SMART GROWTH IN PORTLAND

GIL KELLEY, FAICP

What have been Portland’s approaches?

What has been learned?
TWO METROPOLITAN REGIONS
Regional-Scale Planning, Local Implementation

PORTLAND

SAN DIEGO
# INSTITUTIONAL CONTEXT

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<th>REGION</th>
<th>PORTLAND</th>
<th>SAN DIEGO</th>
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<td>METRO</td>
<td>SANDAG</td>
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## INSTITUTIONAL CONTEXT

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<td>Investment Focus</td>
<td>Centers &amp; Corridors</td>
<td>Smart Growth</td>
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<td>Opportunity Areas</td>
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<td>Local Engagement</td>
<td>Local Land Use; Compliance;</td>
<td>Incentives; Technical</td>
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<td>Transp. Funding</td>
<td>Assistance and Collaboration</td>
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<tr>
<td>Public-Private</td>
<td>Redevelopment; Incentives</td>
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CONTAINED GROWTH & REGIONAL TRANSIT OPPORTUNITY TO CREATE GREAT NEIGHBORHOODS

PORTLAND

SAN DIEGO
Average Densities and Parking Limits...

...play a role but are not the only factors in creating successful transit-supportive neighborhoods.
Transit-supportive neighborhoods can be of different scales and not uniform throughout.
The Pearl District
Portland Region – Key Strategies for Growth Mgmt.

- Urban Growth Boundary
- Hierarchy of centers (all-mixed use)
- Industrial protections/Green corridors
- Rapid transit network
- Transportation options (bike/ped./car share)
- Housing options
- Walk-ability/connectivity focus
Metro 2040 Plan
Metro 2040 Plan
Light rail diagram (1980’s) – all lines have now been built (last segment is under construction)
Portland Region – Local Transit-Supportive Strategies

Centers and corridors policies:
- Mixed-use zoning
- Moderate densities
- Lower parking standards
- Public realm design
- Building design
Portland Region – Local Transit-Supportive Strategies

Centers and corridors engagement efforts:

- Partnership with local governments & developers
- Some gap funding for early projects
- Technical assistance
- Public awareness/engagement
- Design charettes
PEARL DISTRICT

- Mix of building type/uses
- Focus on the “public realm”
- Streetcar neighborhood
- Neighborhood/family serving uses
- Energy savings
Key Components of Pearl District Development

Development Plan / urban design framework plans

Urban renewal district formation/development agreements

LID formation for street car

Design competitions for parks

Zoning amendments for bonuses/family friendly provisions
Case Study: Pearl District

- First leg of streetcar constructed 2001 in Pearl District
  - 2.4 miles, $54.5 million capital cost

- Part of major redevelopment project including high-density up-zoning of former industrial area

- Linked employment, education, residential

*Pearl District: Before (with the Lovejoy Viaduct) and After*
Outcomes

- Ridership: Double projected

- Retail: Significant foot traffic; included in marketing as a major amenity

- Parking reduction: average .95 spaces per residential unit

- Development: Developers built to 90% of regulated maximum density near line, versus 43% 3 blocks away
Lessons Learned

• Streetcar provided a major boost to redevelopment by linking it both internally and to other districts

• Land use planning and other investments were also critical to attracting new private investment. The City of Portland:
  
  – Up-zoned former industrial area
  – Removed on-ramp (Lovejoy Viaduct) that bisected major development opportunity
  – Negotiated with major property owners to provide parks and open space, affordable housing, higher development intensities in exchange for public investments
  – Provided incentives and subsidies to ensure affordability
South Waterfront - Heart of an emerging Science and Technology Quarter

- Expanded University presence
- Information Technology
- Bio-Medical
- Specialty Manufacturing
- Creative Services
- Green Building Technologies
Key Components of South Waterfront Development

Development Plan / urban design framework plans

Negotiation with major medical research institution

Urban renewal district formation/development agreements

LID formation for street car and other infrastructure

Design competition for tram
South Waterfront Development – Lessons Learned

After zoning, Urban Design Framework Plans allowed vision and flexibility

Local developers played a critical role – room for experimentation

Assurance of public benefits early on

Public/private sharing of infrastructure costs

Progressively reducing parking allowances over time

Multi-party negotiations critical
20-Minute Neighborhood Framework

- Walk-able/bike-able
- Most daily/weekly needs can be met there
- Central gathering place(s) / child-friendly spaces
- Variety of housing types/sizes/levels of affordability
- Reliable, frequent transit (“10-minute transit”)
20-Minute Neighborhood Framework

- Community facilities present and prominent
- Capable of supporting district energy systems
- Presence of nature & green features
- Farmer’s market & some local food production
- Community organization / liaison to government(s)
20-Minute Neighborhoods

Neighborhood-Scale Design and Development
Supportive of High-Capacity Transit
Design of Public Spaces
ECO-DISTRICT CONCEPT
Greenhouse gas emissions trend

Percent of 1990 level

- Multnomah Co.
- United States
<table>
<thead>
<tr>
<th>City</th>
<th>Total GDP ($)</th>
<th>Per Capita GDP ($)</th>
<th>Growth (Pc) (2001-09)</th>
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<tr>
<td>Portland:</td>
<td>119b</td>
<td>52,600</td>
<td>&gt;27.4%</td>
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<tr>
<td>Seattle:</td>
<td>228b</td>
<td>60,300</td>
<td>&gt;7.8%</td>
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<tr>
<td>Vancouver:</td>
<td>103b</td>
<td>37,600</td>
<td>&gt;17.5%</td>
</tr>
<tr>
<td>San Francisco:</td>
<td>339b</td>
<td>68,300</td>
<td>&gt;8.4%</td>
</tr>
<tr>
<td>Sacramento:</td>
<td>95b</td>
<td>39,500</td>
<td>&gt;4.3%</td>
</tr>
<tr>
<td>San Diego:</td>
<td>171b</td>
<td>50,300</td>
<td>&gt;13.8%</td>
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Source: US Bureau of Economic Analysis
We planned, it worked

13. The Transit Mall
Attractive bus shelters, red brick sidewalks, flower pots, street vendors and benches invite people to spend time on the transit mall. People waiting for buses — virtually any time of day or night — feel comfortable and safe.

The importance of creating a public narrative
Key Lessons from the Portland Region

- Setting expectations about how much, where and how soon
- Start where there is fertile ground
- Local partnerships are key (political and investment)
- Maintain an awareness campaign (including honest evaluation and locals sharing experiences)
- Importance of a compelling narrative to rise above politics and technical aspects of planning