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University District DRAFT Residential Plan

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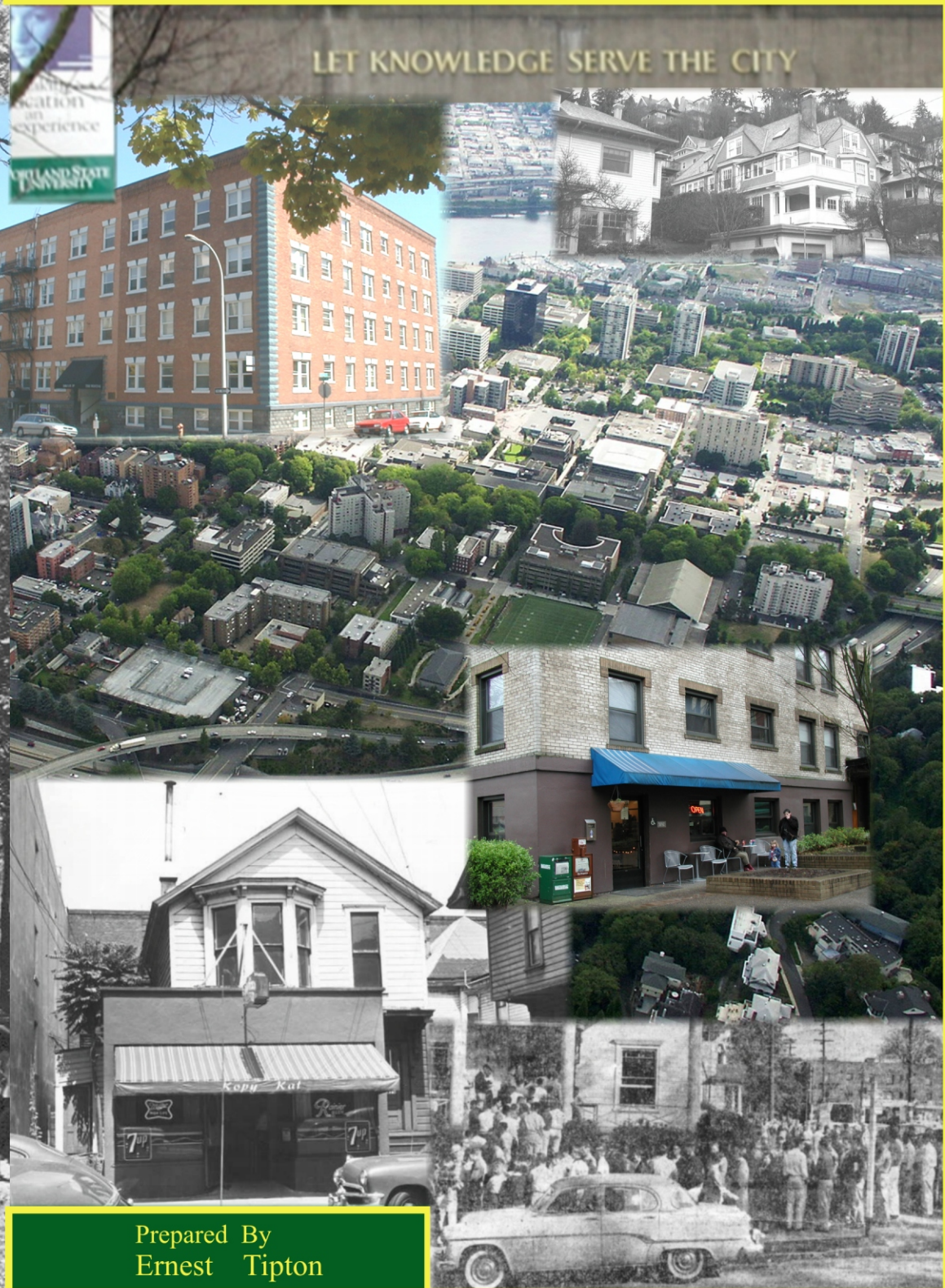
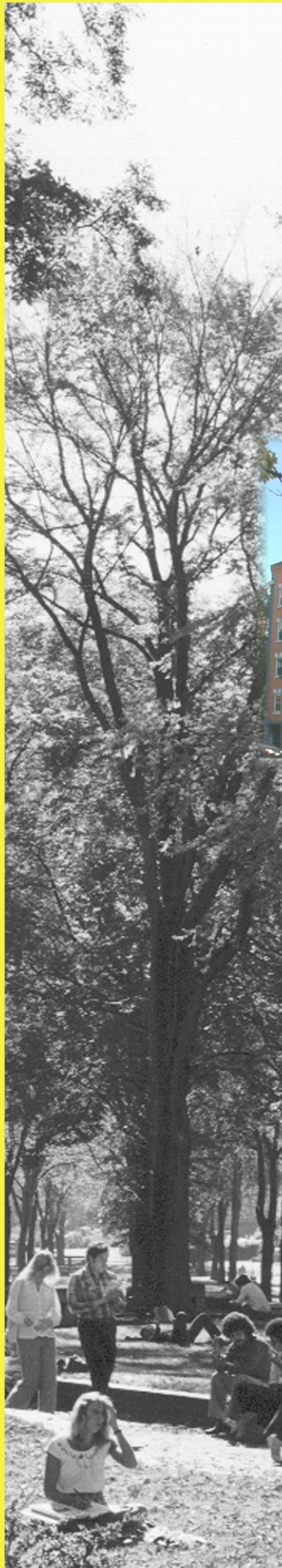
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UNIVERSITY DISTRICT

DRAFT

RESIDENTIAL PLAN



Prepared By
Ernest Tipton

“The fact is that no city, however arbitrary its form may appear to us, can be said to be “unplanned.” Beneath the strangest twist of lane or alley, behind the most fitfully bounded public place, lies an order beholden to preoccupation, to the features of the land, to long-established conventions of the social contract, to a string of compromises between individual rights and the common will.”

Spiro Kostof – 1991

Sincere thanks to my Advisors:

Prof. Carl Abbott & Prof. Nohad Toulan

*and the many University District stakeholders
who have provided guidance, information and
advice in developing this plan.*

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Executive Summary

- The University District was historically a mixed-use residential community that provided vital economic and pedestrian activity serving the downtown. Sustainability of the districts residential community was historically impacted by external land-use decisions.
- There is demand for a wide range of housing types, sizes and income ranges to serve district students and employees. This report projects a marketable demand for over 3,300 units to serve PSU students and 1,600 units to serve the employees of the district by 2010.
- This report finds that the lack of an adequate supply of University District housing is impacting the character of nearby residential neighborhoods by encouraging speculative absentee ownership, increasing housing rents and property values, and promoting reverse filtration and subdivision of the historic housing stock.
- To support long-term housing development and sustainability in the University District, it is recommended that a permanent sub-committee of the Downtown Community Association be formed of District stakeholders to:
 - Coordinate development of a University District Transportation Management Plan.
 - Prepare University District Design Guidelines.
 - Prepare an open space, landscape and street tree planting plan for the District.
 - Complete development of a University District Residential Plan.
 - Review land use proposals, assist developers and provide City staff recommendations.
 - Maintain District plans, policies and guidelines to reflect stakeholder preferences & market conditions.

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Executive Summary

- As a means to start community discussion, this plan recommends one possible residential development scenario for the district, and identifies policies, regulatory changes and actions that would support implementation. Among other policies these include:
 - Reorganize district zoning to maintain and encourage employment opportunities, encourage higher density housing near the fringes and higher density retail and job creation adjacent to the transit center.
 - Promote the development of at least 1,600 new housing units on PSU property to serve exclusively students and 3,300 private housing units to serve district students and employees by 2010.
 - Encourage Portland State University to charge market rates for student housing and provide district wide graduated housing subsidies for low income students.
 - Require district residential development to meet the diverse market demands in housing unit types, sizes and economic opportunity.
 - Encourage 25 percent of new district housing to be owner occupied by 2010.
 - Develop Jackson Street as a shared pedestrian/ auto roadway to link the north-south Park Block greenway to the north-south Auditorium District pedestrianway.
 - Implement regulations to support the development of residential open space buffers, common development open spaces and private unit open space.
 - Promote housing development that provides views and is viewable from the street to discourage crime.
 - Enhance acoustical qualities in and adjacent to district residential zones through landscape requirements, minimum wall sound transmission coefficients and traffic control, including trash pick up and truck delivery scheduling.
 - Require student housing to provide residential parking to unit ratios of 1:4 min. – 1:2 max. Require private housing to provide residential parking to unit ratios of 1:4 min. – 1:1 max.
 - Impose a system development charge on construction in the West End Plan District and University District to secure bond financing for a new local elementary school near Market Street and 12th Avenue.
 - Redevelop the most southerly Portland Park Block to provide a safe and active playground to serve district and nearby children and provide a symbolic gateway to the University District.

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I. Preface

The primary goal of this project is to provide a draft University District Residential Plan. This draft residential plan is based on local community input and market information and is designed to build upon the community vision embodied in the University District Plan. The drafted plan policies and actions are intended to foster district residential development and coalescence of neighborhood nodes. It is expected to be a living document, with the final draft crafted to reflect the diverse district stakeholder interests and provide for periodic updates to stay in step with residential consumer needs and market conditions.

II. Document Organization

The main body of this report is divided into the following six chapters:

Introduction

The Introduction establishes the basic theoretical foundation for adopting a unique residential plan as a component of the University District Plan. It examines and defines issues that impact housing in the University District, which cause it to develop differently from broader downtown housing. It discusses the historic relationship and trends in University planning and its impact on district urban morphology and residential housing development.

Review of District History & Planning Documents

This chapter reviews the historic settlement and development patterns in and adjacent to the University District, and the planning efforts that have served to guide its evolution. The various residential groups that have influenced housing cycles and neighborhood development are identified and discussed. It identifies key developments and planning efforts related to the district that over the years have impacted the district stakeholders, housing stock and neighborhood development.

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It examines the University District community's vision, goals and objectives conveyed through the University District Plan and establishes the parameters for redefinition. This chapter discusses the current development regulations being used to implement the University District goals and objectives as they relate to residential development and support amenities as identified by district stakeholders in the plan development process.

Current Conditions

Evaluation of the current conditions in and adjacent to the District takes a three-part approach geared to identifying residential opportunities and constraints in the housing market. The approach is based on the ideas that, in general, regulations limit development, and that housing is a bundle of goods, which can be modified to encourage the demand for housing production that is supportive of positive neighborhood qualities. These goods, or housing amenities, have established delivery costs and existing price points of market resistance based on local conditions. What qualities and development constraints district students and employees prefer in district housing is examined using collected survey information.

On the supply side, this chapter examines what amenities are currently being provided in the local housing market and current costs consumers are paying. The evaluation of existing housing is grouped by geographic sub-area, determined by observed development intensity, land use categories and economic sectors served.

In order for housing units to be produced and properly maintained in the district either land use patterns and market conditions have to be provided to match the needs of providers and residents or subsidies are required to fill the gap. This residential plan examines survey income information from local students and employees and district land values. It first seeks to establish if a match is possible between local income ability and local development costs to assist in identifying what policies could be implemented to encourage housing market development and neighborhood stabilization.

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Future Conditions

In looking at future conditions, this residential plan uses the 2010 projection horizon established in the University District Plan. This outlook allows course correction and refinement of residential policies through the use of collected survey and secondary source information.

It projects estimated households, commercial employment and academic growth in the district based on surveys of current businesses, employees and students and compares this information against more general projections by other sources. This information is used to evaluate what if any measures may be appropriate to adjust the district jobs/housing balances that have potential impacts on district vitality.

It estimates and discusses the marketable demand in the district for residential and related uses and lays the foundation for recommending policies to address future housing opportunities.

Conclusions and Recommendations

The conclusion addresses the following basic questions:

- Is future residential development appropriate in the University District?
- If future residential development is appropriate, what housing proportions and land use organization pattern could potentially accommodate housing demand to the year 2010?
- What possible development standards, incentives and programs could be included to support residential development vision, goals and objectives of current district stakeholders?

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District Housing Policy Recommendations

The University District Plan is adopted by reference as a component of the Central City Plan. Adoption of a Residential Plan as a component of the University District Plan could result in amendments to some or all of the following city of Portland documents:

- Comprehensive Plan & Map
- Zoning Code and Map
- Central City Plan
- University District Plan Policies & Map

In order to accommodate potential integration into Comprehensive Plan Amendments and the Central City Plan, the recommended policies and actions of this draft University District Residential Plan are addressed in reference to the applicable Statewide Planning Goals and Central City Plan functional policies. The applicable goals and functional policies include:

<u>Applicable Oregon Statewide Goal</u>	<u>Applicable Portland Central City Plan Policy</u>
Goal 1: Citizen Involvement	- Policy 13: Plan Review
Goal 2: Land Use Planning	-(Adoption of Univ. Dist. Plan as CCP Policy 22)
Goal 5: Open Space, Scenic and Historic Areas, and Natural Resources	- Policy 8: Parks & Open Space - Policy 11: Historic Preservation
Goal 6: Air, Water and Land Resources Quality	- Policy 7: Natural Environment
Goal 8: Recreational Needs	- Policy 8: Parks & Open Space
Goal 9: Economic Development	- Policy 1: Economic Development - Policy 10: Education
Goal 10: Housing	- Policy 3: Housing
Goal 11: Public Facilities & Services	- Policy 5: Human Services - Policy 6: Public Safety - Policy 8: Parks & Open Space - Policy 9: Culture & Entertainment - Policy 12: Urban Design
Goal 12: Transportation	- Policy 4: Transportation

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III. Introduction

Districts located within a downtown, and subsequent district residential plans, are unique subsets of the larger urban context and require policies that are appropriate to their characteristics. Kevin Lynch describes a district as a place with an identifiable character. It is a zone within a larger context that contains urban elements and spatial and functional organization patterns that reinforce a unique concept of place. Districts may have well-defined or permeable edges, but upon arriving an individual is able to perceive that they are in a specific urban zone (Lynch, 1997).

Districts can be created through a common architectural vocabulary that establishes the zone as being different, but as in the case of the University District, are often identified by the thematic uses or social culture within the zone that provides a sense of unified purpose. As do all vital urban areas, districts contain a variety of uses that supplement each other and agglomerate to provide substitution and complementary goods and services. These natural patterns of land use are further influenced by regulatory land-use constraints, land value differentials and natural cycles of building inventory decline and renewal. These push and pull factors result in sub-areas and nodes within districts that have differing opportunities and constraints. In examining the University District and approximately a two block buffer zone around the periphery, eight sub-areas were identified.

Historically, the propensities of university planning have been from private to public and from isolation to urban interaction. Early colleges in Europe and the American colonies were planned based on the monastery typology. They were perceived as places unto themselves that were focused on providing a higher degree of education for the clergy and the elite. The establishments were planned to separate the place and people of knowledge from the common citizens beyond. As American colleges continued to increase in wealth and size prior to the Civil War the plan increasingly reinforced the paradigm of a sequestered society (Dober, 1963).

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Academic and residence halls were often massed in three to four story blocks and laid out to enclose a private 'green' within.

The first big shift in educational space planning attitudes and subsequent organization patterns came with the passing of the Morrill Act in 1862. The Morrill Act was passed by Congress in the second year of the Civil War and established the land grant system to promote the development of public universities. America was in a state of socio-economic transition. Retooling of northern cities to support the war effort accelerated the industrial revolution already underway. The prospects of new jobs and freedom coupled with the destabilizing impact of war in the southern states encouraged residential mobility and huge demographic shifts north and west. A vast majority of the transplanted population lacked the basic education and skills to succeed in their new locations. Educating educators and leaders took on a new importance, as a means of reinforcing political stability and training the migrant workforce. This public policy shift in education created and opened the doors of the University system to the general public, but campus spatial planning continued to be inward looking and on large campuses at the urban fringe (AACC, 2000).

Following World War II, rapid suburbanization expanded the reach of America's land development, while returning veterans increased the demand for public education access to assimilate into the civilian work force. Established colleges and universities that were once on the edge of cities attempted to expand to meet demand, but increasingly they found themselves engulfed by newly developed areas and unable to meet the demand spike. Through funding made available by the G.I. Bill community based junior colleges and technical schools opened throughout the country. Colleges and universities found they had to compete both for available development parcels and enrollment. These changes made it increasingly necessary for colleges and universities to integrate into the urban fabric and address local employment and community needs in establishing curriculum and programs.

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America's universities are currently at the beginning of a new pedagogical and planning period. In 1990, thirteen American universities, including Portland State University, defined themselves as Urban/Metropolitan Universities agreeing to adhere to the principles of an Urban & Metropolitan University Coalition. By 2002, American university membership in the coalition had increased to 56. Among other things, the principles of the growing coalition call on member institutions to engage in public/private partnerships in addressing mutual urban concerns, be responsive to quality of life issues impacting the local community and metropolitan area, and prepare students to be responsible citizens. In effect, the new paradigm was to "Let knowledge serve the city". While access to education has been further opened by the borderless Internet, the concept of place and academic identity remain important to the institutions, students and the local communities with which they share a symbiotic relationship. Today's students and professionals have become increasingly aware that academic access and life-long learning are essential to continued success (CUMU, 2000).

In addressing urban residential development, the architect and urbanist Michael Pyatok indicates that there is what he calls an "Inseparable Trinity". He contends that just planning or zoning for residential development in an urban context isn't enough to make it happen. More importantly, that to encourage residential development that fosters neighborhood nodes, additional urban amenities need to be developed to support living needs and that they must be within a walkable distance (Pyatok, 1997).

To create places where neighbors have the willingness, social capacity and resources to work together in addressing urban issues, he states that growth in housing development must be accompanied by proportional growth in local employment opportunities and services. In providing local employment opportunities it isn't enough to just zone for commercial or office uses. Wage rates derived from the locally created employment opportunities have to be appropriate to the local housing and living expenses, and should allow for social diversity through a mix of housing types and employment classifications.

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Throughout the 1980's and 90's, there was considerable interest by City Managers and City Redevelopment Agency Directors around the country to clean-up America's downtowns and replace low-income producing ground-level retail with chic niche establishments that had tourist appeal. This strategy may be appropriate if one is seeking to create a downtown where people visit but never spend significant amounts of time. But, lower tier establishments are essential to provide the everyday necessities for residents, larger employers and their employees. Larger employers need local access to smaller materials and service providers. Front office employers generally look for a locational mean between client proximity, affordability and local amenities necessary to recruit quality personnel. These amenities can range from small funky cafes and restaurants for the lunch time crowd to nearby housing and off the clock recreational opportunities. Urban residents require a safe, psychologically comfortable and socially interactive environment with locally accessible diversity of household amenities. These amenities include groceries, pharmacies, clothing, education and other day to day essentials. All three spectrums of divers housing opportunities, diverse commercial activity and safe and interesting environment must be addressed for housing to develop into successful University District neighborhoods.

In developing a workable residential plan for the University District an appropriate balancing of local employment and services must be addressed in conjunction with housing. Local retailers typically depend on customer bases larger then a walkable radius and local residents require access beyond the district to remain integral with the larger community. Therefore, transportation options and parking are briefly covered in relation to the residential plan.

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IV. Review of District History & Planning Documents

Early District Development

Settlement of the University District area began in the mid-1800's. Portland was a dense pedestrian oriented city with industry that focused on the river export of raw materials. The central core consisted of mixed-use multi-story buildings containing uses ranging from residential hotels to warehousing, office and retail to social clubs and theaters. As new immigrants arrived in the city the formation of ethnic communities was a factor of both a stepping-stone process, whereby newcomers started from a settlement point of familiarity, and exclusionary social practices. Events in Europe combined with liberal immigration laws resulted in an influx of German and Irish settlements across the United States and into the Portland area. As the new settlers arrived the residential frame surrounding the city center expanded, developing the University District area as a mixed German and Irish immigrant community. The west side of the district developed as a mix of multi-story wood frame single-family and multi-family housing. The east side of the district developed as higher density wood and masonry commercial/residential mixed-use as it transitioned to riverfront industrial. As the residents prospered and the development new housing in northwest and east Portland occurred, those who could relocated. This filtering left lower income residents behind in the district and created higher housing vacancies, which compounded the decline of local economic conditions. By the late 1880's the German and Irish immigration into the district that had supported the development boom was waning. This curtailing of the residential settlement cycle further impacted local economic and housing conditions in the district until reaching a bottom in the economic panic of 1893. (Abbott, 1983).

At the turn of the century, a new immigration wave began developing and settling into housing at the southeast tip of the district. The new Italian immigrants had fewer network links and transition opportunities in the larger Portland community and language and custom differences

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reinforced community internalization. The “Little Italy” area developed as a dense mixed-use and self-supporting neighborhood of residents. The mix of wood and masonry buildings contained housing above ground floor retail, but residents lacked links to the larger Portland political and economic structures that were essential for long-term preservation of the physical character. By 1910, Little Italy was in a state of decline. The vast majority of Italian immigrants with economic resources had relocated to other areas of the city leaving behind a low-income Italian population finding employment selling street produce, second hand goods and performing low-end labor (Mercer, 1979).

Simultaneously, Jewish immigration from Eastern Europe was on the rise in South Portland. A German Jewish community had pre-existed in the University District area, which served as an initial place of identity for new arrivals. But, unlike the pre-existing German Jews who had worked to assimilate and network into the larger Portland community, the Eastern European

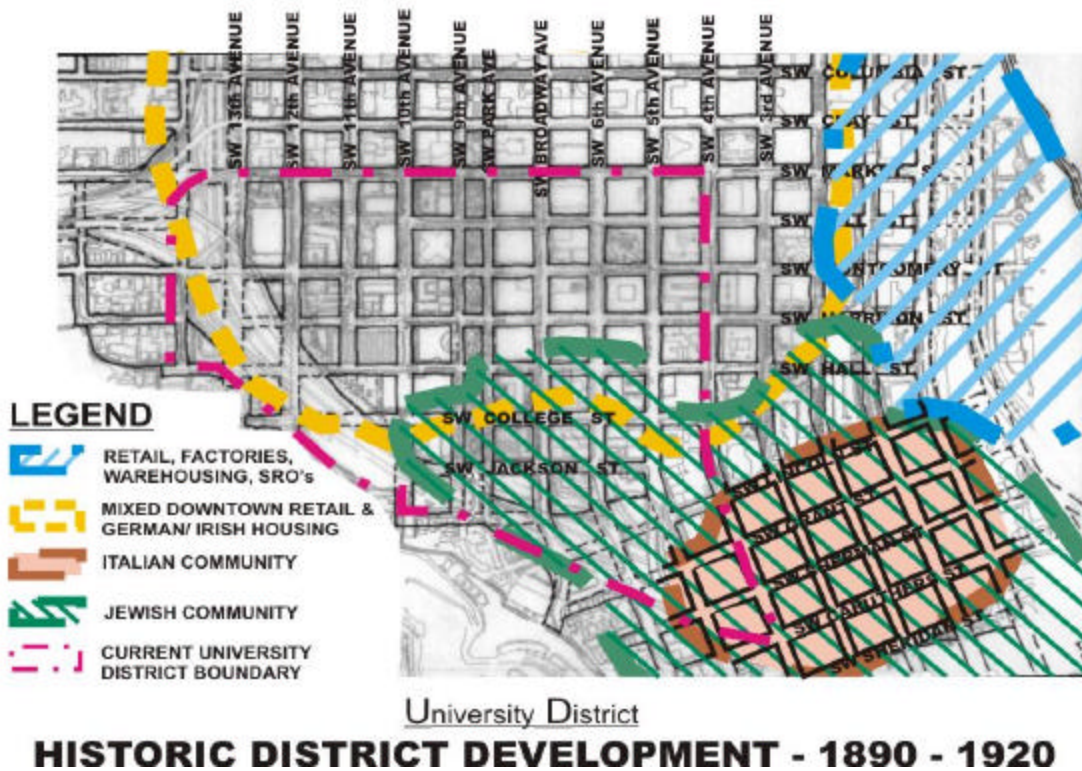


Figure 1 Early District Settlement Patterns.

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Jews came from oppressive conditions that resulted in strict Orthodox customs and distrust of outsiders, especially government intervention. Eastern European Jews flooded into the new South Portland community between 1900 and 1920. Coming from ghettos throughout Russia, Romania and Austria with few possessions, even overcrowded blighted housing conditions, with inadequate infrastructure and few public services was seen as an improvement (Lowenstein, 1987).

While the new Jewish population of South Portland was reluctant to have outside intervention in their community, both the Jewish community and Portland's political and business leaders felt that providing education was essential for the growing population. In 1911, Lincoln High School was opened, providing citizenship training, basic adult classes, and 8th through 12th grade education.

This was followed by the opening of Failing Elementary School in 1912, south of the district. Failing School served the Little Italy community, which comprised approximately twenty percent of the students, with the remainder being Jewish immigrant children from Eastern Europe. In 1917, Shattuck Elementary School was opened in the district area adjacent to the Park Blocks, near the intersection of SW College. The elementary school served the South Portland Eastern European Jewish residents, which by 1920, comprised approximately 35 percent of the student population.

By the early 1920's there was pressure from throughout the city to follow other jurisdictions around the country and enact planning codes to regulate land uses. The impetus was to protect land values and preserve the ethnic status quos without deterring land development opportunities. This lead to a series of housing and zoning regulations prescribing allowable land uses, height, bulk, natural lighting, ventilation, and residential safety conditions. At the same time, conditions in South Portland continued to be stressed by the combined impacts of over population, under employment and the lack of adequate public infrastructure investment. The

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most significant impact was on the provision of multi-family residential housing. While existing buildings in older areas of the city, such as South Portland, were granted exemptions from compliance, fewer but improved multi-family residential buildings were emerging in newly developed areas of the city (Abbott, 1983).

Throughout the 1920's and 1930's, single-family residences in South Portland that had housed multiple families continued to be replaced by masonry multi-family residential development of three to five stories in height. The size of new dwelling units in the area significantly decreased, as did the number of persons per unit and local population density. The city employed numerous experts to prepare plans to improve downtown during this period, but economic depression and war efforts prevented implementation and allowed the degradation of South Portland to continue.

The next big planning effort for South Portland came during the WWII years. Robert Moses prepared a plan titled *Portland Improvement*. The plan was intended to prevent development from continuing south from downtown. It proposed dense commercial development in the central business district with new public facilities and plazas. It also proposed construction of a freeway loop around the central business district and broad boulevards for downtown automobile accessibility (Abbott, 1983).

One of the first impacts of the plan for Portland Improvement was the widening of Harbor Drive in 1944. Since the 1920's there had been various plans to widen Harbor Drive and improve the waterfront. Smaller projects had already taken place to remove derelict buildings and increase infrastructure capacities and construct a sea wall, but the widening of Harbor Drive took out the retail commercial area that supplied local residents with goods and served as a transition zone between South Portland's riverfront employment and residential community (Abbott, 1983).

The seed for a University District was planted in 1952, with the relocation of Vanport College. Development of the city of Vanport began in 1942, and was planned to be a self-sufficient

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community in northwest Portland serving the war effort. Vanport College was originally established by the Oregon State System of Higher Education to serve the Vanport community and returning veterans in 1946. Following the destruction of the city of Vanport in 1948, students met in aircraft hanger space, until an agreement was reached with the Portland School District. Prompted by shifts in population settlement and the development of a new high school northwest of the University District, Lincoln High School was donated in 1949. The donated Lincoln High School building became the new home of Vanport College in 1952, which was later renamed Portland State College. In 1957, the Oregon State Legislature established Portland State College as a downtown commuter college to serve regional automobile commuters with no campus housing, and the campus boundary was expanded to include the five blocks between Market and College, Broadway and the Park Blocks (Abbott, 1995, PSU, 2000).

By the early 1950's, the South Portland area was showing significant signs of blight. Much of the housing stock was old and under-maintained. Many lots and businesses were vacant and the lack of local employment opportunities, public investment and involvement prevented revitalization. Infrastructure improvement bond measures were sent to the voters three times between 1945 and 1956, and failed on each occasion. Dusting off the plan for Portland Improvement, reconstructing South Portland was seen as a practical solution in revitalizing the downtown (Abbott, 1983).

District Reconstruction

The mid-1950's saw a shift in political and organizational direction toward urban renewal as a strategy to discard the blighted South Portland area and start over. The first phase of the urban renewal process called for construction of the I-405 freeway loop through the South Portland neighborhood with connections to the Sunset Highway corridor and Harbor Drive. Throughout the 1960's, freeway construction replaced approximately fifteen blocks of housing through the center of the neighborhood with a depressed freeway, effectively dividing the neighborhood in half, capturing Portland State College within the downtown loop (Abbott, 1983).

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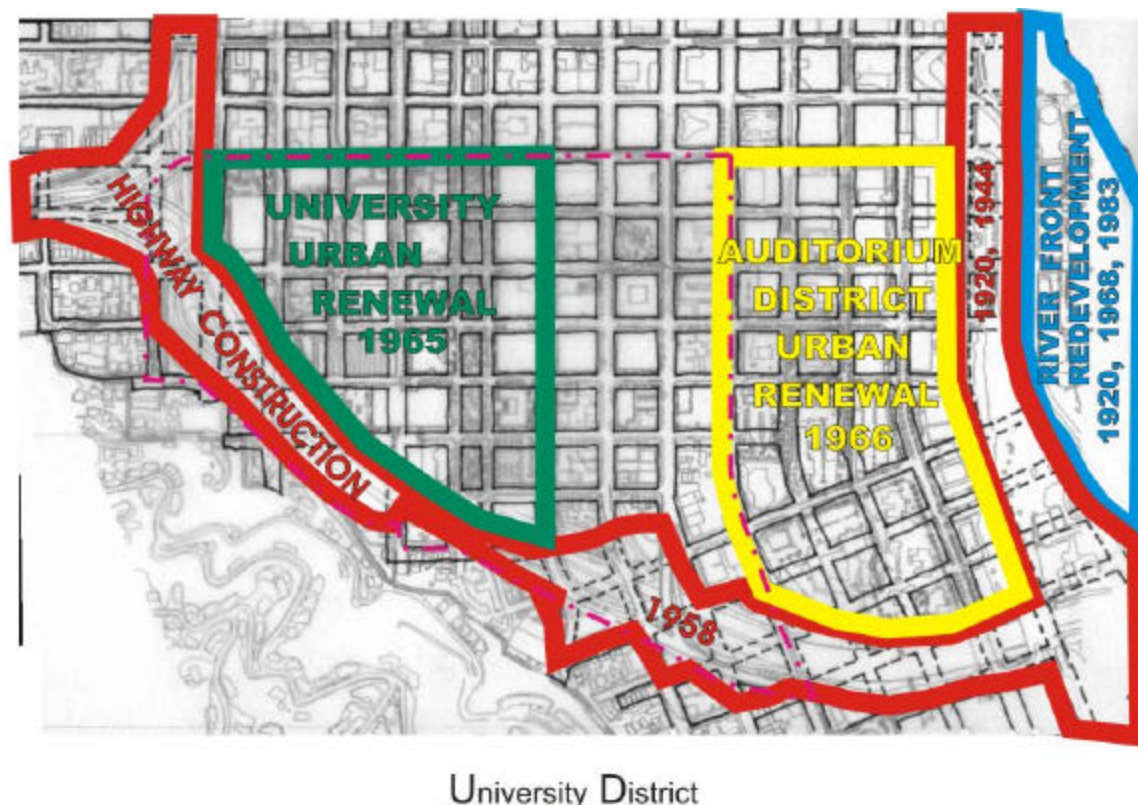


Figure 2 South Portland Urban Renewal Areas and Projects

A master plan was developed to expand the college to include all the blocks west of Broadway and in partnership with the Portland Development Commission the area was designated an urban renewal area in 1965. The plan called for the elimination of street connectivity and the construction of pedestrian malls to redevelop of the area as a conventional campus. Funding was provided to purchase all of the existing housing in the urban renewal area for future demolition and replacement with academic buildings and parking structures, but the residential land-use zoning designation was retained (Campbell, Micheal, Yost, 1965) .

This was followed with the establishment of the South Auditorium urban renewal district in 1966, and southern expansion of the riverfront redevelopment in 1968. Since most of the commercial and residential properties in the south auditorium and riverfront areas had fallen into

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Figure 3 University District & Vicinity, 1967

abandonment by the early 1960's, the areas were predominantly condemned and razed to allow for new construction. The south auditorium area was redeveloped with housing towers and lower scale commercial/retail organized around a north-south series of internal parks. It provided 525 new housing units and approximately 600,000 square feet of



Figure 4 South Auditorium & Riverfront Redevelopment.

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commercial employment and retail space with external automobile circulation and internal open space pedestrian circulation. The waterfront park development that had begun with construction of the sea wall was extended south completing the Willamette Greenway linkage between the redevelopment areas and the central business district (Abbott, 1983).

In 1972, the Downtown Plan was adopted as the new guideline for revitalizing Portland's city center. In many ways it was a reaffirmation of the 1943 plan for Portland improvement. The plan sought to constrain and densify retail and office development in the downtown core, improve transportation accessibility and capitalize on the riverfront. But, the plans differed in that the Downtown Plan was developed through broader community and political participation and put a new emphasis on a holistic approach to planning and the importance of the pedestrian environment. The plan was a success in providing transportation options and pedestrian amenities, while strengthening the central business district. But, while the plan identified the university urban renewal area as a "Special District" it assumed the district would be developed as purely academic use and did little to assist the area in providing replacement housing or in recovering as a community (Portland, 1972).

By the mid-1970's, the 1965 redevelopment master plan for the university urban renewal area had resulted in a patchwork of academic buildings, abandoned buildings, vacant fields and surface parking lots. State and city reprioritization of funding prevented implementation of the urban renewal master plan, while adoption of the Downtown Plan capped the amount of parking available for students. Simultaneously, students were following a national trend of expecting more from academic institutions than classrooms. Students organized to form Portland Student Services and took over temporary use of nine of the abandoned apartment buildings to serve as affordable student housing. In 1978, the Oregon Legislature approved funding to renovate the nine buildings and approved additional funding to construct additional student housing, providing a total of 740 student housing units (PSU Facilities, 2000).

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With housing in the southwest portion of downtown continuing to be replaced by commercial development, council adopted the Downtown Housing Policies and Programs in 1979, rezoned the area Rx for high-density mixed-use downtown residential and provided tax incentives for redevelopment, but it also established that any future college related housing in the Rx zoned urban renewal area would require conditional use approval. Simultaneously, the new housing policies called for economic and unit diversity in new development and the provision of supporting services and amenities in conjunction with housing development (Portland, 1996).

In 1983, the South Waterfront Redevelopment project planned the completion of the riverfront revitalization south to the Marquam Bridge. The development was programmed to include 45,000 square feet of commercial/retail and 350 market rate condominiums containing a mix of owner occupied and rental housing units. (PDC, 1983)

Comprehensive Planning Efforts

At the direction of the Portland City Council, a new public effort was launched in 1984 to develop an updated plan for the Central City. The result consisted of three components adopted between 1988 and 1994.

The Central City Plan was adopted in 1988 with a 2010 planning horizon. It identified twenty-one functional policy topics and goals with established objectives and action charts. Based on the policies, goals and objectives, the plan was implemented through amendment of the City's Comprehensive Plan, zoning maps and codes. It divided the Central City into eight Districts totaling 350 acres. The Downtown District of the Central City extended to the I-405 Freeway on the south and encompassed the University District area. Among other things, the plan established new quantitative housing development targets for the Central City, identified promoting the growth of Portland State University's educational capacity as a priority and called on development of a University District Plan. *The Central City Plan – Choices for the Future*, envisioned a University District with "low density educational, residential and commercial uses around PSU" (Portland, 1987).

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The Central City Fundamental Design Guidelines were adopted in 1989. The Design Guidelines established urban and esthetic design criteria for future central city development to reinforce the spatial vision created in preparing the Central City Plan. Since a University District Plan was not included in the Central City Plan, it was not defined as a district with a unique emphasis or unique design qualities to be reinforced by the Design Guideline elements. While the purpose of the guidelines included strengthening central city design continuity and reinforcing unique areas within the central city, the University District area was included as a part of the commercial downtown core. Therefore, it remains under the general design guidelines used for downtown development (Portland, 1988).

The Central City Transportation Management Plan (CCTMP) was the third component of the plan and was adopted in 1994. An important feature of Oregon and Portland planning policies is addressing the causal relationship between the organizational development of transportation systems and land use development pressures. The CCTMP established transportation policies and actions intended to reinforce the Central City Plan and address the issues of unique Central City areas. It reinforced the development of multiple transportation modes with an emphasis on providing a pedestrian friendly downtown. In the same way transportation corridor and mode choices were viewed as influencing land development choices, land development was linked to commute destination parking demand needs. The policies of the CCTMP sought to shift accessibility and thus preference from the automobile to alternative modes of transportation while encouraging downtown densification. The plan prohibited new surface parking lots in the downtown and the transfer of existing surface parking space rights, while “pinching” the development of new growth related parking. The University District area was included in the CCTMP as a part of the downtown and today remains regulated by the transportation policies intended to encourage densification of the commercial core. Proximity to the central business district and the constraining of the downtown parking supply, increased the value of surface lot parking spaces in the University District to point where retaining the surface lots provided greater return than redevelopment and loss of the parking space rights (Portland, 1994).

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Stakeholders of the University District area began collaboratively developing a University District Plan in 1993, which was adopted as a component amending the Central City Plan in 1995. The University District Plan (UDP) established the boundaries of the district as the area south of Market Street, west Fourth Avenue and north and east of the I-405 Freeway. It provided an urban design plan, policies and action items intended to guide and coordinate academic and private District development, and exempted Portland State University from filing future academic development Master Plans (Portland, 1995).

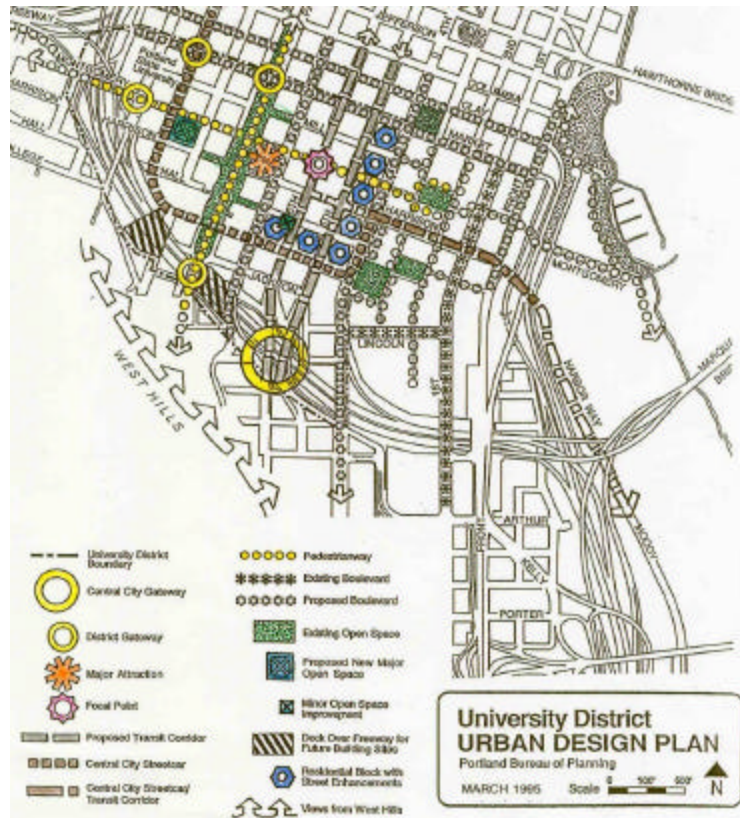


Figure 5 University District Plan Map.

The UDP was a result of compromises on all sides. It called for multi-agency development of a District open space master plan and a transportation plan that would support the District urban design plan and the District's unique characteristics, but the plan had no regulatory mandate for multi-agency implementation follow through. It assumed that natural market forces would support District growth of academic development and street level "active use" retail, which could serve market-rate residential development. All of the land west of Broadway Avenue that was zoned residential, but in academic use, was rezoned to high density Central City mixed-use commercial (Cx). As a compromise effort to preserve diverse residential land-uses in the District, the requirement that student housing obtain conditional use approval in residential zones

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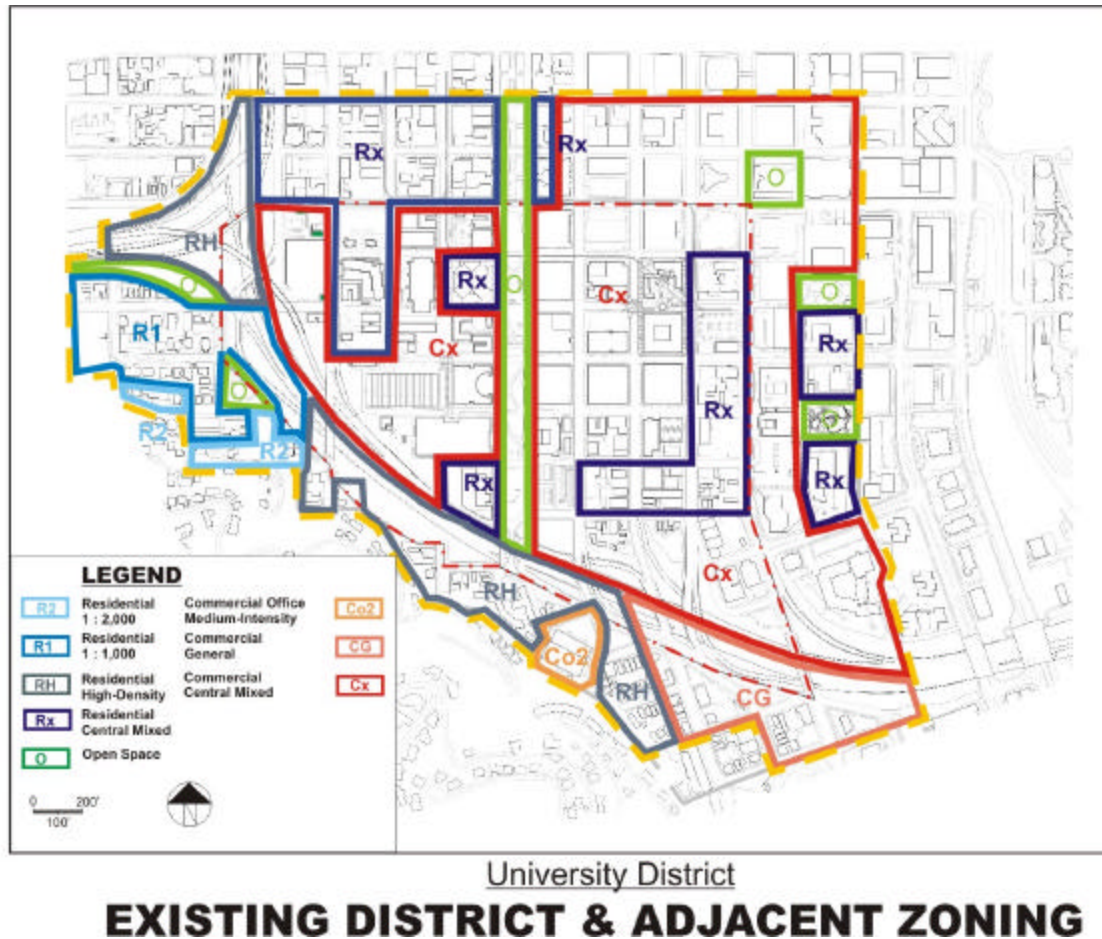


Figure 6 1995 to Present Land Use Zoning

was retained, and the seven blocks between Fourth and Fifth Avenues, Hall and College were rezoned to high density Central City mixed-use residential (Rx) to promote the development of market rate housing. The blocks that were rezoned to residential contained surface parking lots, and small office and retail businesses that were assumed marginal and compatible with down zoning, but these businesses served the District and downtown and had land values that have prevented redevelopment as residential. In addition, land parcel sizes would have required consolidation for economies of scale to make residential redevelopment feasible, and the linear rezoning pattern provided no nucleus on which to build natural development momentum by

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private entrepreneurs. The plan sought to create a 24-hour residential and retail mix-use District that would be an international academic hub and a regional center for life-long learning (Harrison, 2001, Chase, 2002).

Based on regional population projections, the total land area that was rezoned and the maximum code allowed building area to land area ratio (FAR), the UDP established an objective of developing 1,000 new market rate housing units in the District by 2010. The plan also set a goal of housing 15 percent of PSU students in university housing within a walking or bicycling distance of the District. Using 1995 student population and university housing figures, this would have required the development of approximately 1,600 student housing units in 1995. The plan identified three Rx zoned blocks east of Eleventh Avenue as being reserved for future student housing. The plan established a priority of zoning land adjacent to future fixed-rail mass-transit lines for the development of market rate owner occupied housing, where future residents would reinforce mass-transit use and have a long-term stake in the District.

The University District Plan was followed by adoption of the Downtown Residential Plan in 1996. The Downtown Residential Plan was developed by the Downtown Community Association, comprised of downtown business owners, to preserve the economic vitality and character of the city core. The plan placed an emphasis on providing housing types to meet the economic needs of current downtown residents, while supporting existing downtown transportation networks and attracting tourism, jobs and public activity. Since the University District was retained as a sub-section of the Central City Downtown District, new housing development in the University District is governed under the policy umbrella of the Downtown Residential Plan (Portland, 1996).

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Recent Local Area Plans

Two local area plans have recently been adopted that will impact the viability and locational gravity of developing residential communities in the University District; The North Macadam District and the West End Plan.

The North Macadam area lies approximately one-half mile southeast of the University District and has long been a Central City brownfield and a redevelopment priority. The District contains 130 acres of riverfront property adjacent to the I-5 freeway between, the Marquam and Ross Island Bridges. The 130 acres provides for 14 percent recreational open space, 25 percent vehicular circulation and 61 percent developable land. The District plan calls for a 20-year development build-out (2020). and is leveraging \$162 million in public funding with the expectation of generating \$911 million in private development. On completion, North Macadam District is anticipated to provide up to 1.9 million square feet of office space and 250,000 square feet of retail space, which are expected to provide employment for up to 10,000 people. In conjunction with the project 3,000 new housing units are proposed. While the plan establishes polices to encourage economic and unit diversity, it is anticipated the riverfront units will be primarily market rate condominiums (PDC, 1999, Tweete, 2002).

The West End Plan area is adjacent to the University District's northern Market Street boundary. The plan area encompasses approximately 33 acres between the I-405 freeway on the west, the Portland Park Blocks on the east and extends north to Burnside. This area has historically been the inner residential edge of the central commercial core providing low and moderately priced multi-family residential. As the area declined, public investment in a new streetcar through the neighborhood was implemented as a means simultaneously encourage retail development and residential revitalization without squeezing out low-income residents through gentrification. Through rezoning and leveraging investment the street-car, the plan anticipates a balanced private development of 5,000 new jobs and 5,000 moderately priced multi-family units (Portland, 2002, Clark, 2002).

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V. Current Conditions

The University District contains 109 acres, which includes a portion of the I-405 freeway corridor, public streets and parks and approximately 56 city blocks. There are 16 standard 200 foot square blocks, 3 double sized blocks, 4 irregular shaped blocks abutting the freeway corridor and the remaining blocks comprise the pedestrian-malled University campus. North-south streets provide predominantly one-way, wider and higher volume automobile traffic, while east-west streets are predominantly two-way, narrower and lower volume. In general, existing building heights in the district decrease from north-east to south-west, and building massing decreases from north to south.

This study examines current conditions from three perspectives: factors of housing demand by District employees and students, commercial/retail/employment opportunities available in the District, and factors of housing supply in and around the District. While the District's academic focus serves as an anchor activity generator and a theme for District development, the amenities necessary to support urban residential development must be able to compete for the fixed land supply if it is to be successful.

District Housing Demand

Commuters traveling to the District on a daily basis for employment and education opportunities are assumed to be a potential pool from which a housing market can be identified and developed to serve. Evaluated individually, the potential market pool includes; private District employees, employees of Portland State University and Portland State University students. It is also assumed that the socio-economic characteristics, and identified housing needs and preferences can be generalized in projecting future growth in the same three groups. Market characteristics and housing data are based on mail survey conducted during January and February 2002.

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Private employee information is based on returns from 39 respondents, from 11 employer locations in the District. Excluding PSU, the 11 employer locations represent responses from 19 percent of the District’s employers. Based on information provided by the employers and discussed later in this chapter, there are currently an estimated 2,404 persons working in the District, excluding PSU faculty and staff. The 39 employee responses is less than a 1.7 percent return rate and may not be a true indicator of private District employee housing demand. Nevertheless, the results appear reflective of what one might expect from a University anchored employment center.

Respondent ages ranged between 60 and under 21, with annual household earnings between \$80,000 and under \$20,000.

Nearly 70 percent of the respondents were between the

ages of 20 and 40, and 85 percent of the respondents earned between \$20,000 and \$40,000.

Of the private District Employees surveyed, 5 percent indicated they currently live in the District and 15 percent indicated they would be interested in living in the District. The age of individuals interested in living in the District

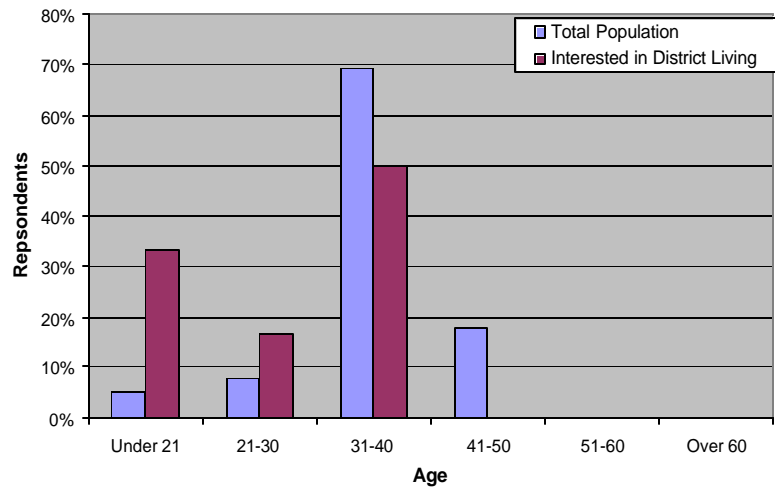


Figure 7 Private District Employee Respondent Age.

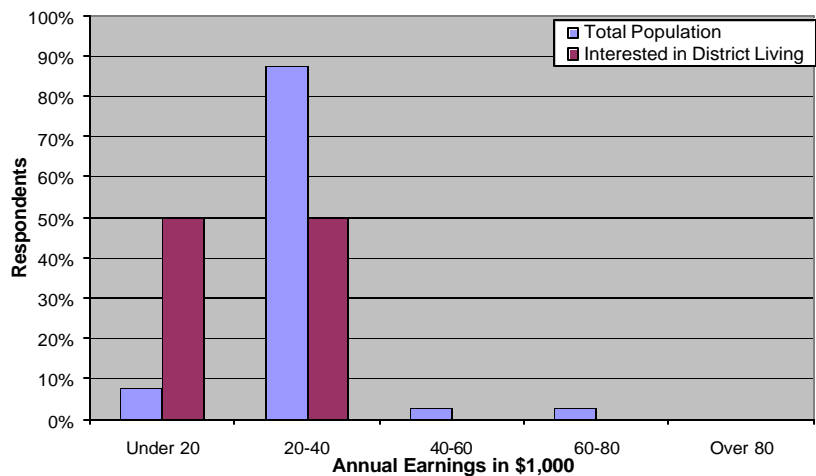


Figure 8 Private District Employee Annual Income.

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was split, with 50 percent between the ages of 30 and 40, and 35 percent under the age of 21. The income of interested individuals may reflect this age split, with 50 percent having annual household earnings under \$20,000 and 50 percent having earnings between \$20,000 and \$40,000. District employees interested in living in the District were predominantly single (83 percent), and while 48 percent of the respondents indicated they had children in their household, none of the respondents with children indicated that they would be interested in living in the District. Potential residents currently working in the District indicated a preference for an active and interactive lifestyle. Eighty-percent of the respondents interested in living in the district indicated they would be willing to pay additional housing costs to have DSL internet accessibility, on-site exercise and aquatic opportunities and dedicated unit parking.

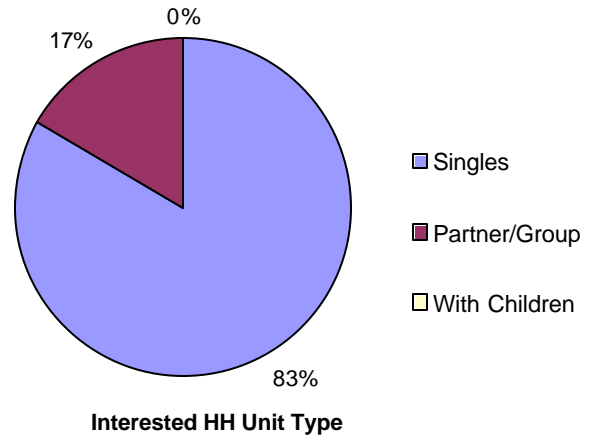


Figure 9 Private District Employee Unit Type Demand.

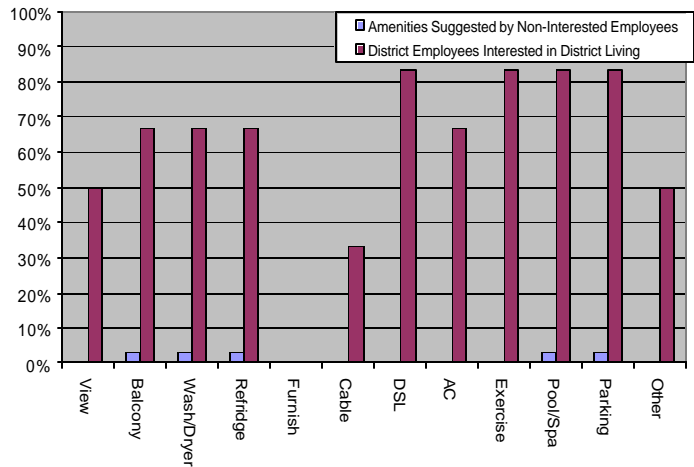


Figure 10 Private District Employee Amenity Preferences.

Urban noise was cited as a top issue by private employees who indicated they would not be interested in living in the District, as well as those who responded with interest. Five percent of the non-interested respondents indicated noise as a determining factor, and 30 percent of those

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interested stated that noise due to traffic and commercial activities was a concern. Home ownership was not mentioned as a concern by those interested in District living, but it was a determining factor for 5 percent people not wanting to live District. Concern over downtown housing affordability was noted by both groups, but by less than 5 percent of the overall respondents.

Portland State University employee information is based on 103 responses representing 4 percent of the PSU employee population living in the Portland/Vancouver area. Of the PSU employees surveyed, 92 percent were between the ages of 21 and 60, with the remaining 8 percent over the age of 60. Sixty-seven percent of the respondents were between the ages of 40 and 60. Annual household income of survey respondents ranged from over \$80,000 to under \$20,000. Fifty-eight percent of responding PSU employees indicated an annual household income of over \$60,000 per year. PSU employee household compositions were more diverse than those of private District employees.

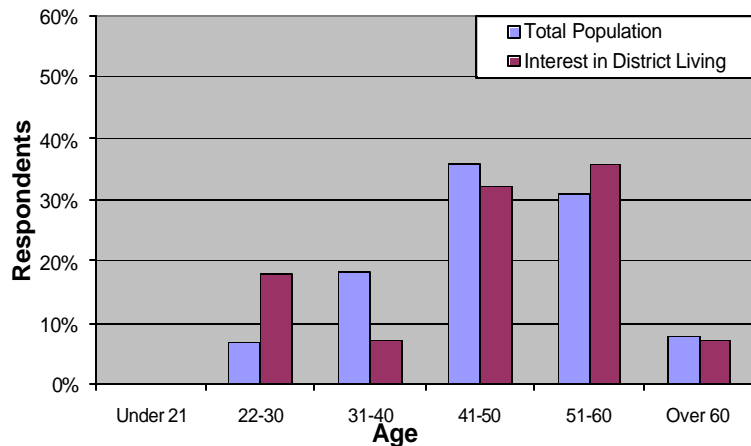


Figure 11 PSU Employee Respondent Age.

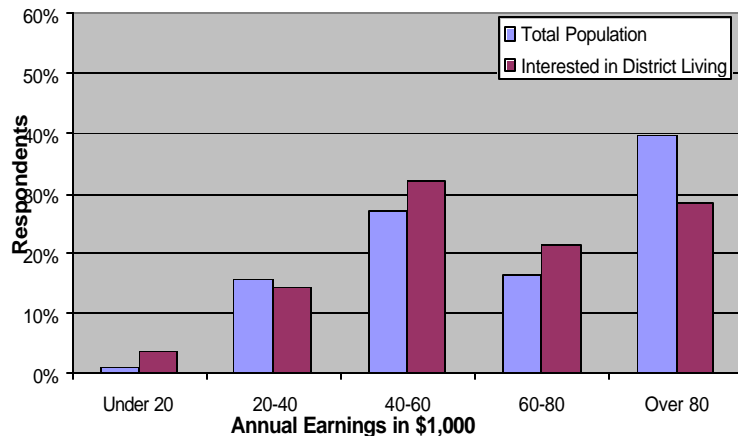
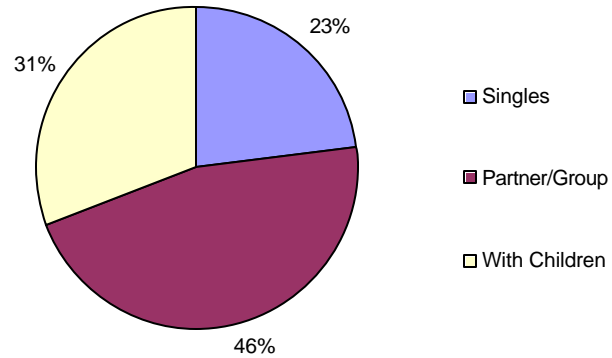


Figure 12 PSU Employee Annual Income.

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Partner and group households accounted for 67 percent of the respondents, while 17 percent were single person households and 16 percent were households with children.



Interested HH Unit Types

Figure 13 PSU Employee Unit Type Demand.

Three percent of the PSU employees indicated that they currently live in the District, while an additional 27 percent indicated they would be interested in living in the District.

PSU employee households were also diverse, 46 percent being multiple adult households ranging in group size from two to four, 31 percent being households with children and 23 percent being singles. There was an average of 0.36 children per each PSU employee household interested in living in the District. Eighty-two percent of the PSU employee households interested in District living had an annual household income over \$40,000, and 50 percent had an annual income over \$60,000.

PSU employees interested in living in the District are older than their private employment counterparts. Interested employees were predominately between 40 and 60 years old (68 percent), with 42 percent being over the age of 50.

Both groups of district employees, those interested and not interested in living in the district, indicated had the same preferences and priorities in housing amenities. But, there was a significant difference in the magnitude of amenity demand. The ration of respondents requiring amenities was much higher for employees not interested in district living. Interested PSU employees rated balconies, in-unit washers/dryers and resident parking as highest priorities.

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Furnishings and refrigerators ranked low in the amenity preferencing with respondents noting that they would relocate their existing belonging as part the change in housing location. District living concerns noted by PSU employees reinforced those of private district employees, while also reflecting a greater demand for personal and family connections to place. The needs for home ownership and open space were the top reasons cited for not wanting to live in the District. Of the respondents, 26 percent indicated there was inadequate personal green space or opportunities to raise a garden or have pets. The lack of home ownership opportunities was cited by 20 percent of the respondents. Approximately 5 percent of the respondents felt that physical density, potential dwelling size and types, security issues, vehicular traffic and noise would unavoidably create a bad environment for living and raising children. Slightly under 2 percent of the respondents also noted concerns over the lack of local shopping opportunities and schools for young children. Eight percent of the respondents echoed the concern of private district employees over housing affordability. Respondents noted the potential disconnection between providing an acceptable bundle of housing amenities and the costs associated with developing housing through infill urban development.

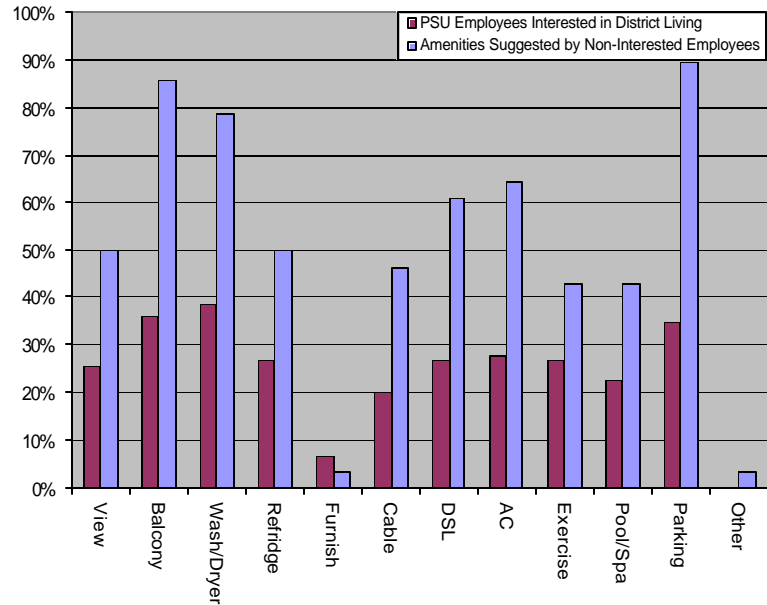
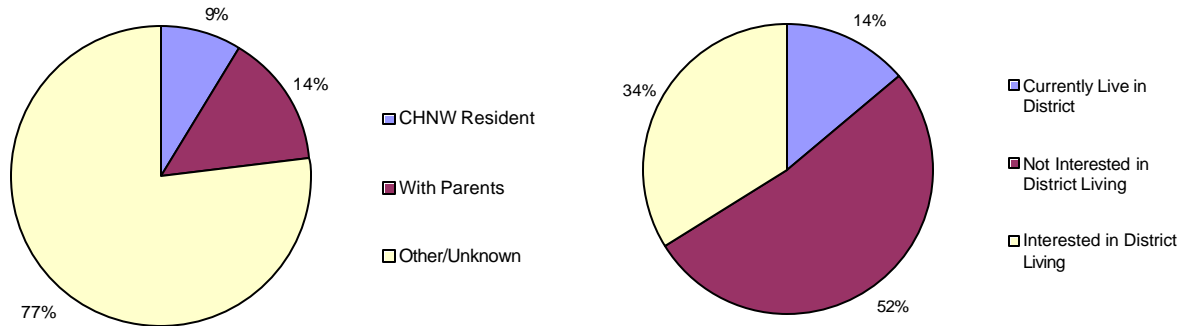


Figure 14 PSU Employee Amenity Preference.

Student information is based on PSU attendance records, College Housing Northwest (CHNW) rent records, mail surveys received from 88 respondents and a coordinated web based survey. The web based surveys from 391 respondents was conducted between February and April 2002, by the research group Griggs-Anderson, Inc. It was jointly commissioned by PSU and CHNW

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**Figure 15 Current Student Living Arrangements and Interest in District Student Housing.
(Based on Mail Survey Responses)**

to evaluate university student housing needs and preferences. The combined 479 survey responses represent 2.5 percent of the students living in the Portland/Vancouver area.

The dual method of surveying captured and compared two self-selecting audiences. This method broadened the diversity of the representation and highlighted differences between the computer based respondents and mail survey respondents. These contrasting responses were then compared against official University and College Housing northwest records.

Web based responses represented 41 percent students living in CHNW units and 59 percent other. Mail survey responses represented 9 percent students living in CHNW units, 14 percent living with parents and 77 percent other. Actual CHNW rental records for Winter Term 2002, indicated that 10 percent of the students living in the Portland/Vancouver area lived in CHNW managed units and 6.7 percent of the students in CHNW managed units were located in the University District. The web base survey indicated that 52 percent of the respondents currently do not live in student housing, but would consider it. The mail survey indicated that 34 percent of the respondents currently do not live in the District, but would be interested.

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Student respondent ages ranged between 60 and under 21. The by-mail survey responses indicated that 50 percent of the students were between the ages of 22 and 30, and 25 percent were under the age of 21. The web based survey indicated that 51 percent of the respondents were between the ages of 22 and 30, and 37 percent were under the age of 21. In contrast, official PSU

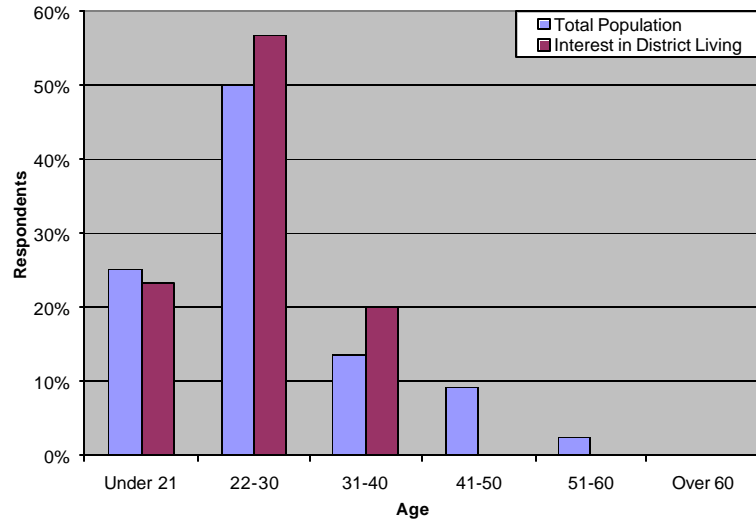


Figure 16 Student Respondent Age.
(Based on Mail Survey Responses)

enrollment records for Winter Term, 2000, indicate that 58 percent of the PSU students were between the ages of 21 and 30, and 10.6 percent were age 20 or under.

Annual student respondent household income, including financial aide, ranged between over \$80,000 and under \$20,000. Based on the mail survey, 35 percent of the responding students earned less than \$20,000 per year and 63 percent earned less than \$40,000 per year. The web based responses indicated a lower level of student earnings. It found that 49 percent of the responding students earned under \$20,000 per year. In further breaking down the income intervals, it also revealed that 26 percent of the respondents had annual incomes below \$10,000.

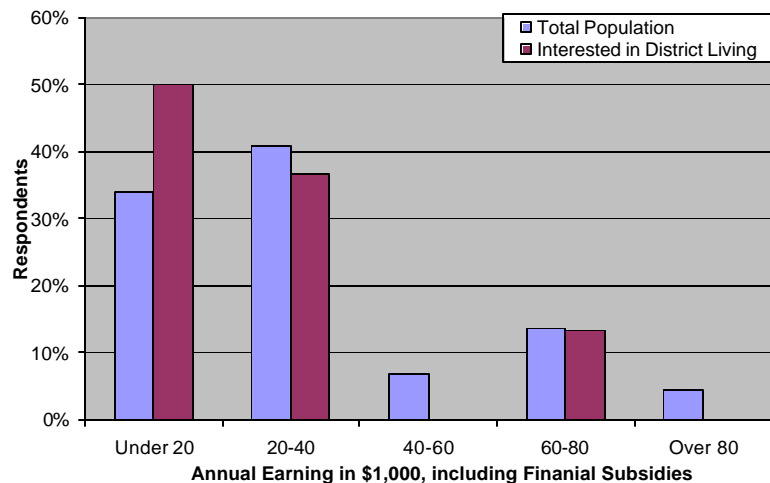


Figure 17 Student Annual Income, including Financial Aide.
(Based on Mail Survey Responses)

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PSU students responding to both the web and mail surveys had diverse household compositions. The web based survey indicated that 32 percent of the respondents were single, 46 percent lived in partnered or group adult households and 14 percent were households with children (8 percent were non-response). The mail survey indicated that of the students interested in District living, 43 percent were single, 37 percent lived in adult partner or group households

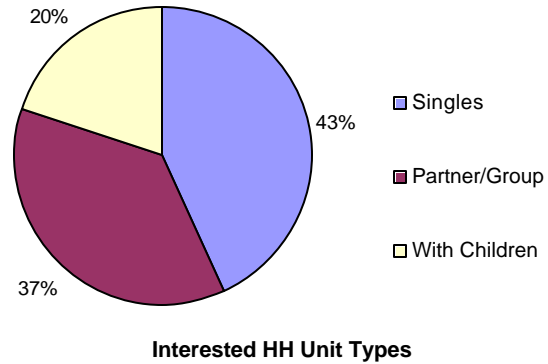


Figure 18 Student Unit Type Demand (Based on Mail Survey Responses).

and 20 percent of the households contained children. On average, the mail survey indicated that there were 0.3 children per student household interested in District living.

Student households can best be described as stepping-stone residents (Warren & Warren, 1984). They generally view living in the District as a temporary situation and not a long-term housing choice. Students live adjacent to the University with the general intention of completing educational objectives and moving on. Their academic focus and temporary sense of place, reduces participation and interaction in local long-term neighborhood processes. In surveying student housing turn-over, 48 percent of the respondents to the web based survey indicated that they intended to live in student housing for one year or less and 71 percent indicated they intended to live in student housing for two years or less. Based on this return, the typical unit rented to a student turns over at least 1.27 times every two years.

The web based survey found that students preferred apartment style living, with in-unit amenities. It found that students valued internet accessibility, in-unit dishwashers, washers and dryers. These preferences were generally reaffirmed by the mail survey. The mail survey indicated that students preferred housing with balconies and views. Ninety-five percent of the respondents interested in living in the District indicated that they would be willing to pay extra

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for housing with a balcony and 80 percent indicated they would pay additional for a unit with a view. Private amenities also ranked high in the mail survey. Between 70 and 80 percent of the respondents indicated a preference for in unit washers and dryers, DSL internet connection and resident parking. The preference for aquatic and exercise opportunities were identified by 67 percent and 34 percent of the respondents respectively.

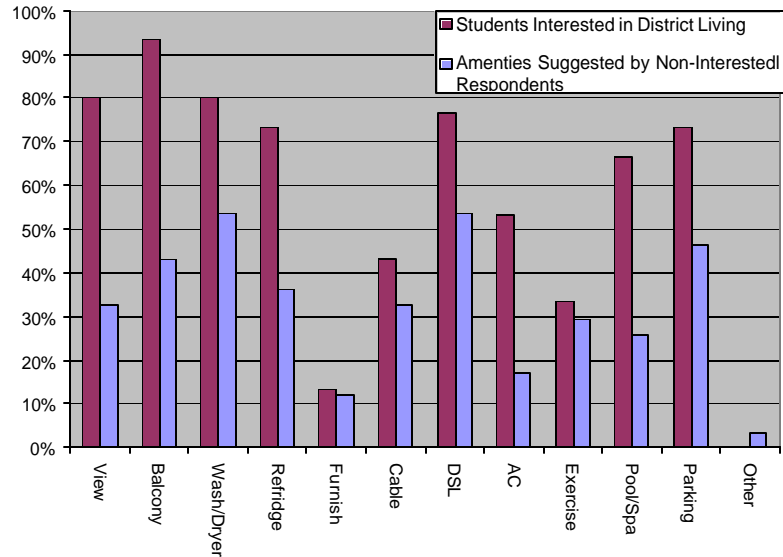


Figure 19 Student Amenity Preferences.

But, in actuality the willingness to pay for these opportunities was higher, if they could be provided within an affordable range. Twenty percent of the respondents noted that they were not willing to pay extra for these amenities because they were available through PSU extra curricular activities.

Students interested in District living did not cite any concern over living in the District. The number one reason cited by respondents for not wanting to live in the District was concern over housing affordability. Eighteen percent of the respondents felt that they could not afford the basket of housing amenities they were seeking, if they were developed in the University District. Respondents were concerned that housing density and reduction in open space would be required to make housing affordable, and 17 percent cited these issues as reasons for not wanting to live in the District. The lack of home ownership opportunities was identified by 13 percent of the student respondents not interested in District living.

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When cross-matched with the responses noting housing affordability as an issue, ten percent inferred that they believed they could obtain more housing amenities for their money through commuting. Private district employees, PSU employees and PSU students identified the following top amenity priorities, which will be used to evaluate current housing conditions:

<u>Private Employees</u>	<u>PSU Employees</u>	<u>PSU Students</u>
Resident Parking (82%)	Resident Parking (36%)	Resident Parking (73%)
DSL Connection (82%)	Balcony/Open space (36%)	Balcony/Open space (85%)
Exercise Opportunities (82%)	Unit Washer/Dryer (38%)	Unit Washer/Dryer (80%)
		DSL Connection (78%)

Commercial/Retail/Employment Opportunities

Excluding PSU, a total of 56 public and private business establishments are located in the University District, comprised of the following types (Excludes contact student food service provider to PSU):

Banks : 3	Motels : 2
Bookstores : 1	Personal Care : 2
Coffee Shops : 5	Private Education & Training : 3
Fast Food & Restaurants : 13	Professional Services : 10
Flower Shops : 1	Public Services : 8
Gas Stations : 1	Religious Institutions : 3
Mini-Markets : 2	Currently Vacant : 2

Public and non-profit agencies comprise 21 percent of the business composition. Public and non-profit agencies range from a Portland fire station, to religious institutions, to state and county programs, to substance abuse rehabilitation programs and international outreach agencies.

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Approximately half of these businesses are located in lease space and all are located in commercial zones. Thirty percent of these businesses are located in lease space owned by PSU. These public and private agencies provide essential services in the District and draw from the academic capacity and student pool to provide services beyond the District.

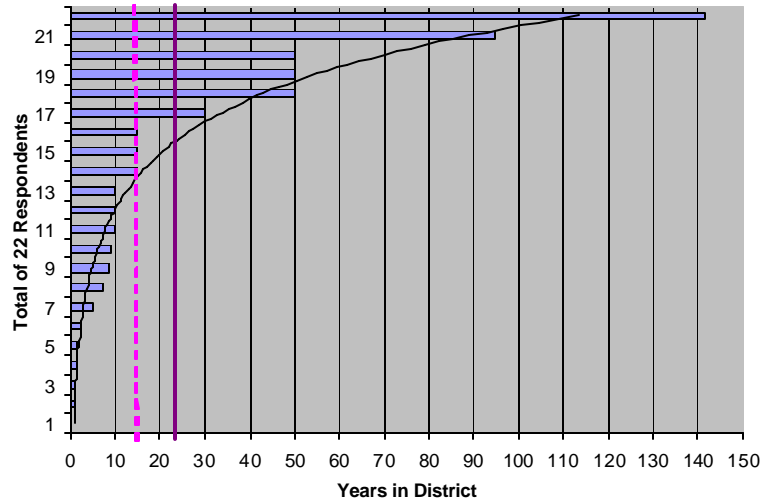


Figure 20 Respondent Years in District.

In general, the consumer markets of the businesses located in the District are the PSU related traffic and providing support services for PSU operations. There are 26 retail residential consumer related businesses in the District, of which 61 percent are fast food and restaurant establishments. The retail establishment concentration decreases with distance from the academic core located along SW Broadway, indicating a dependence on campus patrons. Thirty-five percent of these establishments are located in commercial zones. Many of these are located inside PSU buildings or disconnected from public ways, resulting in 12 percent of the establishments being in private commercially zoned and serving as active street edge establishments.

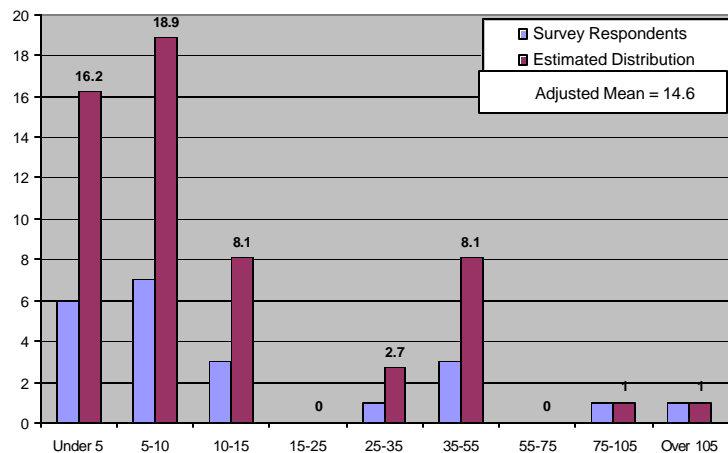


Figure 21 Estimate of Years in District.

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The majority (65 percent) of residential support establishments are located in residential zones. Twenty-three percent of the establishments serve as active street edge uses in residential buildings. The remaining 42 percent of the retail establishments serving the residential consumers are dispersed in freestanding buildings located in the residential zone at the eastern edge of the District.

Responses regarding District business longevity and employment outlooks were received from 39 percent of the Districts 56 businesses. Respondents indicated a length of time in the District ranging from three months to 142 years. The average number of years responding businesses had been located in the District was 23 years. Removing the two outlying responses of 95 years and 142 years, the average number of years in the District is adjusted to 14.6 years. It is estimated that 62 percent of the businesses have been located in the District less than ten years and 29 percent of the businesses have been located in the District less than 5 years. Responding businesses ranged from sole owner-operators to a single employer with 1,194 employees¹. The average number of employees per responding location based on all responses was 75.4. When adjusted to discount the single outlying response the average number of employees per location is 22. Based on respondents, the current job base is comprised of 70 percent full-time employees

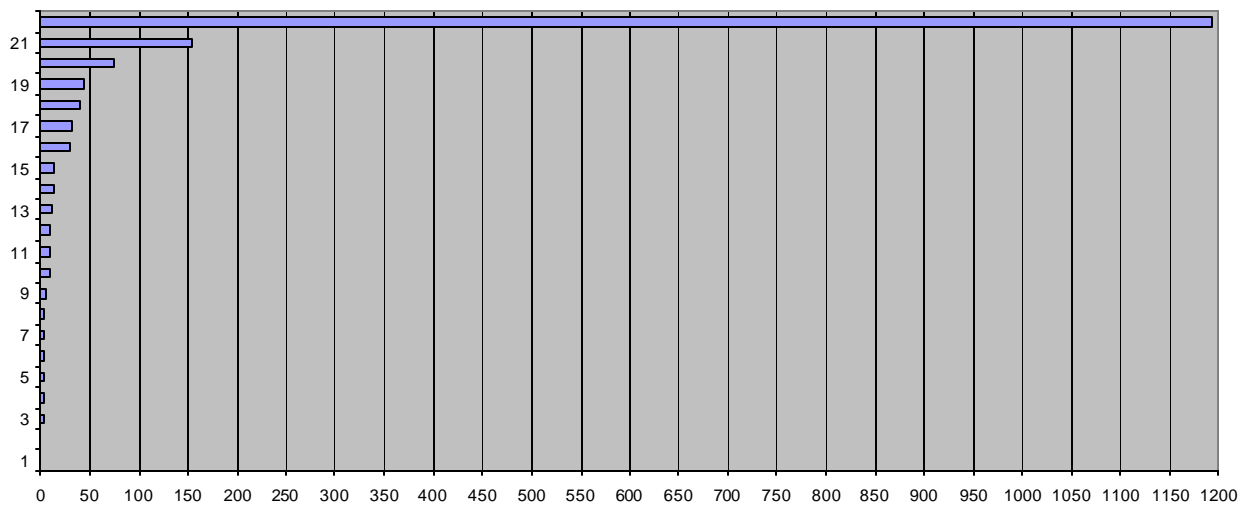


Figure 22 Employees per Responding District Employer.

¹ The single district employer indicating 794 full-time and 400 part-time employees preferred to remain anonymous and did not permit follow-up interviewing.

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and 30 percent part-time. Excluding PSU employees, the estimated number of employees in the University District is 2,404, of which 1,683 are employed full-time and 721 are employed part-time.

Portland State University is by far the largest employer in the District, with 2,628 employees living in the Portland/Vancouver SMSA in Winter Term 2002. Including PSU employees, there were an estimated 3,513 full-time jobs and 1,519 part-time jobs in the District in January 2002, for a total of 5,032. PSU provided 52 percent of the District job base, with the remainder being predominantly barista and service sector related.

Housing Supply

The boundaries of the housing market study include approximately a two block zone around the University District. The University District Plan inferred an objective that housing accommodating the District population should be available within a walkable/bikeable distance to support a pedestrian friendly environment. This two block zone provides approximately a 1/8 mile walk from the outer edge of the study area to the district boundary and approximately a 1/2 mile walk to the center of the district. This two block accessibility zone was reduced where natural or man made barriers prevented safe pedestrian circulation.

In the broadest terms the current land use patterns of the overall study area are reflective of those in the District. The housing study area is approximately twice the size of the District, encompassing 221 acres.

In both the University District and the study area the largest percentage of land area, approximately half, is used by the I-405 freeway corridor and other public circulation networks.

In the same way that not all urban land uses are compatible with residential development, not all modern academic uses are compatible. This land use inventory defines academic uses as two categories; commercial academic and industrial academic. Commercial academic includes lecture and computer classrooms, offices and meeting rooms, in addition to residential support

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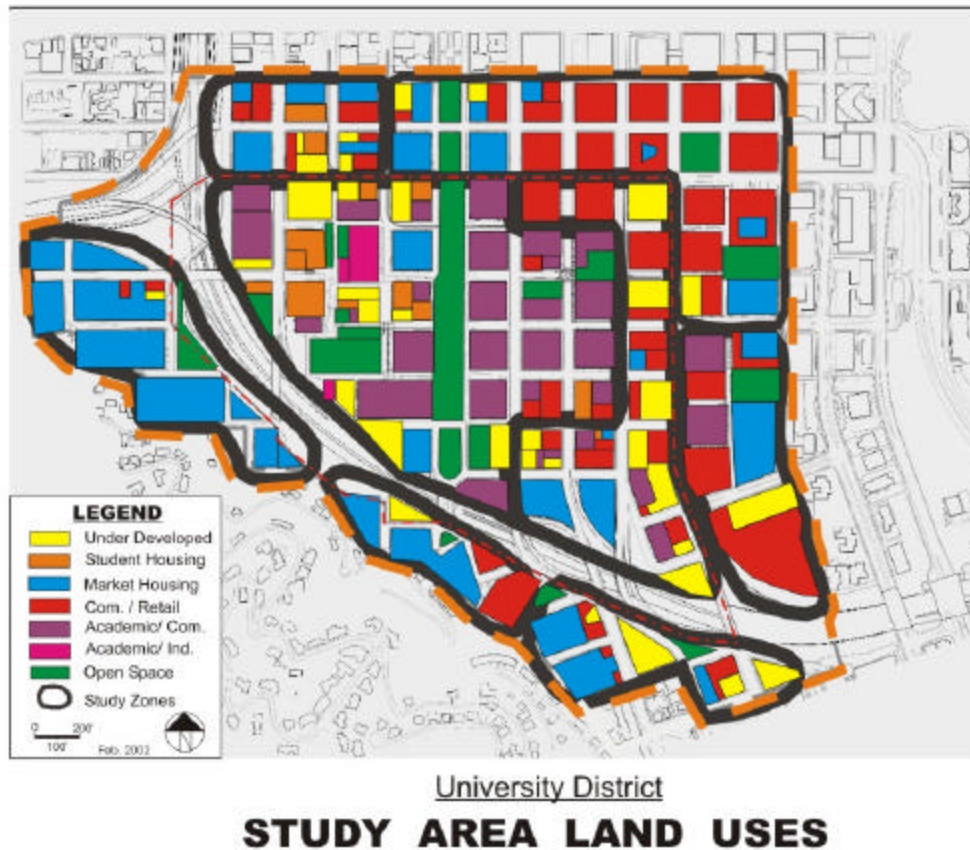


Figure 23 Existing Study Area Land Use Patterns.

facilities such as recreation and daycare centers, dining establishments, leased out general office/retail space and structured parking. Commercial academic space currently accounts for about 16 percent of the University District land uses. Industrial academic includes laboratories, research areas, storage areas, and other spaces where volatile or hazardous materials are used, processed or stored.

Expansion over the past five years has rapidly occurred from west to east through acquisition and conversion of pre-existing private commercial space, and has extended beyond the University District's eastern boundary. Industrial academic has to date remained confined to the west side of the campus. Laboratory and material storage spaces are currently located adjacent to student housing and between the recreation field and the freeway.

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Open space includes publicly accessible active and passive settings owned and/or managed by public entities including Portland State University. These areas include parks, plazas, community gardens, greenways, outdoor athletic areas, courtyards and other similar spaces. The University District contains the majority of the open space located in the housing study area, of which the Portland Park Blocks is a significant factor.

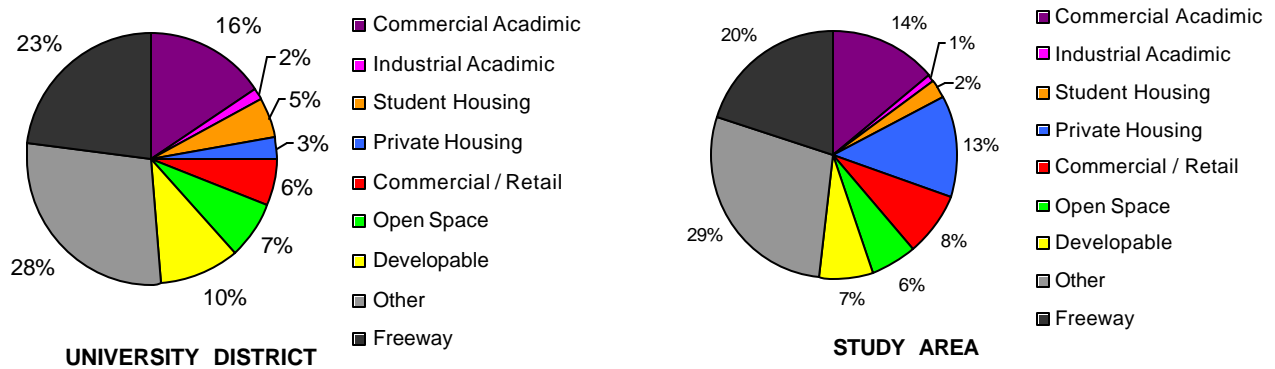


Figure 24 District and Study Area Land Use Composition.

The University District contains the majority of the underdeveloped properties found in the study area. These properties predominantly occur among the commercial uses rezoned to residential through the 1995, University District Plan. Properties designated as underdeveloped and developable range in size from 40,000 square feet to 3,000 square feet, with most underdeveloped blocks under multiple ownership. Parcels defined as developable include; preservation surface parking lots, vacant lots, and lots with non-historic structures over 50 years old providing an FAR of less than 20 percent of the allowable. Using these parameters, 10 percent of the University District is currently underdeveloped.

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Housing affordability and the cost of developing housing in the District are reoccurring topics. The feasibility of producing housing that is affordable to the target consumers can be, but is not always, a function of the per unit financial cost of production relative to the amount the target consumers are willing to pay. Land values in the District generally follow the land use zoning patterns and decrease as distance from the central business district increases. The land values of areas

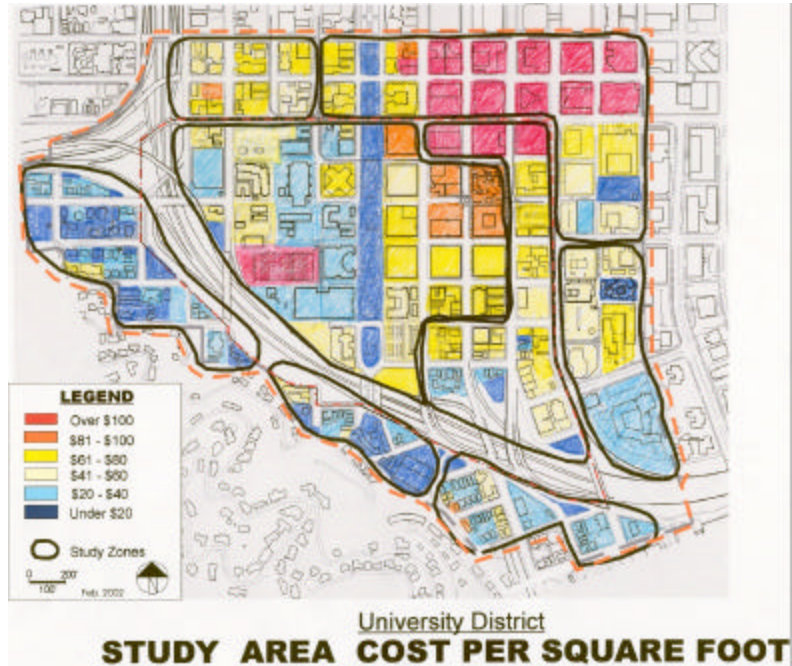


Figure 25 Surrounding Land Market Values.

zoned Rx generally ranged between \$40 and \$75 per square foot. This zoning is intended to encourage high-density residential development, which in the University District has a standard development density cap of 6 to 1. Non-campus residentially zoned land in the District has remained in the hands of profitable commercial business owners. These businesses have historically been profitable serving district students and employees and have shown little interest in selling or converting to residential use. As PSU enrollment and employment have continued to increase, the need for additional academic space has risen, as has the demand for more local housing units. Conversely, this growth has increased the market base of local businesses and encouraged business and property owners to hold their properties in current use on the speculation that eventually academic expansion needs will provide greater liquidation returns than conversion down to residential use.

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Residential properties north of Market Street have experienced land value disparities similar to those currently being experienced in the District, though the zoning patterns north of Market Street provide greater critical mass for investor halo effects. The land values in this area currently range between \$60 and \$80 per square foot. These land values, once comparable to those in the District, have been artificially inflated through recent developments made possible by public subsidies filling the financial market gap to make downtown housing viable.

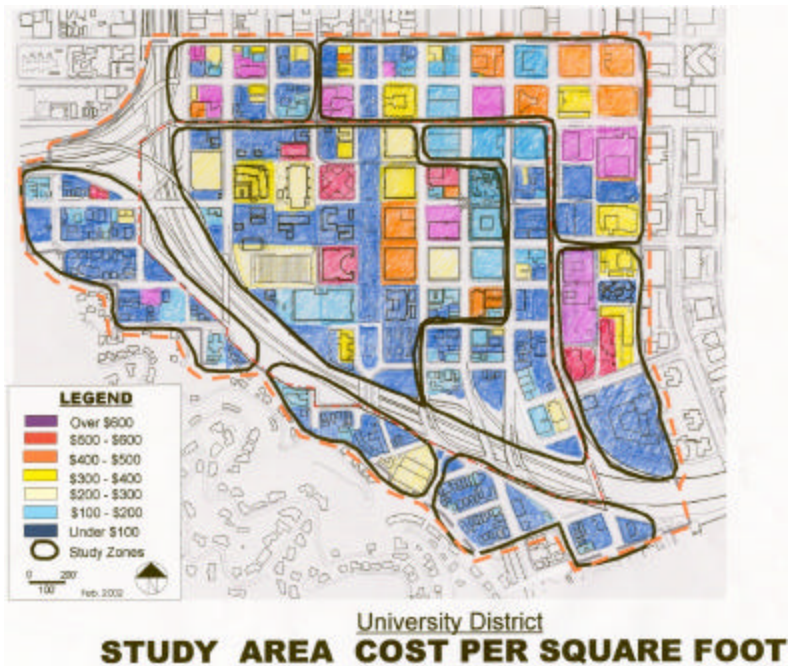


Figure 26 Surrounding Total Property Market Values.

Residential land values on the PSU campus south of Market Street remain in the mid-\$40 per square foot range. This area is exclusively used for student housing, which has rents below market rate and has seen little sales turn-over or development in the past ten years to influence reappraisal.

Of greater interest are the fringe commercial areas along the southeast edge of the District and the residential areas southwest of the I-405 freeway. These areas have been experiencing considerable residential spill over, resulting in residential densification and rapidly increasing land values over the past 5-years. South of the I-405, residential homes are being converted to duplexes and triplexes or are being completely replaced by new condominium developments, resulting in higher turnovers and reappraisals. In numerous cases this has resulted in doubling or

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tripling of land values making investment in these adjacent areas both affordable and speculatively profitable relative to the potential that exists in the University District. The commercially zoned lands along the edge of the freeway also remain at low land values. Unlike the residentially zoned lands in the District that are currently viable commercial properties, these commercial edges are currently in residential use and there is developer interest in increasing the unit density.

The distribution of developed property market values indicates that they are a product of fixed asset investment and asset age. This fixed asset value not only impacts private residential property taxes as an on-going operating expense, it serves as a back of the napkin test of the viability of potential developments. A comparison of recent typical developments illustrates the relative opportunity between investing in the University District and downtown verses outside the downtown ring. The economy of scale required to develop in the district is approximately 5.4 times that of developing just beyond the Central City Plan boundary, demanding larger parcel sizes and development bulk.

As an example, figure 27 compares the Performa of two recently completed projects, a 129 unit apartment building developed near Columbia and Thirteenth and a 9 unit complex of rental condominiums near Montgomery and Sixteenth. The average cost to produce each of the 129 apartments was \$75,116 as opposed to \$199,330 for each of the 9 non-downtown rental condominiums. While the per square foot return was higher for the

	Downtown	South of I-405
Year Built	1999	1997
Site Size sq. ft.	10,000	9,857
Demo Required sq. ft.	10,000 Masonry	4,000 Wood Frame
Land Value per sq. ft.	\$ 58	\$ 26
Post Dev. Value per sq. ft.	\$ 1,027	\$ 208
Total Est. Dev. Cost	\$9.69M	\$1.79M
Type	Apartments	Rental Condo's
Units Developed	129	9
Est. Unit Cost per Sq. ft.	\$ 187.8	\$ 153.3
Aver. Unit Size	400	1,300
Est. Unit Return per sq. ft.	1.20	0.92
Aver. Unit Rents	\$ 478	\$ 1,200

Figure 27 Development Cost Comparison.

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downtown apartments, (indicating higher rents for less housing) return on investment was nearly equal. Before the cost of money is factored in, the \$9.69 million investment to produce downtown housing provided a 6% higher return than the \$1.79 million investment just beyond the regulatory boundary of the Central City.

In development, time is not just money, it is risk that has to be weighed against potential returns and alternative investment scenarios. The University District is at the inner edge of the Central City boundary. Development inside the Central City and the University District costs more in jurisdictional review time and fees, design fees and hard cost escalations due to the high-rise construction factor. To provide University District market rate housing that is competitive with adjacent opportunities, policies will be required to control these externalities and additional costs.

Housing Characteristics

In reviewing existing housing characteristics the study area is divided into eight sub-zones, two of which comprise the University District and the remaining six forming the two block buffer area around the District. Various degrees of housing clusters currently exist in or comprise the eight sub-zones. Natural geography limits expansion of housing to the southwest and visually provides a 'green' backdrop to the area. The edges to north and east are much less distinguishable with downtown and District related uses interlacing at the boarder edges. Virtually every District edge intersection provides safe and convenient multi-modal access between the sub-zones.

Housing information was gathered from 2001 ARLIS data provided by the PSU School of Urban and Public Affairs, College Housing Northwest housing and rental records, internet research conducted between February and March 2002, mail surveys received from property owners between January and February 2002, follow-up property owner interviews and personal site visits. None the less, there were still some properties for which information could not be obtained. The percent of properties for which no information was attainable is indicated for each

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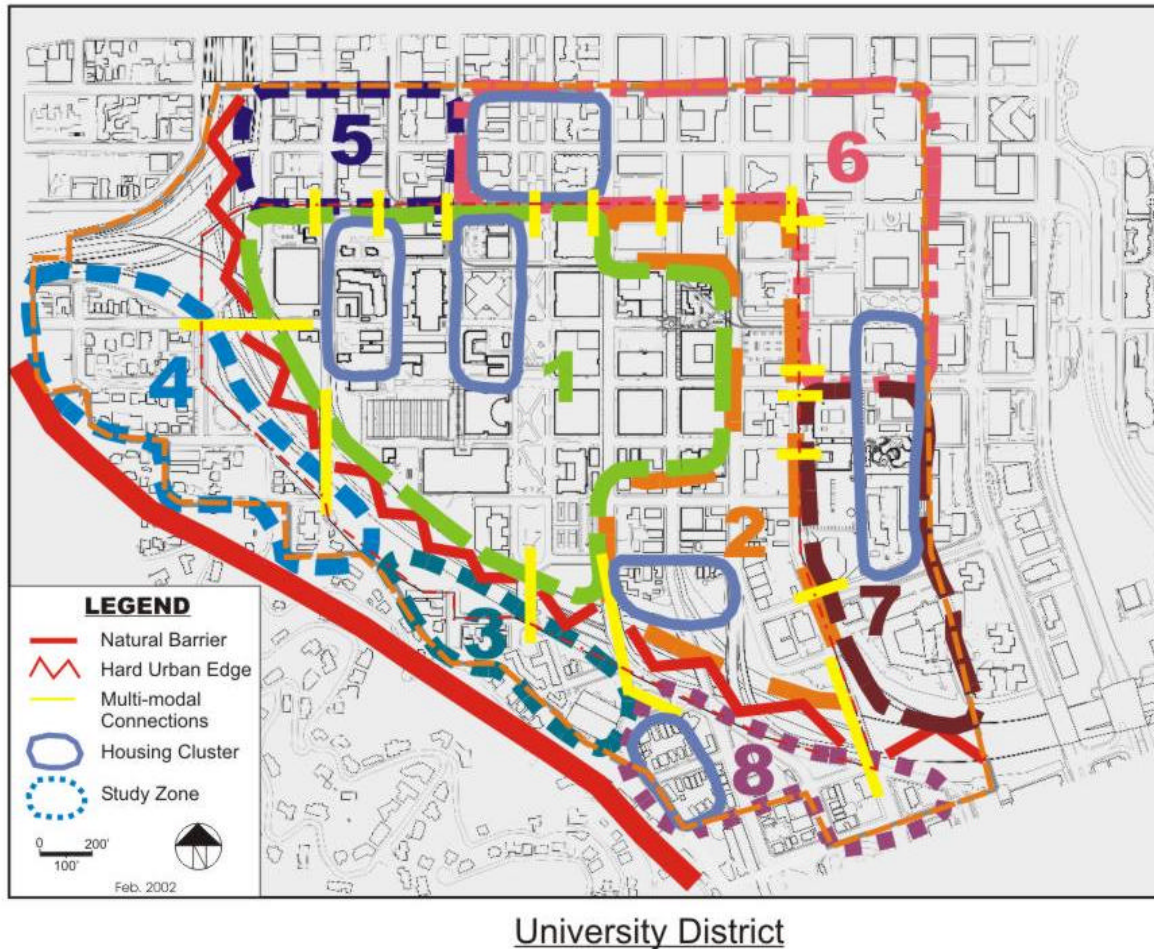


Figure 28 University District Housing Study Area.

of the individual sub-zones studied. Housing inventory information was obtained for least 77 percent of the properties in each sub-zone. All information relating to unit rents, fees, qualifications and amenities is based on mail survey responses received from residential property owners. Response rates varied widely by residential property type, with the most under represented group being owner occupied single family homes (18 percent) and the highest represented group being student housing units (100 percent).

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A total of 4,041 housing units were inventoried in the study area. The inventory found 64 percent of the units to be private market rate units, 26 percent of the units to be student exclusive and 10 percent of the units to be publicly rent subsidized units. The private market rate housing was comprised of the following types:

- 96.0% Apartment type multi-family housing units (MFR)
- 1.3% Renter occupied single-family housing units (Renter SFR)
- 0.9% Renter occupied condominiums & Townhomes (Renter MFR)
- 0.9% Owner occupied condominiums & Townhomes (Owner MFR)
- 0.9% Owner occupied single-family housing units (Owner SFR)

The average rent for student units was \$446, compared to \$735 for private apartment type housing units and \$450 for publicly subsidized units. In supporting the development of a resident plan, these raw comparisons can be deceptive, by neglecting the utility (such as the unit size, number of bedrooms, bathrooms and other amenities) received from rent. In reviewing housing units locally available in each sub-zone, rent is evaluated as a function of unit size (rent received per square foot of rented floor area) and the minimum income required to rent is evaluated as a function of rental cost.

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Figure 29 Zone 1 Student and Core Multi-Family Housing .

Zone 1 (Market Rate & Student Apartments)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	100%	1,160	1,083	\$467	1	1
Student	100%	654	639	\$380	0	1
MFR	100%	506	444	\$900	3	1
	Efficiency Units			Studio		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	174	233	\$311	278	378	\$472
Student	174	233	\$311	169	370	\$435
MFR	0	N/A	N/A	109	408	\$603
	1 - Bedroom Units			2 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	555	532	\$573	75	793	\$873
Student	282	528	\$546	13	913	\$717
MFR	273	548	\$698	62	673	\$1,030
	3 - Bedroom Units			4 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	1	795	\$718	0	N/A	N/A
Student	1	795	\$718	0	N/A	N/A
MFR	0	N/A	N/A	0	N/A	N/A

Zone one is the academic core of the University District. The area contains two primary clusters of housing units and an additional residential housing complex near the campus's southern boundary. The residential properties in this area are all multi-family housing, of which 56 percent are exclusively student housing units and 44 percent are private apartment style units. The composition of the student housing units in this sub-area are diverse, including; 27 percent dormitory style efficiency units, 28 percent studios, 43 percent one-bedrooms and 2 percent containing two or more bedrooms. The private apartment units in the sub-zone are larger and less single occupant oriented, they include; 34 percent studio units, 54 percent one-bedroom units and 12 percent contain two or more bedrooms. Rents for student units in this sub-area range between a high of \$1.33 per square foot for efficiency units to a low of \$0.79 for two-bedroom units. Rents for private apartment units range between a low of \$1.27 per square foot for one-bedroom units to a high of \$1.53 for two-bedroom units. In comparison to private units in the sub-area, average per square foot rents charged for student studio units, one-bedroom units and two-bedroom units are 79 percent, 81 percent and 51 percent respectively. Private apartment move-in costs are significantly higher than those of student units (237 percent

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of the student housing requirement), and in addition require an income of twice the rents to qualify. Given student income and expenditure levels, these requirements can be a significant barrier to private housing unit opportunities in this sub-zone.

Property owners of private housing

units in this sub-zone indicated that all units are provided with views,

refrigerators, cable service availability and parking. In most cases, an extra fee is charged for amenities. In these instances, rents have been adjusted to reflect inclusion for comparison purposes. The property owners indicated that they currently do not provide in-unit washers/dryers or on-site exercise/aquatic opportunities, which also ranked high in preference by PSU and other District employees.

Student units in this sub-zone provided a broader range of amenities at no additional fee (exclusive of unit parking). But, amenities are not provided uniformly across student units making those with more amenities preferred by students, resulting in move-in waiting lists. It was also noted that PSU students and staff have free and low-cost access to exercise and aquatic activities through the University, which is not directly linked to housing amenity costs. Refrigerators are available in 78 percent of the units in this sub-zone and assigned unit parking is available with 29 percent of the units. DSL Internet service access is also available in 29 percent of the units, while cable access is available in 38 percent of the units. No student units in this sub-zone are currently provided with in-unit washers/dryers. In contrast, 73 percent of the students surveyed preferred a dedicated unit parking space, and 80 percent indicated a preference for DSL access and in-unit washer/dryer facilities.

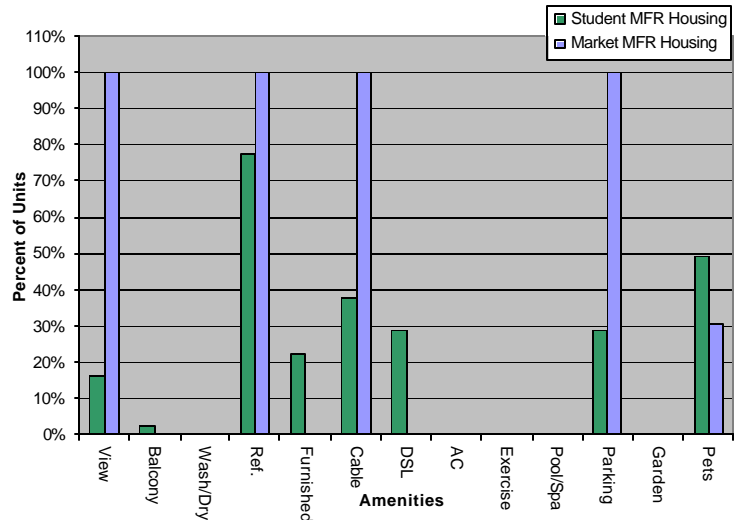


Table 30 Zone 1 Amenities Provided.

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Figure 31 Zone 2 Low Density Housing & Retail.

Zone two is the mixed-use commercial frame that historically supported the residential community, the central downtown and the more recently

developed academic focus. This sub-zone has continued to experience conversion of the private housing stock into student housing and ground floor retail. It has also been experiencing new townhouse style multi-family unit development in the commercially zoned fringe area of 5th Avenue and College Street. Eighty-seven percent of the residential properties in this sub-zone were surveyed, of which 62 percent of the units were exclusively student units. The private housing units consisted of 96 percent apartments, with the remainder being predominantly older single-family retail homes with deferred maintenance and attached barista establishments. The student housing units are predominately studio units (67 percent) and efficiency units (30 percent), with rents from a high of \$1.24 per square foot for efficiency units to a low of \$0.85 for two-bedroom units. Rents for student units in this sub-zone range between 89 percent and 98 percent of the rates charged for private apartments, with private apartment rents ranging from a

Zone 2 (Mixed Market Rate & Student Apartments)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	86%	525	500	\$ 388	Unknown	N/A
Owner-SFR	0%	1	1	N/A	Unknown	N/A
Rental-SFR	33%	9	6	\$4,550	Unknown	1
Student	100%	312	309	\$ 325	0	4
MFR	63%	203	184	\$ 450	3	1
Prop's Info. Not Avail.	13%					
	Efficiency Units			Studio		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	96	270	\$335	240	391	\$454
Owner-SFR	0	N/A	N/A	0	N/A	N/A
Rental-SFR	0	N/A	N/A	0	N/A	N/A
Student	96	270	\$335	210	361	\$416
MFR	0	N/A	N/A	30	450	\$530
	1 - Bedroom Units			2 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	142	558	\$ 563	19	600	\$560
Owner-SFR	1	Unknown	Unknown	0	N/A	N/A
Rental-SFR	4	Unknown	Unknown	1	1500	\$ 1,175
Student	0	N/A	N/A	3	663	\$561
MFR	137	558	\$ 563	15	700	\$663
	3 - Bedroom Units			4 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	3	1200	\$ 1,100	0	N/A	N/A
Owner-SFR	0	N/A	N/A	0	N/A	N/A
Rental-SFR	1	1800	\$ 1,450	0	N/A	N/A
Student	0	N/A	N/A	0	N/A	N/A
MFR	2	900	900	0	N/A	N/A

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high of \$1.17 per square foot for studio units to a low of \$0.95 for two-bedroom units. On average, private apartment units in this area require twice as much for move-in costs compared to student units and require renter income of three times the rent compared to no minimum requirement for student units.

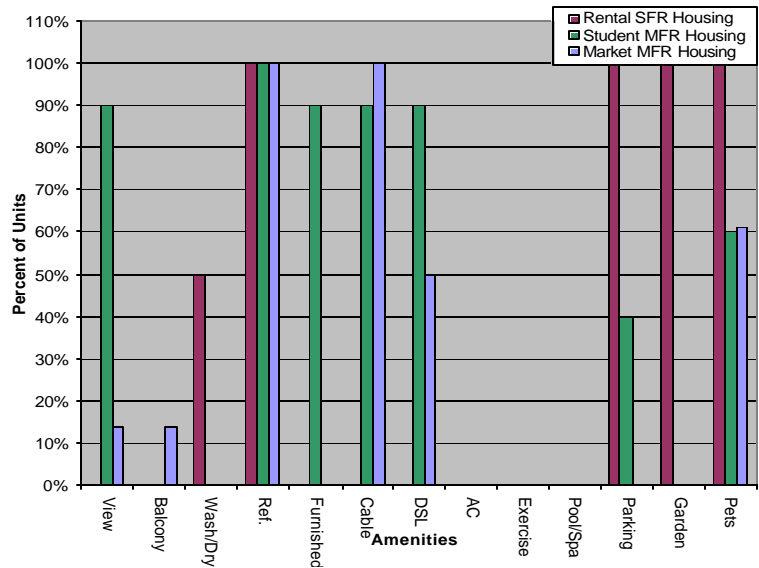


Figure 32 Zone 2 Amenities Provided.

Private housing units surveyed in this sub-zone included apartments and single-family residences, which provided differing baskets of amenities. Single family rental units provided greater parking, gardening and pet opportunities, and 50 percent provided in-unit washers/dryers. Apartment units provided greater DSL Internet access, cable access, balconies and high-rise views. In reviewing general preferences and concerns of PSU and District employees, the demand for unit parking was the top priority. Potential residents also noted preferences for private open space for gardening and views, in-unit washers/dryers and recreational activities.

Once again, student units, provided a broader range of amenities than private rental units. Responses indicated the units available exclusively to students were predominately furnished, had more high-rise views and provided greater Internet and cable access. The responses indicated that 40 percent of the units have associated residential parking available. But, it should also be noted that all PSU student parking is by fee permit and non-unit associated parking is available through the University. Parking was a preference by 73 percent of the student respondents, nearly matching supply, and DSL Internet access was preferred by 78 percent of the student respondents, which is below current availability. Only single family rental units offered in unit washer/dryers which were a noted preference of students and employees alike.

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Figure 33 Zone 3 Market Rate Multi-Family.

Zone 3 (Mixed Market Rate)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	21%	43	42	\$ 605	1	Unknown
Own-SFR	0%	Unknown	2	N/A	N/A	N/A
Rent-SFR	0%	Unknown	4	Unknown	Unknown	Unknown
MFR	100%	37	36	\$ 605	1	1
Prop's Info. Not Avail.	10%					
	Efficiency Units			Studio		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	7	490	\$485
Own-SFR	0	N/A	N/A	0	N/A	N/A
Rent-SFR	0	N/A	N/A	0	N/A	N/A
MFR	0	N/A	N/A	7	490	\$485
	1 - Bedroom Units			2 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	34	775	\$ 575	1	1200	\$ 800
Own-SFR	2	Unknown	Unknown	0	N/A	N/A
Rent-SFR	4	Unknown	Unknown	0	N/A	N/A
MFR	28	775	\$ 575	1	1200	\$ 800
	3 - Bedroom Units			4 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	0	N/A	N/A
Own-SFR	0	N/A	N/A	0	N/A	N/A
Rent-SFR	0	N/A	N/A	0	N/A	N/A
MFR	0	N/A	N/A	0	N/A	N/A

Zone three is a small enclave generally isolated by natural geography and the construction of the I-405 freeway. The housing units in this area are predominantly private apartment units (86 percent), which serve PSU students. The unit composition of the apartments includes; 78 percent one-bedrooms, 19 percent studios and 3 percent two-bedroom units, all of which were constructed prior to the founding of the University and intended for a more

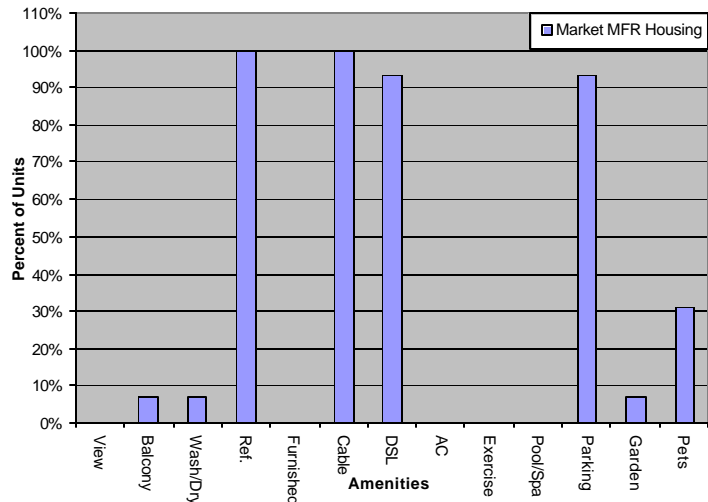


Figure 34 Zone 3 Amenities Provided

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generalized population. Unit rents for the apartments in this sub-area range from a high of \$0.99 per square foot for studio units to a low of \$0.64 for two-bedroom units.

While all of the amenity information in this sub-zone is for private market rate apartments, the rents are comparable to student unit rents in sub-zone 1, and the amenities provided are in line with student preferences. All of the units are provided with refrigerators. Over 90 percent of the units are provided with parking and DSL Internet accessibility. Ground level units (8 percent of total) are provided with private patio garden opportunities, and 30 percent of the units permit pets. In unit washer/dryers are provided in 8 percent of the units and the same quantity are provided with private balconies.

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Figure 35 Zone 4 Single Family Housing Densification.

Zone 4 (Mixed Market Rate)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	74%	355	238	Unknown	1	\$1,702
Owner-SFR	30%	39	13	N/A	N/A	N/A
Owner-MFR	35%	43	23	N/A	N/A	N/A
Rental-SFR	31%	38	14	\$2,700	0	\$2,683
Rental-MFR	9%	43	22	\$2,400	0	\$1,225
MFR	95%	192	166	\$850	2	\$1,449
Prop's Info. Not Avail.	2%					
Efficiency Units			Studio			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	91	390	\$558
Owner-SFR	0	N/A	N/A	0	N/A	N/A
Owner-MFR	0	N/A	N/A	0	N/A	N/A
Rental-SFR	0	N/A	N/A	0	N/A	N/A
Rental-MFR	0	N/A	N/A	0	N/A	N/A
MFR	0	N/A	N/A	91	390	\$558
1 - Bedroom Units			2 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	56	725	Unknown	65	1208	\$975
Owner-SFR	0	N/A	N/A	0	N/A	N/A
Owner-MFR	3	1800	Unknown	20	1269	\$995
Rental-SFR	1	900	\$ 650	2	1000	\$ 750
Rental-MFR	1	1800	Unknown	21	1213	\$ 1,058
MFR	51	634	\$ 640	22	1141	\$ 872
3 - Bedroom Units			4 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	25	2248	\$1,064	0	N/A	N/A
Owner-SFR	13	2200	N/A	0	N/A	N/A
Owner-MFR	0	N/A	N/A	0	N/A	N/A
Rental-SFR	10	2349	\$1,088	0	N/A	N/A
Rental-MFR	0	N/A	N/A	0	N/A	N/A
MFR	2	875	\$1,000	0	N/A	N/A

Zone four was historically owner occupied single-family housing and has recently been experiencing considerable spill-over development pressure from the University District housing demand. Land-use zoning and land value differentials and differences in regulatory development standards have resulted in conversion of owner occupied units to rentals, sub-division of single-family homes to duplexes and triplexes. In addition, the single family housing stock has been experiencing replacement by townhomes, condominiums and apartment buildings. Five percent of the inventoried units currently remain as owner occupied single family housing. An additional 5 percent of the units remain as renter occupied single family housing. The housing units in this area are now mainly rentals (85 percent) and apartment style units (70 percent).

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Single and multi-family rental units (exclusive of apartments) range from one to three bedrooms, with 60 percent of the units having two bedrooms. Estimated rents ranged from a high of \$0.87 per square foot for two bedroom units to a low of \$0.46 for three bedroom units. The composition of apartment type rental units included 55 percent studios, 30 percent one bedrooms, and 15 percent two or more bedrooms. Rents for apartments

ranged from a high of \$1.43 per square foot for studios to a low of \$0.76 for two bedroom units. The unit sizes and resulting rents, in addition to required move in costs and income requirements are a barrier to affordability by the median student and non-PSU District employee.

In comparing the amenities available to the preferences of PSU employees, the greatest compatibility with current housing is in the multi-family rental housing (townhomes and condominiums). All of the responding units in this category provided unit parking and refrigerators. Over 60 percent provided balconies, views in unit washers/driers and permitted pets. Thirty percent of the units provided space for gardening and air-conditioning.

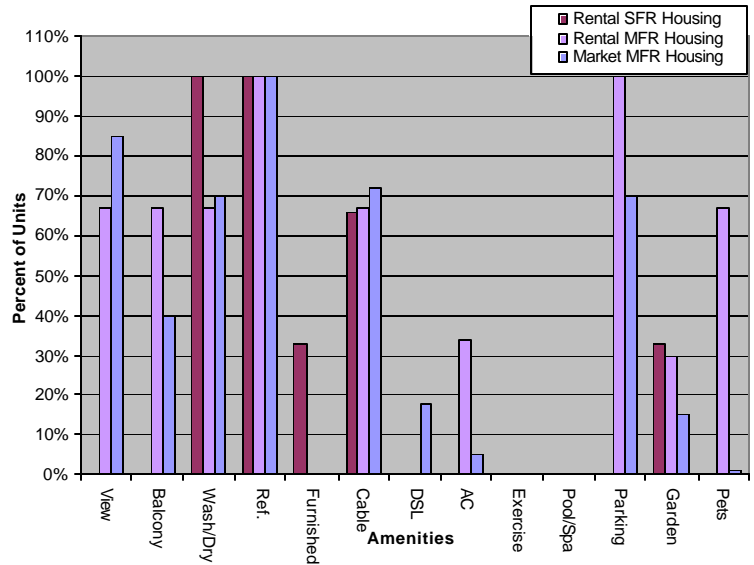


Figure 36 Zone 4 Amenities Provided

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Figure 37 Zone 5 Subsidized Housing.

Zone five includes the southern portion of the West End Plan Area. This area historically provided lower income housing,

supporting the Cities’ goal of providing economic diversity in downtown housing. Sixteen percent of the units in this sub-area have been converted to student exclusive housing and an additional 71 percent of the units are now publicly subsidized to retain low-income rents. The student housing units are comprised of approximately 50 percent studio and 50 percent one-bedroom units, averaging in rent from a high of \$1.21 per square foot for studios to \$1.05 for one-bedroom units. In comparison to private apartment units in this sub-area, the per square foot rents of student studio units are 86 percent of the private rate, and one-bedroom unit rents are equal. Subsidized units are predominantly studio apartments (80 percent), with 19 being one bedroom units and one percent being two bedroom units. The per square foot rents received from publicly subsidized units was considerably higher than those received from private apartments. This is because on average the subsidized units are smaller, developed at a higher density and are newer providing more amenities than their private counterparts. The rents received for subsidized units ranged from a high of \$1.95 per square foot for one bedroom units to a low of \$1.40 per square foot for two bedroom units, which is between 186 and 130 percent

Zone 5 (Subsidized, Market Rate & Student Apartments)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	90%	589	585	\$ 724	5	4
Student	100%	96	95	\$ 355	6	1
MFR	79%	71	73	\$ 900	3	1
Subsidized	89%	422	417	\$1,100	5	6
Prop's Info. Not Avail.	23%					
Efficiency Units			Studio			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	434	288	\$416
Student	0	N/A	N/A	47	353	\$430
MFR	0	N/A	N/A	54	400	\$560
Subsidized	0	N/A	N/A	333	210	\$369
1 - Bedroom Units			2 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	143	524	\$ 623	6	585	\$ 729
Student	47	499	\$ 526	1	595	\$ 647
MFR	17	868	\$ 910	0	N/A	N/A
Subsidized	79	320	\$ 625	5	575	\$ 810
3 - Bedroom Units			4 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	0	N/A	N/A
Student	0	N/A	N/A	0	N/A	N/A
MFR	0	N/A	N/A	0	N/A	N/A
Subsidized	0	N/A	N/A	0	N/A	N/A

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of the private apartment rates. Market rate units are also primarily studio apartments (74 percent), with the remaining 26 percent being one bedroom units. Private apartment unit rents ranged from a high of \$1.40 per square foot for studio units to a low of \$1.05 for one bedroom units.

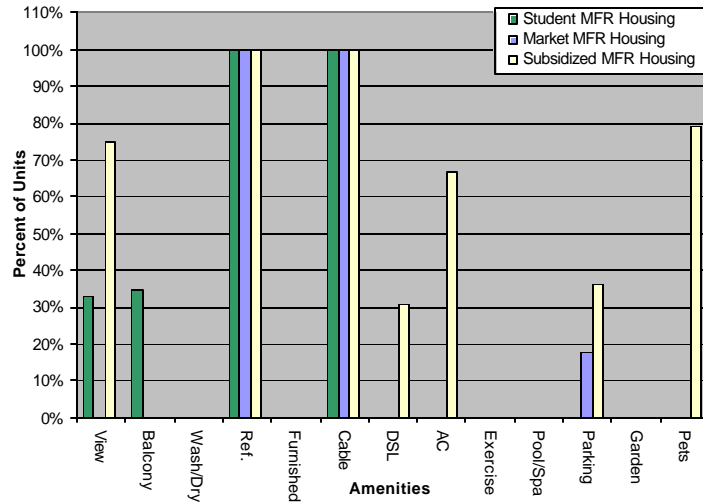


Figure 38 Zone 5 Amenities Provided.

Units in this sub-area provided minimal amenities. Private market

rate apartments provided refrigerators and cable access, and 18 percent of the units had unit designated parking. None of the units in this category provided DSL Internet access, in-unit washer/dryers, balcony/open space or on-site recreation opportunities.

Student units provided more amenities at lower rents, but there are mismatches between the amenities provided and the types and magnitude of amenities preferred. None of the student units included associated unit parking, DSL Internet access or in unit washers/dryer, which scored high in student preferences. Approximately 35 percent of the student units included high-rise views and balconies/open space, in comparison to an 85 percent response from students indicating they would be willing to pay extra for the amenity.

On average the subsidized units are the newest and smallest units in this sub-area. These units are also the most expensive on a per square foot basis and provide the most amenities. All of these apartments provide refrigerators and cable access. Targeted to the low-income market and income restricted, 75 percent of the units provide high-rise views, 65 percent provide air-conditioning, and over 30 percent provide unit parking and DSL Internet access. Only subsidized units in this sub-area indicated they accept pet, with 80 percent accepting pets.

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Figure 39 Zone 6 Multi-Family Housing.

Zone six wraps around the northwest fringe of the University District encompassing the southern edge of the downtown commercial core and the northwest edge of the Auditorium District. The housing units inventoried in this sub-zone are basically private market rate apartment units (99.9 percent). The unit composition includes; 27 percent studios, 48 percent one bedrooms, 25 percent units with two or more bedrooms.

Unit rents range from a high of \$1.84 per square foot for studios to a low of \$1.38

for two bedrooms. The rents in this zone are the highest in the study area on both a per square foot and unit type basis. An average income of three times the rent is required to qualify for units in this zone. This puts units beyond the financial reach of all the surveyed market groups except the top 18 percent of the PSU faculty and staff. These apartment units provide a wide range of amenities, excluding in unit washer/dryers, furnishings and gardening opportunities.

Zone 6 (Mixed Market Rate)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	79%	1,210	967	\$1,150	3	7
Rent-SFR	0%	Unknown	1	Unknown	Unknown	Unknown
MFR	80%	1,210	966	\$1,150	3	7
	Efficiency Units			Studio		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	266	391	\$719
Rent-SFR	0	N/A	N/A	0	Unknown	Unknown
MFR	0	N/A	N/A	266	391	\$719
	1 - Bedroom Units			2 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	464	Unknown	Unknown	230	973	\$1,343
Rent-SFR	1	Unknown	Unknown	0	Unknown	Unknown
MFR	463	577	\$ 879	230	973	\$1,343
	3 - Bedroom Units			4 - Bedroom Units		
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	7	N/A	N/A	0	N/A	N/A
Rent-SFR	0	Unknown	Unknown	0	Unknown	Unknown
MFR	7	1,250	\$1900	0	N/A	N/A

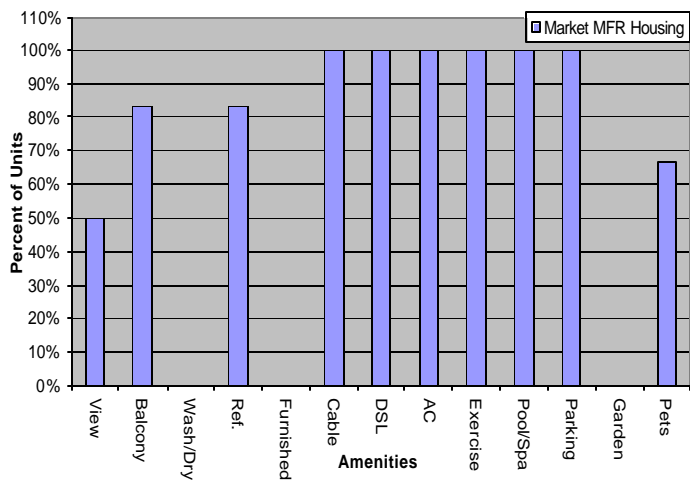


Figure 40 Zone 6 Amenities Provided.

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Figure 41 Auditorium District Multi-Family Housing.

Zone 7 (Market Rate Apartments)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	100%	784	592	\$720	3	9
MFR	100%	784	592	\$720	3	9
Efficiency Units			Studio			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	45	460	\$500
MFR	0	N/A	N/A	45	460	\$500
1 - Bedroom Units			2 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	355	640	\$803	192	933	\$1,167
MFR	355	640	\$803	192	933	\$1,167
3 - Bedroom Units			4 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	0	N/A	N/A
MFR	0	N/A	N/A	0	N/A	N/A

Zone seven includes the southwest edge of the Auditorium District and is primarily housing developed as part of the Auditorium District Urban Renewal project. The units in this sub-zone are all private apartments, which is comprised of 60 percent one bedrooms, 32 percent two bedrooms and 8 percent studios. Unit rents range from a low of \$1.08 per square foot for studios to a high of \$1.25 for one and two bedroom units. This is the only zone where the average per square foot rents did not decrease as unit size increase, making 'family' units disproportionately expensive. The studio apartment rents in this zone are generally comparable to those in zones 2, 3 and 4 (10% +/-), but as with the other unit types in this zone they provide a much more comprehensive basket of amenities.

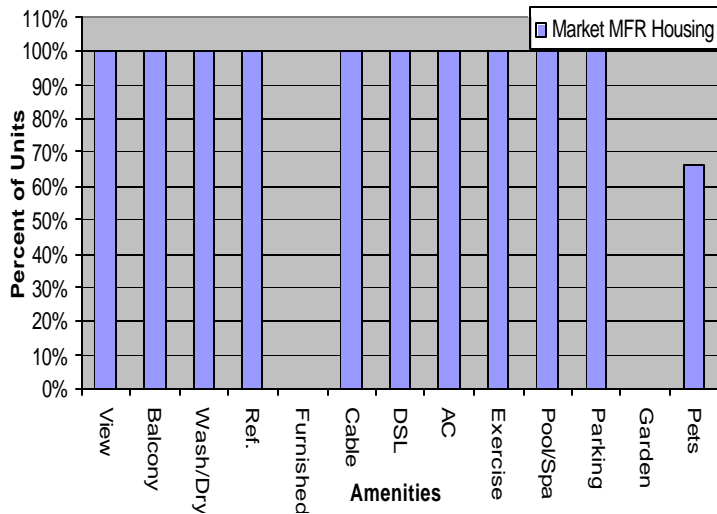


Figure 42 Zone 7 Amenities Provided.

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Figure 43 Mixed Neighborhood Housing.

Zone eight encompasses a portion of the historic Jewish and Italian neighborhood of south Portland. The sub-zone contains a mix of turn of the century apartment buildings, single family homes and retail establishments separated from the downtown by the construction the I-405 freeway. The housing stock is in various stages of deferred maintenance and conversion to multi-family and mixed uses, and lies between the University District and the North Macadam area. The unit composition includes 21 percent owner occupied single family homes, 26 percent renter occupied single family homes and 53 percent apartments. The apartments include 55 percent one bedroom and 45 percent two bedroom units. Rents for the apartment units average \$1.10 per square foot for the one bedroom units and \$1.00 per square foot for the two bedroom units. Properties in this area are generally under utilized and provide few District employee and student preferred amenities.

Zone 8 (Mixed Market Rate)						
	Survey Response Rate	Total Bedrooms	Total Units	Move-in Cost	Income Required (X Rent)	Min. Lease (Mo.)
Total	21%	75	34	Unknown	Unknown	Unknown
Own-SFR	0%	22	7	N/A	N/A	0
Rent-SFR	11%	27	9	\$2,700	Unknown	Unknown
MFR	33%	26	18	\$850	2	Unknown
Efficiency Units			Studio			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	0	N/A	N/A	0	N/A	N/A
Own-SFR	0	N/A	N/A	0	N/A	N/A
Rent-SFR	0	N/A	N/A	0	N/A	N/A
MFR	0	N/A	N/A	0	N/A	N/A
1 - Bedroom Units			2 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	10	613	\$ 675	9	702	\$ 775
Own-SFR	0	N/A	N/A	0	N/A	N/A
Rent-SFR	0	N/A	N/A	1	628	Unknown
MFR	10	613	\$ 675	8	775	\$ 775
3 - Bedroom Units			4 - Bedroom Units			
	Qty.	Aver. Size	Aver. Rent	Qty.	Aver. Size	Aver. Rent
Total	13	1,382	\$1,100	2	2,710	Unknown
Own-SFR	6	1,380	Unknown	1	2,748	Unknown
Rent-SFR	7	1,383	\$ 1,100	1	2,671	Unknown
MFR	0	N/A	N/A	0	N/A	N/A

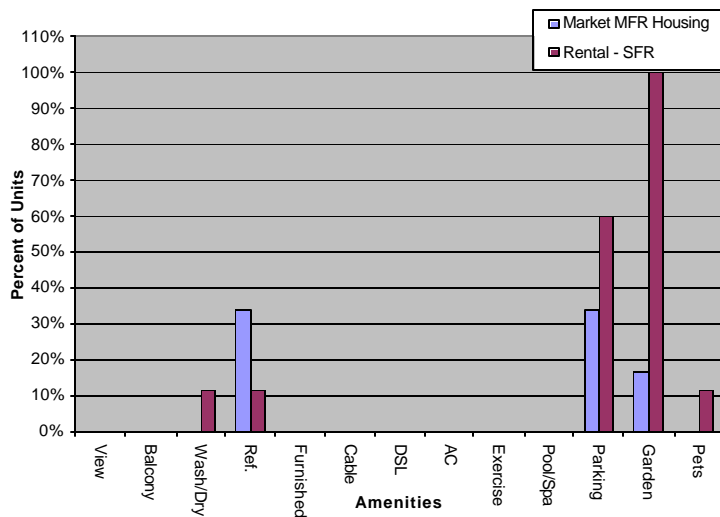


Figure 44 Zone 8 Amenities Provided.

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VI. Future District Development

Introduction & Methodology

The housing and employment goals of the 1995 University District Plan were consensually developed with leadership from the City of Portland Bureau of Planning, the Association for Portland Progress, the City of Portland Development Commission and Portland State University. The intent was to develop District targets for housing and job creation in support of the 1988 Central City Plan.

In 1988, the Central City Plan established the objectives to create 5,000 new housing units and 50,000 new jobs in the Central City Plan area by 2010. The Central City Plan Area included approximately 4.3 square miles (2,750 acres), divided into eight Districts. The Downtown District was subsequently sub-divided to create the Downtown, Pearl, River, West End and University Districts. The growth objective of the Central City Plan was based on a macro evaluation of development potential in the Central City plan area, refined with an analysis of opportunities existing in each of the plan Districts. The plan found that of the eight Districts, the Downtown possessed the least opportunities to support growth without detracting from the quality of the urban environment.

In developing the University District and River District Plans, the recommendation went further than supporting the Central City Plan, it increased the housing and job growth objectives to 15,000 new housing units and 75,000 new jobs. Following an analysis of the lands that could be captured through rezoning, the Steering Committee concluded that 1,000 market rate housing units would be possible in the University District if the lands were developed to their maximum buildable envelope. It also called for the development of housing for 15 percent of the University students. Simultaneously, it assumed job growth, other than University expansion, would occur elsewhere in the city and new residents would commute to work.

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District Plan Projections – Employment and Housing

This residential plan takes a different approach in projecting future employment and housing needs. It begins with the assumption that job and income opportunities reinforce in-migration and urban settlement patterns (Jacobs,1970). The Metro employment and wage forecasts for the Portland/Vancouver region are examined for relative comparability and to account for potential new District business creation. The projection uses employment outlook information obtained from existing District employers and incorporates PSU student and employment growth outlooks. It also includes projected North Macadam District employment growth to estimate potential housing demand spill-over.

The future housing demand is based on projected growth in the District employment base and the percentage of each market group interested in district living, as indicated by consumer survey responses. Over the four quarters between March 2001 and March 2002, multi-family vacancy rates in the Portland Metropolitan area have trended up from 3.24 percent to 7.2 percent, and have averaged 4.1 percent since March 2000 (Norris Beggs & Simpson, 2001, REBUZ, 2002). This declining saturation rate impacts the willingness of developers to build new units, and to be conservative, a straight line 5 percent unit vacancy rate is factored into the projected 2010 District demand for housing. The urban design plan and land use capacity are developed to accommodate projected employment needs and housing unit demand.

The Economic Report to the Metro Council for 2000-2025, presented employment and wage forecasts for the Portland/Vancouver metropolitan region (Metro, 2000). Using an econometric model, the forecasts included over 200 economic and inter-industry variables to model high, low and baseline scenarios. Trending provided straight line projections, and discounted for economic cycles, as are currently being experienced, but are corrected for over the long-term. The baseline employment and wage scenarios served as the 'middle of the road case', and are used for projecting commercial and population growth rates in developing this plan.

The Metro report projected that average non-farm employment in the Portland/Vancouver Metropolitan area would increase 2 percent annually between 2002 and 2010. It forecast that

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manufacturing jobs in the region would continue to decline as transition continued toward a communications based service economy, and projected a 2.9 percent average annual growth rate in service sector job creation as the economic continues to transition. These non-manufacturing businesses typically require less horizontal floor plate and can take place in denser urban development.

Government jobs include both local and state employment, of which the report concluded approximately half are education related. The report cited the inability of public agencies to fund future activities through tax revenues, and reduced in-migration as major constraints to growth in public sector jobs. This sector showed the least growth prospects, with annual growth projected at 1.3 percent.

Retail job growth is dependent on population growth within a reachable market area. The Metro report estimated that regionally one new retail sector job can be created for each eleven person increase in population and projected a 2 percent annual increase in retail employment. Urban form choices and merchandise bulk play important roles in the amount of space required for retail associated uses. To balance housing development and support retail space appropriate retail establishments and store front sizes are required.

Based on survey responses, existing private district employers anticipate increasing the number of jobs available in the district by 35.6% by the year 2010. Of the anticipated new job creation, 53 percent are projected to be full-time employment (455 new full-time private jobs) and 47 percent are anticipated to be part-time (400

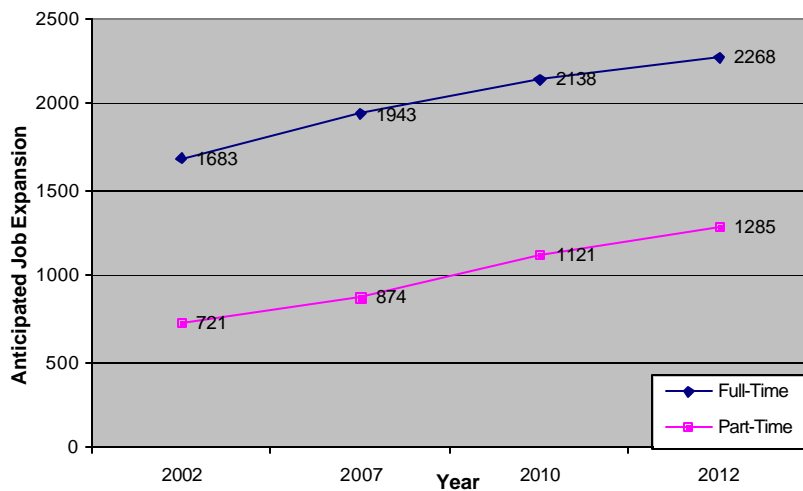


Figure 45 Projected Existing Private District Job Growth.

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new part-time private jobs). As noted on several of the responses the ability to increase employment in the district is dependent on district population growth and availability of space to expand. Due to the small number of businesses currently located in the district the percentage of anticipated new job creation is much higher than the regional projection, before accounting for new business creation. Assuming an additional 2.5 percent in annual new business growth for non-government jobs, private businesses in the district can be projected to employ an additional 791 full-time employees and 544 part-time employees.

Projected growth in University student population is based on cohort group projection, and faculty/staff growth is based on targeted student to faculty/staff ratios. These projections were prepared by the Oregon State University System (OUS) and Portland State University (PSU, 2000). Including extended studies, there were 18,750 enrolled students living in the Portland/Vancouver area Winter Term 2002 (PSU OIRP Enrollment Database). Based on official enrollment projections and proportioning, it is estimated that 19,748 enrolled students will be living in the Portland/Vancouver area in 2010. This equates to a projected annual increase of 0.7% and a total of 998 additional students. In 2002, the student to faculty/staff ratio was approximately 7:1. To remain competitive in the quality of education it provides, OUS and PSU

compares the student to faculty/staff ratio to a national basket of peer institutions and uses the mean as a hiring target. In an effort to meet this target (approximately 5:1) the University established a goal to increase the number of faculty/staff employed to 2,867 by 2010. This equates to a 9 percent increase over the next eight years and a 239 added employees.

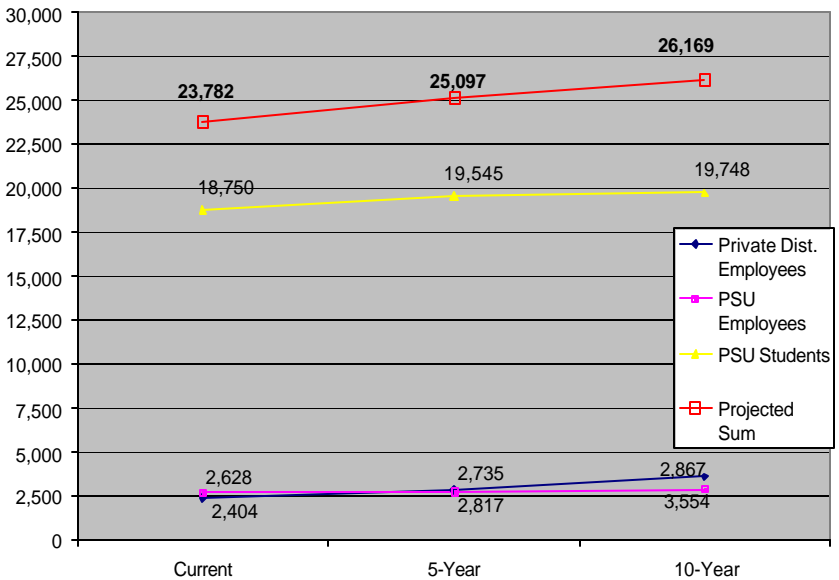


Figure 46 Projected Employment & Student Enrollment Growth.

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The North Macadam District is scheduled to be developed over the next twenty years, providing 10,000 new jobs and 3,000 new housing units. With housing being made available for 30 percent of the proposed work force, it can be anticipated that this development will increase the demand for additional housing units in the surrounding areas. As PSU plans to develop education/employment linkages with the future development, it can be presumed that if housing and transportation were available, residents would be willing to live in the University District and work in the North Macadam District. This would assist in relieving densification pressures on the nearby single family residential areas. While it is too early to accurately determine the amount of University District housing that would be appropriate to serve the North Macadam District employees, this plan assumes a 50 percent build-out by 2010 and a 5 percent spill over in housing demand.

Survey responses indicated that an additional 15 percent of private employees, 27 percent of PSU faculty/staff and 34 percent PSU students would be interested in living in the District if units were available. Assuming that 5 percent of the units will be vacant in a stable market, there is currently a demand in the District for 1,496 market rate units and 6,375 student units. By 2010, employment growth and development of the North Macadam District can be anticipated to increase the demand for market rate units to 1,921, with the student demand for units increasing to 6,714.

While there is considerable demand for new units in the University District, several factors are likely to combine to limit the unit affordability and thus the number of new units that can be absorbed by the study market groups within the next ten years.

Unfilled District Housing Unit Demand						
	Percent Demand	Existing Pop.	Existing Demand	Pop. Growth	Additional 2010	Total
Private Employees	15%	2,404	361	1,335	200	561
PSU Faculty/ Staff	27%	2,628	710	239	65	774
PSU Students	34%	18,750	6,375	998	339	6,714
Macadam Dist.	5%	-	-	3,500	175	175
Vacancy Factor	5%	-	372	-	39	411
Total		23,782	7,817	6,072	818	8,635

Figure 47 Projected District Housing Demand.

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According to Randall Pozdena, there is an inverse relationship between housing purchase prices and rents that can be charged to cover development and operation of new multi-family housing units (Pozdena, 1988). These opposing housing markets are in turn impacted by interest rates, inflation, and wage growth prospects. This study found the average unit rent in the study area to be \$735 per month, with typical income requirements being three times rent. Therefore, the current average annual household income threshold to qualify for housing in the study area is \$26,460. Metro anticipates wage income growth over the next ten years to average 3 to 5 percent, while the cost of living inflates at an annual average rate of 2 to 2.5 percent. During this same period, home loan interest rates are projected to remain in the 6 to 7 percent range. These combined factors have constrained and reduced rents in the Portland downtown market (REBUZ, 2002), as consumers substitute single family housing purchases for multi-family rental units. These factors are expected to continue pressuring the number of multi-family rental units that the market can economically absorb.

Using a \$20,000 annual household income as a minimum qualifying threshold, 1,583 market rate units and 3,357 student units could be produced in the District within the 2010 planning horizon.

Unfilled District Housing Unit Market							
	Affordability Threshold	Percent Demand	Existing Pop.	Existing Demand	Pop. Growth	Additional 2010	Total
Private Employees	50%	7.5%	2,404	180	1,335	100	280
PSU Faculty/Staff	95%	25%	2,628	657	239	60	717
PSU Students	50%	17%	18,750	3,188	998	170	3,357
Macadam Dist.	100%	5%	-	-	3,500	175	175
Vacancy Factor	100%	5%	-	372	-	39	411
Total			23,782	4,397	6,072	544	4,940

Figure 48 Marketable District Housing Units.

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Projected 2010 Area Requirements

In estimating the amount of gross building area required to plan for the projected 2010 development, certain assumptions are made based on survey results obtained and industry standards and the following formula is used:

$$Ag = Q \times An \times 1/U$$

- Q = Estimated number of potential employees, students, marketable units and parking spaces.
- An = Net per unit floor area and is based on the following standards:
 - Retail Area - office standard of 100 s.f. per employee.
 - Academic Faculty/Staff Area – office standard of 100 s.f. per employee.
 - Academic Student Area – Classroom/assembly standard of 35 s.f. per student.
 - Average Market Rate Unit – 552 s.f.
 - Average Student Unit – 534 s.f.
 - Parking Stall with associated Circulation – 380 s.f.
- $U = .75$ All net to gross building area conversions (exclusive of parking) are given a 75 percent utilization rate to allow for common areas and building services.

The projection assumes parking ratios of 1:1,000 square feet for commercial/retail and academic, 1 per unit for private residential housing and 1 per 2 units for student housing. In planning land use allocation for the year 2010, the results in Figure 49 indicates ratios of 65 percent housing (44 percent student housing and 21 percent private market rate housing), 5 percent employment and services, and 30 percent parking.

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Figure 50 provides a breakdown of the marketable student and private housing unit compositions. The total quantity of units is based on the projection of marketable units for the 2010 planning horizon. The distribution of unit types is based on survey responses to household size and, where provided, unit preference information. Unit area and rents are based on the weighted mean of existing market rate multi-family units in the study area. Given the demand for units by students, market rate unit sizes and rents can be phased in for student housing without adversely impacting the existing demand relative to supply. Survey respondents also indicated a demand for at least 25% of new district housing units owner occupied, possibly in the form of condominiums or townhomes.

Use	Q	An	Ag
Commercial/Retail	1,335	100	177,555
Commercial Parking	178	380	67,640
Academic Parking	78	380	29,640
Academic			78,244
Office	239	100	31,787
Student	998	35	46,457
Student Housing	3,357	534	2,384,209
Student Res. Parking	1,679	380	637,830
Private Res. Parking	1,583	380	601,540
Private Housing	1,583	552	1,162,175

Figure 49 Projected 2010 Floor Area Demand.

Marketable Unit Composition			
Student Housing Units			
Unit Type	Q	Area	Rent
Dormitory (5%)	168	300	\$388
Studio (35%)	1,175	331	\$536
1 Bedroom (45%)	1,511	577	\$763
2 Bedroom (15%)	503	960	\$1,236
3 Bedroom (0%)	0	N.A.	N.A.

Marketable Unit Composition			
Private Housing Units			
Unit Type	Q	Area	Rent
Efficiency (10%)	159	300	\$388
Studio (37%)	586	331	\$536
1 Bedroom (30%)	475	577	\$763
2 Bedroom (20%)	316	960	\$1,236
3 Bedroom (3%)	47	1,167	\$1,700

Figure 50 2010 Marketable Housing Unit Distribution.

VII. Conclusions & Recommendations

Appropriateness of Residential Development in the University District

There is a critical demand for additional housing to be constructed in the University District. Currently, the market could support the development of over 3,000 units to serve students and over 800 units to serve local employees. This demand is expected to continue increasing at least through the year 2010. The development of additional district housing would be of economic and social benefit to the urban vitality of the district and surrounding area.

Providing additional housing in the district would increase population density where basic infrastructure already exists. Increasing density would improve utilization rates of currently available public systems and defer the need to develop and maintain new services. Numerous studies have detailed the public cost savings associated with higher density urban redevelopment verses new development. One such study conducted in Oregon concluded that for each new single family residence not constructed, there is an initial cost savings of \$12,500 to public agencies (Carson, 1998). The study also found that due to Oregon's tax structure, there is currently no mechanism for recovering 80 percent of this cost once it is incurred. Sponsoring urban redevelopment through housing production provides synergistic effects not offered by alternative land uses. Increasing population density opens new marketing opportunities, drawing new retail establishments and creating new employment. Developers of mixed-use buildings have found that housing must be provided first for retail to succeed (Gibbs, Robert, 1996). This is not because the residents economically support the retailers; it is because it provides street edge activity that slows traffic and momentarily draws attention to shop windows and signs. Public investment in the planning and development of district housing could be returned by property taxes through land appreciation and retail market growth.

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Urban Universities differ from classic land grant Universities. The urban university is tied into and dependent on non-university public service provision ranging from stormwater disposal to streets, parks and sidewalk lighting. Approximately two-thirds of the University District housing demand is for student units. It is in the public's interest for the bulk of this housing intended to serve students not to be developed on state owned property. To capitalize on the land appreciation and provide the long-term tax base necessary to fund public services, the private sector needs to be encouraged to take a leading role in providing market rate units to serve students. Existing student housing rents would need to be increased to market rates in order to level the playing field and not undercut potential new entries to District housing development. By charging market rates for student units and offering low-income students proportioned discounts, economic externalities in the market could be reduced, while addressing social equity.

The marketable unit compositions show a broad diversity in both student and non-student housing groups. Households interested and financially able to live in the District range from singles to traditional families with as many as three children. Meeting the demand for housing to accommodate the diverse household types and sizes destigmatizes urban living and breaks down social barriers that can hinder interaction and mutual support. The diversity of unit types should be encouraged on a per development basis instead of District wide to prevent isolating household types, while reinforcing policy implementation.

Based on University District survey responses and West End District information, if just half the projected marketable units were developed by 2010, there would be an increase of more than 750 children in the combined area (1 child per 3.3 units). To accommodate this growth, a local elementary school would be required. Local elementary schools have historically served a societal role beyond basic education. Elementary schools serve as neighborhood anchor institutions through which local parents meet, form support networks and organize around local concerns. Today, many of these establishments are designed to serve expanded community roles through which local volunteerism are encouraged.

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Increasing the population density would be an important step in increasing the social equity and local capacity necessary to develop a vital urban community. Portland State University is a major institution with a vast bureaucratic structure. Its size and intellectual and economic resources are disproportionate to the remaining District composition of businesses and residents. The majority of the District residents are likely to remain students, a temporary population with limited time to become involved in the Districts long-term outlook. This gives the University an advantage in determining local land use and public policy decisions, due to its increased interaction with public processes (Imbroscio, 1997). Developing additional housing units in the District would provide a more diverse and rounded voice in local land use planning and policy development, which generally produces sounder long-range decisions. Twenty-five percent of the marketable unit demand is for owner occupied units. Encouraging the development of owner occupied units, such as condominiums and townhomes, would provide local residents with a stake in the long-term character and viability of the District and support further mixed-use development.

When John Allums, the Director of Development for Columbia Trust, Inc. was asked what ingredients are essential for developers to be able to produce successful in-fill urban neighborhoods, he provided the following list (Allums, 1997):

1. Establish defined district boundaries and entries that form a unique special sense of place and exclusiveness, without the need for gating communities.
2. Obtain total and open involvement of neighborhood stakeholders in the development of firm neighborhood design guidelines, to provide a personalized and contextual identity of predictable results.
3. Establish development proposal review by neighborhood layperson design review boards, as specialists in their neighborhoods vision and needs.
4. Limit multi-agency reviews and delegate discretionary variance authority to the local design review board, who can work with developers in complying with the neighborhoods requirements.

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Land Use Proportions, Organization and Character

The development of marketable residential units and the formation of District neighborhoods is not likely to occur without leadership and involvement by public and private supporters. There is currently 450 thousand square feet of underdeveloped land in the University District. State owned campus land contains 180 thousand square feet and 270 thousand square feet are held by 14 private individuals. It is projected that in 2010, there will be an total marketable demand for approximately 5 million square feet of floor area. Of this demand for floor area, 60 percent will be for housing and parking to accommodate students, 36 percent will be for private market housing and parking, and 4 percent will be the minimum required to accommodate academic growth and services, retail and parking to support the community. To meet this marketable demand would require an average new development FAR (floor to site area ratio) of 11:1.

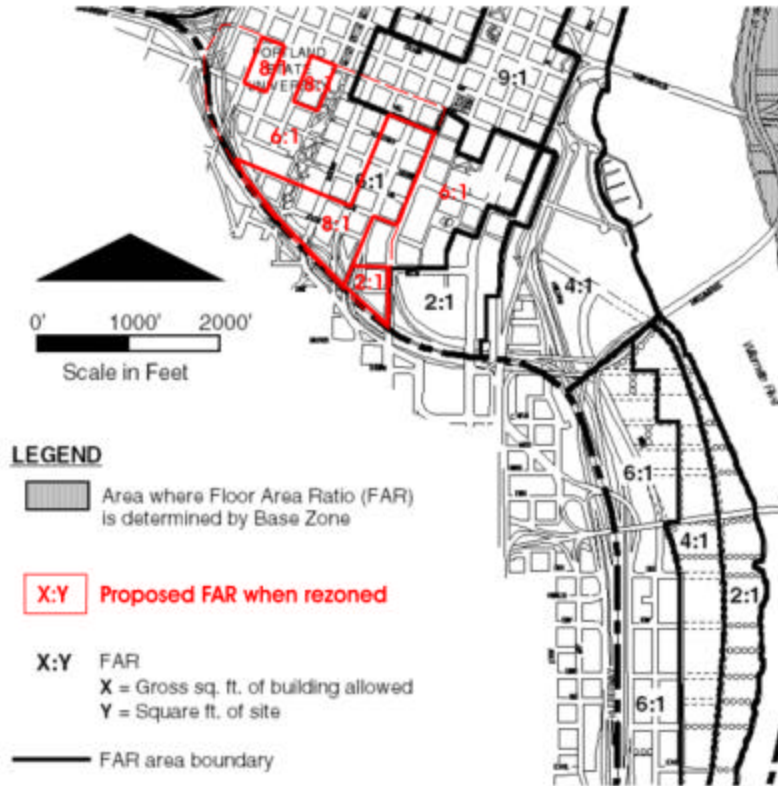


Figure 51 Recommended Floor to Area Ratios.

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The current code allowable FAR in the District is generally 6:1, approximately half of what is required to economically accommodate projected demand. This conflict between growing demand and finite land supply presents several potential residential plan scenarios:

1. Plan for District spill-over into surrounding areas (as is the current case).
2. Do not accommodate the growth Demand (as is the current case).
3. Significantly increase allowable FAR ratios in the District.
4. Broaden and encourage denser redevelopment of additional properties within the District.
Or a combination thereof.

This plan recommends a combination of increasing selected area FAR's from 6:1 to 8:1, encouraging redevelopment of additional district properties and not accommodating all projected market demand.

Private under-developed parcels in the District range from 5,000 square feet to 40,000 square feet with a median single owner lot size of approximately 19,000 square feet. Nearly all of the vacant lots in the District over 10,000 square feet are used for hourly rental surface parking. This parking, developed prior to adoption of the Central City Transportation Management Plan (CCTMP), is currently allowed to remain indefinitely through a grandfather provision and a reapplication process which occurs every five years. While these parking spaces are necessary to accommodate district visitors, retention of these surface lots support blighted conditions by depressing adjacent property values, reducing 'eyes on the street' and discouraging an economically and visually appealing streetscape. To promote district redevelopment, these surface parking lots should be phased-out by 2010 through the renewal process, with the owners being permitted to recapture the parking rights with structured parking spaces.

In order to reduce the blighting impacts, the Portland Development Commission should take an active role in assisting local property owners and developers. PDC could assist in consolidating parcels, to provide economies of scale for residential and commercial redevelopment. Parcel consolidation would also be required to provide floor plates large enough for parking structure

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circulation efficiency. Low interest loans could be provided to fund redevelopment of surface parking lots, which currently are among the highest returning investment opportunities in the district.

Land use in the University District is currently regulated under Zoning Code Chapter 33.510, as a sub-area of the Central City Plan District. In order to encourage a vibrant downtown pedestrian atmosphere, the regulations require ground level uses between 5th and 9th, Market and Jackson to be developed with active uses. This is a ground floor area of 960,000 square feet.

These active uses are required along at least 50 percent of all street facades within the area, to a minimum height of 12 feet. Academic uses are not considered active uses. Typically, ground floor retail is plugged into the building program to meet the requirement and subsidized through other uses in the development mix. But, ground floor active uses can also include offices and commercial activities, in addition to residential which is generally adversely impacted by adjacency to an active street edge. Reinforcing the dispersal of retail activities with a lack of a residential base to support it has encouraged the proliferation of marginal barista establishments dependent on university population cycles.

This plan recommends reducing and adjusting the area requiring active ground floor uses. All of the area west of Broadway is planned to remain in residential and academic uses. The ground floor uses between the northbound streetcar stop and the Park Block district gateway is designated for future retail to be developed with student housing along Market Street. Removing the requirement for active ground floor use west of Broadway would integrate with the long term land use objectives of the University District. It is also recommended that the area including and south of Jackson Street be excluded to support ground floor residential development, and the active use area be expanded east to include 4th Avenue.

Fixed line transit produces a one directional emphasis in home to work travel demand. The majority of home to destination trips are to regionally varying non-work locations and include a greater percentage of trip linking than work to home trips (Bernick, 1997). This diversity in trip

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requirements reduces the compatibility of fixed line systems as a primary home to destination transportation mode. By concentrating employment adjacent to fixed line stops, such as streetcar stops, it becomes a daily home to work destination point that benefits from regional park and ride accessibility to fixed line system transfer. This makes employment and support retail a higher and better use adjacent to the University District Urban Center. It is recommended that active ground floor retail be provided in the area adjacent to the Urban Center with employment opportunities above, and that future retail be developed along College Street with housing above.

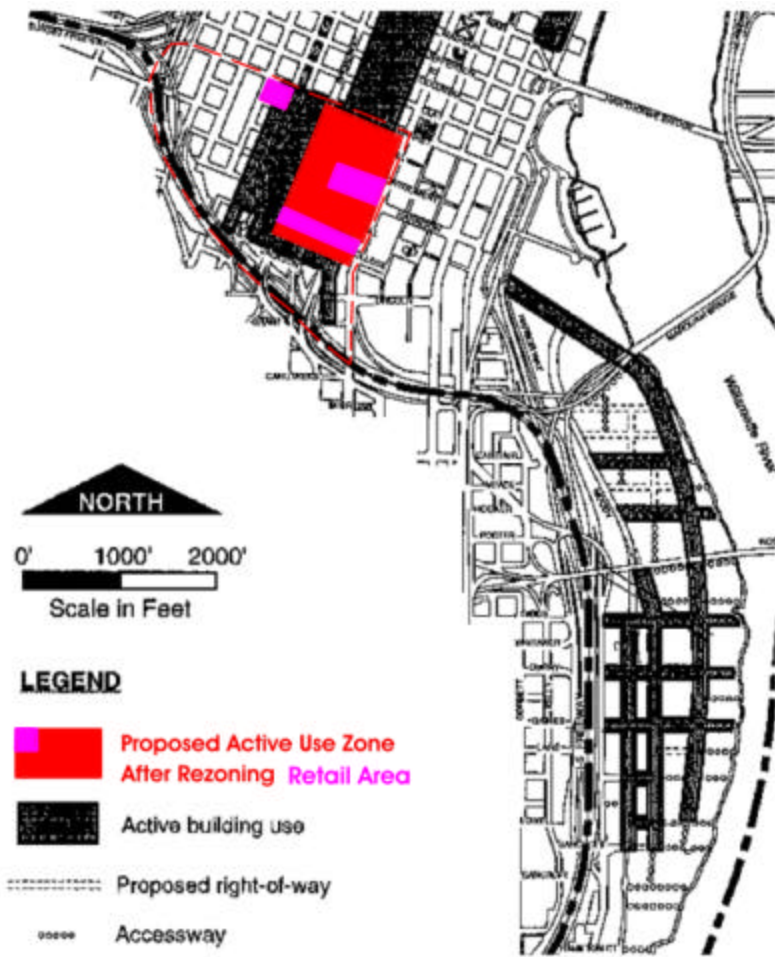


Figure 52 Recommended Active Ground Floor Use Areas.

Pushing residential development to the periphery of the district and away from the transit and employment core is supported by various sources (Ford, 1994, Calthorpe, 1993). The most economical location for providing district housing is the periphery area between Jackson Street and the I-405 Freeway. This housing location provides both opportunities and challenges.

There has been public discussion about the future potential of capping the I-405 Freeway to eliminate the divide between the downtown and the surrounding lower density residential areas. Given current land values and potential development densities along the freeway edge, the relative

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cost of capping the freeway makes it unpractical to include as a recommendation in a 2010 District Residential Plan. Freeway noise, dust and glare present potential impacts to residential development in this area. These basic design issues can be mitigated by locating structured residential parking at the rear of the sites and improving the pedestrian and open space amenities along the street frontage.

A primary goal of this plan is to reinforce the development of urban residential neighborhoods that support community interaction. Potential residents indicated a demand for diversity in economic and unit types, as well as the degree of separation from nearby urban land uses and street activities. Open space and opportunities to connect with the natural environment were shown to be an important issue to individuals interested in living in the district. This plan recommends the requirement of a 10 foot setback along Jackson Street, 10th Avenue and 11th Avenue to the Cities 'L-1'

standard (grass and low vegetation) to provide a linear green space and a visual open space buffer. Open space needs to be provided as part of the building development as well. Current regulations do not require any open space to be provided with high density or mixed-use housing, and provides bonus development density for providing roof top gardens. Not only were perspective tenants willing to pay more for urban

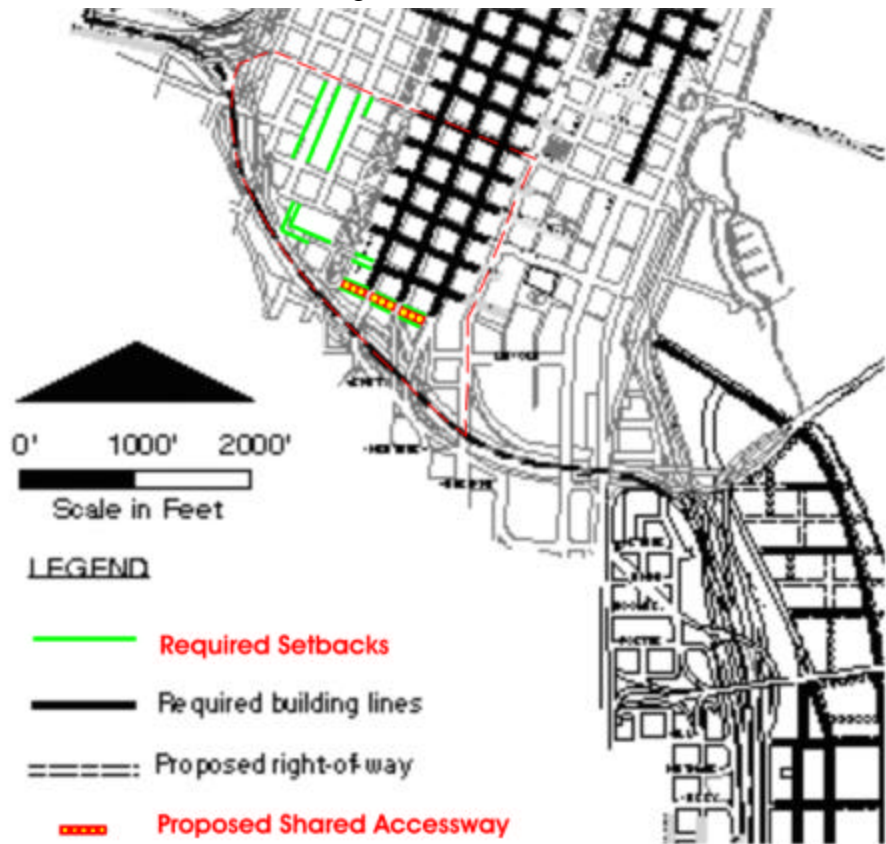


Figure 53 Building Lines & Setbacks.

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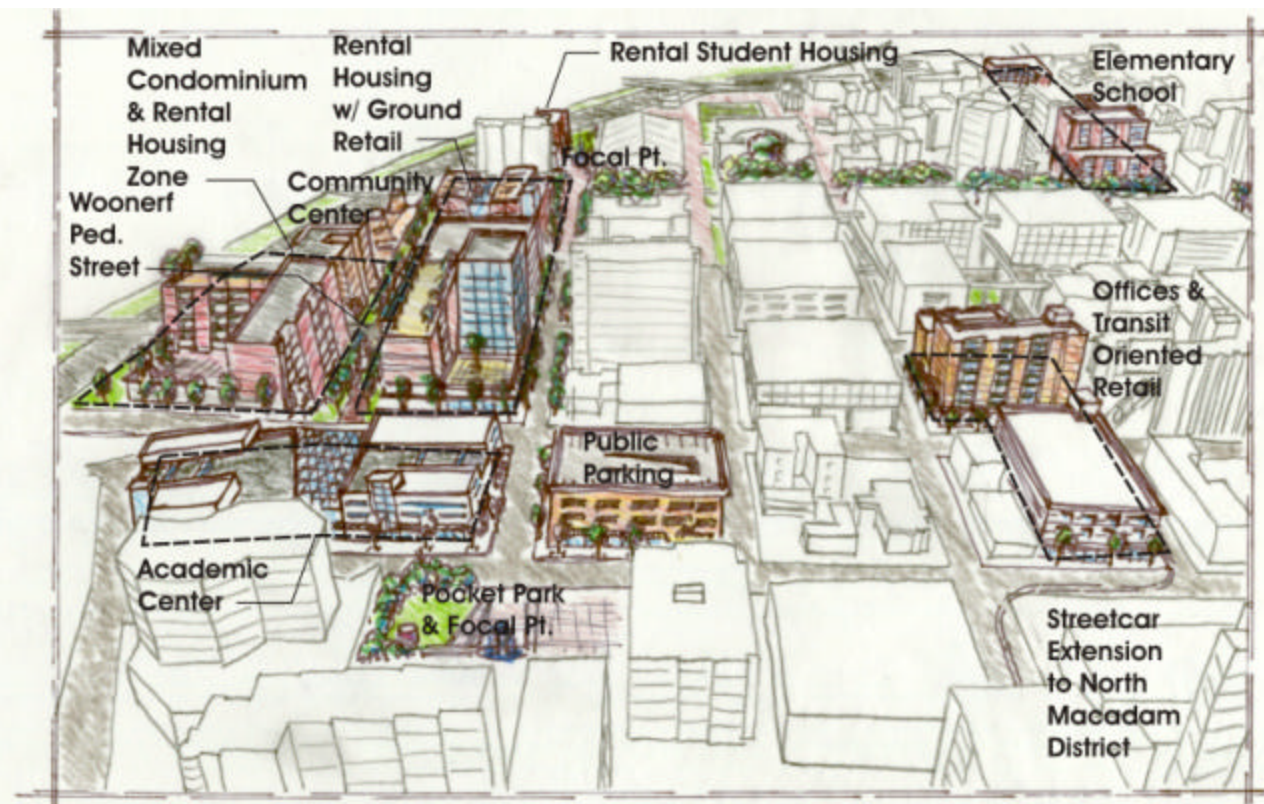


Figure 54 2010 District Residential Improvement Concept.

housing that provided open space opportunities, connections to the street improve security and add to the diversity and activity of the street facades. Therefore, it is recommended that excluding landscaped setbacks, 10 percent of the gross residential building area should be in the form of balconies, roof top and ground level gardens, roof top patios and viewable active ground floor uses such as lobbies and recreation areas.

This plan envisions Jackson Street being developed as a public commons to serve new private housing development. Jackson Street is a local street with low traffic volume that would continue to primarily serve adjacent residents. This makes it appropriate to serve as a 'Woonerf' court that could accommodate the dual role of providing low speed residential parking access as well as a pedestrianized public space where urban children can play and local residents can meet (Marcus, 1986). Redevelopment of Jackson Street should include integrated small scale sidewalk

Draft University District Residential Plan

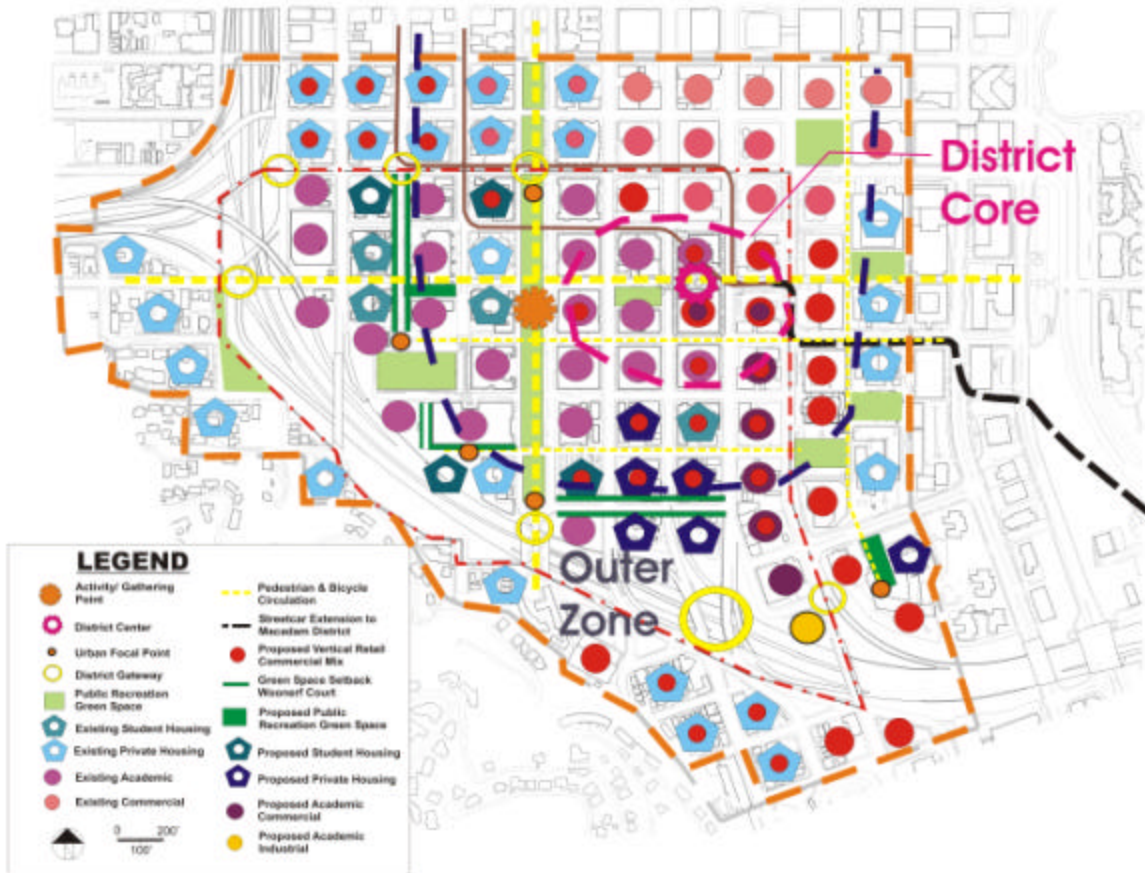


Figure 55 Proposed District Organization Plan.

and street paving patterns that along with street trees, street furniture and lighting can serve to queue pedestrians and drivers about the spatial layering of the public zone. Jackson is crossed by Broadway, 5th Avenue and 6th Avenue, which are transit corridors and would require signalization and pavement marking for safe pedestrian crossing. It is recommended that these public improvements be provided as a precursor to residential development and tax increment financed by adjacent blocks proposed for redevelopment. This upfront investment by public agencies forms an image of place and allows potential developers to market and finance the redevelopment, which provides tax returns to fund the public improvements.

Draft University District Residential Plan

The plan also proposes the development of two blocks of student housing along Market Street, which would flank a new elementary school adjacent to PSU's Science Building I. The Public/Private development of a new Northwest Center of Engineering and Technology at the eastern terminus of Jackson Street could accommodate projected academic expansion in the District through 2010. It could also stimulate downtown clustering of fast growing startup research and development firms, as well as allow the relocation of Science programs in Science Building I, which could serve as 'Flex space' for future campus space reallocations.

The Jackson Street and College Street corridors are proposed to serve as an east-west couplet. In modeling the typical American downtown, Larry Ford illustrates the simplest urban organizing form, where urban amenities reinforce the development of anchors at each end of a dumbbell pattern, framed by residential and secondary activities line the connecting spine (Ford, 1994, Pg. 86). This plan builds on this concept in a radial pattern incorporating vertical layering. The Jackson Street/ College Street couplet is proposed to be anchored by the main PSU campus on the west and a new Northwest Center for Science and Technology on the east. The .20 mile long outer ring would provide pedestrianized circulation linking the University District open spaces from the park blocks on the west to the Auditorium District pedestrian paths on the east. The higher cost housing of the outer ring would transition to a more auto oriented interstitial ring containing a wide variety of uses including mid-cost housing, ground floor retail and academic and commercial fabric. Placing a mix of uses in this central zone allows developers to diversify risk and income streams and allows retailers to capture more market opportunities than local housing alone would provide (Handel, 2002). While the entire district is classified as a pedestrian district by the CCTMP, parking and automobile access are essential to urban vitality and economic viability of the district. It is estimated that there are currently just over 1,500 housing units (2,100 residents) in the district and approximately 2,500 units (5,700 residents) in the study area. Research provides the following general guide in determining if a retail establishment would be viable in the district and at what population base point (Ewing, 1996, Gibbs, 1996).

Draft University District Residential Plan

<u>Retail Use</u>	<u>Population</u>	<u>Retail Use</u>	<u>Population</u>
Coffee Shop	900	Shoe/Apparel Shop	5,000
Cafe'	2,000	Laundromat/Drycleaners	5,600
Ice Cream Shop	2,000	Supermarket	7,000
Pharmacy	3,000	Video Rental	11,000
Jewelry Store	3,000	Bookstore	22,000
Bank	3,200	Theater	29,000
Beauty Shop	3,600		

Encouraging a mix of commercial and academic uses in this middle zone, as well as developing public parking opportunities, would provide the additional population base needed to support a variety of retail uses to serve local residents. By offering classes in this zone off the standard PSU scheduling grid, activity on the commercial streets in this zone could be extended and parking could be jointly developed and programmed to serve business and academic functions.

The district core is intended to support and benefit from mass-transit. High density office and employment related uses above active ground floor retail is proposed in this area. This proposal recommends and depends on extension of the Central City Streetcar to connect the University District with the North Macadam District.

To support this plan, rezoning of the district is proposed. Portland State University is exempt from providing a campus master plan or an institutional impact mitigation plan. These components typically serve to balance institutional priorities with the needs of local residents. In the University District the University District Plan is intended to serve this function. To better fulfill this role, the addition of two new commercial categories and two new housing categories are proposed.

Cx(a1) – Academic Commercial Central Mixed : The Cx(a1) zone is intended to provide for a wide variety of uses including traditional education related activities. Industrial uses including vehicle repair establishments and the storage or processing of hazardous materials would be

Draft University District Residential Plan

prohibited in this zone. This zone would require ground floor commercial, retail or academic activities designed to provide a lively and attractive streetscape and may include commercial, academic or residential development above. This is intended to be intense development well served by transit development.

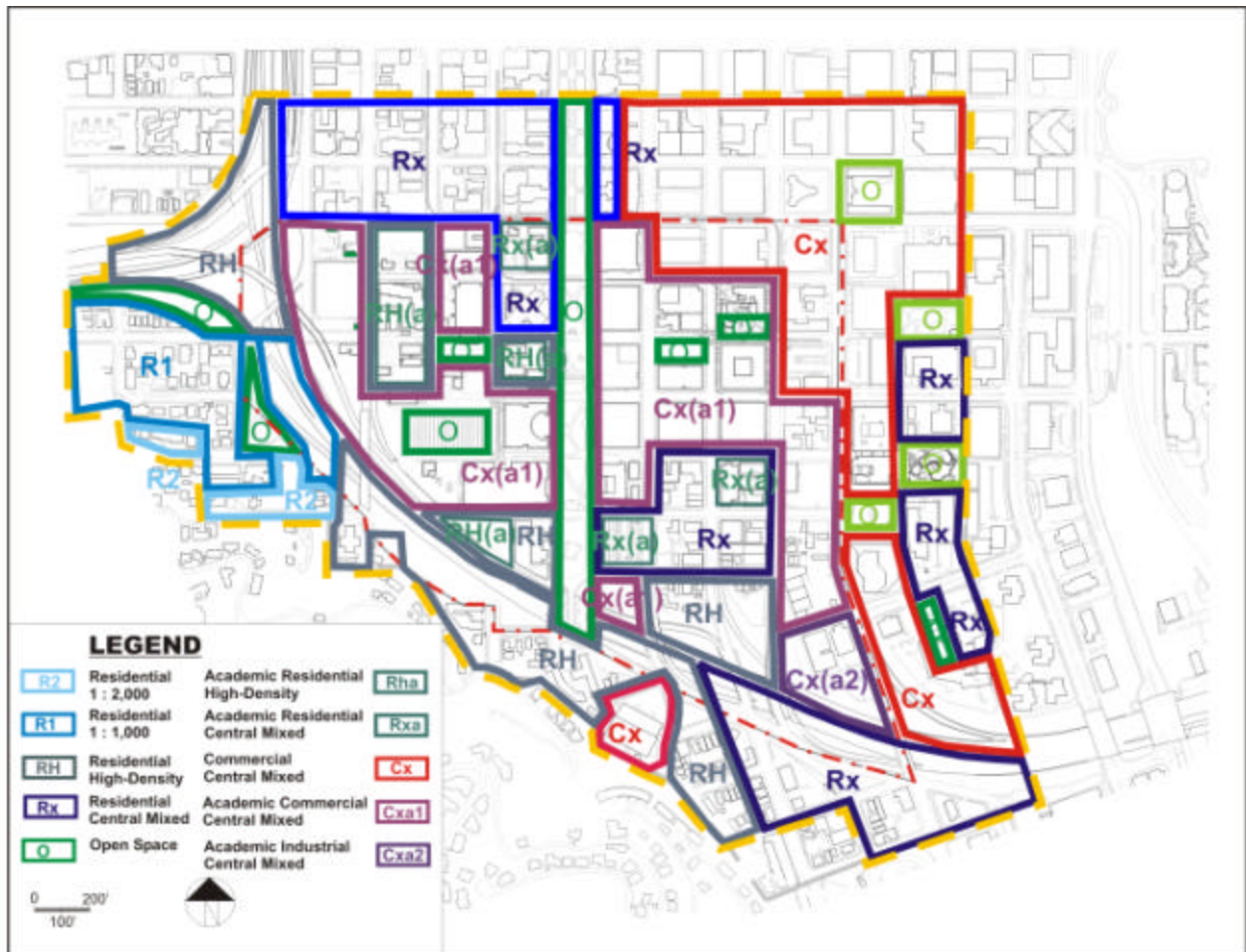
Cx(a2) – Academic Industrial Central Mixed :The Cx(a2) zone is intended to permit the processing and storage of limited amounts of hazardous materials required to support the operation of scientific research, development and education. This zone would allow medium density development, provide adequate open space separation from adjacent nearby uses and provide rapid emergency vehicle access. Development standards for this zone would promote an open and pleasant pedestrian oriented streetscape with the site well served by transit.

RH(a) – Academic Residential High Density : The RH(a) zoning would allow the development of apartment type student housing to a general density between 250 and 500 units per acre, regulated by allowable FAR, height, setbacks and open space requirements. This zoning is applied to PSU campus property to permit the exclusive development of student related housing units, and may include resident required parking and ground floor academic commercial uses. This zone would be well served by local mass-transit and development would be high rise construction.

Rx(a) – Academic Residential Central Mixed :The Rx(a) zone would allow the development of apartment type student housing to a general density between 250 and 500 units per acre, regulated by allowable FAR, height, setbacks and open space requirements. This zoning is applied to PSU campus property to permit the exclusive development of student related housing units, would require ground floor active retail uses resident and may include resident required parking. This zone would be well served by local mass-transit and would be exempt from the Light Rail Transit Station Zone requirements. Development in this zone would be high rise construction.

Draft University District Residential Plan

This rezoning plan supports a broad array of land use objectives that are intended to reinforce the goal of district housing development. These objectives include developing new elementary and higher education opportunities, employment, retail services and a linked network of public and private open space and recreation opportunities.



Draft University District Residential Plan

Development Incentives

To support the provision of district improvements matching projected residential needs the following incentives are proposed:

Daycare Bonus: For each square foot of daycare provided in the district, provide a floor area bonus of three square feet transferable within the district.

Reverse Housing System Development Charge: Establish a system development charge (SDC) to fund the development of a new downtown elementary school. For each bedroom per unit average over one, provide a school SDC reduction of 25 percent. For each bedroom per unit average over one provided in the Residential Bonus Area, provide a floor area bonus of 35 square feet.

Open Space Bonus – For each dollar value of open space dedicated to the city for public use, allow a parks SDC reduction up to 50 percent of the value, and for each square foot of area dedicated provide a floor area bonus of four square feet transferable within the district.

Retail Bonus – For each square foot of retail space provided above an FAR of 1:1, provide a floor area bonus of four square feet that may be used within the retail bonus area.

Parking Rights Transfer - Allow property owners to transfer surface parking rights to structured parking within the district.

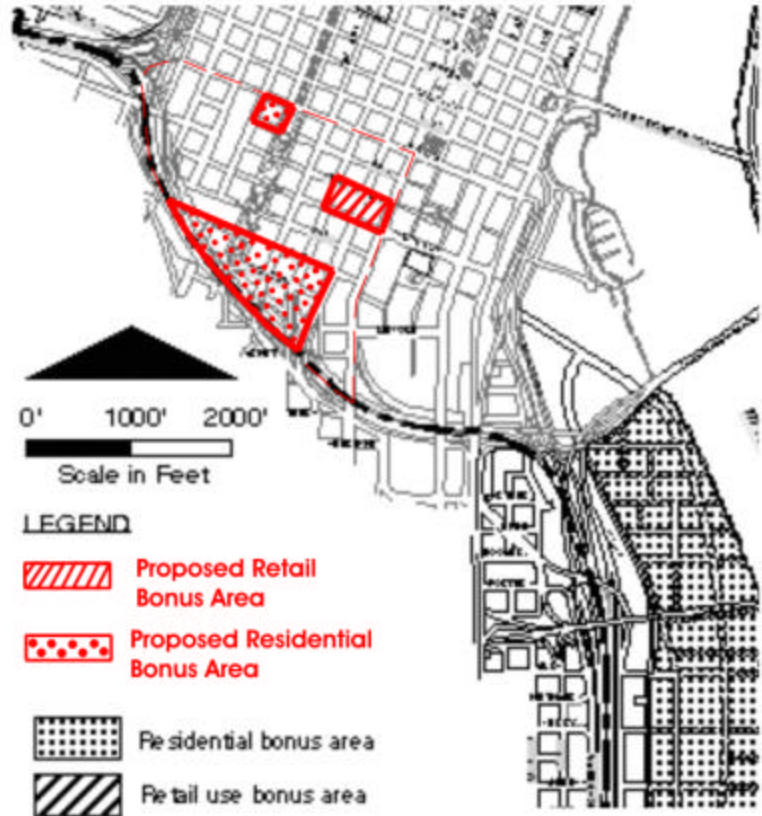


Figure 58 Land Development Bonus Areas

Draft University District Residential Plan

VIII. Housing Policy Recommendations

These Policy Recommendations incorporate and build upon existing applicable State and local policies. See page 6 for a complete list of Statewide Planning Goals and Central City Plan policies addressed in making these housing policy recommendations.

Goal 1 Citizen Involvement – Develop a citizen involvement program that insures the opportunity for citizens to be involved in all phases of the planning process.

Plan Review: Establish a ongoing process whereby the vision, goals and objectives of the District Community are collaboratively incorporated into the local decision making process.

FURTHER:

- A. Establish a University District land-use policy Citizen Advisory Committee as a component of the Downtown Community Association to review, assist and provide recommendations on issues specifically related to the district.

- B. Require the University District Citizen Advisory Committee be notified of and provide comments to the applicant on land use applications proposed in the district.

Draft University District Residential Plan

Goal 2 Land Use Planning – Establish a land use planning process and policy framework as a basis for all decision and actions related to use of land and assure an adequate factual base for such decisions and actions.

University District Plan Adoption: Foster the development of a distinct District with its character defined by its focus on education and lifelong learning. Shape the University District into a vital multi-cultural and international crossroads with an urban environment that reflects the collaborative vision of local resident, businesses and government stakeholders.

Further:

- A. Develop and adopt University District Design Review Guidelines that build upon and supercede the Central City Fundamental Design Guidelines to reflect the unique history and character of the District.
- B. Develop and adopt a final University District Residential Plan that builds upon and supercedes the Downtown Housing Polices and Downtown Community Association’s Residential Plan to reflect the unique local vision, market conditions, opportunities and constraints of the District.
- C. Reevaluate and amend the University District Plan Policies and Guidelines every ten years with a twenty year time horizon as an integral component of the Central City Plan update and Portland State University campus planning processes.

Draft University District Residential Plan

Goal 5 Open Space, Scenic and Historic Areas - Conserve and protect open space, historic, natural and scenic resources to promote healthy and visually attractive environments for current and future generations.

Open Space: Identify, protect and enhance a District wide system of pathways and places that provides a diverse coherent network of public and private, active and passive open spaces, linked to the surrounding communities.

Further:

- A. Implement regulations and incentives that encourage the preservation and dedication of existing district open spaces.
- B. Develop an open space, landscape and street tree planting plan for the District.
- C. Develop Jackson Street as a shared pedestrian/ auto roadway to link the north-south Park Block greenway to the north-south Auditorium District pedestrianway.
- D. Implement residential setback open space requirements. Encourage the public dedication of open space through Parks systems development charge reductions. Require 10 percent open and common spaces be provided in residential development.

Historic Preservation: Identify, preserve and enhance the historically and architecturally significant buildings and places in the District, and promote the creation of new significant elements that provide a legacy for future generations.

Further:

- A. Identify District buildings of historic significance and implement incentives to encourage preservation and reuse.

Draft University District Residential Plan

Goal 6 Air, Water and Land Resource Quality - Maintain and improve the quality of air, acoustic, water, scenic and land resources to promote healthy and visually attractive environments for current and future generations.

Natural Environment: Improve the Districts urban and ecological environment by reducing pollution, preserving natural areas and increasing Districts opportunities to experience and enjoy natural elements and features.

Further:

- A. Preserve and maintain the Portland Park Blocks as a shared passive human activity zone and wildlife area. Maintain and replace the Park Block elm trees as a symbol of Portland identity.
- B. Develop a district wide network of native planting materials and water features that links the Portland Park Blocks to the Auditorium District and the West Hills to provide for wildlife habitat and migration.
- C. Allocate Parks and Environmental Services System Development Funds received from district developments to develop an in-district stormwater retention and processing facility as a public water feature.
- D. Enhance acoustical qualities in and adjacent to district residential zones through landscaping requirements, minimum wall sound transmission coefficients and traffic control, including trash pickup and truck delivery scheduling.
- E. Reinforce the Districts designation as a pedestrian zone and establish mass-transit as a preferred alternative to contain air quality impacts.

Draft University District Residential Plan

Scenic Resources: Identify, protect and enhance view corridors that ordinate within the District and pass through the District from view points in adjacent communities.

Further:

- A. Identify and preserve potential view corridors through and within the District. Include view corridor preservation as an integral part of open space planning.

- B. Recognize the historic role of pedestrian bridges as an identifying feature of the University District and develop district bridge development criteria as an integral part of view corridor and street activation planning.

Draft University District Residential Plan

Goal 8 Recreational Needs – To satisfy the recreational needs of residents and visitors, provide adequate indoor and outdoor, passive and active recreational space and facilities.

Parks and Open Space: Provide a interconnected park and open space system that links public and private District facilities and provides access to residents, employees and visitors.

Further:

- A. Develop an interagency agreement between the City of Portland and Portland State University to provide district residents access to University recreational facilities.
- B. Redevelop the south Portland Park Block to provide a safe and active playground to serve district and nearby children and serve as a symbolic gateway to the University District.
- C. Connect public and private recreational opportunities available in the district with a linked pedestrianway and open space plan.
- D. Encourage the safe use of public spaces for recreational activities including neighborhood sports, public music, game playing and other activities that promote a vibrant community street life.
- E. Protect existing public open spaces and encourage the dedication of existing private open spaces serving district residents.

Draft University District Residential Plan

Goal 9 Economic Development - Maintain an adequate supply of parcels of suitable size, type, location and service availability to provide a variety of economic opportunities vital to the health, welfare and prosperity of current and future generations.

Economic & Employment Development: Support the Central City as the economic heart of the City and the Columbia Basin, and guide development of commercial and retail activities to support District livability and prosperity.

Further:

- A. Encourage the creation of at least 800 new academic jobs and 800 private jobs in the District by 2010.
- B. Promote business retention and employment development in the University District. Focus new private job creation in the vicinity of the University District Urban Plaza.
- C. Rezone existing business properties in the district to provide an adequate supply for business expansion.
- D. Support the development of a Northwest Center of Engineering Science and Technology as a catalyst for new business development.
- E. Provide regulations and incentives to encourage diversity and densification of retail development. Reduce the planning area permitting retail as an active ground floor use and provide an FAR incentive of 1:1 for retail development in the mass-transit bonus area.
- F. Provide transportation and partnership linkages between the University District and the North Macadam District to encourage symbiotic growth.

Draft University District Residential Plan

Education: Recognize and support the role that Districts educational emphasis plays in the economic and social vitality of the Central City and the region.

Further:

- A. Recognize and thematically articulate the Broadway Bright Lights Area, Cultural Area, and University District as unique and distinct places.
- B. Promote the important role that education plays in the economic wellbeing Portland and the region. Establish a University District emphasis on providing life long learning opportunities.
- C. Establish a systems development charge on construction in the University and West End Plan Districts to secure bond financing for a new local elementary school near Market and 12th. For each bedroom per unit average over one, provide a school SDC reduction of 25 percent. For each bedroom per unit average over one provided in the Residential Bonus Area, provide a floor area bonus of 35 square feet.
- D. Provide a floor area bonus of three square feet for each square foot of daycare and child development opportunities space provided in conjunction with residential development. Allow daycare FAR bonuses to be transferable within the district.
- E. Support the growth of higher education academic programs, with development planned to meet the long term needs of the regional population and industries.

Draft University District Residential Plan

Goal 10 Housing - Encourage the availability of adequate numbers of needed housing units to accommodate the diverse demand in unit types, price ranges and rent levels.

Housing Development: Maintain and support the Districts role to provide a diversity of Central City housing opportunities in pace with marketable demand.

Further:

- A. Promote the development of at least 1,600 new housing units on PSU property to serve exclusively students and 3,300 private units in the district to serve district students and employees by 2010.
- B. Encourage Portland State University to charge market rates for student housing and provide district wide graduated housing subsidies for low income students.
- C. Require district residential development to meet the diverse market demands in housing unit types, sizes and economic opportunity.
- D. Support amendment of state policies to permit Higher Education public/ private partnerships in housing development.
- E. Encourage 25 percent of District housing to be owner occupied by 2010.
- G. On a ten year basis, establish future district housing unit development quantity, type and income targets based on market information that can be used to formulate strategies for implementation.

Draft University District Residential Plan

Goal 11 Public Facilities and Services – Plan and develop a timely, orderly and efficient arrangement of public services as a framework for urban development to serve current and future residents.

Human Services: Provide a diversity range of District social and health services to serve all District residents and employees, and assist special needs populations.

Further:

- A. Encourage cooperative multi-agency development of health and social services in the University District to serve student and non-student populations.
- B. Provide single room occupancy housing in the district based on market demand.
- C. Develop youth outreach, education and job training programs that support and encourage life long learning and economic capacity for district living.

Public Safety: Protect all District individuals and their property, and support the development of an environment where people feel safe.

Further:

- A. Promote housing development that provides views and is viewable from the street to discourage crime.
- B. Increase the amount of pedestrian activity and the length of time that activities occur on district streets to increase community self protection.
- C. Support coordinated bicycle and foot patrols district wide by PSU Security and Portland Police.

Draft University District Residential Plan

Culture & Entertainment: Provide and promote facilities, programs and public events and festivals that reinforce the Districts character, community interaction and the Central City's roles role as a regional cultural and entertainment center.

Further:

- A. Encourage the development of programmed activities and events in the Urban Plaza and South Park Blocks for District residents and visitors.
- B. Encourage the development of PSU programs and projects that link students, employees and district residents with the regional art, culture and entertainment communities and promotes volunteerism.

Urban Design: Maintain and enhance the District as a livable environment focused on educational opportunities and encompassing the diverse, active and exciting qualities of urban living.

Further:

- A. Establish district design standards that reflect the unique history and thematic emphasis of the District. Reinforce the use of human scale materials the encourage pedestrian activity.
- B. Promote the development of residential neighborhoods within the district that provides opportunities for community interaction.
- C. Reorganize district zoning to maintain and encourage existing employment opportunities, encourage higher density housing near the fringes, and higher density retail and job creation adjacent to the transit center.

Draft University District Residential Plan

Goal 12 Transportation - Provide and encourage a safe, convenient and economic transportation system that considers all modes of transportation, avoids principle reliance on any one mode, and considers the social, economic and environmental consequences that would result from utilizing differing combinations of modes.

Transportation & Parking: Provide safe and convenience multi-modal accessibility to the District from downtown and the Columbia Basin, emphasizing the pedestrian district environment, while encouraging mass-transit use and providing adequate parking to preserve and enhance District livability.

Further:

- A. Extend the Central City Streetcar to link the University District and North Macadam District.
- B. Develop district mode split goals that reduce automobile dependency 10 percent by 2010.
- C. Provide signalized and marked ADA safe crossings at all district intersections to encourage district pedestrian accessibility.
- D. Require student housing to provide residential parking to unit ratios of 1:4 min. – 1:2 max.
Require private housing to provide residential parking at unit ratios of 1:4 min. – 1:1 max.
- F. Encourage the use of a site or district flex-car system to reduce automobile ownership.
- G. Phase out surface parking in the University District by 2010. Allow the transfer and preservation of surface parking rights and provide incentives to encourage underground parking.

Draft University District Residential Plan

- H. Develop PSU and City of Portland shared parking to serve district commercial and academic growth.
- I. Require 1 space per 20 to provide electric recharge accessibility.
- J. Require district institutions, businesses and residential developments to provide the greater of 1 bicycle parking space for each 2 automobile parking spaces or 1 bicycle parking space per 10,000 square feet of building floor area. Delete the short-term parking provision in the University District and permit bicycle parking in the public right-of-way to encourage bicycle parking distribution.

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Study Area Residential Property Owners, Winter, 2002

University District Business Operators, Winter, 2002

University District Employees, Winter, 2002

Portland State University Students, Winter, 2002

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PSU Student Housing Questionnaire A

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District Employer Questionnaire C

District Property Owner Questionnaire D

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PSU Student Housing Comments F

PSU Employee Housing Comments G

District Employee Housing Comments H

Student Survey

Item A

Are you currently a student at Portland State University more than half time? Yes _____ No _____

How many persons are in your household? _____

How many persons in your household are under 18 years old? _____

Your Age:
Under 21 _____
22 – 30 _____
31 – 40 _____
41 - 50 _____
51 – 60 _____
Over 60 _____

Est. Annual H.H. Income:
(Please include Financial Aid)
Under \$20,00 _____
\$20,001 - \$40,000 _____
\$40,001 - \$60,000 _____
\$60,001 - \$80,000 _____
Over \$80,000 _____

Do you currently live in housing by College housing Northwest? Yes___ No___

Do you currently live in other housing in the University District? Yes ___ No___

If yes to either, for how long? Years_____ Months _____

If no, would you be interested in living in the District if housing were developed? Yes _____ No _____

If you would not, why?

Would you be willing to pay extra for the following amenities?

High-rise View	Yes _____	No _____
Balcony	Yes _____	No _____
In Unit Washer/Dryer	Yes _____	No _____
Refrigerator	Yes _____	No _____
Furnished	Yes _____	No _____
Cable	Yes _____	No _____
DSL Connection	Yes _____	No _____
Air Conditioning	Yes _____	No _____
Exercise Room	Yes _____	No _____
Pool / Spa	Yes _____	No _____
Parking Space	Yes _____	No _____
Other	_____	

Employee Survey

Item B

Are you currently a student at Portland State University more then half time? Yes _____ No _____

How many persons are in your household? _____

How many persons in your household are under 18 years old? _____

Your Age:
Under 21 _____
22 - 30 _____
31 - 40 _____
41 - 50 _____
51 - 60 _____
Over 60 _____

Est. Annual H.H. Income:
Under \$20,00 _____
\$20,001 - \$40,000 _____
\$40,001 - \$60,000 _____
\$60,001 - \$80,000 _____
Over \$80,000 _____

Do you currently live in the University District Yes _____ No _____
If yes, for how long? Years _____ Months _____

If no, would you be interested in living in the District if housing were developed? Yes _____ No _____

If you would not, why?

Would you be willing to pay extra for the following amenities?

- | | | | | | |
|-------|----------------------|-------|-------|----|-------|
| _____ | High-rise View | Yes | _____ | No | _____ |
| _____ | Balcony | Yes | _____ | No | _____ |
| _____ | In Unit Washer/Dryer | Yes | _____ | No | _____ |
| _____ | Refrigerator | Yes | _____ | No | _____ |
| _____ | Furnished | Yes | _____ | No | _____ |
| _____ | Cable | Yes | _____ | No | _____ |
| _____ | DSL Connection | Yes | _____ | No | _____ |
| _____ | Air Conditioning | Yes | _____ | No | _____ |
| _____ | Exercise Room | Yes | _____ | No | _____ |
| _____ | Pool / Spa | Yes | _____ | No | _____ |
| _____ | Parking Space | Yes | _____ | No | _____ |
| _____ | Other | _____ | | | |

Unit Survey

Item D

What types of units are provided?

Unit Type	Quantity	Average Estimated Size	Base Rent
Efficiency	_____	_____	_____
Studio	_____	_____	_____
One Bedroom	_____	_____	_____
Two Bedroom	_____	_____	_____
Three Bedroom	_____	_____	_____
Other _____	_____	_____	_____

Please indicate any special amenities provided, and additional fees charged?

	Y/N	Additional Fee
--	-----	----------------

What types of deposits or qualifications are required?

	Fee
--	-----

High-rise View	_____	_____
Balcony	_____	_____
In Unit Washer/Dryer	_____	_____
Refrigerator	_____	_____
Furnished	_____	_____
Cable	_____	_____
DSL Connection	_____	_____
Air Conditioning	_____	_____
Exercise Room	_____	_____
Pool / Spa	_____	_____
Parking Space	_____	_____
Other _____		
Other _____		
Other _____		
Other _____		

Security Deposit	_____
Cleaning Deposit	_____
Key Deposit	_____
Pet Deposit	_____
First & Last	_____
Minimum Income	_____
Maximum Income	_____
Lease Agreement	_____
Other _____	_____
Other _____	_____
Other _____	_____

Comments: _____

Portland University District
Business Survey

List of District Businesses

Item E

BUSINESS NAMES	STREET
1 St. Mary's School	SW 5TH AVE
2 ST. MICHEAL CHURCH	SW FOURTH
3 ST. MICHEAL CHURCH	SW MILL ST
4 INN & SUITES	SW MONTGOMERY ST
5 THE BLIND ONION	SW MONTGOMERY ST A
6 PORTLANDIA SPA	SW FOURTH
7 JASMAN TREE RESTRAUNT	SW HARRISON ST
8 US Bank	SW HARRISON ST
9 Bela Café	SW 5TH AVE
10 4th AVENUE MOTEL	SW 4TH AVE
11 Wells Fargo Bank	SW 5TH AVE
12 TEXACO SERVICE STATION	SW 4TH AVE
13 PSU BOOKSTORE	SW MILL ST
14 PIZZACATTO	SW MILL ST
15 SEATTLES BEST COFFEE	SW MILL ST
16 Metro Café	SW MONTGOMERY
17 Automobile Club of Oregon	SW MARKET ST
18 Clean Copy	SW BROADWAY AVE A
19 Ione Plaza Apartments	SW PARK AVE
20 Plaid Pantry - Ione Plaza	SW PARK AVE
21 Ione Plaza Café	SW PARK AVE
22 Niklas & Sons Flowers	SW PARK AVE
23 Sight Works	SW PARK AVE
24 Luna Hair Studio	SW PARK AVE
25 Dept. of Health & Enviro Quality	SW 10TH AVE
26 McDonalds	SW 6TH AVE
27 NPA - Indian Health Board	SW Harrison
28 World Peace Center	SW Harrison
29 Wasada Oregon Office	SW Harrison
30 Fire Station	SW COLLEGE ST
31 Bartending Accadamy	SW 5TH AVE
32 Columbia Cascade	SW 5TH AVE
33 Adult & Family Services	SW 6TH AVE
34 Robert Torres Phd.	SW 6TH AVE
35 Ole' Ole' Restraunt	SW 6TH AVE
36 Commercial	SW JACKSON ST
37 Sahara Deli & Grocery	SW COLLEGE ST
38 Domino Pizza	SW 4TH AVE
39 Screen Onion	SW JACKSON ST
40 Commercial	SW JACKSON ST
41 Sonitrol Security	SW 6TH AVE
42 Smoothies	SW 6TH AVE
43 Blimpies	SW 6TH AVE
44 ChaikSong Restraunt	SW COLLEGE ST
45 Broadway Coffee	SW BROADWAY AVE
46 Deli Café	SW 6TH AVE
47 Smart Copy	SW 6TH AVE
48 Campus Ministry	SW BROADWAY AVE
49 Annies Coffee	SW BROADWAY AVE
50 Budget Car Rental	SW 4TH AVE
51 Candlelight Café & Bar	SW 5TH AVE
52 Unity, Inc.	SW 5TH AVE
53 ASAP Treatment Center	SW 5TH AVE
54 Telco Community Credit Union	SW 4TH AVE, Suite 500
55 GA Miller Architecture	SW 4TH AVE, Suite 516
56 Susak & Powell, P.C.	SW 4TH AVE, Suite 600

Portland University District
HOUSING PREFERENCE RESPONSES

PSU Students
Supplemental Data

Item F

Reasons cited for not wanting to live in district

Reason	Times Cited
Home Ownership	12
High anticipated cost of district housing	10
Urban Density	7
Lack of adequate openspace	6
Dist. Housing not cost competative	6
Bad Enviroment for Children	5
Noise	4
Inadequite parking	4
Inadequite Private garden space/ yard	2

Concerns cited by potential residents

Reason	Times Cited
None	

Portland University District
HOUSING PREFERENCE RESPONSES

PSU Employees
Supplemental Data

Item G

Reasons cited for not wanting to live in district

Reason	Times Cited
Home Ownership	19
Inadequate Private garden space/ yard	18
Urban Density	13
Community/Social Ties	6
Lack of adequate openspace	6
High anticipated cost of district housing	5
Noise	4
Bad Enviroment for Children	3
Preference for living in different area from work	3
Crime rate & Perceived Security issues	2
Inadequate space for pets	2
Lack of family units	2
Lack of local shopping oppertunities	2
Inadequate parking	1
Lack of local schools	1
Poor Quality of new construction	1
Traffic congestion	1

Concerns cited by potential residents

Reason	Times Cited
High anticipated cost of district housing	3
Inadequate space for garden/ animals	3
Inadequate size of living units	1
Inadequate parking	1

Portland University District
HOUSING PREFERENCE RESPONSES

Private District Employees
Supplemental Data

Item H

Reasons cited for not wanting to live in district

Reason	Times Cited
Community/Social Ties	3
Home Ownership	2
Noise	2
Crime rate & Perceived Security issues	1
High anticipated cost of district housing	1
Preference for living in different area from work	1
Urban Density	1

Concerns cited by potential residents

Reason	Times Cited
Noise	2
High anticipated cost of district housing	1