

Decision Table D, Continued: Riverfront Communities Amendments – Macadam Design Recommendations

Attachments: Memo D, Revised Macadam Character Statement

This table starts with the topics/proposed amendments that staff thinks that the PSC should discuss. Those are marked with a check in the “discuss” box. The topics below that are topics that staff thinks that the PSC could approve by straw poll. At the beginning of the meeting staff will ask the PSC if there are any items below the line that they would like to discuss. If so, those would be pulled from a consent agenda and will be discussed.

Ref #	Commenter(s)	Topic	Comment or Requested Amendment	Staff recommendation	Staff rationale	Discuss?	PSC Straw Poll
D-13	Bureau of Planning and Sustainability (BPS)	Macadam Character Statement	Overall, BPS staff supports all of the testimony provided below and has updated the draft Macadam Character Statement. See cover memo D and the revised statement in packet D. Staff requests that the PSC discuss and recommend any changes to the Macadam Character Statement based on the below testimony or other desired revisions.	BPS staff asks that the PSC recommend the revised Macadam Character Statement draft in packet D to the Design Commission, with any desired changes to it, as discussed at this work session.	BPS staff will be providing the Design Commission and the public, the revised design recommendations in preparation for a July 2 public hearing that include repeal of the existing Macadam Corridor Design Guidelines, and replacement with the Citywide Design Guidelines and the specific Macadam Character Statement. We want the Design Commission to know that the PSC reviewed the design recommendations and their comments are reflected in the materials that go to the Design Commission.	<input checked="" type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other

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D-3	Bureau of Development Services (BDS)	Character Statement: <i>Structure and Purpose</i>	<p>(a) Rework each character paragraph to-speak to history; existing conditions, and emerging conditions/necessary repair – or put History, Existing Conditions on page 1, and Emerging Conditions on page two.</p> <p>(b) Be concise and direct in character sections – clearly highlight the specific characteristics and qualities development should achieve.</p> <p>(c) Add headings, language or graphic cues that clearly tie this character statement back to the guideline (terminology such as cultural values; desired character; reflecting and enhancing local natural resources – taken from the language under Design Approaches in Guideline 2).</p> <p>(d) Add a heading on the first page to clarify that this is background/history.</p>	<p>(a) BPS staff recommends utilizing page 1 for background (history, existing conditions, policy framework) and allowing page 2 to describe emerging conditions and desired character through the character sections (Community, Architecture and Nature).</p> <p>(b) BPS staff recommends editing for brevity and clarity on what new development should specifically address.</p> <p>(c & d) BPS staff recommends editing the character statement (graphics and text) to more clearly tie it to the Citywide Design Guidelines (CWDG). In addition, add a heading to Section 1 entitled “Background: History and Existing Conditions”.</p>	<p>(a) Creating a consolidated background section provides a contextual summary which will frame the character sections on community, architecture and nature. These can now focus on highlighting ways to achieve future desired character and mitigate undesirable conditions in the area.</p> <p>(b) BPS staff concurs with the comment. Providing concise and clear text will help development review staff and applicants, and work better to achieve desired goals for (re)development in the Macadam area.</p> <p>(c & d) BPS staff agrees with these suggested changes to clarify the content sections within the statement and its’ connection to the Citywide Design Guidelines.</p>	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other
D-4	BDS	Character Statement: <i>Background: History and Existing Conditions</i>	<p>(a) Background could be edited for brevity, with a focus on land use history that can inform future development and land use review.</p> <p>(b) Add language in the introduction that speaks to the transition from predominantly industrial uses to suburban mixed-use and the Boulevard treatment of Macadam, which emphasized vehicular traffic rather than pedestrian use, and how this informed the existing patterns of development.</p>	BPS staff recommends editing the background section for brevity and adding additional references to development transitions over time.	BPS staff agrees that the background section could be edited for brevity and include land use history to inform future development review. Including information such as the transitional history of development, helps explain why there is a disconnect between Macadam Boulevard and the Willamette Riverfront. Framing this history provides context for the following three-character sections.	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other

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D-5	South Portland Neighborhood Association (SPNA)		Add the following sentence to the fourth paragraph, after the fourth sentence, of the background section: <i>It is because of the unique topography of the south section, wedged between hills and highway (Macadam), that maximum heights of development are limited, protecting neighborhood livability and a healthy airshed.</i>	BPS staff suggests including the SPNA proposed text addressing topography, but not including language that directs limiting development heights.	Staff agrees that Incorporating language that identifies unique topography speaks to the unique character of this area. However, the limitation of development heights is beyond the scope of the character statement. This would be addressed by zoning map designations and relevant development standards.	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other
D-6	BDS	Character Statement: <i>Emerging Conditions</i>	(a) Steer clear of using sweeping terms like “welcoming urban environment”. Instead describe specific conditions, followed by directives on where the district should ‘aspire to go’. Be clear that existing conditions require repair. (b) Eliminate the sentence within the last paragraph of the introduction that begins, “Development along the northern end has a boulevard character...” Describing existing conditions without commentary does not provide useful guidance on how future development should respond to the context.	BPS staff concurs with the BDS comments and supports revisions to the emerging conditions section that provide more clarity and detail; and will remove the identified sentence from background section.	BPS staff will use more concise language and action words or adjectives, which will provide more direction for users of this document. Staff agrees with removing the identified sentence from the background section. However, the section will remain focused on the history and existing conditions, with limited commentary and will be revised to align more with the directives provided within the character sections.	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other
D-7	SPNA		(a) Insert the following text into the first paragraph, second sentence, of the community character section: <i>(south of SW Boundary)</i> (b) Add the following sentence to the second paragraph, after the second sentence, of the community character section: <i>Safety and ease of moving around the district without a car is also a high priority for residents and workers. Future development needs to consider how to incorporate measures for comfort and safety of pedestrians, cyclists and transit users such as more trees along the streets and trail, wider pathways, bus shelters, and more frequent crossings –particularly on and around Macadam).</i>	(a) BPS staff agrees with SPNA overall and recommends adding the suggested language to the character statement with modified language to the community character statement. The revised text is crafted to be more of a directive statement that would be achieved by using the Citywide Design Guidelines.	BPS staff concurs with the geographic clarification; and agrees in concept with the suggested community character text. Issues of comfort and safety have been at the forefront of concerns within the district, particularly along Macadam. However, the crafting of this sentiment into a directive, instead of a list of means would allow the Citywide Design Guidelines to do the heavy lifting, on providing best practices on ways to achieve measures of comfort and safety for an improved public realm within the Macadam Plan District.	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other

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D-8	BDS	Character Statement: Macadam Treatment	<p>(a) Add language that recognizes the limitations on Macadam due to the Special Street setback, while describing what the aspirations, or goals are for these parts of the Avenue (vegetation, canopies, extended hardscaping, active use spill-out, glazing, etc.). This would aid staff in supporting Modification requests to the 33.288 Special Street Setback standards that limit canopy depth, etc. in the street setback.</p> <p>(b) Add language that speaks to the need to improve the current public realm environment along Macadam – prioritizing the pedestrians over traffic/transit. Emphasize importance of street corners in helping reduce the barrier-effect of Macadam Avenue. Be more explicit about the need/desire for large trees along Macadam as a buffer between traffic and commercial spill-out spaces for pedestrians.</p>	<p>BPS staff recommends the addition of BDS suggested language in the architectural character section, which provides feedback on how to improve architectural responses along Macadam.</p> <p>Staff will also include language to emphasize the public realm and prioritizing pedestrians along with the desire for large trees along the boulevard.</p>	<p>(a) Although staff cannot change the special street setback, which must be addressed by ODOT, PBOT and others, language can be added to recognize this limitation and provide other means of addressing the issue of creating a better public realm response.</p> <p>(b) The addition of these details will help clarify what future goals/aspirations for the areas between the river and boulevard, as well as along the Macadam Corridor.</p>	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other
D-9	SPNA		<p>(a) Insert the following text into the first paragraph, fifth sentence, of the architectural character section: <i>inviting</i></p> <p>(b) Add the following text after the fifth sentence, of the architectural character section: <i>Use landscaping to reinforce the boulevard character of Macadam and to provide visual connections with private property. Trees interspersed with low-growing vegetation or grass should visually predominate over impervious surfaces. Awnings, street furniture, plazas, sculpture courts or other amenities ...reinforce a boulevard design. Keep signage consistent with and supportive of Macadam’s role as a scenic boulevard.</i></p>	<p>BPS staff agrees with this addition of text in (a) and recommends editing document to ensure the sentiment of the (b) testimony is incorporated. This will reinforce the boulevard character of Macadam Avenue.</p>	<p>This suggested word change in (a) helps to signify that landscaping should be added as a component to create a welcoming public realm along Macadam, not hinder it.</p> <p>It is a good idea to Include language to highlight the desired character of Macadam as a boulevard that provides guidance for future development. However, staff will reflect this sentiment in revised text, as a directive, instead of a list of means. This would allow the Citywide Design Guidelines to do the heavy lifting, on providing best practices on ways to achieve boulevard character along Macadam Blvd.</p>	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other

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D-10	BDS	Character Statement: <i>Riverfront Treatment</i>	<p>(a) Current description is lacking in expectations for river and building interfaces. Provide more guidance on how development abutting the riverfront and greenway trails should respond to this frontage.</p> <p>(b) Emphasize need for east west connections, particularly on longer north/south sites along the waterfront.</p> <p>(c) Encourage lush vegetation along east/west streets and pedestrian connections to improve public realm conditions and strengthen the connection between the river and Macadam. This could work towards creating a series of “green fingers” which would permeate the area between Macadam and the waterfront.</p> <p>(d) Add reference to Portland’s typical 200’ block structure when discussing desired frequency of physical and/or visual connections between Macadam and the river.</p>	<p>(a) BPS staff will use more direct language within the architectural character and natural resources sections to address BDS comments. Staff will incorporate the (b-d) suggestions in the character sections as follows:</p> <ul style="list-style-type: none"> Community Character: Development of connections between Macadam and Riverfront, as well as on development sites. Architectural Character: Development should be organized to provide access (visual and physical) to the riverfront. Consider breaking up long facades or orienting buildings along the river in a way that allows for access. Natural Resources: The connections being made between the riverfront and Macadam could incorporate more lush vegetation and trees. Creating ‘green fingers’ that run through this area. <p>(d) BDS staff supports this recommendation and will revise the community character section with pertinent language.</p>	<p>(a) Staff acknowledges the addition of descriptions which address expectations for building interfaces within the architectural character section. The issue of lighting could be addressed within the natural resources section as it relates directly to issues of wildlife along the river.</p> <p>(b) Staff also concurs on addressing east/west and north/south connections at multiple scales. Changes to improve connectivity will be addressed under each character section.</p> <p>(c) Additionally, the directive to provide lush landscaping and trees along connections is a tangible ask that is easily achievable with most development.</p> <p>(d) Staff finds that text on block structures will align with many other directives to improve connections and access to the riverfront. However, staff stresses that more a more effective tool to requiring this would be through code language updates in the Macadam Plan District.</p>	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other
D-11	SPNA		<p>(a) Add the following text to the end of the of the architectural character section: <i>This includes thoughtful site orientation, landscaping, compatible scale, and building design to help preserve and protect the natural environment that defines this district and connects to the riverfront environment.</i></p> <p>(b) Add the following text after the fourth sentence of the natural resources section: <i>Walking, birdwatching, biking, boating, paddle boarding and picnicking are among the popular activities along the river. Development should be low-rise and sited as far back from the increased greenway setback as possible.</i></p>	<p>BPS staff recommends adding language which addresses how development should respond to the riverfront but does not recommend adding language to the natural resources section about specific activities.</p>	<p>(a) Language should be added to emphasize the importance of river responsive design. BPS staff agrees to provide some guidance on how to do this as suggested, (i.e. building orientation, open spaces, etc.). However, the majority sentiment will be reflected within statement’s revised text, as a directive, instead of a list of means. This would allow the Citywide Design Guidelines to do the heavy lifting, on providing best practices on ways to achieve boulevard character along Macadam Blvd.</p> <p>(b) This section should address how development helps to protect and preserve natural resources along the riverfront. The use of the river for recreational activities is addressed within the community character section. This has been done without listing the specific types of activities, to help keep the document concise. Additionally, language within the architectural character section speaks to stepping development back and down along the riverfront.</p>	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other

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D-12	BDS	Character Statement: Update Macadam Plan District	Update plan district to better align the goals of the character statement with current city code. Specifically, the goal of providing more permeability within the district which is hard to implement without prescriptive code standards. This should also explore repealing/reducing the special street ordinance and the varied street setbacks in 33.550. This would increase the developable area along Macadam, facilitating a more pedestrian-oriented environment.	BPS staff proposes the following new Riverfront Communities Action C6D: <u>Conduct a community planning process to update the Macadam Plan District to reflect current and future community desires and to be consistent with the 2035 Comprehensive Plan, River Plan/South Reach and Citywide Design Guidelines.</u> Timeline: Next 5 years Lead: BPS Partners: Public, Private, City Bureaus	BPS staff agrees that the Macadam Plan District zoning code regulations needs to be updated to align with more recent planning: the <i>2035 Comprehensive Plan, River Plan/South Reach</i> and the <i>Citywide Design Guidelines</i> . This is a recommended priority to ensure future development works towards meeting City goals and plans, such as accommodating growth and responding to climate change.	<input type="checkbox"/>	<input type="checkbox"/> Support staff rec. <input type="checkbox"/> Other