



# Community Involvement: Key to Portland's Plans and Places

Urban Development to Invigorate Localities

*Future City Forum*

February 9, 2016

Michael Armstrong, City of Portland



Bureau of Planning and Sustainability  
Innovation. Collaboration. Practical Solutions.



1. Geography

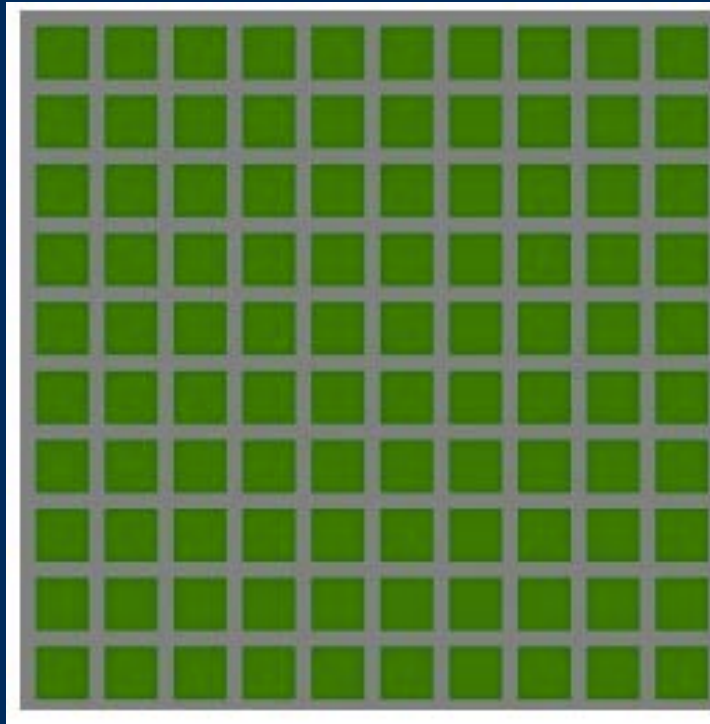
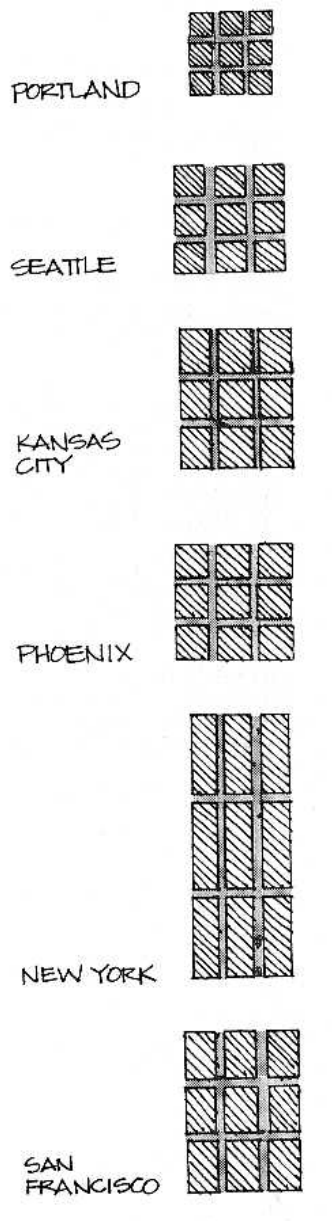
2. History

3. Intention

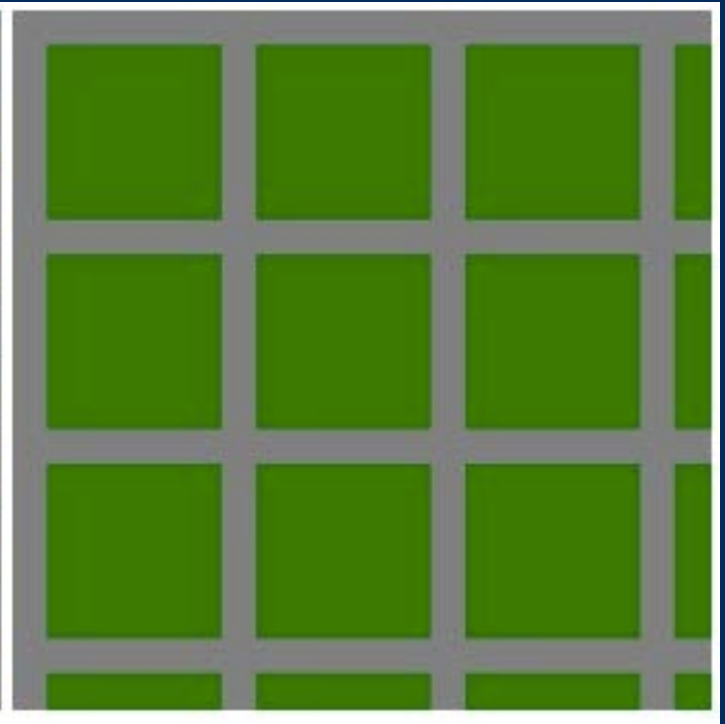
- Portland Plan: broad engagement
- Climate Action Plan: new communities
- Comprehensive Plan: new tools



# Physical form



*Portland, Oregon*



*Salt Lake City, Utah*

In the 1970s, Portland had 180 days of air quality violations





Plans to expand this parking lot to 10 floors of parking in the heart of downtown...

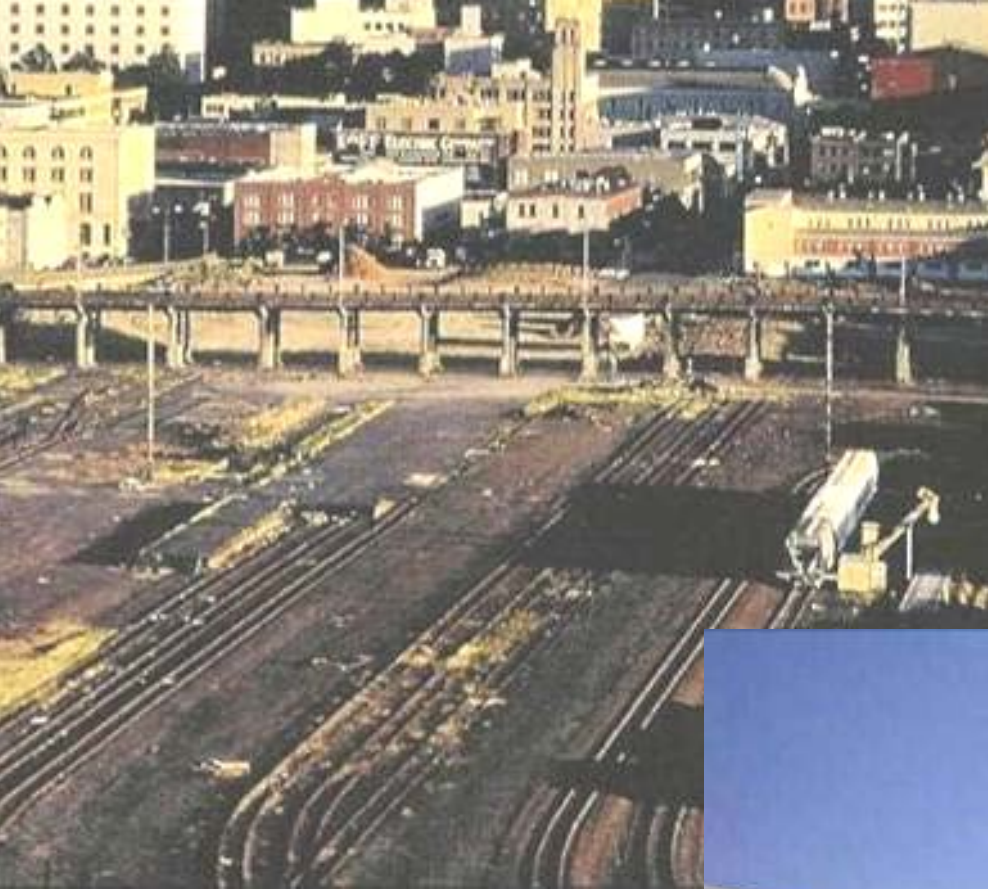


... produced community demand for the construction of Pioneer Courthouse Square

# Harbor Drive → Waterfront Park







# Pearl District



# South Waterfront District Before... ..and after



# Intentional transit-oriented development

Before... ..and after



# Example 1: THE PORTLAND PLAN





IN A CITY OF 575,930  
**WHO GIVES A RIP**  
**WHAT YOU THINK?**

City of Portland | 1900 SW 4th Ave, Suite 7100 | Portland, OR 97201

**WE DO.** A city is only as good as its last plan. And our last one brought to life some of the very things we admire most about our city. It laid the groundwork for one of the best transportation infrastructures in the country and enabled us to develop a vibrant central city. That was 1980. And almost 50% of us weren't even here then.

**TIME FOR A NEW PLAN.** Today we face many new challenges. Only 63% of our students graduate on time. 45% of our electricity comes from coal. Our unemployment rate tops 11%. And there's the human toll – a growing gap between the haves and have-nots. We want to share opportunities equitably among our city's increasingly diverse population. But rather than just present a plan for all to follow, we'd like to have a lively discussion with you about it.

**GET INVOLVED. GREAT THINGS RARELY HAPPEN BY ACCIDENT.** This is your chance to help define our priorities, guide our investments and actually set the course for our city. Please join us at a workshop listed below, or answer some questions online at [PDXPlan.com](http://PDXPlan.com).

Tues., 11/17	6:30–9:00pm	Beaumont Middle School, 4043 NE Fremont Street*
Thurs, 11/19	6:30–9:00pm	David Douglas High School, 1001 SE 135th Avenue*
Tues., 12/1	6:30–9:00pm	St. Johns Community Center, 8427 N Central Street*
Thurs., 12/3	8:00–9:30am	World Trade Center, 121 SW Salmon Street
Sat., 12/5	10:00am–12:30pm	Mt. Scott Community Center, 5530 SE 72nd Avenue
Mon., 12/7	6:30–9:00pm	Wilson High School, 1151 SW Vermont Street
Tues., 12/15	6:30–9:00pm	University of Oregon – Old Town, 70 NW Couch Street

[www.PDXPlan.com](http://www.PDXPlan.com) | Twitter: @PDXPlan, #PDXPlan | Facebook: [www.facebook.com/PDXPlan](http://www.facebook.com/PDXPlan)

City of Portland | Metro | Multnomah County | Portland State University | Portland Public Schools  
Parkrose School District | Centennial School District | David Douglas School District | Reynolds School District  
Oregon Health & Science University | Portland Community College | TriMet | Portland Development Commission  
Housing Authority of Portland | East Multnomah Soil & Water Conservation District | West Multnomah Soil & Water Conservation District

The City of Portland will make reasonable accommodation for people with disabilities. Please notify us no fewer than five (5) business days prior to the event by phone 503-823-7700, by the City's TTY at 503-823-6868, or by the Oregon Relay Service at 1-800-735-2900. Childcare available at the Mt. Scott (12/5) workshop. RSVP by 12/2 at 503-823-2041. \* Interpretación simultánea en español disponible.

PRSR STD  
US POSTAGE  
PAID  
PORTLAND OR  
PERMIT NO 653

\*\*\*\*\*ECRWSS  
RESIDENTIAL CUSTOMER

# A plan for people



# A plan built on partnerships





# One size does not fit all.



# How did we build the plan?



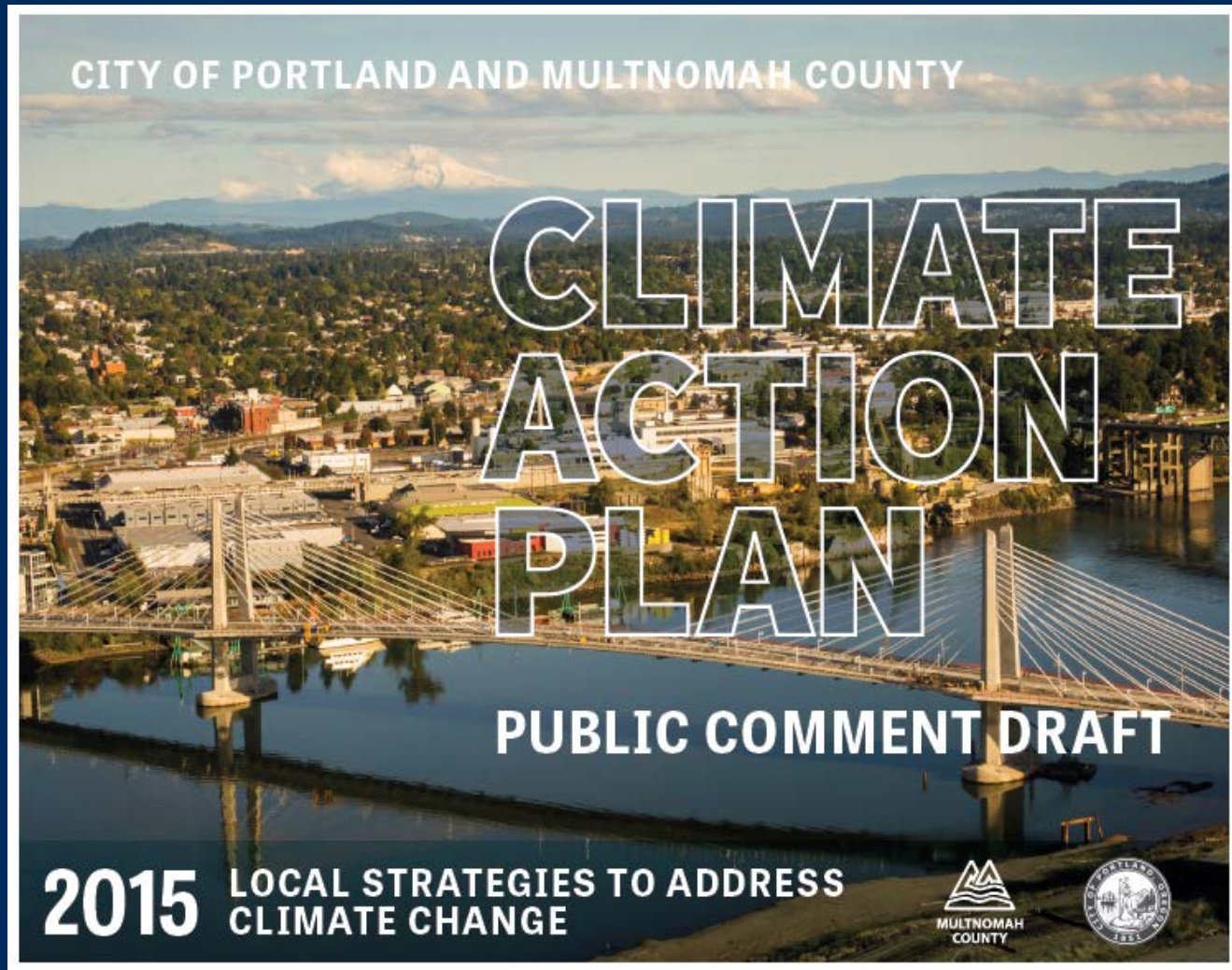
# How did we build the plan?

- 1. Establish the facts:** More than 13,000 Portland youth and adults completed surveys and more than 2,500 Portlanders attended workshops.
- 2. Based on those facts, Portlanders set goals.** About 8,000 Portlanders attended workshops or filled in surveys.
- 3. Find actions** to address the issues that Portlanders said matter most: equity, jobs, education and a healthy environment. National experts came to town and shared their ideas and experience with Portlanders at community discussions.

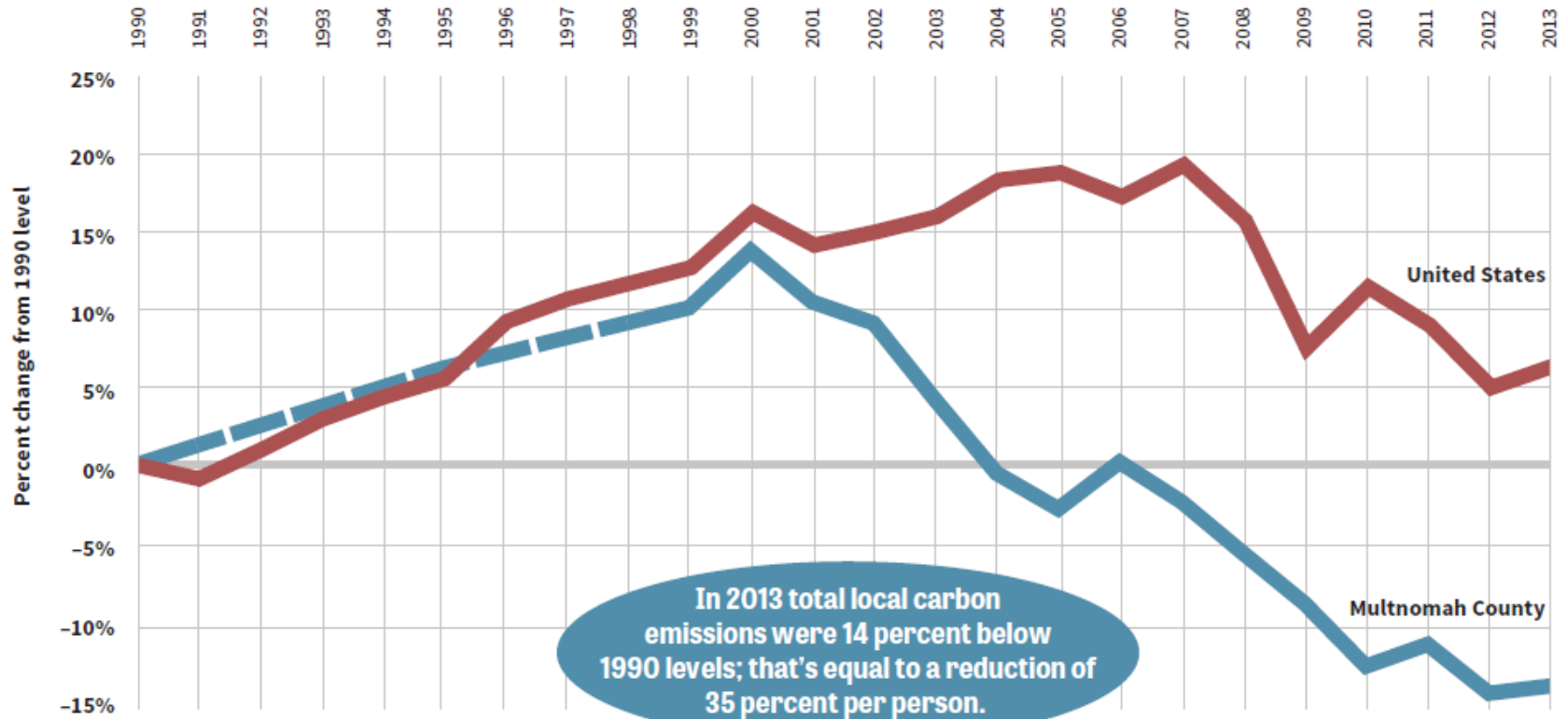
# Partners

City of Portland | Metro | Multnomah County  
Portland State University | Oregon Health & Science University  
Portland Public Schools | Parkrose School District  
Centennial School District | David Douglas School District  
Reynolds School District | Worksystems, Inc.  
Portland Community College | TriMet | ODOT  
Mt Hood Community College | University of Oregon  
Portland Development Commission |  
Home Forward | Port of Portland  
East Multnomah Soil & Water Conservation District  
West Multnomah Soil & Water Conservation District  
Multnomah County Drainage District No. 1

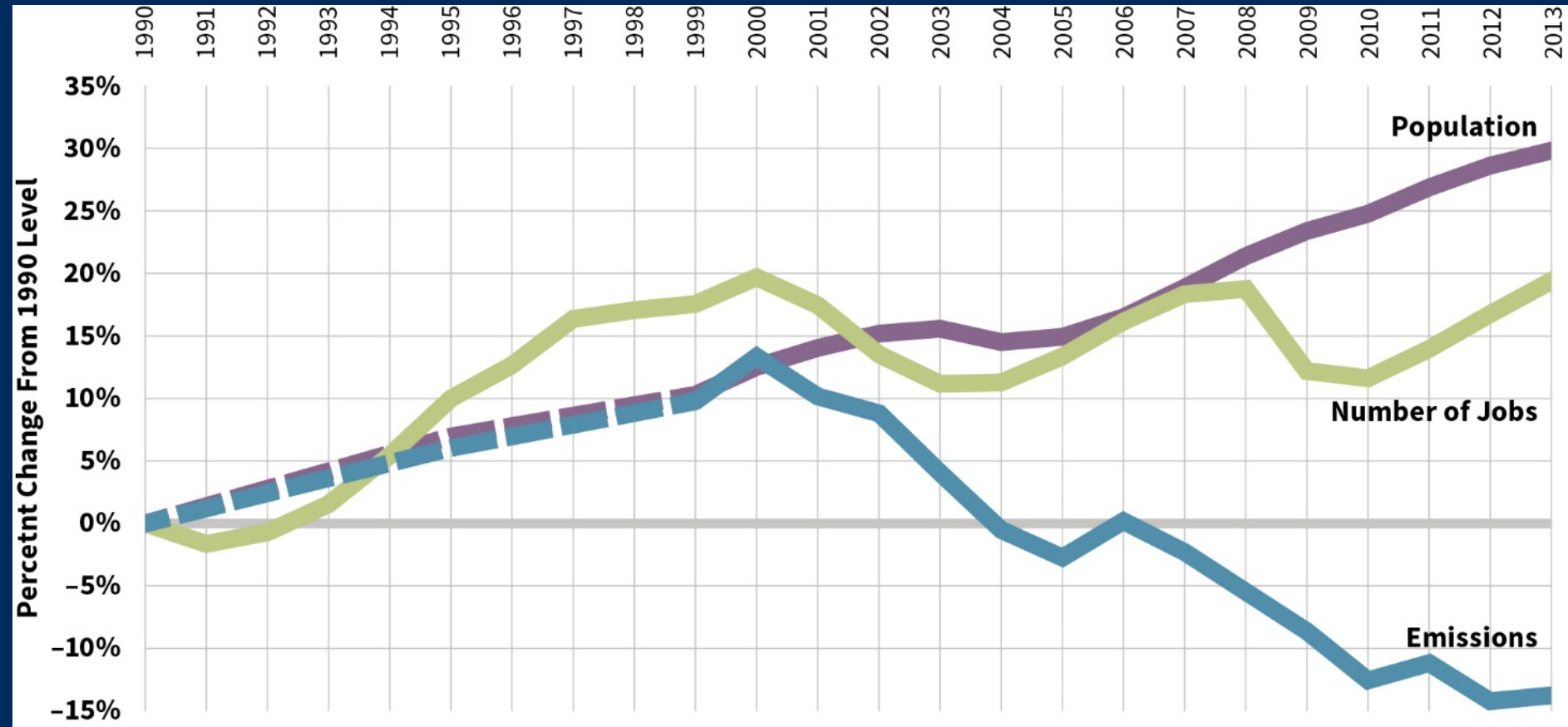
# Example #2: Climate Action Plan Update



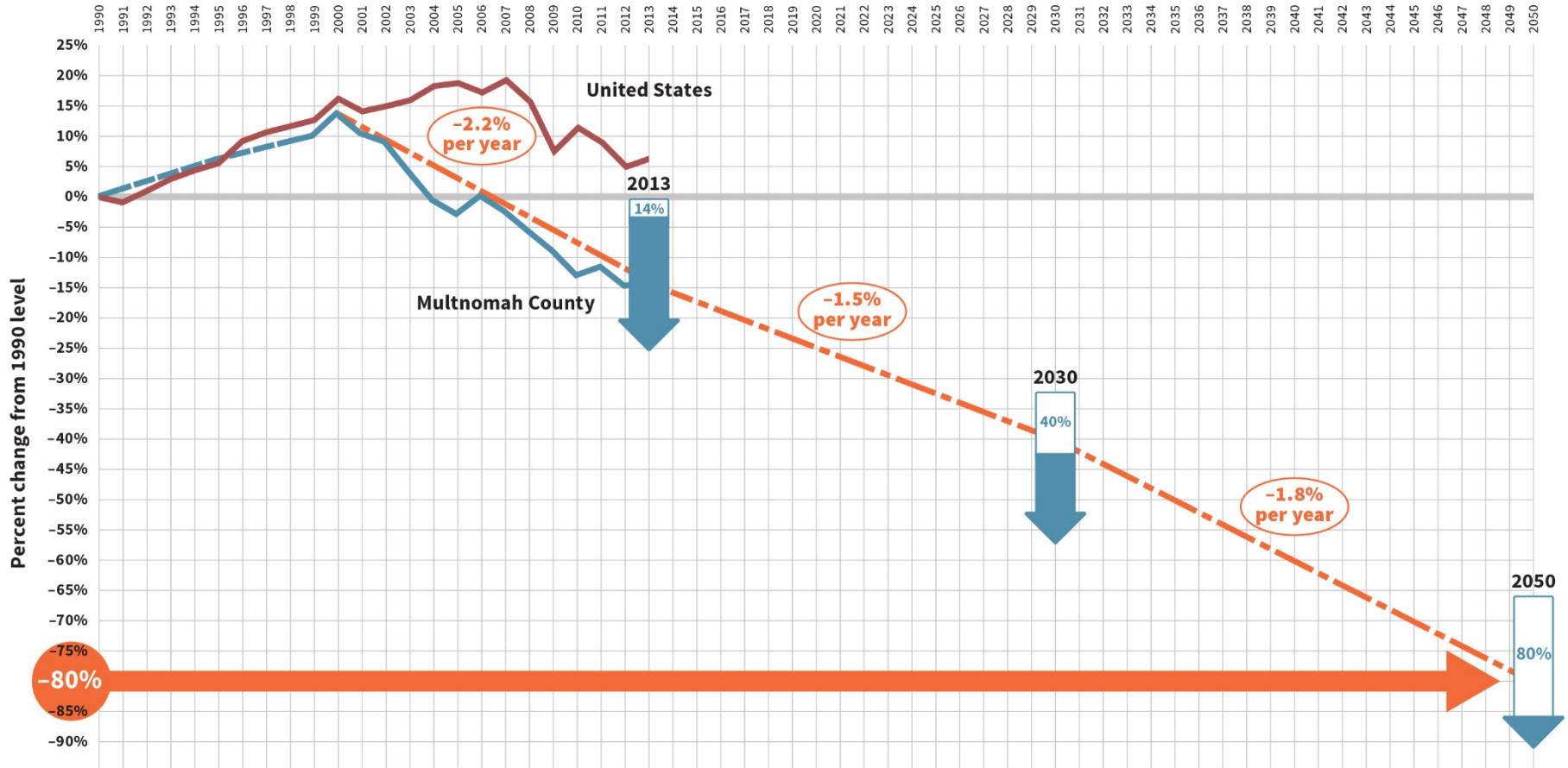
# Local carbon emissions have declined ahead of the national trend



# Population and jobs have increased while carbon emissions have fallen



# But we have a lot of work ahead of us





# Climate Equity Workgroup

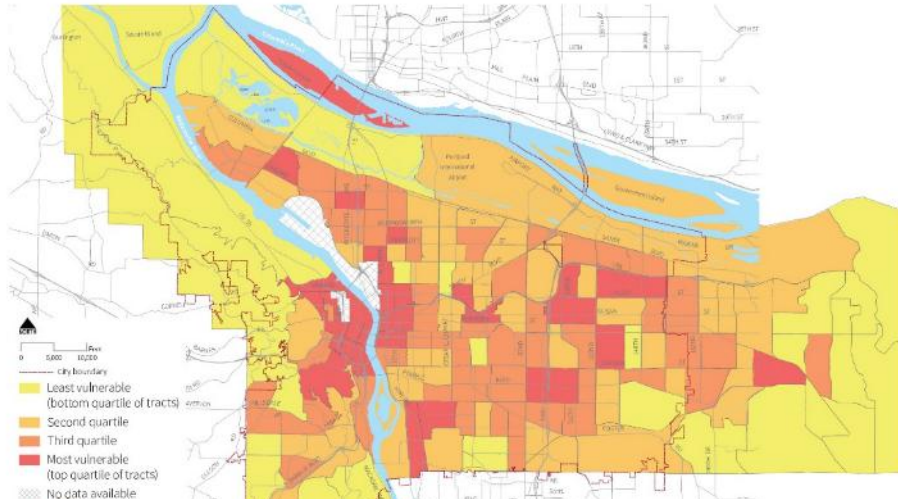
- Goals:
  - Fund community organizations as full partners
  - Build capacity to participate in policymaking



# Integrating Equity

- Top level vision, commitment and priority
- Prioritize communities most vulnerable
- Equity metrics to track progress and create accountability
- Implementation guidance to create more equitable outcomes

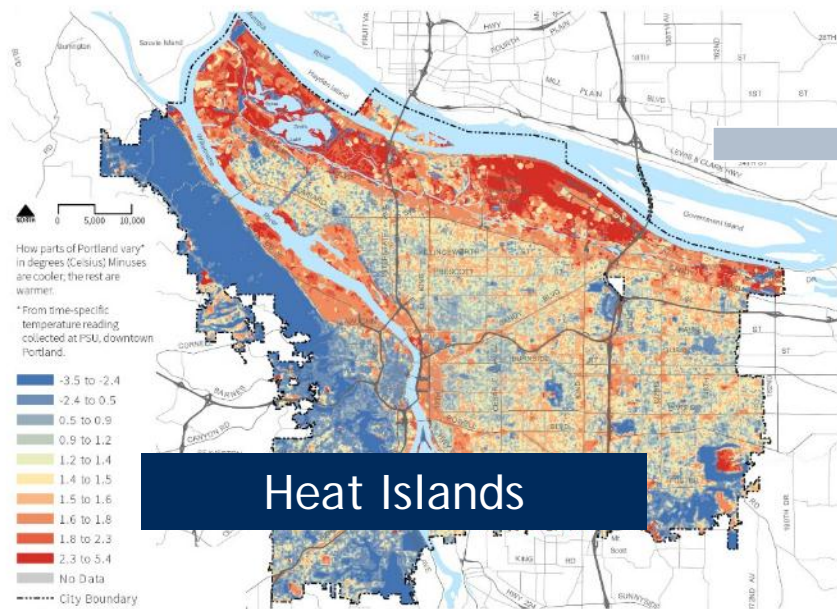




Heat Vulnerability



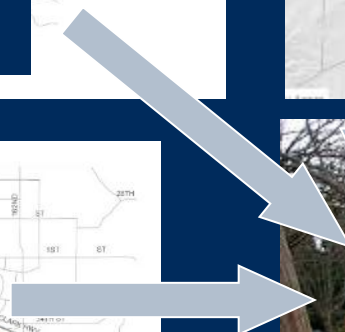
Existing Tree Canopy



Heat Islands



Where to prioritize tree plantings?



# Community Outcomes

- Native American Climate Council
- Participation in regional climate change planning and initiatives
- Collaboration on grant funding
- Programmatic partnerships
- New and stronger relationships

# Example #3: Portland Comprehensive Plan

# Map App

**Map App** Maps ▾ About

Map Proposal Comments

**Provide Comments**

Submit testimony to the Portland City Council. Select a feature on the map to get started.

\*Name

\*Address

\*City

\*State, Zip

\*Email

Remember me for future comments.

\*Your Comments

**Please note:** Your comments are formal testimony that will be forwarded to the Portland City Council. Your name and street address is required to provide testimony.

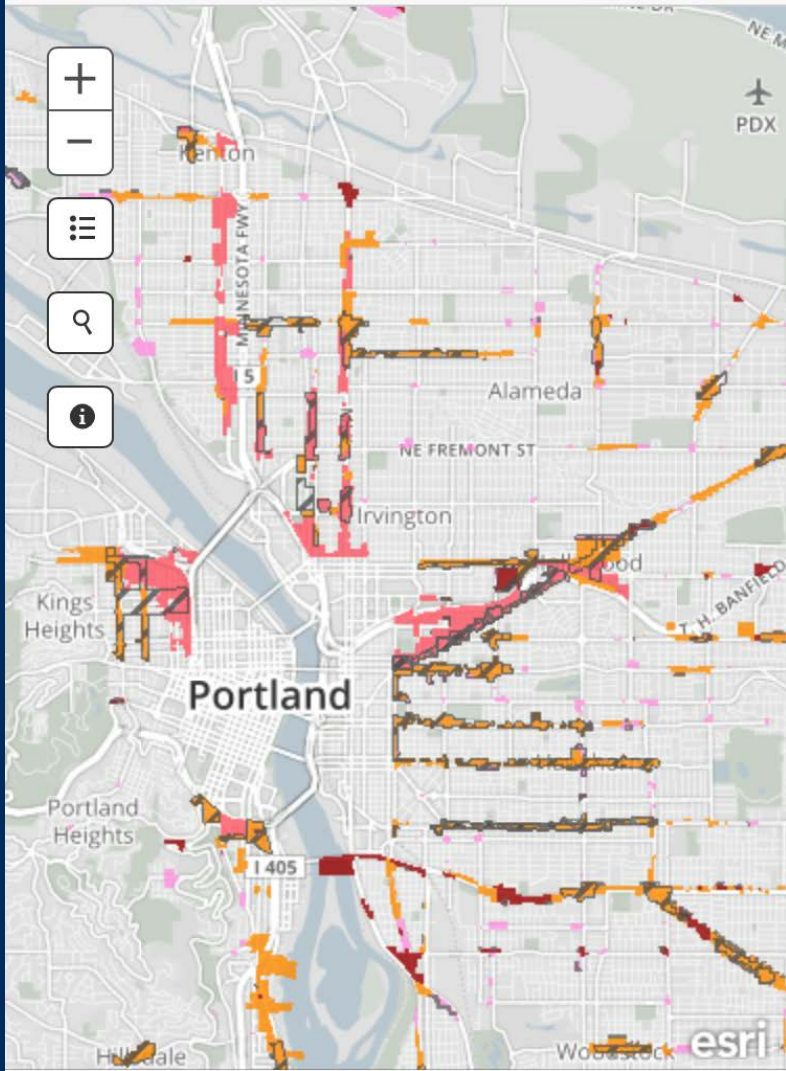
Testimony, including your name and street address, is open public record and therefore not confidential. Your email address is not part of the public record. It is used solely to communicate receipt of your testimony and will be kept confidential.

**View Comments**

Please implement the 34th Ave Greenway. Bicycling north from my home in Richmond is unpleasant and I tend to avoid going to NE because I have to go so far out of my way and cross so many busy streets. Converting 34th into a greenway would be a great step in the right direction!

August 29, 2015

www.portlandmaps.com/bps/mapapp



[www.portlandmaps.com/bps/mapapp](http://www.portlandmaps.com/bps/mapapp)

# About

Information about the Comprehensive Plan and how to provide testimony on proposals

## About the Map App

The Map App visualizes the detail and location of the Comprehensive Plan Update Project proposals. With this website you can explore and provide feedback on these proposals in relation to where you live and work.

Current proposals:

- Land Use
- Citywide Systems Plan (CSP)
- Transportation System Plan (TSP)
- Employment Zoning
- Mixed Use Zones
- Residential & Open Space

Each proposal moves through the legislative process at its own pace, so you'll see this graphic representing where a proposal is in that process throughout the website:



Ex. This proposal is now accepting comments on the Discussion Draft. Comment period is open until (date) and comments are accepted via email, U.S. Mail or through the Map App.

This graphic very simply illustrates the major phases a proposal will go through on its way to adoption, and highlights where it is currently. On the release of each draft, the public is encouraged to comment. The major phases:

- **Discussion draft (DD)** — This is the initial proposal by city staff.
- **Proposed draft (PD)** — A revised draft incorporating feedback received from the public and to be presented to Planning and Sustainability Commission (PSC) for review.
- **Recommended draft (REC)** — PSC recommended draft to City Council.
- **Adopted (A)** — Final document adopted by City Council.

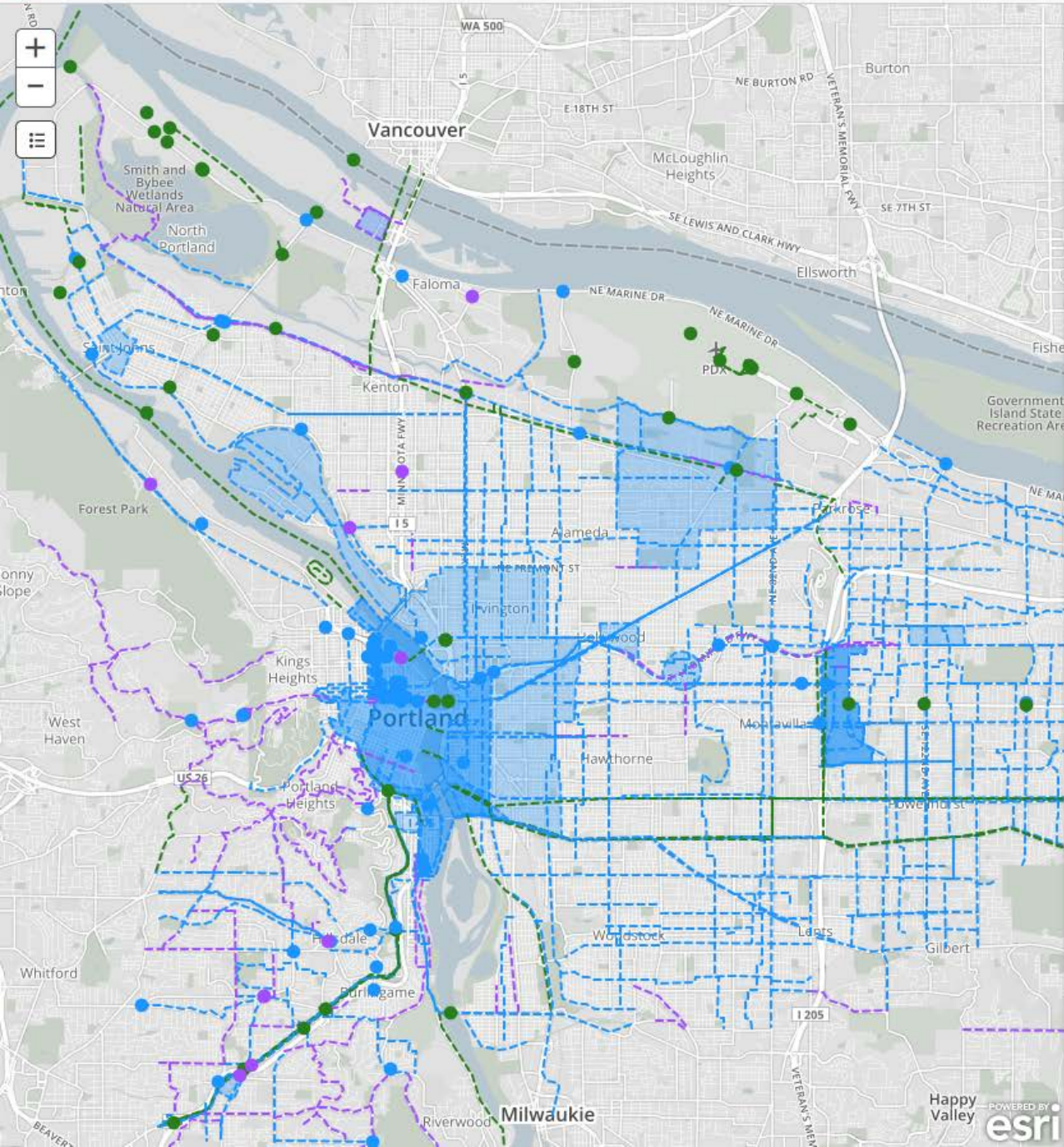
You can submit your comments on a proposal down to the exact location in which your comment applies, directly onto the map.

## About the Map App

[About the Comp Plan Update](#)

[About BPS](#)

[Frequently Asked Questions](#)




- Map
- Proposal
- Comments

## TRANSPORTATION SYSTEM PLAN (TSP)

The TSP is the City's long-range plan to guide transportation investments in Portland. The TSP update will also ensure that Portland is aligned with Metro's Regional Transportation Plan (RTP). The TSP meets state and regional planning requirements and addresses local transportation needs for cost-effective pedestrian, bicycle, transit, freight, and street improvements. The plan will refine the list of major transportation projects, update the street classifications and propose changes to city code to implement the new Comprehensive Plan.

### TIMELINE

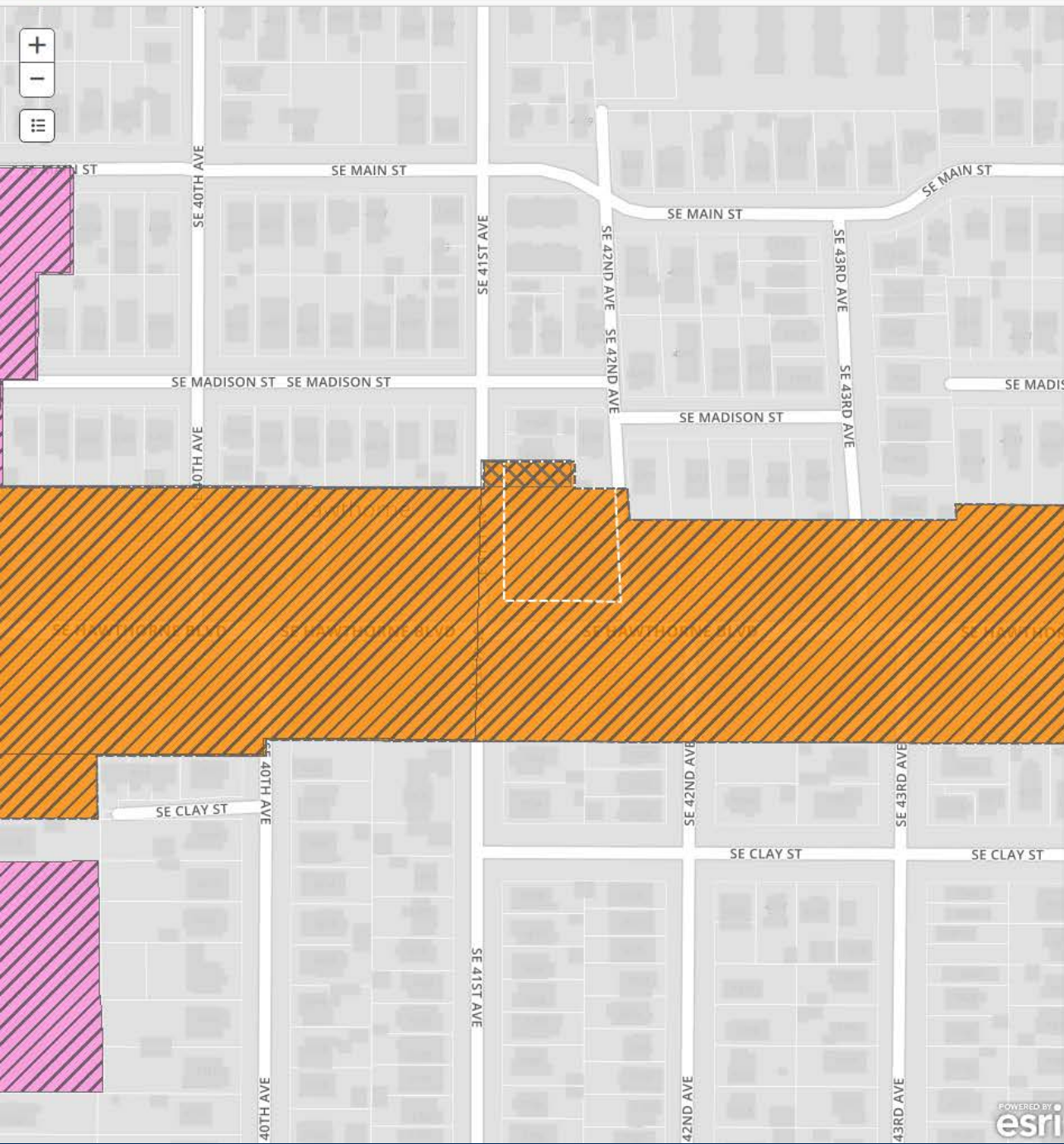


The Recommended Plan will be reviewed by City Council, which will hold public hearings during the fall and winter 2015.

FOR MORE INFORMATION, VISIT THE TSP WEBSITE:

[www.portlandoregon.gov/transportation/63710](http://www.portlandoregon.gov/transportation/63710)





1224 se 41st ave

Map

Proposal

Comments

### PROPOSED BASE ZONE

**CM2**

*Commercial Mixed Use 2*

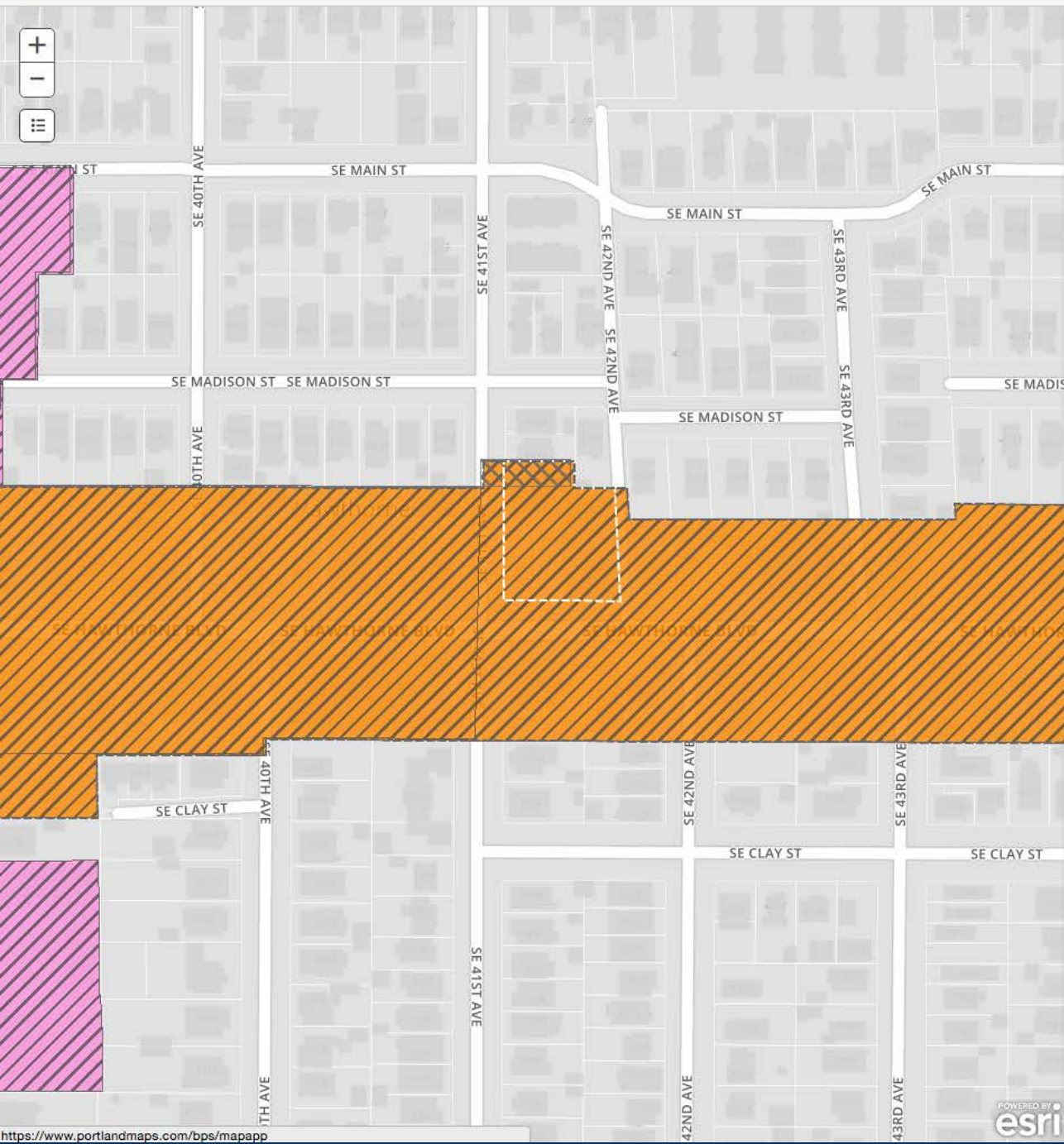
Proposed Change #	1110
Existing Base Zone(s):	Storefront Commercial (CS)



This zone is proposed based on the Commercial / Mixed Use conversion table, which provides a translation from existing commercial zones to proposed new Commercial / Mixed Use zones.

This medium-scale commercial mixed use zone is intended for sites in a variety of centers and corridors, and in smaller mixed use areas that are well served by frequent transit or within a larger area zoned for multi-dwelling development. Buildings in this zone are generally expected to be up to four stories.

For more information about existing zoning, visit the [zoning summaries](#) website. To learn about base zones, overlays and plan districts, visit the [FAQ](#).



GENERALLY, THE MOST LIKELY USES FOR THIS ZONE ARE:



RETAIL



OFFICE



RESIDENTIAL



INDUSTRY



INSITUTIONAL



OPEN SPACE

Specific allowable uses include: Retail Sales and Services, Office, Household Living, Vehicle Repair, Institutional Uses and limited Manufacturing Uses.

LOCATION

This zone is generally applied on prominent streets that are well served by transit, such as NW 23rd, SE Foster, N Lombard and NE Sandy.

QUICK FACTS, ON AVERAGE

**45'**

maximum height, which is generally 4 stories - increases to 55' (5 stories) with bonus provisions in some areas.

**2.5:1**

FAR and a maximum of 4:1 with bonus provisions

# Why an app?

- Increase participation
- Broaden perspectives
- Reach changing demographic
- Meet public expectations
- Make more efficient use of city staff time

Map

Proposal

Comments

## Provide Comments

Submit testimony to the Portland City Council. Select a feature on the map to get started.

\*Name Kevin Martin

\*Address 1900 SW 4th Ave, Suite 7100

\*City Portland

\*State, Zip OR 97201

\*Email kevin.martin@portlandoregon.gov

Remember me for future comments.

\*Your Comments Provide comments here.

Submit Cancel

**Please note:** Your comments are formal testimony that will be forwarded to the Portland City Council. Your name and street address is required to provide testimony.

Testimony, including your name and street address, is open public record and therefore not confidential. Your email address is not part of the public record. It is used solely to communicate receipt of your testimony and will be kept confidential.

## View Comments

Please implement the 34th Ave Greenway. Bicycling north from my home in Richmond is unpleasant and I tend to avoid going to NE because I have to go so far out of my way and cross so many busy streets. Converting 34th into a greenway would be a great step in the right direction!

August 29, 2015

# Results

- 120,000 pageviews
- 25,000 to 30,000 people
- 4,000 comments
- 40% of traffic from mobile

Map

Proposal

Comments

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# Still learning

- Weighing in-person and traditional testimony against on-line comments
- Managing volume of input
- Need to better understand user demographics

Map

Proposal

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August 29, 2015

# People make places





[Michael.Armstrong@portlandoregon.gov](mailto:Michael.Armstrong@portlandoregon.gov)  
[www.portlandoregon.gov/bps](http://www.portlandoregon.gov/bps)