Retrofitting Suburbia:
Transforming Suburban Places into Urban Places
City of Hillsboro, OR:
- 5th largest city in Oregon; 3rd largest in Metro Region
- Emerged as an economic driver, serving as the center of the State’s high technology sector (the “Silicon Forest”).
  - Intel, Genentech, SolarWorld, Accumed
Why Here? Why Now?

A Growing Population

<table>
<thead>
<tr>
<th>County</th>
<th>2010 Population</th>
<th>2000-2010 Percentage Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multnomah</td>
<td>735,334</td>
<td>11.3%</td>
</tr>
<tr>
<td>Washington</td>
<td>529,710</td>
<td><strong>18.9%</strong></td>
</tr>
<tr>
<td>Clackamas</td>
<td>375,992</td>
<td>11.1%</td>
</tr>
<tr>
<td>Lane</td>
<td>351,715</td>
<td>8.9%</td>
</tr>
<tr>
<td>Marion</td>
<td>315,335</td>
<td>10.7%</td>
</tr>
<tr>
<td>Portland</td>
<td>583,776</td>
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</tr>
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<td>156,185</td>
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</tr>
<tr>
<td>Salem</td>
<td>154,637</td>
<td>12.9%</td>
</tr>
<tr>
<td>Gresham</td>
<td>105,594</td>
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</tr>
<tr>
<td>Hillsboro</td>
<td>91,611</td>
<td><strong>30.5%</strong></td>
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**Multnomah**: 735,334 (11.3% growth)

**Washington**: 529,710 (18.9% growth)

**Clackamas**: 375,992 (11.1% growth)

**Lane**: 351,715 (8.9% growth)

**Marion**: 315,335 (10.7% growth)

**Portland**: 583,776 (10.3% growth)

**Eugene**: 156,185 (13.3% growth)

**Salem**: 154,637 (12.9% growth)

**Gresham**: 105,594 (17.1% growth)

**Hillsboro**: 91,611 (30.5% growth)
Why Here? Why Now?

A Changing Population

- Dual income households
- 1 & 2 person households
- Educated workforce
- Foreign-born population
- Young population
- Aging population
- Community involvement
- Affordability
- Urban lifestyle option

### Census 2006-2008 American Community Survey

<table>
<thead>
<tr>
<th>Demographic</th>
<th>U.S.</th>
<th>Hillsboro</th>
<th>Beaverton</th>
<th>Portland</th>
<th>Gresham</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>37</td>
<td>32</td>
<td>35</td>
<td>38</td>
<td>35</td>
</tr>
<tr>
<td>Under 18 Years of Age</td>
<td>25%</td>
<td>28%</td>
<td>24%</td>
<td>21%</td>
<td>28%</td>
</tr>
<tr>
<td>18 to 64 Years of Age</td>
<td>63%</td>
<td>65%</td>
<td>66%</td>
<td>68%</td>
<td>62%</td>
</tr>
<tr>
<td>65+ Years of Age</td>
<td>13%</td>
<td>7%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>White Alone</td>
<td>66%</td>
<td>66%</td>
<td>68%</td>
<td>74%</td>
<td>70%</td>
</tr>
<tr>
<td>Hispanic or Latino (of any race)</td>
<td>15%</td>
<td>22%</td>
<td>16%</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>Black or African American Alone</td>
<td>12%</td>
<td>1%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>4%</td>
<td>8%</td>
<td>11%</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Why Here? Why Now?

Shifting Lifestyle Trends

- Health lifestyles/active living
- Reduced reliance on auto trips
- Reduced energy consumption
- Local food production/markets
- Water conservation/quality
- Access to nature
Why Here? Why Now?

Projected Regional Growth

Population Forecast

Figure 1: 2007 – 2060 Population forecast
Portland, Beaverton, Vancouver PMSA, Source: Metro

Employment Forecast

Figure 4: 2007 – 2060 Employment forecast (nonfarm)
Portland, Beaverton, Vancouver PMSA, Source: Metro

Source: Metro 20 and 50 Year Regional Population and Employment Range Forecasts, March 2009 Draft
Suburban Response?

...to demand for jobs and a proximate range of housing and transportation options
Past effort to address growth – Model of transit-oriented development

Pedestrian friendly, high-density Town Center built in conjunction with the Westside Max
The Aspiration...
Approximately 30,000 people will live in this 687-acre urban district, and 23,000 people will work here.

FOCUS | An intense mix of housing, shopping, employment and transit
Vision & Guiding Principles

Create a vibrant regional activity center enlivened with high-quality pedestrian and environmental amenities, taking advantage of the region’s light rail system.

Guiding Principles

- Urban/Green
- Connectivity
- Third Places
- Market Flexibility
- Model Development
- Economic Vitality
- Create Catalyst at Outset
- Regional Landmark
AmberGlen Community Plan

2006
OHSU/AmberGlen Concept Plan

2007
Property Owner’s Preferred Alternative

2010
Adopted AmberGlen Community Plan
## AmberGlen Community Plan

### AmberGlen Community Plan Area:

<table>
<thead>
<tr>
<th>Total Development Summary Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developed Land Area</td>
</tr>
<tr>
<td>Parks, Open Space, Protected</td>
</tr>
<tr>
<td>Residential Units</td>
</tr>
<tr>
<td>Net Residential Density</td>
</tr>
</tbody>
</table>

#### Land Uses by Floor Area:

<table>
<thead>
<tr>
<th>Area (acres)</th>
<th>People</th>
<th>People/ net acre</th>
<th>Dwelling Units (DU)</th>
<th>Residents (2.25/DU)</th>
<th>DU/ net acre</th>
<th>Jobs</th>
<th>Jobs/ net acre</th>
</tr>
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<tr>
<td>687</td>
<td>537</td>
<td>53,176</td>
<td>13,438</td>
<td>30,235</td>
<td>25</td>
<td>22,941</td>
<td>43</td>
</tr>
</tbody>
</table>

### Density Capacity

#### AmberGlen/Tanasbourne Regional Center - Estimated Development Capacity

<table>
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<tr>
<th>Area (acres)</th>
<th>People</th>
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Leverage Existing Jobs & Housing

Major Companies in North Hillsboro Industrial Area:

Tanasbourne/AmberGlen
Transportation System

Local & Global Connections

- Connected to regional transportation system
- Ability to connect globally
Transportation System

Balanced, Multimodal System

Existing streets are incorporated into a grid to support walking, bicycling and transit use.
ACCESS TO NATURE
The Plan organizes development around a signature central park and connections to natural corridors, habitat areas and open space.
COMMUNITY CHARACTER
Development is coordinated with streetscape elements to create the character of the public realm.

Multi-use Path Loop around Central Park
Retail Street
Residential Street
Facing the Challenge

**Sustainable Practices**

- Developing a sustainability strategy for AmberGlen
- Identifying opportunity sites economically viable for resource systems integration - ECO Districts
Facing the Challenge

Sustainable Development
Making it Happen...

Tools & Lessons Learned

- MOU’s / Developer Agreements
- Concept Plan → Master Development Plan
- Financial Tools
- Regional Partnerships
- Public & Private Partnerships / Joint Ventures
PROJECT INFORMATION / CONTACTS:
City of Hillsboro Planning Department

• Colin Cooper, Project Manager  (503) 681-6230  colinc@ci.hillsboro.or.us
• Paige Goganian, Project Coordinator  (503) 681-5257  paigeg@ci.hillsboro.or.us
Bellevue in the Region

- Bellevue one of five “metropolitan cities”
- Regional planning goals to:
  - Use urban area efficiently & focus development
  - Build off regional transportation investments & integrate land use and transportation planning
County Urban Growth Boundary
Bellevue’s Central Location
City Context
City Context

Downtown Bellevue

- Post-war commercial center
- At 410 acres, 2% of City’s land area
- Approximately 70% of City’s growth forecast
“They laid out huge blocks; “superblocks” as they called them, along a grid of four and six lane streets.”

“Bellevue would be neat, orderly, efficient, spacious, everything that older U.S. cities are not.”

“Downtown would be built for automobiles, not the pedestrians and streetcars that shaped other cities.”

“A new and different kind of city, Bellevue – built the way its people wanted it to be.”
Downtown Planning Milestones

1920s  Ferry landing with service to Seattle
1940s  1st floating bridge across Lake Washington; Post-war growth
1953   City incorporates
1979   First Downtown Subarea Plan
1981   New Land Use Code with focus on compact, mixed-use development
1990   First Downtown Implementation Plan
1991   Washington State Growth Management Act
1992   Downtown Bellevue recognized as Urban Center
2004   Updated Subarea Plan
Downtown Framework

- Tiered height and densities; generally up to 8.0 FAR and 450 feet
- About 5-20 times the intensity of typical suburban development
- Administrative design review process
Evolution from Suburban to Urban

Four Indicators from Bellevue

#1 Growth Ballooning Inwards
#2 Downtown Neighborhoods
#3 Capital Project – Integrated Design
#4 Stages of Transit Integration

Downtown Bellevue
GREAT PLACE STRATEGY

- Need to simultaneously grow and change in each of these areas:
  - Viability
  - Livability
  - Accessibility
  - Memorability
#1 Growth Ballooning Inwards
## Downtown Growth

<table>
<thead>
<tr>
<th></th>
<th>Year 2000</th>
<th>Year 2010</th>
<th>Forecast 2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,900</td>
<td>6,858</td>
<td>19,000</td>
</tr>
<tr>
<td>Population density, per gross acre</td>
<td>7.1</td>
<td>16.7</td>
<td>46.3</td>
</tr>
<tr>
<td>Residential densities, units per acre</td>
<td>80-236</td>
<td>80-264</td>
<td>Up to 300</td>
</tr>
<tr>
<td>Total employment</td>
<td>34,042</td>
<td>42,525</td>
<td>70,300</td>
</tr>
<tr>
<td>Employment density, per gross acre</td>
<td>83.0</td>
<td>103.7</td>
<td>171.5</td>
</tr>
<tr>
<td>Housing units</td>
<td>2,064</td>
<td>6,774</td>
<td>15,100</td>
</tr>
<tr>
<td>Employees per housing unit</td>
<td>16.5</td>
<td>6.3</td>
<td>4.7</td>
</tr>
</tbody>
</table>
Demographic Shifts

<table>
<thead>
<tr>
<th></th>
<th>Downtown 2000</th>
<th>Current Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percent minority</td>
<td>20%</td>
<td>44% ↑</td>
</tr>
<tr>
<td>Foreign born</td>
<td>25%</td>
<td>36% ↑</td>
</tr>
<tr>
<td>Speak language other than English at home</td>
<td>23%</td>
<td>34% ↑</td>
</tr>
<tr>
<td>Bachelor’s degree or higher</td>
<td>45%</td>
<td>66% ↑</td>
</tr>
<tr>
<td>Alternate travel mode to work</td>
<td>35%</td>
<td>41% ↑</td>
</tr>
<tr>
<td>Median age</td>
<td>57.3</td>
<td>38.7 ↓</td>
</tr>
</tbody>
</table>
#2 Downtown Neighborhoods

- Downtown evolving from homogenous center to series of unique districts
- Each based on 5-minute walk
- Residential has recently occurred throughout downtown
- Reinforces existing character with new elements helping to define emerging areas
Land Use Mix

- Diverse mix of office, retail, residential, hotel, cultural and institutional uses
- Very small number of vacant sites; mainly redevelopment
- Virtually all new parking supply is structured/underground
Where People Live

- Regional Shopping Center
- Historic "Office" Core
Neighborhood Elements
#3 Capital Projects – Integrated Design

**DEMANDS FOR RIGHT-OF-WAY**

- **Autos**
  - Better use of underutilized streets
  - Difficult to give up existing capacity

- **Pedestrians**
  - New sidewalks/pedestrian facilities; appropriate # of curb-cuts

- **Transit**
  - Considers substantial increase transit service over next 20 years

- **Bicycles**
  - New routes and connections

- **On-Street Parking**
  - Little existing inventory; off-peak may work in some areas

- **Medians & Landscaping**
Downtown Bellevue “Superblocks”

- **Downtown Bellevue**: 600-foot blocks (21% used for right-of-way)
- **Downtown Seattle**: 300-foot blocks (38% used for right-of-way)
- **Downtown Portland**: 250-foot blocks (42% used for right-of-way)
Retrofit of Existing Street

- Pull together individual disciplines into single project team
- Respond to right-of-way and budget constraints
- Partner with adjacent development
- Better end-products
Retrofit of Existing Street

Retrofit Concept

Existing Condition
Waterfront Park Master Plan

Adopted Plan

Existing Condition
#4 Stages of Transit Integration

- Distributed transit model, pre 1985
- Original transit center, 1985
- Expanded transit center, 2002
- Planned light rail, 2023

Preferred Downtown Tunnel
Current Transit Network
Downtown Transit Ridership

Average Weekday Boardings & Alightings

- **2002**: 6,676
- **2003**: ×
- **2004**: ×
- **2005**: ×
- **2006**: ×
- **2007**: ×
- **2008**: ×
- **2009**: 14,380
- **2010**: ×

DOWNTOWN BELLEVUE
Compact Form

- 3/4 of a mile square
- Most of downtown walkable from the Bellevue Transit Center (BTC) in 10 minutes or less
Transit Service
Multiple Elements

Robust transit service is essential part of downtown’s continued evolution

- Work with transit providers on level of service & routing
- Identify underserved markets
- Transit center operations and capacity
- Speed and reliability improvements
- Passenger amenities
- Pedestrian and bicycle connectivity
- Timing of “Downtown Circulator”
- Role of private transit providers
What’s on the Horizon

- Update Downtown Transportation Plan
  - Extend planning to 2030
  - Heightened focus on non-motorized elements
  - Transit integration
  - Roadway operation and functionality
  - Parking

- Future work on urban form, design guidelines and amenities
Wrap-up
RETROFITTING SUBURBIA:
TRANSFORMING SUBURBAN PLACES INTO URBAN PLACES
Thursday Oct 20
3:45 - 5:15
Tysons Corner
The transformation of America’s classic edge city

Cascadia Collaborative: Bridging to the Future
Where is Tysons Corner?
The Evolution of Tysons Corner

1950’s
1960’s
1970’s
1990’s
“A hodge-podge, placeless pattern of structures and parking... visually incoherent, inimical to pedestrians and horribly congested by traffic stuck on a woefully inadequate road network”

“A walk across Tysons is more dangerous than a walk from the Baghdad airport to the Green Zone”

“The blob that ate Northern Virginia”
Opportunity for Change: MetroRail
Key Principles

1. Create an urban setting
2. Refocus the transportation network
3. Create a culture of environmental stewardship
4. Develop a vibrant civic infrastructure
5. Promote Tysons as the county’s premier employment center
6. Transform the vision of Tysons into a reality that balances opportunity for development with need for infrastructure
Building Blocks

1. Adding housing and jobs
2. Focusing growth
3. Improved circulation system
4. Green stewardship
5. Implementation strategy
Districts: Focusing Growth

Conceptual Land Use
Tysons Corner
Fairfax County, Virginia

Land Use Category
- Transit Station Mixed Use
- Retail Mixed Use
- Office
- Residential Mixed Use
- Residential
- Park / Open Space
- Civic Use / Public Facility

Parsons Brinckerhoff | PlaceMaking
Circulation Enhancements

- Internal circulator
- New urban multi-modal street standards
- Walkable blocks
- Interconnected streets
- Pedestrian realm
Green Stewardship

- Network of parks & open space
- Urban parks standards
- Stream restoration
- Green architecture
- Low impact development
Implementation Strategy

TYSONS PARTNERSHIP

Board of Directors
(29 max.)

non-voting
participants

Membership Cones

Marketing / Branding
Transportation
Public Facilities & Community Amenities
Urban Design/Planning
Finance
Sustainability Initiatives

Full Members (voting)

Associate Members (non-voting)

Employers (Minimum 5 employees)
Landlords & Developers
Retailers/Hospitality
Resident Organizations
Neighbor Organizations (1 mile radius)
Professionals/Consultants (in Relevant Topical Domains)

C O U N T Y

Ex Officio
Daniel Burnham Award Winner

APA National Planning Excellence
Daniel Burnham Award for a Comprehensive Plan 2011 Winner

Daniel Burnham Award for a Comprehensive Plan

Comprehensive Plan for Tysons Corner
Fairfax County
PB's PlaceMaking Group
Fairfax, Virginia

TRANSFORMATIVE. GREEN. UTVABLE.
Winning Characteristics

1. Built on broad level of consensus
2. District level planning
3. Implementation focus
4. Comprehensive strategy to create a place
1. Built on Consensus

- Competing interests at the decision making table
- Strong public engagement and education component
Competing Interests

Environmental interests
- State agencies
- Construction requirements

Employees
- Freight carriers
- Emergency services

Local businesses
- Community agencies

Residents
- Large employers
- MWAA
- Landowners
- Transit operators

Adjoining communities
- Financial interests
- Commuters through
- Pedestrians & Bicyclists

Developers
- Utilities

Commuters to

Construction requirements
- Financial interests
- Landowners
- Transit operators
- Developers
- Utilities

Freight carriers
- Financial interests
- Landowners
- Transit operators
- Developers
- Utilities

Employees
- Financial interests
- Landowners
- Transit operators
- Developers
- Utilities

Emergency services
- Financial interests
- Landowners
- Transit operators
- Developers
- Utilities
Methods to Build Consensus

- 36 member task force
- 100 public meetings
- 45 workshops
- TOD Summit - National experts giving TOD 101 presentations

- Going where the people are – neighboring communities & Lunch time business presentations
- Creating partnerships with interest groups
2. District Level Planning

Orenco Station

This

Not This

The Round
District Types

- Designed as rooms in a house – each with a different function
- Two types of districts
  - TODs surrounding Metrorail stations
  - Transition between neighboring communities and TODs
3. Implementation Focus

- Implementation subcommittee focused on next steps
- Implementation action plan included in recommendations
Implementation Projects to Date

- Additional **staff allocated**
- **Inter-departmental** team established to review development proposals and policy issues
- Comprehensive Plan **amendments adopted**
- 12 submitted rezoning applications – over 32 M sq. ft. of development
- **TOD demonstration projects** underway
- **Tysons Corner official mailing address**
- **Tysons Partnership** incorporated as independent entity
- **Workforce Housing Summit**
- **Tysons Circulator Study**
- **Interim parking agreement**
- Development of public facilities plan
- Draft urban design guidelines
- Transportation **infrastructure funding plan**

...Plus 12 others since plan adoption in 2008
4. Comprehensive Strategy

- Addresses more than land use and transportation
- Something for every interest group
Topics addressed by the Plan

- focused on urban setting
- economic development and jobs
- transportation network
- environment and restoration
- civic infrastructure and education
- implementation authority
Tysons Corner

The transformation of America’s classic edge city

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