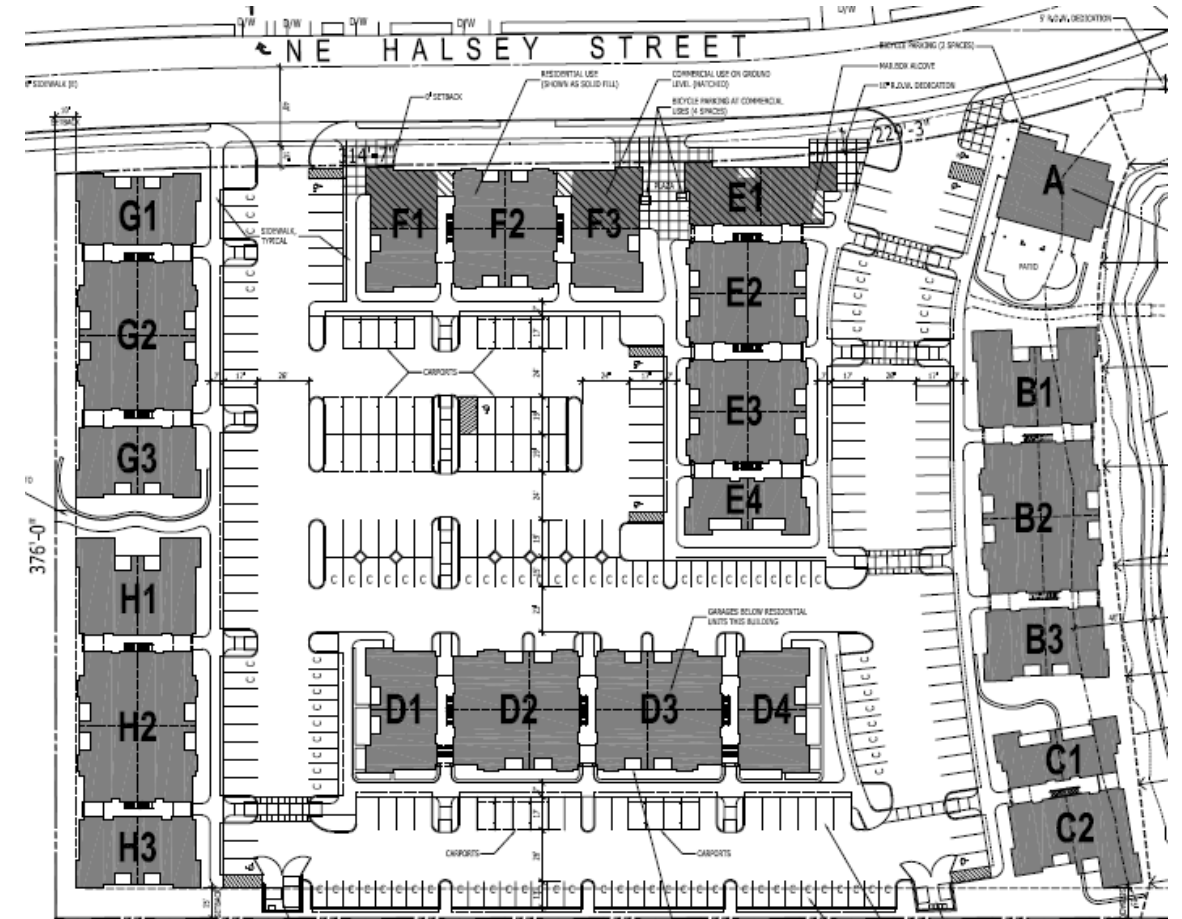
# DEVELOPMENT STANDARDS | **Parking**

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

# DEVELOPMENT STANDARDS | Parking

## Key Issues

- Current minimum parking requirements may be the most significant barrier to higher density and vertical mixed use development
- Any standard over the following thresholds could be a barrier:
  - Residential: 1 space per dwelling unit
  - Commercial: 1 space per 1,000 sf
- High parking requirements can prevent the corridor from realizing the benefits of higher densities on local businesses and transit ridership



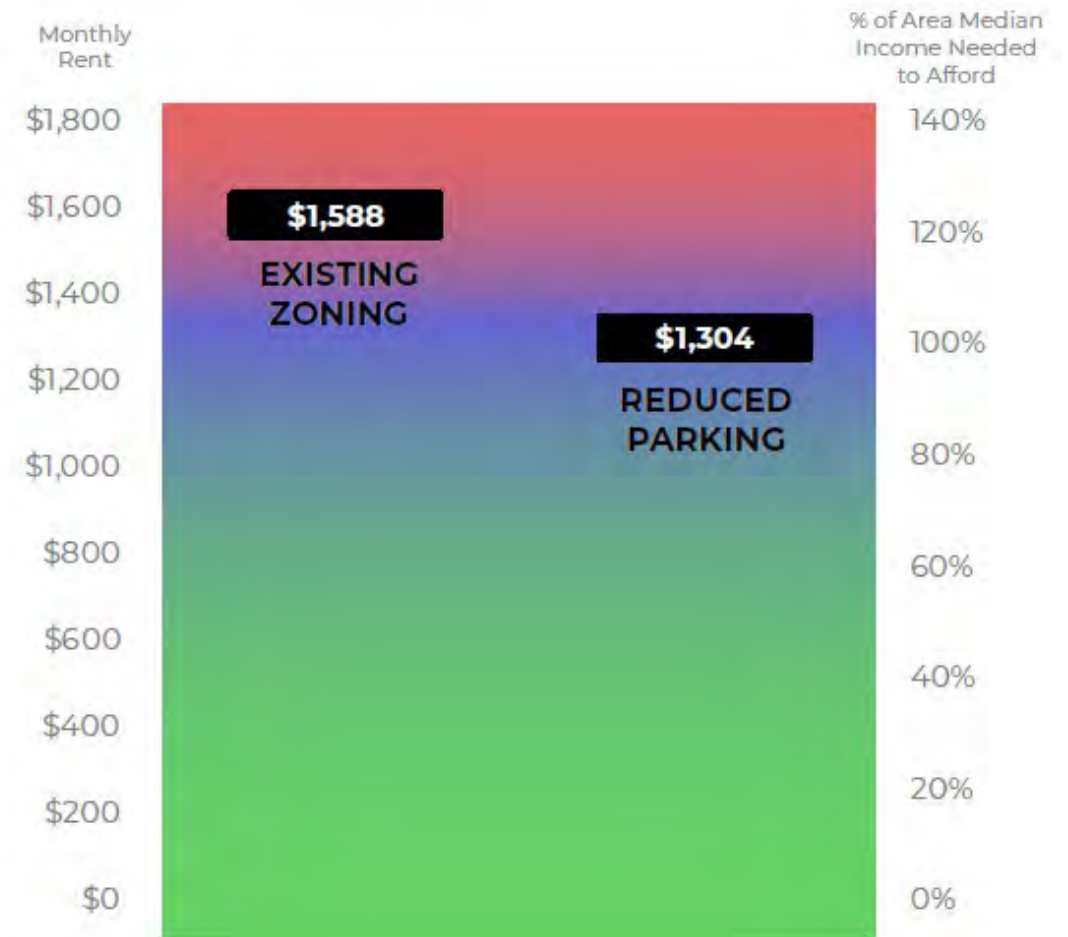
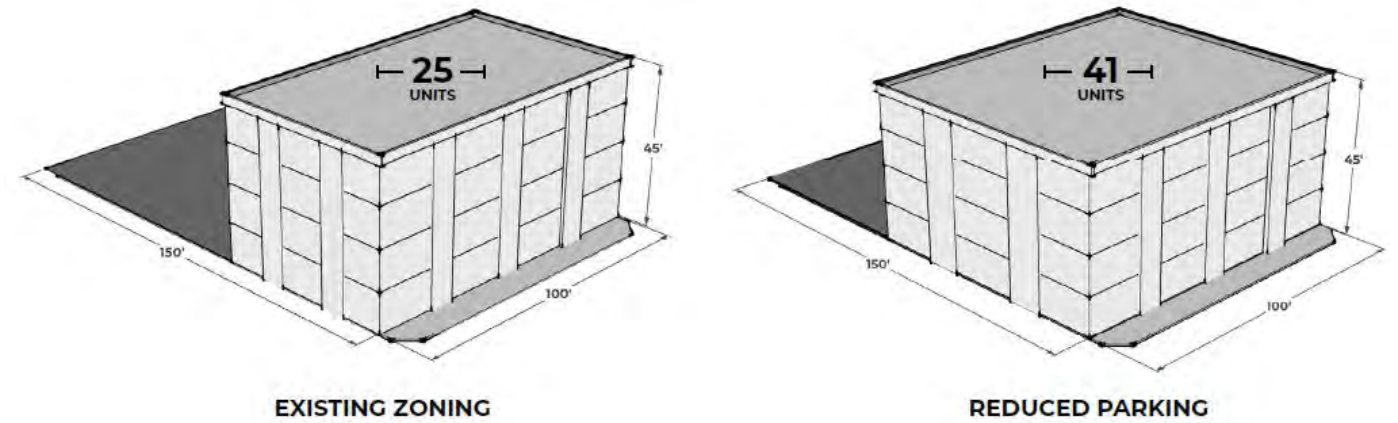
Northbrook Village development included 1.6 spaces per unit



# DEVELOPMENT STANDARDS | Parking

## Potential Approaches

- Clearly explain the rationale for reducing minimum parking requirements:
  - Quantify impacts on feasibility and affordability
  - Provide representative case studies and data on vehicle ownership rates
  - Emphasize the connection to transit
  - Allowing the market to respond
- Consider codifying alternative ways to meet parking standards:
  - Shared parking agreements
  - Off-site parking
  - On-street parking credits



Example of parking standards analysis for Lander, Wyoming

# DESIGN STANDARDS | Site Design

	FAIRVIEW		WV	TROUTDALE		
	TCC	VO	NC	CBD	MO/H	A-2
<b>Build-to-line/max setback</b>	Yes - 80% of bldg within 10'	--	Yes - 10'	--	--	--
<b>Parking location</b>	Yes - not between bldg and street	Yes - no more than 50% of frontage	Yes - guidelines	--	Yes - res. only, not between bldg and street	Yes - res. only, not between bldg and street
<b>Entrance must face street</b>	Yes	Yes	Yes - guidelines	Yes	Yes - res. only	Yes - res. only
<b>Ped connectivity/walkways</b>	Yes - 200' max block length	Yes	Yes - guidelines	Yes	Yes	Yes
<b>Ped amenities/civic space</b>	Yes - guidelines	--	Yes - guidelines	Yes - guidelines	--	--
<b>Transit connections/amenities</b>	Yes - guidelines	Yes	--	Yes	Yes	Yes

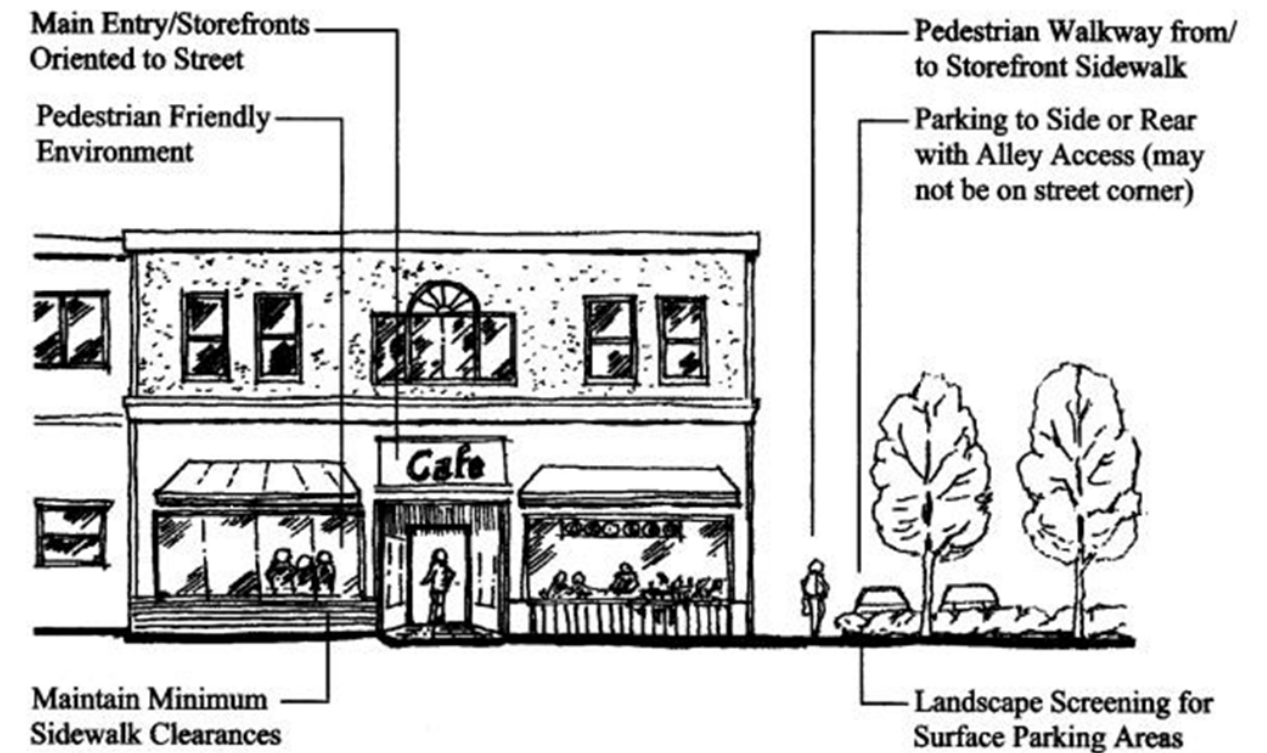
# DESIGN STANDARDS | Building Design

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

## DESIGN STANDARDS | Consistency and Coherency

### Key Issues

- In most areas along Halsey, standards or guidelines are in place to address many of the key issues related to “Main Street” design. However, there is some inconsistency in the particular set of design issues are addressed in each zone.
- Some standards or guidelines may be more or less effective in achieving their intended outcome.
- Some cities apply more objective standards, which are likely to result in a more consistent outcome, and other cities tend to use discretionary guidelines, which may result in more variation in the outcomes.
- It is unlikely that the existing patchwork of standards will produce any coherent patterns in urban form across the entire Main Street



Fairview Town Center Commercial design standards

**Potential Approaches**

- Delineate the most important set of outcomes needed to create a coherent pattern of a Main Street on Halsey.
- Engage the community and stakeholders in defining the key characteristics of the Halsey Main Street
- Develop a set of design standards and/or guidelines that can be applied relatively consistently across all zones along the corridor. Replace any existing standards that address the same outcome.
- Allow for variation across cities in other outcomes while making amendments to improve unclear or ineffective standards/guidelines.

**Halsey Main Street  
Core Design Standards**

Building Orientation  
Ground Floor Design  
Articulation  
Pedestrian Walkways  
Transit Amenities

**Fairview**  
Local  
Standards and  
Guidelines

**Wood Village**  
Local  
Standards and  
Guidelines

**Troutdale**  
Local  
Standards and  
Guidelines