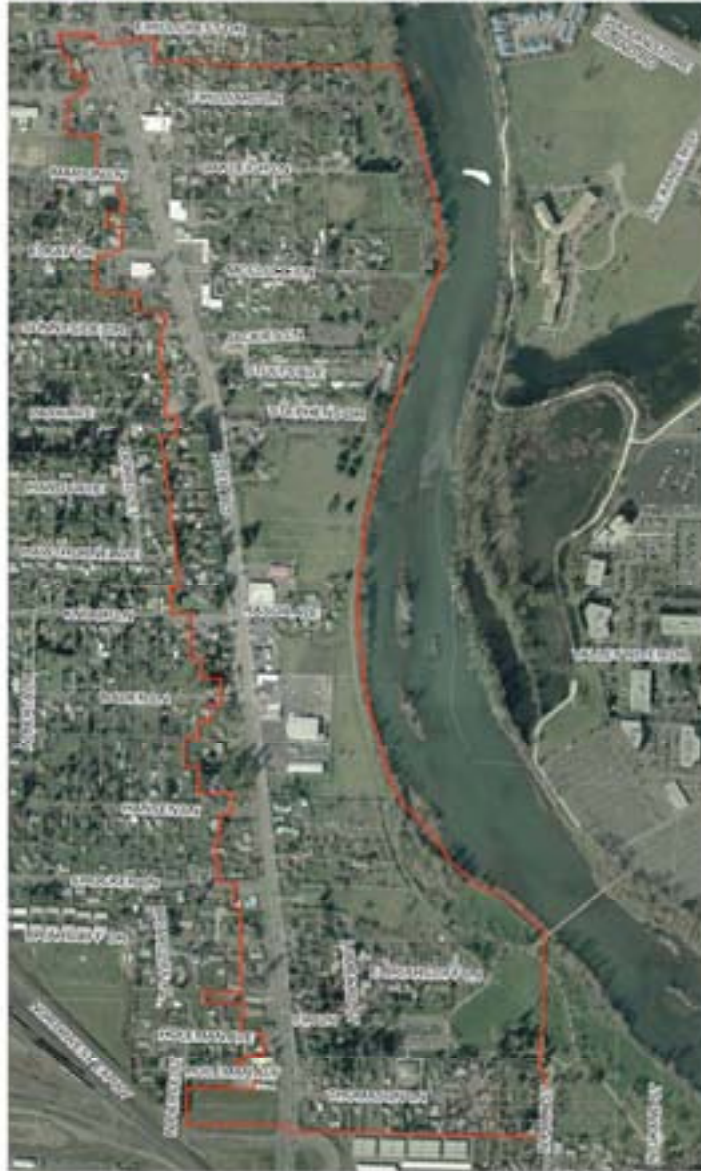


RASOR PARK MIXED USE CENTER CONCEPT PLAN

Eugene, Oregon



MEMORANDUM MUC FOCUS AREA RECOMMENDATION REFINED BASE MAPS

February 14, 2007

Spencer & Kupper

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February 9, 2007

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FOCUS AREA RECOMMENDATION

The purpose of this memorandum is to select a single area within the Razor Park Mixed Use Center Study Area (RPMUMSA) for more detailed study. That single area is called a Focus Area. In subsequent tasks, alternative development scenarios will be prepared for the Focus Area, more specific market and transportation evaluation of the alternatives will be undertaken, and a preferred concept plan with implementation strategies will be prepared. While this more detailed planning analysis is centered on the Focus Area, it is anticipated that many of the recommendations developed will be applicable to other areas within the RPMUMSA, for example design standards for mixed use development, or improvement concepts for River Road that support mixed use development.

The consulting team has conducted an assessment for potential mixed use centers (MUC) within the larger study area and have discussed potential centers with the project Technical Advisory Committee (TAC) on December 19, 2006. By mixed use centers, we mean compact focused districts that include a range of uses including retail, service, office and residential components. This memorandum recommends a single MUC Focus Area for further study.

There are three existing commercial areas within the study area that were evaluated for a Focus Area. These areas are:

South End Area. A small, predominantly auto-oriented commercial area, zoned Community Commercial, located on both sides of River Road at the south end of the study area, generally south of Fir Lane.

The commercial area east of River Road is approximately 1.75 acres, is made up of small parcels, many currently used for single family residences. The average depth from River Road is approximately 150 feet. Established single family areas abut the commercial area to the east off Thomason and Fir Lanes.

On the west side of River Road within the study area, approximately 2.75 acres is zoned commercial with a mix of retail, housing, public and vacant properties. There are two one-acre properties south of Holeman Alley, but most parcels are small.

Central Area. An approximately 9.4 acre area, zoned Community Commercial, located east of River Road generally centered off Knoop Lane.

This area contains a mix of retail, auto, storage and parking areas on large parcels, with small single family properties along Razor Avenue. The area has an average parcel depth of approximately 350 feet from River Road. Razor Park, the Willamette Greenway and vacant public properties surround the area to the north, east and south. Single family uses on large lots are across River Road to the west.

North End Area. A mixed commercial area located south of E. Hillcrest Drive on both sides of River Road is zoned for both Neighborhood and Community Commercial Uses. Approximately 6 acres are located on the east side of River Road, and 2 acres to the west.

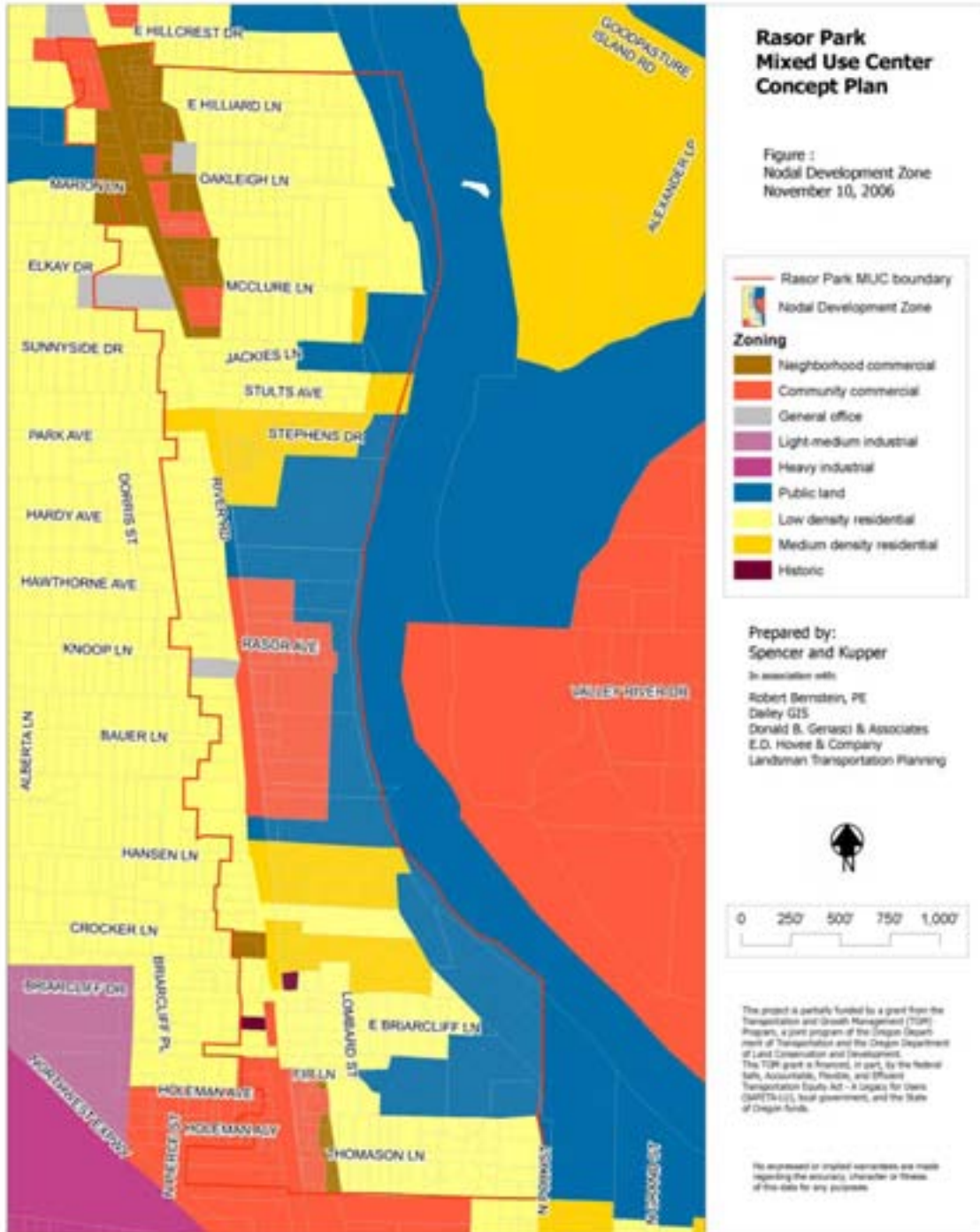
The predominant uses are auto, parking, restaurant, retail and residential on small parcels. The average commercial depth on the east side of River Road is approximately 200 feet. Established single family areas abut the commercial area to the east off Hilliard, Oakleigh and McClure Lanes. To the west of River Road, the average commercial depth is approximately 100 feet. Established single family areas and River Road Elementary School abut the commercial areas to the west.

See **Figure 1** for the existing zoning and location of these areas. The South and Central areas are currently within the Lower River Road Nodal Development Area (LRRNDA) overlay zone. The North area is not currently subject to the LRRNDA requirements. The standards of the LRRNDA overlay zone will apply to any selected Focus Area and are summarized below.

LRRNDA Lower River Road Nodal Development Area.

The ND overlay zone applies to properties east of River Road between Stults Avenue and Thomason Lane. See **Figure 1**. This overlay zone is intended to direct and encourage development that is supportive of nodal development and to protect identified areas from incompatible development prior to the adoption of nodal development plans. Each ND area is intended to achieve an average overall residential density of at least 12 units per acre. The requirements of this overlay zone apply to new construction and expansion of 30% or more of existing building square footage, but not to building alterations.

Figure 1
Existing Zoning and Nodal Development Overlay Zone



The ND overlay zone prohibits specific auto-oriented uses such as car washes, service stations, and parts stores, and retail/wholesale trade uses such as machinery, boat, heavy equipment and manufactured dwelling rental, sales and services. No drive-through facility is allowed unless specifically permitted in a refinement plan. No new retail building can exceed 50,000 square feet on the ground floor, and only one such new building of 50,000 square feet is allowed.

Development standards contained in the ND overlay zone supersede similar standards in base zones. These standards require a minimum residential density of 8 units per net acre in R-1 zones, and 15 units per net acre in R-2 zones. Building setbacks are a maximum of 15 feet from the street, and auto parking, driving and maneuvering areas are not permitted between the building and street. Adjustments to standards may be made if specific conditions make meeting the standards difficult.

For areas with a base zone of C-1, C-2 and GO, development standards for the TD Transit Oriented Development Overlay Zone apply except that the minimum floor area ratio (FAR) is 1.0 FAR (1 square foot of floor area to 1 square foot of site area). Other standards include:

- A main entrance to a building must be provided facing the street,
- Parking and maneuvering areas are not allowed between a building and a street,
- Structured parking must have at least 50% of ground floor abutting a street used for pedestrian-oriented activities.
- Land between a building and street must be landscaped and/or paved for use by pedestrians,
- Adjustments to these standards may be made.

Potential Size of a Mixed Use Center

An earlier Memorandum, *Opportunities & Constraints Analysis*, January 2007, included an analysis of the potential size of a MUC within the study area. Three development program options were prepared that could make up a mixed use center. See **Table 1**. Each option is based on attracting a market as a primary anchor, with supporting commercial, office and residential uses forming the mixed use center.

Table 1
Development Program Options for Mixed Use Center

Development Program Elements	Option A Small Market	Option B Medium Market	Option C Large Market
MUC Ground Floor Uses			
Market	10,000 sf	20,000 sf	40,000 sf
Restaurant/General Commercial	20,000 sf	40,000 sf	60,000 sf
MUC 2 nd Floor and Above Uses			
Housing Units	25 units	25 units	40 units
Housing Square Feet	31,250 sf	31,250 sf	50,000 sf
Office		30,000 sf	50,000 sf
Housing			
Multiple Family @ 35 units/acre average	150 units	250 units	
Multiple Family @ 50 units/acre average			300 units
Multiple Family Square Feet	187,500 sf	312,500 sf	375,000 sf
MUC Parking Needed(1)	121 spaces	301 spaces	500 spaces
Total Development Program			
Total Square Footage of Building Area	248,750 sf	433,750 sf	575,000 sf
Total Number of Housing Units	175 units	275 units	340 units
Net Site Area	5.88 ac	10.77 ac	14.60 ac
Streets, open spaces, etc. @ 40% of Net site Area	2.35 ac	4.31 ac	5.84 ac
Gross Site Area	8.23 ac	15.08 ac	20.44 ac
FAR (Total development program/Net Site Area)	0.97	0.92	0.90

(1)Parking for Mixed Use Center commercial use and 2nd floor and above uses. Assumes parking for housing-only areas included in overall housing site area.

Option A-Small Market includes a 10,000 square foot market, additional restaurant and commercial space at ground floor, and 25 units on the 2nd floor or above. An additional 150 multiple family units make up the center, for a total building development program of about 248,000 square feet. A gross area of about 8 acres would be required, which is about the same area now zoned for Community Commercial in the Central Area.

Option B-Medium Market has a 20,000 square foot market, more commercial space at the ground floor and 25 housing units and office space on the 2nd floor or above. About 250 multiple family units completes the program, for a total building program of about 433,000 square feet requiring a gross area of about 15 acres.

Option C-Large Market assumes an even larger market and a total of 340 housing units for a total development program of about 575,000 square feet requiring a gross site of about 20 acres.

Based on this analysis, the Central Area is the only Focus Area option that could accommodate a MUC program without adding additional land area. For both the North and South option, that would mean including established single family areas within the MUC.

Other factors important to our assessment of the Focus Area for more detailed study include:

- Locations already utilized for commercial or other non-residential purposes so that the introduction of mixed use developments does not pose scale or use conflicts.
- Locations where there is an opportunity to concentrate developments (foster pedestrian utilization) rather than areas where developments are dispersed or strung out linearly along River Road.
- Locations with relatively large parcel sizes (greater than ½ acre), and parcel depth (greater than 250 feet) that can more easily accommodate relatively complex mixed-use developments compared to small parcels.
- Locations with good access and visibility from River Road and where there are opportunities for good connections to neighborhoods to the west, north and south.
- Locations that have a high degree of amenity, in this case the Willamette River Greenway and park lands, that make it unique within the region and attractive for mixed use and residential areas.
- Locations close to vacant or re-developable properties.
- Locations that are suitable for both commercial and residential uses (good visibility, larger parcels that can accommodate mixed uses, amenities attractive to residents, etc).
- Locations that provide an opportunity to gracefully respect adjacent established neighborhoods.

The South Area Community Commercial area is located at the very edge of the potential market area and lies at the bottom of the ramps over the railyards. Many of the factors outlined above can be met at this location, including access and visibility from River Road, presence of vacant and re-developable properties, and current commercial utilization of many parcels. However, we believe it will be

difficult to reorganize the existing highway-oriented pattern due to the number of small commercial parcels in the area. An ideal overall MUC sized area cannot be achieved without redeveloping established single family areas to the east and west in order to form reasonably sized and shaped properties suitable for mixed uses.

The North Area Neighborhood Commercial area can also meet many of the factors, including access and visibility from River Road, presence of vacant and re-developable properties, current commercial utilization of many parcels, and potential for good connections to surrounding neighborhoods. But due to the large number of small parcels and the narrow linear quality of the area, we believe it will be difficult to reorganize the existing auto-oriented pattern into a pedestrian-oriented mixed use district. Also, without redeveloping established single family areas to the east in order to achieve reasonably sized and shaped properties suitable for mixed uses, this area cannot meet the ideal MUC size.

The Central Area Community Commercial area off Knoop Lane meets all of the criteria outlined above, is centrally located within the study area and very importantly is a unique location in the region due to its proximity to the river and adjacent parks and open spaces. The area currently zoned for commercial purposes is suitably sized, contains relatively large parcels, and has adequate depth from River Road. Nearby areas are vacant or have infill potential. This Central Area is our recommended Focus Area.

Figure 2 shows the recommended MUC Focus Area, and the vicinity around the Focus Area that should be kept in mind during more detailed planning and analysis. Planning for mixed use alternatives in the Focus Area should consider the adjacent parks, open spaces, greenway, residential areas and vacant lands. The goal should be that activities in the Focus Area and vicinity should support and enhance one another.

Attachment A includes the refined base maps for the Recommended Focus Area.

Figure 2
 Recommended
 Mixed Use Center Focus Area

