



Bureau of Planning and Sustainability

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Mixed Use Zones Project – Pre-Submittal Meeting

March 12, 2014

Attendees: 18 total (14 in person, 4 on conference call)

Staff: Barry Manning, Eric Engstrom, Bill Cunningham, Madeline Kovacs, Alex Howard

Details and Follow Up:

Guidelines and timeline for RFP submittal: Proposals due by March 20, 4:00pm in our office; EEO certification instructions p.6, social equity p.12. Project information, including the PowerPoint, are available on the Mixed Use page of the City website, at: <http://www.portlandoregon.gov/bps/63621>.

Presentation and Project Overview:

Link to PPT Presentation: <https://www.portlandoregon.gov/bps/article/483990>

Barry Manning gave an overview of project goals, including how Mixed Use zones can help implement the Comprehensive Plan vision by directing future growth toward Comprehensive Plan Centers and Corridors, and helping to achieve our growth management goals. Over 50% of future household growth is expected in mixed-use areas, and existing zones aren't well equipped to deal with this mixed use. The over-arching goal of this effort will be to create a pallet of new zones that can be applied throughout Portland outside of the Central City where we have commercial zones.

Objectives:

- Create a pallet of zones and supporting codes that respond to the Healthy Connected City element of the Portland Plan, and hierarchy of places called out in new Comprehensive Plan (UDF).
- Address issues such as building scale, transitions, etc. and better integrate design and context.
- Support affordable housing, allow a variety of commercial and employment uses/development.
- Consider ways to incentivize certain desired activities/features– these could include plazas, affordable housing, family housing, commercial services, other amenities, etc.
- Consider ways to improve contextual design – but as we are expecting growth and change in these areas, 'compatibility' may vary.

Some things that this project does not directly address:

- Central City development zoning codes.
- Mapping of mixed use/ commercial/industrial land in new areas – done through the Comp Plan.
- Creation of development and design standards for single- and multi- dwelling residential zones.
- Parking: How we deal with parking in the zoning code will not be a primary focus. Portland bureau of Transportation (PBOT) is conducting a concurrent study to look at parking management strategies in centers and corridors. PBOT may also explore how parking standards will interface with the zoning code.



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1900 SW 4th Avenue, Suite 7100, Portland, OR 97201 | phone: 503-823-7700 | fax: 503-823-7800 | tty: 503-823-6868

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Questions & Responses:

Question: Would we increase the depth of the current zoning if it isn't enough land to support the growth we need to accommodate?

Staff Response: That is not in the project scope, but if the study finds that such measure would be beneficial or needed, that would likely be done through a refinement planning process.

Question: Will you consider recommendations from contractors about adjacent zones to achieve better transitions?

Staff Response: We could explore this, working with the contractor to look at how the zoning plays out. In some places, a transitioning zone exists already. A challenge is that development in many of these places is still small-scale, so many people may not be aware of what is allowed under their current zone if it isn't fully built up.

Question: Outreach for adjoining neighborhoods?

Staff Response: We anticipate outreach with neighborhoods as part of the case studies going into Late April / early May. Beyond that, we will have some larger public meetings bundled with other CPU implementation projects in an open house/ fair format. We will continue to meet with neighborhood coalition groups in an ad hoc manner.

Question: What would a consultant team do in terms of this outreach process?

Staff Response: Participate in neighborhood case studies, and perhaps also participate in larger workshops. The consultant team may need to attend some advisory committee meetings to supplement staff presentations. Consultants are not responsible for running any meetings, and will simply assist staff by providing expertise when needed.

Question: As these base zones play out across the city, can we expect to see variation/customization?

Staff Response: Existing plan districts currently do customize. We hope to organize zones around typologies – looking at scale, and to some degree a pattern area. It is still to be decided how we sort that out, one idea is a hierarchy of sizes, and threading through different design characteristics for pattern areas. One useful resource is the Urban Form Background Report, which goes into detail on character areas of the city. We still need to determine how much we will be dealing with a design review. We currently have a “d” overlay, which adds design review to an area – for most areas this is accomplished by meeting design standards, in some cases projects go through a discretionary process. One issue we want to explore is incorporating more design standards in the base zone. This could result in less need for additional/supplemental design standards and better base zone outcomes for a broader part of the city from the start.

Question: Is overhauling community design standards on the table?

Staff Response: We will be considering ways to integrate more of design standards into base mixed use and commercial zones, rather than these standards residing in a different area of the code (will still have discretionary districts some places).

Question: Why are we calling this “intermediate” RFP?

Staff Response: It is because of the size of the budget.

Question: On p. 11, the RFP evaluation criteria regarding energy-efficiency: What should we do here?

Staff Response: That is a good question – standard requirement of our RFP’s. It’s a newer requirement, so we will follow up. **Staff follow up: we will address this in an addendum.**

Question: Budget p.3 “the Proposer’s proposal will include true estimated cost”

Staff Response: Mainly we want a realistic sense of hours and schedule. There are a couple of ways to approach the budget: You can either propose something that is different than our budget, or you could scale your project to fit the budget. If there is therefore a difference between true cost and the cost you are willing to accept – please just indicate the difference. Only 10% of our scoring is attributed to budget.

Question: Do we currently have prototypes?

Staff Response: We want to arrive at a set of zones that respond to the hierarchy of places like town center, neighborhood, etc. We currently have a range of 5-6 size places, at least three pattern areas, so this could be a range of 18 things. We can look at existing zones as a reference point. We also need to consider how we allow residential uses in these zones. Currently in Commercial zones in most zones residential density is not regulated. We could include residential in FAR, so neighborhoods would have a better expectation about what can happen. We will need to consider basic design elements buildings facing the street, entrances.

Question: How would the economic piece play in?

Staff Response: We want to make sure that zones allow for development that is feasible, and also meets Comprehensive Plan goals. We want to make sure we aren’t creating zones that make development economically infeasible. Pro forma economic analysis will need to be conducted to assess this.

Question: So much of how to do mixed use right is how it interfaces with the TSP and the UDF – how does the City envision the future regulatory framework?

Staff Response: We have the TSP, also guidelines what the pedestrian environment can look like – we want this project to look at the intersection between building environment and pedestrian environment on the street.