

Criteria and Findings for Proposed Amendment *Extension of Broadway-High Street Retail Overlay Zone*

Amendment Criteria

SRC 110.085(b) provides that an amendment to the Unified Development Code may be made if:

- A) The amendment is in the best interest of the public health, safety, and welfare of the City; and
- B) The amendment conforms to the Salem Area Comprehensive Plan, applicable Statewide Planning Goals, and applicable administrative rules adopted by the Department of Land Conservation and Development.

Procedural Findings

Planning Commission initiated this amendment as a proposal to amend the City's land use regulations with adoption of Resolution 16-02 on May 7, 2016. Pursuant to ORS 197.610 and OAR 660-018-0020, notice of the proposed amendment was submitted to the Department of Land Conservation and Development on May 12, 2016. Mailed and published notice of the public hearing was provided pursuant to SRC 300.1110(e)(1)(A).

Planning Commission held a public hearing on the proposed amendment on June 21, 2016. Following the close of the public hearing, Planning Commission adopted a resolution recommending that the City Council accept first reading of an ordinance bill for the purpose of amending Salem Revised Code Chapter 613 as proposed.

Public Health, Safety, and Welfare of the City

The purpose of the Broadway/High Street Retail Overlay Zone is to promote a pedestrian-oriented mixed-use residential and commercial district with an emphasis on retail. This overlay is one of four different overlay zones north of downtown, which are intended to function together to guide redevelopment of the Broadway/High Street corridor into a mix of high density residential and commercial uses, with appropriate transitions to the existing lower density residential neighborhood to the east.

The proposed code amendment would serve the public interest by facilitating unified redevelopment of an infill site, served by existing utilities and close to the city center that is currently vacant. The properties are within the Riverfront Downtown Urban Renewal Area, designated by the Salem Urban Renewal Agency for targeted revitalization activities, including incentive programs and improved infrastructure to encourage rehabilitation or redevelopment.¹ Because multiple family residential uses are a

¹ The *Riverfront Downtown Urban Renewal Plan – Part Two*, Section 400, identifies the following Objective U: "Encourage and participate in the provision of pedestrian-oriented, mixed-use (commercial, office and residential) development along the Broadway/High Street corridor, north of Union Street."

permitted use in the overlay zone, the code amendment would afford prospective developers a greater mix of uses on the site and unified development standards across the entire 0.3 acre holding. The mix of uses intended in the Broadway/High Street Retail Overlay is more likely to be achieved on a larger site than the current extent of the overlay on the south side of Willow Street, which provides only 90 feet of depth from the Broadway frontage and less than 9,000 square feet in area.

The proposed code amendment also allows a more consistent pattern of development in the southern portion of the Broadway/High Street Retail Overlay. Although a greater variety of uses would be allowed, the entire extent of the property owner's CR-zoned holding would be subject to the same development standards, design requirements, and pedestrian-oriented uses as properties within the overlay to the north and south.

Salem Area Comprehensive Plan (SACP)

The proposed code amendment is consistent with and supportive of the applicable goals, objectives, and policies found in the Salem Area Comprehensive Plan as described below:

Section IV (F) Mixed-Use Development, Policy 1 – Development

(Encourage efficient use of land by facilitating compact, high-density development and minimizing the amount of land that is needed to accommodate automobile parking. Where appropriate, revised mixed-use design standards to make them simpler and easier to use, including making mixed-use design standards consistent across mixed-use areas)

Finding:

The proposed code amendments facilitate redevelopment of a predominantly vacant site in a manner consistent with the mixed-use character of the Broadway/High Street corridor. The development standards contained in SRC Chapter 613 encourage compact development, allow reduced automobile parking, and require pedestrian orientation in site design. The proposed code amendments would result in a more consistent application of these requirements along an identified mixed-use corridor.

Section IV (F) Mixed-Use Development, Policy 3 – Priorities for Mobility and Access

(Facilitate development (land use mix, density, connectivity, design, and orientation) that reduces the need for, and frequency of, SOV trips and supports public transit, where applicable)

Finding:

The Broadway/High Street Retail Overlay zone that the applicant proposes to extend implements Mixed-Use Development Policy 3 by allowing a greater mix of commercial and multiple family residential uses than generally allowed in underlying zones, and by establishing development and design requirements which promote a pedestrian, bicycle, and transit-friendly development pattern along the corridor. The properties proposed to be included in the overlay are less than 1,000 feet north of Salem's central

business district, allowing convenient pedestrian, bicycle, and transit access to a wide range of employment, services, and cultural amenities in the downtown area. A Salem-Keizer Transit (Cherriots) bus stop is located at the corner of High and Willow Streets at the northwest corner of the holding. In 2015, Cherriots redesigned the regional transit network, resulting in additional routes and higher frequency service on Broadway and High Street. By facilitating redevelopment of a currently vacant site along this corridor, the proposed code amendments would support the upgraded transit service in the vicinity.

Section IV (F) Mixed-Use Development, Policy 6 – Design

(Develop commercial and mixed-use areas that are safe, comfortable, and attractive to pedestrians)

And;

Section IV (F) Mixed-Use Development, Policy 7 – Design

(Provide flexibility in the siting and design of new developments, facilities, and redevelopment to respond to changes in the marketplace and infrastructure systems)

And;

Section IV (F) Mixed-Use Development, Policy 7 – Design

(Provide appropriate transitions between mixed-use areas and adjacent single-use neighborhoods)

Finding:

The proposed amendments ensure that additional properties zoned CR as a result of CPC-ZC16-03 are subject to the same design standards and guidelines as other CR-zoned properties in the Broadway/High Street corridor. The design standards and guidelines established in SRC Chapter 613 are meant in part to implement the mixed-use development policies cited above.

State of Oregon: Statewide Planning Goals

The proposed code amendment is consistent with and supportive of the goals, objectives, and policies found in the applicable Statewide Planning Goals as described below:

Goal 9: Economic Development

(To provide adequate opportunities throughout the state for a variety of economic activities vital to the health, welfare, and prosperity of Oregon's citizens)

Finding:

By facilitating redevelopment of an underutilized site close to the city center, the proposed amendments provide local businesses and residents additional economic

opportunities through the redevelopment process by increasing the supply of efficiently-located commercial and residential space.

Goal 10: Housing

(To provide for the housing needs of the citizens of the state)

Finding:

In February 2016 the City Council accepted a Housing Needs Analysis indicating a shortage of available land for multifamily housing for the 2015 to 2035 time period. The proposed code amendments apply an overlay zone that establishes multiple family housing is a permitted use on the properties. By itself, the base zoning of CR (Retail Commercial) proposed by the applicant in CPC-ZC16-03 only allows multiple family housing as a conditional use. Therefore, the proposed code amendments facilitate development of a range of housing types consistent with the current and projected needs of the region.