



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.

Portland Mixed Use Zones Project Business Roundtable

Agenda

1. **Welcome and Introductions – 10 min**
2. **Project Overview, Purpose and Roundtable Format – 10 min**
3. **Roundtable Discussion – 90 min**
4. **Next Steps and Adjourn – 10 min**

Overview

Portland's Comprehensive Plan – a long-range 20-year plan that sets the framework for the physical development of the city - is being updated to create a healthier, more resilient and prosperous city for us and future generations. Part of the plan's strategy is managing expected household and employment growth in ways that provide the best benefits to the city overall. The plan proposes focusing most new development in "centers and corridors" throughout the city to achieve those goals.

The Mixed Use Zones Project will update the city's Commercial and Central Employment (EX) zones applied outside then Central City to help implement the new plan. These zones, which allow a mix of uses, were created when auto-oriented and lower intensity commercial uses were more common. The project will revise these zones to address issues that arise with newer intensive mixed use forms, such as building mass and/or bulk, design and context, transitions and step-downs, and ground floor uses.

Purpose of the Roundtables

The roundtables are an opportunity to hear feedback from Business, Development, Design and Housing professionals about what is working or not working well in Portland's Commercial and Mixed Employment (EX) zones, and also to get feedback on some key new directions and implementation ideas that are being considered in the update of Portland's Comprehensive Plan.

Discussion Format and Questions

A member of the Project/Consulting team will ask questions and facilitate discussions. Another member of the team will keep notes on the conversation. The following questions are provided as starting points.

General Questions

1. What do you think about the direction of adding more housing in mixed-use buildings in neighborhood business districts? Would you support this?



City of Portland, Oregon | Bureau of Planning and Sustainability | www.portlandoregon.gov/bps
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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Land Uses

2. Currently, the city's commercial/mixed-use zones allow a range of uses from single-use commercial (retail, services, office, etc.) to 100% residential buildings. Given a desire to focus development in centers, should we rethink allowed uses?
 - Should a minimum amount of commercial use be required in places?
 - Are there places to encourage or limit employment or residential uses?
3. Some commercial zones currently allow auto-oriented land uses including drive thru facilities, gas stations, quick-lube facilities, etc.
 - Are these uses appropriate in mixed use areas?
 - Where should they be located?

Building Form and Massing

4. How do the city's height limits (30, 45, 65 feet), floor area limits, parking area requirements, and setback issues affect business? What issues should be addressed?

Development Standards and Design Issues

5. What are the features that make commercial and mixed-use buildings work at street level? What do you think should be the priorities for regulating street-level building design?
6. In most areas mapped with the "design overlay" zone, the city currently employs a 2-track design review system: 1) an objective design standards track, or 2) a discretionary review process for large projects or those that can't meet standards. What is working well or not with this system? What would the implication on business be of expanding the areas of design overlay zoning?

Outdoor Retail Display Areas

7. Some commercial zones currently limit outdoor displays of merchandise, vending stalls, and outdoor storage. What are your thoughts about the types of outdoor activities that are compatible with business districts and mixed use development? What types of activities are not compatible? Should merchandise display on the sidewalk be allowed as long as a pedestrian-clear zone is provided?

Incentives for Community Priorities

8. The City is considering options to incentivize preservation/retention of important/historic buildings, development of affordable housing units, and publicly-accessible plazas in commercial and mixed use districts. What are your thoughts about the best way to achieve these objectives?

Parking Availability

9. How did parking factor into your decision about where to locate your business? What are the implications of pricing on-street parking?