

From: Marshall Johnson [mailto:marshall.d.johnson@gmail.com]
Sent: Monday, May 09, 2016 5:24 PM
To: Planning and Sustainability Commission <psc@portlandoregon.gov>
Subject: PSC Mixed Use Zones Testimony

Mixed Use Zone Project team-

Our city is desirable—we have a great climate, wonderful neighborhoods, creative residents, and a history of taking bold action. Portland has been a leader, with over 30 years of vision demonstrating a commitment to maintaining the regional ecosystem as demonstrated through initiatives like the UGB, public transportation infrastructure, transit oriented development, and the comprehensive plan. Current market conditions are bringing a convergence to 30 years of planning and makes now an important time to continue to think big and embrace growth and change.

The city should continue to provide infrastructure for market forces to compliment comprehensive planning goals. Dwellings in mixed used zones bring diversity into our neighborhoods. As our neighborhoods adapt and expand to meet changing community needs, I urge the Portland Planning and Sustainability Commission to consider the following elements in finalizing the Mixed Use Zones plan:

- Expand upon past efforts by continuing to demonstrate Portland as a leader in building active, vibrant neighborhoods.
- Make it practical for developers to add vibrant, mixed-use buildings to help meet the needs of the future. Encourage policies that create a framework for vibrant neighborhoods through increased density, while allowing flexibility and creativity for the market to respond as land values increase and building practices evolve over time
- The Low Rise Commercial areas plan goes too far to limit development potential in key areas that are best positioned to support density. These buildings, often in older street-car era areas, will turn over slowly and may outlive their useful purpose. There are existing tools to target resources or create incentives to encourage preservation (ie, historic and/or conservation districts) while allowing the cycling in of new development that can meet future community needs.
- Building Height requirements in CM2 and CM3 zones allow for taller first floors to encourage ground floor retail/multi-use. Efforts should be made to encourage a variety of purposes for mixed-used buildings in CM1 zones—both as intended and future uses. These rules need to do more to promote increased height allowance of first floors, which may have varying uses now and adaptability in the future to meet changing needs as the corridors and neighborhood purposes evolve.
- Building Articulation—a variety of building facades and aesthetic details, many of which contrast existing forms, have popped up all over the city over the past decade. This display has resulted in patterns recreated in varying districts, as well as unique structures not to be replicated. I believe the intent of creating Façade articulation is to standardize aesthetics and I worry the revised draft goes too far in mandating how buildings should aesthetically fit into a neighborhood. Articulation is best left to designers and architects who are responding to established criteria as specified in the building code and to allow freedom for creative development without mandated requirements.
- Encourage a framework for the city to accommodate diversity, underrepresented communities, and affordable housing. The plan should go further and do more to prioritize support for affordable housing as part of the mix. Now that Inclusionary Zoning is legal in Oregon, the plan needs to incorporate additional consideration to leverage this

vehicle. The city and BPS must incorporate the perspective of underrepresented residents—those with lower incomes, artists, future residents, renters, millennials, etc. While neighborhood associations have supported the city in revitalization of depreciated neighborhoods, they are becoming an outdated vehicle to represent a broad variety of perspective. I urge the city to develop new ways of incorporating a more diverse, equitable framework in planning for our future needs.

- CM 1, 2 and 3 zones should be oriented around walking, biking, and cars, such that the infrastructure is designed to meet the future needs of an urban area and the 20-minute neighborhood. The proposed Comp plan policy restrictions should not be loosened to accommodate drive thru services for Fred Meyer or other retailers like gas stations, fast food, or drug stores. New drive-thrus should be prohibited in the Central City, Centers, and Corridors.

Best regards,

Marshall Johnson
2133 SE 47th Ave.