

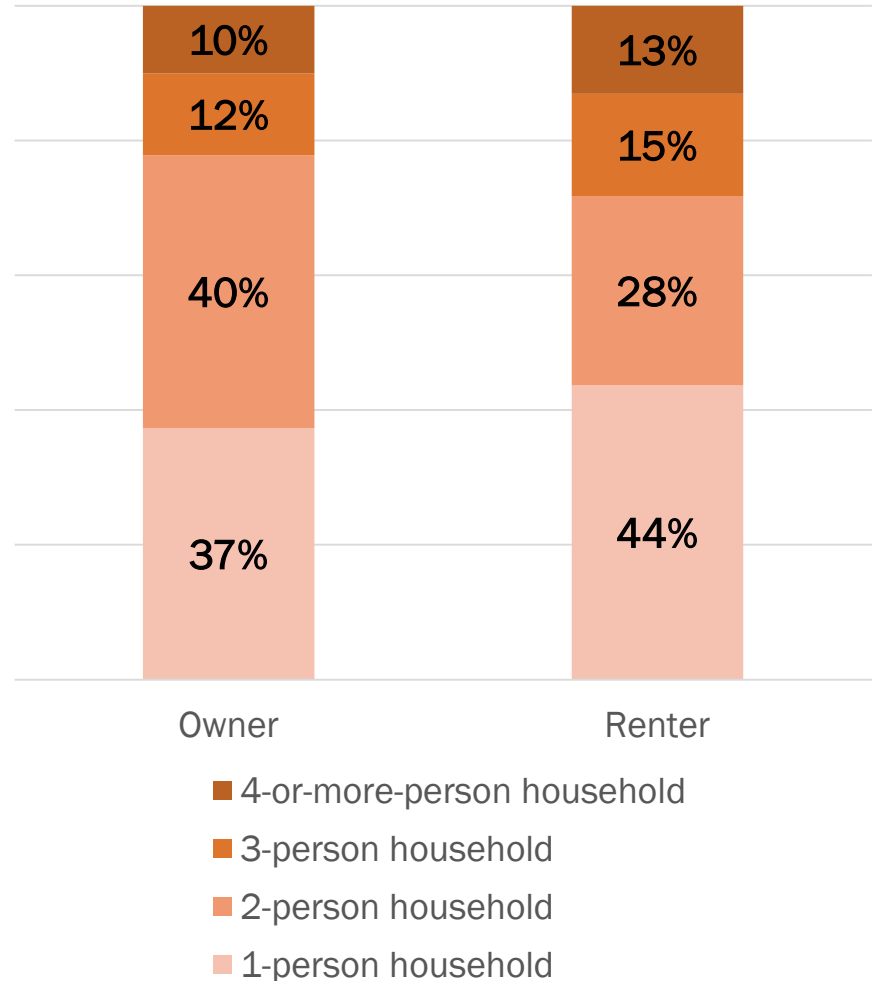
Ashland Transit Triangle Infill Strategies Project



Demographics

- One-and two person households represent a large and growing segment of the housing market

Persons per Household by Tenure



Source: US Census, 2015 ACS

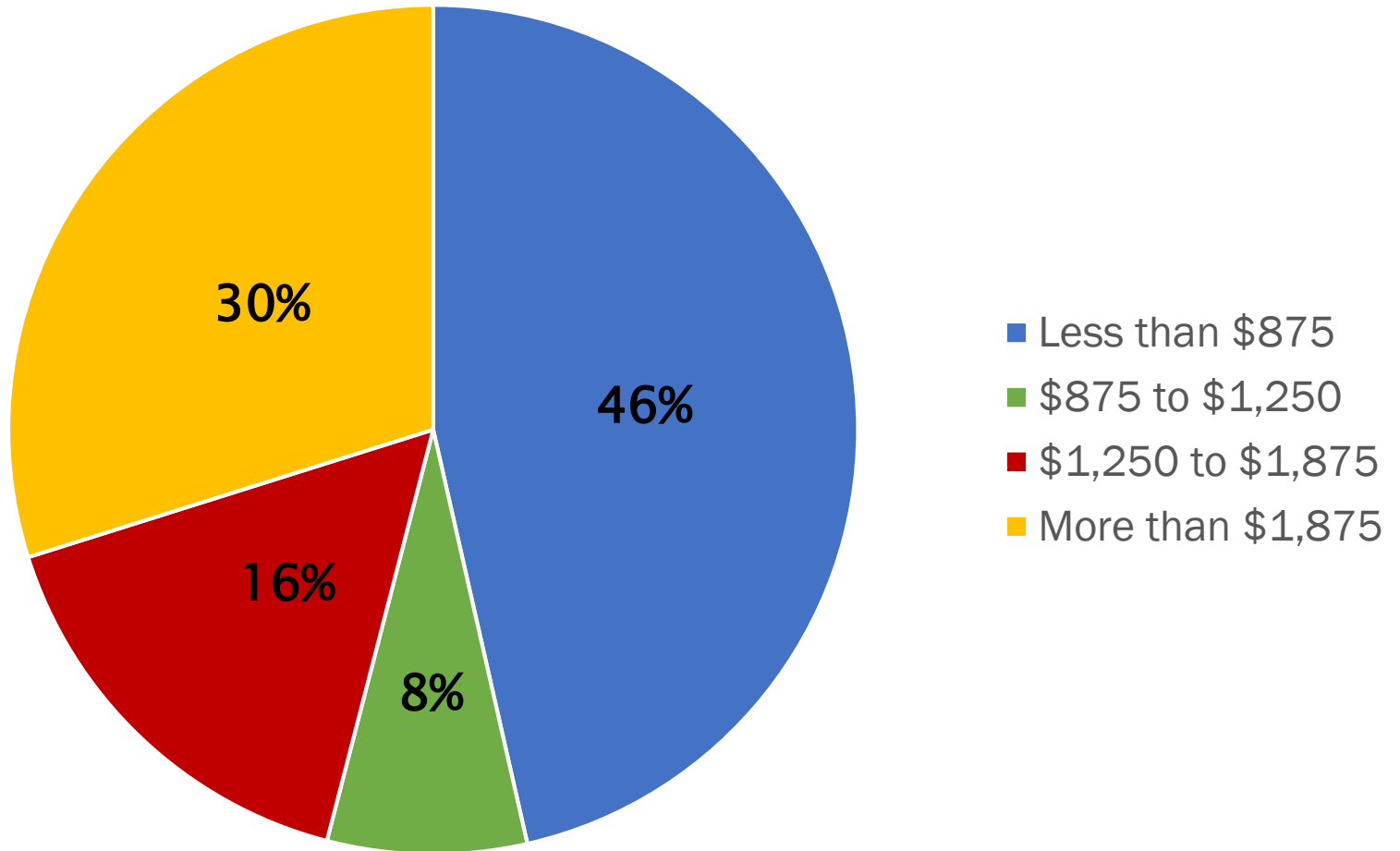
Housing Affordability

- Apartments are feasible at rents of \$1,270 to \$1,295 per month, affordable to households at 120% of median income
- Units affordable below that rate require an incentive or subsidy
- Workforce housing is considered 80% - 120% of median

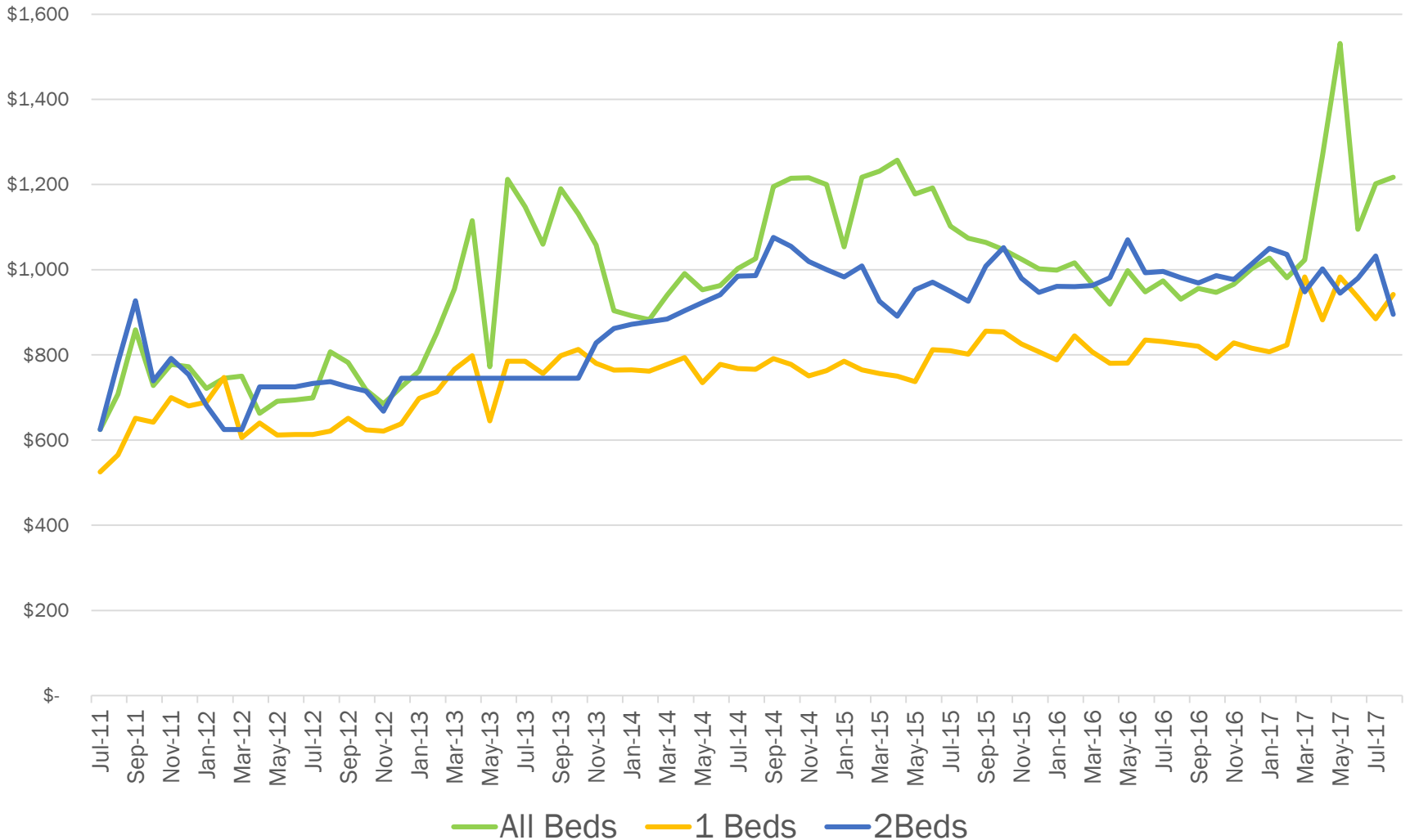
Income Level	Number of Persons in Family							
	1	2	3	4	5	6	7	8+
Extremely Low Income (30%)	\$12,060	\$16,240	\$20,420	\$24,600	\$28,780	\$31,100	\$33,250	\$35,400
Low Income (50%)	\$18,800	\$21,450	\$24,150	\$26,800	\$28,950	\$31,100	\$33,250	\$35,400
Income at 60% of Median	\$22,560	\$25,740	\$28,980	\$32,340	\$34,740	\$37,320	\$39,900	\$42,480
Moderate Income (80%)	\$30,050	\$34,350	\$38,650	\$42,900	\$46,350	\$49,800	\$53,200	\$56,650
Median Income (100%)	\$37,600	\$42,900	\$48,300	\$53,600	\$57,900	\$62,200	\$66,500	\$70,800
Income at 120% of Median	\$45,120	\$51,480	\$57,960	\$64,320	\$69,480	\$74,640	\$79,800	\$84,960
Income at 130% of Median	\$48,880	\$55,770	\$62,790	\$69,680	\$75,270	\$80,860	\$86,450	\$92,040

Source: City of Ashland Affordable Housing Income Limits, May 2017 – May 2018

Household Incomes Converted to Affordable Monthly Rents (30% of income)



Monthly Rent Trends (July 2011-August 2017)



What impacts development performance?

- Land cost
- Market demand
- Zoning standards



Cities can influence these

- New zoning & incentives
- Streetscapes, parks and amenities



Land cost: \$25 / sq. ft.
Construction cost: \$135 / sq. ft. residential; \$145 / sq. ft. retail
Land + Construction cost: \$160 sq. ft. residential; \$170 sq. ft. retail

Previous Findings

Issues:

- Projected commercial rents are too low for new construction
- Projected dwelling units are primarily 1,000+ sq. ft. The current code contributes to that.
- Rental rates are not affordable for median income households

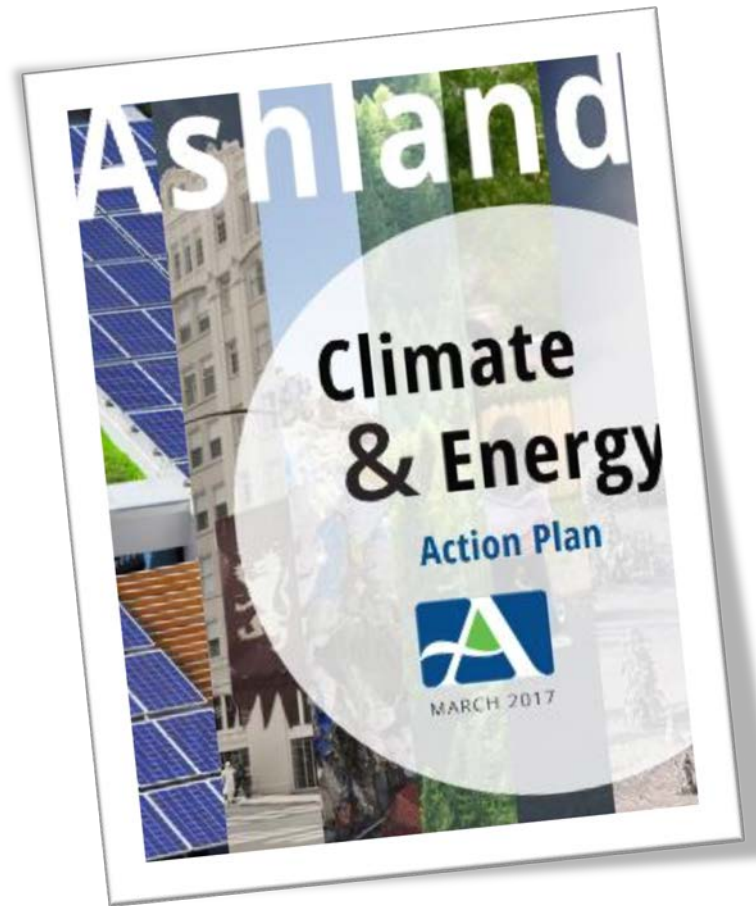
Opportunities:

- RVTD Route 10 runs through study area
- Development potential for additional businesses and housing
- Well-established public facilities
- Shopping, services, and neighborhoods within walking distance

Existing Goals, Strategies, and Plans

A variety of City goals support the consideration of a new approach to land use and transportation in the Transit Triangle. These goals can be found in:

- 2015-2017 City Council Goals
- Ashland Climate & Energy Action Plan
- Economic Development Strategy
- Ashland Comprehensive Plan



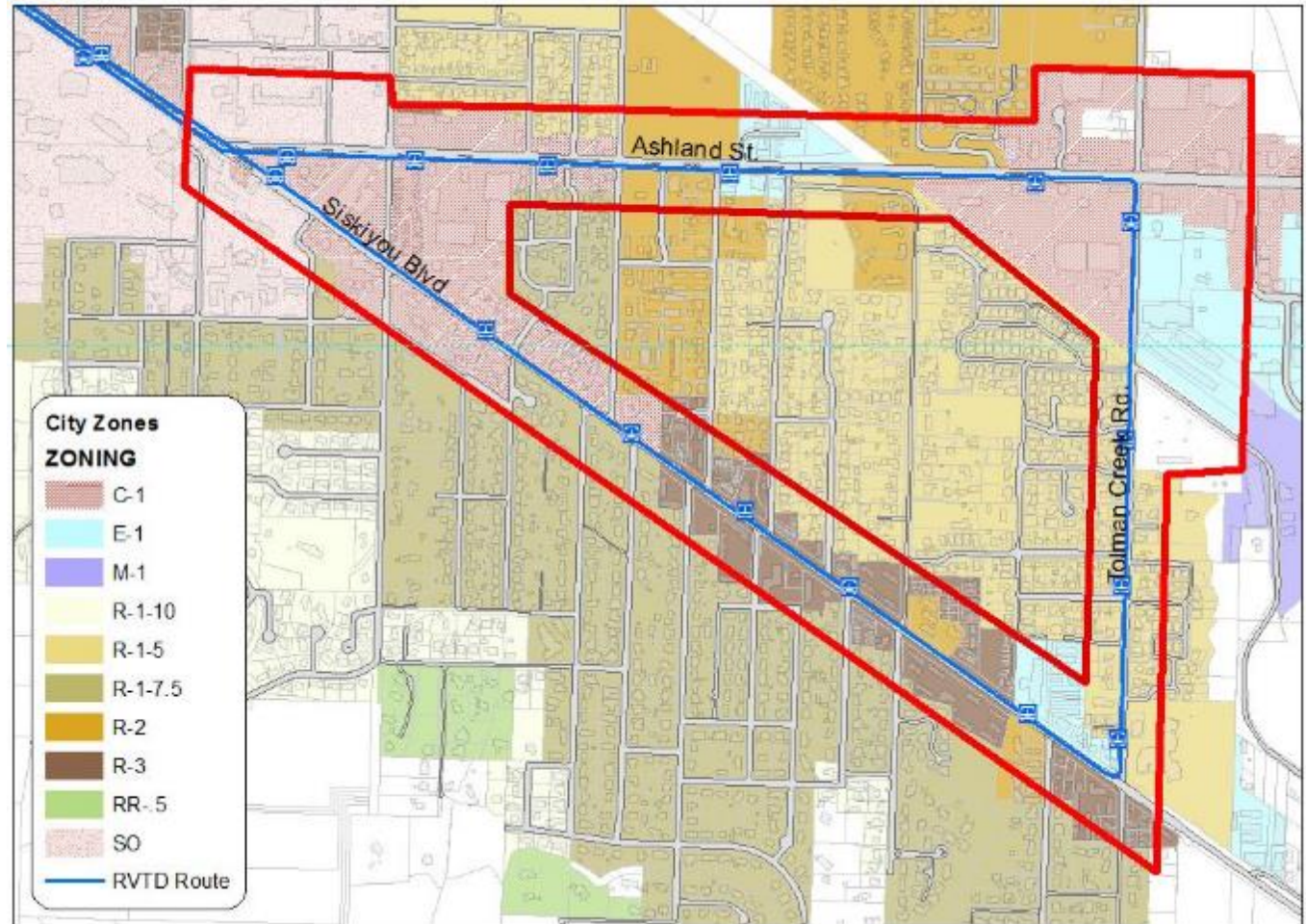
Economic DEVELOPMENT STRATEGY

Enhancing economic strength in community

Current Zoning in the Transit Triangle

The primary (re)development opportunities in the Transit Triangle are in four zones:

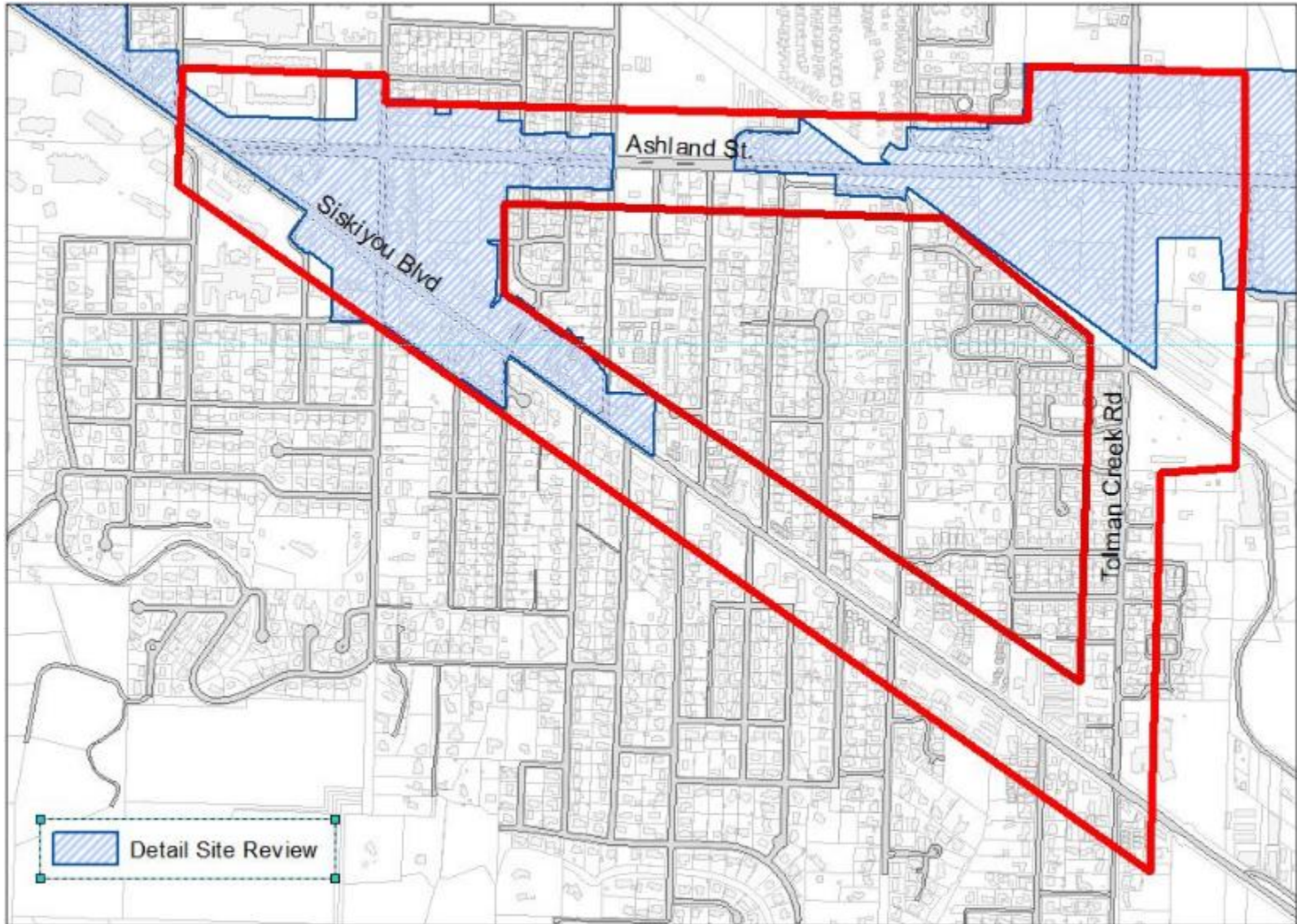
- Commercial (**C-1**)
- Employment (**E-1**)
- High Density Multifamily (**R-3**)
- Low Density Multifamily (**R-2**)



Pedestrian Place Overlay



Detail Site Review Overlay



Streetscape Improvements

- Streetscape improvements will make the area more walkable and desirable, thus increasing demand and leading to higher achievable rents.
- Streetscape improvements include:
 - Traffic calming
 - Safer and shorter crossings
 - Bike lanes
 - On-street parking
 - Street trees
 - Lighting



Transit Improvements

- The Transit Triangle is currently served by RVTD Route 10
 - 20 minute service 7am-5pm Monday-Friday
 - 30 minute service 5am-7am, 5pm-7pm Monday-Friday
 - 1 hour service Saturday
 - Highest ridership line in RVTD system
- Recent \$5.3 billion transportation bill will in part be used to improve transit service statewide, including new and enhanced service for RVTD



Current Zoning Standards

Current zoning standards encourage the development of large apartments, townhomes, and condos at low density

Current Zoning	R-2	R-3	E-1	C-1
Height	35 ft. or 2.5 stories	35 ft. or 2.5 stories	45 ft. or 3 stories	45 ft. or 3 stories
Parking Requirements	1-2 per unit	1-2 per unit	2 per 1,000 sq ft (office)	2.8 per 1,000 sq ft (retail)
Allowed Residential Density	13.5 DU/Acre	20 DU/Acre	15 DU/Acre	30 DU/Acre
Landscaped Area	35%	25%	15%	15%
Lot Coverage	65%	75%	85%	85%

Building Solutions

Fregonese Associates modeled a three-story mixed-use building prototype for an existing property on Ashland St and Park St.

- **Height** – Up to 3 stories
- **Landscaping** – 20%
- **Unit Limit** – No limit (determined by FAR rather than unit count)
- **Parking** – One space per unit, no parking required for on-site retail up to 1,250 sq ft
- **Unit size** – 650 to 700 sq ft apartments and a small amount of retail on the Ashland St. frontage



Building Solutions

- A height experiment was conducted with 3, 4 and 5 story buildings, with and without stepbacks, to determine achievable density and average rents

Stories	DU/Acre with Stepback	DU/Acre without Stepback
3	44.5	48.7
4	51.1	55
5	56.2	60

Stories	Average Monthly Rent (with and without Stepback)
3	\$1,295
4	\$1,282
5	\$1,270

Implementation Recommendations

- Implement the Ashland Transit Triangle Overlay
 - Intended to direct and encourage development of small, walkable nodes. These nodes:
 - Provide concentrations of gathering places, housing, businesses, and pedestrian amenities
 - Are situated and designed in a way that encourages walking, biking, and transit use

Implementation – Recommended Zoning Changes

In the R-2 and R-3 Zones:

- Allow 3 story buildings with stepback or articulation
- Reduce landscaping to 20%
- Limit intensity to 1.25 FAR
- Allow limited mixed-use
- Reduce parking for apartments smaller than 800 sq ft to 1 space per unit
- Do not require parking in mixed use buildings for first 1,250 sq ft of commercial use

In the C-1 and E-1 Zones:

- Allow 4 story buildings with stepback or articulation if adjacent to residential zones
- Keep landscaping at 15%
- Limit intensity to 1.5 FAR
- Encourage mixed-use
- Reduce parking for apartments smaller than 800 sq ft to 1 space per unit
- Do not require parking in mixed use buildings for first 1,250 sq ft of commercial use

Articulation vs. Stepback

- Both reduce building mass, each technique has its benefits, having both achieves the desired outcome while adding flexibility

Articulation

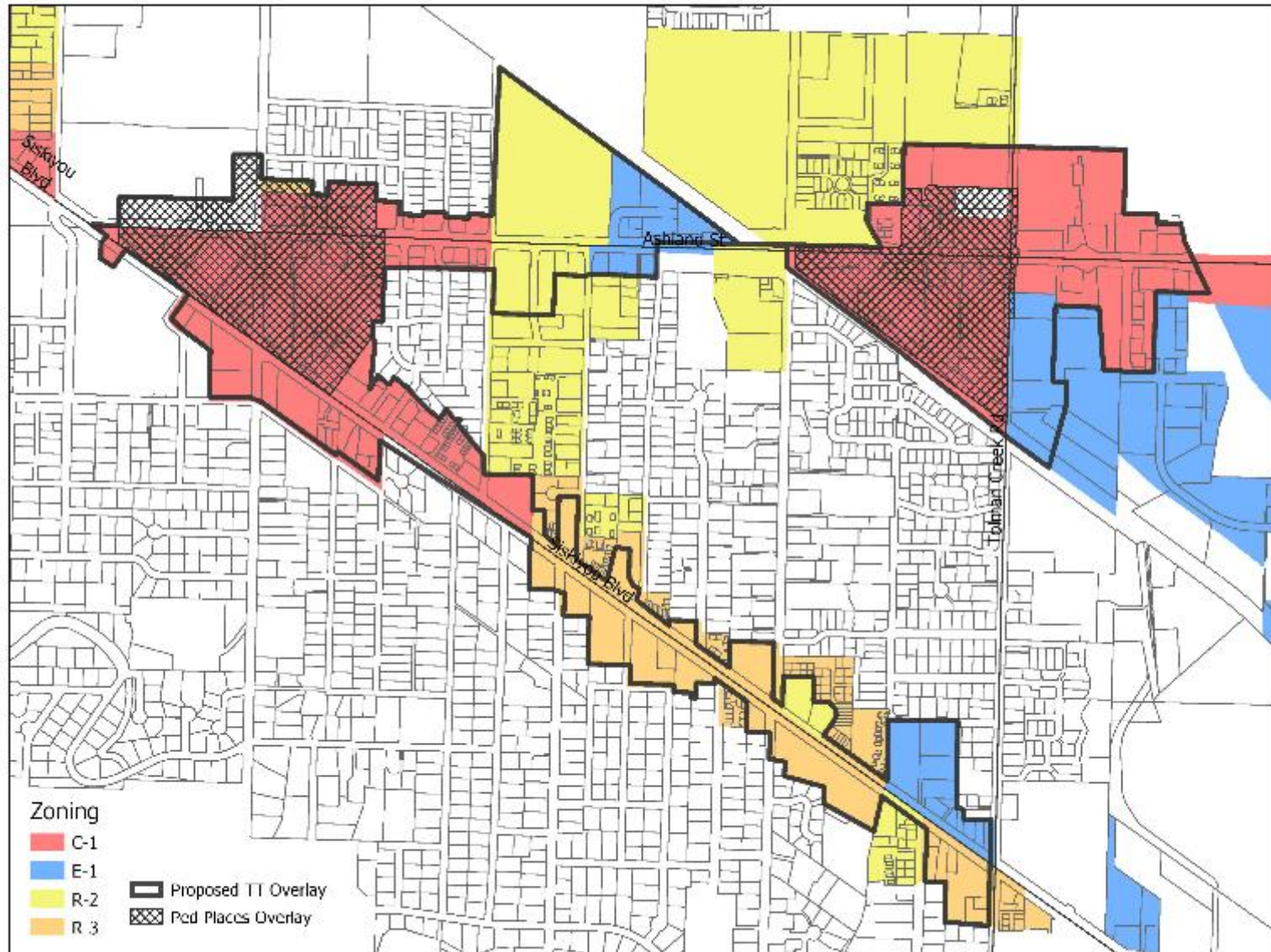


Source: Kistler, Small and White

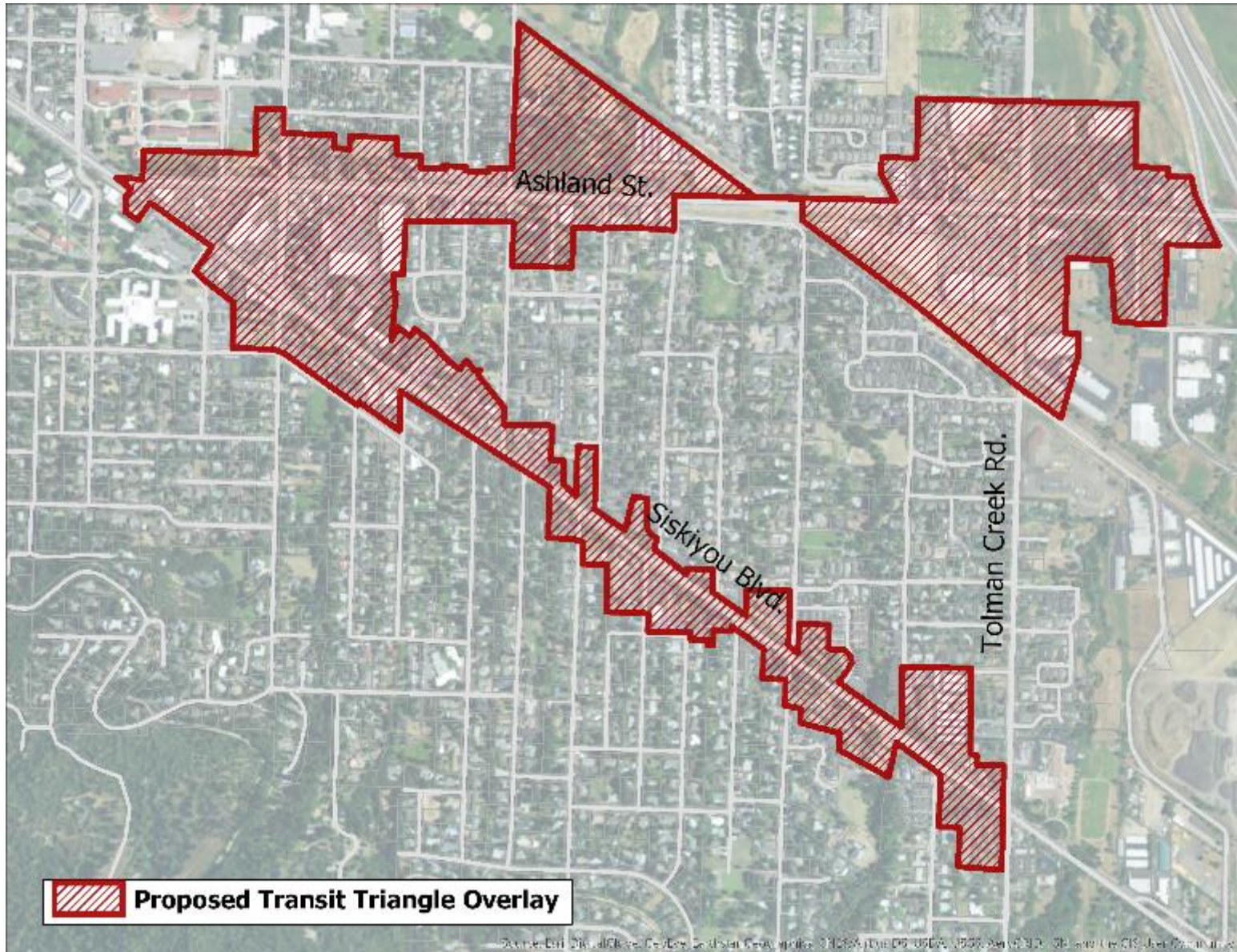
Stepback



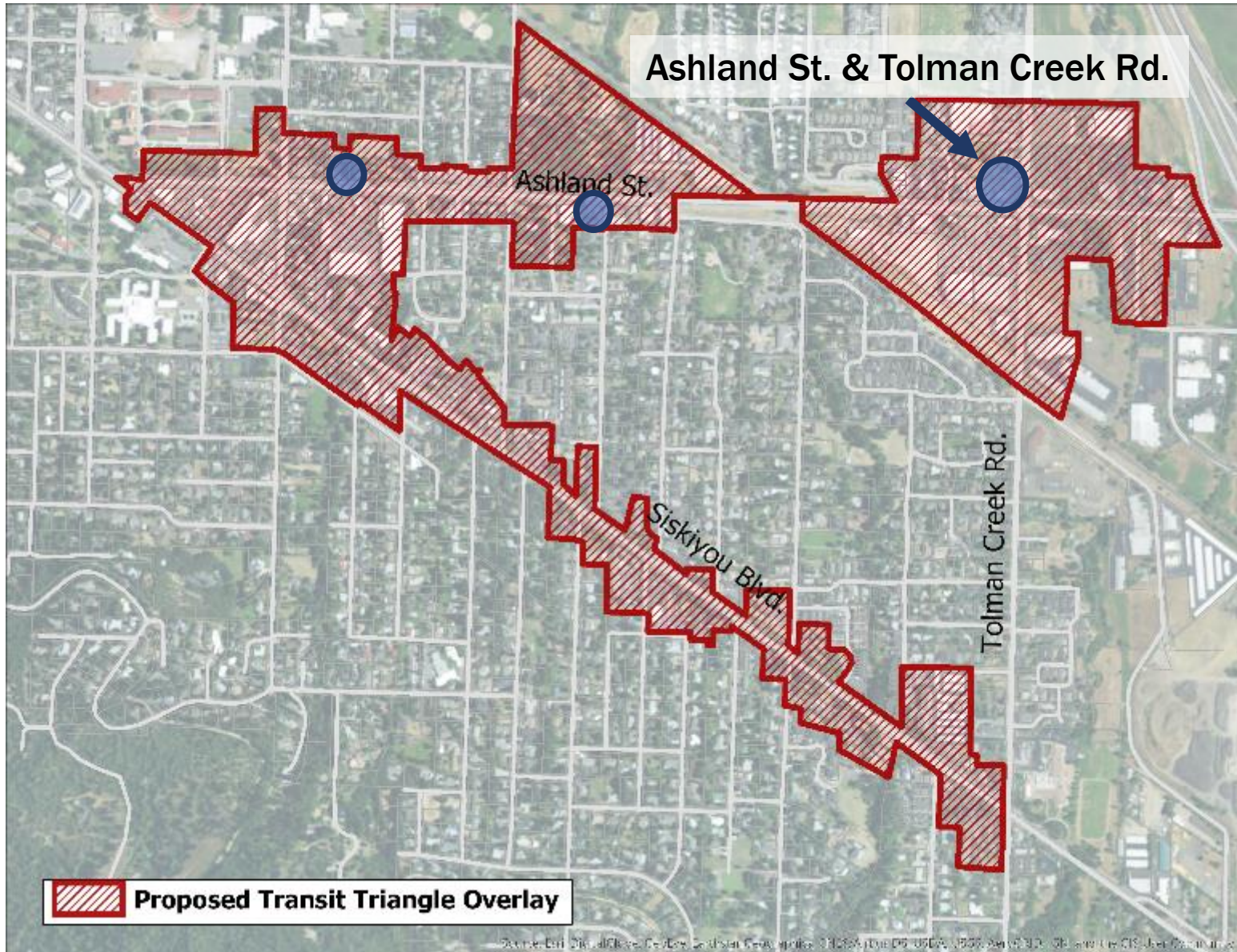
Map of zoning area



Proposed Boundary of Transit Triangle Overlay



Map of visualizations



C-1 Zone

Ashland Street + Tollman Creek Road



C-1 Zone

Ashland Street + Tollman Creek Road

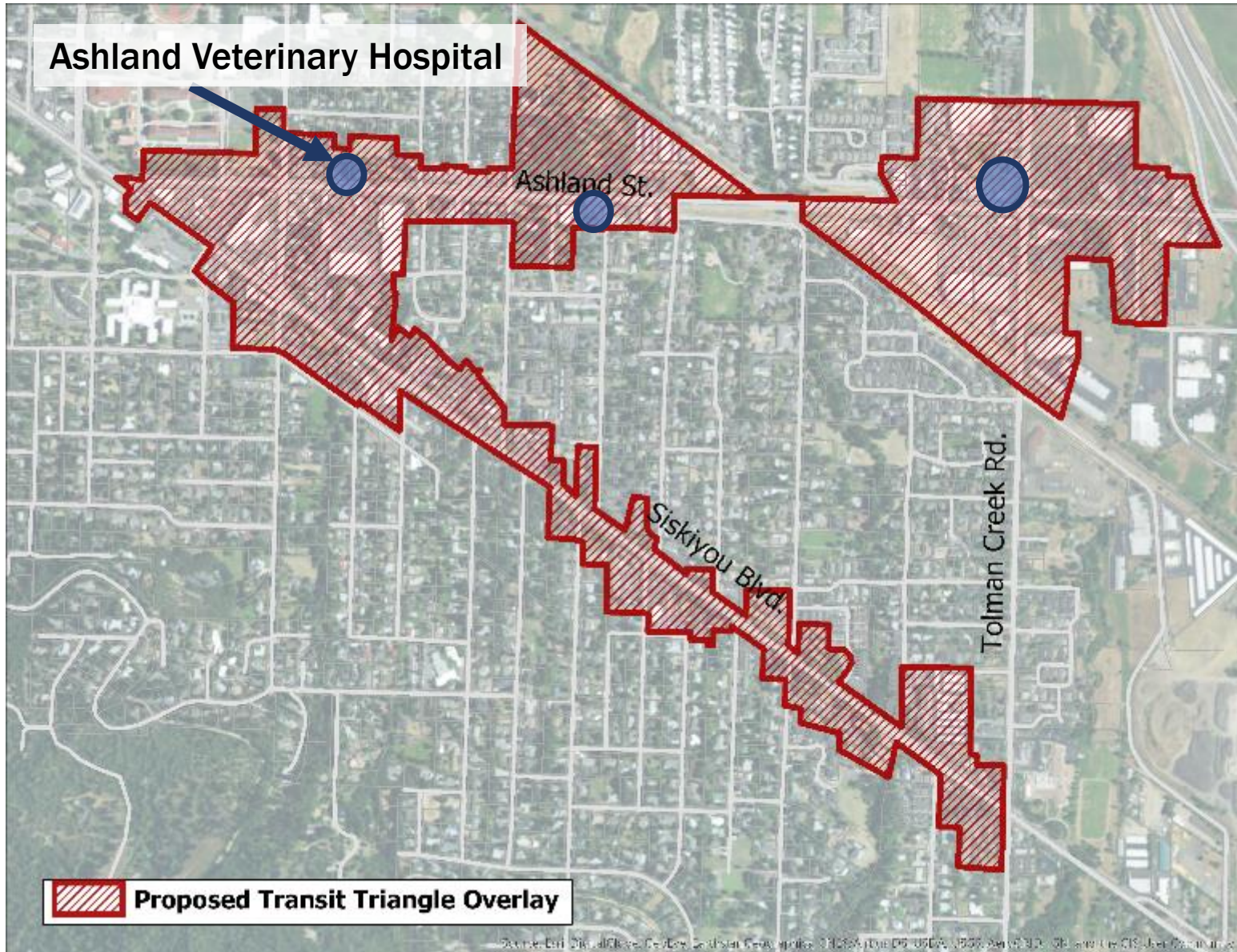


C-1 Zone

Ashland Street + Tollman Creek Road



Map of visualizations



C-1 Zone



C-1 Zone



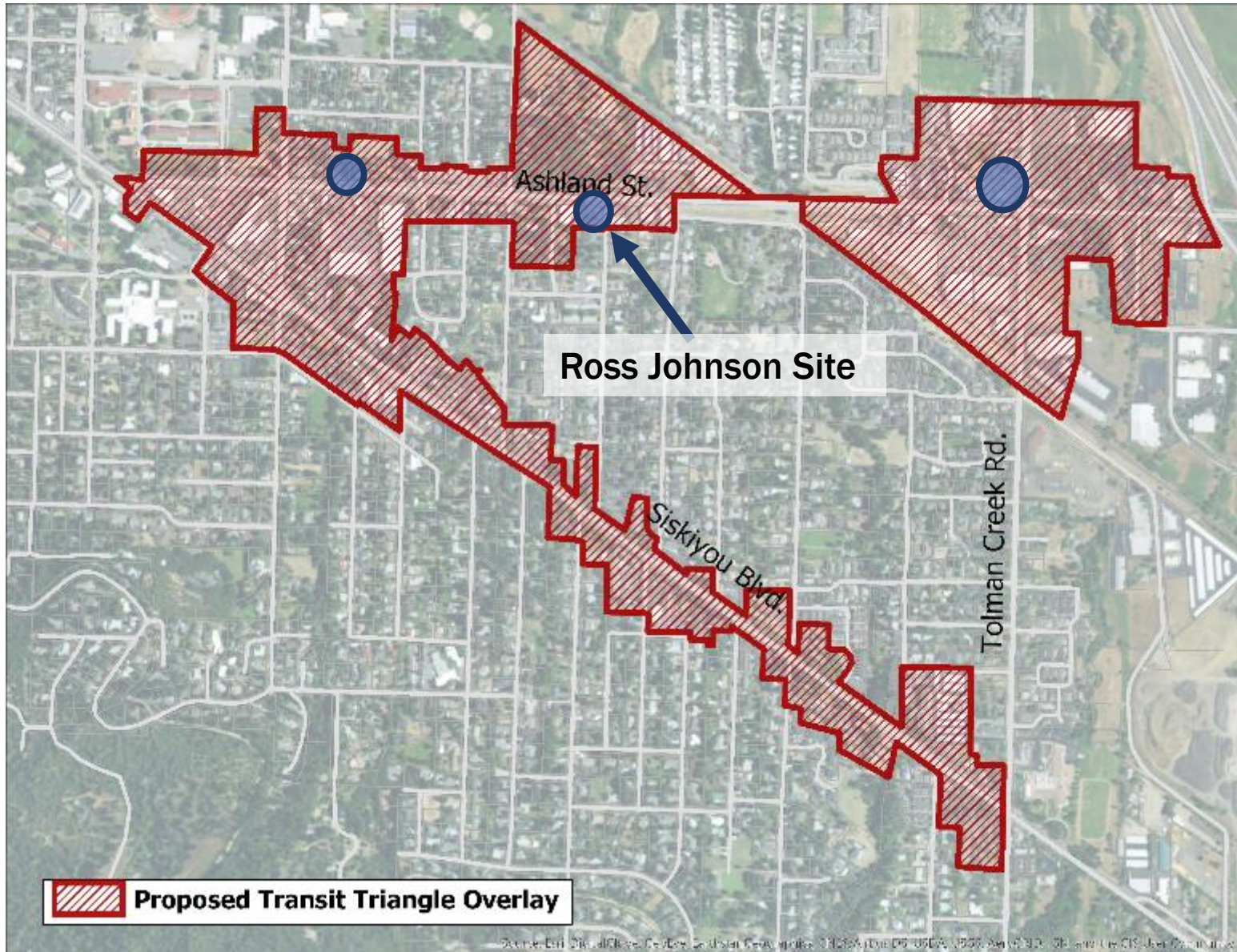
C-1 Zone



C-1 Zone



Map of visualizations



R-2 & R-3 Zones



R-2 & R-3 Zones



R-2 & R-3 Zones



R-2 & R-3 Zones



Vertical Housing Program

Along with zoning updates, the City should create a Vertical Housing Development Zone in the Transit Triangle

- Statewide property tax abatement program
 - 10-year property tax exemption
 - Up to 80% exemption per residential floor above ground floor commercial
- City can establish the types of projects that qualify for the tax exemption
- We recommend it only for projects that provide 20% of units affordable at 80% MFI

Vertical Housing Case Study - Milwaukie

- Adopted Vertical Housing Development Zone in December 2017
- First project using the tax exemption is expected to break ground in early 2018
 - Mixed use development in Downtown Milwaukie
 - 110 Residential Units
 - 7,300 sq. ft. Commercial Space



Learn more about Milwaukie's VHDZ at:
<https://www.milwaukieoregon.gov/verticalhousing>

Inclusionary Affordable Housing Tools

1. Inclusionary units can be 20% of units for projects of 20 units or more.
2. The income standard is 80% AMFI.
3. The City must provide the developer an option to pay a fee-in-lieu of the affordable units.
4. The City must offer one of the following financial incentives:
 - a. **Fee waivers***
 - b. **SDC waivers***
 - c. Finance based incentives
 - d. Property tax exemptions
5. The City can offer a series of zoning incentives:
 - a. **Density adjustments***
 - b. Expedited service for local permitting processes
 - c. Modification of height, floor area or other site-specific requirements
 - d. Other incentives as determined by the city or county

The legislation also allows the City to impose a 1% construction excise tax to fund affordable housing

***City currently provides these incentives**



Community Outreach

The project team held a number of community events, including:

- Stakeholder Interviews
- Developer Roundtables
- A Community Open House
- Online Outreach and Surveys
- Planning Commission Briefings
- City Council Work Session

RECOMMENDED ZONING CHANGES

The Ashland Transit Triangle Overlay is intended to direct and encourage development that is compatible with transit, pedestrian walking, and bicycle use.

In the R2 and R3:

1. Allow 3 story
2. Reduce lot
3. Limit building rather than unit
4. Allow limited
5. Reduce park ft. to 1 space per

As part of the changing zoning in the Ashland Transit Triangle, the City should have available in

The tools include:

1. Inclusion units for pro
2. The inco
3. The City developer a lieu of the a
4. The City following fi
 - a. Fee wa
 - b. SDC wa
 - c. Finance
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 - b. Expedi permitting
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 - d. Other ir by the city

The legislative impose a 1% fund afforda

*City current incentives

AFFORDABLE HOUSING

STREETSCAPE AND TRANSIT IMPROVEMENTS

Streetscape Improvements

Streetscape improvements would increase walkability, desirability and safety in the area, while increasing the value of nearby housing. These improvements could include:

- Traffic calming
- Safer and shorter crossings
- Bike lanes
- On-street parking
- Bus stops with shelters
- Pedestrian scale lighting
- Street trees

Potential Transit Triangle Streetscape Improvements

The Ashland Transportation System Plan (TSP) calls for streetscape improvements on Ashland St. (from Walker Ave to Normal Ave.) and at the intersection of Ashland St. and Tolman Creek Rd.

Transit Improvements

The Transit Triangle is served by Rogue Valley Transportation District (RVTD) Route 10. RVTD recently made service enhancements and, as a result, Route 10 now provides:

- 20 minute service from 7am-5pm (Monday-Friday)
- 30 minute service for the remainder of the day (5am-7am and 5pm-7pm, Monday - Friday)
- Service on Saturdays at hour intervals

Route 10 provides the highest ridership in the RVTD system and the Bi-Mart stop on Tolman Creek Road is one of the most used stops system wide.

Proposed RVTD Service Enhancements

The State of Oregon recently passed a \$5.3 billion transportation bill, which will, in part, be used to improve transit service and access. RVTD will benefit from both new and enhanced service.

New Service

1. Highway 99 Express - New express route connecting Medford to Ashland along Highway 99.
2. Central Point Circulator - New fixed-route connecting areas within Central Point.
3. Ashland Circulator - New fixed-route connecting Downtown Ashland to surrounding areas.

Enhanced Service

1. Saturday Service - Saturday frequency expanded to 30 minutes.
2. Expanded Service Hours - Earlier morning and later evening service Monday through Friday.

Online Survey Results

- Survey emailed to open house attendees and posted on project website
- 24 responses

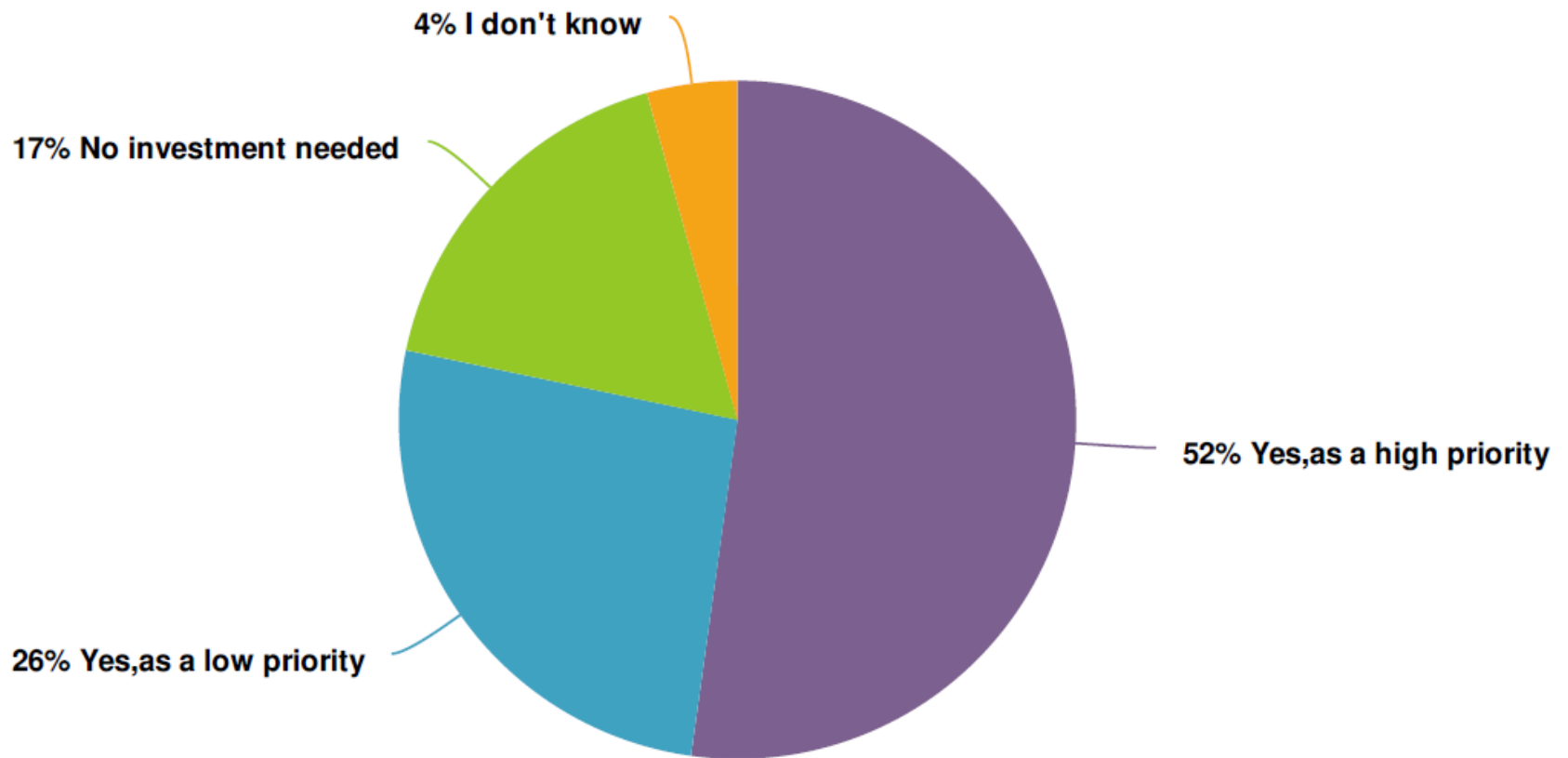
Ashland Transit Triangle Survey

The Ashland Transit Triangle

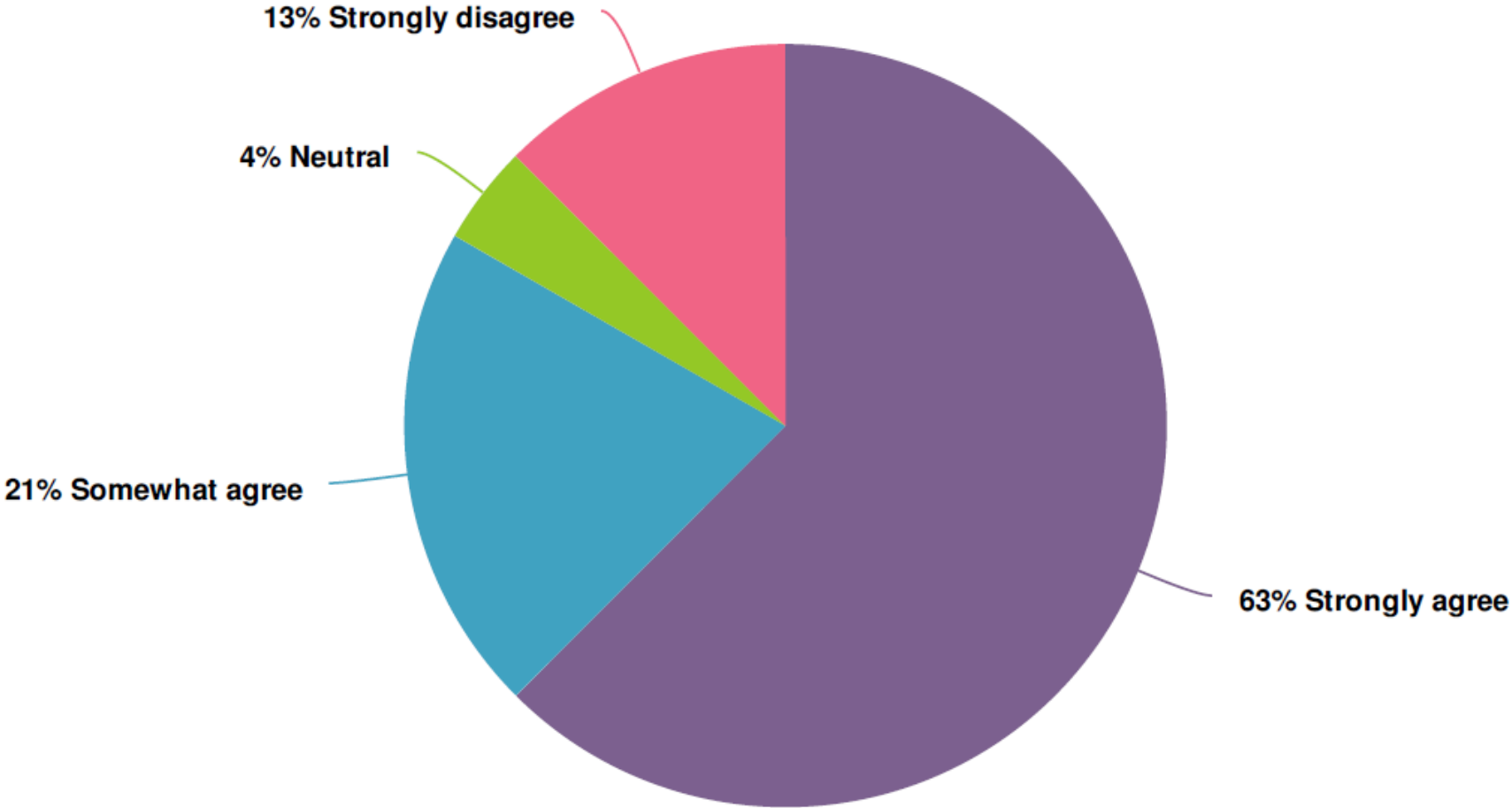


The Transit Triangle is comprised of Ashland Street along the north edge, Siskiyou Boulevard on the southwest side, and Tolman Creek Road on the eastern edge. This area includes a sizable amount of development potential for additional businesses and housing. Well established neighborhoods are within walking distance, and the area is served by the Rogue Valley Transportation District (RVTD).

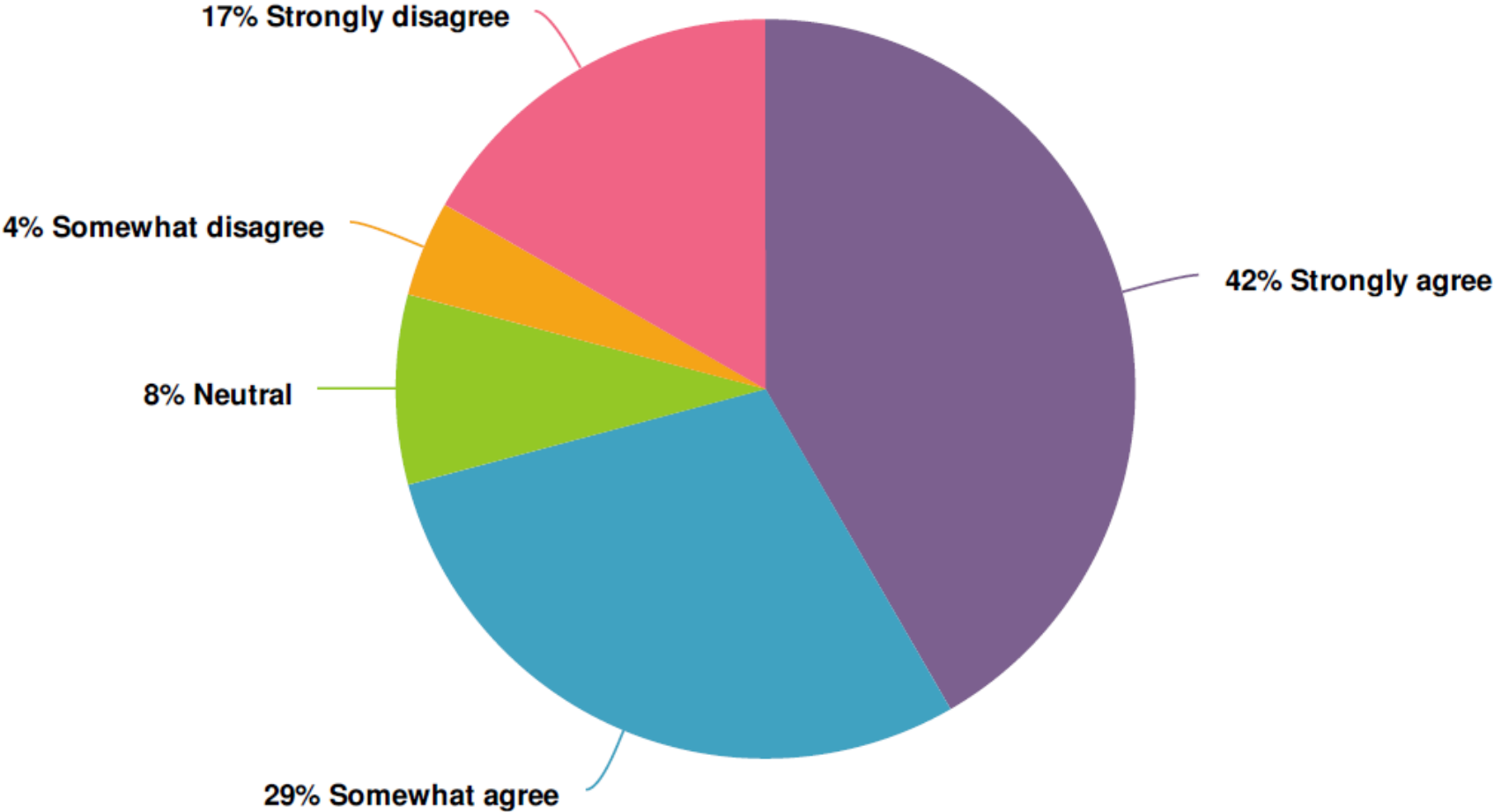
8. Should we invest in sidewalks, bike routes, and more crossings to improve safety in the Transit Triangle?



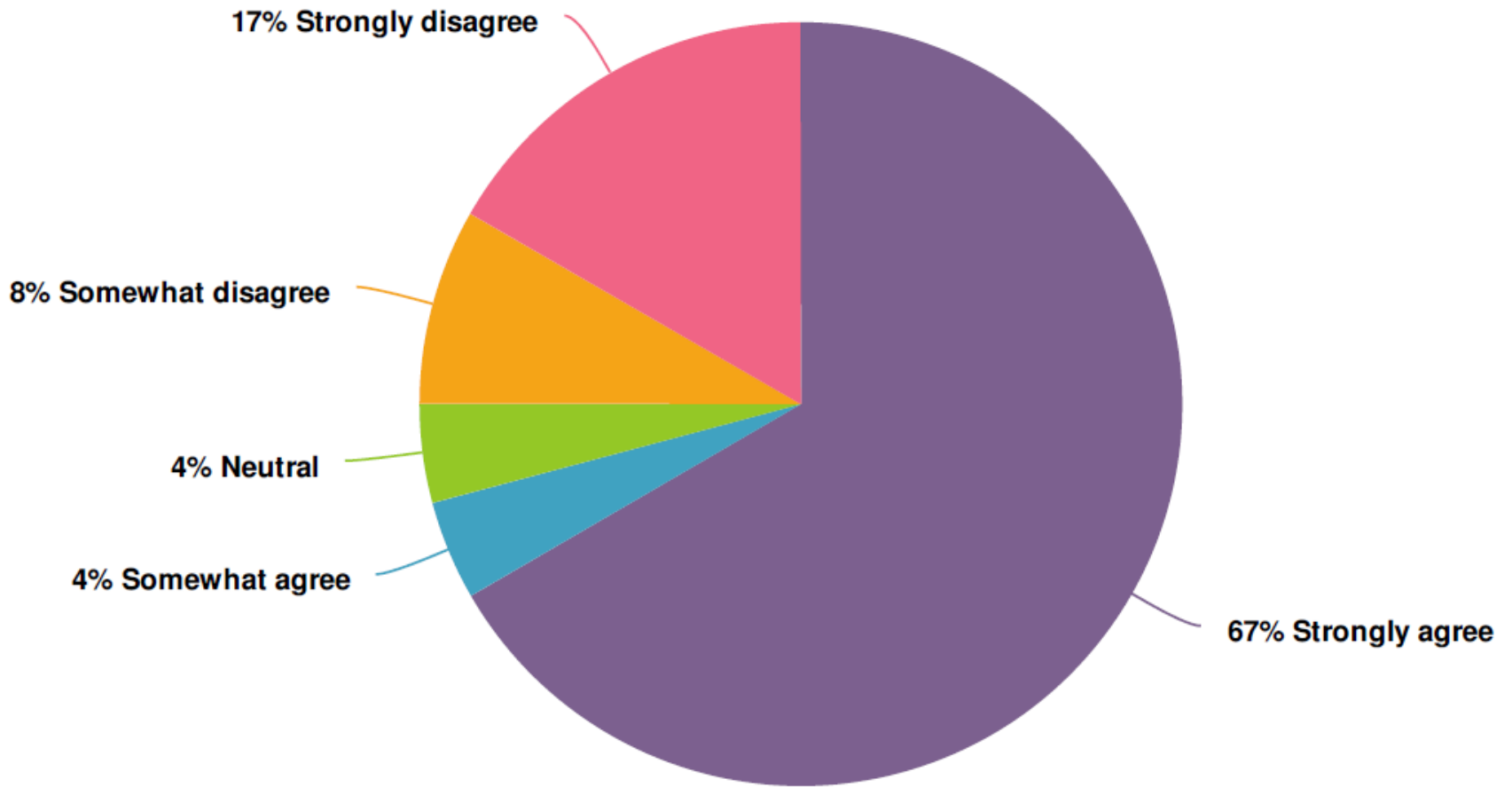
9. The Transit Triangle is a good place for more housing



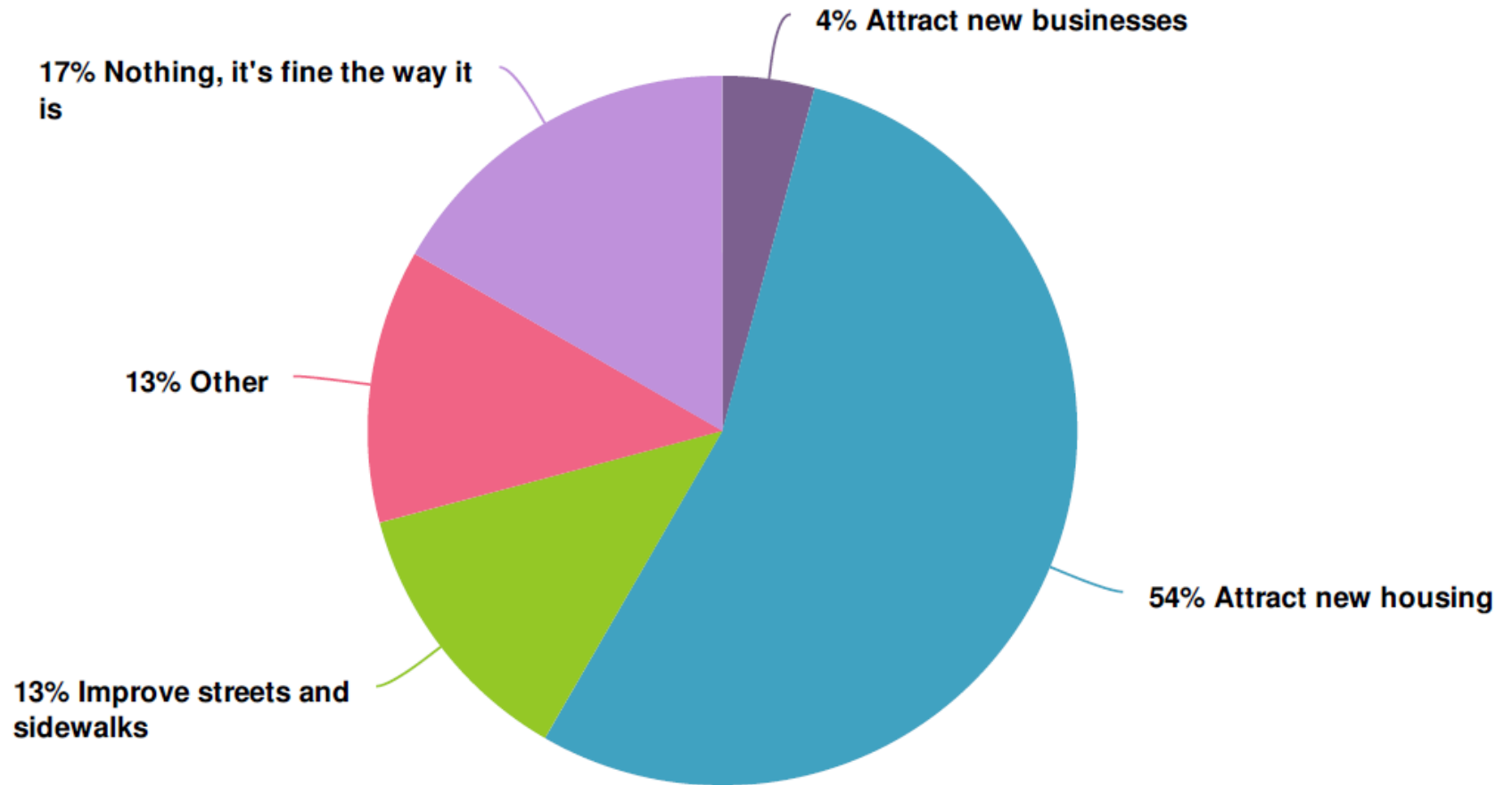
10. It is important to provide affordable housing in the Transit Triangle



11. Are you in favor of 3-4 story, mixed-use development in the Transit Triangle?



12. If you could do just one thing for the Transit Triangle, what would be your top priority?



13. Which image do you like BEST?



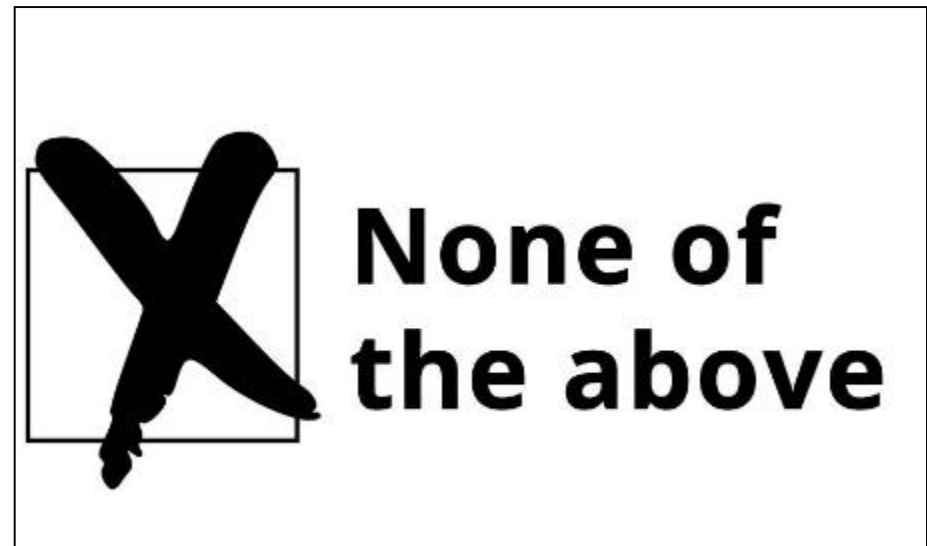
Three story building with stepback – 27%



Four story building with stepback – 27%



Four story building without stepback – 32%



**None of
the above**

None of these – 14%

14. Which image do you like BEST?



Three story building with stepback – 35%



Three story building without stepback – 26%



Four story building with stepback – 30%



None of these – 9%

Ashland Transit Triangle Infill Strategies Project

