

Proposed: SE Quadrant Plan

SE QUADRANT

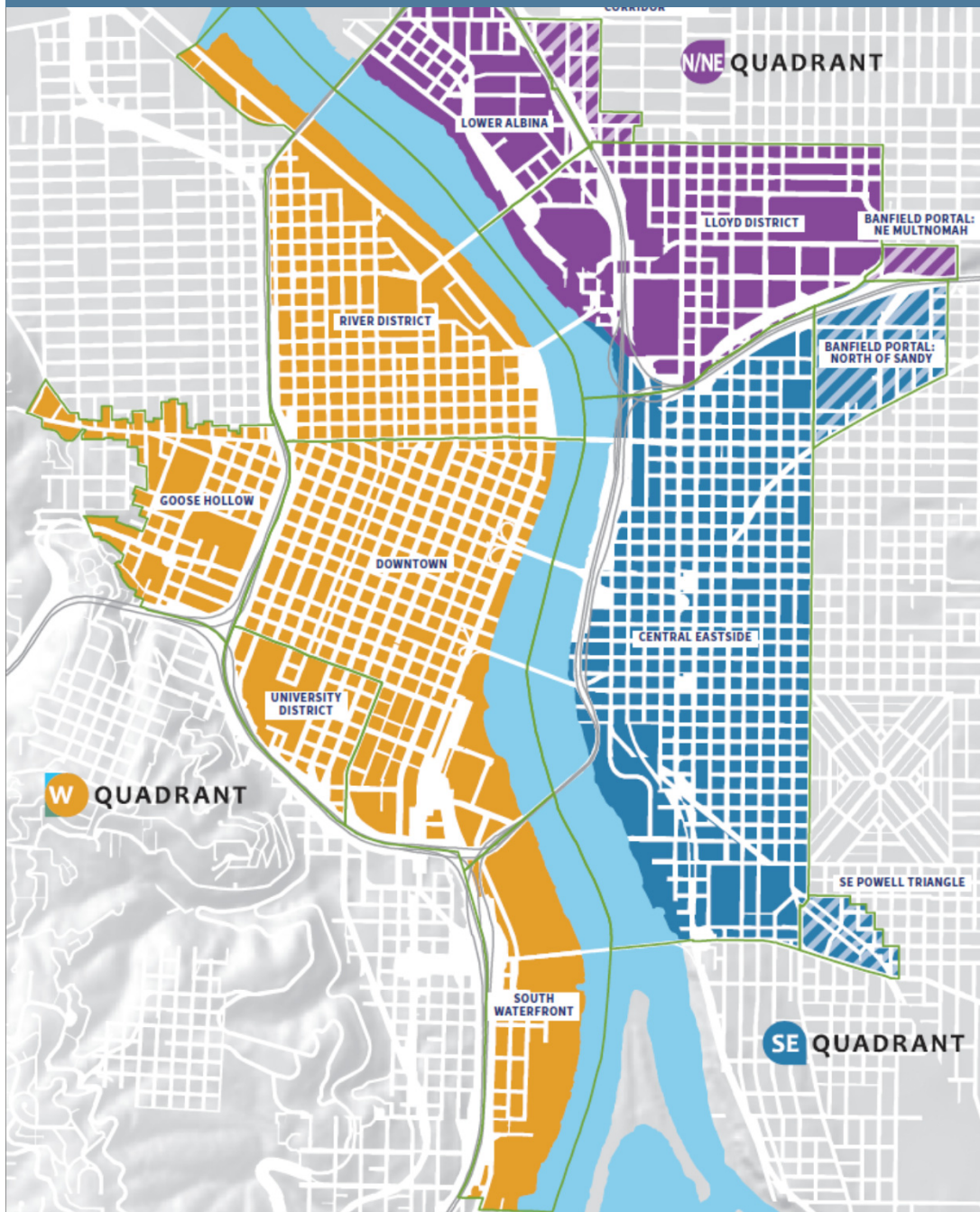


Planning & Sustainability Commission Briefing
April 14, 2015



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





Central Eastside

District Area: 588 acres

Zoning

- IG1 Zone: 247 acres (65%)
- EX Zone: 85 acres (22%)
- IH/EG Zones: 40 acres (10%)
- Residential Zones: 5 acres (1%)

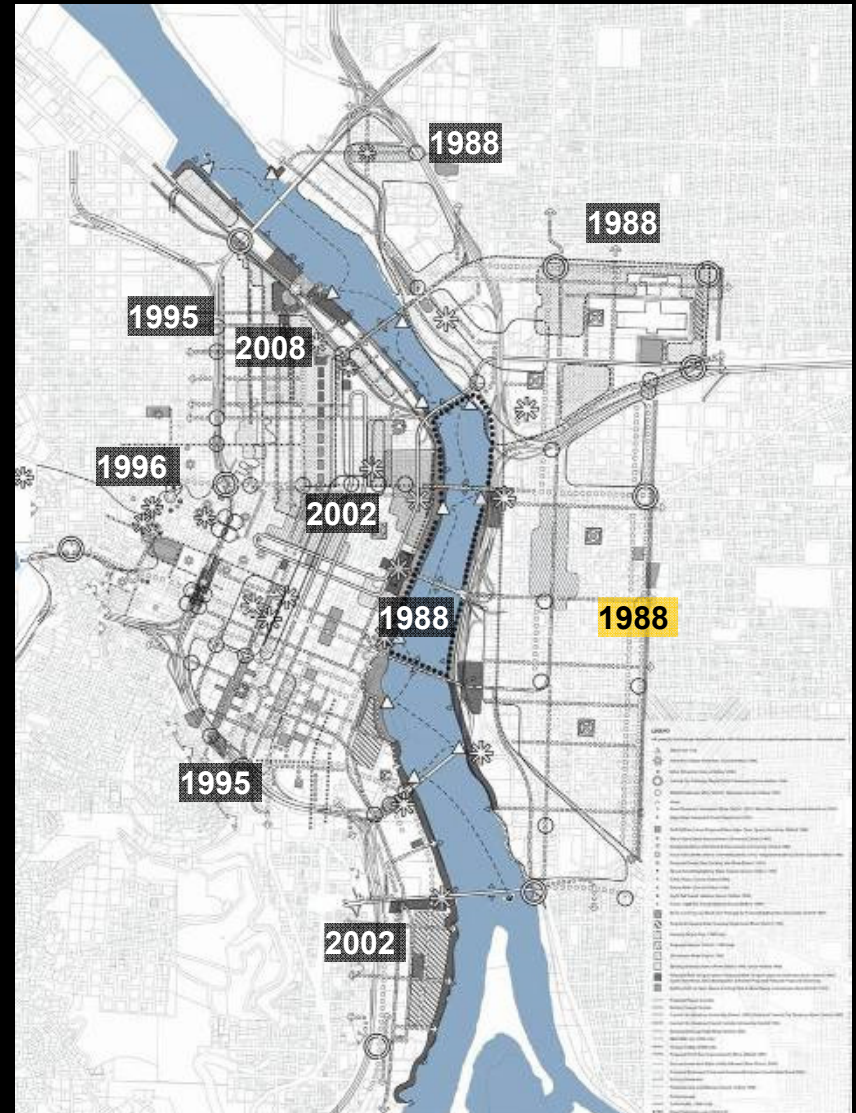
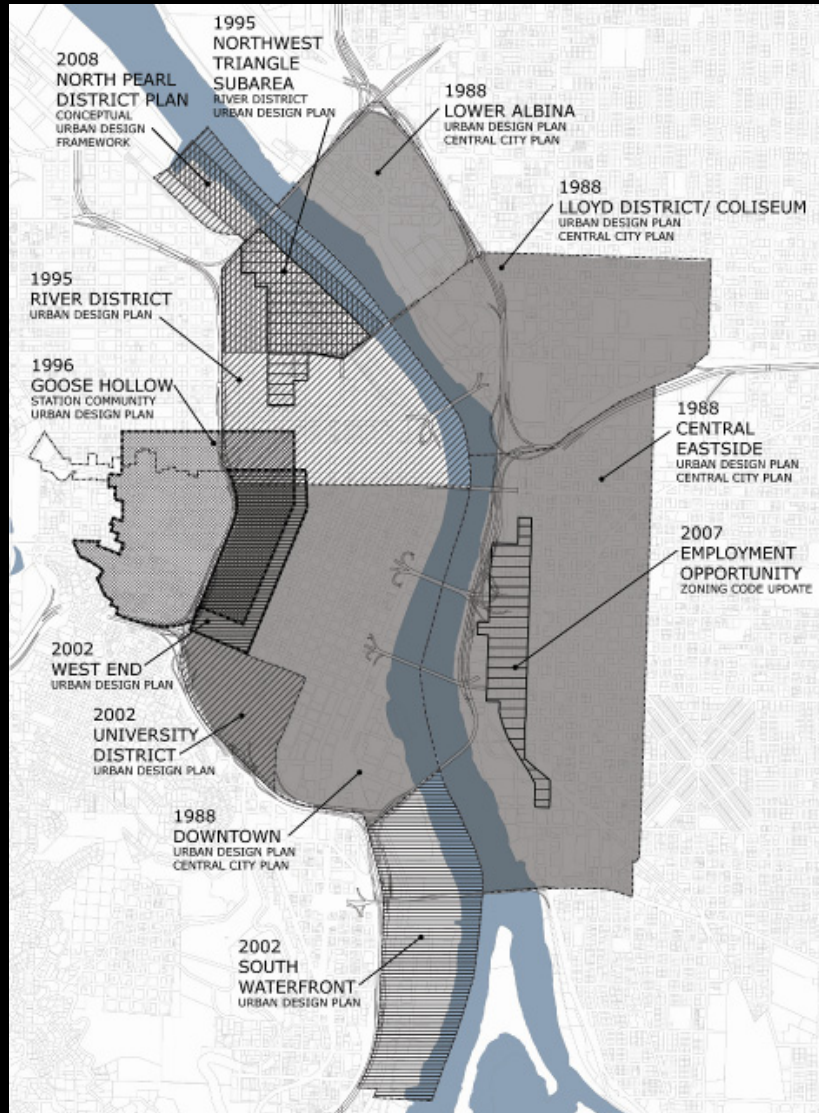
Housing

- Existing: 1,086 units
- Proposed: 1,300 – 1,400 units
- Projected: 3,063 total by 2035

Employment

- Jobs: Approximately 18,000
- Projected: 24,265 total by 2035

Planning Context



Meetings and Events

Inner SE Station Areas Concept Plan

Time Frame: 5 Months

Working Group Meetings: 3

Neighborhood Walks: 2

Open Houses : 1

Charrettes/Workshops: 1

SE Quadrant Plan

Time Frame: 17 Months

Advisory Group Meetings: 14

Neighborhood Walks: 5

Open Houses: 2

Charrettes/Workshops: 2

Commission Briefings: 4

Community/Stakeholder Meetings: > 91



Expand Employment Opportunities

Increase the density of employment in the district by 9,000 jobs by the year 2035 through protecting established industrial sectors, expanding the diversity of industrial uses allowed in the Central Eastside, and maximizing the potential of mixed-use corridors and emerging station areas. Manage and monitor potential impacts of increased employment densities.

Protect Industrial Businesses from Incompatible Uses

Manage conflicts between uses and impacts that could minimize the ability for district businesses to thrive.

Foster Safe and Vibrant Station Areas

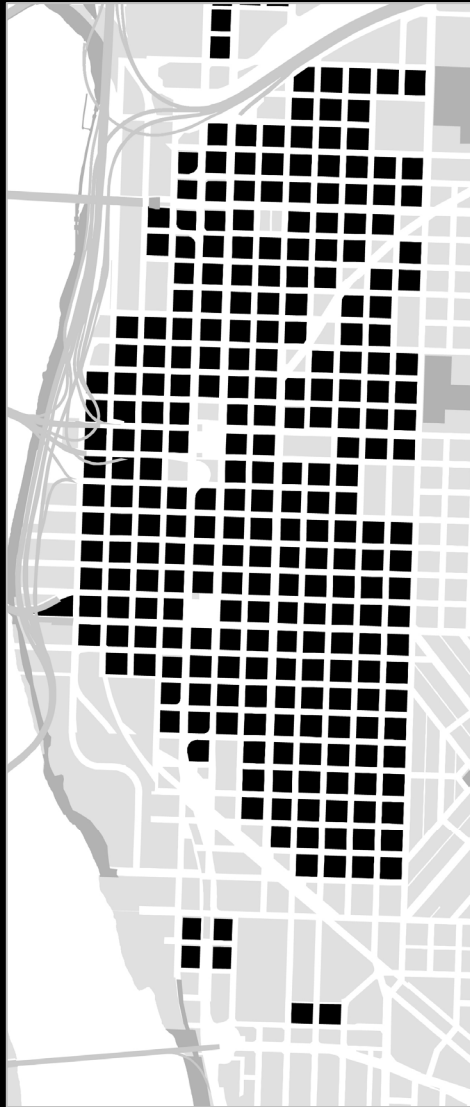
Support the creation of safe, attractive, and vibrant station areas with higher density development that includes new employment opportunities and uses that serve employees and visitors of the district.

Create a Regional Waterfront Destination

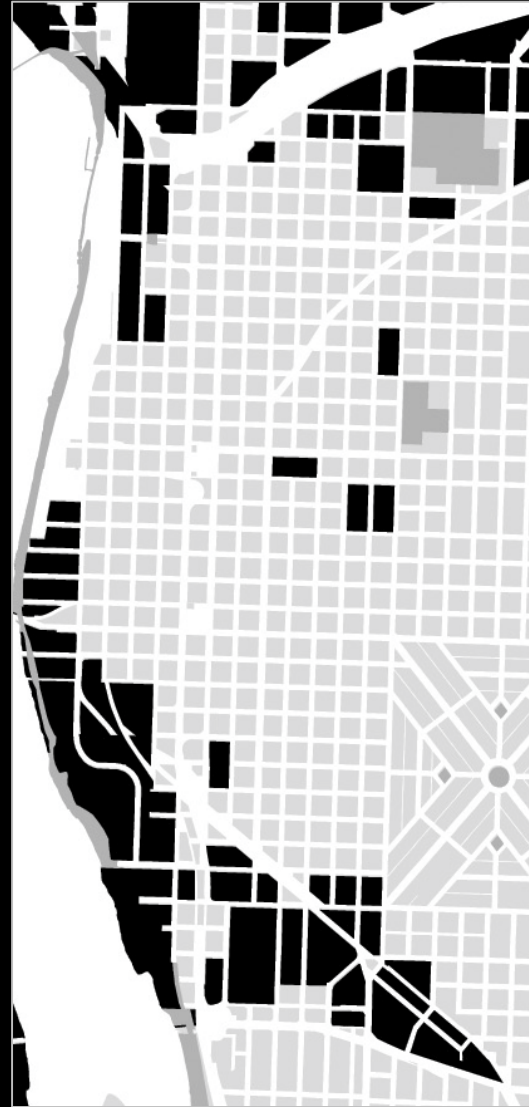
Focus on creating a vibrant riverfront destination that includes improved habitat as well as attractors for people such as park, beaches, retail, river transportation, and visitor-serving amenities.



Historic Overview



40,000 sq. ft. Blocks

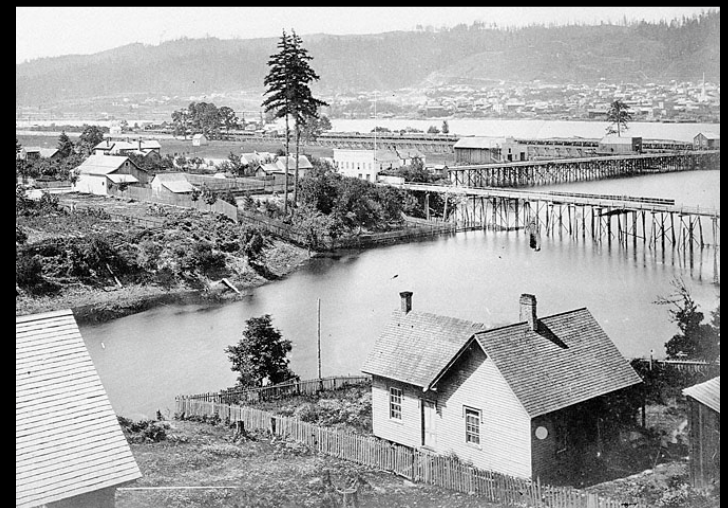


Blocks greater than 40,000 sq. ft.

Block Structure

The 200' x 200' block structure of Portland's westside was established in 1866. This same block/grid pattern was adopted by the City of East Portland, incorporated in 1871.

At this time the Central Eastside was dominated by waterways including marsh lands, creeks, and sloughs. Many roads were built on trestles.





Early Industries

Produce distribution and sales, lumber mills, ship building, and other water and rail dependent industries first established the Central Eastside as an industrial district.

At this time, industry was located primarily west of Union (now Martin Luther King Jr. Blvd.) and the rest of the district was a mix of housing, retail, commercial office, and some industrial businesses.

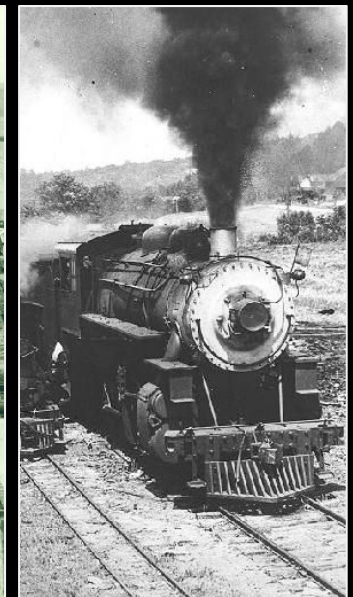




Early Freight Movement in the Central Eastside

Industrial businesses in the Central Eastside first took hold due to the ability to move products on the Willamette River.

In 1869 the district was connected to the lower Willamette Valley by the East-Side Oregon Central Railroad.



Evolution of District

Freight Movement and Freeway Access

Direct freeway access was not established until the Banfield and I-5 Freeways were constructed in the 1960's.





Expanded Freight Operations

Long-standing industries in district made shift from horse drawn delivery to truck once technologies became available (Franz / United States Bakery).



New freight operations were attracted to district once connections to new freeway network was established (Pacific Coast Fruit Company).





New Freight Dependent Operations

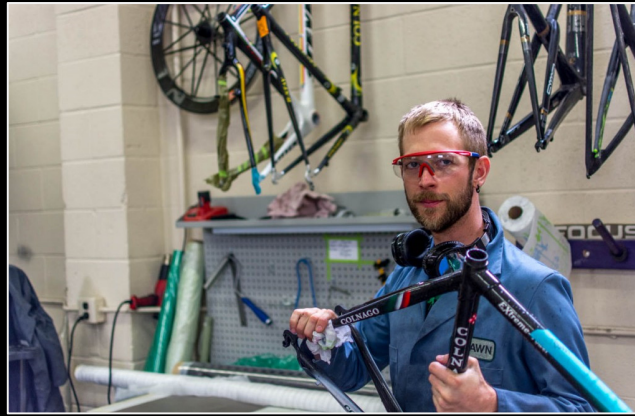
Increasingly, new freight dependent industries are locating closer to larger sites closer to the Port of Portland and ship, rail, and air facilities and infrastructure that can better support freight mobility than older inner-city historic industrial districts.



Evolution of District



Simple Bicycle Company



Ruckus Composites



New Deal Distillery



Viewpoint Construction Software

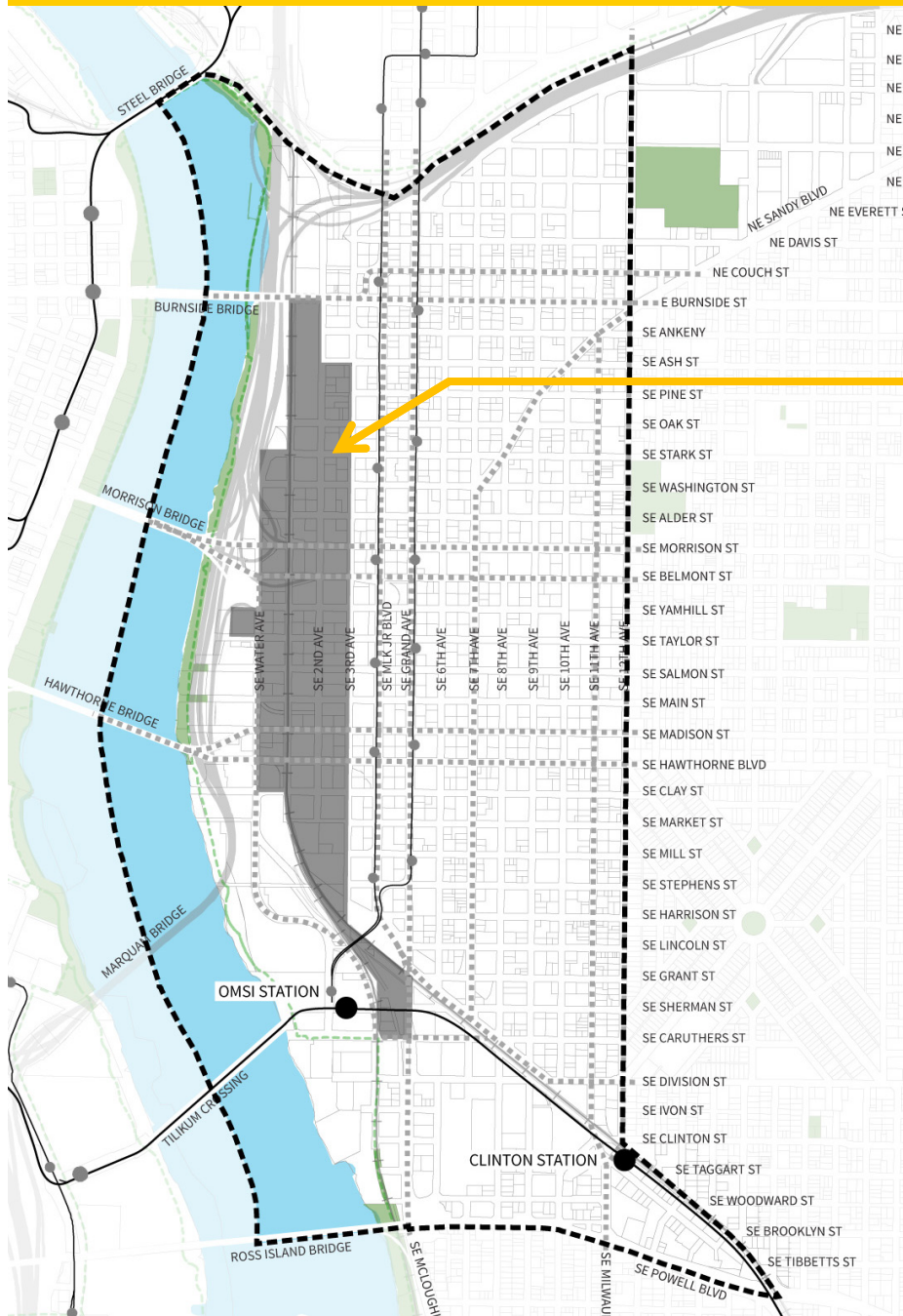


Bog Shoes

Emergence of New Industrial Sectors

New small-scale manufacturing businesses and new industrial sectors are now attracted to the Central Eastside and many of the older multi-story industrial businesses that once housed single-freight dependent businesses engage in warehousing, distribution, and manufacturing.

Evolution of District

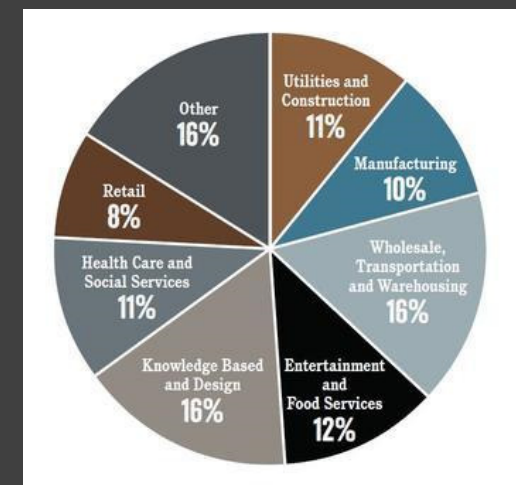


Central Eastside Employment Distribution

District employment remains dominated by businesses within an industrial classification; however, smaller scale manufacturing and knowledge based industrial businesses constitute a growing percentage of businesses in district.

Since the adoption of the **Employment Opportunity Subarea** over 1,000 new jobs were created in this area during the recession (2006 – 2010) most by sectors using industrial office space. During this period one pre-existing industrial service business left the area.

Recent analyses shows continued growth in the district between 2010 and 2013, when approximately 150 industrial, 1,000 industrial office, 270 traditional office, and 240 retail and food services jobs were added.



Richard Hoyan



SEQ Proposals

Stakeholder Priorities

Expand Industrial Protections: Protect the ability for industrial businesses to operate and make long-term investments.

Maintain Parking Supply and Management: Better manage the limited supply of on- and off-street parking.

Enhance Freight Mobility: Enhance the ability of freight to serve district businesses.

Balance the Needs of Multi-Modal Transportation: Support the growth of multimodal transportation options for pedestrians, cyclists, transit users, and carpoolers.

Pursue the Innovation Quadrant: Support the unique opportunity to expand industrial services in support of research and development being conducted at OHSU and PSU.

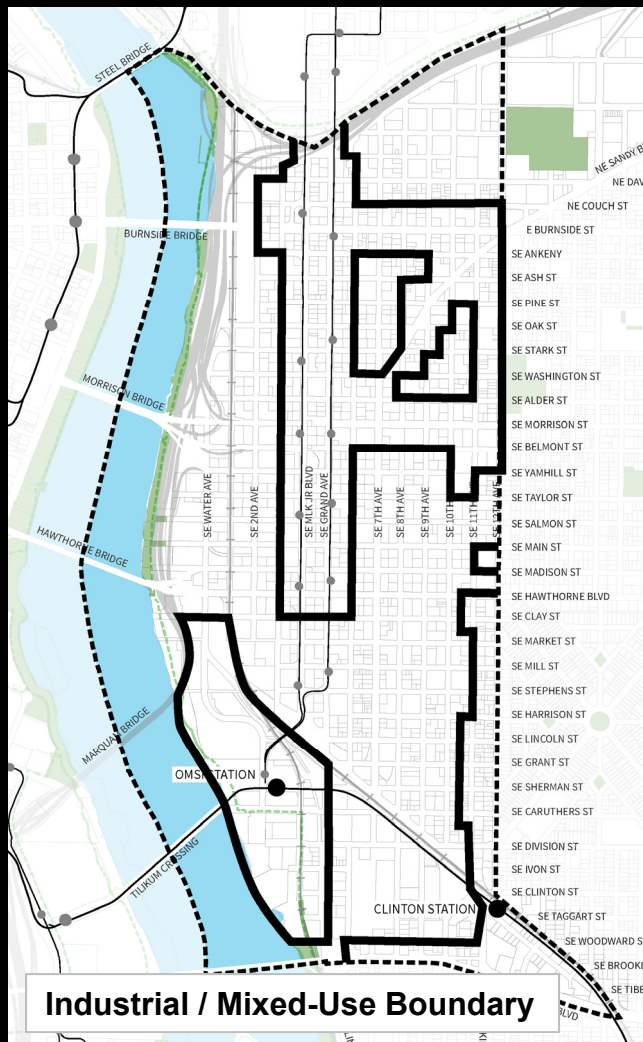
Activate the Mixed-Use Corridors: Utilize the existing development potential along main street corridors already zoned for high-density.

Enhance the Livability of the District: Support quality of life and positive health outcomes by increasing the variety of public amenities in the Central Eastside.



Priority: Expand Industrial Protections

Expand Industrial Protections: Protect the ability for industrial businesses to operate and invest by ensuring that new residential and industrial office development does not have the ability to file actionable complaints regarding noise, fumes, light, hours of operation, truck traffic, or other aspects of industrial operations that are conducted in a lawful manner under city code.



Proposals:

Establish Industrial Disclosure Statement: Statement signed and recorded by land owners and states that: 1) noise, fumes, truck loading, operating hours, and other characteristics of industrial operations are normal in the Central Eastside District, and: 2) complaints by tenants against industrial businesses operating in compliance with the law will not be pursued by the City of Portland.

Update Design Guidelines and Development Standards: There are a number of development standards and design guidelines applicable to mixed-use development in the EX zone that may create unintended conflicts with adjacent industrial operations in the IG1 zone. Where such conflicts exist amendments will be made to remove negative impacts on industrial operations.

Priority: Maintain and Manage Parking Supply

Maintain and Manage Parking Supply : Better manage the limited supply of on- and off-street parking with a focus on supporting customer and employee parking demand, while encouraging residential development to provide its own parking or facilitate increased access to non-auto modes of transportation.

Proposals:

Allow Shared Parking: Amend the Zoning Code to allow shared parking between businesses in the Central Eastside. Approximately 3,000 to 4,000 additional off-street parking spaces would be created district-wide.

Work with TPAC to Manage On-Street Parking: Continue to work with the CEIC Transportation and Parking Advisory Committee (TPAC) to improve management of on-street parking supply and permitting program managed by the CEIC.



Priority: Enhance Freight Mobility

Enhance Freight Mobility: Enhance the ability of freight to serve district businesses by providing prioritized routes and infrastructure that enhances truck circulation and loading operations, and minimizes conflicts with active transportation modes such as bicycles.



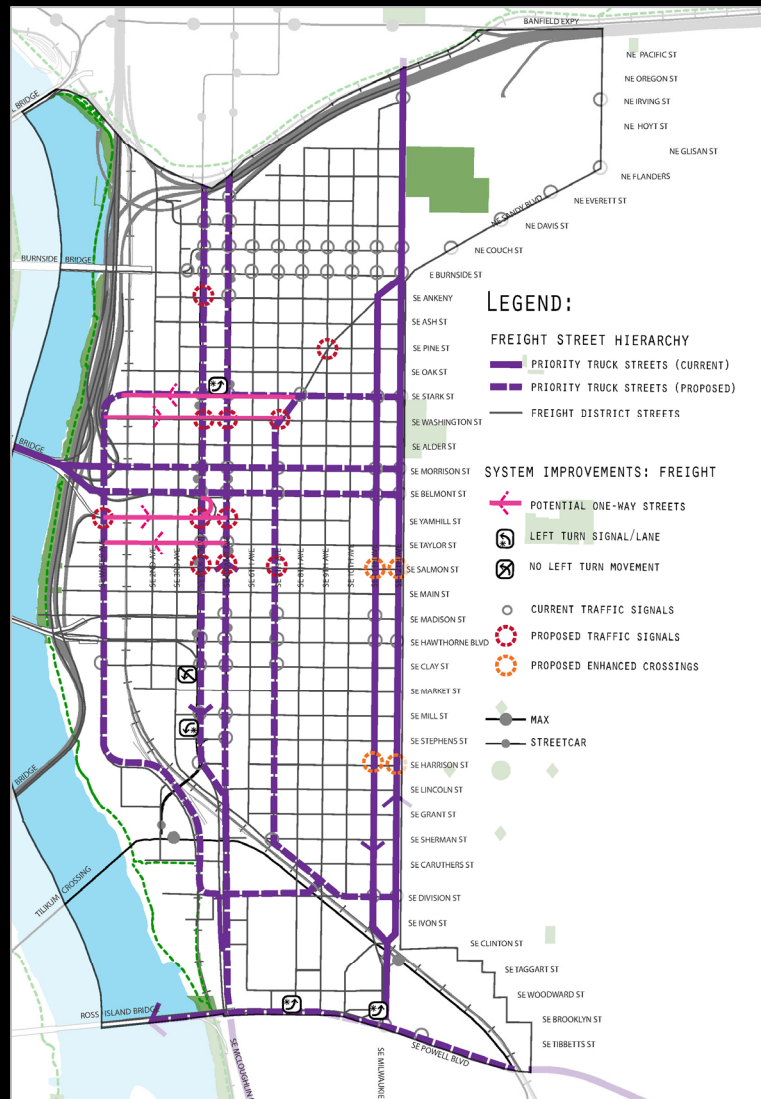
Proposals:

Convert Key East-West Streets: Modify SE Stark, Washington, Yamhill, and Taylor Streets into one-way streets to improve turn movements for freight.

Create New Signalization Intersections: Add new signalized intersections at streets listed above to improve east-west access across MLK Blvd, Grand Ave, 7th Avenue, and the SE 11th and 12 Streets Couplet.

Relocate signaled left turn onto MLK Blvd.: Remove existing signaled left turn from Se Clay onto MLK Blvd, and relocate to SE Mill Street. This will remove major conflict with east-west circulation along Clay Street and allow easier access from Mill Street.

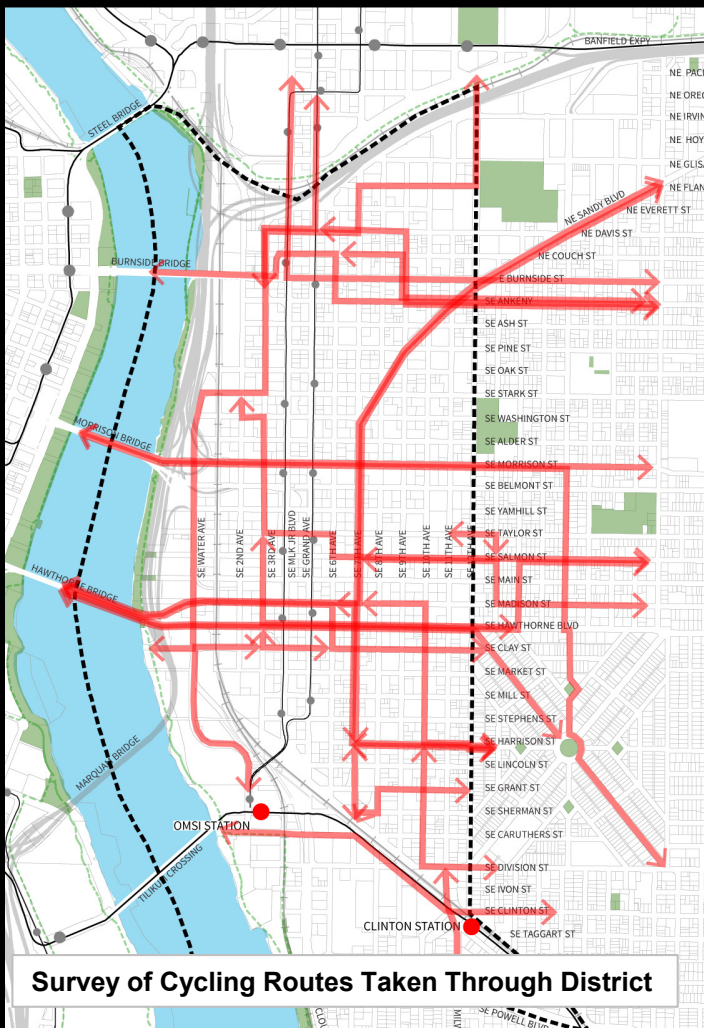
Add Protect Left Turns from Powell Boulevard: Pursue development of new signalized left turns from eastbound SE Powell Blvd onto north bound SE 8th Ave and SE Milwaukie Ave.



Priority: Balance Needs of Multi-Modal Transportation



Balance the Needs of Multi-Modal Transportation: Support the growth of multimodal transportation options (pedestrians, cyclists, transit users, and carpoolers) through infrastructure that supports and encourages the use of these modes and reduces single-occupancy vehicle use. Provide safe and easily identifiable routes that accommodate local freight service but prioritize and promote active transportation options.



Proposals:

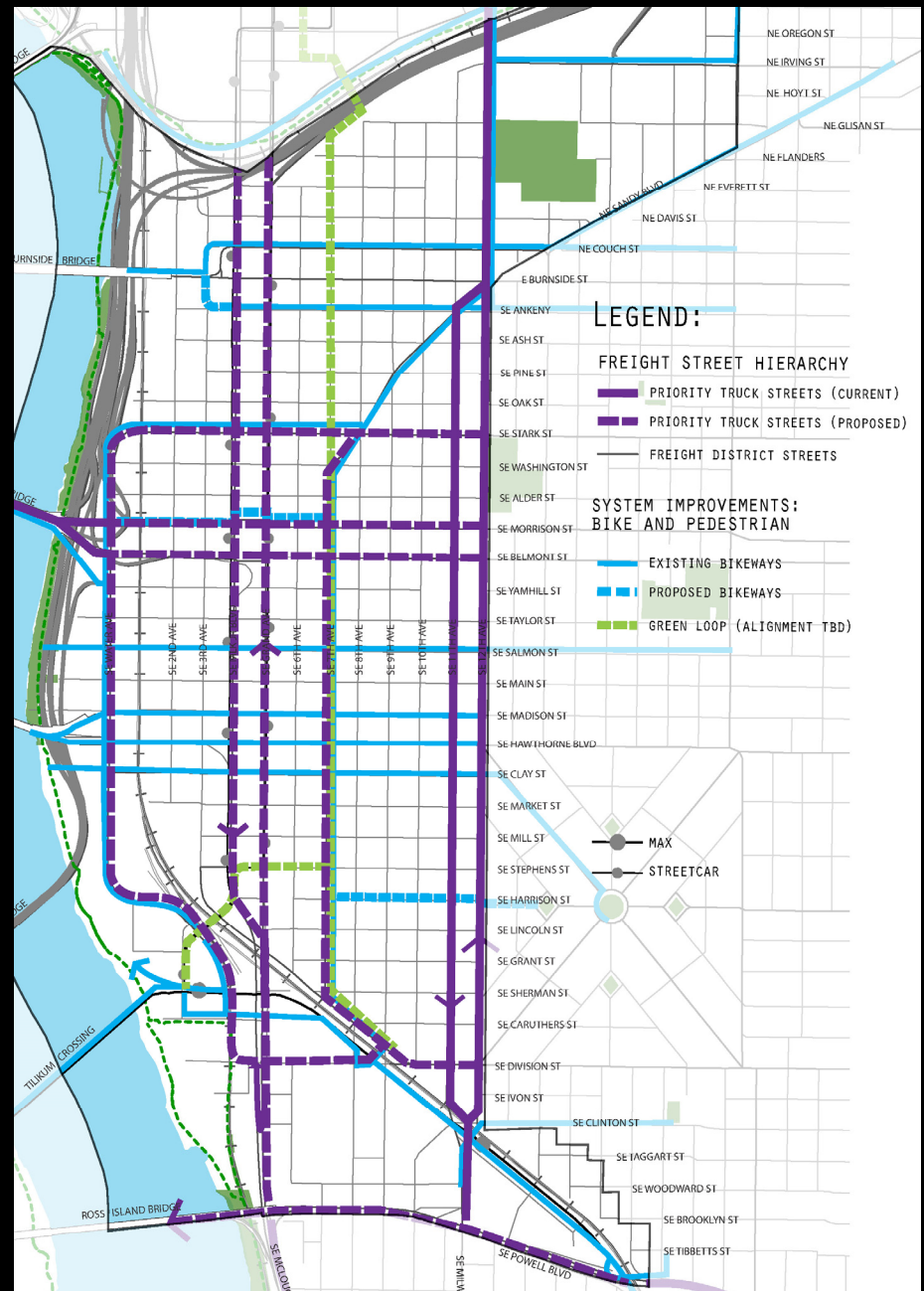
Enhance East-West Active Transportation Routes: Enhance existing routes such as SE Ankeny and SE Clay Streets, and add infrastructure on SE Salmon, such as signals, signage, and other infrastructure that supports bicycle and pedestrian trips east-west through the district on easily identifiable routes.

Pursue Green Loop Concept: Continue analyzing potential routes and district/freight sensitive infrastructure that would allow the development of the Central Eastside segment of the Green Loop through the district.

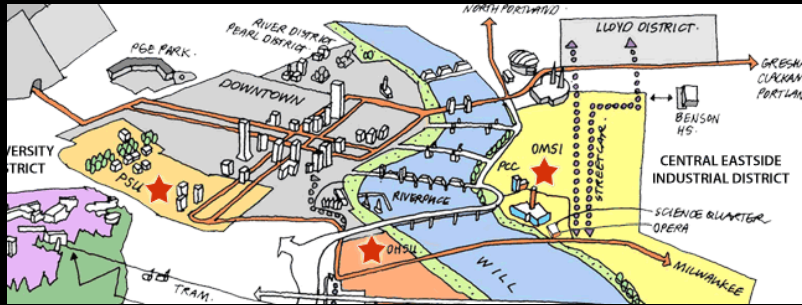
Wayfinding Tools: Develop an implementation strategy for new wayfinding tools that direct bicyclists and pedestrians to routes developed to prevent conflicts with freight. Use similar tools to direct freight and automobile traffic through the district, to key attractions, and bridgeheads and freeways.

Safe and Attractive Station Areas: Develop the new Clinton and OMSI light rail station areas, and Portland Streetcar stops as safe, attractive and active locations that support and encourage regular transit ridership.

Proposals: Reducing Conflicts Between Modes



Other Priorities:



Support the Innovation Quadrant: Support the unique opportunity that exists to build off the growing momentum in South Waterfront associated with OHSU's and PSU's new partnerships and the potential embedded in the \$1 billion Knight Cancer Research Challenge.



Activate the Mixed-Use Corridors: Utilize the existing development potential along main street corridors already zoned for high-density, mixed-use development, such as East Burnside, SE Morrison, and SE Belmont. Emphasize MLK/Grand Corridor as the premier mixed-use spine of the Central Eastside.

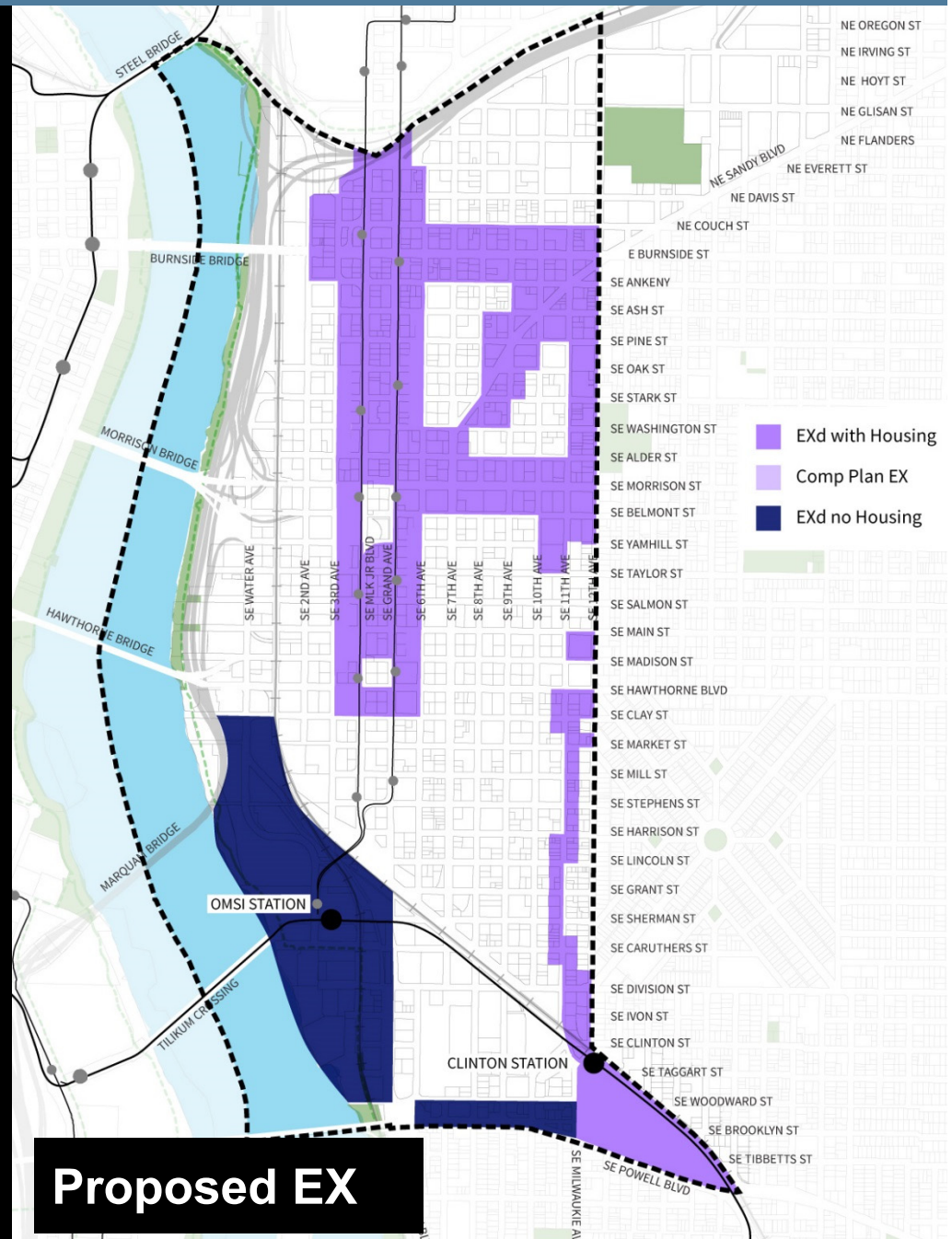
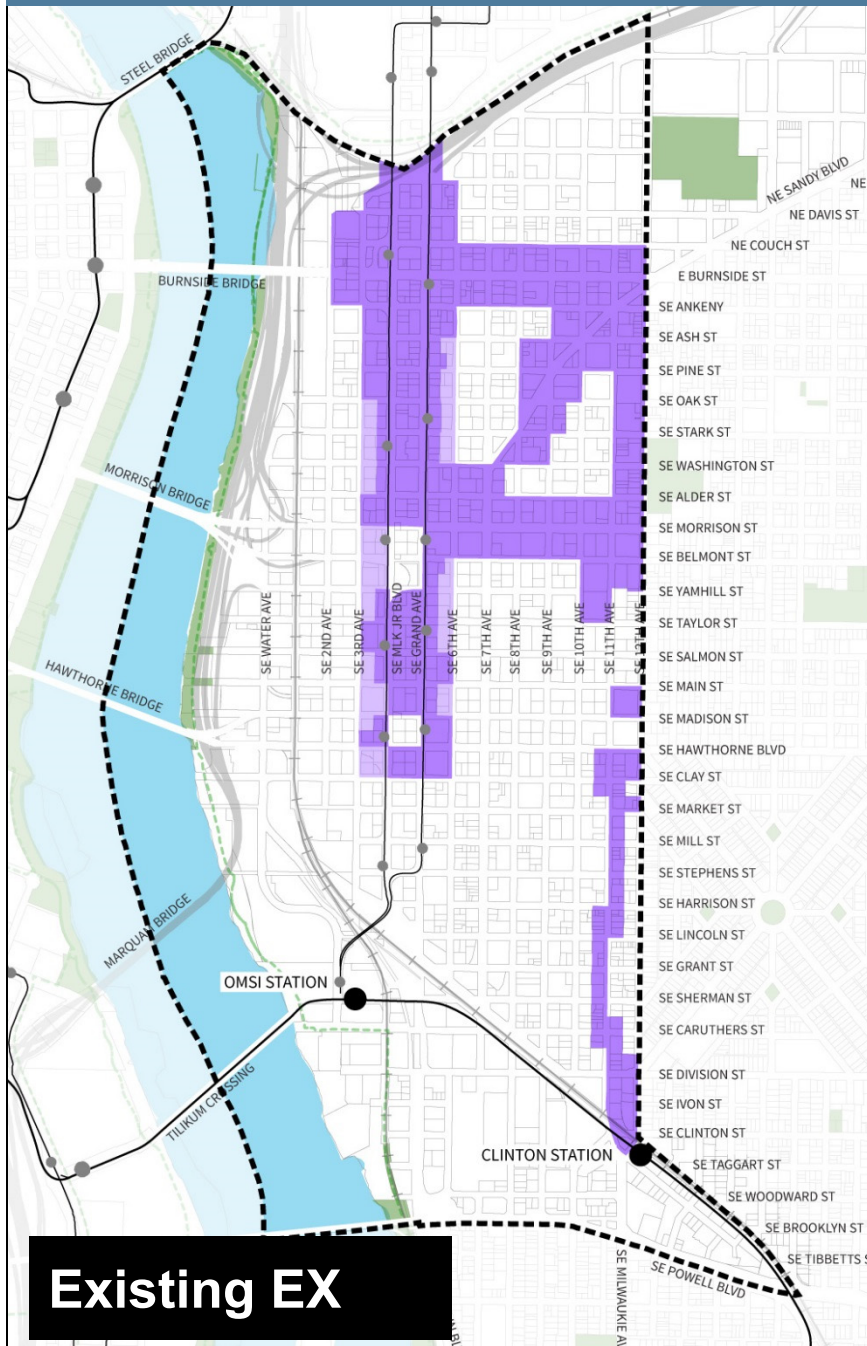


Enhance the Livability of the District: Support quality of life and positive health outcomes by increasing the variety of public amenities in the Central Eastside that will enhance its livability for new and existing businesses, residents, and visitors.



Create a Regional Waterfront Destination: Focus on creating a vibrant riverfront destination that includes improved habitat as well as attractors for people such as parks, beaches, retail, river transportation, and visitor-serving amenities.

Proposed: Mixed-Use Zoning



NE OREGON ST
NE IRVING ST
NE HOYT ST
NE GLISAN ST
NE FLANDERS
NE EVERETT ST

NE SANDY BLVD
NE DAVIS ST
NE COUCH ST
E BURNSIDE ST

SE ANKENY
SE ASH ST
SE PINE ST
SE OAK ST
SE STARK ST

SE WASHINGTON ST
SE ALDER ST
SE MORRISON ST
SE BELMONT ST
SE YAMHILL ST

SE TAYLOR ST
SE SALMON ST
SE MAIN ST
SE MADISON ST
SE HAWTHORNE BLVD

SE CLAY ST
SE MARKET ST
SE MILL ST
SE STEPHENS ST
SE HARRISON ST

SE LINCOLN ST
SE GRANT ST
SE SHERMAN ST
SE CARUTHERS ST

SE DIVISION ST
SE IVON ST
SE CLINTON ST
SE TAGGART ST

SE WOODWARD ST
SE BROOKLYN ST
SE TIBBETTS ST
SE MILWAUKEE AV

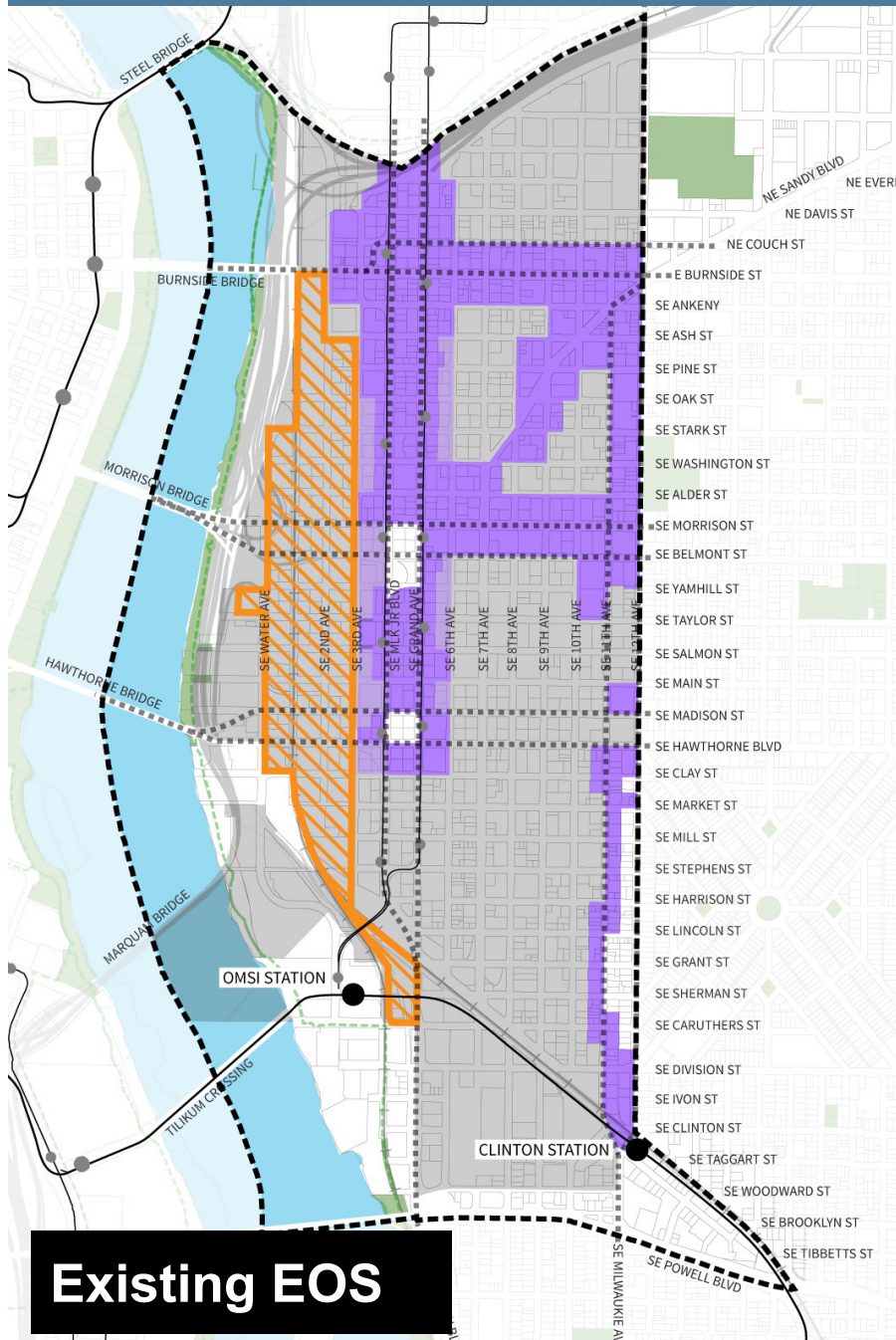
OMSI STATION

CLINTON STATION

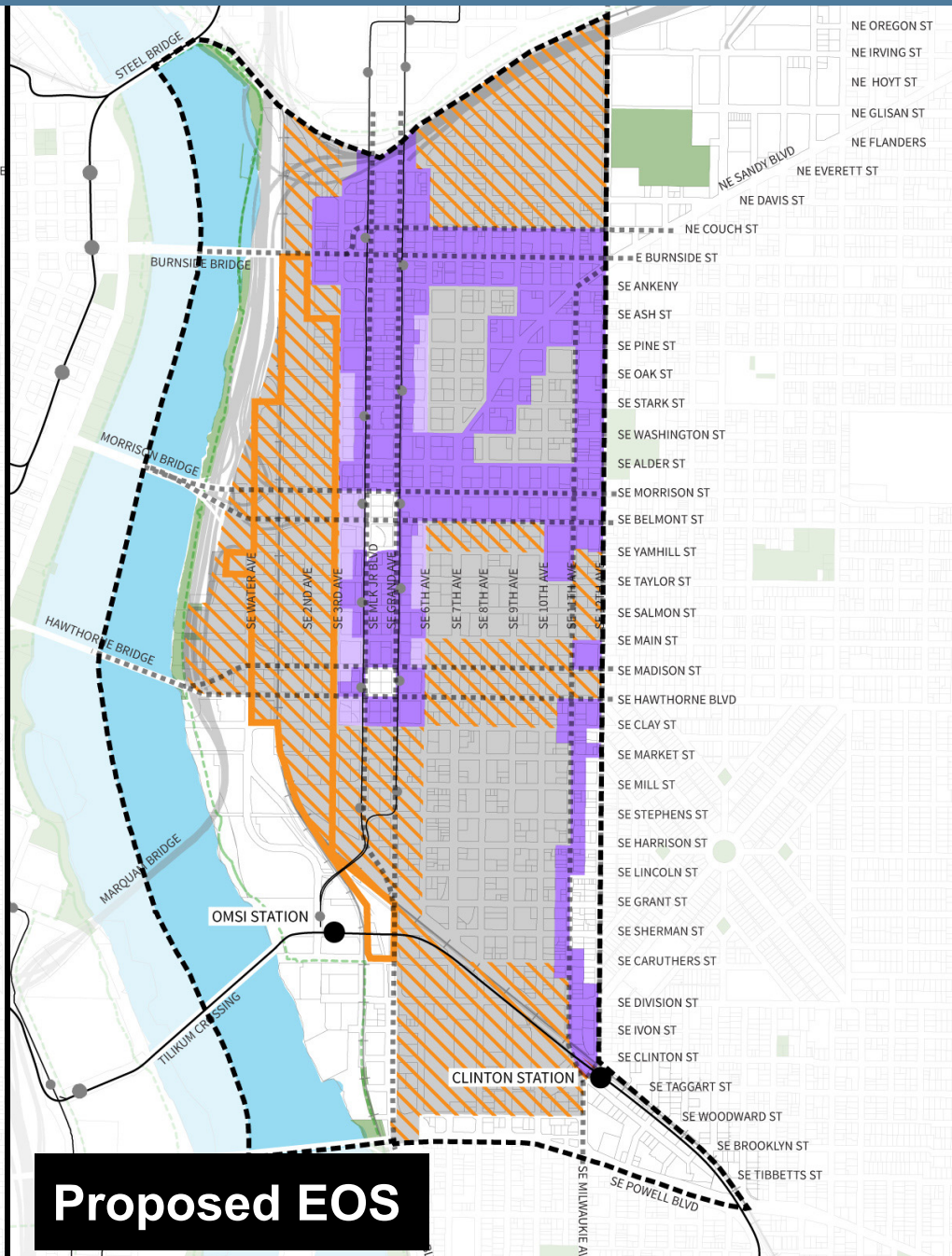
OMSI STATION

CLINTON STATION

Existing: Employment Opportunity Subarea



Existing EOS



Proposed EOS

Potential Concerns: EOS Expansion

New Jobs from Least to Most by Subarea

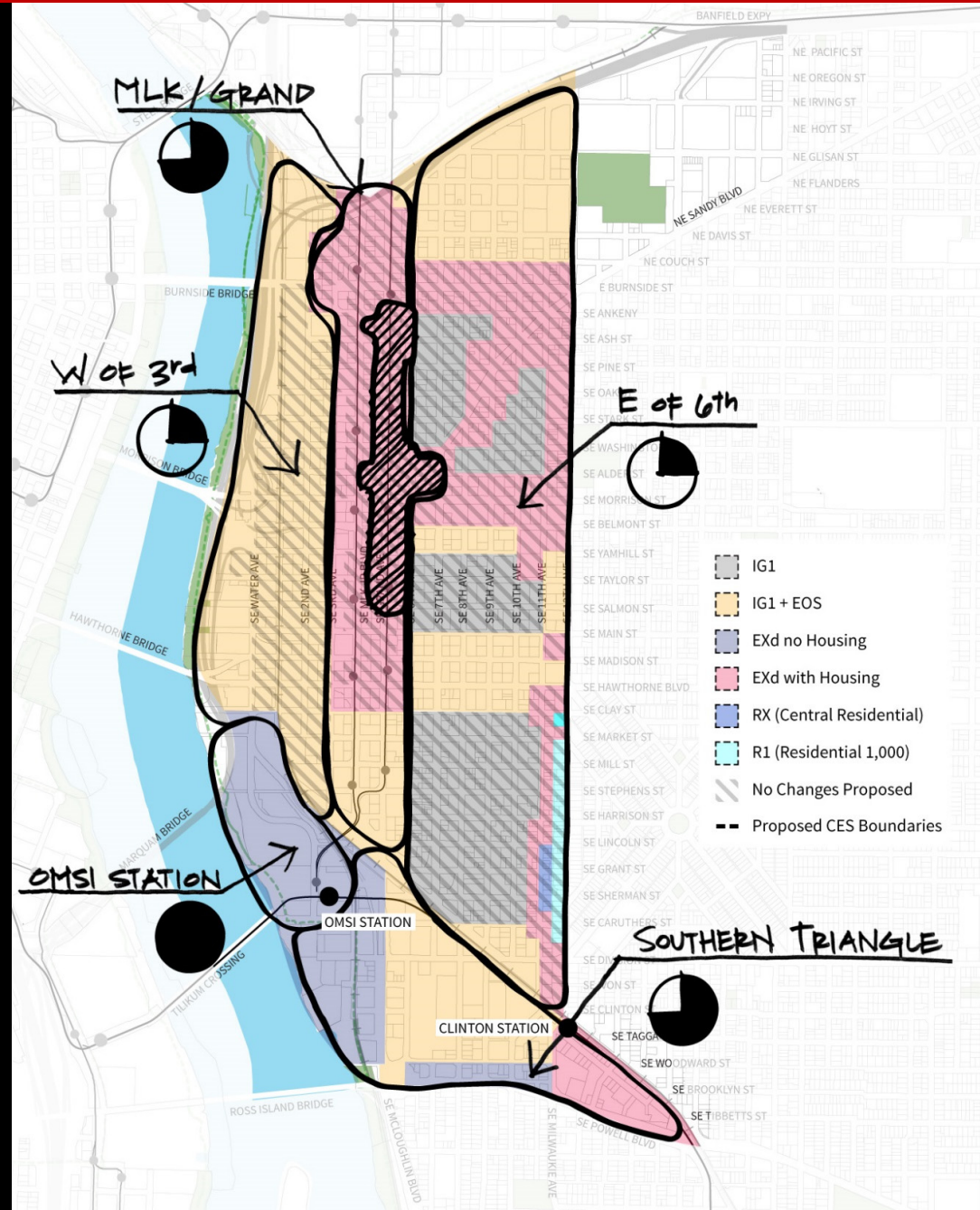
East of 6th: 1,700 jobs
12% Projected Growth
Degree Change: **Low**

OMSI Station: 2,300 jobs
16% Projected Growth
Degree Change: **High**

West of 3rd: 2,500 jobs
17% Projected Growth
Degree Change: **Low**

Southern Triangle: 2,900 jobs
20% Projected Growth
Degree Change: **High**

MLK/Grand: 5,000 jobs
35% Projected Growth
Degree Change: **High**



Potential Concerns: OMSI District Plan

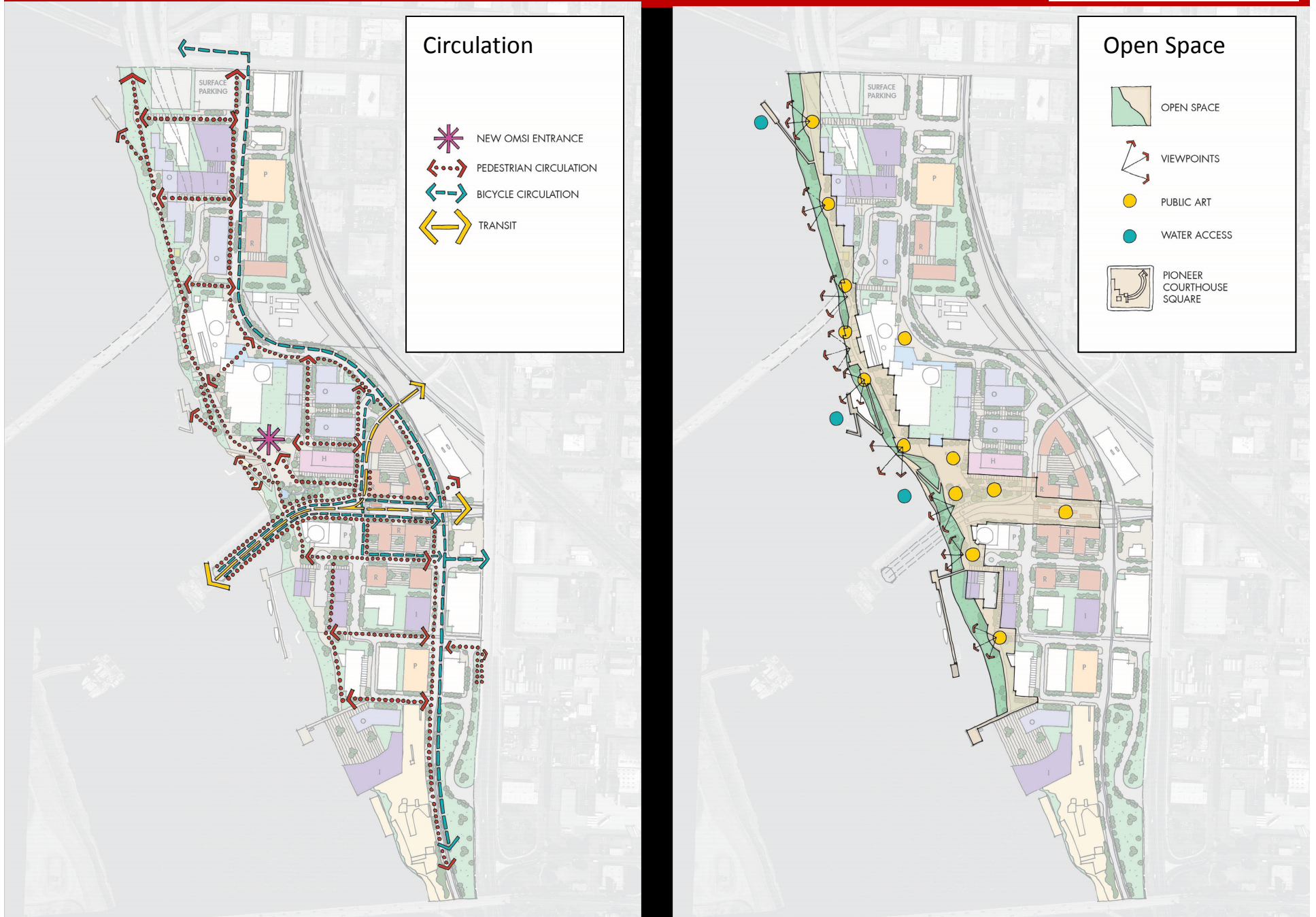
2014 OMSI District Plan:

Plan proposed new waterfront district that included properties owned by OMSI, PCC, Portland Spirit, Portland Opera, and others, and included concept for:

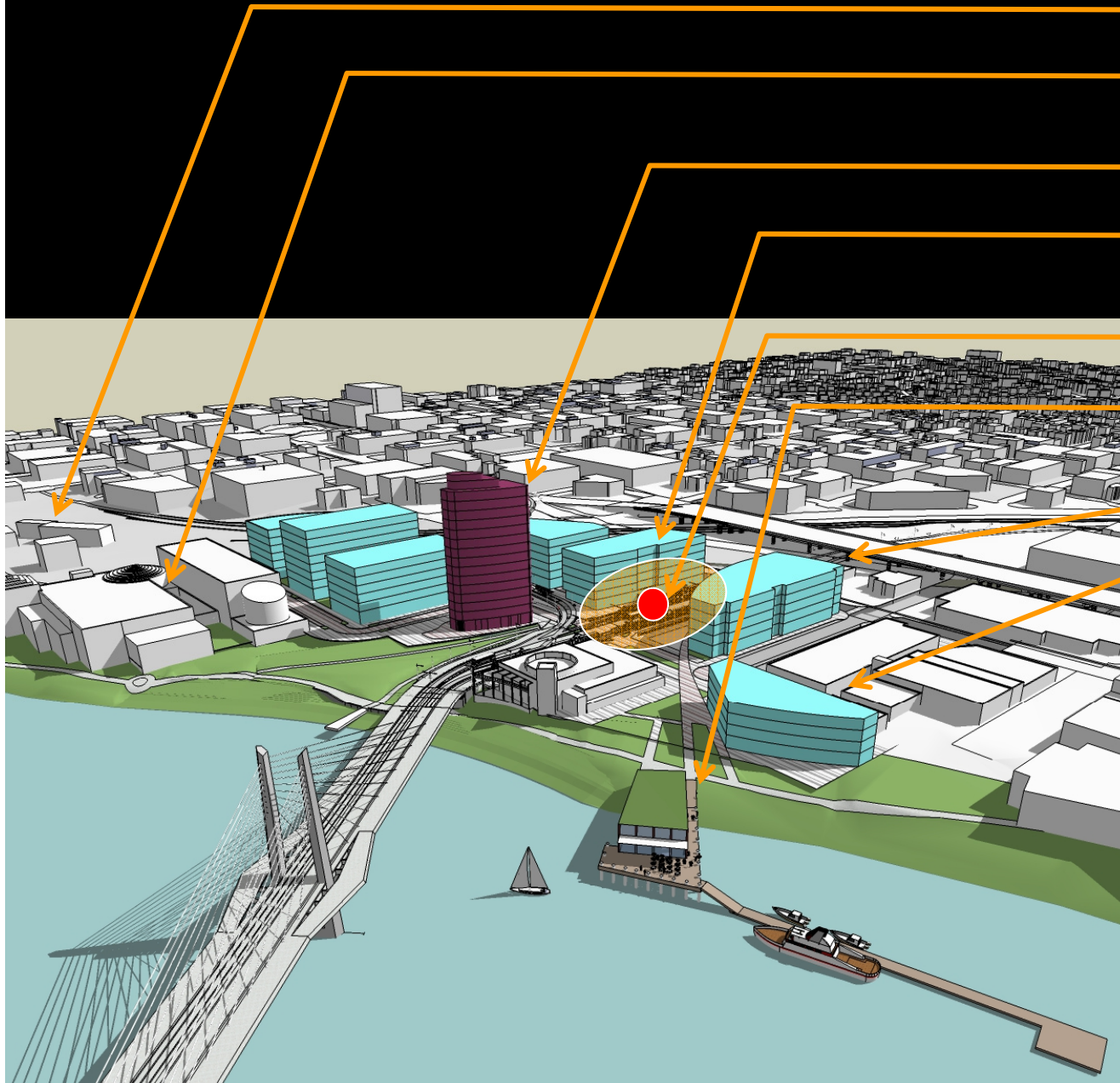
- **Housing** - 900 Units (300 on OMSI property)
- **Hotel** - 183,200 sq. ft. (200 rooms)
- **Retail** – 62,900 sq. ft.
- **Office** - 911,800 sq. ft. (3,100 jobs)
- **Craft Industrial** – 362,100 sq. ft. (600 jobs)
- **Structured Parking** - 999,600 sq. ft. / 2,956 spaces
- **Museum** – 66,200 sq. ft.



Potential Concerns: OMSI District Plan



OMSI Station: Employment Transit Oriented Development



PCC Climb Center

OMSI

Hotel

Office / Institutional

MAX Station

Portland Spirit / Ferry Terminal

Opera/Ballet House

Office



Rezone to Central Employment (EX); prohibit housing.

New zoning pattern would allow following uses, at high densities, by right:

- Commercial Office
- Industrial Office
- Retail
- Museums and Visitor Attractions
- Industrial Uses
- Institutional Development
- Commercial Outdoor Recreation

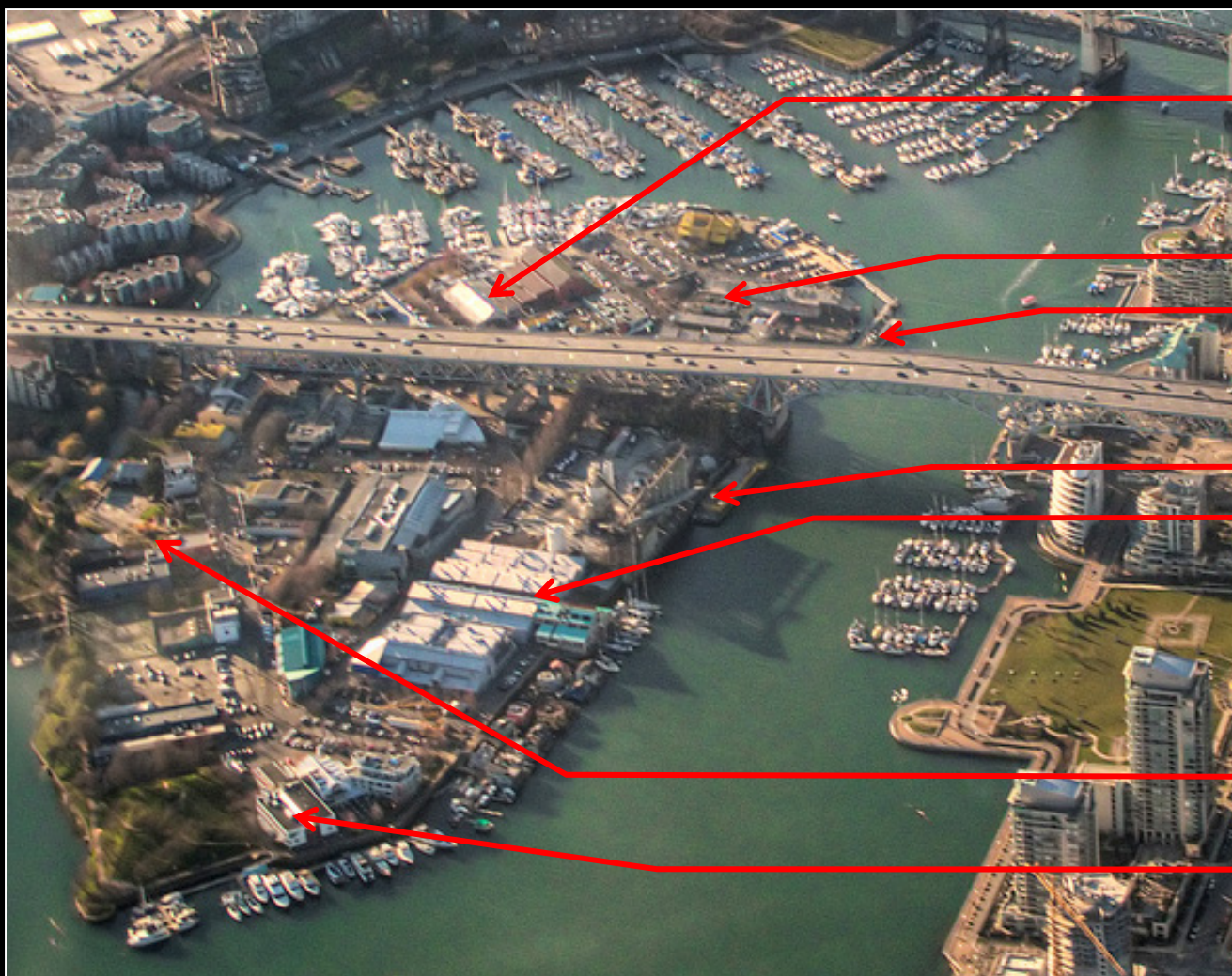
Master Plan Requirement

Require large parcels to develop master plan for site that considers:

- Pedestrian / Transit Oriented Development
- Public Realm Activation and Circulation
- Diversity of Uses
- Urban Form: Station Area and Waterfront Activation
- Transportation and Parking Demand Management
- Transitions with Adjacent Industrial Development
- Parks and Open Space Features



Destination Waterfront District: Granville Island



Galleries, artisans,
brewery, market

Public Market

Aquabus

Ocean Concrete

Emily Carr University

Community Center

Hotel

Next Steps

April 14th: Briefing Planning & Sustainability Commission

April 28th: Public Review Draft Released

May 26th: Public Hearing at Planning and Sustainability Commission

June 9th: Work Session at Planning and Sustainability Commission

July 1st: Tentative Hearing at Portland City Council

