



## MEMORANDUM

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**TO:** Comprehensive Plan Citizen Advisory Committee

**FROM:** Beth St. Amand, Senior Planner

**DATE:** August 21, 2012

**SUBJECT:** Economic Vitality Policies for Mountain Park

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During the CAC's last review of the Economic Vitality goals and policies, the CAC and staff raised questions regarding the Mountain Park Neighborhood Village. The Neighborhood Village represents Oswego Towne Square site and adjacent commercial space. The following analysis examines two questions:

1. Should the Comprehensive Plan maintain a specific policy for this Neighborhood Village?
2. Is this portion of Mountain Park designated correctly as a Neighborhood Village?

Staff recommends that Mountain Park remain a Neighborhood Village, but include a specific policy that addresses the unique character of the site and acknowledges the additional commercial uses allowed.

### **BACKGROUND**

Prior to the 1994 Comprehensive Plan Update, Goal 9 of the Comprehensive Plan included detailed special commercial area policies for areas such as Kruse Way and Mountain Park. The 1994 Comprehensive Plan removed most of these detailed policies and inserted them into an Appendix to the Community Development Code (50.11.002). In today's code, the section "Standards Applicable to Specific Locations" (50.02.002) inserts seven location-specific standards that capture the Appendix's intent; the current Comprehensive Plan includes seven related policies (16-22).

Policies 16-22 address scale and size, limiting or allowing commercial uses based on their service area: do they serve the region, the City, or a local neighborhood? During the 2012 update process, staff reviewed the original policies and determined that the new 2035 Vision Map designations capture most of the intent by grouping similar-sized and functioning areas together under Employment Centers, Town Centers and Neighborhood Villages. Due to code changes and today's Comprehensive Plan Update, most of these specific policies have been addressed. However, some question remains as to whether a policy should be maintained for the Mountain Park area.

## **ANALYSIS**

### **1. Should the Comprehensive Plan maintain a specific policy for the Mountain Park Neighborhood Village?**

#### **Existing Comprehensive Plan Policy #19: Mountain Park**

“Limit development within the commercial districts associated with the Mountain Park Planned Unit Development to that which serves the frequently recurring needs of Mountain Park residents, except; in those locations where site conditions, such as parcel size and direct access to the major street system, allow businesses to provide for community needs and to offer specialized goods and unique services\*.”

\*Specialized services and unique goods are defined as goods and services which cater to a specific or distinctive market and are specifically sought out by clientele within the community and throughout the region. Businesses in this category include establishments which provide uncommon merchandise, high quality eating, entertainment and cultural opportunities, arts and crafts, etc. Professional services, such as medicine, law, finance, etc. are considered to be specialized services and capable of attracting clients from beyond the community.

#### **Interpretation:**

Mountain Park was developed as a Planned Unit Development (PUD) and includes residential zoning and Neighborhood Commercial (NC) zoning, which “provides land near or within residential areas for commercial activities.” NC differs from General Commercial, which is intended to “provide lands for commercial activities supplying a broad range of goods and services to a market area which includes (a planning area equal to the city).”

The proposed Mountain Park Neighborhood Village is zoned Neighborhood Commercial and is adjacent to high-density residential zoning (R-3). The uses allowed on this site are consistent with the Neighborhood Commercial (NC) zone, but the code also allows additional uses, such as regional offices and corporate headquarters, and specialized services and unique goods. (The specific code text can be found in the Appendix to this memo.) These uses reflect the approved PUD, which predated the 1994 Plan. The combination of allowed commercial uses on this site is different from other NC zones, even within Mountain Park itself.

The CAC had discussed whether this site would be more appropriately zoned General Commercial (GC). Although some of the additional commercial uses listed above are permitted GC uses, the GC zone also allows larger-scale uses such as hospitals, exercise facilities over 20,000 sq. ft., auto-centered sales and services, and hotels. By maintaining the base NC zoning but allowing the additional uses above, the site maintains the intent and scale of “specialized services and unique goods.”

**Staff recommendation:** There should be a Comprehensive Plan policy that acknowledges the additional uses allowed in the Neighborhood Village site, as it is the basis for a specific Code provision.

**Proposed text:** “In the Mountain Park Neighborhood Village site, allow additional commercial uses (office, professional) where site conditions, such as parcel size and direct access to the major street system, can support businesses that provide specialized services and unique goods.\*”

**2. Is the Mountain Park (Monroe/Boones Ferry) site designated appropriately as a Neighborhood Village?**

Neighborhood Villages are defined as neighborhood centers of commerce and community. Neighborhood Villages will vary in size and scale, based on the location and surrounding neighborhood character. Neighborhood Villages allow for a mix of residential with retail, services, and other employment but with less intensity than Town Centers and Employment Centers. These smaller-scaled, mixed-use centers are located within or near residential areas, and development in the centers should reflect this relationship in design, character and connections to the surrounding neighborhoods.

The matrix on page 3 applies the proposed criteria (Policy 10) for Town Centers and Neighborhood Villages.

Criteria	Town Center Designation	Neighborhood Village Designation	Mountain Park	Mountain Park is most similar to?
Commerce zones included	Higher intensity commercial and mixed-use zones	Lower intensity commercial uses and mixed-use zones	Neighborhood commercial (lower intensity) but allows regional headquarters and regional offices.	Neighborhood village +
Transportation classification / access	Major arterial	Minor arterial or major collectors	Minor arterial	Neighborhood Village
Transit service	“Higher levels”	Not addressed	Served by the 38	Town Center
Adjacent residential zones	High density residential	High density residential	R-3: high-density residential	Both
Service area?	Citywide	Local – 20 minute neighborhood radius	Has citywide draw but also serves local needs	Both

**Staff recommendation:**

The proposed area of the Mountain Park Neighborhood Village possesses elements of both Neighborhood Villages and Town Centers. The site in question differs in character from the other

Neighborhood Commercial sites in Mountain Park in size and allowed uses. It also differs from other Neighborhood Villages: Because of the close relationship between neighborhoods and their centers, each Village differs in its character, mix, and size. However, the site is more similar in function and size to Neighborhood Villages than Town Centers. Staff proposes that it remain a Neighborhood Village but to support the additional allowed uses in a specific Comprehensive Plan policy (as proposed above).

**Appendix:**

Existing code language:

**ii. Monroe/Boones Ferry Site**

A maximum of 131,535 sq. ft. of retail, service uses and office uses are allowed on the 13-acre site. Retail uses shall not exceed 60,000 sq. ft. The uses allowed are those allowed in the NC zone, plus the retail, service and office uses listed in LOC 50.02.002.2.c.i\* and a totally enclosed veterinarian facility. Building height limitation is 45 ft., lot coverage is 50%. There are no floor area ratio (FAR) requirements.

\* adjustments and collection agencies; advertising agencies (including commercial artists); credit agencies; duplicating, addressing, blueprinting, photocopying, mailing and stenographic services; employment agencies; office equipment rental and repair, equipment service and repair places (appliance, small engine); services to building (cleaning, exterminating); financial and banking (no more than 3,500 square feet); regional offices, corporate headquarters; offices of all types of service and membership organizations.