

# Comprehensive Plan

## Compilation of Existing Policies Related to Mixed-Use Centers and Corridors

*(numbers refer to Comprehensive Plan policy – e.g., 2.10 refers to Goal 2, policy 2.10)*

### Centers

#### 2.10 Downtown Portland

Reinforce the downtown's position as the principal commercial, service, cultural and high density housing center in the city and the region. Maintain the downtown as the city's principal retail center through implementation of the Downtown Plan.

#### 2.11 Commercial Centers

Expand the role of major established commercial centers which are well served by transit. Strengthen these centers with retail, office, service and labor-intensive industrial activities which are compatible with the surrounding area. Encourage the retention of existing medium and high density apartment zoning adjacent to these centers.

#### 2.15 Living Closer to Work

Locate greater residential densities near major employment centers, including Metro-designated regional and town centers, to reduce vehicle miles traveled per capita and maintain air quality. Locate affordable housing close to employment centers. Encourage home-based work where the nature of the work is not disruptive to the neighborhood.

#### 2.22 Mixed Use

Continue a mechanism that will allow for the continuation and enhancement of areas of mixed use character where such areas act as buffers and where opportunities exist for creation of nodes or centers of mixed commercial, light industrial and apartment development.

**5.1 - B.** Support programs and policies which serve to maintain Downtown Portland and the Lloyd District as the major regional employment, cultural, business, and governmental center. Implement the Central City Plan and carry out the urban development goals of the Comprehensive Plan.

### Corridors and Main Streets

#### 2.12 Transit Corridors

Provide a mixture of activities along major transit routes Major Transit Priority Streets, Transit Access Streets, and Main Streets to support the use of transit. Encourage development of commercial uses and allow labor-intensive industrial activities which are compatible with the surrounding area. Increase residential densities on residentially-zoned lands within one-quarter mile of existing and planned transit routes to transit-supportive levels. Require development along transit routes to relate to the transit line and pedestrians and to provide on-site pedestrian connections.

#### 2.13 Auto-Oriented Commercial Development

Allow auto-oriented commercial development to locate on streets designated as Major City Traffic Streets by the Transportation Element. Also allow neighborhood level auto-oriented commercial development to locate on District Collector Streets or Neighborhood Collector Streets near neighborhood areas where

allowed densities will not support development oriented to transit or pedestrians. Where neighborhood commercial uses are located on designated transit streets, support pedestrian movement and the use of transit by locating buildings and their entrances conveniently to transit users, pedestrians, and bicyclists and providing on-site pedestrian circulation to adjacent streets and development.

### **2.16 Strip Development**

Discourage the development of new strip commercial areas and focus future activity in such areas to create a more clustered pattern of commercial development.

## **Mixed-Use and Transit-Oriented Areas – General**

### **2.17 Transit Stations and Transit Centers**

Encourage transit-oriented development patterns at transit stations and at transit centers to provide for easy access to transit service. Establish minimum residential densities on residentially-zoned lands within one-half mile of transit stations and one-quarter mile of transit centers that support the use of transit. The design and mix of land uses surrounding transit stations and transit centers should emphasize a pedestrian- and bicycle-oriented environment and support transit use.

### **2.18 Transit-Supportive Density**

Through the community planning process, establish average minimum residential densities of 15 units per acre within one-quarter mile of existing and planned transit streets, Main Streets, town centers, and transit centers. Establish average minimum residential densities of 25 units per acre within one-half mile of light rail stations and regional centers. Establish minimum floor area ratios for non-residential development at light rail centers of 0.5:1. Where these densities are not realistic or desirable due to existing, well-established development patterns or environmental constraints, use other methods to increase densities such as encouraging infill through accessory units in single-family zones or increased density on long-vacant lots.

### **2.19 Infill and Redevelopment**

Encourage infill and redevelopment as a way to implement the Livable City growth principles and accommodate expected increases in population and employment. Encourage infill and redevelopment in the Central City, at transit stations, along Main Streets, and as neighborhood infill in existing residential, commercial and industrial areas.

**4.1 - G.** Facilitate the redevelopment of surface parking lots zoned for residential and mixed-uses to accommodate housing and mixed-use development.

**4.3 - A.** Place new residential developments at locations that increase potential ridership on the regional transit system and support the Central City as the region's employment and cultural center.

**4.3 - B.** Establish development patterns that combine residential with other compatible uses in mixed-use areas such as the Central City, Gateway Regional Center, Station Communities, Town Centers, Main Streets, and Corridors.

**4.3 - C.** Encourage the development of housing at transit-supportive densities near transit streets, especially where parks or schools are present, to ensure that the benefits of the public's investment in those facilities are available to as many households as possible.

**5.4 - D.** Support transit-supportive development and redevelopment along designated transit streets and in the vicinity of transit stations.

### **6.19 Transit-Oriented Development**

Reinforce the link between transit and land use by encouraging transit-oriented development and supporting increased residential and employment densities along transit streets, at existing and planned light rail transit stations, and at other major activity centers.

#### **Objectives:**

- A.** Consider the existing or planned availability of high-quality transit service when adopting more intensive residential, commercial, and employment designations.
- B.** Focus medium-density and high-density development, including institutions, in transit-oriented developments along transit lines.
- C.** Require commercial and multifamily development to orient to and provide pedestrian and bicycle connections to transit streets and, for major developments, provide transit facilities on a site or adjacent to a transit stop.
- D.** Examine the benefits of limiting drive-through facilities in existing or planned areas of high intensity development and high levels of pedestrian, bicycle, and transit activity when planning studies are being done for these areas.

### **7.4 Energy Efficiency through Land Use Regulations**

The City shall promote residential, commercial, industrial, and transportation energy efficiency and the use of renewable resources.

#### **Objectives:**

#### **Two-Year Action Plan**

- A.** Promote land use patterns that increase energy efficiency in buildings and transportation systems by making energy efficiency a critical element when developing new zoning regulations and modifying old regulations and the comprehensive map. This objective applies to the following long-range planning efforts:
  - (1) Downtown, regional and neighborhood commercial service centers and central industrial areas with a balance of complementary retail and employment activities. Locate them near major arterials and transit lines.
  - (2) Medium and high-density residential zones in and adjacent to the downtown core. Develop other general commercial centers and medium-density residential zones adjacent to neighborhood service centers.
  - (3) Housing adjacent to employment areas.
  - (4) Planned unit developments to include mixed uses.
  - (5) Zero lot line/common wall construction in designated low and medium density residential zones.
  - (6) Buildable “substandard” lots.
  - (7) Secondary rental units in single-family, owner-occupied homes.
- B.** Promote density, location, and mix of land uses that decrease the length of required daily trips and encourage the consolidation of related trips.
- C.** Promote medium to high density residential near proposed transit stations and medium density residential development along major transit routes.
- D.** Reduce energy consumed for space heating residential buildings by promoting the construction and renovation of attached single and multifamily dwelling units.
- E.** Promote tree planting as a way to reduce summer cooling loads and air pollution, making sure the trees do not cause the need for additional street lighting.

### **Long-Term Plan**

**F.** Investigate the potential for energy savings from solar access standards for commercial buildings and multifamily housing.

**G.** Work with other governments in the region to promote both mass transit and compact urban growth.

## **Commercial Areas - General**

**5.4 - E.** Promote safe and pleasant bicycle and pedestrian access to and circulation within commercial areas. Provide convenient, secure bicycle parking for employees and shoppers.

**5.4 - F.** Encourage a wide range of goods and services in each commercial area in order to promote air quality and energy conservation.

**5.4 - H.** Pursue transportation and parking improvements that reinforce commercial, industrial and residential districts and promote development of new districts.

### **5.6 Area Character and Identity Within Designated Commercial Areas**

Promote and enhance the special character and identity of Portland's designated commercial areas.

#### **Objectives:**

**A.** Encourage cooperative efforts by area business, business associations and neighborhood associations to define and enhance the character and identity of commercial areas.

**B.** Reinforce the character and identity of commercial areas as neighborhood focal points.

**C.** Promote voluntary improvements to the physical environment within commercial areas that are attractive to customers and visitors.

**D.** Implement crime prevention measures, including design improvements, in commercial areas to increase the safety of business people, employees and customers and to maintain and promote neighborhood patronage.

**E.** Work with local businesses, neighbors and property owners, as well as City-recognized business and neighborhood associations, to identify and designate historical landmarks, Historic Districts and Historic Conservation Districts within commercial areas.

**F.** Support public and private improvements and maintenance actions which help enhance a commercial area's identity and provide a safe and attractive physical environment.

### **5.7 Business Environment Within Designated Commercial Areas**

Promote a business environment within designated commercial areas that is conducive to the formation, retention and expansion of commercial businesses.

#### **Objectives:**

**A.** Promote business, economic growth, formation of capital and the creation and retention of jobs in designated commercial areas.

**B.** Encourage new commercial businesses to locate in established commercial areas. Where suitable sites in those areas are not available, encourage those businesses to locate in other designated commercial areas.

**C.** Sustain the role of designated commercial areas in providing shopping and employment opportunities for city residents.

**D.** Promote the concentration of commercial activities in areas so designated by community and neighborhood plans.

**E.** Concentrate the expansion of commercial and mixed use activities near the intersections of Major City Traffic or Transit Streets as designated by the Transportation Element, and near Major Transit streets.

**F.** Encourage the retention and development of higher density housing and mixed use development within commercial areas.

**12.2 - C.** Foster the development of an attractive urban character along Portland's commercial streets and in its commercial districts. Accommodating pedestrians as shoppers and visitors in commercial areas is a major priority of development projects. Commercial areas should allow the development of a mixture of uses, including residential uses. Add new building types to established areas with care and respect for the context that past generations of builders have provided.

**12.4 - D.** Reinforce commercial areas that include a storefront character and/or are on transit streets by requiring development to be oriented to pedestrians.