# PORTLAND

## CASE STUDY

| Pearl District | Portland, Oregon |

## CONTENTS

1. INTRODUCTION
2. CHARACTER
3. BACKGROUND
4. ZONING ANALYSIS
5. APPENDIX

## TEAM

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- Vicki Zhou

## DATE

3/2021
1] CASE STUDY INTRODUCTION

1.1] Location and Overview

PORTLAND – PEARL DISTRICT

1.2] FOCUS AREA
Beyond the 200 x 200: Portland's Various Block Structures

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

2.2] Mixed-Use

Map 3: Predominant Ground Floor Land Use

Retail Vacancy Rate

<table>
<thead>
<tr>
<th>Year</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>Annual % Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7.1%</td>
<td>7.2%</td>
<td>6.7%</td>
<td>-1.39%</td>
</tr>
</tbody>
</table>

National, 2018: 7.04%
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 eco-roof cover at least 60 percent of the roof area.

Street Trees

Citywide: The Pearl:

Pearl Street Tree Inventory 2016

Trees by Size

- 0 - 14 ft
- 14 - 24 ft
- > 24 ft
Historic structures are woven into the fabric of the neighborhood throughout the Pearl.
**Trend: Smaller Units**

**Average Rent in Portland, OR**

<table>
<thead>
<tr>
<th>Average Rent</th>
<th>Y-o-Y Change</th>
<th>Average Apartment Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,484</td>
<td>-3%</td>
<td>759 sq. ft.</td>
</tr>
</tbody>
</table>

Portland, OR Apartment Rent Ranges

- $701-$1,000: 8%
- $1,001-$1,500: 56%
- $1,501-$2,000: 25%
- $>2,000: 11%

The Pearl: $1,792

**Development-Oriented Transit → Streetcar system**
### SUMMARY OF ZONING REGULATIONS

(See Appendix for supporting research)

<table>
<thead>
<tr>
<th>1</th>
<th>ZONING DISTRICTS</th>
<th>EXd</th>
<th>Central City</th>
<th>NOTES:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Name each zoning district that applies to the study area</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>LAND USE</td>
<td>Resid, Office, Industry</td>
<td>Multiple</td>
<td>Permitted land uses in each zoning district</td>
</tr>
<tr>
<td>3</td>
<td>FAR</td>
<td>3.0</td>
<td>6.0</td>
<td>Maximum permitted Floor Area Ratio</td>
</tr>
<tr>
<td>4</td>
<td>SITE COVERAGE</td>
<td>100%</td>
<td>100%</td>
<td>Maximum permitted site coverage</td>
</tr>
<tr>
<td>5</td>
<td>SETBACKS</td>
<td>0 / 10ft</td>
<td>0 / 5 ft</td>
<td>Front, Side &amp; Rear yard setbacks from property lines</td>
</tr>
<tr>
<td>6</td>
<td>HEIGHT</td>
<td>65 ft</td>
<td>100 ft</td>
<td>Minimum and maximum height controls</td>
</tr>
</tbody>
</table>

**OTHER NOTABLE ZONING REGULATIONS**

| 7 | Bonus FAR | +2.0 | +3.6 | 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 requires green roof |
### 3 ZONING ORDERS

#### Base Zone

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

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

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

- Step-down height
- Facade articulation
- Max. building setback
- Minimum building setback abutting residential zoned lot

**Legend:**
- Required outdoor area
- Ground floor windows
### PROS

- 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
- 
- 

### Cons

- 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

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## 5A] APPENDIX - BIBLIOGRAPHY

**REFERENCES:**


