

West Portland Town Center Plan

Community Development, Land use, and Infrastructure

PSC Briefing – August 10, 2021



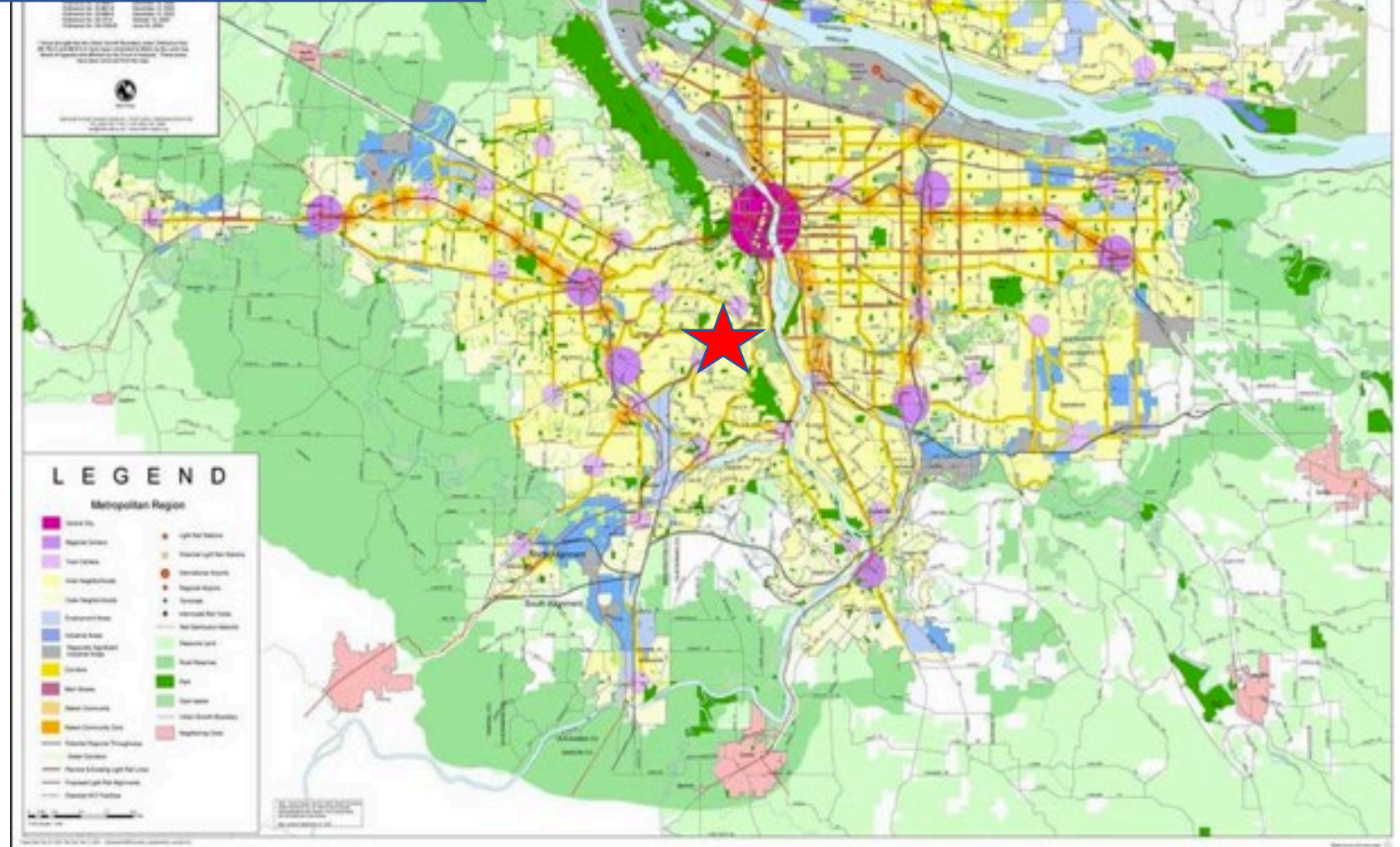
Topics to Cover Today

- Background (Why? What is a Town Center, etc.)
- Strong People and Communities
 - Health Equity
 - Partnerships
 - Multicultural Hub
 - Housing Strategy
 - Parks
- Great Places with Equitable Access
 - Zoning
 - Character Statement
 - Transportation Vision
 - Infrastructure, Capital Planning
- Commission Process

What is a Town Center?

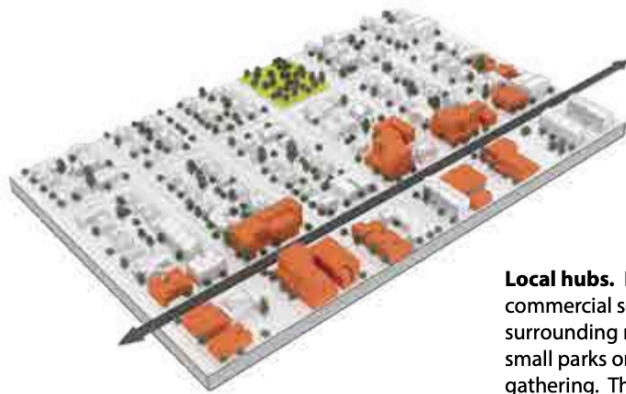
Other Examples:

- St Johns
- Lents
- Hollywood



CENTERS: A COMPARISON

NEIGHBORHOOD CENTER



HOUSING	3,500 units
JOBS	Primarily retail/service
BUILDING SCALE	Up to 4 stories

Local hubs. Neighborhood centers are hubs of commercial services, activity, and transportation for surrounding neighborhoods. They typically include small parks or plazas that support local activity and gathering. These smaller centers provide housing capacity within a half-mile radius for about half the population needed to support a full-service neighborhood business district (surrounding neighborhoods provide the rest of this population base).

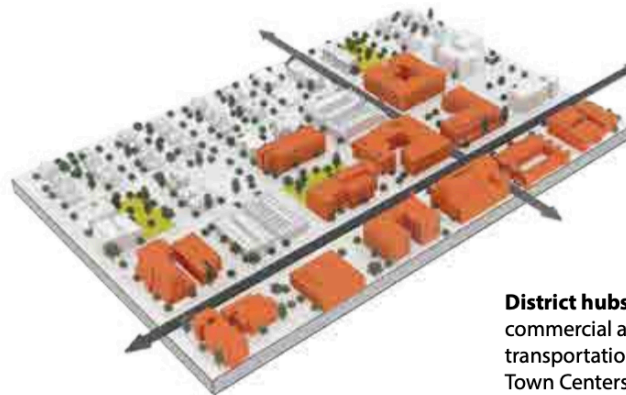
REGIONAL CENTER



HOUSING	15,000 units
JOBS	Employment hub for East Portland (capacity for 15,000 jobs)
BUILDING SCALE	Up to 5-12 stories

East Portland's hub. Gateway anchors East Portland as a hub of employment, transportation, and commercial and public services. Gateway will be the location for public services and gathering places serving East Portland and the broader region. It has an important regional role in accommodating employment and housing growth.

TOWN CENTER



HOUSING	7,000 units
JOBS	Diverse employment/institutions
BUILDING SCALE	Up to 5-7 stories

District hubs. Each Town Center is a hub of commercial and public services, activity, and transportation for the broad area of the city it serves. Town Centers include parks or public squares to support their roles as places of focused activity and population. They provide housing capacity within a half-mile radius for enough population to support a full-service neighborhood business district.



CENTRAL CITY



HOUSING	67,000 units
JOBS	Regional employment hub (capacity for 248,000 jobs)
BUILDING SCALE	Up to 30+

The region's central hub. The Central City anchors Portland and the entire region with concentrations of jobs, services, and civic and cultural institutions, and is the region's central transportation hub. Its mixed-use districts are the location of Portland's largest concentrations of high-density housing, and its public places and the Willamette River waterfront are places of activity and gathering for the city and region.

Why a Town Center Plan? Why Now?

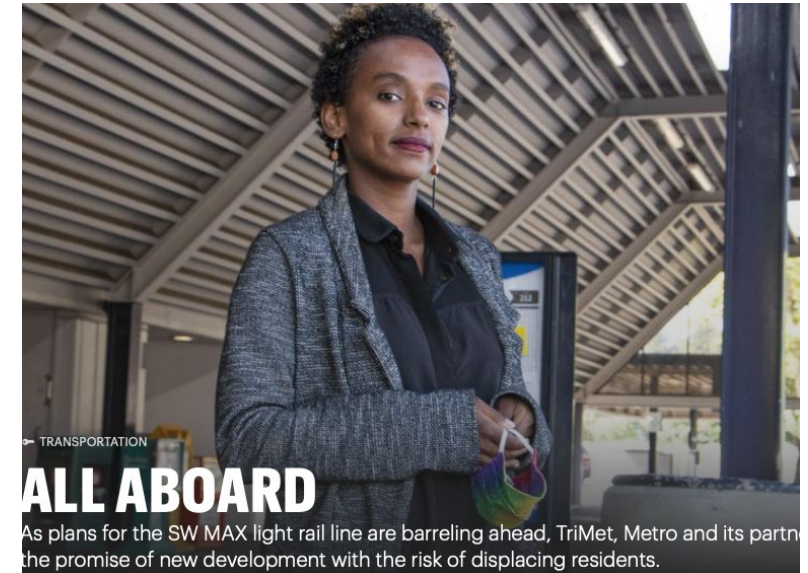
- 1. East African and Arab Muslim community energized through SWEC**
- 2. Fair housing/equitable growth burdens**
- 3. Model a new approach to equitable growth backed by Comp Plan equity policies and regional plan**

Vision for a Growing Multi-Cultural Community

West Portland Park is racially diverse:

- 28% BIPOC, majority renters
- 17% foreign born
- 9% from Africa
- Two largest and oldest mosques

SW Equity Coalition

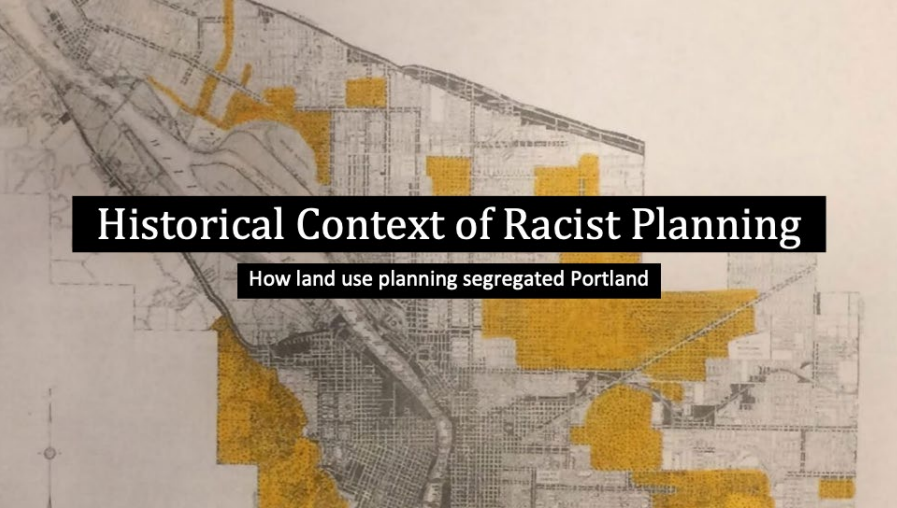
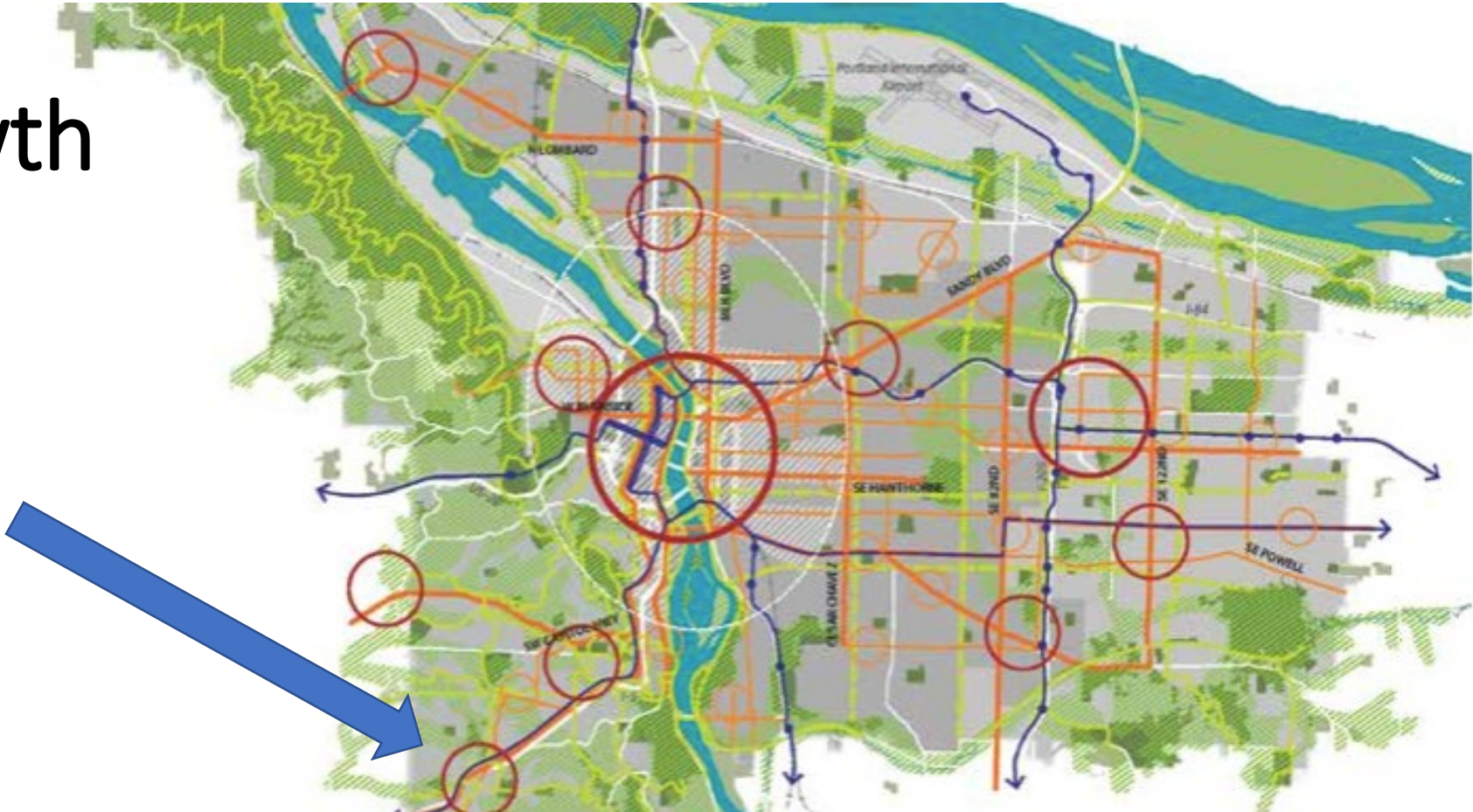


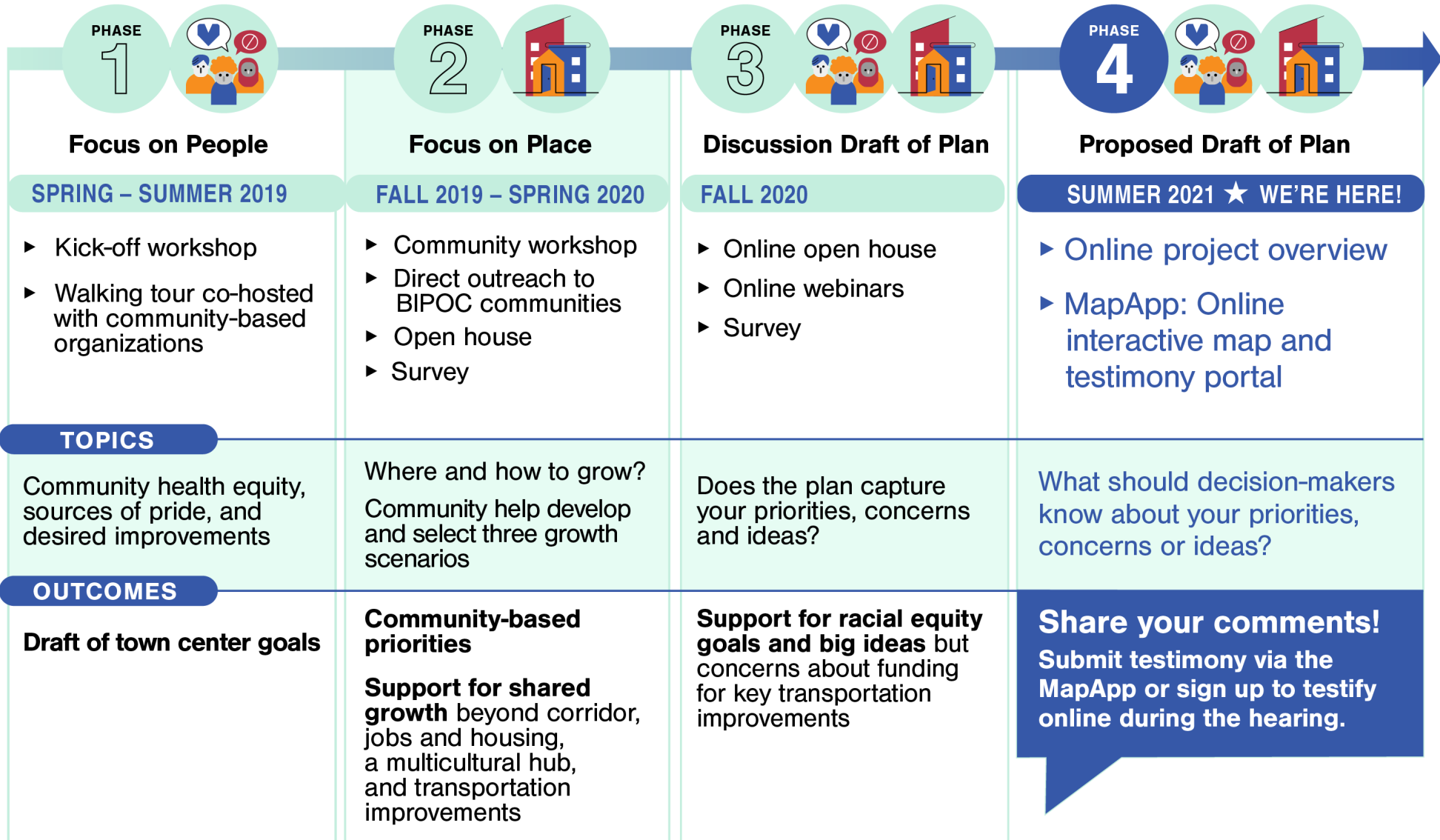
ALL ABOARD

As plans for the SW MAX light rail line are barreling ahead, TriMet, Metro and its partners face the promise of new development with the risk of displacing residents.

Fair share of growth

- 1. Regional town center w/o a plan
- 2. Housing and jobs capacity well below other centers
- 3. Missed a chance with SW Community Plan
- 4. History of exclusive practices





Barbur and SW Capitol Highway are both high-crash corridors.

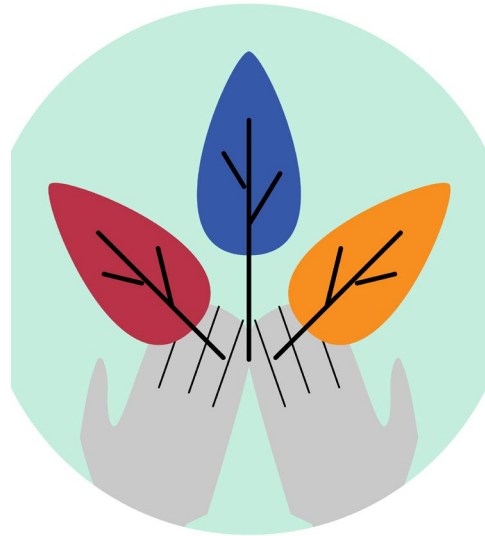


Aerial view of SW Barbur and SW Capitol Highway intersection. Google Earth, earth.google.com/web/

Strong People and Communities



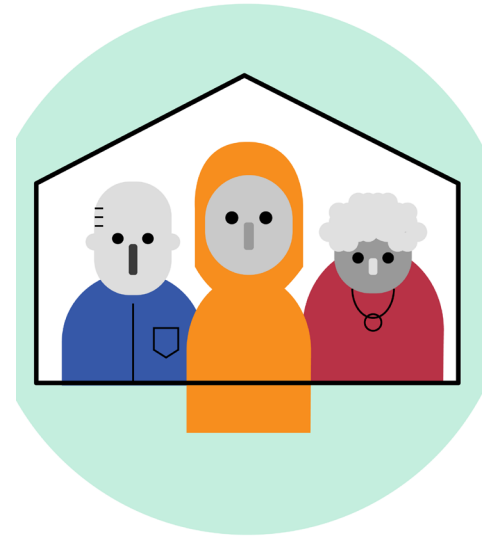
Small business & good jobs



Connect to nature



Community & cultural space



Displacement prevention



Inclusive engagement

A New Approach for Equitable Outcomes



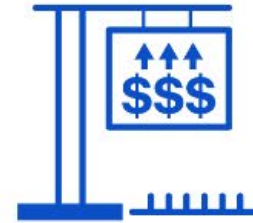
**BIPOC-led
community
vision**



**Increase
housing &
economic
opportunity**



**Invest in
amenities &
zoning changes**



**Secure
community
benefits
from private
development**



**Equitable growth
for all with reduced
racial disparities**

Community-based priorities

- **Multi-cultural community center**
- **Culturally specific businesses.** Support for existing (ex. halal shop) and multi-cultural marketplace for new businesses
- **New affordable housing for refugees and asylees**
- **Walkability and transit access.** More foot bridges. Bus stops not so close to street. Ped signal at Alfred.
- **Transit.** More bus lines, greater frequency, free/reduced fare, and less policing
- **Ownership.** Support renters owning their buildings
- **Healthy homes.** Renovations without displacement
- **Rent stability.** Rent freeze for period of time



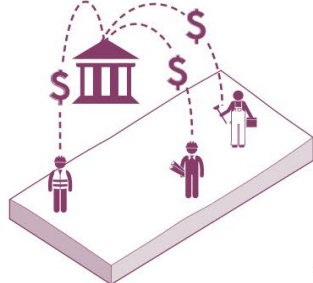
Community Development

Partners motivated by plan

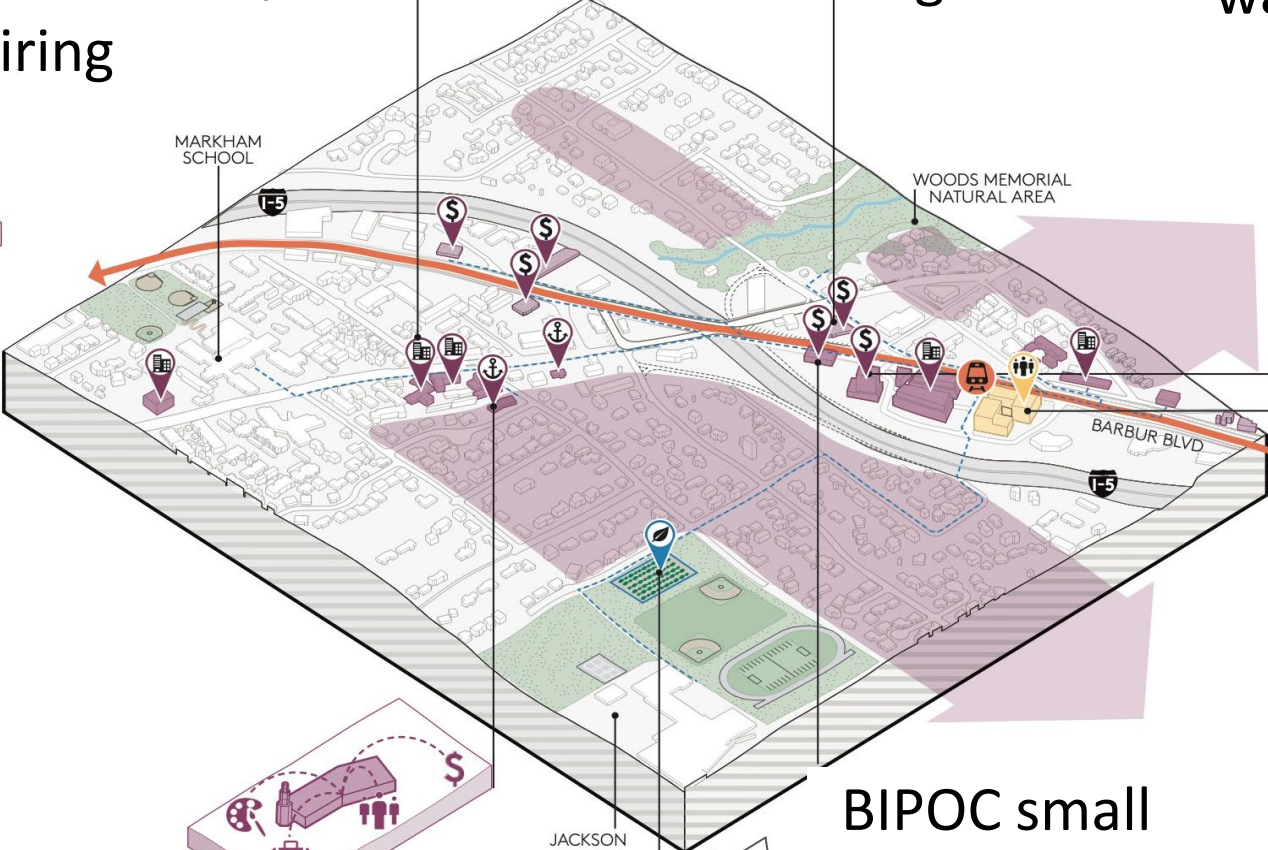
Partner	Action
Library	Redevelop library w/ affordable housing
PCC Sylvania and Community Partners for Affordable Housing	Redevelop parking lot as affordable housing
TriMet	Redevelop BTC as equitable TOD
Neighborhood House	Board approved plan to relocate to WPTC w/ multi-cultural hub
Portland Public Schools	Facilities plan to create community garden
Unite Oregon, CPAH, CAT, and HAKI	PCEF grant for Energy District
County and Metro	Purchase motel for shelter, redevelop as affordable housing
REACH	Champion for a new health clinic
Fair Housing Council of Oregon	History of Racist Planning for neighborhood associations
Network for Oregon Affordable Housing and Craft3	Seed money for nonprofits to buy apartment buildings and commercial property

Health Equity Strategies

Build wealth through public contracts and hiring



Preserve low-cost apartments

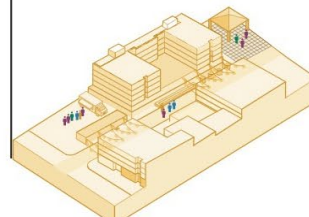


Culturally relevant grocers

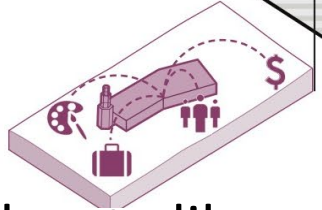
Training low-wage workers



Housing choices in exclusive areas



Co-locate library with housing



Community garden

BIPOC small business

Multi-cultural hub

Multi-cultural Hub

- Maintain Cultural identity
- Art that speaks to local cultures
- Human services
- Small business and market owned by BIPOC
- Preservation & building of new affordable housing
- Community preference for Barbur Transit Center as the anchor



SW Equitable Housing Strategy:

- Corridor should be a place of opportunity for all people
- Lack of affordable housing and displacement is a corridor problem
- Equitable TOD is critical to SW Corridor success
- Portland teamed up with Tigard to act comprehensively



SW Corridor Equitable Housing Strategy

BRINGING MORE HOUSING CHOICES AND OPPORTUNITY TO SOUTHWEST PORTLAND AND TIGARD



"Rents are rising in Tigard and many residents are in danger of being priced out of their neighborhoods. We need to find an equitable way to bring much-needed transit to the SW Corridor without increasing housing costs even more."

—Tigard Mayor John Cook

"To ensure the SW Corridor is a place of opportunity for all, we need to bring public and private partners together to achieve our common goals around housing affordability and choice."

—Portland Mayor Ted Wheeler



JULY 2018

www.portlandoregon.gov/bps/equitablehousing

SW Equitable Housing Strategy:

Minimum Targets (existing resources)	Stretch Targets (if new resources)
150 through Inclusionary Housing	150 through Inclusionary Housing
150 - 200 Acquired and/or Converted	150 - 250 Acquired and/or Converted
	100 - 245 New Construction
	100 - 150 Acquired or New Construction
300 - 500 Units	500 - 745 Units



SW Corridor Equitable Housing Strategy

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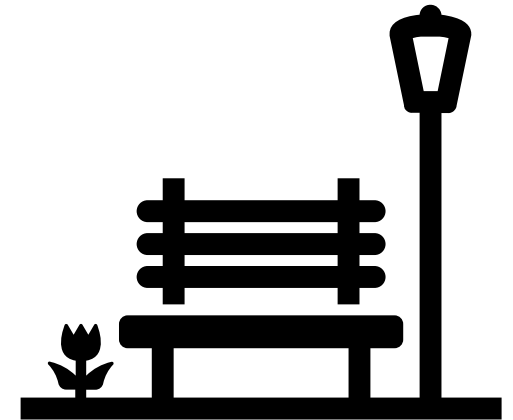


JULY 2018

www.portlandoregon.gov/bps/equitablehousing

Parks Planning

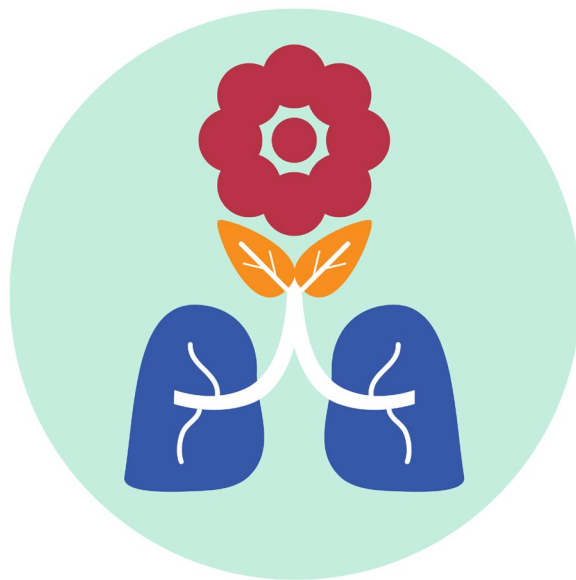
- Parks Deficient area (plenty of natural areas, but few developed facilities to accommodate urban activity like festivals, farmers markets, dogs, sports, etc.). Need to acquire land here.
- “Green Ring” concept
- Community gardens
- Plaza opportunity with Transit Center redevelopment
- Jackson Middle School partnership opportunity?
- Funding challenge – and affordable housing goals here will further limit Parks SDC revenue.



Great Places With Equitable Access



New housing choices



Design with nature



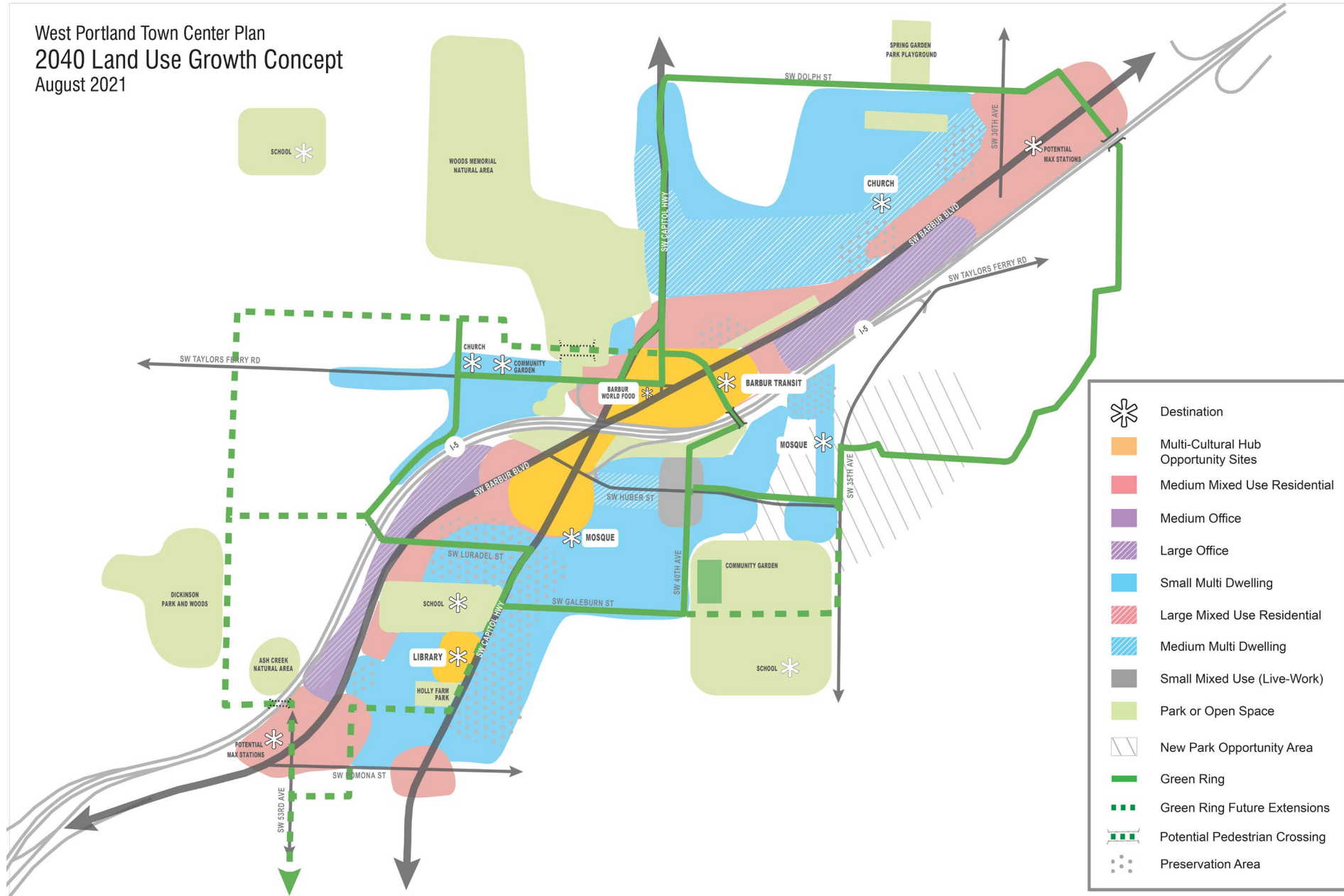
**Active transportation
choices**



Focused commercial areas

Vision for Growth

West Portland Town Center Plan
2040 Land Use Growth Concept
August 2021



SMALL MULTI DWELLING



MEDIUM MULTI DWELLING



MEDIUM MIXED USE RESIDENTIAL



LARGE MIXED USE RESIDENTIAL



MEDIUM MIXED USE OFFICE

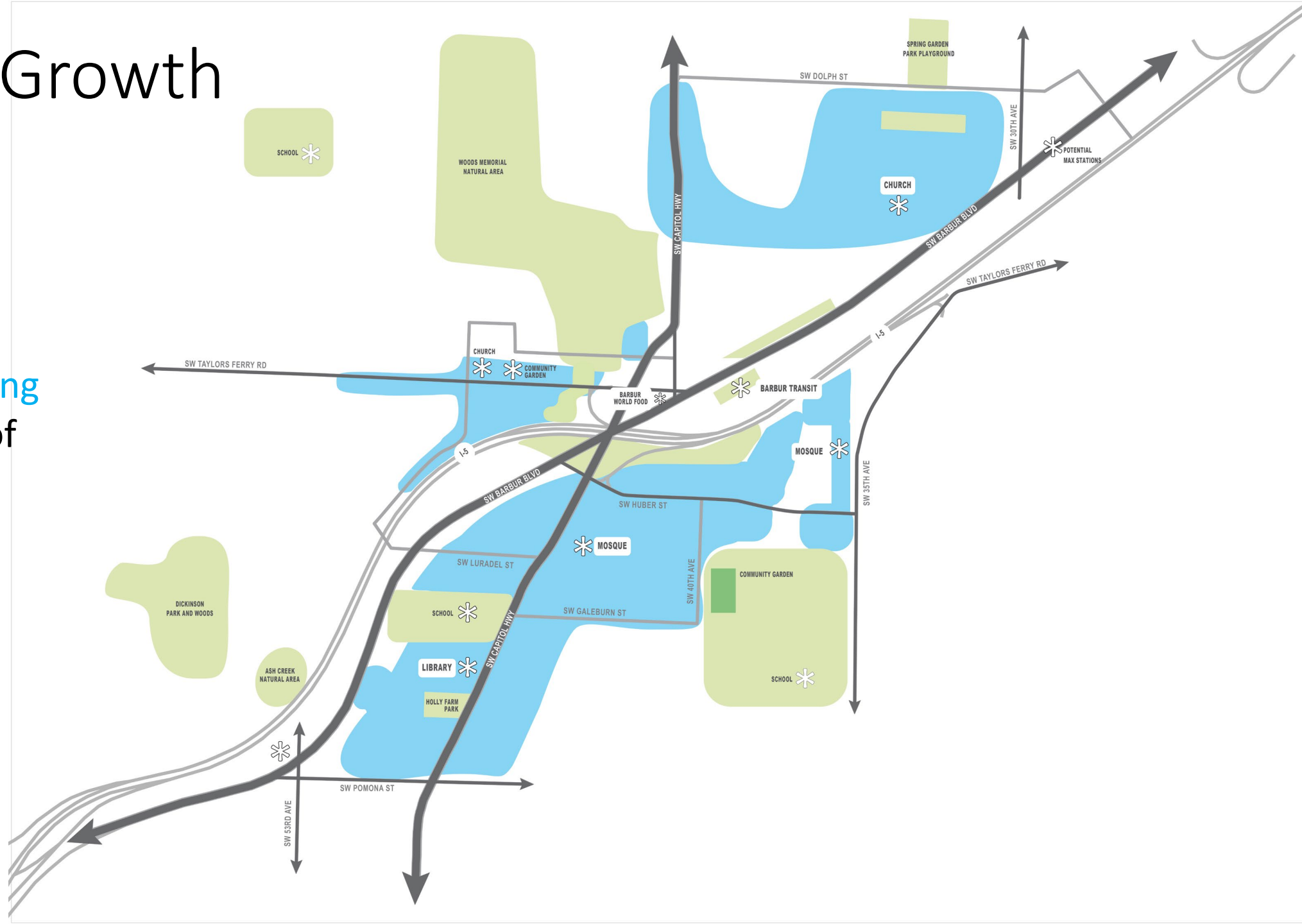


SMALL MIXED USE (LIVE-WORK)

Vision for Growth

Shared growth:

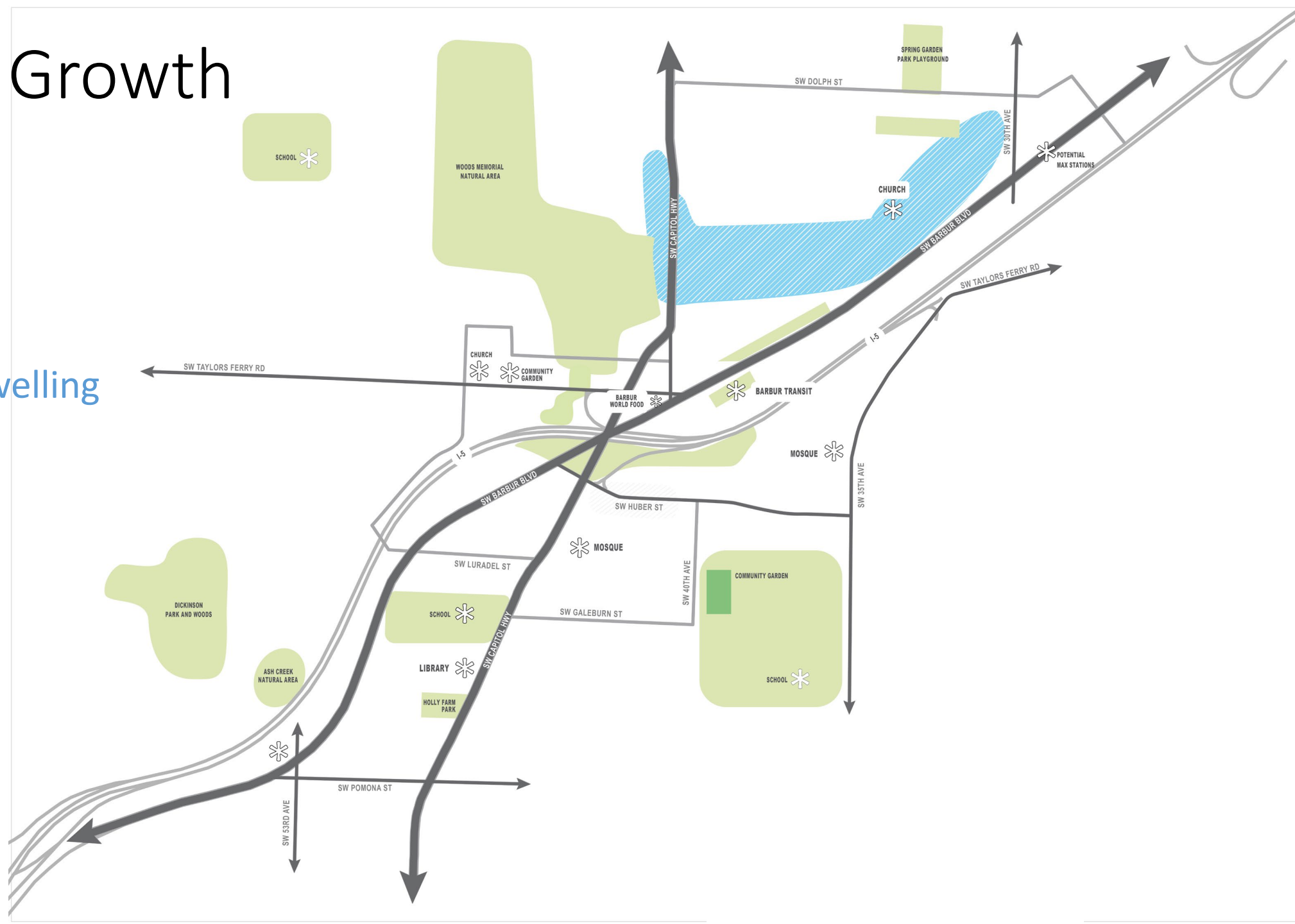
Small multi dwelling
north and south of
Barbur corridor



Vision for Growth

Shared growth:

Medium multi dwelling
north of Barbur
corridor

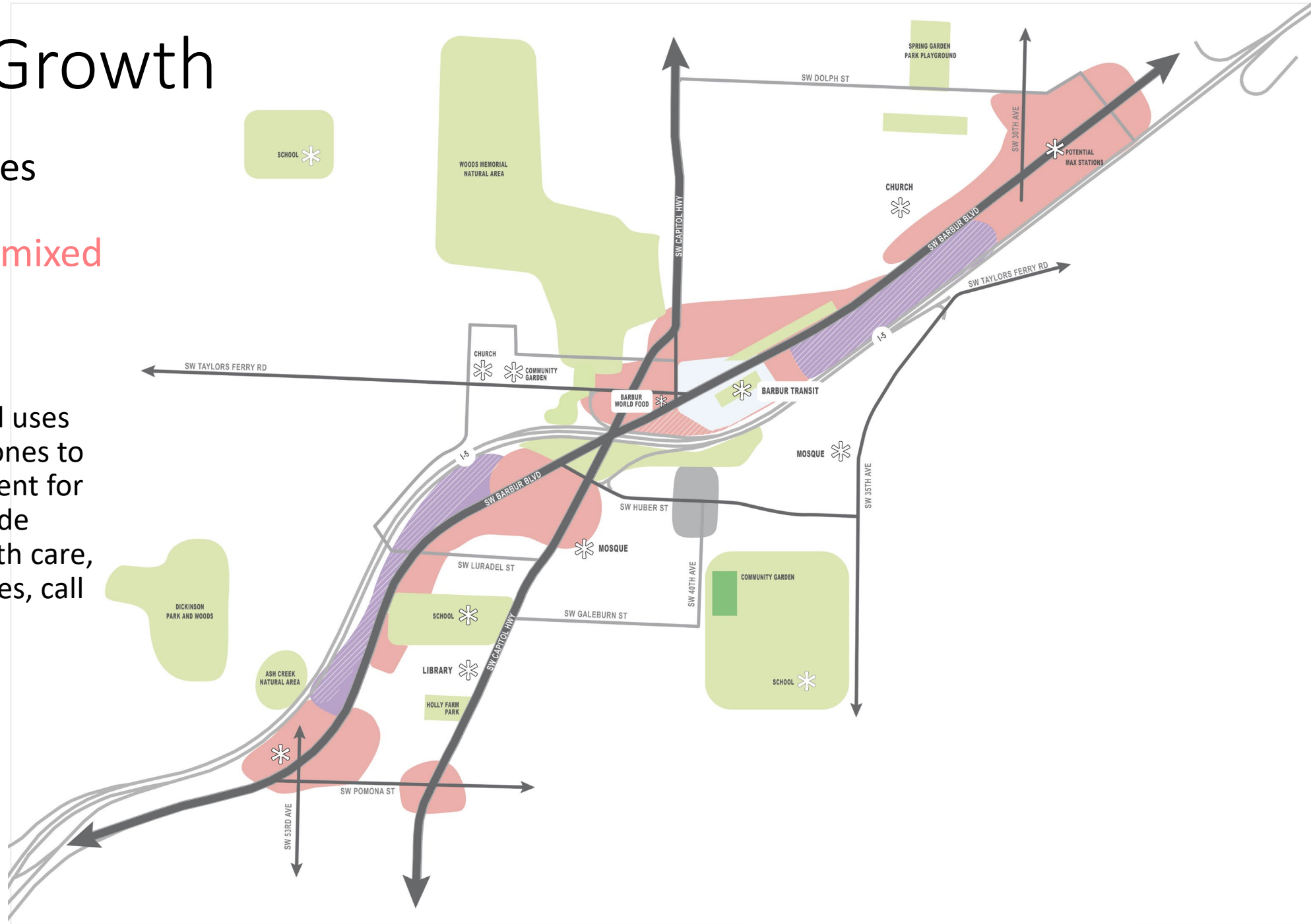


Vision for Growth

Employment zones

Commercial and mixed use zones

Restricting residential uses in some mixed-use zones to encourage development for businesses that provide quality jobs (ex. Health care, administration services, call centers, etc...)



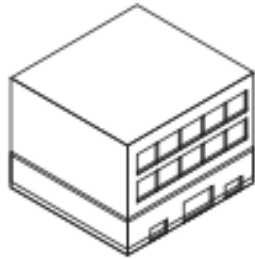


Value Capture in Mixed Use Areas

Mixed-use areas are not upzoned but bonuses provide generous development capacity and height in exchange for public benefits such as:

- affordable housing
- affordable commercial space
- community space
- outdoor space

BASE



TIER 1



Inclusionary Housing
Affordable units



TIER 2



Community Services
Affordable units

+

CHOOSE 1 OR MORE, EACH ADDS
10 FEET OF BONUS HEIGHT

Affordable
commercial space

Community services
or daycare

Preservation of
affordable units
on another site



TIER 3



Space for Green
Affordable units

+

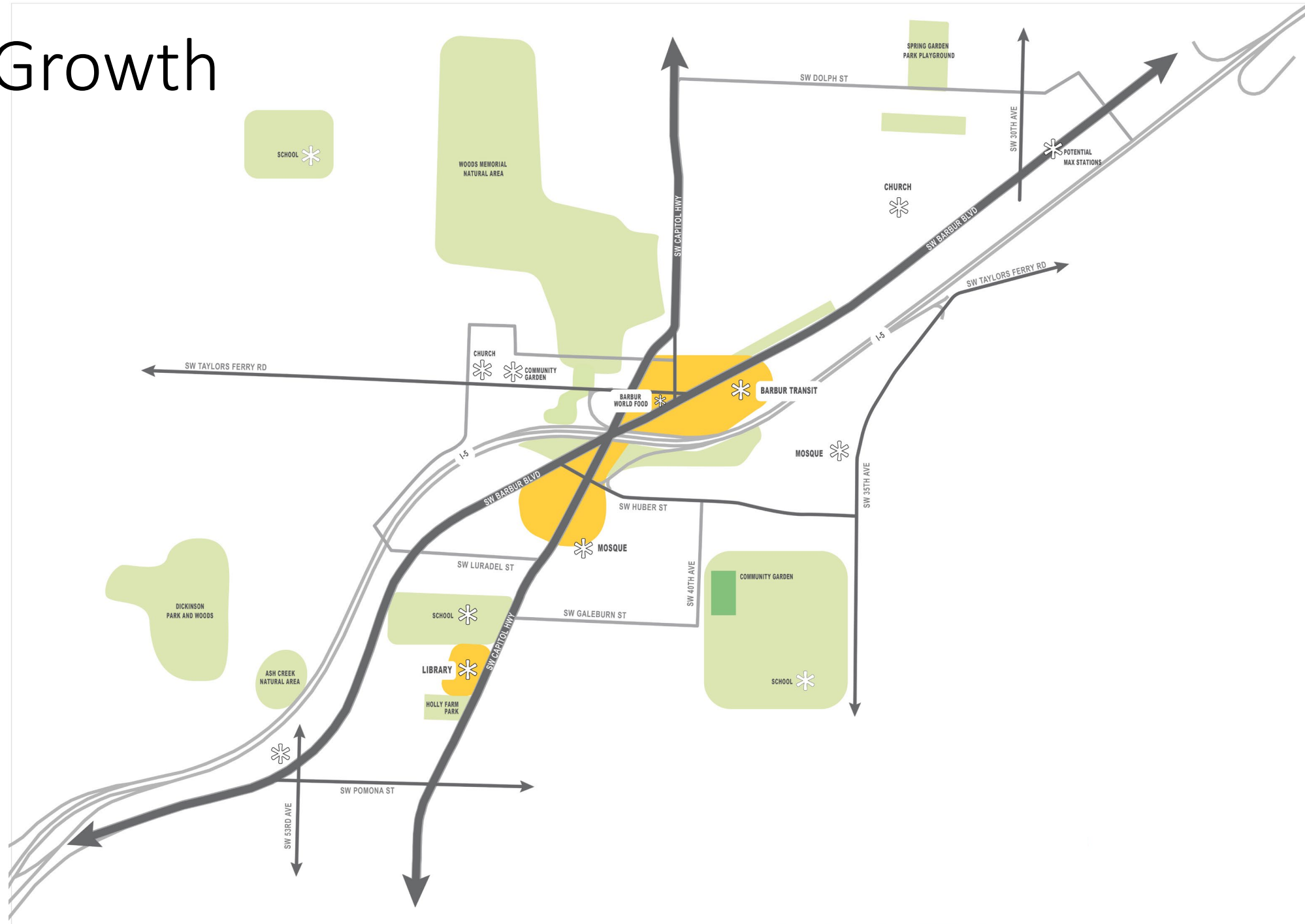
Community services
AT LEAST ONE TIER 2 OPTION

+

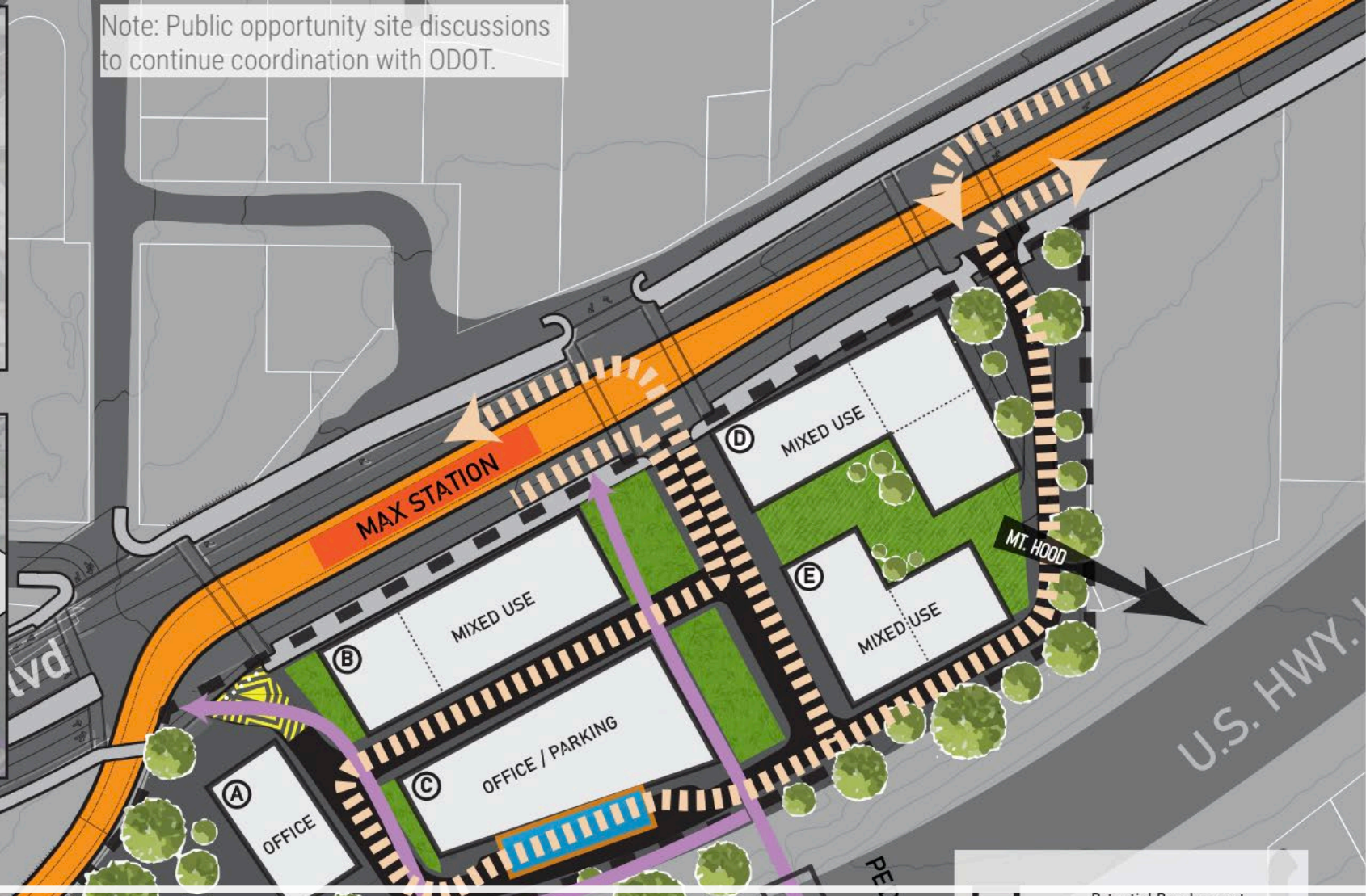
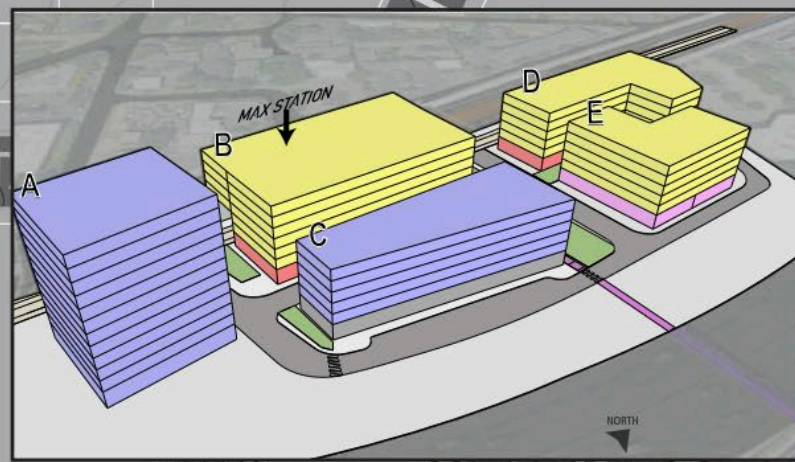
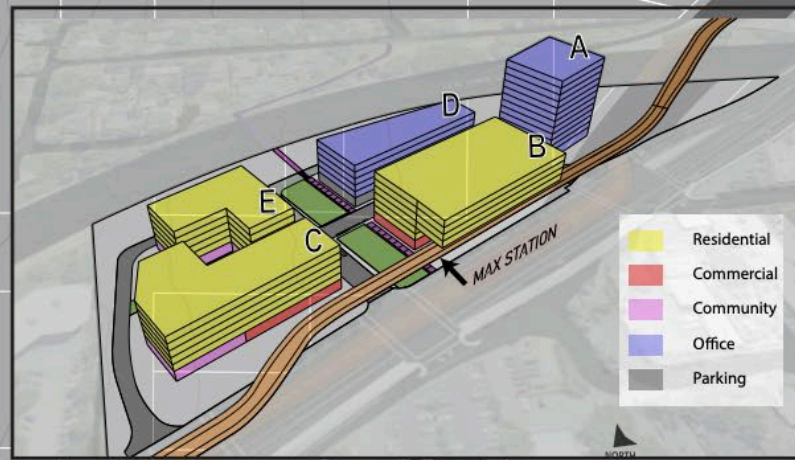
Outdoor space

Vision for Growth

Multicultural Hub



Note: Public opportunity site discussions to continue coordination with ODOT.



Transit Center Opportunity Site

- Potential Development
- Public Open Space
- Private Open Space
- SW Light Rail Line
- Bus Layover
- Pedestrian Only Road
- Bus Circulation

Transit Center Opportunity Site

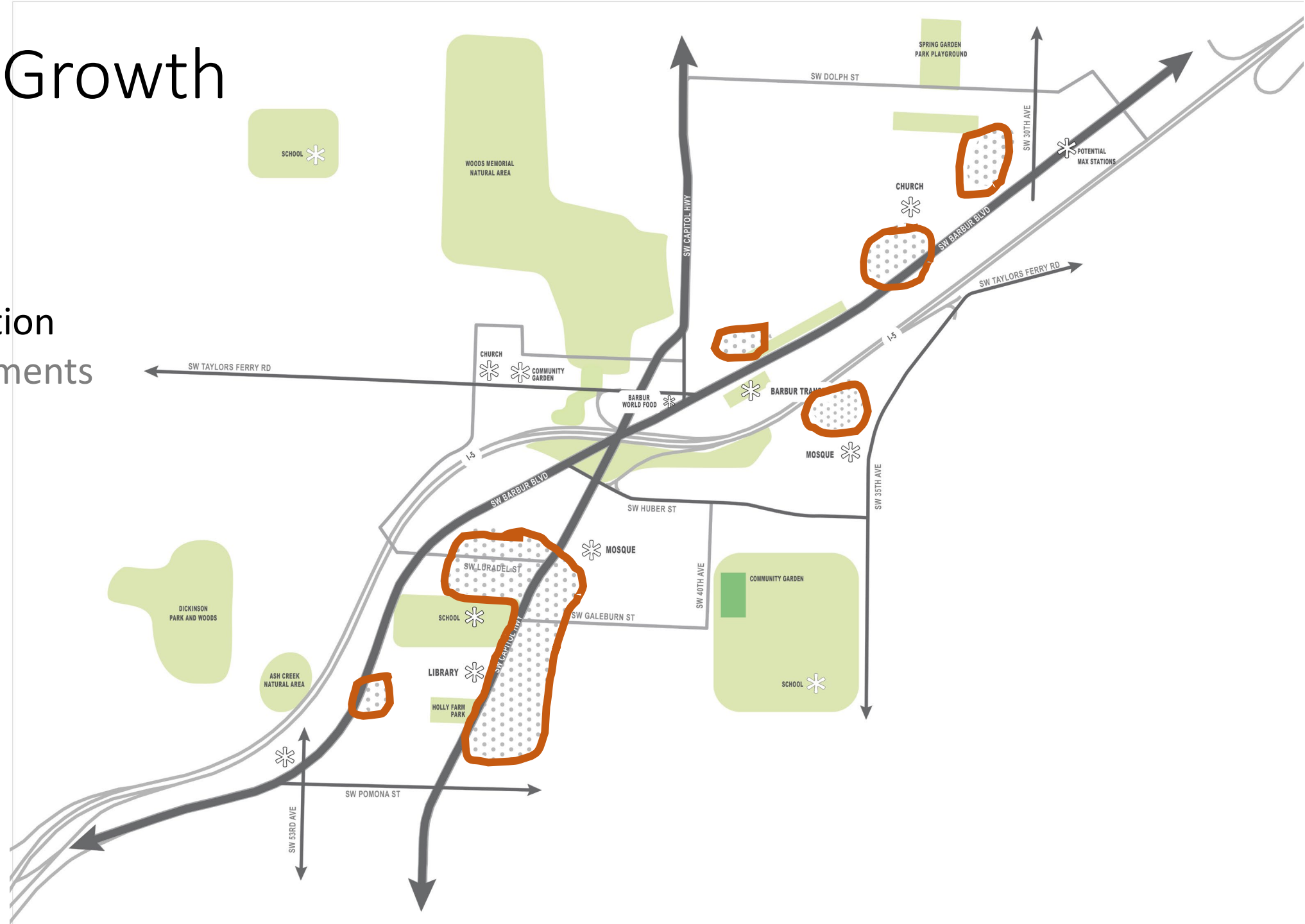
Conceptual Site Program

- Five buildings: mixed use and office
- 230-300 apartments
- Affordable housing units at 60% MFI
- 15,000-20,000 sq. ft. retail
- 20,000 sq. ft. community use
- Parking with 150-250 stalls
- Open Space

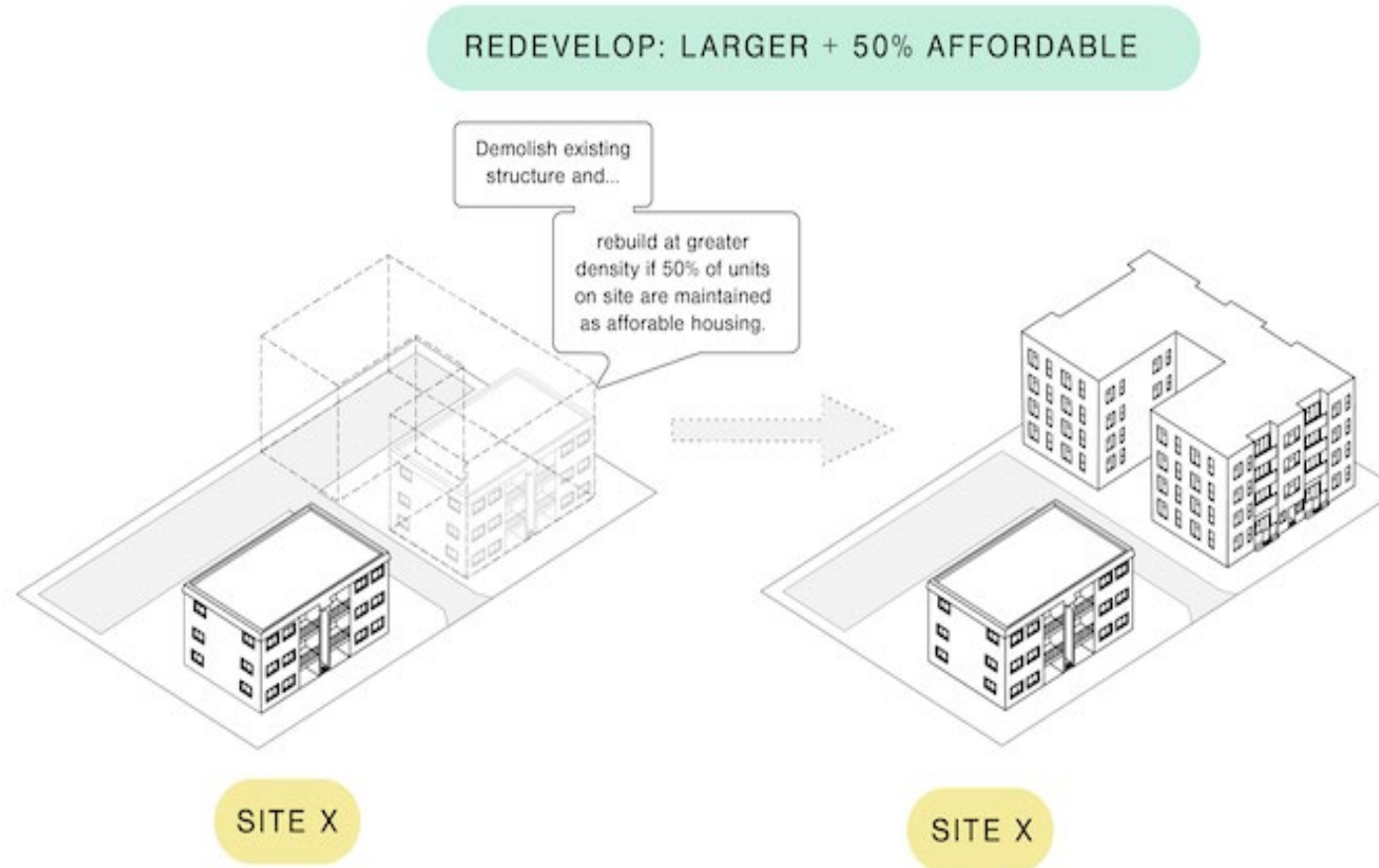


Vision for Growth

Supporting retention of low-cost apartments

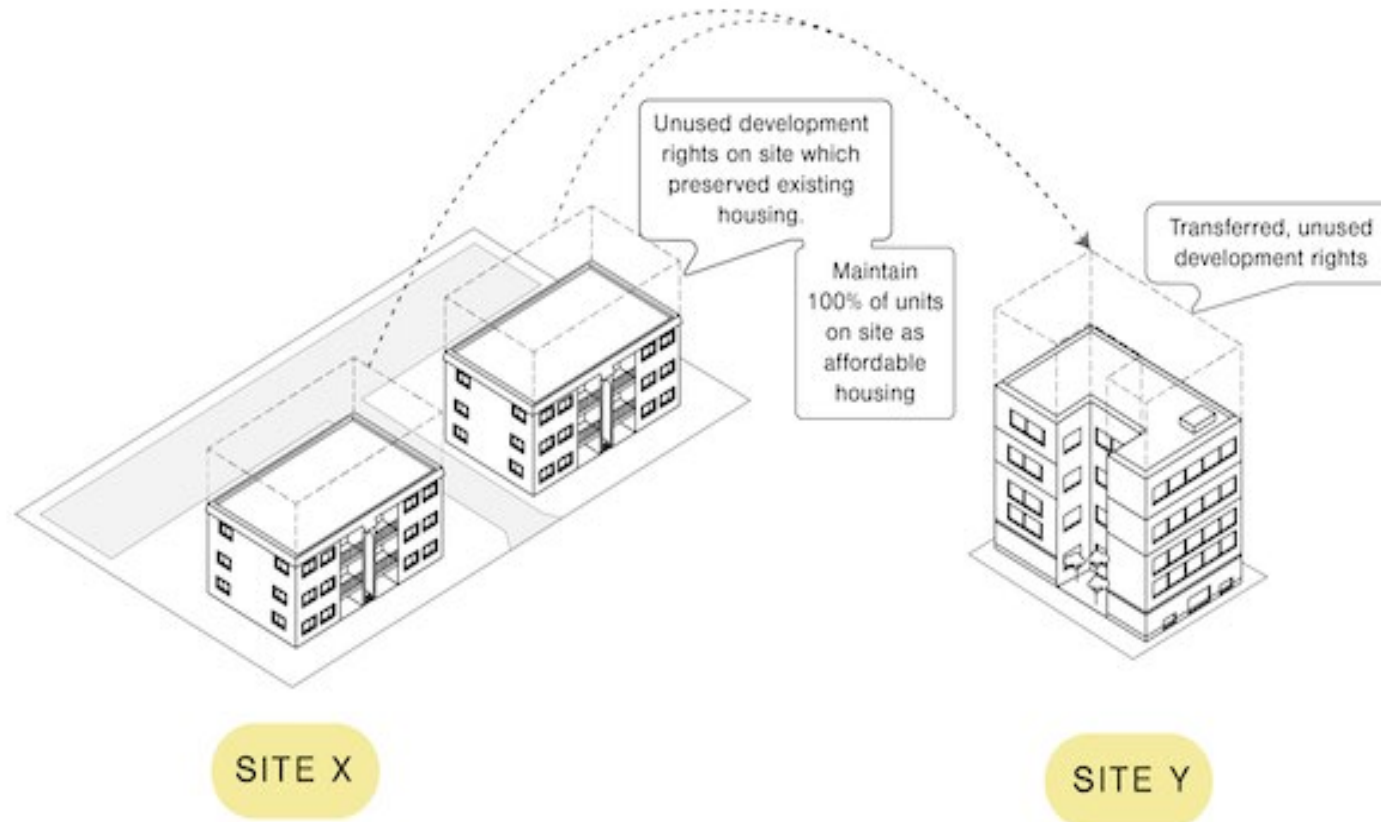


“Cap and transfer” for anti-displacement



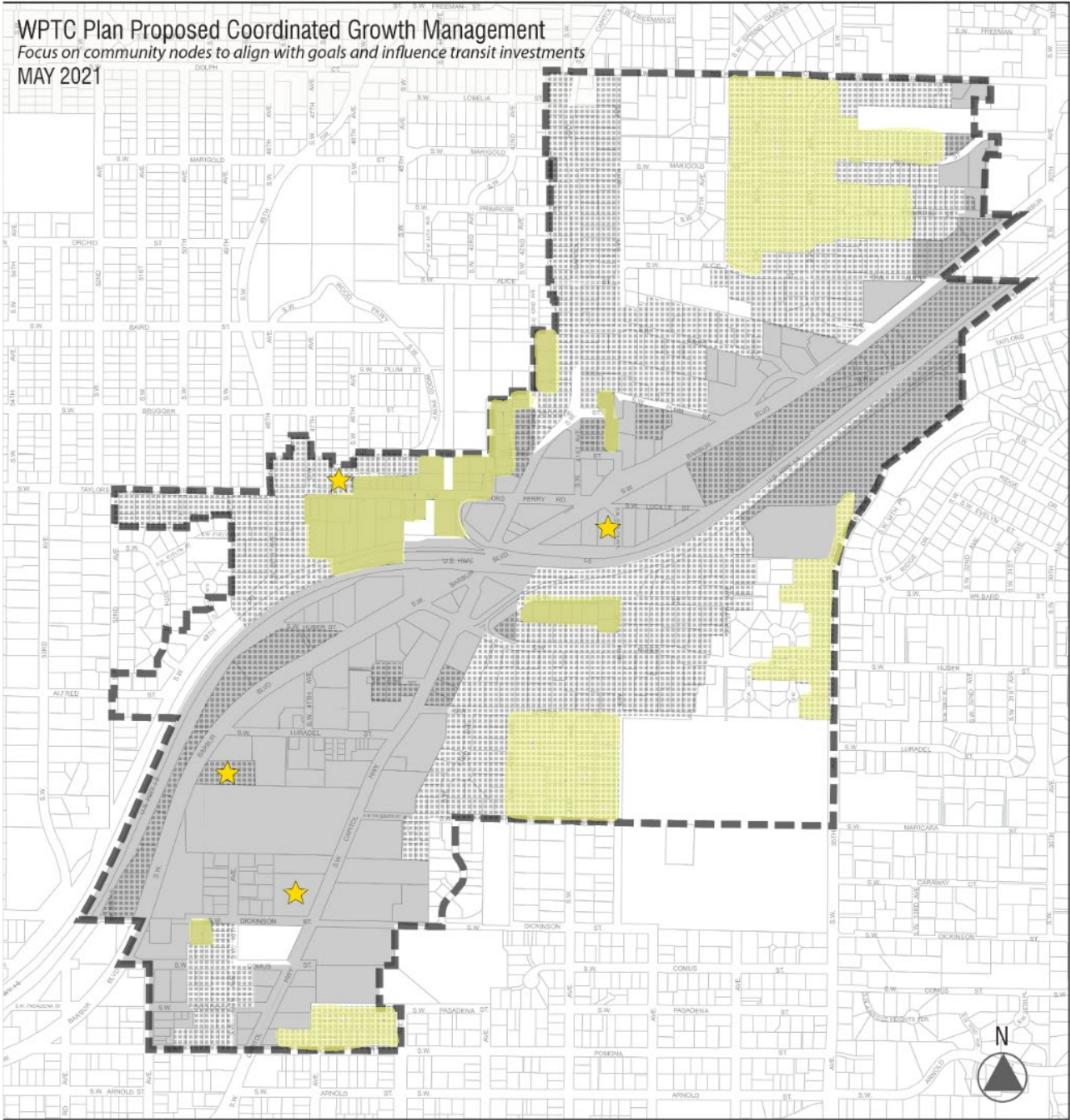
“Cap and transfer” for anti-displacement

PRESERVE: 100% AFFORDABLE + TRANSFER RIGHTS (TDR)



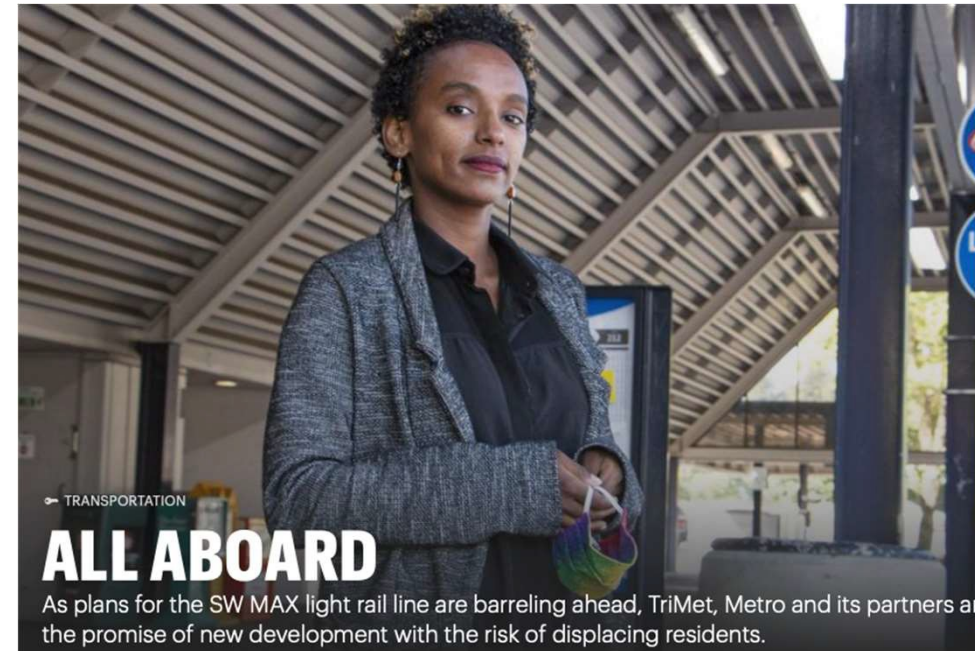
Phased Zoning

WPTC Plan Proposed Coordinated Growth Management
Focus on community nodes to align with goals and influence transit investments
MAY 2021



Equitable community engagement

Expand neighborhood contact requirements so that the SW Corridor Equity Coalition also receives notice of development plans and has an opportunity to provide input.

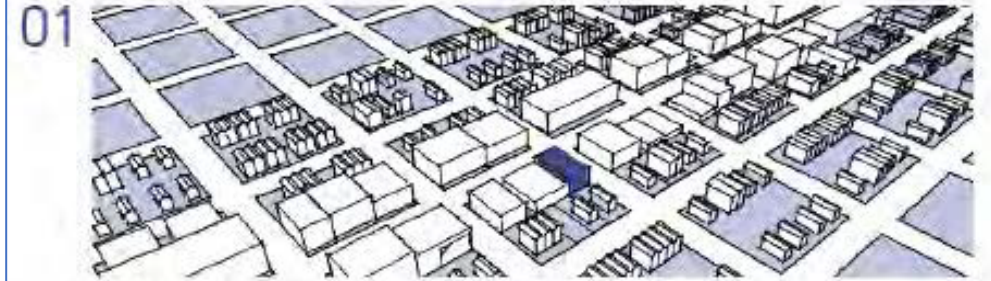


Character Statements

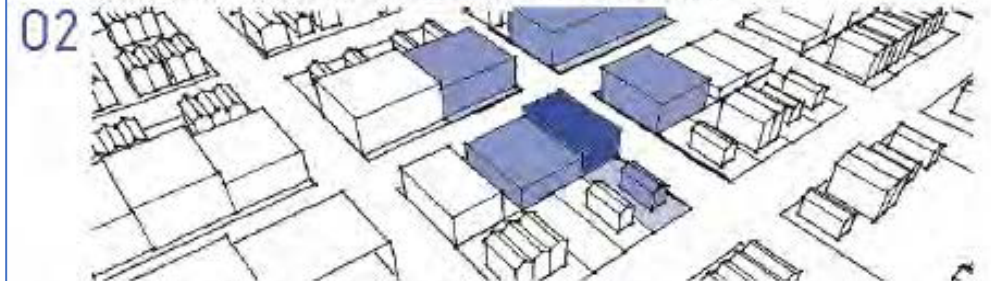
- Citywide Design Guidelines provide means and best practices to respond to context.
- Guidelines 01-03:
 - Address context at different scales.
 - Guide development on how to respond to the distinctive physical, natural, historic and cultural qualities.
- **Character statements** breaks down these distinctive qualities in collaboration with the community into:
 - Community
 - Architecture + Urban Design
 - Nature
- Character statement is not meant to be an exhaustive list of guidelines.
- Neither can regulate building height or FAR.

DEVELOPMENT SHOULD BUILD...

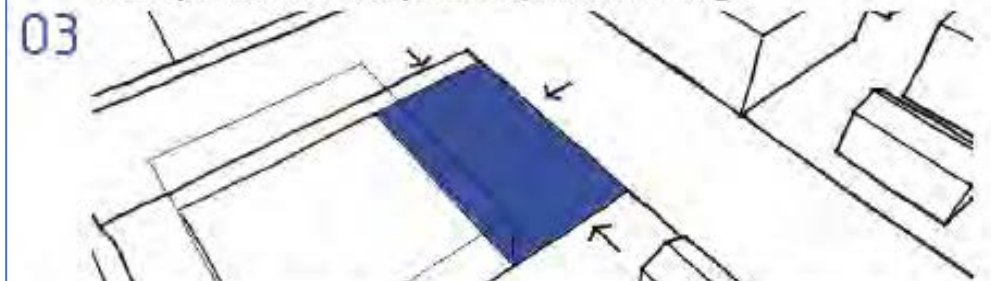
...on context by enhancing the distinctive physical, natural, historic and cultural qualities of the location while accommodating growth and change.



Build on the character and local identity of the place.

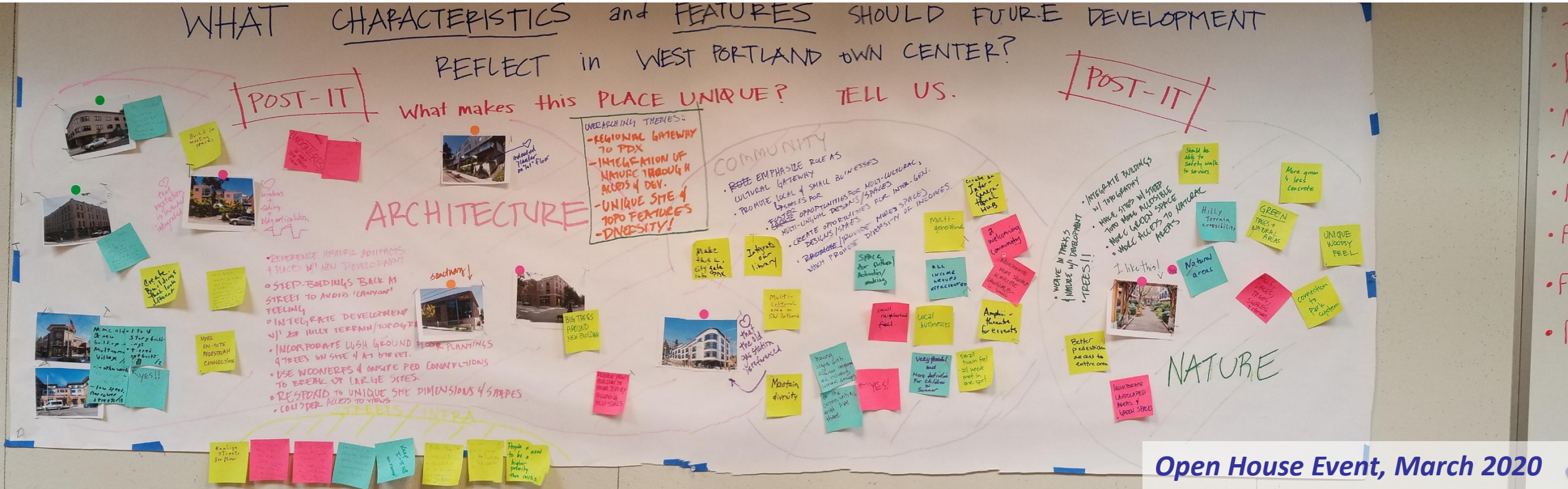


Create positive relationships with adjacent surroundings.



Integrate and enhance on-site features and opportunities to meaningfully contribute to a location's uniqueness.

Outreach Process and PSC/DC Role



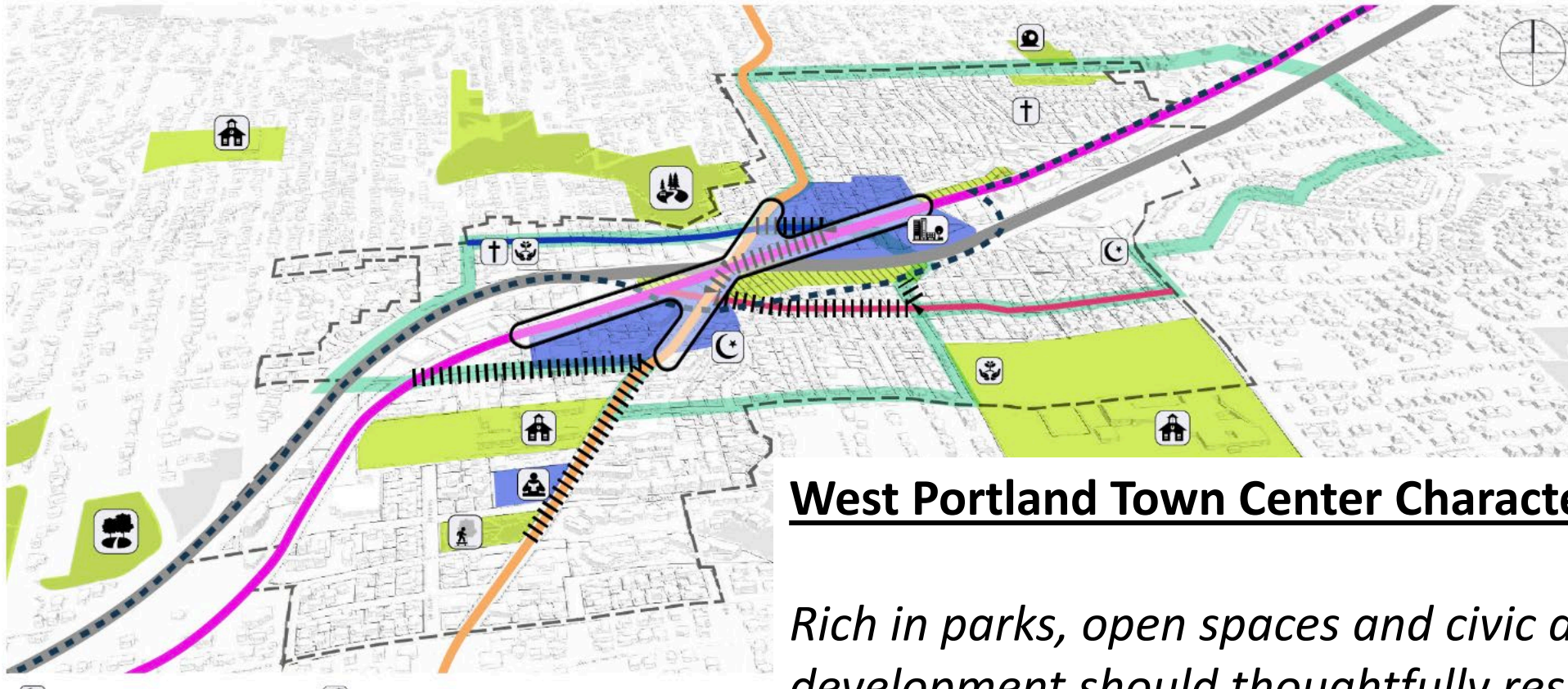
Open House Event, March 2020

September 2
Briefing to DC

September 28
Joint Hearing with DC

September 14
PSC Hearing

Mid/Late November
DC Worksession/Recommendation



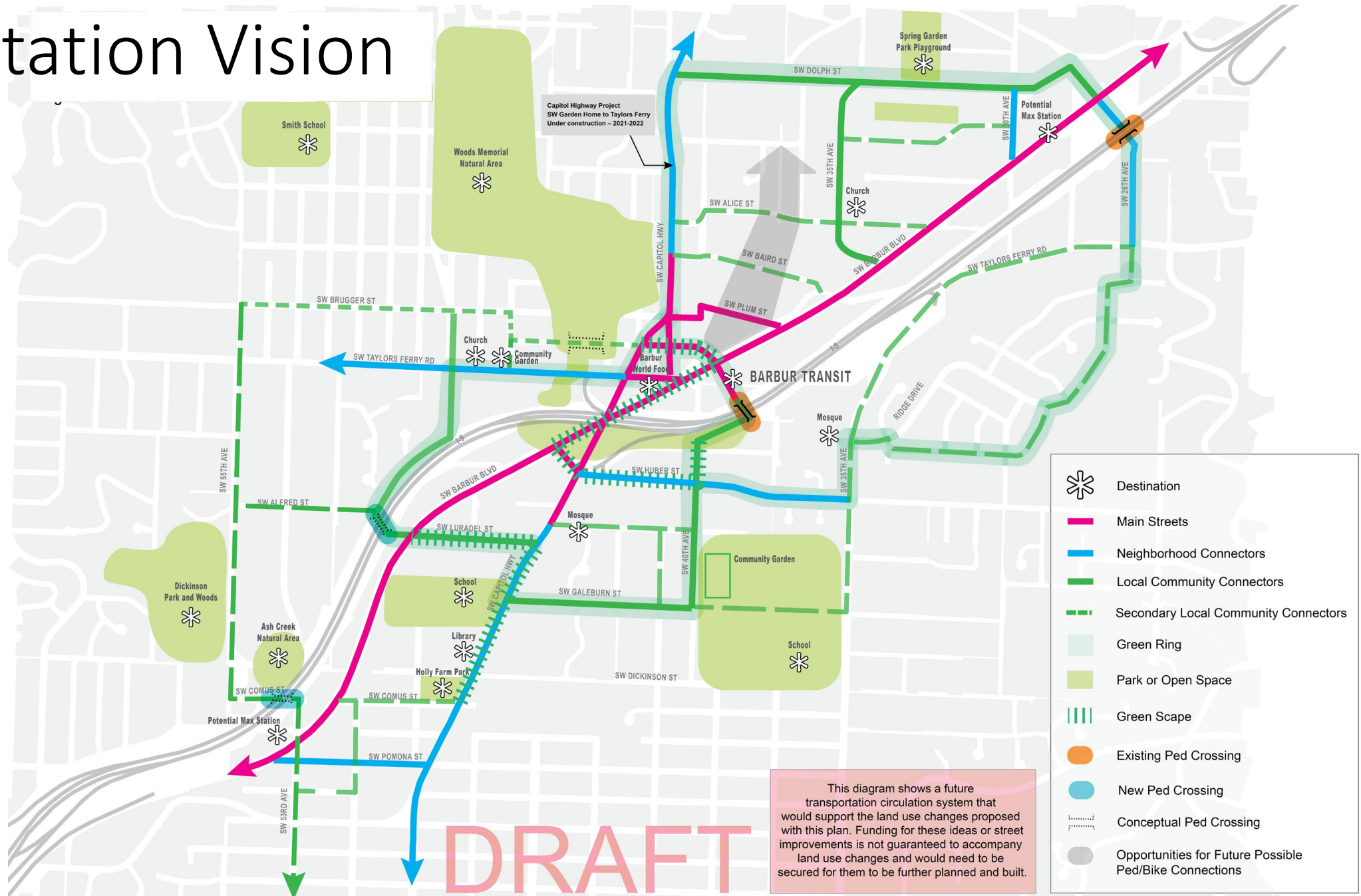
West Portland Town Center Character Statement

Rich in parks, open spaces and civic amenities, development should thoughtfully respond to the area's multi-cultural community, varied topography and auto-centric conditions to create a better connected, accessible, and healthier district.

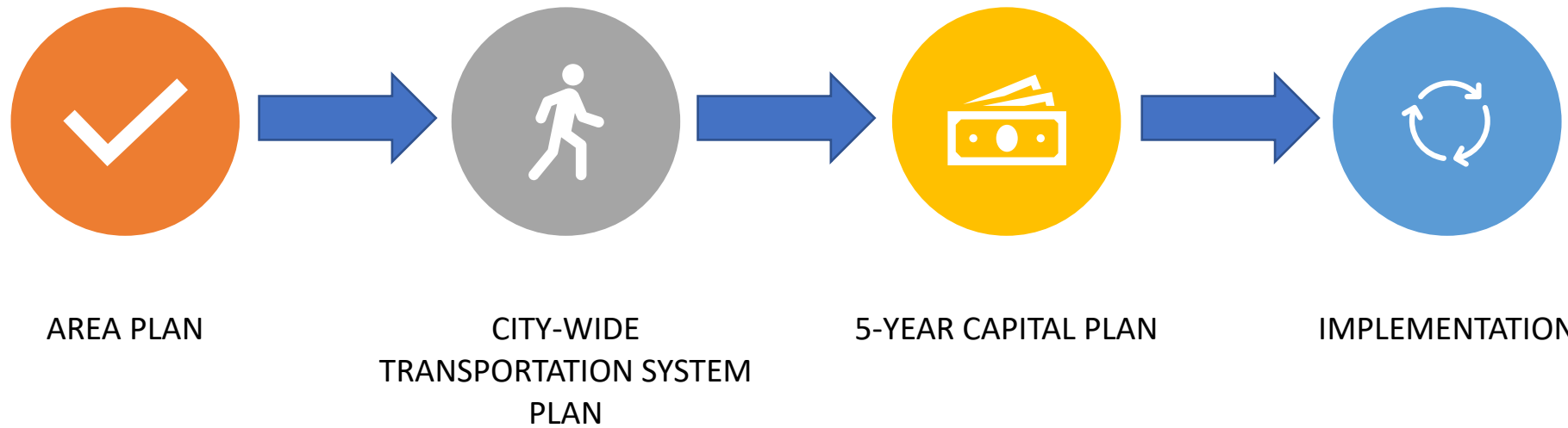
Transportation Vision

Features:

- Corridor investments
- Greenscapes
- New Collins main street
- Green Ring
- I-5 pedestrian crossings



Transportation Planning and Implementation Process



0 to 10 YEARS

WPTC proposed
zoning +
infrastructure
 sequencing

TSP Projects

*BES interests

Existing – no change

- Taylors Ferry*
- Capitol Hwy*

Existing – with changes

- Crossroads interim fix
- SW Huber*

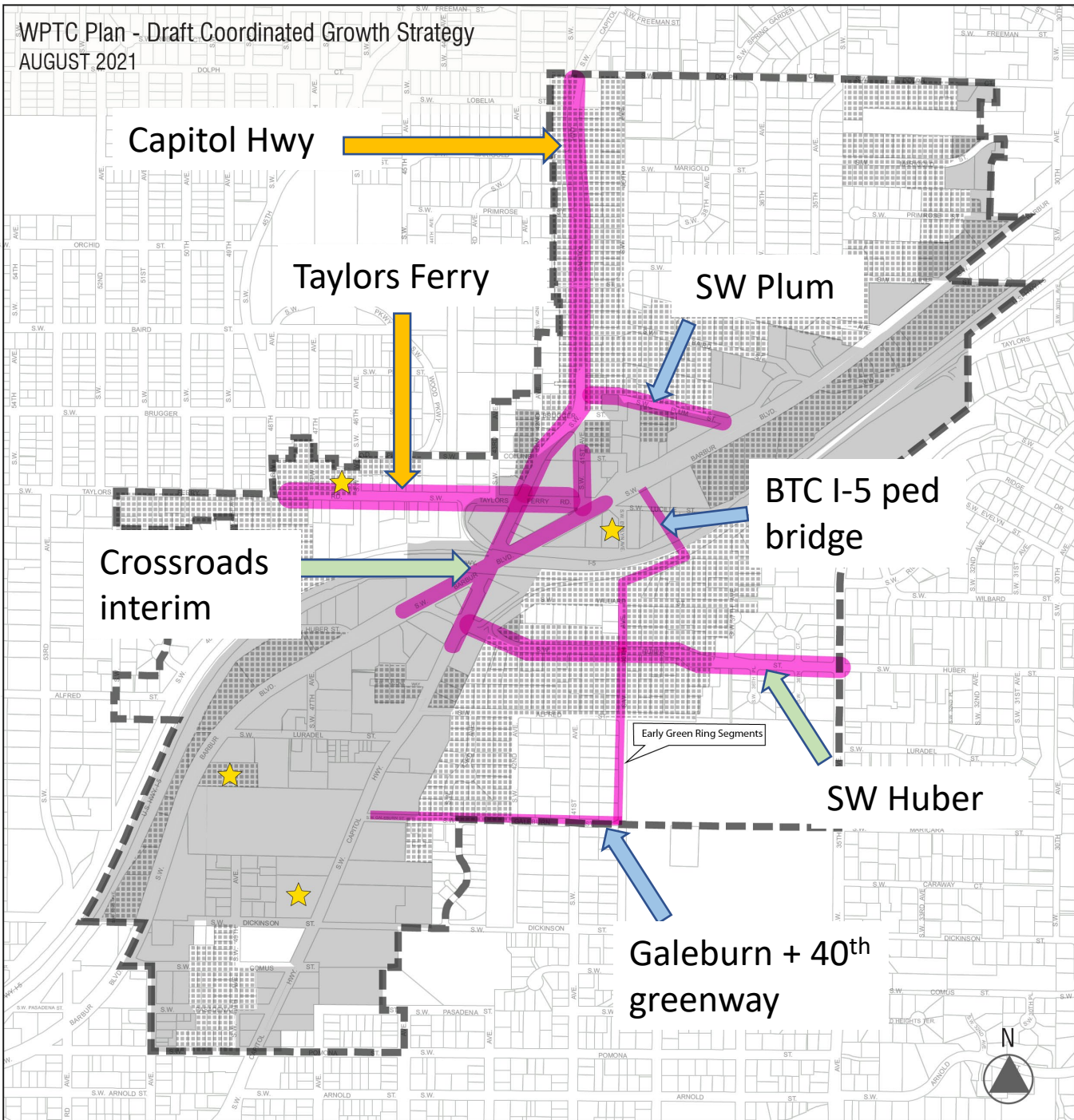
New

- SW Plum*
- BTC I-5 ped bridge
- Galeburn + 40th Greenway

SCENARIO PHASING TIMELINE

EXISTING (FUNDED) PROJECTS	RECOMMENDED PRIORITY PROJECTS
0 YEARS	0 - 10 YEARS
EXISTING RM AND CM ZONING	FUTURE RM AND CM ZONING

★ Future Affordable Housing



10 to 20 YEARS

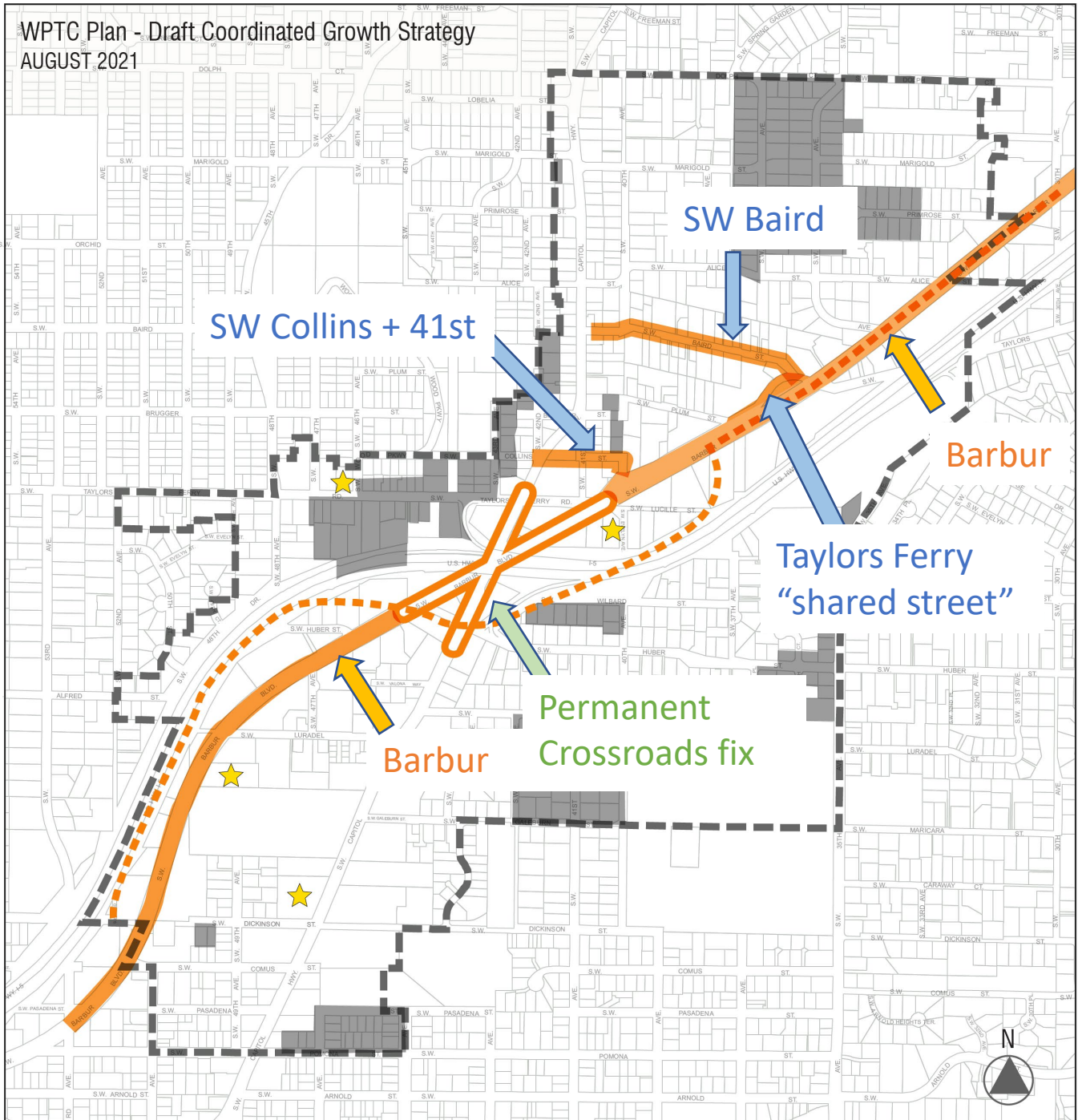
WPTC proposed zoning + infrastructure sequencing

- TSP Projects
*BES interests
- Existing – no change
 - Barbur*
 - Existing – with changes
 - Crossroads fix
 - New
 - SW Collins + 41st*
 - SW Baird*
 - SW Taylors Ferry “shared street”*

SCENARIO PHASING TIMELINE



- - - - - SW Corridor Light Rail
 ★ Future Affordable Housing



A vibrant, modern urban scene with a tram, people walking, and a building with Arabic signage. The scene is set on a brick-paved sidewalk next to a tram track. In the foreground, two men in business attire are sitting on a wooden bench, looking at a tablet. A young child is riding a bicycle towards the camera. In the background, a tram is stopped at a station. To the right, a building with a modern facade and Arabic signage is visible. The overall atmosphere is one of a bustling, diverse community.

Future of Barbur?

- A Civic Corridor on Portland's Comprehensive Plan.
- High Capacity Transit in SW is in TSP and RTP
- I-5 tolling will impact Barbur. What actions should ODOT take to mitigate diversion?
- City staff pushing ODOT to identify interim crossroads solutions, akin to smaller scale projects (~\$10m) recently identified for 82nd

Proposed Draft

Volume 1

Section 1: Introduction

Section 2: Community Vision 1: Great Place with Equitable Access

Section 3: Community Vision 2: Strong People and Communities

Section 4: Implementation

Volume 2: Plan and Actions

Section 5: Zoning Code Amendments

Section 6: Design Overlay Character Statement

Section 7: Comprehensive Plan Policies

Section 8: Comprehensive Plan and Zoning Maps

Volume 3: Appendices (under separate cover)

Appendix A: Existing Conditions: [Health Equity Assessment](#)

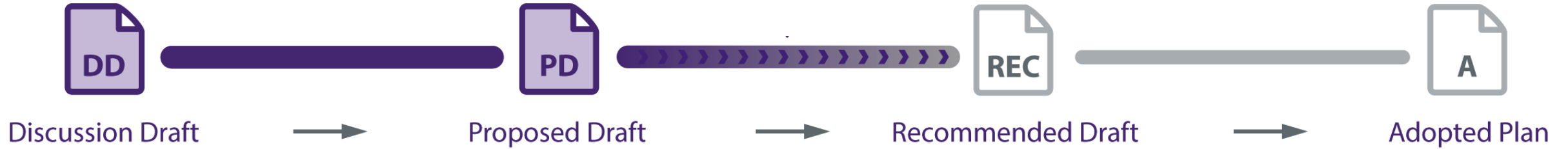
Appendix B: Existing Conditions: [Demographic Assessment](#)

Appendix C: Existing Conditions: [Urban Form Assessment](#)

Appendix D: Existing Conditions: [Business Inventory and Assessment](#)

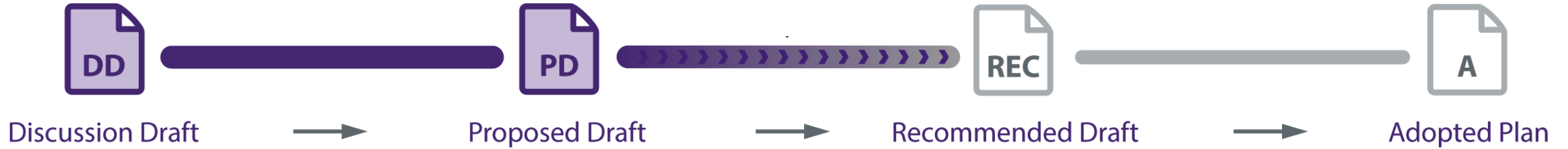
Appendix E: [Southwest Equitable Housing Strategy](#)

Appendix F: [Southwest Equitable Development Strategy](#)



Commission Deliberation Sequence

- August 10, Briefing
- September 14, Hearing
- September 28, Hearing (Jointly with Design Commission)
- October 26, Work Session
- November 9, Work Session/Recommendation



Next Steps After PSC Recommendation

1. Transportation System Plan Update (21/22)
2. ODOT dialogs RE Barbur strategy (21/22)
3. Discussion of tools to fund growth-related infrastructure (ongoing)
4. City Council Adoption (Spring 2022)

How to Comment

Find more information and supporting materials at: www.portland.gov/bps/wpdx-town-center

Written comments/testimony on the Proposed Draft is **due by 5:00 pm on Tuesday September 28, 2021, unless extended by the PSC Chair.**

Written testimony may be submitted via The MapApp.
Go to: www.portlandmaps.com/bps/mapapp

Select either West Portland Town Center Plan or Self-Service Storage and then click “Testify” at upper right