

Mixed Use Zones Project Public Involvement Plan

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I. Introduction

This public involvement plan will guide the planning process for the Mixed Use Zones Project. The overarching goal of the involvement program is to ensure there is an open, balanced and fair process that provides community members, businesses and other interested parties convenient and meaningful opportunities to participate in the planning process. This public involvement plan is a working document that will be revised as new ideas and other adjustments are identified.

II. Project Description and Background

The Mixed Use Zones Project will develop new mixed-use planning and zoning designations to begin implementing the Centers and Corridors concepts that emerged with the Portland Plan and the Comprehensive Plan. The project will focus on the city's Commercial and Central Employment (EX) zones, and the places outside the central city where these zones are applied. This project is supported by a Metro CET Grant. The City was also recently awarded a State TGM Grant to examine parking management policy in these same areas. That grant is being managed by the Portland Bureau of Transportation, but will be closely coordinated with the Mixed Use Zones Project

The project will primarily focus on the city's existing Commercial and Central Employment (EX) zones, and the places outside of the Central City in which these zones are applied. Specifically, the project will:

- Include an inclusive public participation process, and an advisory committee
- Summarize and evaluate current mixed use development and design regulations applied in areas outside the Central City;
- Complete a best practices report that considers the zoning tools and approaches other cities have used to create successful, walkable urban centers;
- Analyze different development outcomes in Portland's existing mixed use and commercial zones to determine what is working well and what needs improvement;
- Develop a framework for new mixed use zones that better responds to different geographic contexts in Portland and the hierarchy of places anticipated in the new Comprehensive Plan;
- Analyze the development market feasibility of the new zones and review the zoning approaches with the public; and
- Write and revise mixed use zoning regulations to implement the mixed use zones framework.

III. Project Area

The new mixed use zoning regulations will be applied to all commercially-zoned properties citywide, outside of the Central City. This includes all of Portland's Metro 2040 design types- one Regional Center, six town centers, over 30 transit station areas, and roughly 160 miles of Main Streets and Corridors.

IV. Project Goals and Outcomes

The goal of this project is to develop new zoning code tools that will implement the Comprehensive Plan "Centers and Corridors" concepts and provide an update to the city's Commercial and Central Employment (EX) zones applied outside the Central City. The purpose is to optimize the zones to achieve desired development outcomes, including: accommodating anticipated housing growth, focusing and providing opportunity for commercial and community

services, and addressing contextual development issues. The outcome will be a set of revised zones that can be applied/mapped in the framework of the new Comprehensive Plan.

V. Project Budget

The project is partially funded by a Metro CET grant for \$380,759. This grant will fund project team staff (Senior Planner, Associate Planner) and consultants (facilitation, urban design/architecture, and economics). In addition, the City will provide an in-kind match of \$207,900 in staff hours from areas of urban design, economics, and public involvement/district planning.

VI. Project Timeline - Tasks/Milestones

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|---|---------------|
| 1. Execution of Metro CET Grant | December 2013 |
| 2. Appoint/Convene Project Advisory Committee | February 2014 |
| 3. Research – Mixed Use Zone Assessment | July 2014 |
| 4. Concept Development | November 2014 |
| 5. Code Development – Draft Code | March 2015 |
| 6. Proposed Code Amendments – Public Hearings | June 2015 |

VII. Concurrent Efforts and Coordination

The project will be coordinated with several ongoing and related public planning projects, including:

Comprehensive Plan Update. Portland's Comprehensive Plan helps the city prepare for and manage expected population and employment growth, as well as plan for the major public investments to accommodate that growth. It provides direction for City decision-making on land use, transportation, sewer and water systems, and natural resource management programs, while ensuring that investments in major city systems are coordinated.

Parking Strategy TGM Grant. This grant will be managed by the Portland Bureau of Transportation to examine parking management policy in Centers and Corridors around the City. The project will coordinate at a staff level, and may utilize the mixed-use project public involvement events and advisory committee as a means to gather feedback on related issues.

Transportation System Plan. The Transportation System Plan is the long range plan to guide transportation investments in Portland. The TSP Update is also serving to satisfy Metro obligations to ensure consistency with the Regional Transportation Plan (RTP).

Institutional Zoning Project. This project will develop new campus institution zoning procedures and standards, and identify infrastructure investments that could facilitate institutional employment growth.

Industrial Land and Watershed Health integration. Members of the former Economic Development Policy Expert Group (PEG) and the Watershed Health and Environment PEG and other community members have formed an Industrial Land and Watershed Health Working Group. The working group has been advising the Bureau of Planning and Sustainability on the update of Comprehensive Plan policies and implementation approaches Portland Harbor and

Columbia Corridor industrial areas. This work could lead to changes in the zoning map or development code in prime industrial employment land.

VIII. Public Involvement Process

The Bureau of Planning and Sustainability, working with the other project partners, will involve a variety of stakeholders and interested parties in the Mixed Use Zone Planning process. Stakeholders have diverse interests in the project, ranging from property owners who will be directly impacted by the plan outcomes to members of the general public who want to stay informed about what is happening on the project and how it could impact them. The level of interest in this project and its outcomes among key stakeholders and community members is expected to be high. The process will need to be inclusive, thoughtful and responsive to public concerns and sensitivities.

IX. Public Involvement Principles and Goals

The Mixed use Zone Planning process will be guided by the City of Portland Public Involvement Principles, adopted by the Portland City Council in August 2010. The principles represent a road map to guide government officials and staff in establishing consistent, effective and high quality community engagement across Portland's City government.

<http://www.portlandoregon.gov/oni/article/312804>

X. Public Involvement Equity Framework

To uphold the values of inclusiveness and equity, which are fundamental to our City's Public Involvement Principles and the Portland Plan, this project will strive to not only encourage participation from diverse and underrepresented Portland communities, but also apply an equity lens throughout the process. The project will do this in the following ways:

- Facilitate an early discussion with the Project Advisory Committee (PAC) to :
 1. Develop a shared understanding of an equity lens and framework for the project
 2. Identify key project issues and identify the communities that are impacted
- Update the public involvement plan to include an assessment of these issues and impacted communities, prioritizing the involvement of these communities
- Incorporate strategies including but not limited to; a) joining the PAC and/or b) holding focus group discussions with these groups/individuals at key milestones during the process

X. Key Audiences and Project Advisory Committees

This Public Involvement program is designed to reach all audiences that may be affected or have an interest in the Mixed Use Zones Planning process. It will also be designed to reach out to other groups and individuals—those that may not yet have an interest or be compelled to participate—to encourage their awareness, understanding, and involvement in the process. Staff has identified the following particular audiences that are important to contact and engage:

- **Community/General public:** Interested people across the City;
- **Neighborhood Associations and Coalitions:** Portland has 95 neighborhood associations that are served by five, independent nonprofit District Coalition Offices and two City run District Offices;
- **Interest-Based Groups:** Non-profit organizations, community and faith-based groups, culturally-specific organizations including the Diversity and Civic Leadership partners, organizations representing older adults and people with disabilities;
- **Businesses and Employees:** Business Associations, Venture Portland, Portland Business Alliance along with many institutions, large employers and small businesses. Emphasis will

be placed on engaging a broad spectrum of business interests, including a variety of sectors, owners and employees;

- **Property Owners and Renters:** Property owners and renters within or adjacent to the study areas;
- **Governmental Agencies:** Many government agencies, including Metro, TriMet, Multnomah County, Portland Public Schools, Home Forward, Portland Development Commission;
- **Tribes:** Oregon tribal governments, separate sovereigns with powers to protect the health, safety and welfare of their members and to govern their lands;
- **City Bureaus and Offices:** The City of Portland's 25 bureaus and offices;
- **City Officials, Boards and Commissions:** City boards and commissions serve mostly in an advisory capacity to various city bureaus and some county agencies (e.g. Planning and Sustainability Commission). But some also hear appeals, provide expertise, advocate, receive public concerns, or establish, review and enforce policies and regulations (e.g. Commission on Disabilities); and
- **Media:** Local news outlets.

Project Advisory Committee: The Mixed Use Zones Project will include a Project Advisory Committee (PAC) charged with working collaboratively with City staff to review materials and advise staff on recommendations for new mixed-use concepts specifically in the City's Commercial and Central Employment zones throughout the City. The PAC will be formed through an open application and review process focused on bringing together a group of people representing the demographic diversity of the City of Portland, as well as having diverse interests and a commitment to equity and a collaborative process. The committee will include people not generally represented in the decision making process. The final members for the PAC will be appointed by BPS Director Susan Anderson. It is anticipated that the committee will meet monthly throughout the process.

Technical Advisory Committee: Technical experts will be selected to review staff and consultant studies, to offer feedback and suggestions for changes before the reports are released for public use. TAC members will include City bureau staff, consultants and people with expertise in the subject matter. The TAC will meet as needed over the course of the project at project milestones, including: the release of the mixed use zone assessment, concept development, and code development. TAC members may also be asked to meet with the PAC to provide a summary of suggested changes/modifications for the specific report they are assigned to review.

XI. Public Involvement Opportunities and Tools

There will be a range of involvement opportunities and communication tools used to ensure that members of the public are able to find information and engage in the Mixed Use Zones Project process. The community involvement opportunities will be organized to allow people to engage across a spectrum of interest levels:

Inform/Educate: Some people are just learning of the project and want to track the process and stay up to date on the latest project news.

Consult: Other people want to be slightly more involved, making sure the process and outcomes are broadly addressing the topics they are interested in and generally going in the right direction.

Collaborate: Another group of people want to be deeply involved in the ongoing project work, closely tracking the process and providing thoughtful and meaningful input into the products.

The following opportunities and tools will be used throughout the process. In addition to the opportunities and tools listed below, a variety of outreach materials will be produced for each phase. The table below displays how the opportunities will be used periodically to meet these different levels of involvement. The tools will be used consistently throughout the project to communicate project news updates and announce events.

	Community Involvement Opportunities	Level of Involvement		
		Inform	Consult	Collaborate
Fall 2013 – Winter 2014				
	Recruit and establish PAC	X	X	
	Establish interested parties list	X	X	
Jan –June 2015				
	PAC Monthly Meetings	X	X	X
	District Coalition meetings (as needed)	X	X	
	Neighborhood/business meetings (as needed)	X	X	
	Neighborhood walks/focus groups	X	X	X
	Roundtable Discussions	X	X	X
	Social Media/Newsletters	X		
April 2014–March 2015				
	Open House: results of assessment	X	X	X
	Open House: preliminary concepts	X	X	X
	Open House: proposed concepts/code structure	X	X	X
	Social Media/Newsletters	X		
June 2015 – August 2015				
	Planning and Sustainability Commission Hearings	X	X	
	City Council Hearings	X	X	

Opportunities

Project Advisory Committee Meetings

A Project Advisory Committee representing diverse interests will advise the Mixed Use Zones Project planning process. PAC meetings will be open to the public, and opportunity for public comment will be provided at all PAC meetings.

The Mixed Use Zones Project Advisory Committee will advise City staff on a variety of topics over the course of the project, providing feedback and guidance in areas such as:

- approaches to public outreach and defining targeted outreach to underrepresented and underserved communities and groups
- review of current development outcomes and areas for improvement
- development of the mixed use framework, zoning and design concepts
- market feasibility and acceptance of proposed approaches
- proposed zoning code amendments

The Advisory Committee will meet monthly from early 2014 through early 2015. Advisory Committee members may need to hold or attend additional meetings outside of the monthly meeting time, depending on project needs.

Open Houses/Large Public Events

Two to three open houses/public events will be held to provide information to interested stakeholders and the general public at key milestones in the process. Forums will be designed and venues selected that capture the city's diverse population. It is anticipated that these will align with the release of a mixed-use assessment document (task 3), initial and final concepts (task 4), and draft codes/regulations (task 5), but may also take place with other Comprehensive Plan implementation projects. This is an efficient and cost effective way for the City to receive feedback on a number of implementation projects. Staff will present recommendations, answer questions and invite public feedback.

Focus Groups/Community Walks

Staff will conduct community walks/meetings and/or focus group sessions during Spring 2014 in three of the five pattern areas around the city to get detailed feedback on what issues and opportunities face the diverse populations and different geographic areas of our City. This will include a minimum on three such events, but additional events are likely. Staff will work with community-based organizations to ensure participation by underrepresented and underserved communities.

Roundtable Discussions

Staff will organize roundtable discussions with commercial/mixed use developers, property owners, and business and residential interests as needed during the project. These roundtables will offer a rich opportunity to collect information to inform the best practices and issues when developing the mixed-use zone assessment.

Neighborhood and Business Groups

The project team – including the District Liaisons - will meet with community and business groups to talk about the process upon request and seek their input. Staff will ensure that interested groups are made aware of project proposals and milestones, offer opportunities for submitting comments and attend community group meetings at key milestones.

Social Media

Facebook and Twitter will be used to announce project news and promote and document events. Social Media will also be used to make connections to similar efforts, organizations and individuals in Portland.

Surveys

During the process an online survey may be used to solicit input on issues and opportunities in the project area. Surveys can be useful in reaching individuals who might not otherwise be involved in the process. Notification of the survey will be distributed through the website, electronic mailings and at community meetings.

Tools

Project Website

A project webpage will be developed and regularly updated that will serve as a primary source of information for the public and as a means to solicit and receive public feedback. The website will include a project description, planning documents, project schedule,

calendar of events, meeting agendas and minutes, links to other related planning efforts and other information as needed.

Mailings and Newsletters

An electronic mailing list will be used to provide frequent updates to interested parties regarding meetings, events and new products. Hard copy notices of important events such as public hearings will be mailed to interested parties. Occasional articles and notices will be distributed through the BPS bimonthly electronic newsletter.

Media

Announcements for key events and document releases will be announced via project web page and established interested party list as well as distributed to local media outlets including the Oregonian, Daily Journal of Commerce, neighborhood newspapers and other outlets.

XII. Decision Making Process

Final decisions regarding outcomes of the planning process will be made by the Portland City Council based on recommendations from staff, the Stakeholder Advisory Committee, Portland Planning and Sustainability Commission and public input.

XIII. Accountability and Evaluation

As part of this public involvement plan, staff will be responsible for gathering and disseminating the public's input to decision makers and back to the public at large. This is a necessary component for a successful project. Staff will compile public comments throughout the planning process. Comments will be integrated into ongoing work and reported to the Project Advisory Committee. Staff will brief the Planning and Sustainability Commission and City Council on the progress of the plan, results of outreach efforts and public input. Commission and Council decisions will be communicated to stakeholders and the general public through the website, electronic/hard copy mailings and local media outlets.

IV.B. Public Involvement Evaluation

Evaluation of the public involvement will be completed during the process and upon completion. Tools for evaluation will include:

- Informal feedback from stakeholders
- Short questionnaires following events
- Advisory Committee evaluations following strategic milestones for professional feedback
- Team debriefs following meetings and events to discuss needed adjustments