

SE Quadrant Plan

Bureau of Planning and Sustainability
Portland Development Commission
Portland Bureau of Transportation

Portland Development Commission / Planning and Sustainability Commission
March 19, 2014



SE Quadrant: Presentation Overview

Planning and Sustainability

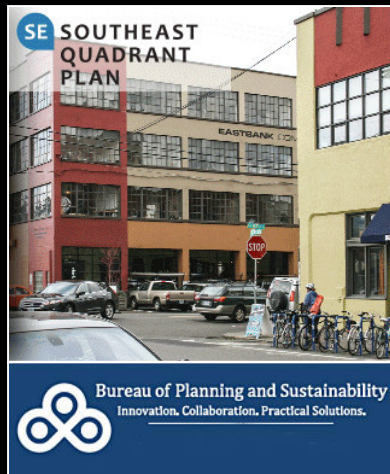
- Purpose & Scope of Quadrant Plan
- General Conditions
- Industry Sanctuary 2035
- Mixed-Use Corridors
- Station Areas

Portland Bureau of Transportation

- Streetscapes and Place Making
- Freight Circulation and Access
- Parking

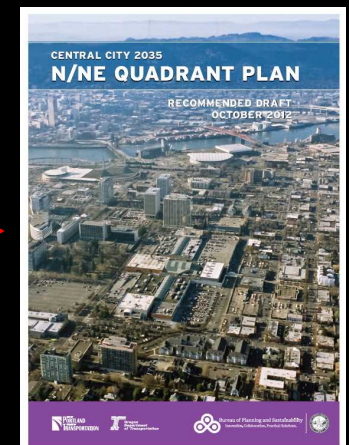
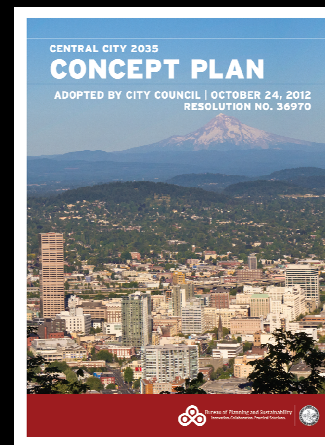
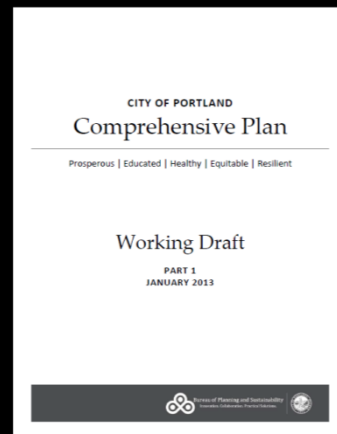
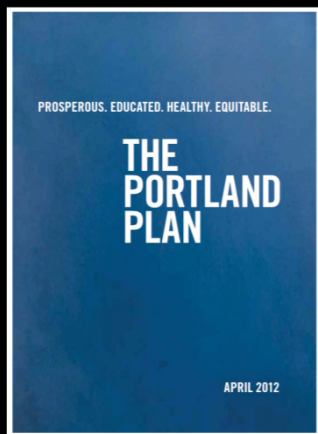
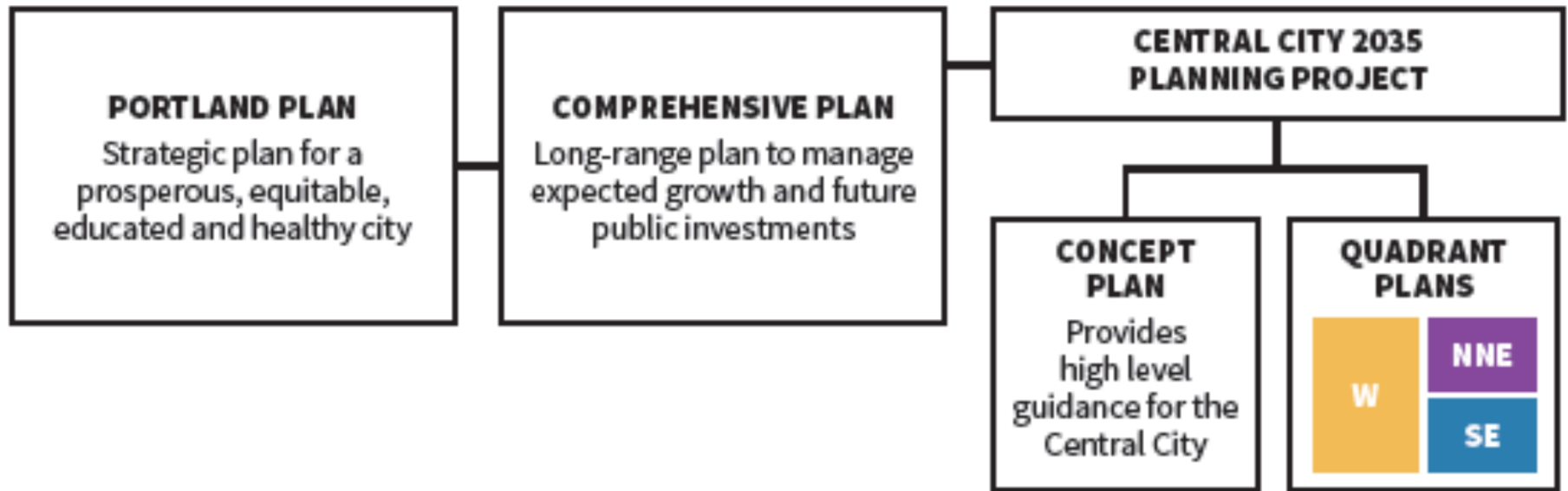
Portland Development Commission

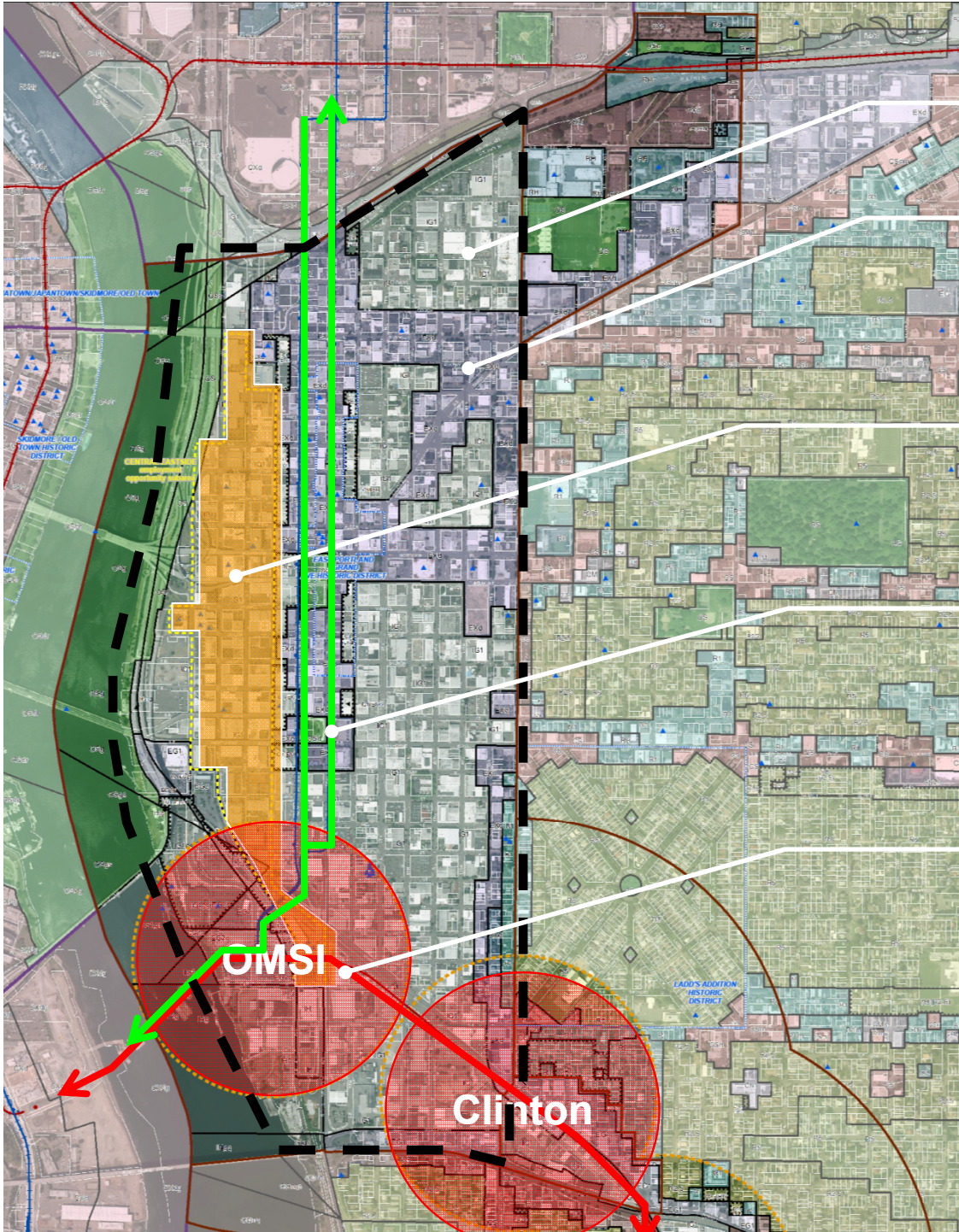
- Major Issues
- ULI Input & Next Steps



Bureau of Planning and Sustainability

SE Quadrant Plan: What is a Quadrant Plan?





Industrial Zoning

Mixed-Use Zoning

Employment Opportunity Subarea

Portland Streetcar

MAX Light Rail

OMSI

Clinton

SE Quadrant Plan: Policy Direction



Simple Bicycle Company

Industrial Sanctuary Policy

Provide industrial sanctuaries. Encourage the growth of industrial activities in the City by preserving land for manufacturing purposes.

- 1980 Comprehensive Plan



Viewpoint Construction Software

Next Generation Industrial / Employment Sanctuaries

Preserve and provide for the long-term success of Central City industrial districts, while supporting their evolution into places with a broad mix of businesses with higher employment densities.

- 2012 Central City Concept Plan

SE Quadrant Plan: Employment Trends



Employment Growth

Average Annual Growth Rate (AAGR)

	Central Eastside	Central City Commercial	City of Portland
2000-2008	3.7%	0.1%	0.1%
2009-2012	3%	1.5%	1.5%

SE Quadrant Plan: Major Issues



Industrial Sanctuary Policy

What new implementation tools are necessary to address the evolving shape of industry today and the industries of tomorrow?



Role of Mixed-Use Corridors

How can mixed-use corridors play a unique role in supporting the rest of the Central Eastside?



Station Areas / Southern Triangle

Which mix of land uses is best suited for the OMSI and Clinton Stations?

Should the Southern Triangle serve as an area for the growth of businesses in new industrial sectors growing in the Central Eastside and South Waterfront?

SE Quadrant Plan: Coordination Issues



Transportation, Infrastructure & Public Services

What infrastructure and public services will be needed to support and facilitate additional job growth in the Central Eastside?

What major transportation issues will we need to resolve?



Economic Development Strategies

Beyond zoning, what partnerships and economic development strategies need to be created to fulfill the potential of the Central Eastside?



Bureau of Transportation

Infrastructure



Main Transportation Issues

- Freight circulation and access
- Parking
- Streetscape improvements and placemaking



Freight Circulation and Access

Freight Circulation and Access

District-Wide

- Develop traffic plan that balances freight access with multi-modal needs
- Work with businesses to create a freight street hierarchy (like for peds, bikes and cars)
- Phase in investments over time (e.g., mountable curbs, bike facilities)

Southern Triangle

- New development on large blocks could have new alleys or rear access that sets aside space for loading and unloading and prevents future conflicts



Parking

Parking

- Assess how parking management association is currently working
- Consider additional district-wide strategies
 - Centralized and/ or shared facilities
 - Parking minimums designed for shared access
 - Manage customer and employee parking needs differently

Southern Triangle:

- Structured parking located near new dense development
 - Light rail stops at OMSI and Clinton stations

Streetscape & Placemaking



Streetscape & Placemaking

District-Wide

- Enhance safety and activate area in evening
- Create walkable blocks surrounding the transit stops (streetcar and light rail) and to key locations
 - Lighting
 - Street furniture
 - Trees and green infrastructure
 - But only designs that don't conflict with truck access

Southern Triangle

- Improve connections between Brooklyn and Ladd's Addition to the new bridge
- Enhance bike/pedestrian movement around light rails stops
- New investments will depend on future development

SE Quadrant Plan: Strategic Sites Analysis



Development Issues

- Structured Parking
- Infrastructure
- Mid-rise development expectation
- System Development Charges

Priority Sites

- ODOT Blocks
- Clinton Triangle
- OMSI
- TriMet

URA TIF Resources

- Current: \$5 Million
- Proposed URA Expansion Est. Projected: \$20 Million
- Total: \$25 Million

SE Quadrant Plan: Workforce Partnerships

Partners:

- WSI, PPS (Benson), PCC, OMSI, ADX
- Companies/Organizations
 - Vigor, Impact NW, TAO, others

Programs:

- Marketing/Branding to Address Pipeline Challenge
- Training Providers

Next Steps:

- Facilitate Benson/PCC Climb Center Discussion
 - Increasing enrollment and capacity at Benson
- Facilitate OMSI/Industry Discussion
 - Turbine Hall partnerships/programming to attract new audiences



SE Quadrant Plan: Business Development

Partners:

- CEIC, cluster companies, district businesses/non-traded sector

Programs:

Traded Sector

- In District Growth Focus
 - Creative office and Industrial office cluster firms
 - Craft manufacturing

Non-Traded Sector

- Keep Long Time Businesses and Middle Income Wage Base via Place Based Activities (SIP/DOS)

Next Steps:

- Identify Specific Activities Related to 'Grow' Industries with a Focus on CES Context
- Facilitate Conversation Between CEIC and Produce Row to Identify Opportunities for Business Support and Attraction Programs

SE Quadrant Plan: ULI Takeaways

- Transition this area from a 20th century industrial district to a 21st century community of makers & doers
- This transition will take time; intermediate uses may be appropriate in the short term
- Expand the definition of industrial uses and let it continue to change to reflect evolving economy
- Use an employment strategy--not just land use regulation--to create more jobs in the Central Eastside
- The city will need key implementation partners
- Portland's unique assets, culture and talent pool create the ability for you to succeed

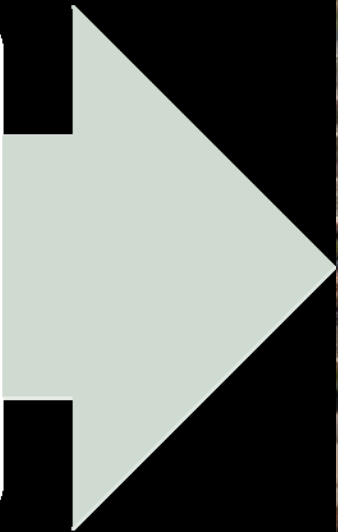
SE Quadrant Plan: Next Steps

2013- 2014
BPS Central City
2035:
SE Quadrant
* ETOD Station Areas
* Concept
Development
* Preferred Concept

2014 - 2015:
BPS: SE Quad Implementation
* Public Review / Approval Process
* Comp Plan / Zone Map Amended

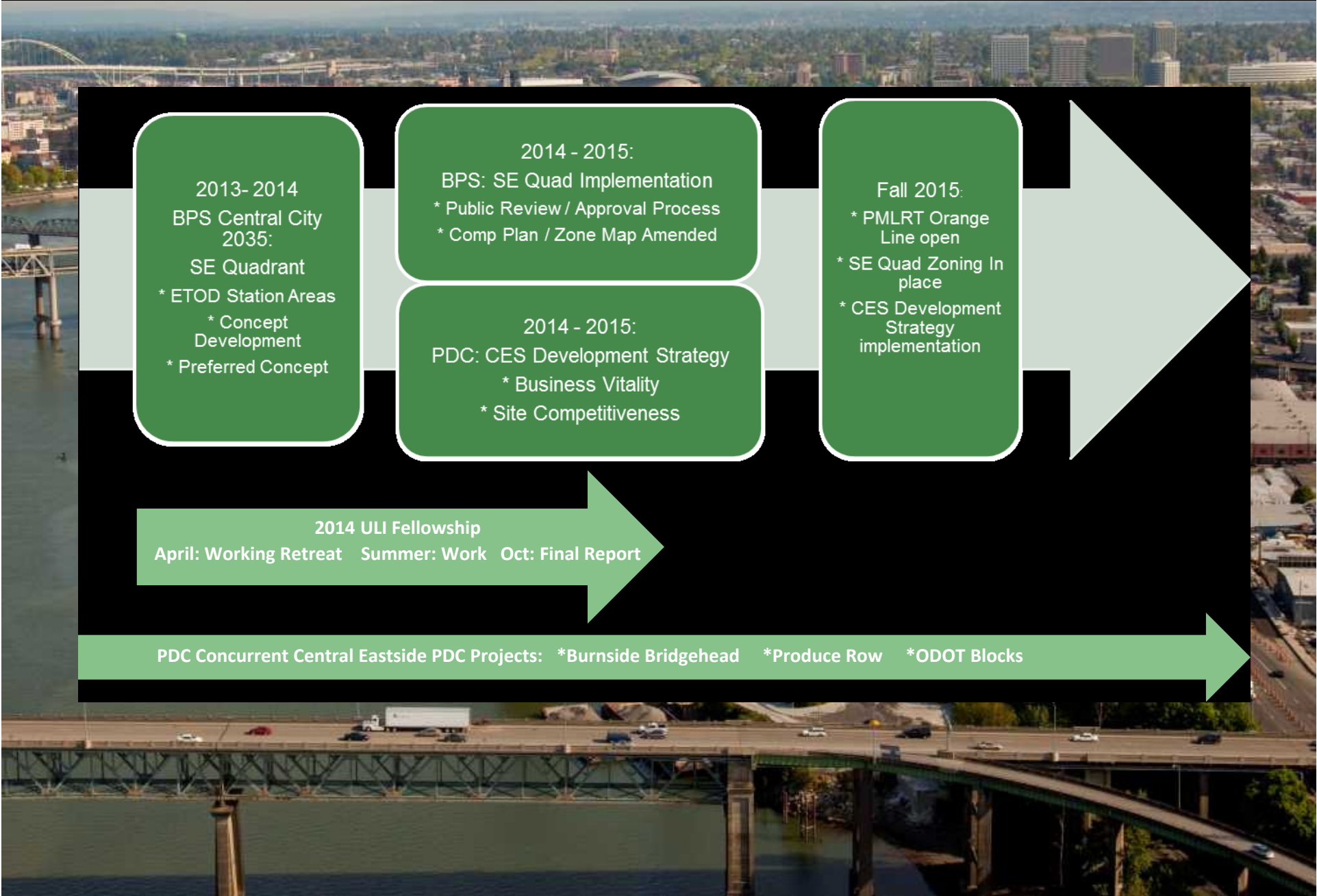
2014 - 2015:
PDC: CES Development Strategy
* Business Vitality
* Site Competitiveness

Fall 2015:
* PMLRT Orange
Line open
* SE Quad Zoning In
place
* CES Development
Strategy
implementation



2014 ULI Fellowship
April: Working Retreat Summer: Work Oct: Final Report

PDC Concurrent Central Eastside PDC Projects: *Burnside Bridgehead *Produce Row *ODOT Blocks



SE Quadrant Plan: Discussion



What can the city do to promote the Central Eastside as a 21st century employment center?

- 1. What solutions would promote job density and new employers around the light rail stations?***
- 2. What is the best mix of policy and zoning to promote the Southern Triangle for this objective?***
- 3. How can transportation and other infrastructure support business and create a sense of place?***

