



## **Goals and Guiding Principles**

# GUIDING PRINCIPLES

The Grants Pass Neighborhood Centers project will utilize neighborhood center best practices as a method for developing alternatives and a preferred plan for neighborhood centers that are based on the foundation of the guiding principles.

The guiding principles, identified in the project scope of work, represent the intent of this planning effort to provide for the efficient and sustainable design of land uses, transportation networks and infrastructure improvements that offer choices of where to live, work and play, as well as, the ability to safely walk, bike, drive and use transit while maintaining the through-movement of the state highway system.

Guiding Principles
<i>Plan for livable neighborhoods that offer residents housing, transportation, and employment choices</i>
<i>Plan for complete neighborhoods that integrate land use and transportation relationships, density, mix, scale, needs, locations and transitions</i>
<i>Reduce vehicle-miles travelled, vehicle emissions, and their attendant environmental and health impacts</i>
<i>Ensure efficient use of land and efficient and cost-effective public infrastructure investments</i>
<i>Plan for a transportation system and development pattern that results in balanced opportunities for walking, bicycling, and transit use while preserving the through-movement function of the state highway</i>
<i>Proactively identify outcomes and solutions to issues impacting infrastructure and public facilities at a district level in advance of individual development proposals</i>
<i>Utilize neighborhood center best practices to develop alternatives and implementation approaches supported by and compatible with the unique local community and neighborhood context</i>

# GOALS

A culmination of the response sheets, and comments generated during the November 2011 meetings and workshops resulted in the identification of ten project goals that are used to:

- Inform the development of neighborhood center alternatives
- Provide a basis for evaluating the effectiveness of neighborhood center alternatives to best respond to the goals

The diagram on the right lists the ten project goals and the number of times comments were mentioned that responded to each goal.

The following pages describe the process used to develop the project goals, a summary of the November 2011 response sheets and comments, and recommendations for the planning and design of neighborhood centers that respond to each goal.

Project Goals	
Goal	Times Mentioned
Improve Access and Safety for Pedestrians and Bicyclists	(14)
Develop a Cost Effective and Viable Implementation Plan	(14)
Do Not Create Competing Retail Centers	(11)
Preserve Rural Farmland	(8)
Create Neighborhood Centers that Appeal to Local Residents	(6)
Identify Citywide Locations for Other Neighborhood Centers	(5)
Provide for a Mix of Uses within Neighborhood Hubs	(5)
Improve Road Network Connections	(4)
Provide a Mix of Owner Occupied and Rental Housing	(3)
Minimize Traffic Impacts on Neighborhoods	(2)

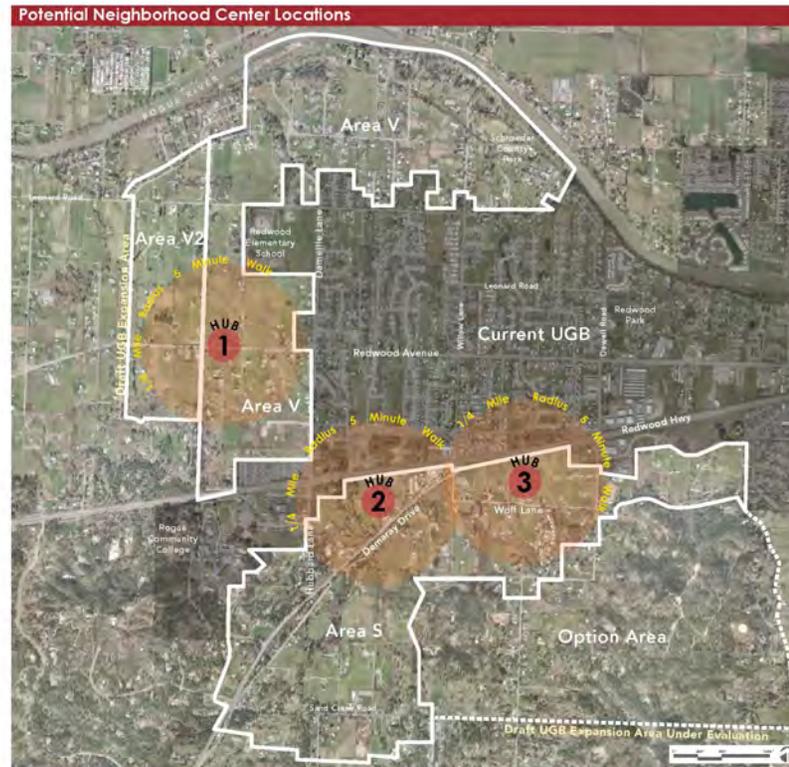
## DEVELOPING THE PROJECT GOALS

The process for developing the project goals consisted of:

- A series of workshops and meetings in November 2011 to identify issues, concerns and opportunities regarding the concept of and location for neighborhood centers
- Summarizing response sheets and comments into action oriented goals

The workshops and meetings were conducted with citizens, potential expansion area residents and owners, the city council, the project technical advisory committee, and citizen advisory committee to identify issues, concerns, and opportunities regarding the location of neighborhood centers within the current draft UGB expansion areas. Each meeting and workshop consisted of a PowerPoint presentation, discussion period and completion of individual *response sheets* (see sample response sheet) with the intent of soliciting input on:

- Potential neighborhood centers for further study
- The top three issues, concerns and opportunities related to neighborhood centers
- Special areas and features that offer design opportunities or are areas of concern



### Potential Neighborhood Centers For Further Study

Check a maximum of two for further study

- Center 1    
  Center 2    
  Center 3    
  Other Center    
  No Center  
(Locate Other On Map Above)

### Neighborhood Centers Issues, Concerns and Opportunities:

List your three top issues, concerns and opportunities related to Neighborhood Centers:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Special Areas and Features :

- On the map above, please note areas and features you believe:
- Present special design opportunities
  - Present issues or areas of concern

## GOALS SUMMARY AND RECOMMENDATIONS

A summary of the response sheets and comments, and recommendations for the design of neighborhood centers that respond to each goal are identified below.

Some of the input relates to separate issues that will be determined by separate decisions on UGB expansion locations and land uses or neighborhood center planning separate from the neighborhood center planning that is the purpose of this project.

The opportunities, issues, and concerns identified on response sheets were used to develop the recommendations.

### Goal: Improve Access and Safety for Pedestrians and Bicyclists

#### Opportunities

- Connect new bikeways with existing bikeways for a complete network
- Create a comprehensive walkable neighborhood center and provide access to Redwood Elementary School

#### Issues/Concerns

- Pedestrian and bike access across Redwood Highway- Consider issues of crossing the highway between NC's, especially where part of the 1/4 mile radius extends across highway.
- Lack of existing sidewalks and bikeways

#### Recommendations

- Develop complete street standards and street types within the neighborhood centers street network
- Identify improved connections to existing neighborhoods
- Ensure safe crossings at key intersections linking to neighborhood centers

### Goal: Develop a Cost Effective and Viable Implementation Plan

#### Opportunities

- Some areas (V and S) have established infrastructure in place
- Great way to upgrade present city and sub areas into hubs

#### Issues/Concerns

- Neighborhood centers could be very costly- where does the money come from?
- Development standards and zoning must be designed to implement the vision
- Can sewer and water facilities handle the new uses?

#### Recommendations

- Coordinate design efforts with existing owners and interested parties to identify areas of greatest opportunity
- Identify public and politically supported funding strategies
- Look for opportunities to piggy back on existing or planned infrastructure projects (Note: UGB planning will include updated infrastructure plans)

**Goal: Do Not Create Competing Retail Centers**

**Opportunities**

- This is a great opportunity for our community to encourage more positive growth
- Retail and commercial hubs are good for job creation and gives us a place to walk and feel like a community

**Issues/Concerns**

- Over supply of retail and commercial space—keep centers small scale
- Creating retail and commercial competition with downtown and existing retail centers
- Viable retail with adequate patronage

**Recommendations**

- Limit the amount of retail and commercial uses in neighborhood centers
- Locate retail and commercial so as not to compete with existing retail and commercial areas

**Goal: Preserve Rural Farmland**

**Opportunities**

- Put houses and businesses in hilly areas and keep farmland

**Issues/Concerns**

- Converting current farmland to housing
- We need to keep our farmland

**Recommendations**

- Look for opportunities to preserve farmland where feasible
- Transition intensity of neighborhood center development to reduce impacts on rural and farm lands (Note: UGB planning will determine boundary location. Neighborhood center planning can address land use relationships.)

**Goal: Create Neighborhood Centers that Appeal to Local Residents**

**Opportunities**

- I would suggest assessing needs of people in each area in the community for each hub
- Much of the city is retirement oriented-appeal to this group

**Issues/Concerns**

- Create a draw for families to live here and not just retirees
- Centers will be too expensive to use

**Recommendations**

- Identify building type, form and scale consistent with development in the community
- Provide for a range of housing types and affordability
- Identify preferred locations and size of retail and commercial spaces to encourage local businesses development (Note: The project scope focuses on planning for UGB expansion areas)

**Goal: Identify Citywide Locations for Other Neighborhood Centers**

**Opportunities**

- Rework the East Rogue River area
- Create centers in current UGB
- Retrofit Allen Creek Shopping Center

**Issues/Concerns**

- I support the concept but feel there should be a series of hubs throughout Grants Pass- this process is too limiting
- What about improving existing businesses and areas to become neighborhood centers?

**Recommendations**

- Consider expanding neighborhood centers planning efforts within existing retail and commercial areas as a second phase to this planning effort

### **Goal: Provide for a Mix of Uses within Neighborhood Hubs**

#### **Opportunities**

- Include small grocery and retail as well as green spaces
- Integrate parks and places for dogs

#### **Recommendations**

- Identify opportunities for housing over commercial uses
- Include parks and open space as amenities for higher intensity uses
- Locate housing, retail/commercial uses, parks in close proximity

### **Goal: Improve Road Network Connections**

#### **Opportunities**

- Extend Schutzwahl Lane east to Dowell Road

#### **Issues/Concerns**

- Lack of viable east /west connection to Dowell Road—traffic in this area has to use Redwood Highway
- Existing disconnected streets and lack of streets

#### **Recommendations**

- Ensure neighborhood center streets are well connected to existing streets and provide direction on future streets to support existing uses well connected to proposed neighborhood centers

### **Goal: Provide a Mix of Owner Occupied and Rental Housing**

#### **Opportunities**

- Provide owner occupied and a rental mix of housing

#### **Issues/Concerns**

- Too high density causes crime
- Rental units promote urban blight

#### **Recommendations**

- Ensure lot sizes and unit types encourage rental and owner occupied housing that includes affordable and market rate
- Identify a housing implementation strategy that supports market rate and affordable housing for both rental and owner occupied units
- Ensure the design of units are oriented to streets to support active street edges with eyes on the street to increase neighborhood safety
- Identify standards for high-quality development

### **Goal: Minimize Traffic Impacts on Neighborhoods**

#### **Issues/Concerns**

- Concerned about increased traffic flow in neighborhoods

#### **Recommendations**

- Accommodate needed traffic for retail and commercial uses within as few lanes as possible
- Design streets to keep speeds lower, reduce crossing distances for pedestrians at intersections and buffer the pedestrians through the use of landscaping and parked cars from the roadway
- Identify an interconnected network of bikeways and pedestrian routes linked to existing routes to increase bike ridership and walking and to reduce the need for auto travel
- Locate commercial hubs where adequate drive-by traffic is already present
- Locate commercial hubs relative to major mobility corridors so that traffic isn't routed through neighborhoods

# NEIGHBORHOOD CENTERS FOR FURTHER STUDY

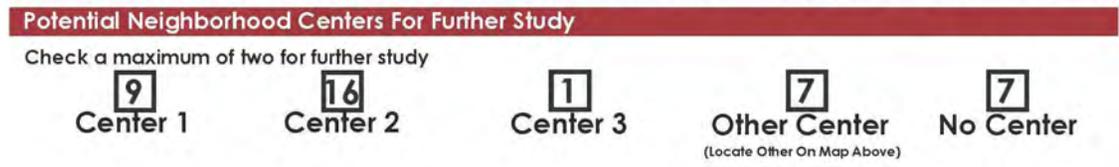
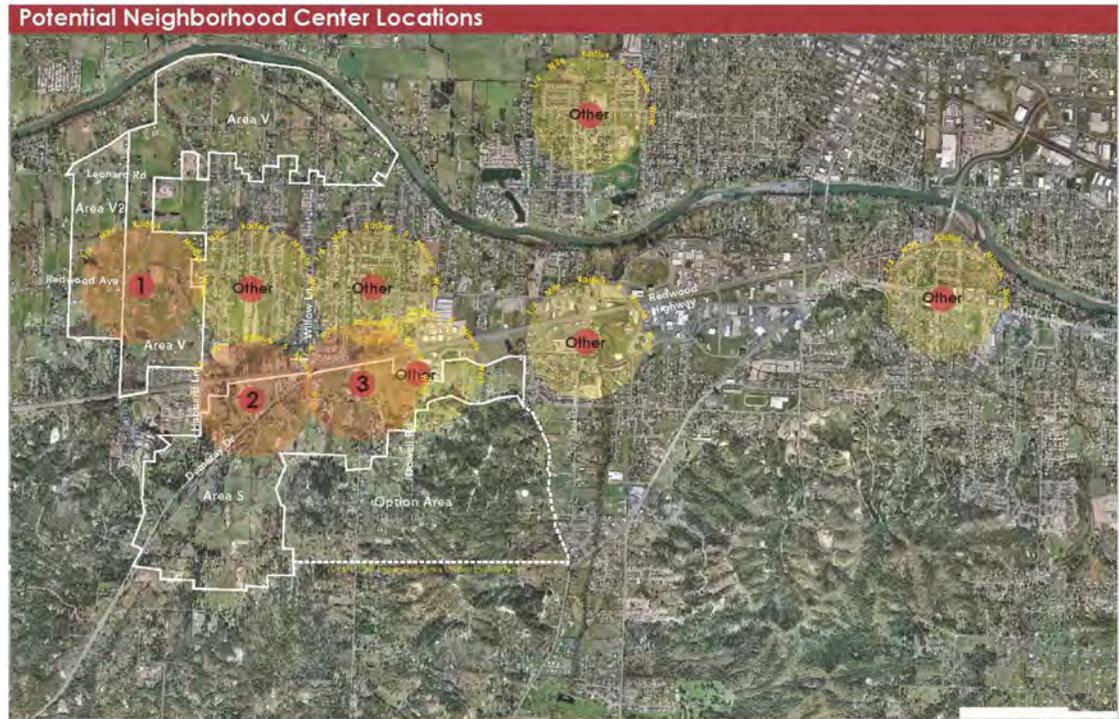
The scope of the neighborhood centers project identifies the need to accomplish the following for new UGB areas:

- Design and location of two neighborhood centers
- The creation of specific land use and transportation plans and implementation measures
- Development and street standards

In an effort to determine neighborhood centers for further study, participants of the meetings and workshops were asked to identify a preference for the location of two neighborhood centers.

The response sheet identified three center sites for consideration. Respondents were asked to pick a maximum of two for further study. The options included Centers 1-3; identify an Other Center option or No Center as indicated on the right. Other Center locations have been identified on the map as indicated.

The result of the tally identified a preference for Center 1 and Center 2 for further study.



Goals and Guiding Principles Meetings and Workshop - Response Sheet Tally

# NEIGHBORHOOD CENTER EVALUATION

It is essential that the neighborhood centers alternatives be evaluated against the project goals. By using a good, fair, poor rating system each of the elements of the neighborhood centers frameworks for land use, circulation and implementation can be measured on their ability to support the project goals.

The matrix includes:

- A list of the project goals in the left column
- Elements of the land use, transportation, frameworks and implementation measures in the right column

Throughout the process, alternatives will be evaluated using this matrix and will provide an indication of the success and viability of neighborhood center alternatives and offer clear direction for refinement of preferred neighborhood centers that best responds to the project goals.

\* Note: The project goal *Identify Citywide Locations for Other Neighborhood Centers* has been omitted from the evaluation criteria as it relates to areas outside of UGB expansion areas identified within the scope of work of this project. The city may still address this goal independent from this project and scope.

PROJECT GOALS*	FRAMEWORKS													
	Land Use					Transportation		Implementation						
	Retail & Commercial	Non-Retail Employment	Housing	Parks/Open Space	Parking	Other	Pedestrian	Bicycle	Auto/Truck	Transit	Land Use Zones <sup>1</sup>	Standards <sup>2</sup>	Catalyst Projects <sup>3</sup>	Key Projects <sup>4</sup>
<b>Improve Access and Safety for Pedestrians and Bicyclists</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Develop a Cost Effective and Viable Implementation Plan</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Do Not Create Competing Centers</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Preserve Rural Farmland</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Create Neighborhood Centers that Appeal to Local Residents</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Provide for a Mix of Uses within Neighborhood Centers</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Improve Road Network Connections</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Provide a Mix of Owner Occupied and Rental Housing</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<b>Minimize Traffic Impacts on Neighborhoods</b>	○	○	○	○	○	○	○	○	○	○	○	○	○	○

- 1- Includes land use zones with recommended allowed uses and conditional uses
- 2- Standards include recommendations for streets and rights-of-way standards (public) as well as development standards (private)
- 3- Catalyst projects include those with the greatest potential to encourage investment within the neighborhood centers
- 4- Key projects include those that support implementation over time, but are not essential in the early phases of implementation

