



Retrofitting Suburbia:

Transforming Suburban Places into Urban Places

Hillsboro - Regional Vicinity



City of Hillsboro, OR:

- Population (2011): 91,215
- 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

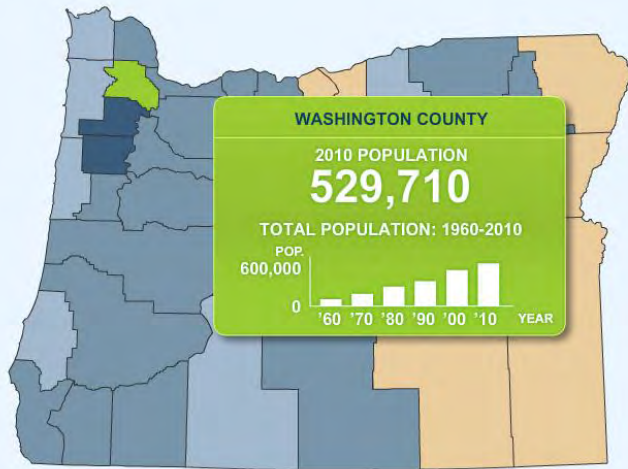
Why Here? Why Now?

A Growing Population

Oregon STATE POPULATION: 3,831,074

POPULATION CHANGE BY COUNTY: 2000-2010

LOSS 0-5% 5-15% 15-25% 25% +



United States
Census
 Bureau

	2010 Population	2000-2010 Percentage Growth
Multnomah	735,334	11.3%
Washington	529,710	18.9%
Clackamas	375,992	11.1%
Lane	351,715	8.9%
Marion	315,335	10.7%

	2010 Population	2000-2010 Percentage Growth
Portland	583,776	10.3%
Eugene	156,185	13.3%
Salem	154,637	12.9%
Gresham	105,594	17.1%
Hillsboro	91,611	30.5%

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					
3-Year Estimates					
Demographic	U.S.	Hillsboro	Beaverton	Portland	Gresham
Average Age	37	32	35	38	35
Under 18 Years of Age	25%	28%	24%	21%	28%
18 to 64 Years of Age	63%	65%	66%	68%	62%
65+ Years of Age	13%	7%	10%	10%	10%
White Alone	66%	66%	68%	74%	70%
Hispanic or Latino (of any race)	15%	22%	16%	9%	20%
Black or African American Alone	12%	1%	2%	6%	3%
Asian Alone	4%	8%	11%	7%	4%



Why Here? Why Now?

Shifting Lifestyle Trends

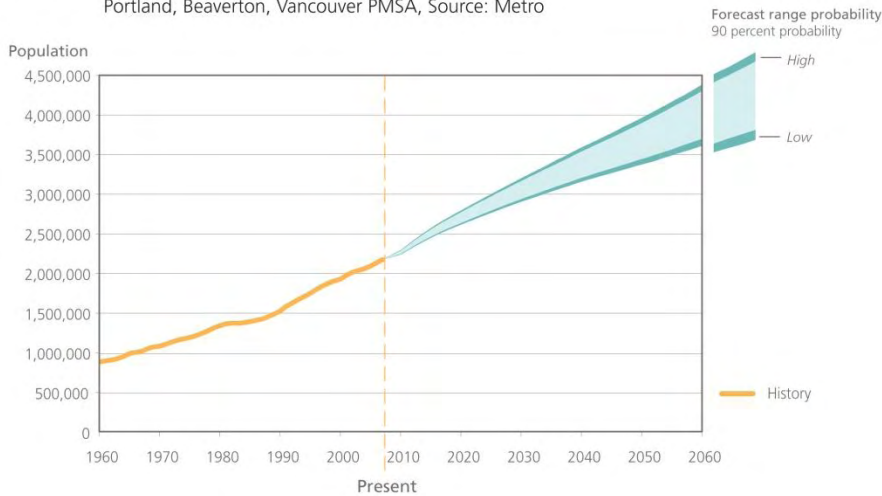
- Health lifestyles/active living
- Reduced reliance on auto trips
- Reduced energy consumption
- Local food production/markets
- Water conservation/quality
- Access to nature



Projected Regional Growth

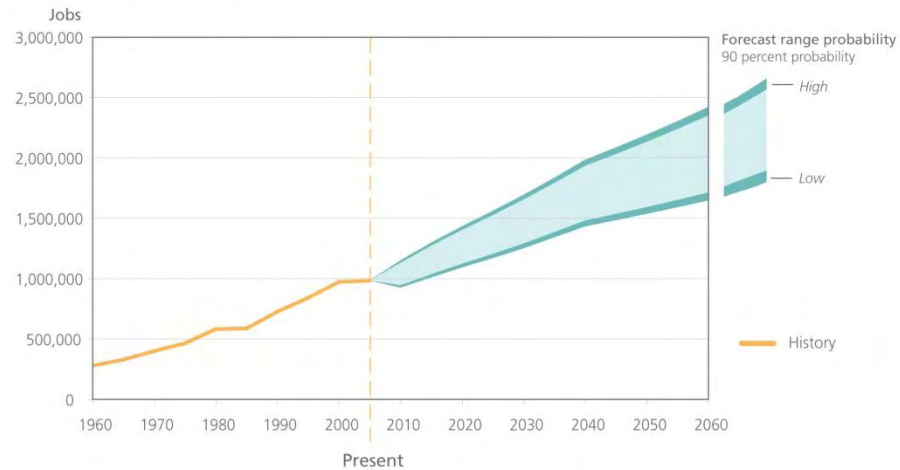
Population Forecast

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



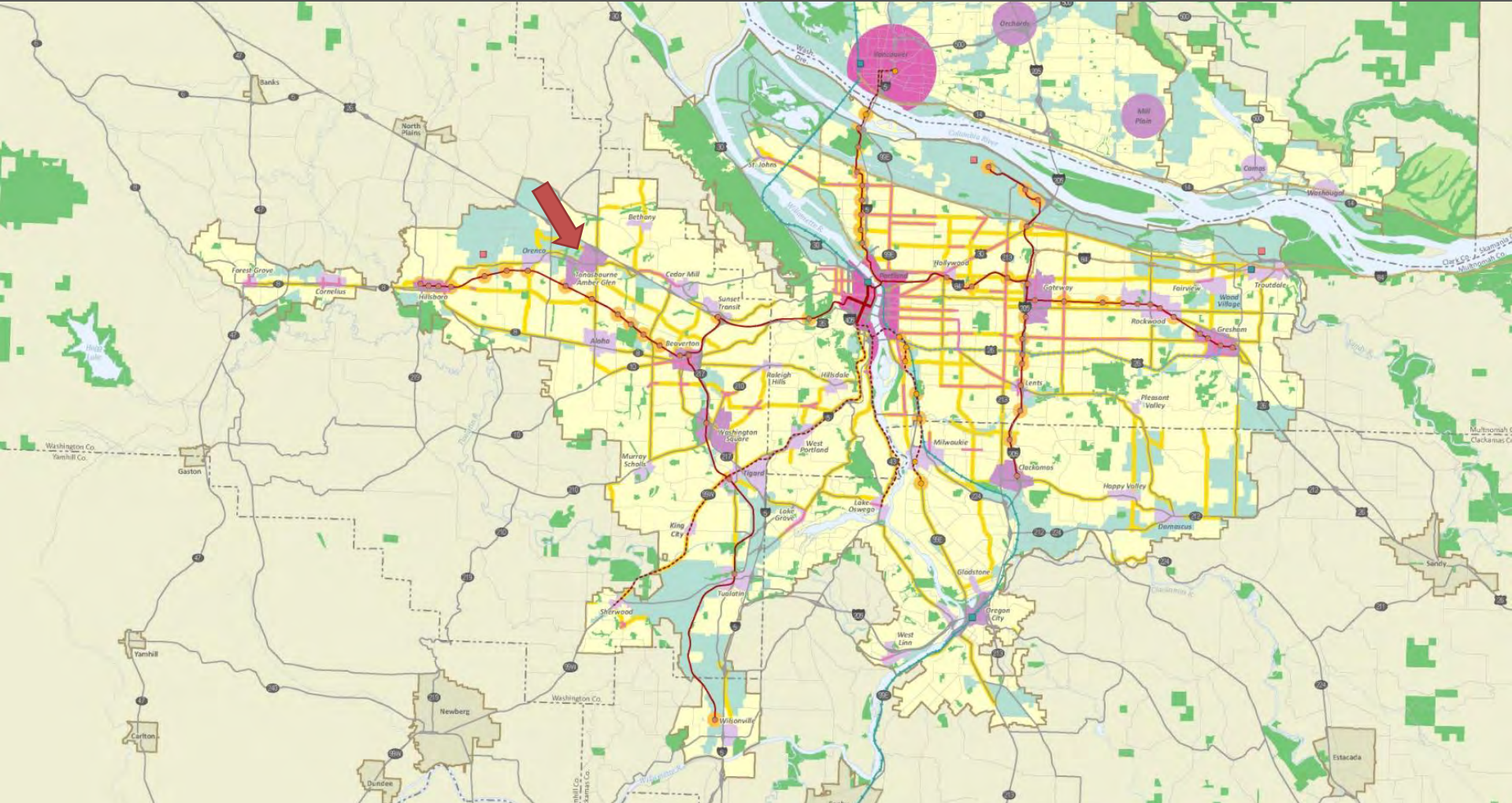
Employment Forecast

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



Suburban Response?

...to demand for jobs and a proximate range of housing and transportation options



2040 Growth Concept Map

January 1, 2011



Overview: the Metro 2040 Growth Concept defines the form of regional growth and development for the Portland metropolitan region. The Growth Concept was adopted in December 1995 through the Region 2040 planning and public involvement process. This concept is intended to provide long-term growth management of the region.

efforts including the 2035 Regional Transportation Plan that outlines investments in multiple modes of transportation, and a commitment to local policies and investments that will help the region better accommodate growth within its centers, corridors and employment areas.

For more information on these initiatives, visit <http://www.oregonmetro.gov/2040>

- Central city
- Employment land
- Existing high capacity transit
- County boundaries
- Regional center
- Parks and natural areas
- Planned high capacity transit
- Urban growth boundaries
- Town center
- Neighborhood
- Proposed high capacity transit tier 1
- Neighbor cities
- Station communities
- Main streets
- Mainline freight
- Airports
- Corridors
- High speed rail
- Intercity rail terminal



The information on this map was derived from digital databases on Metro's GIS. Care was taken in the creation of this map. Metro cannot accept any responsibility for errors, omissions, or outdated information. There is no warranty, expressed or implied, including the warranty of merchantability or fitness for a particular purpose, accompanying this product. However, notification of any errors are appreciated.

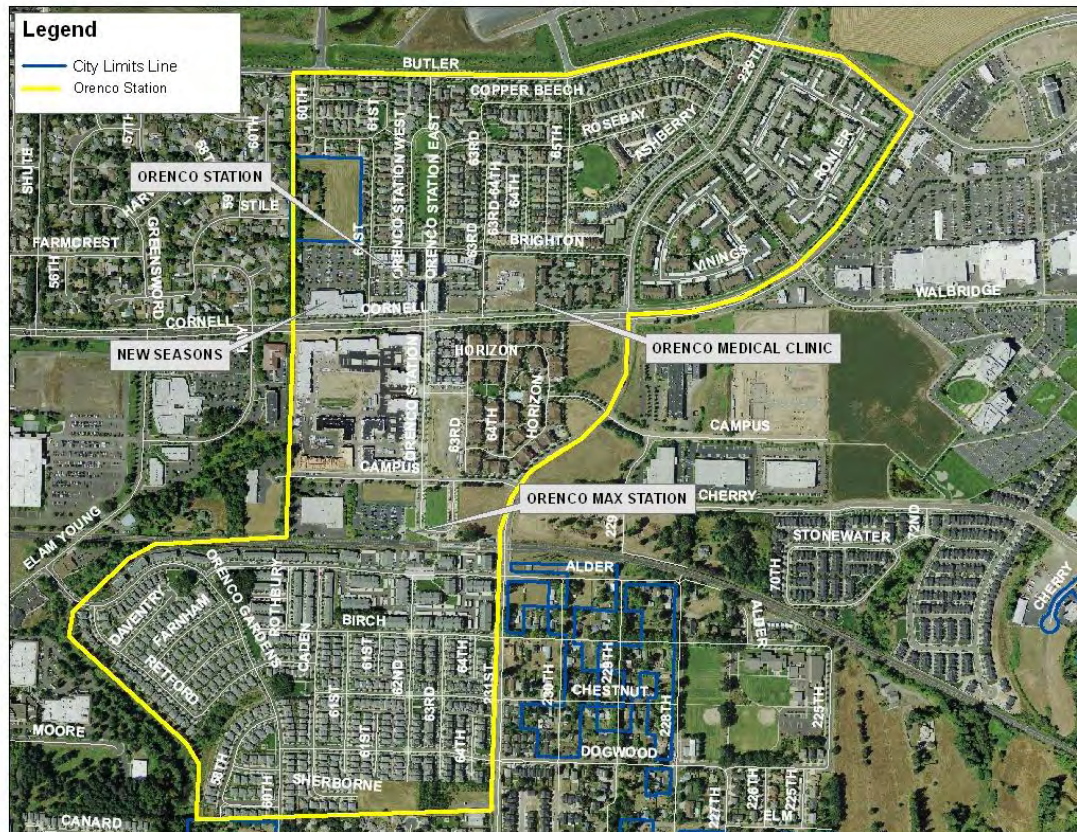
Suburban Response?

Orenco Station

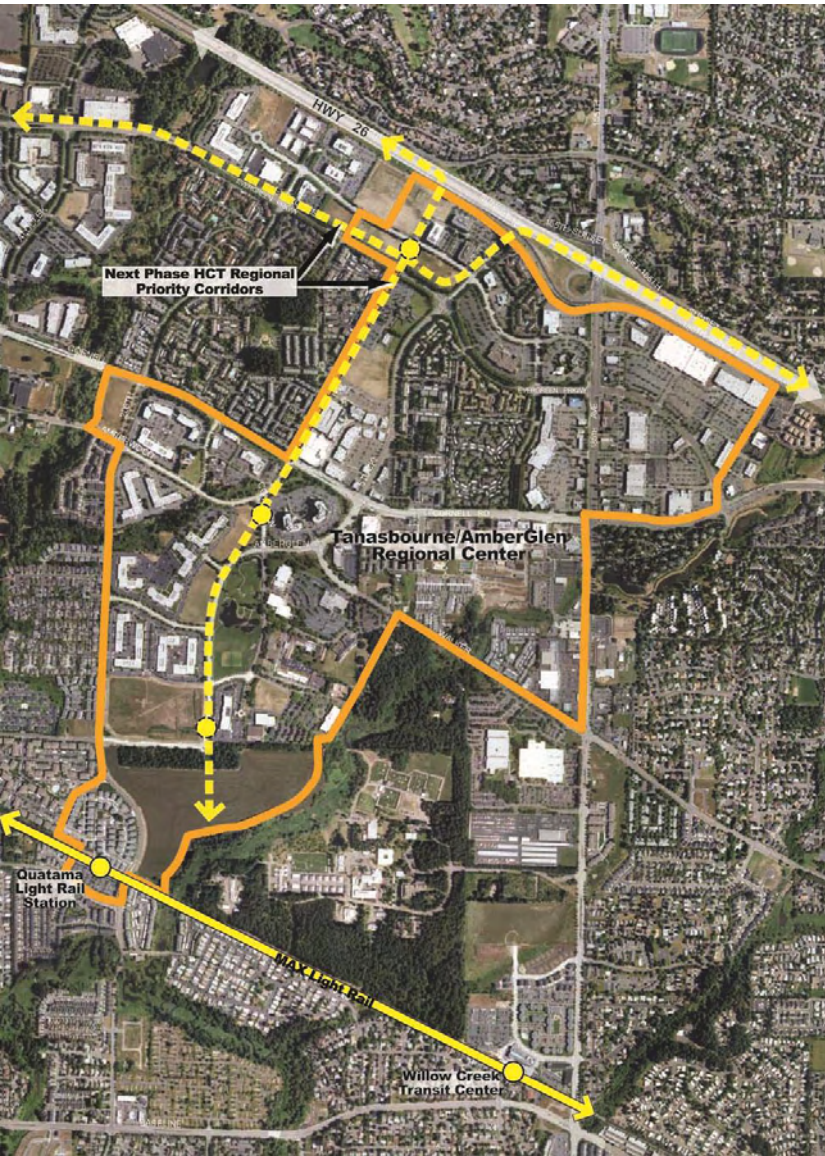
An award winning transit-oriented community



- Past effort to address growth – Model of transit-oriented development
- Pedestrian friendly, high-density Town Center built in conjunction with the Westside Max



Tanasbourne | AmberGlen



Tanasbourne | AmberGlen

A Vibrant, Transit-Supported, Regional-Scale Center

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*



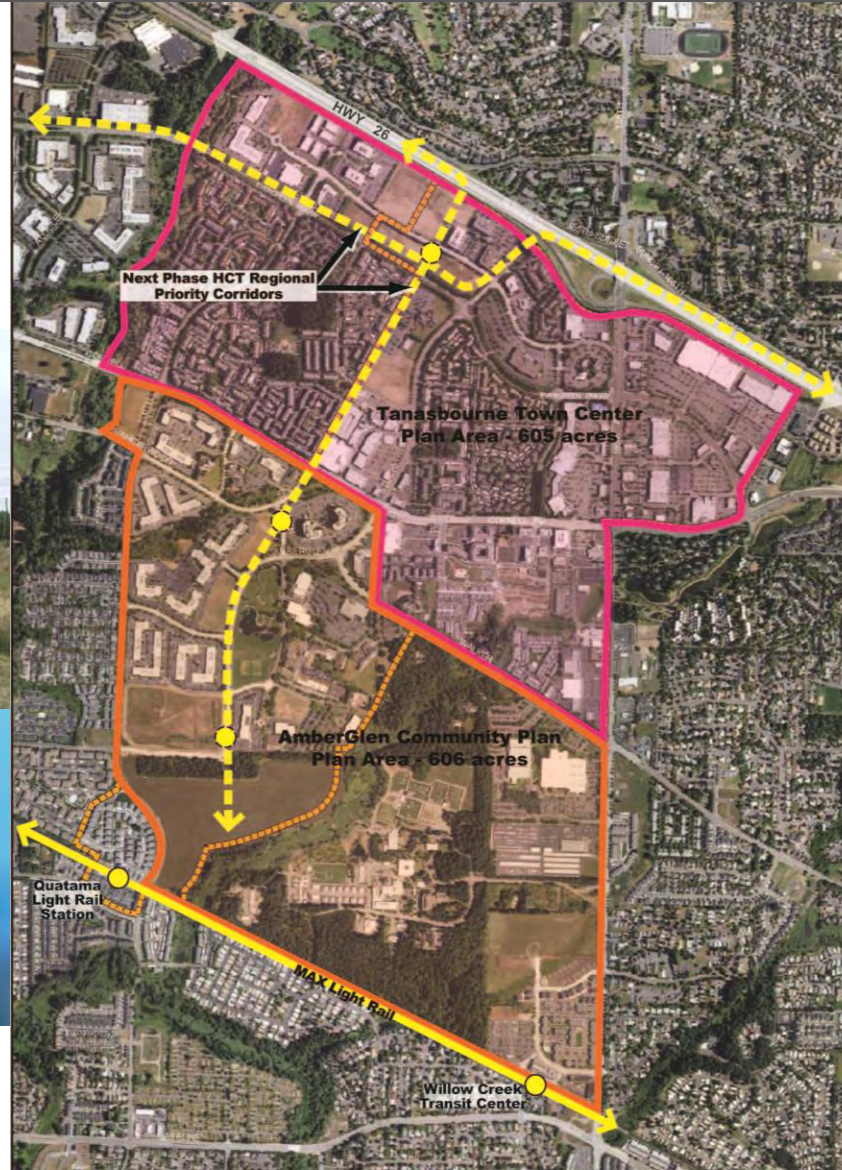
Leverage Existing Jobs & Housing

Major Companies in North Hillsboro Industrial Area:



Local & Global Connections

- Connected to regional transportation system
- Ability to connect globally



Balanced, Multimodal System

Existing streets are incorporated into a grid to support walking, bicycling and transit use.



Parks, Trails & Open Space

ACCESS TO NATURE

The Plan organizes development around a signature central park and connections to natural corridors, habitat areas and open space.



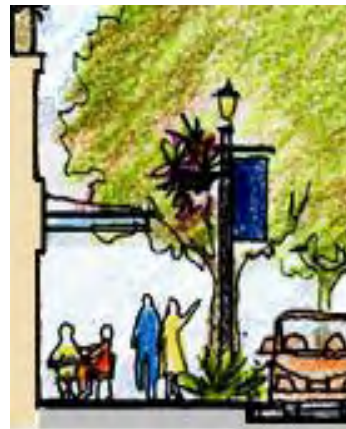
Community Character

COMMUNITY CHARACTER

Development is coordinated with streetscape elements to create the character of the public realm.



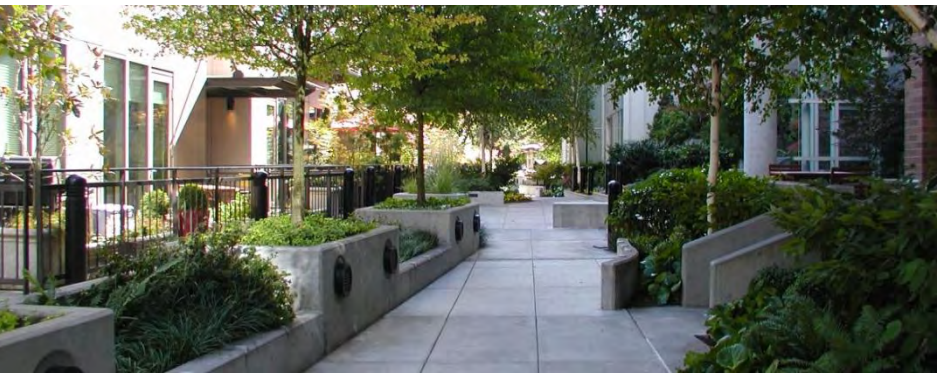
Multi-use Path Loop around Central Park



Retail Street



Residential Street



Sustainable Practices

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



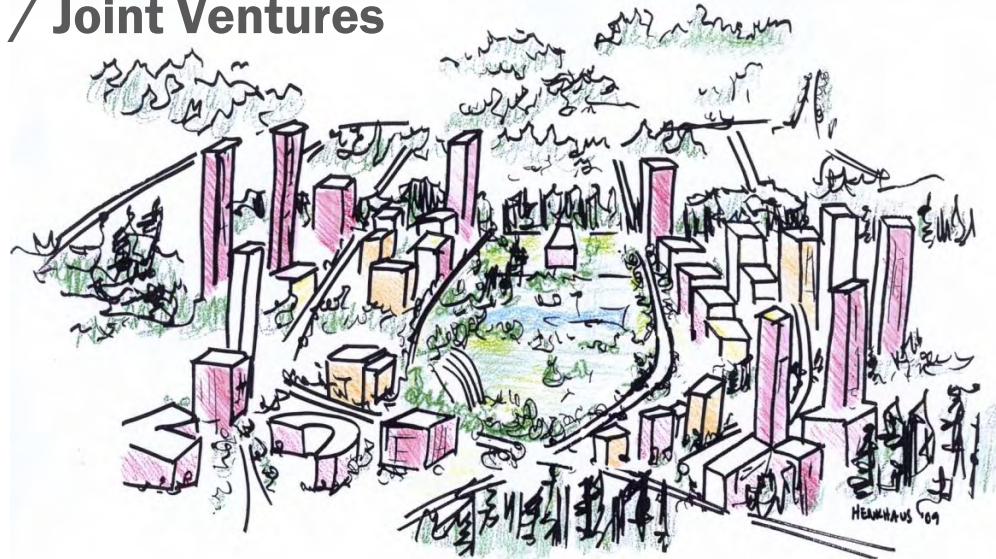
Facing the Challenge

Sustainable Development



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

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Evolution of Downtown Bellevue

WA/OR Joint Conference

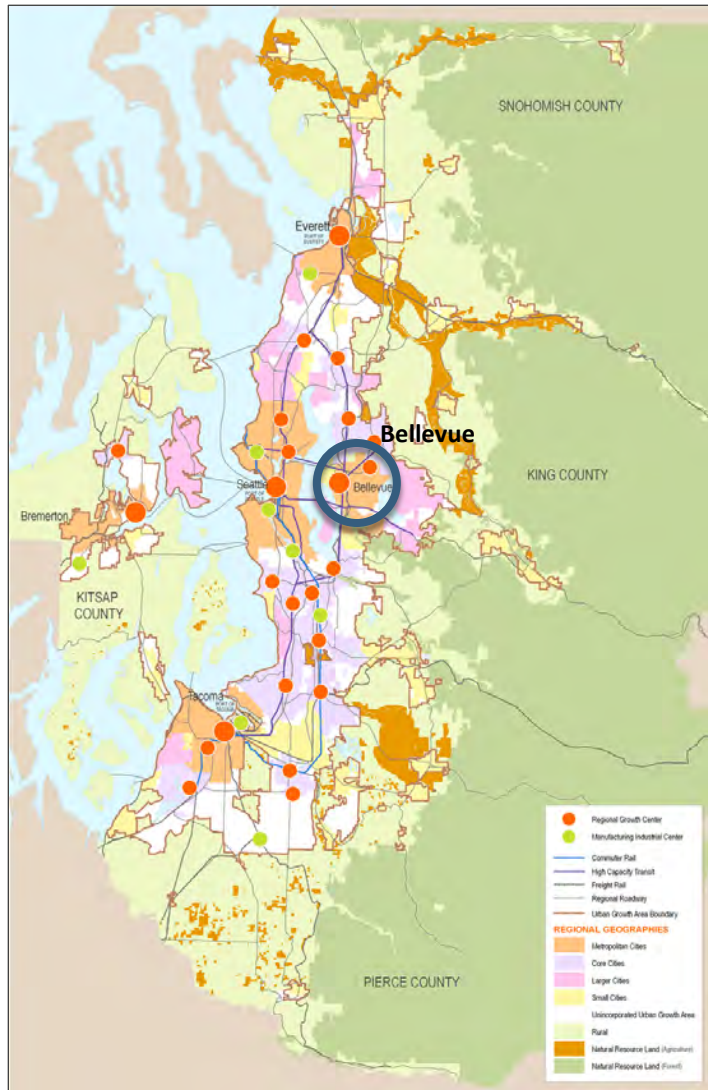
October 20, 2011

Emil King, AICP

Strategic Planning Manager

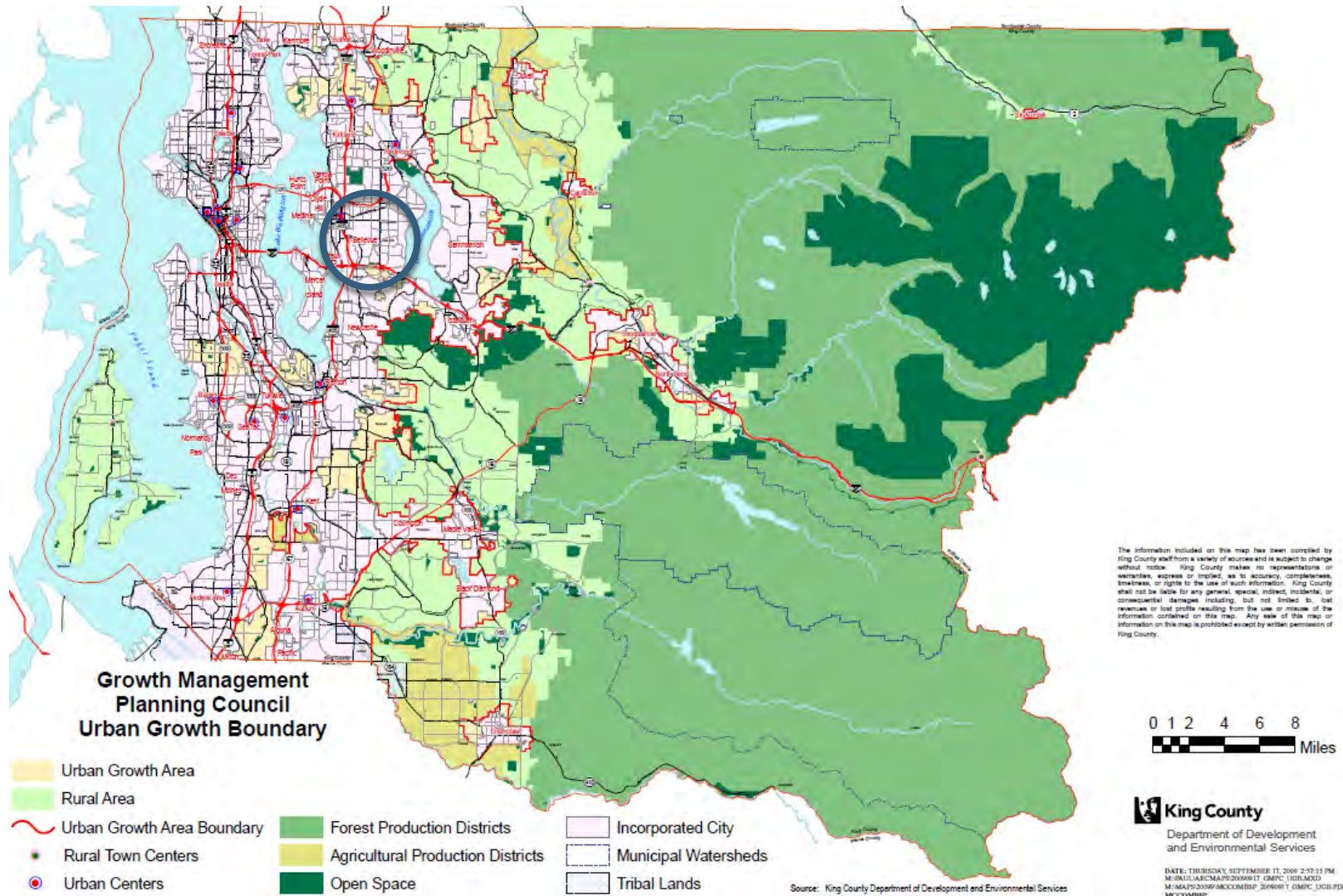


Bellevue in the Region

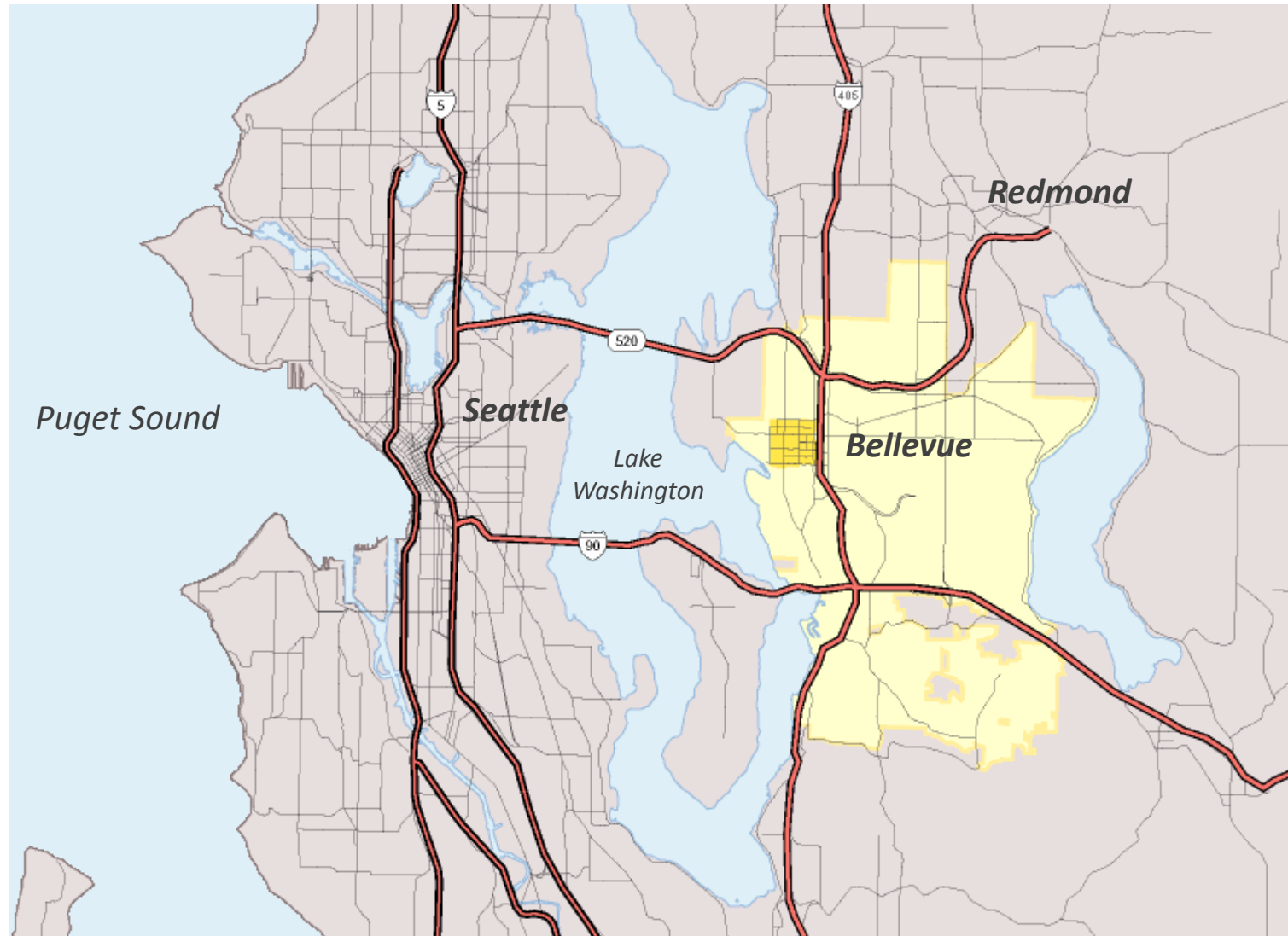


- Bellevue one of five “metropolitan cities”
- Regional planning goals to:
 - Use urban area efficiently & focus development
 - Build off regional transportation investments & integrate land use and transportation planning

County Urban Growth Boundary



Bellevue's Central Location



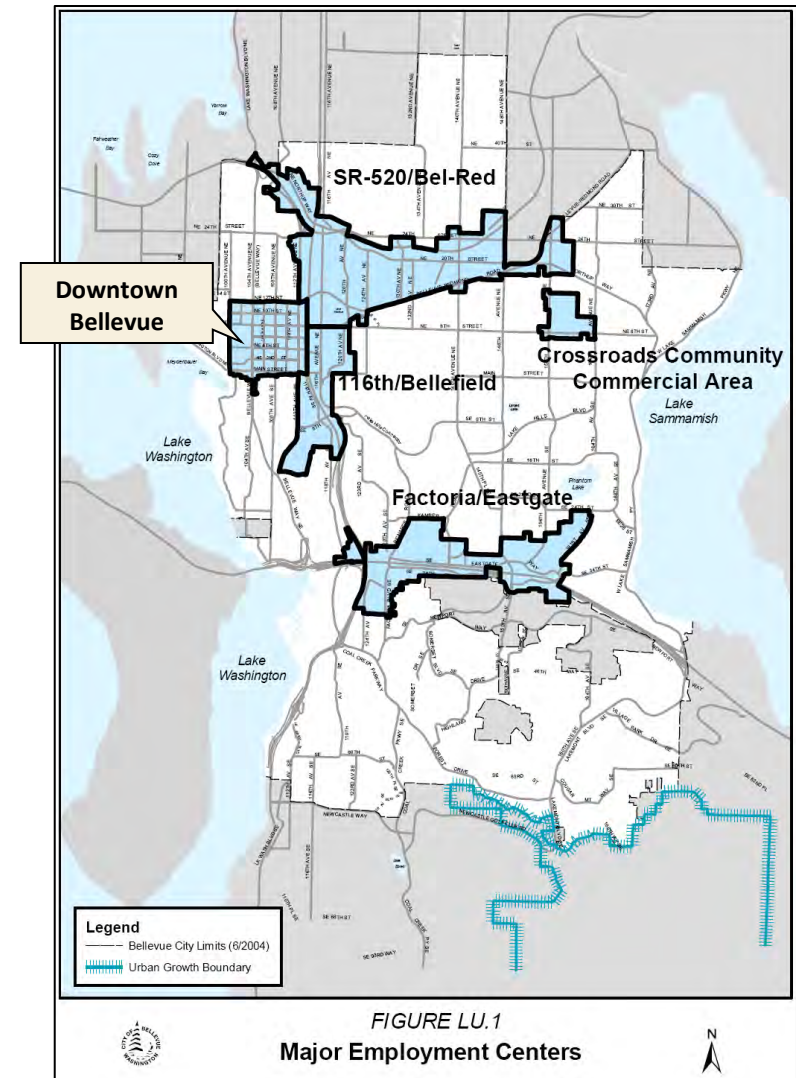
City Context



City Context

Downtown Bellevue

- Post-war commercial center
- At 410 acres, 2% of City's land area
- Approximately 70% of City's growth forecast



Planning Legacy – 1950s Paradigm

“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

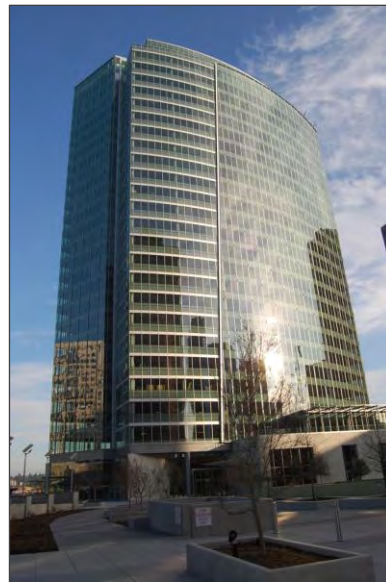
Four Indicators from Bellevue

- #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

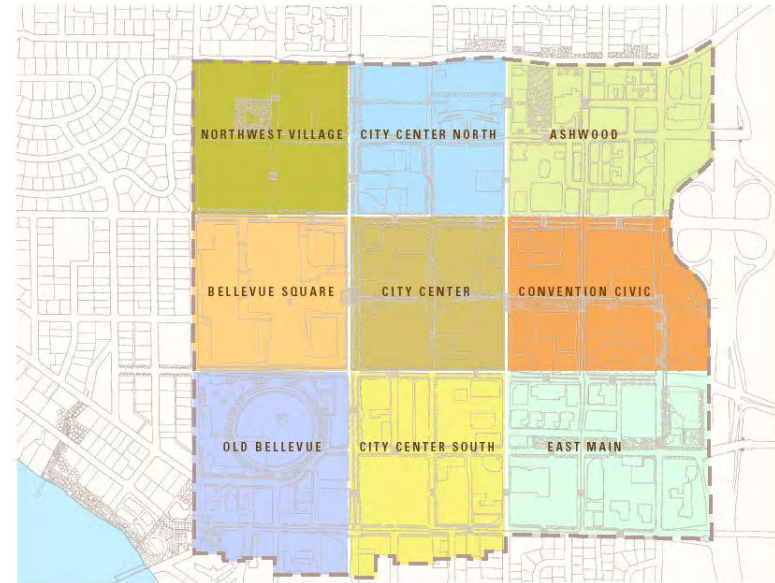
	Year 2000	Year 2010	Forecast 2030
Population	2,900	6,858	19,000
Population density, per gross acre	7.1	16.7	46.3
Residential densities, units per acre	80-236	80-264	Up to 300
Total employment	34,042	42,525	70,300
Employment density, per gross acre	83.0	103.7	171.5
Housing units	2,064	6,774	15,100
Employees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

Demographic Shifts

	Downtown 2000	Current Downtown
Percent minority	20%	44% ↑
Foreign born	25%	36% ↑
Speak language other than English at home	23%	34% ↑
Bachelor's degree or higher	45%	66% ↑
Alternate travel mode to work	35%	41% ↑
Median age	57.3	38.7 ↓

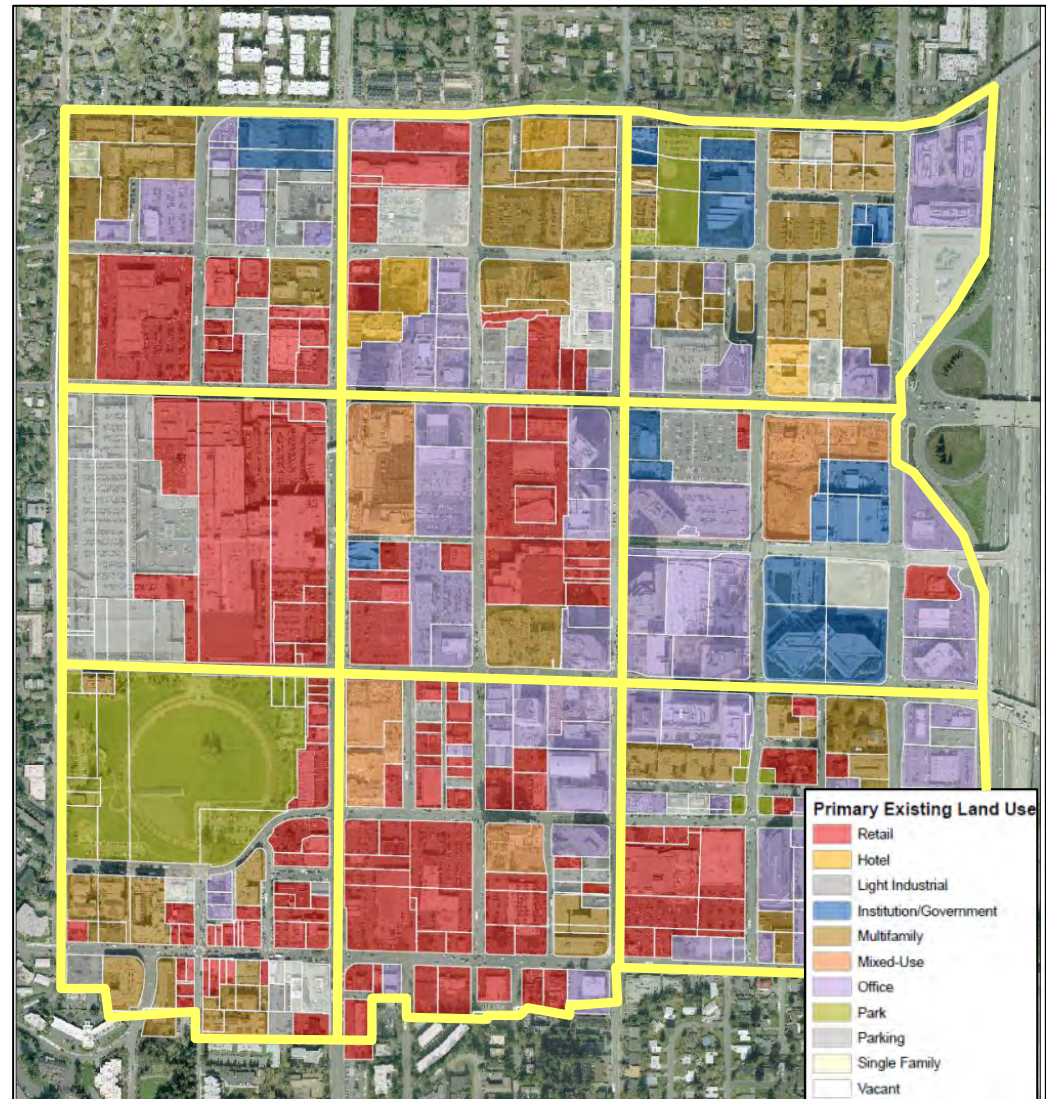
#2 Downtown Neighborhoods

- 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

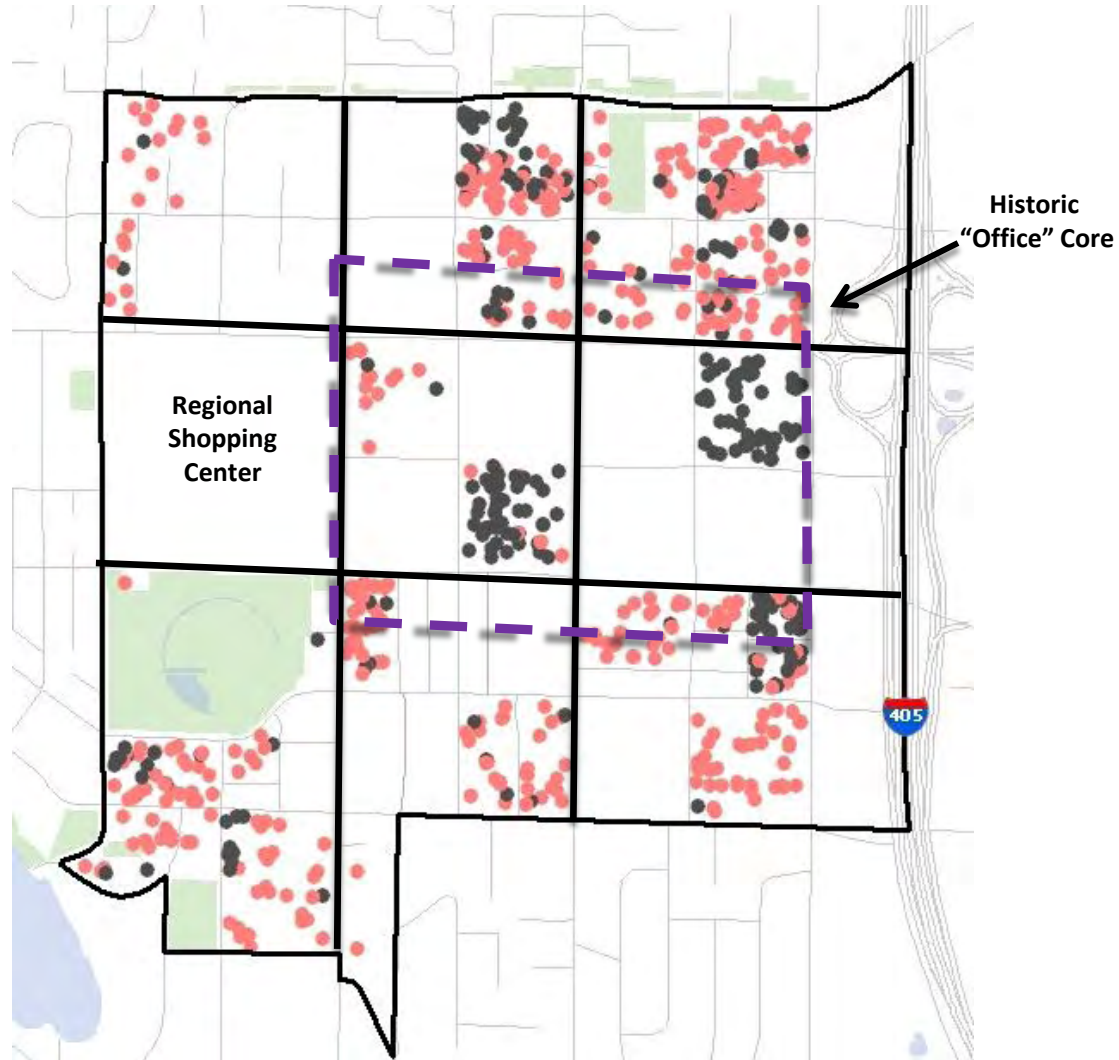


Land Use Mix

- 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



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**



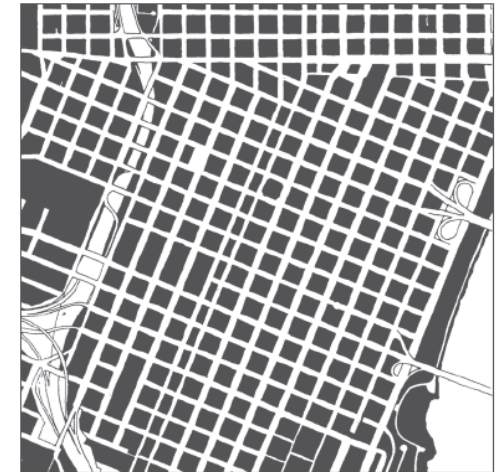
Downtown Bellevue “Superblocks”



Downtown Bellevue
(21% used for right-of-way)
600-foot blocks



Downtown Seattle
(38% used for right-of-way)
300-foot blocks



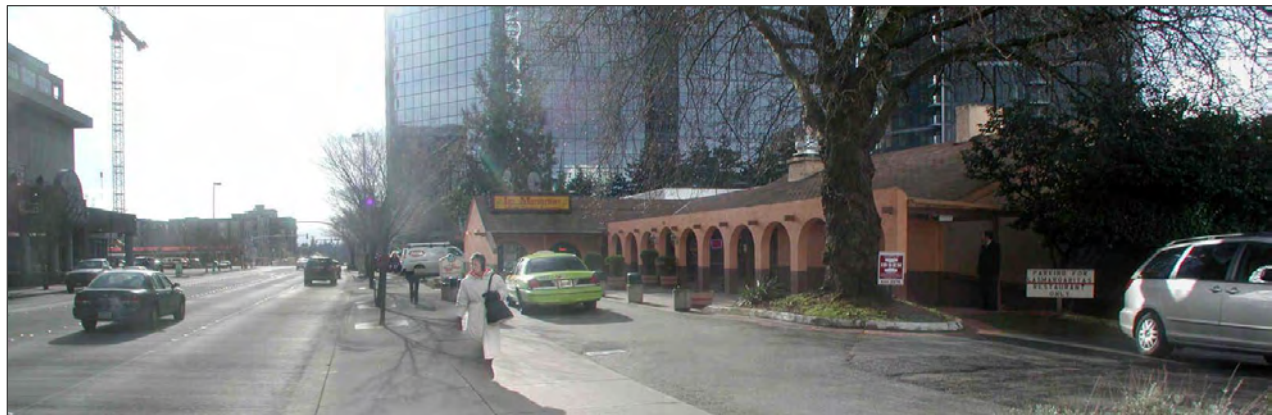
Downtown Portland
(42% used for right-of-way)
250-foot blocks

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 Concept



Existing Condition

Retrofit of Existing Street



Retrofit Concept



Existing Condition

Waterfront Park Master Plan

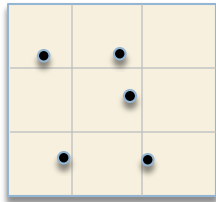


Adopted Plan

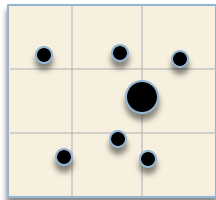


Existing Condition

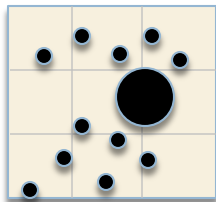
#4 Stages of Transit Integration



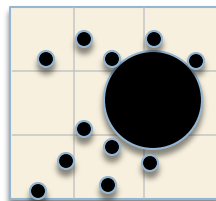
Distributed transit model, pre 1985



Original transit center, 1985



Expanded transit center, 2002

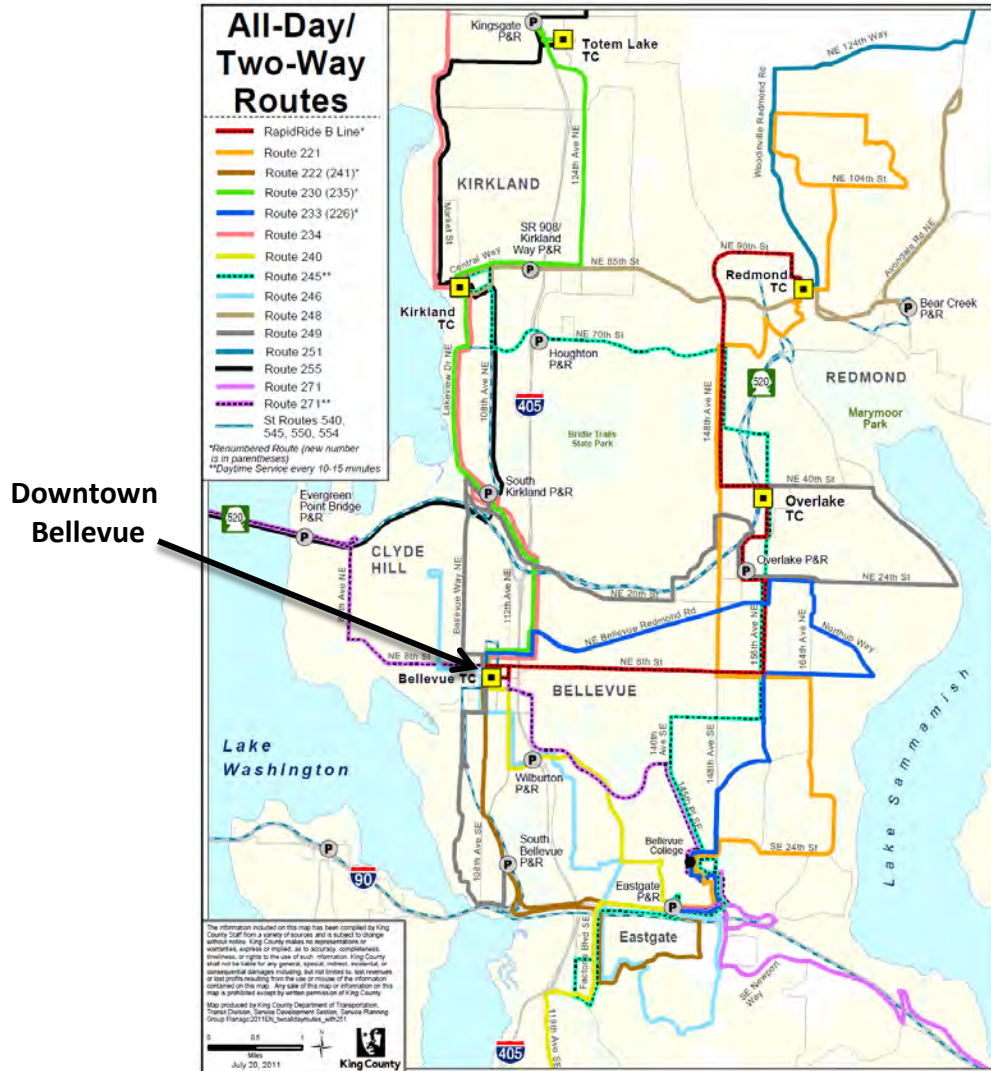


Planned light rail, 2023



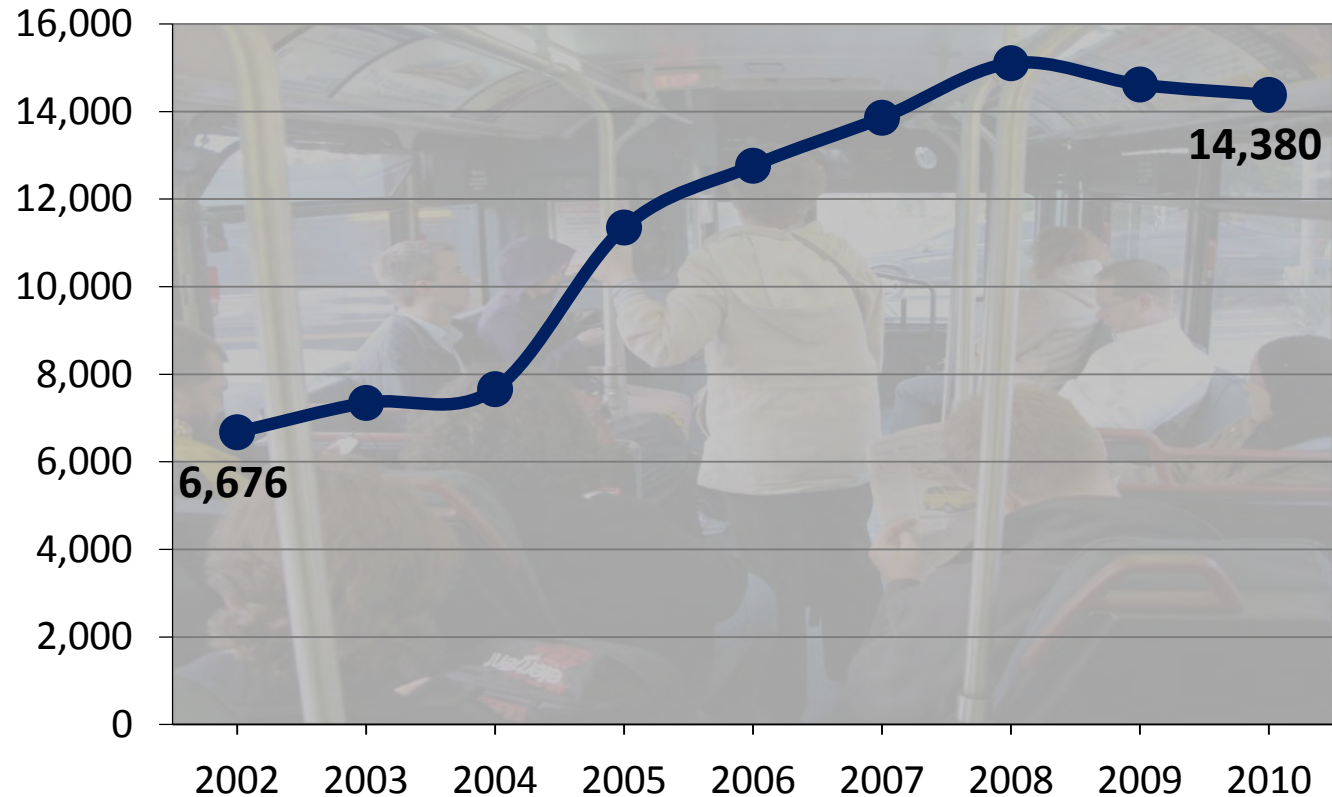
Preferred Downtown Tunnel

Current Transit Network



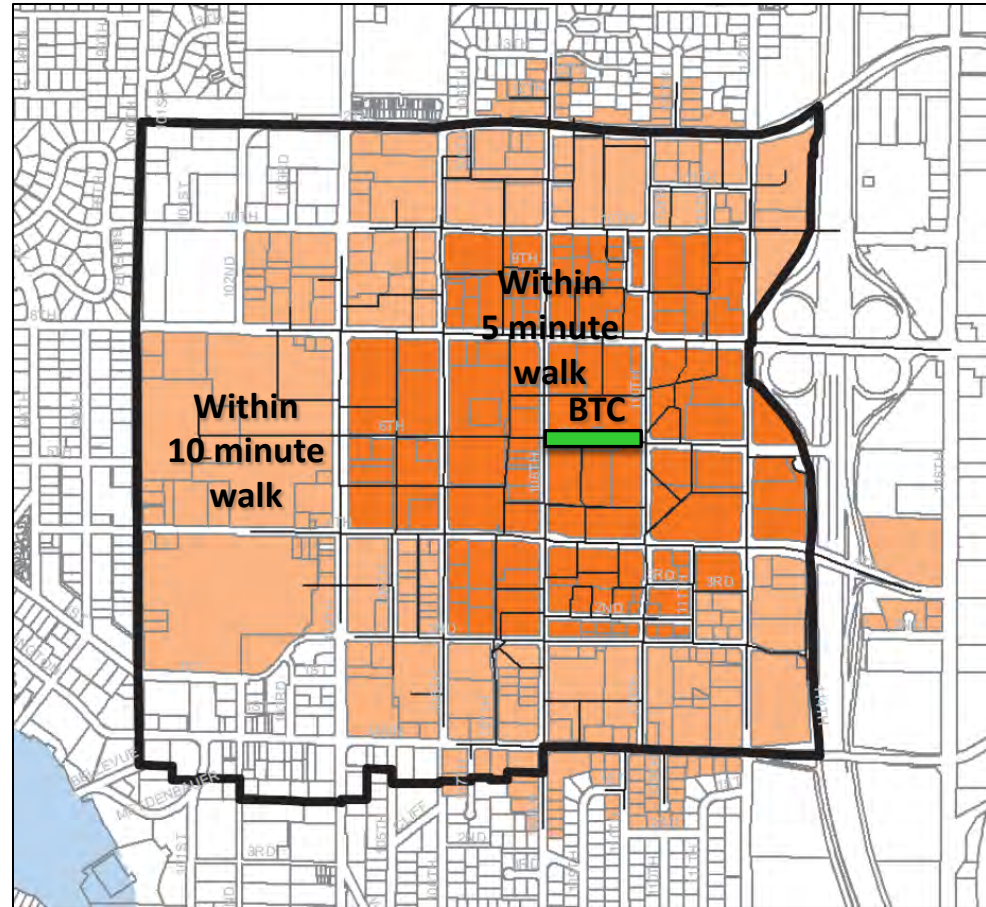
Downtown Transit Ridership

Average Weekday Boardings & Alightings



Compact Form

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



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

Welcome to **TOMORROWTOWN**



HILLSBORO



SUBURBAN BUSINESS PARK



MULTI-MODAL NEIGHBORHOOD

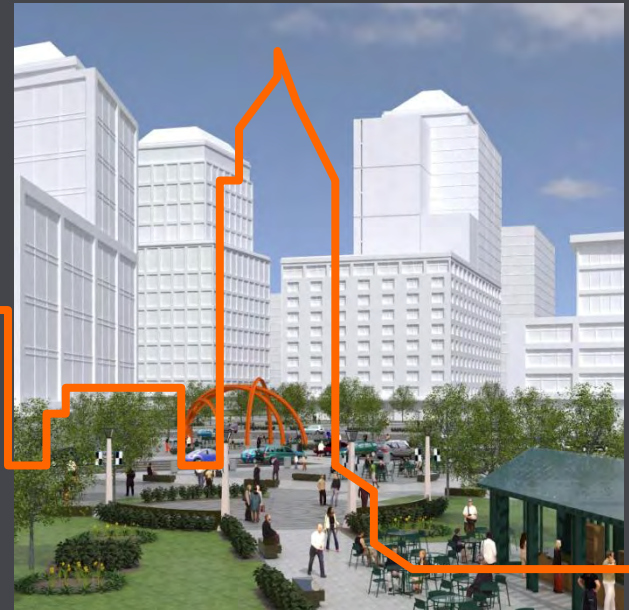


BELLEVUE



Tyson's Corner

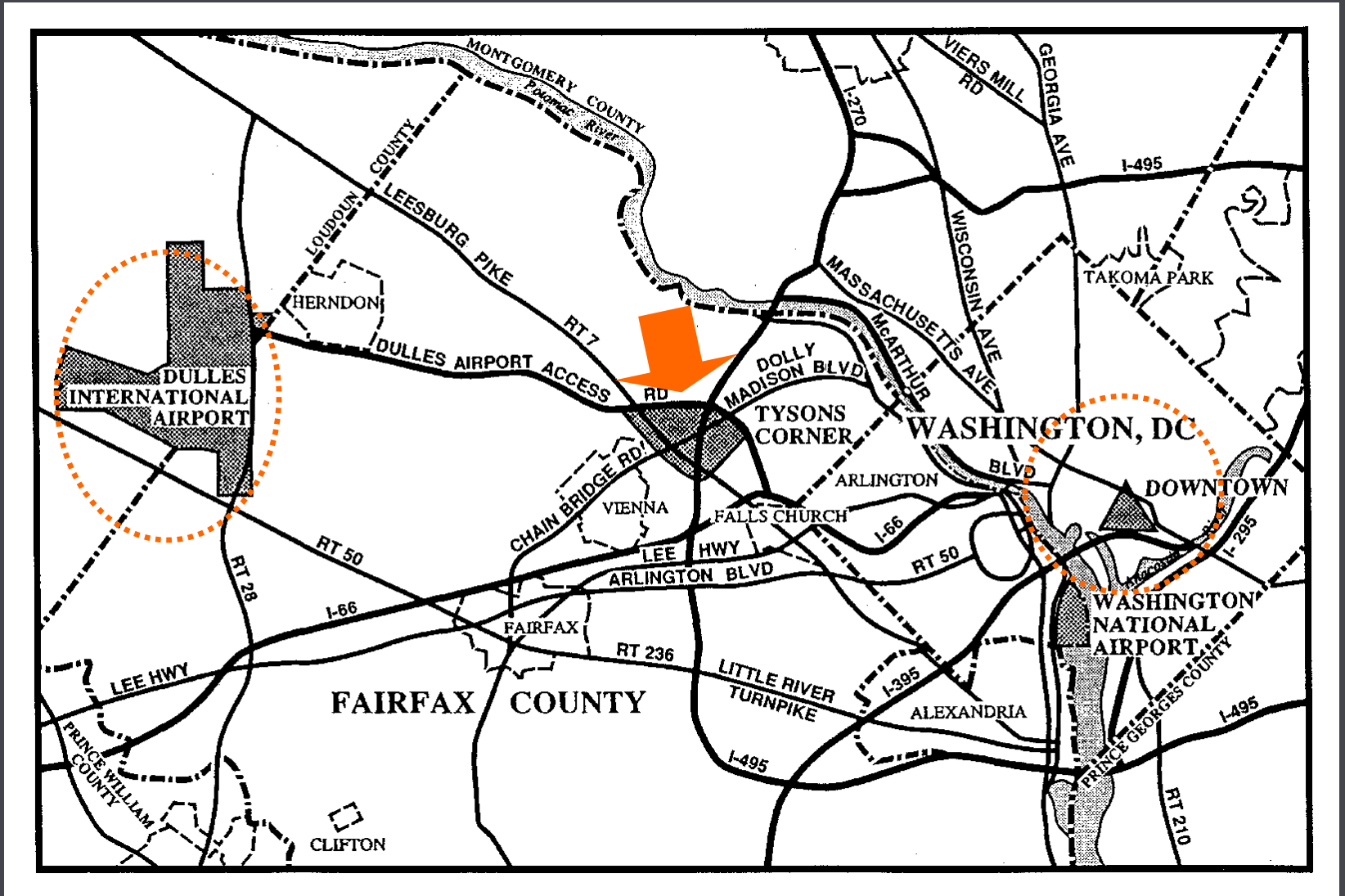
The transformation of America's classic edge city



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”

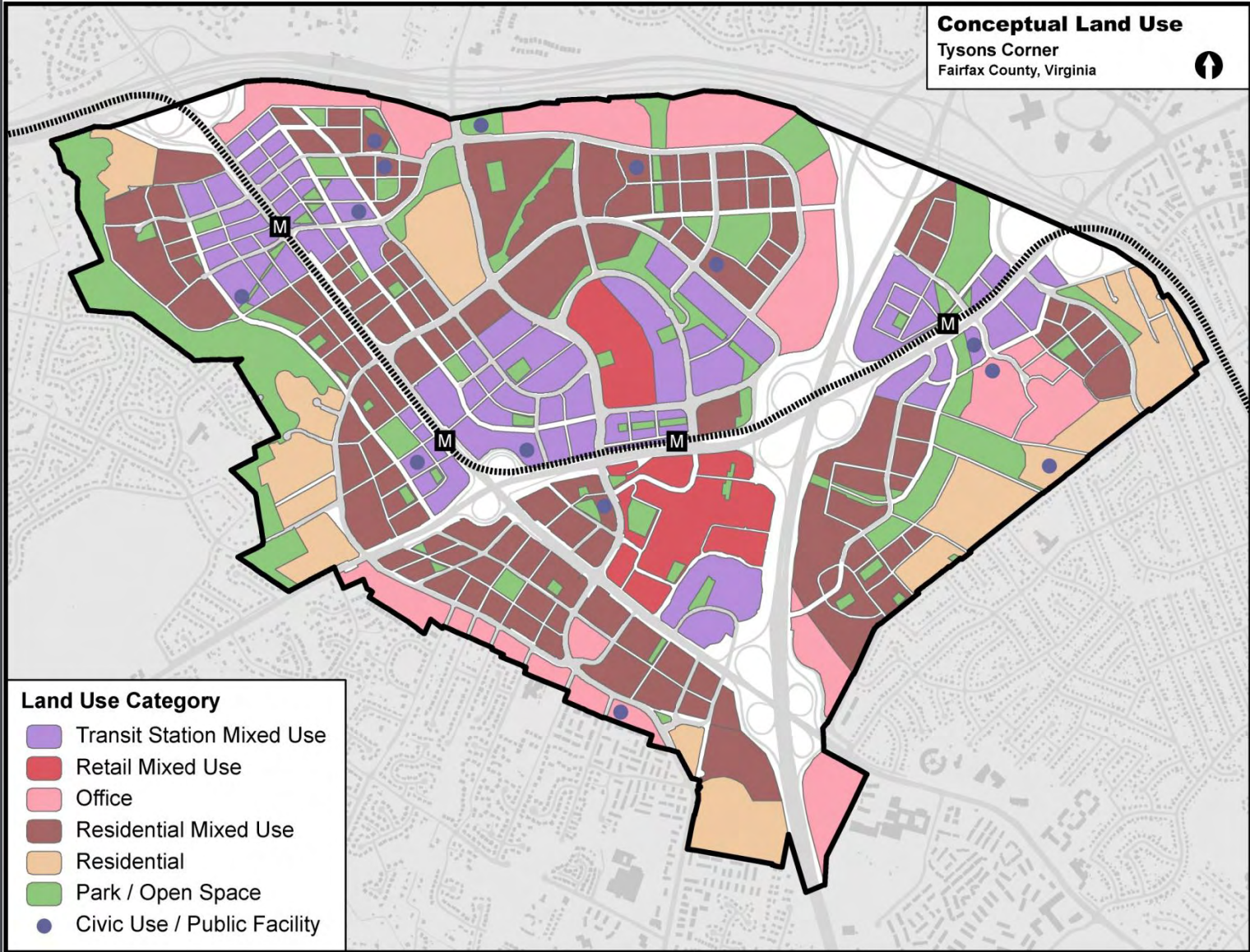


“The **blob** that ate Northern Virginia”



Opportunity for Change: MetroRail





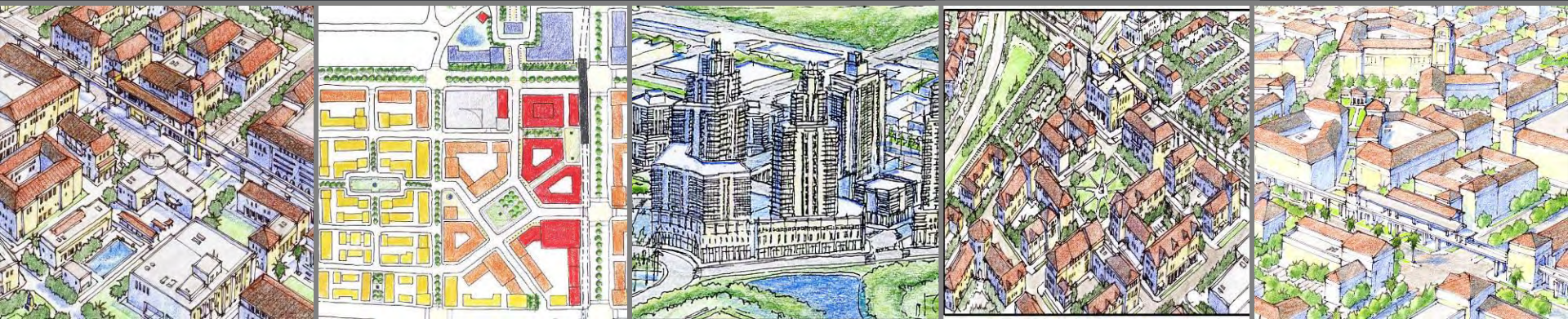
Key Principles

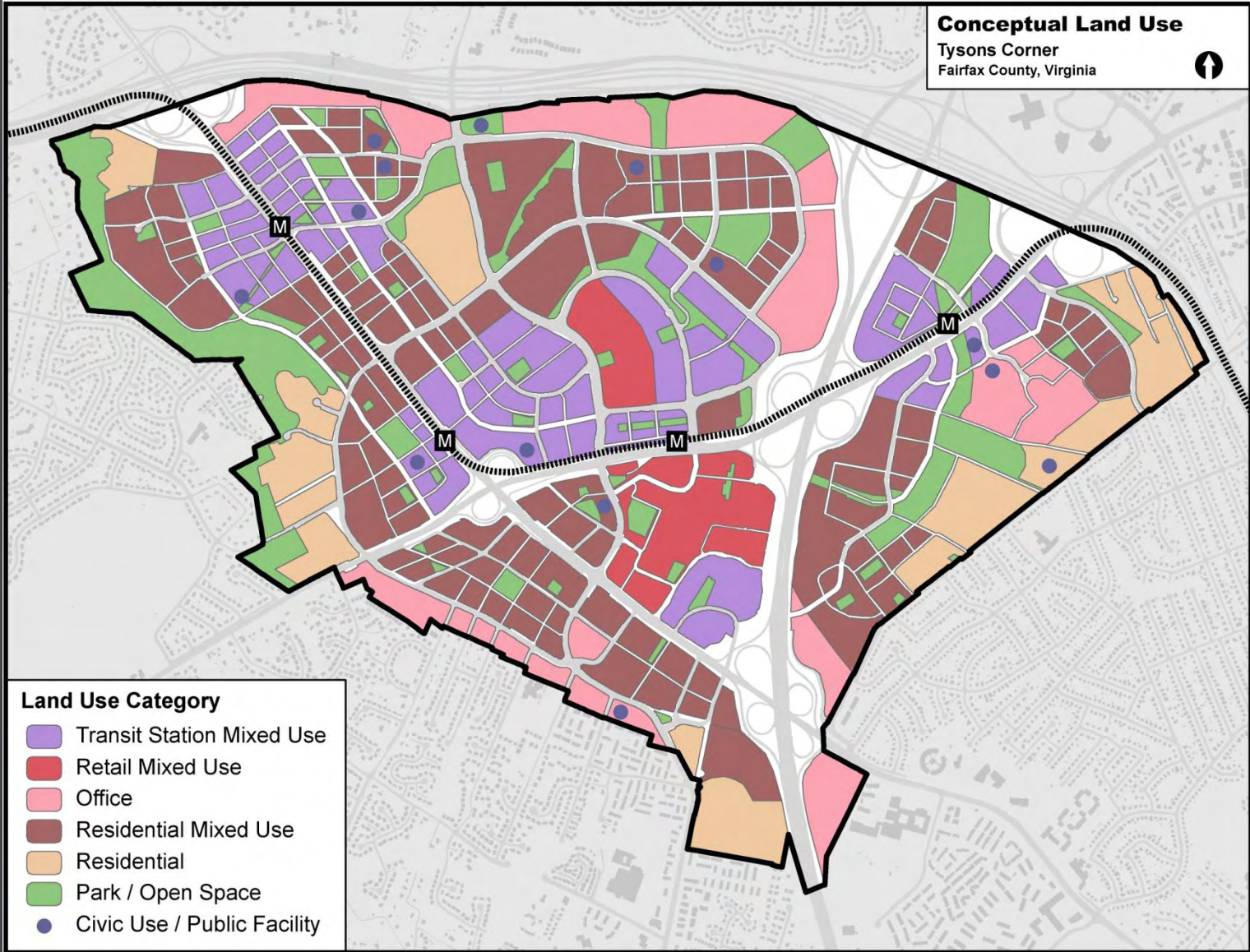
1. Create an urban setting
2. Refocus the transportation network
3. Create a culture of environmental stewardship
4. Develop a vibrant civic infrastructure
5. Promote Tysons as the county's premier employment center
6. Transform the vision of Tysons into a reality that balances opportunity for development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



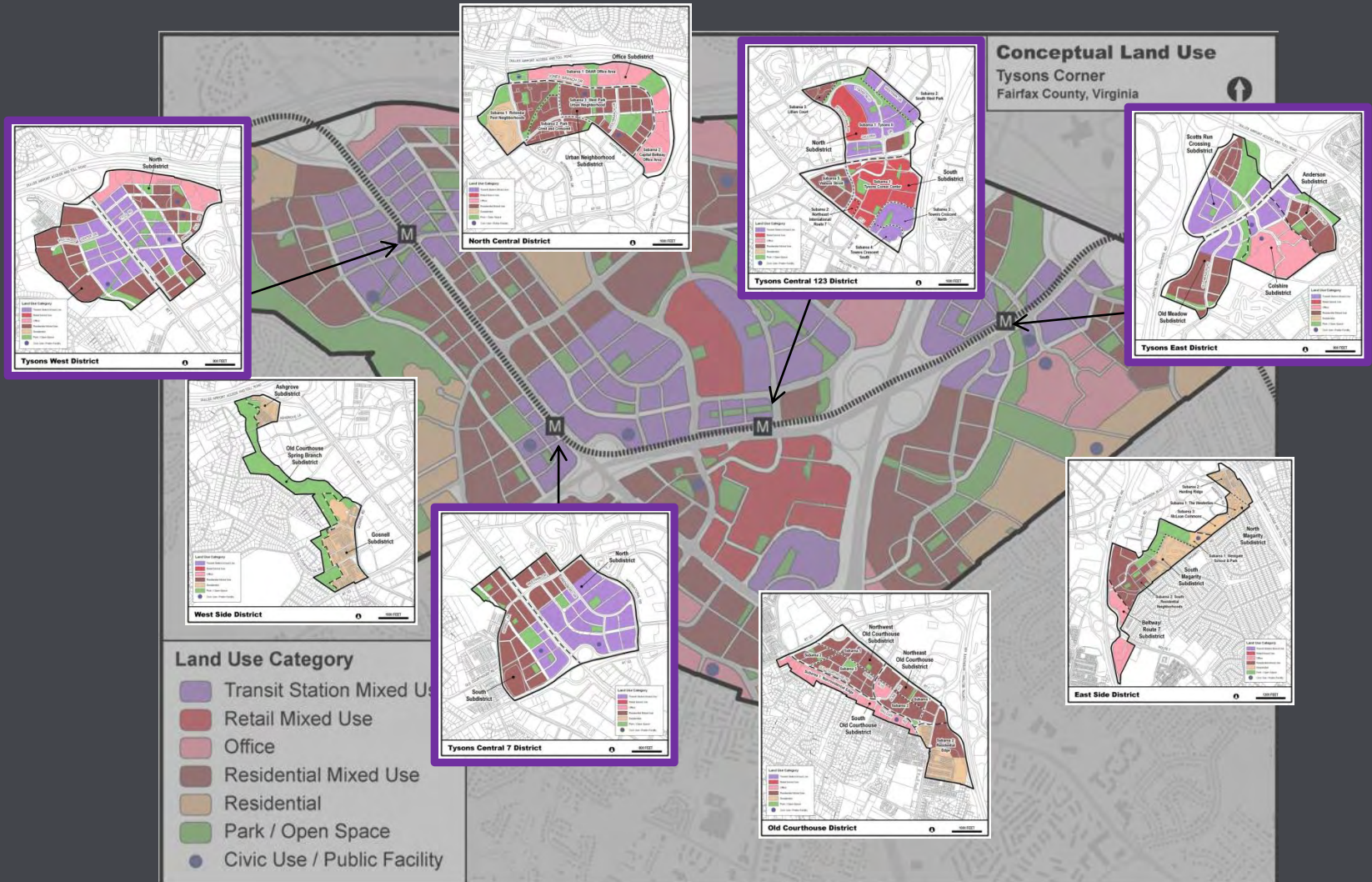
Building Blocks

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



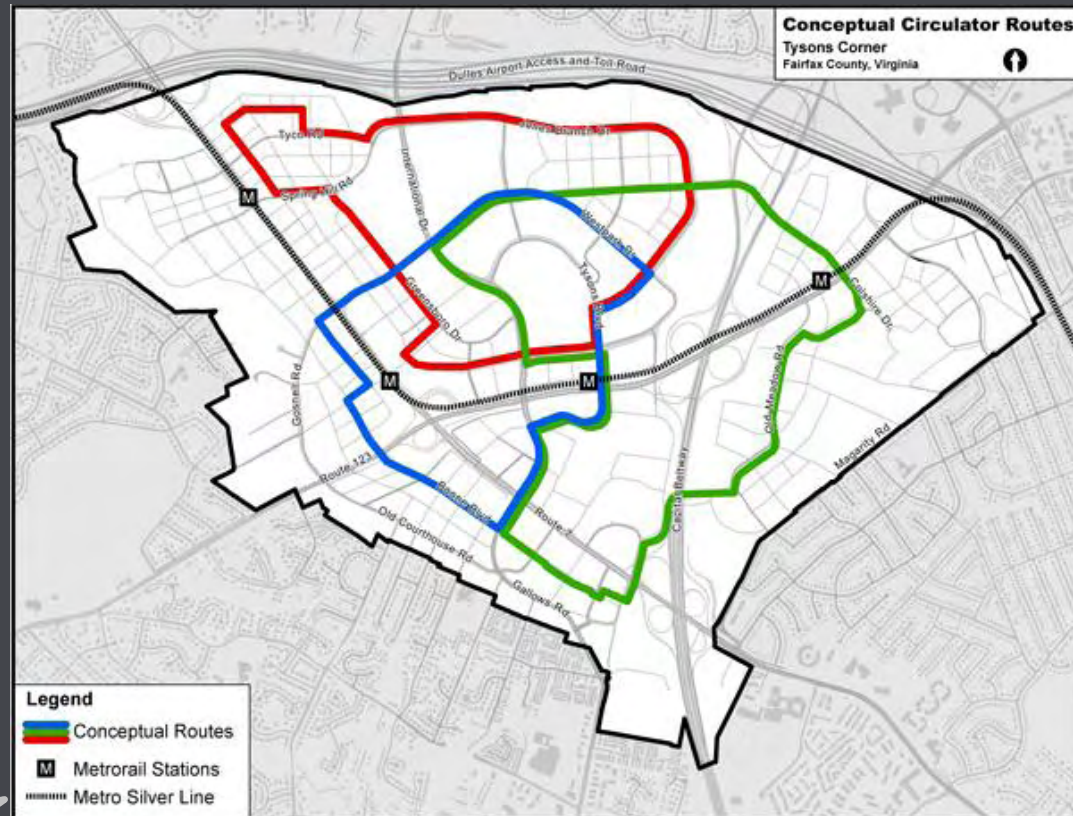


Districts: Focusing Growth



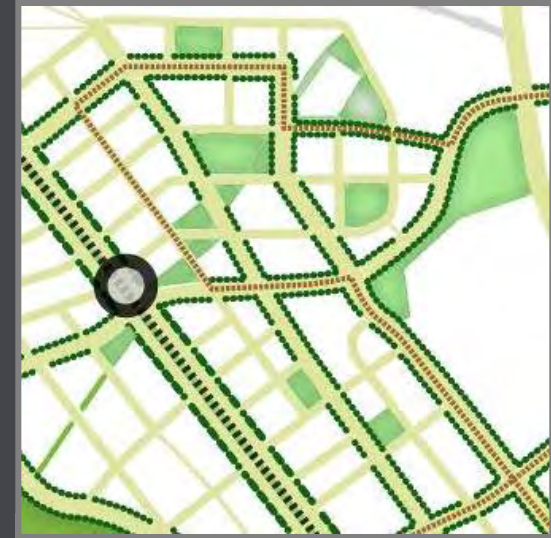
Circulation Enhancements

- 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



MEMBERSHIP CONES



Daniel Burnham Award Winner

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



American Planning Association
Making Great Communities Happen

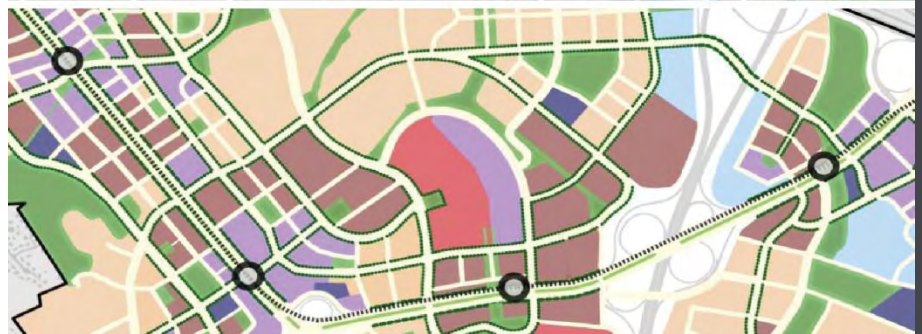
2011

Daniel Burnham Award for a Comprehensive Plan

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

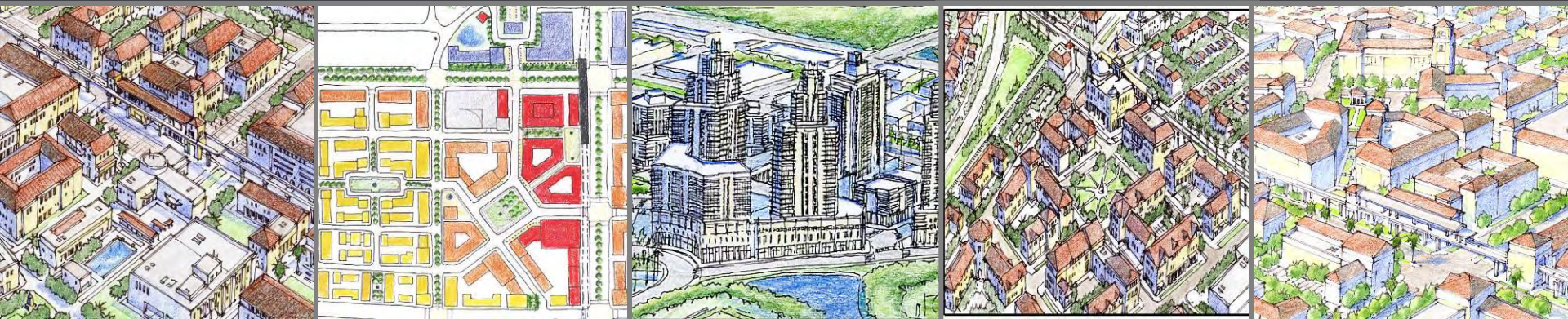
Paul Farmer
W. Paul Farmer, FAICP
Chief Executive Officer

Bruce Knight
Bruce Knight, FAICP
APA President



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

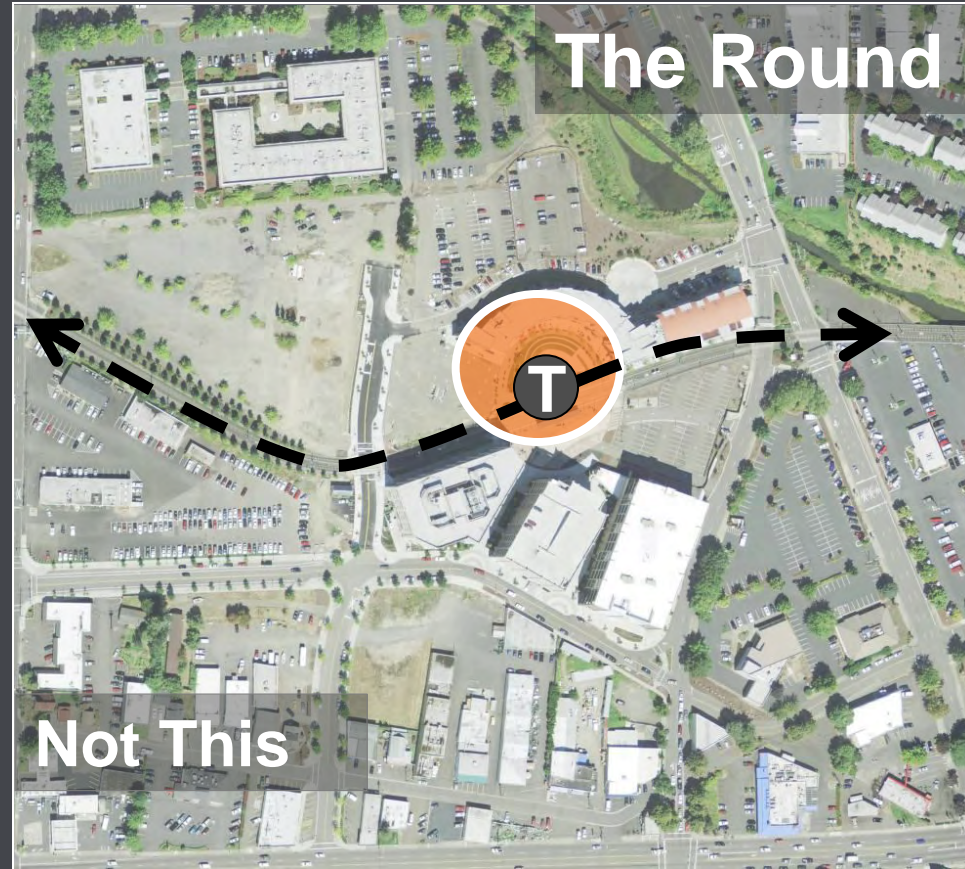


Methods to Build Consensus

- 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

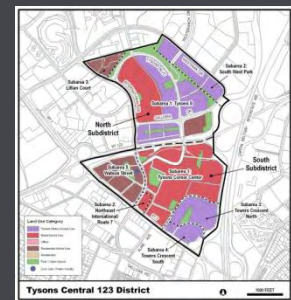
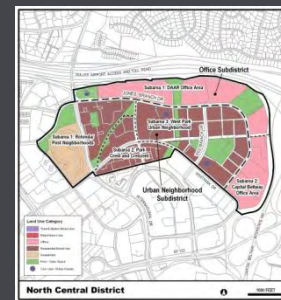
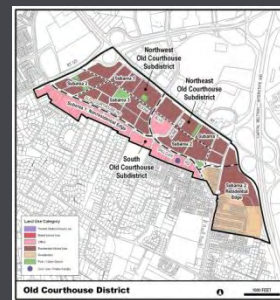
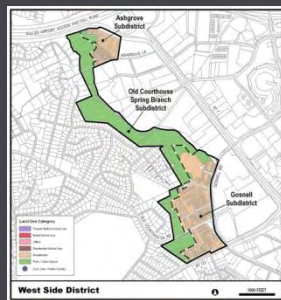
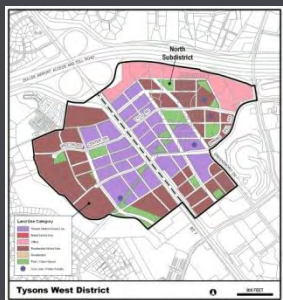
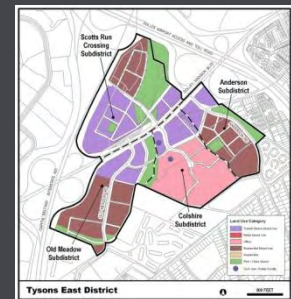
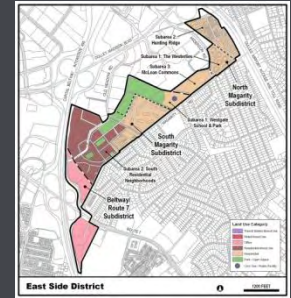


2. District Level Planning



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

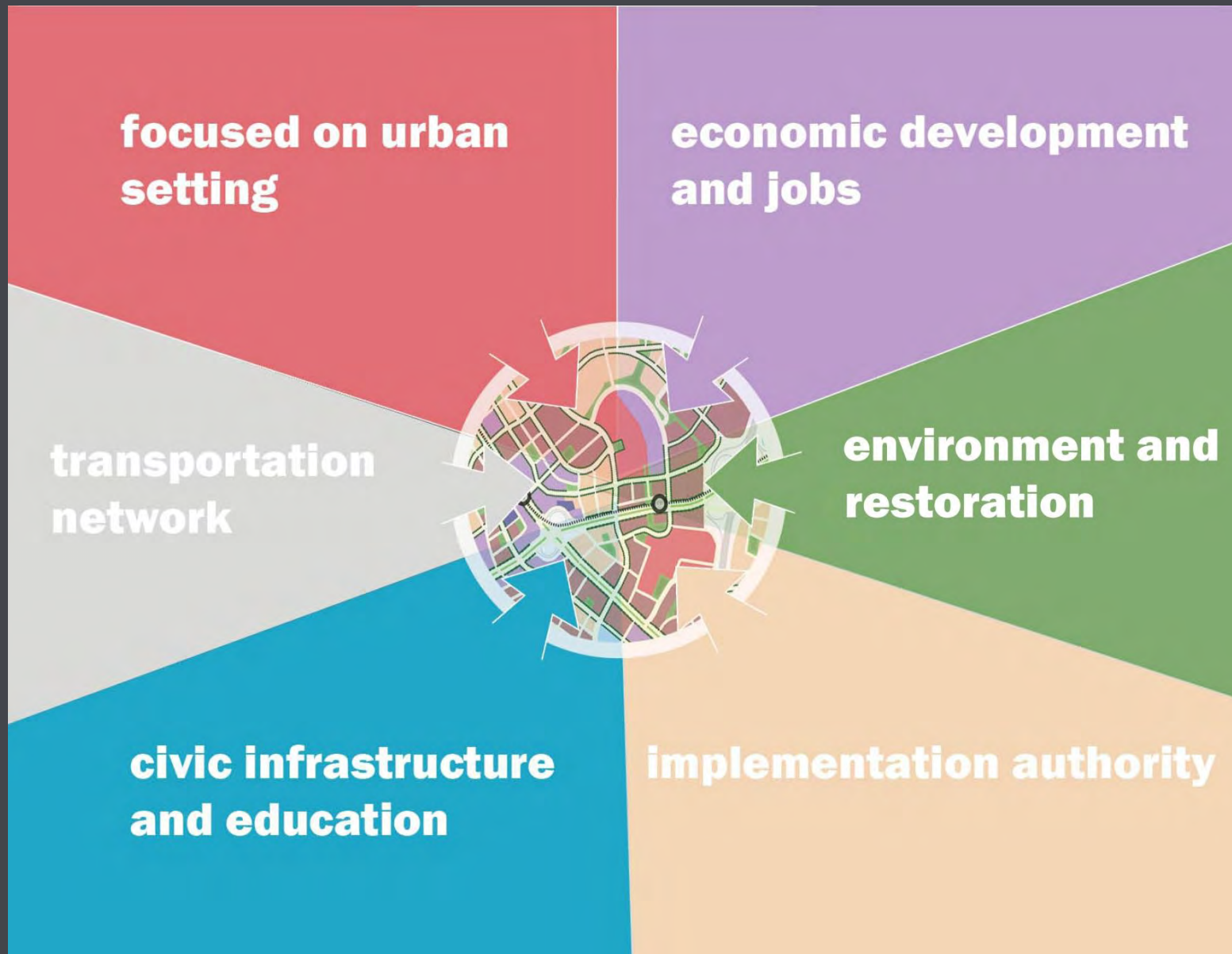


4. Comprehensive Strategy

- Addresses more than land use and transportation
- Something for every interest group

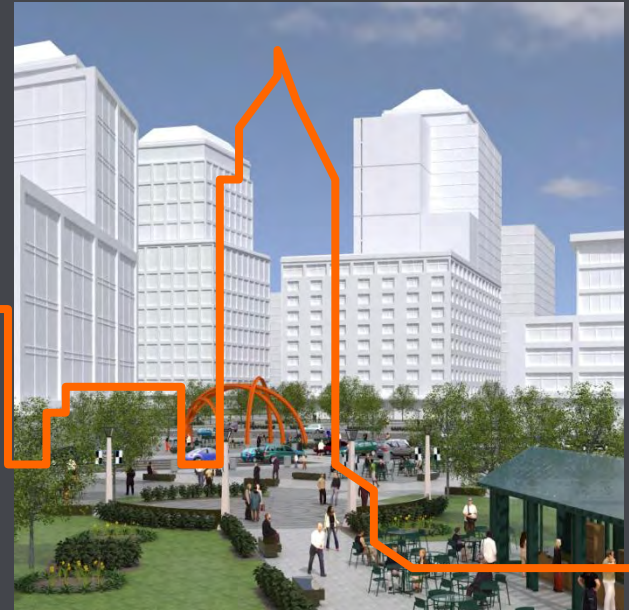


Topics addressed by the Plan



Tyson's Corner

The transformation of America's classic edge city



Cascadia Collaborative: Bridging to the Future

