



MEMORANDUM

TO: Planning Commission
FROM: Steve Regner, Associate Planner
DATE: January 10, 2018
SUBJECT: Downtown Design Project

The Beaverton Community Vision identifies the creation of a vibrant downtown as a major goal for the city to pursue. The Vision describes two major actions to achieve this goal: establish an identifiable downtown, and stimulate downtown redevelopment. Recently, city staff have begun a long range planning effort, called The Downtown Design Project, as a vehicle to address both of action items to promote a vibrant downtown.

Begun in October 2017, the Downtown Design Project seeks to create an identifiable downtown through by establishing districts, identifying potential gateway locations, developing context sensitive street typologies, and addressing how site and building design affects the urban form. Additionally, the project is evaluating the city's current develop rules to help us understand which code provisions are barriers to desired development in the downtown. The Project Charter (Exhibit 1) articulates these goals and outcomes in detail. The project schedule (Exhibit 2) provides a general outline of major project milestones.

The city has hired a design consultant team, led by SERA Architects, for assistance with this project. The SERA team has been analyzing the existing conditions downtown, including geographic and economic, as well as developing an understanding of the current regulatory environment that developers face in downtown Beaverton. This regulatory environment is being evaluated through analyzing current code provisions, as well as conducting developer interviews.

Most recently, the consultant team has developed a draft Opportunities and Constraints Analysis (Exhibit 3) to evaluate the strengths of downtown, challenges it faces, and catalyst areas that can transform downtown.

Staff will provide a presentation outlining the project goals, approach, desired outcomes, and upcoming events. Staff will also provide an overview of the Opportunities and Constraints Analysis and main code issues identified by the consultant team, and will request feedback from the Planning Commission.

Community Development Department

June 13, 2017

Revised January 5, 2018

Downtown Design Project

Project Charter

Opportunity/Problem Statement

The City of Beaverton has worked with the community to establish a strong vision for Beaverton's Downtown, including Old Town and Beaverton Central. The vision for the future of this area is reflected in the Comprehensive Plan, the Creekside Plan, the Beaverton Community Vision Plan and the Beaverton Urban Renewal Plan. Much progress has been made in implementing the vision, but the city can do more to encourage the active, vibrant places desired by the community.

Steps to realizing the vision include:

- Encouraging new buildings for jobs and housing in a way that provides more urban, active, vibrant places.
- Taking the broad vision for the area down to the level of specific blocks/streets.
- Defining "mini-districts" with their own characters and developing a detailed urban design strategy for each place.
- Strengthening Downtown's role as a shopping/dining destination.
- Unifying the area through consistent design and signage.
- Making it safer and more inviting for people of all ages to move through Downtown and get there using a variety of transportation options.

Project goal

This project, by the end of 2018, will result in:

- An urban design strategy supported by City leaders and the community that determines how to achieve the community vision for the city center in a more fine-grained, context-sensitive way. This will consider site design, building design, height and other elements of development on private property as well as how designs for public streets and sidewalks support a vibrant Downtown and interact with private development.

This strategy will describe what approach the City should take on different blocks (or groups of blocks) and different streets, rather than having the same rules for an entire district, like Old Town or Creekside. Considerations include:

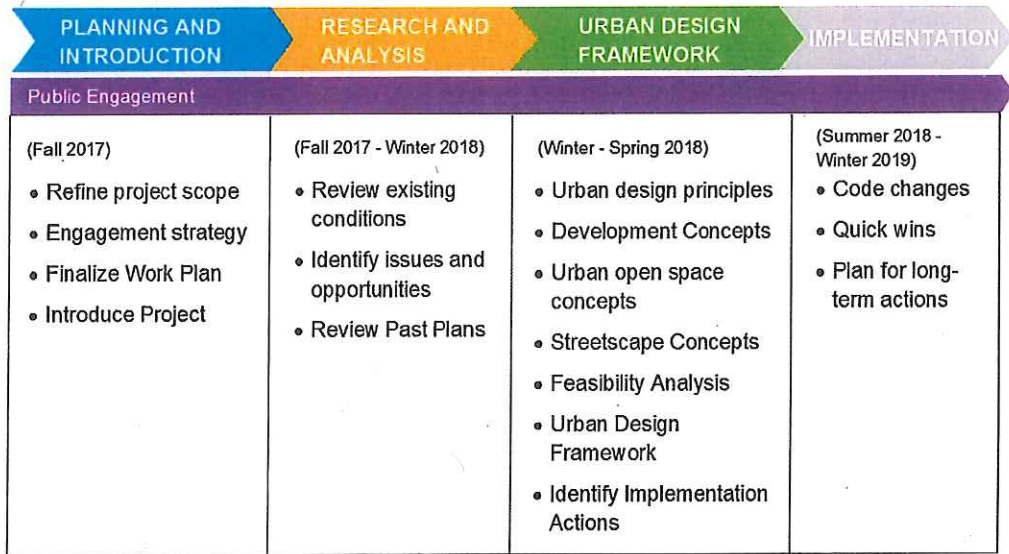
- Better defining Downtown and its sub-districts, such as determining gateway locations.
 - Encouraging development/redevelopment that adds intensity and activity.
 - Creating nodes or corridors of activity and pedestrian interest to strengthen Downtown as a destination for shopping, dining and entertainment.
 - Identifying open space (park/plaza/path) opportunities and potential locations.
 - Preserving assets, such as cherished businesses, historic properties and affordable housing.
- Development Code changes that implement the urban design strategy, support the vision, improve design quality and consider real estate market feasibility for the area currently covered by the Regional Center-Old Town and Regional Center-Transit Oriented zones (see map).
 - An implementation plan that establishes next steps for the City and its partners. This will identify tasks/projects that are outside of the scope of this project but necessary to continue making the community vision a reality.



DOWNTOWN DESIGN PROJECT
BeavertonOregon.gov/DowntownDesign

Study Area Boundary





DRAFT OPPORTUNITIES & CONSTRAINTS ASSESSMENT

Creeks in Beaverton Central provide connections to natural/historical features, but are currently difficult to view and access

New Westgate Redevelopment and Beaverton Center for Arts will augment the area around the Round as a new entertainment/arts district

An irregular and sparse street network make navigation in Beaverton Central extremely challenging for cars and discourages walkability. The one-way Hall Blvd/Watson Ave couplet adds to this issue.

Rose Biggi is transforming into an active pedestrian street. Extension into Old Town across Canyon Rd, the railroad, and Farmington Rd would provide a welcome additional Downtown N-S connection.

Auto-oriented businesses along arterials present a suburban character that challenges the notion of "downtown" in a more traditionally urban sense.

Heavy rail creates a sound constraint for residential and outdoor seating

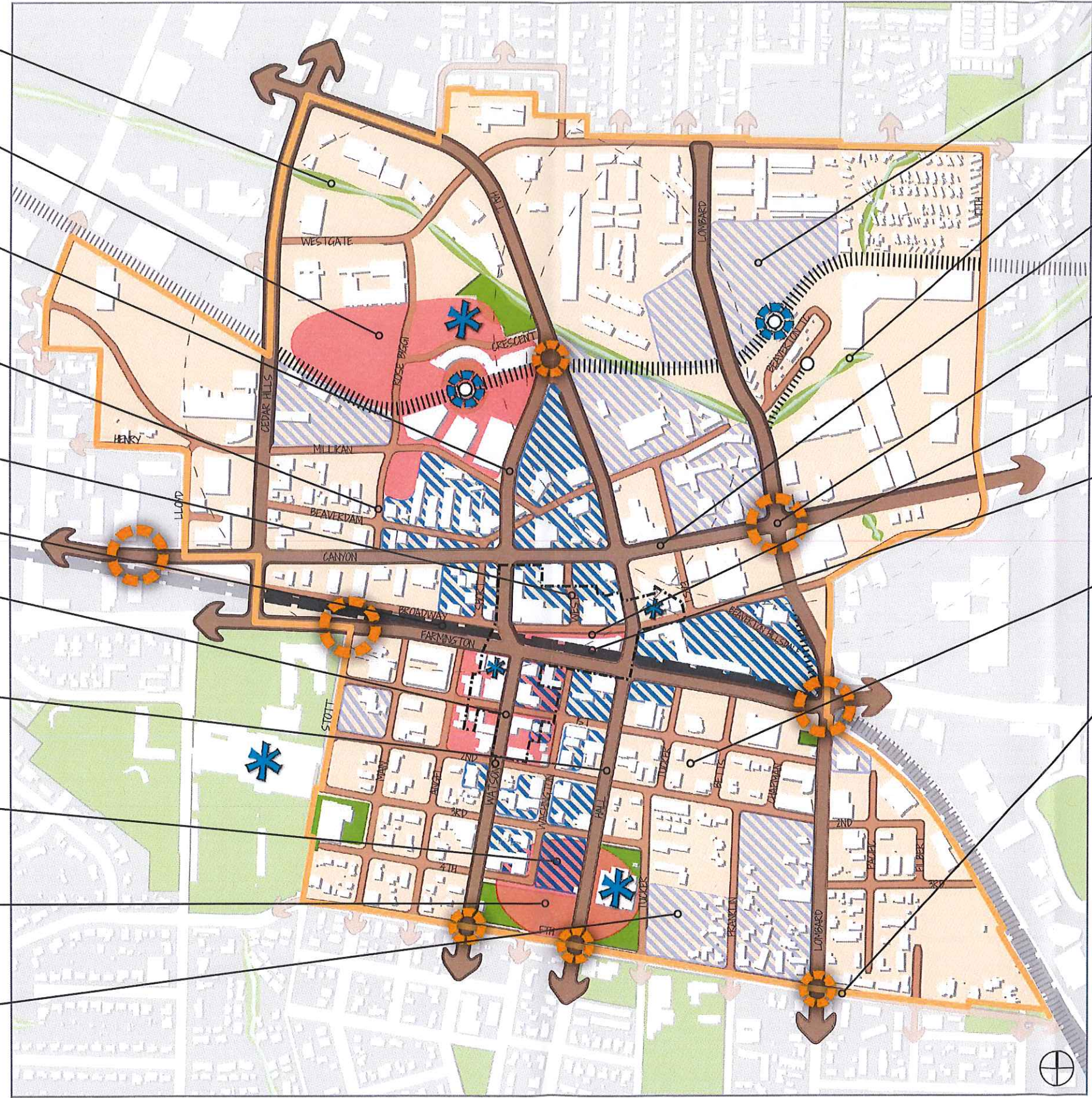
A number of existing and emerging restaurants along Watson Ave will establish a new "Restaurant Row" in Old Town

Hall Blvd/Watson Ave site furnishings, planters, signage and pavers at intersections help establish a unique character for Old Town streets, but traffic volumes on this couplet remain high and fast, and sidewalks are too narrow for outdoor seating or significant pedestrian traffic

On non-market days, the often underutilized parking lot detracts from the pedestrian experience downtown

The Library, park, and Farmer's Market create a strong civic anchor and hub of activity in Old Town, but remains disconnected from other areas of Downtown. Potential to increase activities and programmed events.

Superblocks with large underutilized parcels offer infill potential and new connections



Large parcels proximate to the Beaverton Transit Center present opportunities for transit-oriented development

Creek fragmentation is a reminder of piped underground stream corridors. This presents opportunities to daylight natural water systems

Canyon Rd and Farmington Rd provide regional connections, but present physical and psychological barriers to Downtown connectivity and coherence

Gateways into Downtown are numerous, but are non-descript with no sense of arrival into a downtown core

Broadway St offers a segment of local retail/restaurants with outdoor seating and pedestrian improvements in the heart of historic Beaverton

Backs of buildings including trash receptacles, loading materials, and mechanical systems face Farmington Rd

Small blocks and strong street grid, paired with historic buildings with street frontage, provide a strong framework for walkability in Old Town; missing buildings and surface parking lots challenge the pedestrian experience

5th St is a natural transition in the N-S direction, while providing an important E-W local access and bike route

- Downtown Beaverton
- Landmarks
- Landmarks that also act as Gateways
- Gateways
- Creeks
- Parks
- Major Streets
- Streets
- 1/4mi Walking Radii
- Light Rail / WES Stops and Lines
- WES Lines On-Street
- Heavy Rail Lines
- Buildings
- Priority Opportunity Sites*
- Opportunity Sites*
- Downtown Activity Areas
- Downtown Historic District

*For the purposes of this study, Opportunity Sites are defined as areas strategically located for development intensification and/or revitalization.