

# CITY OF COBURG BUILD-OUT SCENARIOS



CITY OF COBURG - OREGON  
Final Report - October 2020

The Urban Collaborative  
Master Planning + Urban Design + Architecture







# CITY OF COBURG BUILD-OUT SCENARIOS

OCTOBER 2020

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**The Urban Collaborative, LLC**

for the  
**City of Coburg  
Planning & Development  
Oregon**

under the direction of  
**Lane Council of Governments**

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# INTRODUCTION

The City of Coburg is exploring development scenarios as the population grows. These scenarios will help the city to envision different types and densities of growth to better understand how it wants to grow. The scenarios address the projected increase in population with existing buildable land, meeting additional housing demand and employment needs over time.

## **Coburg Community Vision Statement** *(adopted July 2017)*

The lovely City of Coburg is a safe, historic, neighborly community, whose residents enjoy a slower-paced, small town, quality of life. The charming Main Street, rich agrarian heritage, and vintage homes are celebrated with numerous family-friendly events, gatherings, and festivals. Coburg's bountiful spiritual and rural life generates an atmosphere that is warm and welcoming to all. The community center is home to a library, art gallery, and technology center, and features programs for residents and visitors, old and young. Clear and transparent communication between government, business, and residents, as well as a culture of volunteerism and philanthropy, are at the heart of Coburg's progress.

While Coburg enjoys close proximity to a metropolitan area, it maintains its own resources and services, including responsive and well-equipped fire, police, and public works departments. Residents appreciate the city's beautifully maintained parks, green spaces, and well-lit bike and walking paths, all in the context of a distinguished historic town. Children benefit from high quality, locally managed schools. In addition, Coburg's clean, well-maintained, treed streets, feature an attractive range of housing options that reflect the city's attention to thoughtful growth and are consistent with its small town appeal.

Coburg's historic downtown showcases beautifully preserved buildings accommodating a diverse and inviting array of locally

owned, culturally congruent businesses, including antique shops, restaurants, groceries, and markets. The vibrant economic environment fosters entrepreneurship, generates jobs, and builds on Coburg's prominence as a popular visitor destination and agricultural center. As a unique and welcoming community, Coburg sustains the heart and soul of its rich traditions, while continuously embracing its exciting future.

## **Community Engagement**

Coburg residents and stakeholders have actively participated in planning efforts in the city including the Comprehensive Plan (2018) and Community Visioning Project (2017). For these build-out scenarios, the planning team developed a survey that included all of the scenarios and gathered community input on each.

Through in-person and virtual meetings and on-line participation, residents explored the different development outcomes. The results of stakeholder participation is reflected in the conclusion and next steps.

## **Scenario Development**

The planning team developed two scenarios for each setting and evaluated them against Coburg's existing vision and goals. Starting with the existing condition for each setting, Scenario 1 shows an example of lower-density development and Scenario 2 shows a medium to higher-density development example. Community impact is also discussed for each scenario relating to economic, environmental, and social impacts.



# BACKGROUND

## Coburg Demographics (2018 US Census estimates)

Population: ~1,295 (2020 estimate)

Median Age: 41.5

Median Housing Value: \$288,400

Residential Units: 475 (2020 utility billing)

People per residential unit: 2.7

Owner-occupancy: 68%

Estimated housing vacancy: 7.7%

## Population Projection (2019 PSU Projection)

Projected population in 2044: ~1,678 (increase of 383)

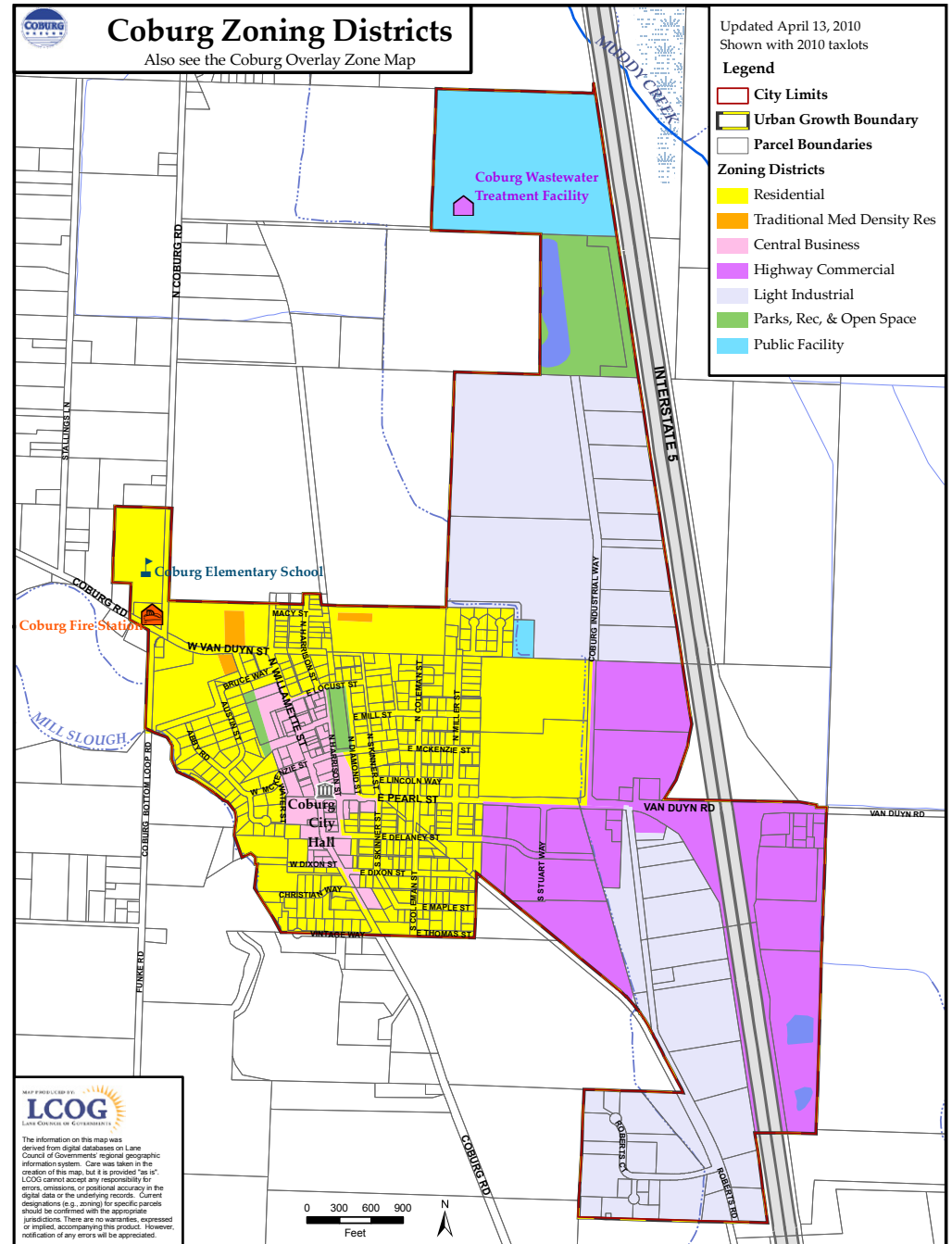
Additional residential units required: Up to 142 homes

Calculations:  $[383 \text{ (\# of projected new residents)} / 2.7 \text{ (avg. people per housing unit)}] = 142 \text{ new units needed by 2044}$

## Zoning

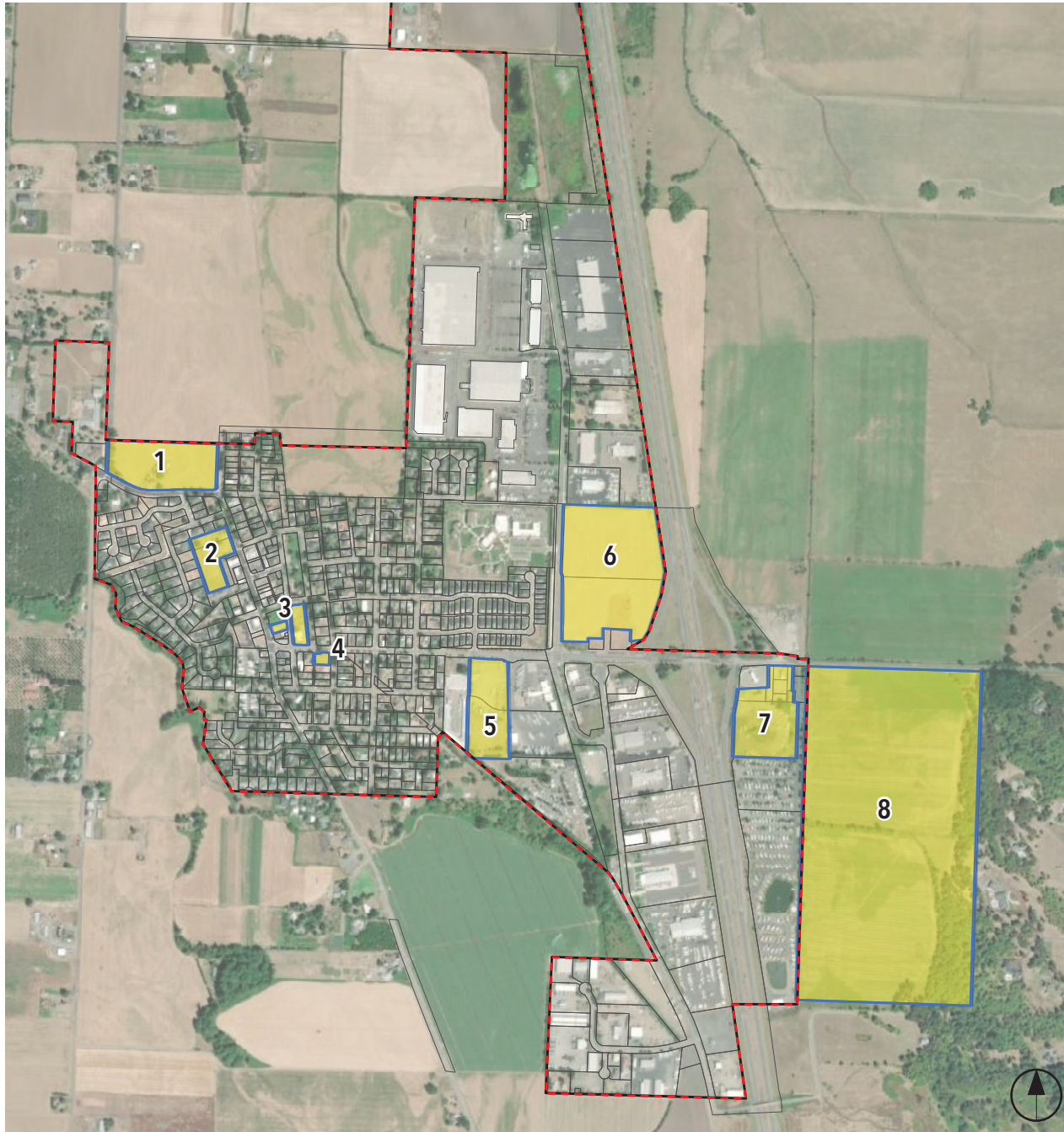
The City of Coburg updated the Development Code in 2019.

Current Zoning Districts are shown here and described on the relevant pages of this report.





# BUILD-OUT SETTINGS



The planning team identified eight settings for analysis since they are within the city boundary (settings 1-7) or may be annexed by the city (setting 8). The intent is not to direct any type of development on these properties but to show what could be built given current codes should the property owners decide to build.

The following pages illustrate each setting with existing conditions, a low-density built-out scenario, and a high/medium-density built-out scenario.

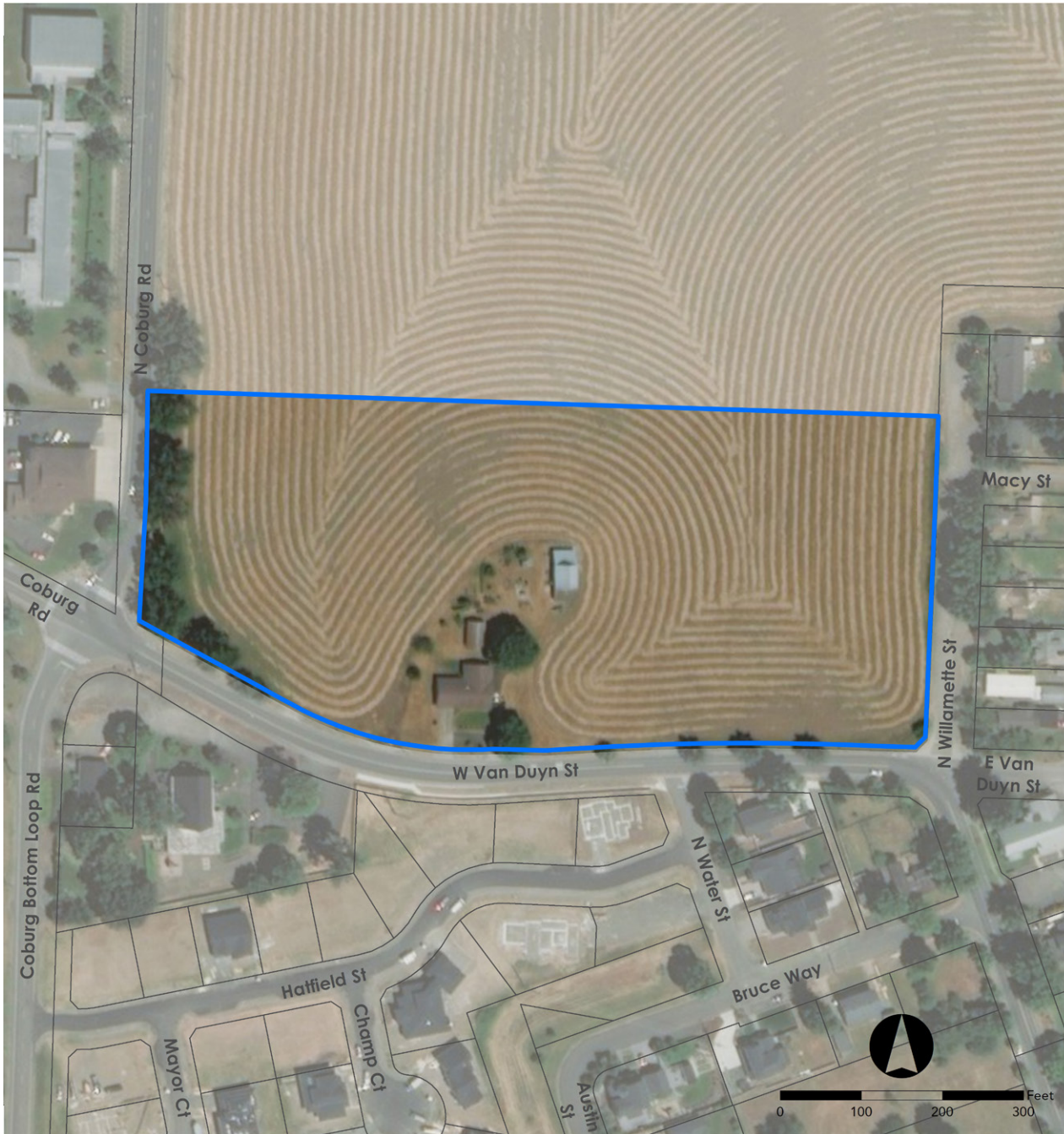
Settings 1, 2, 3, and 4 are within residential or central business designations and settings 5, 6, 7, and 8 are highway commercial or industrial.

## GRAPHIC LEGEND

-  City Limits
-  Lot Line
-  Setting Boundaries



# SETTING 1: EXISTING CONDITIONS



Zoning: Traditional Residential (TR)/Traditional Medium Residential (TMR), Mixed-Use and Historic Overlays

Height: 35' (45' if Mixed-Use)

Setback: Front: 15' Min., Side: 5'-7' Min., Rear: 10'

Lot Coverage: 40-60%

Lot Size: 389,161 SF/ 8.93 acres

Existing Structures on Lot: 4

Residential Density: TR: 7.5, TMR: 13

Density Calculation Methodology:

$$\begin{aligned} & 7.43 \text{ acres (TR area)} \times 7.5 \text{ (density)} = 56 \text{ units} \\ + & \quad 1.5 \text{ acres (TMR area)} \times 13 \text{ (density)} = 20 \text{ units} \\ & \text{Total allowed dwelling units: } 76 \end{aligned}$$

## LEGEND

 Setting Boundary



SETTING 1: EXISTING CONDITIONS





## SETTING 1: SCENARIO 1 PRECEDENTS



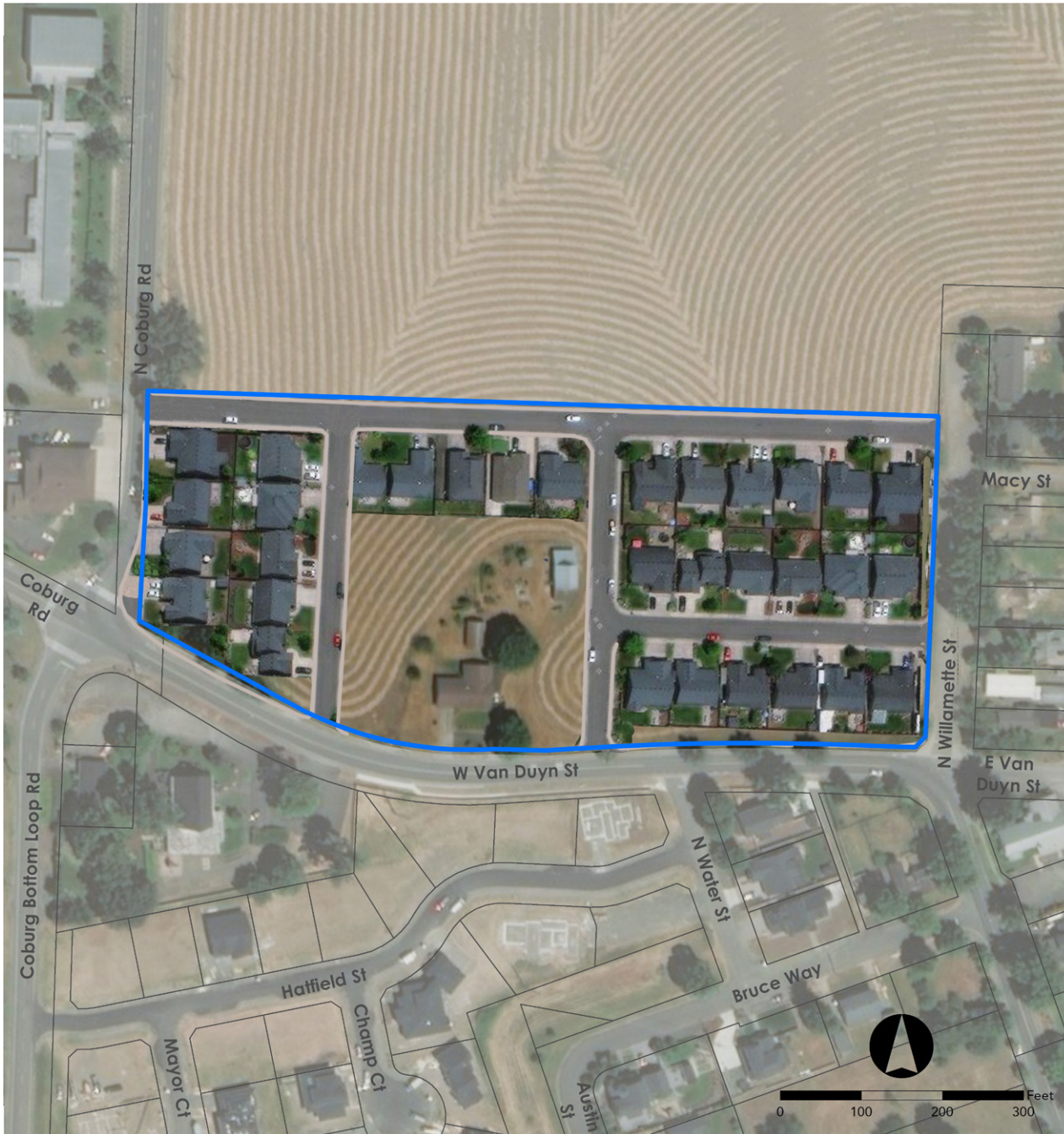
Low density housing development allows for large lots similar to what is currently found across the city. This type of development can have greater per capita impact on infrastructure costs and the local environment.

Design Features: Cul-de-sacs, large building footprints and lot sizes





# SETTING 1: SCENARIO 1



Development Type: Single-family homes. Large lot sizes.  
Residential Units: 33  
Approximate Residential Density: 4 dwelling units per acre  
Parking: 2 per unit (66 total)

This Scenario provides a lower density residential development alternative similar to new developments currently being built in Coburg. While currently allowed on this lot, this Scenario does not include any mixed-use development.

## LEGEND

 Setting Boundary



## SETTING 1: SCENARIO 2 PRECEDENTS



Higher density development provides more housing options for individuals of mixed-incomes. This contributes to greater accessibility and sustainability, while maintaining the small-town feel that defines Coburg.





# SETTING 1: SCENARIO 2



Development Type: Mixed-Use and Townhomes

Residential Units: 76

Single-Family Townhomes: 40

Multi-Family Apartments: 36

Commercial: 25,000 GSF

Parking:

Within buildings: 2 per unit

Surface: 1.5 per unit; 62 for commercial

This Scenario provides a high density, maximum capacity development alternative. Mixed-use development fronting W. Van Duyn Street provides for residential units above and retail on the ground floor. Townhomes with tuck-under parking provide a variety of residential units. This Scenario maximizes benefit derived from the setting through mixed-use buildings that front the street to create an area of economic activity and amenities with parking located to the side and back.

## LEGEND

 Setting Boundary



## SETTING 2: EXISTING CONDITIONS



Zoning: Central Business, Mixed-Use and Historic Overlays

Height: 35' (45' if Mixed-Use)

Setback: Front: 15' Max., Side: 0' Min., Rear: 10' (if non-residential)

Lot Frontage: 50% (residential), 80% (non-residential)

Lot Coverage: 100% Max

### LEGEND

 Setting Boundary



SETTING 2: EXISTING CONDITIONS





## SETTING 2: SCENARIO 1 PRECEDENTS



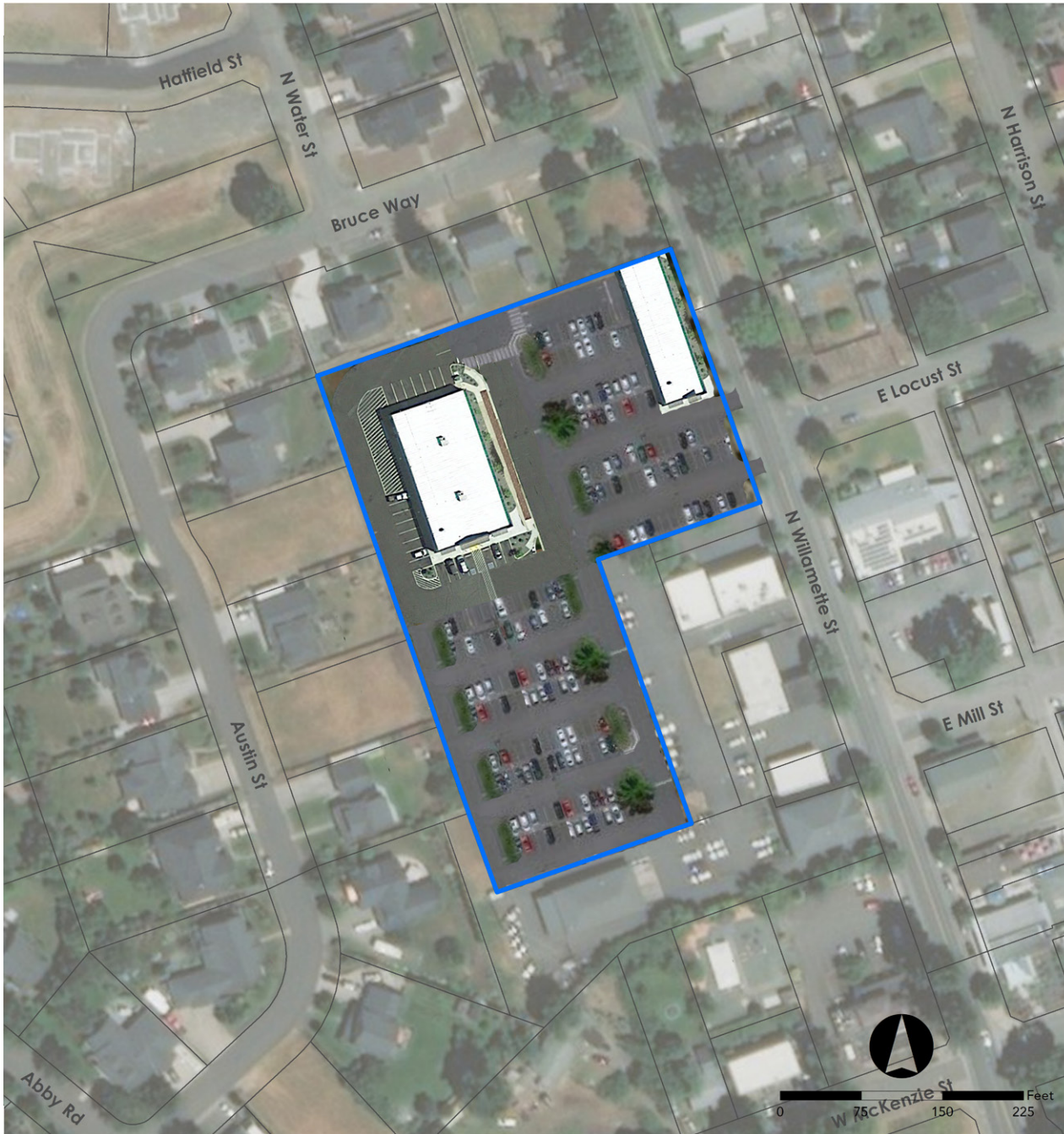
Box commercial/retail

Design Features: Small building footprint, parking in front





## SETTING 2: SCENARIO 1



Development Type: Commercial (Box/Convenience Store)

Residential Units: 0

Commercial: 22,400 GSF

Parking:

Commercial: 56

District: 150

This Scenario provides a low density development alternative. The setting is dominated by surface parking and contains a commercial structure to the rear of the setting. This Scenario produces minimal economic benefit per acre in the developable area.

### LEGEND

 Setting Boundary



## SETTING 2: SCENARIO 2 PRECEDENTS



Mixed-use

Design Features: Larger building footprint, buildings front street, easily accessible



Townhomes

Design Features: Two-stories, parking and garage access from the back or alley



## SETTING 2: SCENARIO 2



Development Type: Mixed-Use (food market, retail, and apartments above)

Residential Units: 36

Single-Family Townhomes: 12

Multi-Family Apartments: 24

Commercial: 11,000 GSF

Parking:

Surface: 2 per unit (72 total)

Commercial: 28

District: 80

This Scenario provides a higher density development alternative while still providing ample downtown district parking. Mixed-use development provides for residential units above and ground floor retail space along the city's main street. This Scenario maximizes benefit derived from a mixed-use structure that fronts the street, providing amenities to the downtown area with ample parking provided in back and to the side. Townhomes frame a tree-lined street with a small town green along N. Willamette Street providing more housing diversity.

### LEGEND

 Setting Boundary



# SETTING 3: EXISTING CONDITIONS



Zoning: Central Business, Mixed-Use and Historic Overlays

Existing Structures on Lot: 1

Height: 35' Max. (45' if Mixed-Use)

Setback: Front: 15' Max., Side: 0' Min., Rear: 10' (if non-residential)

Lot Frontage: 50% (residential), 80% (non-residential)

Lot Coverage: 100% Max.

Lot Size: 47,495 SF/ 1.55 acres

## LEGEND

 Setting Boundary



SETTING 3: EXISTING CONDITIONS

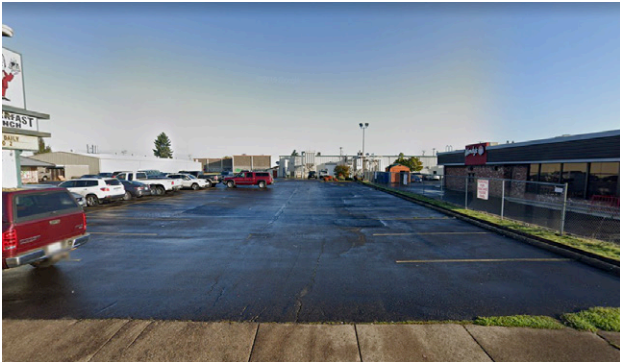




SETTING 3: SCENARIO 1 PRECEDENTS



Surface parking lot





# SETTING 3: SCENARIO 1



Development Type: Parking Lot

This Scenario provides surface parking walking distance to the downtown area. This Scenario produces minimal economic benefit for the developable area.

**LEGEND**  
Setting Boundary



## SETTING 3: SCENARIO 2 PRECEDENTS



Mixed-use and community amenities

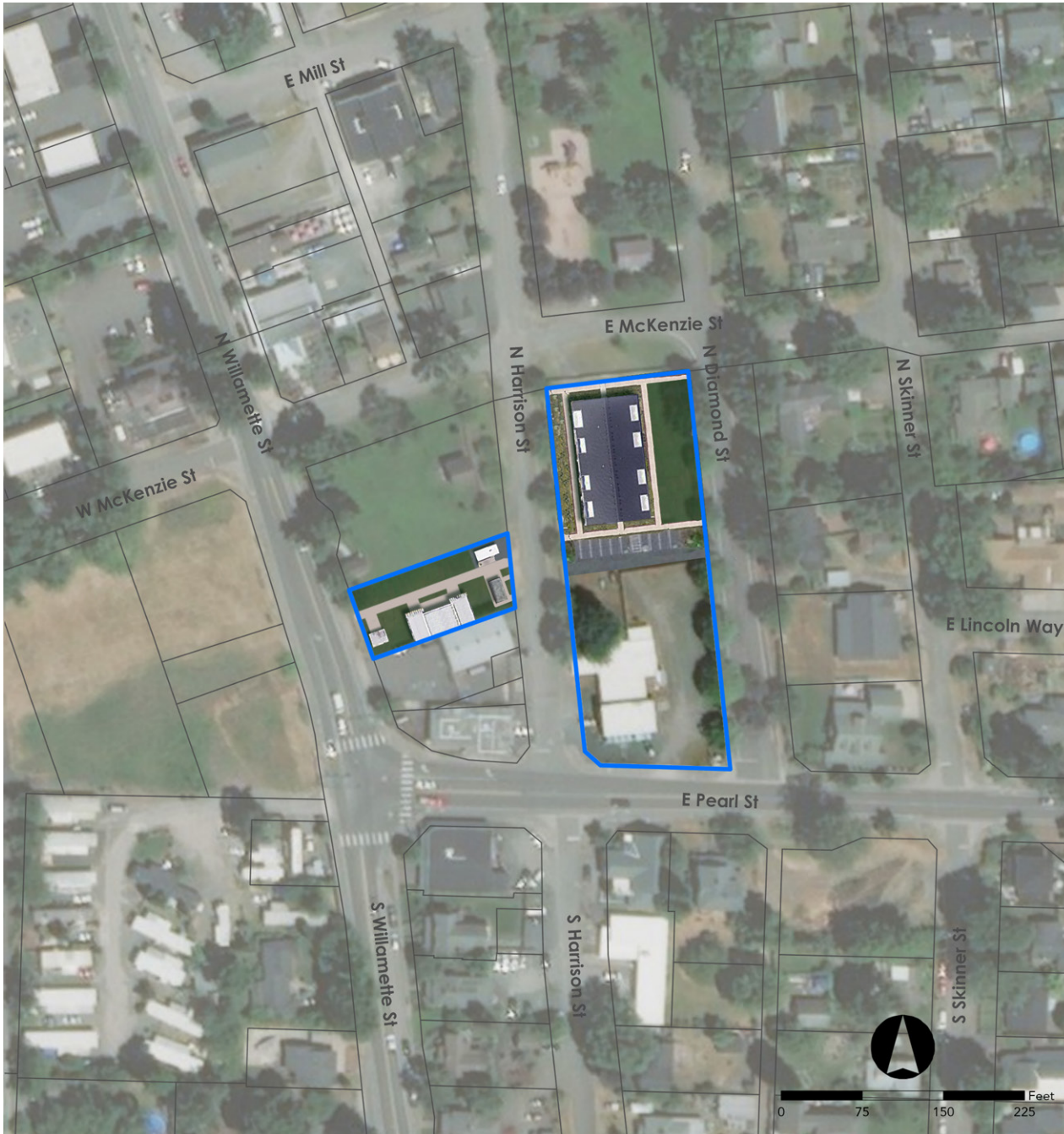
Design Features: Larger building footprint, buildings front street and frame existing park, easily accessible

Community amenities include covered bicycle parking and seasonal outdoor dining





## SETTING 3: SCENARIO 2



Development Type: Mixed-Use and Commercial (retail dining)

Residential Units: 8

Commercial: 9,440 GSF

Parking:

On-street: 28 (8 for residential, 20 for commercial)

This Scenario illustrates a higher capacity development alternative. It places a mixed-use building on an underutilized lot and helps to frame the existing park. An open-air cafe next to public bicycle facilities occupy the portion of the setting south of Pavilion Park.

### LEGEND

 Setting Boundary



# SETTING 4: EXISTING CONDITIONS



Zoning: Central Business, Mixed-Use and Historic Overlays

Height: 35' (45' if Mixed-Use)

Setback: Front: 15' Max., Side: 0' Min., Rear: 10' (if non-residential)

Lot Frontage: 50% (residential), 80% (non-residential)

Lot Coverage: 100% Max.

Lot Size 14,949 SF/ 0.34 acres

### LEGEND

 Setting Boundary



SETTING 4: EXISTING CONDITIONS





## SETTING 4: SCENARIO 1 PRECEDENTS



Office/Commercial

Design Features: Parking in front, smaller building footprint





# SETTING 4: SCENARIO 1



Development Type: 1 or 2-story office or commercial/retail

Residential Units: 0

Approximate Residential Density: N/A

Commercial: 6,000 GSF

Parking:

Commercial: 15

This Scenario shows a commercial or office building with parking provided in front of the building.

## LEGEND

 Setting Boundary

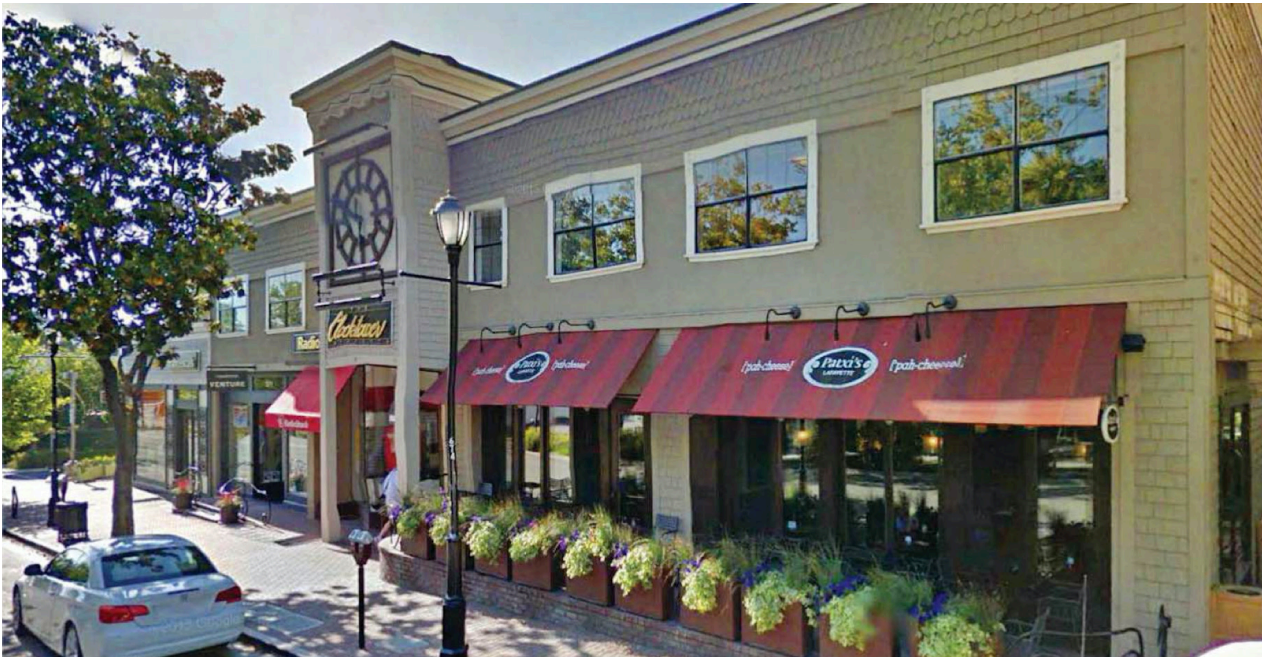


## SETTING 4: SCENARIO 2



Mixed-use

Design Features: Larger building footprint, buildings front the main street, easily accessible





# SETTING 4: SCENARIO 2



Development Type: Mixed-Use

Residential Units: 8

Commercial: 8,000 GSF

Parking:

Off-street: 28 (8 for residential, 20 for commercial)

This Scenario provides smaller unit residential above retail to meet the demand for smaller units that allow residents to age-in-place when they are ready to downsize while remaining within walking distance to essential amenities and services.

### LEGEND

 Setting Boundary



# SETTING 5: EXISTING CONDITIONS



Zoning: Highway Commercial, Mixed Use Overlay

Height: 35' Max. (45' if Mixed-Use)

Setback: Front: 5'-20', Side: 10' Min., Rear: 10' Min.

Lot Coverage: 80% Max.

Lot Size (2 lots): ~292,500 SF/ 6.71 acres

### LEGEND

 Setting Boundary



SETTING 5: EXISTING CONDITIONS





## SETTING 5: SCENARIO 1



Retail food and commercial

Design Features: Single story; Single use; Front parking





# SETTING 5: SCENARIO 1



Development Type: Commercial (Fast-food, self storage)  
Commercial Storage: 150,000 GSF  
Commercial Gas Station: 1

This Scenario provides a commercial building along the street with a self storage facility filling the rest of the area.

**LEGEND**  
Setting Boundary



## SETTING 5: SCENARIO 2 PRECEDENTS



Mixed-use and Commercial

Design Features: Large building footprint, buildings front street, easily accessible





# SETTING 5: SCENARIO 2



Development Type: Street-facing office and commercial/  
manufacturing to rear

Commercial Office Frontage: 30,000 GSF

Light Industrial: 45,000 GSF

Parking:

Office: 60

Light Industrial: 45

Additional: 45

This Scenario provides a commercial development along the full street frontage to frame the street, with parking behind and light manufacturing away from the main street.

## LEGEND

 Setting Boundary



# SETTING 6: EXISTING CONDITIONS



Zoning: Highway Commercial, Mixed Use Overlay

Height: 35' Max. (45' if Mixed-Use)

Setback: Front: 5'-20', Side: 10' Min., Rear: 10' Min.

Lot Coverage: 80% Max.

Lot Size (2 lots): 981,610 SF

## LEGEND

 Setting Boundary



SETTING 6: EXISTING CONDITIONS





## SETTING 6: SCENARIO 1 PRECEDENTS



Eatery and Hotel

Design Features: Single-use building surrounded by surface parking; Small pad building for fast food





# SETTING 6: SCENARIO 1



Development Type: Retail (fast-food, convenience store) and  
Lodging (hotel)

Commercial: 200,000 GSF (3 levels)

Commercial: 20,000 GSF (1 level, pad)

Parking:

Surface: 550

This Scenario shows typical low-density highway commercial  
development with buildings surrounded by parking.

## LEGEND

 Setting Boundary



## SETTING 6: SCENARIO 2 PRECEDENTS



Mixed-use with retail below townhomes, hotels, office

Design Features: Mixed-use buildings fronting streets with surface parking behind





## SETTING 6: SCENARIO 2



Development Type: Mixed-use built to access lane along the boulevard with hotels and offices behind

Residential: 90 units

Commercial: 200,000 GSF (3 levels, hotel/office)

Parking:

Surface: 890

This Scenario shows a full build-out of the setting with ground floor retail shops, hotels, and offices above. A frontage street allows cars that wish to stop and park to get off of the larger boulevard as well as creates space for pedestrian and bicycle traffic. Ample parking is provided on street and behind the frontage buildings.

### LEGEND

 Setting Boundary



# SETTING 7: EXISTING CONDITIONS



Zoning: Highway Commercial, Mixed Use Overlay

Height: 35' Max. (45' if Mixed-Use)

Setback: Front: 5'-20', Side: 10' Min., Rear: 10' Min.

Lot Coverage: 80% Max.

Lot Size (8 lots): 386,899SF/ 8.82 Acres

2 Existing Vacant Structures

Existing FAR: 0.016 (aggregate for Setting 7)

Site Access Requirement: Development and access in this area is regulated by the Coburg Interchange Area Management Plan (IAMP). Access to new development on this site must be a minimum distance of 1,320 feet from a ramp intersection or the end of a free flow ramp terminal merge lane.

## LEGEND

 Setting Boundary



SETTING 7: EXISTING CONDITIONS





## SETTING 7: SCENARIO 1 PRECEDENTS



Eatery and Commercial

Design Features: Small building footprint, surface parking, parking in front





# SETTING 7: SCENARIO 1



Development Type: Highway Commercial  
Commercial: 1 service station, 1 truck stop  
Parking: as needed

This Scenario shows a typical fast food option with access from the east as stipulated for properties close to a highway intersection.

**LEGEND**  
Setting Boundary

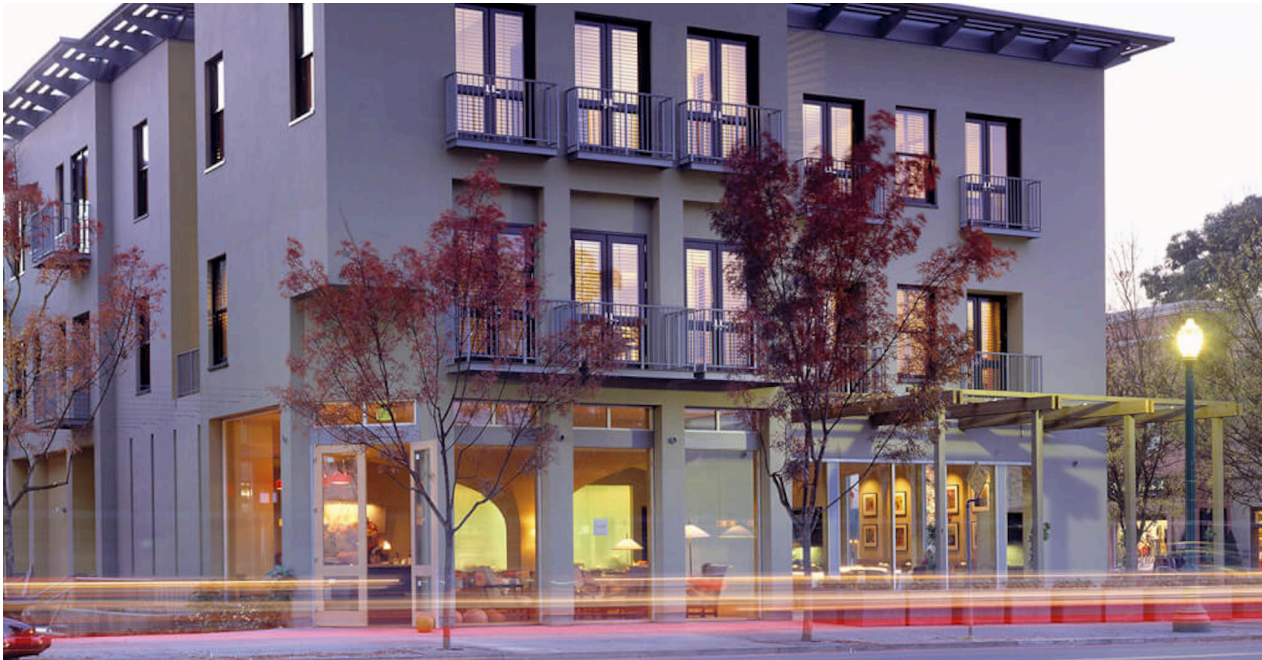


## SETTING 7: SCENARIO 2 PRECEDENTS



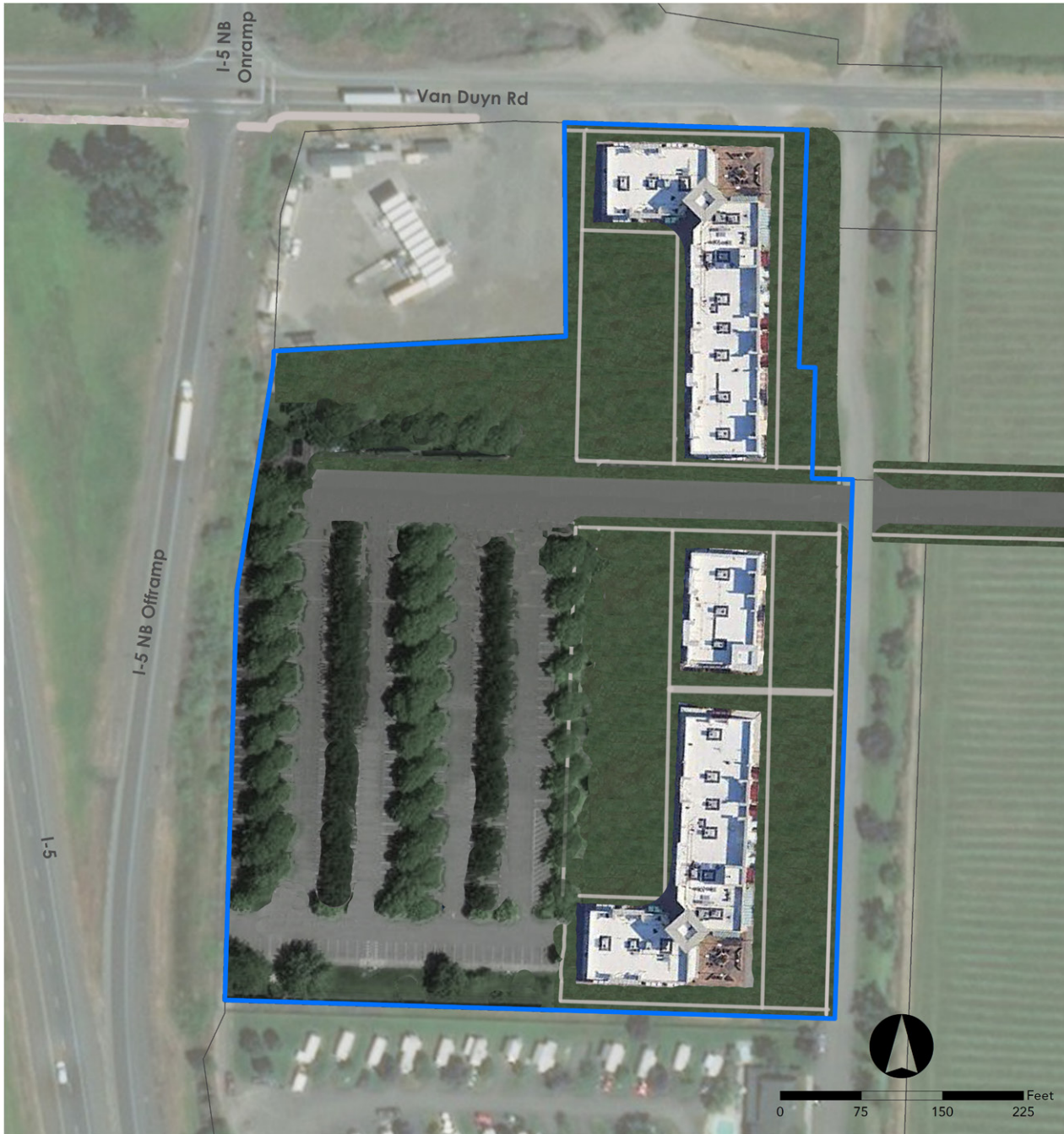
Hotel and eatery

Design Features: Larger building footprint, built to street





# SETTING 7: SCENARIO 2



Development Type: Office or Hotel  
Commercial: 80,000 GSF (3 stories)  
Parking:  
Surface: 200

This Scenario shows a higher density option of offices and/or hotels with ample outdoor usable space and parking acting as a buffer along the highway.

**LEGEND**  
Setting Boundary



# SETTING 8: EXISTING CONDITIONS



Zoning: Light Industrial

Height: 45' Max.

Setback: Front: 20' Min., Side: 10' Min., Rear: 10' Min.

Lot Coverage: 80% Max. when served by public sewers

Lot Size: 4,605,478SF/ 105.73 acres

Site Access Requirement: Development and access in this area is regulated by the Coburg Interchange Area Management Plan (IAMP). Access to new development on this site must be a minimum distance of 1,320 feet from a ramp intersection or the end of a free flow ramp terminal merge lane.

## LEGEND

 Setting Boundary



SETTING 8: EXISTING CONDITIONS





## SETTING 8: SCENARIO 1 PRECEDENTS



Low FAR Industrial

Design Features: Relatively small building footprint, surface parking, parking in front





# SETTING 8: SCENARIO 1



Development Type: Low FAR Industrial  
Commercial: 500,000 GSF (light industrial)  
Parking:  
Surface: 1,400

This Scenario shows typical low density industrial development with parking and truck access surrounding facilities.

**LEGEND**  
[Blue Outline] Setting Boundary



## SETTING 8: SCENARIO 2



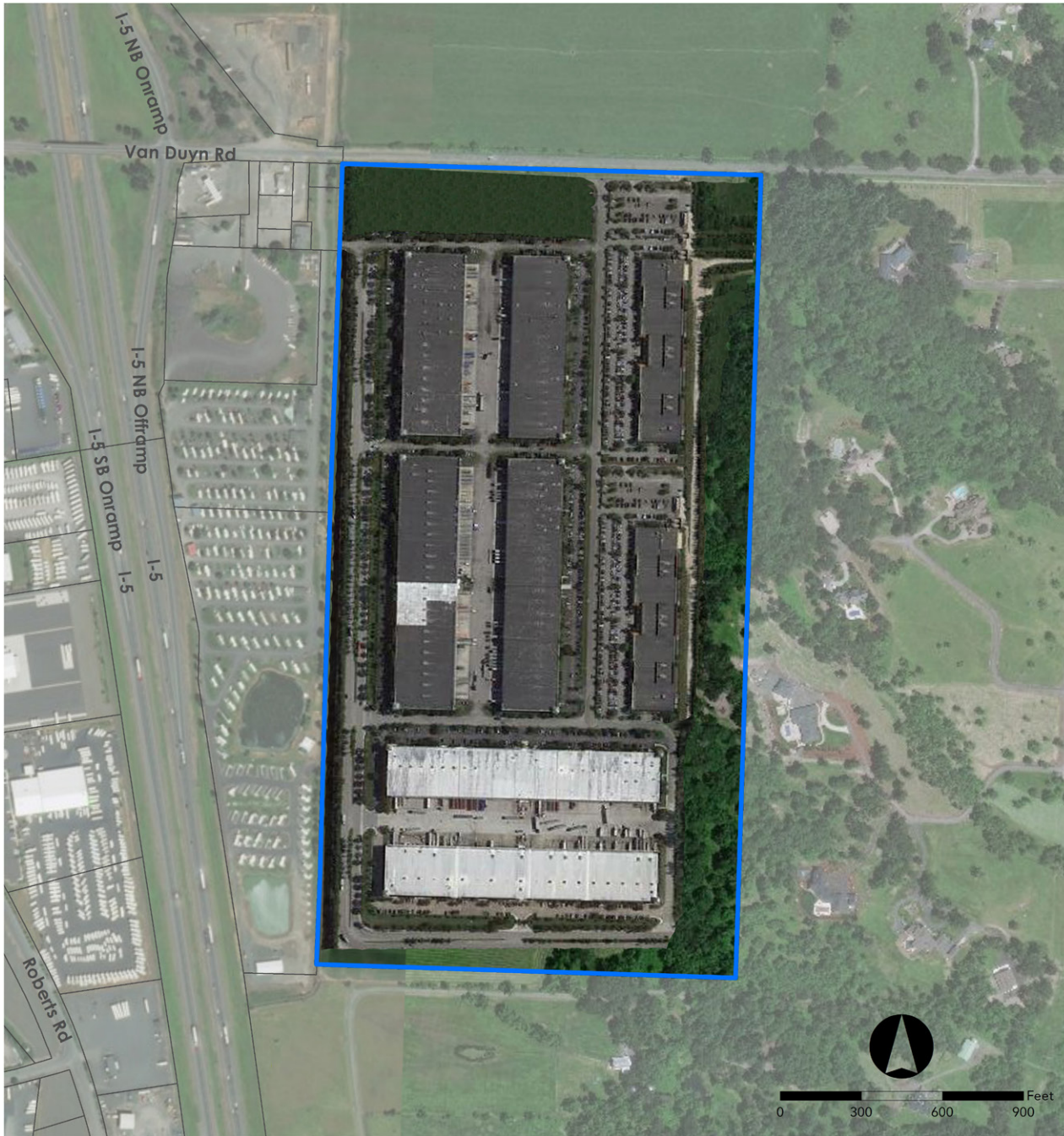
High FAR Industrial

Design Features: Larger building footprint, parking to side or rear, green infrastructure





# SETTING 8: SCENARIO 2



Development Type: High FAR Industrial

Commercial: 1.27 million GSF

Parking:

Surface: 1,300

This Scenario shows higher-density industrial development with truck access tucked behind and between facilities allowing safe and easy building access for pedestrians.

### LEGEND

 Setting Boundary



## SETTING 2: STREET-VIEW RENDERING

### Conceptual Renderings

Conceptual renderings help to visualize development opportunities. The renderings on the right show different development types on the site north of the City Hall on N Willamette Street. The view is looking south. All of the options shown could be mixed-use buildings framing the street in order to continue the main street feel of downtown. This would provide shopping and other amenities within walking distance of most residents. Parking is behind the building and would serve the downtown area.

For reference, the existing condition is below.



Existing Conditions





## SETTING 6: STREET-VIEW RENDERING

### Conceptual Renderings

The renderings on the right show how development could occur on the land to the east of Coburg Industrial Way. This view is looking north toward the existing commercial development. A boulevard with large median and a separate frontage street would come first, creating more comfortable multi-modal transit for pedestrians and cyclists while maintaining a main road for through vehicles. Highway commercial development could then occur with ground floor retail and hotels or offices on the upper floors.

For reference, the existing condition is below.



Existing Conditions





# SURVEY RESULTS

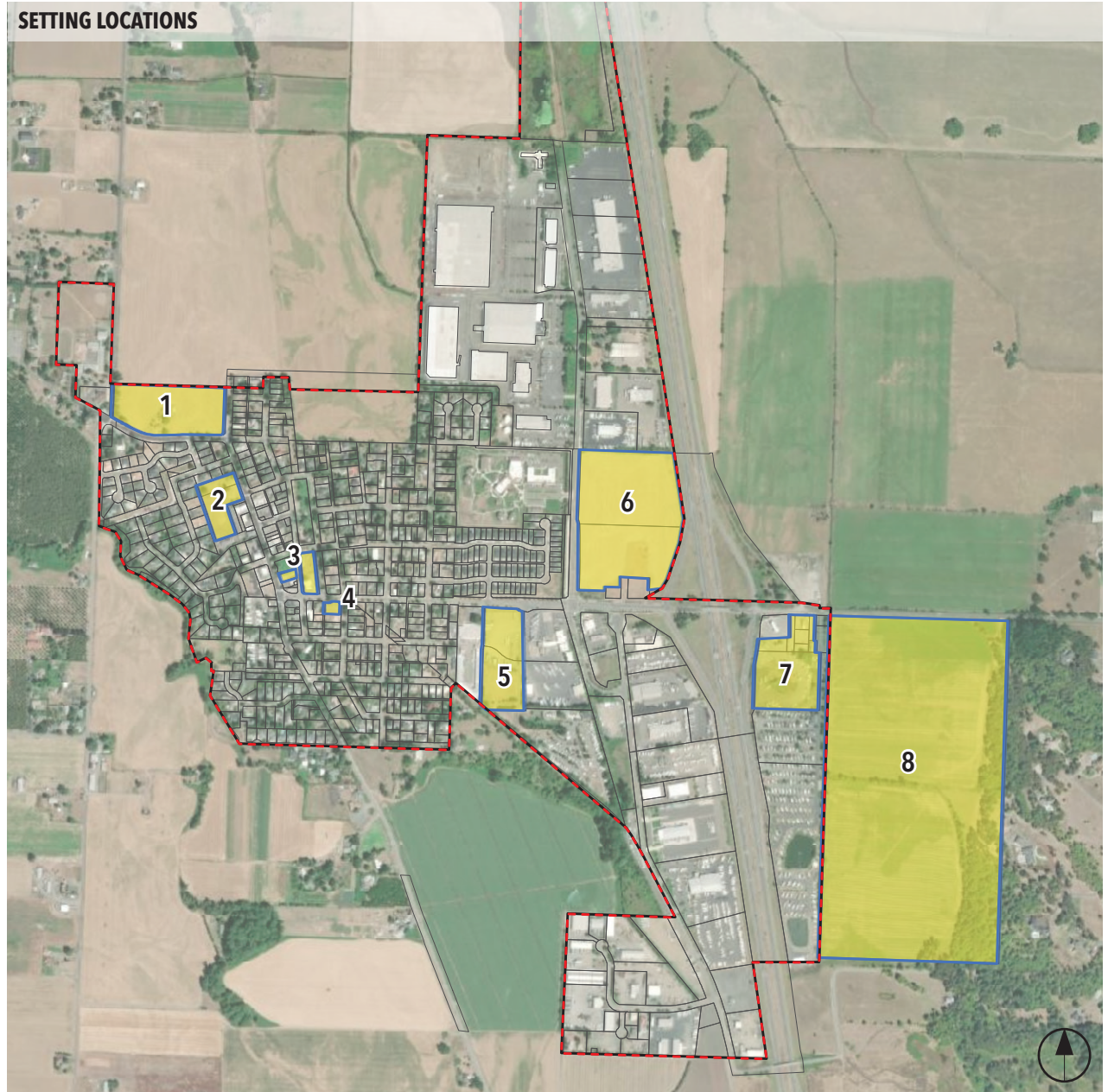
The planning team developed an online survey to give community members the opportunity to rate and provide feedback on all of the development scenarios. The survey was open August 24th through October 2nd in order to allow for maximum participation. During this time, the planning team presented interim results at a City Council meeting and received feedback from City Councilors and residents attending the meeting.

## RESULTS

Respondents scored both scenarios for each Setting on a scale from -10, strongly dislike, to 10, strongly like. They then described what they liked and disliked about each scenario. For each Setting, scenario 1 is a lower-density development alternative and scenario 2 is a higher-density alternative. The survey received **208 responses**, which is over 16% of the total population of Coburg, a statistically significant portion.

The results shown here reflect both the average and standard deviation for each scenario rating. Except for Setting 1, the higher-density development alternative scored higher than the lower-density alternative. This finding is significant for Coburg as it shows that with the right type of development, the community prefers a higher-density development option. These options allow for Coburg to meet its growth projections without needing to expand the growth boundary.

The **highest scoring development scenarios are Setting 3, Scenario 2 and Setting 4, Scenario 2**. The main feedback for these scenarios reflected a desire to continue to reflect Coburg's historic character, concentrate development in the downtown area, place parking to the rear of buildings, and encourage mixed-use development.





# SETTING 1

SCENARIO 1

**NEGATIVE ATTRIBUTES**

**POSITIVE ATTRIBUTES**

Not affordable

Too dense/ small lots

Added traffic

Large lots/ less dense

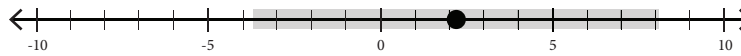
Fits with historic small-town feel

Matches existing development

Minimal traffic impact



**Average/Standard Deviation: 2.16/5.86**



SCENARIO 2

Too dense

Townhomes

Too many people

Lose historic, small-town feel

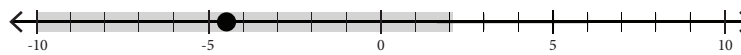
Added traffic

Affordable

Business/commercial space



**Average/Standard Deviation: -4.54/6.54**





# SETTING 2

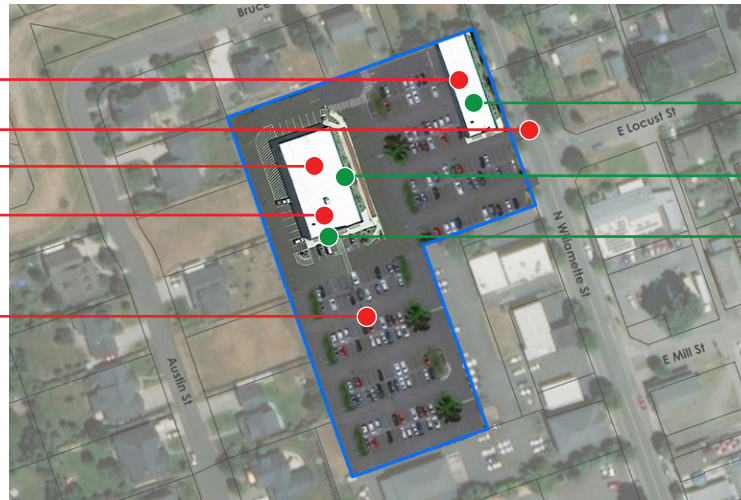
SCENARIO 1

**NEGATIVE ATTRIBUTES**

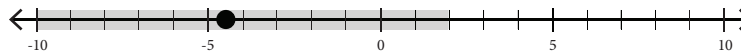
**POSITIVE ATTRIBUTES**

- Unsightly/ lacks historic character
- Adds traffic
- Lose small-town feel
- Too much commercial development/ big-box retail
- Too much pavement/ parking

- New businesses
- Grocery store
- Downtown retail/ reduces driving



Average/Standard Deviation: **-4.54/6.38**



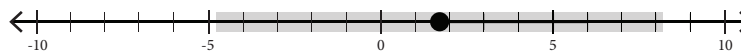
SCENARIO 2

- Too urban/ not small-town
- Bad parking design
- Adds traffic
- Townhomes/ apartments

- Downtown retail/ reduces driving and traffic
- Supports local business/ economy
- Mixed-use development
- Maintains small-town feel
- Provides more housing options



Average/Standard Deviation: **1.70/6.37**





# SETTING 3

## SCENARIO 1

### NEGATIVE ATTRIBUTES

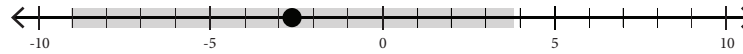
- Waste of space/ not needed
- Too much pavement/ drainage issues
- No historic character



### POSITIVE ATTRIBUTES

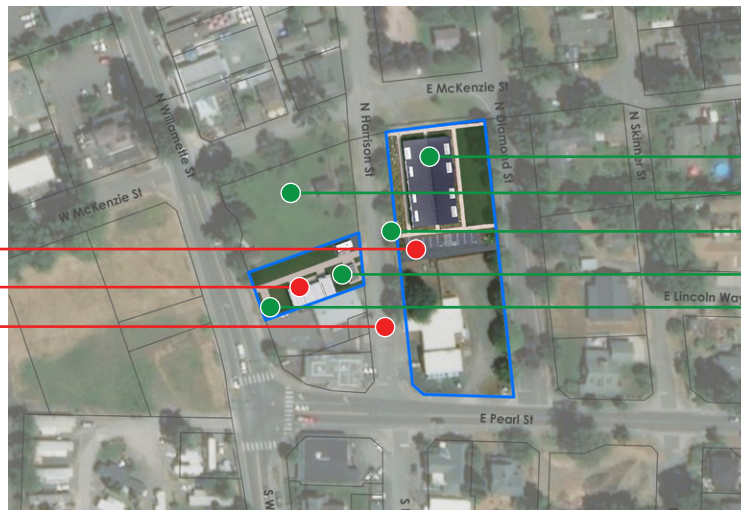
- More downtown parking
- Supports downtown businesses and events

Average/Standard Deviation: **-2.66/6.41**



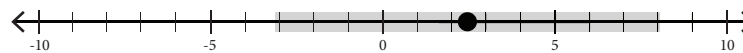
## SCENARIO 2

- Not enough parking
- No demand for more dining/ commercial development
- Added traffic



- Mixed-use
- Focuses development downtown/ around parks
- Maintains small-town feel
- Adds amenities/ services
- Spurs economic activity downtown

Average/Standard Deviation: **2.42/5.60**



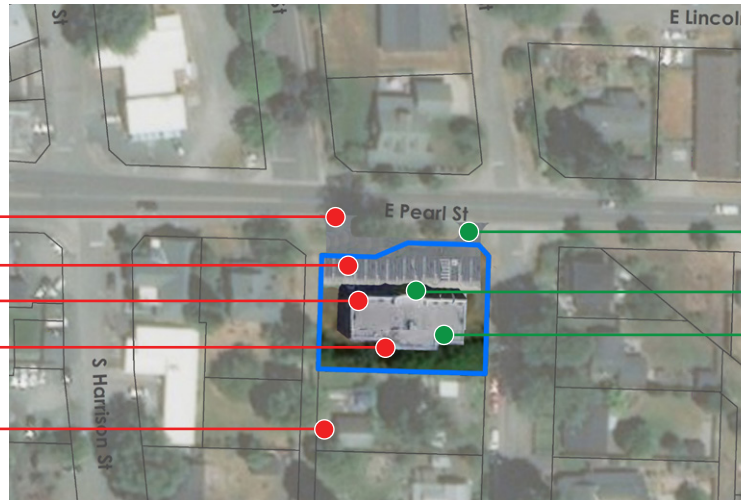


# SETTING 4

SCENARIO 1

**NEGATIVE ATTRIBUTES**

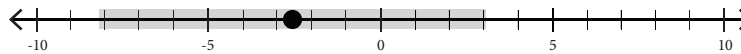
- Added traffic
- Does not add to historic character of Coburg
- Commercial development outside downtown
- No demand for commercial/ office space
- Conflicts with surrounding residences



**POSITIVE ATTRIBUTES**

- Access from main road
- Provides needed office space
- New businesses

Average/Standard Deviation: **-2.62/5.53**

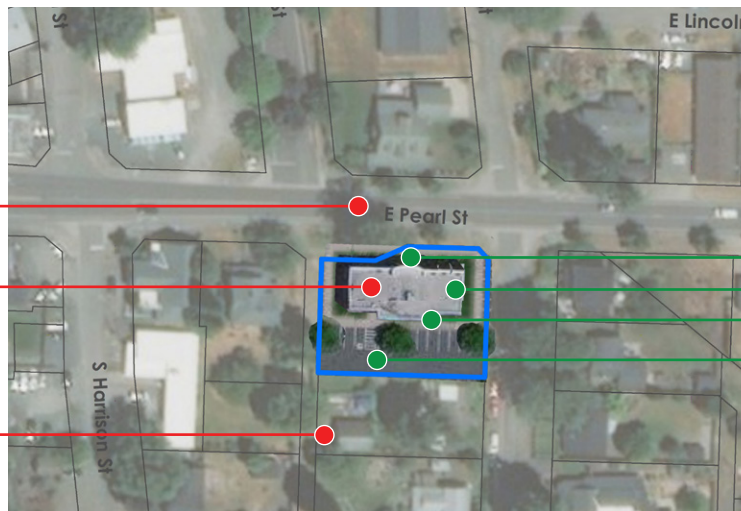


SCENARIO 2

Added traffic

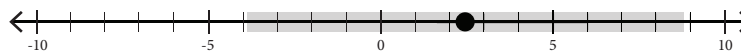
Building too big/ tall

Not consistent with surrounding development



- Mixed-use
- New businesses/ economic activity
- Opportunity for affordable housing
- Parking in rear

Average/Standard Deviation: **2.42/6.27**





# SETTING 5

## SCENARIO 1

### NEGATIVE ATTRIBUTES

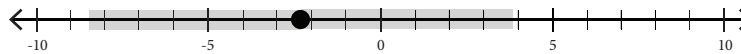
- Do not want fast-food
- Removes space for truckers
- Does not add to historic character of Coburg
- No need for storage

### POSITIVE ATTRIBUTES

- New fast-food/ dining options
- Needed storage



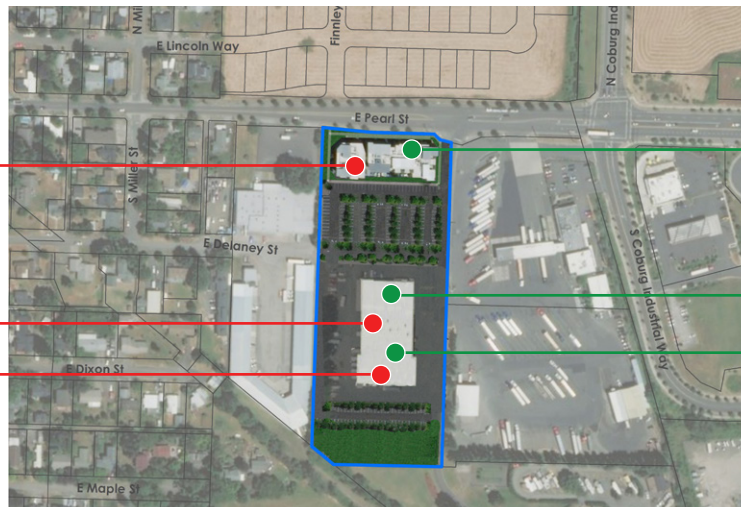
Average/Standard Deviation: **-2.37/6.12**



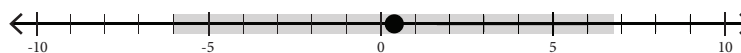
## SCENARIO 2

- No demand for commercial/ office space
- Potential noise from manufacturing
- Does not add to historic character of Coburg

- Needed office and manufacturing space
- Appropriate use for site
- Provides jobs/ economic opportunity



Average/Standard Deviation: **0.39/6.43**





# SETTING 6

## NEGATIVE ATTRIBUTES

## POSITIVE ATTRIBUTES

SCENARIO 1

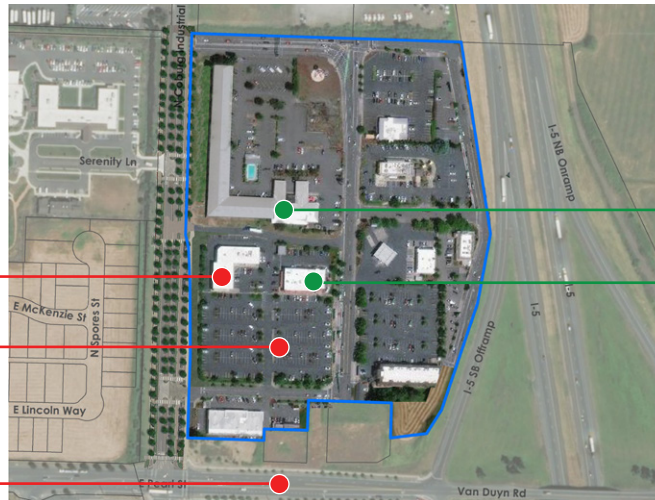
Does not add to historic character of Coburg

Removes farmland/ greenspace

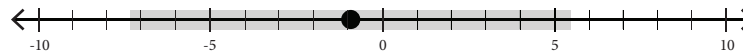
Added traffic

Provides needed lodging

Spurs economic activity/ tourism



Average/Standard Deviation: **-0.94/6.40**



SCENARIO 2

Too close to freeway for any residential development

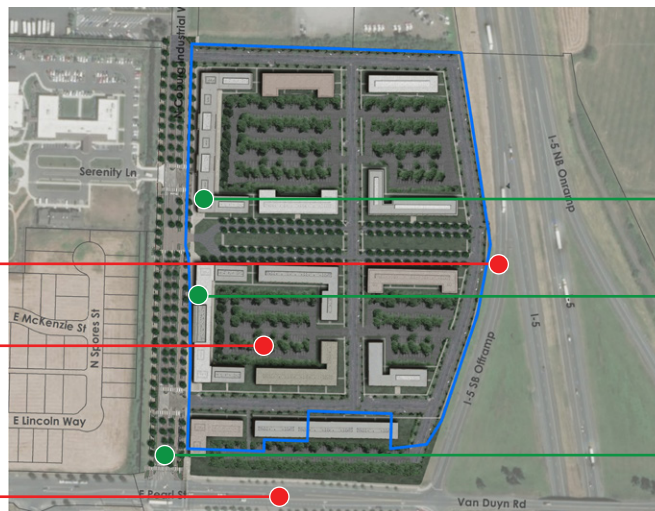
Attracts out-of-towners

Adds traffic

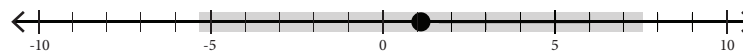
Adds businesses/ economic activity

Provides new amenities for community

Encourages biking and walking

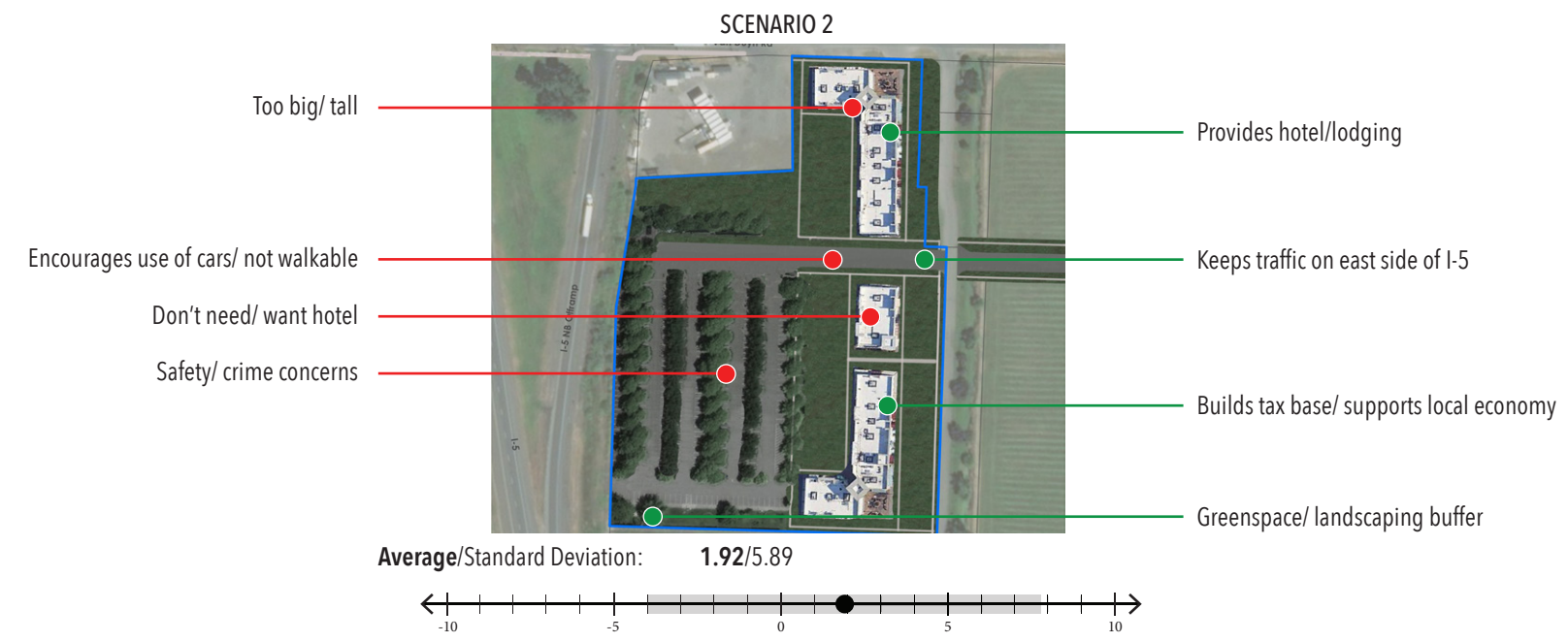
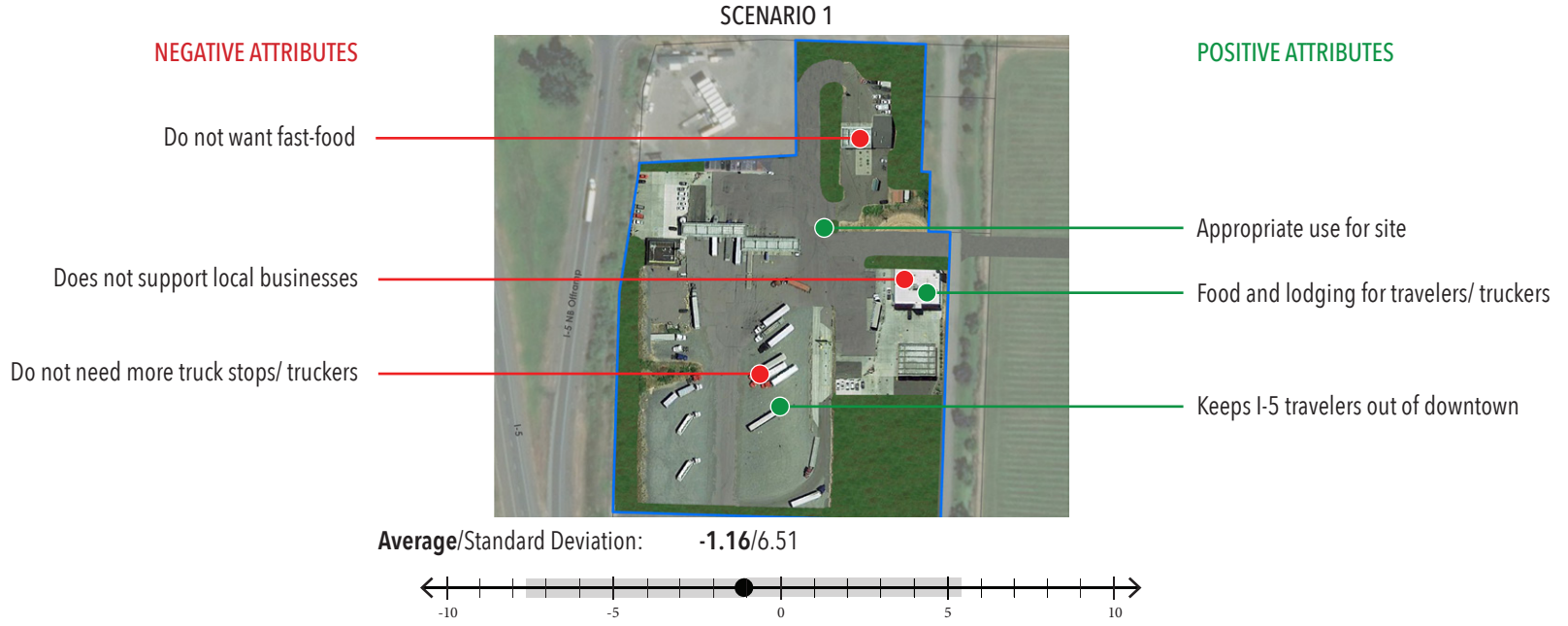


Average/Standard Deviation: **1.16/6.42**



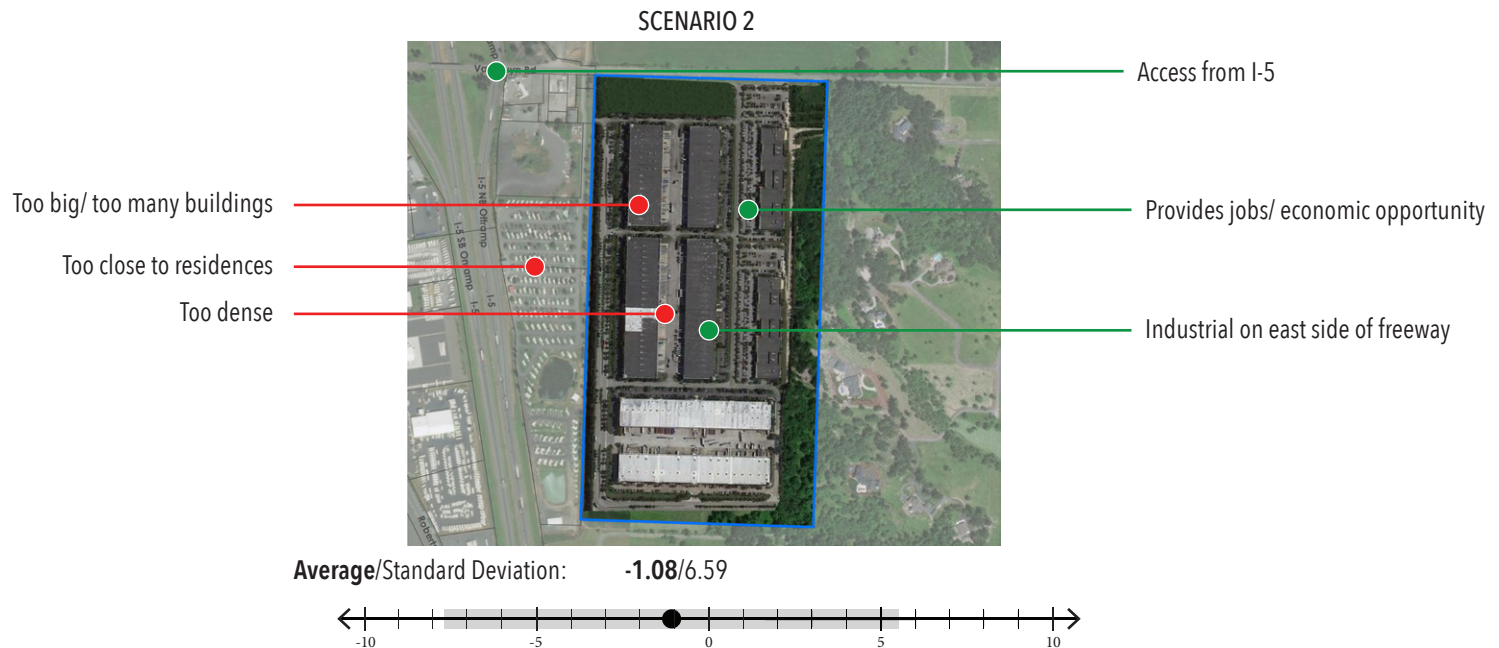
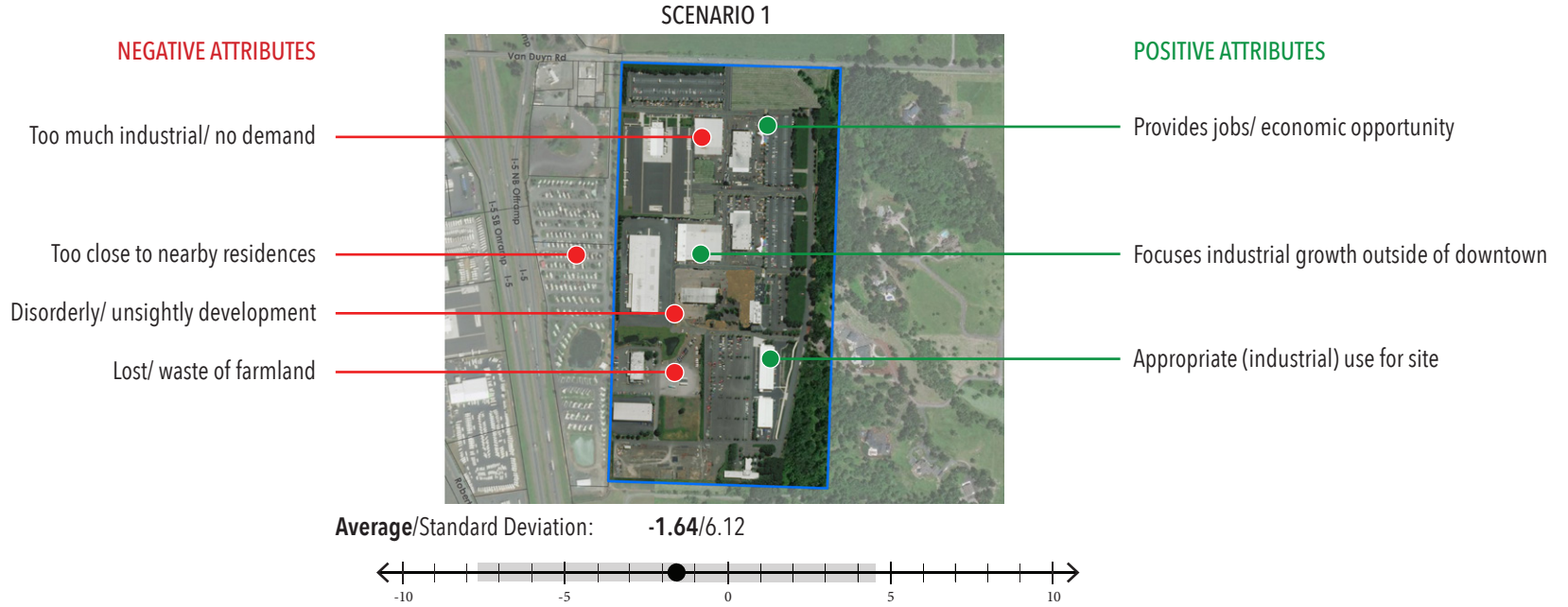


# SETTING 7





# SETTING 8





# STAKEHOLDER INPUT - SPURRING DISCUSSION

Many survey respondents took the time to write out their thoughts on the development scenarios. Quotes shown here reflect some of the most repeated themes throughout the survey. The City of Coburg has full survey results and data.

## COBURG'S IDENTITY

*I would like to keep the charm and small town feel with thoughtful development throughout the community.*

*As Coburg grows, hopefully not too fast and uncontrolled, I hope it can retain its own identity as a peaceful, pleasant, friendly, historical, rural town. Where the people who live here feel safe to walk down the street and know their neighbors. A place where people come to relax, shop, eat, and maybe enjoy a concert in the park or other event.*

*Try to keep Coburg with its own unique identity.*

*I would like to keep the charm and small town feel with thoughtful development throughout the community.*

*Always, ALWAYS keep in mind the history, the sweet beauty, and the livability of Coburg.*

## HOUSING & MIXED-USE

*Families and multi-use will bring in good growth and income*

*Mixed use is the way of the future. Ecologically sound, attractive and convenient.*

*I believe an appropriate mix of low & high density housing needs to be made a priority as Coburg continues to grow.*

*A much better use of the space, bringing both expansion and economic development to the downtown Coburg area, while keeping with the quaint facades we currently enjoy.*

*Avoid creating commercial or industrial opportunities that will degrade character and uniqueness of Coburg. They may provide easy and short term economic gain, but over time will dampen the attractiveness of the community to people/business owners that take pride in what they do.*

*Need more grocery store choices*

## PLANNING & DEVELOPMENT CODES

*Let's make certain this time our code language is strong and supports the historical small town atmosphere that people love about Coburg.*

*I think there needs to be design charrettes for these areas involving the public led by design professionals, someone who can translate what the people want through pictures/design.*

*The council, planning commission and city staff must revise the Development code to include specific, measurable code criteria that supports the goal statements in the code about preserving the small town character of the historic residential neighborhoods. The current criteria are not adequate to support the goal statements.*

## TRAFFIC & PARKING

*Coburg needs more off street parking and that need is only going to increase as Coburg grows.*

*Growth done correctly will be great for the city and it is coming. My main concern is traffic into and out of town.*

*I think traffic needs to be taken in serious consideration. And the character of the town is something that is highly valued by residents.*

*Coburg must look at addressing traffic flow through the town and get the infrastructure solid before looking at how to address the open spaces.*

*Traffic would be a major issue, noise and safety would also be major issues.*

## TREES & GREEN SPACE

*Incorporate trees and green space and promote desirable types of businesses that lend themselves to historic character near downtown, while also providing residential opportunities.*

*Lack of greenery is a concern. While I understand parking spaces are required, alternatives to the expansive black top lot would be of benefit.*





# CONCLUSION & NEXT STEPS



## CONCLUSION & NEXT STEPS

As of mid-2020, Coburg had 475 housing units according to residential utility billing. According to the population projections completed by PSU, the population could increase by 383 people by 2044. At an average of 2.7 people per household in Coburg, this equates to an additional 142 residential units needed by 2044, equal to around six new homes per year for a total of 617 housing units of a variety of sizes.

Scenario 1 alternatives show an increase of 7% (33 units) totalling 508 units.

Scenario 2 alternatives show an increase of up to 31% (218 homes) totalling 693 units.

### Summary Stats:

Scenario 1 applied to all 8 settings:

Residential: 33 units

Commercial: 248,400 GSF

Industrial: 650,000 GSF

Downtown district parking: 150

Scenario 2 applied to all 8 settings:

Residential: 218 units

Commercial: 362,000 GSF

Industrial: 1,400,000 GSF

Downtown district parking: 80

In all cases parking meets or exceeds code minimums

### MEETING COBURG'S VISION: SCENARIO 1 OPPORTUNITIES

#### Residential/Central Business

In downtown and residential areas, Scenario 1 meets Coburg's vision by providing for new housing and commercial space near downtown and maintaining the rural, small town character. However, this low-density scenario is also inconsistent with Coburg's vision in several ways. Scenario 1 allows for development that is less compact and separated by use, incurring greater environmental and municipal costs (per unit/SF). This less efficient use of land offers minimal economic return on investment and provides for only 15% of Coburg's projected population growth. New single-family housing development does not diversify Coburg's housing stock and if sold at market rate does not contribute to more options for low- and middle-income residents.

#### Highway Commercial/Industrial

In highway commercial and industrial areas, Scenario 1 meets Coburg's vision by providing for new commercial and industrial spaces, helping grow the City's economy/employment base and reducing daily travel outside of the city. Conversely, Scenario 1 is inconsistent with Coburg's vision in several ways. Low floor area ratio (FAR) development offers minimal economic return through inefficient use of land by providing few employment opportunities, while at the same time incurring greater environmental and municipal costs. This type of development is separated from residential areas and doesn't enhance Coburg's walkability or pedestrian environment, nor does it promote access by alternative modes of transportation. This may also deter future development and economic activity.

### MEETING COBURG'S VISION: SCENARIO 2 OPPORTUNITIES

#### Residential/Central Business

In downtown and residential areas, Scenario 2 meets Coburg's vision by providing for more compact, walkable development, creation of diverse housing options, minimal per capita environmental and municipal costs, and accounts for 100% of the City's projected population growth. New development is designed to enhance the City's character and help diversify the economy by providing an array of new commercial, retail, and office spaces in close proximity to downtown amenities and existing residential areas. Scenario 2 provides for mixed-use development of higher density, allowing for greater accessibility and encouraging use of multi-modal transportation options while reducing car traffic. A variety of housing options also allow more residents of low- and middle-incomes to enjoy Coburg's high quality of life.

#### Highway Commercial/Industrial

In highway commercial and industrial areas, Scenario 2 meets Coburg's vision by providing more orderly and accessible employment centers, spurring new economic activity, and incurring minimal impact on the local environment. High FAR development offers a higher return on investment and lower municipal costs (per square foot). Development is designed to front the street and enhance the pedestrian experience through creating comfortable, safe, and convenient streetscapes and greater visual continuity. Greenspace is maximized to make these areas more attractive to current residents, workers, and visitors passing through the city. Mixed-use development reduces required travel and energy use, while further increasing livability and housing affordability for Coburg residents.



# CONCLUSION & NEXT STEPS

## NEXT STEPS

This build-out scenario study shows several ways that development can happen in Coburg; however, these are just some of the ways to meet the city's growth projections. As Coburg slowly grows, it will be important to address the community's desires and concerns through further engagement and updates to the zoning code and development guidelines.

The scenarios helped to generate discussion among residents and community members and elicit commentary on the types of development they would like to see. From this process and the community discussion, this report recommends several next steps for the City of Coburg.

### Recommendations:

- Continue to engage residents as new development occurs in Coburg, particularly around design codes
- Consider simplifying the zoning code and focusing on the most important elements that shape the public realm
- Consider developing a form-based code for the Central Business District and any other neighborhoods or main streets where new development may occur
- Prioritize walkability and greenspace in public areas. This will not only create a more comfortable and vibrant public realm but will naturally slow traffic and promote walking and biking over driving to necessities
- No current need for Coburg to consider expanding the Urban Growth Boundary to achieve the development required for the projected population growth





“Make no little plans; they have no magic to stir men’s blood and probably themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone be a living thing, asserting itself with ever-growing insistency.”

**Daniel Burnham, 1846-1912**

