Vision Statement Draft

Early Draft

Below is an initial rough draft vision statement used to facilitate discussion at the July 30, 2019 Community Design Workshops:

The South University District is a dynamic neighborhood, where commerce, innovation, and industry interact. The district’s historic fabric provides a walkable framework that supports the creation of new places for people to live, work and study, while the retail and freight corridor along Sherman Street continues to play a regional role in providing and conveying goods and services to the larger city.

Revised Vision

Below is the recommended update to three vision statement using suggestions from the groups at the July workshops. Key updated elements are marked with bold text.

The South University District is a dynamic crossroads for innovation, commerce, and industry amid a diverse residential neighborhood. The district’s unique historic fabric supports the creation of new places live, learn, work and shop on streets that are walkable and safe. Sprague Avenue continues to play a regional role in providing goods and services to the larger city, while Sherman Street and the University District Gateway Bridge connect to educational and medical institutions north and south.
Zoning Change Proposal and Options

WHY DTU + ALT 2?

PROS
- Extension includes Pacific Avenue corridor, which (participants have noted) provides an opportunity to create a quieter mixed-use neighborhood street.

CONS
- Creates a number of non-conforming uses within the area that presents some challenges to their continued viability.

WHY DTU + ALT 1?

(Sherman extension)

PROS
- Extension includes the entire S Sherman Street corridor to strengthen the connection through the district to South Hill medical uses and other neighborhoods to the south.

CONS
- Southern half of corridor is further away from bridge landing and perhaps warrants greater use and design flexibility.

WHY KEEP GC?

- General Commercial zones support retail and services that play a regional or city-wide role.
- GC offers maximum flexibility to maintain existing businesses while still allowing multifamily and pedestrian-friendly uses.

WHY DTU – AND WHY HERE?

- Proposed boundary focuses on Sprague corridor and portions of Sherman closest to the south bridge landing (retaining the GC designation to remain for most of the district).
- DTU still allows for a very broad mix of uses, but has a greater emphasis on pedestrian-oriented uses.
- DTU offers much more flexibility for larger office and institutional uses.
- DTU has stronger design standards, particularly in how developments look from the street.
- DTU requires design review for larger developments and for some remodels/additions to existing buildings.

South University District Boundary
Existing Zone Classification

Zoning Change Proposal

DTU Alternative Add-ons

Alternative 1
Alternative 2

Current Zoning
## Zoning Comparison

### General Commercial (GC) vs Downtown University (DTU)

<table>
<thead>
<tr>
<th></th>
<th>GC</th>
<th>DTU</th>
<th>TAKEAWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Max. Height</strong></td>
<td>150 ft</td>
<td>12 stories</td>
<td>GC and DTU both allow much taller buildings than are currently present in the district. The real estate market doesn’t currently support the construction of 12 story buildings here (though it may be possible in the future).</td>
</tr>
<tr>
<td><strong>Max. Floor Area Ratio</strong> (FAR)</td>
<td>2.5</td>
<td>6.0</td>
<td>The GC zone’s 2.5 FAR limitation purposely caps the scale of new office buildings; changing strategic areas to DTU allows greater flexibility for institutional and office uses near the south bridge landing.</td>
</tr>
<tr>
<td><strong>Allowed Uses</strong></td>
<td>Broad range of commercial/retail, residential, and some industrial uses</td>
<td>Similar to GC, except some auto-oriented and industrial use restrictions/exclusions</td>
<td>DTU does not require new users to include as much parking as GC, especially for restaurant and retail uses.</td>
</tr>
<tr>
<td><strong>Parking Minimum</strong></td>
<td>SEE PARKING POSTER</td>
<td></td>
<td>DTU’s integration of complete street standards are a significant difference between zones as most designations don’t allow parking lots in front of buildings. A number of lots in the proposed rezone area would have non-conforming uses, including outdoor storage, drive-throughs, and street-fronting surface parking. These elements could continue in use, but could only be expanded in certain situations.</td>
</tr>
<tr>
<td><strong>Site Use / Design Provisions</strong></td>
<td>• Outdoor storage and other outdoor uses are allowed by right</td>
<td>• Outdoor storage allowed on up to 40% of a lot, or 2,500 sf, whichever is less</td>
<td>Again, the facade transparency provision (required for the commercial and residential buildings) combined with more strict building/parking lot location standards (associated with complete street designations) emphasize pedestrian-oriented design much more than GC zone provisions.</td>
</tr>
<tr>
<td></td>
<td>• Drive-throughs are allowed</td>
<td>• Drive-throughs not allowed</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Surface parking is allowed anywhere on site</td>
<td>• Surface parking must not be located between the building and the street on certain types of &quot;complete streets&quot;</td>
<td></td>
</tr>
<tr>
<td><strong>Building Design Provisions</strong></td>
<td>• Moderate facade transparency requirements (non-residential buildings)</td>
<td>• Largely the same as GC, except facade transparency requirements are more stringent</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Facade articulation standards</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Prominent entrance</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Facade detail standards</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Roofline expression</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Blank wall standards</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Design Review</strong></td>
<td>• Not required</td>
<td>• Required for projects &gt; 30,000 sf or modification of at least 25% of an existing building facade</td>
<td>Design review is intended to ensure that new development makes a positive contribution to the built environment of an area. Design expectations are higher (with design review) than they could otherwise be without if in the GC zone.</td>
</tr>
</tbody>
</table>

### WHY DTU INSTEAD OF DTG?

Technically, Downtown University (DTU) and Downtown General (DTG) are identical zones except:

- Zone locations
- Purpose statements
- DTU has slightly more strict building / parking of location standards

A rezone of selected areas to DTU is proposed to emphasize continuity between the northern and southern halves of the University District and to promote pedestrian-oriented development along E Sprague Avenue and portions of S Sherman Street within close proximity to the south bridge landing.
Off-Street Parking Standards Options

Minimum Parking Requirements
Three obvious options existing for regulating off-street parking standards in the South University District.

### 1. RETAIN EXISTING GC STANDARD
Applies typical suburban-style parking requirements that generally assume most individuals drive to their destinations.

<table>
<thead>
<tr>
<th>MINIMUM PARKING</th>
<th>MAXIMUM PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential:</td>
<td>none</td>
</tr>
<tr>
<td>Office:</td>
<td>1 per 500 sf</td>
</tr>
<tr>
<td>Retail/Service:</td>
<td>1 per 330 sf</td>
</tr>
<tr>
<td>Restaurant:</td>
<td>1 per 250 sf</td>
</tr>
<tr>
<td>Industrial:</td>
<td>1 per 1000 sf</td>
</tr>
</tbody>
</table>

### 2. REZONE: APPLY DTU ZONE PARKING REQUIREMENTS
Applies substantially reduced minimum requirements to promote a more urbanized level of development that promotes walking and transit use.

<table>
<thead>
<tr>
<th>MINIMUM PARKING</th>
<th>MAXIMUM PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>All uses:</td>
<td>1 per 1000 sf</td>
</tr>
</tbody>
</table>

### 3. EXTEND NO REQUIRED PARKING OVERLAY
This overlay could apply to the area recommended for a DTU rezone. It lets the market decide how much parking is needed and places highest priority on producing urban and pedestrian-oriented development.

<table>
<thead>
<tr>
<th>MINIMUM PARKING</th>
<th>MAXIMUM PARKING</th>
</tr>
</thead>
<tbody>
<tr>
<td>No minimum</td>
<td>1 per 333 sf</td>
</tr>
</tbody>
</table>

*Parking ratios listed here refer to the number of parking spaces required per gross square feet (sf) of floor area. Each space in a parking lot typically occupies about 350-400 sf for parking and circulation space.
District Block Frontage Proposal

The map below illustrates the recommended design concept for the block frontages in the district.

**E Sprague Avenue**
- Reinforce and enhance as a low-traffic, green, pedestrian-oriented neighborhood street west of S Sherman Street.

**S Sherman Street**
- With reduced vehicular traffic demands – has the potential to function as the district’s most activated and pedestrian friendly “festival” type street.

**Vibrant storefronts surrounding the bridge landing plaza are key to the plaza’s success as the heart of the district.**

**The bend of E Sprague Avenue at S Hatch Street has the potential to create visual drama.**

**STOREFRONT REQUIREMENT: WHY SO SPECIFIC AN APPROACH?**
- The strict storefront requirement creates predictability – guaranteeing that when new development occurs, it follows the desired storefront pattern.
- Because it is strict, we recommend applying such an approach only to those critical blocks where the storefront form is most important.

**STOREFRONT**
- Building located at back edge of side walk
- Entry facing the street
- Ground level residential not allowed on frontages

**PRIORITY PEDESTRIAN**
- Allows storefronts and buildings with landscaped setbacks
- No restriction on ground level residential use
- Parking lots to the side or behind building
- Entry facing the street
- Generous transparent storefront windows

---

**South University District Boundary**

**DTU Zone Change proposal with Alts 1 & 2**

---

**The map below illustrates the recommended design concept for the block frontages in the district.**
Conceptual Plan Draft

**BRIDGE LANDING PLAZA**
Activate the south bridge landing plaza with lively streetfront buildings.

**STOREFRONT**
Vibrant storefront uses and spaces adjacent to sidewalks.

**PRIORITY PEDESTRIAN**
A combination of storefronts, stoops and other pedestrian-friendly development frontages.

**FOCUS PEDESTRIAN-ORIENTED MIX OF USES (RECOMMENDED DTU REZONE)**
Conditional/adaptive reuse of existing buildings plus infill multifamily, institutional, commercial and mixed-use buildings.

**POSSIBLE DTU EXTENSION AREAS**

**RETAIN COMMERCIAL/INDUSTRIAL EMPHASIS**

Activate the south bridge landing plaza with lively streetfront buildings.

Conditional/adaptive reuse of existing buildings plus infill multifamily, institutional, commercial and mixed-use buildings.

Vibrant storefront uses and spaces adjacent to sidewalks.

A combination of storefronts, stoops and other pedestrian-friendly development frontages.

**Bridge Landing Plaza**

Retain existing zoning

Possibility of pedestrian-oriented uses

PRIORITY PEDESTRIAN

Activate the south bridge landing plaza with lively streetfront buildings.

**FOCUS PEDESTRIAN-ORIENTED MIX OF USES (RECOMMENDED DTU REZONE)**
Conditional/adaptive reuse of existing buildings plus infill multifamily, institutional, commercial and mixed-use buildings.

**POSSIBLE DTU EXTENSION AREAS**

**RETAIN COMMERCIAL/INDUSTRIAL EMPHASIS**