



# North Pearl District Plan

Portland City Council Hearing  
September 24, 2008



# Plan Area Boundary





# Project Partners

- Bureau of Planning
- Portland Development Commission
- Portland Office of Transportation

With assistance from:

Bureau of Development Services  
Office of Sustainable Development  
Bureau of Environmental Services  
Portland Parks & Recreation



# Project Stakeholders & Community Representatives

Pearl District Neighborhood Association

Northwest District Association

Hoyt Street Properties

Riverscape Development

Pearl Real Estate

Central City Concern

And:

*Pearl District Residents, Business Representatives, Property Owners, Architects, Urban Designers, and Experts in Sustainable Development and Affordable Housing*



# Plan Purpose & Elements

Consider Zoning Code and Comprehensive Plan amendments with the goal of:

## Zoning Code Amendments:

- Minor FAR Increases
- Height Increases
- New Development Bonus Provisions
- New Historic Resource FAR Transfer Provision

## Comprehensive Plan Amendments:

- Complete Community Policy
- Sustainable Community Policy
- Multi-Modal Transportation Policy





# Complete Community Policy





## Common Myths:

- Housing is too expensive for families
- Children do not live in the Pearl
- Pearl residents are retired couples and singles
- The Pearl District has access to numerous amenities





# Housing Affordability

*The River District contains more affordable housing than any other urban renewal district in the City.*

Approximately 49% of the 7,408 units in the district are affordable to those making 80% or less of the median family income (MFI).

Approximately 23% of the units are available to those making 50% MFI or less.



# Birth Rates in the Pearl

<u>Timeframe</u>	<u>Total Births</u>	<u>Annual Average</u>
1991 – 1996	63	12.6
1997 – 2000	82	16.4
2001 – 2005	157	31.4
2006	48	48



# Housing Diversity

*A recent survey of housing sizes in the River District found that only 1,201 or 16% of the units in the district have two or more bedrooms.*

Only 14% of rental housing has two or more bedrooms

Only 23% of ownership housing has two or more bedrooms

No projects designed to be compatible with family needs





## Family Housing Criteria:

- Two and three bedroom units (20 or more per project).
- Units designed to accommodate play and storage.
- Shared areas for family play and gathering opportunities.
- Access to community amenities: parks, schools, day care, community centers, etc.



# Community Amenities

## **Community Centers:**

Closest approximately two miles away, none in Central City

## **Public Schools:**

**Elementary School:** Over mile away, none in Central City

**Middle School:** Over six miles away, none in Central City

**High School:** Less than mile away, one in Central City

## **Day Care:**

None in River District, three day care facilities for dogs



# Complete Community Policy

*Create a complete community by developing public amenities, a diversity of housing types, and array of retail sales and services, that serve the diversifying population of the Pearl District including families with children*

## **OBJECTIVES:**

- Create greater diversity of units with 2 or more bedrooms
- Create housing projects designed to be compatible with the needs of families with children
- Develop range of necessary public amenities (public school, community center, day care for children)






# Sustainable Community Policy







# What are the Elements of a Sustainable Community?

**Sustainable Site and Building Design**

**Social Equity and Healthy Neighborhoods**

**Sustainable Economic Development**

**Natural System Approach to Stormwater Management**

**Multi-Modal Transportation Options**

# Sustainable Community Concept



## Sustainable Site & Building Design

**Goal 1:** Advance Sustainable Site & Building Development

**Goal 2:** Achieve Carbon Neutral Operations for New Buildings by 2030



## Social Equity & Healthy Neighborhood

**Goal 3:** Create Diverse Housing Opportunities

**Goal 4:** Increase Availability of Affordable Housing

**Goal 5:** Mixed-Use & Transit-Oriented Development



## Sustainable Economic Development

**Goal 6:** Build a Vital, Socially Equitable and Healthy Community

**Goal 7:** Develop Diverse Regional Economic Opportunities

# Sustainable Community Concept



## Natural System Stormwater Management

Goal 8: Project Stormwater



## Multi-Modal Transportation

Goal 9: Mode Split

Goal 10: Parking

Goal 11: Green Street and Right-of-Way

Goal 12: Transportation Demand Management



# Sustainable Community Policy

*The North Pearl and surrounding neighborhoods shall be developed to maximize livability, be socially and economically sustainable, and to promote eco system health, resulting as a model for carbon neutral and socially restorative community development*

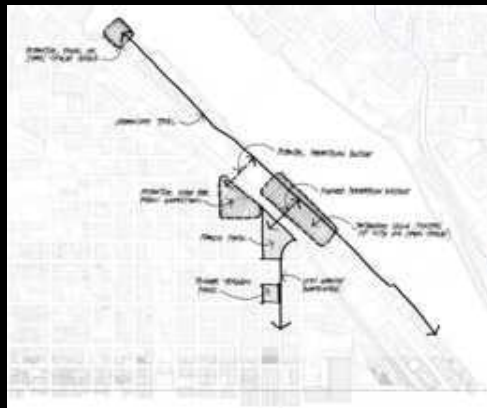
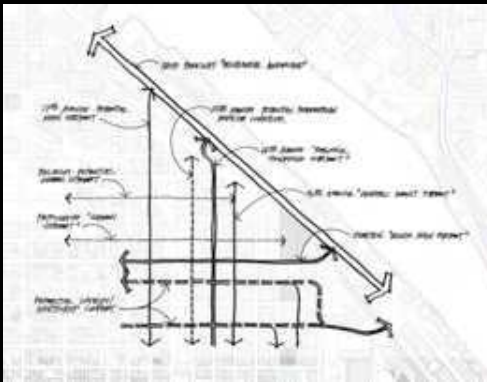
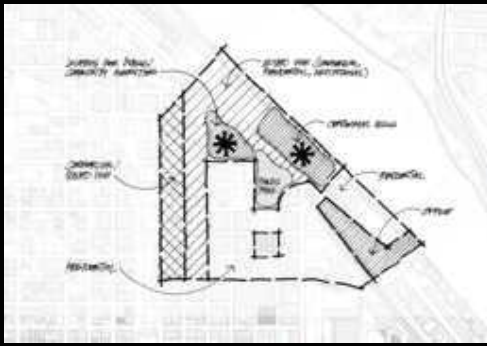
## **OBJECTIVES:**

- Pursue LEED Gold or better certification for new buildings and Neighborhood Development certification
- Increase housing diversity by type and income
- Expand multi-modal transportation options and support system with transit oriented development
- Develop district-wide stormwater management plan that mimic natural systems and reduces impacts to predevelopment conditions



# Growth & Urban Design

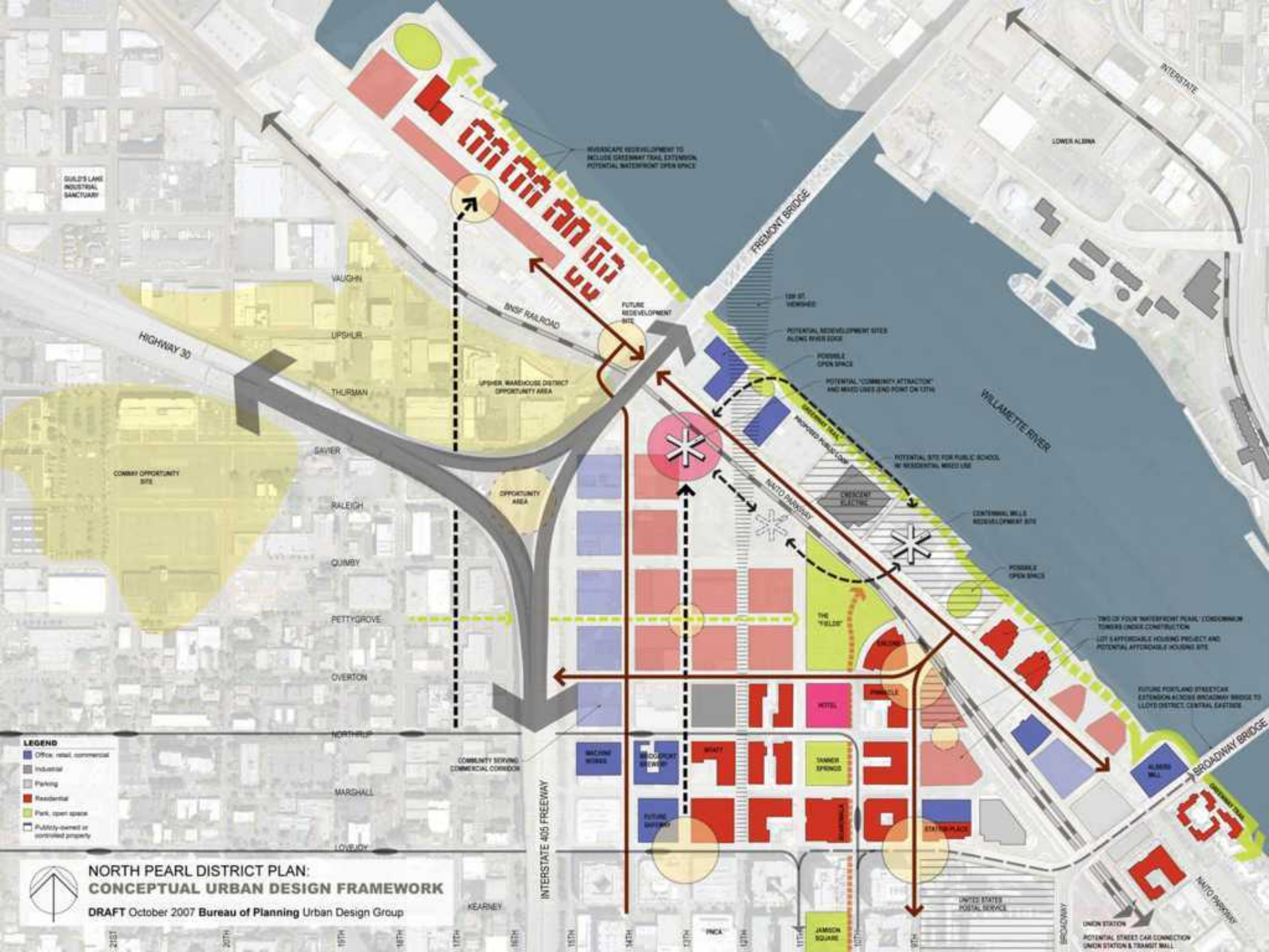




# Urban Design Themes

- **Balanced high density mixed-use development**
- **Sustainability**
- **Community assets & public amenities**
- **Quality street network and character**
- **Appropriate building scale, height, design**
- **A well designed network of open space, streets and accessways**

- 
- Create & Expand Mixed-Use Nodes and Corridors
  - Develop a Dense and Active Mixed Use Waterfront
  - Maintain View Corridors
  - Make Public Realm Enhancements
  - Seek Design Excellence when Taller Buildings are Developed
  - Introduce Public & Community Amenities
  - Preserve Buildings of Historic Character
  - Establish a Street Hierarchy
  - Strengthen Connections & Integrate Community



BUILD'S LAW INDUSTRIAL SANCTUARY

HIGHWAY 30

VAUGHN

UPHUR

THURMAN

SAWYER

RALEIGH

QUIMBY

PETTYGROVE

OVERTON

NORTRUP

MARSHALL

LOVEJOY

WILDCAPE REDEVELOPMENT TO INCLUDE GREENWAY TRAIL EXTENSION, POTENTIAL WATERFRONT OPEN SPACE

BNSF RAILROAD

FUTURE REDEVELOPMENT SITE

FREMONT BRIDGE

12th ST. VIEWSHED

POTENTIAL REDEVELOPMENT SITES ALONG RIVER EDGE

POSSIBLE OPEN SPACE

POTENTIAL 'COMMUNITY ATTRACTION' AND MIXED USES END POINT ON 12th

VILLAMETTE RIVER

POTENTIAL SITE FOR PUBLIC SCHOOLS IN RESIDENTIAL MIXED USE

CENTRAL MILLS REDEVELOPMENT SITE

POSSIBLE OPEN SPACE

TWO OF FOUR WATERFRONT PEARL CONDOMINIUM TOWERS UNDER CONSTRUCTION  
LOFT AFFORDABLE HOUSING PROJECT AND POTENTIAL AFFORDABLE HOUSING SITE

FUTURE PORTLAND STREET CAR EXTENSION ALONG BROADWAY BRIDGE TO LLOYD DISTRICT CENTRAL EASTSIDE

- LEGEND**
- Office, retail, commercial
  - Industrial
  - Parking
  - Residential
  - Park, open space
  - Publicly-owned or controlled property

**NORTH PEARL DISTRICT PLAN:  
CONCEPTUAL URBAN DESIGN FRAMEWORK**

DRAFT October 2007 Bureau of Planning Urban Design Group

INTERSTATE 405 FREEWAY

BROADWAY BRIDGE

BROADWAY

UNION STATION  
POTENTIAL STREET CAR CONNECTION  
UNION STATION & TRAMMALL

21ST

20TH

19TH

18TH

17TH

16TH

15TH

14TH

13TH

12TH

11TH

10TH

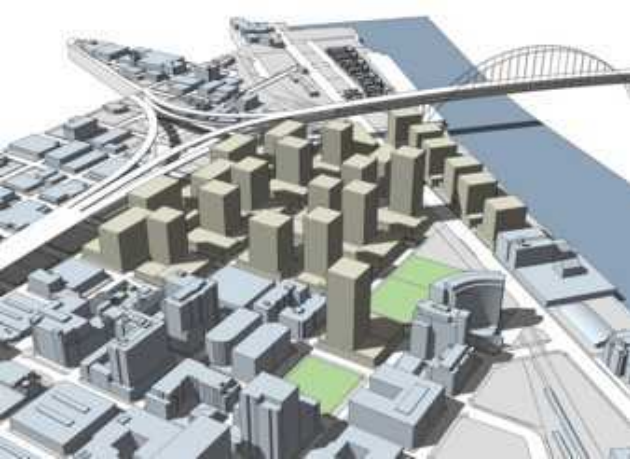
9TH

8TH

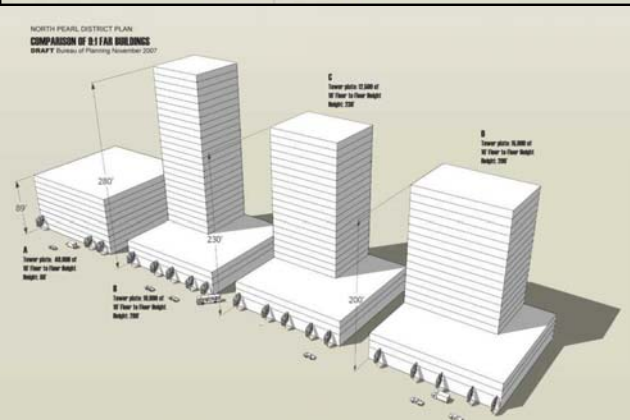
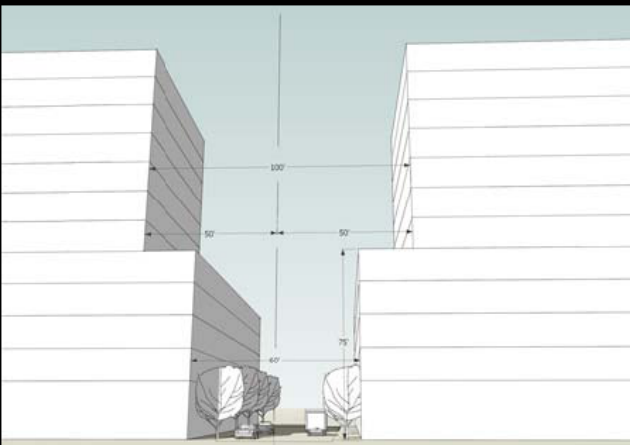
BROADWAY

NATO PARKWAY

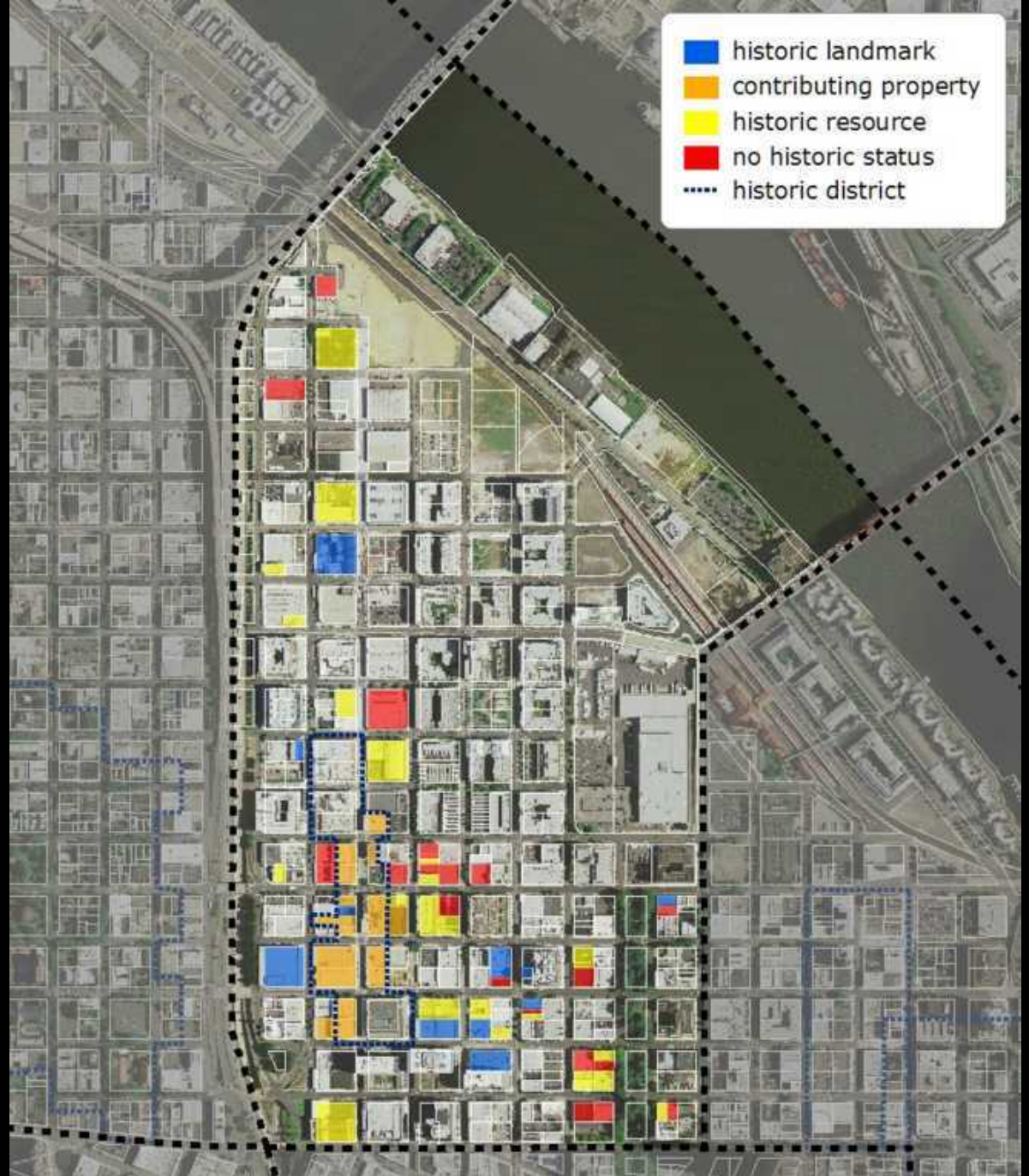




Urban Form & Skyline



Views and Pedestrian Scale



Historic Resources, Architectural Heritage, Variation in Scale



# Update River District Design Guidelines

## B. PEDESTRIAN EMPHASIS

**III REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM**  
 This is a Central City Plan Fundamental Design Guideline. The River District Design Guidelines that follow are based on this Fundamental Design Guideline. The River District Design Guidelines that follow are based on this Fundamental Guideline as it applies within the River District.

### PROVIDE HUMAN SCALE TO BUILDINGS ALONG WALKWAYS

#### BACKGROUND

In order to reinforce and enhance the pedestrian system in the River District, buildings have a responsibility to contribute to pedestrian comfort and enjoyment. Buildings adjacent to walkways should provide human scale and relationships which support pedestrian needs and interests. This can be accomplished with appropriate building configuration, details, proportions, materials, and activities.

In particular, door, window and wall treatments adjacent to pedestrian ways should relate and contribute to pedestrian interest and enjoyment. Large expanses of mirrored glazing and blank flat walls are discouraged due to their impersonal character. Variation and sensitive detailing, related to the pedestrian environment, is especially encouraged within building bases. Porches and balconies are particularly encouraged. These elements provide human scale, allow for interaction between residents and passers-by, and allow for informal surveillance of the street.

**\*B1-1 GUIDELINE: Provide human scale and interest to buildings along sidewalks and walkways.**

### ORIENT BUILDING ENTRIES TO FACILITATE TRANSIT CONNECTIONS

#### BACKGROUND

Transit corridors and services within the River District will be established to increase distances and shorten between different areas of the District and the Metro area. Transit is a critical component for a successful transit circulation system. In facilitating easy pedestrian movement, it is important to have direct, convenient, and active pedestrian linkages. Sensitive and supportive placement of the main entries of buildings can significantly improve pedestrian accessibility to transit, making it easy and enjoyable. It is an important urban design consideration.

**\*B1-2 GUIDELINE: Orient primary building entries of pedestrian circulation points which conveniently and effectively connect pedestrians with transit services.**



## Guidelines

## B PEDESTRIAN EMPHASIS

### B1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM

#### B1-1 PROVIDE HUMAN SCALE TO BUILDINGS ALONG WALKWAYS

##### BACKGROUND

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##### GUIDELINE

**Provide human scale and interest to buildings along sidewalks and walkways.**

This guideline may be accomplished by:

1. Here's how you accomplish the guideline. This description is a few sentences describing the method of accomplishing the guideline. Focus and articulate the description;



*This is a caption. Since the days of the first settlers, the Willamette River has provided Portland with pleasure, passage, and profit. Its connection to the Pacific Ocean allowed Portland to become an international port which nourished the growth of the City. The river has always been the focus for Portland. It is the central feature and reason for Portland's existence.*





# Transportation Policy





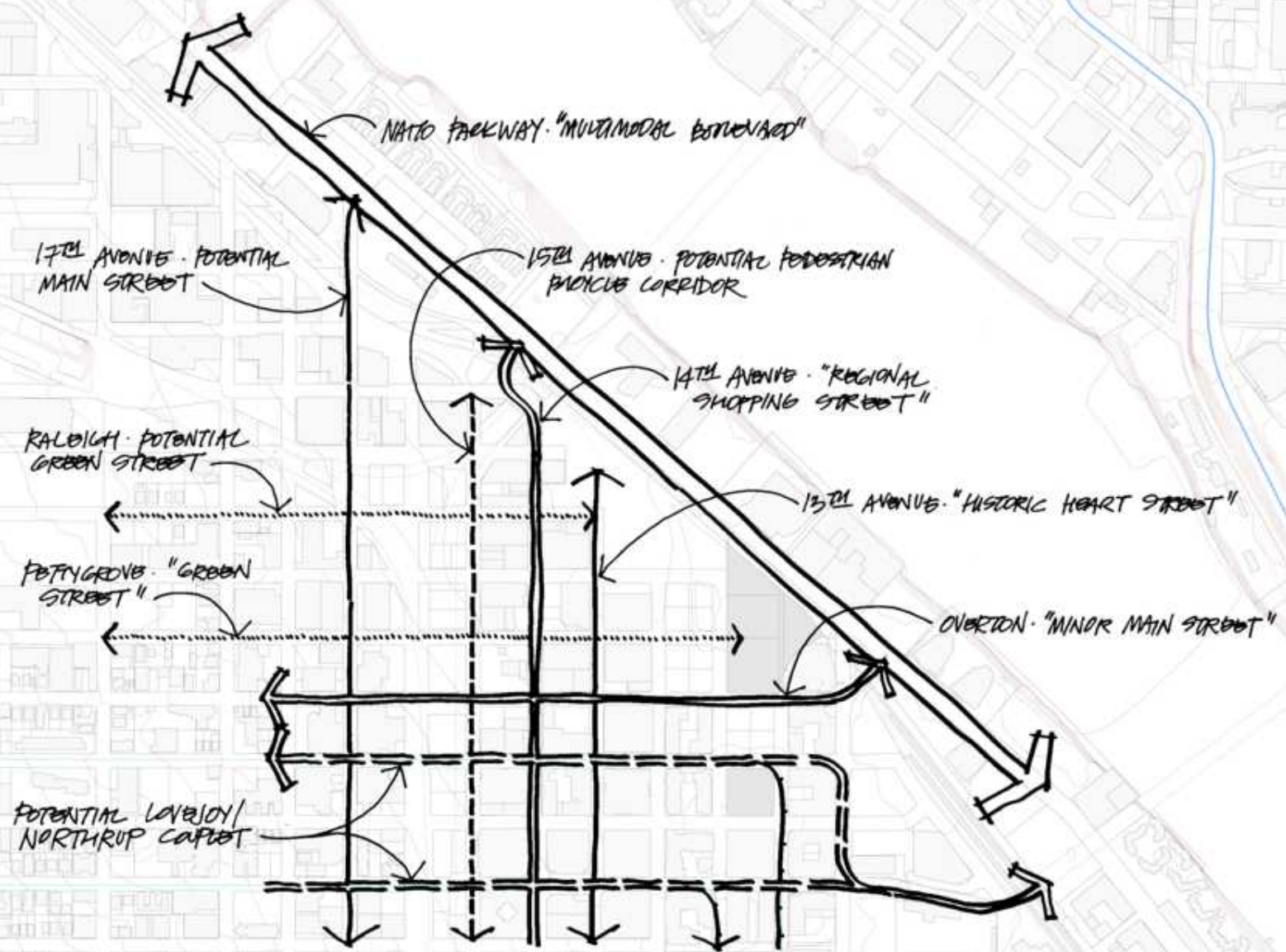
# Transportation Concept

## Meet needs from Increases in FAR in Selected Areas

- 8,700 employees, 8,200 households (2,000+)

## Transportation Strategies

- Take advantage of street network
- Increase % of non-auto trips
- Improve transit service, bicycling and walking facilities
- Reduce parking ratios
- Implement transportation management association (TMA)
- Expand Green Street connections



NATO PARKWAY - "MULTIMODAL BULEVARD"

17<sup>TH</sup> AVENUE - POTENTIAL MAIN STREET

15<sup>TH</sup> AVENUE - POTENTIAL PEDESTRIAN BICYCLIST CORRIDOR

14<sup>TH</sup> AVENUE - "REGIONAL SHOPPING STREET"

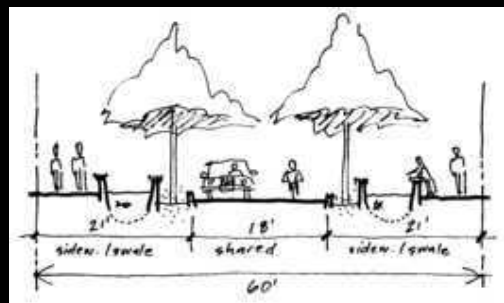
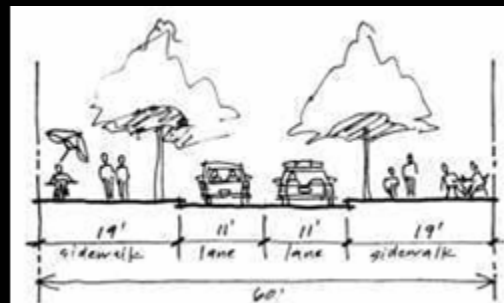
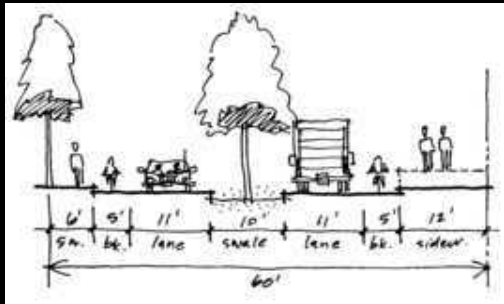
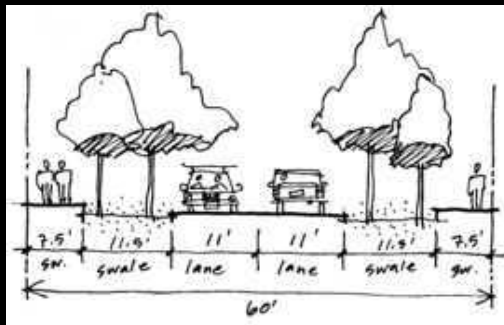
RALPHIGH - POTENTIAL GREEN STREET

13<sup>TH</sup> AVENUE - "HISTORIC HEART STREET"

PETTYGROVE - "GREEN STREET"

OVERTON - "MINOR MAIN STREET"

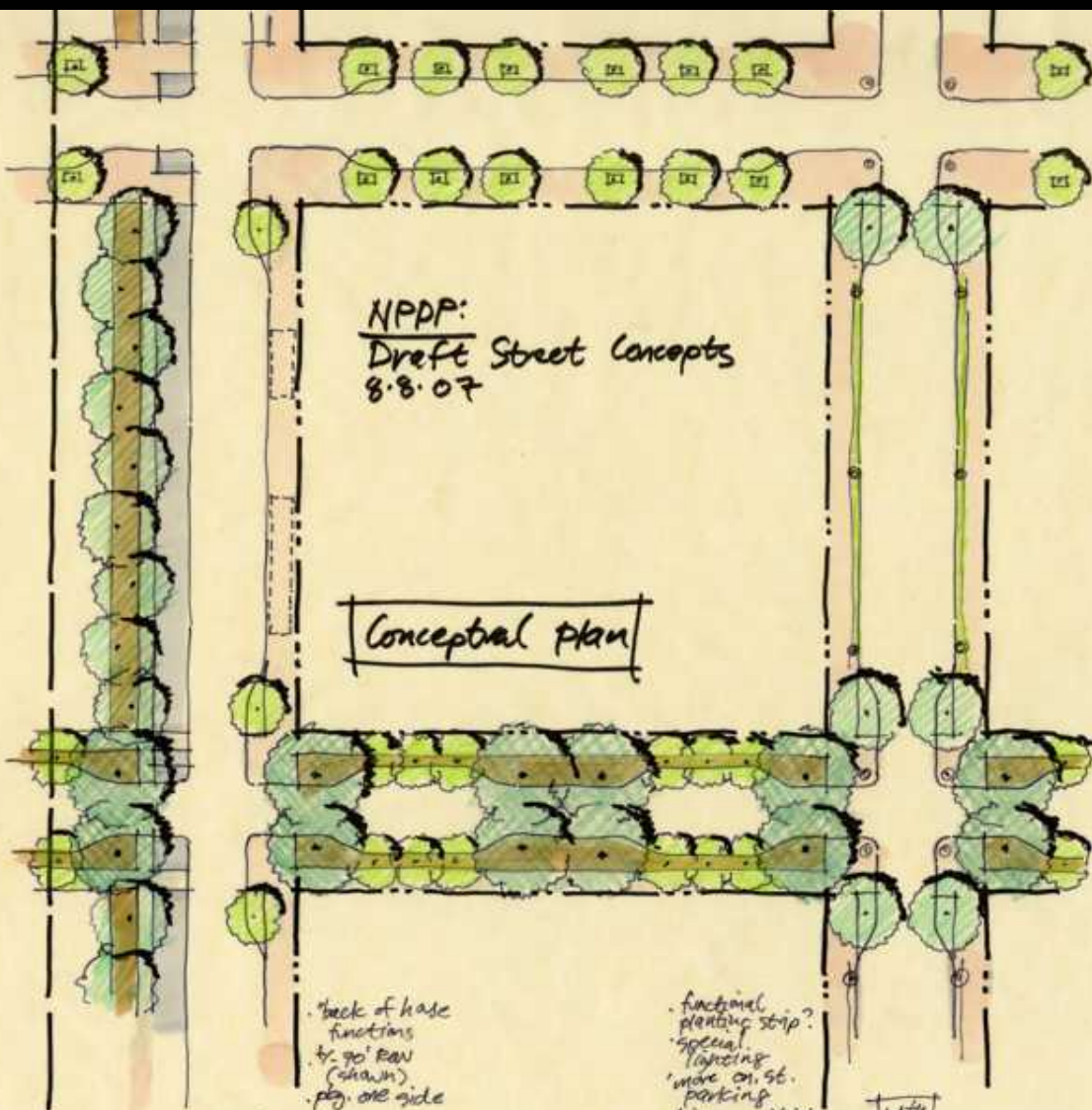
POTENTIAL LOVEJOY/NORTHROP CAPLOT



Quincy  
typical street  
(local)

Pettingrove  
"green"  
stormwater  
mitig.  
enhanced  
pedestrian  
bigger trees  
less on-st.  
parking

1405



NPP:  
Dreft Street Concepts  
8.8.07

Conceptual plan

back of base  
functions  
to go ROW  
(shown)  
ply. one side

functional  
planting strip?  
special  
parking  
more on-st.  
parking  
higher visibility  
regional retail  
1/2 cycle (w/16<sup>th</sup>)  
traffic mmt  
outdoor dining

15th

14th



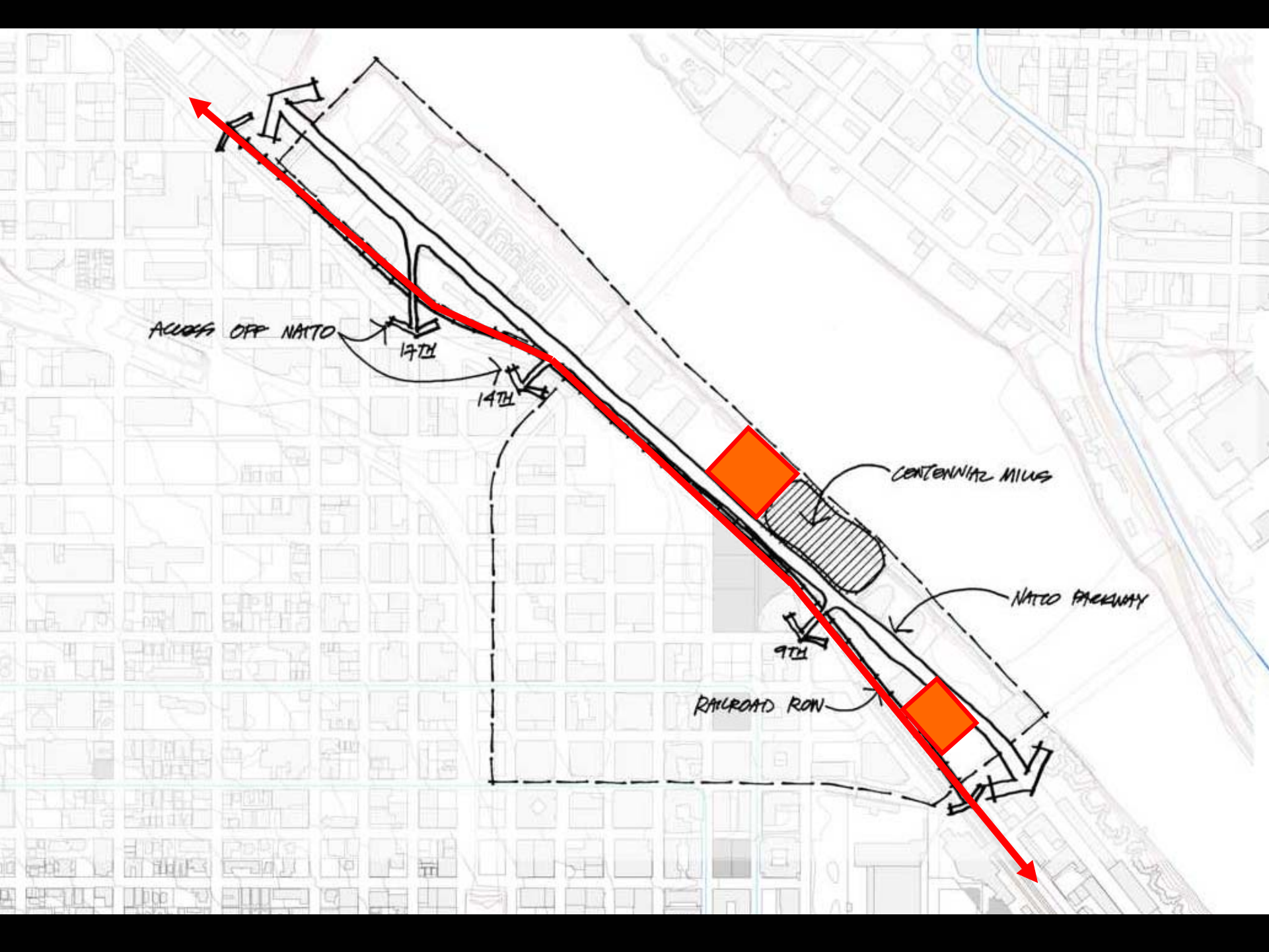
# Transportation Policy

*Create a transportation system that provides a full range of options for the movement of people, goods and services, supports livability and development of the area, and meets the sustainable goals of reducing gas emissions, energy consumption, environmental degradation and the reliance of the automobile.*

## **OBJECTIVES:**

- Increase mode splits throughout the plan area
- Expand the pedestrian and bicycle networks as well as access to transit
- Create higher standards for the public right-of-way to create an efficient and well designed street hierarchy
- Regulate off-street parking to increase mode-splits and meet overall sustainability goals





ACCESS OFF NATO

17TH

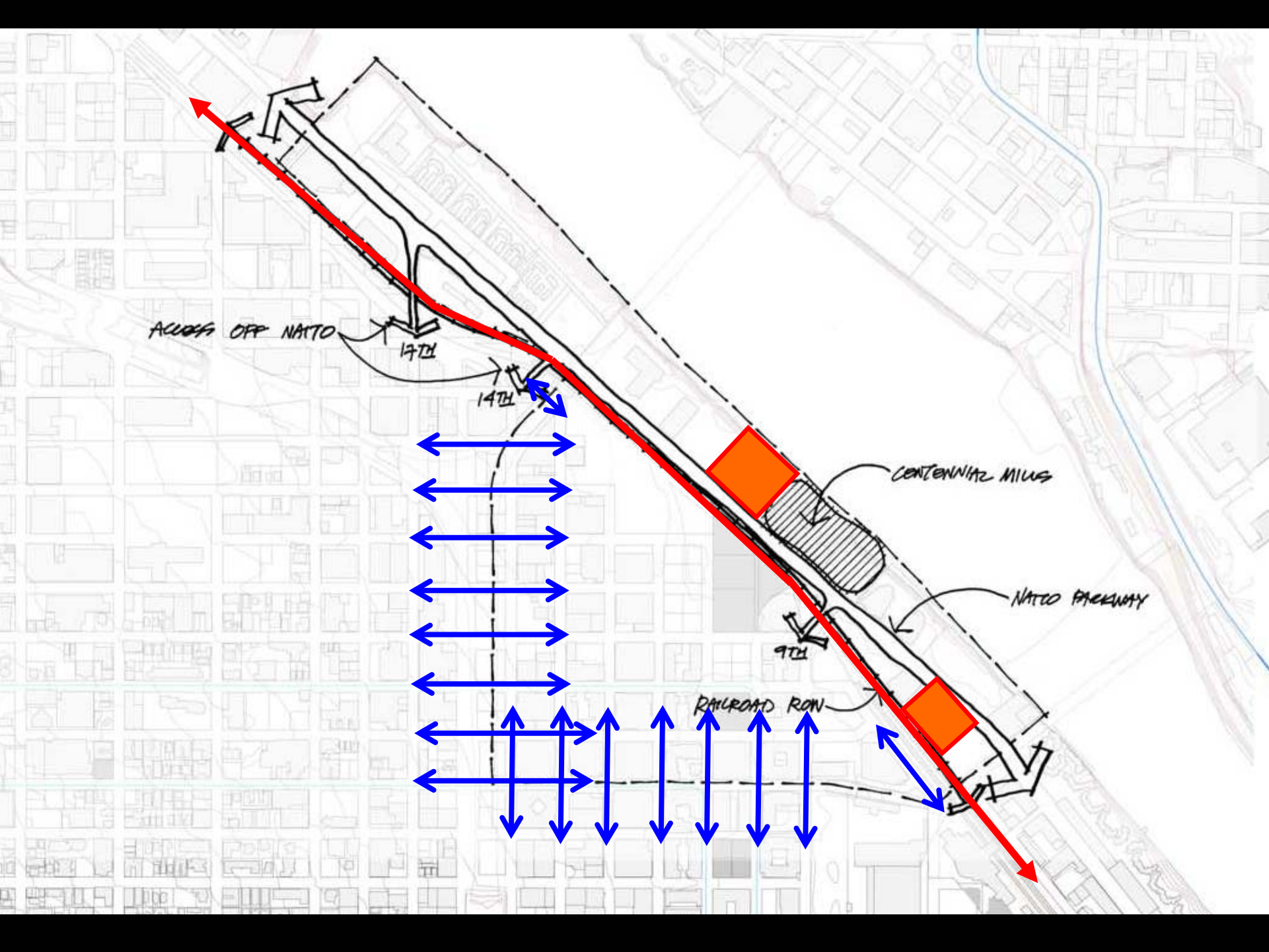
14TH

CENTENNIAL MILLS

NATO PARKWAY

9TH

RAILROAD ROW



ACCESS OFF NATO

14TH

14TH

CENTENNIAL MILLS

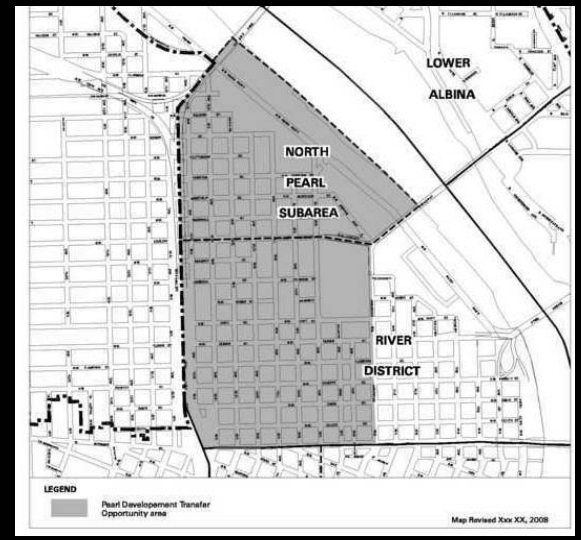
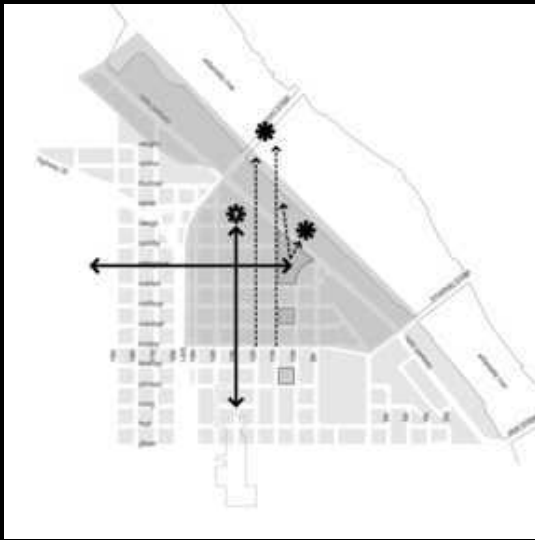
NATO PARKWAY

9TH

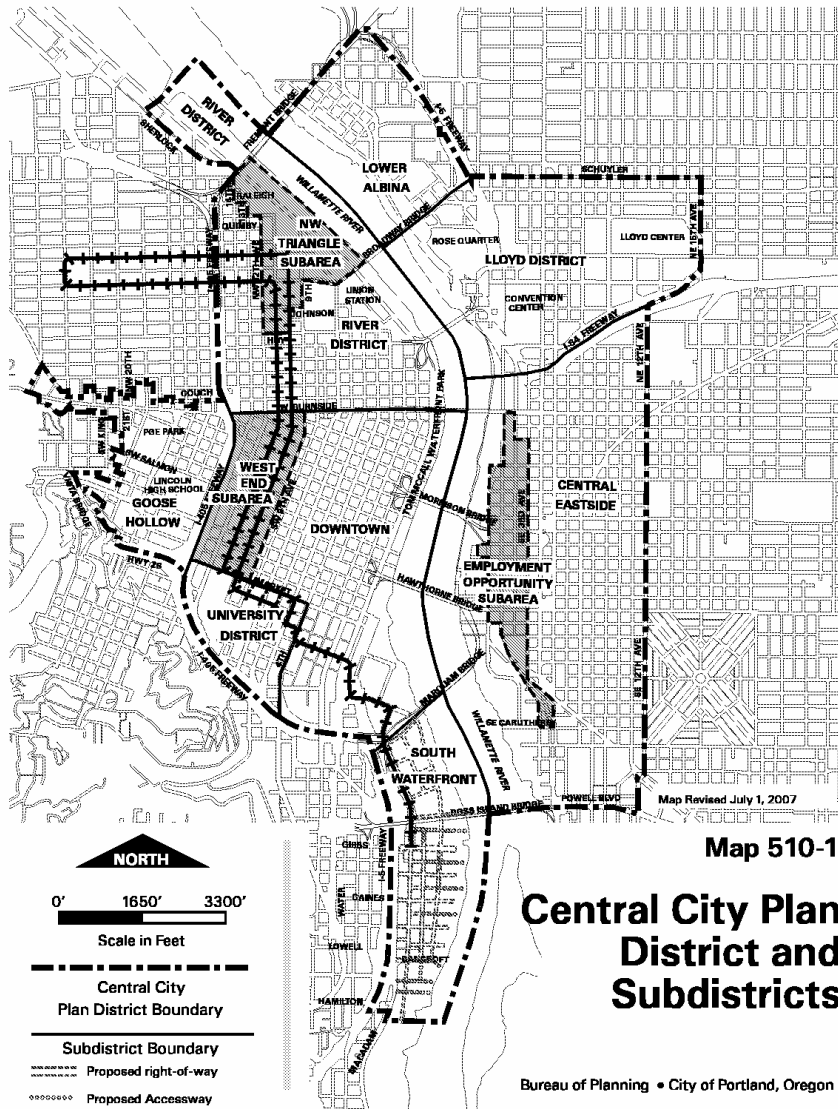
RAILROAD ROW



# Zoning Amendments



# Existing



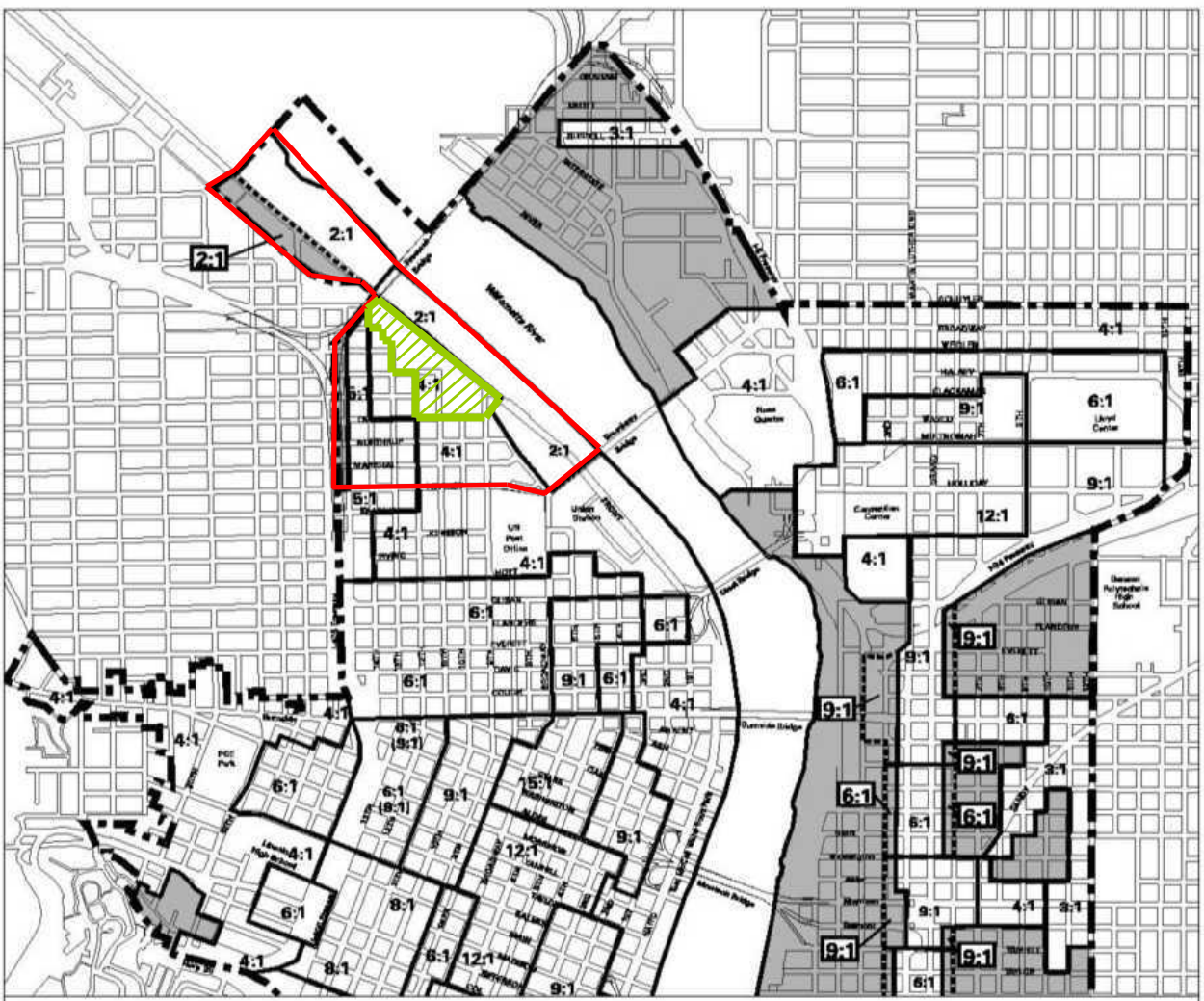
Special open space and greenway regulations

# Proposed






Same regulations, amended boundary

# Proposed Floor Area Ratios



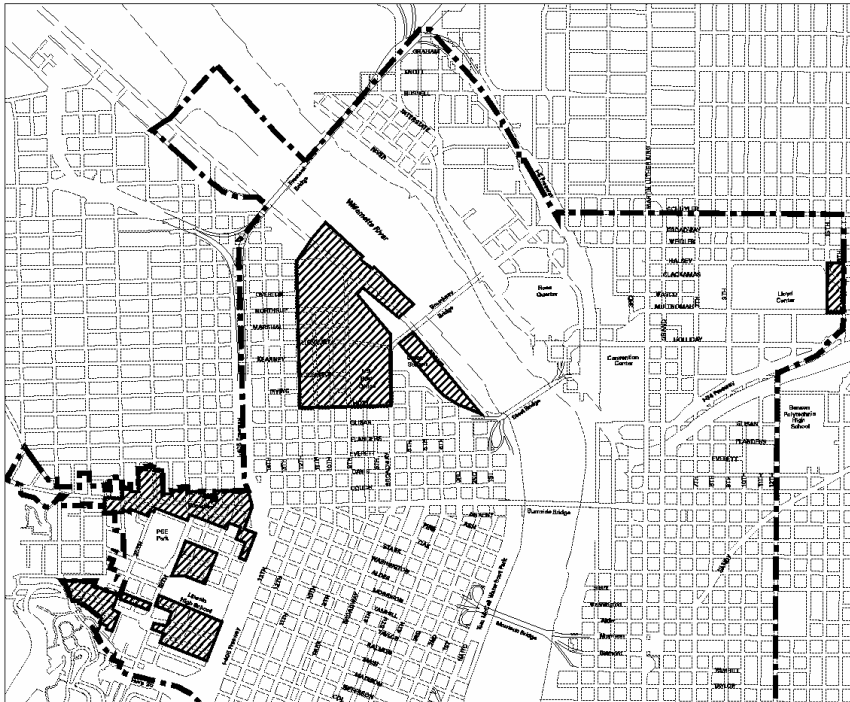
**LEGEND**




- X = Gross sq. ft. of building
- Y = Square ft. of site
- X:Y Maximum FAR
- (X:Y) Residential Maximum FAR (33,510,56,200,B)
- [X:Y] Allowable FAR when rezoned to EX

-  Area where Floor Area Ratio (FAR) is determined by Base Zone
-  FAR area boundary
-  Boundary of allowable FAR when rezoned to EX

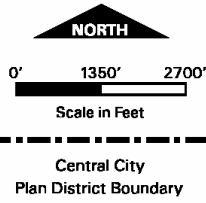
Map Revised xxx. xx, 2008

# Required Residential Target Area



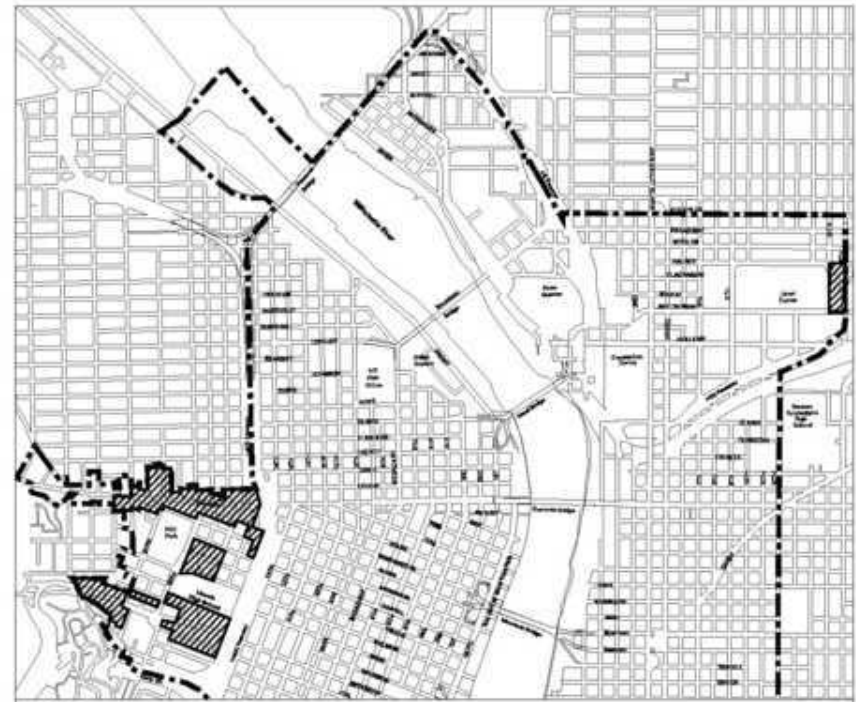
- LEGEND**
-  Required residential development area
  -  Proposed right-of-way
  -  Proposed Accessway




Map Revised Nov. 8, 2003



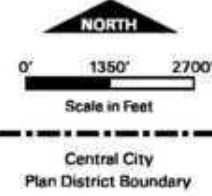
**Map 510-5**  
**Required Residential Development Areas**  
 Map 1 of 2

Bureau of Planning • City of Portland, Oregon



- LEGEND**
-  Required residential development area
  -  Proposed right-of-way
  -  Proposed Accessway

Map Revised Nov. XX, 2008



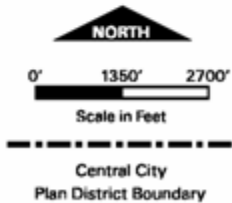
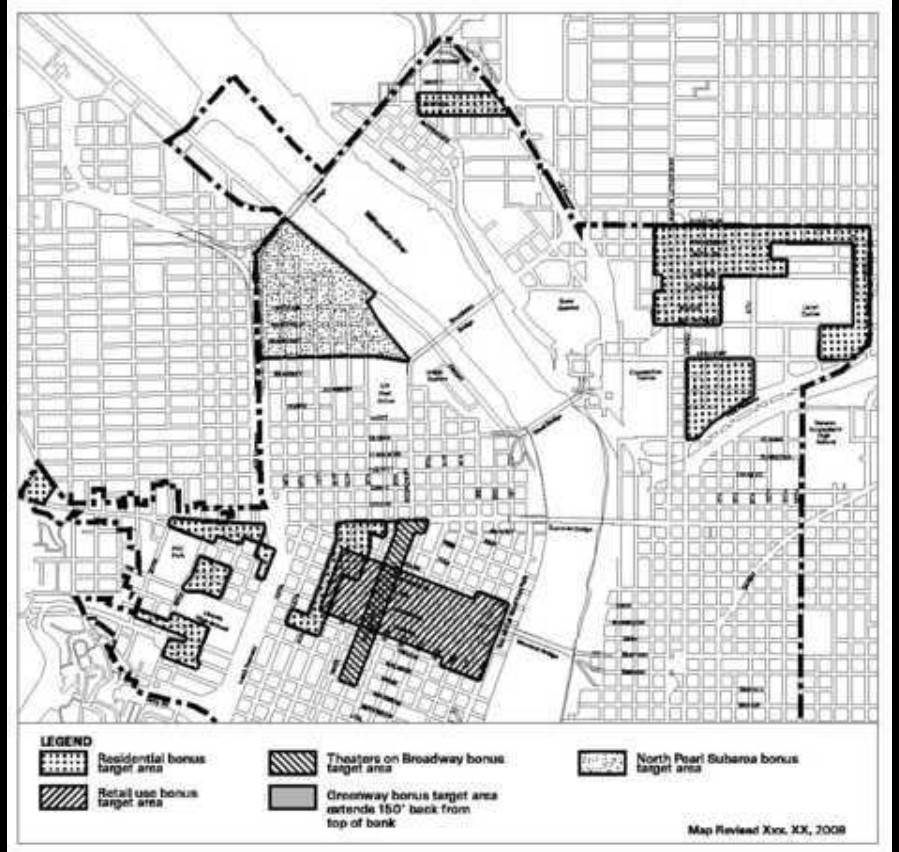
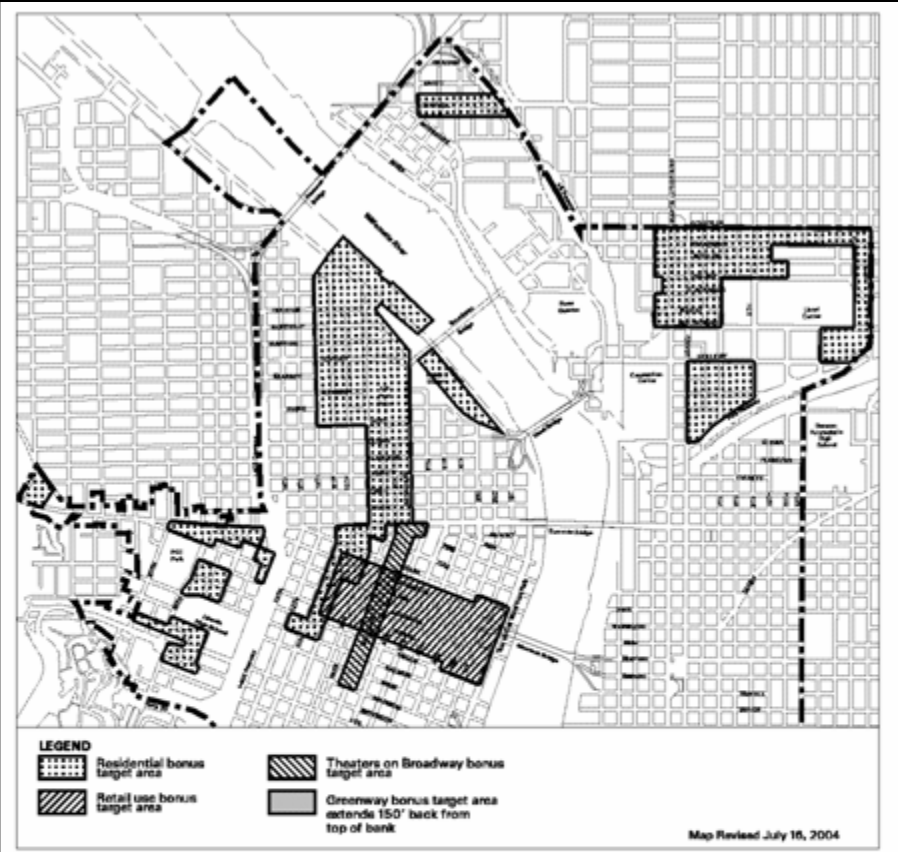
**Map 510-5**  
**Proposed Required Residential Development Areas**  
 Map 1 of 2

Bureau of Planning • City of Portland, Oregon

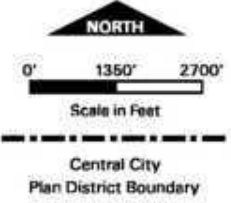
Existing

Proposed

# Residential Bonus Target Area



**Map 510-4**  
**Bonus Options Target Areas**  
Map 1 of 2



**Map 510-4**  
**Proposed Bonus Options Target Areas**  
Map 1 of 2

Existing

Proposed





# Family Housing Bonus

## Concept

*Provide incentive to develop 2 and 3 bedroom units as well as family serving amenities within residential projects in the Pearl*

## Proposal

Limit residential bonus to 2:1 maximum

20 units must be developed as family compatible

2 bedroom units 1,000 sq. ft. max, provide 2:1 bonus

3 bedroom units 1,200 sq. ft. max, provide 3:1 bonus

Require onsite interior common room (400 sq. ft.) and exterior common area (1,400 sq. ft.) for families to gather



# Community Amenity Bonus

## Concept

Provide incentive to for development to include community supporting amenities including: K-8 public school, community center, children's daycare facilities, and library

## Proposal

**Amend Zoning Code so that FAR used to build targeted community amenities is not counted against the total FAR used to develop a mixed-use project**



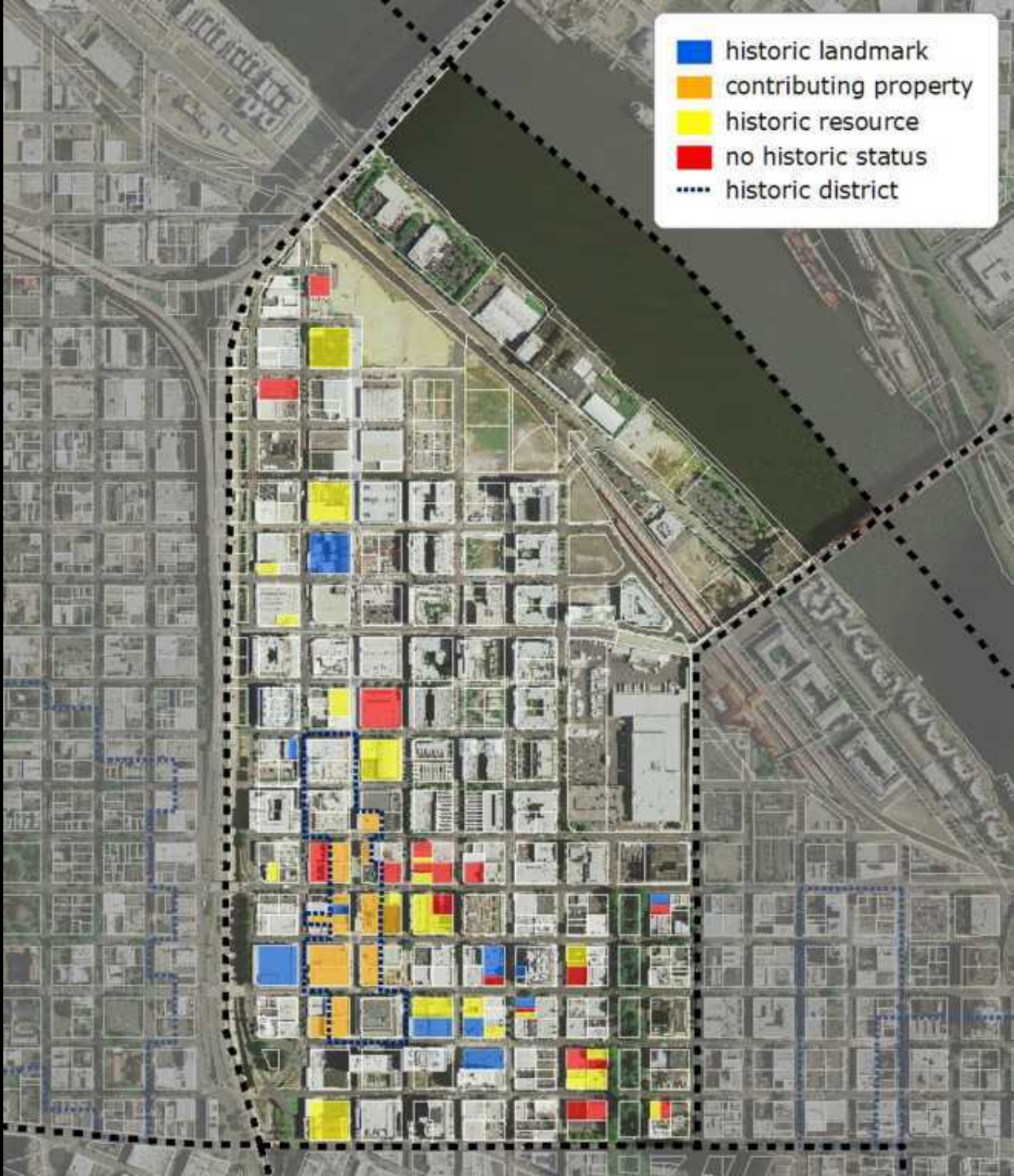
# Buildings of Historic Character FAR Transfer

## Basis

Preserve buildings of historic character to create diverse urban scale and character and preserve architectural heritage of Pearl

## Concept

Extend transfer provisions available to "Landmarks" to other buildings in the Pearl District that are designated as "contributing" in a historic district and buildings ranked on the City's Historic Resource Inventory.



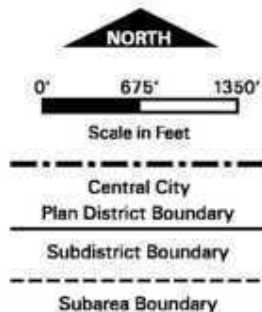
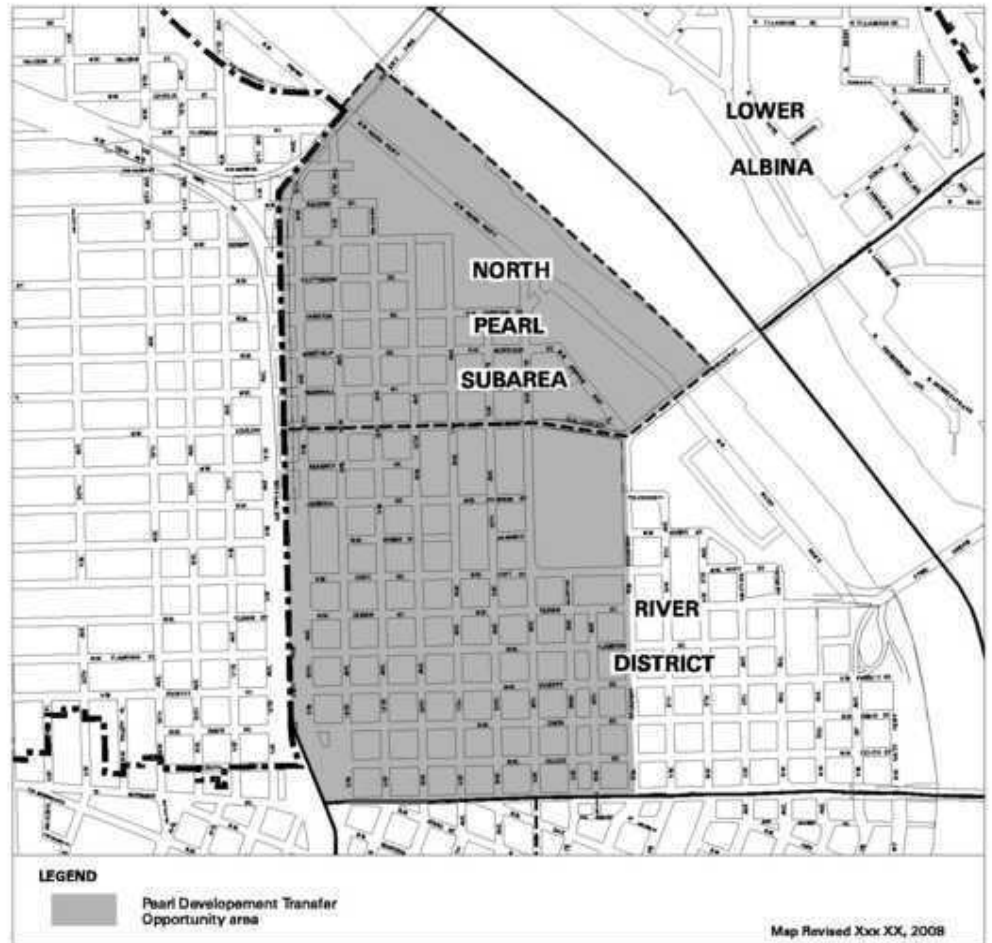
# Historic Resource Transfer Focus Area

Allows for transfers of FAR from:

Historic Landmarks

Contributing Structures

Rank Resources

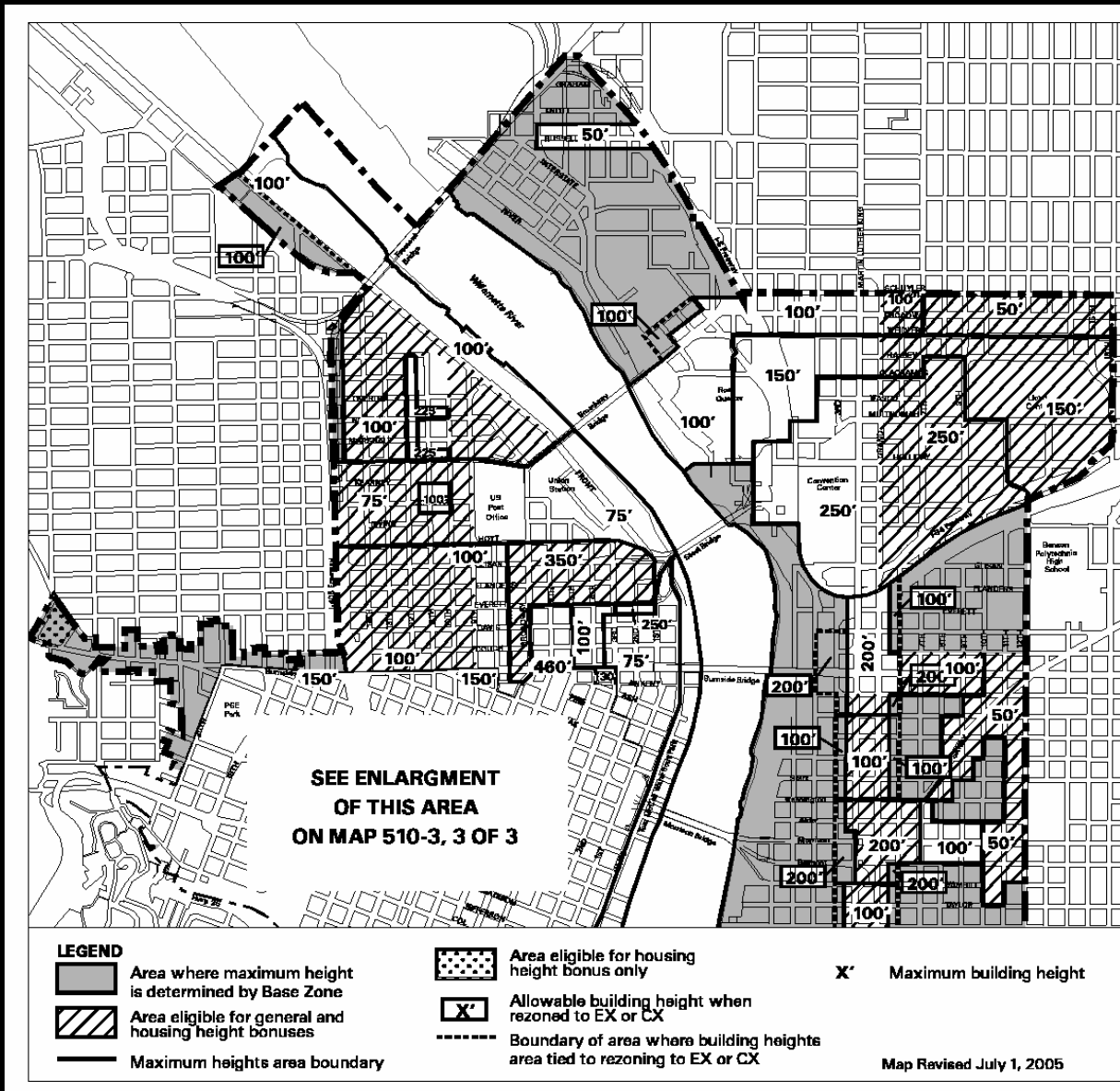


Map 510-20

## Proposed Pearl Development Transfer Opportunity Area

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# Existing Height




# Proposed Bonus Height

Maximum Height 175'



No Maximum Height

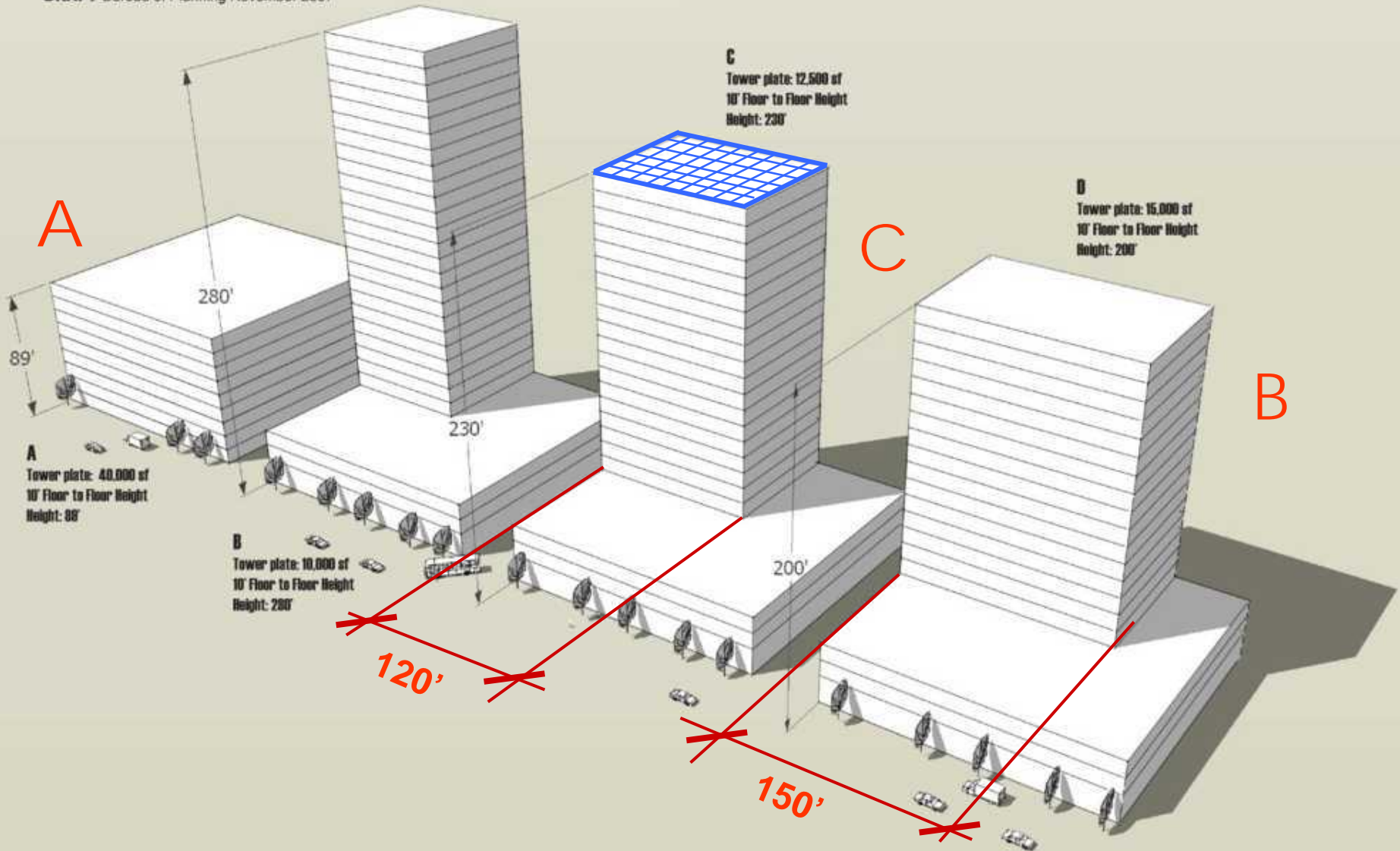


 Area eligible for additional height under 33.510.205.H

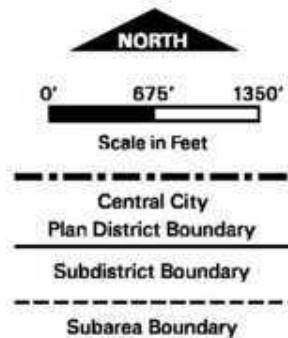
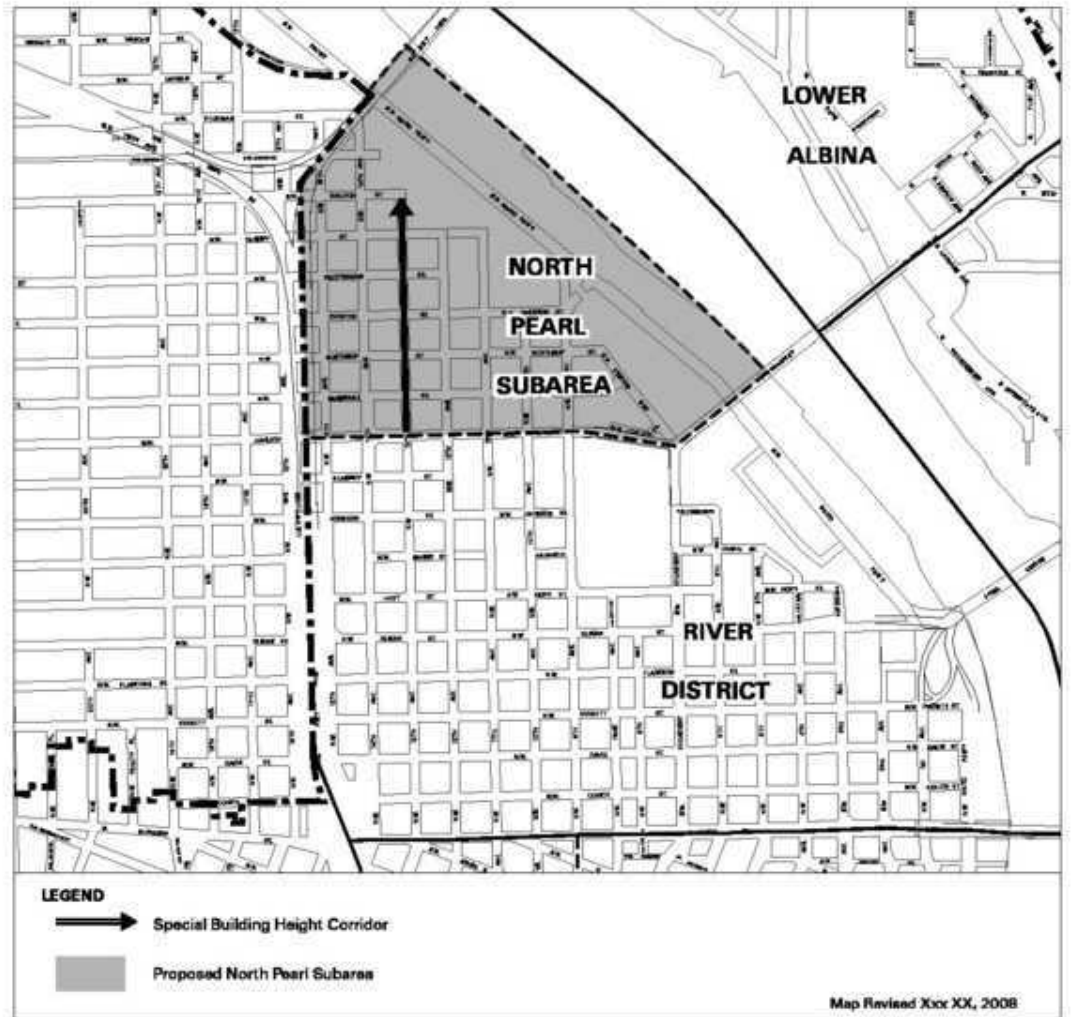
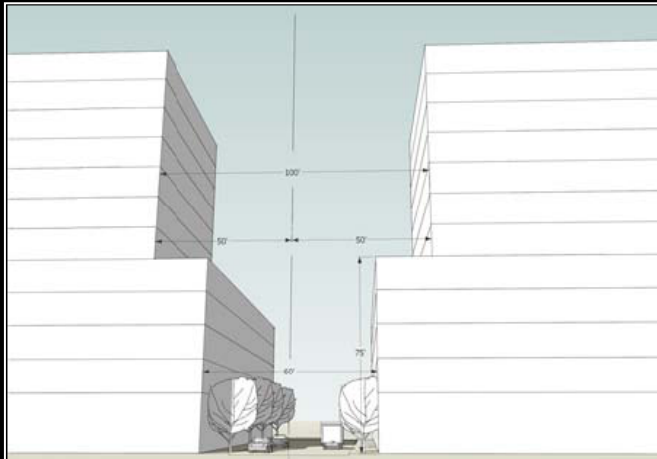
NORTH PEARL DISTRICT PLAN:

### COMPARISON OF 9:1 FAR BUILDINGS

DRAFT Bureau of Planning November 2007







## Map 510-19

# Proposed North Pearl Subarea Special Building Height Corridor





# Summary





# Plan Components

## Comprehensive Plan Amendments

- Complete Community Policy
- Sustainability Policy

## Zoning Code Amendments

- FAR & Height Increases
- Building Massing Requirements
- Amend Existing and Adopt New Development Bonuses
- Rename NW Triangle Subarea to North Pearl Subarea

## River District Design Guideline Amendments

- Fix Mapping and Reference Errors
- Reformat Document for Consistency



# Recommendation

## Adopt by Ordinance:

- Recommended Plan including Comprehensive Plan amendments for North Pearl Subarea
- Implementing Zoning Code amendments
- Updated and revised River District Design Guidelines

## Adopt by Resolution:

- Associated *objectives* and *action items* of North Pearl District Plan

