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City Planner - District

Portland (Or.). Bureau of Planning

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PORTLAND’S FUTURE:

Two years ago, Portland was judged the most livable city in the United States by an independent research group. Those of us who make our homes here have known it all along. We also know that Portland's livability didn't happen by accident. Portland would not be the unique city it is today without the efforts of citizens who were concerned enough to get involved. Citizens like Holladay, Corbett, Ladd, John and Irving played a part in our city's past; you can now play a part in our city's future.

Portland is designing a Comprehensive Land Use Plan. The basic goal of this effort is to keep Portland livable as it grows into the 21st Century. It's a big job that's only going to be accomplished by residents and businesses sharing ideas and working together. This paper has been prepared to familiarize today's citizens with the choices we must make to develop a plan and the process we will use to be sure every citizen has an opportunity to participate.

I urge you to get involved in this process. We hold Portland's future in our hands. It will take our collective strength to assure that the special qualities that make Portland a good place to live do not slip between our fingers.

Sincerely,

Neil Goldschmidt, Mayor
City of Portland

PREPARING A COMPREHENSIVE PLAN

INTRO.
The City of Portland has begun preparation of a comprehensive land use plan. This plan, when completed, will provide the city with:
1. A set of land use and development policies to guide the future development of the city and all of its neighborhoods.
2. A set of regulations on private development, including a revised zoning code and map, to carry out these policies.
3. A list of major public investments (money to be spent by the city on such things as sewer, water and street systems) consistent with these policies.
4. A process for review and amendment of the plan.

In May 1977, the City Council established the following steps in the preparation of the plan:

The Bureau of Planning of the City of Portland will—after public discussion and response—prepare a recommended comprehensive plan for the Portland City Planning Commission.

The Portland City Planning Commission will hold public hearings and recommend a comprehensive plan to the City Council.

The City Council will hold public hearings on the recommended comprehensive plan and will then adopt Portland’s comprehensive land use plan.

We are now in the first phase of that process—the preparation of a recommendation to the Planning Commission by the Bureau of Planning. The planning staff’s recommended comprehensive plan will propose a coordinated set of responses to the following questions:
1. What kinds of housing, commerce and industry do we want in the city?
2. How much of the city’s land should be allocated to each of these activities?
3. Where should each activity be located?
4. What major public facilities will be needed to serve these activities?

The planning staff cannot recommend a comprehensive land use plan, however, without first knowing what the people of Portland want for their city. What do we value most about our city now? What are we willing to give up to keep or improve those things we value most? Several different land use plans are presented on the following pages. Each alternative is described in terms of what the city would look like in the year 2000 if that plan were used to guide future development. Each alternative is then ranked in comparison with the others as to how well it preserves or improves some of the qualities which are important to city life.

You will probably find that no alternative achieves equally well all the things which you think are important goals for the city. Any time land is committed to one use rather than another, some opportunities are limited and some opportunities are increased. By letting us know which alternative you think does the best job, and why, you will help us to understand what people value most about Portland as well as to recommend a land use plan that will achieve those goals.

We hope you can take some time from your busy schedule to give us your thoughts. It’s your city. Make this your plan too.

Myron B. Katz, President
Portland City Planning Commission

Ernie Bonner, Planning Director
City of Portland
A TOOL FOR CITIZEN INVOLVEMENT

The City Planner is designed to provide information about land use planning. It includes an opinion poll that asks for your help in determining the important goals for the city of Portland and the kind of land use plan that will best achieve those goals. The City Planner is designed to help you:

• be informed
The paper contains information and maps, including both a city and a district map, for each of the land use alternatives. It also contains an evaluation of some qualities of these alternative land use plans.
• complete and return the Opinion Poll
The last page of the paper is an opinion poll. This poll seeks your response to four basic questions:
  • Which of the alternatives presented do you feel most closely represents your ideas of what Portland should be like in the future?
  • How well does the alternative you selected rank against the best possible plan for the city as a whole? For your district?
  • What qualities do you think are most important for the city of Portland?
  • Are there any additional qualities which should be considered in planning Portland's future?

Keep these questions in mind as you read the description and evaluation of the alternative land use plans.

1. Be informed
2. Return the Opinion Poll
3. Attend the Town Hall Meeting
4. Attend your neighborhood association meetings

WE WANT TO HEAR FROM YOU!

HOW TO USE THIS PAPER

This paper has two parts: a twelve-page booklet and a large fold-out. The booklet outlines the comprehensive planning program, presents example land use alternatives, and provides an opinion poll for you to fill out and return to the Bureau of Planning. In the middle of the booklet is a larger folded sheet. This fold-out shows detailed maps of the alternatives for your district, a quantitative and qualitative comparison of the alternatives, and, in some cases, a fourth land use alternative. To use this paper effectively, remove the fold-out from the booklet. At the top of the front page is the description of a fourth alternative, if one was prepared for this district by neighborhood association representatives. Compare this alternative, both map and description, with the three in the booklet. Each alternative represents a different framework for guiding future growth and development in Portland.

On the reverse side of the fold-out are tables which compare quantities and qualities represented by the alternatives. The "Quantities" section provides answers to questions about how many people, jobs, houses, and apartments Portland will have. The "Qualities" section describes the effects of the land use alternatives on livability in Portland.

In addition, the fold-out sheet has district maps showing zoning patterns that would result in your district under each alternative. Review the different alternatives for their effect on your home, business, and neighborhood.

After reviewing the alternatives, comparative data and maps, please fill out the Opinion Poll on the last page of the booklet. Cut it out, fold it, staple or tape it closed, and mail it. It does not require a stamp but your 13¢ stamp would save the City 21¢ in return postage cost. Thank you for your response.
Alternative

Land Use Plan 1 would continue current land use and development policies. The City would remain the same in overall size and appearance but the present trend for more of Portland's population to live in apartments would continue. Most middle income families with children would continue to live in the suburbs.

The money available for public facilities such as sewers, water mains and streets would continue to be used more for service extensions than for maintenance of existing services.

- **Apartment zones continued** — The number of apartments would continue to increase. New garden apartments and walk-up apartments would be built on the periphery of some single family neighborhoods where zoning permits. High rise apartments would be built close to commercial centers like downtown and Lloyd Center. These new apartments would provide appropriate housing for the increasing number of small households. Increased bus service would provide good access from these areas to downtown.

- **Single family residential zones continued** — Little change would occur in single family areas. Home construction would continue at a low rate, and much of the vacant land in the city would remain unused. Lot sizes would increase as the distance from downtown increases. The quality of housing in some single family areas would deteriorate as they are increasingly occupied by households too small or too poor to maintain them properly.

- **Commercial zones continued** — Commercial development would continue along a "strip" pattern with restaurants, car lots, and other businesses existing together along a street, each with its own entrance from the street and its own parking areas.

- **Industrial zones continued** — Factories and warehouses would continue to be mixed with commercial and residential uses. Some of the single family housing in these areas would continue to deteriorate, often to be replaced by an industrial or commercial use.
BARBUR BLVD. IS MISIDENTIFIED AS BERTHA BEAVERTON HWY.
**ALTERNATIVE 2**

Land Use Plan 2 would maintain a larger share of the region's population and jobs by increasing the availability of housing and commercial jobs. High density apartment and commercial uses would be promoted at centers and along corridors supporting an electric transit system that would provide clean, quiet, transit service.

The city would have noticeably more people and greater activity, but this activity and population would be concentrated in the centers and corridors. Land outside the centers and corridors would continue to be used predominantly for single family housing.

Most of the money available for public facilities, such as sewers, water mains and streets, would be used to replace or improve existing facilities at the centers and along the corridors.

### Apartment and Commercial Zoning

- **Centers on Transit Streets**
  - Apartment and commercial centers would be located along transit streets that have been designated suitable for an electric transit system. The centers would be zoned for high rise apartments and commercial development. Parking requirements would be reduced or eliminated. The single family housing in the centers that is already deteriorating would eventually be torn down to make room for new development.
  - Those who live in the centers, most likely young adults and the elderly, would be able to work in the center they reside in or commute easily to other centers or downtown using the electric transit system.

- **Medium Density Apartment and Commercial Corridors on Transit Streets**
  - The corridors would be developed with a mixture of shops, offices, duplexes, garden apartments, and walk-up apartments. This development would also meet the needs of the city's smaller households.

### Industrial Development

- New factories and warehouses would be promoted on all sites large enough to be useful for planned industrial developments and close enough to necessary rail, water or truck transportation facilities.

### Commercial Development

- Automobile traffic streets would be developed with businesses catering primarily to auto traffic, such as drive-in theaters and restaurants; car, boat and trailer lots; and furniture stores.

### River-oriented Commercial, Residential and Recreational Use

- Planned developments with a mixture of townhouses, garden apartments, marinas and other water-oriented commercial uses would be promoted on land south of the Broadway Bridge along the Willamette River. This development would include parks and trails that would provide public access to the river for the entire community.

- Single family residential development on all other land, regardless of current zoning — Because most new development would occur in the centers and corridors, the single family residential neighborhoods would be protected from the intrusion of new non-residential uses. New zoning provisions would limit the development of institutional uses, such as hospitals and churches, in residential neighborhoods. Since the apartment housing in the centers and corridors would provide housing for small households, the large single family homes would be made available for use by child rearing families.

- Existing businesses would be allowed to remain but no new businesses would be permitted.
Land Use Plan 3 would provide for an increase in the number of people living in the city. Changes in living and working patterns encouraged by changes in the zoning code and map, would spread out the population increase in such a way as to have little effect on the overall appearance and character of the city.

Money available for public facilities, such as sewers, water mains, and streets, would be spent on maintaining and improving existing facilities throughout the city because the new development would occur where facilities already exist.

More land would be made available for industry, which would promote an increase in the number of industrial jobs.

- **Small low rise apartments in areas currently zoned for apartments** — New duplexes, townhouses, and garden apartments would be built in areas close to the downtown, with an emphasis on owner-occupied row houses and town-houses.

- **Smaller lot, single-family housing in developed areas of the city now zoned residential** — Scattered vacant lots, including those which do not now meet zoning minimum standards, would be developed with small single family houses, pairs of units sharing a common wall, and some mobile home parks. Small neighborhood groceries, shops and services would be built within these neighborhoods. Existing homes could add one rental unit to make home purchase and maintenance more feasible for a wider variety of people.

- **Single family housing in undeveloped areas of the city** — As the distance from downtown increases, lot sizes would increase. Planned communities with clusters of houses and apartments surrounded by large open spaces would be encouraged.

- **Industrial zoning in areas currently zoned for industry or any other suitable vacant land** — The development of factories, warehouses and other industrial uses would be encouraged on large sites with rail, water or truck transportation facilities. Most single family housing now located in these areas would be torn down to provide space for industrial development. Commercial and institutional uses would be discouraged.

- **Commercial development continued** — The areas presently developed commercially would remain unchanged. The number of businesses would increase slightly.
BARBUR BLVD. IS MISIDENTIFIED AS BERTHA BEAVERTON HWY.
YOUR ROLE IN DESIGNING PORTLAND’S PLAN

One of the most important steps in designing a Comprehensive Land Use Plan is finding out what Portland’s citizens and businesses want for their city. Your participation in this planning process is vital to its success. Start now by reviewing the land use alternatives and other information and thinking about your personal priorities for Portland.

You can view the land use alternatives from three perspectives: 1. Your individual interests, 2. Your business interests, and 3. Any special interests. Each perspective has a role in the planning process and you are encouraged to consider all three.

Every person who lives or works in Portland has a stake in the city’s future. You can provide needed information by filling out and returning the opinion poll on the last page of this paper, attending the town hall meeting in your district, and testifying at public hearings before the Planning Commission and the City Council.

We urge your participation as an individual or a business representative.

Social, political, civic, trade and neighborhood organizations may have special concerns about land uses. These groups have been invited to review and comment on the land use alternatives. Contact your own organization to find out how to contribute to this review.

We urge your participation as a member of a special interest group.

Questions and requests for additional information should be addressed to: Portland Planning Bureau
424 SW Main Street
Portland, Oregon 97204
248-4260
YOUR OPINIONS MAKE A DIFFERENCE!

On the other side of this page is a poll to record your opinions about the qualities and alternatives in this booklet. Your responses will be used in the preparation of Portland's Comprehensive Land Use Plan. Please take the time to complete and return this poll.

The poll asks you to make some judgements. Careful review of the information in this booklet will help you evaluate the alternative plans presented. You will also be asked to identify goals and qualities that you feel are most important for Portland.

The choices will not be easy, but the time you spend now will help determine the future of our city. Thank you for your help.

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PORTLAND BUREAU OF PLANNING
424 S. W. MAIN ST.
PORTLAND, OREGON 97204
OPINION POLL

The Planning staff's recommended Comprehensive Plan will propose a coordinated set of responses to the following questions: (1) What kinds of housing, commerce, and industry do we want in the city? (2) How much of the city's land should be allocated to each of the activities? (3) Where should each activity be located? (4) What major public facilities will be needed to serve these activities?

1. WHICH OF THE ALTERNATIVES PRESENTED DO YOU FEEL PROVIDES THE BEST ANSWERS TO THESE QUESTIONS? Alternative # ______

You will probably find that no alternative achieves equally well all the things you think are important goals for the city. Whenever land is committed to one use rather than another, some opportunities are limited and other opportunities are increased.

2. USING A SCALE OF 1-5, HOW WELL DOES THE ALTERNATIVE YOU LISTED ABOVE ACHIEVE THOSE THINGS WHICH YOU THINK ARE THE MOST IMPORTANT FOR THE CITY OF PORTLAND AS A WHOLE?

very poorly     1     2     3     4     5     very well

3. HOW WELL DOES THIS ALTERNATIVE ACHIEVE THE THINGS THAT YOU THINK ARE THE MOST IMPORTANT FOR YOUR DISTRICT?

very poorly     1     2     3     4     5     very well

The Planning staff cannot recommend a Comprehensive Land Use Plan without first knowing what the people of Portland want for their city. What do we value most about our city now? What are we willing to give up to keep or improve those things we value most?

4. OPEN THE CENTER FOLD-OUT TO "SOME QUALITIES" LIST THE QUALITIES YOU THINK ARE THE MOST IMPORTANT FOR PORTLAND. IDENTIFY EACH BY THE LETTER OF THE GOAL AND THE NUMBER OF THE QUALITY (B3, G1, ETC.—NO MORE THAN 10, PLEASE).

5. WHICH OF THE QUALITIES YOU CHOSE DO YOU THINK ARE THE TOP THREE IN IMPORTANCE?
   (Most Important) 1. _______
   (Second Most Important) 2. _______
   (Third Most Important) 3. _______

6. IF THERE ARE ANY QUALITIES NOT INCLUDED IN THE TABLE WHICH YOU THINK SHOULD BE CONSIDERED IN PLANNING PORTLAND'S FUTURE, PLEASE LIST THEM HERE:

FOR OUR RECORDS:
District name (as shown on the maps in the fold-out):

Check all that apply:
☐ I live in this district
☐ I own or manage a business in this district
☐ I own property (other than my own home) in this district
☐ Other (specify) _______