

1 PORTLAND

CASE STUDY

Pearl District Portland, Oregon

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TEAM

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DATE

3/2021



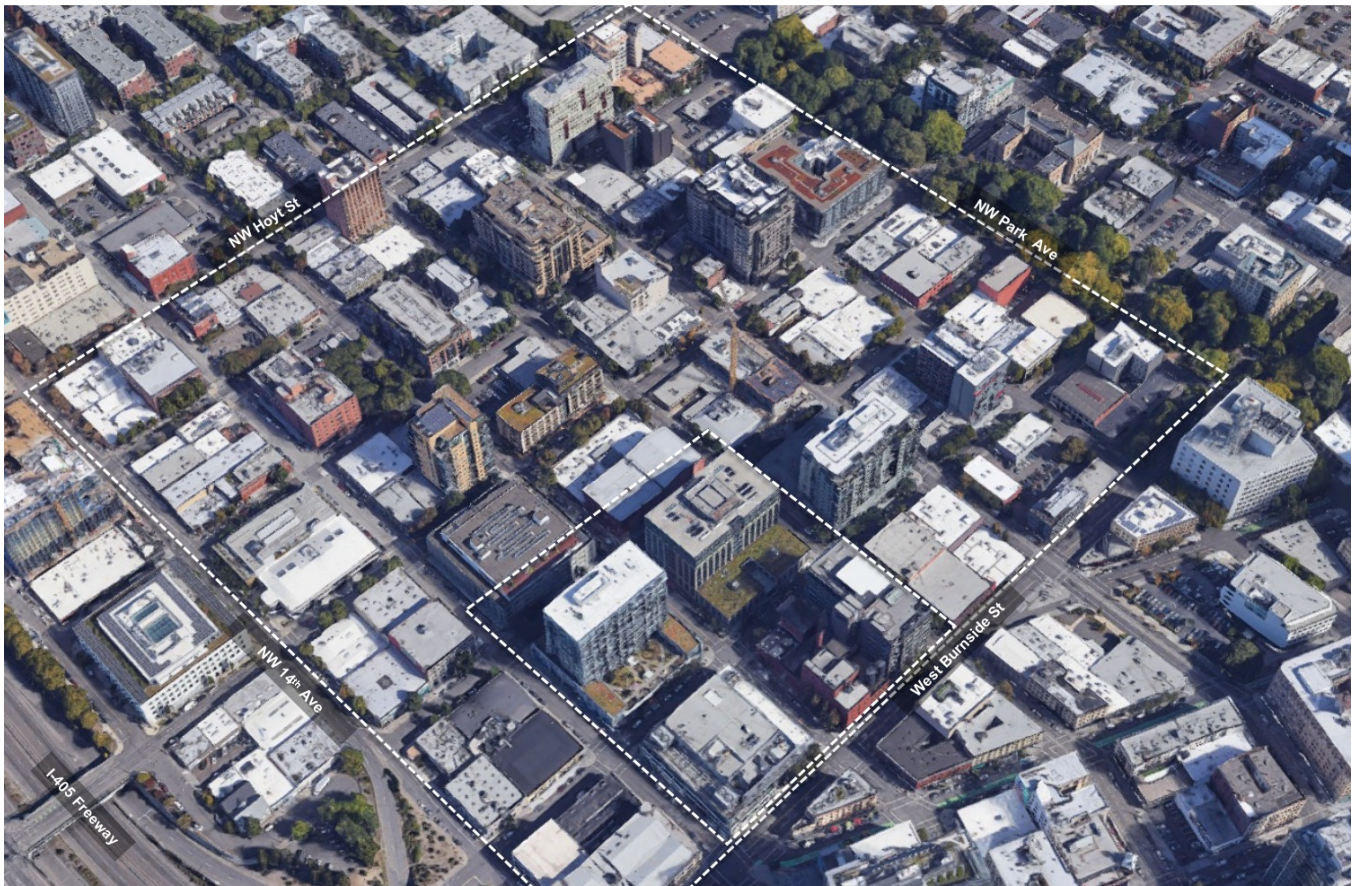
STUDY AREA

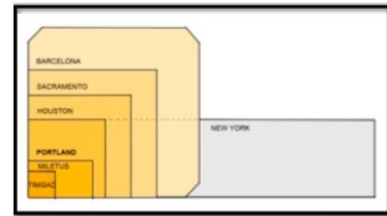


NEIGHBORHOOD FOCUS BLOCKS

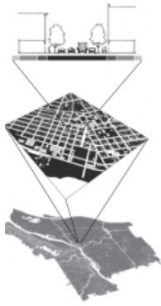


CITY



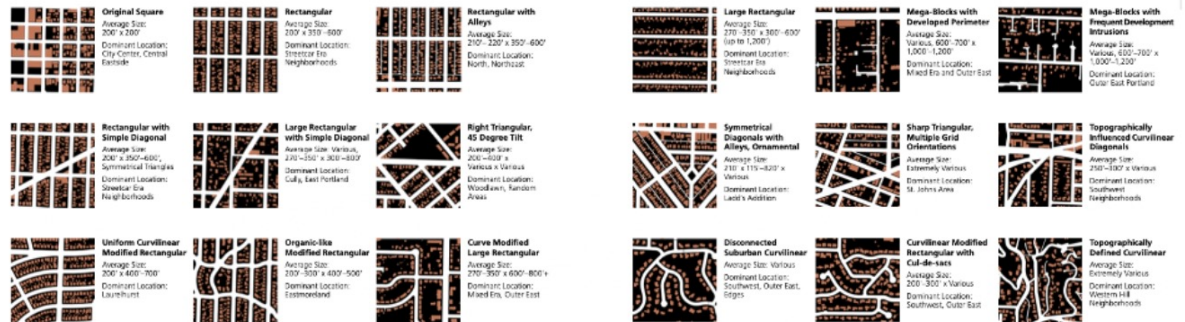


Portland's block sizes to other cities in comparison to others



Beyond the 200 x 200: Portland's Various Block Structures

A city's structure of streets and blocks serves as its urban DNA, shaping its development long into the future. While Downtown Portland's system of compact 200' by 200' blocks is sometimes seen as Portland's fundamental pattern, Portland includes a diverse and varied range of urban patterns. These examples highlight the wide range of block structures found in Portland (they are not intended to represent what is typical or most common).



Map 3: Predominant Ground Floor Land Use



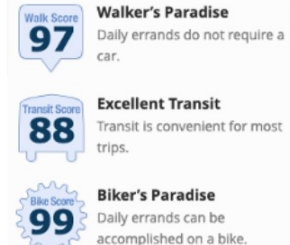
Retail Vacancy Rate

| 2019 | 2018 | 2017 | Annual % Change |
|------|------|------|-----------------|
| 7.1% | 7.2% | 6.7% | -1.39% |

National, 2018: 7.04%



"20-minute Neighborhood"



Eco-Roofs



In the CX, EX, RX, and IG1 zones, new buildings with a net building area of at least 20,000 square feet must have an ecoroof cover at least 60 percent of the roof area.

- Pearl District Tour**
- Balfour Guthrie Building
 - Brewery Blocks, Block 4
 - Ecostrut Building *
- Downtown Tour**
- Broadway Building
 - Hamilton West Apartments
 - Mosaic Condominiums
 - Museum Place Condominiums
 - Native American Student/Community Center*
 - Stephen Epler Building*
- Inner Eastside Tour**
- B&O Building*
 - Buckman Terrace
 - Hawthorne Condominiums
 - Hawthorne Hotel*
 - Multnomah County Building*
 - People's Food Co-op*
- BEAVERTON**
- Clean Water Services* (not on map)
- * publicly Accessible - see chart for details



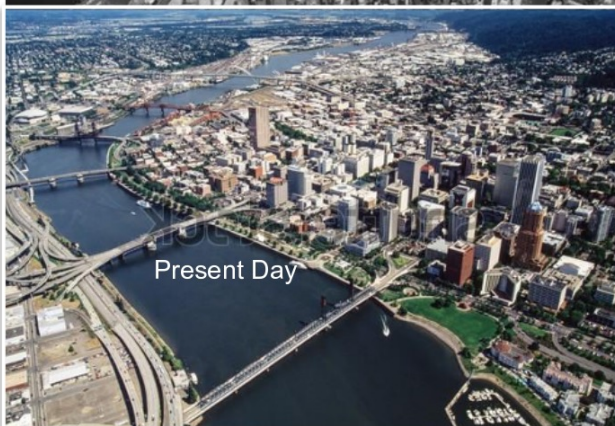
Street Trees

Citywide: The Pearl:





Historic structures
are woven into the
fabric of the
neighborhood
throughout the Pearl.

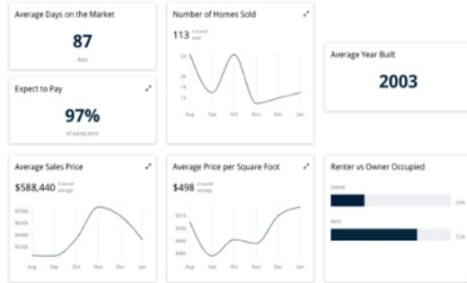


| | | |
|--------------------------|---------------|----------------------------------|
| CASE STUDY | SECTION | TITLE |
| Pearl District, Portland | 3] Background | 3.2] demand-oriented development |

Trend: Smaller Units

The Pearl District Market Trends®

The Pearl District market trends indicate an increase of \$12 (2%) in the average price per square foot over the past 6 months. The average sale price is up to \$579,347 from \$513,427 six months ago. The average time on market for properties in The Pearl District is 87 days. Buyers can expect to pay 97% of asking price.



| | 2001 | 2011 | Change |
|--------------------------------------|---------|---------|---------|
| Households (Returns) | 4,709 | 8,326 | 3,617 |
| Population (Exemptions) | 5,662 | 10,402 | 4,740 |
| Income (AGI) in thousands of dollars | 217,744 | 701,413 | 483,669 |

Average Rent in Portland, OR

Last updated December 2020

| Average Rent | Y-o-Y Change | Average Apartment Size |
|--------------|--------------|------------------------|
| \$1,484 | -3% | 759 sq. ft. |

Portland, OR Apartment Rent Ranges



The Pearl: \$1,792

| | | |
|--------------------------|---------------|-------------------|
| CASE STUDY | SECTION | TITLE |
| Pearl District, Portland | 3] Background | 3.3] smart growth |

OREGON LEGISLATIVE ASSEMBLY—1969 REGULAR SESSION

Engrossed
Corrected

Senate Bill 10

(Printing engrossed ordered by Committee on Rules and Resolutions,
March 6, 1969)
(Including amendments by Senate March 6)

Sponsored by Senator BATESON, Representative ROGERS, Senators IRELAND, RAYMOND, WILLNER, Representatives CARSON, HARTUNG, PECK (at the request of the Interim Committee on Agriculture)

OREGON LEGISLATIVE ASSEMBLY—1973 REGULAR SESSION

Enrolled

Senate Bill 100

Sponsored by Senators MACPHERSON, HALLOCK

CHAPTER

AN ACT

Relating to land use; creating new provisions; amending ORS 215.055, 215.510, 215.515, 215.535 and 453.345; and appropriating money.

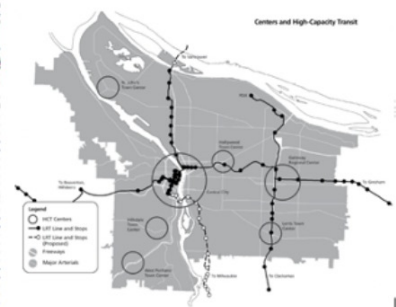
Be It Enacted by the People of the State of Oregon:

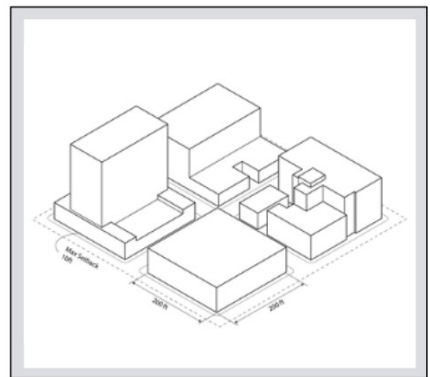
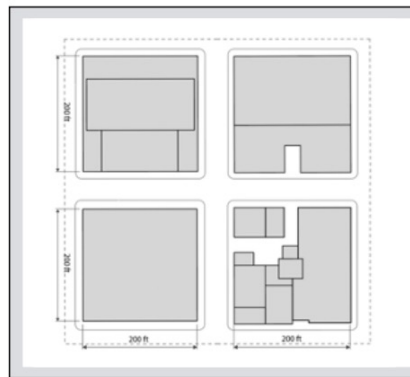
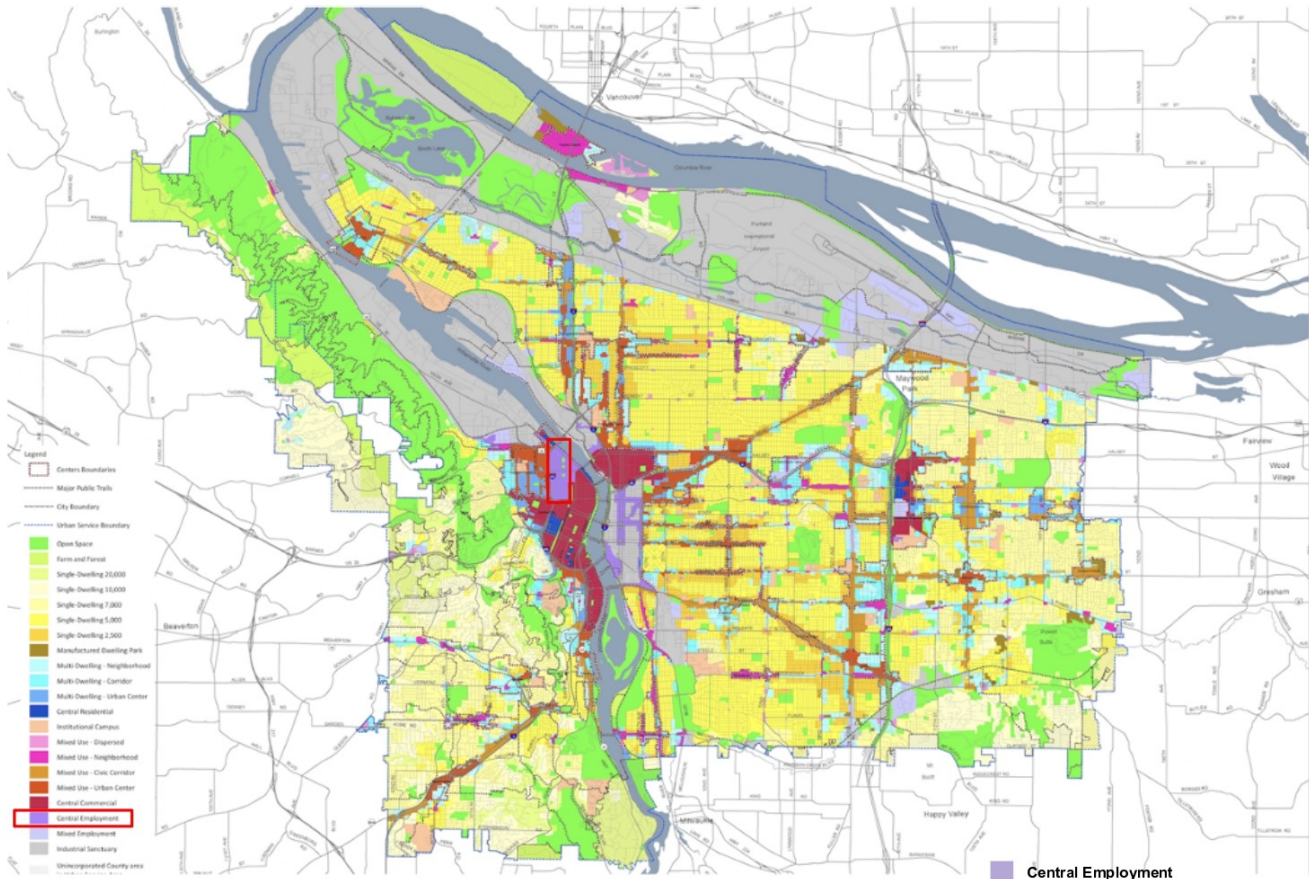
PART I INTRODUCTION PREAMBLE

SECTION 1. The Legislative Assembly finds that:
(1) Uncoordinated use of lands within this state threaten the orderly development, the environment of this state and the health, safety, order, convenience, prosperity and welfare of the people of this state.
(2) To promote coordinated administration of land uses consistent with comprehensive plans adopted throughout the state, it is necessary to establish a process for the review of state agency, city, county and special district land conservation and development plans for compliance with state-wide planning goals and guidelines.
(3) Except as otherwise provided in subsection (4) of this section, cities and counties should remain as the agencies to consider, promote and manage the local aspects of land conservation and development for the best interests of the people within their jurisdictions.
(4) The promotion of coordinated state-wide land conservation and development requires the creation of a state-wide planning agency to prescribe planning goals and objectives to be applied by state agencies, cities, counties and special districts throughout the state.



Development-Oriented Transit → Streetcar system





SUMMARY OF ZONING REGULATIONS (See Appendix for supporting research)

NOTES:

| 1 | ZONING DISTRICTS | EXd | Central City | Name each zoning district that applies to the study area |
|----------------------------------|------------------|-------------------------|--------------|--|
| 2 | LAND USE | Resid, Office, Industry | Multiple | Permitted land uses in each zoning district |
| 3 | FAR | 3.0 | 6.0 | Maximum permitted Floor Area Ratio |
| 4 | SITE COVERAGE | 100% | 100% | Maximum permitted site coverage |
| 5 | SETBACKS | 0 / 10ft | 0 / 5 ft | Front, Side & Rear yard setbacks from property lines |
| 6 | HEIGHT | 65 ft | 100 ft | Minimum and maximum height controls |
| OTHER NOTABLE ZONING REGULATIONS | | | | |
| 7 | Bonus FAR | +2.0 | +3.0 | with inclusionary housing bonus at affordable rent |
| 8 | Height Bonus | - | 75 ft | Max housing height bonus, extra height must be housing |
| 9 | Set back | 14 ft | - | Minimum Building setback abutting residential zoned lot |
| | Eco Roof | - | 60% roof | New Development 20,000 sf require green roof |



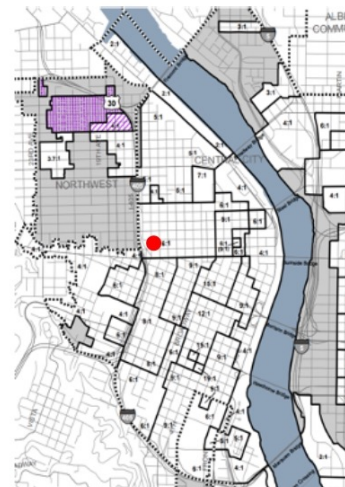
Business Districts

- Business District
- Overlapping Business Districts



Max Building Height

- Height determined by base zone
- Plan districts
- Area eligible for height increase

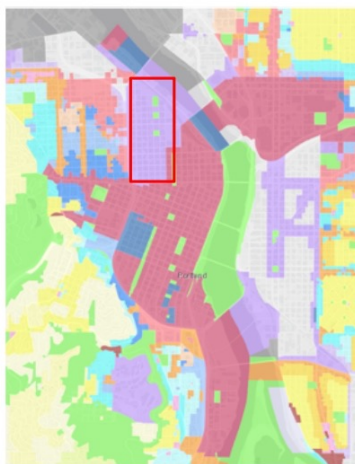


Max FAR Limit

- FAR determined by base zone
- Plan districts

3 ZONING ORDERS

Base Zone



Central Employment

The EX zone allows a full range of high density commercial, light industrial, institutional and residential uses. This zone is intended for sites in or near the Central City and in Gateway.

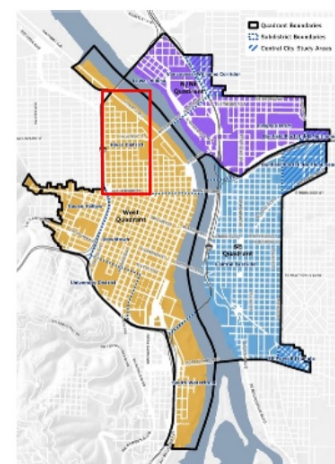
Overlay Zone



Design Overlay Zone

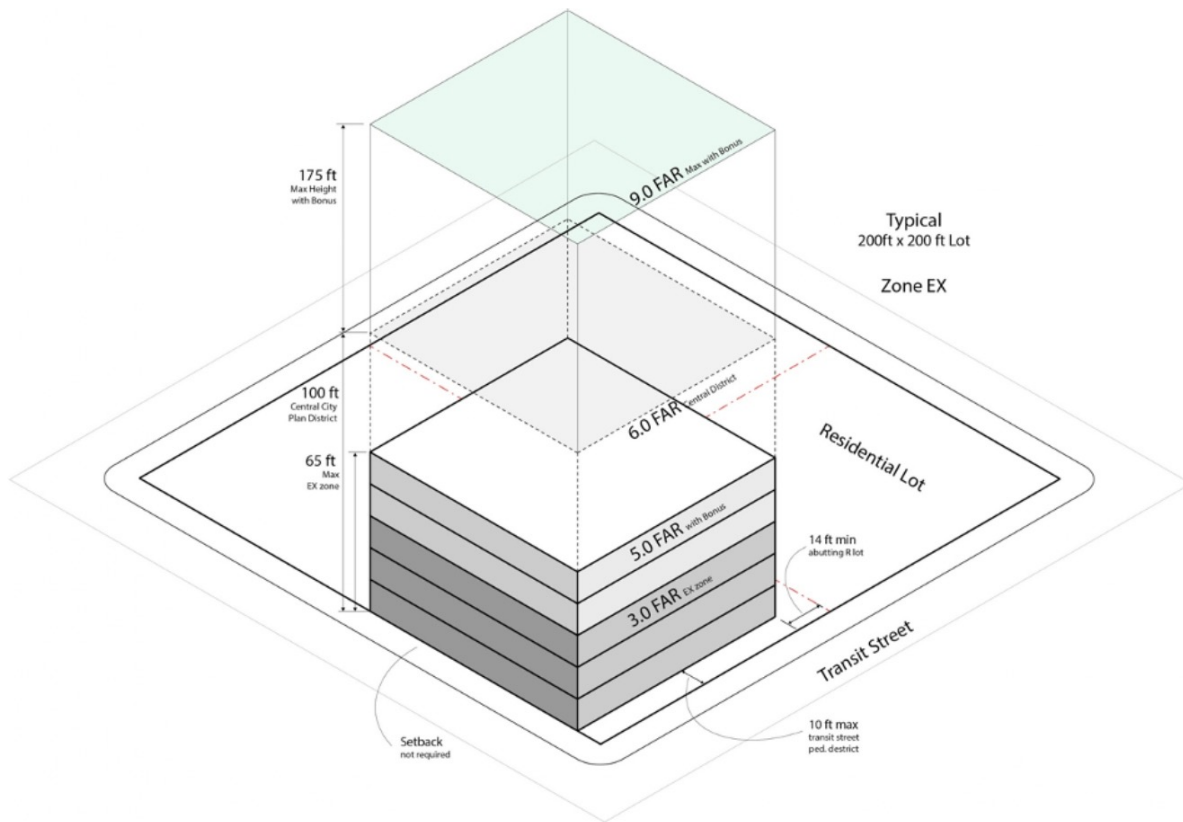
The Design (d) overlay zone promotes the conservation, enhancement, and continued vitality of areas of the City with special scenic, architectural, or cultural value.

Central City Plan District

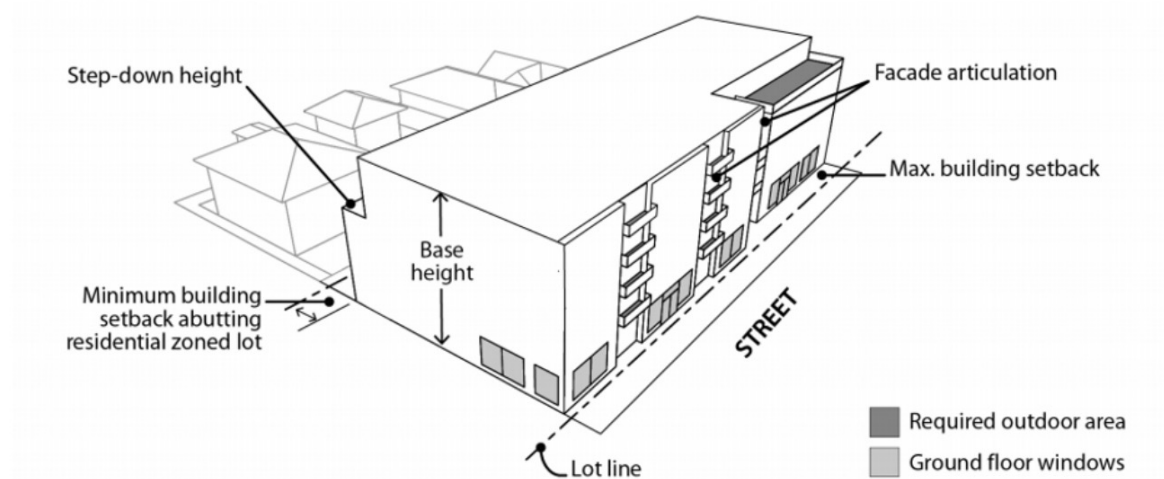


CC2035 Boundary

The regulations address the unique role the Central City plays as the region's premier center for jobs, health and human services, tourism, entertainment and urban living.



Some building form and setback development standards



| PROS | Cons |
|---|---|
| <ul style="list-style-type: none"> • Mixed-use development • Pedestrian-friendly urban designs (curve cuts) • Transit oriented, mixed mode • Eliminate unnecessary parking spaces • Maximize shop front spaces • Require buffer and offset for residential • Low carbon footprint per capita • - • - | <ul style="list-style-type: none"> • Lack of urban space • Possible urban noise • Code difficult to follow • Height bonus block sunlight • Encourage demolition and new construction • Max parking req. encourage parking lot/garage • - • - • - |

Recommendations

- Increase the number of underground parking spaces for commercial/office
- Create incentives for renovations to avoid too much new constructions
- Balance the development of commercial and residential
- Encourage accessible privately owned public space, not just eco roofs

5A] APPENDIX - BIBLIOGRAPHY

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"33.510 Central City Plan District." *Title 33, Planning and Zoning Chapter 33.510 Central City Plan District*, City of Portland, 10 Aug. 2020, www.portland.gov/sites/default/files/code/33.510-central-city-plan-district.pdf.

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