



## **Preferred Concept — Plan and Implementation**

# CONCEPT

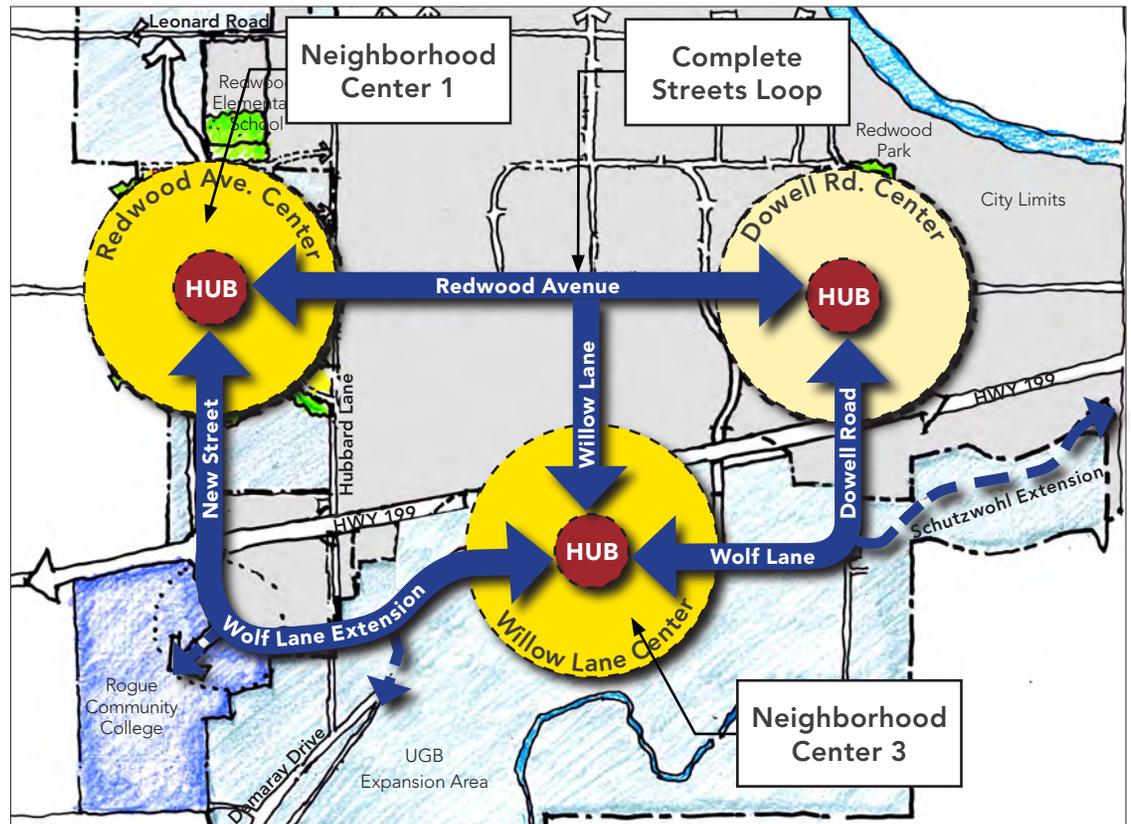
The neighborhood centers concept locates neighborhood centers that offer the opportunity to live and work close to the goods and services needed daily. The centers are located within an interconnected road network that encourages multi-modal access between centers, improved local traffic access within the UGB expansion areas, and reduced reliance on Highway 199. The concept includes four primary elements.

## Redwood Avenue Center: 'Neighborhood Crossroads'

A small scale mixed-use retail hub and public square at the crossroads of Redwood Avenue and a new local street serve 925 new residences within a quarter mile of the retail and mixed-use hub, along the new street, and within a short walk or bike ride of Redwood Elementary School.

## Willow Lane Center: 'Full Service Center'

A full service mixed-use retail hub and public square that is anchored by a grocery store and street-oriented retail with direct access and visibility from Hwy. 199. 1,300 new residences are located within a quarter mile of the retail and mixed-use hub and adjacent to a realigned Demaray Dr. and Wolf Lane extension.



Neighborhood Centers Concept

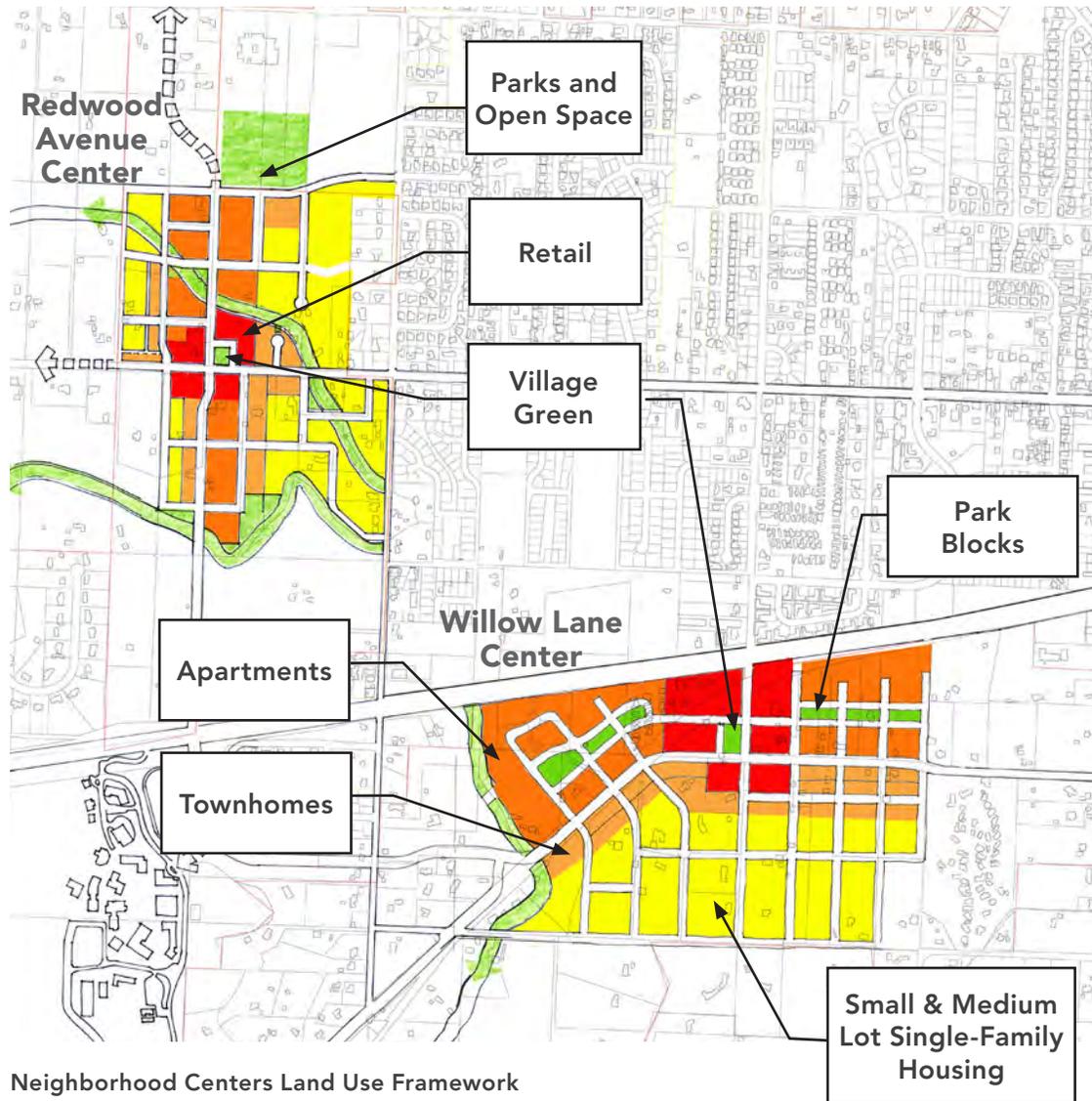
## Complete Streets Loop

An enhanced multi-modal street network provides a local route parallel to Hwy. 199, linking the centers and Rogue Community College. Strategically located connections to Hwy. 199 support the centers' development and provide safe and efficient crossings between UGB areas north and south of the highway

## Additional Center

An additional center is recommended at Dowell Road and Redwood Avenue. This location provides the opportunity to establish a hub to serve the adjacent neighborhood that builds on the area's existing infrastructure and commercial uses to encourage incremental retail and higher density infill housing.

# PREFERRED LAND USE FRAMEWORKS



Neighborhood Centers Land Use Framework

The land use framework identifies a mix of uses in the locations that will best maximize development potential and ensure long-term viability. Based on fundamental real estate siting requirements, the land use framework has the capacity to viably support a significant portion of anticipated future growth. The land use framework:

- Identifies primary land uses; a vertical mix of uses along with the identified primary uses is encouraged
- Incorporates areas most likely to be developed over time
- Preserves and strengthens existing neighborhoods and green spaces
- Builds upon existing daily traffic to support retail

## Long-Range Plan

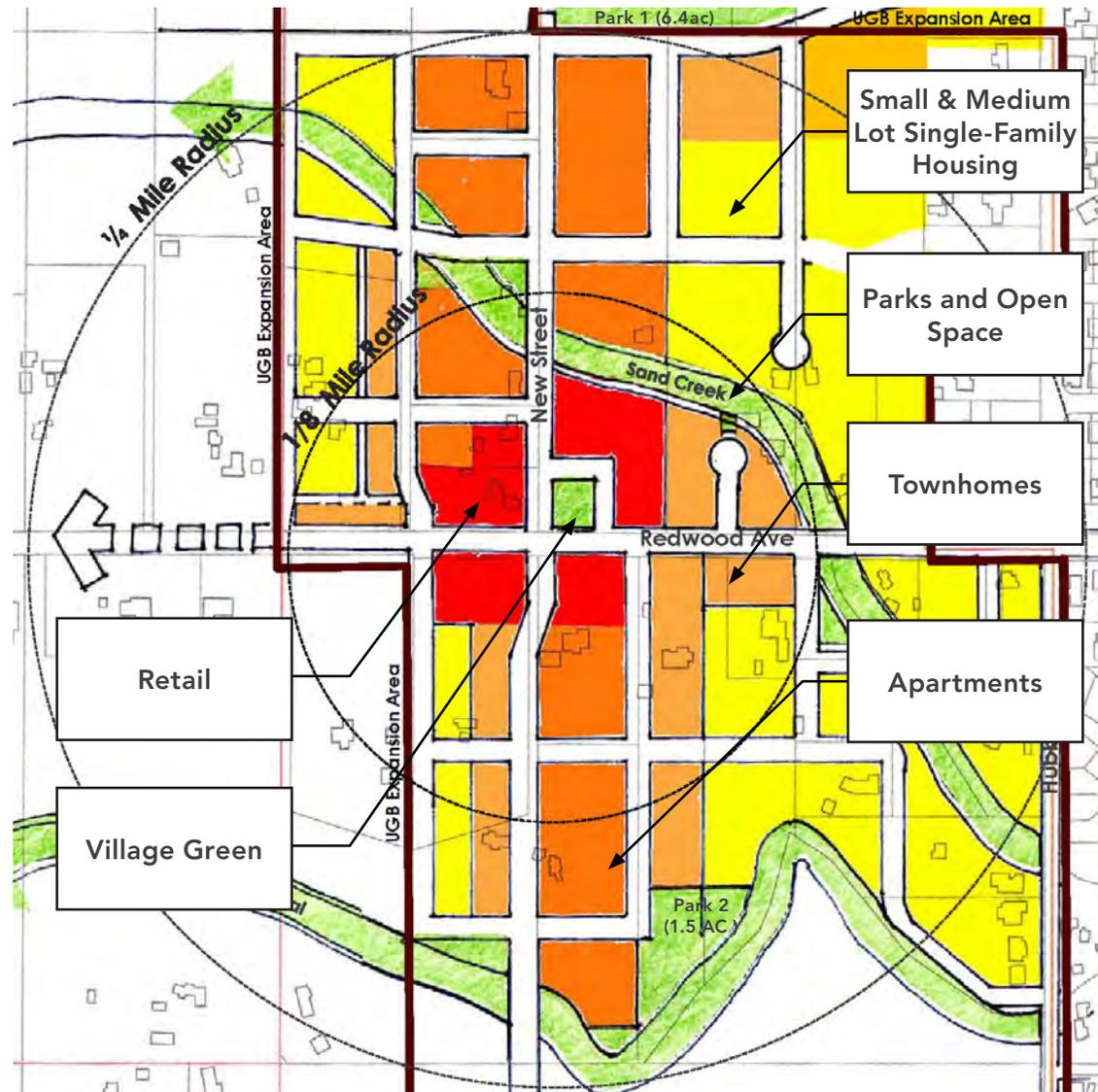
In some situations, new uses are identified for parcels that are already occupied by a viable use. In these cases the framework:

- Recognizes that existing uses should remain and operate as long as property owners wish
- Serves as a guide for a potential new overlay of zoning regulations within the neighborhood centers
- Assumes that open or public use areas currently under private ownership will be acquired or dedicated to the City or other government agency

## REDWOOD AVENUE CENTER (CENTER 1)

The land use framework for the Redwood Avenue Center consists of the following uses:

- **Retail**—Up to 50,000 sf of ground-floor retail, with a mix of upper floor uses
- **Higher-Density Housing**—Above retail and as townhomes/apartments along the ‘new street’
- **Small And Medium Lot Single-Family Housing**—Located adjacent to existing housing and rural properties
- **Village Green**—Public square surrounded by retail; accommodates public gatherings, strolling, and passive uses
- **Parks**—Enhanced active parkland adjacent to Redwood Elementary School and a new park adjacent to the canal
- **Open Space**—A continuous greenway along Sand Creek and the existing canal



Redwood Avenue Center (Center 1) Land Use Framework



Redwood Avenue Center Existing Development and Zoning

### Development Summary

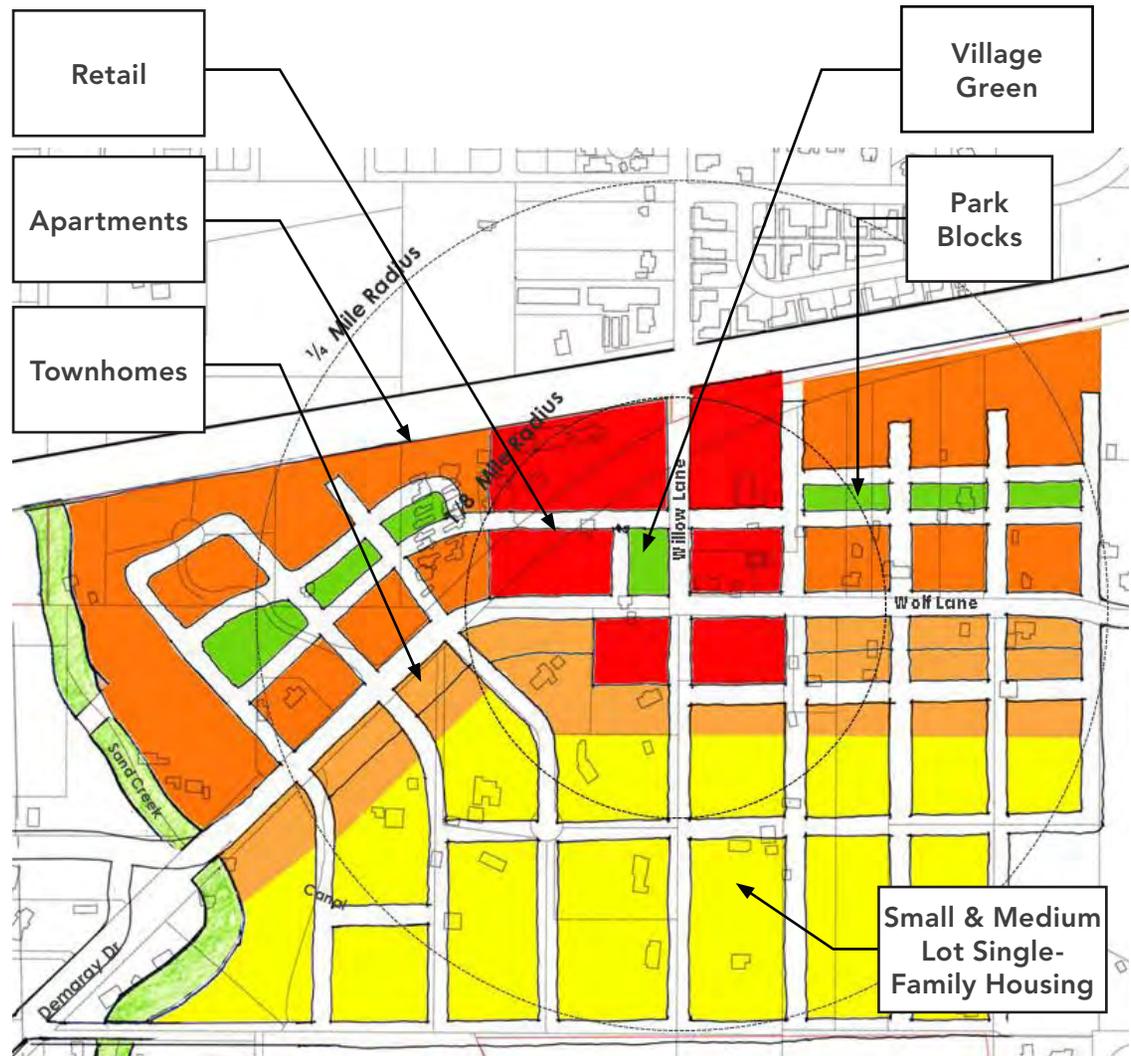
The development summary below identifies the potential amount and type of new development associated with the Redwood Avenue land use framework within the quarter mile radius.

Proposed Land Use	SF/DU/AC
Retail	58,000 SF
Higher-Density Housing	701 DU
Housing (Single Family)	223 DU
Village Green	.34 AC
Parks	7.9 AC
Creek & Canal	9.3 AC

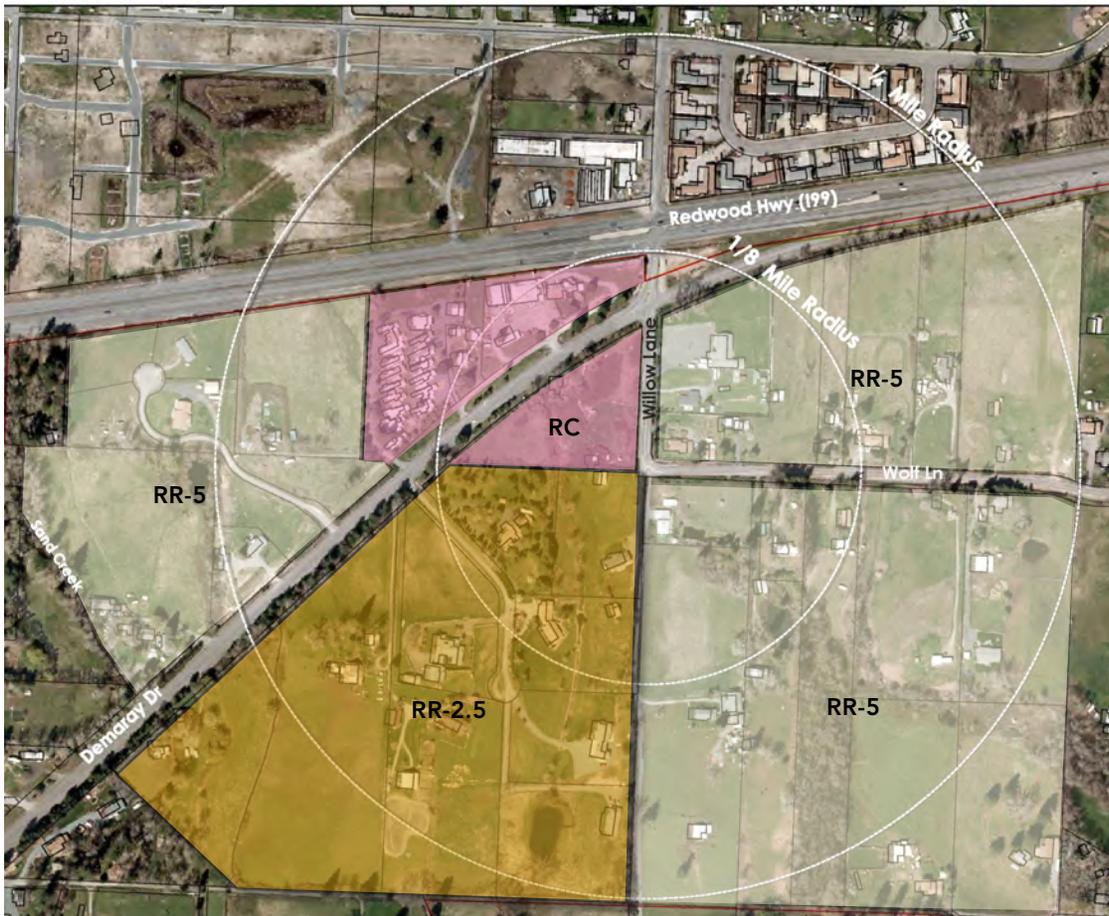
## WILLOW LANE CENTER (CENTER 3)

The land use framework for the Willow Lane Center consists of the following uses.

- **Retail**—Up to 110,000 sf of ground-floor retail anchored by a grocery store, with a mix of upper floor uses
- **Higher-Density Housing**—Above retail and as townhomes/apartments along the park blocks and Wolf Lane Extension
- **Small And Medium Lot Single-Family Housing**—Located as a transition between new higher density housing and existing houses and rural properties
- **Village Green**—Public park surrounded by retail; accommodates public gatherings, strolling, and passive uses
- **Park Blocks**—Linear open space provides an amenity for adjacent higher density housing
- **Open Space**—A continuous greenway along Sand Creek



Willow Lane Center (Center 3) Land Use Framework



Willow Lane Center Existing Conditions

### Development Summary

The development summary below identifies the potential amount and type of new development associated with the Willow Lane land use framework within the quarter mile radius.

Proposed Land Use	SF/DU/AC
Retail	110,000 SF
Apartments/Townhomes/Condo	1,016 DU
Small & Med. Lot Single-Family	293 DU
Village Green	.68 AC
Park Blocks	5.16 AC
Open Space/Creek	4.31 AC

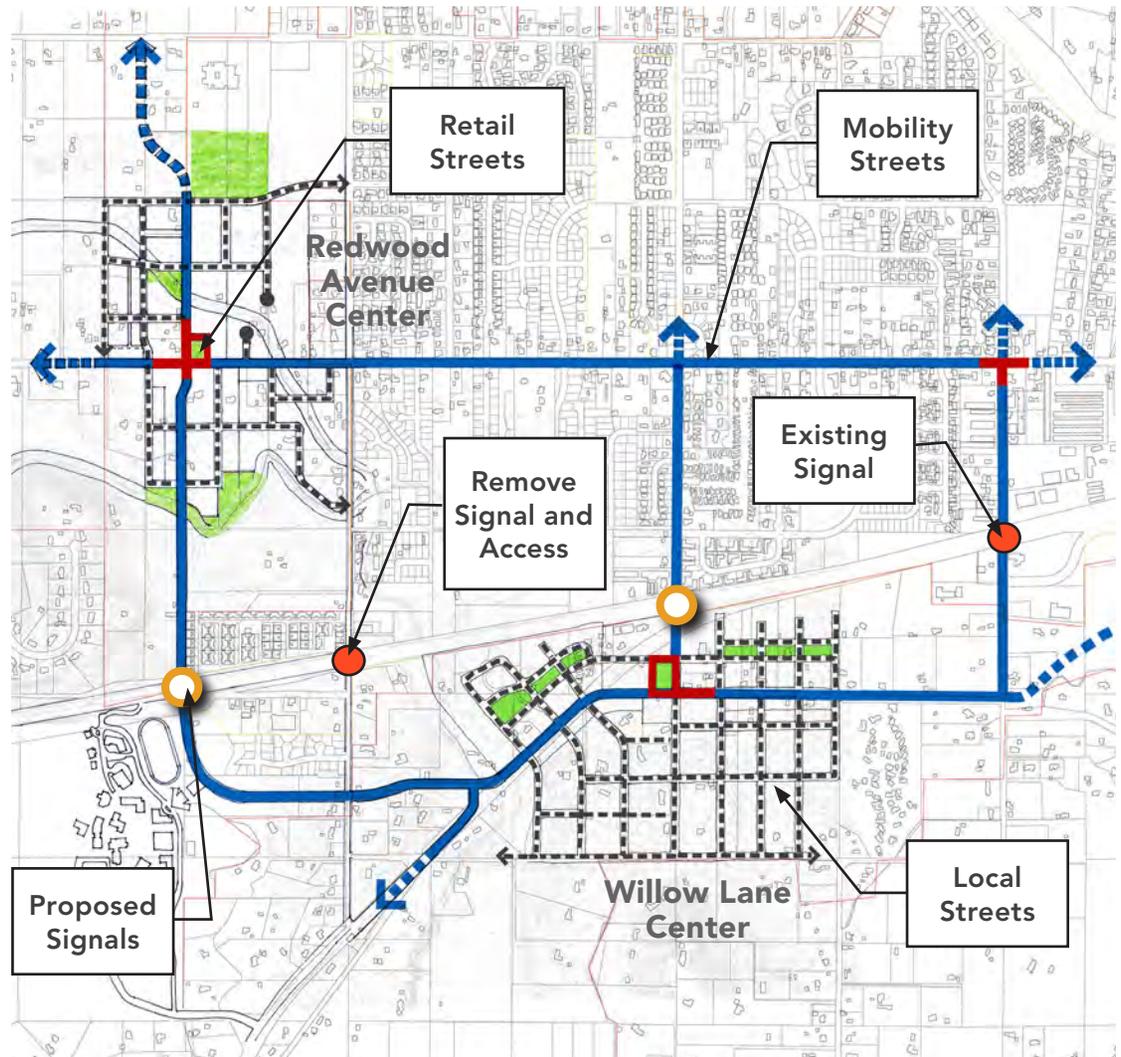
# PREFERRED CIRCULATION FRAMEWORK

The circulation framework supports the roles of the neighborhood centers as destinations and provides a parallel route that improves local access and relieves added congestion on Hwy. 199. The framework significantly improves pedestrian, bicycle, and transit access within a five-minute walk or bike ride of the neighborhood centers. The circulation framework includes three street types and a signalization plan for Hwy. 199.

## Mobility Streets

Mobility streets provide the primary multi-modal link between neighborhood centers and consist of local parallel routes and strategically located Hwy. 199 connections. Mobility streets include:

- **Redwood Avenue**—from Dowell Road to the retail hub of the Redwood Avenue Center
- **Wolf Lane Extension**—from Willow Lane to a new signalized intersection at Rogue Community College (RCC) and Hwy. 199
- **Hwy. 199 Connections**—at Dowell Road from Wolf Lane to Redwood Ave; Willow Lane from Redwood Avenue to Wolf Lane; A New Street west of Hubbard Lane providing direct access to and from HWY 199 to the Redwood Avenue Center and Rogue Community College



Neighborhood Centers Circulation Framework

### **Retail Destination Streets**

These streets establish a retail-supporting, walkable and biking environment within the retail hubs of each center.

- **Redwood Avenue Center**—the retail destination street type is located at the intersection of Redwood Ave, the proposed new street, and the village green
- **Willow Lane Center**— the retail destination street type is centered along Willow Lane and a proposed Wolf Lane Extension

### **Local Streets**

An interconnected local street network serves residential development and is designed for reduced speed and lower traffic volumes that support a safe environment for all modes.

### **Hwy. 199 Signalization**

Proposed signalization will provide the opportunity to improve Hwy. 199 capacity by keeping localized traffic on local parallel routes. The proposed access and signal configuration is:

- A new signal and intersection at the New Street and RCC
- New signal at Willow Lane
- Preservation of the signal at Dowell Road

The signals are spaced to meet ODOT minimum spacing requirements for Hwy. 199 access and signalization.

Potential benefits of this configuration include:

- Direct access to neighborhood centers, capitalizing on drive-by traffic from Hwy. 199 to support the retail hubs
- Clear, safe and direct routes for local pedestrian, bicycle, auto and transit access north and south of Hwy. 199
- A new front door and added exposure and accessibility for RCC

Implementation of the proposed configuration will require:

- Removal of the existing signal at Hubbard Lane and vacating access to Hwy. 199

- Applying for and receiving a grant of access from the Oregon Department of Transportation (ODOT) for a new signal and intersection at the New Street and RCC.

### **Traffic Analysis**

Analysis of the preferred land use and circulation frameworks associated with the Redwood Avenue and Willow Lane Centers identified the following:

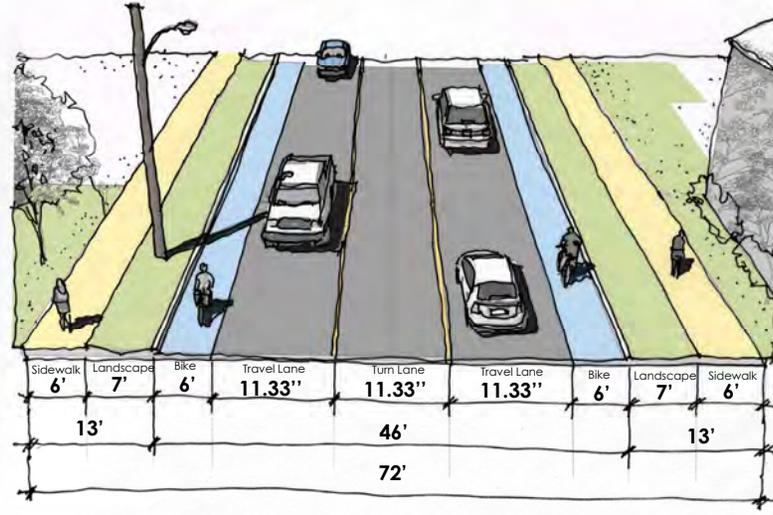
- The intersection of Dowell Road and Highway 199 at .95 V/C does not meet the ODOT mobility target of 0.80 v/c.
- To meet the target of 0.80, an added right turn lane and westbound left turn lane and second receiving lane on the south leg are needed
- A design exception for Dowell Road intersection is a potential option since the unmitigated v/c is under 1.0
- Disconnecting Hubbard Lane from Highway 199 and the realignment of Wolf Lane, the Redwood Avenue/Hubbard Lane intersection meets ODOT spacing standard
- The new Wolf Lane/Redwood Avenue intersection is assumed to be a four-way stop, and meets the City mobility standard
- The new street/Redwood Avenue intersection is assumed to be a four-way stop, and meets the City mobility standard

## STREET TYPES

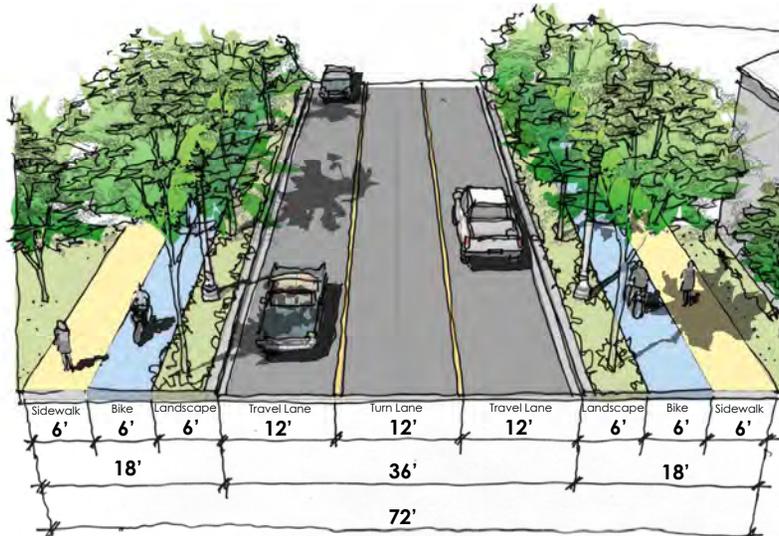
The right-of-way improvements necessary to establish the three street types are as follows.

### Mobility Street

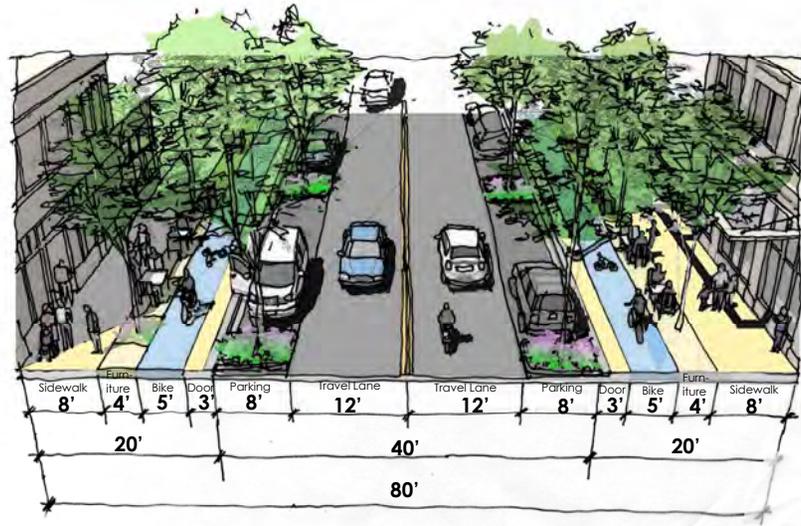
- Include an off-street protected bikeway on each side of the street that is buffered from the roadway with a landscape planting strip and large canopy trees.
- Maintain a six-foot sidewalk adjacent to the protected bikeway.
- Maintain a three-lane roadway section with two-way travel lanes and a center turn lane.



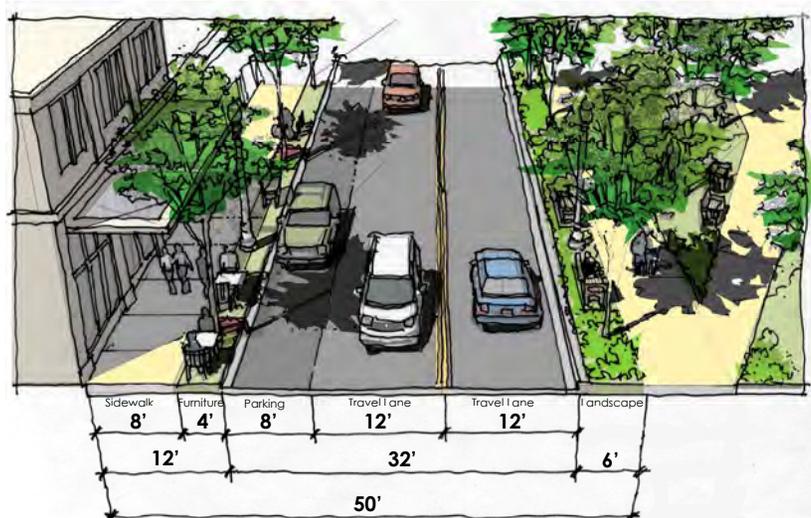
Planned Redwood Avenue



Recommended Redwood Avenue Mobility Street



Typical Retail Street



Retail Street at the Village Green

### Retail Destination Streets

Success of the neighborhood centers' retail hubs depends upon streets that emphasize the pedestrian environment and encourage bike ridership while maintaining convenient vehicle access and curbside parking.

### Typical Retail Streets

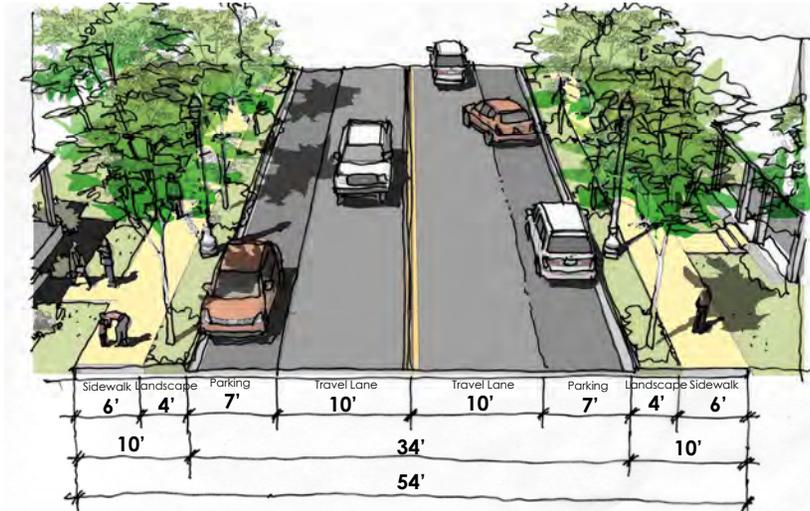
- Maintain two-way travel with one lane in each direction
- Provide curbside parking and tree planters for large canopy trees
- Incorporate protected off-street bikeways on each side of the street
- Include wide sidewalks to support through pedestrian movement and areas for street furniture, lighting and outdoor seating

### Retail Street at the Village Green

- Maintain two-way travel with one lane each direction
- Provide curbside parking along retail storefronts
- Do not allow parking along the village green in order to preserve views in to the park and to reduce street width
- Incorporate protected off-street bikeways along the village green
- Include wide sidewalks to support through pedestrian movement and areas for street furniture, lighting and outdoor seating

### Typical Local Street

- Maintain two-way travel with one lane each direction
- Provide on-street parking
- Maintain continuous six-foot sidewalks
- Provide a landscape buffer with large canopy trees between the sidewalk and the roadway



Typical Local Street

## IMPLEMENTING MEASURES

The ability to implement the Redwood Avenue and Willow Lane neighborhood centers will require both policy/regulatory updates and a financially feasible strategy for sequencing phased development. The following pages outline the key recommended implementing measures.

### **POLICY/REGULATORY UPDATES**

The following policy and regulatory updates are recommended as the first step in implementing both the Redwood Avenue and the Willow Lane centers:

- Application of Mobility Street Standards
  - Comprehensive Plan amendments
  - Street network connection recommendations that inform the update to the City's Master Transportation Plan
- Creation of Neighborhood Centers Design Guidelines and Review Process
  - Amendment of the Development Code and Zoning map to include a Neighborhood Center District designation, with associated overlay zones and street/development standards

### **Mobility Street Standards**

Application of the Mobility Street standards will ensure multi-modal access between the neighborhood centers. The Mobility Street standards should be applied to the following streets: Dowell Road, the New Street, Willow Lane, Wolf Lane and Wolf Lane Extension.

### **Comprehensive Plan Amendments**

The Comprehensive Plan should be updated to establish a new boundary consistent with the UGB expansion recommendations and to add a new district with land use designations consistent with the Neighborhood Center Plan. Existing land use designations such as MR and HR would remain or be modified as indicated in the Revised Urbanization Element (Adopted 11-04-09) and the following new designations would be added.

- **Neighborhood Center Development Area**—a new district designation that identifies the purpose of a neighborhood center, describes its key elements and locates a clearly defined boundary that can be applied to the Comprehensive Plan Map
- **Neighborhood Center Mixed-Use Retail**—a new land use designation encouraging neighborhood-serving street-oriented retail with a mix of upper floor housing/office uses and applying this designation within the Neighborhood Center Development Area

- **Neighborhood Center Multi-Family Residential**—a new land use designation that encourages housing densities of forty dwelling units per net acre and applies those designations near the center of the Neighborhood Center Development Area and other areas that have the potential for increased housing density.
- **Neighborhood Center Village Green**—a new designation that provides for a centrally located public green space within the hub of the neighborhood center, providing an organizing element for street-oriented retail and establishing the hub as a destination within the center
- **Neighborhood Center Parks and Open Space**—a new designation identifying the location and character of neighborhood parks, typically in association with schools or in conjunction with open spaces such as existing creeks, canals, and water bodies. Open spaces associated with waterways should include, at a minimum, a zone of limited future development that extends 25-ft. from the center of the waterway on each side. This zone supports the environmental health and vitality of these corridors and provides a public benefit in terms of trail access and an amenity.

### **Master Transportation Plan Update Recommendations**

The Neighborhood Center Plan's circulation framework establishes a complete streets loop connecting the neighborhood centers and providing for all modes, with an emphasis on walking and biking.

The key elements of the complete street loop identified below should be incorporated in the street network analysis within the Master Transportation Plan Update:

- A network of local-serving parallel routes to Hwy. 199 along Redwood Avenue north of the expressway and south along the Schutzwhol/Wolf Lane Extension
- Priority capital improvements to the street network consistent with the Mobility street and Retail Destination street locations and standards

Configuration of Hwy. 199 access and signalization to provide direct and convenient auto access to the neighborhood centers

### **Neighborhood Centers Design Guidelines**

The City should initiate a process for the creation of Neighborhood Centers Design Guidelines and a design review process as an essential tool for review of neighborhood centers projects. The neighborhood design guidelines would consist of:

- Qualitative statements and images that inform the City's private development design intent
- A design review checklist
- A description of the development review process

The guidelines are typically divided into chapters including Character, Architecture, Pedestrian Emphasis, Lighting and Signs.

### **Development Code and Zoning Map Amendments**

The development code, design standards and zoning map will need to be updated and amended to include a Neighborhood Centers District (NCD) designation and boundary area, new overlay zones, and standards for streets and development that ensure the desired types of uses, densities and development patterns.

#### **Neighborhood Center Districts**

A Neighborhood Centers District (NCD) designation will establish the boundary of neighborhood centers that consist of residences with a mix of housing types and density within the quarter mile area surrounding a centrally located retail and commercial hub, transitioning to lower density at the edges. Two neighborhood districts are identified as follows and located in the diagram on the following page:

- Redwood Avenue Center
- Willow Lane Center

## Overlay Zones

Within the districts overlay zones establish the locations and types of uses that are required to create a neighborhood center. Each district consists of the following overlay zones:

- **Mixed-Use Retail (MUR)**–Street-oriented ground-floor retail with a horizontal and/or vertical mix of housing/office
- **High Density Residential (HDR)**–Multi-family residential at 40 dwelling units per net acre
- **Moderate Density Residential (MDR)**– Multifamily and attached single family residential at 17 dwelling units per net acre
- **Small Lot Residential (SLR)**– Small lot single family and duplex housing at densities of 12-12 dwelling units per net acre
- **Medium Lot Residential (SLR)**– Medium-lot single family and duplex housing at densities of 8 dwelling units per net acre
- **Village Green**–Centrally located public space within the retail hub of the centers
- **Parks and Open Space**–Amenities for residential development include parks and open spaces associated with creeks, canals, and water bodies

## Design Standards

Design standards identify requirements for public and private development of the streets and parcels within the Neighborhood Center District and Overlay Zones. Development standards are necessary to ensure that development conforms to the intent of the Neighborhood Center Plan. The standards include provisions for streets, use regulations, and development.

- **Use Regulations**–identify permitted, special permitted, and conditional uses for each overlay zone in the district.
- **Street Standards**–require the establishment of a street grid consistent with the Circulation Framework of the Plan and the design and construction of streets and public improvements in accordance with the Mobility, Retail Destination, and Local street types identified in the Plan.
- **Development Standards**–should include parcel and building design requirements, including lot size, frontages, floor area ratio, and density. Development standards should also include requirements for active street edges, build-to-lines, on-street parking, off-street parking design and location, and building heights.

The following pages provide the location and type of recommended land use districts, a general list of permitted uses and recommended development and street design standards. It is intended that these land uses and standards be incorporated as an amendment to the Grants Pass Development Code and provide the basis for neighborhood centers development.



**Legend**

- |  |  |
|--|--|
| <span style="display: inline-block; width: 15px; height: 15px; background-color: red; border: 1px solid black;"></span> Mixed-Use Retail (MUR)                 | <span style="display: inline-block; width: 15px; height: 15px; background-color: #d9ead3; border: 1px solid black;"></span> Medium Lot Residential (MLR) |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #006400; border: 1px solid black;"></span> Village Green                      | <span style="display: inline-block; width: 15px; height: 15px; background-color: #00ff00; border: 1px solid black;"></span> Park & Open Space            |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ff8c00; border: 1px solid black;"></span> High Density Residential (HDR)     | <span style="display: inline-block; width: 15px; height: 15px; border: 1px solid black;"></span> District Boundary                                       |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ffd700; border: 1px solid black;"></span> Moderate Density Residential (MDR) |  |
| <span style="display: inline-block; width: 15px; height: 15px; background-color: #ffff00; border: 1px solid black;"></span> Small Lot Residential (SLSF)       |  |

**Neighborhood Center Districts and Overlay Zones**

**Mixed-Use Retail (MUR)**

The intent of this district is to encourage a concentration of ground-floor retail and commercial uses within the core of the neighborhood center. Upper floor uses such as office or residential are encouraged.

Typical permitted uses include:

**Retail-**

- Clothing and apparel
- Eating and Drinking Establishment
- Books and Entertainment
- Food and Drug Store

**Commercial-**

- Financial Services
- Real estate Services
- Insurance Services
- Professional Services
- Dry cleaners
- Salons and Spas

**Residential-**

- Apartments
- Condominiums
- Senior/Congregate Care
- Work/Live



Redwood Avenue Mixed-Use Retail



**Willow Lane Mixed-Use Retail**

### Mix of Uses

The mix of uses should include:

- ① Ground-floor retail fronting the village green
- ② Ground-floor commercial, retail, work/live or residential
- ③ Upper floor offices or residential
- ④ Parking located to the rear or side of buildings (no curb cuts to parking along village green frontages)

### Recommended Standards

Lot Area/DU	None
Front Yard Setback	Zero to 10'
FAR	Min. 0.5
Max Bldg Height ( Base/Roof)	55'/71'
Parking Location	Rear or Side of Bldg
Building Orientation	Facing Street or Parks
Required Parking	
Single Use Bldg. > 30K SF	3.0 spaces per 1,000 SF
Mixed-Use Bldg. > 30K SF	2.0 spaces per 1,000 SF
Single Use Bldg. (5K-30K SF)	2.75 spaces per 1,000 SF
Mixed-Use Bldg. (5K-30K SF)	1.75 spaces per 1,000 SF
Single Use Bldg. < 5K SF	2.50 spaces per 1,000 SF
Mixed-use Bldg. < 5K SF	1.50 spaces per 1,000 SF

**Village Green (VG)**

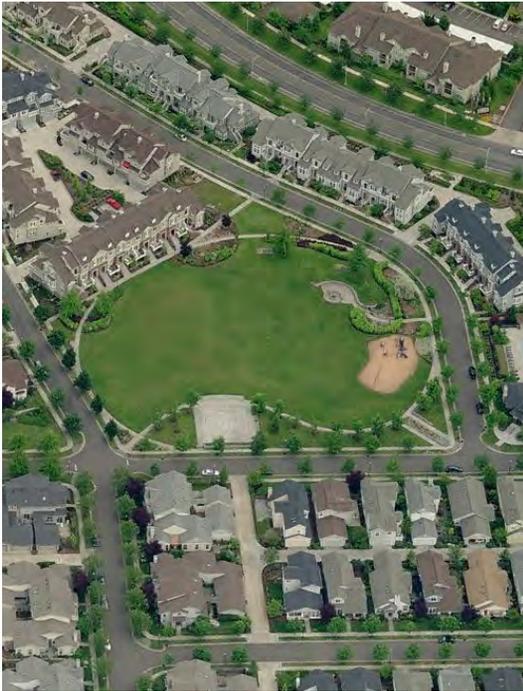
The intent of this district is to create a centrally located public space amenity that is an organizing element for ground-floor retail and commercial uses within the core of the neighborhood center.

The character of the Village Green should include:

- Continuous sidewalks through and around the park
- A centrally located flexible hardscape area to accommodate small gatherings
- Street furniture, including lighting, benches, low walls and trash receptacles along walkways and the park perimeter
- Simple and durable materials
- Lawn, trees, and landscaped beds that provide visual interest with a diversity of plant materials



Village Green



Neighborhood Park



Open Space



### Parks and Open Space (P-OS)

The intent of this district is to encourage small neighborhood parks and preservation and enhancement of open space corridors associated with existing creeks and canals.

#### Neighborhood Park

Neighborhood parks located in association with Sand Creek and Canal that serve as an amenity for residents within the center should include:

- Adequate area between x and x acres
- Accommodate passive park elements such as open lawn, trees and landscaping
- Accommodate where possible active playground equipment
- Incorporate paved areas for walking, biking and strolling
- Include benches and adequate lighting

#### Open Space

Creeks and canals should be preserved and enhanced through regulated building, managed access, and stormwater management consistent with the city's Stormwater Master Plan and should include:

- Monitoring for erosion control, vegetated buffers, water quality, and development standards for building setbacks and non-pervious surface reduction
- Determination of a riparian setback zone limiting development to non-permanent structures, walkways, bikeways, and trails

**High Density Residential (HRR)**

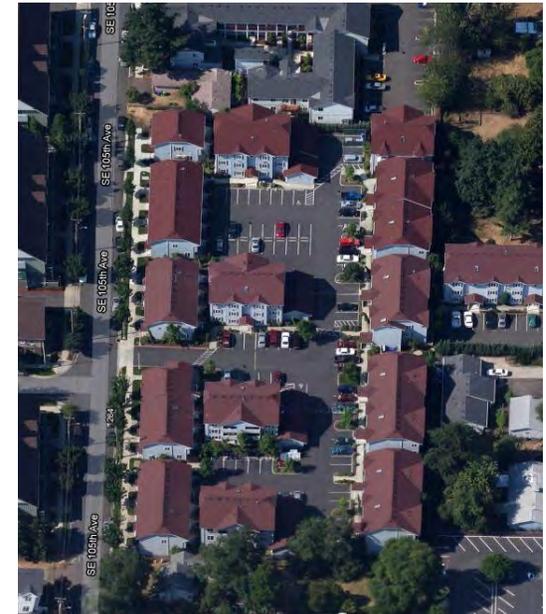
The intent of this district is to encourage housing density housing at a net 40 (DU/AC) immediately adjacent to the retail core and oriented to open space and parks amenities.

Typical permitted uses include multi story:

- Apartments
- Condominiums
- Townhomes
- Senior/Congregate Care

**Recommended Standards**

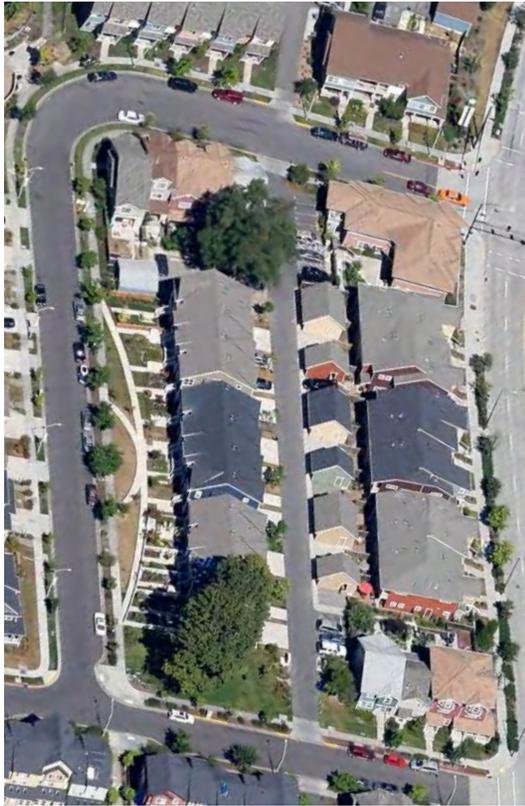
Lot Area/DU	None
Front Yard Setback	20' Max.
Density (DU/AC)	40 DU/AC
Max Bldg Height ( Base/Roof)	45'/61'
Parking Location	Rear or Side of Bldg
Building Orientation	Facing Street or Parks
Required Parking	
1 Bedroom/Studio	1 space per unit
2 Bedroom Unit	1.25 spaces per unit
3 & Up Bedroom Unit	1.50 spaces per unit
Senior Housing	1.50 spaces per unit



Condominium- 40 DU AC



Apartment- 40 DU AC



Moderate Density Residential- 17 DU/AC



**Moderate Density Residential (MDR)**

The intent of this district is to encourage moderate density housing at a net 17 (DU/AC). Typical permitted uses include multi-story:

- Townhomes
- Condominiums
- Senior Housing

**Recommended Standards**

Lot Area/DU	2,500 SF
Front Yard Setback	20' Max.
Density (DU/AC)	17 DU/AC
Max Bldg Height ( Base/Roof)	35'/51'
Parking Location	Rear or Side of Bldg
Building Orientation	Facing Street or Parks
Required Parking	
1 Bedroom/Studio	1 space per unit
2 Bedroom Unit	1.25 spaces per unit
3 & Up Bedroom Unit	1.50 spaces per unit
Senior Housing	1.50 spaces per unit

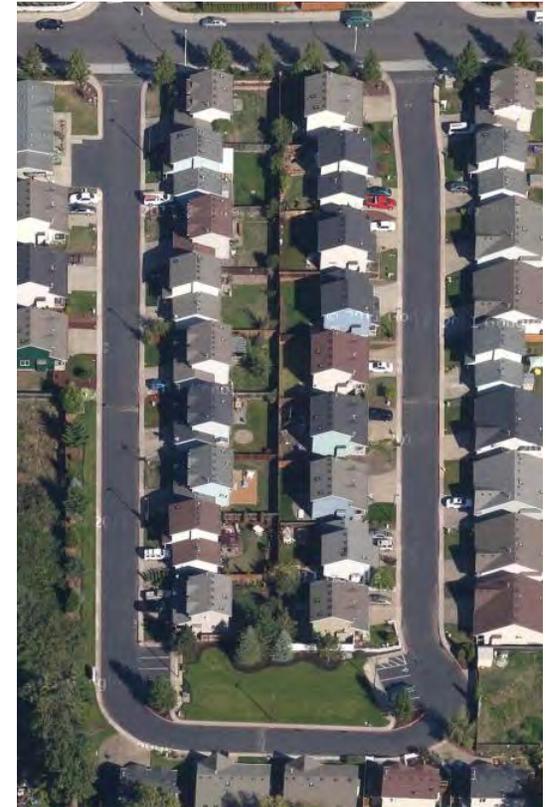
**Small Lot Residential (SLR)**

The intent of this district is to encourage small lot single or duplex family housing with a net density of 12 (DU/AC). Typical permitted uses include single and multi-story:

- Single Family Detached
- Duplex
- Accessory Dwellings

**Recommended Standards**

Lot Area/DU	3,750 SF
Density (DU/AC)	12 DU/AC
Front Yard Setback	20' Max.
Max Bldg Height ( Base/Roof)	35'/51'
Parking Location	Rear or Side of Bldg
Building Orientation	Facing Street or Parks
Required Parking	
1 Bedroom/Studio	1 space per unit
2 Bedroom Unit	1.25 spaces per unit
3 & Up Bedroom Unit	1.50 spaces per unit
Senior Housing	1.50 spaces per unit



**Small Lot Single Family- 12 DU AC**



Medium Lot Single Family- 8 DU/AC



### Medium Lot Residential (MLR)

The intent of this district is to encourage medium lot single or duplex family housing with a net density of 8 (DU/AC). Typical permitted uses include single and multi-story:

- Single Family Detached
- Duplex
- Accessory Dwellings

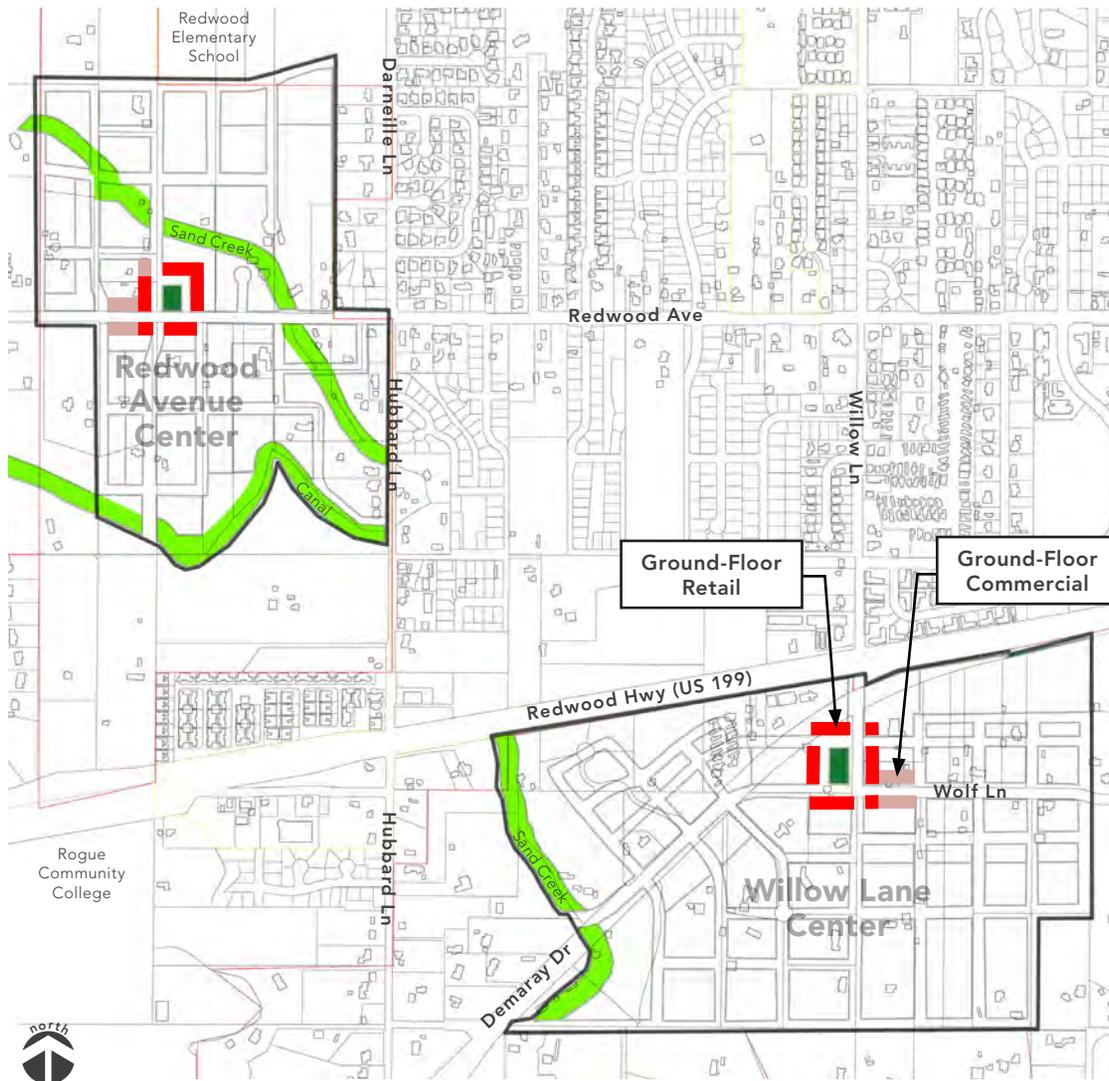
### Recommended Standards

Lot Area/DU	5,000 SF
Front Yard Setback	20' Max.
Density (DU/AC)	8 DU/AC
Max Bldg Height ( Base/Roof)	35'/51'
Parking Location	Rear or Side of Bldg
Building Orientation	Facing Street or Parks
Required Parking	
1 Bedroom/Studio	1 space per unit
2 Bedroom Unit	1.25 spaces per unit
3 & Up Bedroom Unit	1.50 spaces per unit
Senior Housing	1.50 spaces per unit

## Development Standards

The recommended Development Standards provide specific requirements for the physical orientation, use, and arrangement of buildings to support and enhance the districts unique qualities and maximize its built environment. These standards include:

- Ground-Floor Uses
- On-Street Parking
- Build-to Lines
- Active Edges
- Building Heights
- Minimum Densities
- Pedestrian Emphasis Streets



Required Ground-Floor Uses

### Ground-Floor Uses

Retail and commercial uses are required at the ground floor of the blocks as illustrated in the diagram on the right. The intent of this requirement is to ensure edge to edge retail development surrounding the village green and additional areas for commercial ground floor storefronts that create an active 18 hour a day street environment.

### Retail Ground-Floor

Retail uses are defined as businesses that engage in the sale of merchandise. Primary permitted uses should be limited to:

- Eating and drinking establishments
- Merchandise sales

Configuration of retail uses should include continuous edge-to-edge storefronts. Commercial uses such as banks and real estate offices should not be permitted in retail locations.

### Commercial Ground-Floor

Commercial uses are defined as businesses that engage in the sale of services. Primary permitted uses would include:

- Financial services
- Real estate services
- Insurance services
- Lodging
- Live/sell or Live/work home occupation

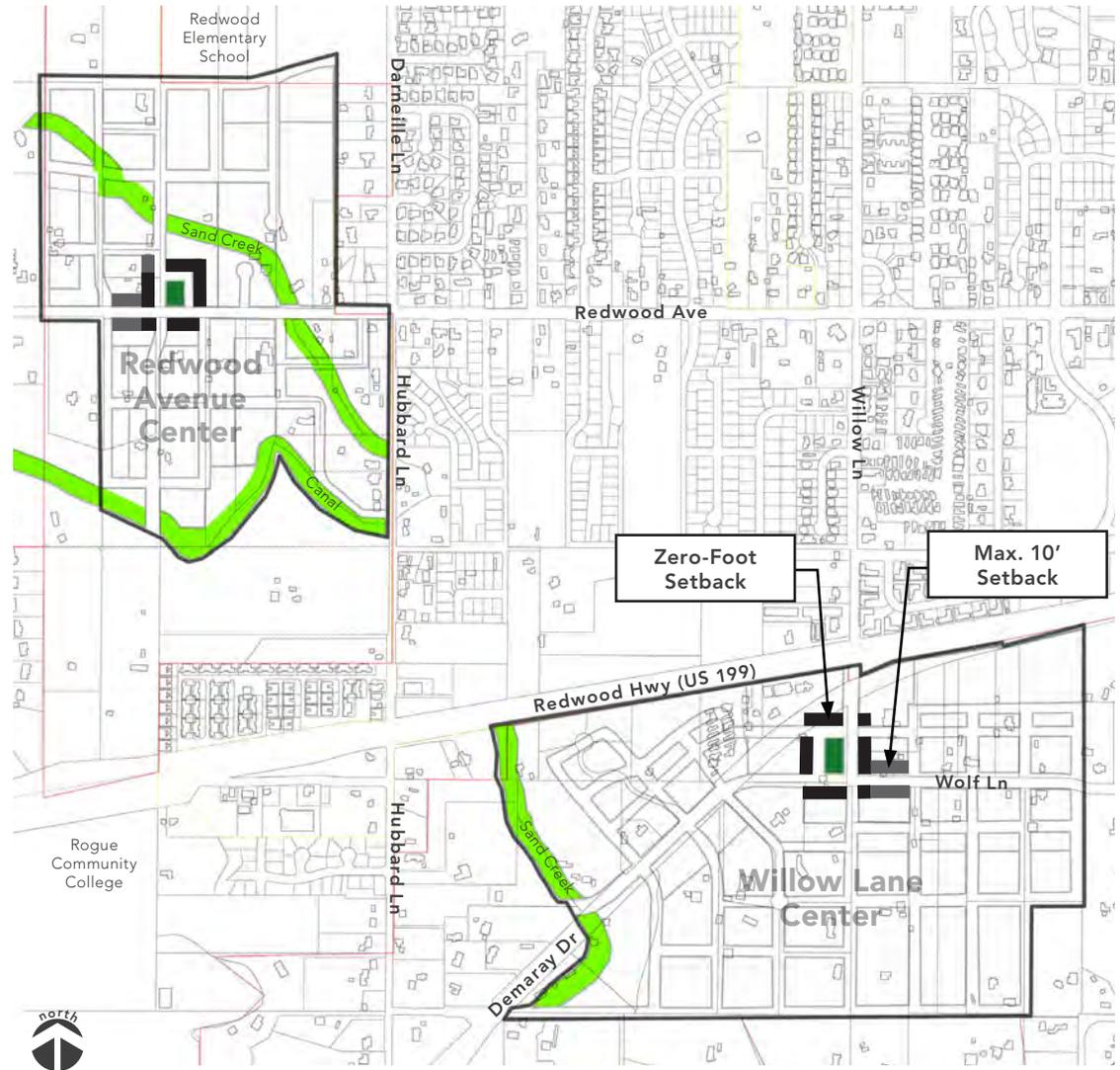
Commercial storefront use configuration may be interrupted by office, housing or retail uses.

### Build-to Lines

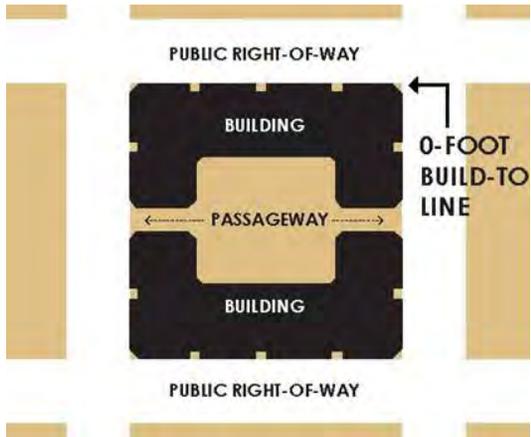
Buildings built flush with the sidewalk, with doors and windows facing the street, provide for pedestrian-level features of interest, improve safety, and ensure that buildings are oriented toward adjacent parks and open spaces.

#### Requirements:

- All buildings must be built up to the sidewalk along the streets identified on the right
- Front doors must face streets, and walkways
- A maximum ten foot setback is allowed where indicated to provide privacy for residential uses and/or additional area for outdoor seating and display associated with commercial uses



Required Build-to-Lines



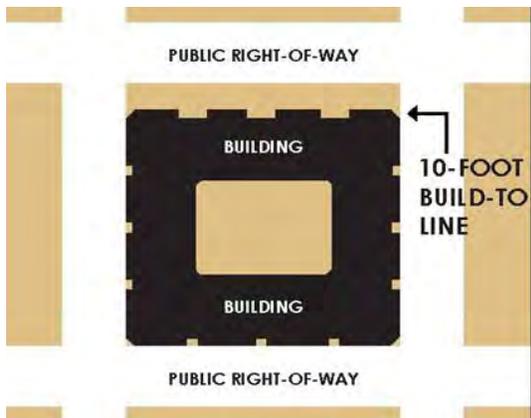
Zero Build-To-Line



Retail Ground-Floor Built to Sidewalk



Maximum Building Recesses



10' Build-To-Line

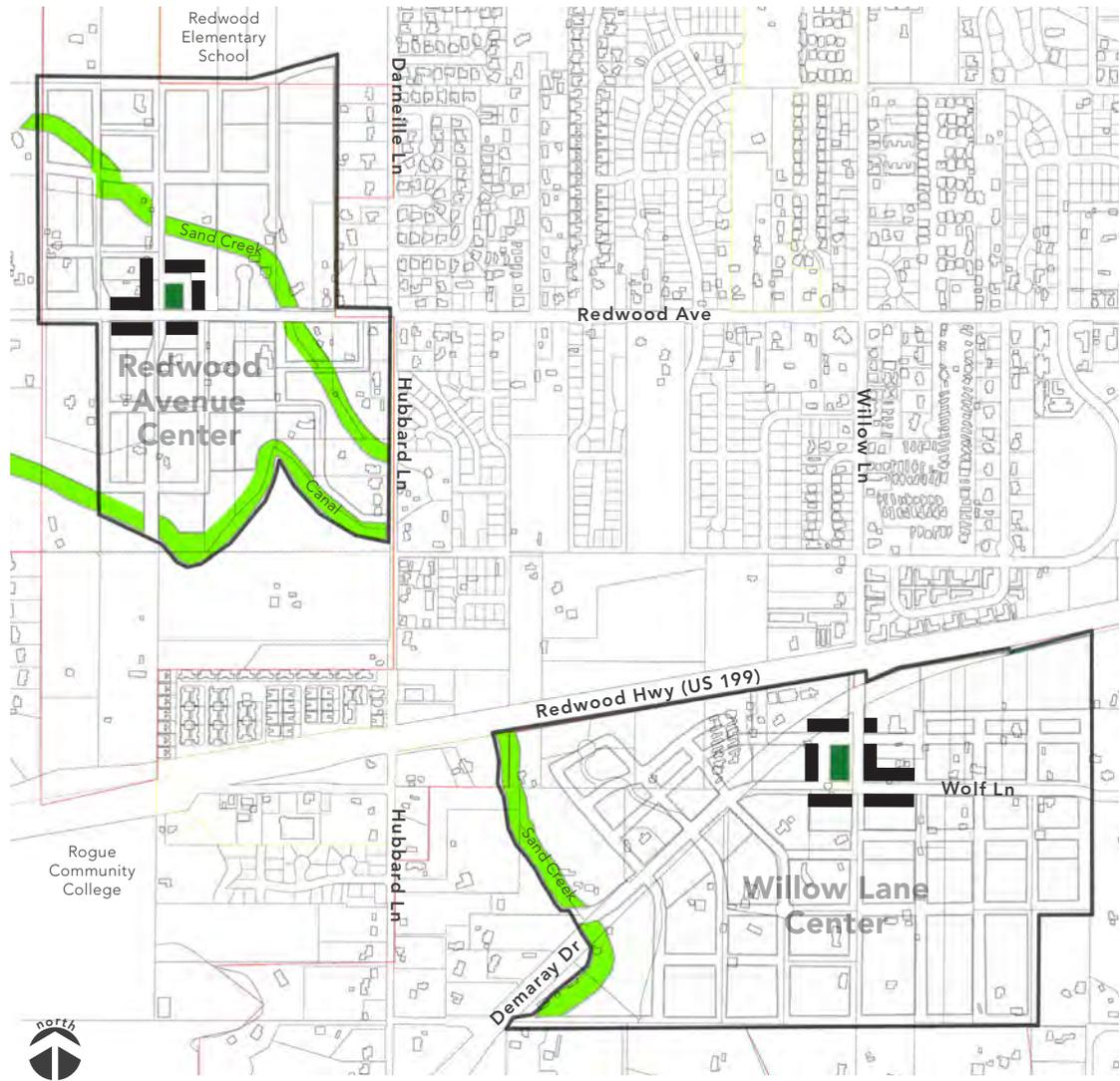


Residential w/ 10' Setback

### Active Edges

Active edges on building frontages are characterized by direct sidewalk entries and a high degree of transparency. These edge treatments increase visual and physical interaction between people inside and people outside of the buildings and contribute to a safe and vibrant pedestrian environment.

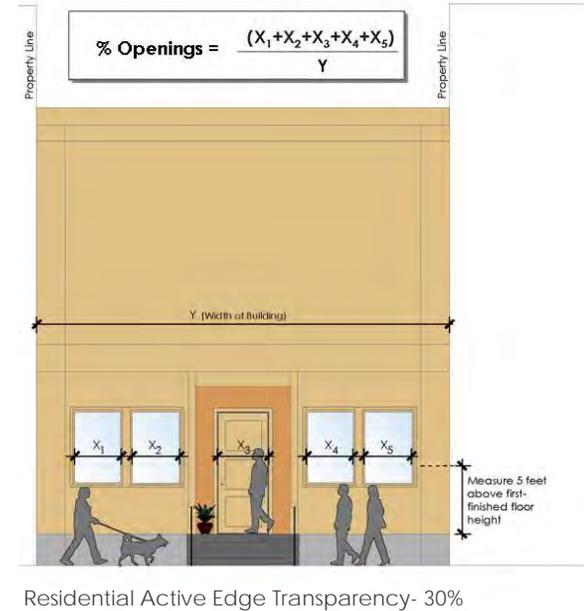
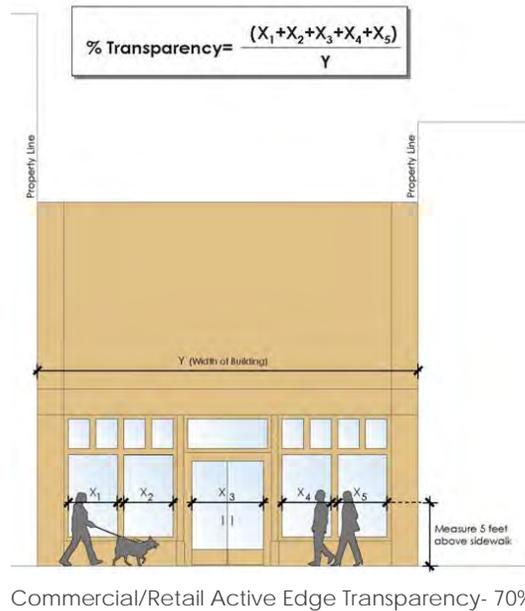
The required active-edges diagram identifies essential building frontages where active-edge treatments must be provided.



Required Active Edges

**Requirements:**

- All uses fronting the sidewalk must be comprised of transparent openings (windows and doors). Transparency is measured along a line at 5 feet above the sidewalk from side property line to side property line (see images at right)
- Commercial/Retail openings (windows and doors) comprising a minimum 70% of a buildings' first-floor façades
- Residential openings (windows and doors) comprising a minimum 30% of a buildings' first-floor façades
- Frosted, tinted, reflective glass or other types of glass that diminish transparency is prohibited
- Primary entrances must be oriented to the street, village green, and parks



### Building Heights

Building heights allow for maximizing neighborhood center development opportunities, encouraging a mix of uses and ensuring inviting street level retail and commercial spaces. Building heights transition from taller buildings within the Mixed Use Retail district to lower residential buildings on the edges of the district to ensure compatibility with residences surrounding the neighborhood center. Building heights identified here are maximum heights (pitched roofs may exceed maximum height).

#### Requirements:

- Maximum building heights as indicated on the diagram
- Minimum 18' floor to floor height for groundfloor uses fronting the Village Green and within the MUR district
- Minimum building height of 25' for single story buildings within the MUR district



Building Heights



## Density

Density requirements ensure that the district builds out at a density that creates a neighborhood center. Density requirements are measured in floor area ratios (FAR) and dwelling units per acre (DU/AC) as described below.

### Requirements:

- **Floor Area Ratio (FAR)**- The amount of gross floor area of all buildings and structures on a building lot/parcel divided by the total lot/parcel area. A one story building that covers 50 percent of a lot/parcel would have a FAR of .5
- **Dwelling Units Per Acre (DU/AC)**- Dwelling unit projections are estimated by multiplying the number of acres of a development parcel by the DU/AC factor for the land use designation. For example a development parcel (260'x220') totals 1.3 acres times a DU/AC factor of 100 would require a minimum of 130 dwelling units.

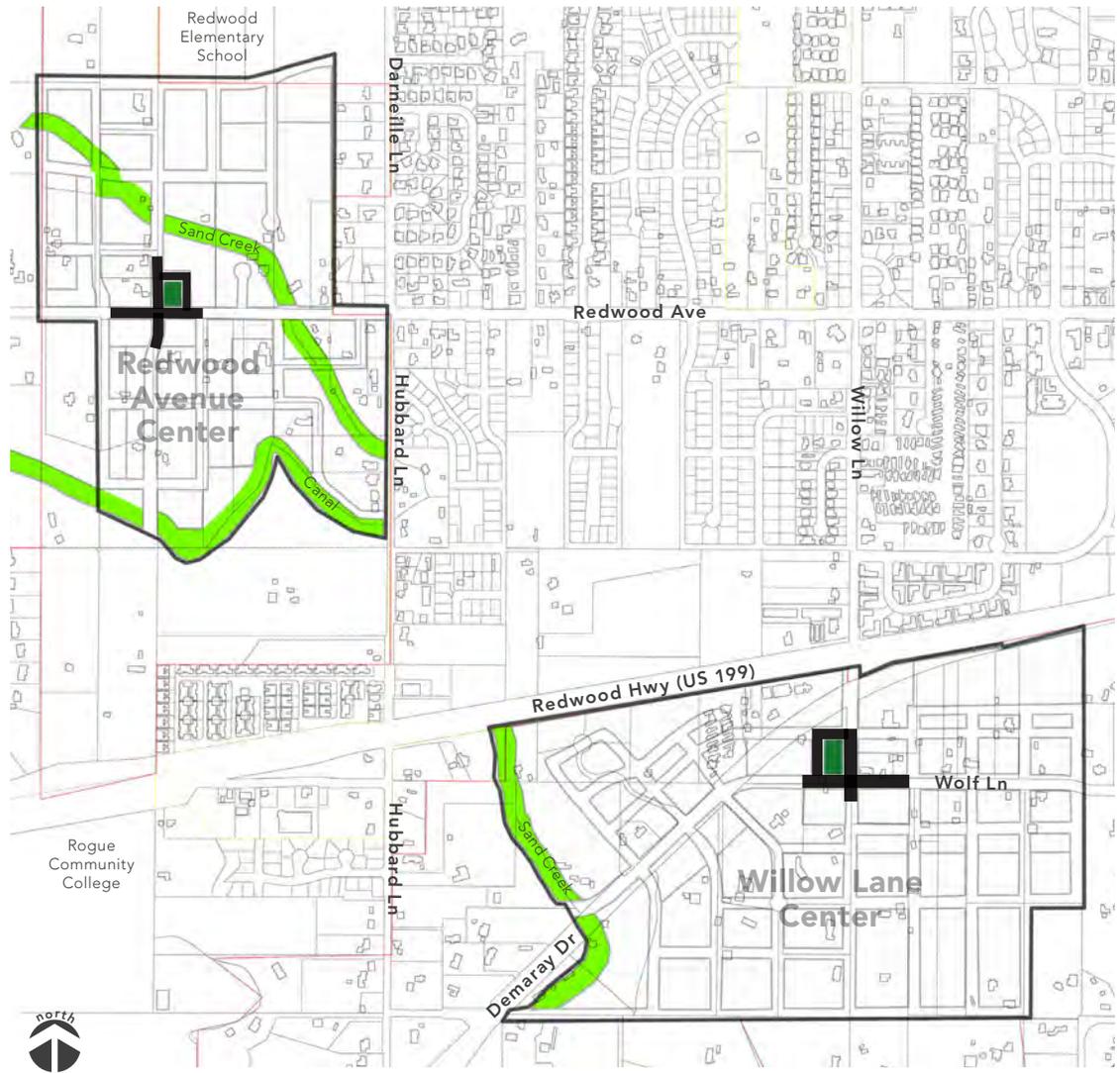
Densities

### On-Street Parking

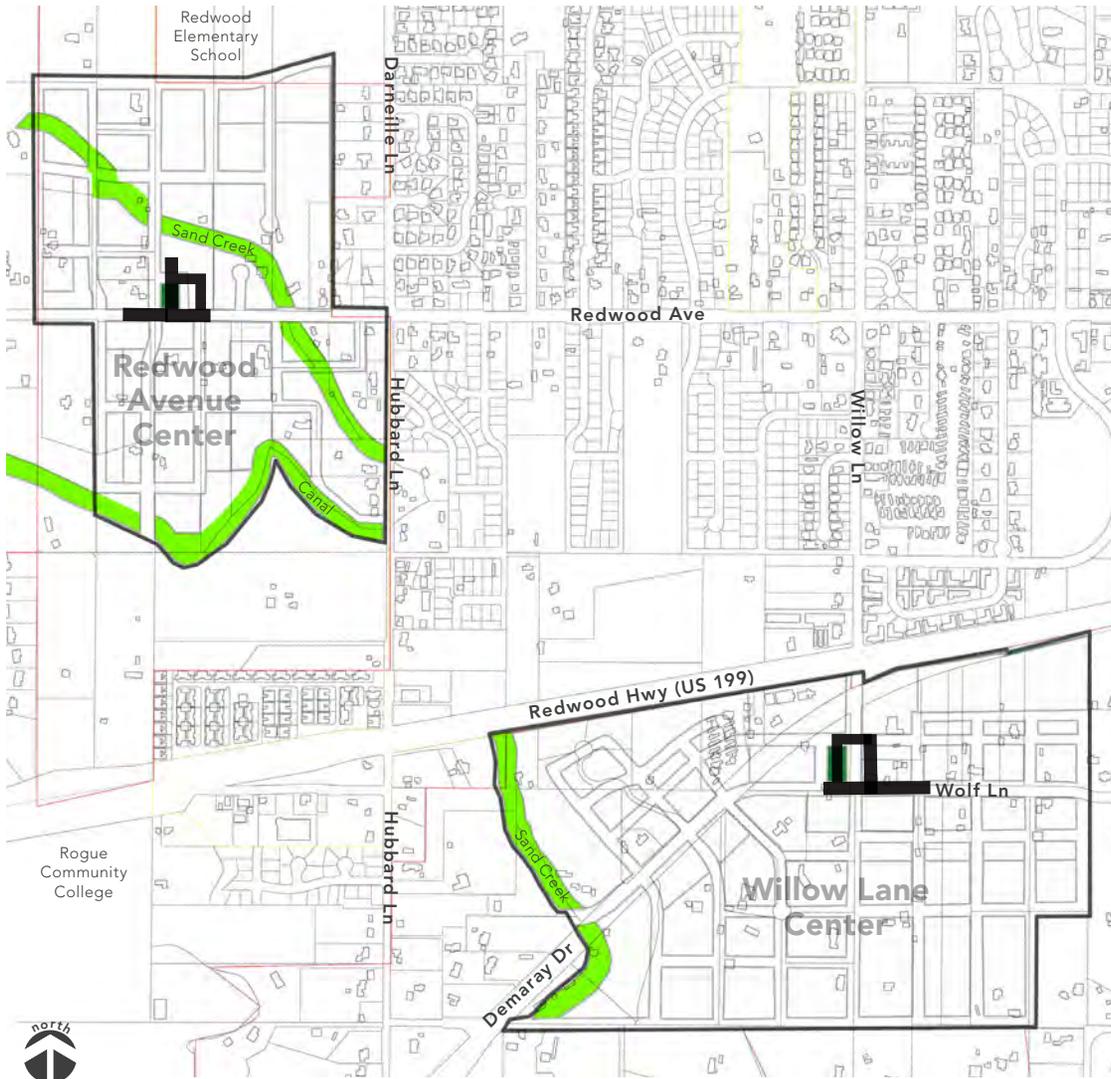
On-street parking is most desirable adjacent to active uses. In addition to being in high demand in these areas, on-street parking buffers the sidewalk from auto traffic, improving the pedestrian environment.

#### Requirements:

- Curb-side parallel parking is required where indicated on the diagram at right. Angled parking, and loading zones are prohibited on these streets
- On-street parking is prohibited on the side of the street next to the green to maintain visual access to the park and to improve the visual quality and safety for park users



On-Street Parking Required



Limited Building Service Access

### Pedestrian Emphasis Streets

The designation of pedestrian emphasis streets ensures continuity of the pedestrian environment by restricting auto access on specific streets.

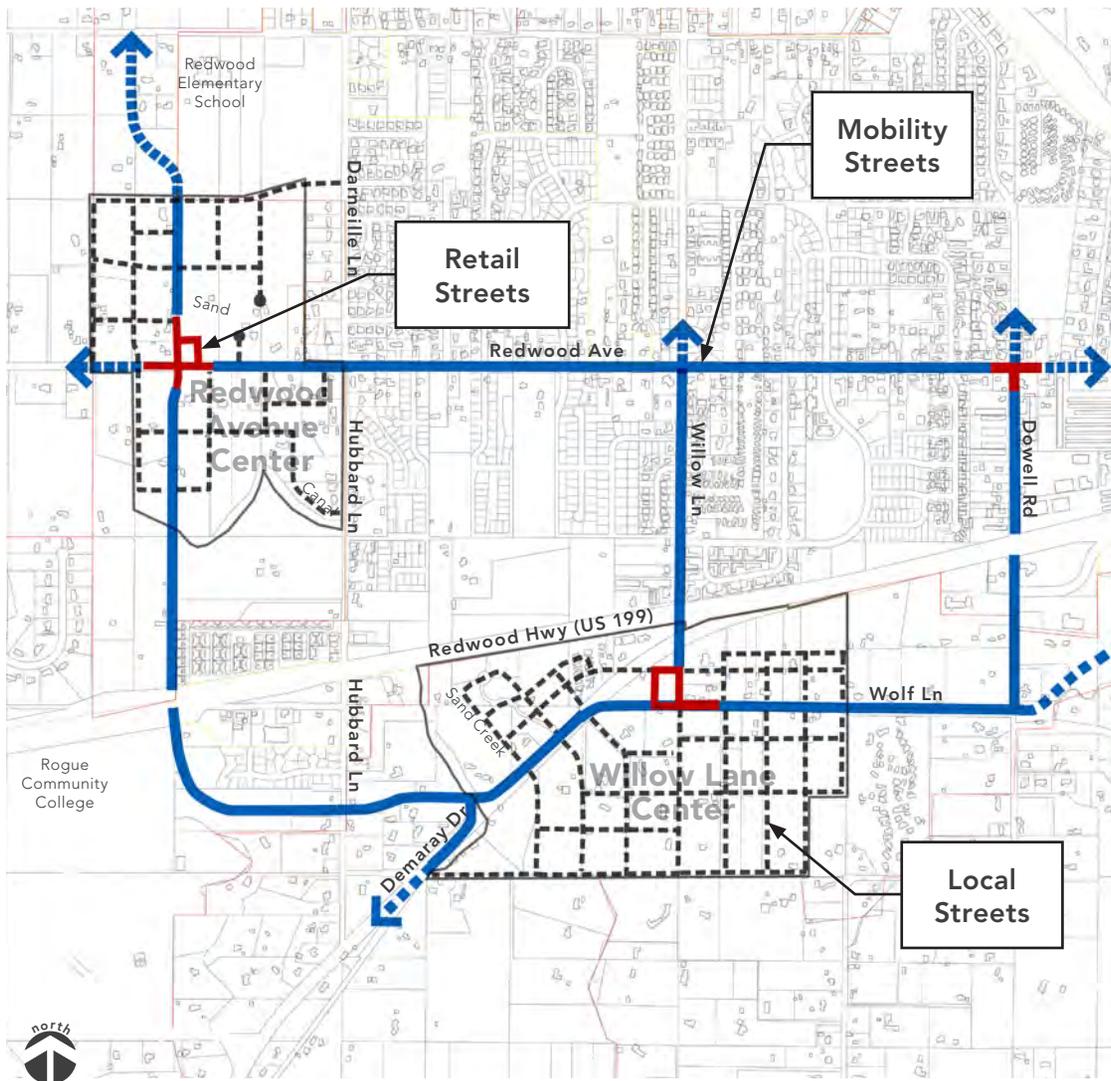
#### Requirements:

- Auto access through the sidewalk is generally discouraged, and each block is limited to one curb-cut per block on the streets identified
- No curb-cuts are allowed onto the village green

## Street Standards

The following pages identify proposed street sections for the neighborhood centers street grid and mobility streets that comprise the complete streets loop identified in the circulation framework and include:

- Mobility Streets
- Retail Destination Streets
- Local Streets

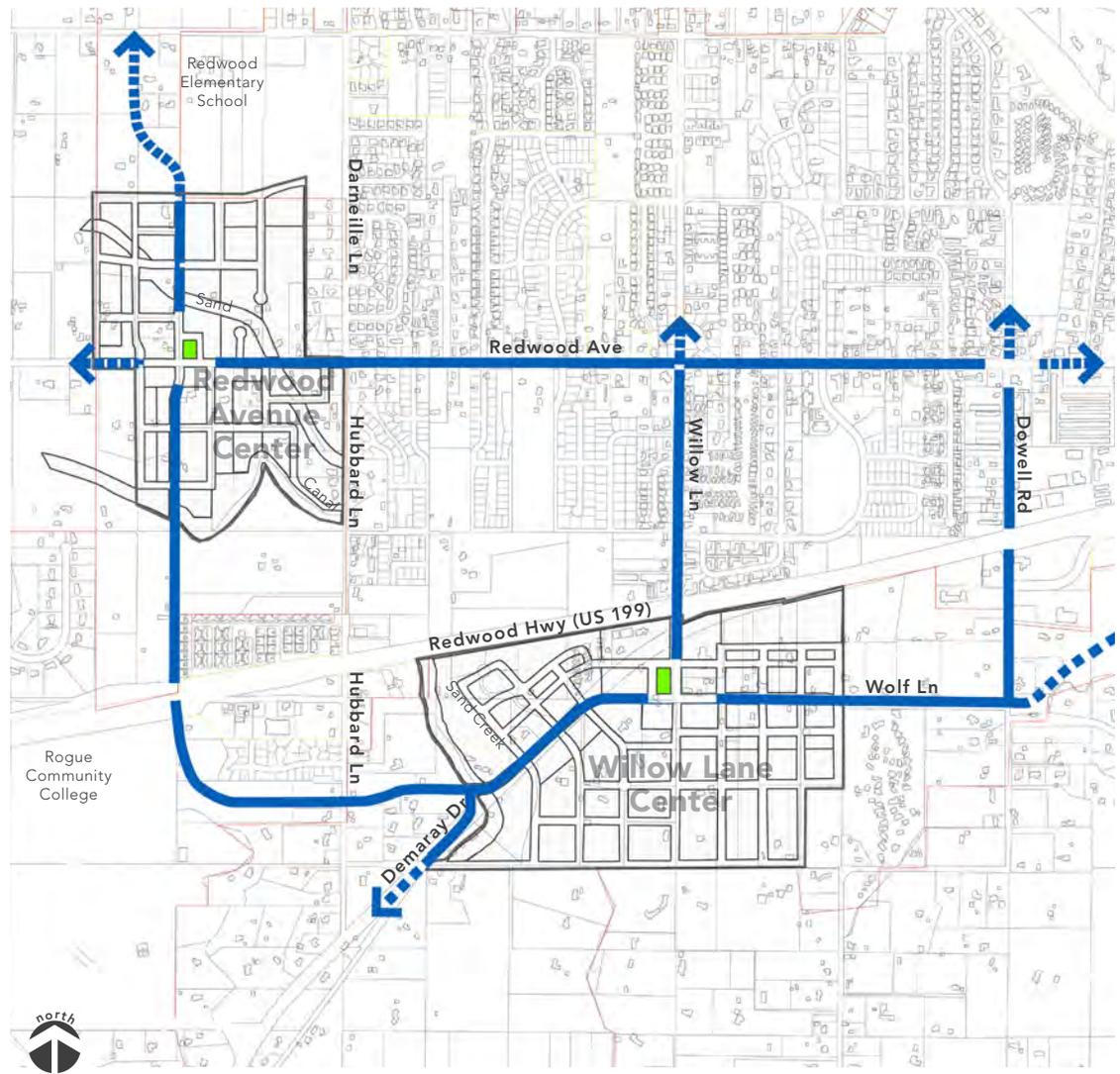


Neighborhood Centers Circulation Framework

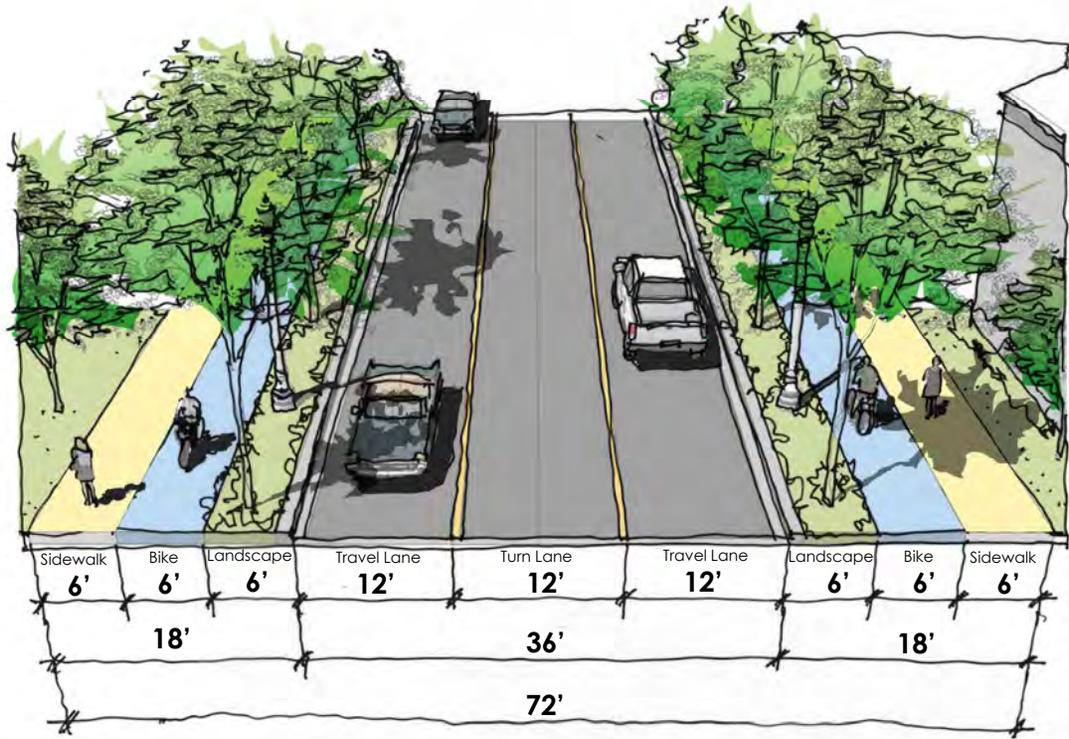
### Mobility Streets

Mobility streets provide the primary multi-modal link between neighborhood centers and consist of local parallel routes and strategically located Hwy. 199 connections. The mobility street standard should be applied to Redwood Avenue, the Wolf Lane and Wolf Lane extension as well as the Hwy. 199 connecting streets at the new street, Willow Lane, and Dowell Road. The street section includes:

- Two-way travel with one lane in each direction and a center turn lane
- Minimum 6' landscape planting strip separating the protected bikeway and sidewalk from the travel lanes
- Minimum 6' protected off-street bikeways on each side of the street
- Minimum 6' wide sidewalks



Mobility Streets



Mobility Streets

### Retail Destination Streets

Retail destination streets consist of the following street types.

#### Typical Retail Streets

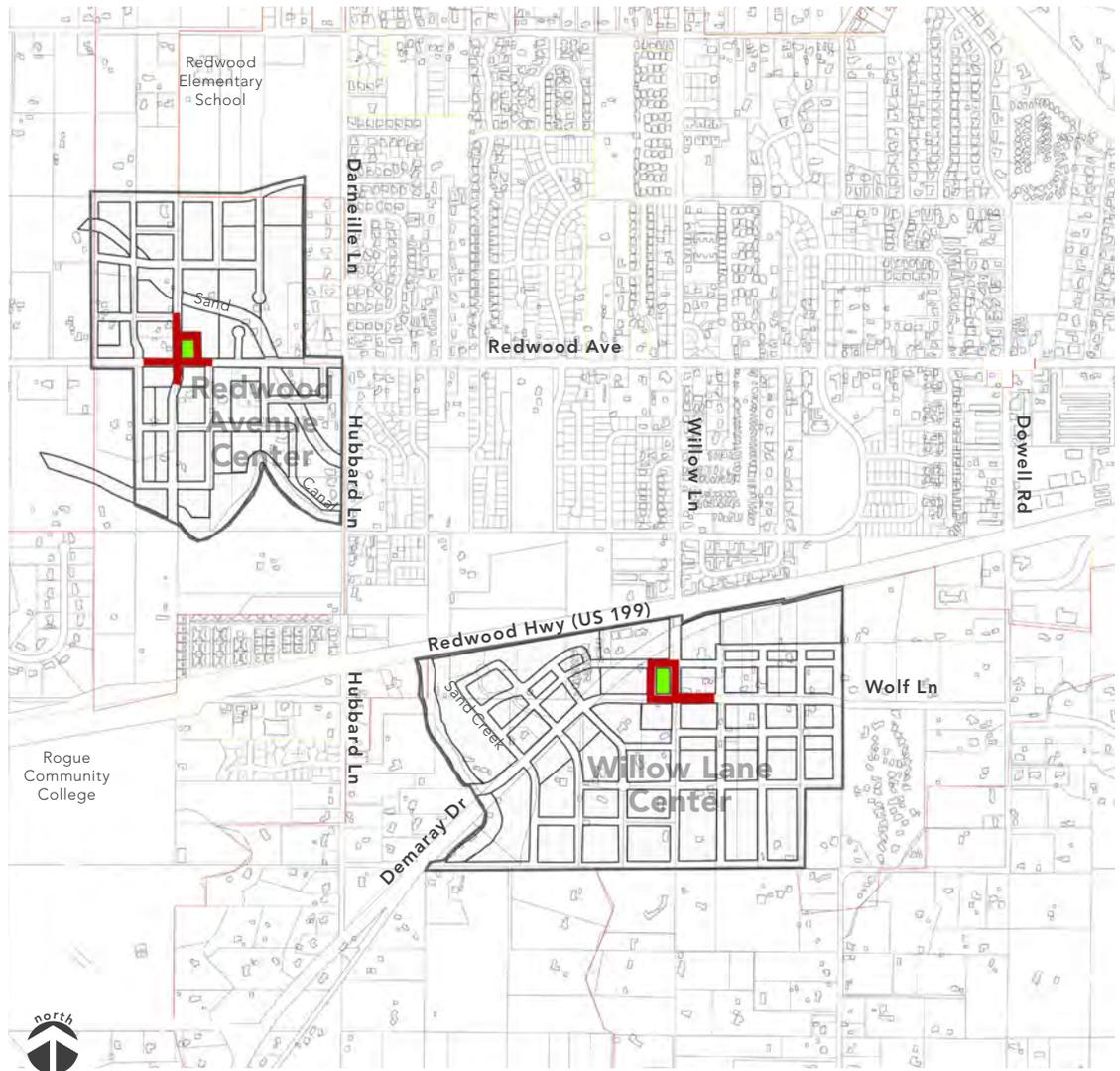
Located within the neighborhood center hub where ground-floor retail/commercial uses are fronting on both sides of the street. The street section includes:

- Two-way travel with one lane in each direction
- Curbside parking and tree planters for large canopy trees
- Protected off-street bikeways on each side of the street
- Wide sidewalks to support through pedestrian movement and areas for street furniture

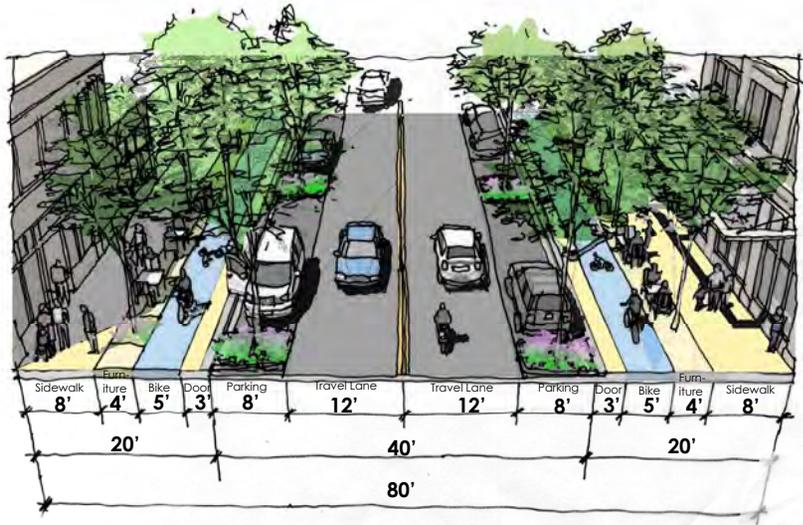
#### Retail Street at the Village Green

Located within the neighborhood center hub where ground-floor retail/commercial uses are fronting on one side of the street. The street section includes:

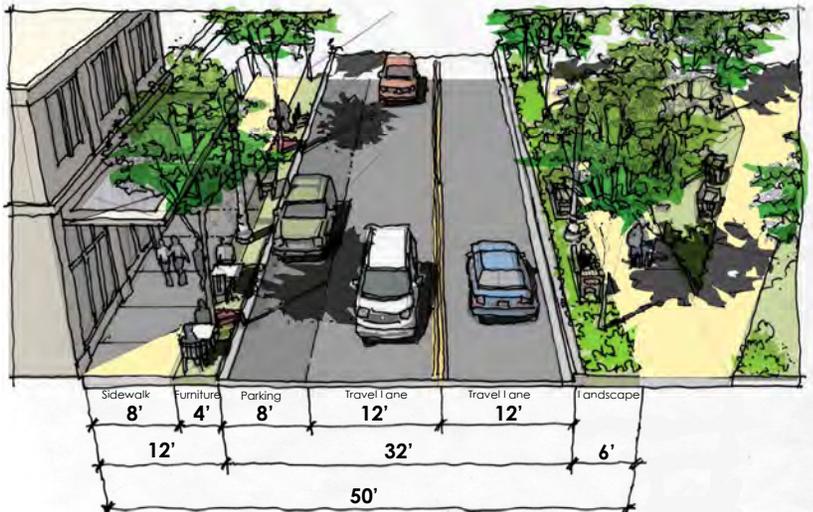
- Two-way travel with one lane each direction
- Curbside parking along retail storefronts
- Parallel parking only along retail/commercial frontages
- Protected off-street bikeways along the village green
- Wide sidewalks to support through pedestrian movement and areas for street furniture



Retail Destination Streets



Typical Retail Street

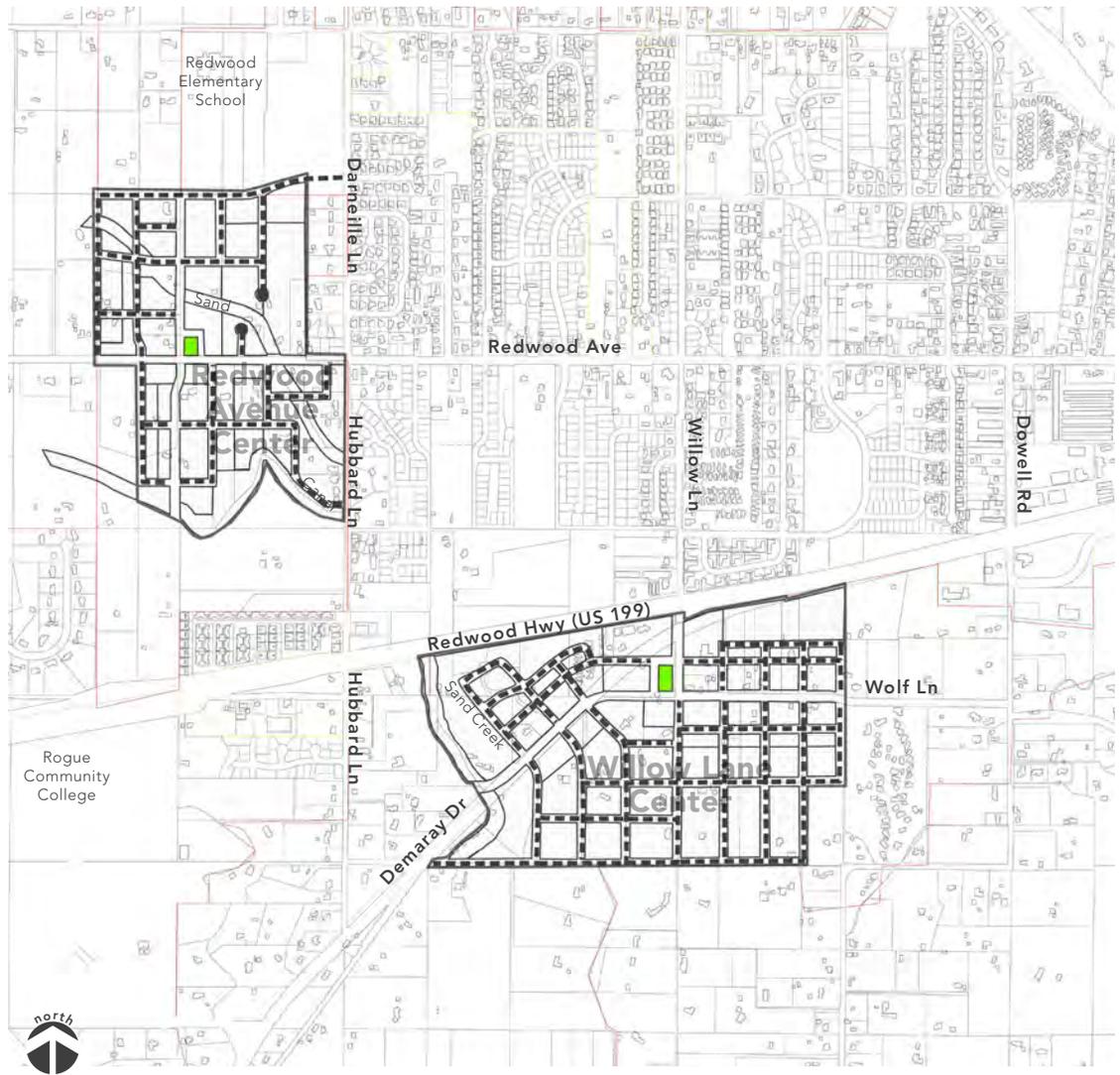


Retail Street at the Village Green

### Local Streets

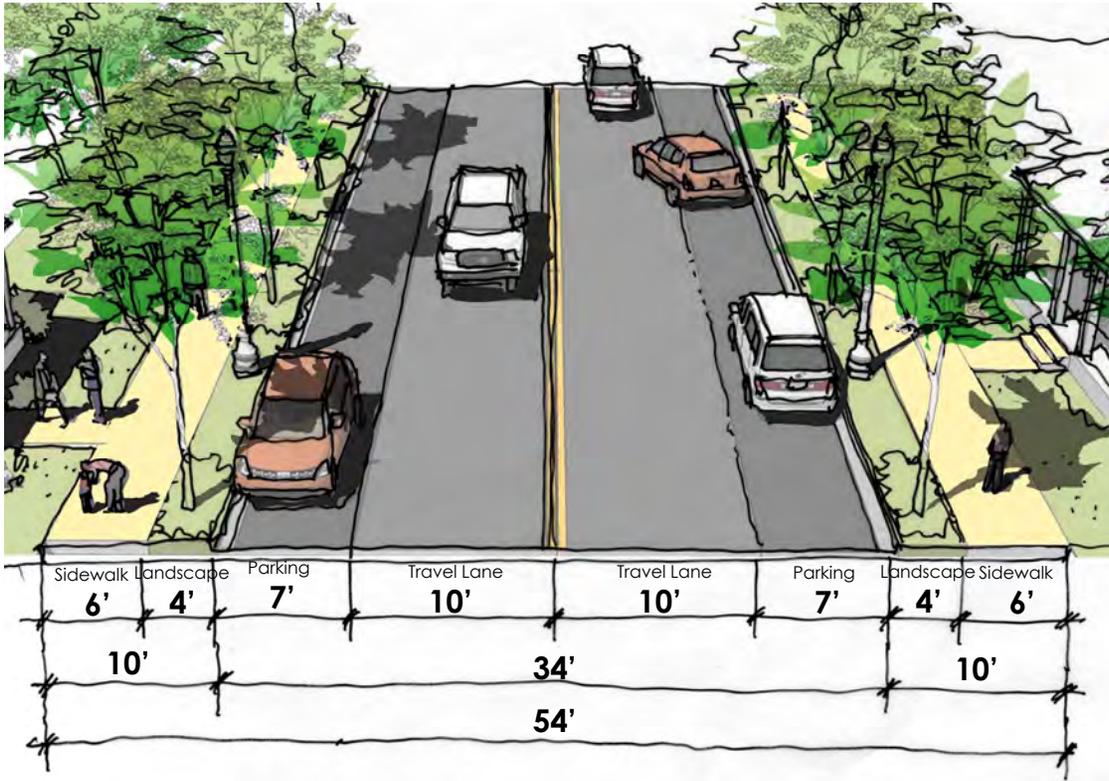
The neighborhood centers street grid consists primarily of local streets serving residences. The typical street section includes:

- Two-way travel with one lane each direction
- On-street parking
- Continuous six-foot sidewalks
- Landscape buffer with large canopy trees between the sidewalk and the roadway



Local Streets





Typical Local Street

## **DEVELOPMENT PHASING**

Creating a high quality, higher density housing product in the Grants Pass market will require up-front building of amenities for residents such as convenient access to retail services and a village green that establishes a destination in the neighborhood. These amenities will drive investment in multi-family and mixed-use residential while also encouraging single family within the neighborhood centers.

The design and location of each of the neighborhood centers has been deliberately sited to capitalize on existing average daily traffic and visibility from Redwood Avenue and the Hwy 199 corridor. The identified locations will allow development of the retail and commercial components of the neighborhood center in the absence of a significant residential population within a 1/4 mile of the center. The following pages outline recommendations for initial build-out of the retail within the Redwood Avenue Center and Willow Lane Center. These recommendations identify the sequence of development within each center and do not represent the order or priority of one center over the other.

### **Redwood Avenue Center Phasing**

- Design and construct the New Street and signalization improvements at Hwy 199
- Establish developer commitment to design and construct mixed-use retail development
- Design and construct the village green and surrounding streets
- Design and construct Redwood Avenue improvements on either side of the New Street intersection

### **Willow Lane Center**

- Design and construct the Wolf Lane Extension between Willow Lane and Demaray Drive
- Establish developer commitment to design and construct grocery and mixed-use retail development
- Design and construct Willow Lane and signalized intersection improvements at Hwy. 199
- Design and construct the Village Green and surrounding streets
- Design and construct Wolf Lane improvements east of the Willow Lane intersection along the mixed use retail frontage

The recommended phasing sequence for each center is identified on the following pages and include both public and private investments needed to support successful implementation.

## REDWOOD AVENUE CENTER

### PHASE 1

- Design and construct the new street, intersection and signalization improvements at Hwy. 199

### Roles and Responsibilities

The following public and private actions are required to implement Phase 1:

- City to acquire land and/or easements of private parcels for the new street right-of-way
- City, Rogue Community College, and ODOT to coordinate location of the New Street and Hwy. 199 signalized intersection
- City to coordinate with ODOT to remove the Hubbard Lane signal and vacate access to Hwy 199 consistent with ODOT standards



Phase 1-Plan

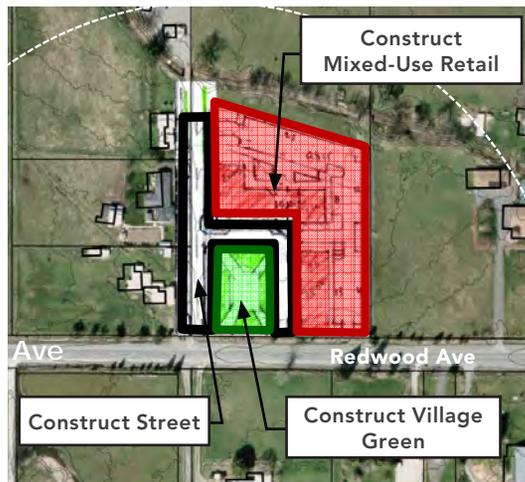
## PHASE 2

- Establish developer commitment to design and construct mixed-use retail development
- Design and construct the village green and surrounding streets
- Build ground-floor retail, upper floor housing or office space, and surface parking

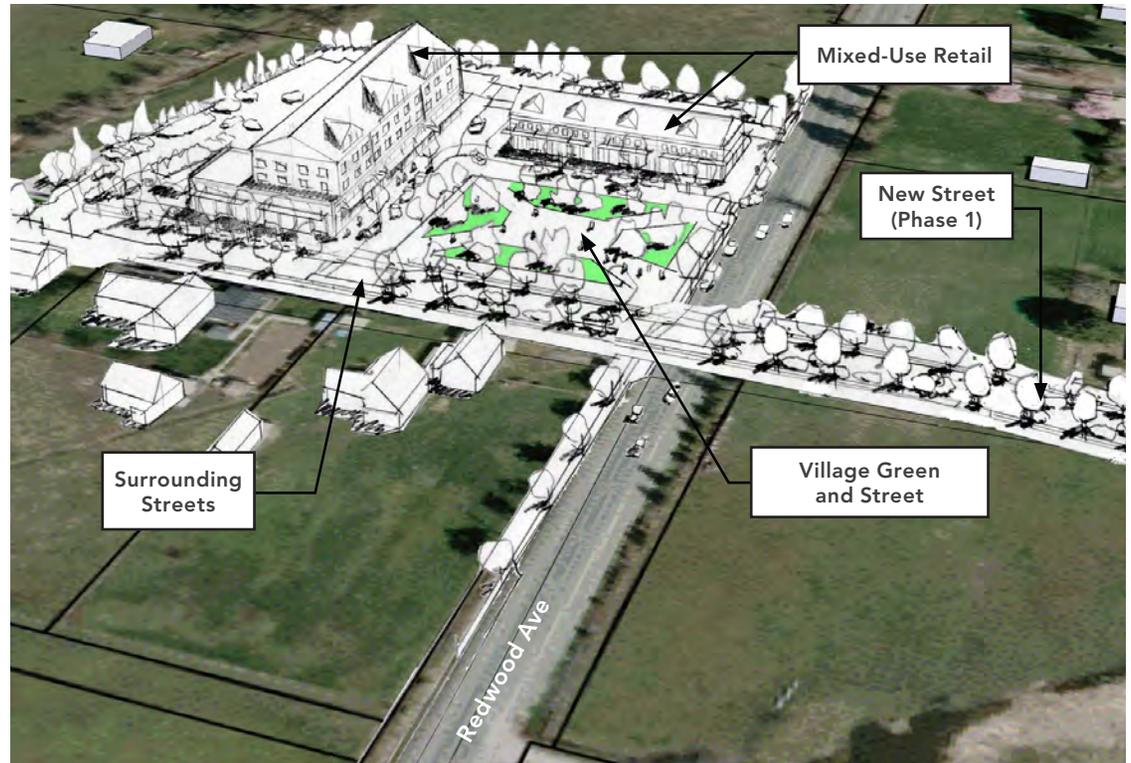
### Roles and Responsibilities

The following public and private actions are required to implement Phase 2:

- Developer to acquire property and design and construct development
- City and developer to cooperate on allocation of property for village green and surrounding streets
- City to design, construct and determine funding mechanisms for the village green
- City to design, construct, and determine funding mechanisms for the surrounding streets



Phase 2-Plan



Phase 2-Illustration

### PHASE 3

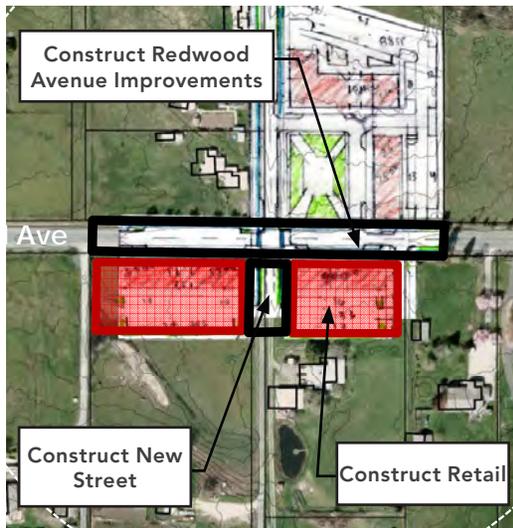
- Establish developer(s) commitment to design and construct additional mixed-use retail sites
- Design and construct Redwood Avenue improvements along frontage of mixed-use retail sites
- Build ground-floor retail and upper floor office or housing, surface parking, and street access to Redwood Avenue

### Roles and Responsibilities

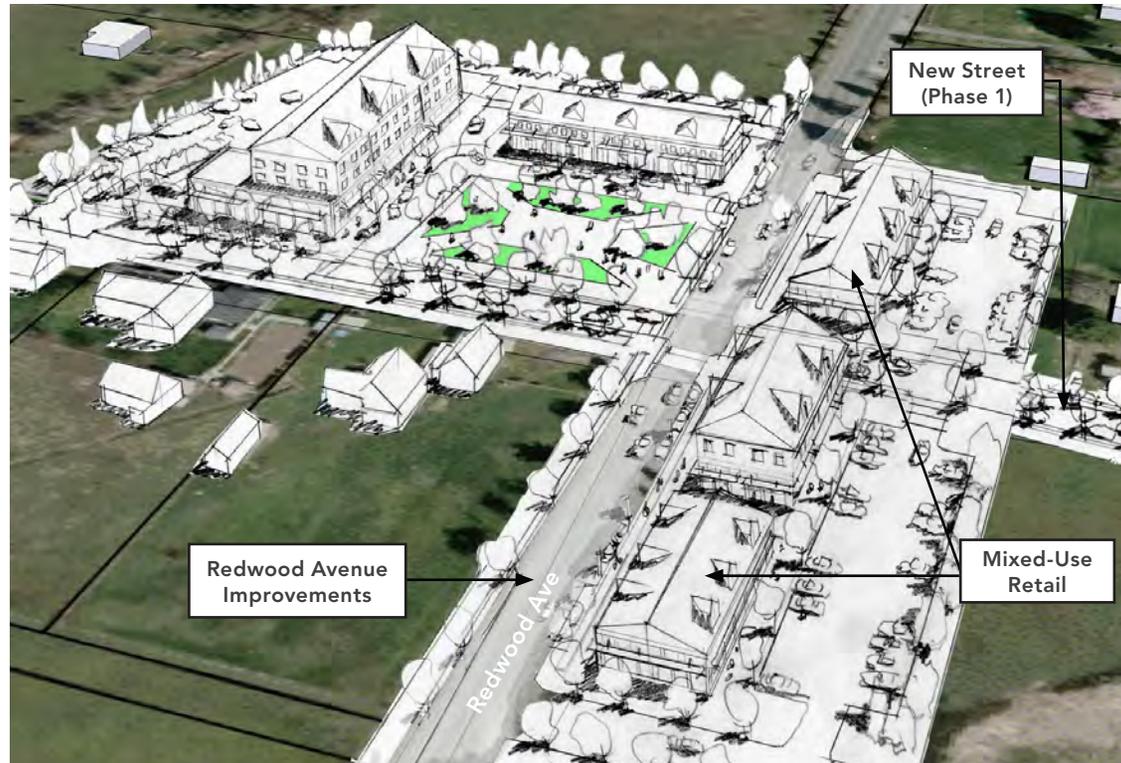
The following public and private actions are required to implement Phase 2:

- City to design, construct and determine funding mechanisms for the Redwood Avenue improvements

- Developer(s) to acquire property and design and construct development



Phase 3-Plan



Phase 3-Illustration

# WILLOW LANE CENTER

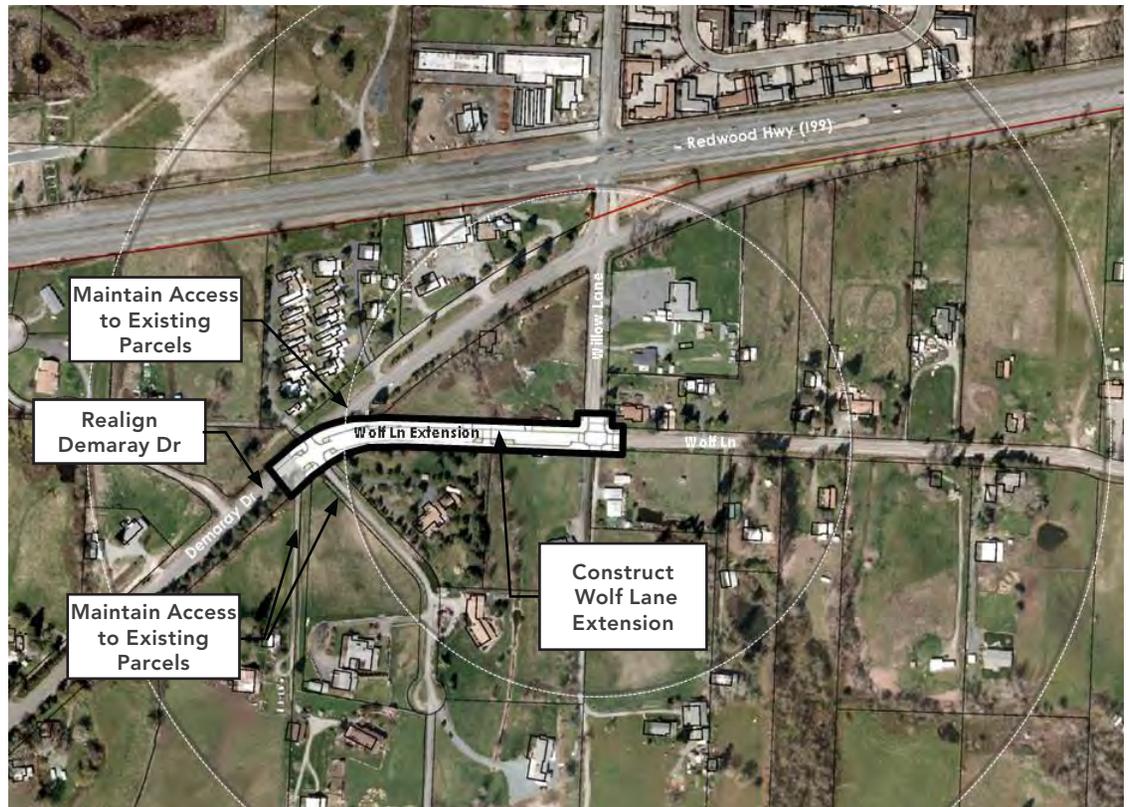
## PHASE 1

- Design and construct the Wolf Lane extension between Willow Lane and Demaray Drive

### Roles and Responsibilities

The following public and private actions are required to implement Phase 1:

- City to acquire land and or easements of private parcels for the Wolf Lane extension
- City to design and construct Wolf Lane extension from Willow Lane to a realigned Demaray Drive and maintain access to existing parcels



Phase 1–Plan

## PHASE 2

- Establish developer commitment to acquire property, design and construct grocery & mixed-use retail development
- Vacate Demaray Drive between the Wolf Lane Extension and Willow Lane and east of Willow Lane
- Design and construct Willow Lane and signalized intersection improvements at Hwy. 199
- Design and construct the village green and surrounding streets
- Build grocery store, ground-floor retail, and upper floor housing or office space and surface parking and street access

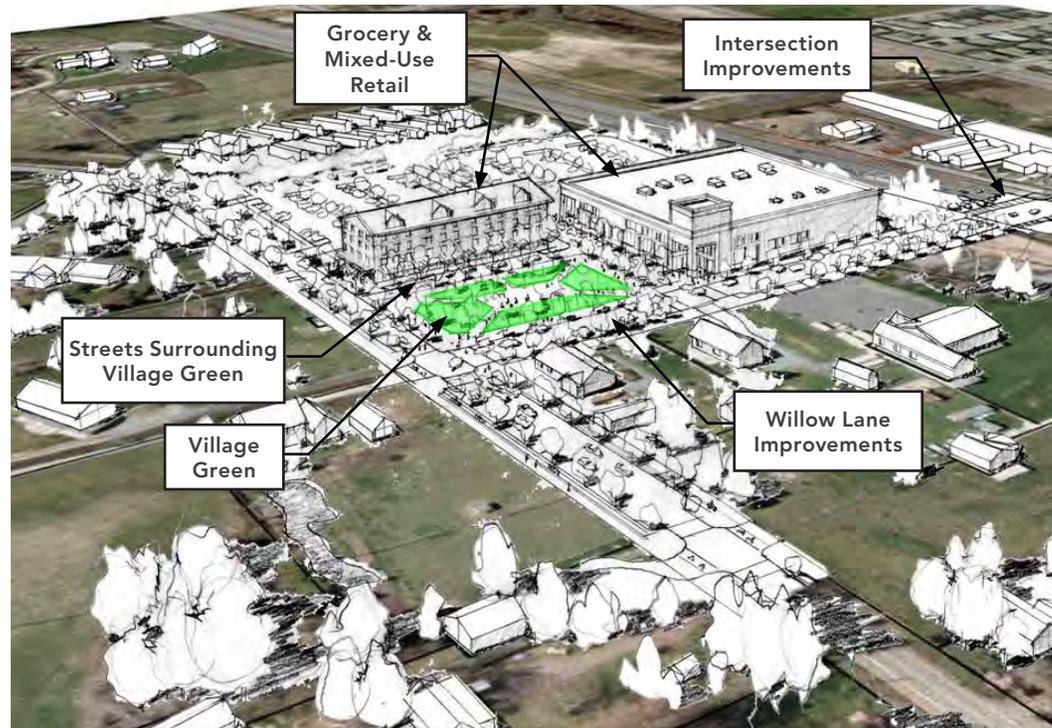
### Roles and Responsibilities

The following public and private actions required to implement Phase 2:

- Developer to acquire property and design and construct mixed-use retail development
- City to vacate Demaray Drive between the Wolf Lane Extension and Willow Lane and offer land for mixed-use retail development
- City to design, construct and determine funding mechanisms for Willow Lane and signalized intersection improvements at Hwy. 199
- City and developer to cooperate on allocation of property for village green and surrounding streets
- City to design, construct and determine funding mechanisms for the village green
- City to design, construct, and determine funding mechanisms for the surrounding streets



Phase 2-Plan



Phase 2-Illustration

### PHASE 3

- Establish developer(s) commitment to design and construct additional mixed-use retail sites
- Design and construct Wolf Lane improvements east of Willow Lane along frontage of mixed-use retail sites
- Build ground-floor retail and upper floor office or housing, surface parking, and street access to Wolf Lane

### Roles and Responsibilities

The following public and private actions are required to implement Phase 2:

- City to design, construct and determine funding mechanisms for the Wolf Lane improvements
- Developer(s) to acquire property and design and construct development



Phase 3-Plan



Phase 3-Illustration

## FINANCIAL FEASIBILITY OF NEIGHBORHOOD CENTERS

The following is a summary of the financial feasibility for development of neighborhood centers and the likely required infrastructure and utilities improvements needed for future development within the UGB and UGB expansion areas.

### Development Program

The programs for each center differ slightly in intensity of use, but have many characteristics in common. The project type at each center is an interconnected set of land uses intended to meet local future market demand and strive to create centers with attributes that enable and capture market from all modes including automobile, bicycle, and walking, and also provide density suitable for the local market while also aggregating enough land uses together to make each center transit supportive in the future. The development program responds to the local market by assuming the following:

- All parking will be on surface parking lots in order to avoid the cost of parking structures
- A gross density for housing of between eight and twelve units per acre

<b>Centers Development Program</b>	Redwood Center	Willow Center	
Site Area	125	125	Acres
Net Development Area	70	78	Acres
<b>Program</b>			
Grocery	-	55,000	Square Feet
Retail/Commercial	58,000	110,000	Square Feet
Mixed Use Residential	78	177	Units
Multifamily	510	836	Units
Townhouses	191	170	Units
Single Family Houses	223	293	Units

### Neighborhood Centers Development Program

- No high intensity construction that would raise the cost beyond levels supportable in the area.
- A mix of housing types to address a mix and range of income and household types.
- Buildings are to be standard types for the area with no more than two to four floors at the most
- Housing demand for the foreseeable future will continue to see rental units exceed demand for ownership units
- Both projects provide consumer spending for the retail located there sufficient to support between 40 percent and 60 percent of sales on site
- Retail development is located to capture sufficient drive-by traffic in the near term and at future build-out
- Public investment in major road improvements and the village green amenities included in the centers

Approximate Project Values	Redwood Center	Willow Center
Commercial Project Value Created	\$10,680,000	\$27,080,000
Rental Residential Value Created	\$50,710,000	\$87,740,000
For Sale Housing Value Created	\$94,590,000	\$99,930,000
Commercial Value created Over Cost	\$1,970,000	\$3,670,000
Rental Residential Value Created Over Cost	\$2,500,000	\$850,000
For Sale Development Profit	\$11,270,000	\$12,270,000
Return on Asset Cost Commercial	9%	9%
Return on Asset Cost Rental Housing	7%	7%
Developer Return on Cost For Sale Units	15%	15%

### Neighborhood Centers Financial Feasibility

#### Financial Feasibility

Returns for development of the neighborhood centers are within market feasibility as illustrated above. Based on current financing rates:

- Return on asset cost appears in line with current capitalization rates for both commercial and rental properties
- All of the project components create higher value than cost
- Developer return on for-sale units is at a level that is sufficient to enable standard bank financing.

#### Infrastructure and Utilities Improvements

Public investment in infrastructure will be required to induce private development within the Neighborhood Centers providing improved access within an underdeveloped and under served UGB expansion area and establishing a framework for development. If the neighborhood centers are constructed in a phased manner, it is essential that there be plans for the sewer and water system improvement in the near future. There is some room for additional development utilizing the existing systems, but the sewers are near capacity.

Key public infrastructure projects include:

- Design and construct access and signalization needed at Highway 199 for the New Street and Willow Lane
- Design and construct the village greens and their surrounding streets
- Design and construct the Wolf Lane extension
- Design and construct Wolf Lane and Willow Lane improvements
- Construct planned water system new reservoir and booster pump
- Construct new water line loops through the neighborhood centers
- Construct new sewer pump station, force main, and new river crossing
- Require that neighborhood development incorporate modern low impact development stormwater detention facilities

**Financing Infrastructure and Utilities Improvements**

In order to ensure feasibility of neighborhood centers, provision of infrastructure funding may be possible through a variety of local options such as the use of general funds, general obligation bonds, local improvement districts, and tax increment financing. Tax increment financing is a mechanism in which new tax revenue generated by development that exceeds the undeveloped tax revenue is used to pay for bonds for public improvements. In this way, projects are essentially funding their own infrastructure without the necessity of using revenues from the city general fund.

**Potential for Tax Increment Financing**

While tax increment financing has not been widely used recently in Grants Pass, statewide, TIF has been successful in generating revenue that supports added investment in infrastructure and encourages development. The following table shows an estimate for tax increment financing based upon a 15 year project build-out and 25 year bonding, with no expected increase in project valuation until year 16 at which time reassessments increase at an annual rate of 1.5 percent. The table illustrates the potential for bonding capacity with TIF and identifies \$27 million dollars for investing in infrastructure within the neighborhood centers.

Potential for TIF	Redwood Center	Willow Center
Total Project Value	\$164,580,000	\$232,180,000
2010 Grants Pass Tax Rate per Thousand	6.3301	6.3301
Annual Tax on Value at Build Out	\$1,041,808	\$1,469,723
Bond Servicing at 1.3 Debt Ratio at Build Out	\$801,391	\$1,130,556
Approximate 25 Year Bonding Supportable*	\$11,000,000	\$16,000,000
15 Year Build Out, 1.5% Growth in Value Years 16 through 25		

**Potential for TIF**

