

Market Street Corridor Plan Update

Market Street Corridor Focus Group Fall 2019

Suggested Changes for Market Street Corridor Plan - November 22, 2019

Purpose of The Focus Group

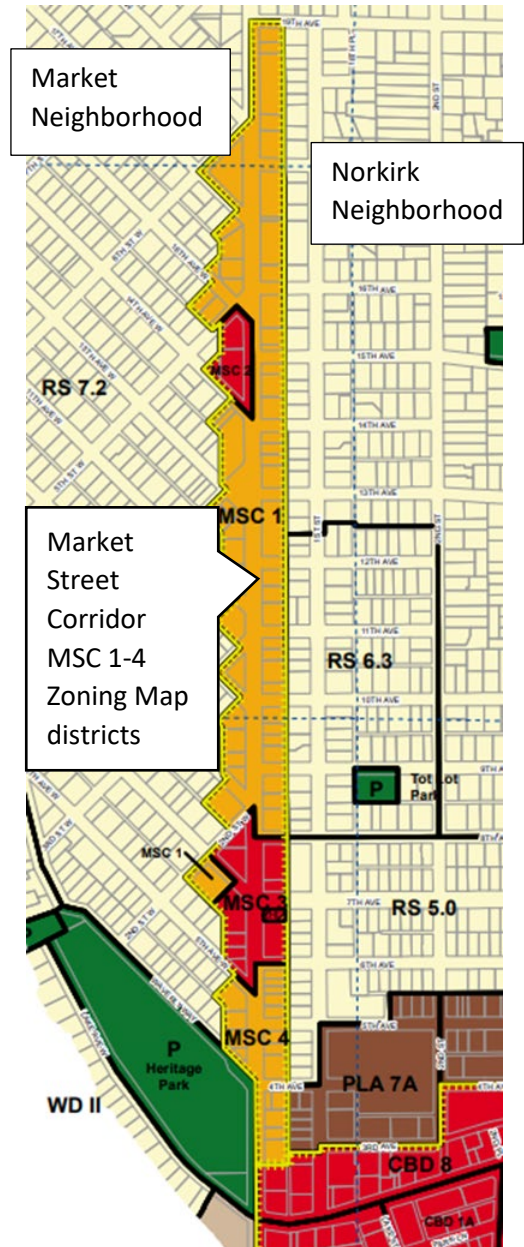
In the fall of 2019, as part of the public outreach process to update the Market Street Corridor (MSC) Plan chapter of the Comprehensive Plan, a focus group was formed to evaluate if the existing vision statement and policies in the existing Corridor Plan still reflects how the Corridor should evolve in the future.

This document summarizes the group's discussion and their suggested revisions to the vision statement and policies in the Market Street Corridor Plan. Their suggestions will be forwarded to the Neighborhood Plan update Working Group and Planning Commission for consideration with the remainder of the update process.

The seventeen-member group was made up of residents, businesses and commercial property owners and met three times.

Focus Group Participants

Alice Dobry, resident
Allan Dadgar, resident/business owner
Barbara Pickens, architect with 4darchitects
Barbara Trunkhill, resident
Brian Stoltz, resident
Chris Fox, resident/business owner
Chris Ingrao, resident/business owner
Ken MacKenzie, Working Group member
Kristen Kissinger, resident
Lincoln Popp, resident/business owner
Mark Nelson, resident
Megan Prine, resident
Nancy Fox, resident/business owner
Robb Dibble, business owner
Robert Clarke, resident/business owner
Suzanne Ingrao, resident/commercial property owner
Tanya Dimpsey, resident
Staff: Janice Coogan, Adam Weinstein, Shaylyn Johanson



Sample of questions the group discussed:

- a. Are the existing policies and the vision statement in the Market Street Corridor Plan still valid and do they reflect the values of the Market, Norkirk, residents, businesses, property owners along the Corridor for the next 10 years? If yes, no changes are necessary to Plan policies or code amendments.*
- b. If no, what changes to the Market Street Corridor Plan or potential code amendments should be studied for change?*
- c. Current trends along the Corridor show redevelopment of commercial sites into attached multi-family residential. What is the right balance of office, retail, residential along the corridor? How much of each use do neighbors want?*
- d. What are the pros-cons of encouraging more commercial office, retail and restaurants along the Corridor?*
- e. In order to encourage more small retail and restaurant uses, should zoning requirements be relaxed such as reducing parking regulations or increasing building height to encourage redevelopment to mixed use? These changes could result in increased traffic and parking impacts on residential streets.*

Summary of Focus Group Discussion

Below is a summary of the group's discussion which focused on existing and future land use and zoning. Because of the limited number of meetings, less time was spent on transportation issues along Market Street, however they expressed concern related to traffic volumes, congestion, and pedestrian safety.

Land Use and Zoning

A majority of the focus group participants support the current land use mix of neighborhood-oriented office, multi-family, single family residential, retail shops and services.

The group would like to see more small retail shops and coffee shops along the Corridor. They would like to see the convenience grocery store and services located at 15th Avenue be retained and hoped that the zoning code provides incentives to do so. The group recognized that those types of commercial uses are being displaced with housing because of high land costs and housing demand.

The majority support maintaining and enhancing the historic area at 7th Avenue. They would like to see the area be "celebrated" and improved with more street furniture and decorative street lighting. When the older buildings not designated as historic are redeveloped, they would like to see the new buildings reflect the architectural style and building materials of the surrounding historic structures.

A few commercial property owners and business owners in the group expressed that we should not be satisfied with the status quo along the Corridor. They believe Zoning Code changes are needed

to incentivize commercial uses, to invite commercial investors, and to have a vibrant and dynamic commercial corridor. They suggested the following code changes be implemented:

- Reduce parking requirements for commercial uses (office, retail, restaurants)- They believe the parking requirements are in excess of what the demand is. Underground parking is expensive to build.

Staff comment: A few years ago, the City conducted a study of the parking zoning requirements and adjusted the citywide code requirements. Below are the zoning parking ratio requirements for the different types of uses in the Market Street Corridor and typical of other commercial zones:

office: 1 per 200 sq. ft. gross floor area

medical office: 1 per 200 sq. ft. gross floor area

retail: 1 per 300 sq. ft. gross floor area

restaurant: 1 per 100 sq. ft. gross floor area

Because businesses can be unique, parking modifications to reduce the number of required parking stalls are allowed if substantiated with a parking demand study showing the actual parking demand is less than what zoning requires (See KZC 105 for specifics).

- Reduce front yard setbacks along Market Street in the MSC 1 and 4 zones consistent with what is allowed in the MSC 2 and MSC 3 zones to bring the buildings up to the sidewalk (allowed in most CBD zones).

Staff comment: Existing required front yard setbacks in each MSC zone are:

MSC 1: 20 feet.

MSC 2: 0 feet along Market Street, otherwise 20 feet.

MSC 3: 0 feet (historic district of the Corridor).

MSC 4: 10 feet.

The Zoning Code allows minor deviations in setbacks if approved on an individual basis by the Design Review Board as part of the design review process (See KZC 142 for specifics).

- Standardize and increase maximum building height in the MSC 1, 2, 4 zones to the taller height allowed in MSC 3 (historic building area). It is challenging to fit a commercial building and underground parking within a 25 feet tall building in the MSC 1 and 4 zones. The thinking is that taller building heights would encourage more mixed-use development and to make underground parking more feasible

Staff comment: Maximum building height along the Corridor is a tiered approach and varies from 2-3 stories depending on the zone and type of use. The baseline maximum building height for a majority of the Corridor parcels in MSC 1 and 4 zones is 25 feet above average building elevation. In MSC 2 zone, the baseline height is 25 feet. If a mixed-use development with dwelling units or assisted living units and commercial uses, a 13 feet tall commercial street level floor is required and an additional 3 feet in height is allowed (33 feet) to encourage and not penalize mixed use development. In the MSC 3 zone (historic area closer to Downtown) baseline height allows 30 feet above average building elevation

and the additional 3 feet (33 feet) if mixed use same as described above. In the MSC 2 zone (Zip market location), an applicant can request an additional 5 feet in height as part of the Design Board Review process. In all zones, an additional 5 feet height is allowed as an incentive for peaked roofs. Topography of a site can influence the number of stories. Different types of uses have different floor to ceiling heights that can result in the number of stories. In all zones, there are also maximum building width and height limitations to mitigate building size and scale if located within 30 feet of a low-density single-family zone.

The group discussed the pros and cons of making the parking or building height regulations less restrictive for commercial uses. Residents of the group who live within the Market and Norkirk residential areas, generally do not support less restrictive zoning regulations along Market Corridor as suggested by a few of the commercial property owners discussed above. Potential concerns include increased building mass next to single family homes, view obstruction from properties to the east, increased spill over parking into the residential streets or potential noise from restaurants, bars or other late-open businesses.

A few of the members expressed opposition to a city-wide initiative of proposed code amendments to encourage more accessory dwelling units (ADU's), duplexes and triplexes in single family zones.

Transportation, Pedestrian, Bicycles, Transit

The group discussed the increasing challenges they see on Market Street with traffic congestion, vehicle access onto Market Street (especially at commute times), pedestrian safety and transportation improvements they would like to see implemented.

Improve vehicle mobility along Market Street:

- Reduce traffic level and congestion during commute times
- Reduce speed limit on the north end of Market Street from 35 to 25 mph
- Add a stoplight in the middle of Market St, increase traffic calming suggested by a couple people. *Contrary opinion*-Caution-Don't add a traffic light on Market Street; it may result in increasing cut through traffic on neighborhood streets.
- Improve vehicle access to and from Market Street
- Improve maintenance of street trees
- Replace existing street lighting with decorative style and improve illumination

Enhance pedestrian and bicycle activity and safety on Market Street:

- Improve the quality of sidewalks; create uniform surfaces particularly in areas impacted by tree roots; consider widening sidewalks
- At crosswalks extend red no parking areas on either side of crosswalks to improve visibility; add more lighted crosswalks and pedestrian flags
- Reduce/eliminate encroaching vegetation at intersections, at crosswalks, along sidewalks
- Bike lanes are a good addition to Market Street; some people do not want to see bike lanes expanded to other streets

Improve Transit along Market Street:

- Encourage buses to pull off traffic lane to pick up passengers to avoid blocking flow of vehicles

- Discourage transit commuters parking on neighborhood streets
Staff comment: City's policy is that streets are public for everyone's use). Reducing parking requirements for commercial uses could increase this impact.

Other transportation related concerns on other streets:

- Maintain the existing neighborhood traffic control measures on neighborhood streets surrounding the Market Street Corridor.
- Reduce cut thru traffic on 1st Street, 7th, 15th, 18th, 19th Avenues
- Complete sidewalks on 19th, 18th, 20th Avenues

Conclusions

Based on the group's comments, Ken Mackenzie took the lead and composed a revised draft vision statement, overview and proposed edits to the policies in the Market Street Corridor Plan. The group discussed Ken's proposal at the last meeting. There was general support of his proposal. Planning staff met again with Ken and suggested additional revisions that could be supported by staff to be consistent with the Comprehensive Plan format.

Attachment 1 includes Ken's proposal and the combined suggestions for revisions to the vision statement and policies outline from staff. Additions to the existing policies are shown as underlined and deletions shown as ~~striketrough~~ text. Overall, the suggested revisions summarized below would not result in substantive big policy changes to the Corridor Plan. Attachment 1 edits will be incorporated with the descriptive text for each policy in the Draft #1 of the Corridor Plan and forwarded to the Planning Commission for their input as well as the general public.

Below is a summary of the suggested changes to the overview, vision statement and policy outline in Attachment 1:

- Revised Overview section to update the current conditions in 2019
- Revised Vision Statement to describe the desired state of the Corridor 8-10 years in the future in the areas of the types of uses and the neighborhood scale of development
- Goals and policies are combined to reduce redundancy per staff direction and to be consistent with the new Comprehensive Plan format.
- Add policy to describe the 4 different land use districts. (More text exists and will be included in the descriptive text in the Corridor Plan associated with the policy)
- Add policy enhance neighborhood compatibility through multi-family and commercial development standards (Zoning Code requires restrictions to mitigate for multi-family and commercial adjacent to single family homes)
- Add policy stating the maximum number of stories that is appropriate along the Corridor (ranges from 2-3 three stories) to clarify what maximum building height is expected (Zoning Code provides the more detail regulations)
- Add policy to evaluate the parking requirements to encourage more commercial uses. This work task would need to be supported by the Planning Department and Planning Commission to add to a future Planning Department work program.
- Add policy to improve access to Market Street similar to a policy in the existing Market Neighborhood Plan
- Add policy to retain and improve the maintenance of trees along both sides and in the center median of Market Street