CONTENTS

1. Context 5

2. Downtown Design District 7
   Background
   Process
   Existing Conditions Analysis
   Community Engagement
   Urban Design Framework
   Downtown Regional Center Boundary
   Guiding Principles

3. East Downtown 19
1. CONTEXT

The Downtown Beaverton Regional Center Community Plan is part of Beaverton’s Comprehensive Plan and applies to the area generally bordered to the east by Highway 217, to the south by SW 5th Street, to the west by SW Hocken Ave and to the north by SW Center St and SW Hall Blvd. The Downtown Regional Center includes two light rail station areas, namely the Beaverton Central and Beaverton Transit Center stations.

Additionally, the Downtown Regional Center includes a Historic District that is listed on the National Register of Historic Places. This Community Plan provides background information, analysis and guiding principles specific to this particular geographic location. Fully understanding the Community Plan also requires review of the Comprehensive Plan for the general policies applicable to the city as a whole, as well as the Beaverton Development Code and Engineering Design Standards.

DOWNTOWN REGIONAL CENTER GOALS

Beaverton’s Downtown Regional Center is intended to be a pedestrian-oriented, mixed-use environment that includes:

- Concentrated services and amenities;
- Safe and comfortable connectivity using a variety of ways to move around (walking, biking, rolling, riding transit, using automobiles and moving freight);
- Ground floors that engage streets and sidewalks;
- Room to bike, walk, and spend time outdoors;
- A diverse and dense mix of residential, office and commercial uses; and
- An authentic sense of place and identity.

Goals for the entire Downtown Regional Center are found in Chapter 3 of the Comprehensive Plan, the Land Use Element.

Specifically, Goal 3.6.2 for the Downtown Regional Center calls for the city to “Create and strengthen a vibrant downtown and central areas for Beaverton.” Policies under that goal are found in Volume I, Chapter 3 and apply to the entire Downtown Regional Center.

GEOGRAPHIC BOUNDARIES

This Community Plan contains more specific information for the Downtown Design District boundary (Section 3). In Sections 3 and 5, “Downtown” refers to the area inside these boundaries – it does not refer to East Downtown (Section 4).
2. DOWNTOWN DESIGN DISTRICT

BACKGROUND
Beaverton has existing pockets of activity, including shopping, civic, and restaurant uses, and could be an even more vibrant, prominent destination with more dynamic street life and activity.

The Beaverton Downtown Design Project, which started in 2017, created an Urban Design Framework with a roadmap to transform Downtown Beaverton into a downtown more like that envisioned by the Beaverton Community Vision: a social, economic, and cultural heart of Beaverton. The Downtown Design Project builds on an analysis of existing conditions and opportunities and constraints to provide:

- An Urban Design Framework that will guide development of a vibrant and connected Downtown Design District;
- Updates to the Development Code to enable implementation (scheduled for 2020); and
- An Implementation Strategy to catalyze coordinated next steps (scheduled for 2020).

The boundaries for the Downtown Design District can be seen in Figure 3. In subsequent maps within this section, the boundaries for the Downtown Design District are slightly different because they evolved as the Downtown Design Project proceeded. The Downtown Regional Center boundary was adjusted because new areas were added that were important to achieving the city’s goals for a vibrant downtown. A more detailed explanation can be found on page 14.

Figure 2. Cultural Events in Downtown Beaverton

Left: Oktoberfest in Downtown Beaverton; Right: Ogaki City Friendly City Visit at the BG Food Cartel

Downtown Beaverton Regional Center
Community Plan 7
The Beaverton Downtown Design Project began with extensive analysis and research of the existing conditions in Figure 4. Then, following public engagement, several alternatives for the Urban Design Framework were generated. The Urban Design Framework, approved in 2018, was the culmination of subsequent engagement with the public and city leaders.
EXISTING CONDITIONS ANALYSIS

The Downtown Design Project involved significant analysis of issues and opportunities facing Downtown. Some key challenges and opportunities include:

- People have different ideas about the boundaries of Downtown. Clearly defining the heart of Downtown would solidify its identity and the community’s relationship with the area.
- Existing activity areas and destinations, such as the Library, Beaverton Transit Center, The Round, and various restaurant clusters are located in different areas of Downtown, can be hard to find and/or are separated by barriers such as Canyon Road, Farmington Road and the heavy rail line.
- The city’s development rules in some cases limit intense, mixed-used development that would help make Downtown more vibrant. Those rules also sometimes fail to encourage quality site and building design that supports streets that visitors find interesting and where businesses can thrive.
- Intense, mixed-use development often is not financially feasible because of high construction costs, so continuing and new incentives might be necessary to promote this development in the short term.
- Small blocks and a strong street grid, paired with historic buildings with street frontage, provide a strong framework for walkability in Old Town; however, missing buildings and surface parking lots challenge the pedestrian experience.
- Historic Broadway is home to a vibrant strip of small, local businesses and has the potential to become a central hub in Beaverton’s Downtown. It is the connecting seam between Beaverton Central and Old Town. Bounded by two roads with state highway designations, however, the area is difficult to access and is home to many underutilized parcels.
- As documented by city staff and consultants in the historic inventory analysis, the Historic District is home to many buildings of architectural significance. New construction adjacent to historic buildings could respond to key architectural features to create more contextual streetscapes.
The map above illustrates the disconnected nature of activity areas (in red) and destinations (black labels) within Downtown Beaverton.

COMMUNITY ENGAGEMENT
The Downtown Design Project began in 2017 and was conceived through the community’s vision of a “vibrant Downtown” articulated in the 2010 Beaverton Community Vision Action Plan.

Engagement efforts by the project team and city staff sought to create an environment that was inclusive and responsive to the interests and concerns of residents and businesses. At each event, attendees were encouraged to weigh in, offer input, and share their own insights. These comments directly informed the Urban Design...
Throughout the various public engagement events, there were a few concerns consistently raised by community members, including:

- Many people expressed a desire for better, more comfortable connections across barriers created by Canyon Road, Farmington Road, and the heavy rail line, which hinder pedestrian connectivity and the ability to travel easily between Downtown destinations.
- A lack of urban open spaces and recreation areas was also a concern for many participants.

The following are some big ideas that emerged through public engagement:

- "Park once and walk": Develop a robust, coherent, and connected pedestrian network where people opt to walk between destinations instead of drive;
- Restore the area’s natural creeks as a public amenity and landmark feature of Beaverton;
- Integrate more open spaces and plazas into the fabric of Downtown;
- Introduce a connection that links activity areas in Downtown; and
- Reinforce emerging activity areas such as Restaurant Row, which is found on the blocks around First Street in Old Town, and Beaverton Central, which includes The Round, BG Food Cartel, and the Patricia Reser Center for the Arts.

**Figure 5. Community members share input at an Open House**
The Urban Design Framework, approved by the City Council in October 2018, provides a road map for the city about how to address the issues raised during the existing conditions analysis and public engagement and seize opportunities to make Downtown an even more vibrant place.

The Urban Design Framework consists of three components – Character Areas, a Connectivity & Mobility Network, and Gateways – each emerging out of the community’s desire for an identifiable, well-connected Downtown.

Character Areas. The Character Areas articulate a vision for the character and experience of each distinct area throughout Downtown (Figure 6). They build on existing centers of activity in Downtown and formalize these areas as distinct places within a cohesive Downtown. While not specific zoning districts, these areas have or will have their own character, style, and scale of development and will inform development as Downtown continues to grow and evolve.

Figure 6. Character Areas of the Urban Design Framework
Five distinct core areas are identified (two north of Canyon around each MAX stop; and three south of Canyon, areas around Broadway, the Main Library/City Park, and the rest of Old Town), comprising the heart of Downtown. Four key corridors frame these core areas: roadways with their own distinct identity and characteristics (Cedar Hills, part of Hall, Canyon and part of Lombard). And three transition areas on Downtown’s periphery function as transitions between the Downtown core and surrounding neighborhoods while supporting the vibrancy of the core areas.

**Connectivity & Mobility.** An enhanced Connectivity & Mobility Network in Downtown Beaverton establishes a structure for Downtown streets that prioritize people and makes for a Downtown that is easy to navigate and makes it comfortable for people to move among different destinations in the Downtown.

The central feature of the Connectivity and Mobility Network is The Loop. The Loop will distinguish the core of Downtown through prominent bike and pedestrian enhancements; improved intersections and crossings; and a distinct palette of fixtures and materials that help identify Downtown. Key connector streets support The Loop and the movement of people inside Downtown and destinations outside of Downtown. A supporting street network, consisting of existing streets, trails, and mid-block connections, completes the Downtown street grid and reinforces a system of walkable, bikeable blocks.

**Gateways.** A coordinated system of Gateways helps reinforce and acknowledge the primary arrival and departure points of Downtown. As both public and private improvements occur throughout the Downtown area, gateways further identify and define Downtown through signage, public art, distinctive architecture, or landscape features.

Collectively, the Character Areas, Connectivity & Mobility Network, and Gateways provide the organizing structure to better define Downtown’s centers of activity, establish strong connections north/south and east/west, and reinforce points of arrival and departure to and from Downtown (Figure 7).

While the Urban Design Framework provides guidance to inform future implementation measures and the Development Code for Downtown, it is not intended to regulate development directly. Rather, it further articulates a vision for a “Vibrant Downtown” and identifies key components for moving forward.
DOWNTOWN REGIONAL CENTER BOUNDARY

The Downtown Design Project also updated the Downtown Regional Center boundary to add areas that were important to achieving the city’s goals for a vibrant downtown (Figure 8). Areas added beyond those shown in the Urban Design Framework maps are:

- Properties were added on the north side of Hall west of Center. Adding these properties allows the Downtown Regional Center to include properties on both sides of Hall between Center and Cedar Hills Boulevard to allow implementing zoning and street to design that shapes the physical environment of the corridor rather than only addressing one side of the street. This could allow a gateway experience at the Cedar Hills-Hall intersection and provide a more cohesive downtown entry experience to people who use Hall Boulevard.

- Properties were added west of Cedar Hills to enable a more consistent zoning approach in the area bounded by Cedar Hills, Hocken, Hall and Canyon-Tualatin Valley Highway. This will provide Hocken as a consistent transition point into downtown and allow future denser development that supports downtown
vibrancy while providing opportunities for people to live and work near transit stations.

- Properties south of Fifth Street were added to the Regional Center to allow for a more consistent approach to planning and zoning around City Park and the Library, including the ability to have uses facing City Park and the library green that support their function as a community gathering place for the entire city.

Figure 8. Downtown Regional Center Boundary – New and Original
GUIDING PRINCIPLES

The guiding principles of the Downtown Design Project evolved from best practices, the community’s vision, and the city’s commitment to diversity, equity, and inclusion. They act as high-level guidance for redevelopment occurring in the future, and provide a touchstone for future planning and improvements. For policies specific to Downtown, reference Goal 3.6.2 Downtown Regional Center in Chapter 3: Land Use Element of the Comprehensive Plan.

1. Design Places for People
   - Create strong relationships among buildings, open spaces and people walking, bicycling or using a mobility device along the street.
   - Encourage buildings to include architectural forms that are humanly scaled, especially at the ground floor of a building.
   - Activate the ground floor of buildings and edges of public spaces to enhance street life, connecting pedestrians with activity beyond the street edge.

2. Prioritize Pedestrian Activity
   - Ensure that new development is designed to provide safe, comfortable and direct pedestrian connections for all, regardless of ability or age, to and through the development, including to reach nearby points of interest.
   - Ensure that new development contributes to active streets that function as outdoor pedestrian gathering spaces as well as key destination connections.

3. Support an Intensely Developed, Mixed-Income, Mixed-Use Downtown
   - Encourage an 18-hour mix of uses, including retail, employment, civic, entertainment, and residential uses, which supports a diverse population that works, lives, and gathers downtown.
   - Focus development intensity in strategic locations, while remaining sensitive to existing development, to activate Downtown.
   - Consider the potential of new development to cause physical or economic displacement of residents in vulnerable communities and identify strategies to prevent or mitigate anticipated displacement.

4. Promote High-Quality Design
   - Tailor development regulations to the unique character and aspirations for the distinct areas within the Urban Design Framework, taking into account form, scale, rhythm, and uses.
   - Ensure that development review processes allow and support design excellence and innovation.
• Promote designs of public spaces that welcome and accommodate past, current, and future community members with a variety of cultures and traditions.
• New buildings should be designed to consider context within the Historic District by responding to important architectural features of significant buildings without imitating them.

5. Provide Safe & Comfortable Connectivity
• New development, redevelopment, and public investments in this area should help prioritize active transportation and transit to create a welcoming environment that increases social interaction, commerce, creativity and fun.
• Respect the Old Town block structure and improve Central Beaverton’s pedestrian and vehicular network.

6. Enhance & Integrate Natural Elements
• Preserve, enhance and engage nature and natural systems, including Downtown’s creeks and trees, to promote flood control, wildlife habitat, beauty and improved health for all community members.

7. Offer Places to Gather & Linger Outdoors
• Provide welcoming places to gather and linger outdoors, such as parks, plazas, or street seats, which contribute to the vibrancy of Downtown Beaverton and promote social interaction among community members.
• Promote the design of public spaces that recognize the unique preferences, values, and practices of multicultural communities.

8. Nurture a Unique & Authentic Identity
• Celebrate and enhance the diversity; cultural and natural history; and geographic importance of the city to establish an overall sense of place that is uniquely Beaverton.
• Create opportunities that strengthen shared identities among the people who live, work, gather and recreate downtown.
3. EAST DOWNTOWN

East Downtown consists of all land inside the Downtown Regional Center that is not inside the boundary of the Downtown Design District (Figure 9). East Downtown is generally bordered to the north by SW Center Street, to the south by SW 5th Street, to the east by Highway 217, and to the west by the edge of the Downtown Design District.

With the exception of mostly multifamily housing north of the Crescent Connection Trail and the MAX line, East Downtown mainly consists of shopping plazas with large-format retail stores and restaurants; car dealerships; and an office park. Surface parking is extensive, most often in front of buildings.

Considering that East Downtown is a part of the central urban core of the city, redevelopment should intensify land use, with less land dedicated to surface parking and more land occupied by multistory buildings along walkable streets.

Additional guidance on creating a more vibrant mixed-use area can be found in the Land Use Element of the Comprehensive Plan in the following sections:

- **Goal 3.6.1** Support pedestrian-oriented mixed-use areas; and
- **Goal 3.6.2** Downtown Regional Center: Create and strength a vibrant downtown and central area for Beaverton.

For the sake of clarity, the Urban Design Framework does not apply to East Downtown. Goals and policies for East Downtown should come from the Land Use Element of the Comprehensive Plan.
Figure 9. East Downtown Boundary