

DATE: April 26, 2021
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 SUBJECT: DRAFT Opportunity Site Results

Opportunity Sites Overview and Results

ECONorthwest and City of Portland staff collectively identified five opportunity sites to evaluate site level financial feasibility and development outcomes for the Montgomery Park to Hollywood Transit and Land Use Development Study. The sites were selected based on existing land use, location, size, age and condition of existing structures, proximity to future transit alignments, site access, circulation, and redevelopment potential. Four of the sites are in the Northeast study area and one is in the Northwest study area. ECONorthwest analyzed the sites for redevelopment potential and identified development prototypes for each site. The prototypes range from five to eight stories in scale and represent feasible redevelopment options based on current construction costs. For each site, conditions are unique. The prototypes identified in this summary represent one feasible option for each site, rather than the full range of possibilities.

Exhibit 1: Opportunity Sites Evaluated

Opportunity site name	Address	Study area
1. Aramark Uniform Services	1848 NW 23rd Ave, Portland, OR 97210	NW study area
2. Roosevelt Blocks	Between NW 23rd Ave and NW 24th Ave, Portland Oregon 97210	NW study area
3. 1430 NE 35th Ave	1430 NE 35th Ave Portland, OR 97232	NE study area
4. Lloyd Corporate Plaza	847 NE 19th Ave, Portland, OR 97232	NE study area
5. Burger King Site	3550 NE Broadway, Portland, OR 97232	NE study area

The opportunity sites ranged in size from approximately 45,000 SF to 161,000 SF. For all but one of the sites the best performing prototype is a multifamily, mixed-use residential building. The Lloyd Corporate Plaza performed best with an industrial office plus a separate building for multifamily residential. Floor area ratios for the development prototypes on the opportunity sites range from 4:1 to 5:1 and reflect zoning and height allowances in the CM3 and CX zones. Different parking assumptions are applied to all opportunity sites differently that reflect access to current and future transit, efficient utilization of existing entitlements as to not have partial floorplates occupied by parking, and development prototype. Two of the development prototypes have no off-street parking while other prototypes include a range of parking ratios between .15 stalls per unit and 1.1 stalls per unit. The office development prototype assumes one parking space per 1,665 square feet of office area.

**Site Name: Aramark Uniform Services
1848 NW 23rd Ave, Portland, OR 97210**

Site aerial:



Image of building prototype:



Base Zone	CM3
Lot Size	161,080 square feet
Development Type	Multifamily Residential
Development Scale	5 over 1, wood frame over podium
Height	6 stories
FAR	5
Gross Building Square Feet	797,350
Number of Residential Units	926
Retail Square Feet	N/A
Office Square Feet	N/A
Total Parking Spaces	531
Residential Rent (market rate)	\$2.86 per square foot
Retail Rent	\$35
Office Rent	N/A
ROC Threshold (of primary use)	5%

- The Aramark Uniform Services site is one of the largest redevelopment sites located in the Northwest District south of NW Vaughn. This site is almost four acres in size.
- This opportunity site analysis evaluated high level development outcomes and did not provide any detailed site planning or site access analysis. It is likely that if this site were to be configured into smaller parcels, achieving the full FAR allowed in the CM3 zone would not be possible with existing height limits.
- The scale of development of this site is comparable to other nearby development in the Conway Master Plan and other areas of Northwest Portland.

Site Name: Roosevelt Blocks
Portland, Oregon blocks between NW 23rd Ave
and NW 24th Ave

Site aerial:



Image of building prototype:



Base Zone	CM3
Lot Size	45,990
Development Type	Multifamily Residential Mixed Use
Development Scale	4 over 1, wood frame over podium
Height	5 stories
FAR	4.0
Gross Building Square Feet	184,000
Number of Residential Units	184
Retail Square Feet	10,400
Office Square Feet	N/A
Total Parking Spaces	196
Residential Rent (market rate)	\$2.77
Retail Rent	\$35
Office Rent	N/A
ROC Threshold (of primary use)	5%

- This opportunity site includes four separate parcels, some under common ownership, that are currently used as surface parking lots and the location of one food cart.
- This analysis assumed site assembly into a more realistic development opportunity site.
- This analysis indicated that some ground floor retail uses, around 10,000 square feet, are feasible with the introduction of streetcar and further amenities added to the broader ESCO area as the result of redevelopment.

**Site Name: 1430 NE 35th Ave, Portland,
OR 97232**

Site aerial:



Image of building prototype:



Base Zone	CM3
Lot Size	89,950 square feet
Development Type	Multifamily Residential Mixed Use
Development Scale	5 over 1, wood frame over podium
Height	6 stories
FAR	5
Gross Building Square Feet	445,270
Number of Residential Units	517
Retail Square Feet	23,400
Office Square Feet	N/A
Total Parking Spaces	0
Residential Rent (market rate)	\$3.07 per square foot
Retail Rent	\$22.50 per square foot
Office Rent	N/A
ROC Threshold (of primary use)	5%

- This opportunity site includes six separate parcels, some under common ownership, that are currently used as surface parking/storage lots, an auto repair business, various office uses, a low-density office building, and two residential structures.
- This analysis assumed site assembly for a larger two-acre development opportunity site that creates more efficient development outcomes on a triangle shaped parcel.
- This analysis indicated that some ground floor retail uses, around 23,000 square feet, are feasible with potential future streetcar running directly adjacent to the site.
- Residential rents in this location were developed using a comp approach to newer podium development that has occurred close to this site around the Sandy Boulevard and NE 28th intersection.
- Achievable rents are lower than in other portions of the Sandy Boulevard street alignment option, but are high enough to work with residential rents to support mixed-use development if demand for new retail space in the corridor increases in the future.

**Site Name: Lloyd Corporate Plaza
847 NE 19th Ave, Portland, OR 97232**

Site aerial:



Image of building prototype:



Base Zone	CX
Lot Size	31,225 square feet plus 105,392 square feet*
Development Type	Industrial Office plus Multifamily Residential
Development Scale	8 story steel and concrete (5 over 3) commercial building plus 5 over 1, wood frame over podium residential
Height	8 stories and 6 stories
FAR	4.5 and 5.5
Gross Building Square Feet	142,000 and 579,660
Number of Residential Units	605
Retail Square Feet	N/A
Office Square Feet	85,000 (incl. 4,400 ground floor industrial)
Total Parking Spaces	90 plus 348
Residential Rent (market rate)	\$2.77 per square foot
Retail Rent	N/A
Office Rent	\$44 per square foot plus \$10 per square foot for industrial
ROC Threshold (of primary use)	6.5% and 5%

*This opportunity site is composed of two different lots – results are presented in respective order for each lot

- This opportunity site evaluated the redevelopment of two existing surface parking lots that serve existing office buildings on this site.
- Current CX zoning allows for flexible development options which results in a mix of new creative office development and residential both being feasible for development.
- Replacing existing parking on this site AND serving new development on this site would be difficult. This analysis assumed more parking would be necessary in this redevelopment than looking at a standalone development site which resulted in almost 450 structured parking spaces to serve this whole site.
- Redevelopment on this site at this scale will be contingent on increasing transit ridership for existing and future tenants, TDM programs, and a shared parking strategy across the site between the residential and commercial uses.

Site Name: Burger King Site
3550 NE Broadway, Portland, OR 97232

Site aerial:

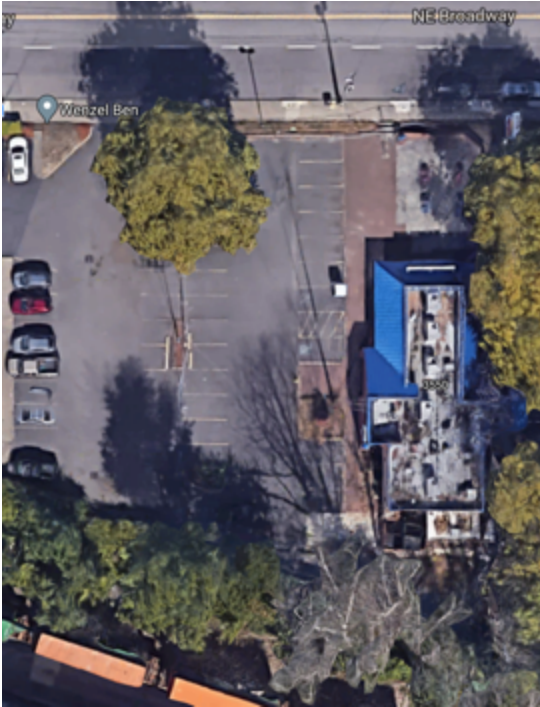


Image of building prototype:



Base Zone	CM3
Lot Size	39,230 square feet
Development Type	Multifamily Residential Mixed Use
Development Scale	5 over 1, wood frame podium
Height	6 stories
FAR	5
Gross Building Square Feet	194,190
Number of Residential Units	225
Retail Square Feet	10,200
Office Square Feet	N/A
Total Parking Spaces	0
Residential Rent (market rate)	\$3.03 per square foot
Retail Rent	\$23 per square foot
Office Rent	N/A
ROC Threshold (of primary use)	5%

- The development prototype evaluated on this site reflects a more prototypical 5 over 1 podium development on a 40,000 square foot site that can be found across Portland.
- This analysis indicates that mixed-use development on this site is feasible but that achievable rents are subject to the introduction of streetcar transit along the Broadway streetcar alignment option.