

Subsection E – North Bethany Main Street Program Guide

Introduction

This North Bethany Main Street Program Guide (Program Guide) identifies plan and design requirements that are specific to development within the designated 2040 Main Street boundary of the North Bethany Subarea. The Program Guide specifically applies to Area of Special Concern Road Corridor 2 identified in the North Bethany Subarea Plan. See **Attachment 1** for a reference map.

The purpose of the Program Guide is to provide guidance for more specific planning of the Main Street commercial area, which is a core design feature of the concept plan for the North Bethany Subarea. Before development of the Main Street Area can begin, a specific Urban Design Plan for the area that addresses the criteria outlined in this Program Guide must be developed. The criteria address important design and operational elements such as density, retail design and format, parking, corner vision, sight distance, building entrances and orientations, access points and the need for turning movements and on-street parking along NW Kaiser Road. Therefore, prior to preliminary engineering of the Main Street section of NW Kaiser Road and prior to development of land located within this Area of Special Concern (including portions of lots or parcels), a more detailed urban design plan shall be prepared in accordance with the requirements of this Program Guide. The preliminary commercial programming mix and size limits outlined in this Program Guide shall serve as a template for future specific design and development of the area. The commercial program in the Main Street Program Guide is based on the *North Bethany Strategic Programming Guide* (December 2006) prepared by Leland Consulting Group.

Prior to the adoption of the Urban Design Plan, the Board may permit development in Area of Special Concern 10 when development is consistent with the requirements of ASC 10 and other applicable requirements of the North Bethany Subarea Plan. ASC 10 was adopted to allow the owner of Tax Lot 800, Tax Map 1N1 17B, to develop Tax Lot 800 under a single development application beginning in 2012.

Background

The 2040 Concept for the Metro region identifies NW Kaiser Road as a “corridor.” Corridors are defined in the Urban Growth Management Functional Plan (UGMFP) as “along good quality transit lines, corridors feature a high-quality pedestrian environment, convenient access to transit, and somewhat higher than current densities.” Locating mixed-use commercial areas within easy walking distance of residences is a fundamental principle of “smart growth” planning because it provides a more “complete” community where daily needs and services can be met via multiple transportation modes and without the need for long trips. This concept of integrating residential uses with mixed/commercial use is consistent with the Main Street designation, and with Policy 13 (Urbanization), Policy 18 (Plan Designations and Locational Criteria for Development), Policy 35 (Residential Conservation), Policy 36 (Commercial Conservation), Policy 39 (Land Use Conservation) and Policy 40 (Regional Planning Implementation) of the county’s Comprehensive Framework Plan, as well as Policy 1 (Travel Needs), Policy 5 (System Implementation and Plan Management) and Policy 6 (Roadway System) of the county’s Transportation System Plan.

Through the 2007 concept planning process for the North Bethany Subarea, the general scale, location and configuration of the commercial component was evaluated. First, a market analysis was conducted to assess the broader market geography and context in order to determine a program (general size and mix) that would be viable given the planned residential capacity of the area at build-out. The report, prepared by Leland Consulting Group (LCG), recommends three possible configurations for consideration as part of the community design process. LCG continued to advise the process regarding various locations.

After much stakeholder and public input on the three potential configurations, the commercial/mixed-use components described in this program guide were selected along with a

preferred format for a primary core commercial area complemented by a series of smaller “street corner” commercial nodes. This is reflected in the concept plan for the North Bethany Subarea, which refers to the primary commercial core as a Main Street area, and includes a series of individual commercial sites in the other neighborhoods within the Subarea. The identified use categories for the Main Street area are general and will be determined through a review process at a time when the market dictates.

Urban Design Plan

Before an application for development of the Main Street area (or any part of the Main Street area) may be submitted, an Urban Design Plan for the Main Street Area shall be adopted.

For the purposes of this Program Guide, an Urban Design Plan is defined as a planning effort focused on urban form that is intended to transform the vision for an area into reality. It is usually comprised of equal parts planning, urban design, investment strategy, development and design code, and action items. Since it deals with all the aspects of an area, from public improvements to private development, an urban design plan can bring together property owners, neighboring residents and public infrastructure providers while providing a better understanding and more predictable sense of how new development will be built. Urban Design Plans are particularly useful for areas where local governments want to target investment, such as centers and corridors, because it brings all the aspects of planning, placemaking and infrastructure improvements together at the same time. Urban Design Plans can serve as the bridge between planning and its translation into a development proposal. Urban design plans can test existing or proposed zoning code provisions by illustrating their character and scale in order to ensure the zoning code text will support desired urban forms. Similarly, their strength at articulating a cohesive vision offers a more flexible implementation of objectives that still meet the vision. This is particularly important if unanticipated market trends occur.

Once developed, an urban design plan can be used to guide infrastructure investments and improvements by other property owners and different departments within the local government and service provider agencies. Involving interests such as THPRD, CWS and LUT’s Engineering Division will help inform the design of areas within their control, making design and planning solutions more comprehensive and proposed improvements more likely to be implemented. Internal coordination through the Long Range Planning Section can link planning efforts with specific capital projects and funding sources.

Commercial Program

The commercial and retail development program for North Bethany’s Main Street area is based on the *North Bethany Strategic Programming Guide* prepared by Leland Consulting Group in December 2006. The program is summarized in a table provided as **Attachment 2**. The table provided as **Attachment 2** is based on “Table 8: Combination Village Center-Neighborhood Node Concept” from the *North Bethany Strategic Programming Guide*. A development program, by definition, is both a narrative and numerical description of how a property or area should be developed. The program draws upon the research conducted by the various professional disciplines in the consulting team, market conditions, stakeholder objectives, public policy, and other factors. The way the program is configured for the geography of the North Bethany Subarea responds to input provided by stakeholders and the public through the concept planning process. Together, the North Bethany Subarea Plan and this Program Guide are guiding documents for the county and developers of the Main Street area that have responsibility for translating the program into a physical plan.

In preparing the *North Bethany Strategic Programming Guide*, the Leland Consulting Group did the following:

- Examined the current market, trends, and needs;
- Studied how the market interfaces with the County's vision for North Bethany and this project;
- Recognized existing community assets, opportunities, and strengths;
- Defined the program in terms of housing and commercial components; and
- Developed program alternatives for the housing and commercial component.

The guiding language and information from this report was directly used in seeking physical solutions in the concept planning phase of the planning process. The *North Bethany Strategic Programming Guide* combines a blend of market research and market strategy appropriate for North Bethany with the recognition that a short-term strategy can overwhelm the long-term objectives unless communication and partnering is involved and respected.

The concept planning consultant team was charged with preparing a plan that can expect successful implementation while addressing the goals of the community or an agreed upon vision for the area. The additional and equally rigorous layer of considerations that impacted the program design consisted of:

- Market willingness to live, work and shop in the environment to be developed;
- Market capacity to pay for homes and rent office or retail space; and
- Achieving levels of profitability commensurate with risk.

Developing a commercial component supports the public objectives of reducing vehicle miles traveled (VMTs) in the area while providing convenient access to day-to-day shopping needs and services, as well as providing a gathering place for community-building. Care was taken not to oversize the commercial component at the edge of the UGB next to the rural and forested area.

The market analysis conducted for this project recommended three variations on a feasible commercial program for North Bethany. The preferred program described in **Attachment 2**—a mix of retail, office, residential and community uses—was selected by SWG members with public input from an open house design workshop in May 2007. The resulting program for the Main Street area—the core commercial node of the North Bethany Subarea—is designed to be complemented by a series of smaller neighborhood commercial nodes. Salient aspects & components of each are as follows:

Neighborhood Nodes

- for convenience
- located at visible corners
- small scale (can have other uses above)
- adjacent to other destinations (e.g., schools, parks, etc.)
- on-street parking is key
- examples include: coffee shop, café, juice bar, convenience store, nursery school

Commercial Core

- located in highly visible spot, along Kaiser Road arterial
- an anchor establishment with smaller support establishments

- recommended office (or other non-retail) uses in upper stories
- if residential included, it poses new parking issues that must be addressed
- integrated with primary community destinations, including park block elements and civic space/building

Process

The county shall prepare the Urban Design Plan in conjunction with the design of NW Kaiser Road, consistent with the requirements of ASC Road Corridor 2. A public planning process shall be used to develop and adopt this plan. Adoption of this plan and completion of the design for NW Kaiser Road shall be completed by the time there will be sufficient residential development in North Bethany to support the Main Street Area. Alternatively, a private applicant may initiate the development of the Urban Design Plan prior to the county doing so. Under this option, the applicant shall consult with LUT staff while developing the Urban Design Plan. Any proposed Urban Design Plan shall be subject to a public process and there shall be coordination with affected property owners and service providers. The county will be responsible for initiating necessary legislative amendments to applicable elements of the Comprehensive Plan in order to implement the applicant's final Urban Design Plan.

Design Criteria

This section of the Program Guide elaborates on the design criteria that must be addressed in the required Urban Design Plan.

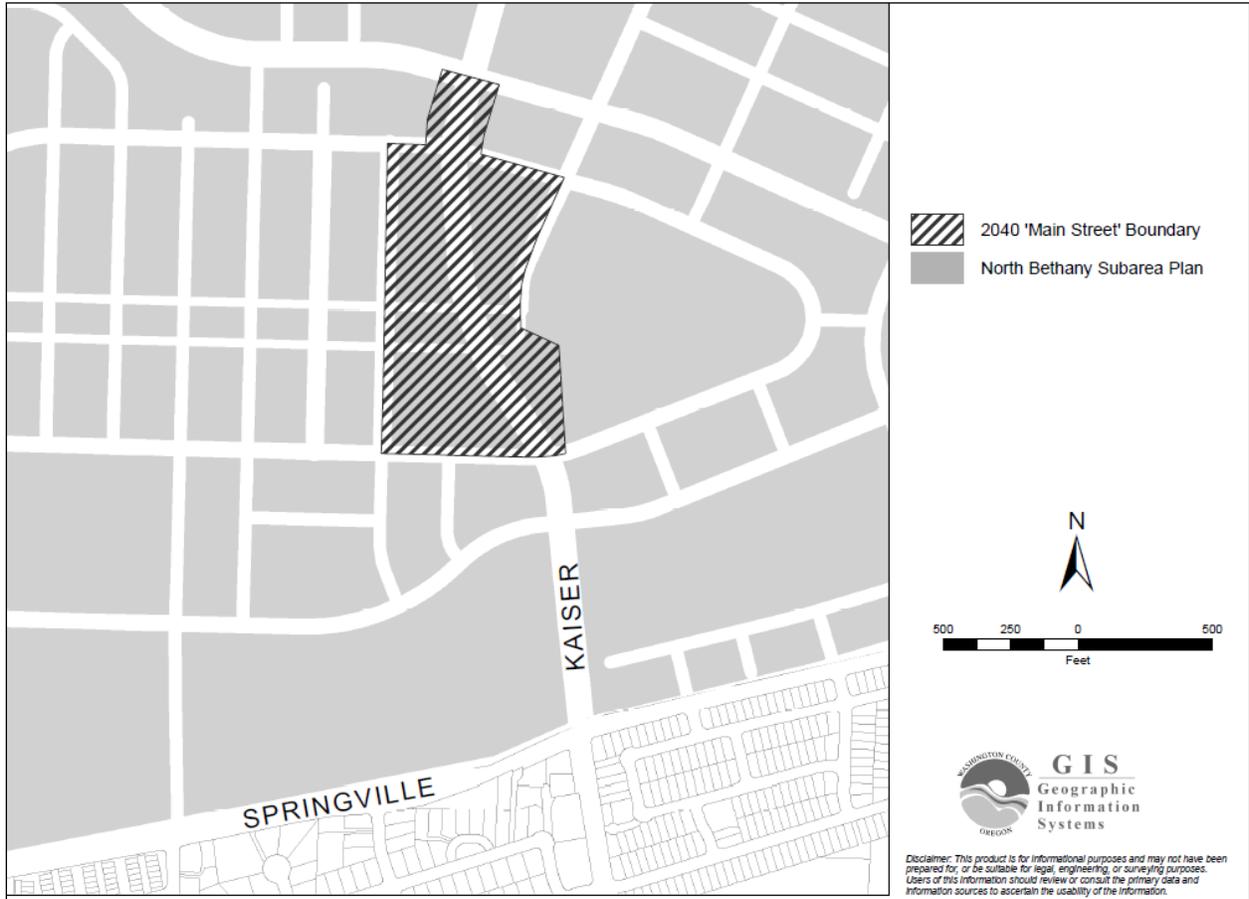
Consistent with Metro's 2040 concept, the design character of a Main Street area is distinct from a Town Center in terms of scale and format. The market capture area for a Main Street is generally an order of magnitude smaller than that of a Town Center. The square footage limits for the various types of commercial uses in North Bethany Subarea's Main Street that are stipulated in this Program Guide have been determined appropriate for the approximately 5,000 new dwelling units planned for the North Bethany and Arbor Oaks Subareas. Despite the implication of the term "main street," the programmed uses can be arranged either along a primary street or clustered around a prominent intersection, as is the case with the North Bethany Subarea Plan. While some parking is required for the programmed commercial and residential uses, it is intended that the format support the walkable character of the community. Buildings therefore are required to be close to sidewalks with parking generally located in the rear. The minimum setback requirements of the underlying land use district (Neighborhood Commercial Mixed-Use) may be reduced to achieve this objective.

The Urban Design Plan shall show how parking will be formatted to accommodate the proposed residential density and the commercial program, including on-street and off-street parking. Parking lots shall be generally located behind retail façades and not adjacent to street frontages. The Urban Design Plan shall also address applicable requirements related to vehicular movements and operation, including access, sight distance, corner vision, design speed and turn movements. The Main Street area shall be designed to prioritize pedestrian and bicycle environments over motorized vehicles. This shall be reflected in all aspects of the design criteria. Accordingly, the Urban Design Plan shall also address building orientation and entrances.

Attachments 3 and 4 illustrate conceptual design solutions for the Main Street area and can serve as a starting place for discussion.

Attachment 1: Main Street Area

This map shows the boundaries of the Main Street area.



Attachment 2: Development Program

The following table summarizes the proportion and mix of commercial and residential uses anticipated for the Main Street area of the North Bethany Subarea. While the estimated sizes for the various commercial uses represent targets, the estimated sizes for the various residential uses are intended as guidelines only and may vary from what is indicated here. It is required that the estimated sizes for the commercial uses achieve at least 85 percent of the estimated size in each category (i.e., Retail, Employment/Service, and Civic), and do not exceed the target by more than 5 percent.

DEVELOPMENT PROGRAM FOR MAIN STREET AREA*

Source: *North Bethany Strategic Programming Guide*
Leland Consulting Group, December 2006

Land Use	Estimated Size (sf)
Retail Center	
Specialty Grocer	25,000
In-line Retail Shops	10,000
Restaurants	4,000
Retail Services	3,000
<i>Sub-Total</i>	42,000
Employment / Service	
General Office	6,000
Fitness Center or other large services use	24,000
<i>Sub-Total</i>	30,000
Civic Uses	
Branch Library	5,000
Community Center	3,500
<i>Sub-Total</i>	8,500
Total: Non-residential Uses	
80,500	
Housing	
Specialty Housing (150)	110,000
Apartments (125)	125,000
Condominiums (100)	185,000
Total: Residential Uses	
420,000	
total land area	approx. 7.5 acres

* Note this is complemented by neighborhood node development throughout the study area.
Combined total for node retail uses: 8,500 sf; for residential portion of mixed use node: 85,000 sf.

Attachment 3: Illustrative Concept Plan

This design sketch illustrates one way the preferred commercial program may be implemented.



The core of the North Bethany Subarea is organized around two community park areas connected by a linear “park blocks” feature. High density housing is placed adjacent to park areas, with commercial “mixed-use” buildings (shown as red) clustered around NW Kaiser Road and located to frame street and pedestrian areas. A civic building, illustrated in purple, is prominently located on NW Kaiser Road. An adjacent community park is an opportunity for shared parking.

Attachment 4: Parking–Density Study

A series of design studies were conducted as part of the concept planning process for North Bethany to determine how the commercial program for the core commercial area could be arranged given various residential densities and parking formats (i.e., structured or surface parking). The following schematic illustrates the scenario that most closely fits the outcome of the planning process, namely with modest level of residential density and surface parking.

Senario 3: addition of residential/surface parking

