



Source: City of Tillamook

Hoquarton Area Plan

Planning Commission Hearing
February 18th, 2016



Guide infill development and redevelopment

Create a balanced transportation network

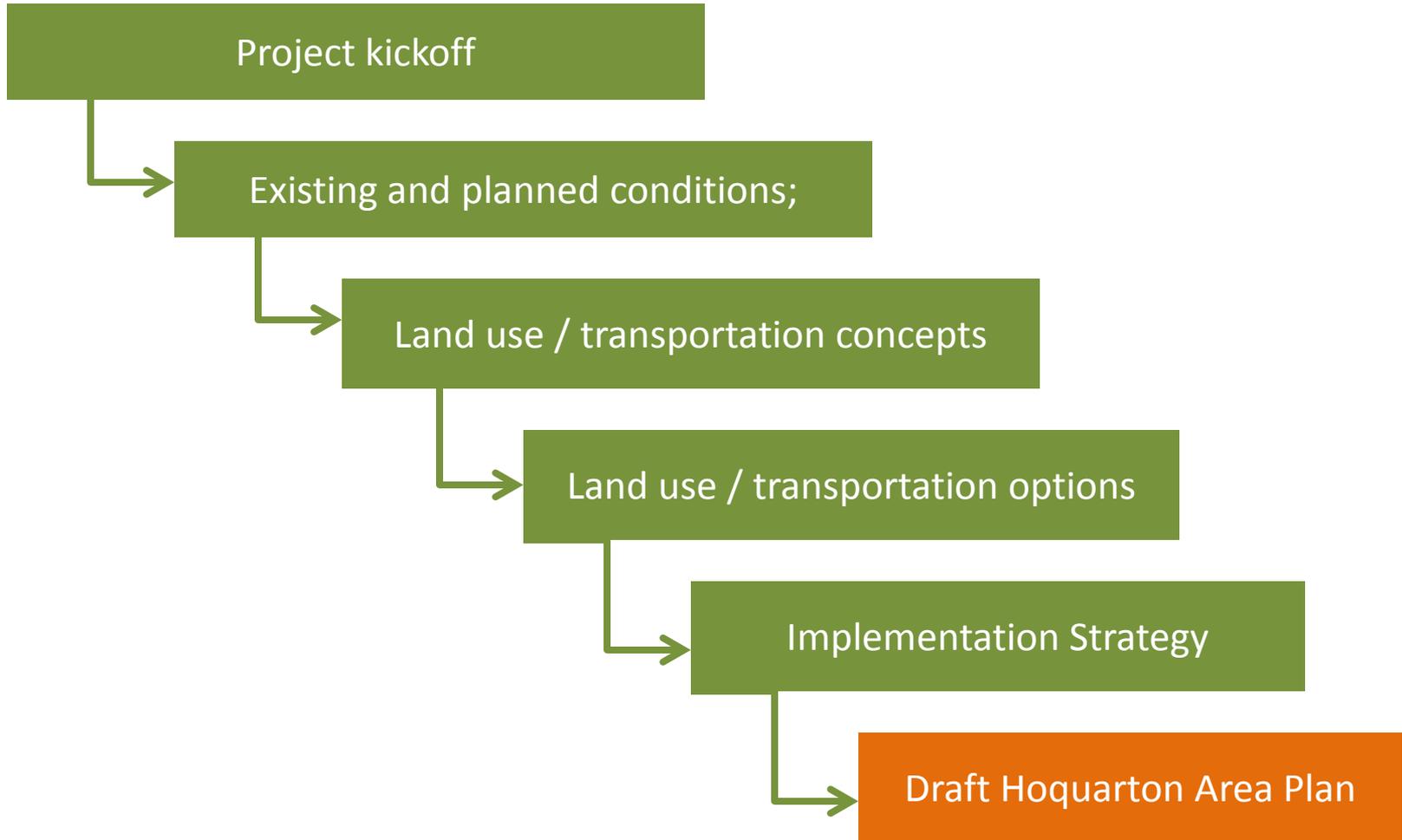


Leverage opportunities created by private and public investment

Overview and Objectives



Hoquarton Study Area



- 
- 1. Provide access to and enjoyment of the Hoquarton Waterfront**
 - 2. Maintain and celebrate the area's unique native, commercial and industrial heritage**
 - 3. Cultivate a diverse mix of businesses and shops to serve residents and visitors**
 - 4. Employ strategies to attract and retain visitors**
 - 5. Encourage a variety of housing options to support a diverse population and local workforce**
 - 6. Provide safe travel routes for pedestrians, bicycles, automobiles and trucks within and through the area**



Hoquarton Area Master Plan



Heritage Employment Area

Residential Village

Waterfront Core

Gateway

Hoquarton Focus Areas

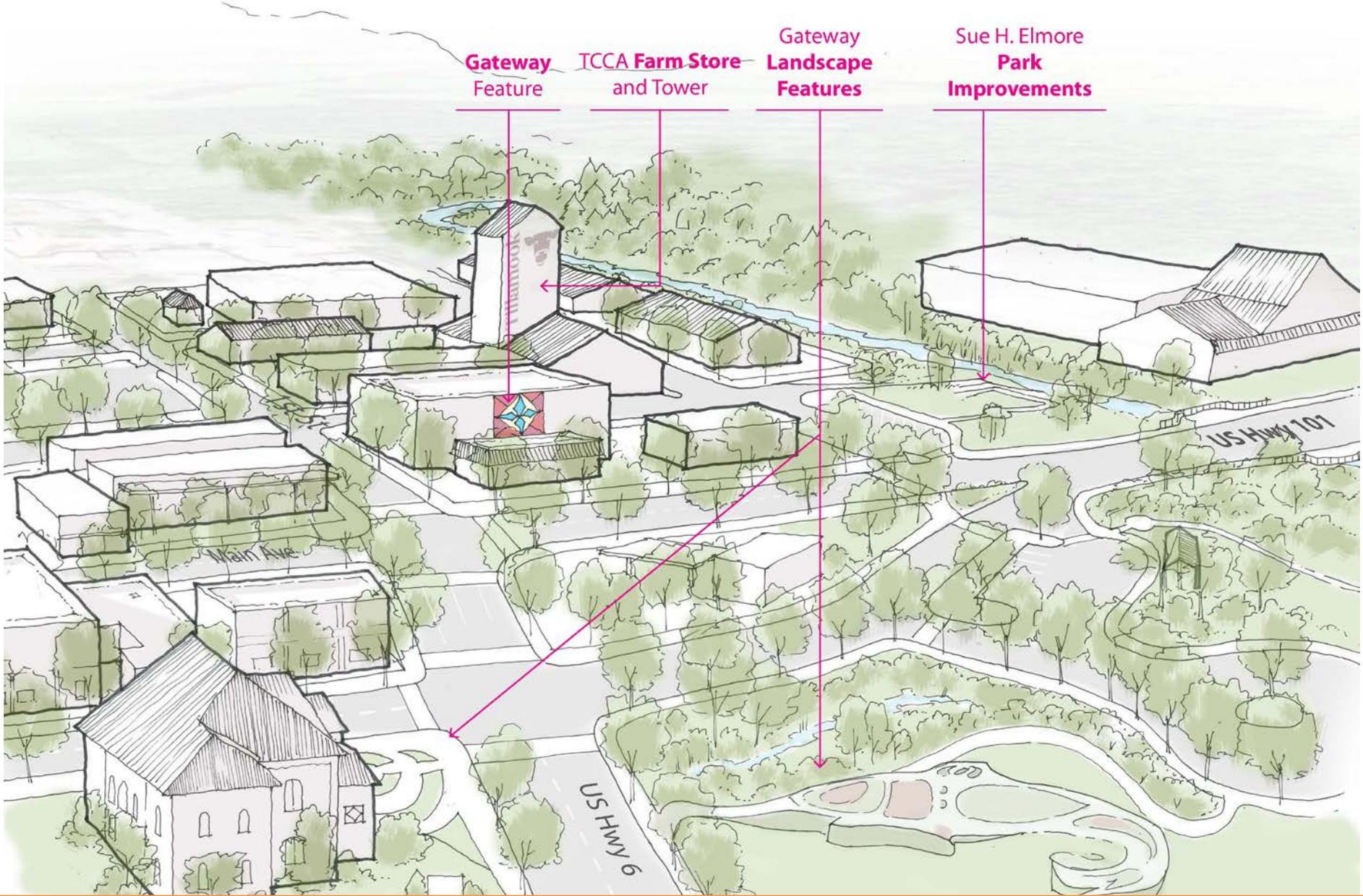
An aerial photograph of a development site. A river flows through the center, with a road crossing it. Several buildings with orange roofs are visible, along with parking lots and green spaces. The image is overlaid with an orange semi-transparent box containing text.

Key Characteristics

- Gateway features
- Historic resources
- Waterfront amenities
- New development opportunity



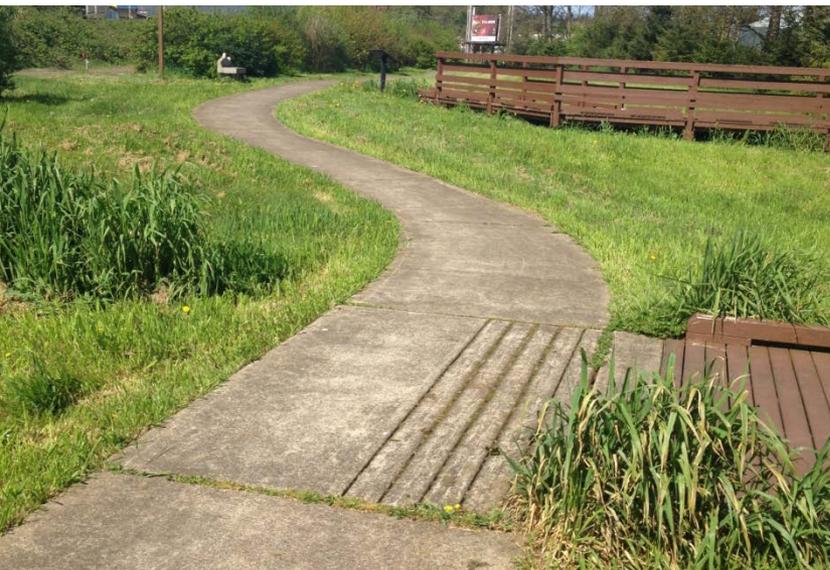
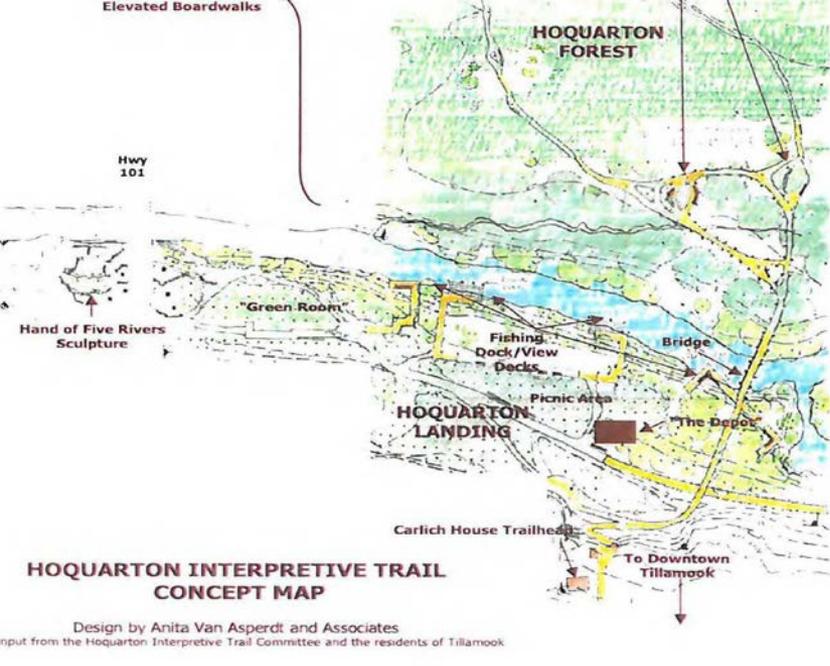
Gateway Features



Gateway Feature **TCCA Farm Store and Tower** **Gateway Landscape Features** **Sue H. Elmore Park Improvements**



Historic Resources



Waterfront Amenities



New Development Opportunity

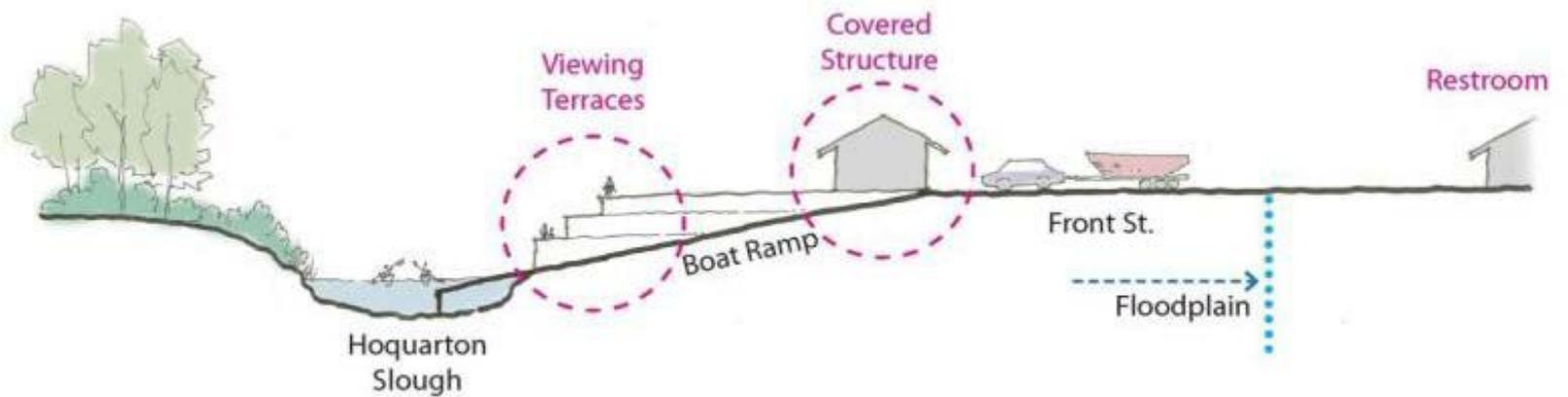


New Development Opportunity

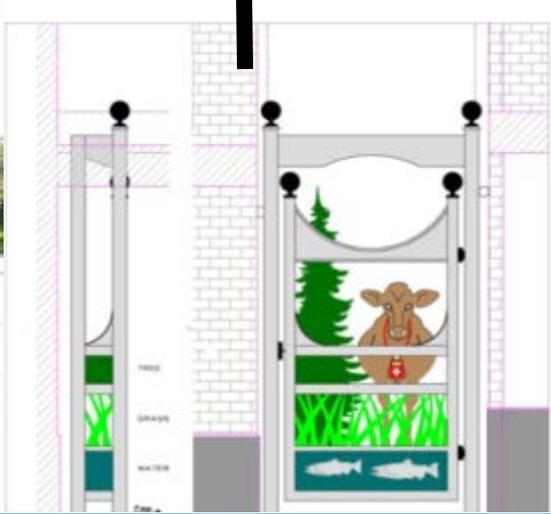
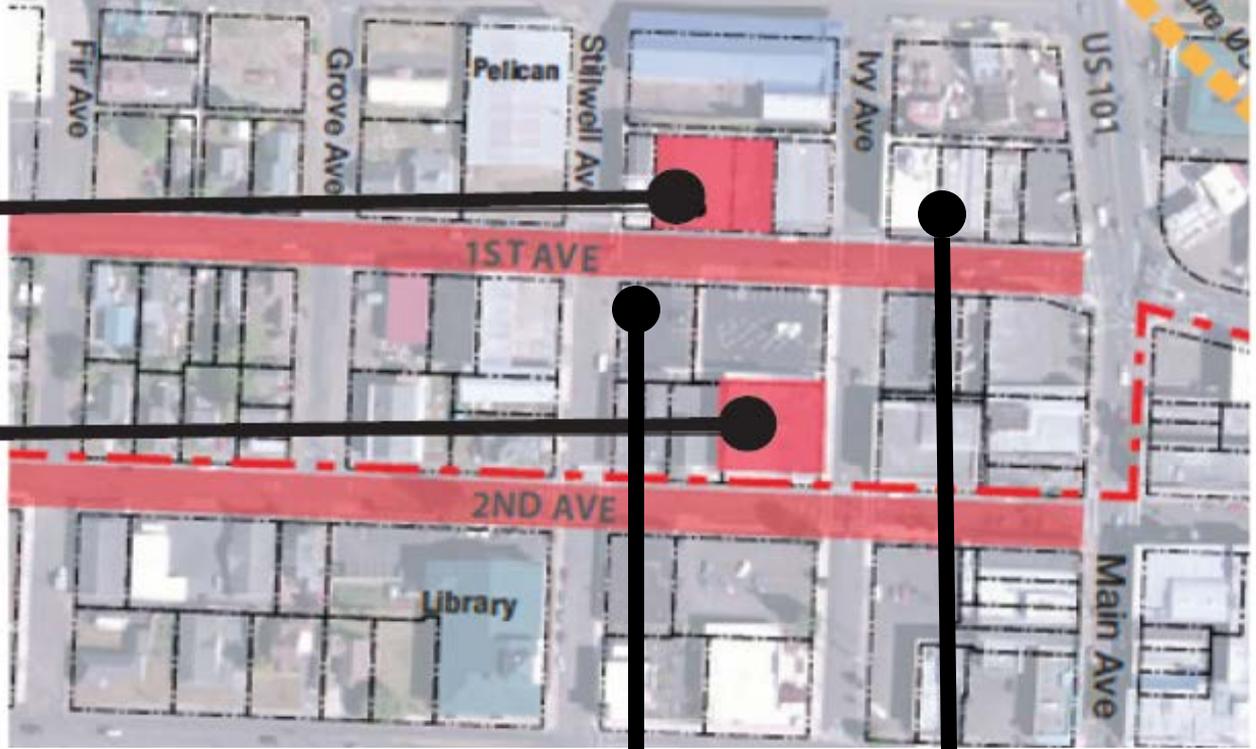


Key Characteristics

- Waterfront access
- Downtown-park connection
- Shopping and services
- New development and alleyway opportunities
- Visual landmark opportunities



Cross Section at Sue Elmore Park - Future Planned Improvements



Waterfront Core Concepts

Before: Ivy Street, facing North



Central Corridor Concepts

After: Ivy Street, facing North

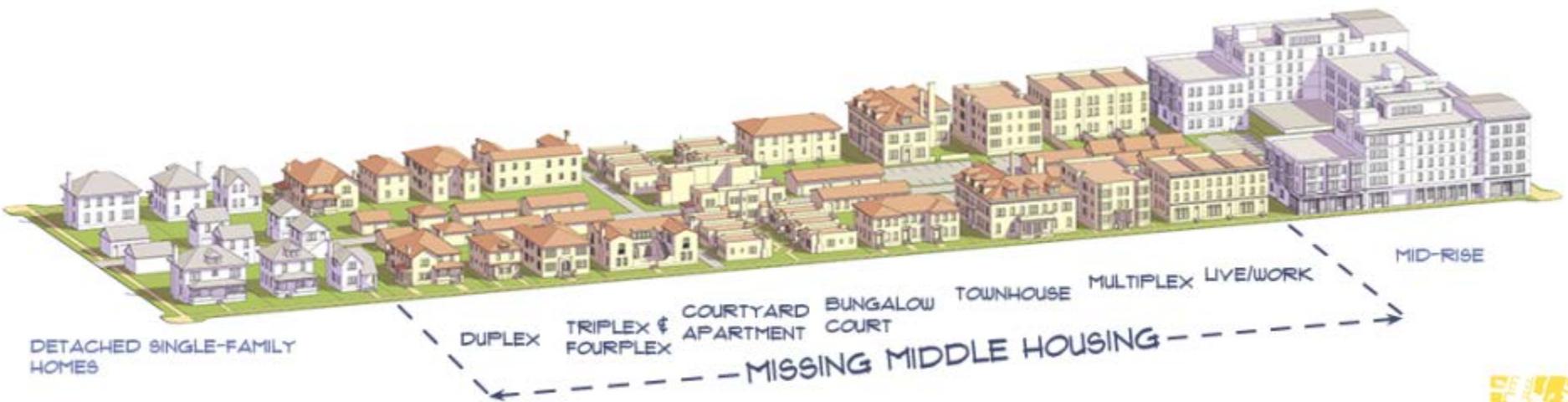




Key Characteristics

- Multi-story mixed use
- Multi-story and cluster residential

“Missing middle” housing: refers to a range of housing types compatible in scale with single-family homes. These homes provide a greater diversity of housing options and generate enough density to support walkable neighborhoods and local commercial activity.



MissingMiddleHousing.com is powered by Opticos Design.
Illustration © 2015 Opticos Design, Inc.





Residential Village Concepts



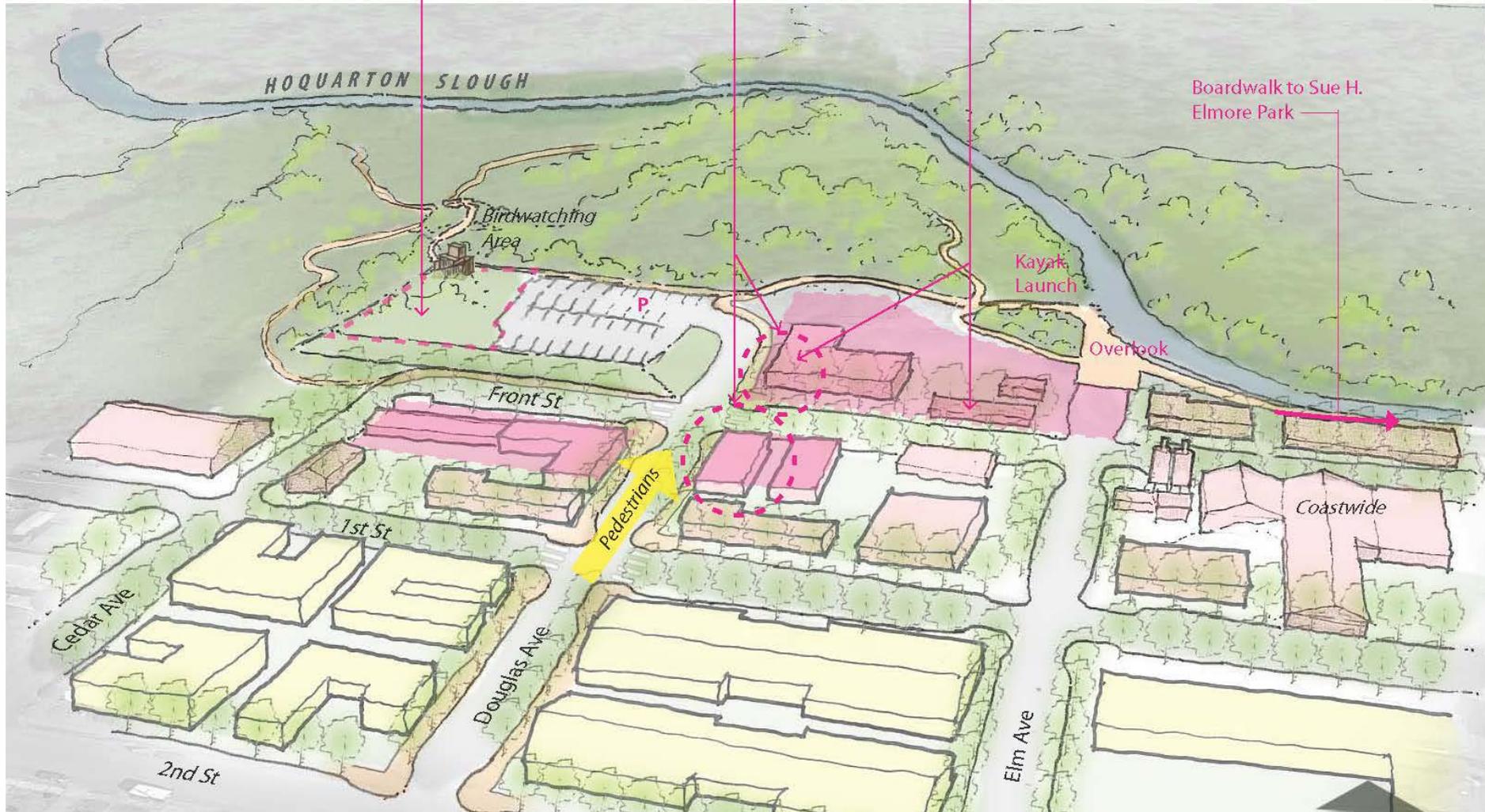
Key Characteristics

- Artisan manufacturing, incubator
- Live/work opportunities
- Boardwalk, new parks and trails
- Interpretive features

3-foot elevated capped soil disposal cell provides common parking, loading, and waste container pick-up site for **Waterfront Industry**

Potential for shared **Showroom** along north-south pedestrian route on Douglas

Artisan Manufacturing incubator spaces and other industries share common facilities, e.g. commercial kitchen



Boardwalk to Sue H. Elmore Park

Artisan Manufacturing Incubator Concept



Artisan Manufacturing Incubator, Live/Work Concepts



Waterfront and Interpretive Concepts

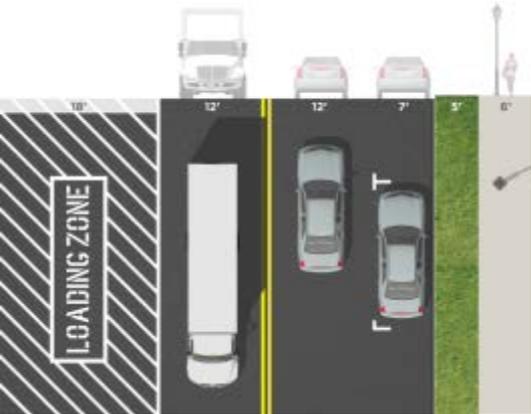
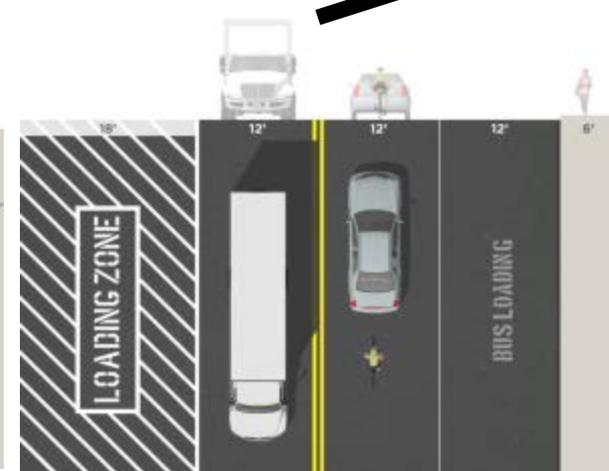
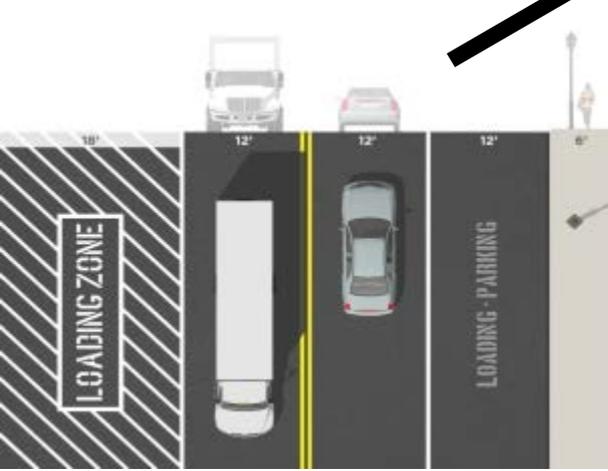
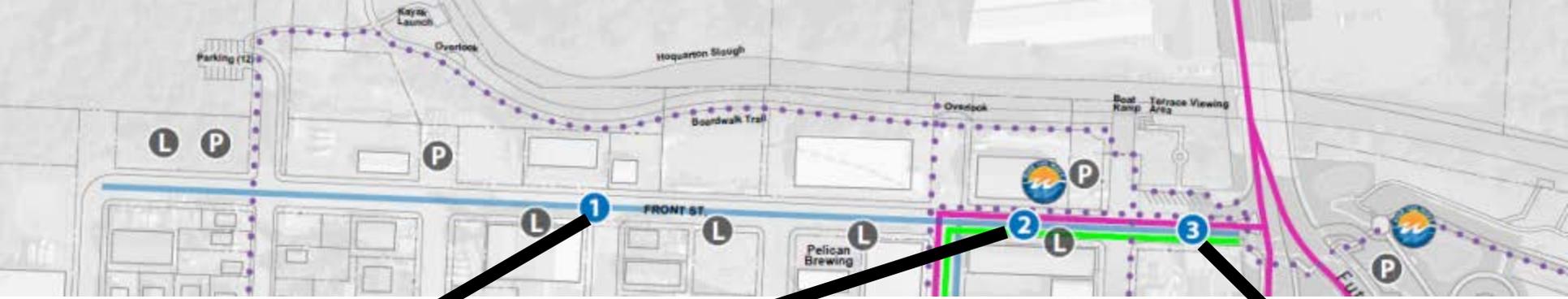
Transportation and Circulation



Hoquartton Circulation Map



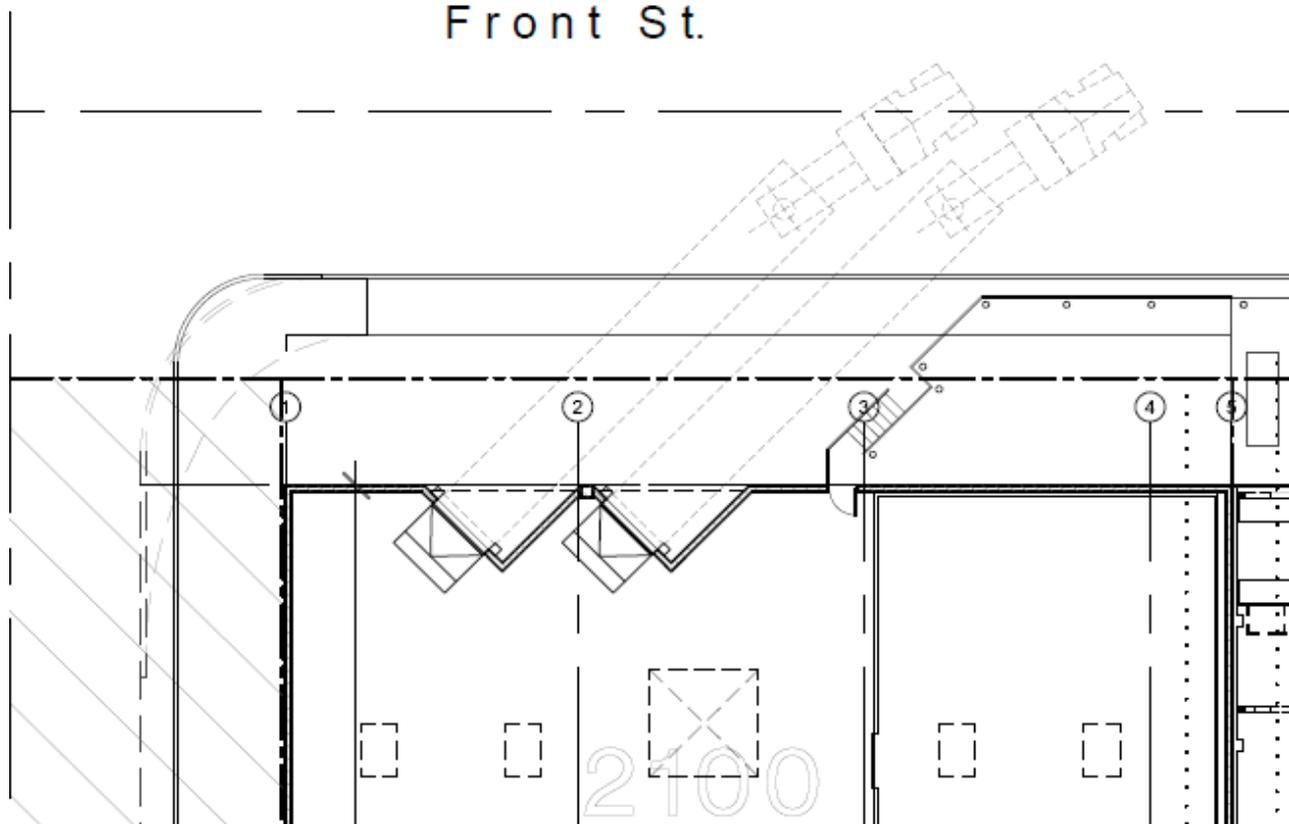
Hoquarton Circulation Map: Freight Route Changes

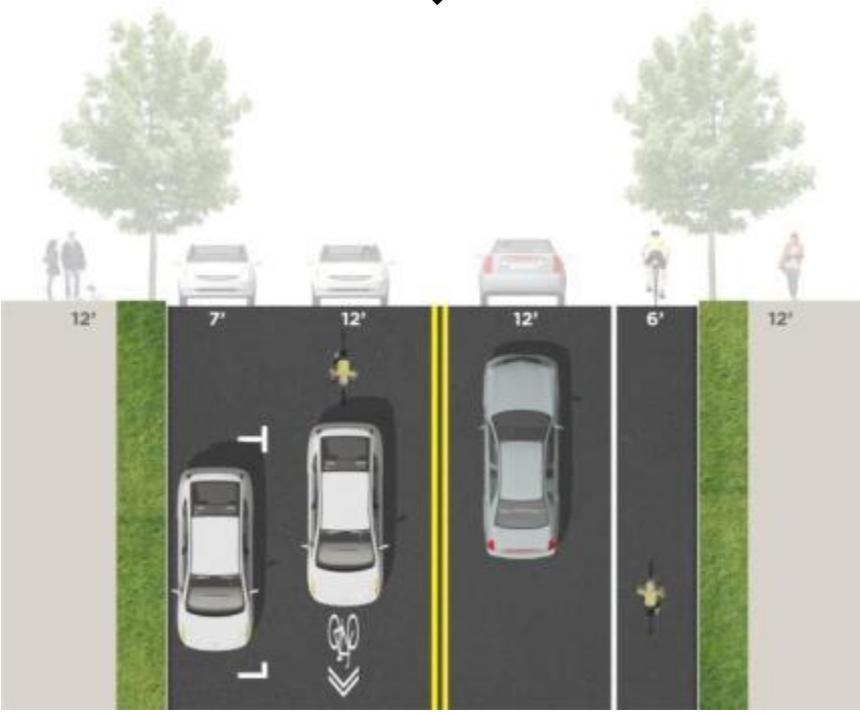


Hoquarton Proposed Cross-sections: Front Street

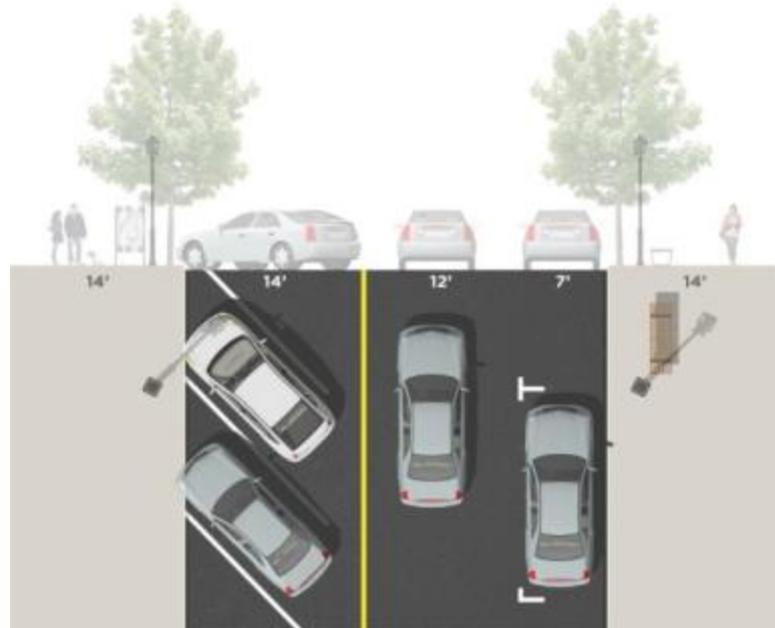


Front St.





Hoquarton Proposed Cross-sections: 1st Street



Hoquartton Proposed Cross-sections: 2nd Street



Conceptual Transportation Design Plan

**Near-term transportation projects
bounded by Front Street, US 101,
2nd Street, and Fir Avenue**

**Streetscape Improvements,
including sidewalk infill, curb
extension, roadway striping and
signing, and pedestrian ramps**

**7 proposed projects in the near-
term with a total estimated cost of
approximately \$550,000**



Existing sidewalk gap in focus area

**Long-term transportation projects
bounded by Front Street, Fir
Avenue, 2nd Street, and Cedar
Avenue**

**Streetscape Improvements,
including sidewalk infill, curb
extension, roadway striping and
signing, and pedestrian ramps**

**6 proposed projects in the Long-
term with a total estimated cost of
approximately \$350,000**



Existing sidewalk gap in focus area

Implementation Strategy

Existing Supportive Policies

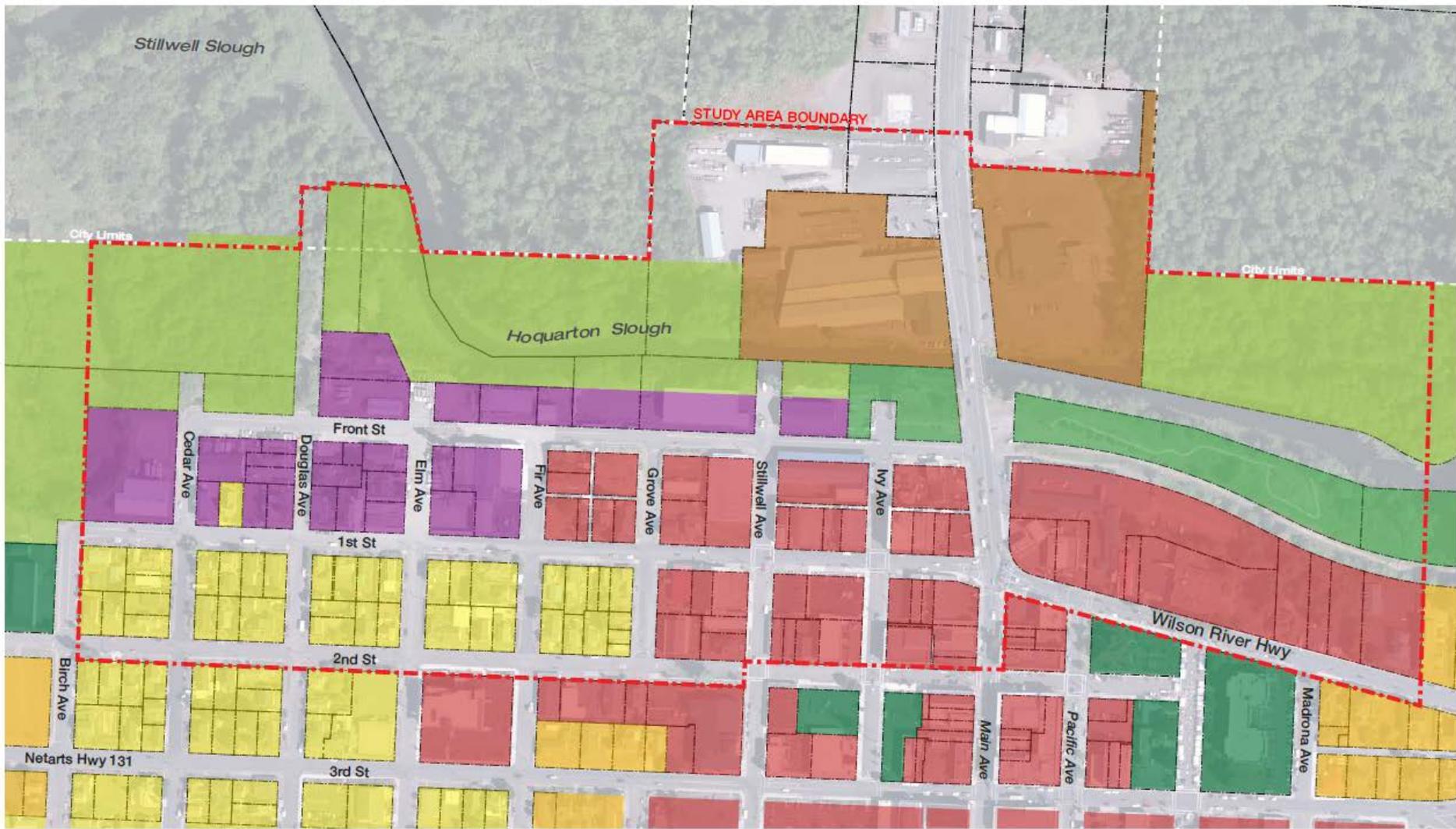
- **Natural Resources:** estuaries, shorelands, historic resources, natural disasters and hazards and flood mitigation
- **Public Infrastructure:** public facilities and services, transportation, recreation
- **Land Use:** land use, economic development, housing

Revised Existing Policies

- **Clarifications**
- **Allow/encourage “conflicting” or “incompatible” uses**

New Policies

- **Support incubator concept**



EXISTING ZONING
Hoquarton Area Plan
 City of Tillamook

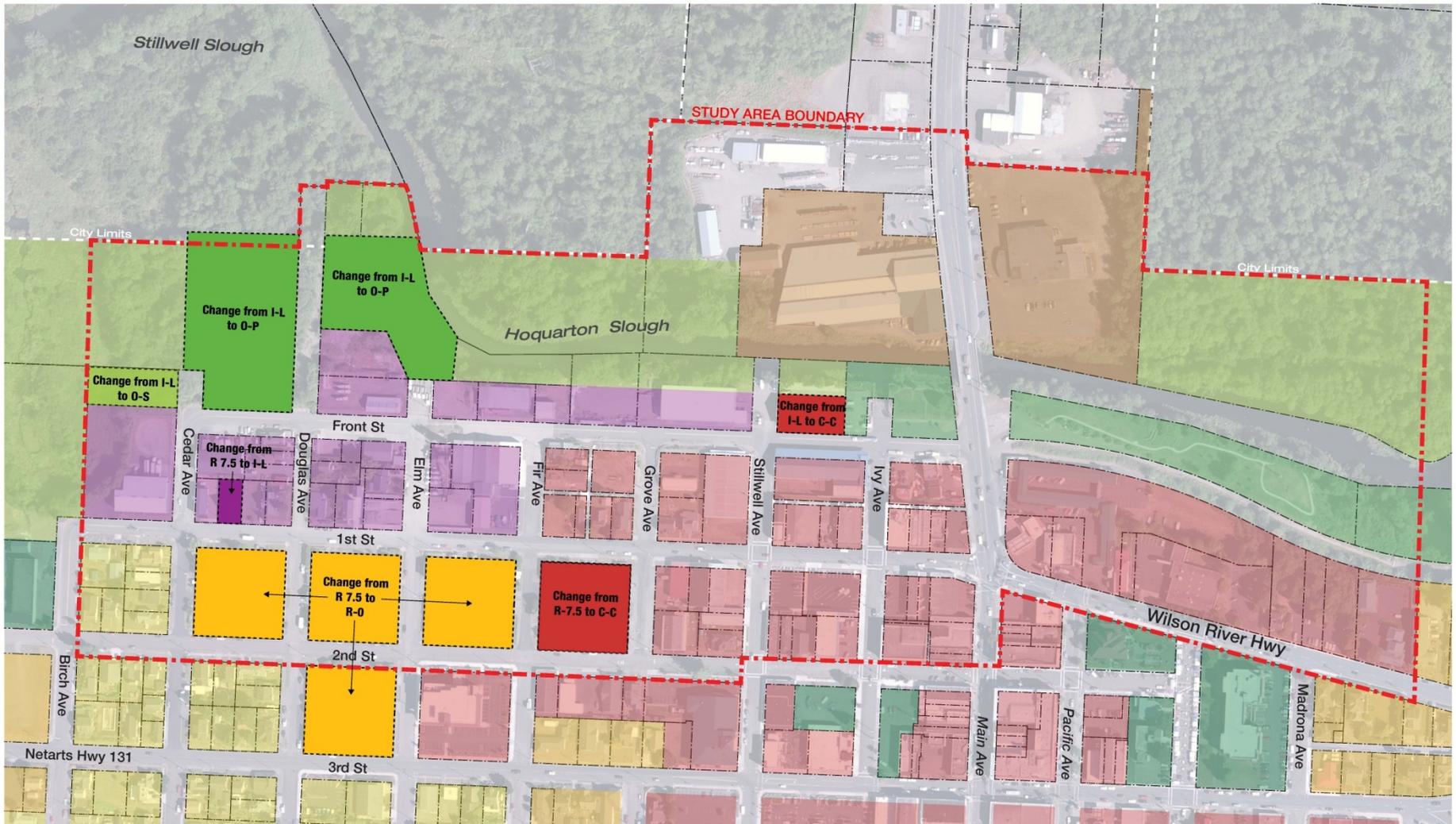
LEGEND

- Study Area Boundary
- R-7.5 Single Family Residential
- I-L Light Industrial
- R-O Multiple Use Residential
- C-C Central Commercial
- P Public & Semi-Public
- O-S Open Space
- O-P Park
- C-H Highway Commercial



February 2016

Existing Zoning



PROPOSED ZONE CHANGES

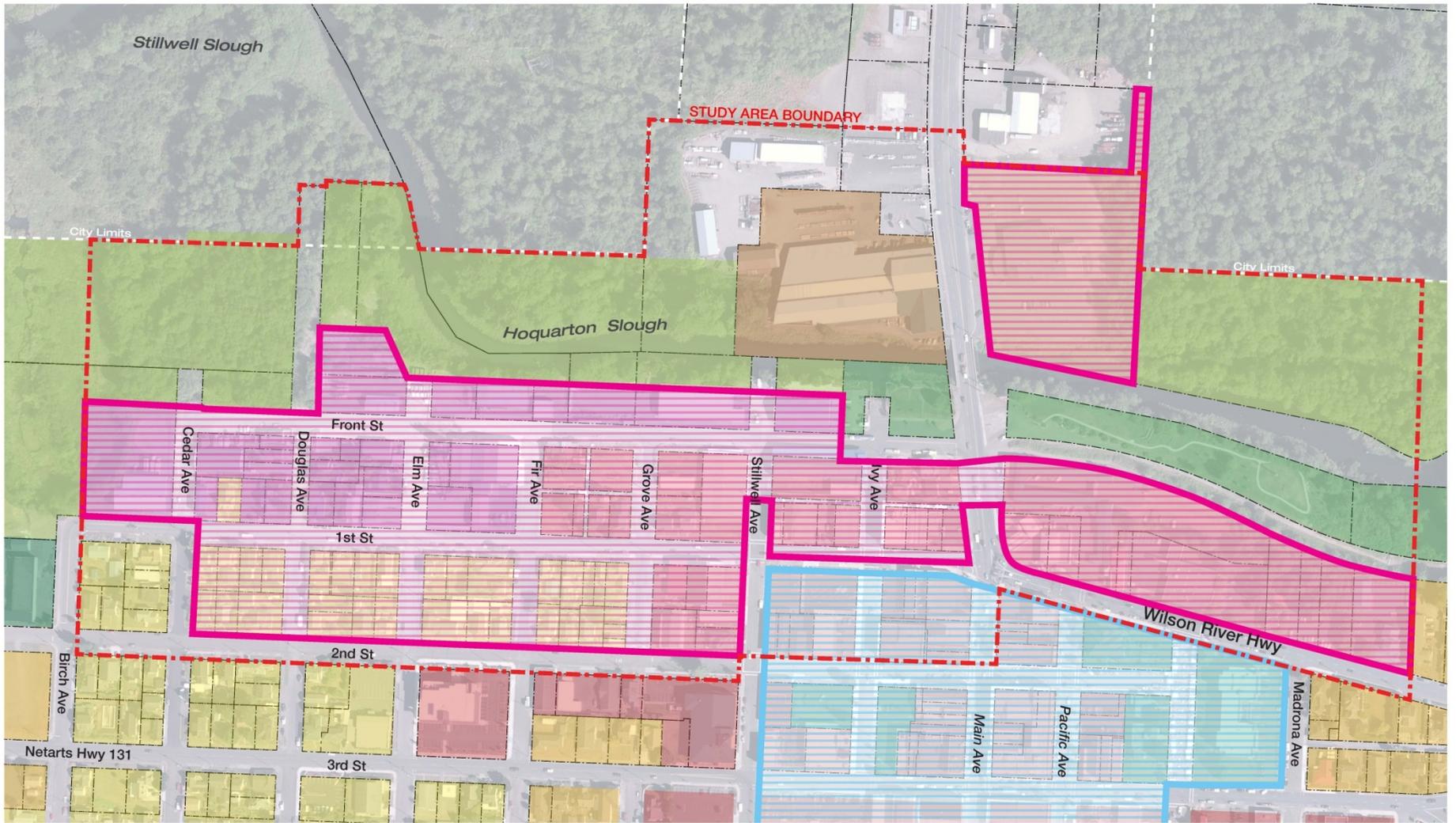
Hoquarton Area Plan
City of Tillamook

LEGEND

 Study Area Boundary	 R-7.5 Single Family Residential	 O-S Open Space
 I-L Light Industrial	 R-0 Multiple Use Residential	 O-P Park
 C-C Central Commercial	 P Public & Semi-Public	 C-H Highway Commercial



Proposed Zone Changes



HOQUARTON WATERFRONT OVERLAY

Hoquarton Area Plan
City of Tillamook

LEGEND

- | | | | |
|--|---|--|--|
|  Study Area Boundary |  R-7.5 Single Family Residential |  O-S Open Space |  Waterfront Hoquarton Overlay |
|  I-L Light Industrial |  R-0 Multiple Use Residential |  O-P Park |  Town Center Overlay |
|  C-C Central Commercial |  P Public & Semi-Public |  C-H Highway Commercial | |



Hoquarton Overlay

Goals

1. Preserve view from residential properties to blue spruce forest.
2. Limit height to a reasonable scale, similar to 50-foot limit in Town Center overlay.

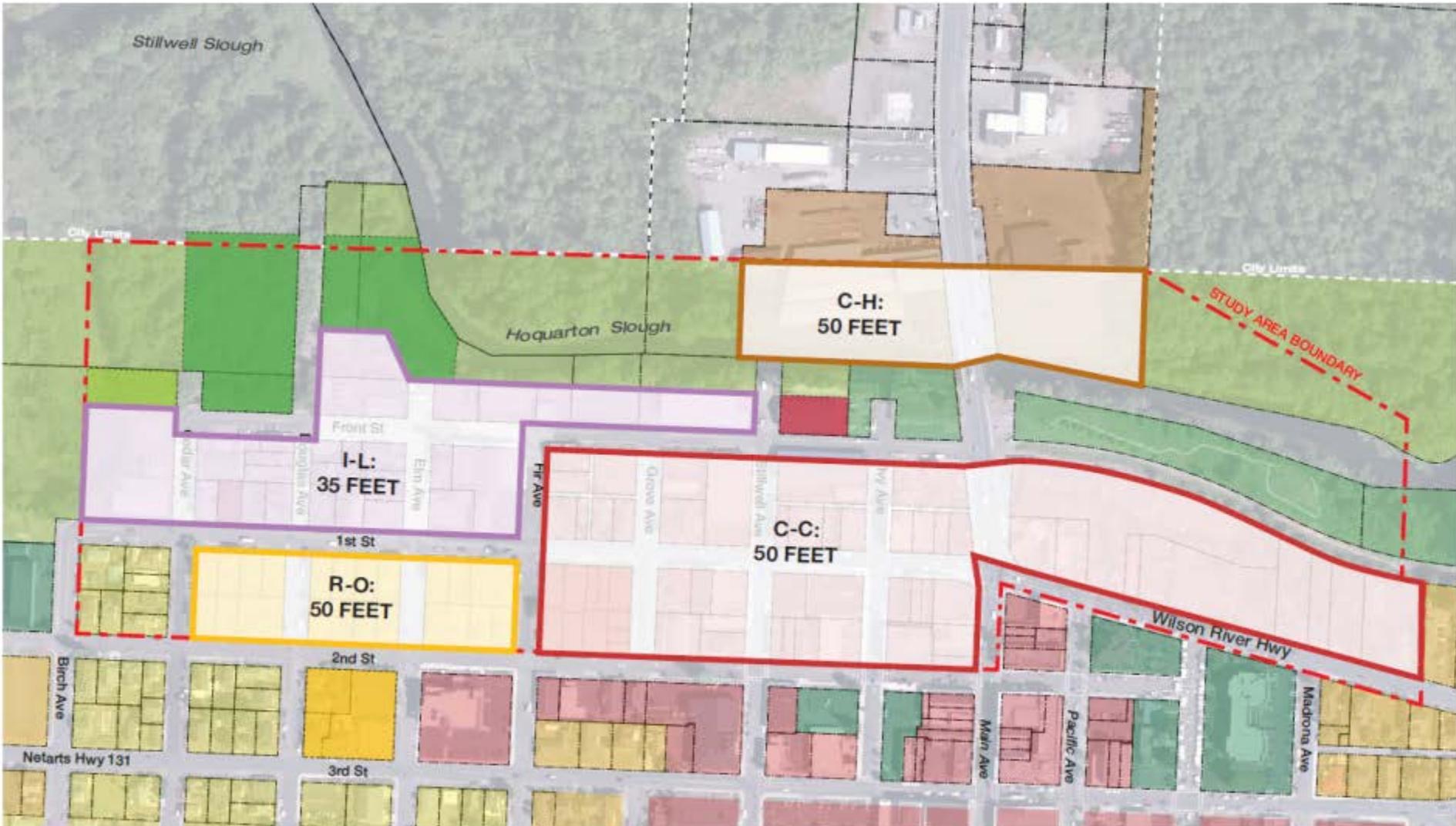
Elements

R-O zone: increase from 45 feet to 50 feet

I-L zone: decrease from 45 feet to 35 feet

C-C zone: decrease from 100 feet to 50 feet

C-H zone: increase from 45 feet to 50 feet



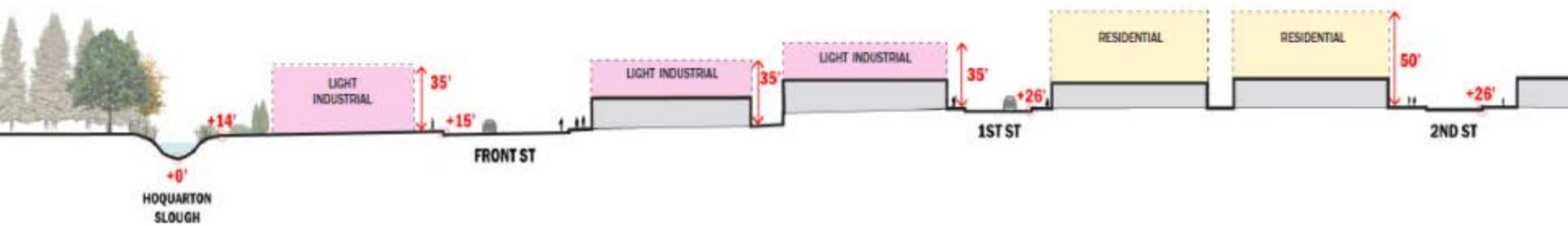
PROPOSED HEIGHT LIMITS
Hoquarton Area Plan
 City of Tillamook

LEGEND

- - - Study Area Boundary
- - - I-L Light Industrial
- - - C-C Central Commercial
- R-7.5 Single Family Residential
- R-O Multiple Use Residential
- P Public & Semi-Public
- O-S Open Space
- O-P Park
- C-H Highway Commercial



Proposed Height Limits



SECTION: SECOND STREET TO FRONT STREET
Hoquarton Area Plan
 City of Tillamook

Questions

1. Is 50-foot multifamily development feasible in this area?
2. Is the tradeoff of potential residential views worth the reduction in commercial and industrial development potential

OPTIONS

Commercial

- Approve 50-foot limit to preserve scale of development (same as Town Center overlay.
- Keep 100-foot base zone limit, or approve somewhere in between.

Industrial

- Approve 35-foot limit.
- Keep 45-foot base zone limit, may conflict with residential views.

Goal

Encourage redevelopment by reducing onsite parking requirements:

- On-street parking is available throughout the area.
- City has reduced parking requirements in Town Center overlay.
- City has a downtown parking district with time-limited zones.

ELEMENTS

Commercial/Industrial

- Minimum one space per employee + one space per 700 feet of commercial area.

Residential

- Minimum one space per dwelling unit, maximum one space per bedroom for residential uses.
- Most developments won't need to provide off-street parking, but have the flexibility to do so.



Implementation: Parking

Questions

1. Comfort with commercial/industrial minimums?
2. Comfort with residential minimums?

OPTIONS

Residential

- Approve proposed minimum, consistent with approach in Town Center.
- Recommend 1.5 or 2 spaces per dwelling as underlying requirement elsewhere in city.

Commercial/Industrial

- Approve proposed minimum, lower than other places in city.
- Waive minimums.
- Implement a ratio established elsewhere.

Goal

- Focus is on residential design for multifamily residential.
- Develop clear and objective standards for administrative process.
- Encourage a range of development types.

ELEMENTS

- Dimensional standards largely the same.
- Address building materials, window coverage, architectural detailing, roof types and variation, façade modulation, pedestrian entries and yard transition elements.



Implementation: Design

Questions

- Is it reasonable to hold residential development to a higher standard than commercial or industrial development?
- Can these standards be reviewed and applied through administrative review? Do they add to the conversation about design?

OPTIONS

- Adopt standards as proposed.
- Remove standards as proposed.
- Adopt standards as a starting point toward more comprehensive design guidelines for residential and/or commercial and industrial development.

- Landscaping, art and gateway signage
- Crosstown Connections [funded]
- Sue H. Elmore Park Improvements Phase I [funded]
- US 101/OR 6 Traffic Improvement Project [funded]
- Wayfinding
- Transportation-related projects
- Shared loading/parking area
- Interpretive features
- Streetscape improvements

- Business attraction and retention program
- Predevelopment assistance program
- Incentive package to attract housing to downtown Tillamook

- Hoquarton House
- Potential new connection from OR 6 to new parcel
- Boardwalk
- Restored feed store tower
- Fencing, public ROW
- Development opportunity
- Loading/unloading area on Front Street

- Development assistance program for new parcel
- Retail component
- Downtown branding and signage

- Trail Network and Heritage Recreation Area
- Sue H. Elmore Park Improvements Phase II
- Foundry Park
- Streetscape improvements

- Cottage Industry Incubator Program

Funding Approach

- Incremental investment – public investment to encourage private development
- Hold and watch – set up incentives, wait for partnerships

Funding Tools

- Urban Renewal
- General Fund
- County Transient Lodging Tax Funds or Grants
- Tillamook Transient Room Tax
- Business Improvement District
- Housing Incentives
- Enterprise Zone
- CDBG Grants/Loans
- State Transportation Grants/Loans

Thank You!