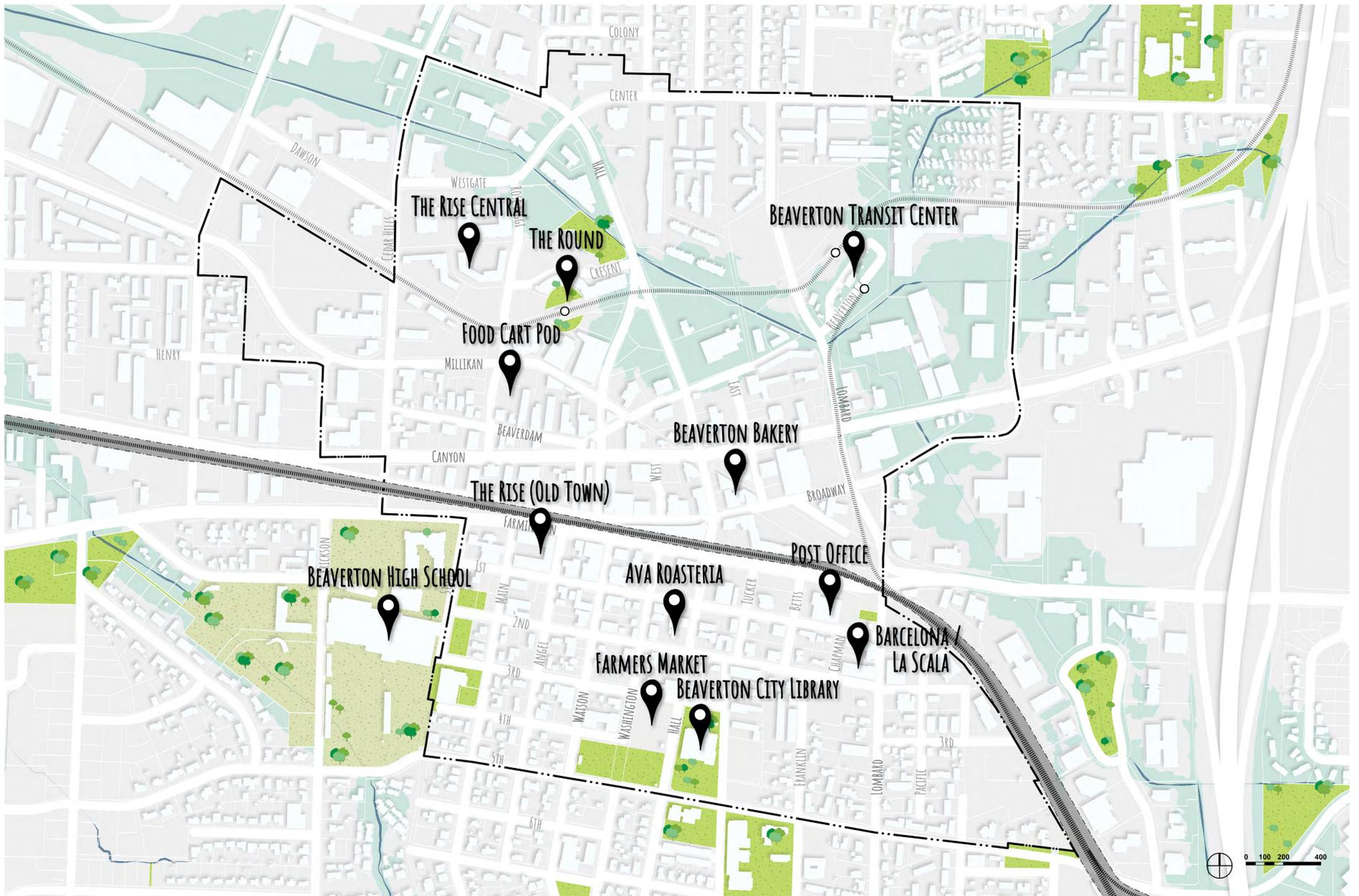


# PROJECT INTRODUCTION

## Planning Context



### Project Goals

- Create a guiding framework for a vibrant and connected Downtown
- Update the development code to enable implementation
- Develop a strategy to catalyze next steps

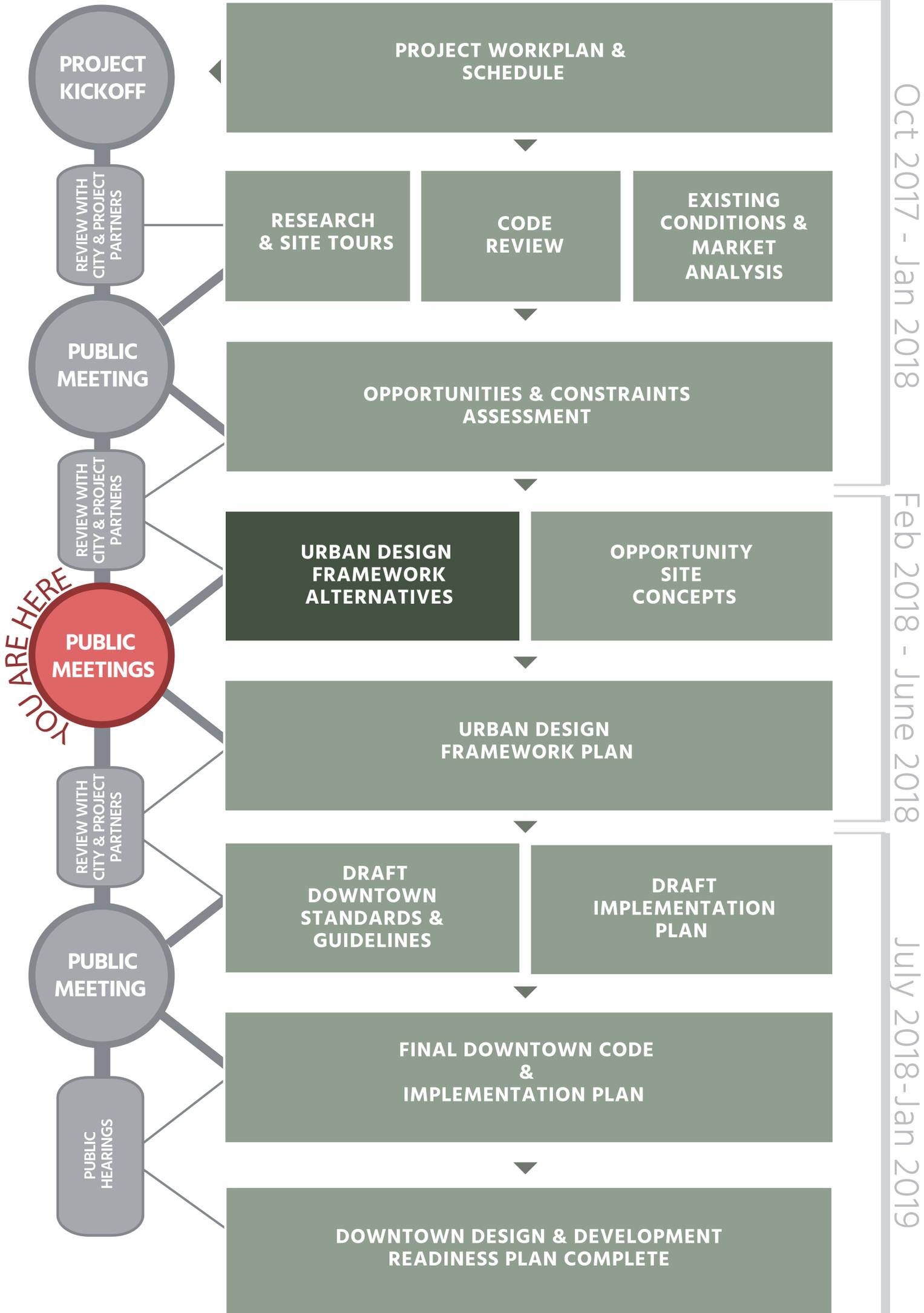
### Stay in the Loop!

For more information or to view this information online please visit [www.BeavertonOregon.gov/DowntownDesign](http://www.BeavertonOregon.gov/DowntownDesign) or contact Steven Regner, Associate Planner, at [sregner@beavertonoregon.gov](mailto:sregner@beavertonoregon.gov) or (503) 526-2675.

# Schedule

**CITY REVIEWS & STAKEHOLDER/PUBLIC OUTREACH**

**DOWNTOWN DESIGN & DEVELOPMENT PLAN APPROACH**



# PROJECT INTRODUCTION

## What We've Heard

### Workshop Summaries

#### BEST THINGS ABOUT DOWNTOWN

- Farmer's Market / Library acts as a community center
- Broadway Street's historic character and outdoor seating
- Access to Light Rail and the Transit Center
- Strong economic engine
- Gateway to numerous outdoor recreation areas and activities
- Proximate to Portland, but not Portland
- Walkable blocks in Old Town
- Creeks and creek trails

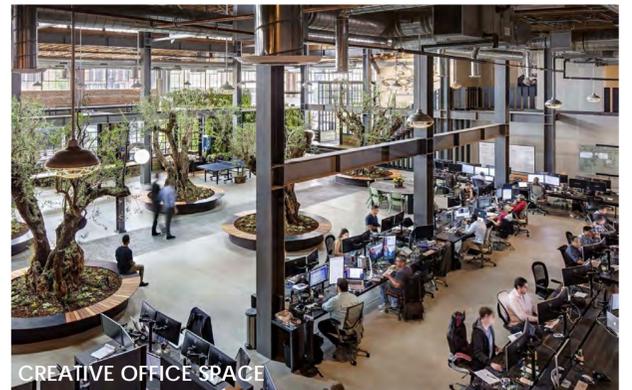
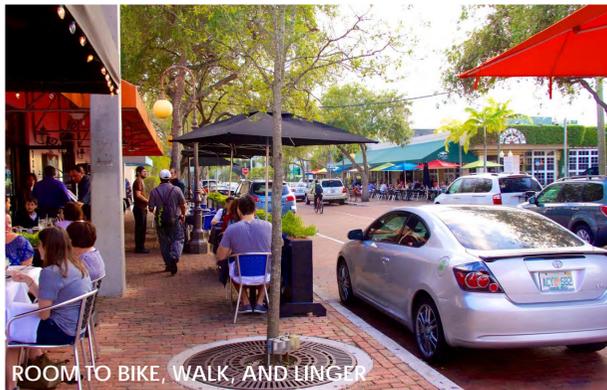
#### DOWNTOWN'S BIGGEST CHALLENGES

- Existing activities and destinations are located in different areas of Downtown and are often hard to find
- Canyon and Farmington are highly trafficked thoroughways for cars and barriers to pedestrian connectivity
- Heavy rail line limits crossing areas between Old Town and Beaverton Central
- Areas in Downtown lack access to urban open space
- Need for more pedestrian and bike-oriented infrastructure



- "Park once and walk": the idea of developing a robust, coherent, and connected pedestrian network where people opt to walk between destinations instead of drive
- Restore the area's natural creeks as a public amenity and landmark feature of Beaverton
- Integrate more open spaces and plazas into the fabric of Downtown
- Introduce a connection to connect activity areas in Downtown
- Reinforce emerging activity areas such as Restaurant Row and Beaverton Central, including The Round, new food cart pod, and future Center for the Arts

Images selected by residents of things they would like to see Downtown:



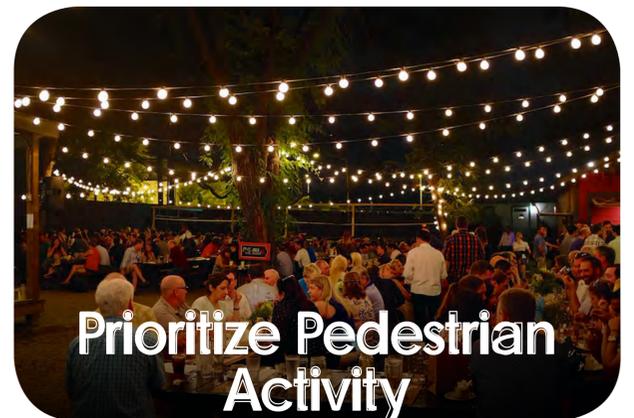
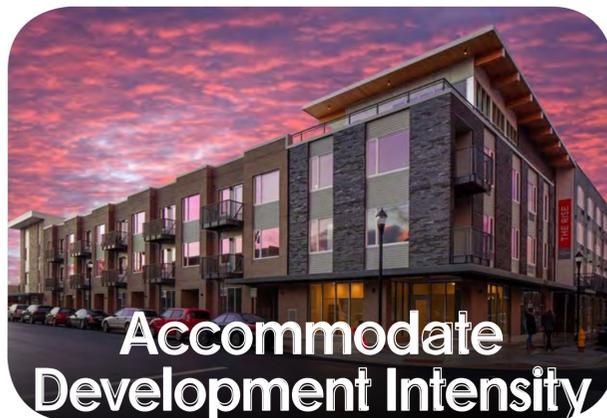
# PROJECT INTRODUCTION

# Principles of a Vibrant Downtown

## Beaverton Community Vision Action Plan (2010)

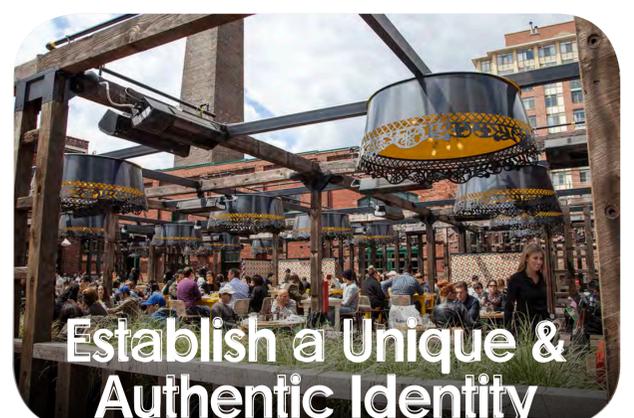
DOWNTOWN SERVES AS THE ECONOMIC, SOCIAL AND CULTURAL **HEART OF BEAVERTON**. A CLEARLY-DEFINED CITY CENTER HAS BEEN ESTABLISHED THROUGH A PHASED REDEVELOPMENT EFFORT INVOLVING PROPERTY OWNERS, BUSINESS PARTNERS AND THE BROADER COMMUNITY. WITHIN THE CITY CENTER, SEVERAL **UNIQUE MINI-DISTRICTS** PROVIDE DESTINATION RETAIL AND ENTERTAINMENT, BOUTIQUE BUSINESS OPPORTUNITIES AND A MIX OF COMMUNITY GATHERING PLACES. **EACH DISTRICT IS LINKED TO THE OTHER** THROUGH CONSISTENT DESIGN, STREET SIGNS AND ART; AND TO SURROUNDING RESIDENTIAL AREAS BY PROTECTED PATHWAYS, POCKET PARKS AND OPEN SPACES...

## Design Principles



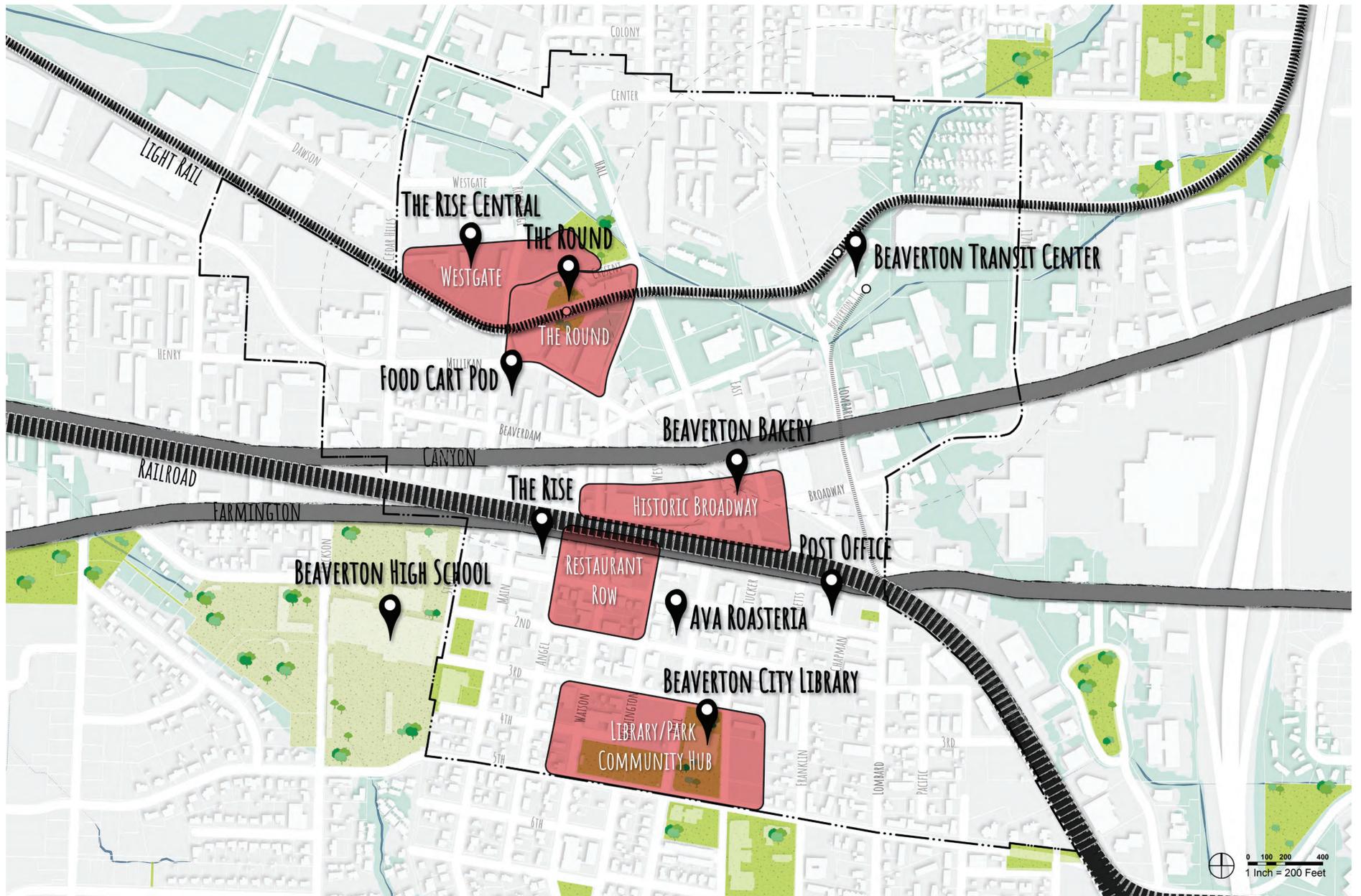
## VISION

Create a Vibrant Downtown



# PROJECT INTRODUCTION

# Downtown Today: Destinations Separated by Significant Barriers



Westgate

The Round

Historic Broadway



Restaurant Row

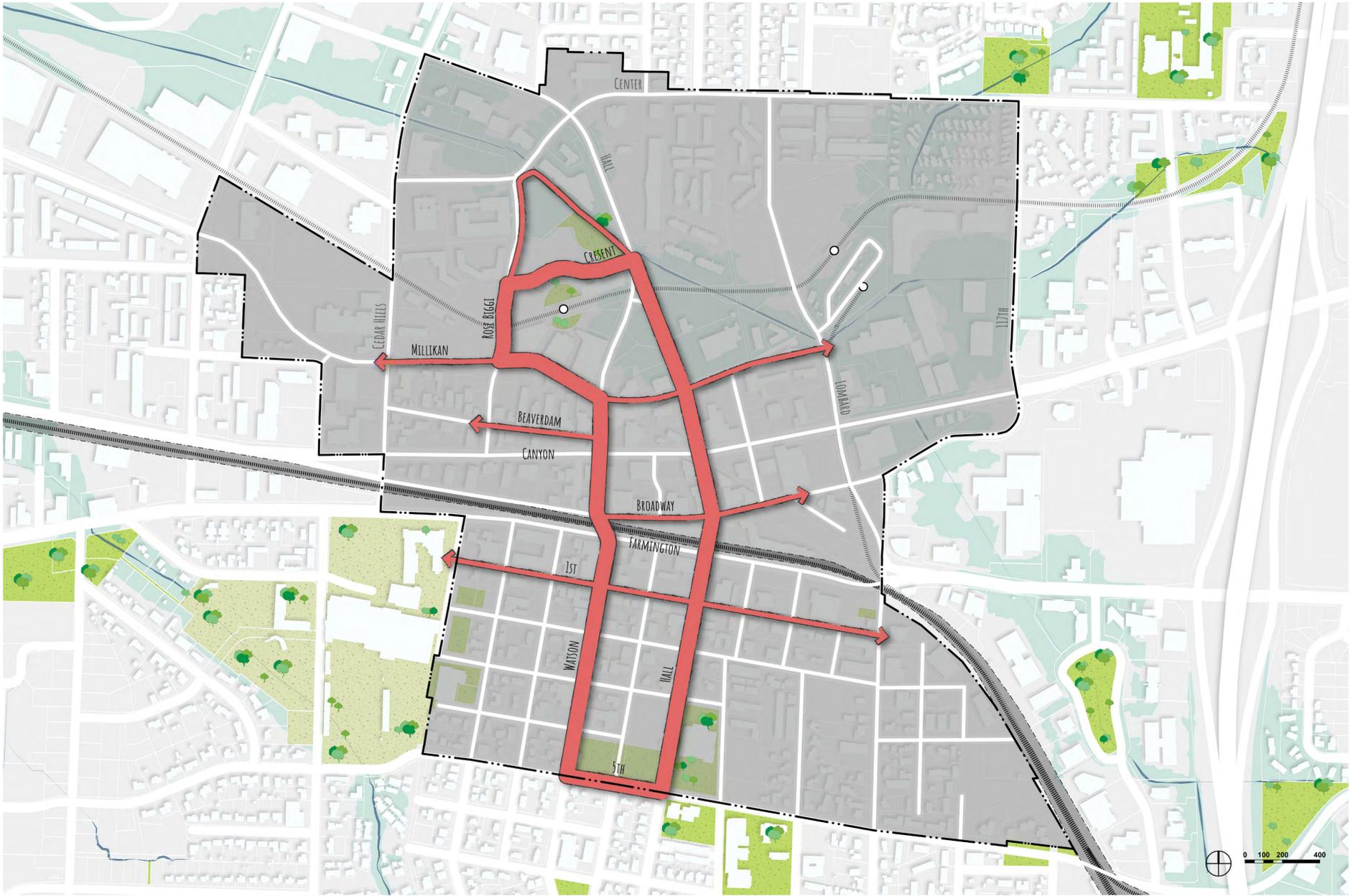
Library/Park Community Hub

The Rise (Old Town)



# HOW CAN WE IMPROVE PHYSICAL CONNECTIVITY?

## Core / Loop



## Precedents / Inspiration



WHAT URBAN OPEN SPACE USES WOULD YOU LIKE TO SEE IN DOWNTOWN BEAVERTON?

# Urban Open Space

## Community Events and Festivals



## Gardens



## Dog Parks



## Children's Play Areas / Splash Pads



## Urban Recreation



WHAT URBAN OPEN SPACE USES WOULD YOU LIKE TO SEE IN DOWNTOWN BEAVERTON?

# Urban Open Space

## Informal Seating / Casual Dining



## Habitat / Natural Area



## Multi-Purpose Green



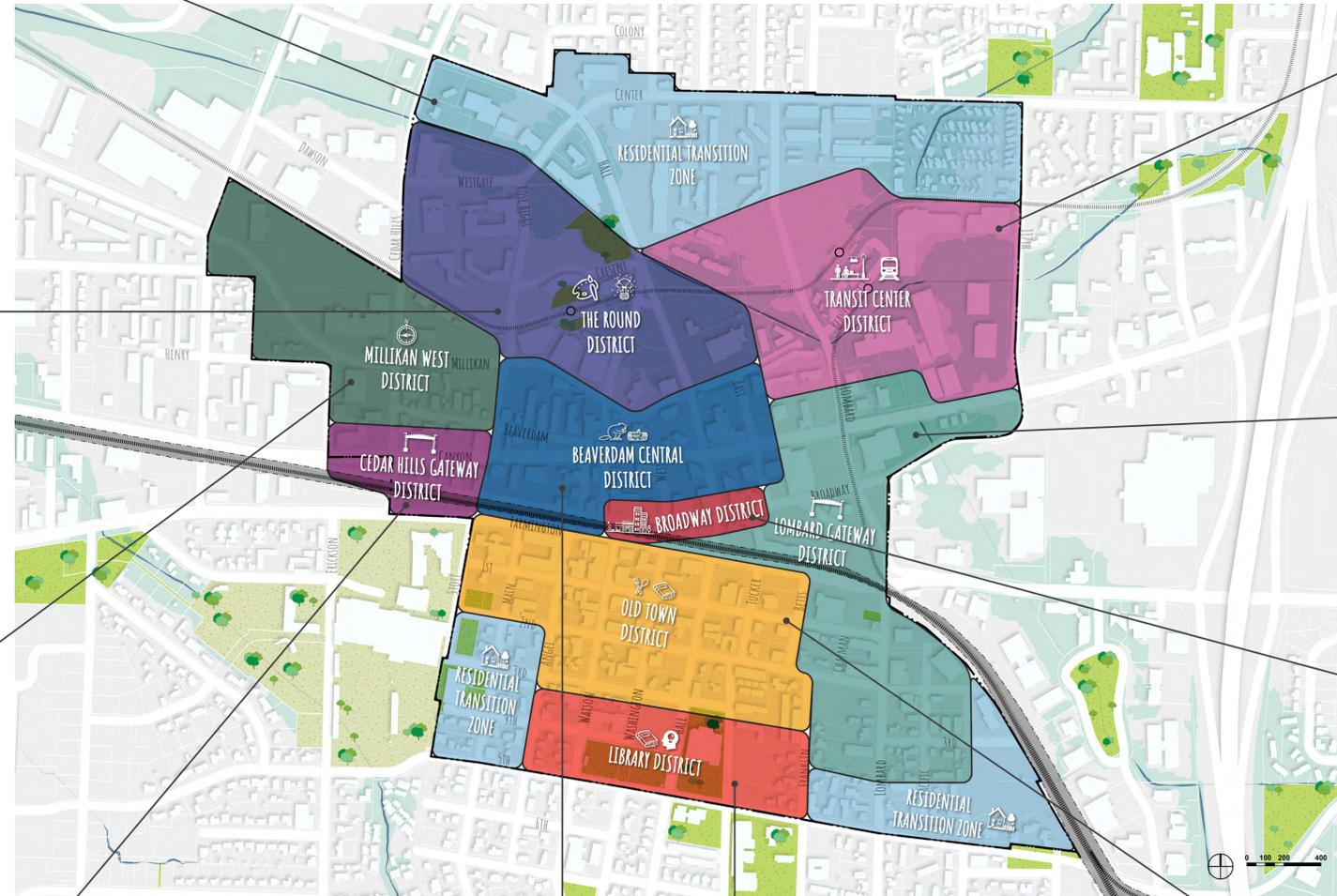
## Trails / Multi-Use Paths



“Great downtowns usually are made up of a variety of character areas, each with qualities that create a distinct sense of place.”  
 AS DOWNTOWN BEAVERTON EVOLVES, WHAT DISTINCT CHARACTER AREAS WOULD BE APPROPRIATE, AND WHERE?

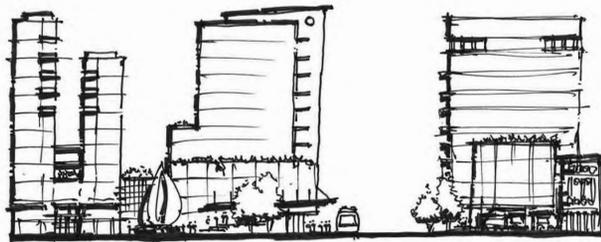
# Option: Collection of Neighborhoods

This scheme embraces an experience of many different districts, or neighborhoods, within Downtown, each with their own unique character or experience. Bordered by gateway areas on the west and eastern edges, and transition zones north and south, the highest intensity of both residential and office would be focused in the northern Downtown Core (The Round and Transit Center Districts), as well as the Lombard Gateway District forming a distinct eastern edge to Downtown.



## RESIDENTIAL TRANSITION ZONE

A transition and buffer between Downtown and the residential areas to the north and south of Downtown, this area would be comprised of **lower scale residential and office uses** (approximately 1-3 stories) and have more of a **quiet neighborhood character**.



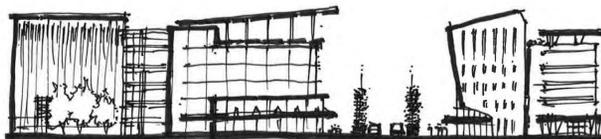
## THE ROUND DISTRICT

With civic and cultural anchors like City Hall and the new Arts Center, as well as its light rail stop, this district is a **key destination** within Downtown. Arrival is signaled by **public art at key gateways**, and **higher intensity residential and creative office uses** (approximately 6-10 stories) with active ground floors that maintain energy and activity 18-24 hours a day.



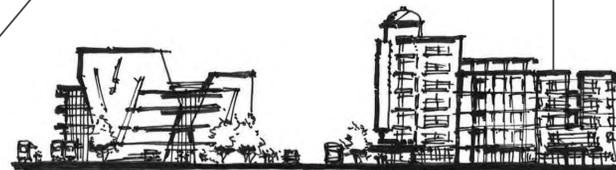
## MILLIKAN WEST DISTRICT

Located on the western periphery of the Downtown area, this district is largely **office uses that front on key roadways**. New development is of **medium level intensity** (approximately 4-6 stories).



## CEDAR HILLS GATEWAY DISTRICT

This area **signals that you have arrived** in Downtown for those approaching Beaverton from the west. Arrival to Downtown is signaled through both **public art/landscaped features and medium scale development intensity** (approximately 4-6 stories) with a **strong presence along Canyon and Farmington**.



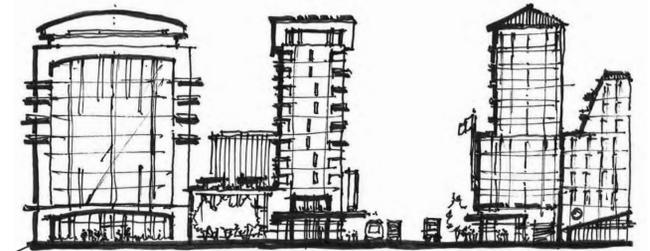
## BEAVERDAM CENTRAL DISTRICT

Home to the new Food Cart Pod as well as residential, creative office, and hospitality, this area **builds on, and supports, the vibrancy of The Round District** while also forming a critical connection and medium level development intensity (approximately 4-8 stories) to **transition to the lower scale development** in Broadway and Old Town.



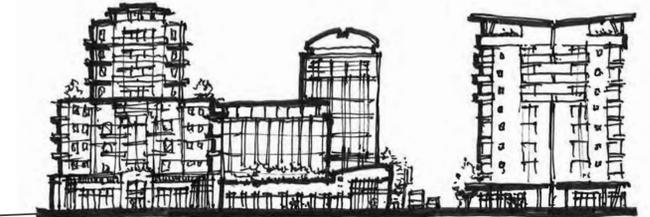
## LIBRARY DISTRICT

Embracing its role as the living room for the community, this area has a **new concentration of residential developments with active ground floors** that front on, and frame, the Park, while remaining **complimentary in scale to both the Old Town character** (approximately 2-4 stories) and the residential neighborhoods to the south.



## TRANSIT CENTER DISTRICT

Surrounding the Beaverton Transit Center are transit oriented developments at a **high development intensity** (approximately 6-10 stories), a **mix of office and residential with ground floors that activate key roadways and the Transit Center itself**.



## LOMBARD GATEWAY DISTRICT

Signaling the eastern gateway into Downtown, Lombard forms a **key corridor with strong connections to the Transit Center in the north**. Uses are largely residential, having a **higher development intensity** (approximately 6-10 stories), and **active ground floors** fronting on Lombard.



## BROADWAY DISTRICT

The character of the Broadway District is **lower in intensity** (approximately 2-4 stories) with a focus on **mixed-use residential and office uses with active ground floors**. Smaller scale developments with frequent entries fronting directly on key roadways **compliment the historic character** of Broadway. The area is **highly pedestrian in nature**, a desirable shopping/dining destination with outdoor seating, and Broadway itself functions as a festival street for community events.



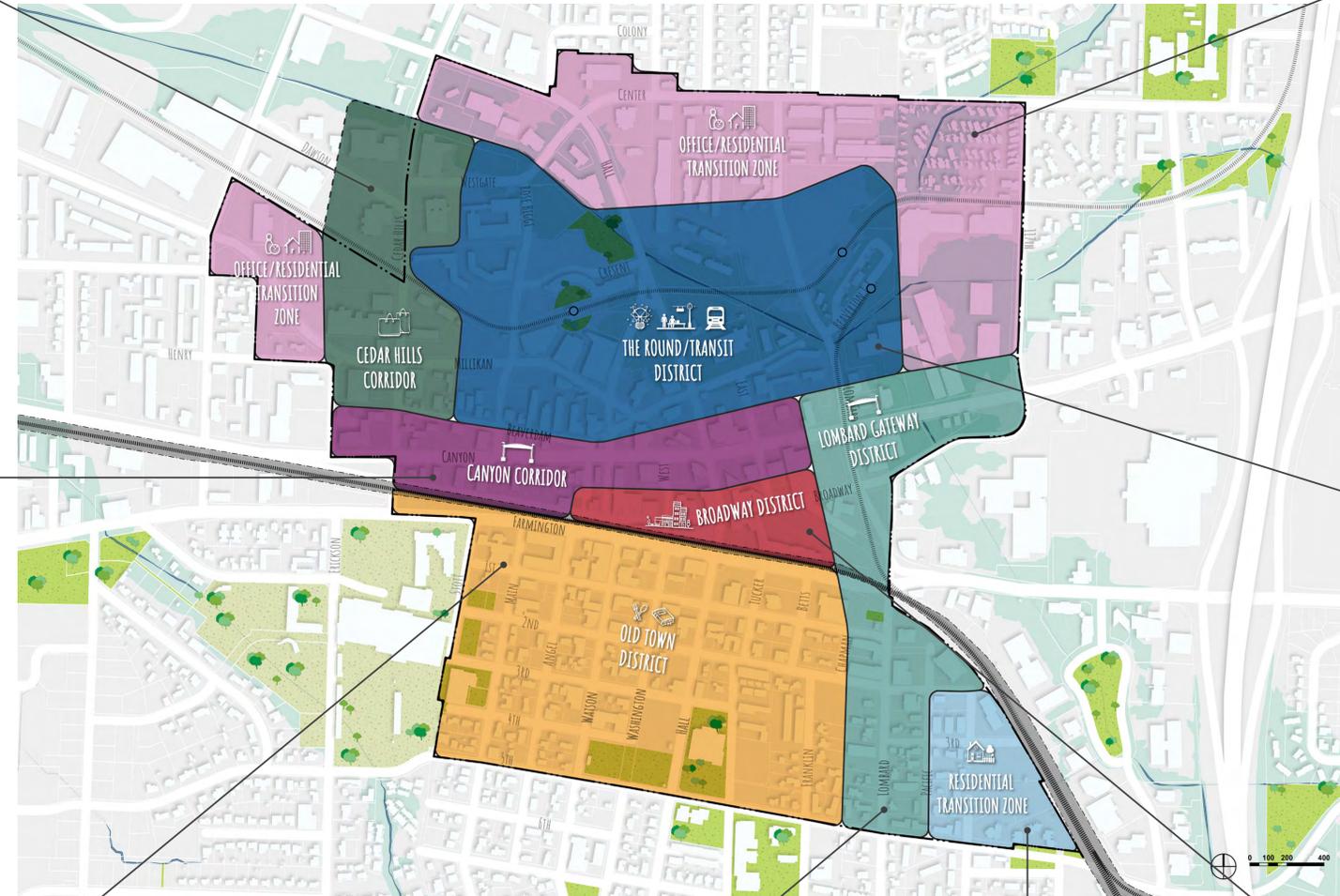
## OLD TOWN DISTRICT

Complimentary to the existing historic buildings, this area is **modest in development intensity** (approximately 3-5 stories) and **highly pedestrian in nature** with active uses fronting on key streets, frequent and easily identifiable building entries engaging the sidewalk. Uses are **largely residential, a mix of mixed-use, townhomes, and live/work, with some creative office, and a concentration of restaurants and other services**.

“Great downtowns usually are made up of a variety of character areas, each with qualities that create a distinct sense of place.”  
 AS DOWNTOWN BEAVERTON EVOLVES, WHAT DISTINCT CHARACTER AREAS WOULD BE APPROPRIATE, AND WHERE?

# Option: Three Cores & Corridors

This scheme creates a series of strong corridor experiences, three distinct core neighborhoods, and transition zones in the north and south areas of Downtown. Development intensity is concentrated into one central north core surrounding transit augmented by a medium scale intensity Old Town District.



## CEDAR HILLS CORRIDOR

This area forms a key western gateway and boundary for Downtown. Arrival to Downtown is signaled through a transition to medium scale development intensity (approximately 4-6 stories) with a strong presence of activity and development fronting on Cedar Hills.



## OFFICE/RESIDENTIAL TRANSITION ZONE

A transition and buffer between Downtown and the residential areas to the north of Downtown, this area would be comprised of medium scale residential and office uses (approximately 4-6 stories).



## CANYON CORRIDOR

Canyon Corridor forms a critical arrival into Downtown, as well as a key connection between northern and southern areas of Downtown. Acting as the seam between larger scale development at the Round/Transit Center District and lower scale development at the Main St. District, this District is medium scale development intensity (approximately 4-6 stories) and its uses are comprised primarily of office and hospitality.



## THE ROUND/TRANSIT DISTRICT

With civic and cultural anchors like City Hall and the new Arts Center, as well as its light rail stop and Transit Center, this district is a key destination within Downtown. Arrival is signaled by higher intensity residential and creative office uses (approximately 6-12 stories) with active ground floors that maintain energy and activity 18-24 hours a day.



## OLD TOWN DISTRICT

Home to the new Food Cart Pod as well as residential, creative office, and hospitality, this area builds on, and supports, the vibrancy of The Round District while also forming a critical connection and medium level development intensity (approximately 4-8 stories) to transition to the lower scale development in Broadway and Old Town.



## LOMBARD CORRIDOR

Signaling the eastern and southern gateway into Downtown, Lombard forms a key corridor with strong connections to the Transit Center in the north. Uses are largely residential, at a medium scale development intensity (approximately 4-6 stories), with active ground floors fronting on Lombard.



## RESIDENTIAL TRANSITION ZONE

A transition and buffer between Downtown and the residential areas to the south of Downtown, this area would be comprised of largely lower scale residential uses (approximately 1-3 stories) and have more of a quiet neighborhood character.



## BROADWAY DISTRICT

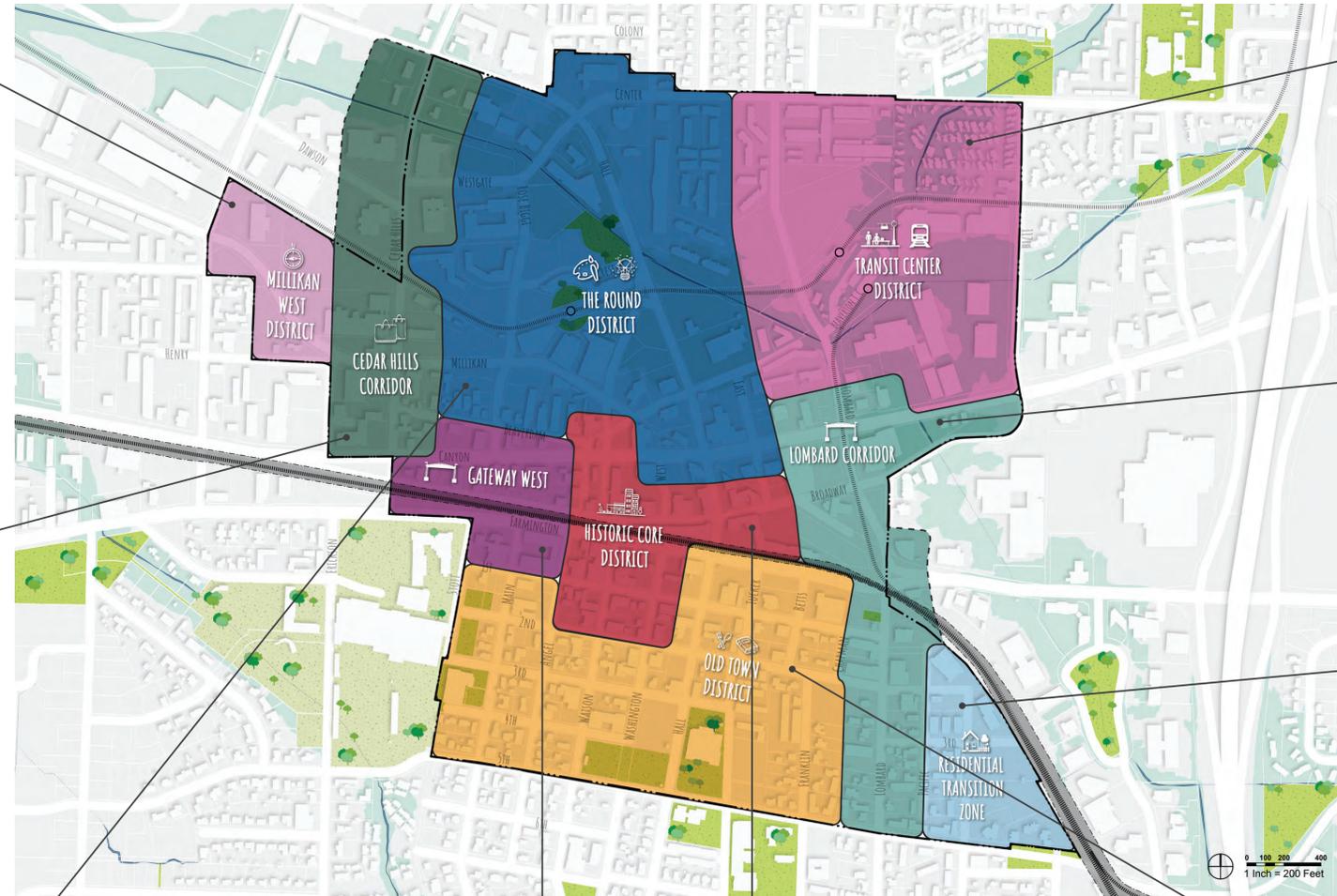
The character of the Broadway District is lower in intensity (approximately 2-4 stories) with a focus on mixed-use residential and office uses with active ground floors. Smaller scale developments with frequent entries fronting directly on key roadways compliment the historic character of Broadway. The area is highly pedestrian in nature, a desirable shopping/dining destination with outdoor seating, and Broadway itself functions as a festival street for community events.

“Great downtowns usually are made up of a variety of character areas, each with qualities that create a distinct sense of place.”

AS DOWNTOWN BEAVERTON EVOLVES, WHAT DISTINCT CHARACTER AREAS WOULD BE APPROPRIATE, AND WHERE?

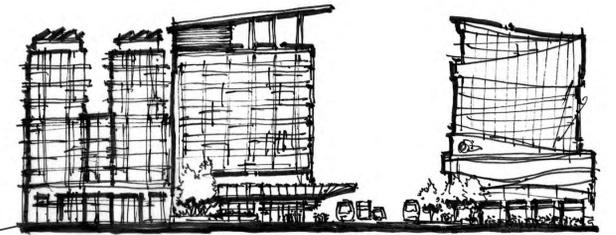
# Option: Historic Core Connector

This scheme bridges significant barriers through neighborhoods of varying and distinct character. It brings Broadway and historic Old Town into a single, central neighborhood. Development intensity extends throughout the northern portion of Downtown with medium scale intensity development throughout the southern area of Downtown. Gateways on the western and eastern boundaries signal distinct arrivals into Downtown.



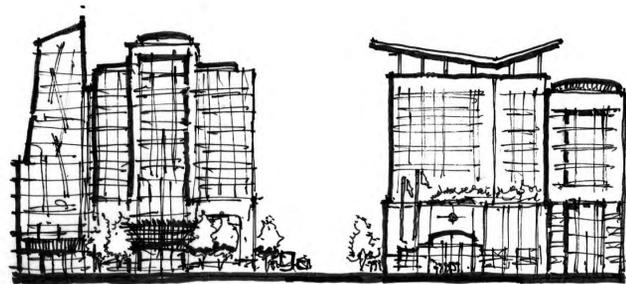
## MILLIKAN WEST DISTRICT

An area of **high development intensity** (approximately 6-10 stories), with largely office-oriented uses, this employment area will benefit from adjacency to Cedar Hills Corridor and proximity to The Round and light rail.



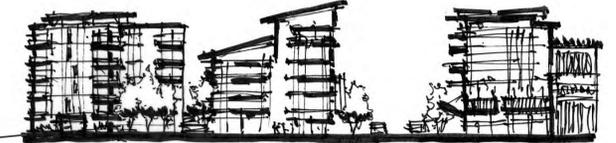
## TRANSIT CENTER DISTRICT

Surrounding the Beaverton Transit Center are transit-oriented developments at a **high development intensity** (approximately 6-10 stories), offering a **mix of office and residential with ground floors that activate key roadways** and the Transit Center itself.



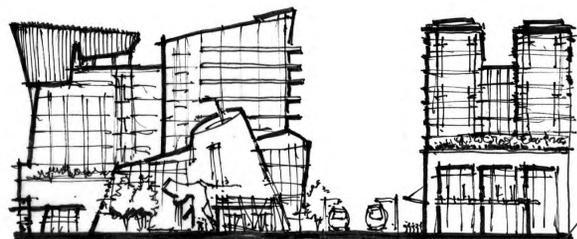
## CEDAR HILLS CORRIDOR

This area forms a key western gateway and boundary for Downtown. Arrival to Downtown is signaled through a transition to **large scale development intensity** (approximately 6-10 stories) with a **strong presence of activity and development fronting on Cedar Hills**.



## LOMBARD CORRIDOR

Signaling the eastern and southern gateway into Downtown, Lombard forms a **key corridor with strong connections to the Transit Center** in the north. Uses are largely residential, at a **medium scale development intensity** (approximately 4-6 stories), with **active ground floors** fronting on Lombard.



## THE ROUND DISTRICT

Home to the new Food Cart Pod as well as residential, creative office, and hospitality, this area **builds on, and supports, the vibrancy of The Round District** while also forming a critical connection and medium level development intensity (approximately 4-8 stories) to **transition to the lower scale development** in Broadway and Old Town.



## RESIDENTIAL TRANSITION ZONE

The character of the Broadway District is **lower in intensity** (approximately 2-4 stories) with a focus on **mixed-use residential and office uses with active ground floors**. Smaller scale developments with frequent entries fronting directly on key roadways **complement the historic character** of Broadway. The area is **highly pedestrian in nature**, a desirable shopping/dining destination with outdoor seating, and Broadway itself functions as a festival street for community events.



## GATEWAY WEST DISTRICT

Announcing the **arrival to Downtown** from the west, this area is comprised of **largely office uses of medium scale intensity** (approximately 4-6 stories).



## HISTORIC CORE DISTRICT

The character of the Historic Core District is **medium scale intensity** (approximately 3-5 stories) with a focus on **mixed-use residential and office uses with active ground floors**. Mid-scale developments with frequent entries fronting directly on key roadways, and designs **complementary to the historic character** of Broadway, the area is **highly pedestrian in nature** and a desirable shopping/dining destination with outdoor seating. Broadway itself functions as a festival street for community events.



## OLD TOWN DISTRICT

Complimentary to the existing historic buildings, this area is **medium scale in development intensity** (approximately 4-6 stories) and **highly pedestrian in nature** with active uses fronting on key streets, frequent and easily identifiable building entries engaging the sidewalk. Uses are **largely residential, a mix of mixed-use, townhomes, and live/work, with some creative office, and a concentration of restaurants** and other services.