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Mixed Use Zones Project Advisory Committee (PAC)

Meeting #1 Summary

Date: February 19, 2014

Time: 4:00 p.m. to 6:00 p.m.

Location: 1900 SW 4th Avenue, Portland, 2nd Floor - Room 2500

Committee members in attendance:

Jason Barnstead-Long, Bob Boileau, Lori Boisen, Tim Brunner, Eric Cress, Daryl Garner, Carol Gossett, Damien Hall, Heather Hoell, Duane Hunting, Michael Hayes, Sarah Iannarone, Lauren Jones, Doug Klotz, Charlotte Larson, Susan Lindsay, James McGrath, Jason Miner, Dennis Petrequin, Cora Potter, Curt Schneider, Vicki Skryha, Yu Te, Frank Walsh, Karen Ward, Mike Warwick

Staff in attendance:

Deb Meihoff, Facilitator; Susan Anderson, Barry Manning, Eric Engstrom, Diane Hale, Spencer Williams, Lara Lillard, Bill Cunningham, Tyler Bump, BPS; Grant Morehead, PBOT.

Meeting Goals: Get to know each other; outline the context, background, and issues to be addressed; identify what issues are important to committee members; review committee role and upcoming agendas.

Welcome:

Susan Anderson welcomed the group and provided an overview of the purpose and vision for mixed use centers. Barry Manning, project manager, provided an overview of the agenda. Deb Meihoff, facilitator, passed around a sign-in sheet and meeting evaluations and covered the room logistics.

Advisory Committee Introductions:

James McGrath – Lives in Montavilla; Architect, Urban Designer and project manager for CH2MHill; very interested in this topic

Dennis Petrequin– Native Portlander; architect for a private firm and has done a lot of work for Native American community/tribes around the country; code expertise; wants to get more vitality in local neighborhoods

Frank Walsh – Board member of Madison South Neighborhood and Central North Northeast (CNN); CNN land use transport committee; interest in the corridors and centers located in NE Portland



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Doug Klotz – Co-founder of Oregon Walks; member of Pedestrian Advisory Committee; worked on City response to the Transportation Planning Rule in the 1990s; former land use chair of Brooklyn Action Corps; resident of Richmond since the early 1990s, but not representing any of those groups

Carol Gossett – Sullivan's Gulch and CNN land use board member; owned business for over 20 years focused on real estate financing strategies

Mike Warwick – Eliot neighborhood board member; been involved with land use issues for over 20 years

Tim Brunner – Architect and President of AXIS Design Group located in Gateway; member of the East Portland Chamber of Commerce

Bob Boileau – Architect and Planner, works as a Design Principal for Myhre Group Architects; works with and has written development/design standards/zoning code

Daryl Garner – Attorney and member of N/NE Business Association

Laruen Jones – Work for Capstone Partners developer; Sullivan's Gulch Neighborhood Association Board member

Eric Cress – Principal at Urban Development Partners; real estate development

Susan Lindsay – Buckman Community Association Co-Chair; representing inner SE undergoing change

Yu Te – Small business owner in Hollywood; serves on Venture Portland Board

Heather Hoell – Executive Director of Venture Portland representing neighborhood business districts

Charlotte Larson – Commercial broker with Urban Works Real Estate; lives in Overlook Neighborhood

Sarah Iannarone – Assistant Director of First Stop Portland; small business owner; lives downtown; serves on South of Market (SoMa) Ecodistrict board

Karen Ward - Pastor of Episcopal church in Portsmouth, interested in Lombard

Jason Miner – Executive Director of 1000 Friends of Oregon; lives in Hillsdale

Cora Potter – Lents Neighborhood Association land use chair; transportation planner; member of TPAC (Metro), works with Lents Grown (business association)

Laurie Boisen – Division-Midway Neighborhood Prosperity Initiative, member of neighborhood association for five years; business owner for 10 years





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Jason Barnstead-Long – North Portland resident, community development specialist for NAYA, staff for Colored Pencils; member of BPS Comprehensive Plan Community Involvement Committee (CIC)

Vicki Skryha – NW Portland (Alphabet District) resident; background in affordable housing; participated in Villabois development in Wilsonville

Michael Hayes – Worked in multi-family affordable housing with the US Department of Housing and Urban Development; currently retired; Sellwood-Moreland Improvement League (SMILE) neighborhood association board member; 40-Mile Loop land trust

Duane Hunting – Vice President of the Hillsdale Neighborhood Association board and co-founder of Hillsdale Town Center group; architect/partner at ZGF; former chair of Rose City Park Neighborhood Association; involved with Portland's Comprehensive Plan Update and similar projects around the country

Curt Schneider – Longtime Portlander, grew up in Montavilla, currently lives in Cathedral Park; participated in Streetcar System Plan; worked on River Plan; Co-Chair of npGreenway; St Johns Boosters board

Damien Hall – Land use attorney for Ball Janik; former member of Interstate Corridor Urban Renewal Advisory Committee; lives in the Brooklyn Neighborhood

Members of the Public introduced themselves.

4:45 PM Mixed Use Zones Project Overview

Barry provided an overview of the project purpose and considerations using an accompanying PowerPoint presentation (<http://www.portlandoregon.gov/bps/article/481705>).

PBOT Staff, Grant Morehead, discussed the PBOT Parking Study, which will be conducted concurrent with the Mixed Use Zones Project. The Parking Project is a couple of months behind the Mixed Use process. PBOT will be putting together a committee. There are non-ratio parking management strategies (e.g. permit programs) in place that the City will look at. The project will be synced with Mixed Use to the extent possible to address common issues. BPS and PBOT may hold joint committee meetings if necessary. Eric Engstrom, BPS, noted that ultimately the Planning and Sustainability Commission and City Council will get the proposals at the same time and evaluate how they coordinate.

The committee had several questions about the amount of growth anticipated by the Comprehensive Plan, what this Mixed Use Zones project would and would not address, and how the project will be coordinated with other efforts and implementation needs. A summary of Questions and Answers, and Comments follows:

Q: Over 50% of household growth in the next 20 years is expected to be in corridors and centers?

A: Yes, but that also includes Central City.





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Q: Are you saying we will see this growth in the next 25 years?

A: That depends on market and other factors. BPS has considered the capacity to accommodate growth projections. The Map App (<http://www.portlandbps.com/gis/cpmapp/>) shows generally what the growth capacity is for each center. We will send out that link and would be glad to host a tutorial for using the Map App if that is helpful to PAC members.

Q: Can you explain the growth capacity map (referencing presentation image)?

A: The City has mapped areas that are underutilized or vacant, with potential for new development. The growth capacity map shows where that land is in a general sense. Generally, the city has the zoning capacity in corridors and centers to accommodate projected future growth, so that means we are not compelled to change/increase zoning to meet growth. However, those issues are being addressed in the Comprehensive plan process. In this zoning project, we are going to talk more about the character of development in the centers and corridors. (For more information on the Urban Design Framework, descriptions of centers and corridors, etc., see these webpages:

Comprehensive Plan Companion Guide (overview):

<https://www.portlandoregon.gov/bps/article/465341>

Urban Design Framework:

<http://www.portlandoregon.gov/bps/article/441793>

<http://www.portlandoregon.gov/bps/article/429356>

Centers and Corridors:

<https://www.portlandoregon.gov/bps/article/471244>

Q: I see the mandates from the Portland Plan, but what about the Climate Action Plan?

A: In a general sense, focusing development in centers and corridors is a big component of meeting climate goals. Broadly speaking, the growth strategy will help reduce emissions, and the more of the future growth that occurs in a transit or pedestrian-focused system, the lower our emissions will be. Also, in terms of building energy use, the zoning code can get in the way of building performance, and this project may be able to address some of that through performance incentives or other mechanisms.

Q: The City's four industrial districts consider themselves to be neighborhood business districts. Are we not addressing those?

A: The project is focused on implementation tools (zoning, design) for centers and corridors, and places where Commercial zones (Commercial Storefront-CS, General Commercial-CG, Neighborhood Commercial-CN, Office Commercial-CO) and the Central Employment zone (EX) are applied. Most of the industrial areas do not use these zones. Central Eastside is in the Central City, which is the subject of another process (more information on the Central City Plan can be found here <http://www.portlandoregon.gov/bps/47907>). There is also a separate process that will be looking at fine-tuning industrial zoning.



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Q: What about crime? Recent uptick of crime in Hollywood, and that isn't unique to our area. Will this plan address crime, and will we see more parks spaces?

A: This project is about creating the zoning codes that will guide new mixed use development. To some extent design can address crime and safety, and we will engage the Police Bureau to discuss design treatments and methods to create safe spaces (often referred to as CPTED – Crime Prevention through Environmental Design). The project won't address parks issues – that's generally part of the Comprehensive Plan process. However, it is possible that we can consider tradeoffs/incentives that ask for certain amenities/public goods in mixed use projects (e.g. plazas), in exchange for increased development potential, etc.

Q: These issues relate to design character. The majority of the photos of mixed use projects in the presentation didn't go through design review. Will we be discussing design review and design character?

A: The project will be dealing with design to some degree, but we need to figure out how to address it – where on the spectrum should it be? The project may incorporate more design standards into the base zones. We hope to improve the basic design standards for commercial and mixed use development in the base zones, but we know that we need to address the Community Design Standards in a future project. We also need to think about where we can apply discretionary design review outside the Central City and Gateway. We are aware of those issues. There are limits to where the city can currently apply discretionary design review for housing development – only in Central City and Gateway. In other places, we currently have a 2-track system – we have clear and objective design standards, and if those can't be met, discretionary review is allowed. This approach is directed by State land use legislation in order to ensure adequate housing land supply.

Comments

Much of the new development looks bland in context - you have all the same buildings. So what can we do with this plan to keep neighborhoods unique in appearance? What will make visitors spend money here (in business districts), and want to travel to different neighborhoods? It helps to have developers be partners in helping to make the centers and corridors unique.

We should consider the historic buildings and districts as context in this process too. Many historic districts were developed after the last comprehensive plan update, so it's a good time.

In Eliot with the Albina plan, before mixed use zones, we had sections of residential and commercial zoning interspersed to get the mixed use outcome. Now, we have housing zones that can't be used for employment. We've requested a zoning change to accommodate mixed use development. I'd like to see preservation of employment opportunities. (Staff noted that the Comprehensive Plan Update is probably the place to have that discussion - rather than this project, as the plan is the venue to determine what kind of uses we want in certain areas.)

Sometimes when you try to zone for specific uses, the development doesn't happen that way. The market may have a different response, so that may speak to having more flexibility. You just can't predict the market that accurately.





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5:20 PM Other Business

Deb provided a brief overview of the PAC charter, and asked members to review it and bring back comments before or at the next meeting.

Barry provided an overview of the future meeting agendas; next meeting will include a discussion of Equity issues, and a review of potential case study field locations for April/May. The PAC will be encouraged to participate in some or all of the field work, depending on availability. The project is also recruiting a consultant team to assist with best practices research from other cities, and to assist with concept development.

Deb asked the group to think about what meeting times would work for committee members, in general. Barry mentioned that the 3rd week would work well for the process. BPS envisions the PAC meetings as part of the public outreach/engagement process, so is striving for meeting times that allow access by the public – generally late afternoon and evening times. Locations may vary to allow more community members to drop in. The group discussed meeting time options and constraints, but was unable to find a time that worked for the group. Staff will follow up with a poll to determine which times work best for the majority of members. However, conflicts will likely exist.

5:45 PM Public Comments

Heather Flint Chatto, Richmond neighborhood resident and staff at New Buildings Institute: During all the parking controversy, the hearings were packed with testimony – a lot of it focused on building design. Neighbors are creating the Division Design Initiative to take some immediate action. BPS needs to explore building envelope and street-width to FAR to address address impacts of building height and mass of new mixed use developments on adjoining single-family residential areas. Also, in terms of the Climate Action Plan, at the New Buildings Institute we think about design and climate change, so it would be great for you to think about that good type of development with the code over time. Regarding transportation, as part of the parking discussion, there was a reduction in the parking ratio for residential projects as long as the street had 20-minute headways for transit. 20 minutes between buses doesn't feel very frequent to some of us. Getting to 10 minutes would be good.

6:00 PM Adjourn

