

Ashland Transit Triangle Infill Strategies Project



Project Objectives

- 2015-2017 Council Goals and Objectives
 - Update infill strategy along major transportation corridors
 - Explore incentives for developers for more affordable housing
- Objectives
 - Construct moderately sized housing units
 - Support transit through increased ridership
 - Generate a environment for business development and expansion
 - Create a walkable setting

Implementation – Recommended Zoning Changes

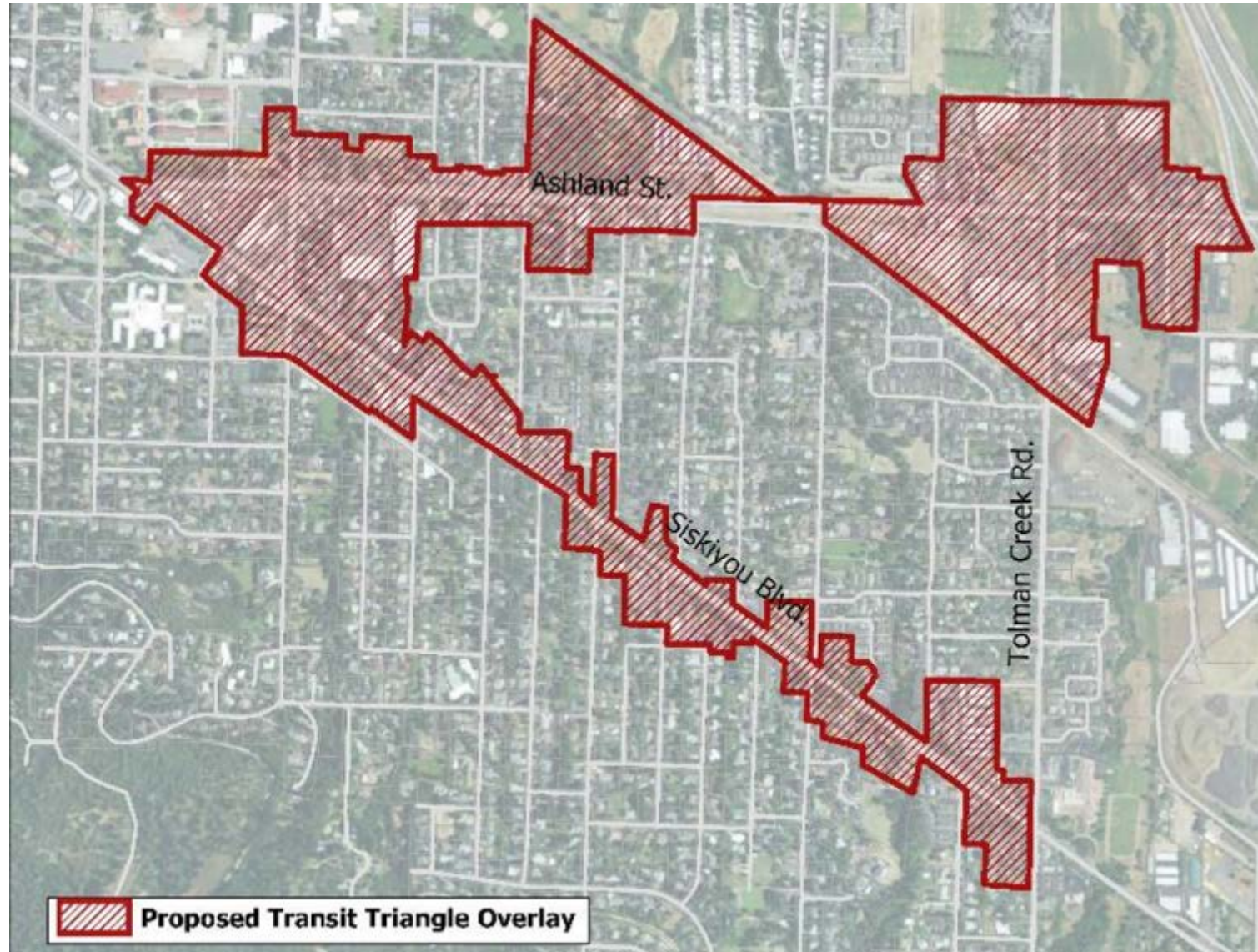
In the R-2 and R-3 Zones:

- 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
- Required off-street parking spaces for commercial uses may be reduced up to three spaces

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
- Required off-street parking spaces for commercial uses may be reduced up to three spaces

Proposed Boundary of Transit Triangle Overlay



** The Transit Triangle Overlay is Optional and is not Required*

Ashland's Housing Needs

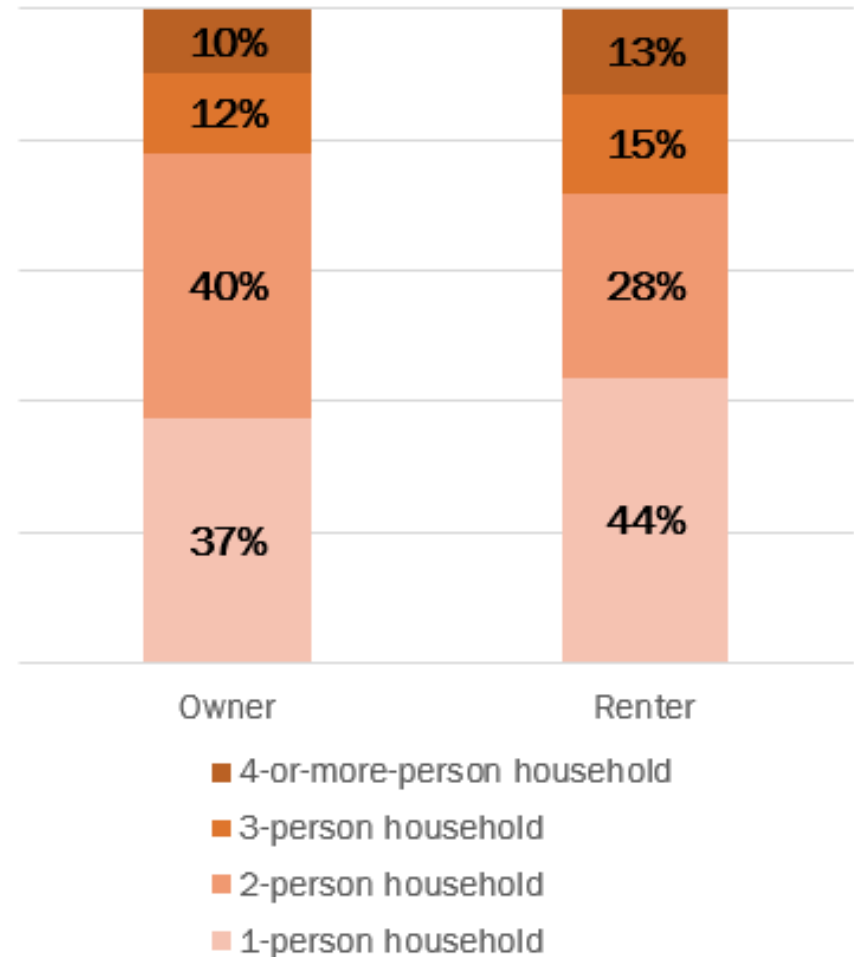


- Small Households (1-2 people) are the largest segment of households in Ashland
 - 39.4% of Ashland households are single-person compared to 27.8% of Oregon households
- The rental housing market has experienced increased prices and shortages over the last several years, particularly “workforce housing”
 - Ashland households earning 120% of median income can afford \$1,270 to \$1,295 per month for housing
 - *Above 80% and up to 120% of the median income is considered "moderate- income"

Demographics

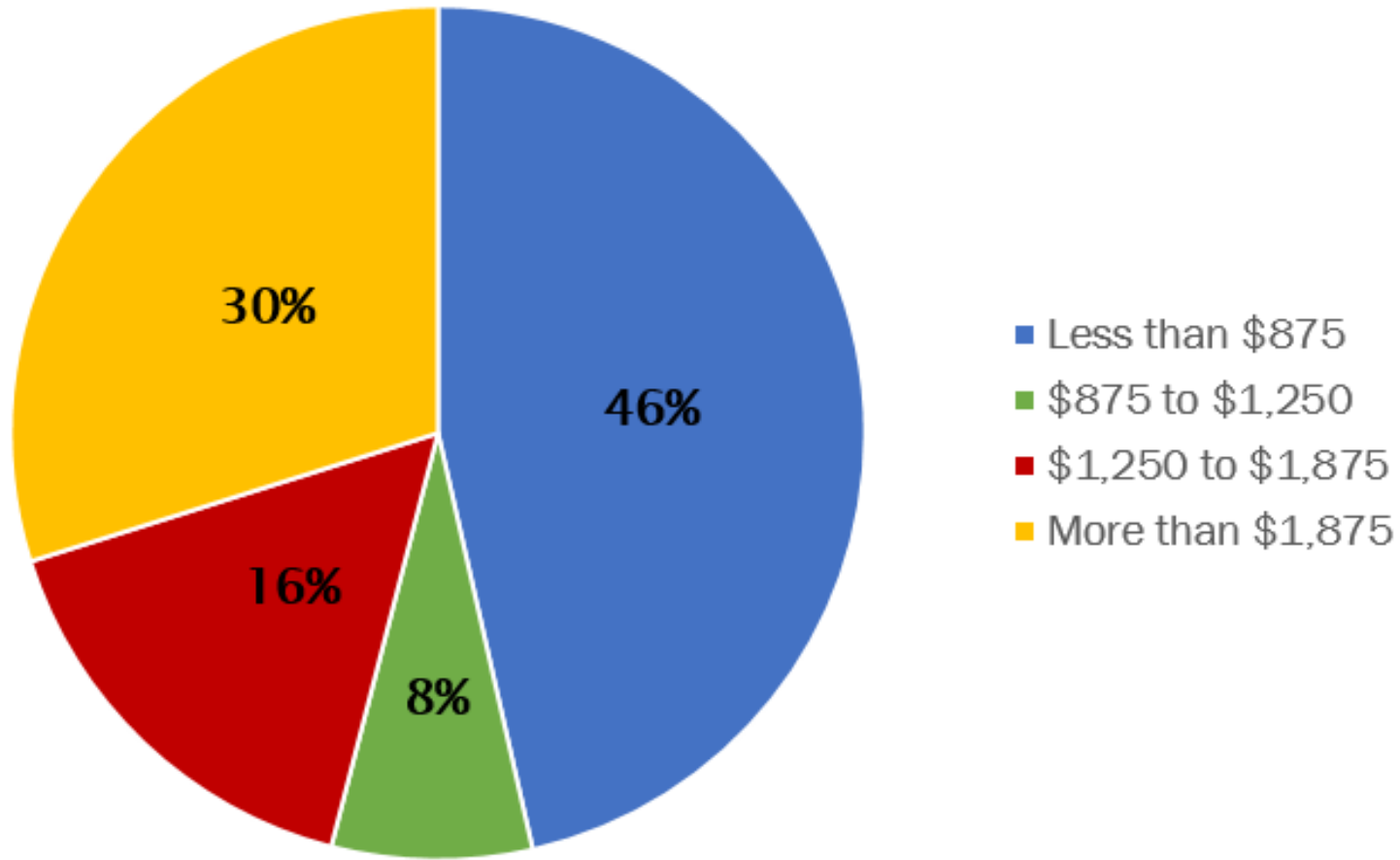
- One-and two person households represent a large and growing segment of the housing market
- Ashland has a much higher amount of One-and two person households than neighboring cities

Persons per Household by Tenure



Source: US Census, 2015 ACS

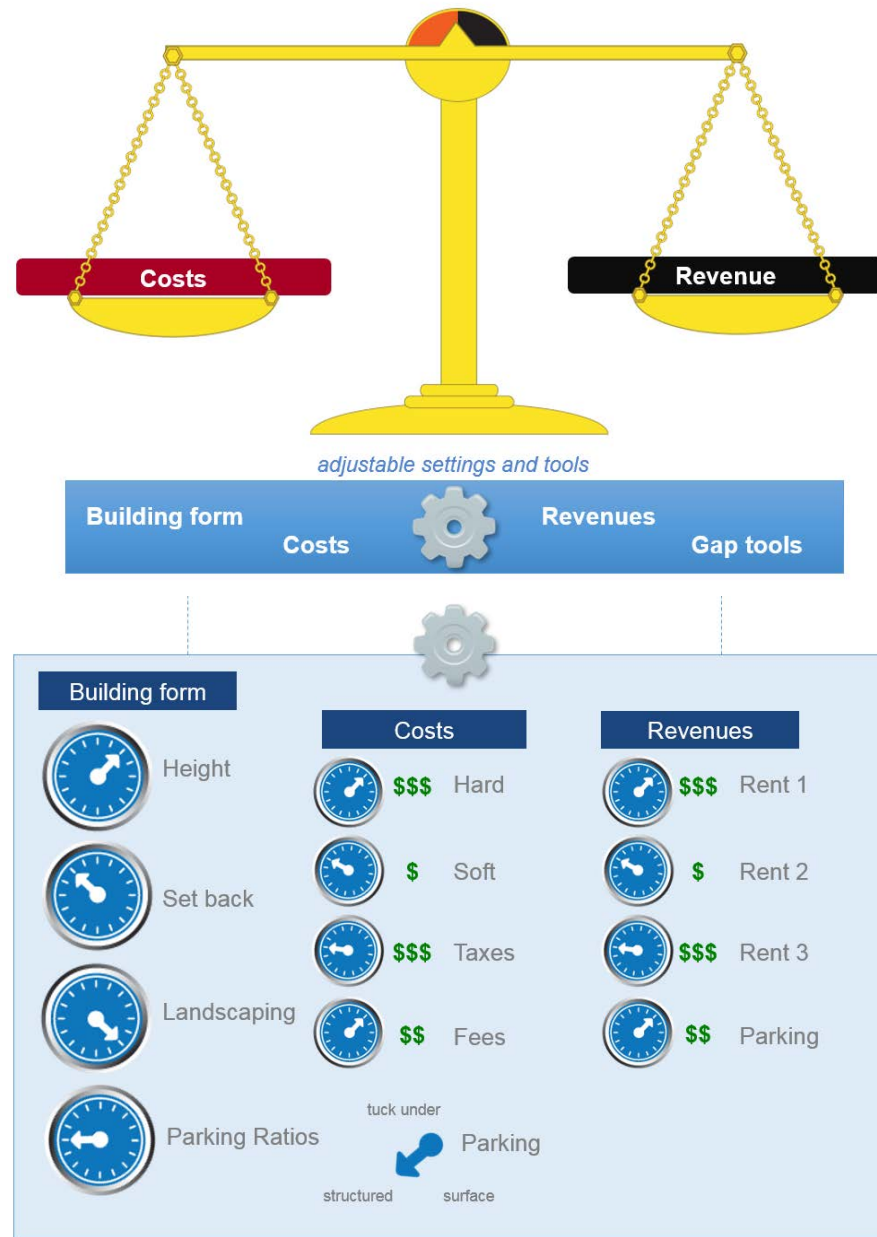
Household Incomes Converted to Affordable Monthly Rents (30% of income)



The Transit Triangle Infill Strategies Project

Tasks Completed

- Market analysis
- Developer interviews
- Demographic analysis
- Analysis of current zoning
- Pro forma testing conducted
- Detailed site-level analysis
- Community Outreach



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



What impacts development performance?

- Land cost
- Market demand
- Zoning standards



Cities can influence these

- New zoning & incentives
- Streetscapes, parks and amenities

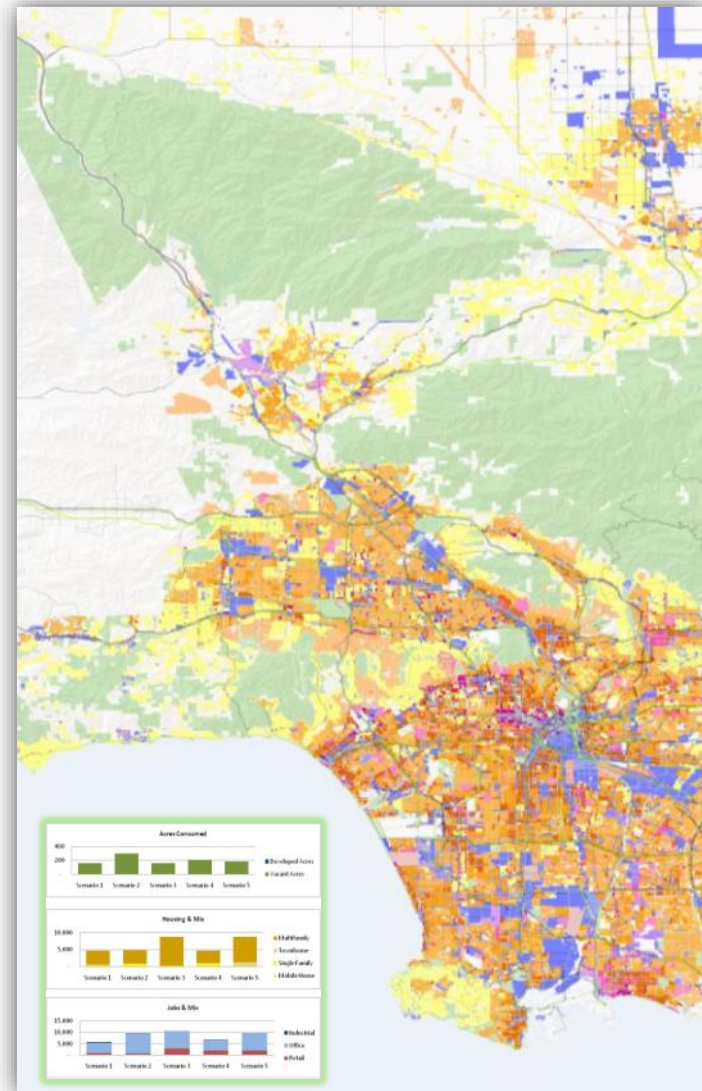


Land cost: \$25 / sq. ft.
Construction cost: \$135 / sq. ft. residential; \$145 / sq. ft. retail
Land + Construction cost: \$160 sq. ft. residential; \$170 sq. ft. retail

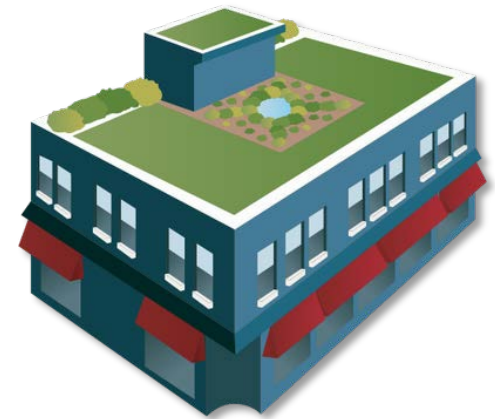
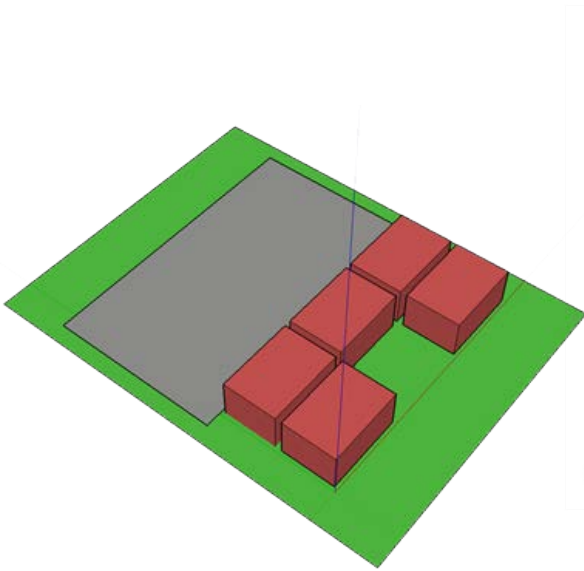
What is Envision Tomorrow?

- Suite of open source planning tools:
 - Prototype Builder
 - Return on Investment (ROI) model
 - Scenario Builder
 - Extension for ArcGIS
 - 20+ modules or “apps” funded by HUD Sustainable Communities Grants

envision
tomorrow™
a suite of urban and regional planning tools

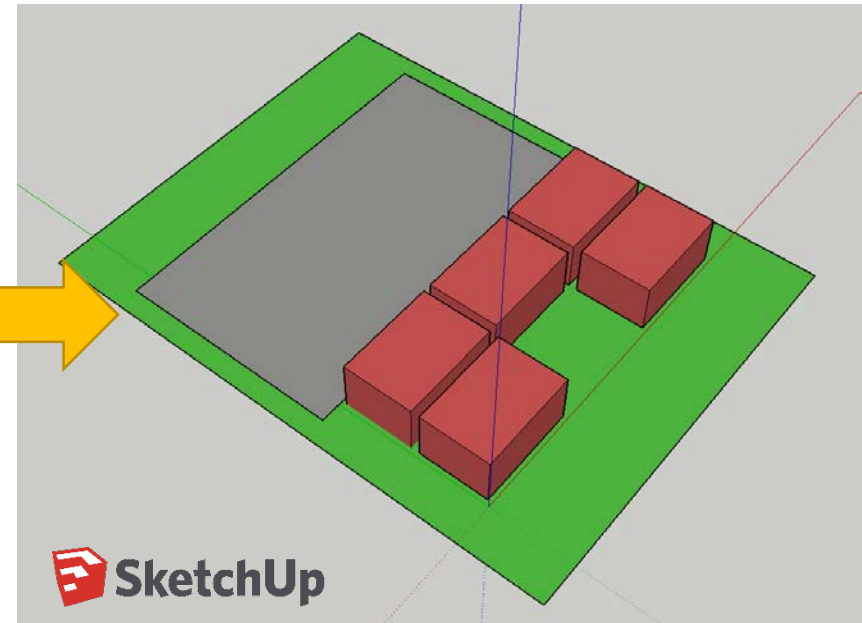
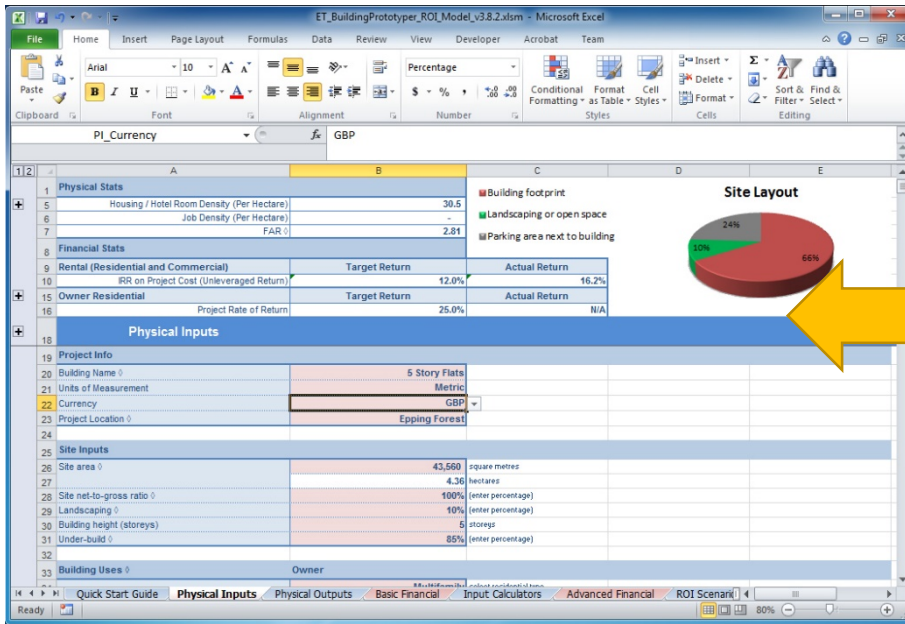


Testing Financial Performance (Market)



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Testing Physical Parameters (Zoning)



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%

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

Recent 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-8pm Monday-Friday
 - 30-minute service Saturday
 - Highest ridership line in RVTD system
- 2018 service enhancements include:
 - Expanded weekday evening service
 - 30-minute Saturday service



Testing 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



Testing 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

Key Issues

Planning Commission Discussions and Recommendations

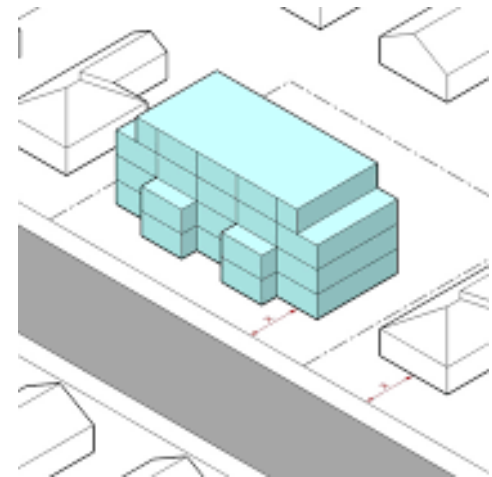
Rental
Requirement



Required
Commercial and
Employment Uses



Building Step Back



Rental, For Purchase & Travelers' Accommodations



- Providing rental housing at more affordable levels rather than encouraging development of larger and more expensive ownership units was a concern
- Recommendation: Residential units developed under the TT overlay option are required to be rental units. Condominiums and travelers' accommodations are not allowed.

** Currently zoning requirements allow dwelling units in the C-1 and E-1 zones in conjunction with commercial and employment use and in the R-2 and R-3 zones as a permitted use. The type of housing unit, rental or for purchase, is not regulated.*

Commercial/Employment Uses



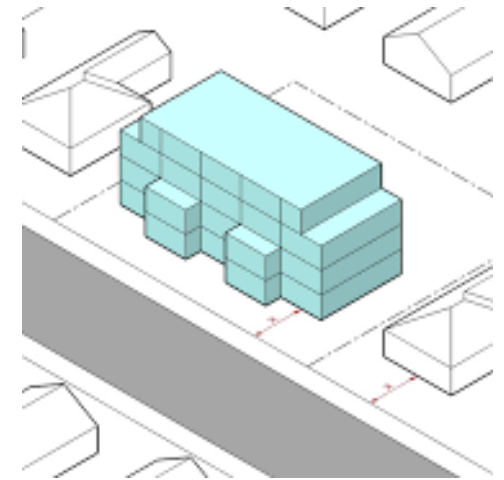
- It was identified that the amount of commercial or employment uses required in a development in the C-1 and E-1 was problematic because of limited demand in Ashland
- Initial Planning Commission Proposal was a requirement of 50%
- The recommendation in this draft was ultimately reduced to a 35% requirement

** Currently 65% of the ground floor of a building is required to be in commercial or employment uses in the C-1 and E-1 zones and 35 percent of the ground floor can be housing*

Articulation vs. Stepback

Concerns were expressed regarding the impact of multi-story buildings on nearby residential neighborhoods as well as how they effect the look and feel of the street

- Both reduce building mass
- Each technique has its benefits
- Allowing for both achieves the desired outcome while adding flexibility



** Currently buildings are allowed to be 40 feet (3 stories) in the C-1 and E-1 zones*

Stepback and Articulation Examples

Stepback



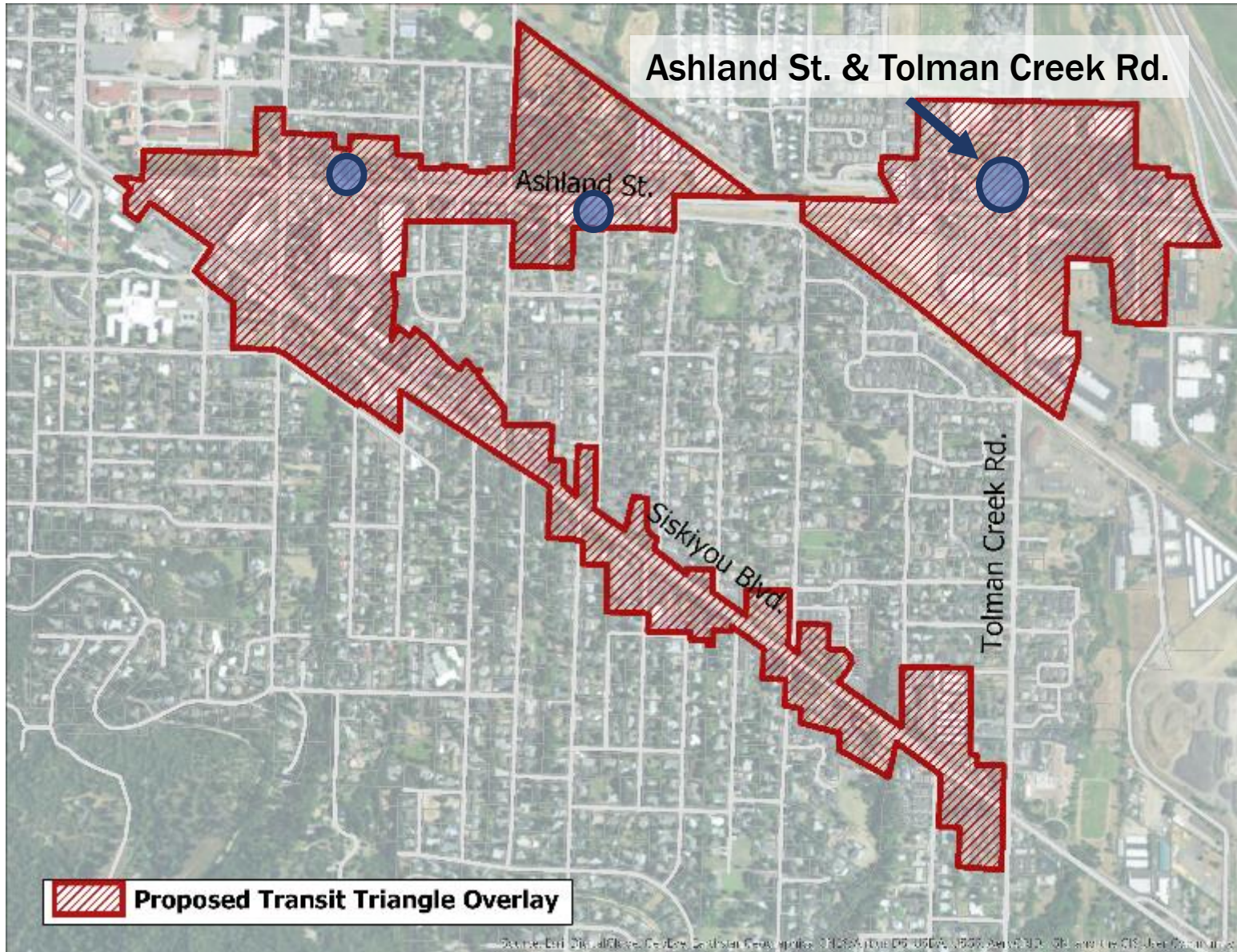
Stepback and Articulation Examples

Articulation



Source: Kistler, Small and White

Map of visualizations



C-1 Zone

Ashland Street + Tolman Creek Road



C-1 Zone

Ashland Street + Tolman Creek Road

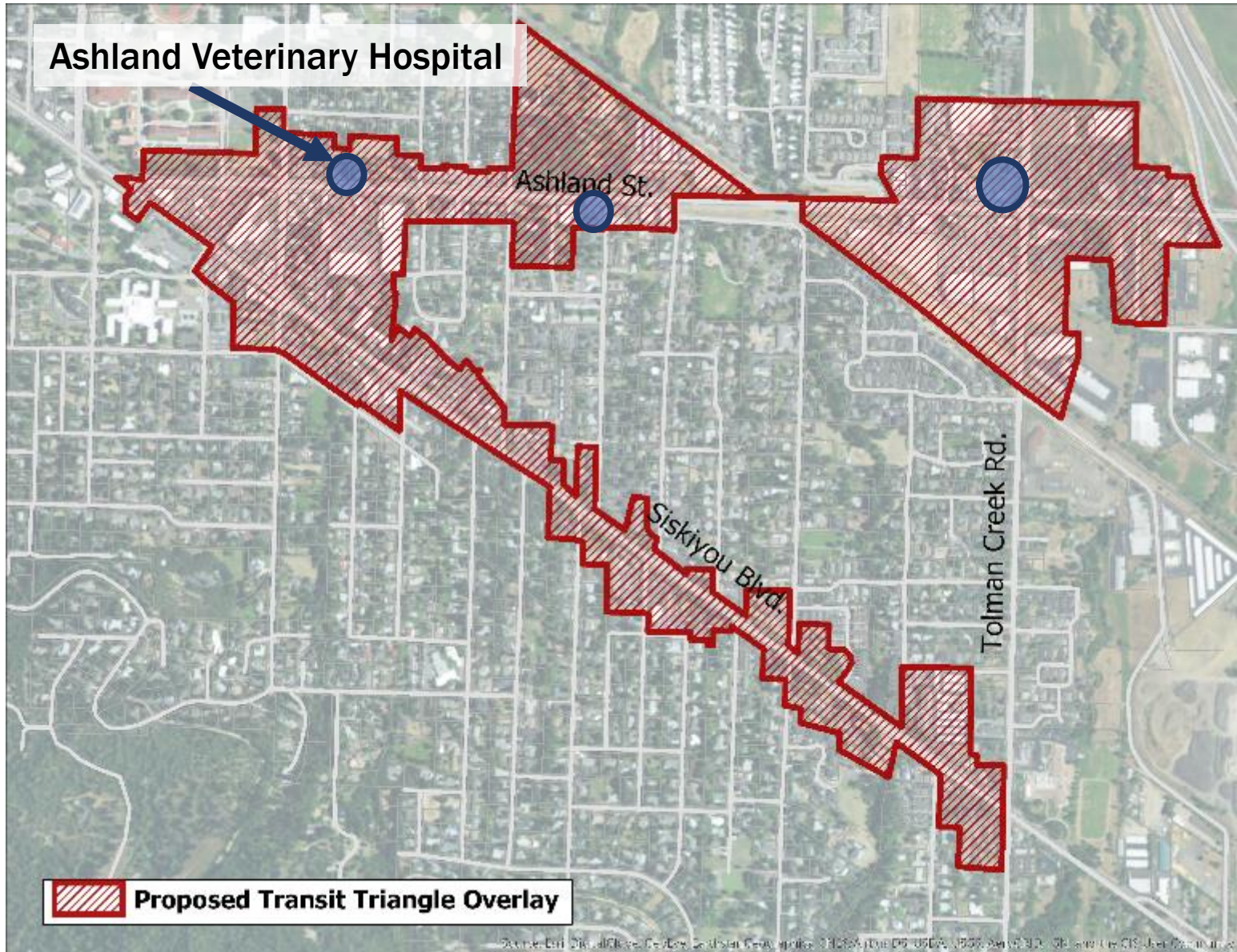


C-1 Zone

Ashland Street + Tolman Creek Road



Map of visualizations



C-1 Zone



C-1 Zone



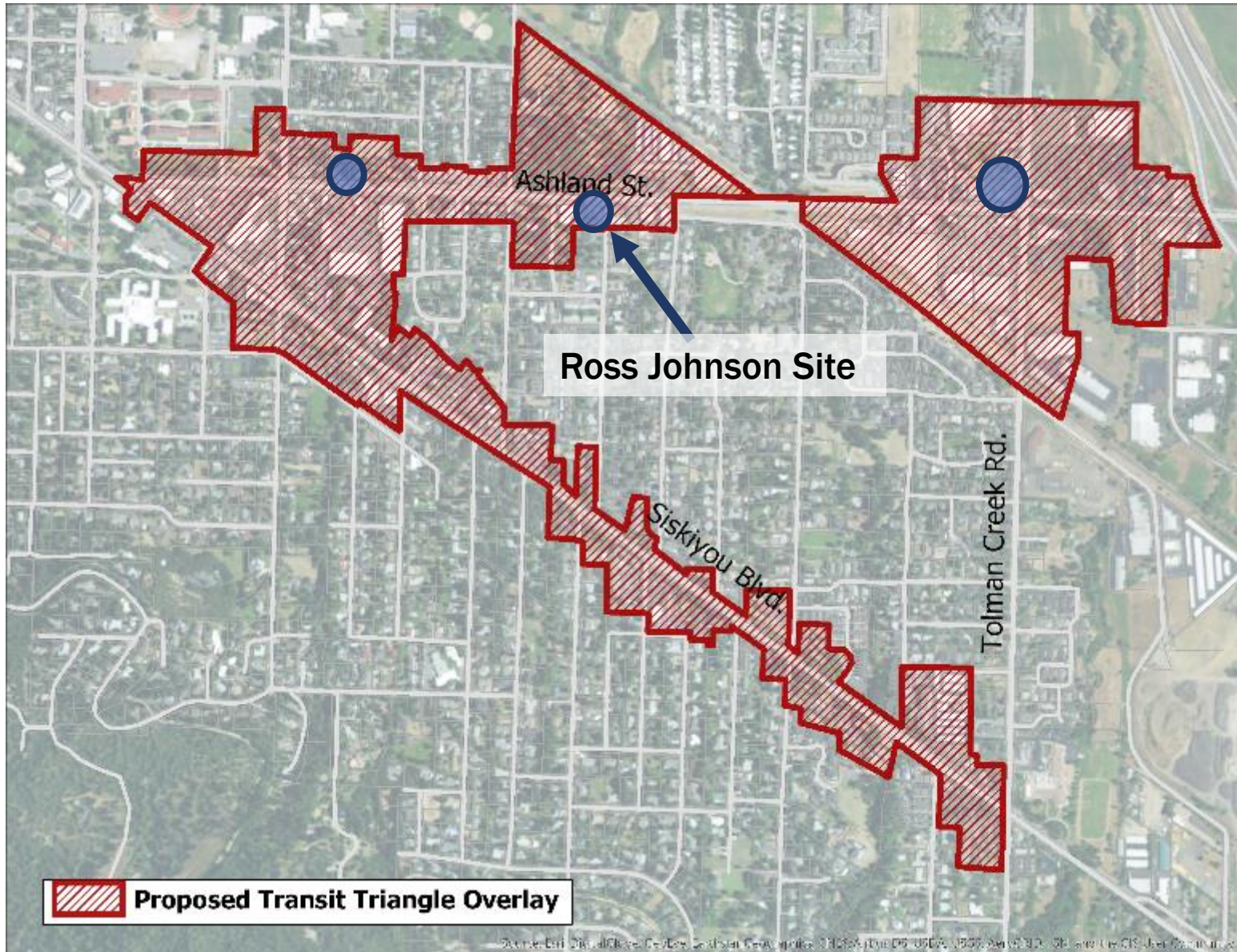
C-1 Zone



C-1 Zone



Map of visualizations



R-2 & R-3 Zones



R-2 & R-3 Zones



R-2 & R-3 Zones

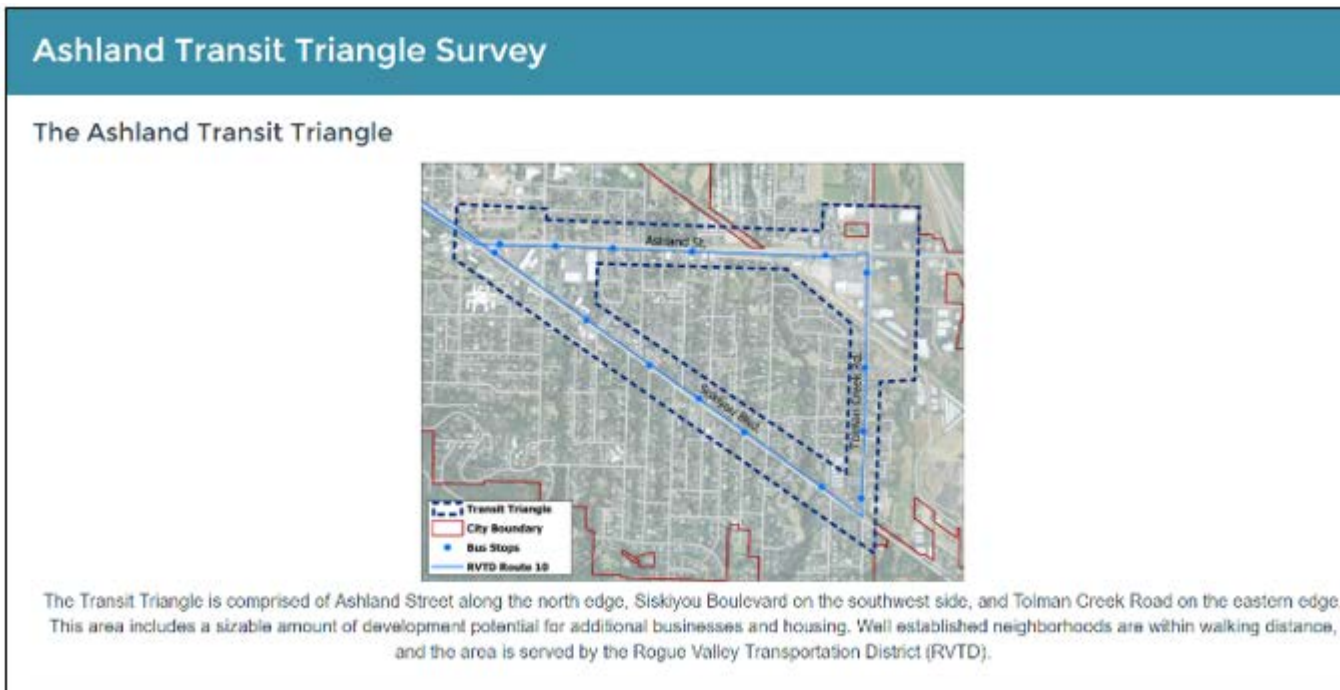


R-2 & R-3 Zones



Online Survey Results

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



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
the above**

None of these – 9%

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%

Planning Commission Recommendation

- Rental Housing
 - Existing Zoning is retained, development under Transit Triangle overlay is optional
 - Development without overlay allows development of for purchase residential units and hotel/travelers accommodation unit
- Commercial and Employment Uses
 - 35% of ground floor in commercial/employment
 - 65% of ground floor can be housing
- Building Step Back
 - 10-foot building step back for 3rd and 4th stories required within 25 feet of residential zone and on building side facing street
 - Exception to Site Design Standards required for proposing an alternative to this standard

Comments Received for 9/18/18 Public Hearing

- 75% of units less than 800 sq ft
- Reduced parking
- Building step back
- Prohibiting condominiums
- Common water meters
- Future transit plan for Croman Mill
- Transit Triangle overlay for Tolman Creek Rd.
- Gathering Places
- Oregon Department of Transportation (ODOT) comments

Final Thoughts

- The Transit Triangle overlay is intended to incentivize and simplify the process for developing rental housing for Ashland's workforce
- If the Transit Triangle overlay is successful it makes sense to look to expand it where appropriate
- Estimated new units will have minimal impact to adjacent neighborhoods and traffic

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