



Neighborhood Centers

Grants Pass, Oregon

Public Meeting #1

November 10, 2011

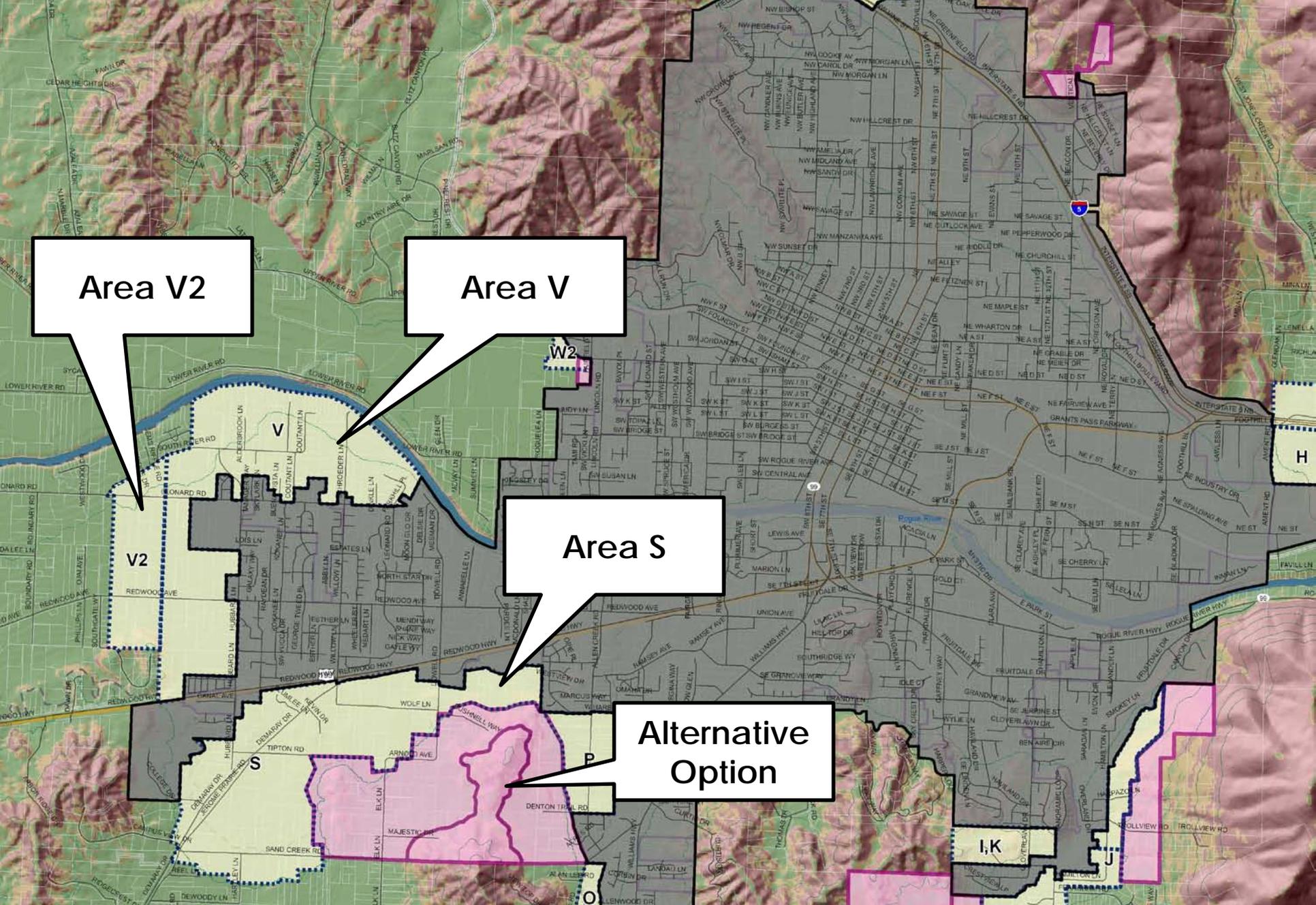
CRANDALL ARAMBULA

DKS Associates/Urban Advisors/Vigil Agrimis

Funded by a TGM Grant from the State of Oregon

Project Purpose

Develop specific land use, and transportation plans and implementation measures for two neighborhood centers within the Urban Growth Boundary (UGB) expansion area that provide livability choices for housing, transportation, shopping and employment while making efficient use of land and public facilities improvements



Area V2

Area V

Area S

Alternative Option

Draft UGB Expansion Areas

Preliminary Market Analysis

Future Needs

- A Conservative Estimate of an Additional 6,300 to 7,700 Households in Grants Pass Urban Area Over the Next 20 Years

A Variety of Housing Types

- Rentals for New Households
- High Quality Small Lot Housing for First Time Home Buyers
- Multi-Family Units for Seniors Who No Longer Can Care for a Large Home
- Move-up Housing for Growing Families
- Higher Density Housing Close to Shopping for Empty Nesters

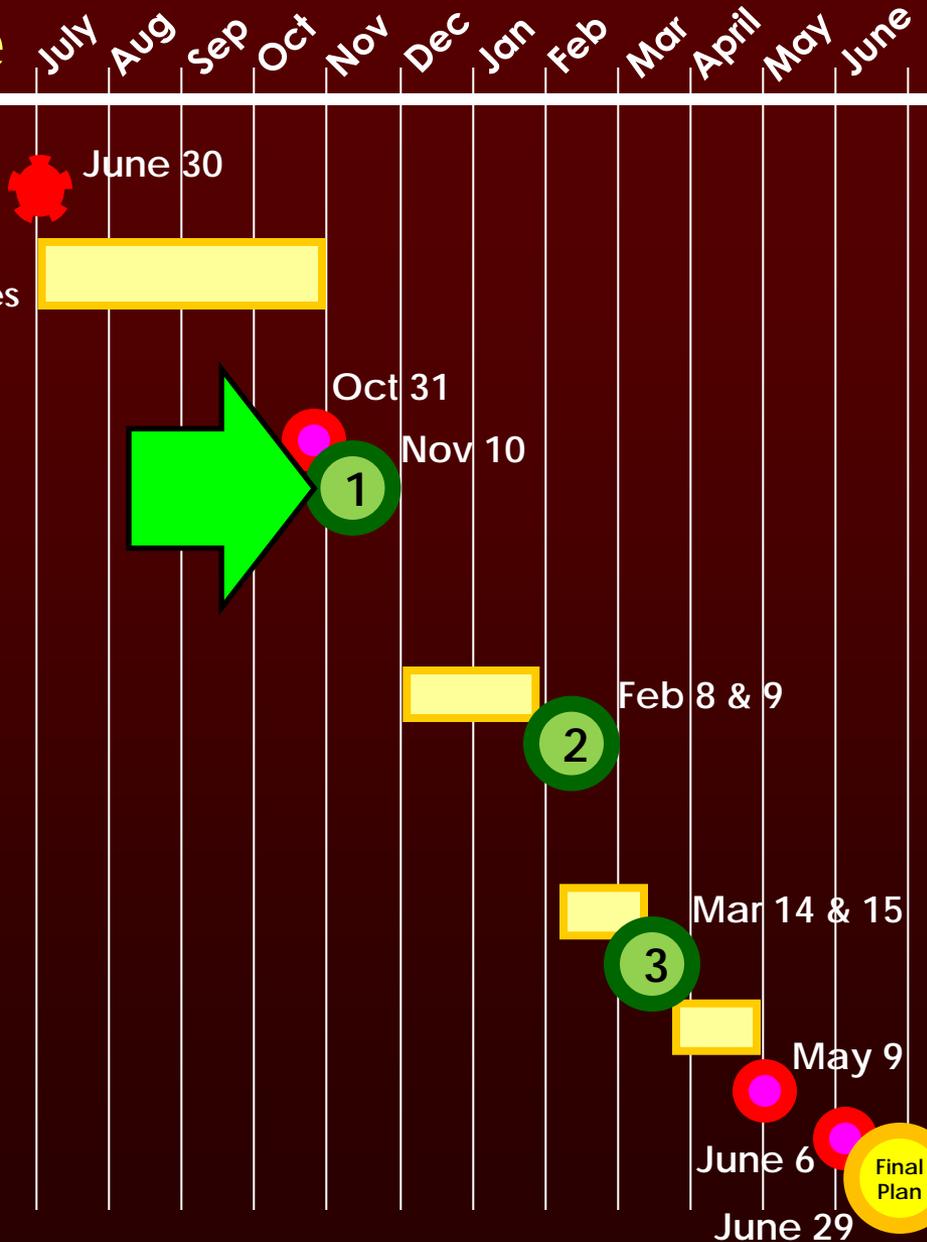
Process & Schedule

1 CREATE THE GAME PLAN
 Project Start-Up, Data Collection & Data Review
 Existing & Future Baseline
 Neighborhood Centers Prototypes & Best Practices

2 ESTABLISH GOALS & OBJECTIVES
 Establish Goals & Guiding Principles
 City Council Workshop
 CAC/TAC Meeting #1
Public Meeting #1
 Meeting Summary & Goals/Objectives

3 EVALUATE THE POSSIBILITIES
 Conceptual Plan Development & Analysis
 CAC/TAC Meeting #2- Review Concepts
 Public Meeting #2- Review Concepts
 Meetings Summary

4 IMPLEMENTATION
 Develop Refined Plan & Implementation Strategy
 CAC/TAC Meeting #3
 Public Meeting #3
 Draft Neighborhood Center Plan &
 Implementing Measures
 Planning Commission Public Hearing
 City Council Public Hearing
 Final Plan & Implementing Measures



Agenda

Part 1 – Presentation

- 1) Elements of the Best Neighborhood Centers
- 2) Opportunities for Grants Pass Neighborhood Centers

Part 2 – Workshop

- 1) Questions
- 2) Table Discussion
- 3) Fill Out Meeting Response Sheet



Representative Oregon Projects

- Astoria – Port of Astoria Master Plan
- Ontario – Downtown Revitalization Strategy
- Roseburg – Downtown Revitalization Strategy
- Milwaukie – Downtown Master Plan
- Portland – Harbor/Naito Development Study
- La Grande – South Central Neighborhood Plan
- Ashland – Croman Mill Development Strategy
- Salem – State Fairgrounds Master Plan
- Albany – Downtown Master Plan
- Florence – Downtown Revitalization Strategy
- Dalles – Union Street Underpass
- Lake Oswego – Foothills Master Plan
- Medford – Middleford Commons Development Plan

Other Representative Projects

Downtown Revitalization Master Plans

- Fairbanks, AK
- Oak Park, IL
- Whitefish and Missoula, MT
- Lincoln, NE
- Santa Fe, NM
- Knoxville, TN
- Racine, WI

Transit Oriented Development (TOD) Projects

- Portland, OR
- Denver and Aurora , CO
- Bellevue, Redmond and Spokane, WA
- Edmonton, Alberta, Canada

Why Plan ?

Communities cannot avoid change.

Why Plan ?

Communities cannot avoid change.

Planning is about:

- Preventing undesirable change and
- Encouraging desirable change

Undesirable
Change

THE
I DON'T CARE
SALOON

FOR SALE
CAPE
REAL ESTATE
833-6741



**Undesirable
Change**



**Desirable
Change**



**Undesirable
Change**



**Desirable
Change**

FOURTH



**Desirable
Change**



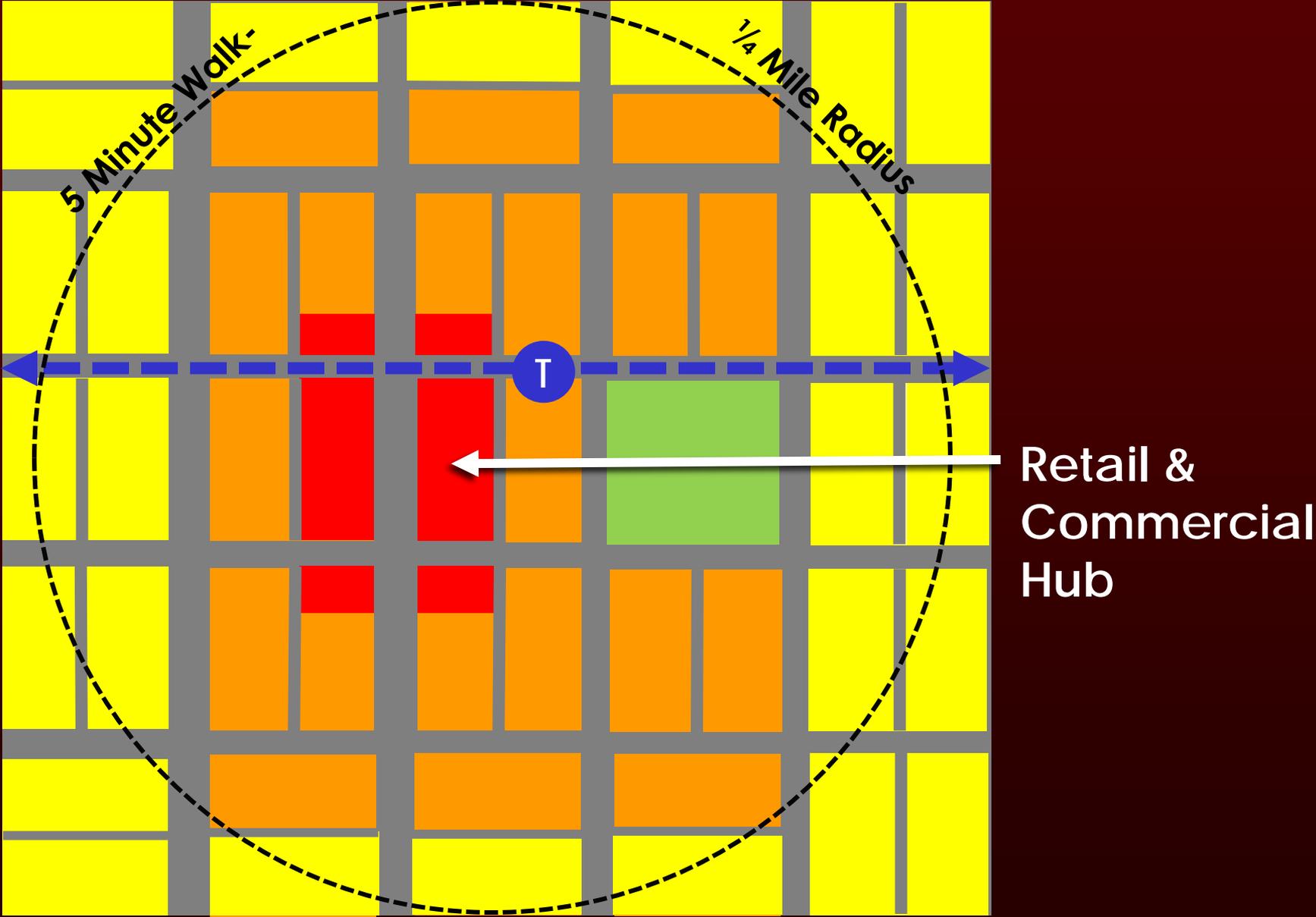
A dense forest of trees with vibrant yellow and orange autumn foliage. The leaves are in various stages of color change, with some still green and others fully yellow or orange. The trees are closely packed, creating a thick canopy of color. The lighting is soft, suggesting an overcast day or a shaded area of the forest.

The Best Neighborhood Centers

Neighborhood Centers

- Have Common Elements
- Vary in Scale
- Must be Planned to Fit Unique Grants Pass Site Conditions

The Best Neighborhood Centers





Retail & Commercial Hub



Retail



Retail



Commercial

UPTOWN
BEE

TAILORS & CLEANERS

BEE CLEANERS

2310

BEE

TAILORS & CLEANERS SINCE 1951

— DOWNTOWN —

— UPTOWN —

227-1144 | 221-1144

Commercial



Commercial

Retail Traffic Requirements

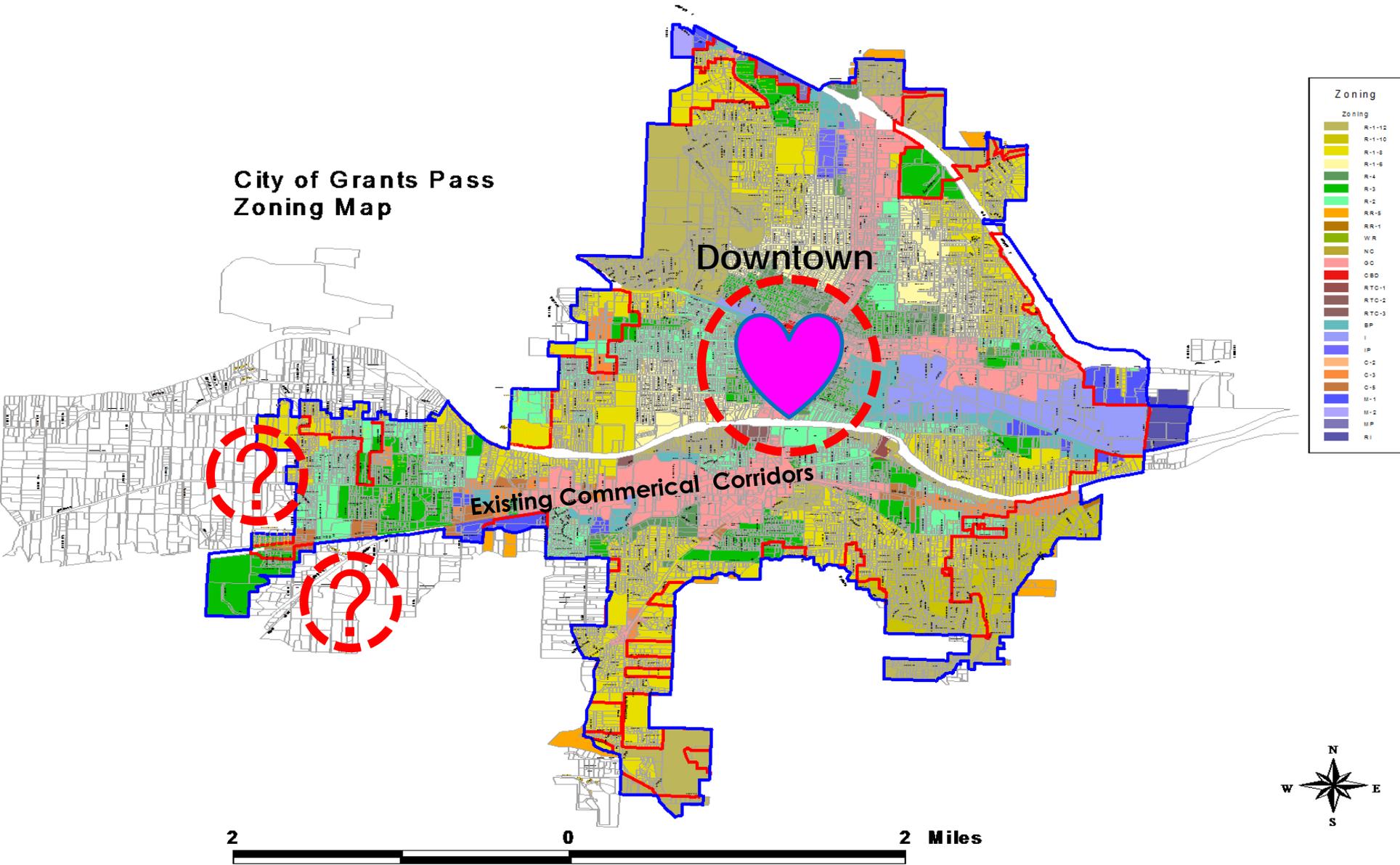
Condition	Traffic Volume (ADT)
▪ Too Little Drive-by	Less than 5,000
▪ Ideal Drive-by	5,000 to 15,000
▪ Too Much Drive-By	More than 15,000

**1,000 Average
Daily Trips**

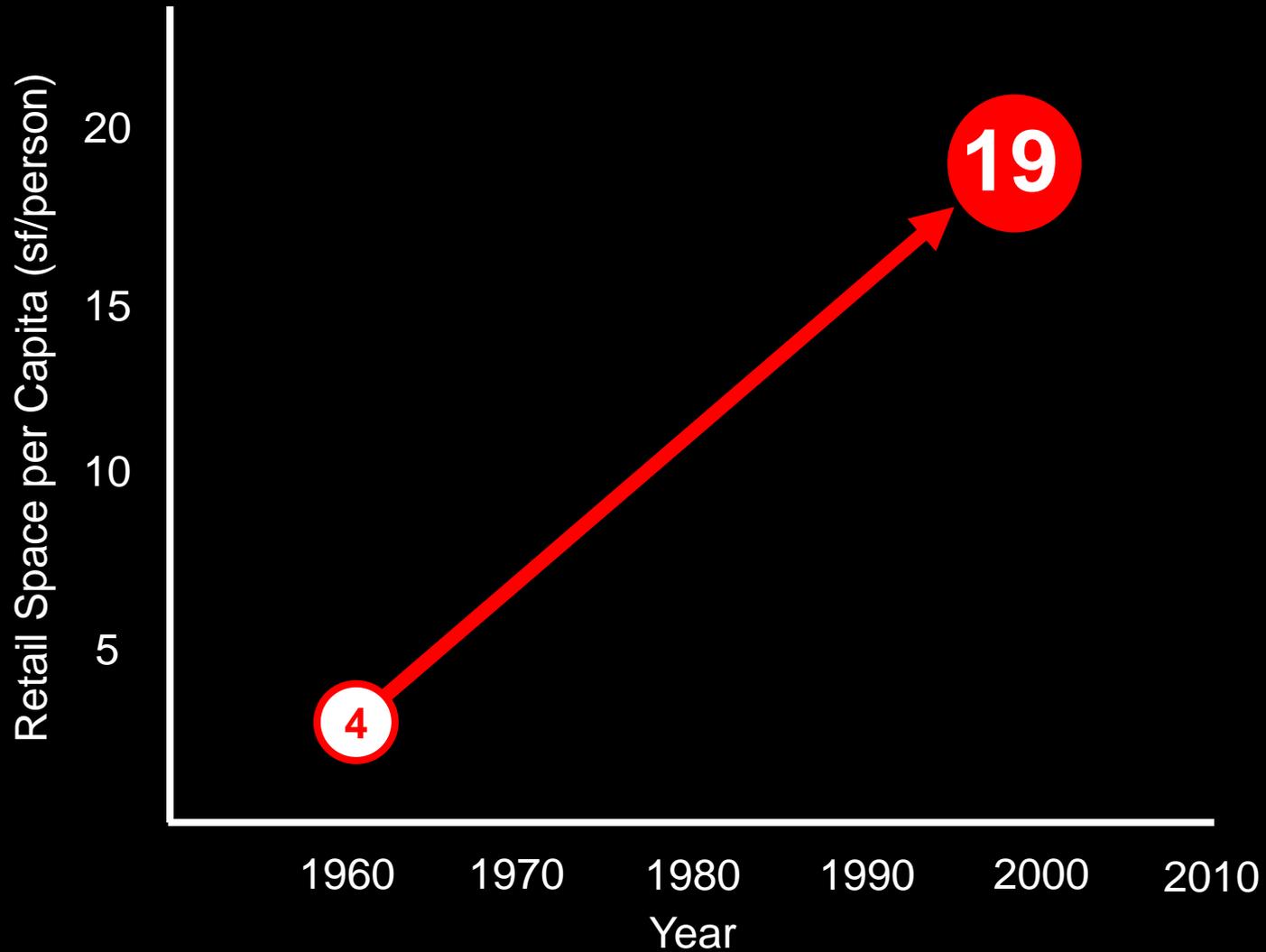
Main Street

Teufel Village, Wilsonville, OR

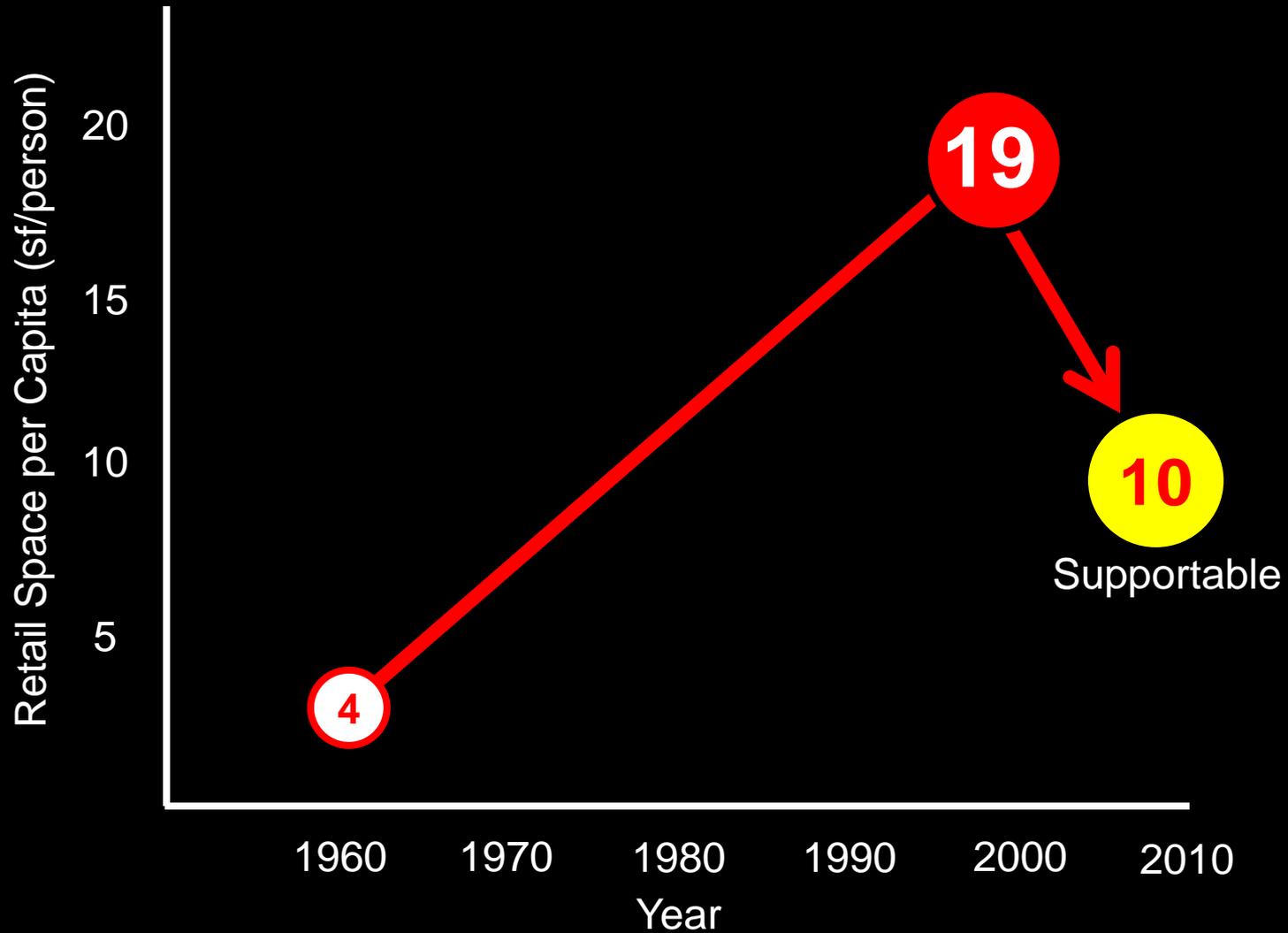
City of Grants Pass Zoning Map



Retail Centers



National Retail Space Growth



National Retail Space Growth

Percentage of Shopping Trips
(Nationwide)

80
60
40
20

Big Box
Centers

Malls

Internet

Lifestyle
Centers

Downtowns

Where People Shop

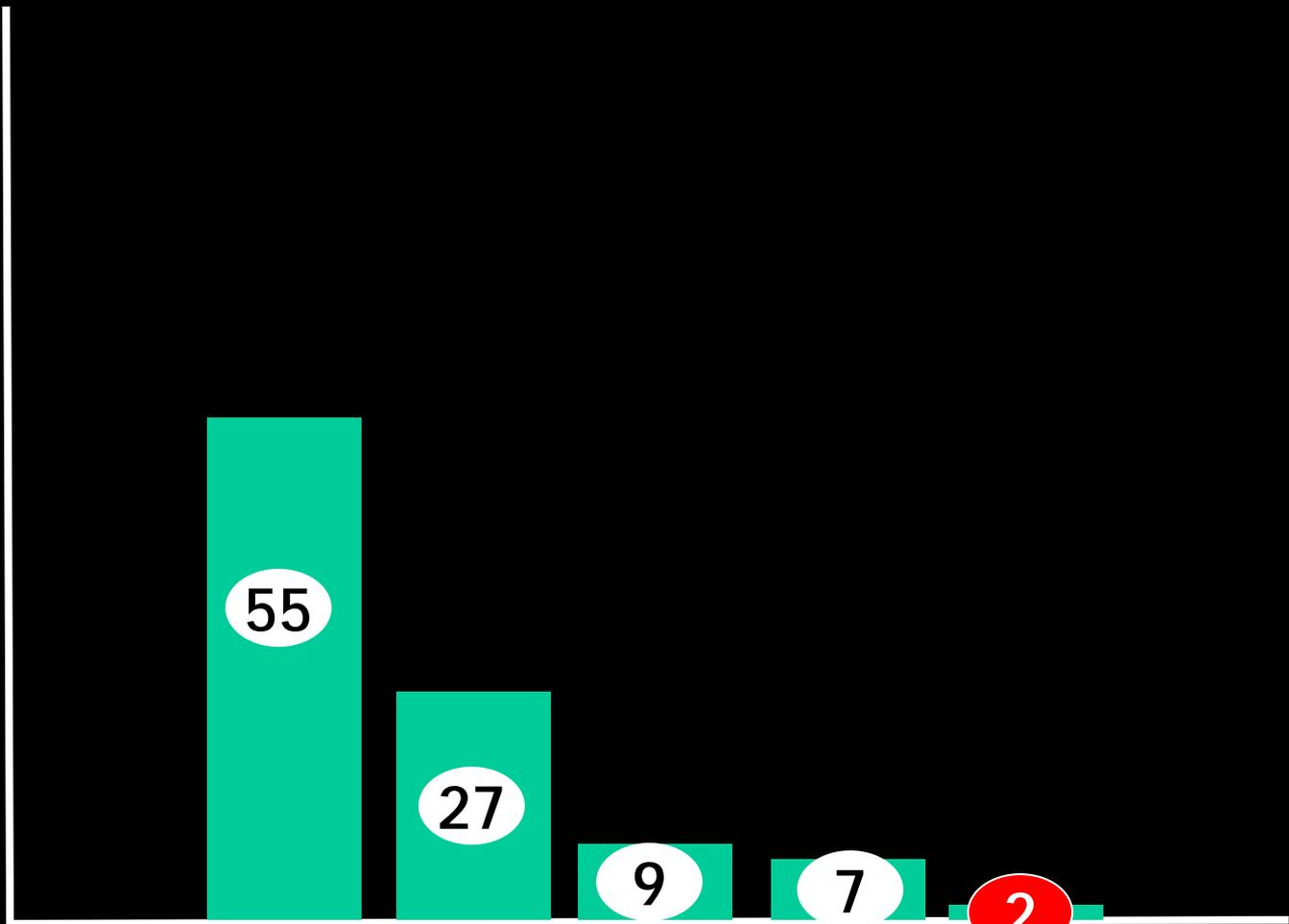
55

27

9

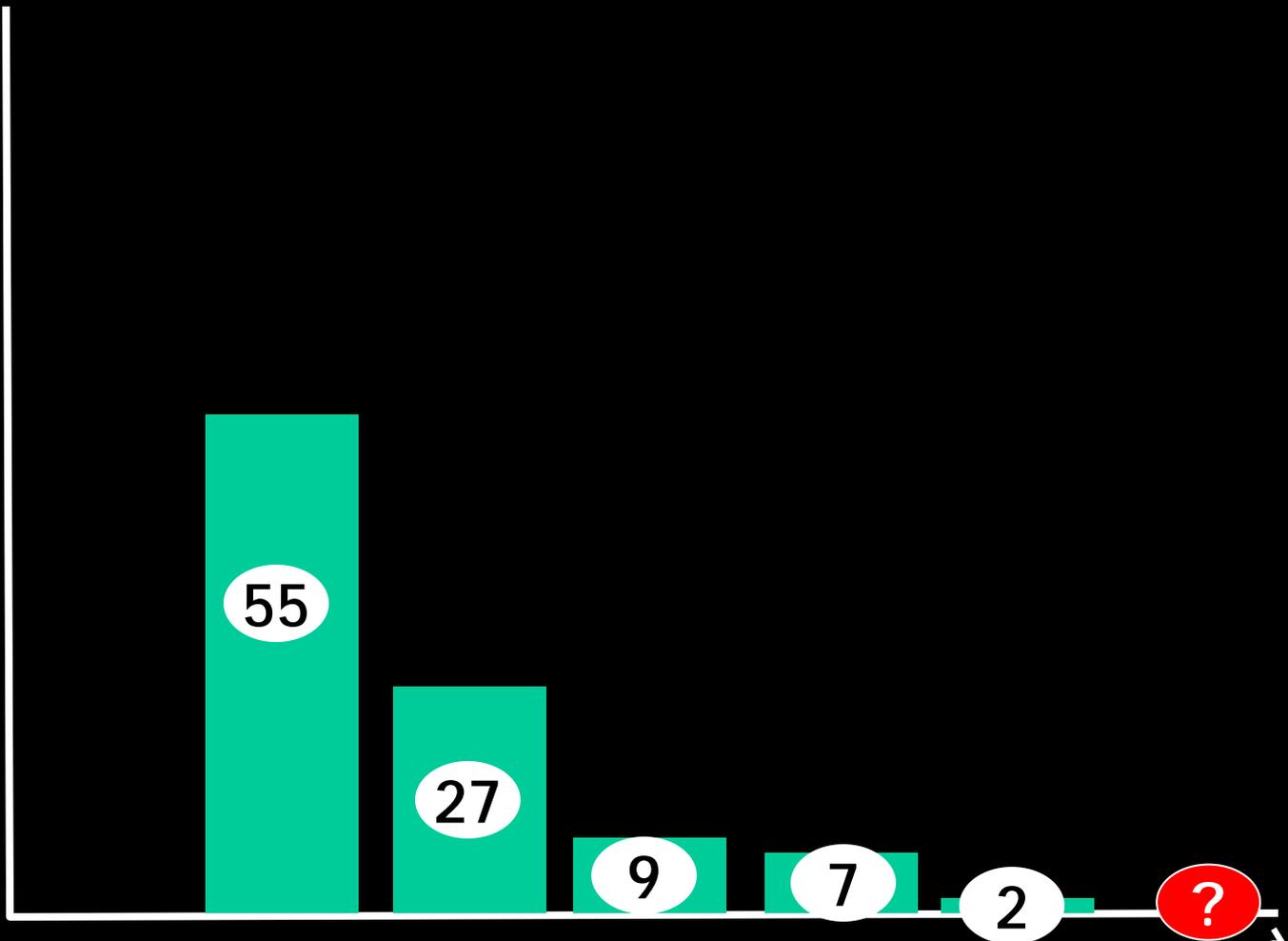
7

2



Percentage of Shopping Trips
(Nationwide)

80
60
40
20



Big Box
Centers

Malls

Internet

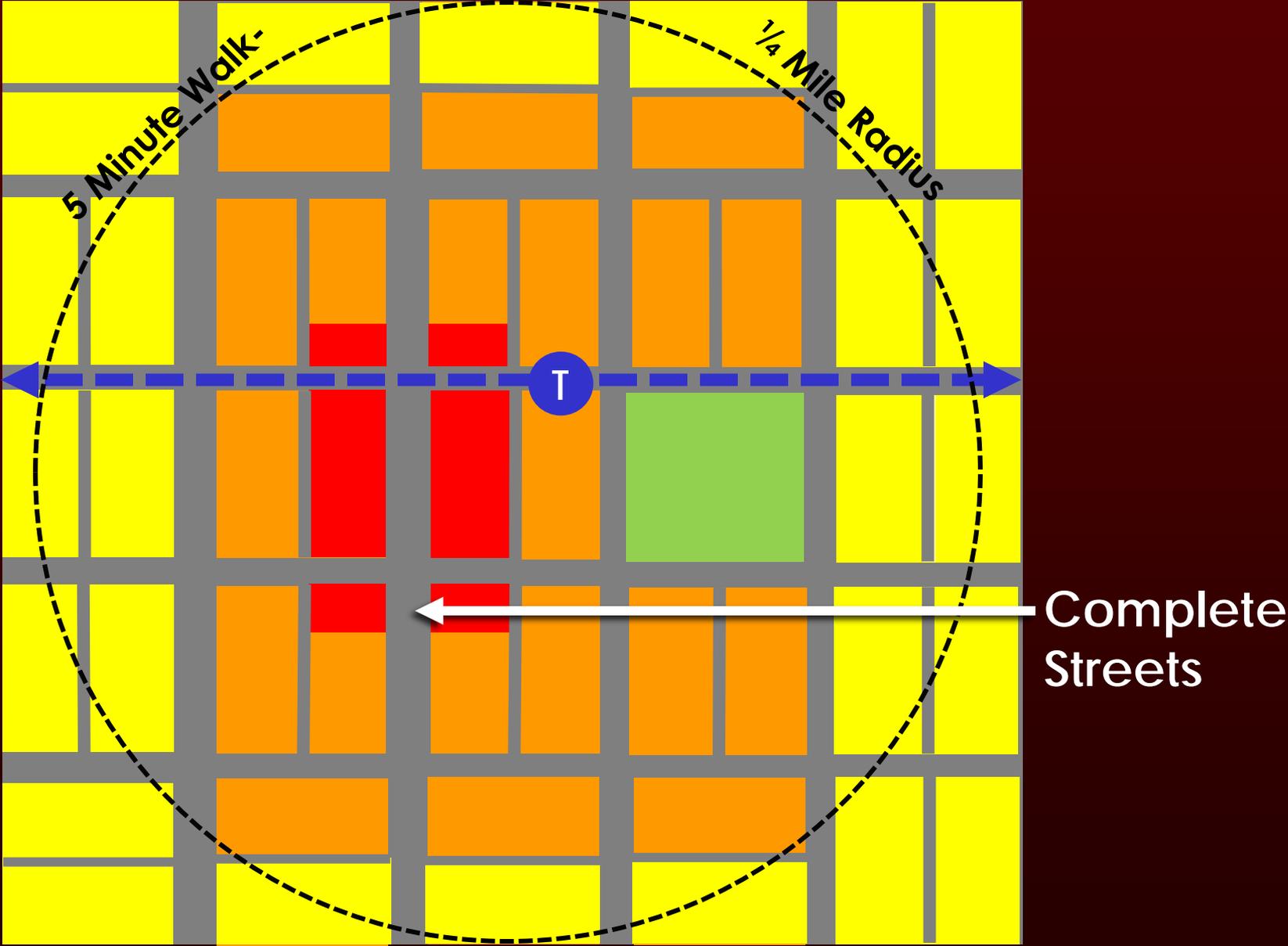
Lifestyle
Centers

Downtowns

Neighborhood
Centers

Where People Shop

The Best Neighborhood Centers



Complete Streets = Complete Centers



Incomplete Streets = Incomplete Centers





Pedestrians



Autos



Bicycles



Transit

Street Design Priorities

Engineered Method

- 1) Cars & Trucks
- 2) Transit
- 3) Pedestrians
- 4) Bicycles

Street Design Priorities

Engineered Method

- 1) Cars & Trucks
- 2) Transit
- 3) Pedestrians
- 4) Bicycles

Complete Street Method

- 1) Pedestrians
- 2) Bicycles
- 3) Transit
- 4) Cars & Trucks

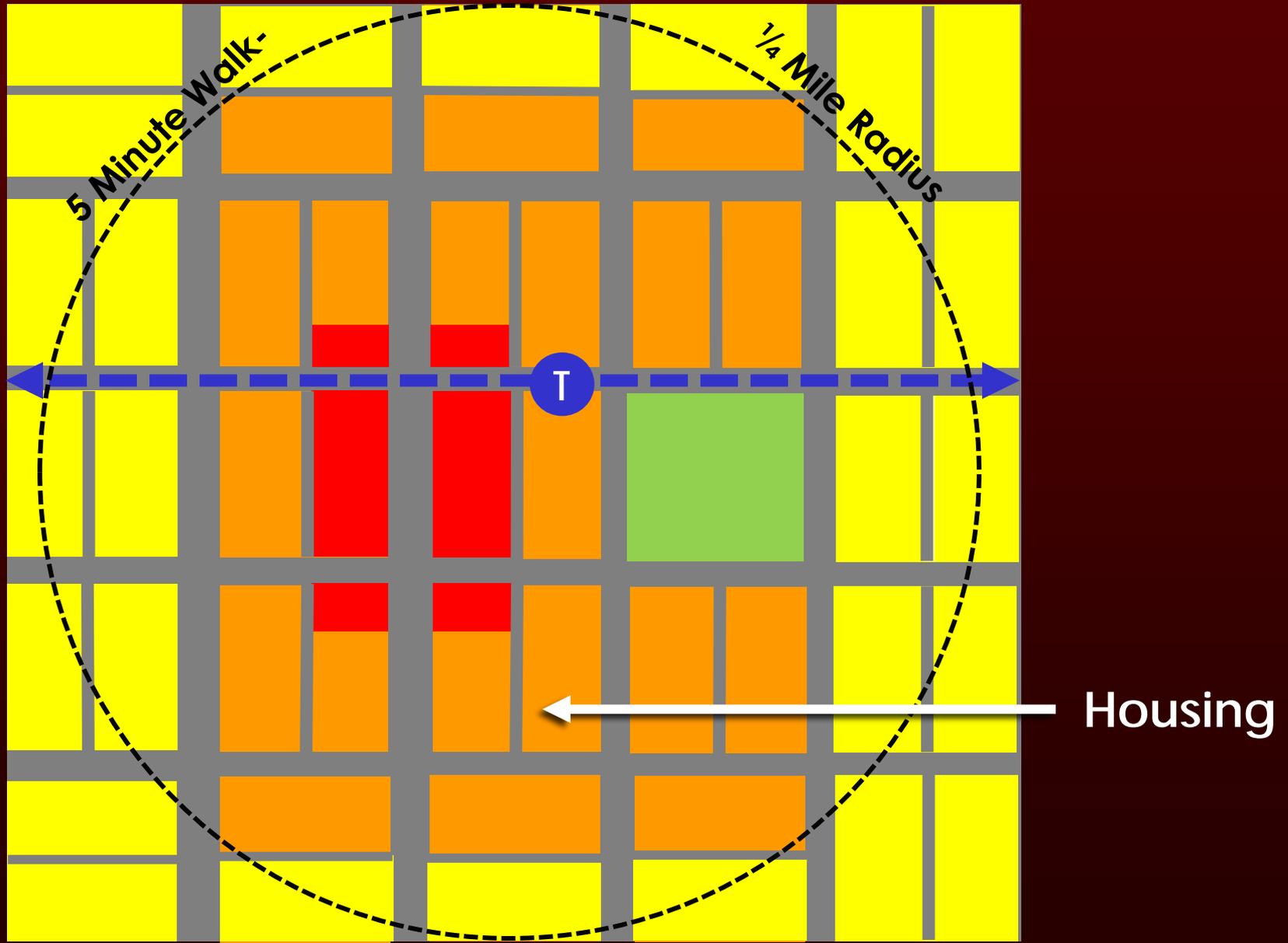


Complete Streets- designed for the most vulnerable



Bus

The Best Neighborhood Centers





Great Small Lot Single Family

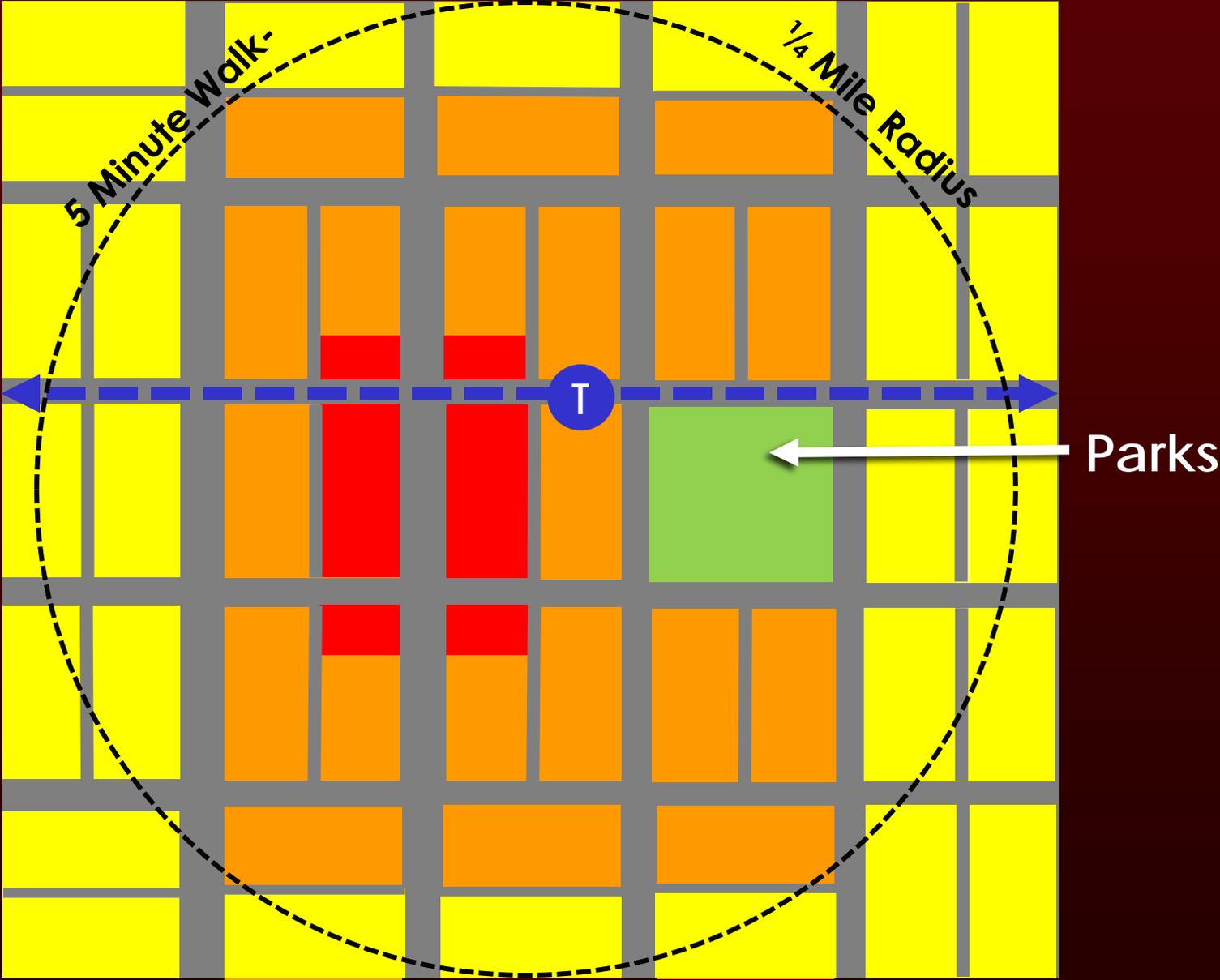


Great Townhomes



Great Rental Apartments

The Best Neighborhood Centers





Great Parks



Great Parks



Great Parks

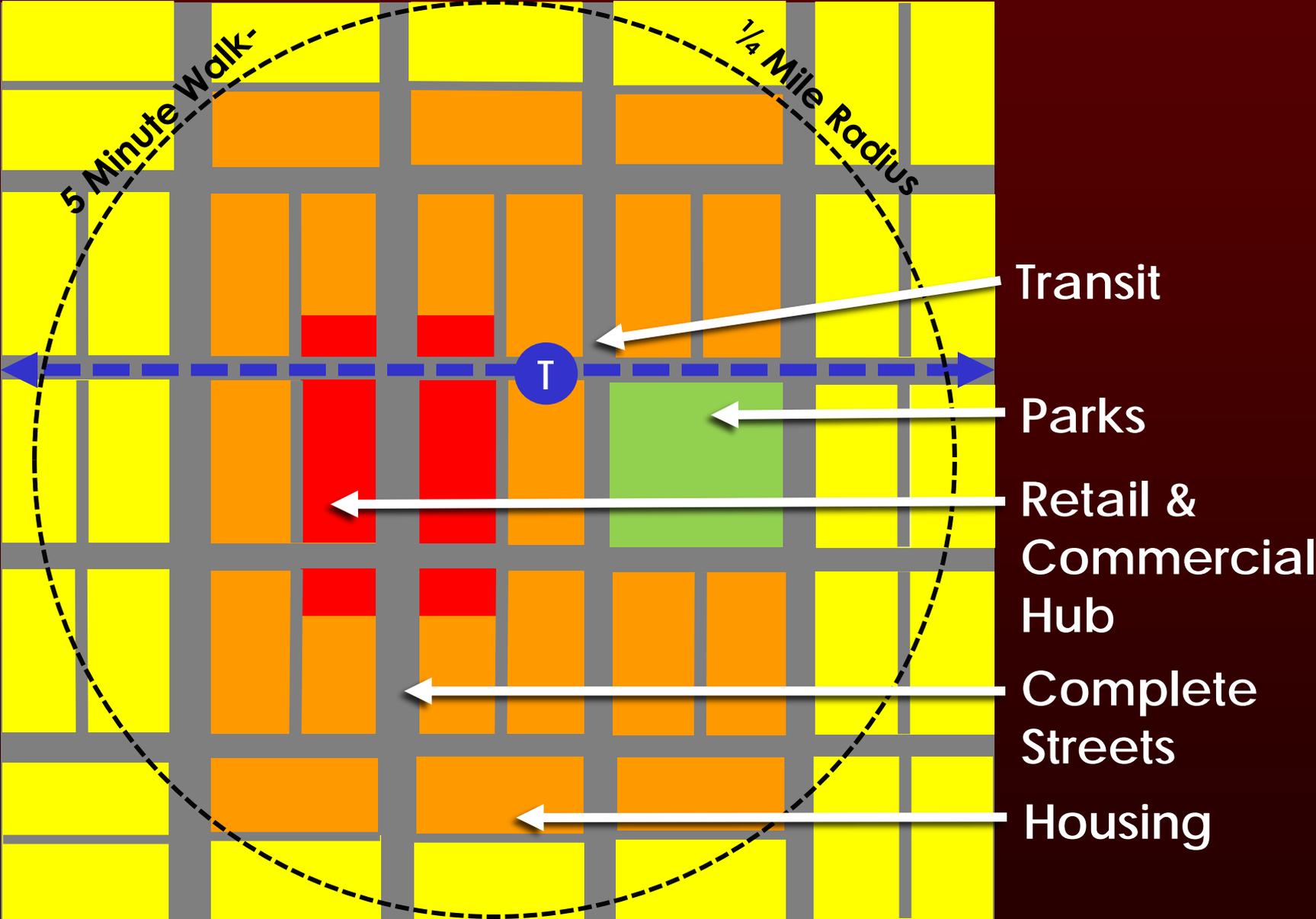


Great Parks



Great Parks

The Best Neighborhood Centers

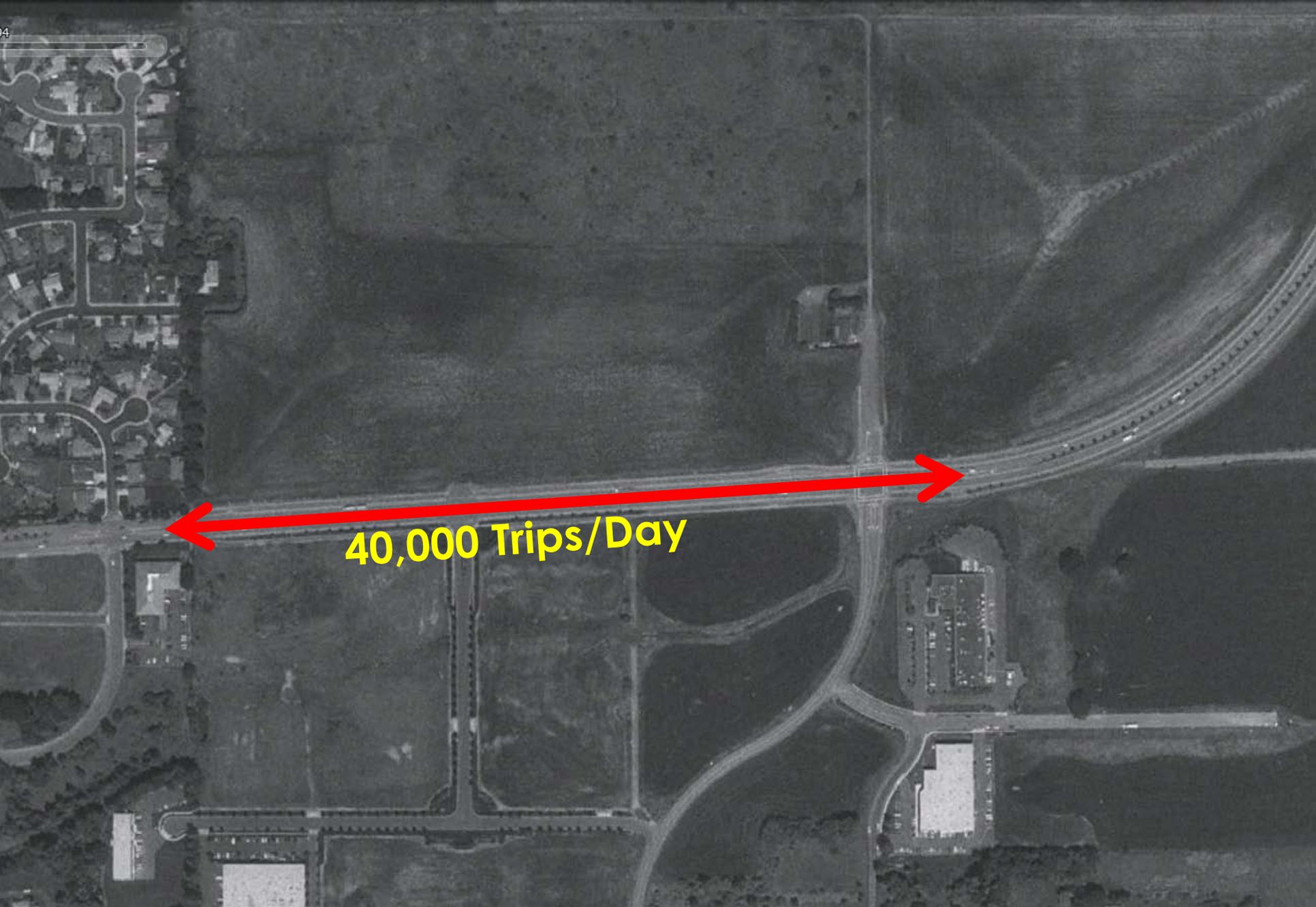


A dense forest of trees with vibrant yellow autumn foliage. The leaves are a rich, golden-yellow color, and the branches are dark and intricate. The overall scene is a lush, colorful display of fall foliage.

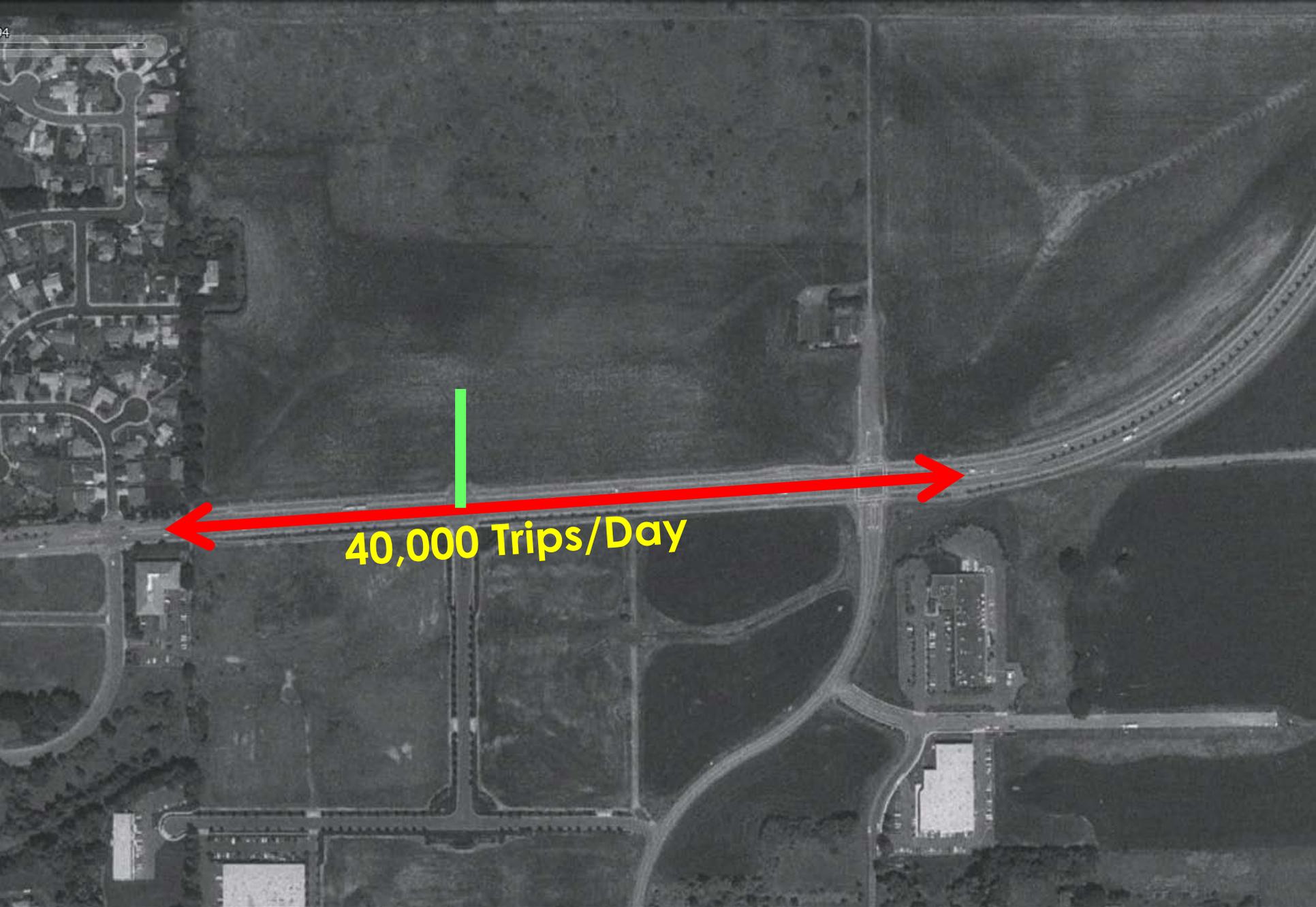
Neighborhood Center Example



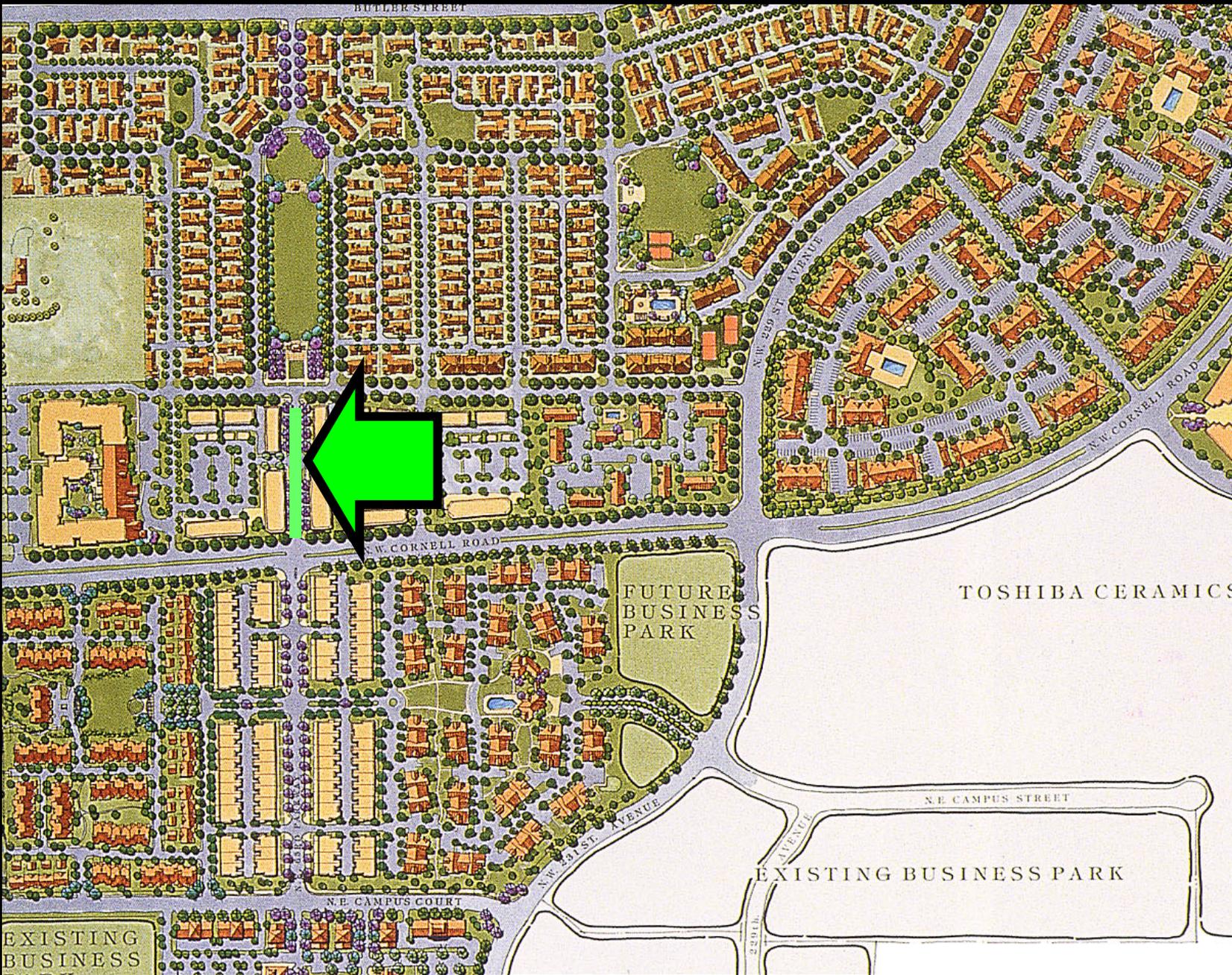
Orenco Neighborhood Center – Hillsboro, Oregon



Orencia Neighborhood Center – Hillsboro, Oregon

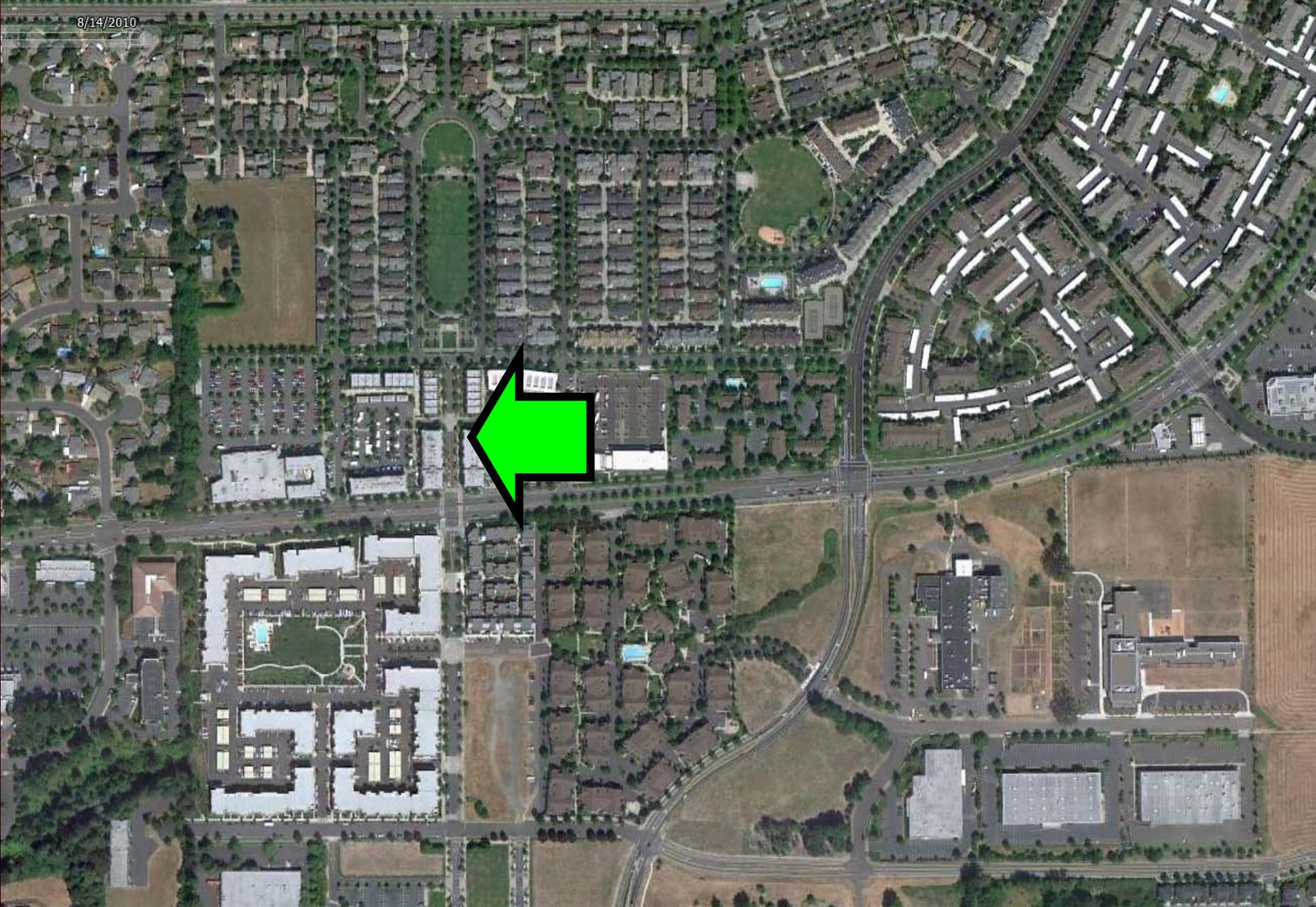


Orencia Neighborhood Center – Hillsboro, Oregon



Orenco Neighborhood Center – Main Street

8/14/2010



Orenco Neighborhood Center - Today



Orenco Neighborhood Center – Main Street

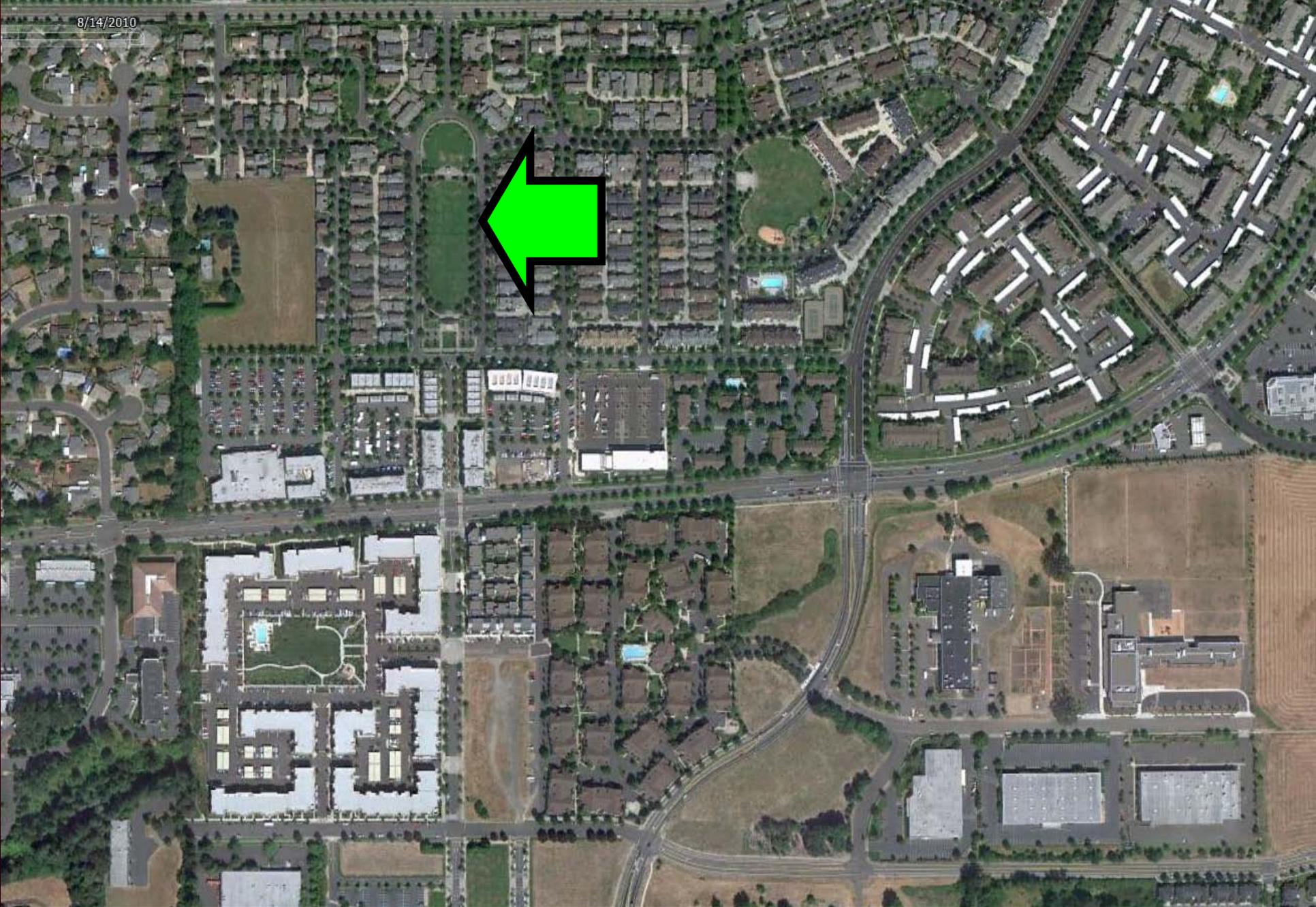
The friendliest store in town since 2001

Dec Sha
Antiperspi





8/14/2010



Orenco Neighborhood Center - Today



Orenco Neighborhood Center – Open Space









A dense forest of trees with vibrant yellow autumn foliage. The leaves are a rich, golden-yellow color, and the branches are dark and intricate, creating a complex pattern of light and shadow. The overall scene is a beautiful representation of the fall season.

Why Neighborhood Centers?

Critical Issues



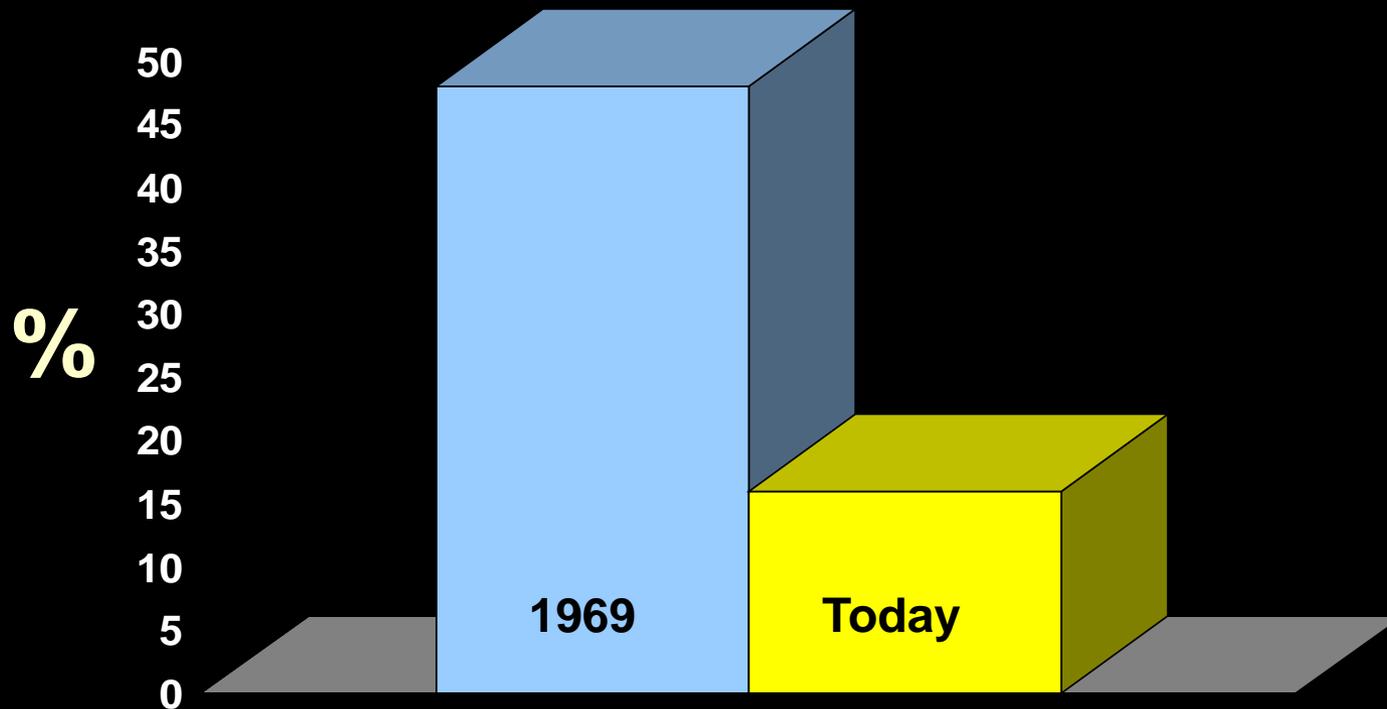


Environmental- Global Warming & Air Quality



Economic- Rising Energy Costs

Kids Are Not Walking/Biking



Source: US Centers for Disease Control and Prevention



No "Free Range" Kids



Health Issues

**Local
Actions**

Strict
Conservation
Standards

**Mobility-
Oriented
Districts**

Strict
Conservation
Standards

Strict
Conservation
Standards

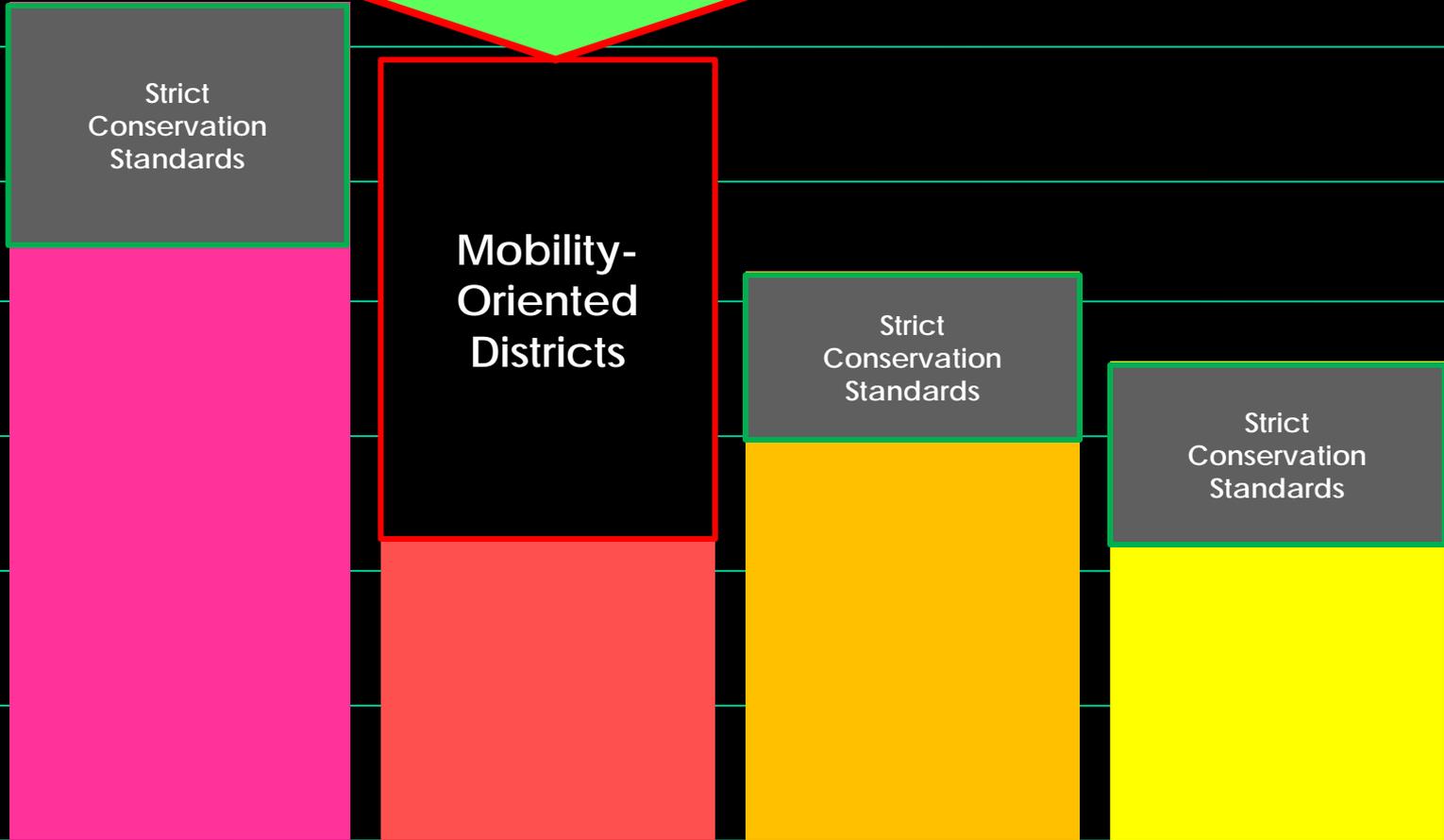
Industrial

Transportation

Residential

Commercial

Strategies for Saving Energy



Local
Actions

Strict
Conservation
Standards

Mobility-
Oriented
District

Strict
Conservation
Standards

Fewer & Shorter Auto Trips

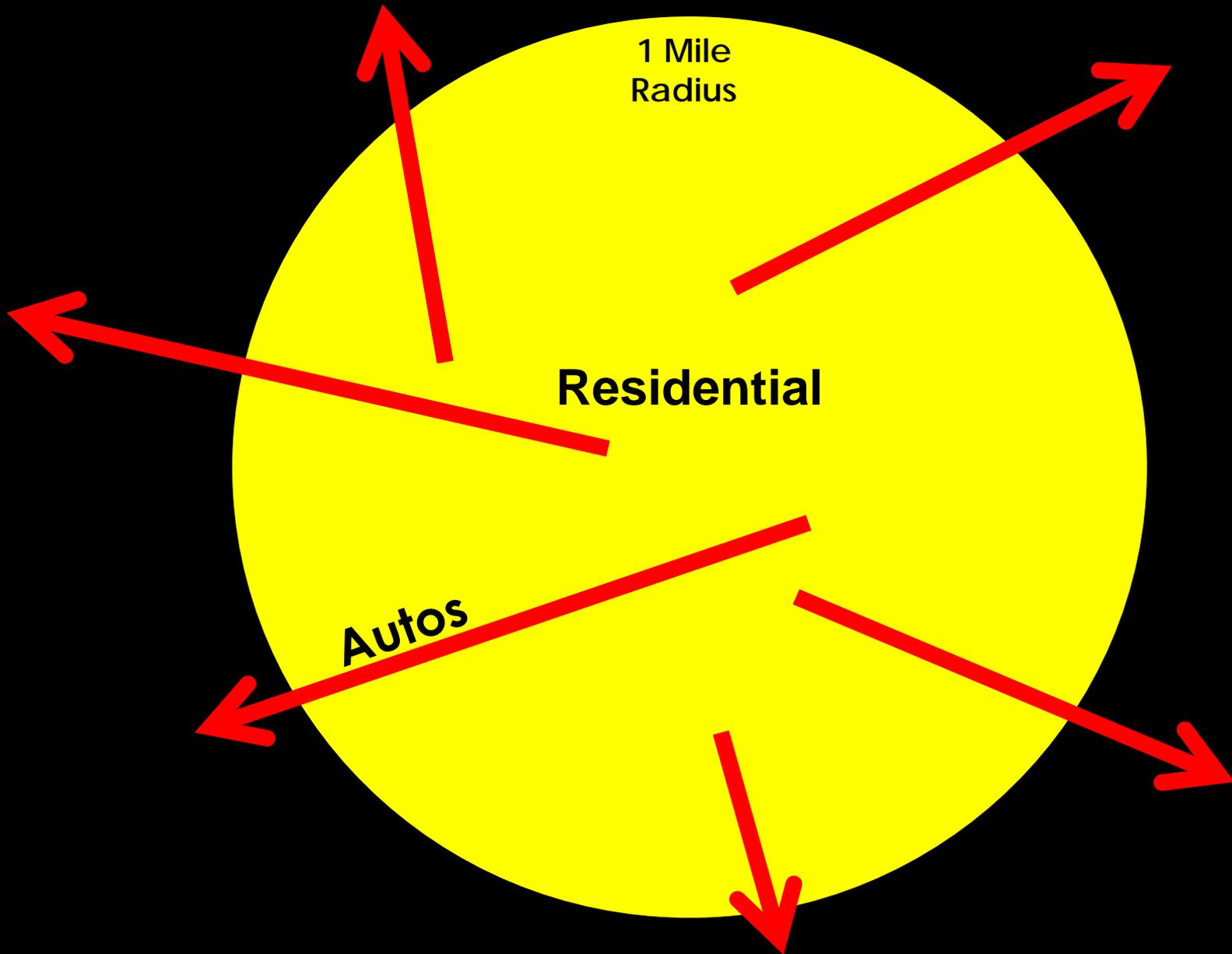
Industrial

Transportation

Residential

Commercial

Strategies for Saving Energy



Typical Auto-Oriented Residential District

Auto Trips

To/from Work

21.9%

Shopping

20.9%

Family/personal business

25.4%

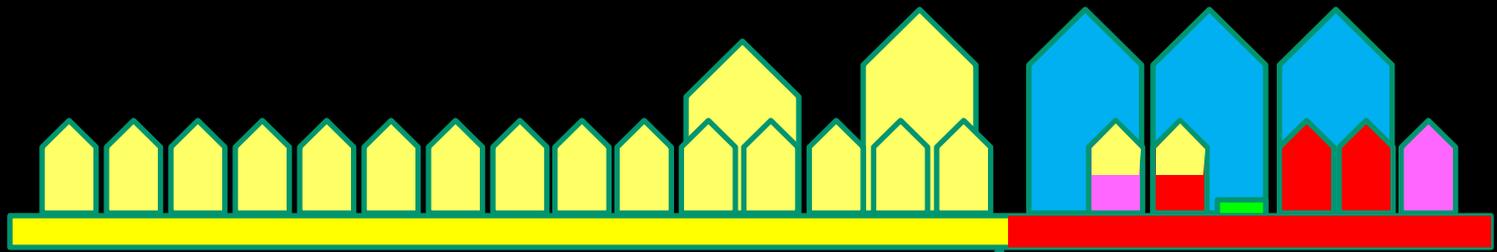
Social/recreation

13.6%

Other

18.2%

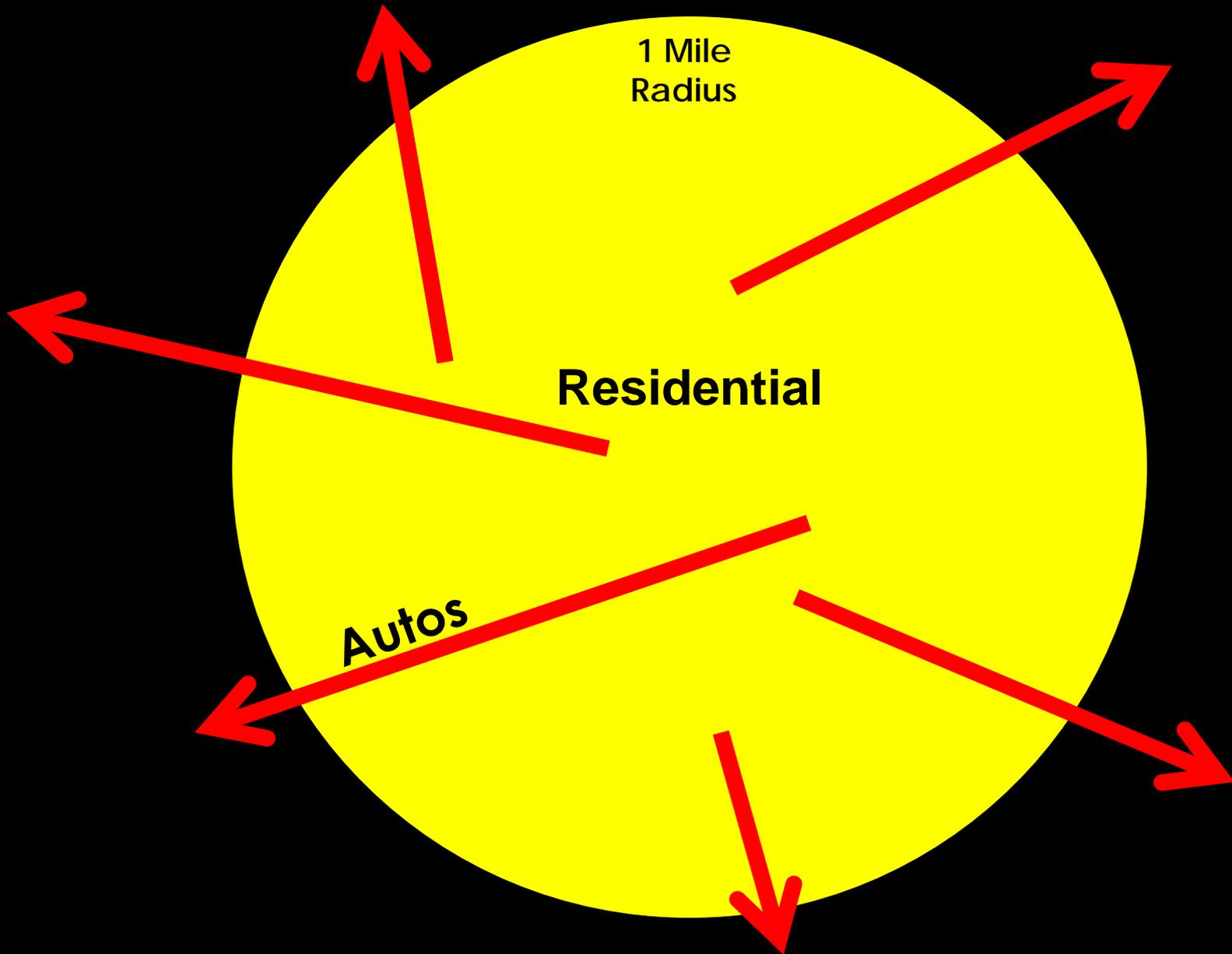
Typical U.S. Household



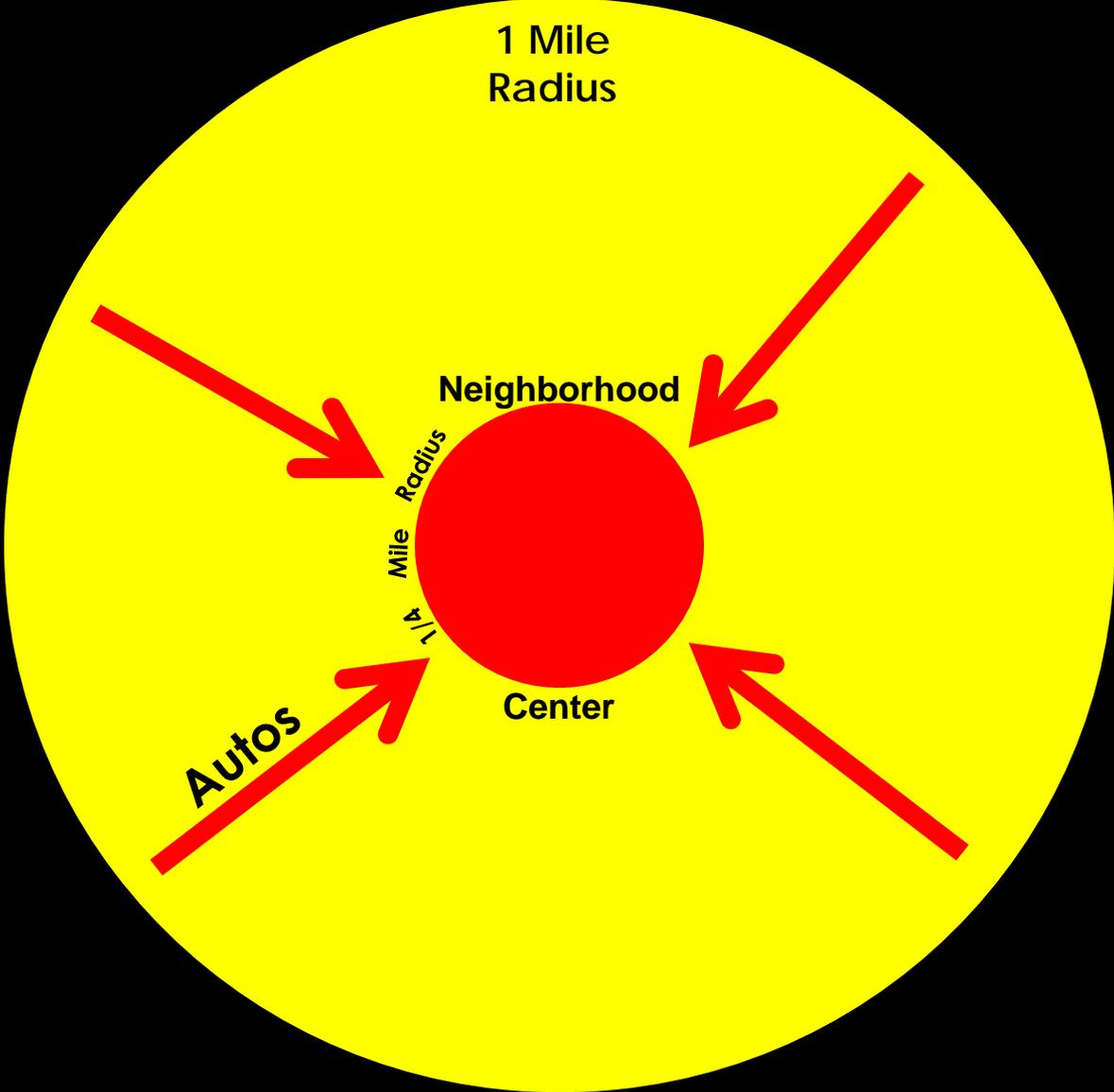
Residential

Trip Generators

Ideal Neighborhood Center



Typical Auto-Oriented Residential District



1 Mile
Radius

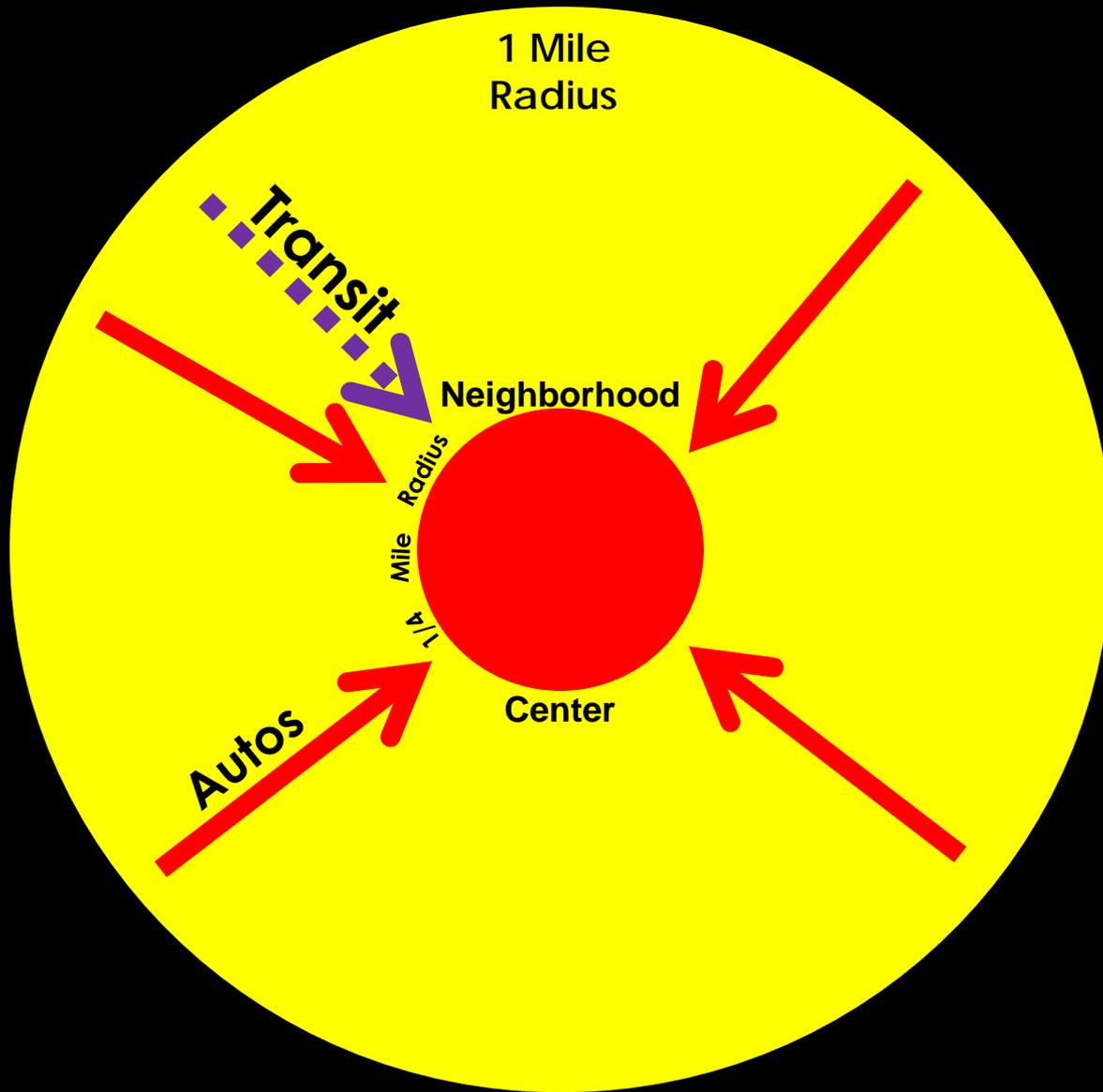
Neighborhood

1/4
Mile
Radius

Center

Autos

Neighborhood Center



1 Mile
Radius

Transit

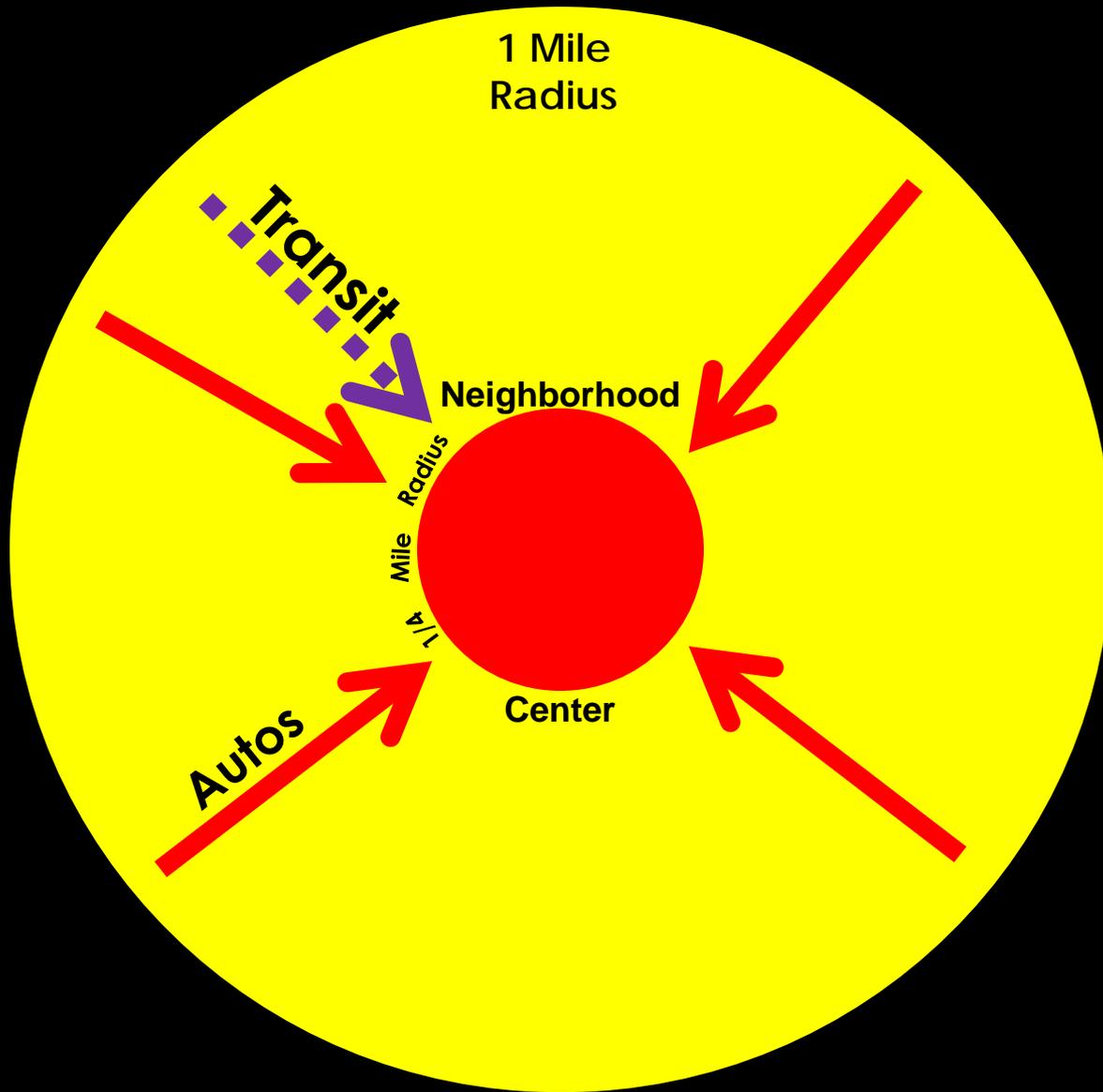
Neighborhood

Radius
1/4
Mile

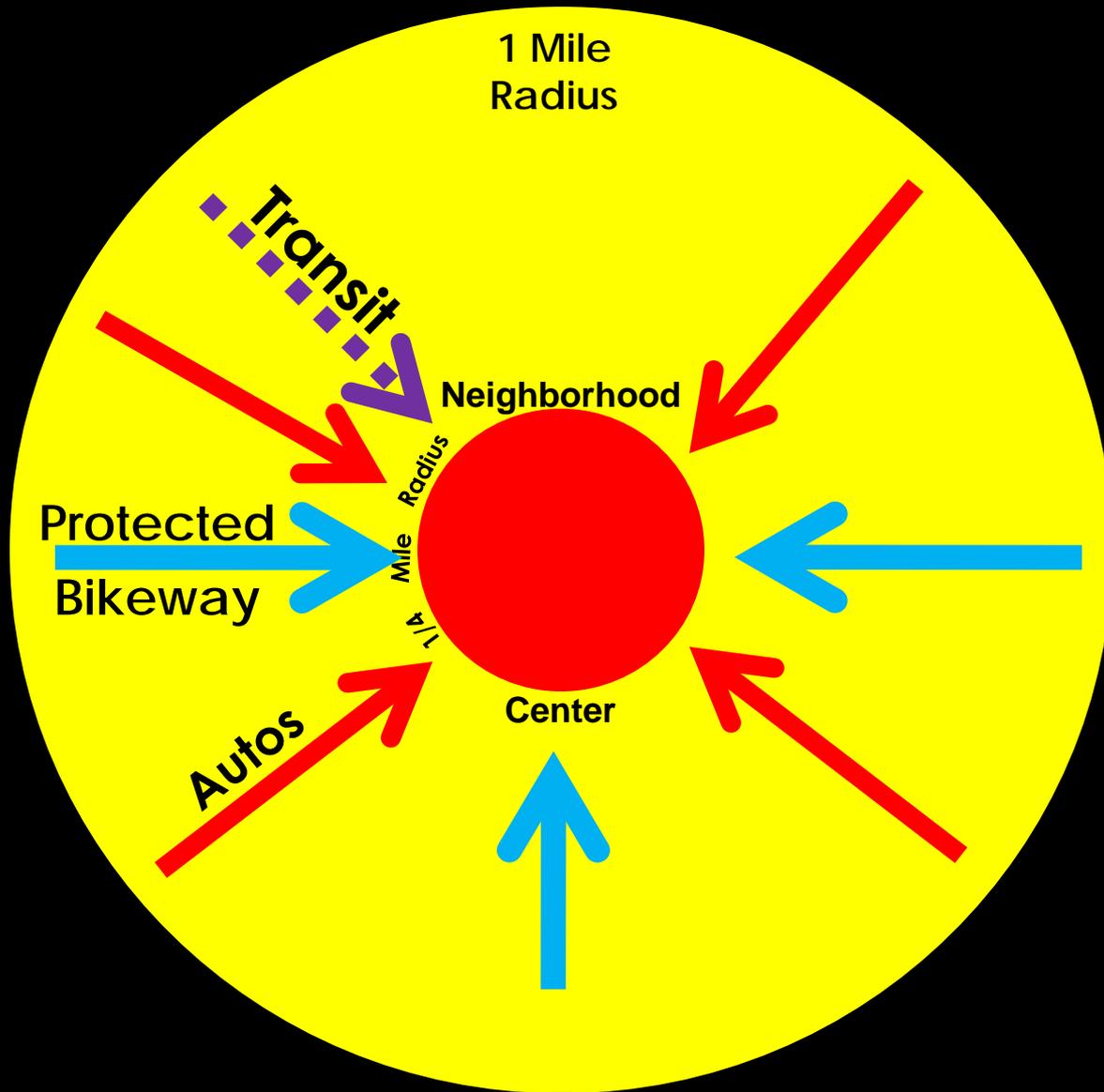
Center

Autos

Neighborhood Center



Neighborhood Center



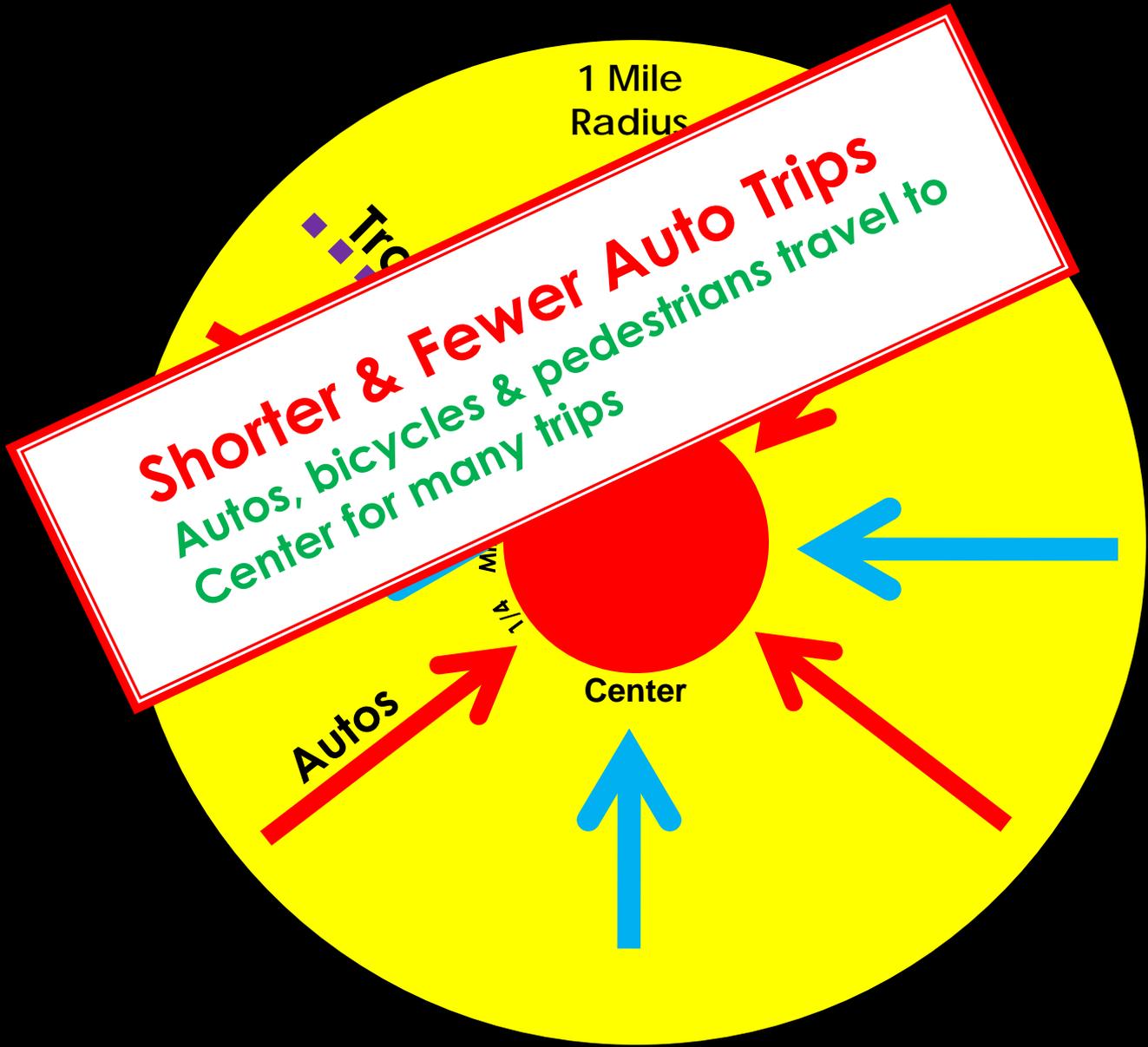
Neighborhood Center



Protected Bikeways



Protected Bikeways



1 Mile
Radius

Shorter & Fewer Auto Trips
Autos, bicycles & pedestrians travel to
Center for many trips

Autos

Center

Neighborhood Center

Types of Cyclists



Capable but Cautious

33%
No Way No How

Strong, Fearless,
Enthused &
Confident



Strong & Fearless Cyclists



Safety Issues

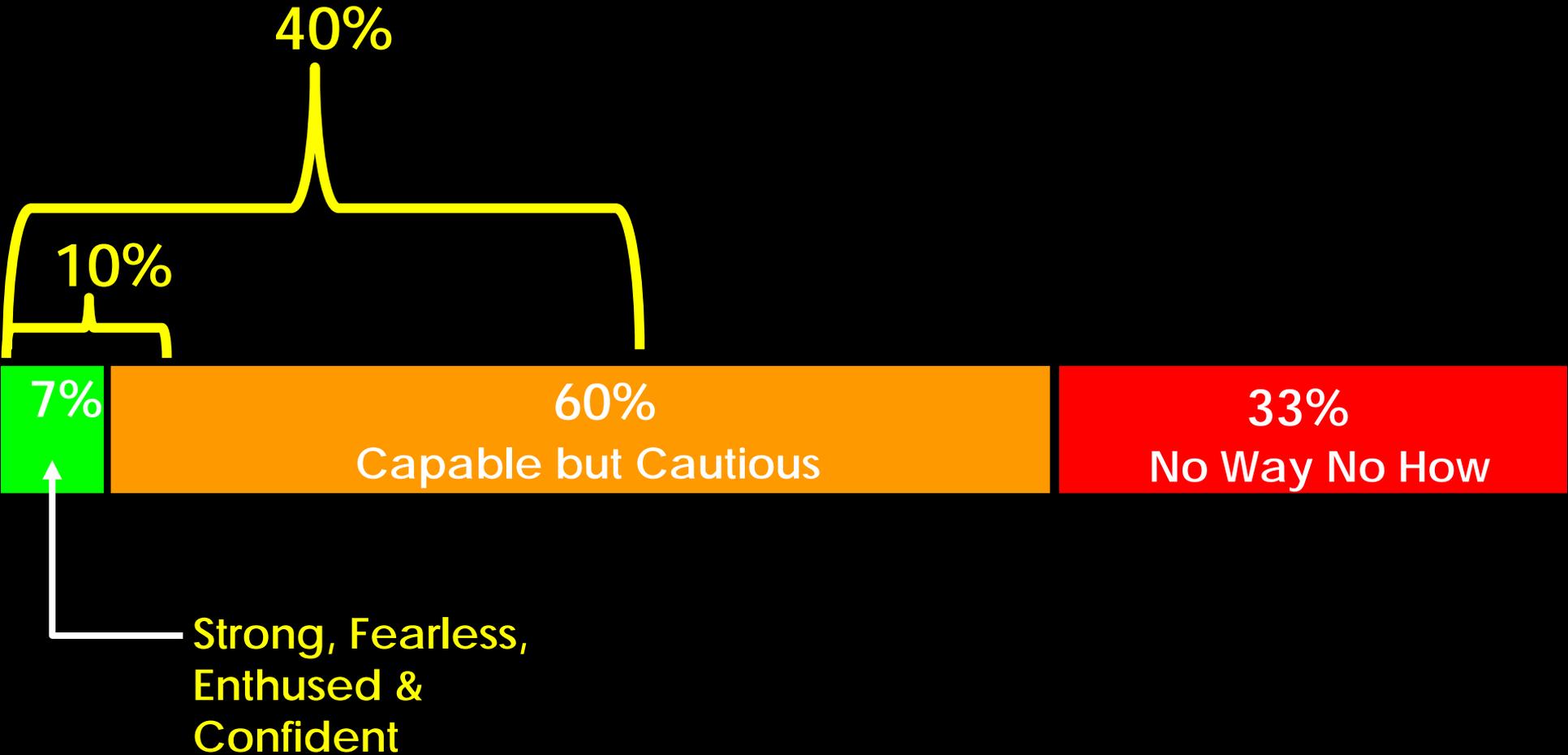


10% Solution
Safety Concerns Limit Bike Ridership



Safety Issues

Types of Cyclists





Capable but Cautious Cyclists



Strong & Fearless

Will ride with auto traffic
(will ride within on-street bike lanes
and on bike boulevards)

Capable but Cautious

Will **NOT** ride with auto traffic
(will only ride on protected bikeway)



↑
**Strong &
Fearless**

Potential Bike Riders



+



Strong & Fearless

Will ride with auto traffic
(will ride within on-street bike lanes
and on bike boulevards)

40% Solution
Separating Cars & Bike
Stimulates Bike Travel

7%

↑
Strong & Fearless

33% No Way No How

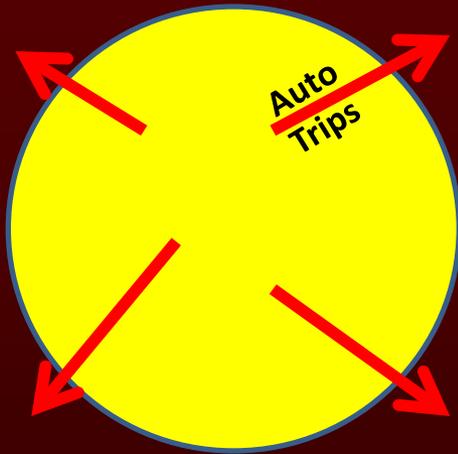
Potential Bike Riders



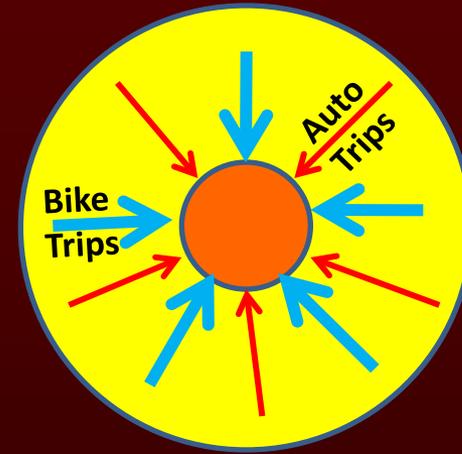




Typical Development



Bicycle Centered District



Household Gasoline Expenditure*

21,253 miles/yr
\$4,251 /year

8,926 miles/yr
\$1,785 /year

Annual Local Economic Stimulus**

\$0 stimulus

\$84 million

* 20 miles/gallon @ \$4.00 per gallon = \$0.20 per mile

** Energy savings times a multiplier of 3 for money spent locally

Potential Annual Economic Stimulus*

	Population	Annual Stimulus
Community A	5,000	\$15 million
Community B	10,000	\$30 million
Community C	15,000	\$45 million
Community D	20,000	\$60 million

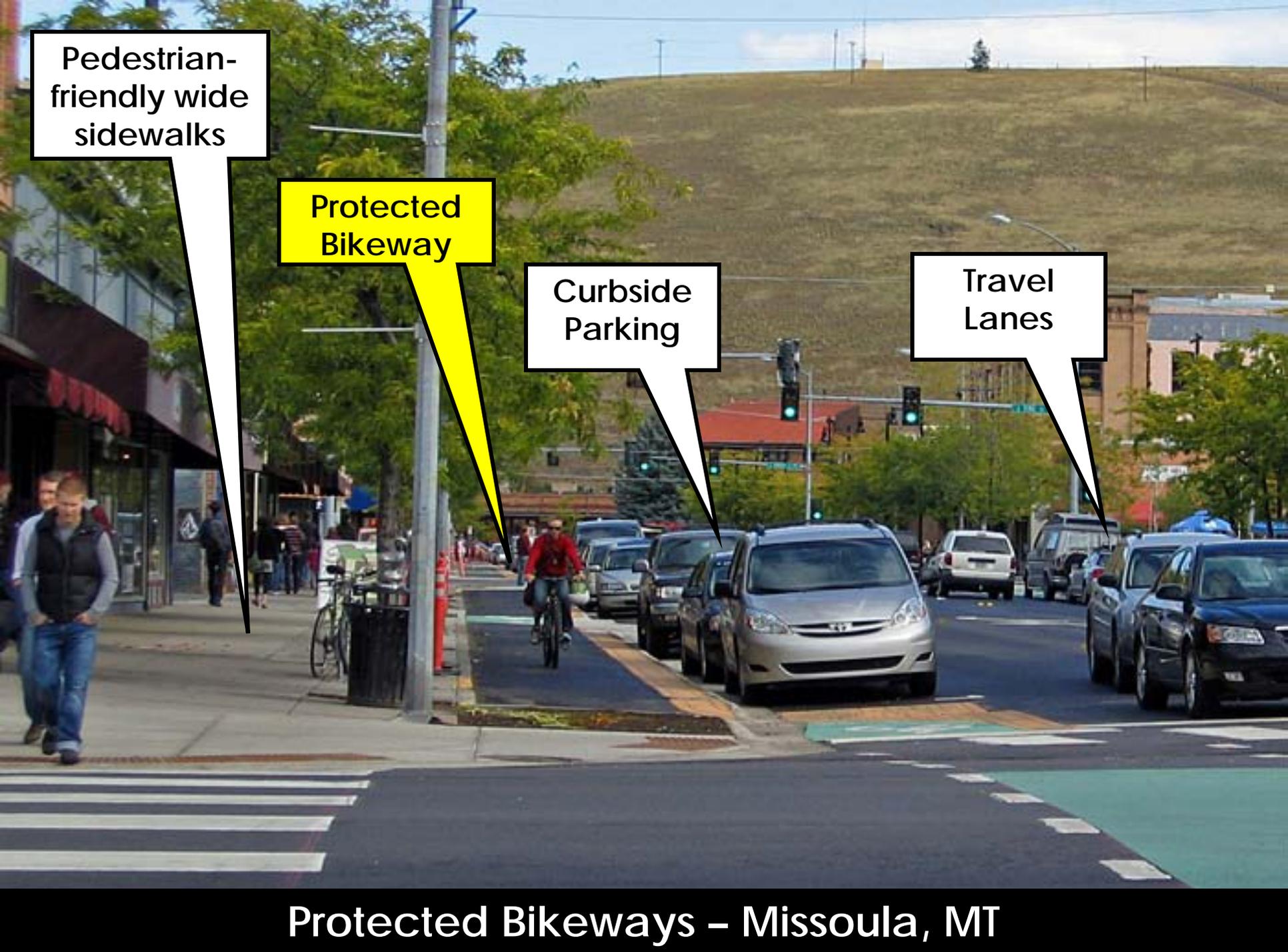
* \$84 million for every 27,600 population



Missoula Bicycle Centered Prototype



Protected Bikeways – Missoula, MT



Pedestrian-friendly wide sidewalks

Protected Bikeway

Curbside Parking

Travel Lanes

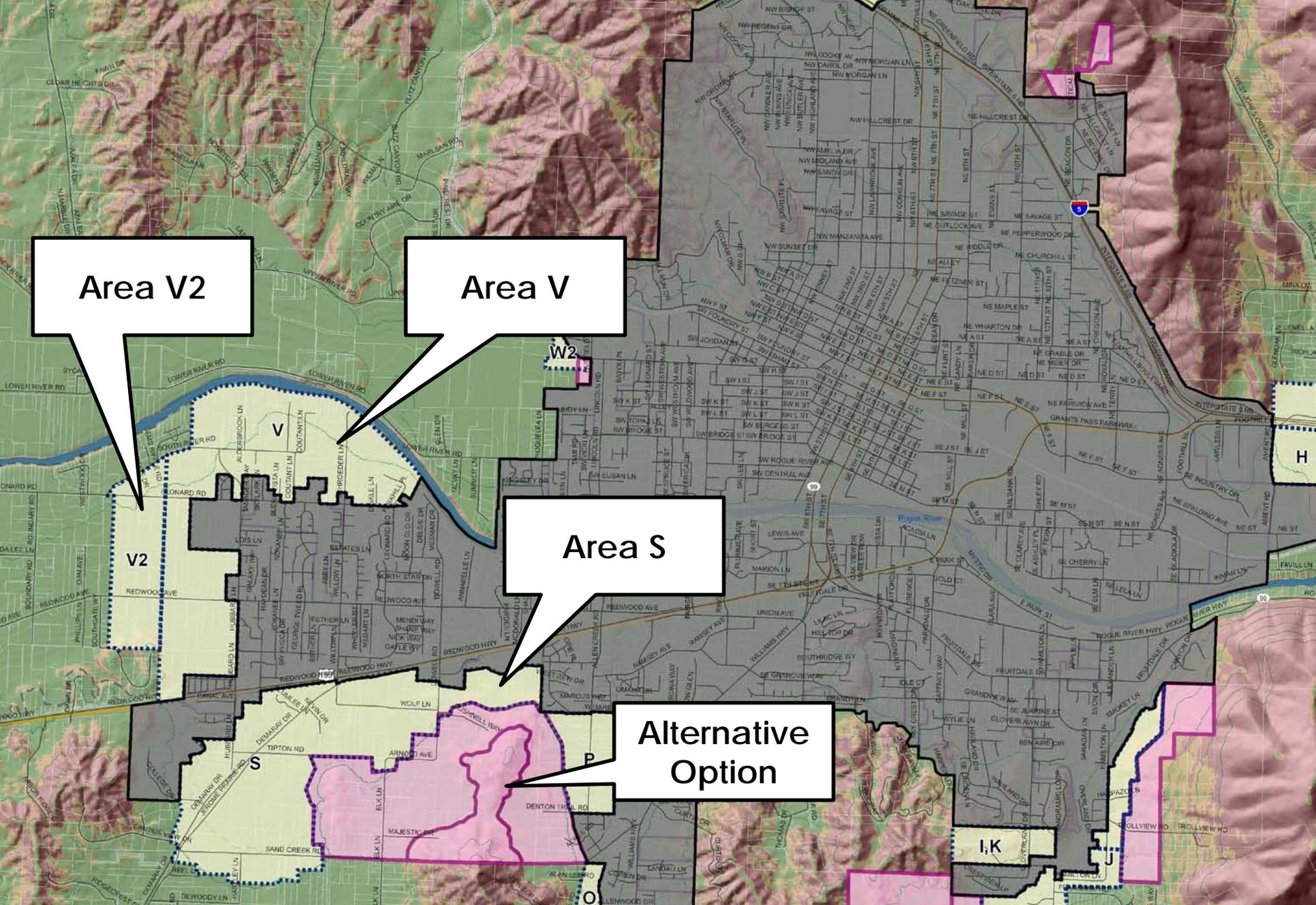
Protected Bikeways – Missoula, MT



Protected Bikeway – Lincoln, NE

A dense forest of trees with vibrant yellow and orange autumn foliage. The leaves are in various stages of color change, with some still green and others fully yellow or orange. The trees are closely packed, creating a thick canopy of color. The lighting is soft, suggesting an overcast day or a shaded area of the forest.

Your Neighborhood Centers



Area V2

Area V

Area S

Alternative Option

Draft UGB Expansion Areas

Neighborhood Center Design Criteria

- Available Developable Land
- Streets with Adequate Drive-By Traffic
- Well Connected to Major Mobility Corridors
- Well Connected to Existing Development
- Safe and Reliable Transit Service
- Well Served By Utilities

Fundamental Characteristics

Neighborhood Center Design Criteria

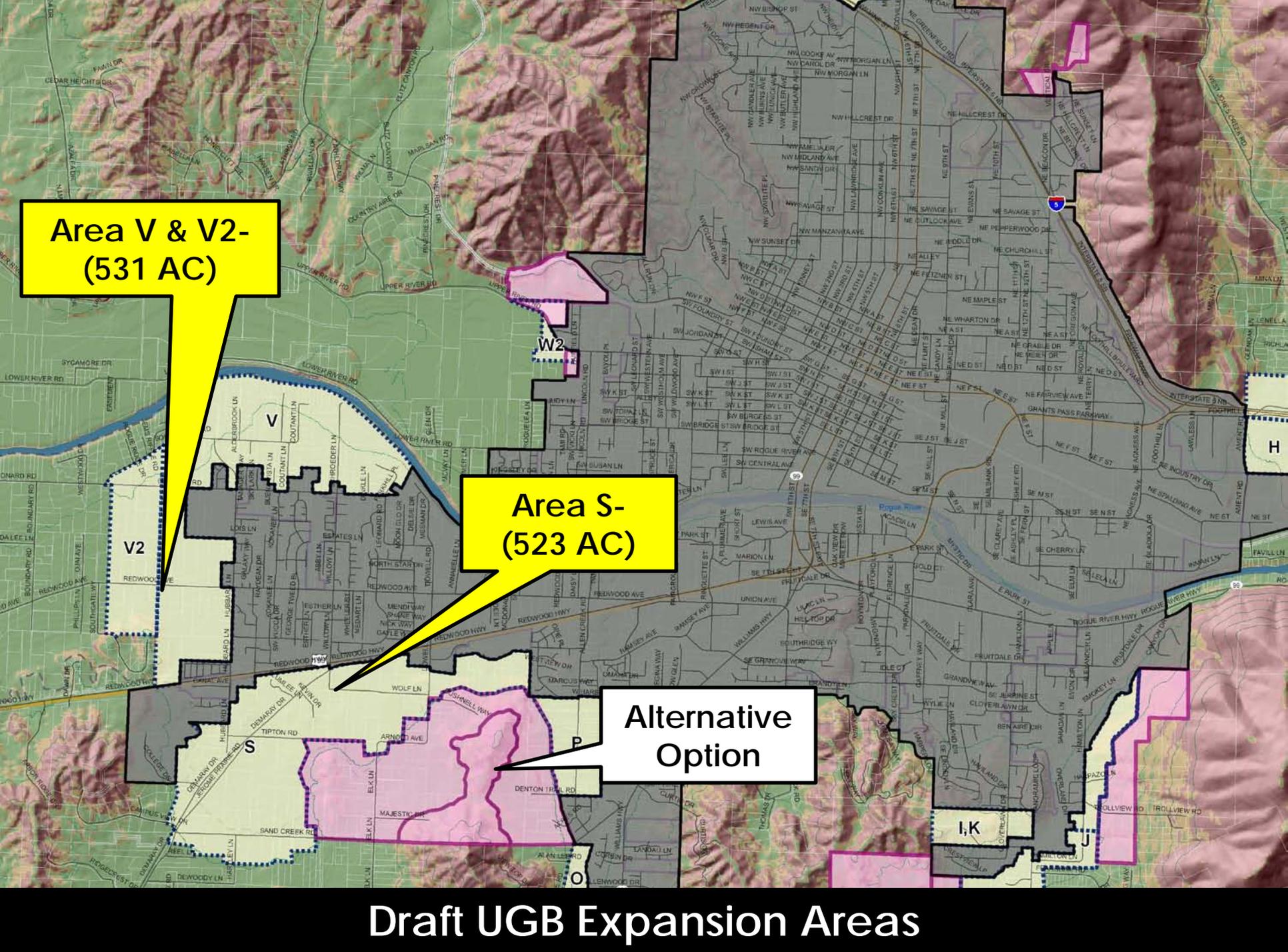
- Available Developable Land

**Area V & V2-
(531 AC)**

**Area S-
(523 AC)**

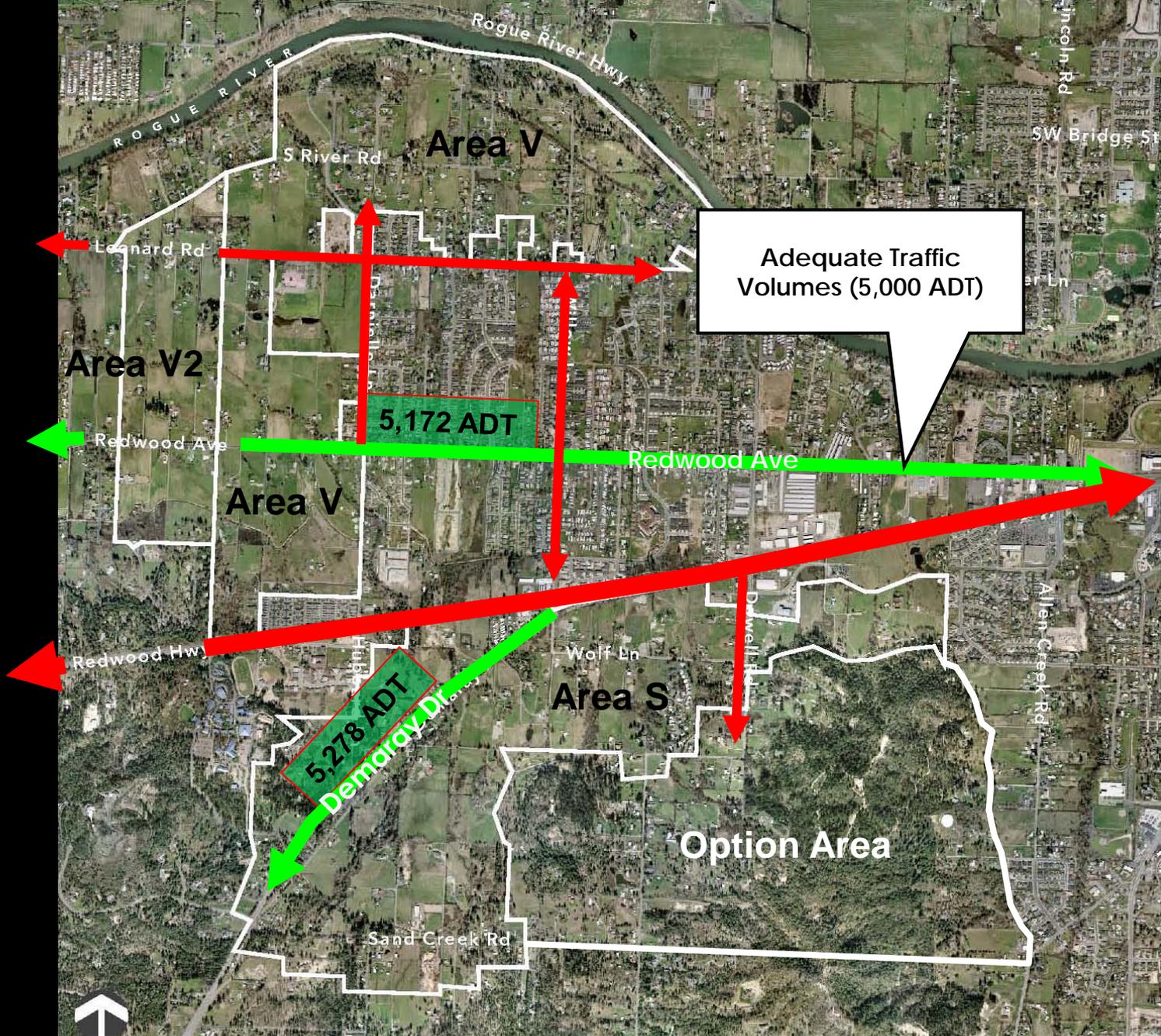
**Alternative
Option**

Draft UGB Expansion Areas

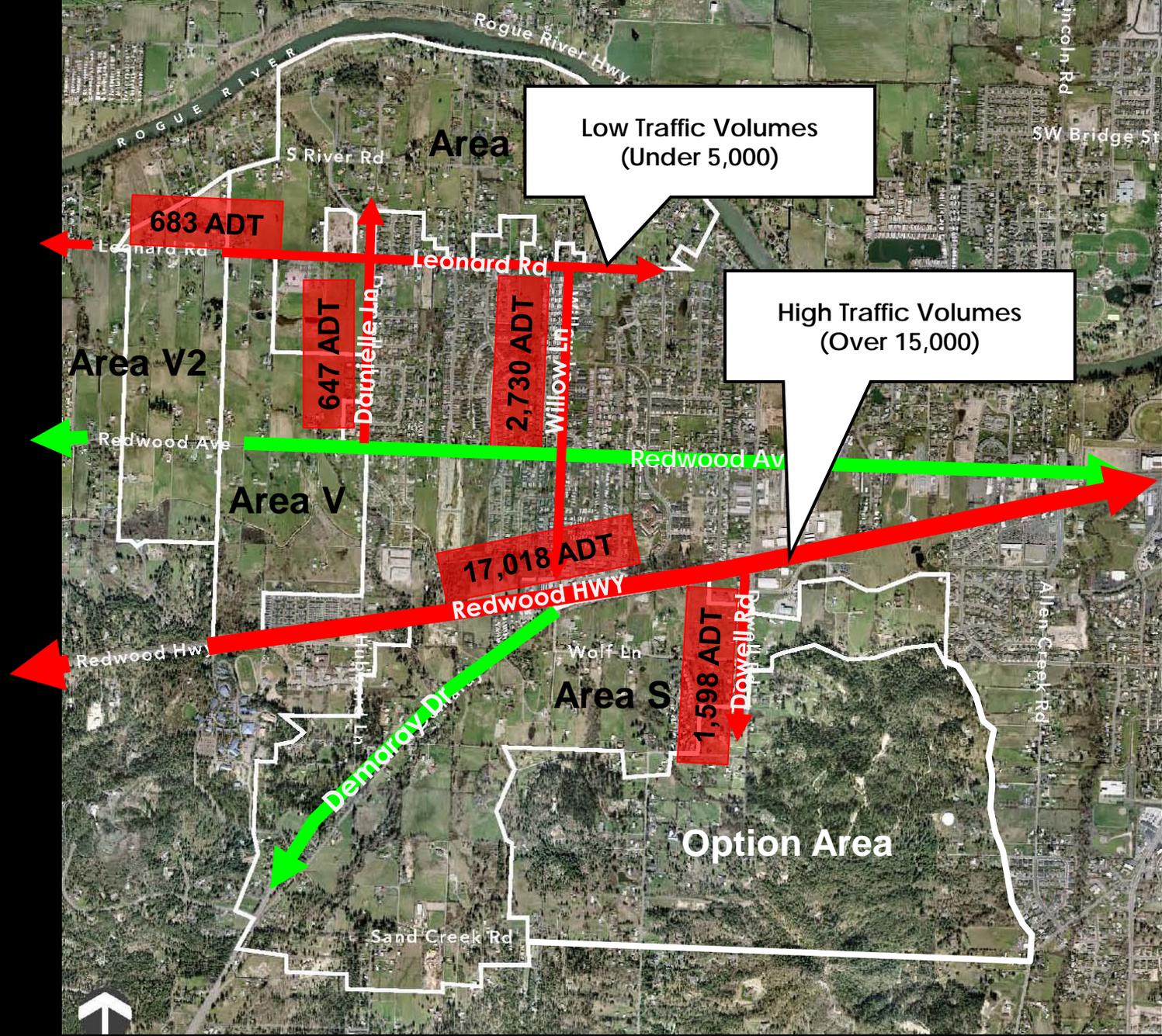


Neighborhood Center Design Criteria

- Available Developable Land
- Streets with Adequate Drive-By Traffic



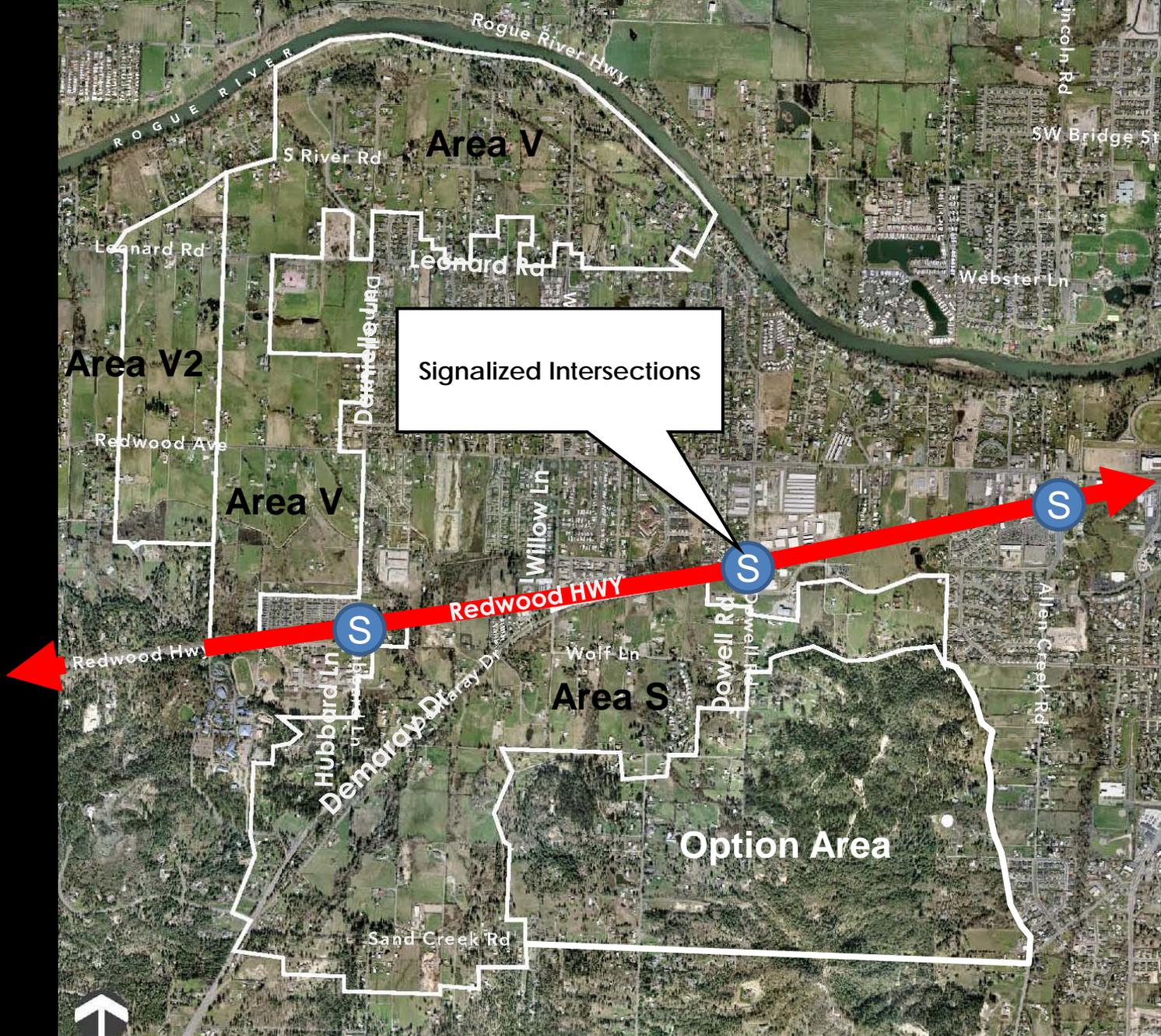
Drive-By Traffic



Drive-By Traffic

Neighborhood Center Design Criteria

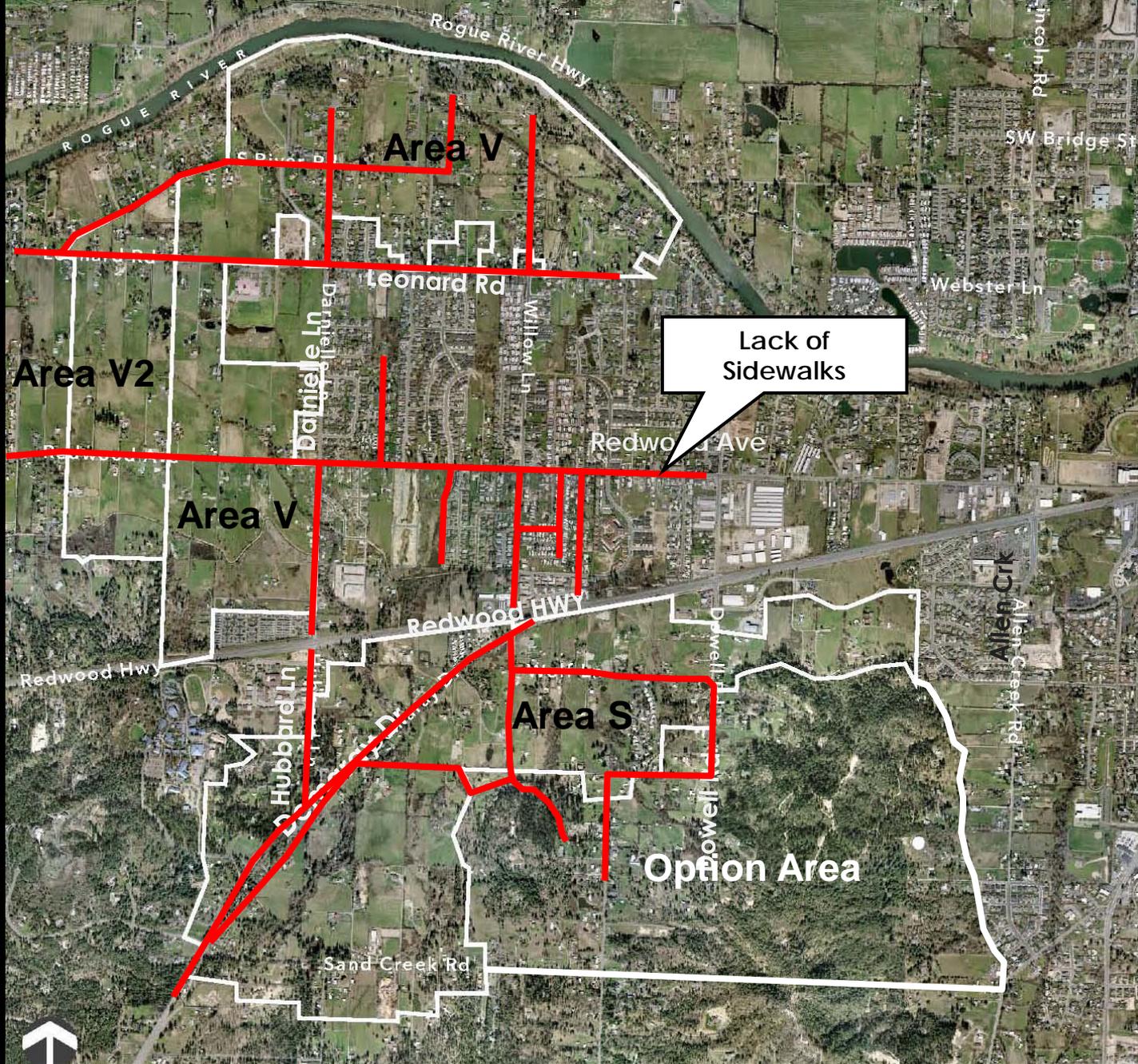
- Available Developable Land
- Streets with Adequate Drive-By Traffic
- **Well Connected to Major Mobility Corridors**



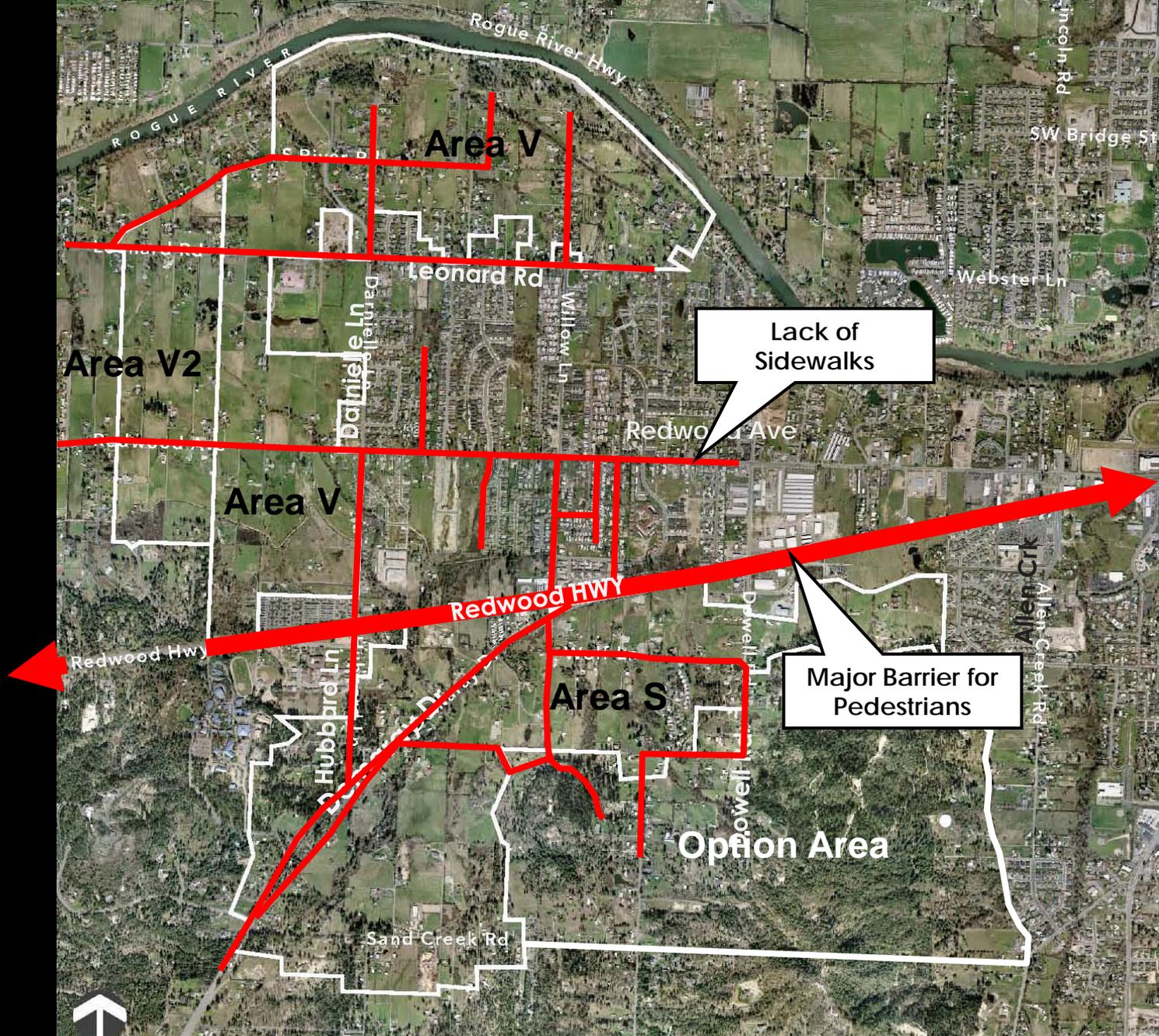
Well Connected to Major Mobility Corridors

Neighborhood Center Design Criteria

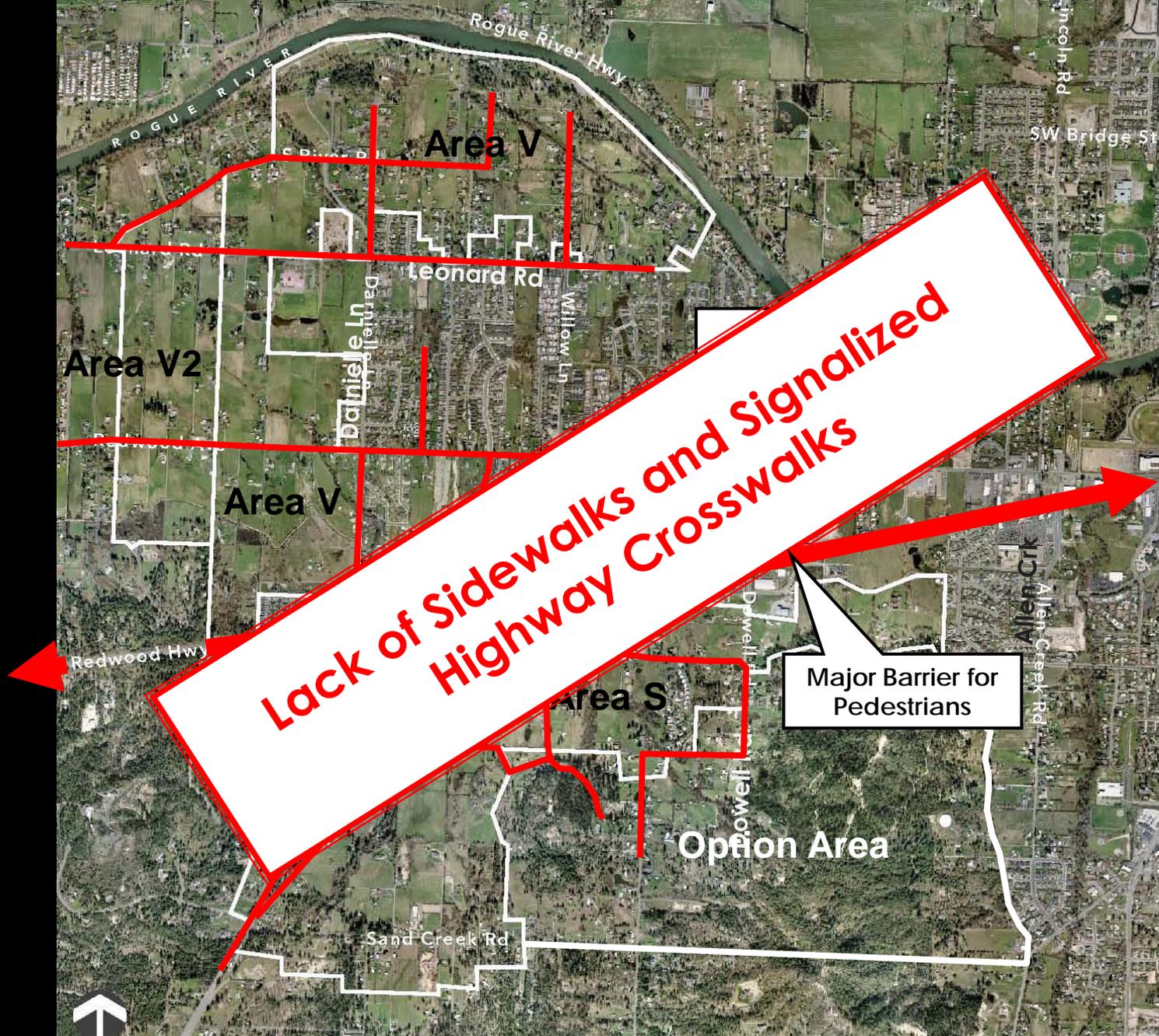
- Available Developable Land
- Streets with Adequate Drive-By Traffic
- Well Connected to Major Mobility Corridors
- **Well Connected to Existing Development**



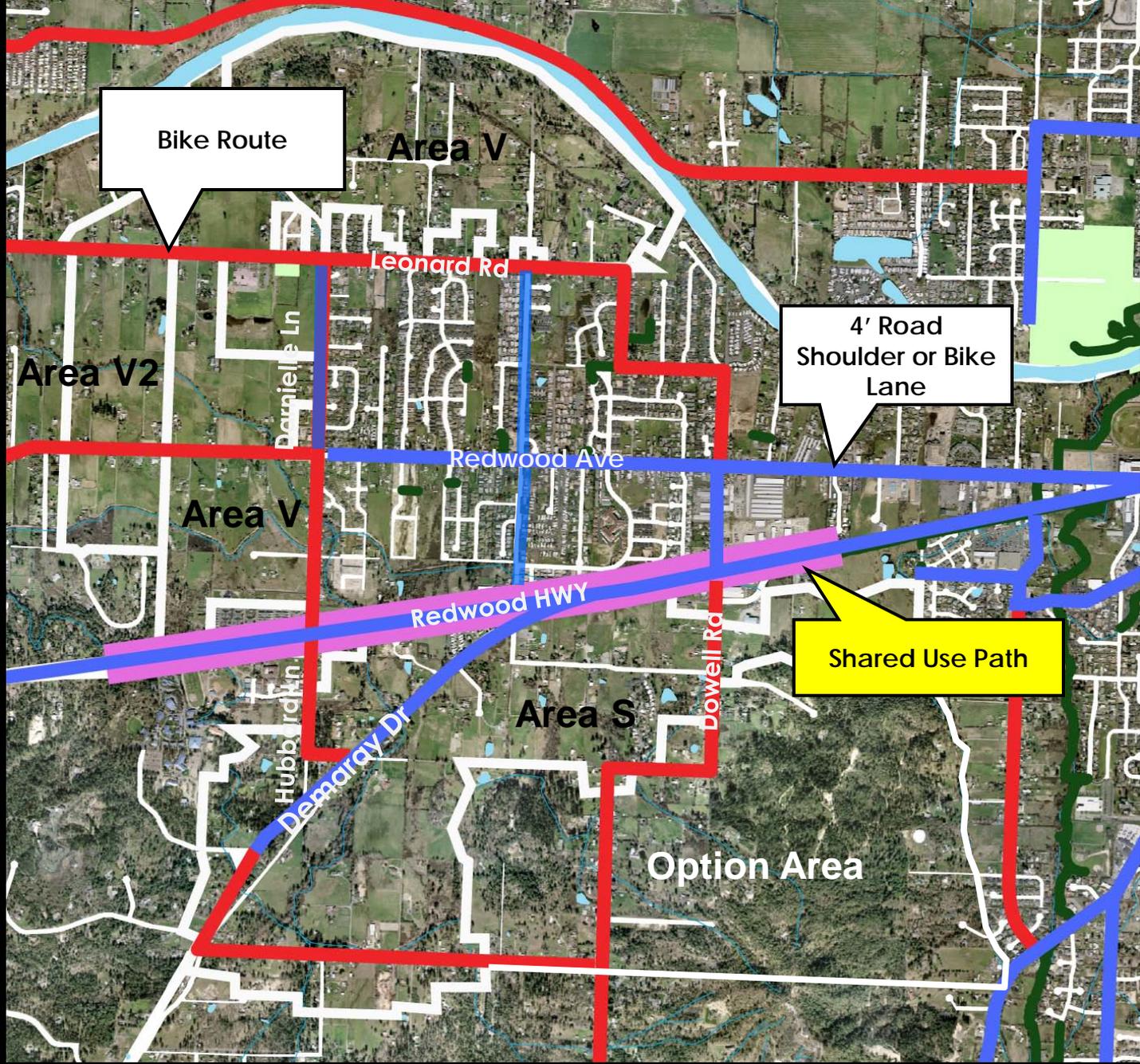
Pedestrian Facilities



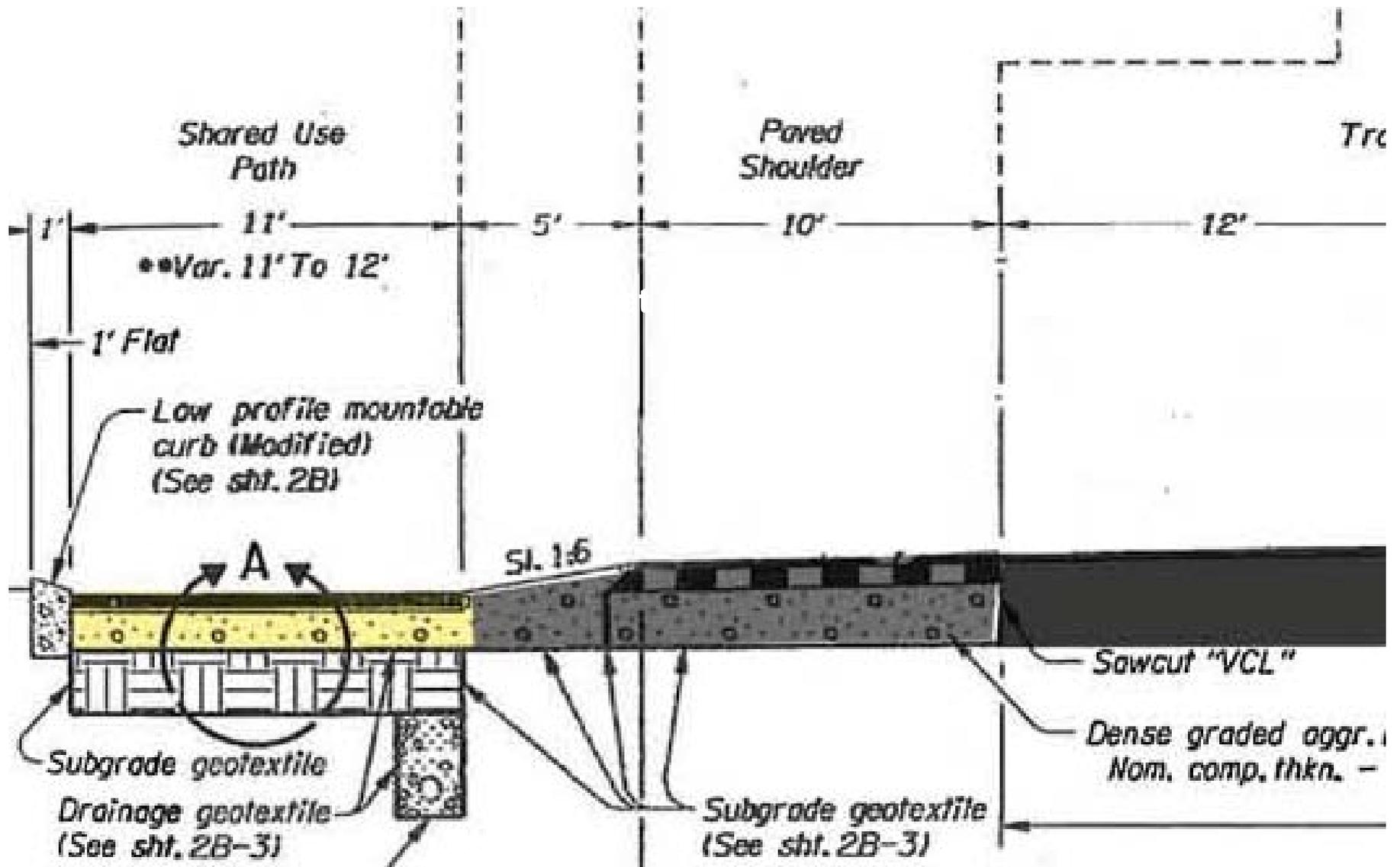
Pedestrian Facilities



Pedestrian Facilities



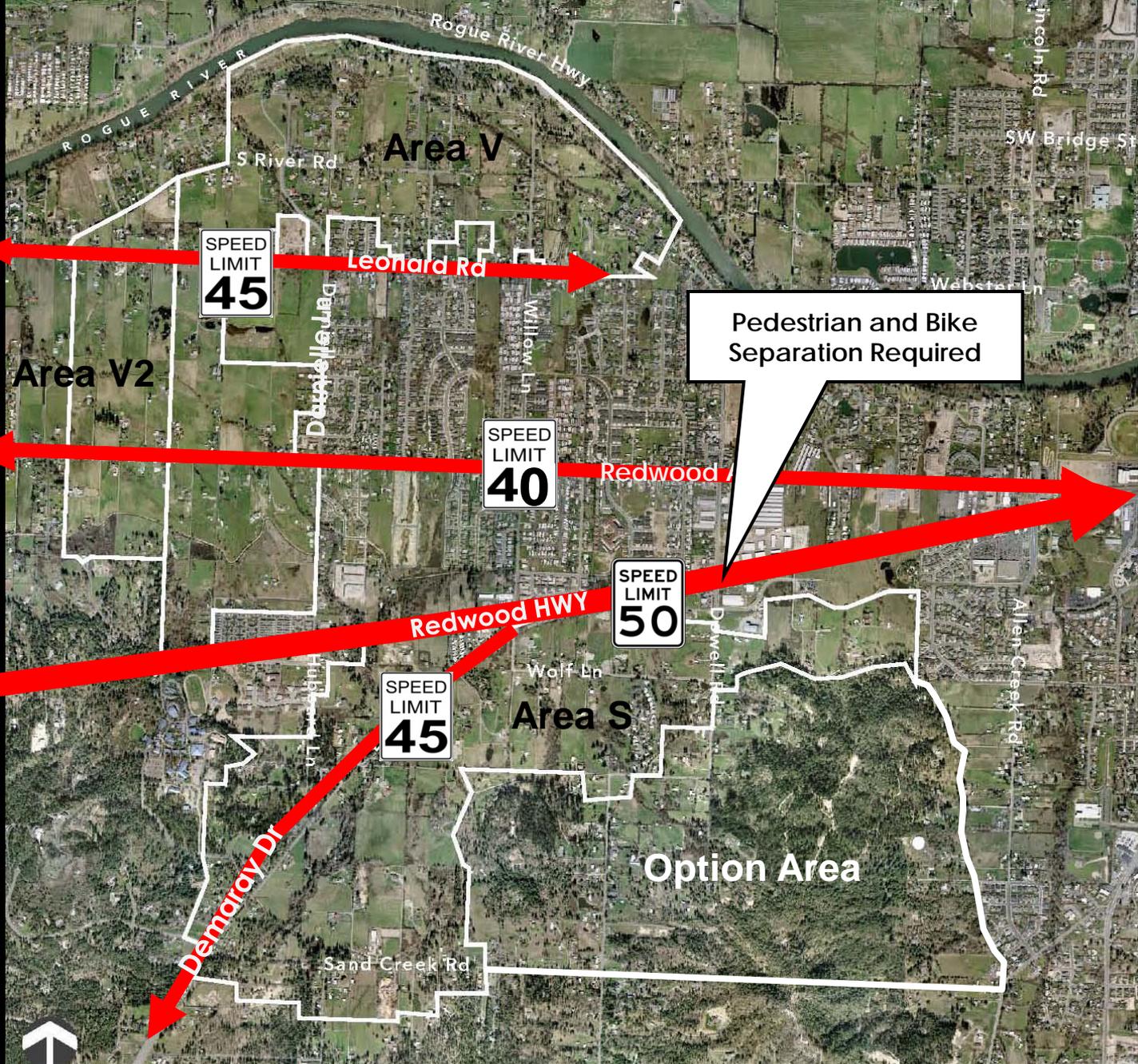
Planned and Existing Bicycle Facilities



Redwood Highway- Shared Use Path



Bicycle Facilities



Posted Speeds



Planned Road Projects



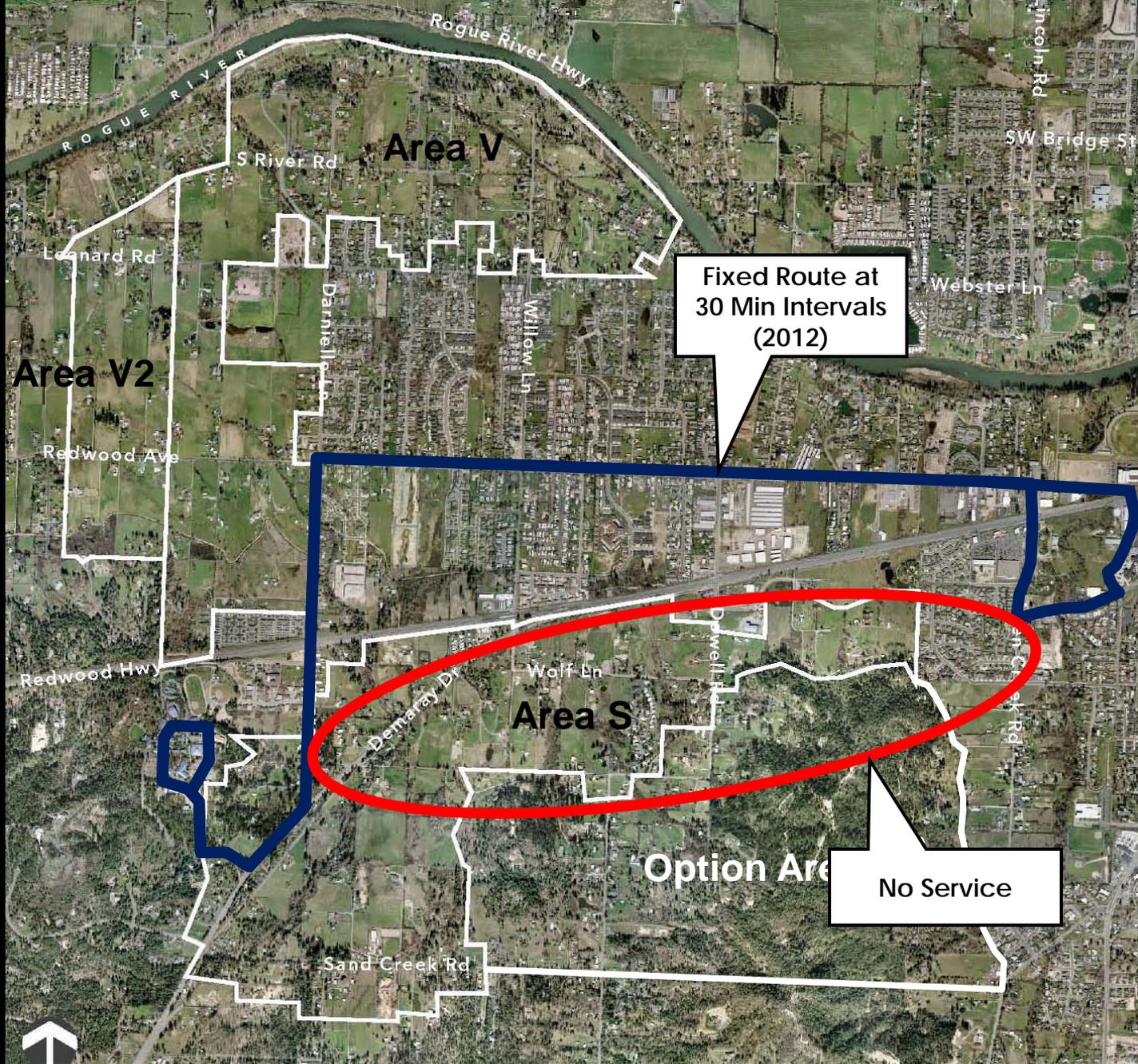
Planned Road Improvements

Neighborhood Center Design Criteria

- Available Developable Land
- Streets with Adequate Drive-By Traffic
- Well Connected to Major Mobility Corridors
- Well Connected to Existing and Future Development
- **Safe and Reliable Transit Service**



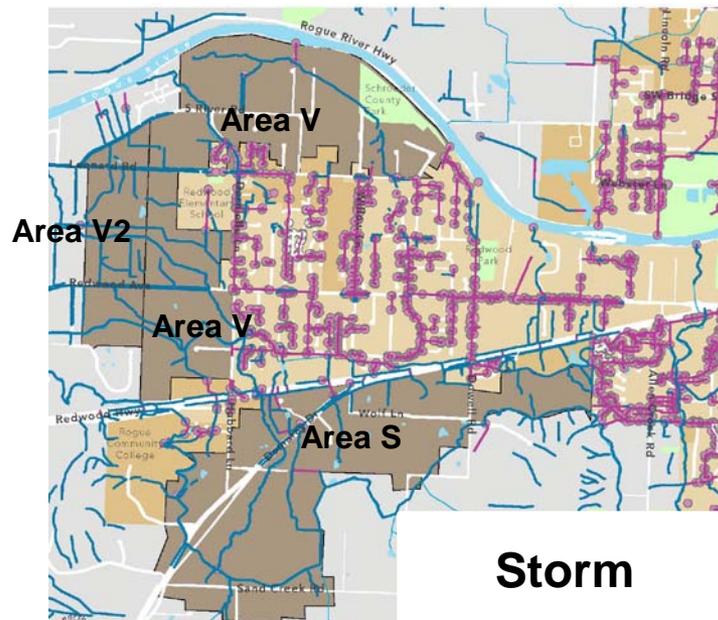
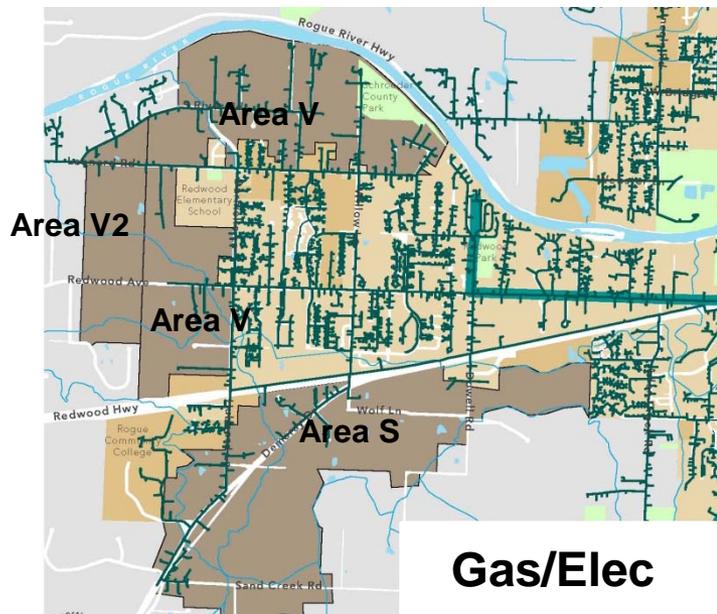
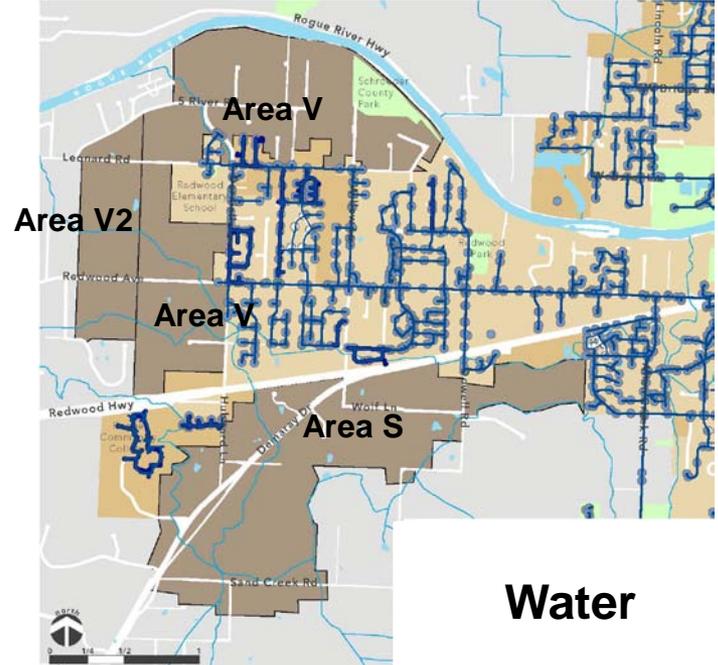
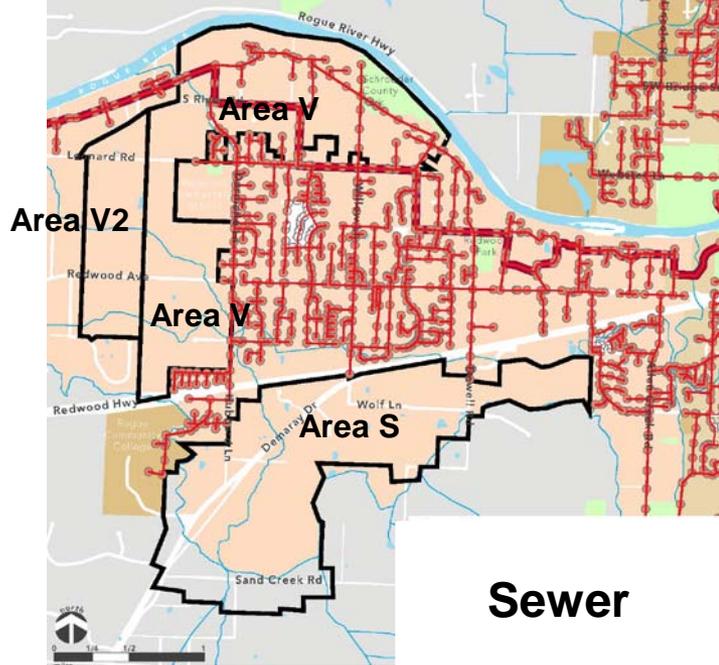
Safe and Reliable Transit Service



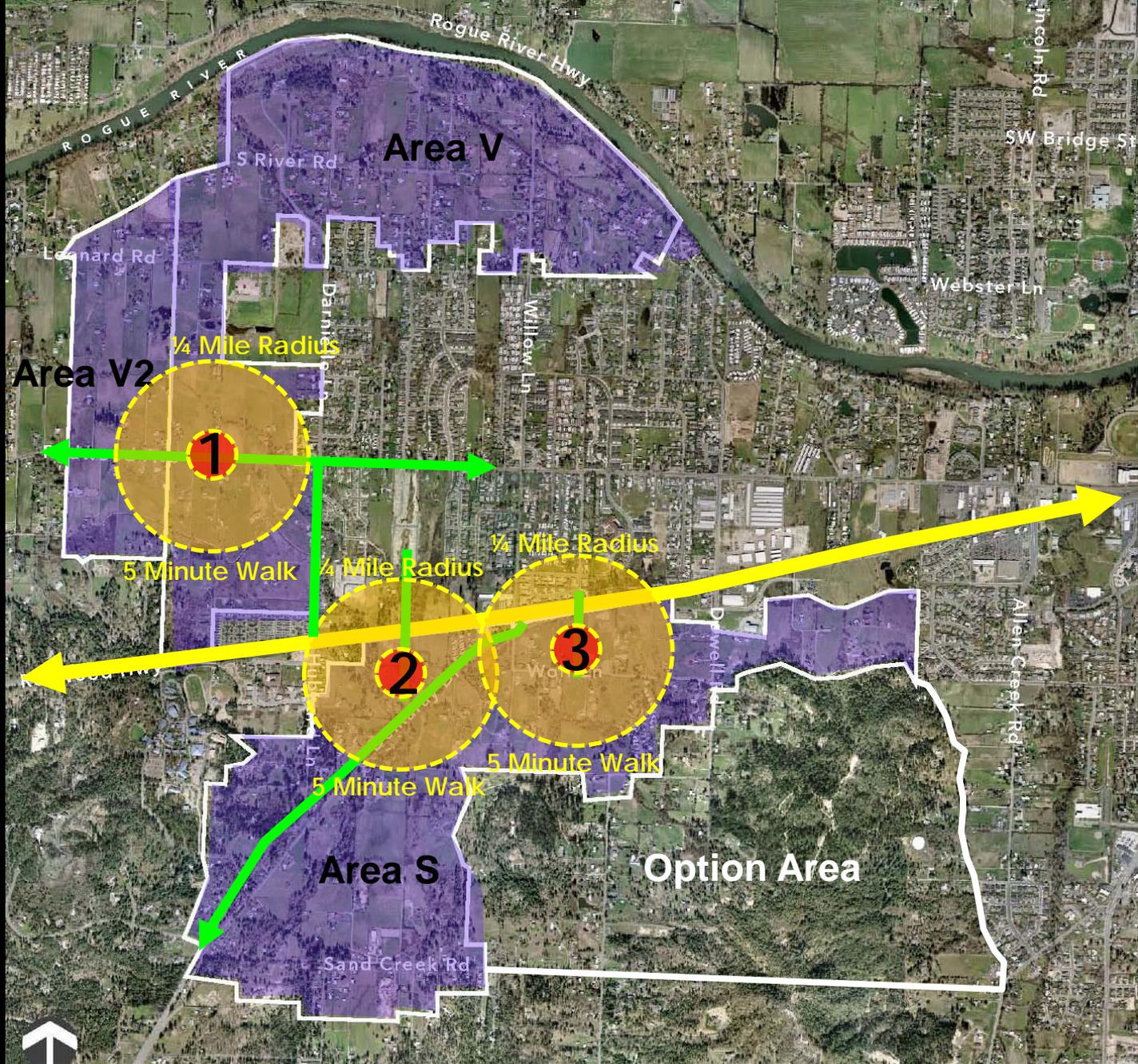
Safe and Reliable Transit Service

Neighborhood Center Design Criteria

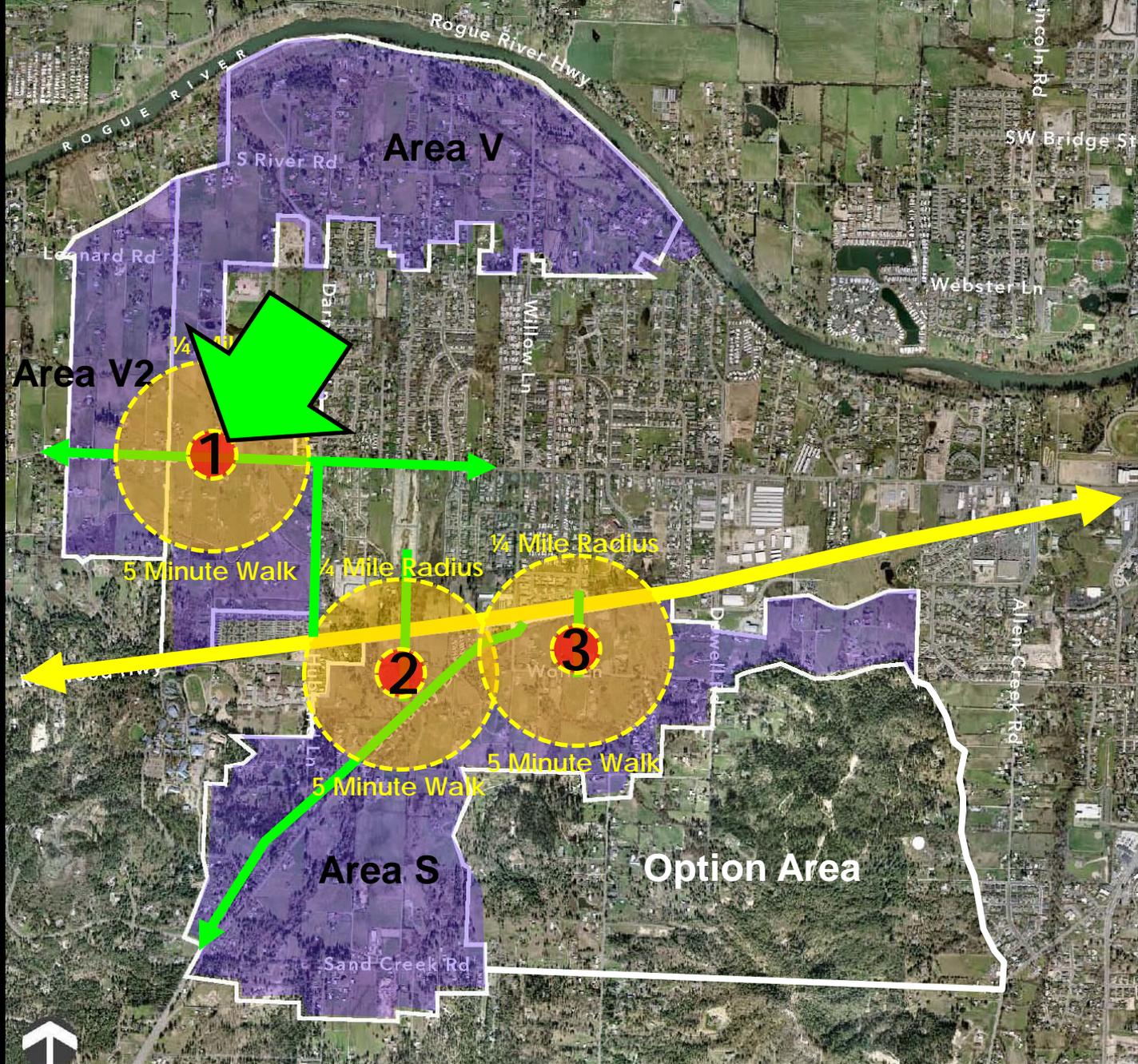
- Available Developable Land
- Streets with Adequate Drive-By Traffic
- Well Connected to Major Mobility Corridors
- Well Connected to Existing and Future Development
- Safe and Reliable Transit Service
- **Well Served By Utilities**



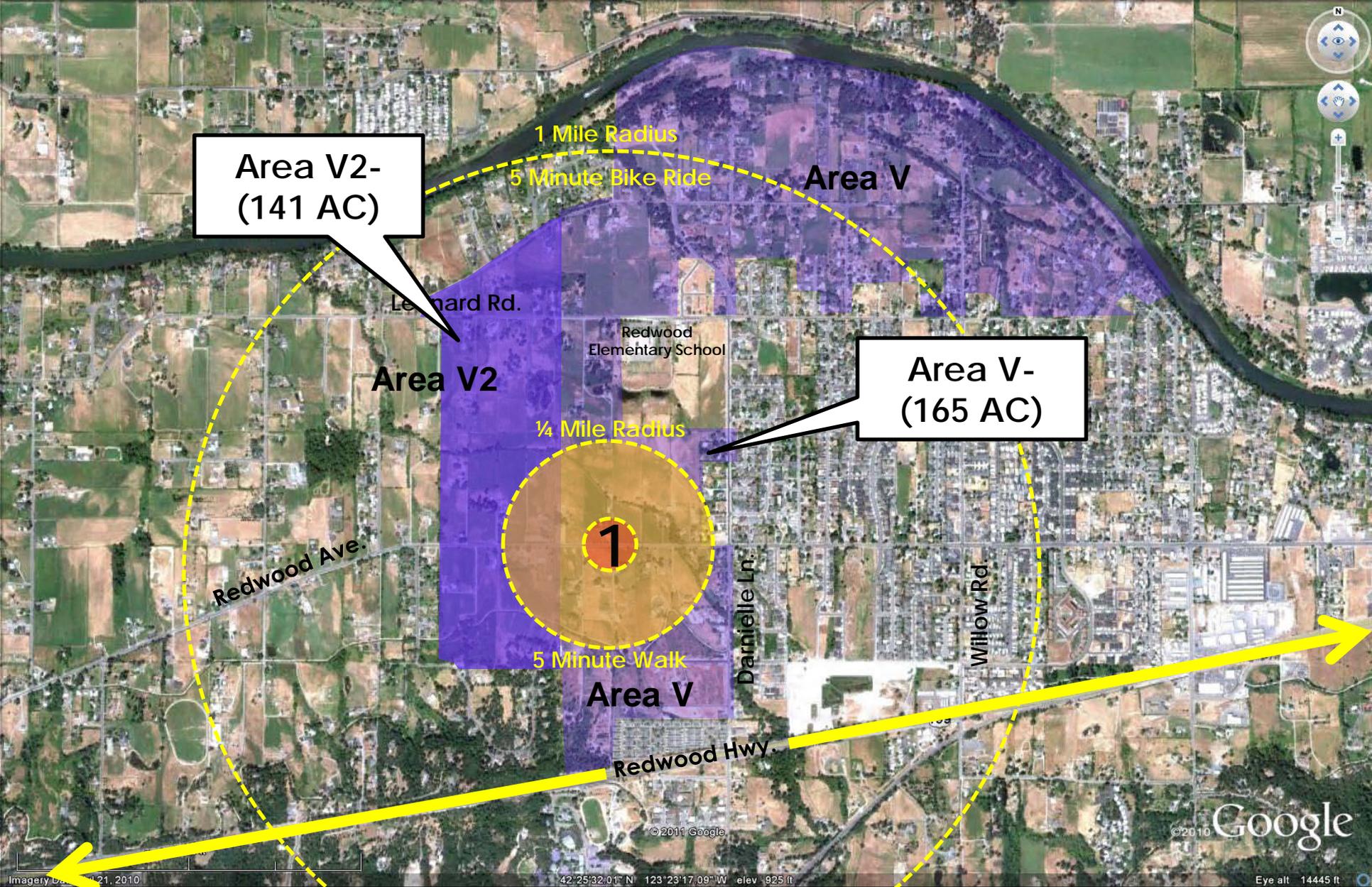
Not Well Served By Utilities



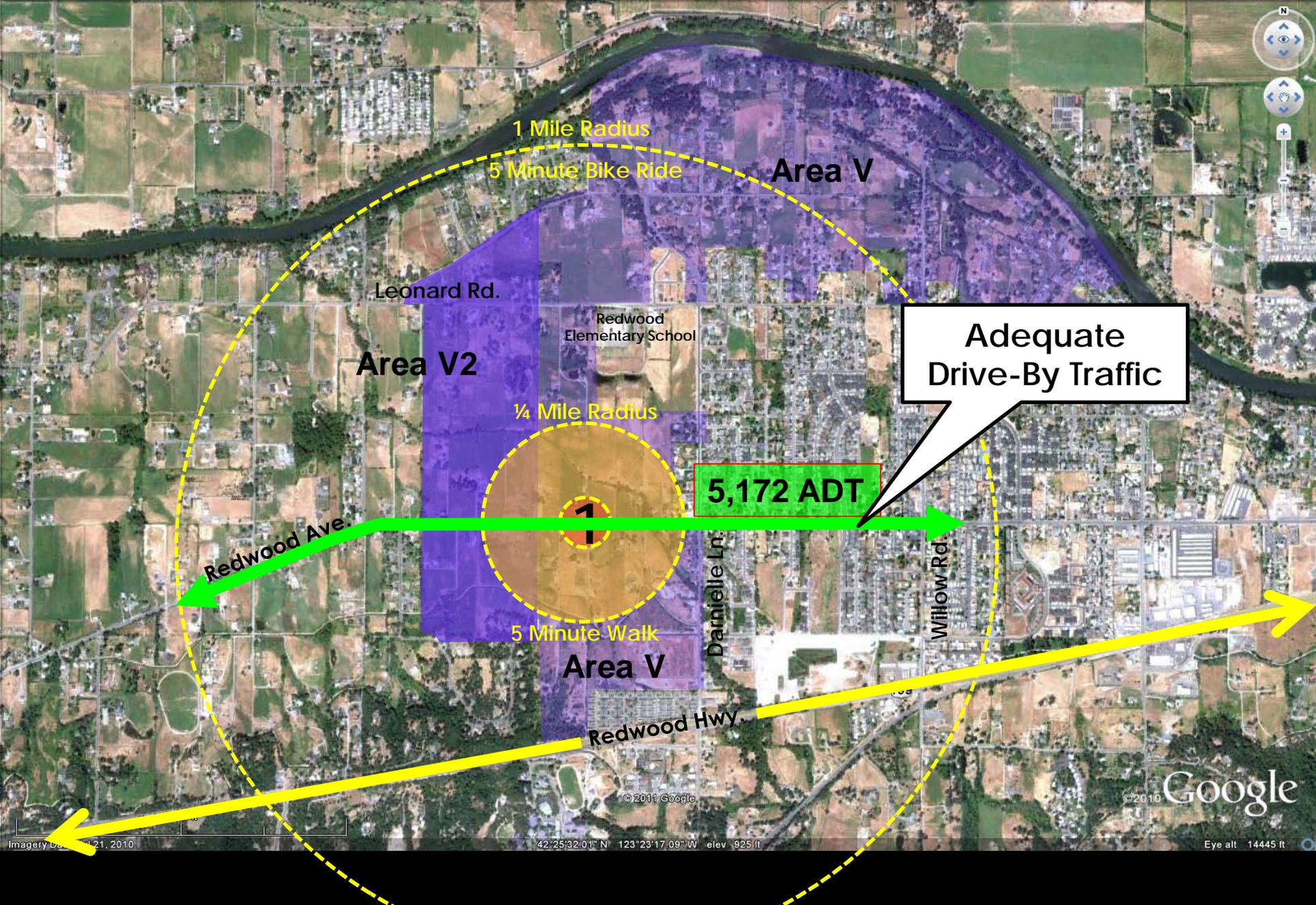
Potential Neighborhood Centers



Potential Neighborhood Centers



Potential Neighborhood Center



Potential Neighborhood Center

1 Mile Radius

5 Minute Bike Ride

Area V

Leonard Rd.

Area V2

Redwood Elementary School

¼ Mile Radius

1

5,172 ADT

Adequate Drive-By Traffic

Redwood Ave.

5 Minute Walk

Area V

Danielle Ln.

Willow Rd.

Redwood Hwy.

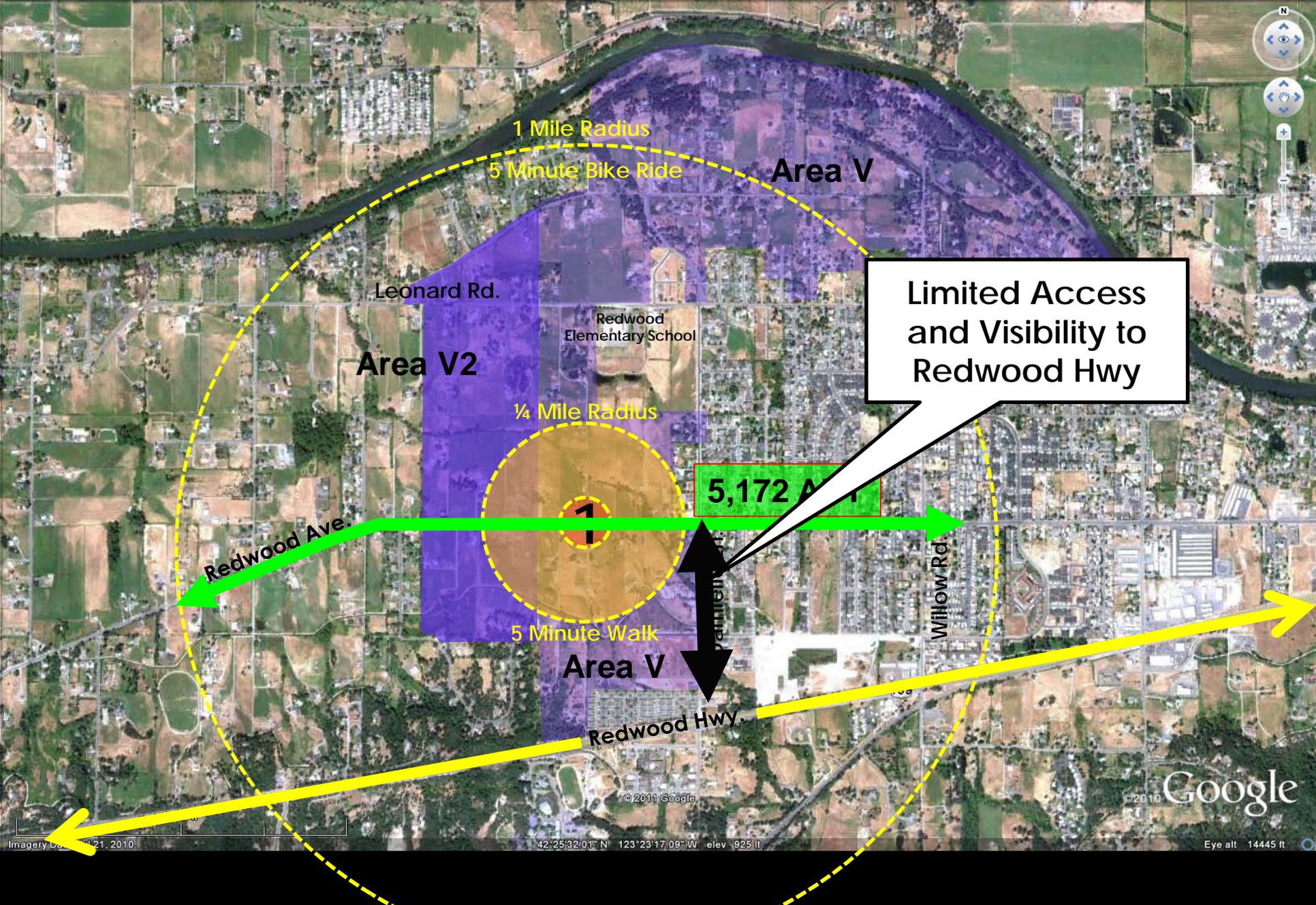
© 2011 Google

© 2010 Google

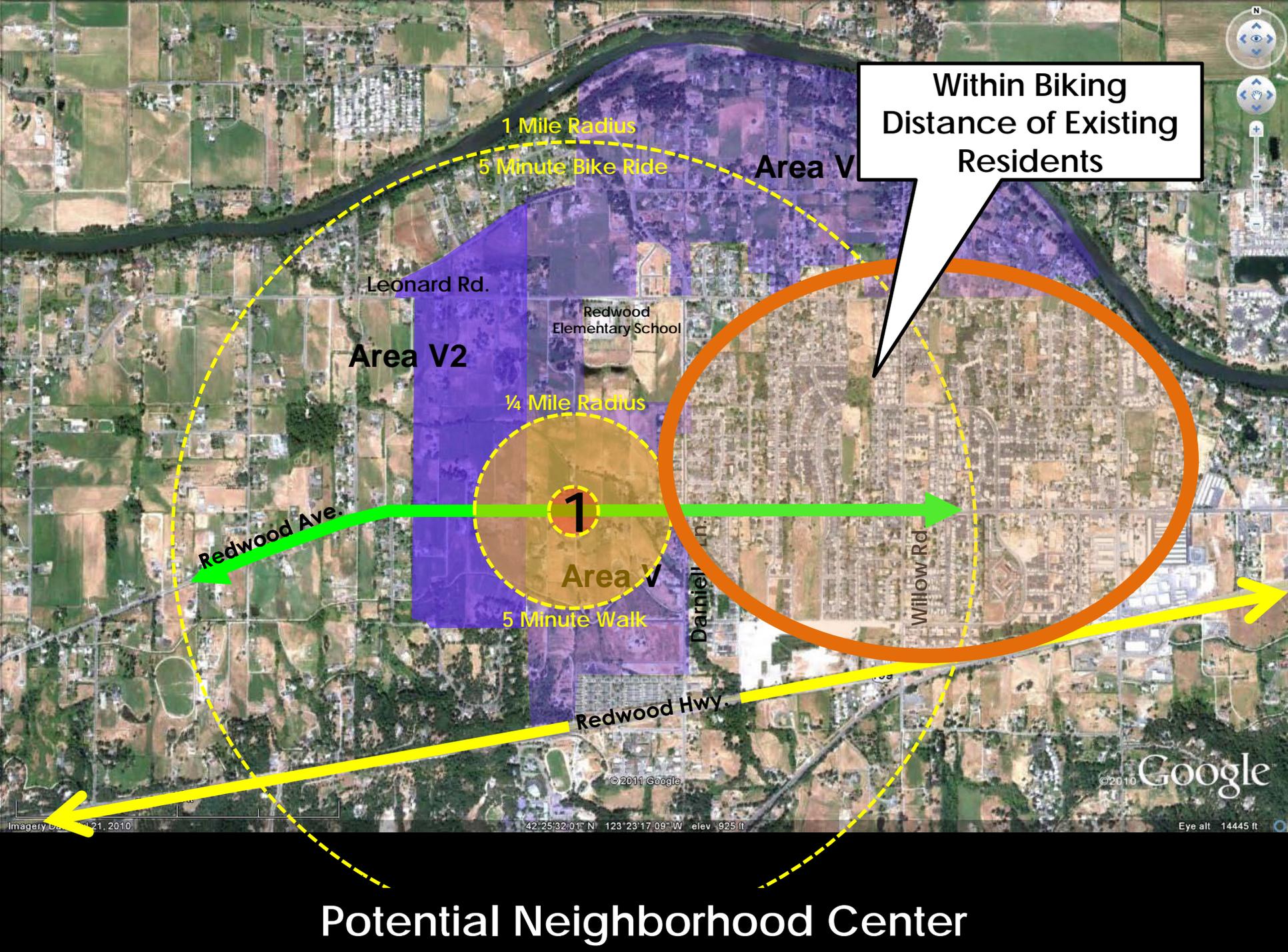
Eye alt 14445 ft

Imagery Date: 11/21, 2010

42°25'32.01" N 123°23'17.09" W elev 925 ft



Potential Neighborhood Center



Within Biking Distance of Existing Residents

1 Mile Radius

5 Minute Bike Ride

Area V

Leonard Rd.

Area V2

Redwood Elementary School

1/4 Mile Radius

1

Area V

5 Minute Walk

Redwood Ave.

Daniel Ln.

Willow Rd.

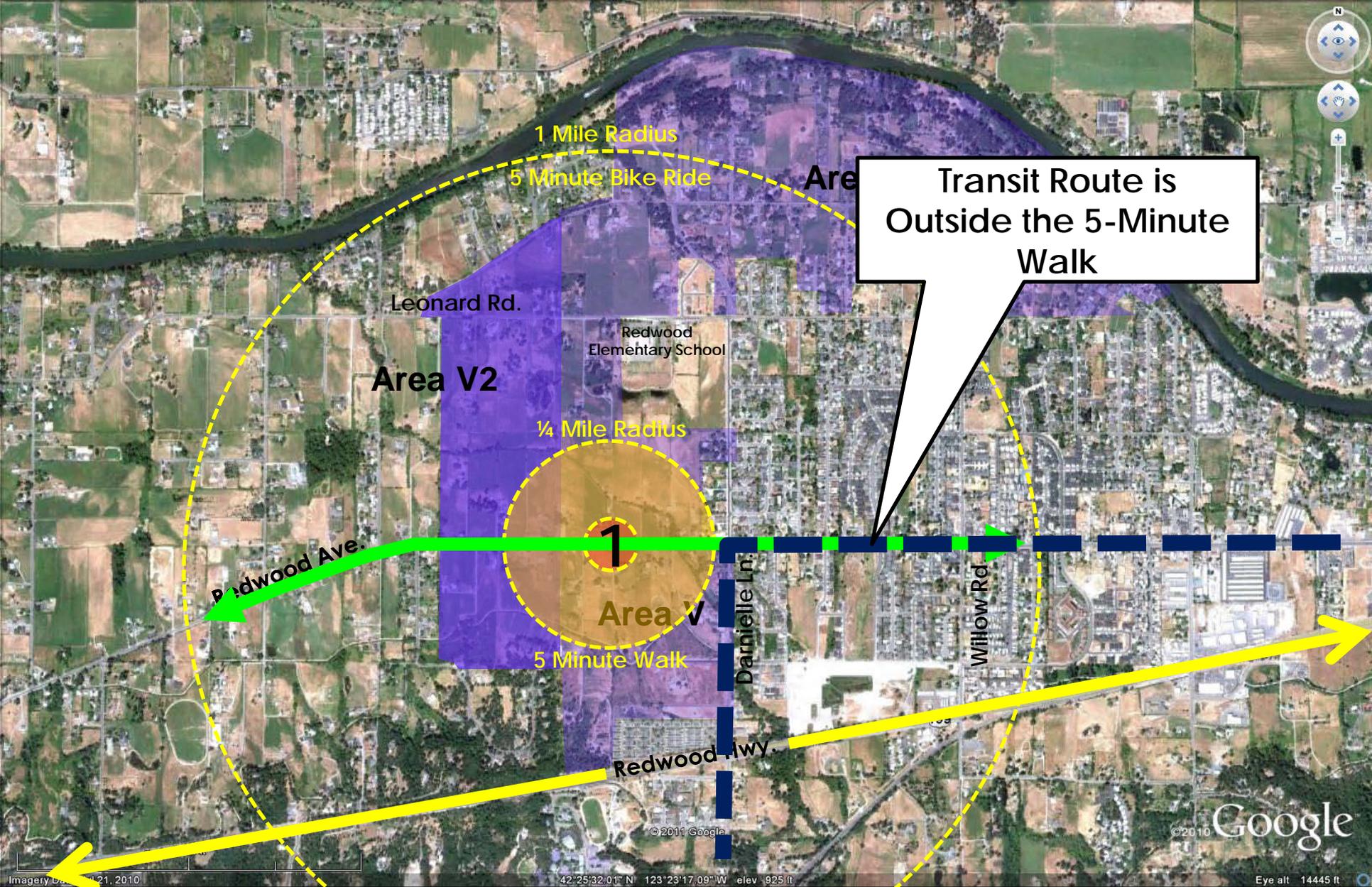
Redwood Hwy.

© 2011 Google

© 2010 Google

Eye alt 14445 ft

Potential Neighborhood Center



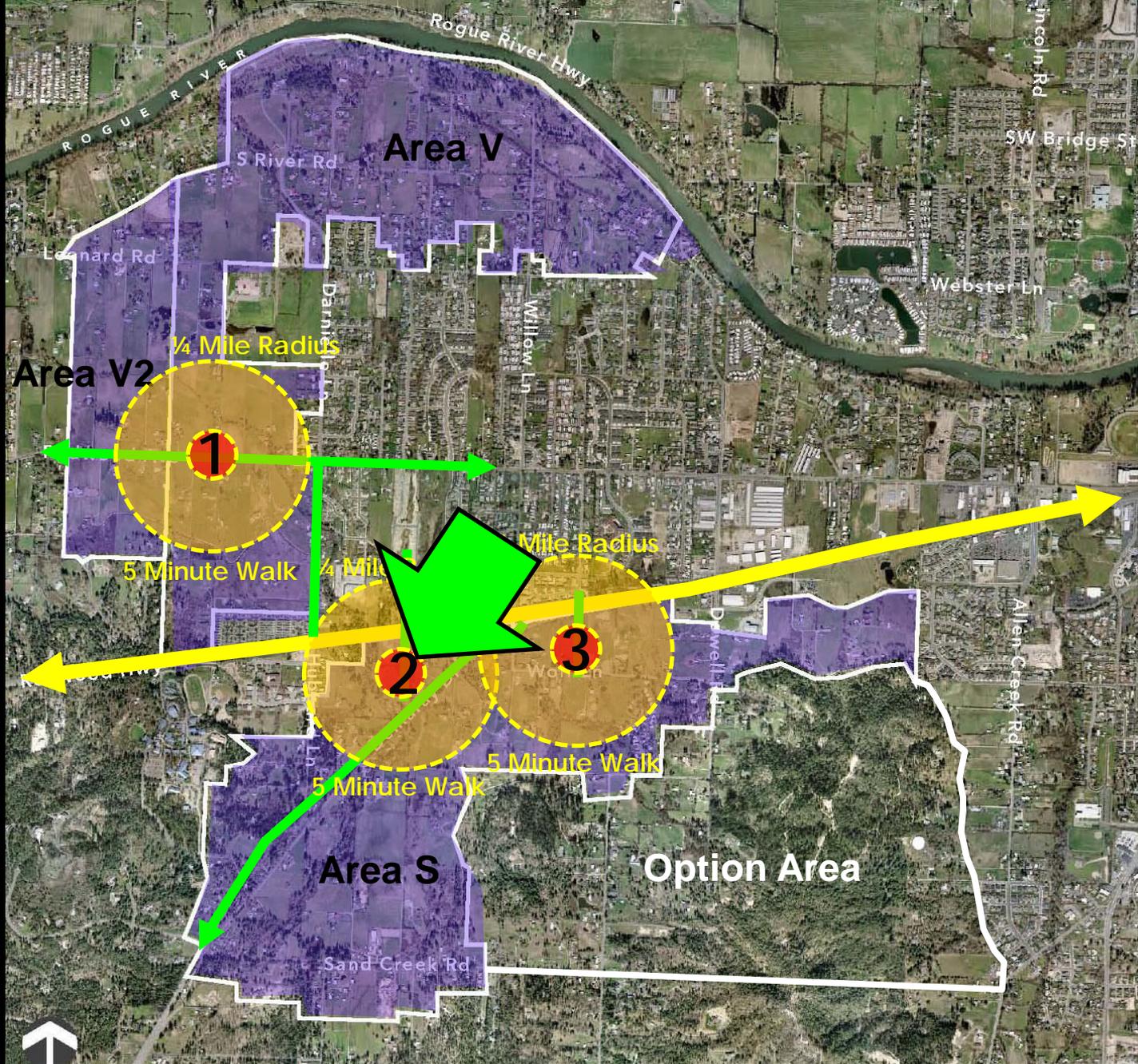
Potential Neighborhood Center

Potential Neighborhood Centers

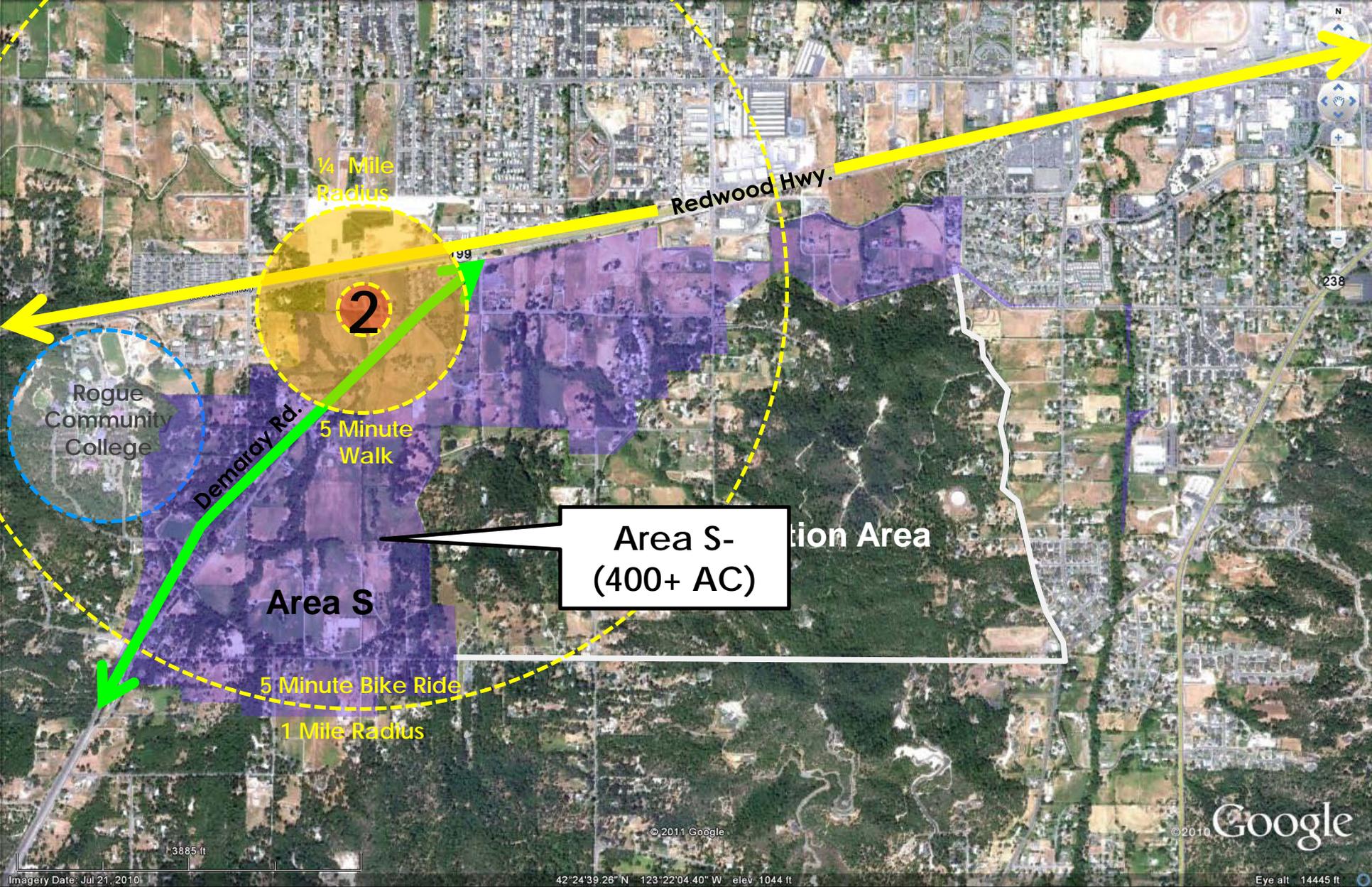
Preliminary Evaluation



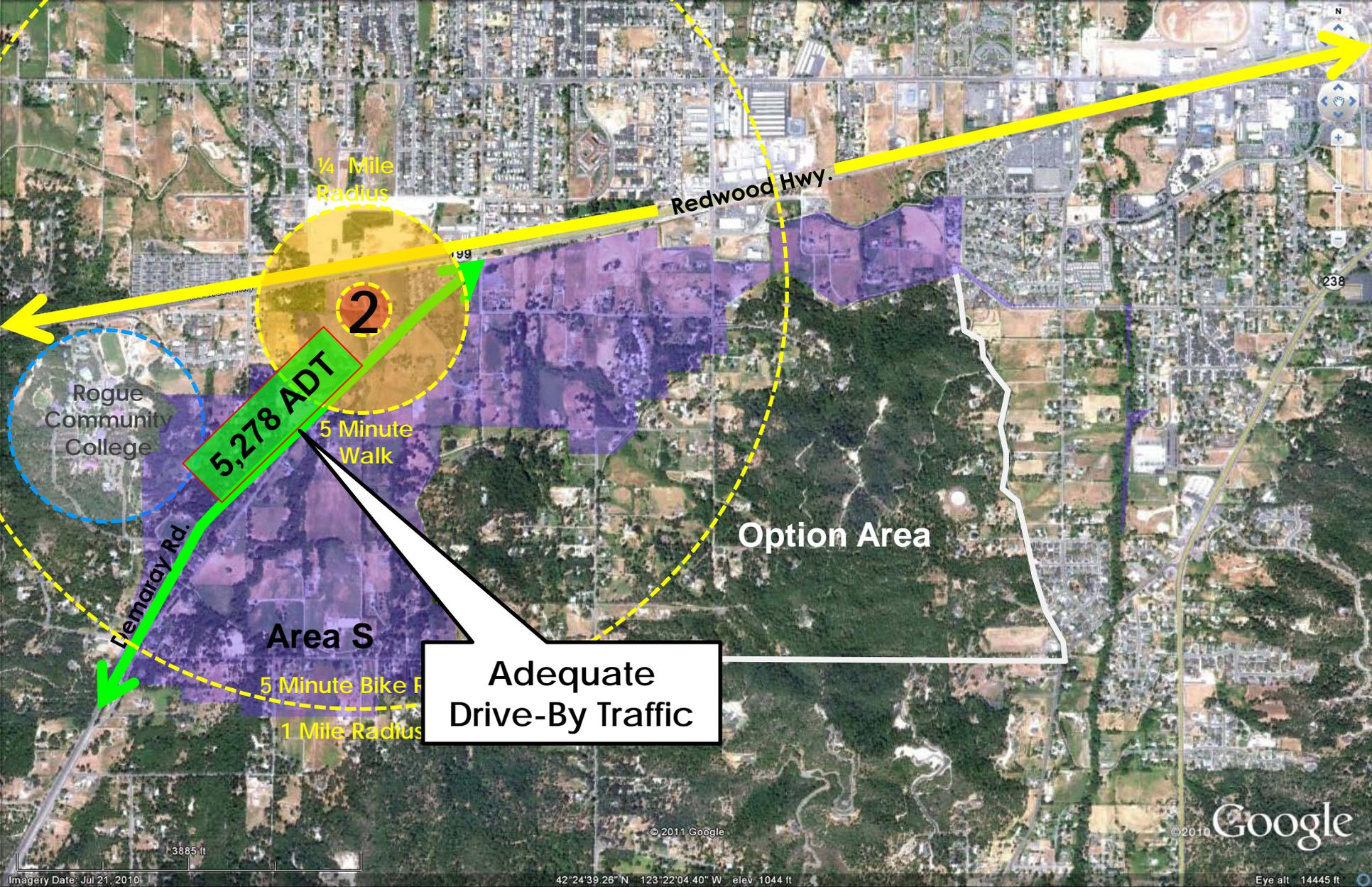
	Available Land	Drive-By Traffic	Redwood Hwy Access	Proximity to Existing Development	Transit Service	Utilities
1						
2						
3						



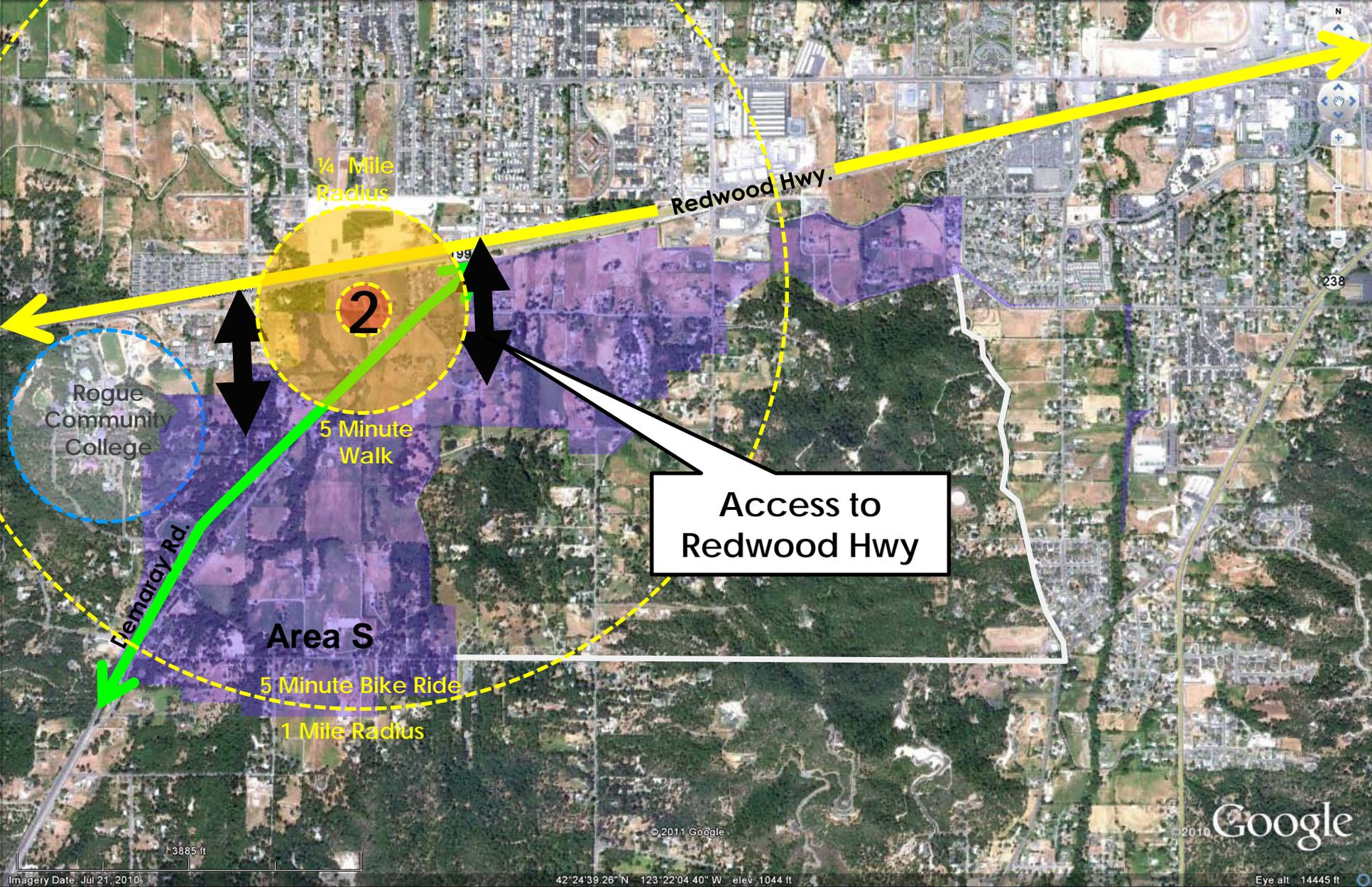
Potential Neighborhood Centers



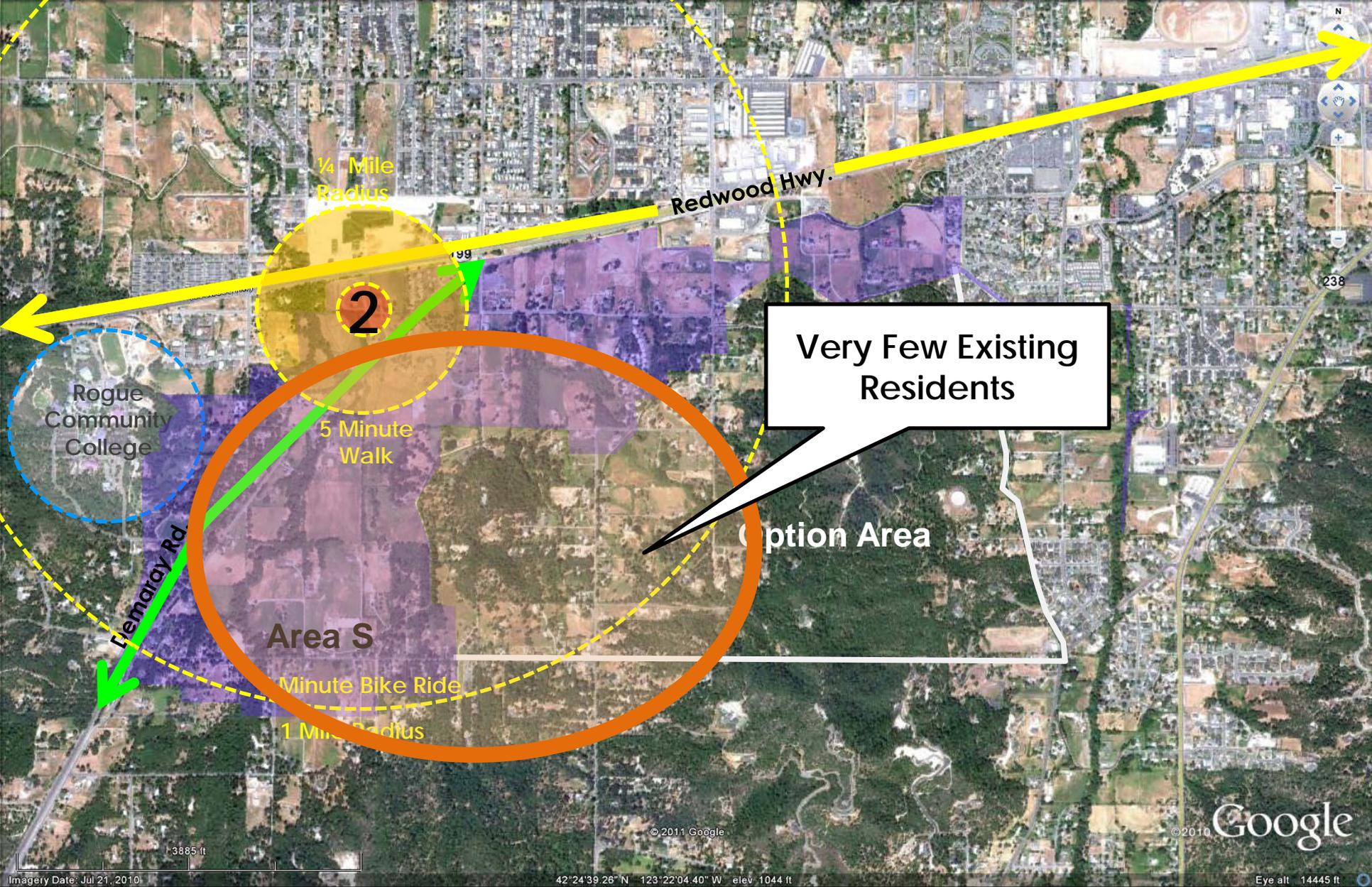
Potential Neighborhood Center



Potential Neighborhood Center



Potential Neighborhood Center



Potential Neighborhood Center

Close Proximity to RCC

1/4 Mile Radius

2

5 Minute Walk

5 Minute Walk

5 Minute Bike Ride

1 Mile Radius

Redwood Hwy.

Fleming Rd.

Option Area

Rogue Community College

© 2011 Google

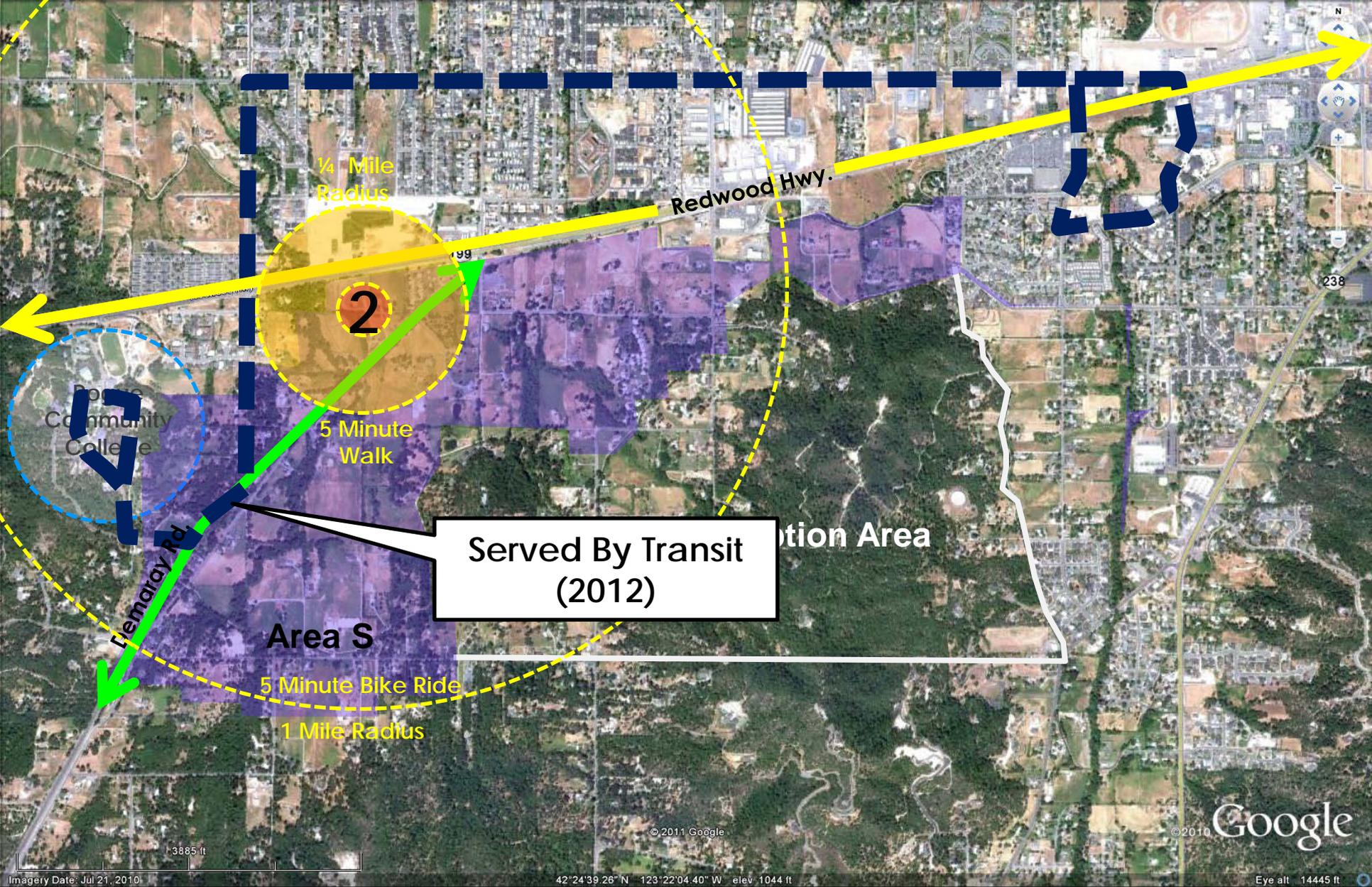
© 2010 Google

Imagery Date: Jul 21, 2010

42°24'39.26" N 123°22'04.40" W elev. 1044 ft

Eye alt 14445 ft

Potential Neighborhood Center



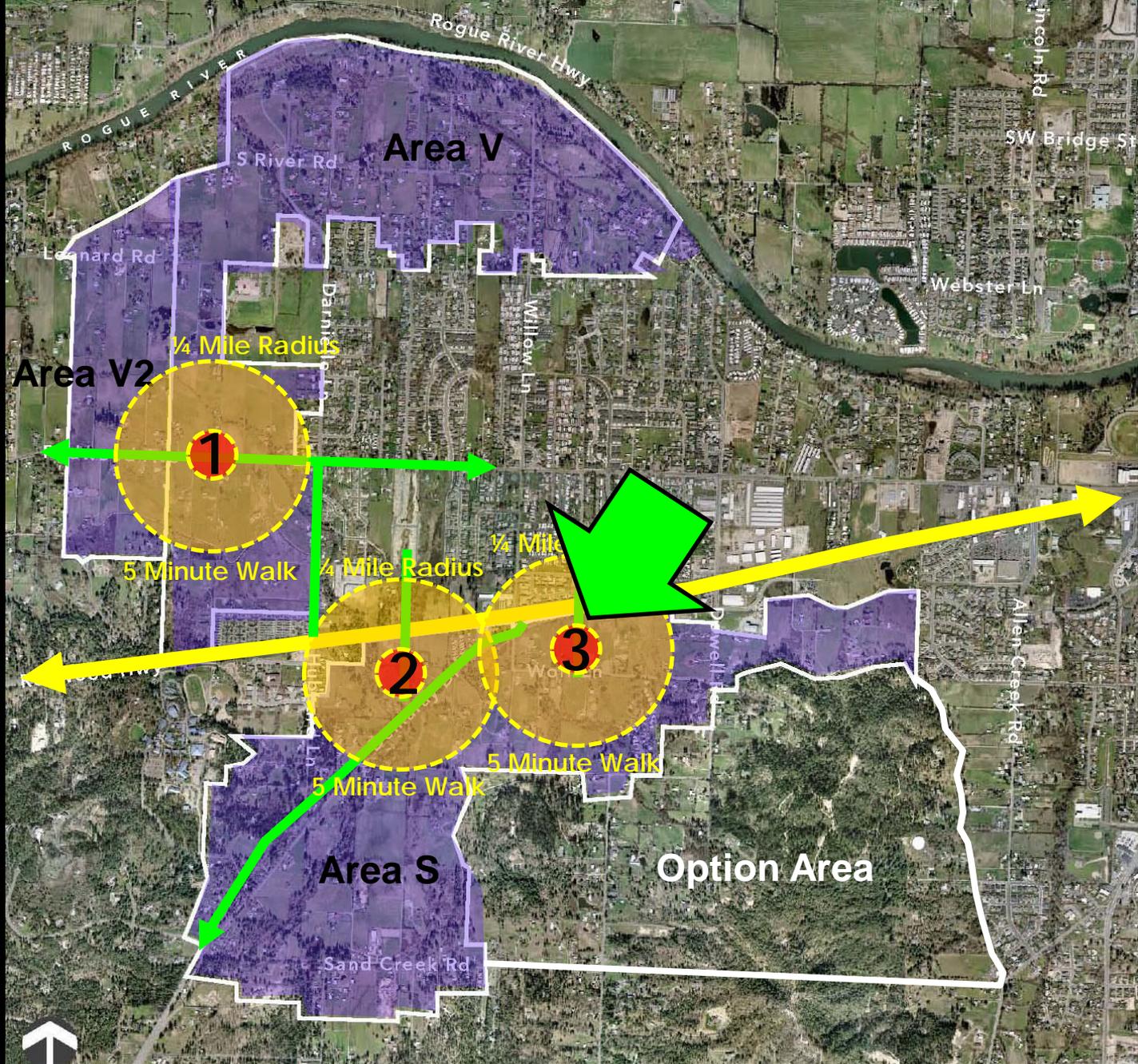
Potential Neighborhood Center

Potential Neighborhood Centers

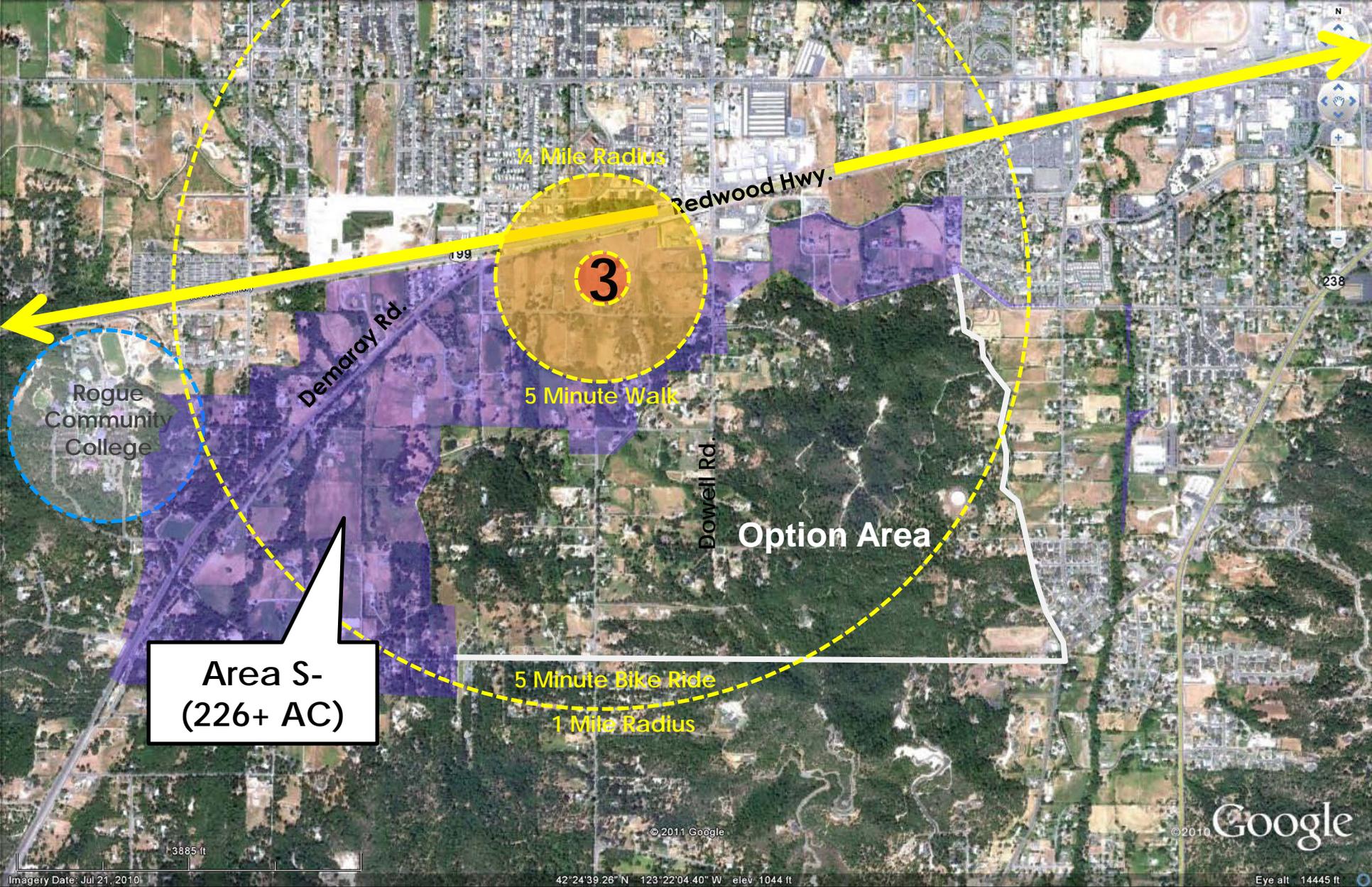
Preliminary Evaluation



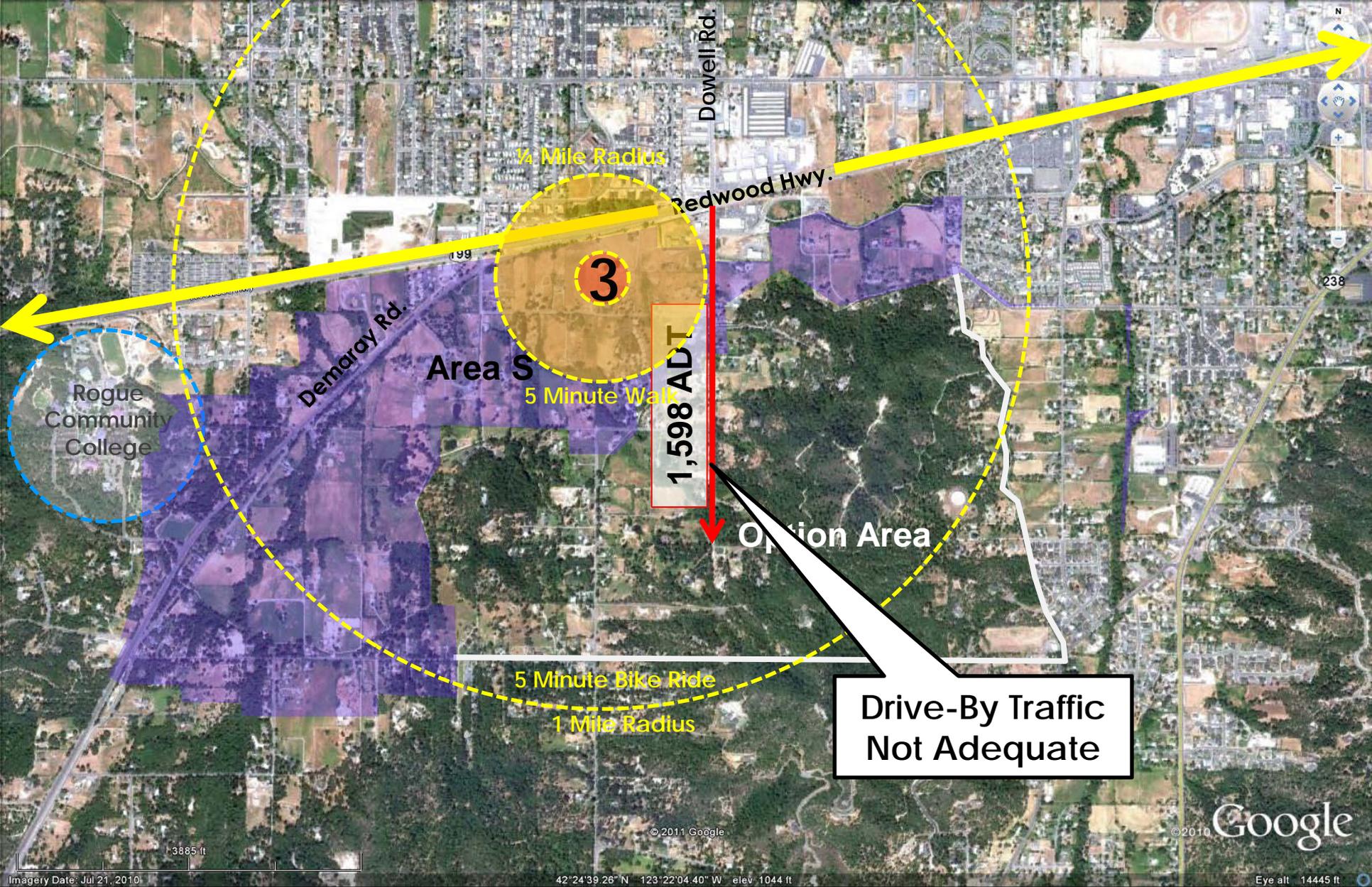
	Available Land	Drive-By Traffic	Redwood Hwy Access	Proximity to Existing Development	Transit Service	Utilities
1	Good	Fair	Poor	Poor	Poor	Poor
2	Good	Fair	Fair	Poor	Fair	Poor
3						



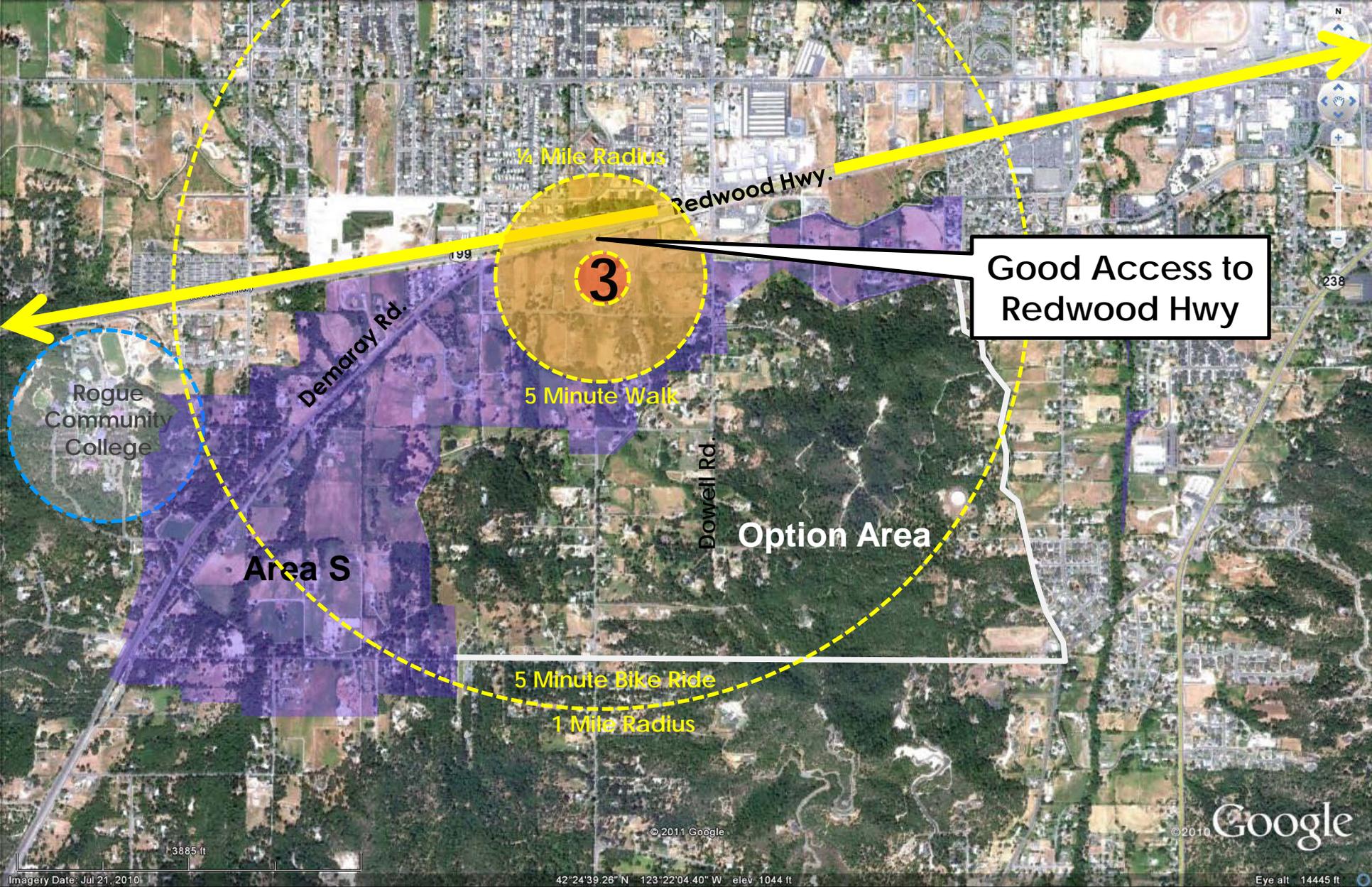
Potential Neighborhood Centers



Potential Neighborhood Center



Potential Neighborhood Center



Good Access to Redwood Hwy

3

1/4 Mile Radius

5 Minute Walk

5 Minute Bike Ride

1 Mile Radius

Area S

Option Area

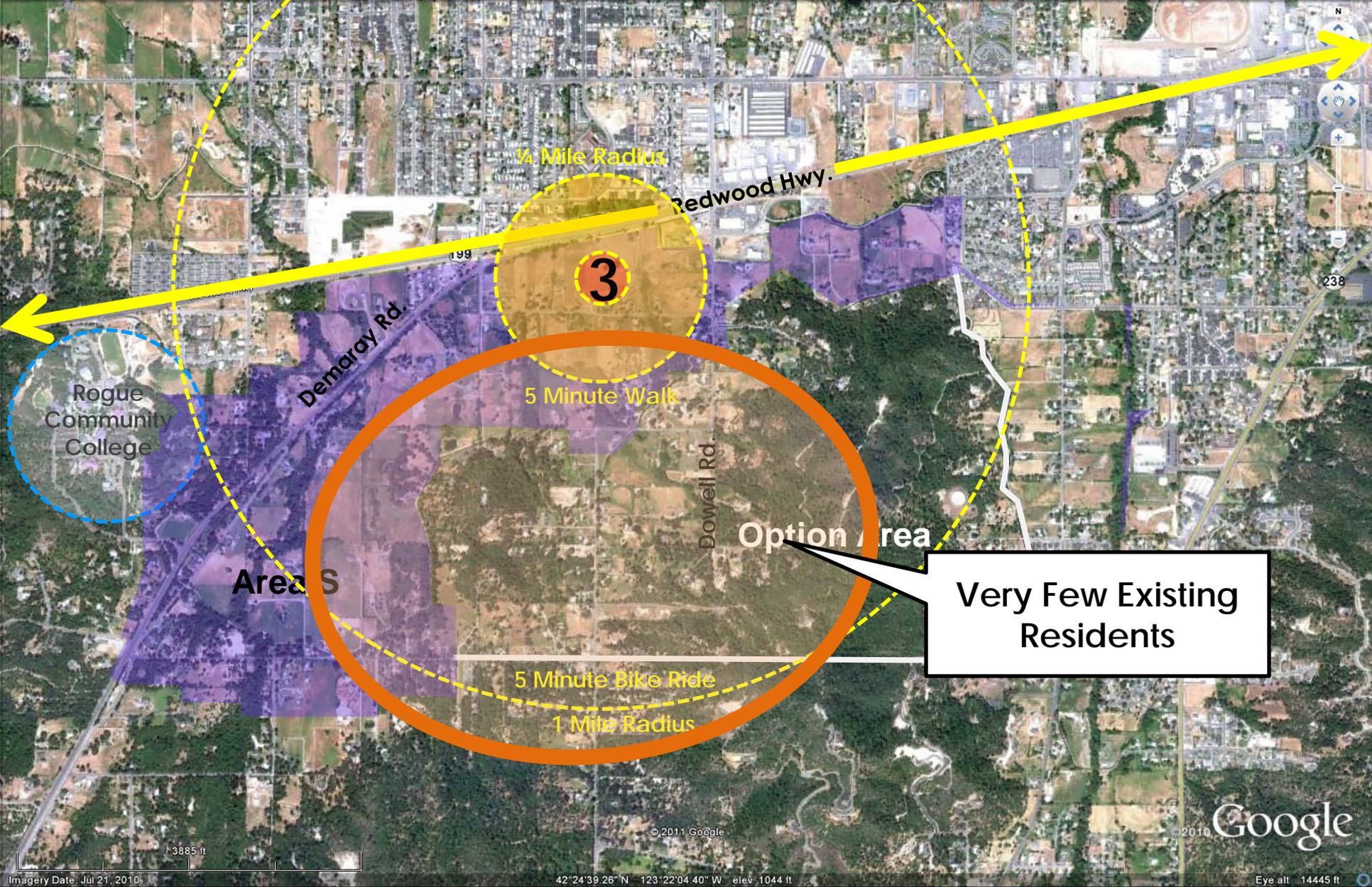
Demaray Rd.

Dowell Rd.

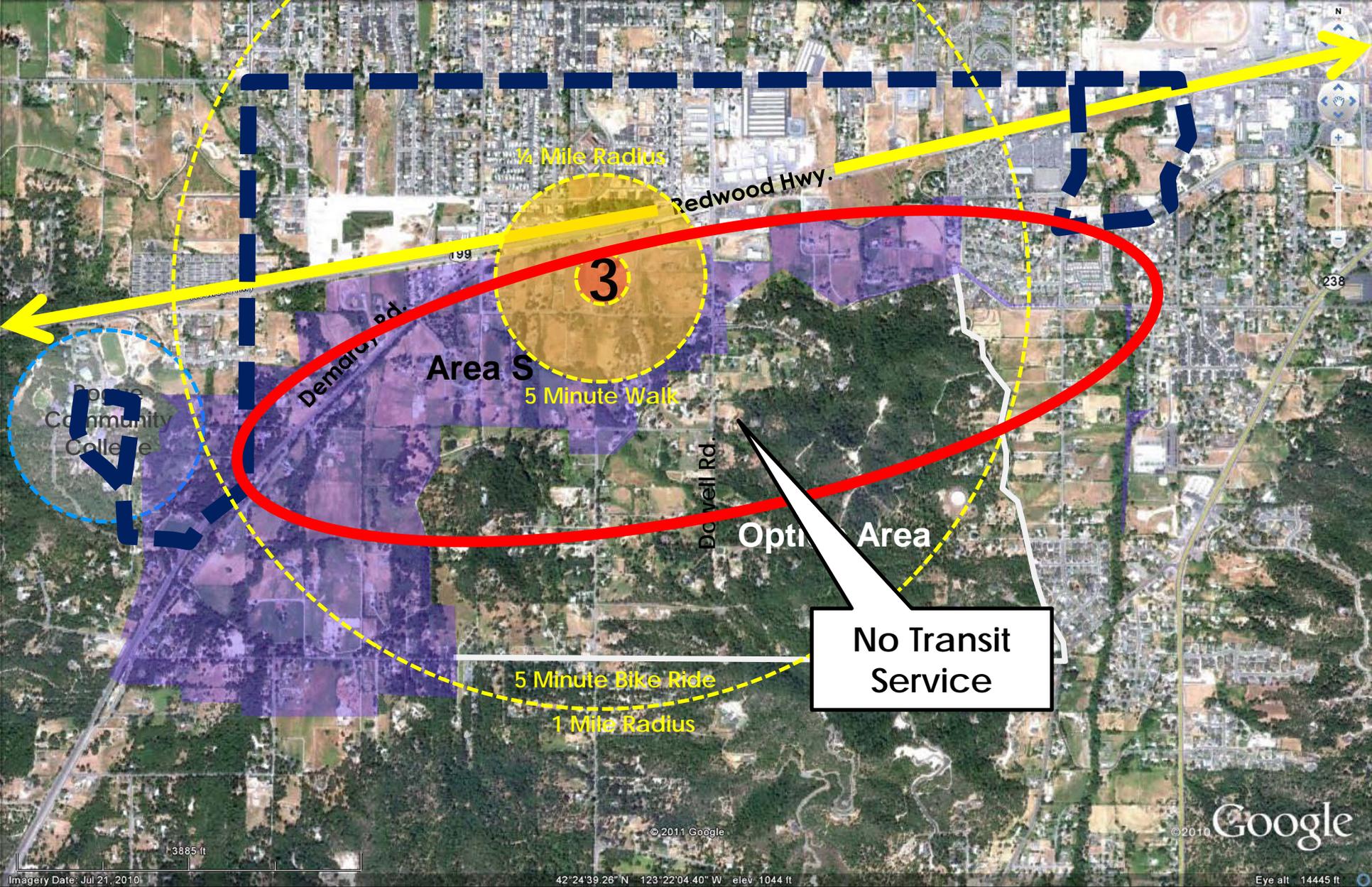
Redwood Hwy.

Rogue Community College

Potential Neighborhood Center



Potential Neighborhood Center



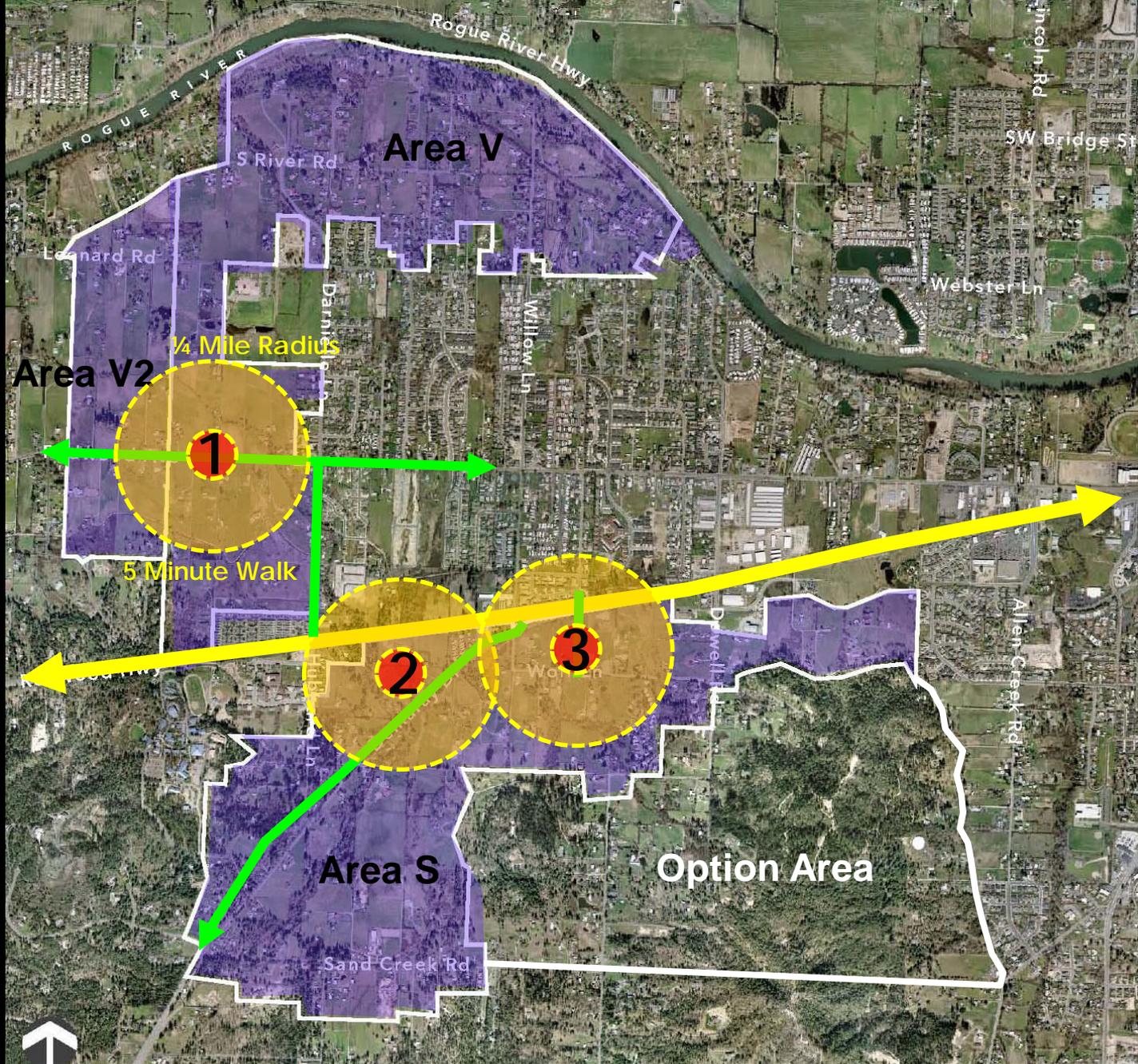
Potential Neighborhood Center

Potential Neighborhood Centers

Preliminary Evaluation



	Available Land	Drive-By Traffic	Redwood Hwy Access	Proximity to Existing Development	Transit Service	Utilities
1	Good	Fair	Poor	Poor	Poor	Poor
2	Good	Fair	Fair	Poor	Fair	Poor
3	Good	Poor	Fair	Poor	Poor	Poor



Potential Neighborhood Centers

Agenda

Part 2 – Workshop

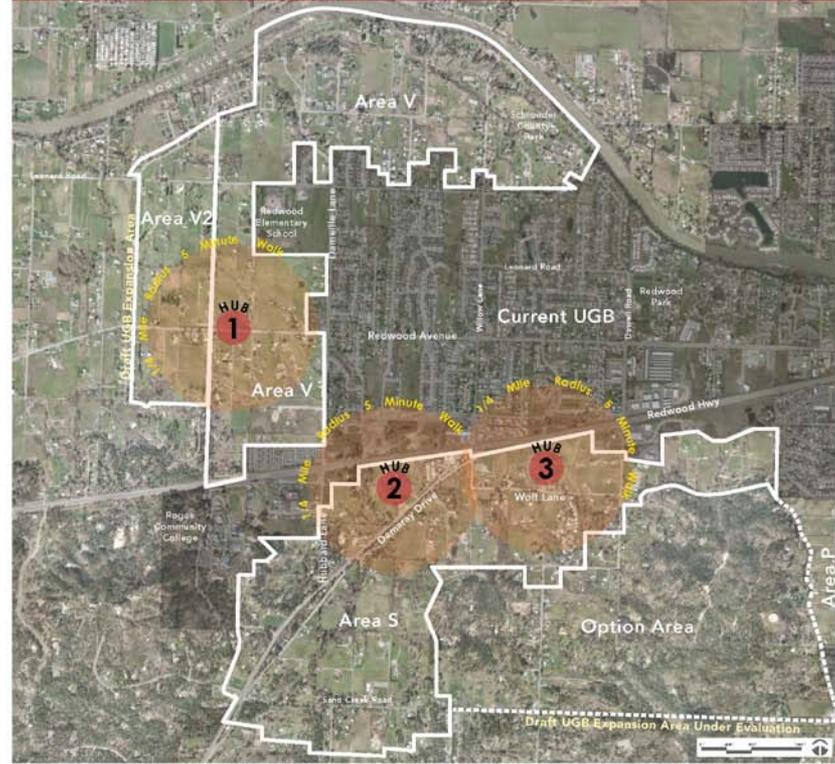
- 1) Questions
- 2) Table Discussion
- 3) Fill Out Meeting Response Sheet

Agenda

Part 2 – Workshop

- 1) Questions
- 2) Table Discussion
- 3) Fill Out Meeting Response Sheet

Potential Neighborhood Center Locations



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

Other Comments- Use Back Side of this Page



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 Opportuntites:

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

1. _____
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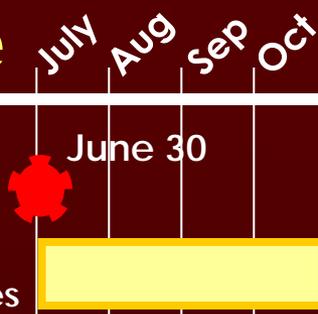
Other Comments- Use Back Side of this Page

Name, address and email (optional): _____

Process & Schedule

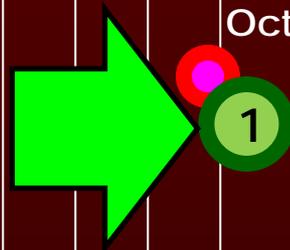
1 CREATE THE GAME PLAN

Project Start-Up, Data Collection & Data Review
Existing & Future Baseline
Neighborhood Centers Prototypes & Best Practices



2 ESTABLISH GOALS & OBJECTIVES

Establish Goals & Guiding Principles
City Council Workshop
CAC/TAC Meeting #1
Public Meeting #1
Meeting Summary & Goals/Objectives



3 EVALUATE THE POSSIBILITIES

Conceptual Plan Development & Analysis
CAC/TAC Meeting #2- Review Concepts
Public Meeting #2- Review Concepts
Meetings Summary



4 IMPLEMENTATION

Develop Refined Plan & Implementation Strategy
CAC/TAC Meeting #3
Public Meeting #3
Draft Neighborhood Center Plan & Implementing Measures
Planning Commission Public Hearing
City Council Public Hearing
Final Plan & Implementing Measures



July Aug Sep Oct Nov Dec Jan Feb Mar April May June

June 30

Oct 31

Nov 10

Feb 8 & 9

Mar 14 & 15

May 9

June 6

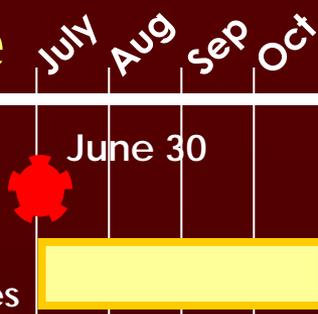
June 29

Final Plan

Process & Schedule

1 CREATE THE GAME PLAN

Project Start-Up, Data Collection & Data Review
 Existing & Future Baseline
 Neighborhood Centers Prototypes & Best Practices



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 Final Plan & Implementing Measures



Neighborhood Centers

Grants Pass, Oregon

Public Meeting #1

November 10, 2011

CRANDALL ARAMBULA

DKS Associates/Urban Advisors/Vigil Agrimis

Funded by a TGM Grant from the State of Oregon