

NAIOP

# The Impact of Culture on Design

February 9, 2017

**Roger K. Lewis, FAIA**

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Columnist, The Washington Post

Guest Commentator, The Kojo Nnamdi Show, WAMU-FM

**PLAN**  
of the City of **Washington**  
in the Territory of **Columbia**.  
as ceded by the States of  
**VIRGINIA** and **MARYLAND**  
to the **United States of America**  
and by them established as the  
**SEAT** of their **GOVERNMENT**,  
after the Year  
**MDCCC.**

Designed by **Wm. H. H. H.**

Representative height of the corner of **Bliss Court** } **F. 1. P.**  
above the level of the tide in **Rock Creek** } **236. 7. 3/4**

Representative height of the } **F. 1. P.**  
street corner above the tide } **165. 7. 3/4**  
in **Bliss Court** }

The water of the **Creek** may be conveyed  
with the least possible expense  
into the **City** through the  
underground passage  
by the **side** of the **Street**, &c.



Lat. Capitol.  $38^{\circ} 53' N.$   
Long.  $0^{\circ} 0'$



**GEORGE TOWN.**

**POTOMAC RIVER**

**EASTERN BRANCH.**

**Breadth of the Streets.**

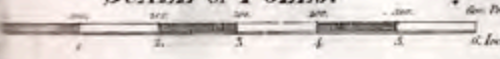
THE ground between, and each street as laid immediately to  
public places, are from **50** to **60** feet wide, and may be conveniently divided  
into five ways, walks of trees, and a carriage way. The other Streets are from **40** to  
**60** feet wide.

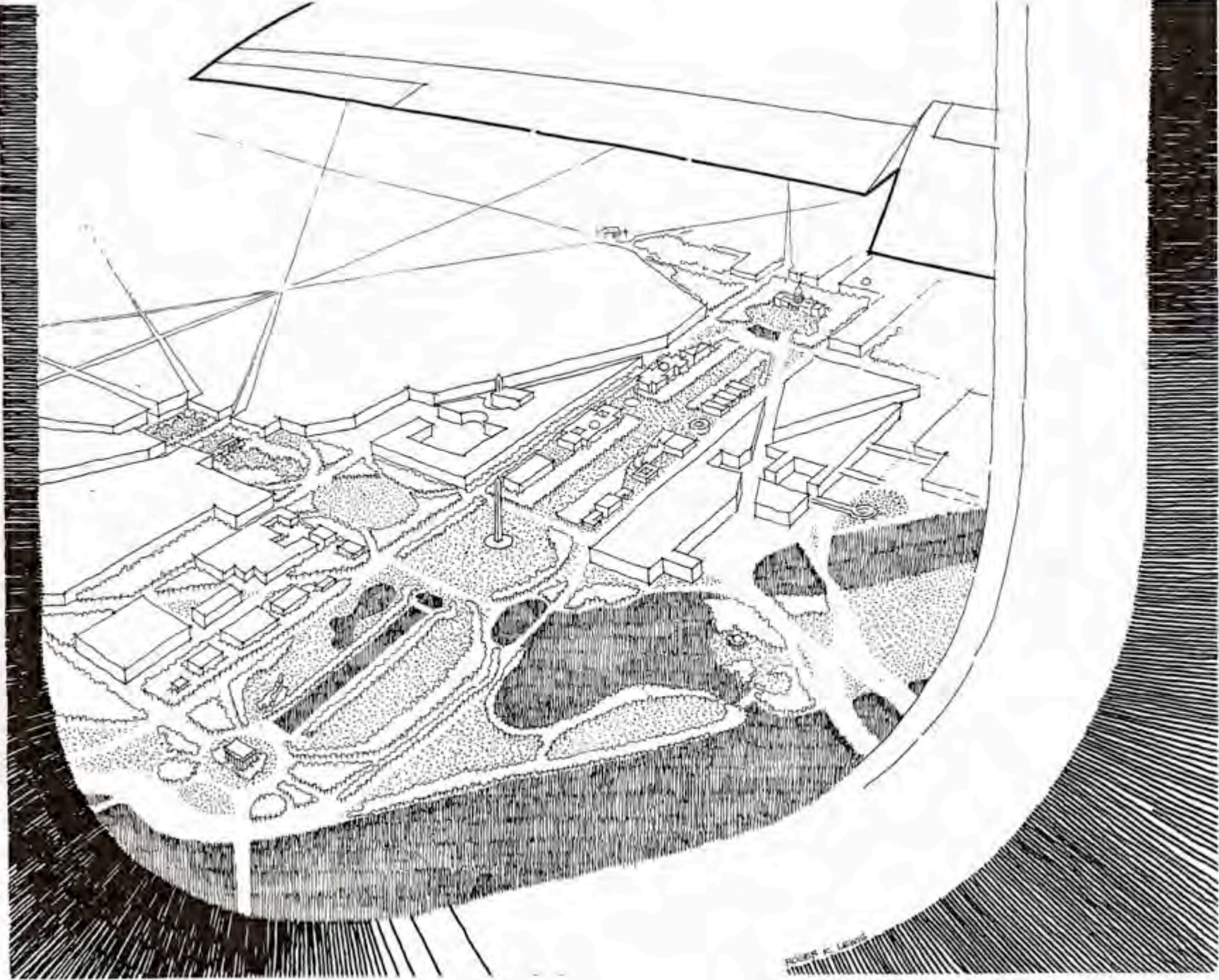
IN order to execute this plan, Mr. **ELLICOTT** drew a true  
meridional line by celestial observation, which passes through the **Street** intended for the  
**Capitol**, this line he copied by another due East and West, which passes through the  
same street. These lines were accurately measured, and made the lines on which the  
whole plan was executed. He ran all the lines by a **Transit Instrument**, and determined  
the exact angles by actual measurement, and by nothing to the uncertainty of the Compass.

**Observations**  
**Explanatory of the Plan.**

- THE positions for the different **Edifices**, and for the several **Squares** or **Streets** of different shapes as they are laid down, were first determined on the most advantageous ground, considering the most extensive prospects, and the most eligible of such improvements as either were or would be hereafter useful.
- LINES or **venues** of direct communication have been drawn, to connect the separate and most distant points with the principal, and to pass through the whole unimpededly of right at the same time. Attention has been paid to the laying of these building streets over the most favorable ground, for frequent and convenient.
- Width and South lines, intersected by others running due East and West, make the distribution of the City into streets uniform, and these lines have been so combined as to meet at even intervals, and these derived therefrom, as to be from the same just determined, the different Squares or streets.

**SCALE OF POLES.**



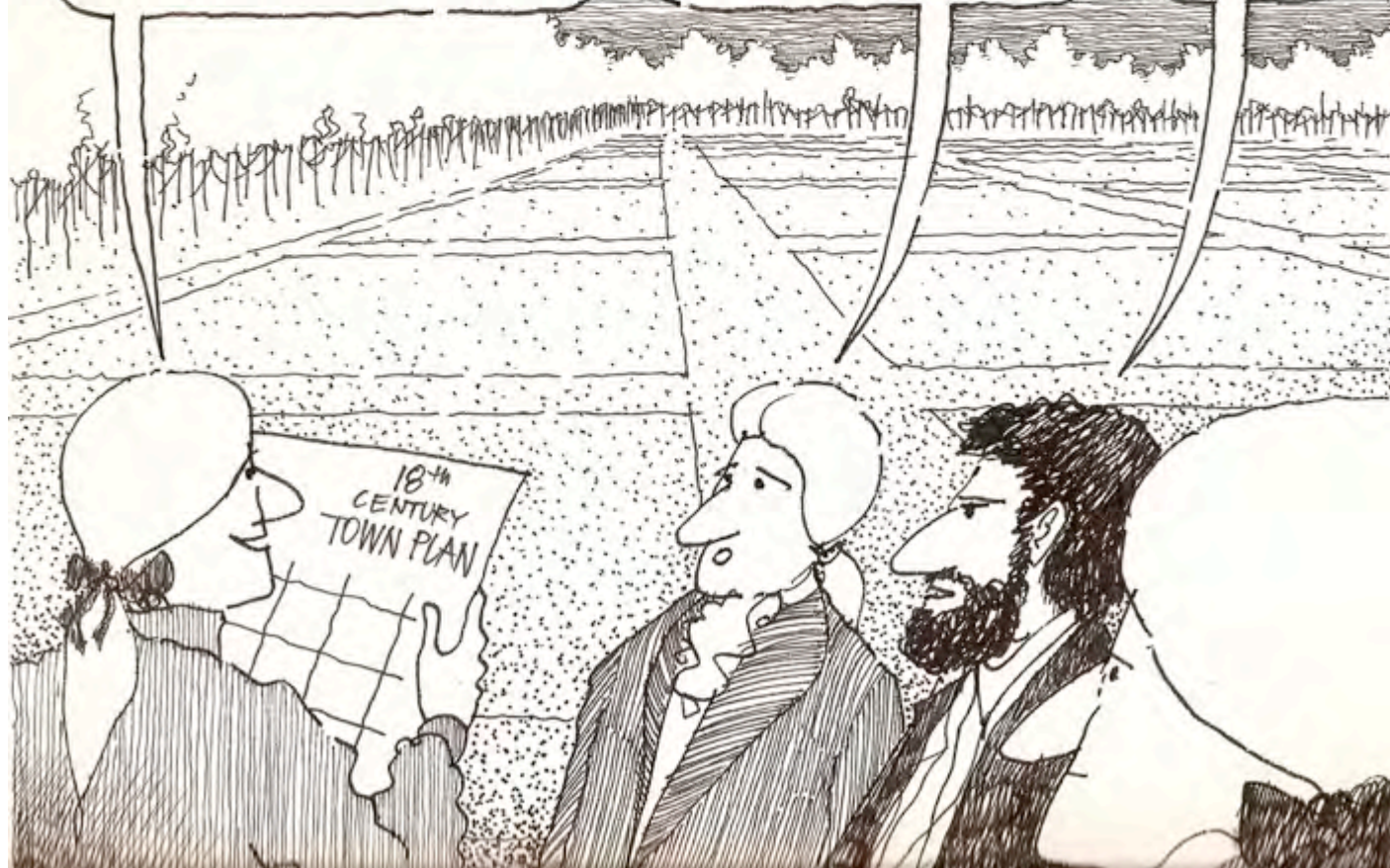


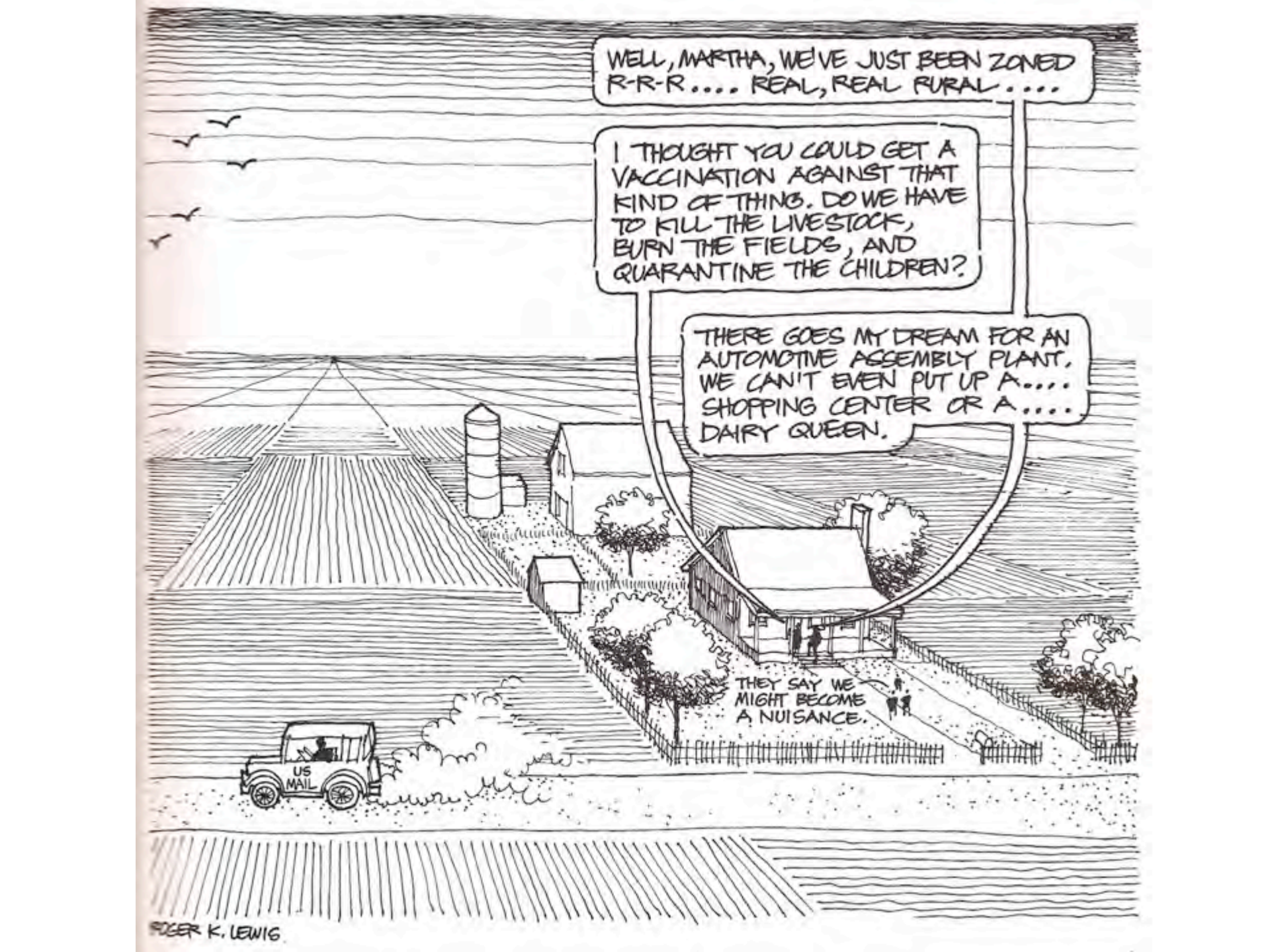
ROBERT F. LEWIS

THERE! THE LAND'S ALL CLEARED AND THE TOWN'S STREETS ARE ALL LAID OUT... WITH A NICE SQUARE IN THE CENTER OF THE GRID.....

SURE, IT'S JUST A TOWN NOW.... BUT IN A HUNDRED YEARS, IT COULD TURN INTO... shudder... A CITY!!!!

.... AND IF YOU ASK ME, IT'S THE DEVIL'S WORK!





WELL, MARTHA, WE'VE JUST BEEN ZONED  
R-R-R.... REAL, REAL RURAL....

I THOUGHT YOU COULD GET A  
VACCINATION AGAINST THAT  
KIND OF THING. DO WE HAVE  
TO KILL THE LIVESTOCK,  
BURN THE FIELDS, AND  
QUARANTINE THE CHILDREN?

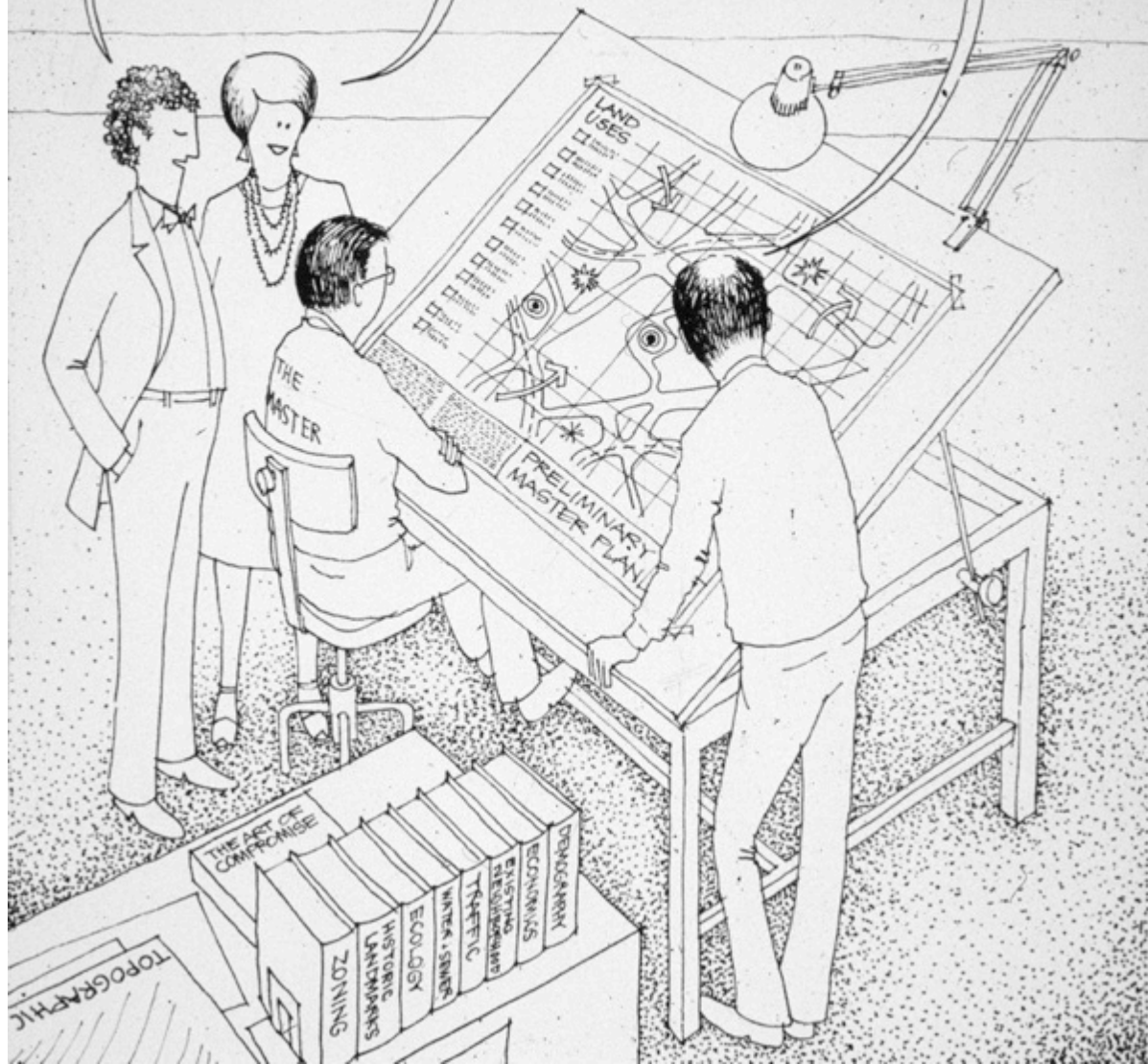
THERE GOES MY DREAM FOR AN  
AUTOMOTIVE ASSEMBLY PLANT.  
WE CAN'T EVEN PUT UP A....  
SHOPPING CENTER OR A....  
DAIRY QUEEN.

THEY SAY WE  
MIGHT BECOME  
A NUISANCE.

I THINK IT'S SIMPLY  
GHASTLY...THE RED  
JUST DOESN'T GO  
WITH THE PURPLE  
AT ALL...

YOUR BLUE ZONES  
ARE SUPERB...  
GREAT CHROMATIC  
INTENSITY AND  
DEFINITION!

TOO MUCH YELLOW,  
NOT ENOUGH GREEN.  
DON'T YOU THINK A  
FEW MORE ANGULAR  
SHAPES WOULD HELP?



# LAND USE PLAN

2 SHEETS

Churchill Town Sector  
Germantown, Maryland

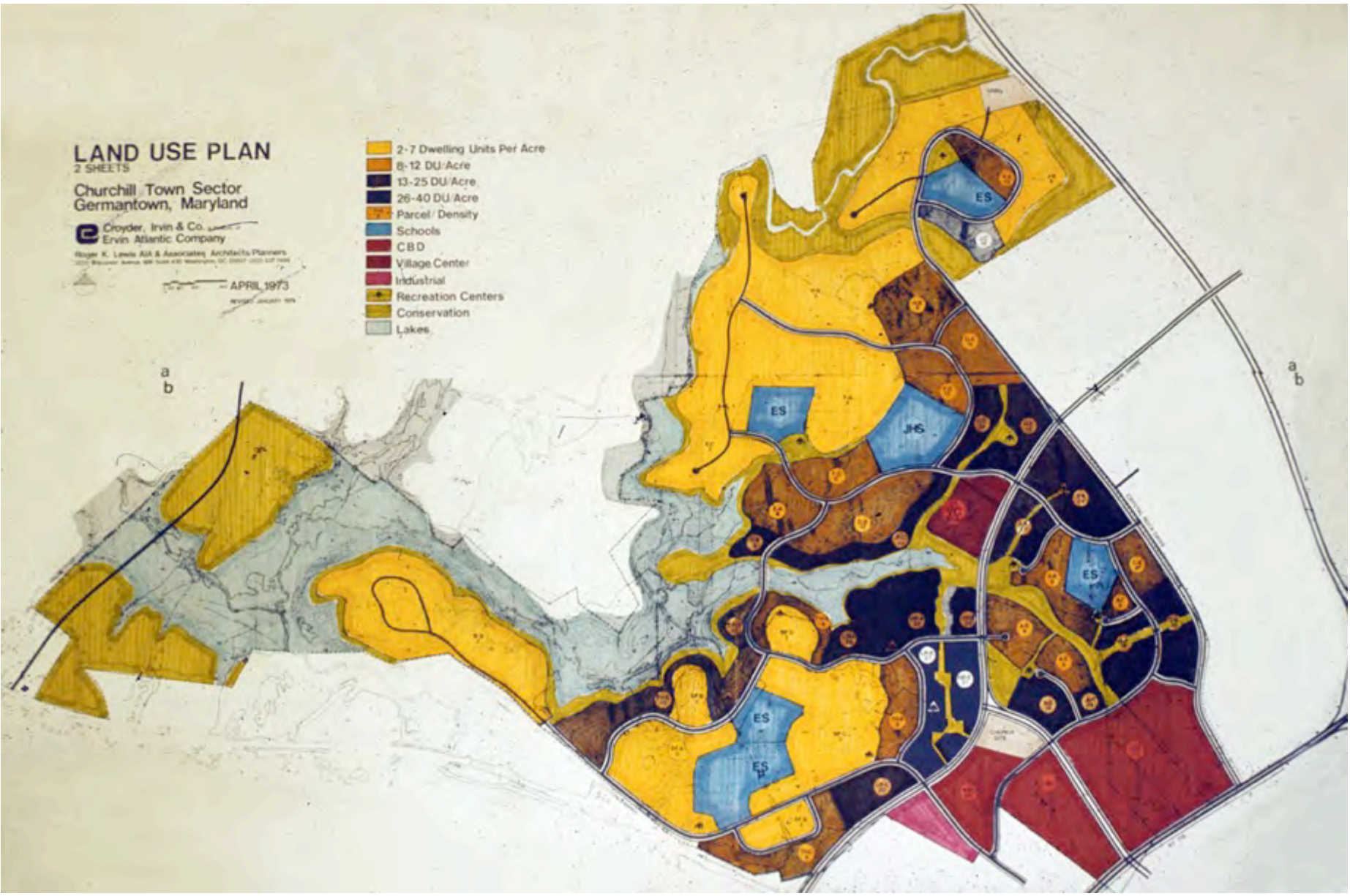
Croyder, Irvin & Co.  
Ervin Atlantic Company

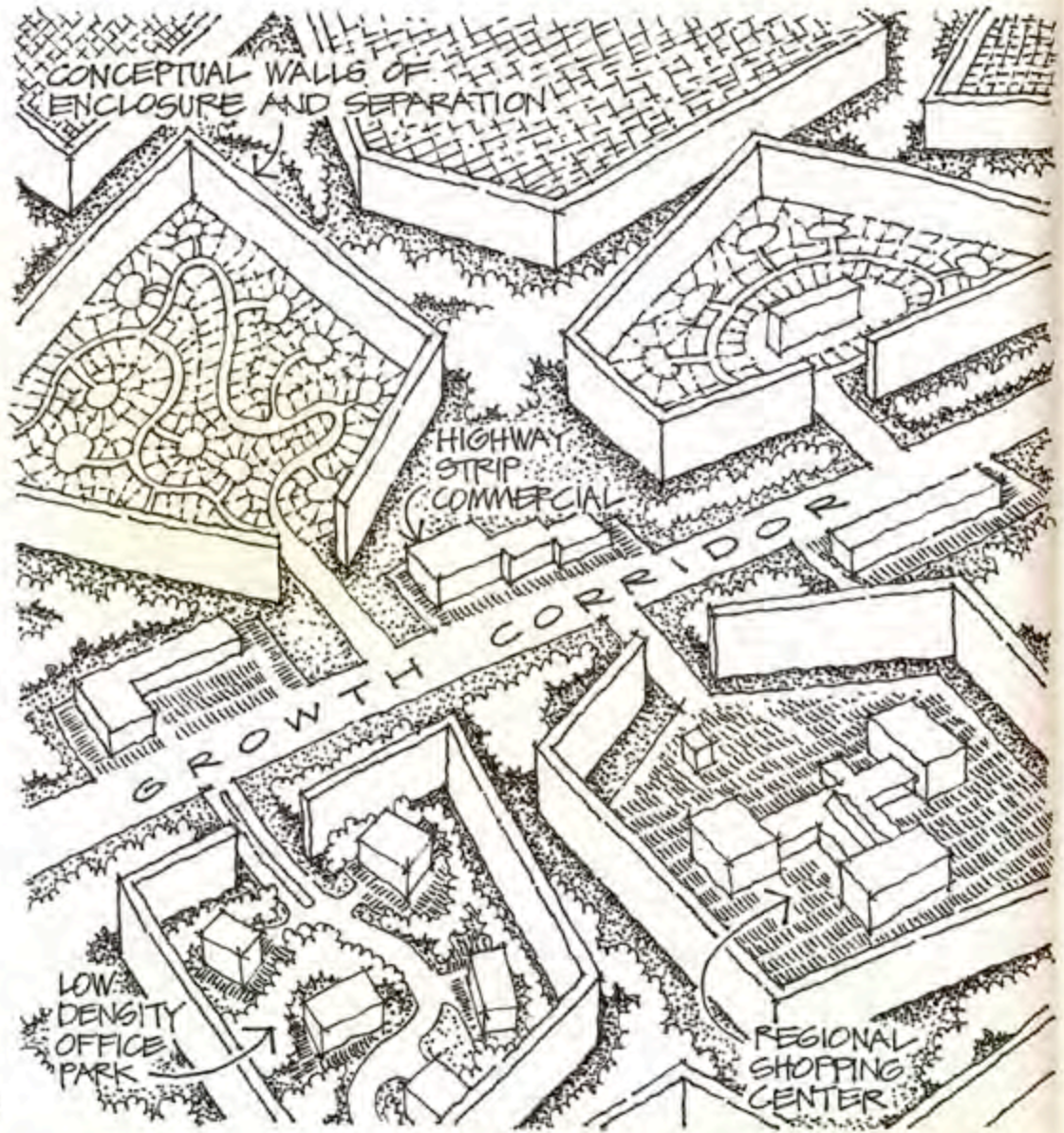
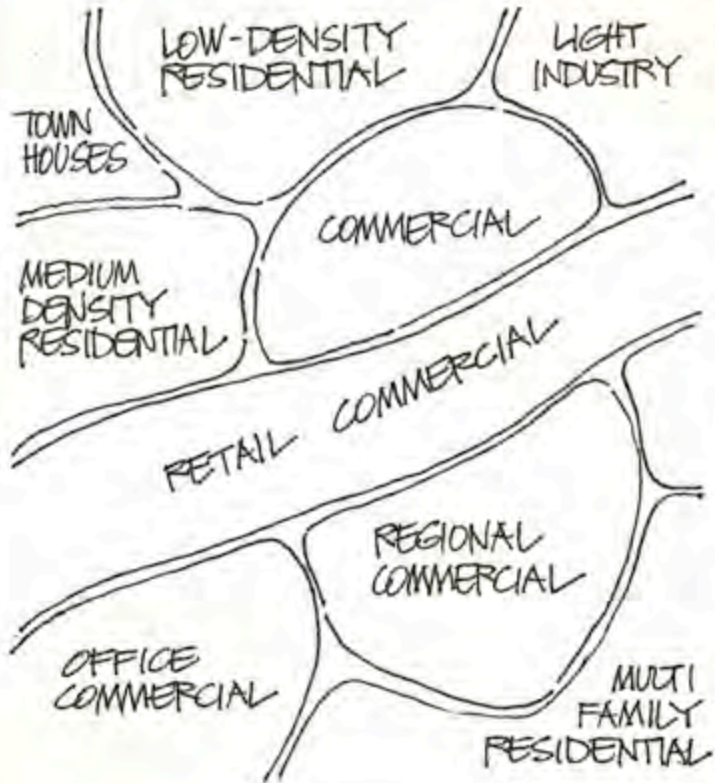
Roger K. Lewis AIA & Associates Architects/Planners

2000 Mountain Avenue, Suite 200, Washington, DC 20007-1020-1000

APRIL 1973

- 2-7 Dwelling Units Per Acre
- 8-12 DU/Acre
- 13-25 DU/Acre
- 26-40 DU/Acre
- Parcel / Density
- Schools
- CBD
- Village Center
- Industrial
- Recreation Centers
- Conservation
- Lakes



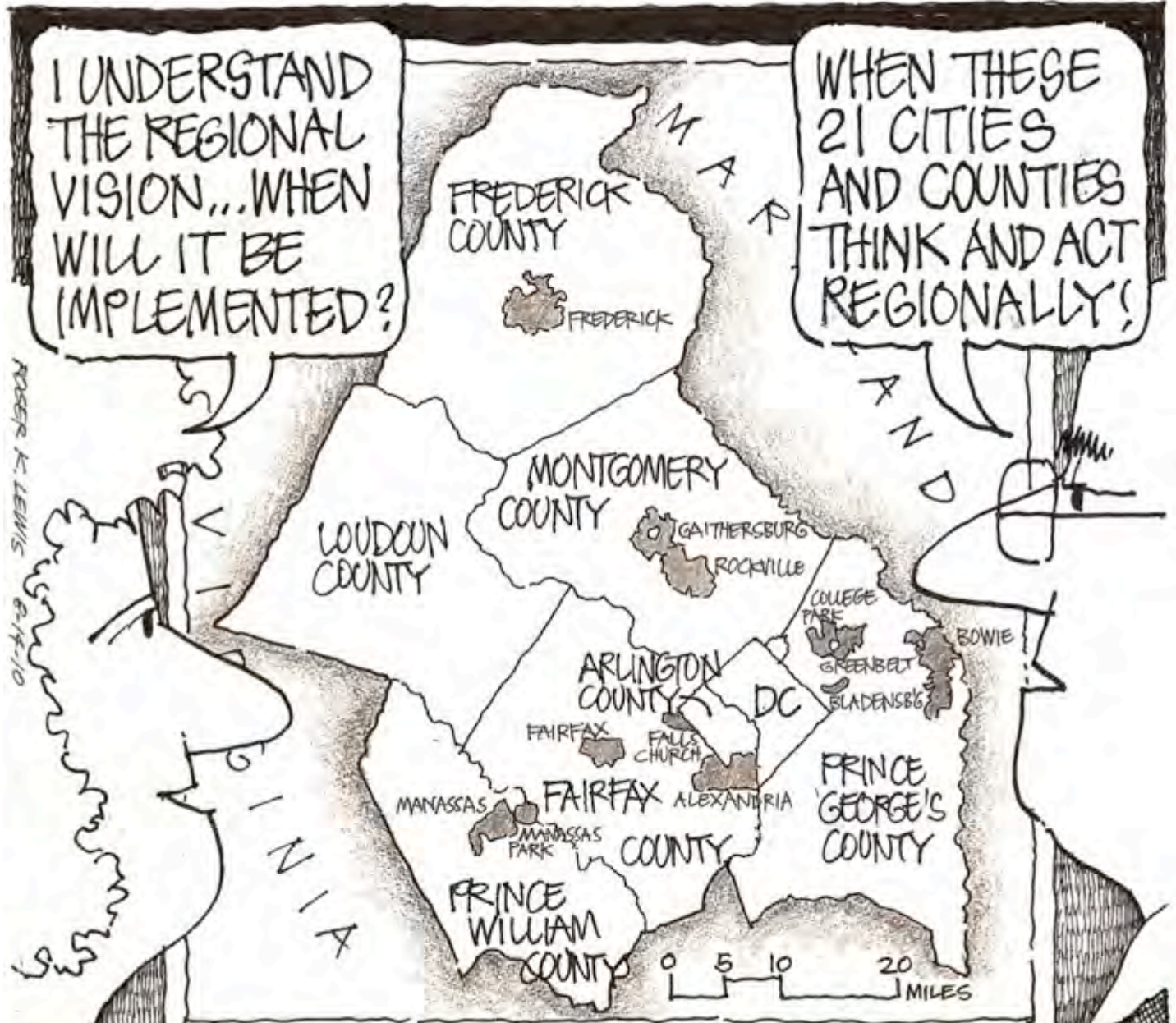




I UNDERSTAND THE REGIONAL VISION...WHEN WILL IT BE IMPLEMENTED?

WHEN THESE 21 CITIES AND COUNTIES THINK AND ACT REGIONALLY!

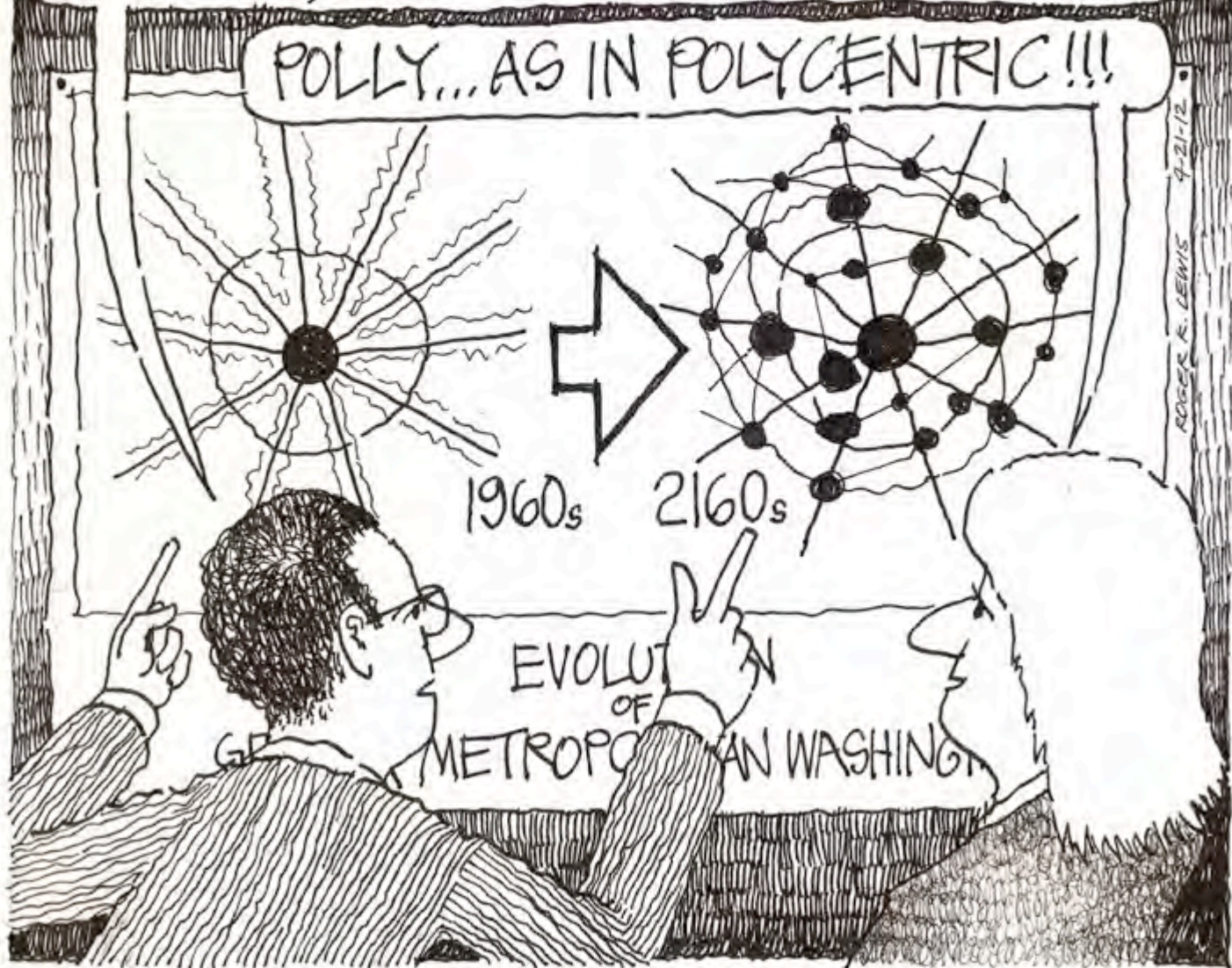
ROBERT K. LEWIS 8-17-10



REGIONAL MAP  
METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENT

IF THIS IS THE "WEDGES AND CORRIDORS"  
PLAN WITH A "HUB AND SPOKES" TRANSIT  
NETWORK, WHAT DO YOU CALL THAT PLAN??

POLLY... AS IN POLYCENTRIC!!!





SIR!...THE FORCES OF SPRAWL...THEY'RE HERE ALREADY... I THINK IT MAY BE TOO LATE FOR A PLAN TO CONTROL THEM!

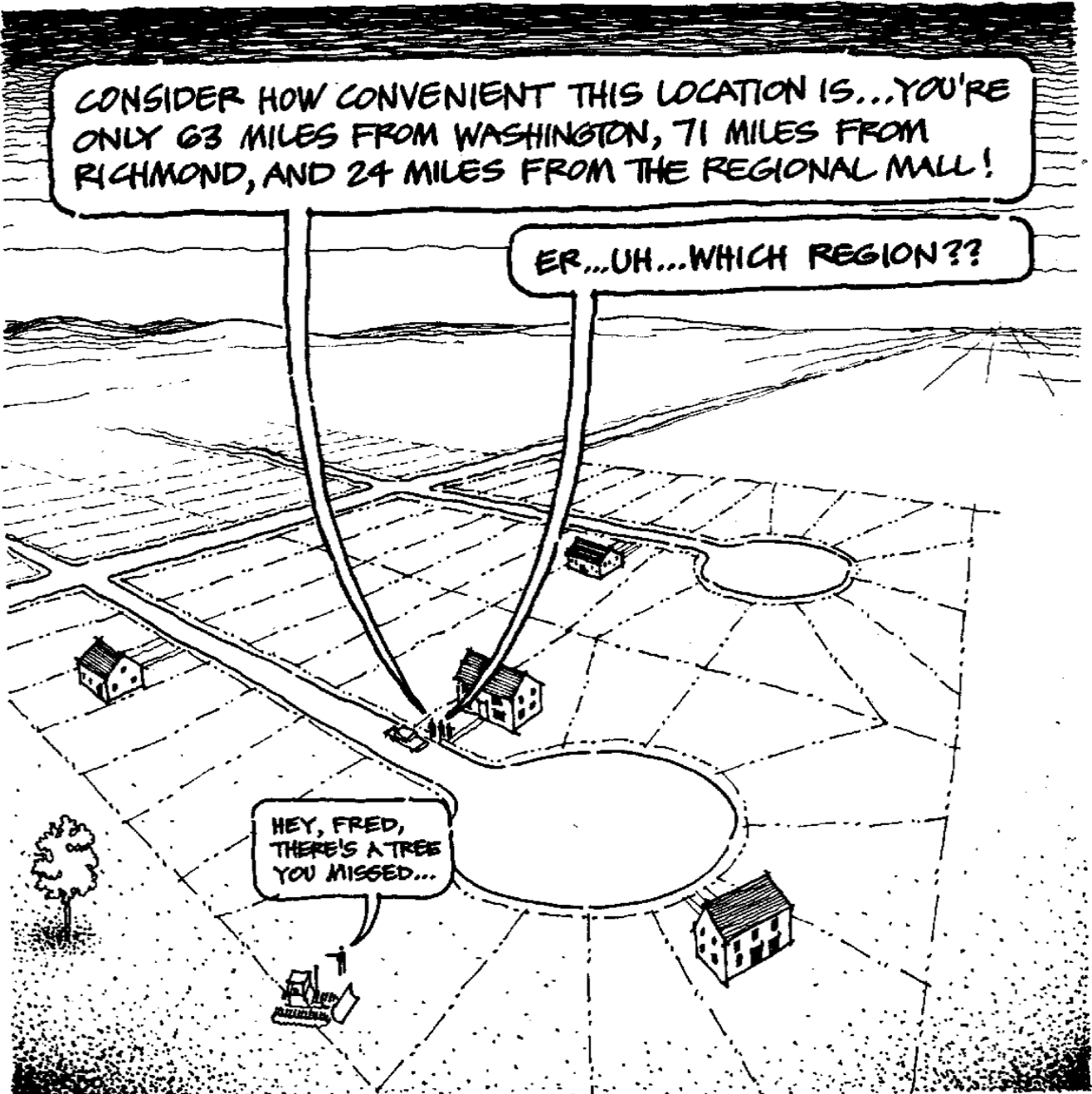
WATCH OUT!  
HERE COMES  
LOS ANGELES...

REGIONAL  
PLANNING  
COMMAND

CONSIDER HOW CONVENIENT THIS LOCATION IS...YOU'RE ONLY 63 MILES FROM WASHINGTON, 71 MILES FROM RICHMOND, AND 24 MILES FROM THE REGIONAL MALL!

ER...UH...WHICH REGION??

HEY, FRED,  
THERE'S A TREE  
YOU MISSED...



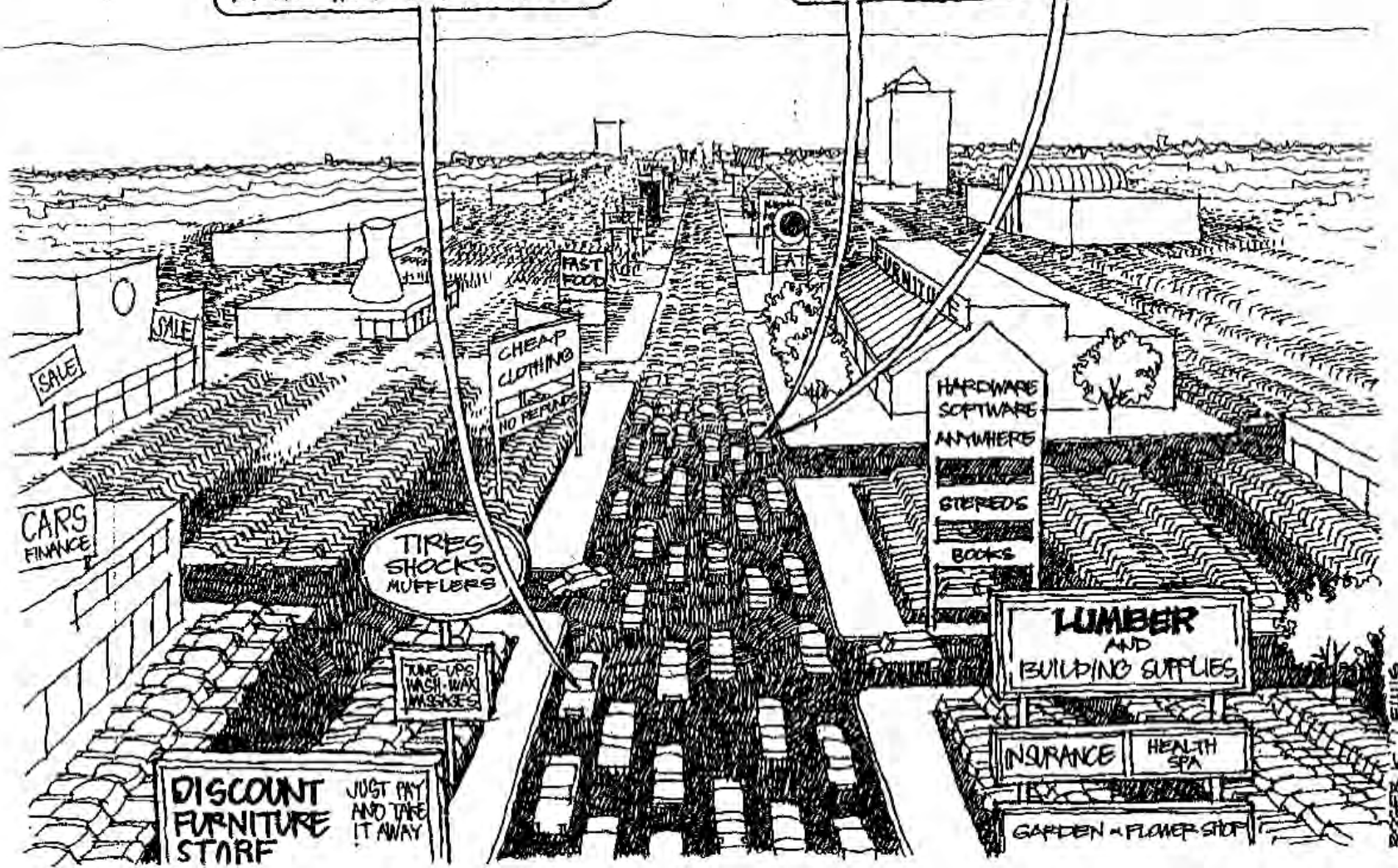
ROGER K. LEWIS

ROGER K. LEWIS

FIRST, WE DRIVE TO THE  
HARDWARE STORE, THEN  
THE HI-FI SHOP, THEN THE  
BANK, THEN THE DESIGN  
BOUTIQUE, THEN....WELL,  
THEN WE CAN LOOK FOR A  
DRIVE-IN FOR LUNCH....

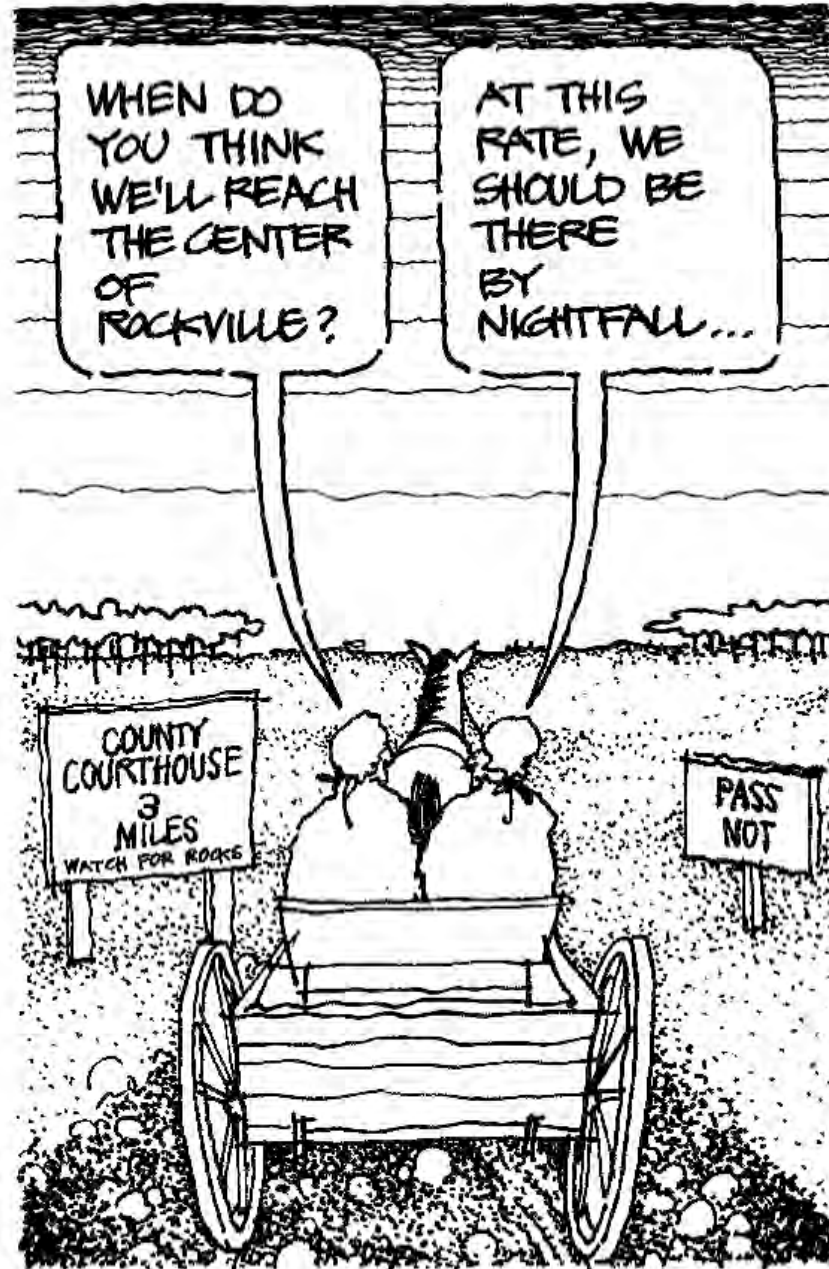
HONEY, SEE THERE! A FURNITURE  
STORE NEAR THE ROAD....THEIR  
DISPLAY WINDOWS LOOK GREAT!

FORGET IT!  
THERE'S NO  
PLACE TO PARK.

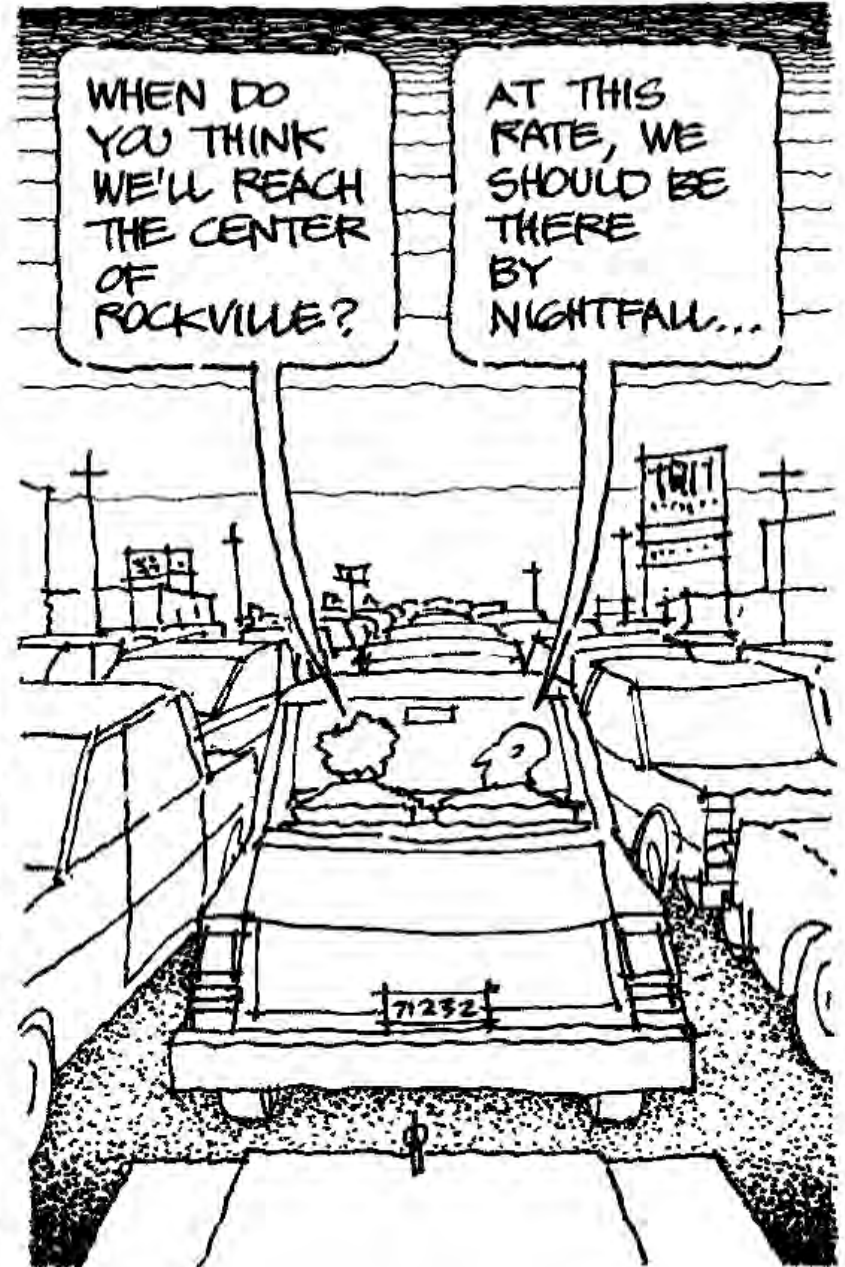


ROGER DEWIS

# The Pike in 1789

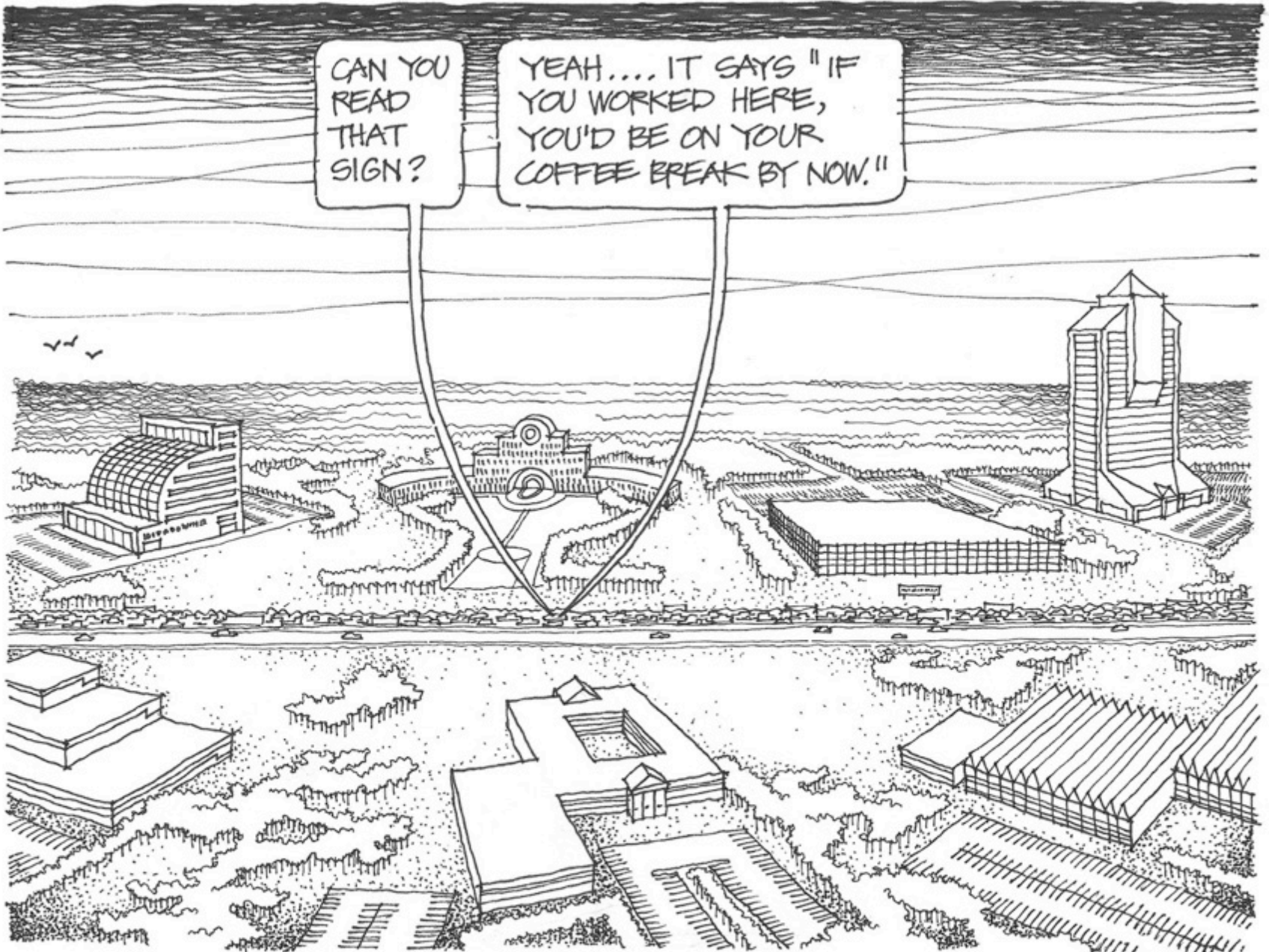


# The Pike in 1989



CAN YOU  
READ  
THAT  
SIGN?

YEAH.... IT SAYS "IF  
YOU WORKED HERE,  
YOU'D BE ON YOUR  
COFFEE BREAK BY NOW."



FINALLY...NORTHERN VIRGINIA!

AND WHAT A RELIEF! IT LOOKS  
JUST LIKE NORTHERN NEW JERSEY!

YOU MEAN THIS  
ISN'T MARYLAND?

ROBERT K. LEWIS

8-27-11



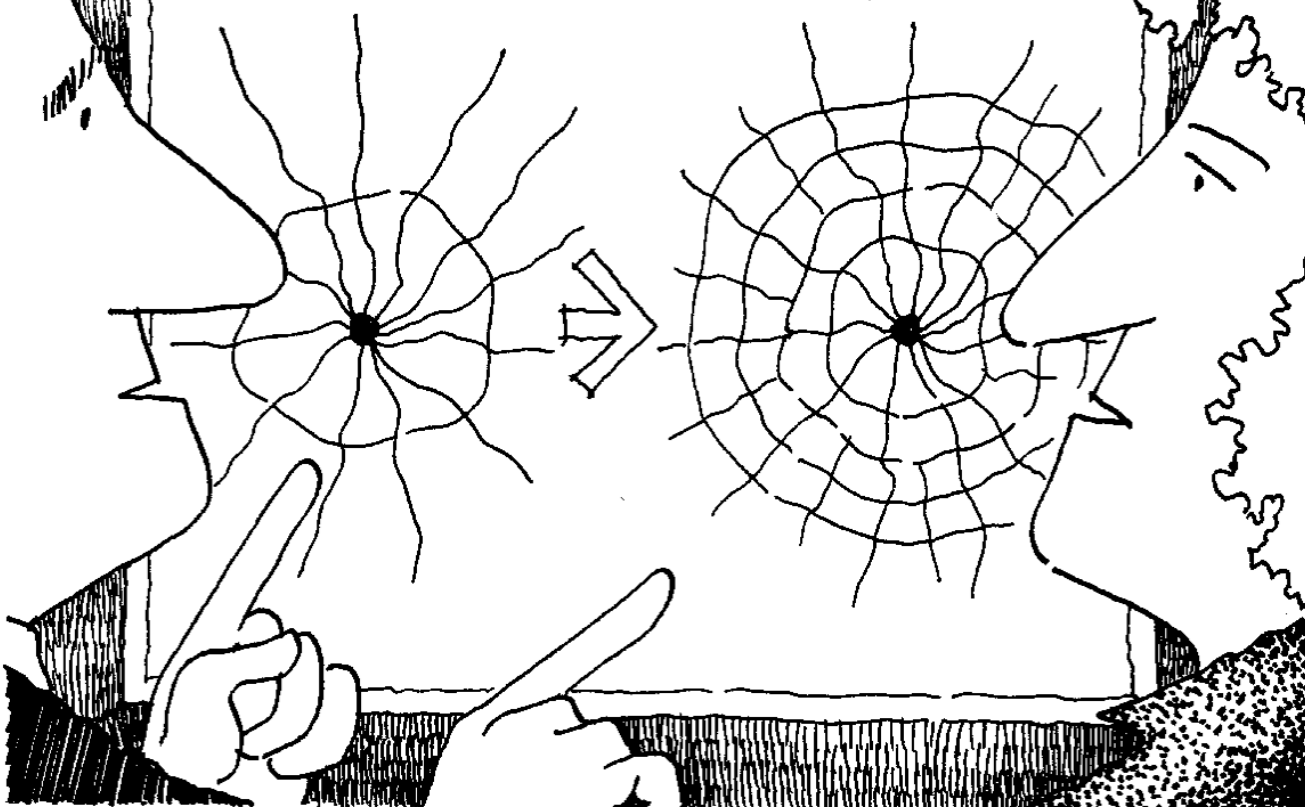


SO ALL WE HAVE TO DO IS GET FROM HERE TO THERE?

WHAT MAKES YOU THINK WE CAN GET THERE FROM HERE?

The Existing  
"WAGON WHEEL"  
Transportation  
Network

The Proposed  
"COBWEB"  
Transportation  
Network

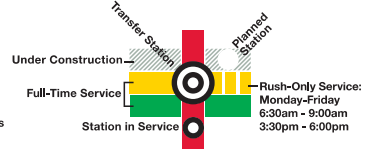


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 Customer Information Service: 202-637-7000  
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## Legend

- RD** Red Line • Glenmont to Shady Grove
- OR** Orange Line • New Carrollton to Vienna
- BL** Blue Line • Franconia-Springfield to Largo Town Center
- GR** Green Line • Branch Ave to Greenbelt
- YL** Yellow Line • Huntington to Fort Totten
- SV** Silver Line • Future Dulles Corridor Line

- ### Station Features
- Bus to Airport
  - Parking
  - Hospital
  - Airport
- ### Connecting Rail Systems
- AMTRAK
  - VRE
  - MARC



**MetroRail Operating Times**

<b>Mon-Thu</b>	5am-midnight
<b>Fri</b>	5am-3am
<b>Sat</b>	7am-3am
<b>Sun</b>	7am-midnight

Times are approximate; check station kiosks or online for exact times.

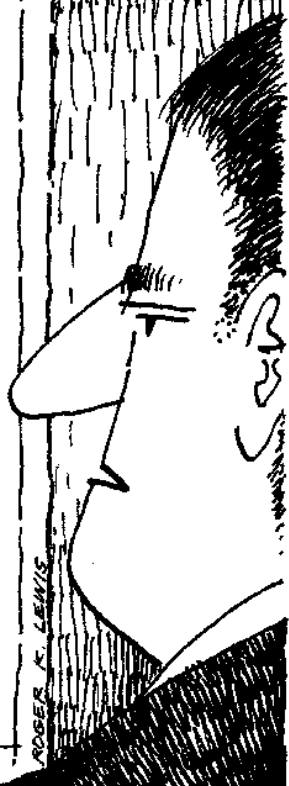
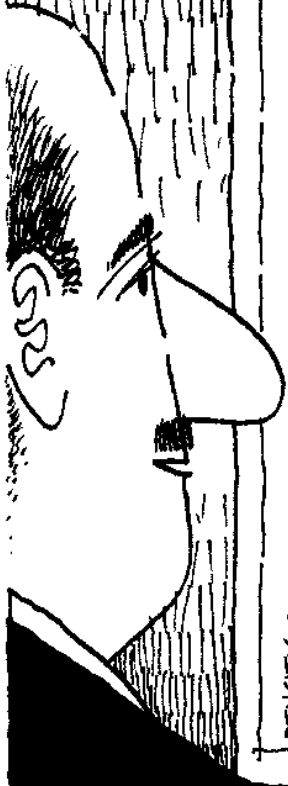
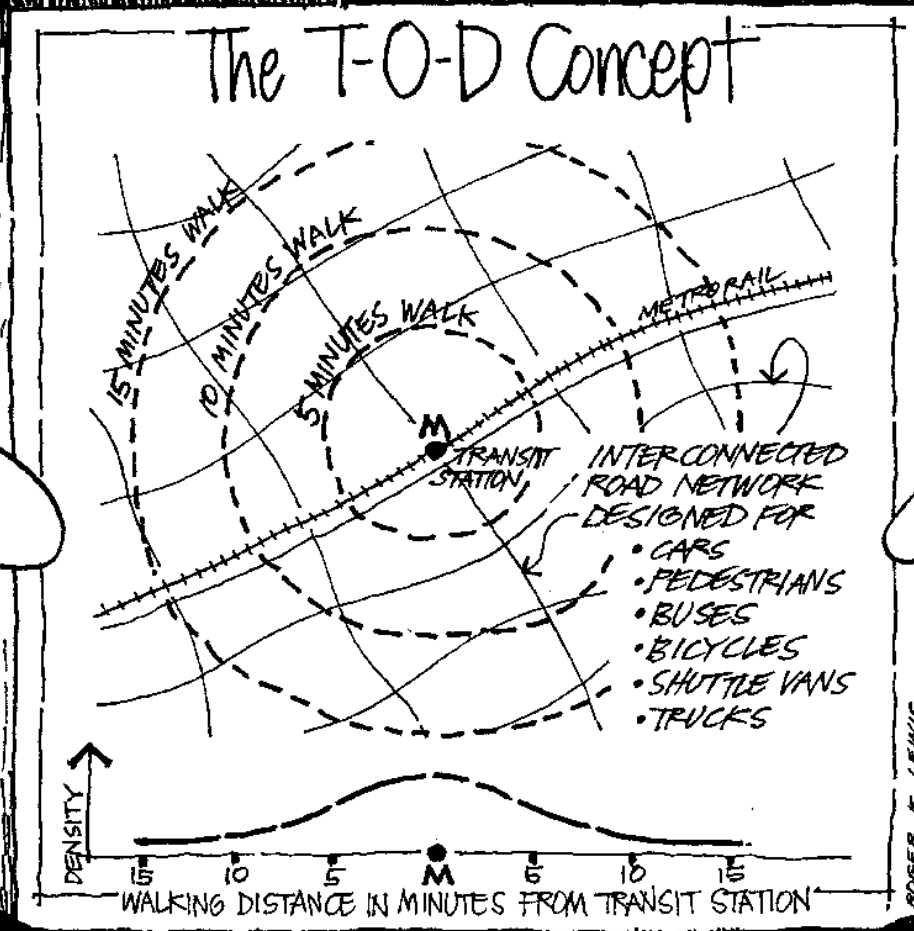
Metro is accessible.

- No Smoking
- No Eating or Drinking
- No Animals (except service animals)
- No Audio (without earphones)
- No Littering or Spitting
- No Dangerous or Flammable Items



T-O-D MEANS "TRANSIT-ORIENTED DEVELOPMENT"... BUT IT SHOULD REALLY STAND FOR "TRANSPORTATION-ORIENTED DEVELOPMENT," SINCE OPTIONAL TRAVEL MODES ARE NEEDED!

IF YOU ASK ME, IT MEANS "TONS OF DENSITY!"



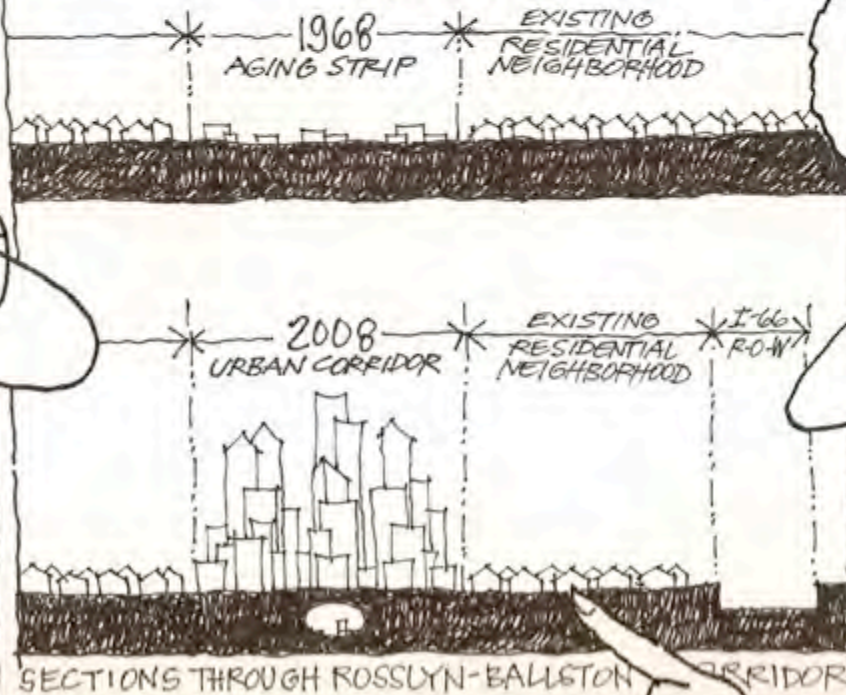
ROGER A. LEWIS

RUNNING THE METRO LINE UNDERGROUND... BUILDING CLOSELY SPACED STATIONS... WHAT FORESIGHT !!! THERE'S A LESSON HERE... PLAN AND INVEST IN THE FUTURE ! WHAT LESSON HAVE YOU LEARNED ?

TO STAY IN MY INCREASINGLY VALUABLE HOUSE RIGHT HERE... AND SELL MY CAR!

# ARLINGTON

VIRGINIA



ROGER K. LEWIS 6-21-08

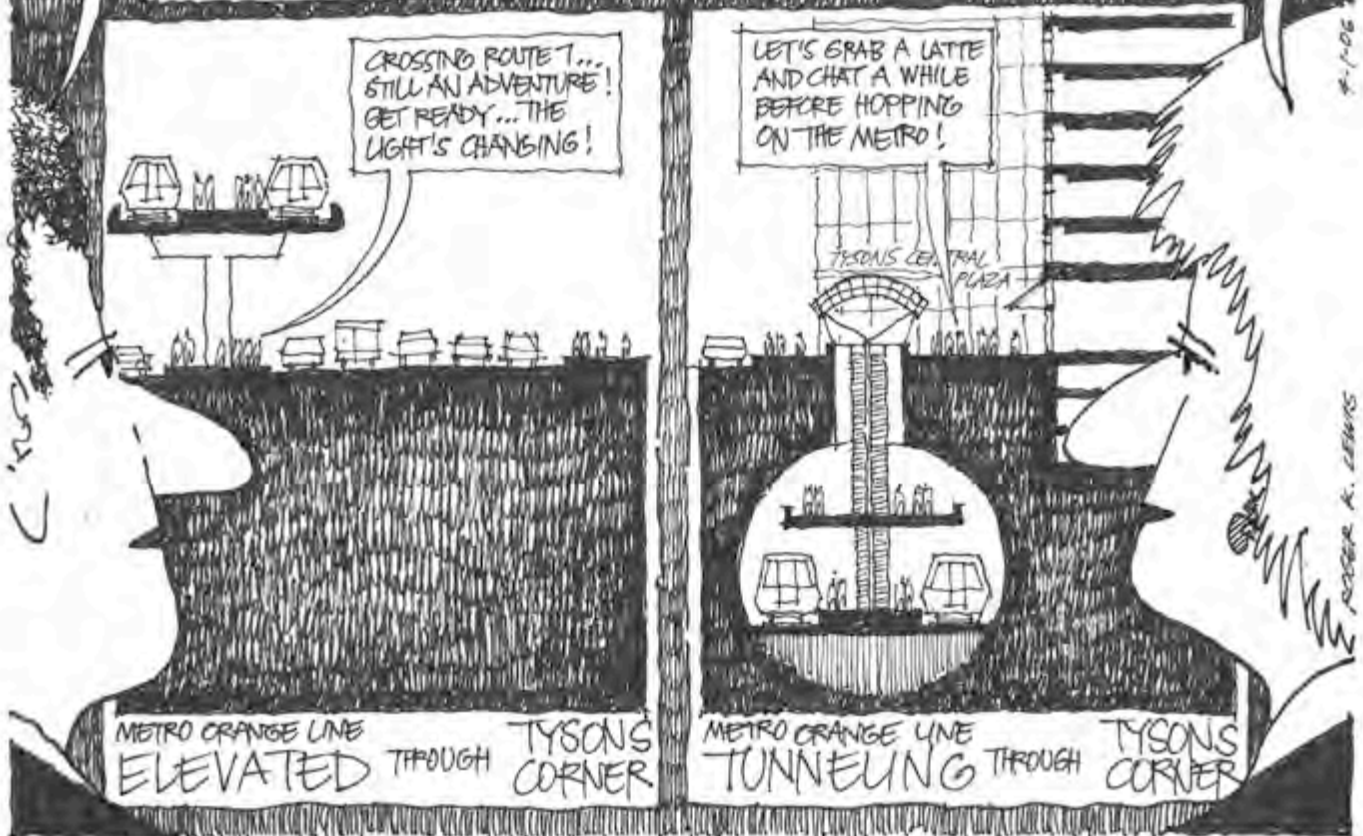


ALMOST EVERYONE FAVORS THE TUNNEL OPTION...IT'S THE BETTER WAY TO RUN RAIL TRANSIT THROUGH CITIES!

WHO FAVORS THE ELEVATED OPTION?

THE PROJECT MANAGERS DESIGNING THE ELEVATED LINE...THEY CLAIM TUNNELING WILL COST MUCH MORE, BUT TUNNEL ADVOCATES ARE NOT CONVINCED!!

I THINK IT'S TIME FOR A SECOND COST OPINION!!!



METRO ORANGE LINE ELEVATED THROUGH TYSONS CORNER

METRO ORANGE LINE TUNNELING THROUGH TYSONS CORNER

ROGER K. LEWIS

IT'S A GREAT  
VIEW... IF  
YOU'RE INTO  
TRAINS!

WILL I  
GET A  
RENT  
DISCOUNT?



3-24-12

ROGER K. LEWIS

WANNA TRY IT?

I DUNNO...THIS GAME GETS TOUGHER EVERY YEAR!

Want to really **BOUNCE** around? **PLAY...**

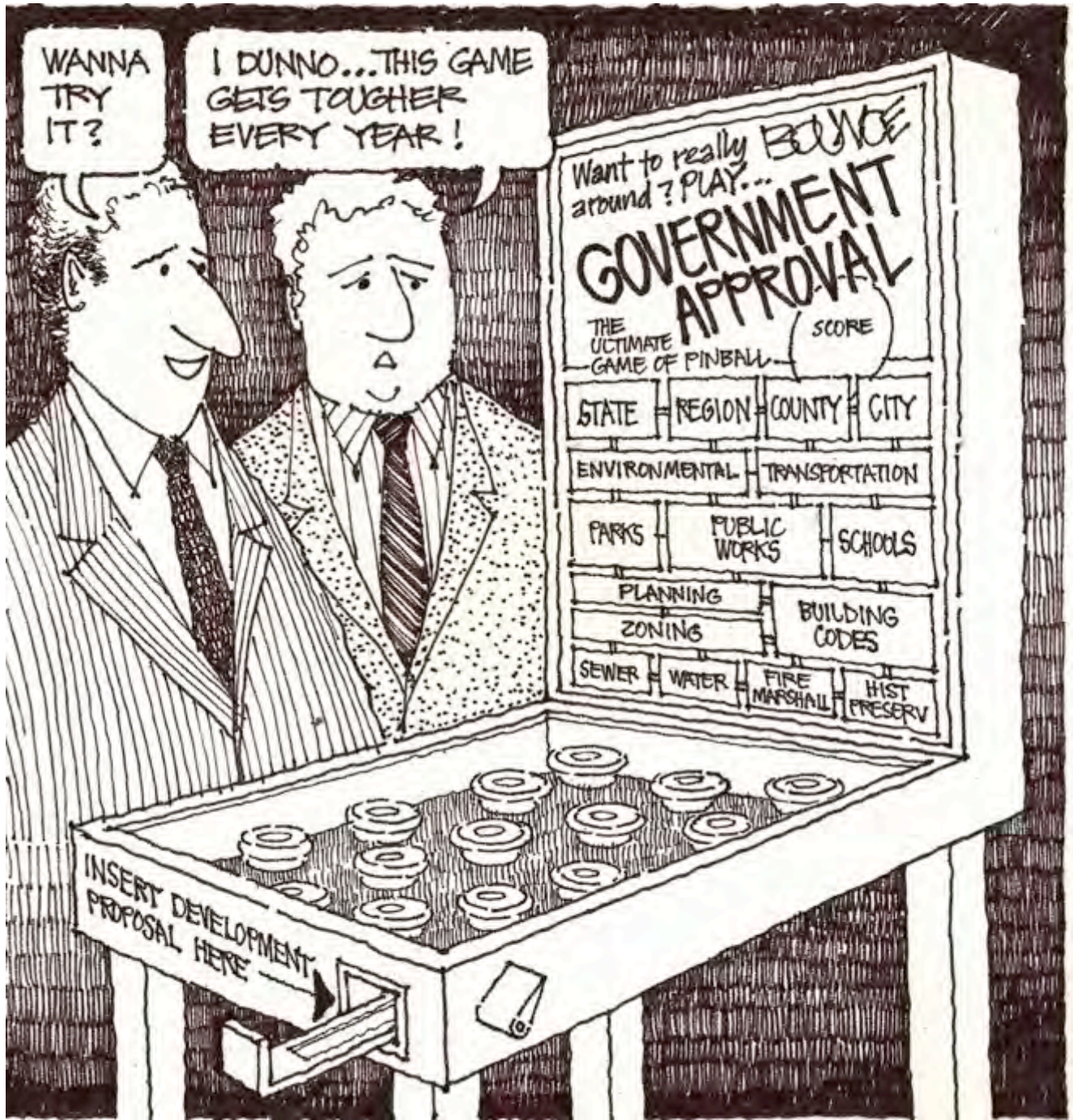
# GOVERNMENT APPROVAL

THE ULTIMATE GAME OF PINBALL

SCORE

STATE	REGION	COUNTY	CITY
ENVIRONMENTAL		TRANSPORTATION	
PARKS	PUBLIC WORKS	SCHOOLS	
PLANNING		BUILDING CODES	
ZONING			
SEWER	WATER	FIRE MARSHALL	HIST PRESERV

INSERT DEVELOPMENT PROPOSAL HERE

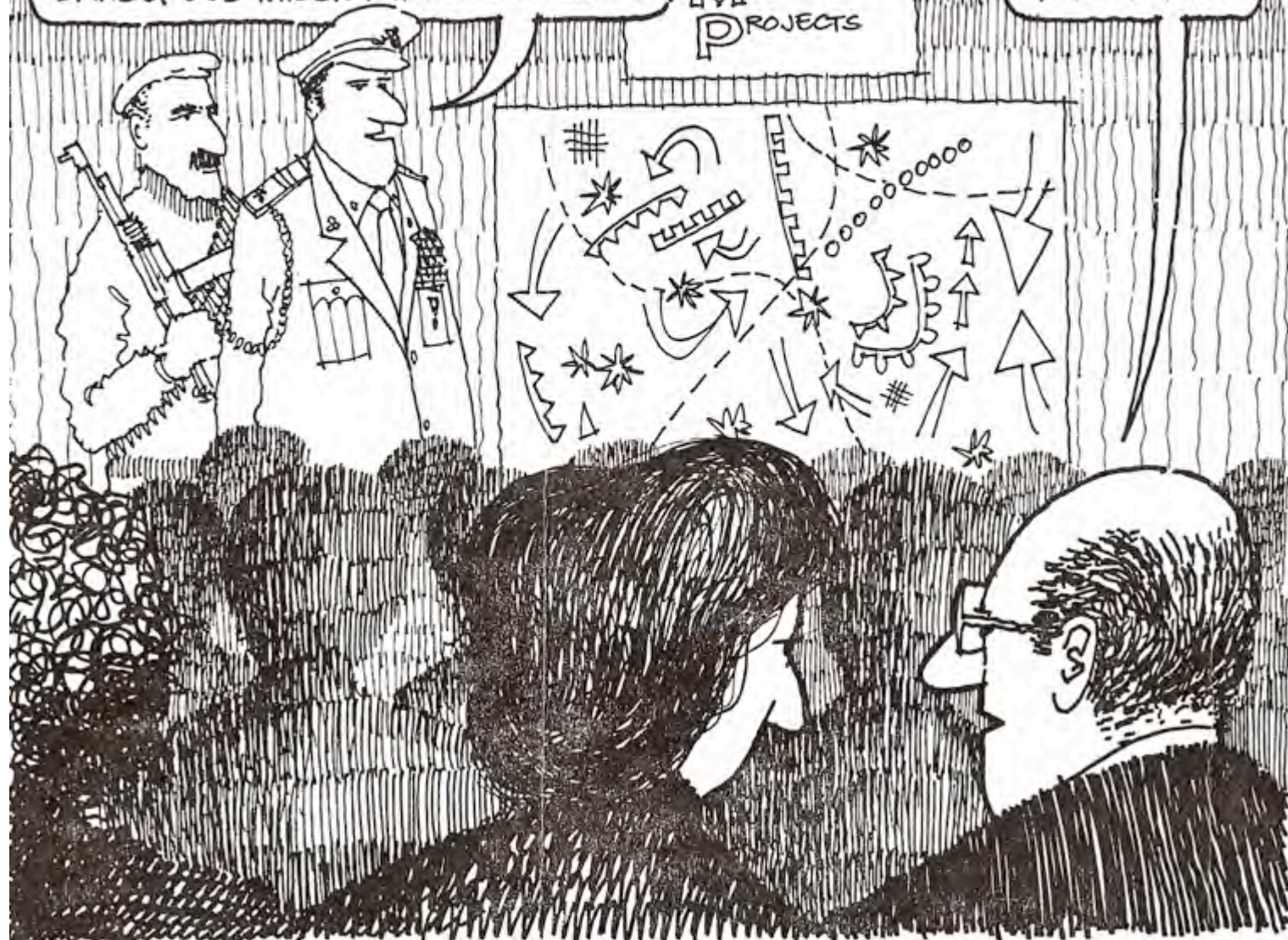




OK, WE NEED VOLUNTEERS...TWO TO HIT THE ZONING OFFICE, A SQUAD FOR PICKETING, SIX PEOPLE TO LOBBY THE MAYOR AND COUNCIL, A COUPLE OF KILLER ATTORNEYS, AND THE MOST DANGEROUS MISSION...MEDIA LIAISON.

CITIZENS'  
LOBBY  
AGAINST  
MOST  
PROJECTS

I THINK I KNOW WHAT WE'RE AGAINST, BUT I'M NOT TOO SURE WHAT WE'RE FOR...



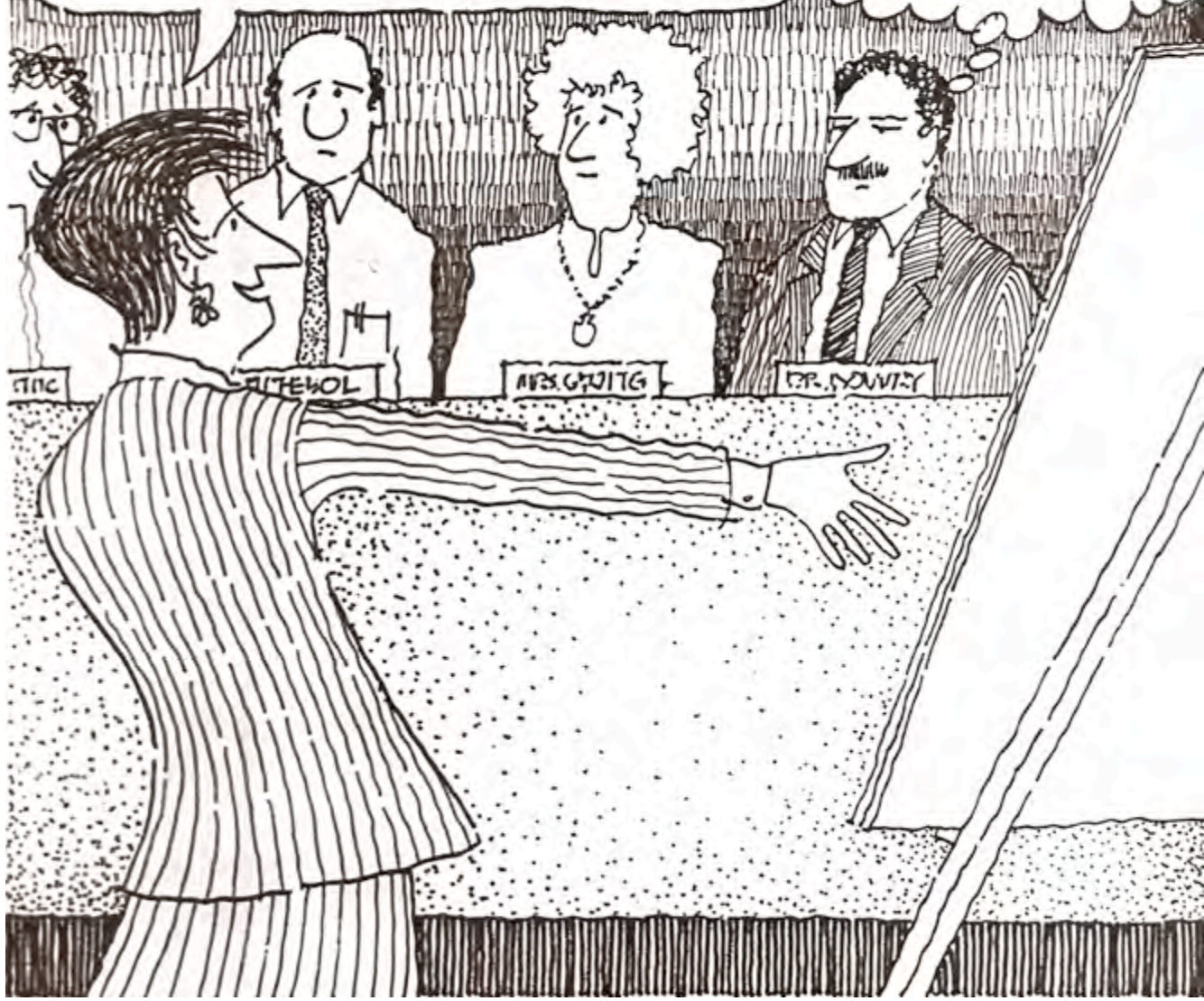
...AND AS YOU CAN SEE,  
THE FACTS SHOW THIS  
PROJECT CREATING  
NO ADVERSE IMPACTS!

PLEASE !!!  
STOP  
BRINGING  
UP "FACTS!"



AND WHEN THIS PUBLIC HOUSING PROJECT IS BUILT, YOU'LL HARDLY NOTICE IT...THE WAY IT BLENDS IN WITH THE EXISTING NEIGHBORHOOD!

SURE..... BUT IT'S MY NEIGHBORHOOD!



YOUNG SINGLE



ELDERLY SINGLE



PAIRED SINGLES



MARRIED COUPLE



COUPLE WITH CHILD (REN)



SINGLE PARENT WITH CHILDREN



TRADITIONAL ONE-INCOME FAMILY



TWO-INCOME FAMILY



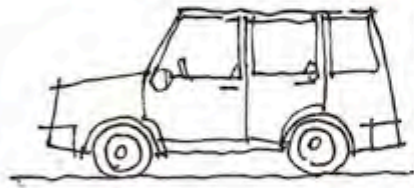
I DON'T THINK THIS ADDS UP ANYMORE!

IT'S A NEW MARKET

CAN WE LOSE THE BIRD?



TRADITIONAL NUCLEAR FAMILY



THE AMERICAN DREAM

ROSEMARY K. LEWIS

4-23-11

Handwritten signature and date: "RKL 4-23-11"

# The Old Rules

ROADS SHALL BE BUILT AS SHOWN, MORE OR LESS... THEIR ALIGNMENTS AND WIDTHS TO BE FIGURED OUT BY TRAFFIC ENGINEERS...

BUILDINGS IN THIS ZONE CANNOT EXCEED 120' NOR COVER MORE THAN 40% OF THEIR SITE... THE REST OF WHICH SHALL BE COVERED WITH PARKING SPACES FOR EVERYONE WHO MIGHT EVER WANT TO COME THERE... REGARDLESS OF ROAD CAPACITY...

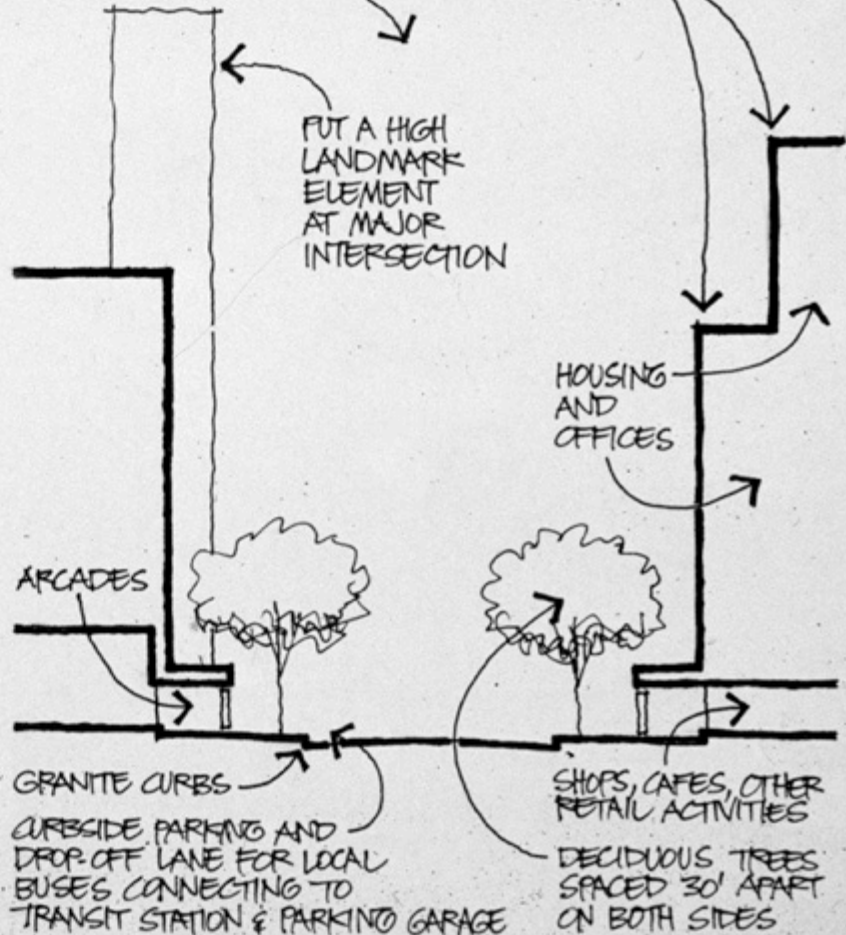


VISIT TYSONS CORNER TO SEE WHAT THIS MIGHT LOOK LIKE... MAYBE...

# The New Rules

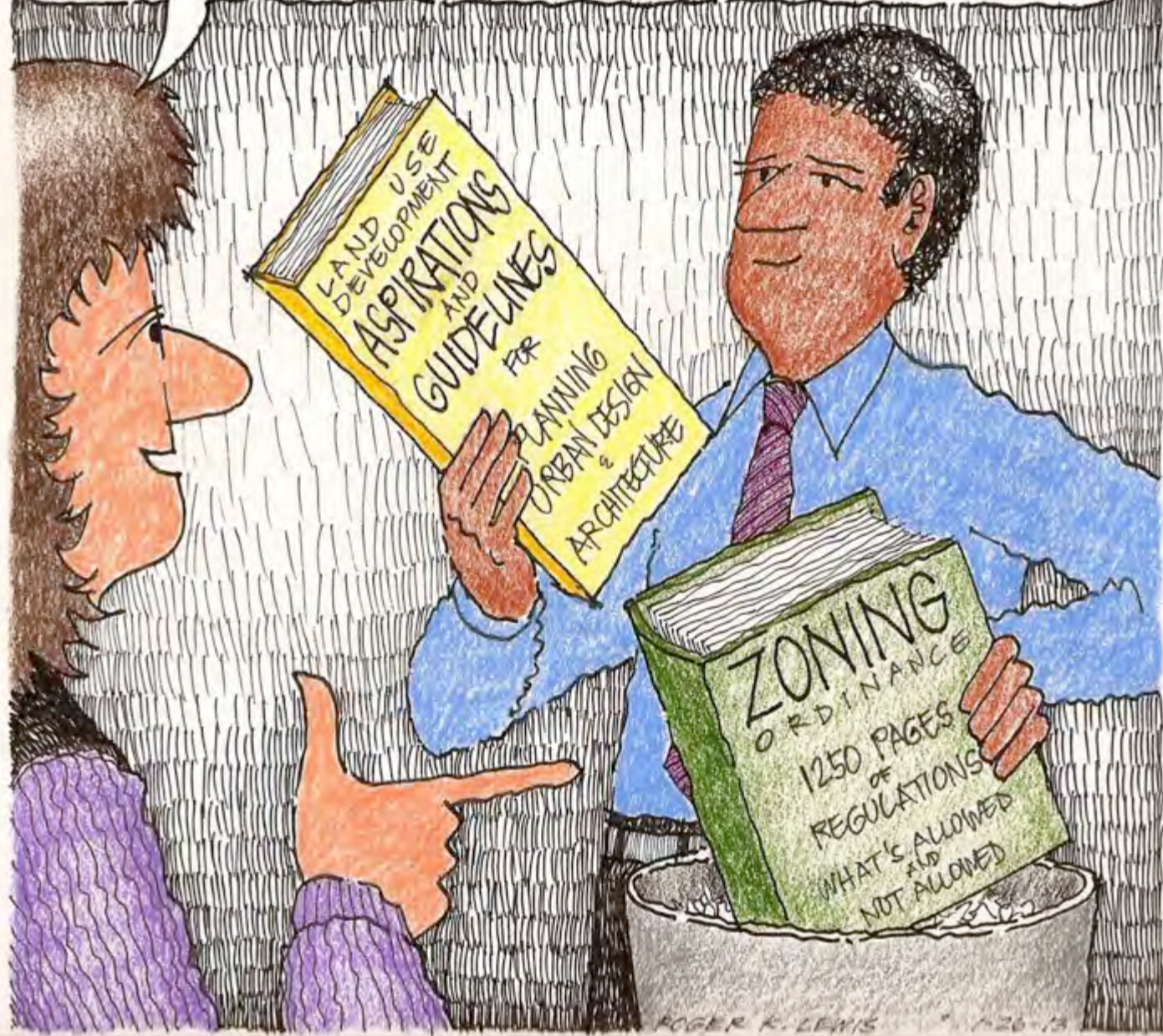
STREETSCAPE TO BE PROPORTIONED AS SHOWN

BUILDING HEIGHTS SHOULD BE NO LESS AND NO MORE THAN SHOWN

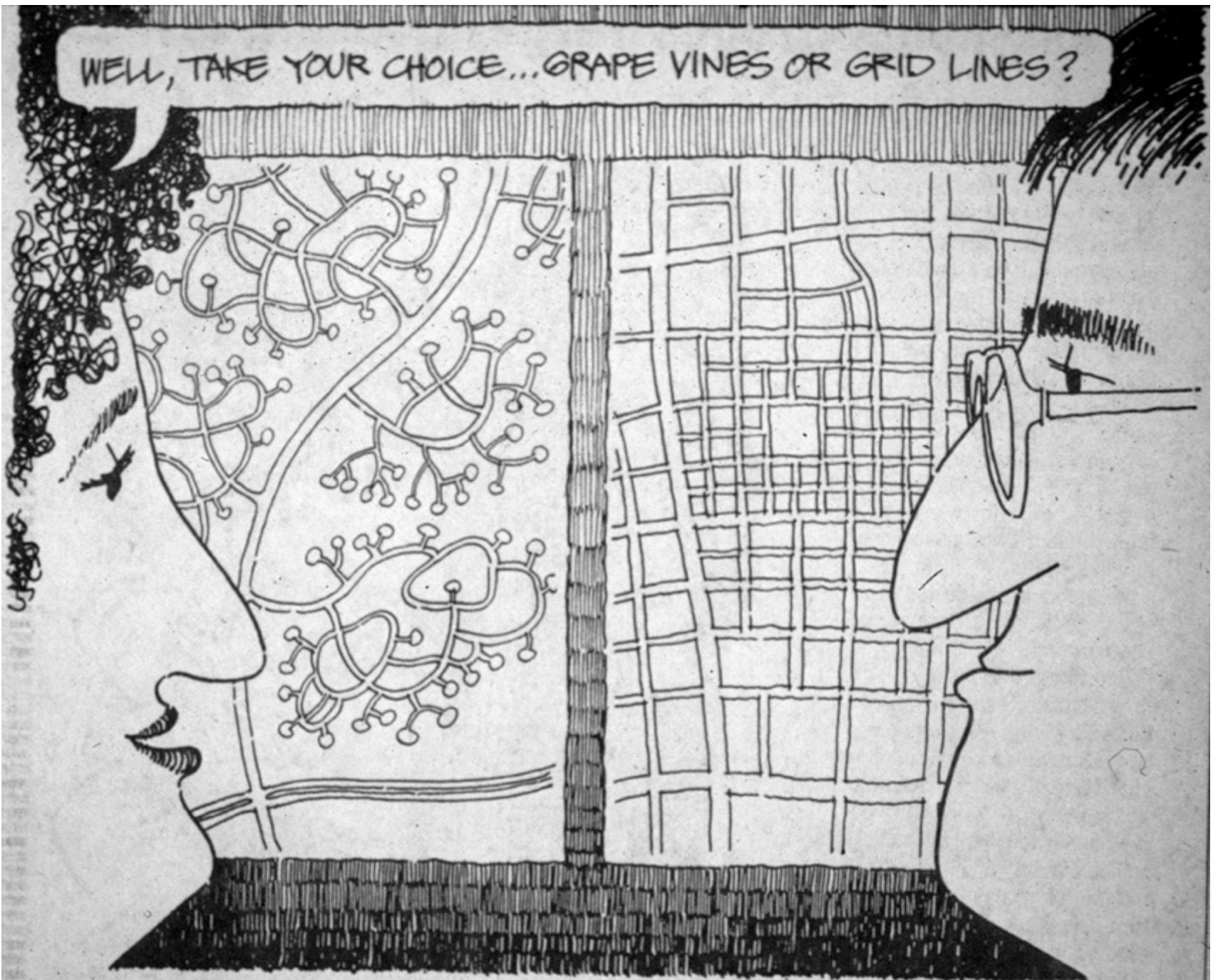


URBAN DESIGN INTENTIONS FOR STREET SPACES IN HIGH DENSITY NEIGHBORHOODS...

DUMP IT!! WE NEED A NEW APPROACH!



WELL, TAKE YOUR CHOICE... GRAPE VINES OR GRID LINES?





SO NOW WE SIMPLY  
SUPERIMPOSE THIS  
NEW GRID PATTERN  
OF STREETS AND...

WONDERFUL CONCEPT!

TRANSFORMATIVE!

SIMPLY !!??



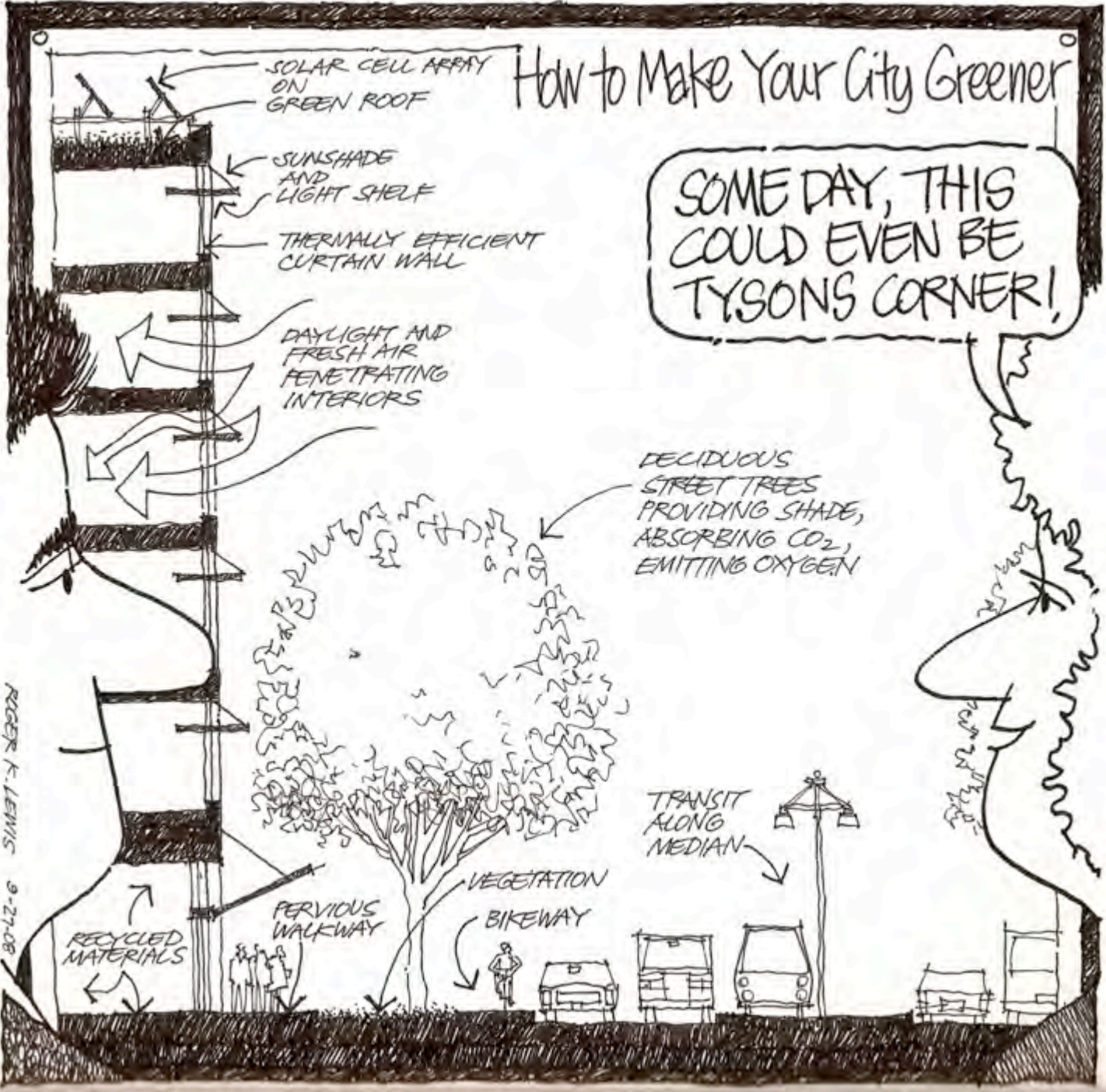
6-7-08

ROGER F. LEWIS

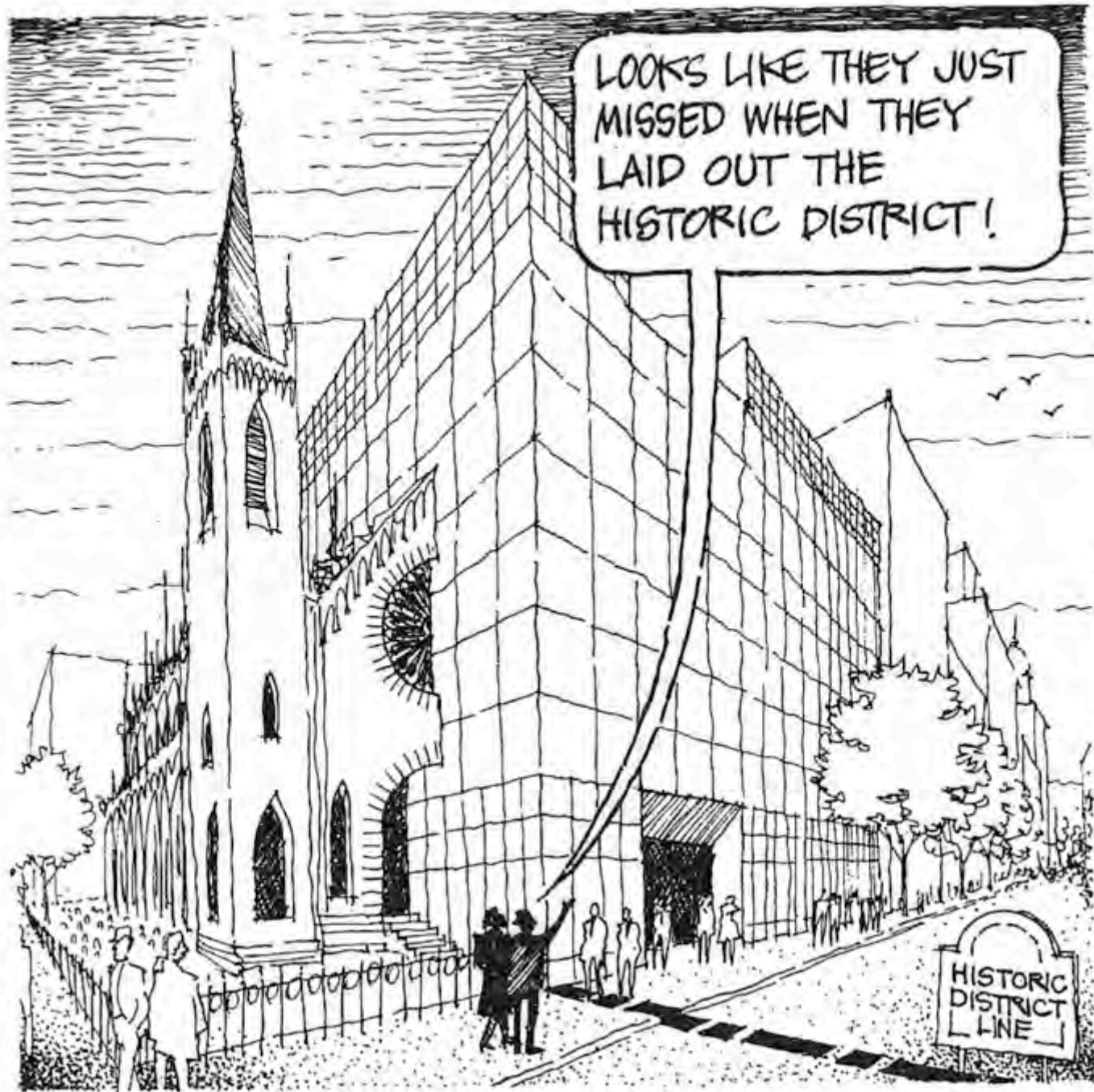
TYSON'S  
CORNER

# How to Make Your City Greener

SOME DAY, THIS  
COULD EVEN BE  
TYSONS CORNER!

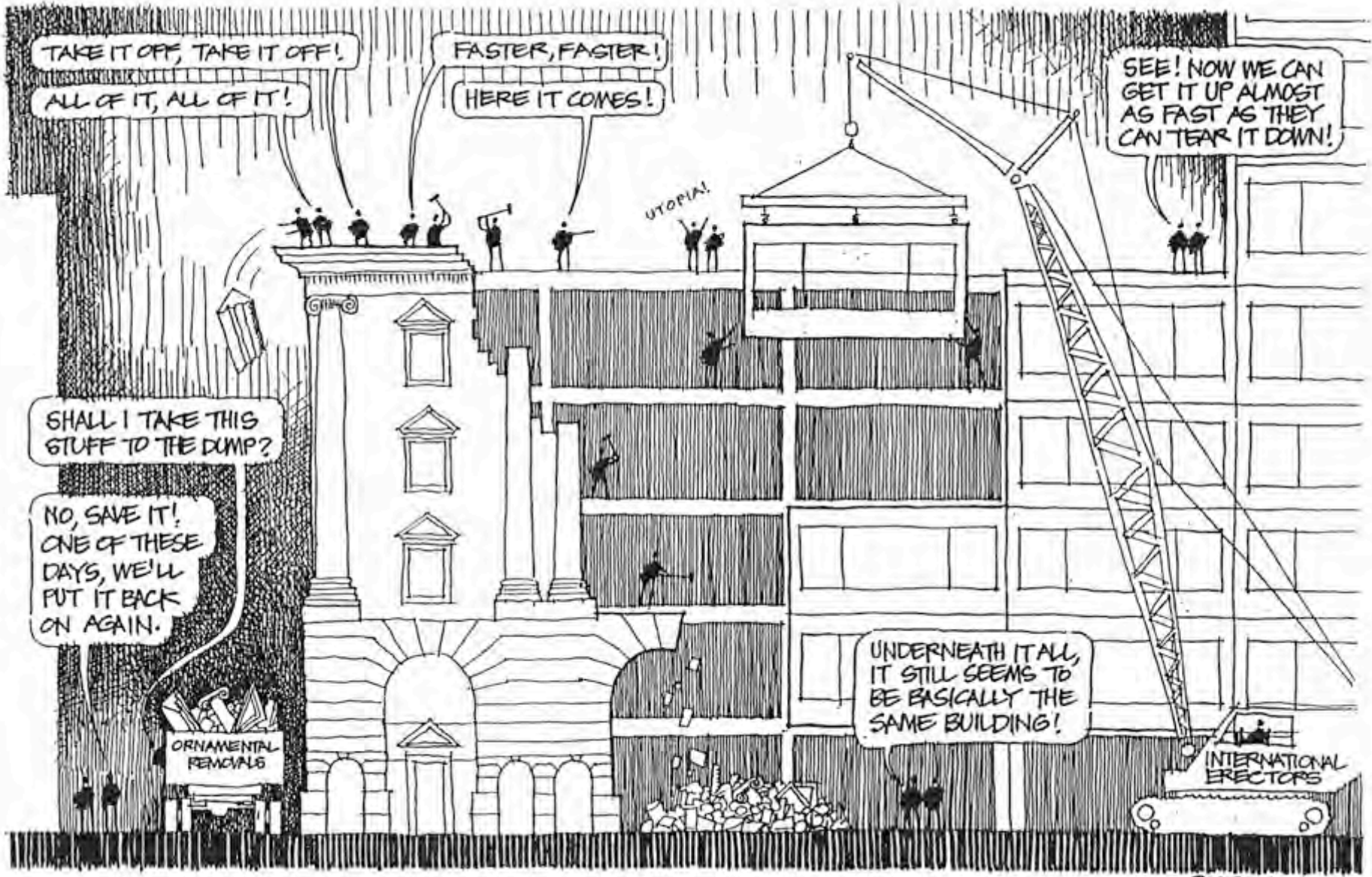


ROGER K. LEWIS 9-27-08



ROGER K. LEWIS, FAIA, FOR HISTORIC PRESERVATION NEWS





TAKE IT OFF, TAKE IT OFF!  
ALL OF IT, ALL OF IT!

FASTER, FASTER!  
HERE IT COMES!

SEE! NOW WE CAN  
GET IT UP ALMOST  
AS FAST AS THEY  
CAN TEAR IT DOWN!

UTOPIA!

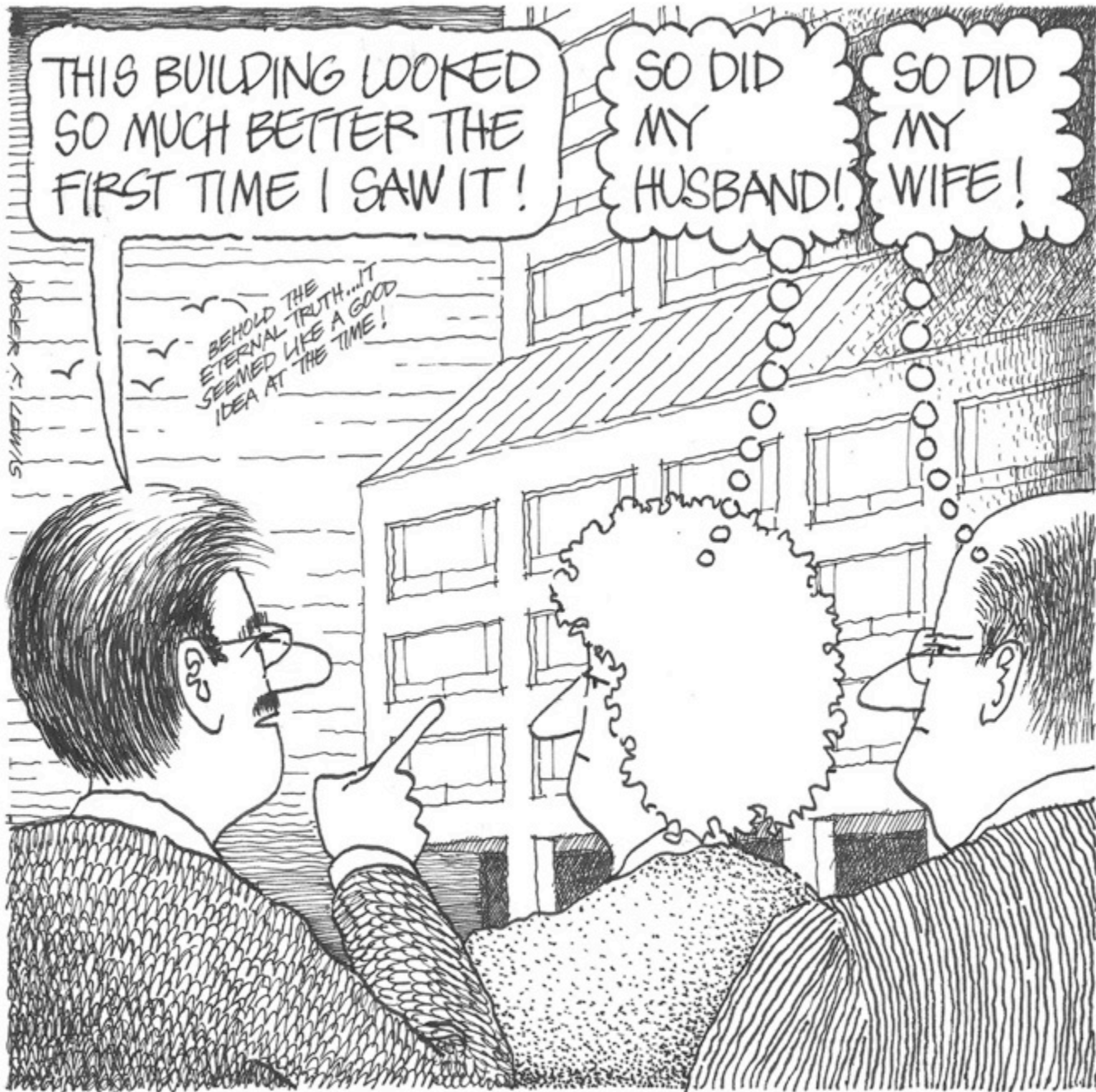
SHALL I TAKE THIS  
STUFF TO THE DUMP?

NO, SAVE IT!  
ONE OF THESE  
DAYS, WE'LL  
PUT IT BACK  
ON AGAIN.

UNDERNEATH IT ALL,  
IT STILL SEEMS TO  
BE BASICALLY THE  
SAME BUILDING!

ORNAMENTAL  
REMOVALS

INTERNATIONAL  
ERECTORS



ROGER K. LEWIS

ROGER K. LEWIS

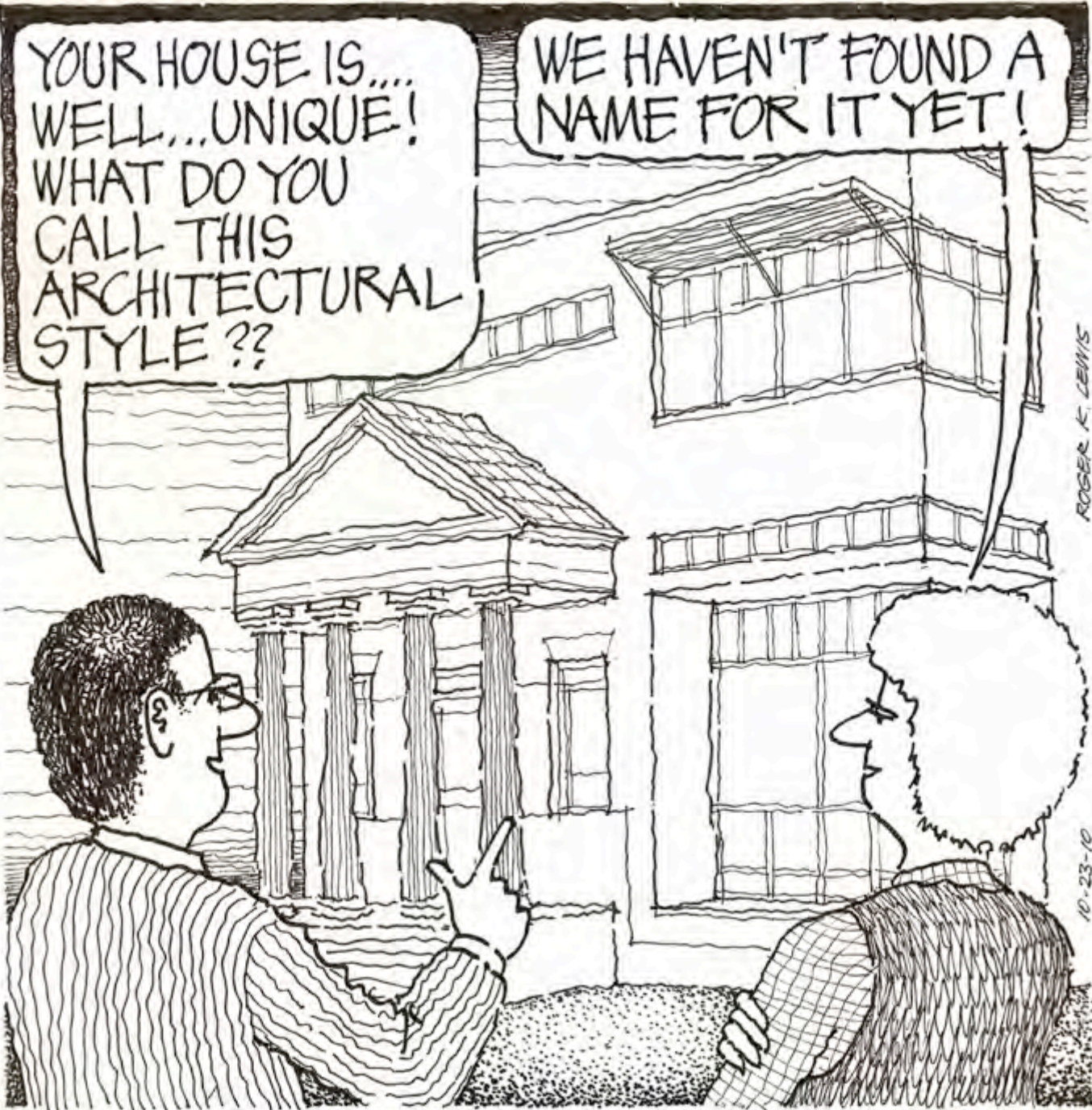
YOUR DESIGN LOOKS  
SO...SO...SO VERY  
TWENTY-FIRST CENTURY!  
WHAT'S WRONG WITH THE  
NINETEENTH CENTURY??

WELL, FOR  
STARTERS, IT  
ENDED OVER A  
HUNDRED  
YEARS AGO!



YOUR HOUSE IS....  
WELL...UNIQUE!  
WHAT DO YOU  
CALL THIS  
ARCHITECTURAL  
STYLE??

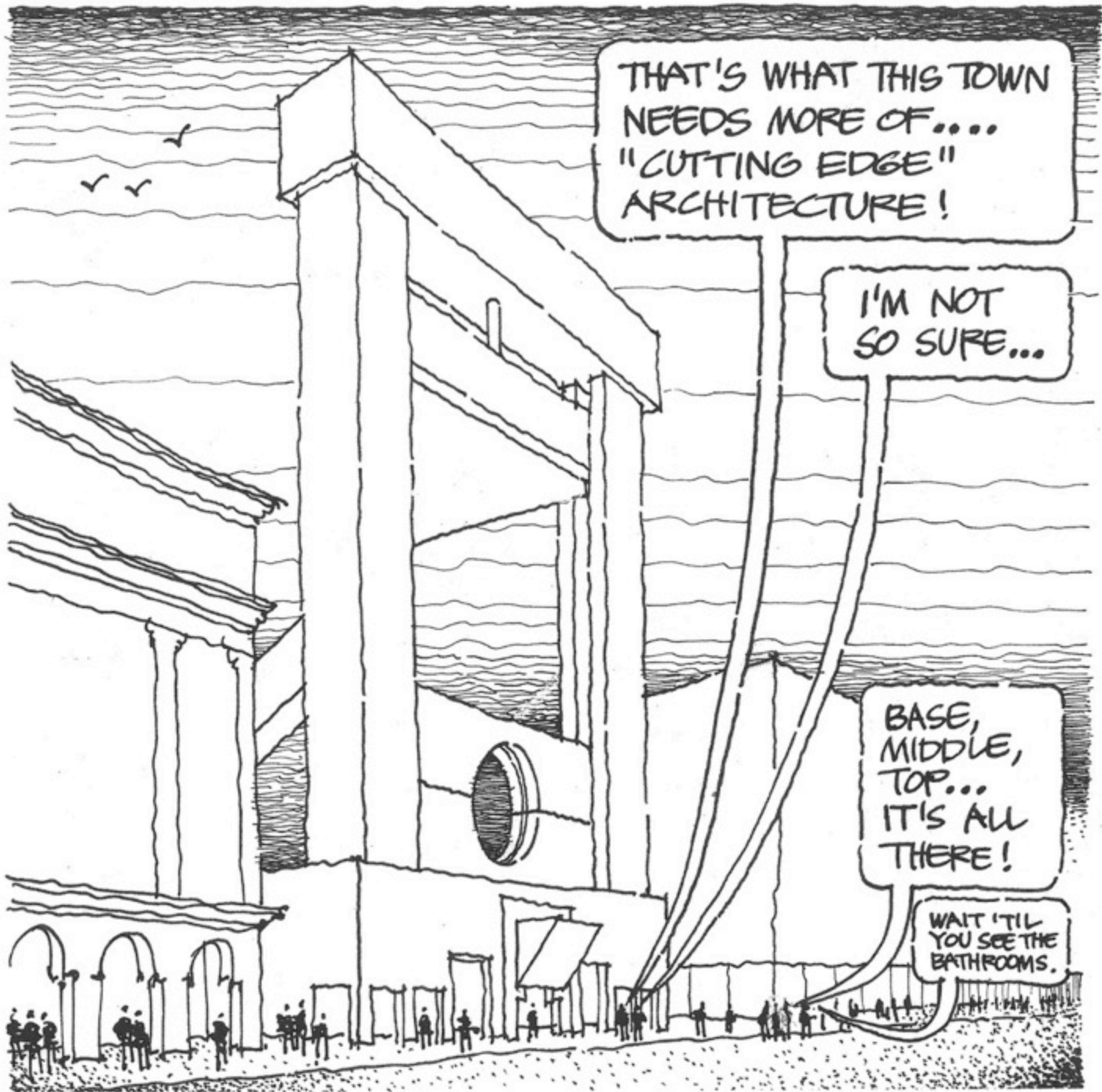
WE HAVEN'T FOUND A  
NAME FOR IT YET!



ROGER K. LEWIS

10-23-10





THAT'S WHAT THIS TOWN  
NEEDS MORE OF...  
"CUTTING EDGE"  
ARCHITECTURE!

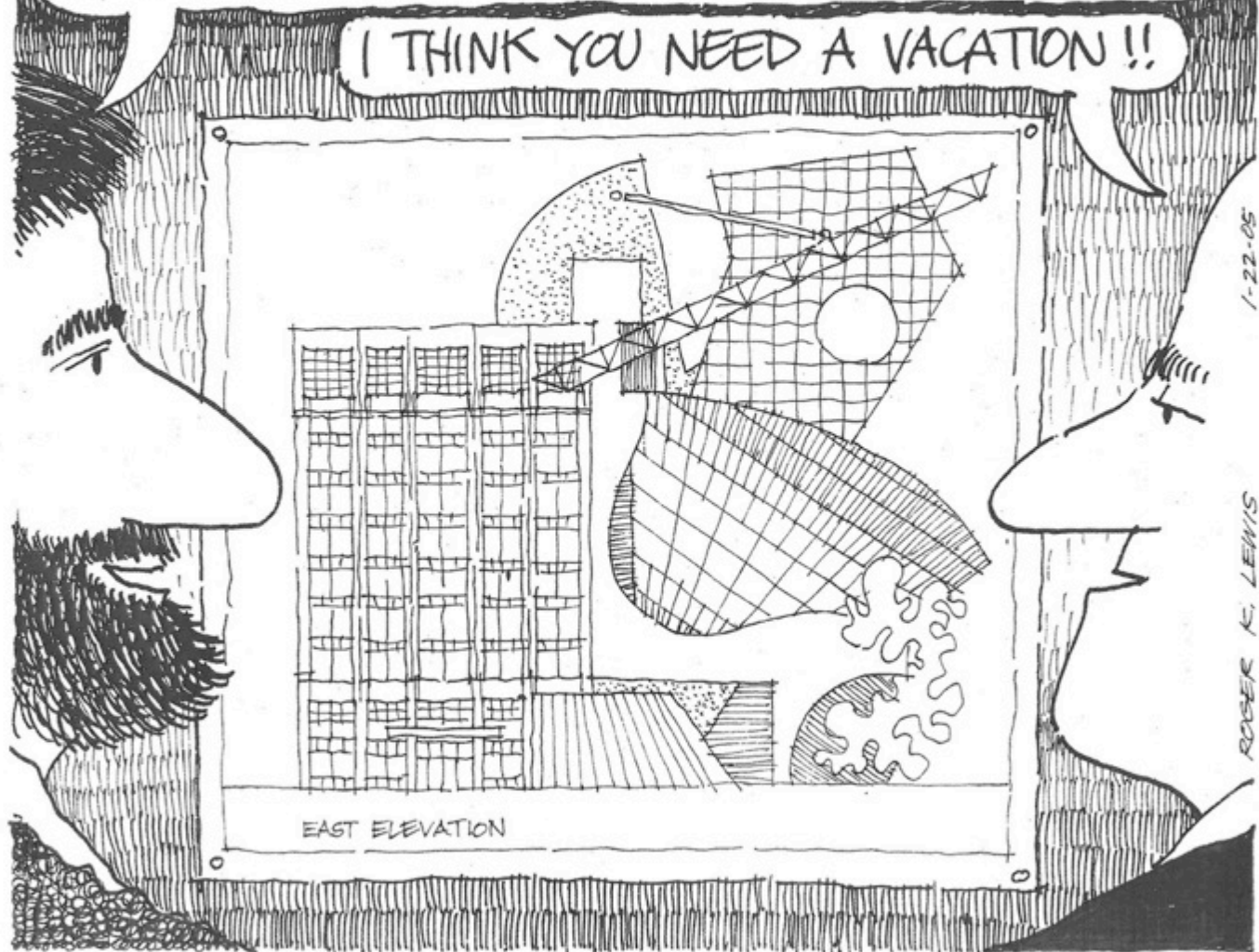
I'M NOT  
SO SURE...

BASE,  
MIDDLE,  
TOP...  
IT'S ALL  
THERE!

WAIT 'TIL  
YOU SEE THE  
BATHROOMS.

I WAS INTO RATIONALITY AND ORDER WHEN I BEGAN THE DESIGN BUT WAS SOON OVERCOME BY ROMANTIC URGES AND A PASSION FOR DISORDER.... SO I WENT WITH BOTH! WHAT DO YOU THINK??

I THINK YOU NEED A VACATION !!

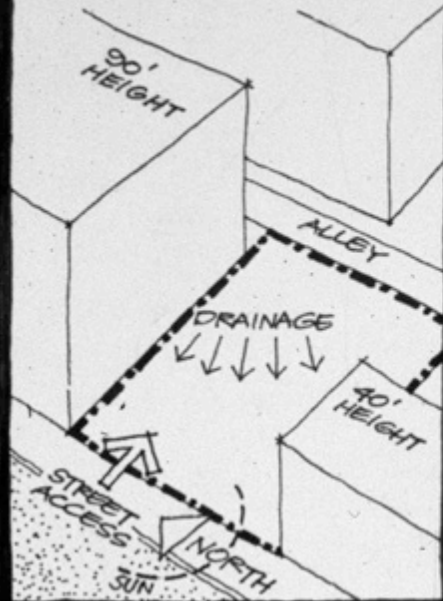


EAST ELEVATION

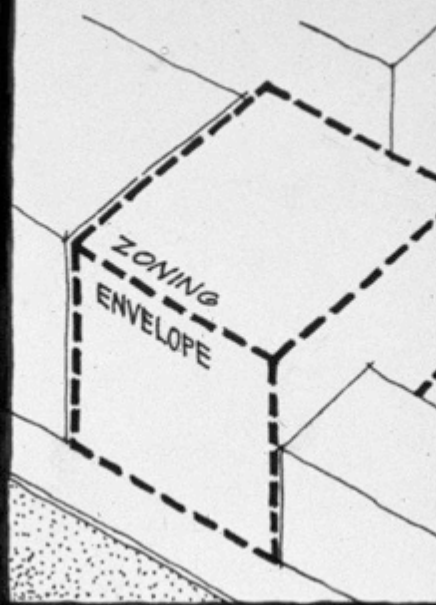
1-22-05

ROSER K. LEWIS

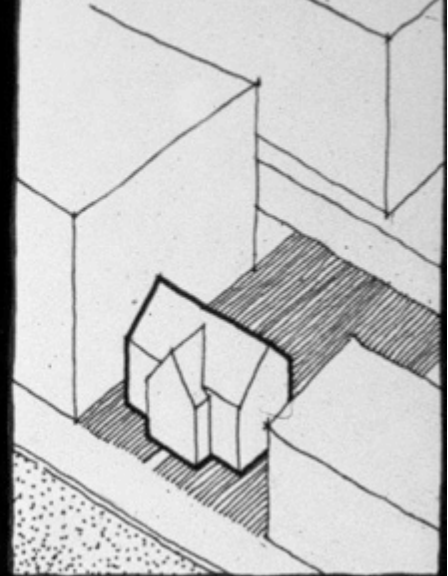
WHAT THE SITE OFFERS...



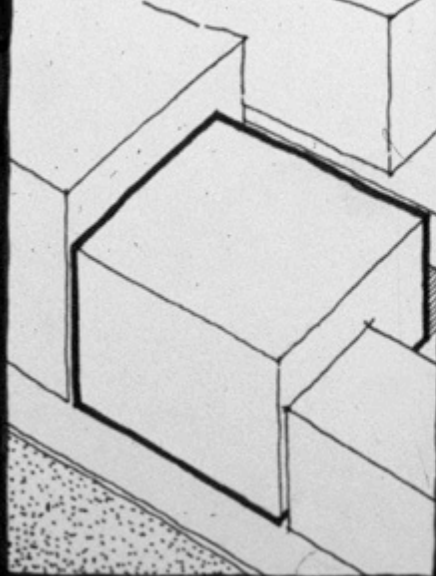
WHAT ZONING ALLOWS...



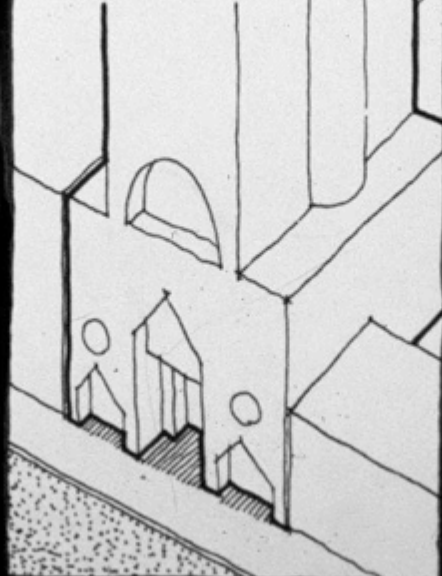
WHAT SOME NEIGHBORS WANT...



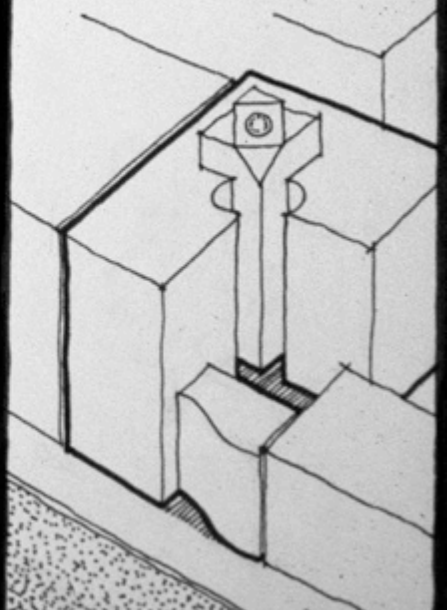
WHAT THE DEVELOPER REQUIRES...



WHAT THE ARCHITECT DREAMS...



WHAT WAS FINALLY DONE!



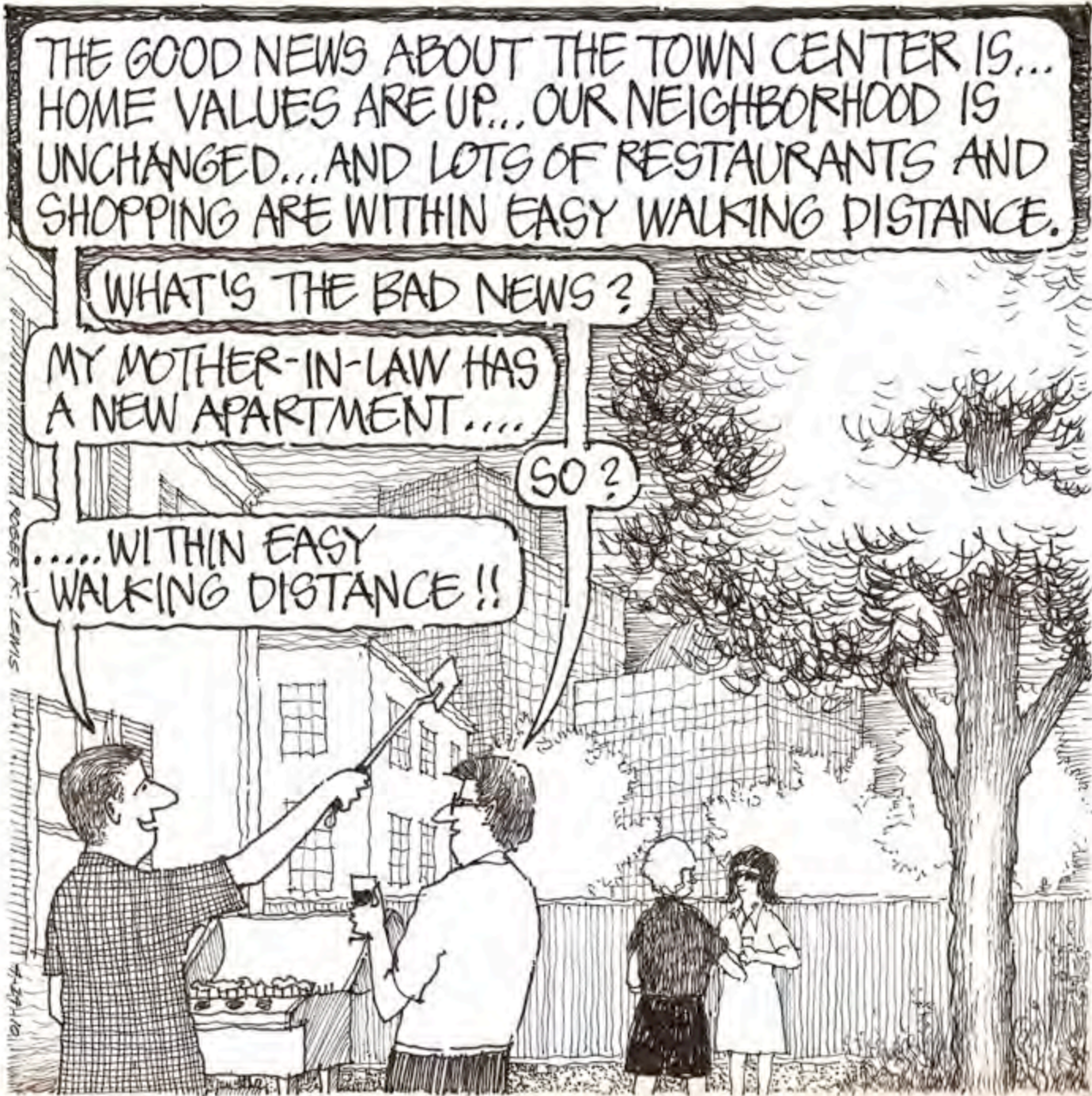
THE GOOD NEWS ABOUT THE TOWN CENTER IS...  
HOME VALUES ARE UP... OUR NEIGHBORHOOD IS  
UNCHANGED... AND LOTS OF RESTAURANTS AND  
SHOPPING ARE WITHIN EASY WALKING DISTANCE.

WHAT IS THE BAD NEWS?

MY MOTHER-IN-LAW HAS  
A NEW APARTMENT....

SO?

..... WITHIN EASY  
WALKING DISTANCE !!



WHY DID YOU SETTLE IN WASHINGTON AND NOT  
NEW YORK, LOS ANGELES OR SAN FRANCISCO??

OH, THOSE CITIES ARE SO... LAST CENTURY...  
AND WASHINGTON HAS BECOME SO... COOL!!

ROBERT F. LEWIS



An aerial photograph of the Chicago skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. The skyscrapers are silhouetted against the bright sky, and their windows reflect the light. The city extends to the edge of Lake Michigan, where the water is a deep blue. The overall scene is a dense urban landscape with a mix of architectural styles.

**NAIOP Northern VA | February 2017**

Jen Masengarb, Director of Interpretation + Research  
Chicago Architecture Foundation

@jmasengarb

# **Why Design Matters? + Why Engage the Public in Design?**



Iwan Baan photography / Chicago Architecture Biennial













Open House Chicago



jmm





Choose Chicago





skyscrapercity.com



som.com



AS+GG











**We inspire people to  
discover why design matters.**

CHICAGO ARCHITECTURE FOUNDATION

**50** years old  
**643,000** annual audience  
**25,000** youth + teachers served  
**420** volunteer docents/guides  
**85** different tours  
**70** staff  
**11,000** members  
**\$20M** operating budget  
**9th** largest cultural org in Chicago



JOHN HANCOCK CENTER - CHICAGO, ILLINOIS  
ARCHITECTS: SKIDMORE, OWINGS & MERRILL  
CONTRACTOR: TISHMAN CONSTRUCTION CO.  
DATE: 11/9/67 VIEW: NE NEG.#153  
AERIAL VIEW





FOR SALE  
HOGAN & FARWELL  
11 W. JACOB BLVD.  
WASHINGTON 2-7962

FOR SALE  
HOGAN & FARWELL  
11 W. JACOB BLVD.  
WASHINGTON 2-7967

TECHNICAL  
FOUNDATION

FIRE  
ALARM







**5**

**CAF's five guiding principles:  
engaging the public with  
architecture**

**The better informed citizens are about  
their built environment...**

**the more they will advocate for the  
highest standards in architecture and  
urban design.**

# **1** **Humanize** architecture



Talk

#ArchisArt

# Architecture Is Art... Is Architecture Art?

with Jaume Plensa and Reed Kroloff

Architecture Is Art is made possible through the generous support of the Graham Foundation, Richard and Mary Gray, Sandra and Jack Goldman, Erik Lofgren, and the National Endowment for the Arts.

Museum of  
Contemporary Art  
Chicago

CHICAGO  
ARCHITECTURE  
FOUNDATION

GRAHAM FOUNDATION  
ARTWORKS

Special support for the MCA lecture and conversation series is graciously provided by The Albert W. & Rose







**2** **Orient and direct visitors**  
**to the city's architecture**



## Great Cities Great Lakes Great Basin

A design vision for the 21st century

We must change how we live in order to protect the integrity of the world's largest freshwater asset, our Great Basin.

We can move beyond boundaries and rally as one around our vast and vulnerable watershed.

We are calling for a 100-year vision for this remarkable region.

Gzhe-Mniidoo Chi-milgwetch  
kina gego ga zhitoowin,  
chi-zaagigannan,  
kitchi-gaaming, sibi kina  
wii minikwewing.  
Bish api smashkawisniwad doon  
mashki-nod milmwa baadziwinwad  
eta wad Gniibilimnaan.  
Naad-meweshinang jii  
mna- nokiyaang wii  
nedendmaa doon bish na.  
Chi-milgwetch.

For those of us gathered here,  
for concern for the water,  
those in our city,  
country and in our world,  
we ask harmony and  
balance in a good way.

We look forward to each of us  
to stand up for our waters  
and to stop the destructive pollution  
of our water.

May the water be kept safe for All.















# **3 Refresh Chicagoans' view of their city**

JCDecaux

CHICAGO ARCHITECTURE FOUNDATION

# OPEN HOUSE CHICAGO

OCT 18-19 2014

150 COOL PLACES. 48 HOURS. GO. IT'S FREE.

Learn more about Chicago's architecture festival at:

[openhousechicago.org](http://openhousechicago.org)

KEMPER

CHICAGO WIZBIZ CHICAGO

Chicago Family Foundation







PARK

CHICAGO  
THEATRE  
DISTRICT

openhousechicago

RESTAURANT & BAR





HEARTLAND  
ALLIANCE

OPENHOUSE  
CHICAGO  
APRIL 19 - 2018

OPENHOUSE  
CHICAGO

DREXEL  
47th ST.

Sutherland  
Hotel

Sims  
DRUGS  
PRESCRIPTION

WHAT PEOPLE ARE SEEING & SHARING

#OHC2016



INSTAGRAM





**4** **Serve as a forum** for civic issues  
that impact the built environment

CHICAGO ARCHITECTURE FOUNDATION


# DESIGN DIALOGUES

## 2015

PRESENTING SPONSOR

PERKINS+WILL

MEDIA SPONSOR


WBZ91.5 

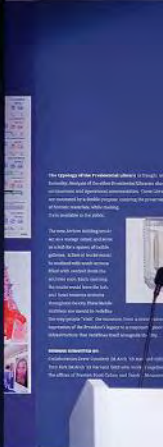
THIS SERIES IS MADE POSSIBLE  
IN PART BY A DONATION  
FROM THE GARY F. BERENSON  
OF THE GARY F. BERENSON  
CLASS OF 1999.

OFFICIAL  
OF THE  
OF CAP



@charchitecture  
#designdialogues

 @charchitecture #DesignDialogues







# The Chicago Model

Welcome to the Chicago Model, the only accurate and up-to-date three-dimensional portrait of Chicago's downtown. This 300-square-foot work-in-progress enables you to see Chicago as you've never seen it before.

Architectural models allow us to see the form of our buildings, and to understand their scale and scope of our environment, and to locate ourselves in the world.

The Chicago Model encourages you to ask: how do you imagine the future of the places in your life?

www.Architecture.com

Chicago Model 20

Chicago Model 20



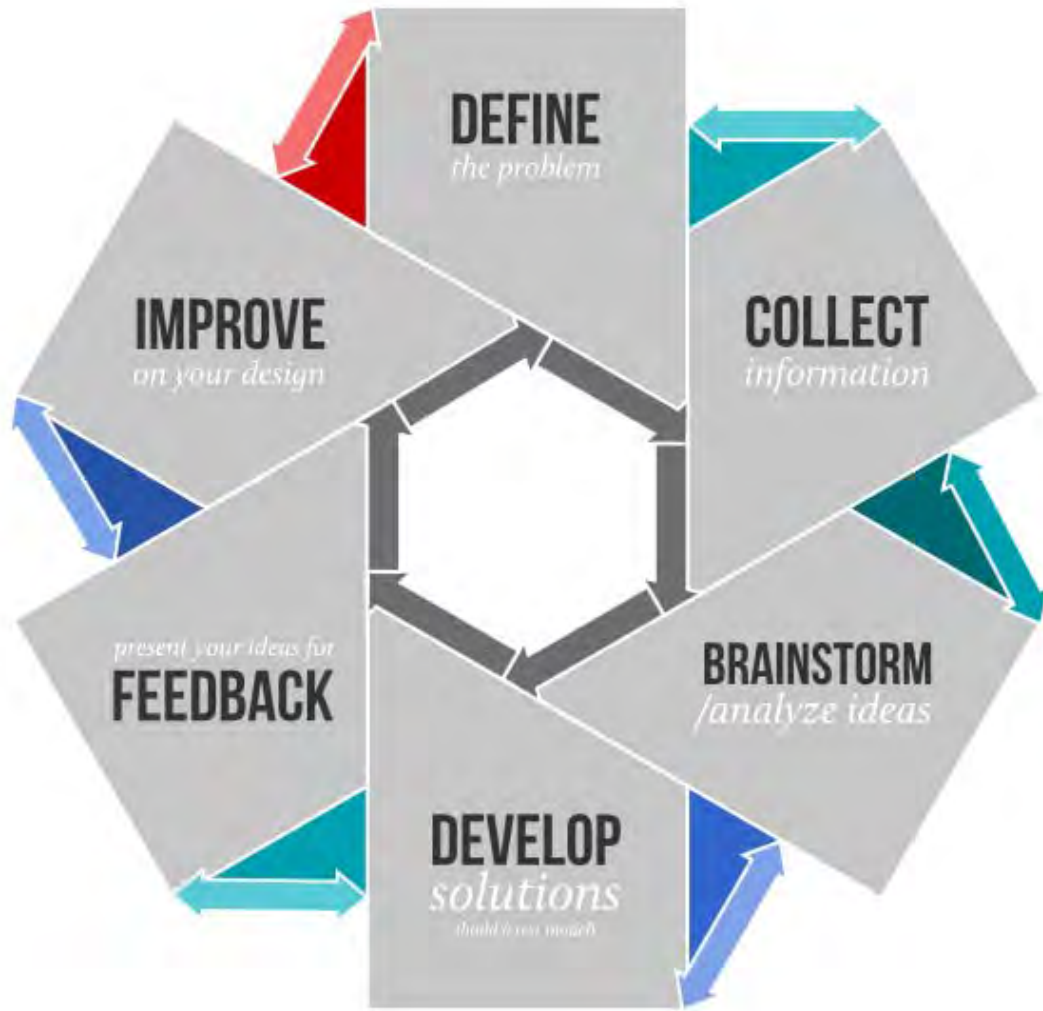


**5**

**Teach design thinking**

# WE ARE ALL DESIGNERS





**DEFINE** the problem  
**COLLECT** information  
**BRAINSTORM** ideas  
**DEVELOP** solutions/test  
**GET FEEDBACK** by presenting  
**IMPROVE** your design





DISCOVER WHY  
DESIGN



CHICAGO  
ARCHITECTURE  
FOUNDATION  
NEAL



- Explore architecture
- Discover something new

## DESIGN MATTERS

Design helps us develop creative answers to the complex problems that challenge cities and communities.

At the Chicago Architecture Foundation, we use design as a tool to:

- Celebrate Chicago
- Help communities understand their spaces and places
- Develop solutions to complex problems
- Make connections for learning
- Inspire the next generation





Thanks for the advice.

Have you tried this?

Here's my cool idea.

How can I improve?



Awesome solution.

Justify that decision.



# DISCOVER DESIGN.ORG

CHICAGO ARCHITECTURE FOUNDATION





American  
Architectural  
Foundation

CHICAGO  
ARCHITECTURE  
FOUNDATION

**AAO**

ASSOCIATION OF  
ARCHITECTURE  
ORGANIZATIONS

**[aaonetwork.org](http://aaonetwork.org)**

**architecture.org**



# Land Use Planning in Portland, Oregon

Dr. Gerard C. S. Mildner  
Director, Center for Real Estate  
Portland State University  
mildnerg@pdx.edu

NAIOP Northern Virginia  
Falls Church, Virginia  
February 9, 2017

# Outline of Talk

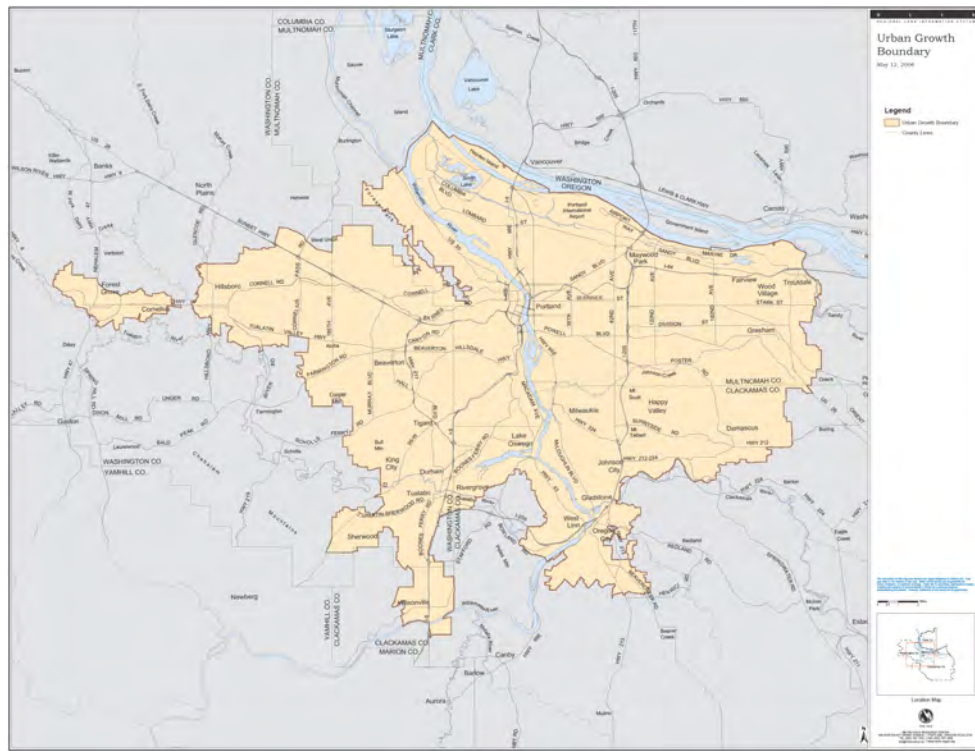
- Portland's Urban Growth Boundary
- Housing Supply Elasticity
- The Apartment Crisis
- The Economics of Affordable Housing

# Portland's Urban Growth Boundary

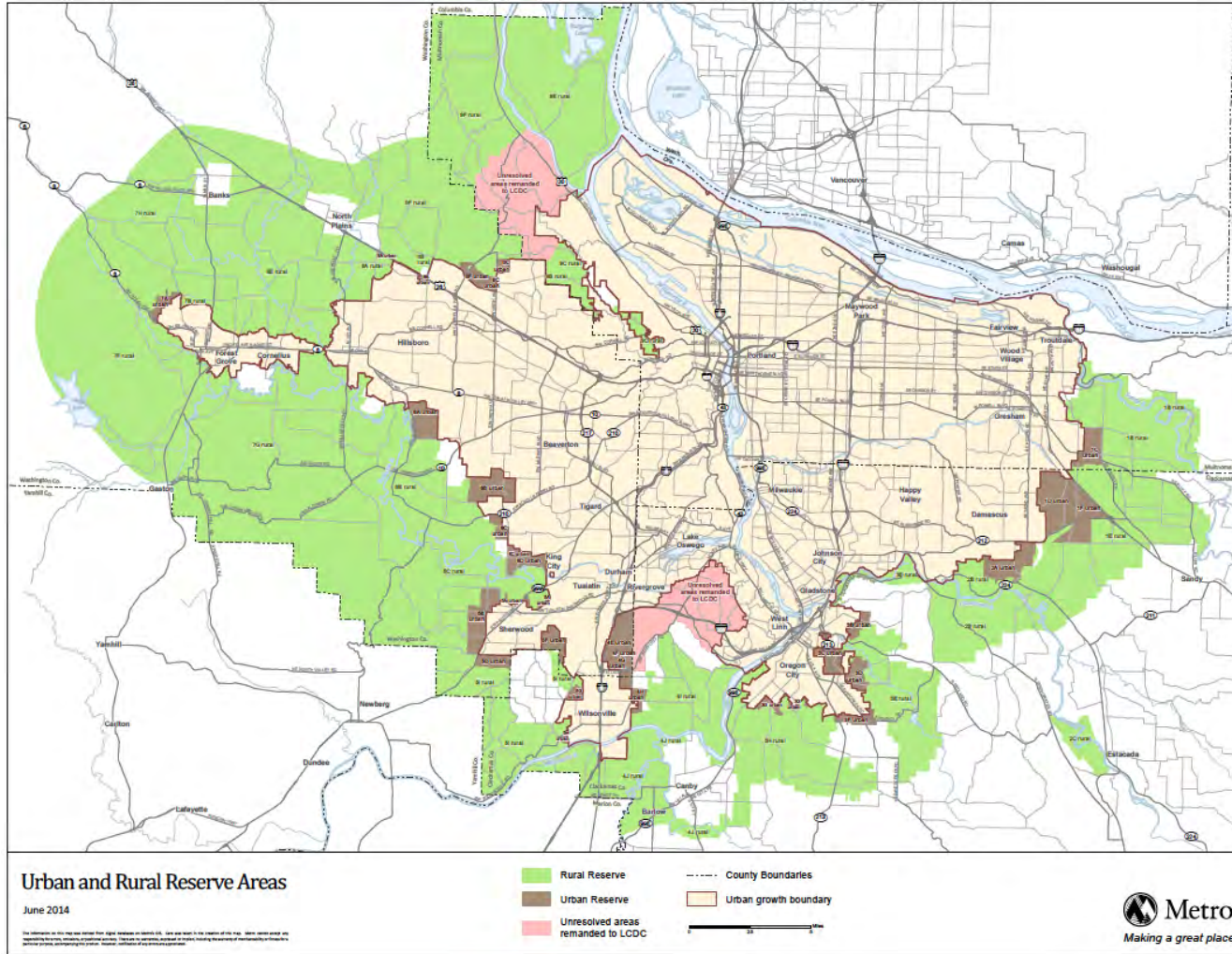
# Portland's Urban Growth Boundary

- 25+ years history of an urban growth boundary

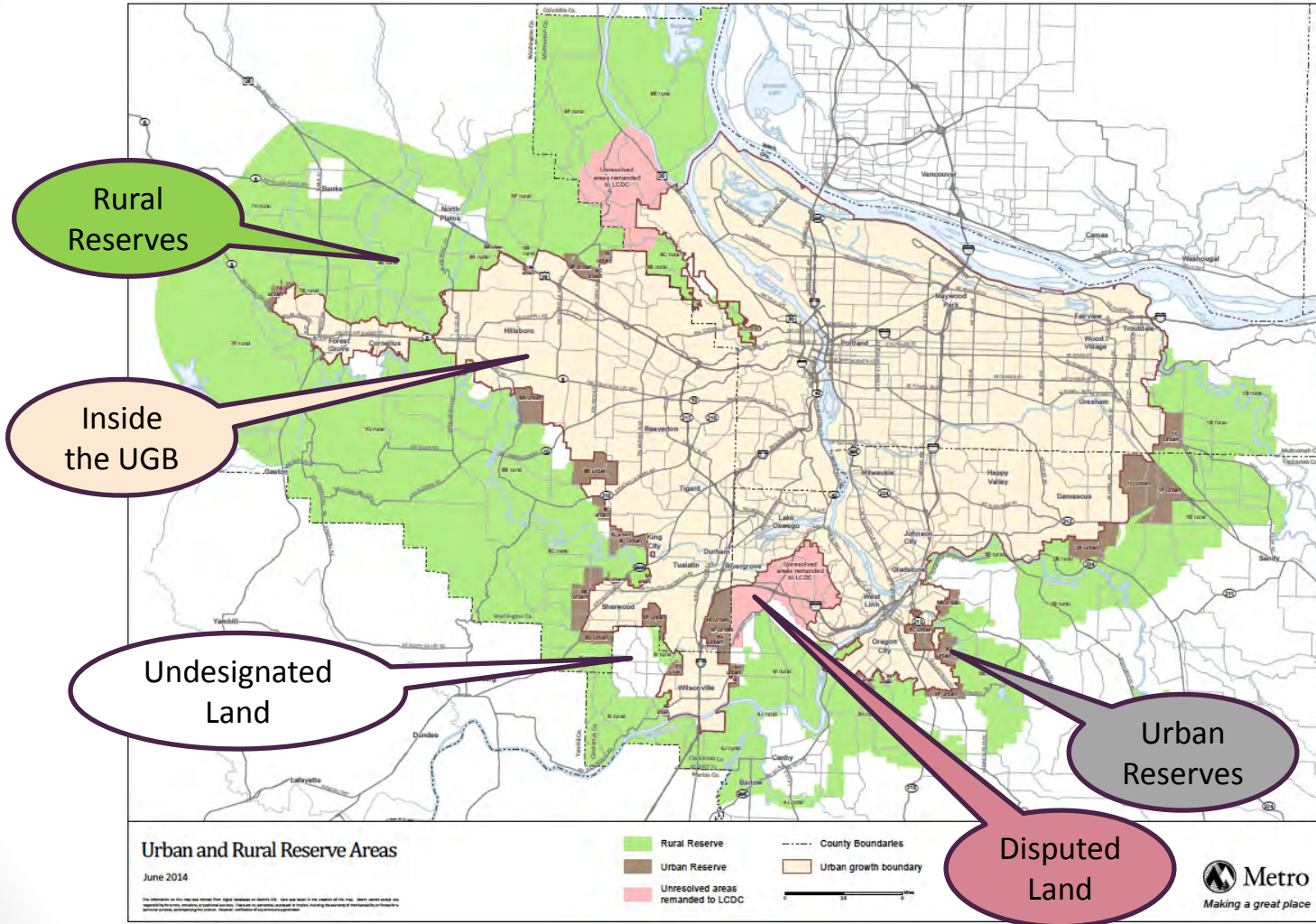
- Intended Policies:
- 20-year land supply
- Preservation of farm and forestry
- Easy permitting inside UGB



# Portland's Urban Growth Boundary

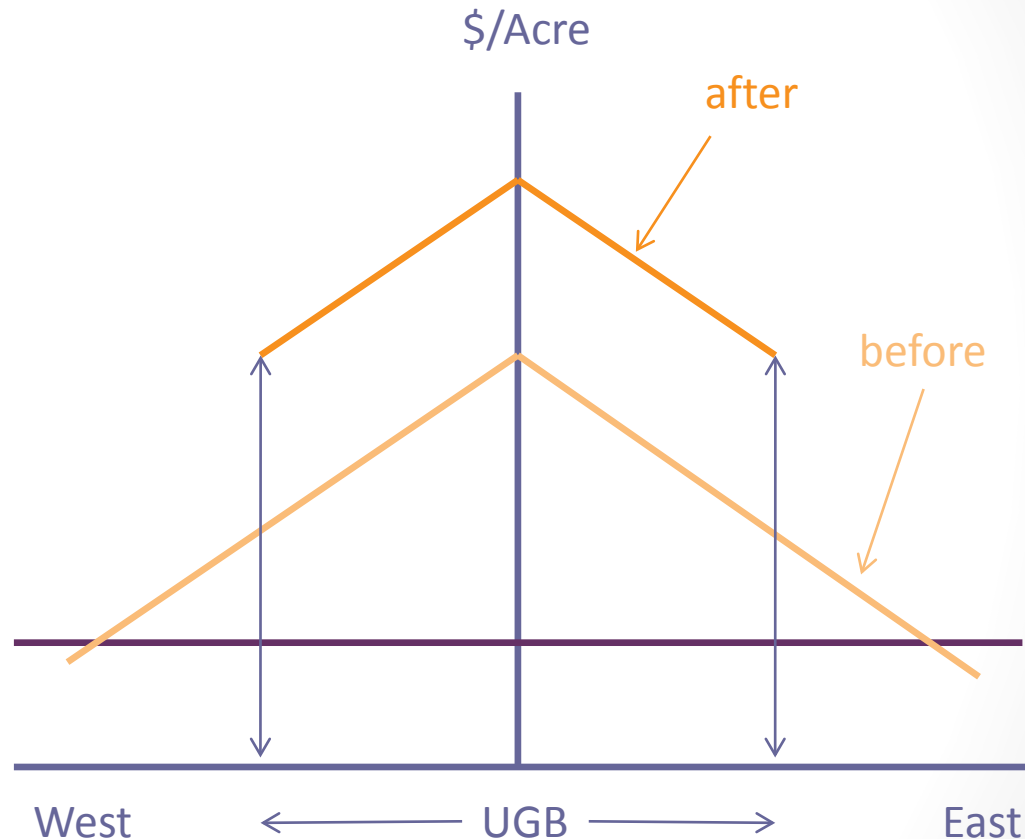


# Portland's Urban Growth Boundary

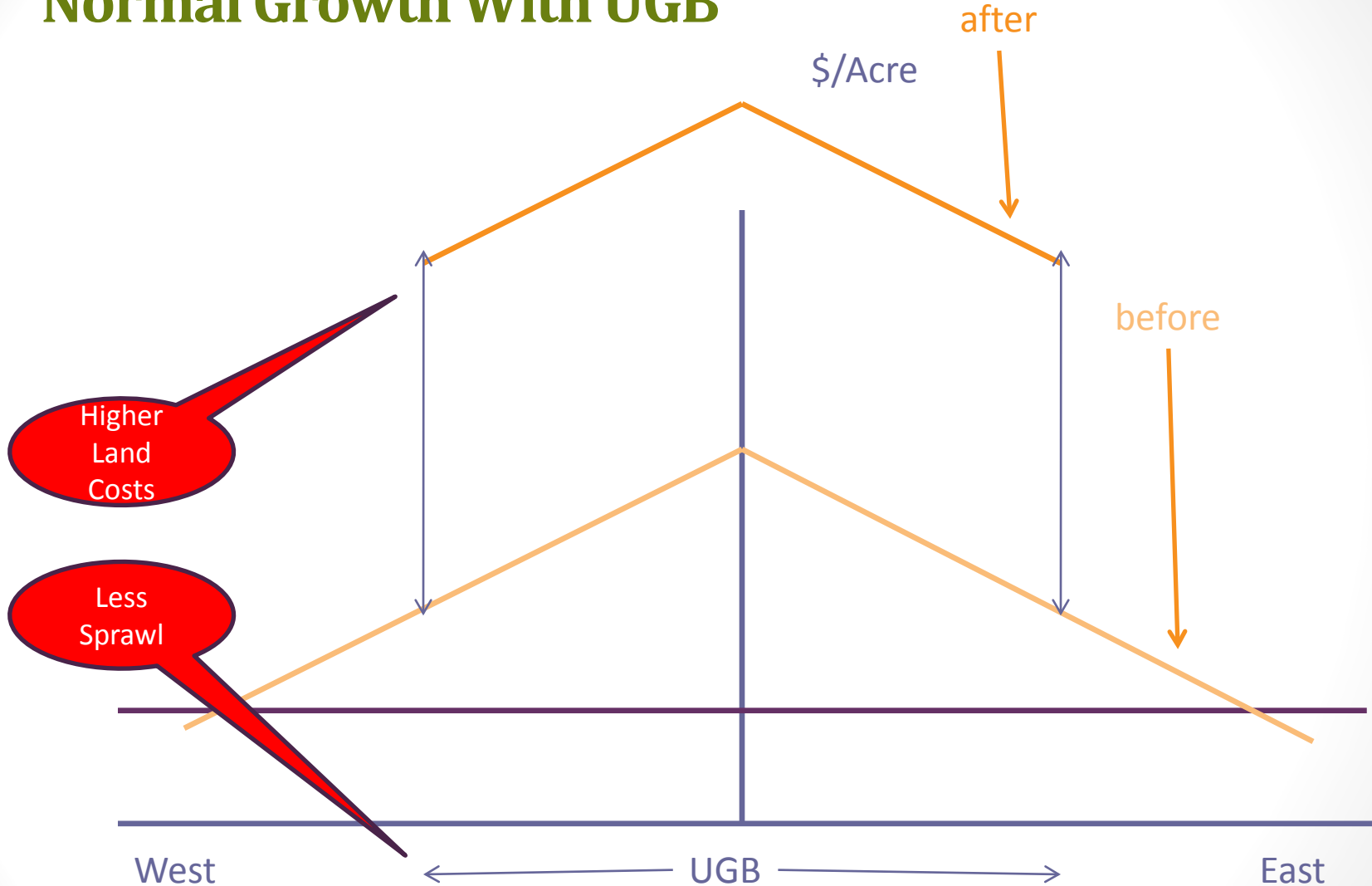


# The Portland Experience

- Constraint pushes land prices
- 10:1 price differential at edge



# Normal Growth With UGB





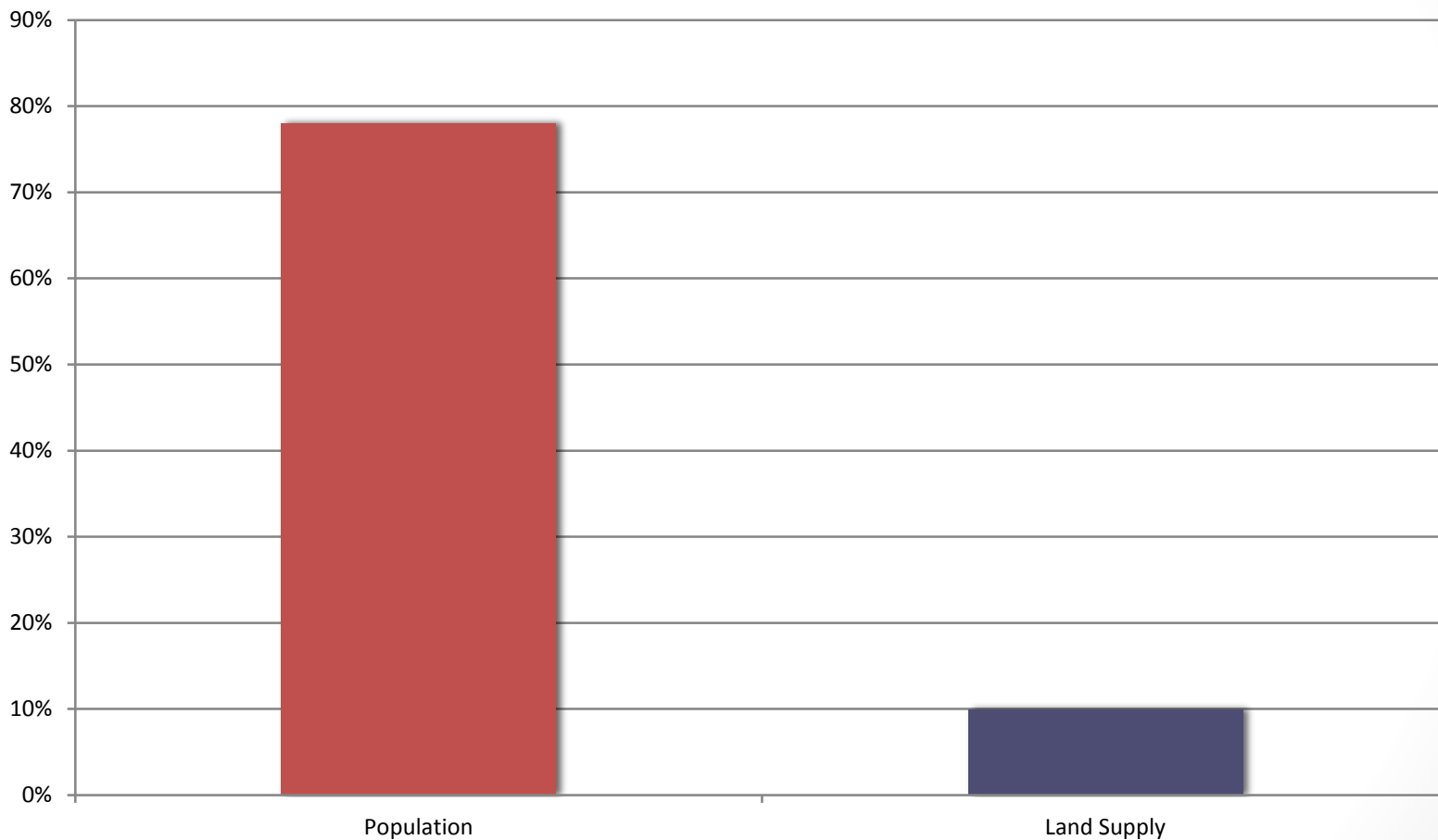
# The Portland Experience – Economic Impacts

- Minor UGB expansions in 35+ years
  - 78% Population Growth
  - 10% UGB Expansion
- Housing shift from low to high density
  - Shift to multi-family
  - Smaller lot sizes
  - Revived Central City
- Investment in Transit vs. Roads
  - New transit lines to north, west, and east
  - Shift from road building to road maintenance
  - Demand management

# The Portland Experience – Political Impacts

- Political constituency for zero growth
  - Tight UGB as symbolic vote
  - Anti-business coalition
- NIMBY resistance
  - House demolitions
  - Medium-density housing projects
  - Zoning downzones
- Real estate industry as villain
  - Legislation allowing local inclusionary zoning
  - Legislative push for rent control
  - Affordable housing funded by development taxes

# Metro Population Growth vs. Land Supply 1980-2016



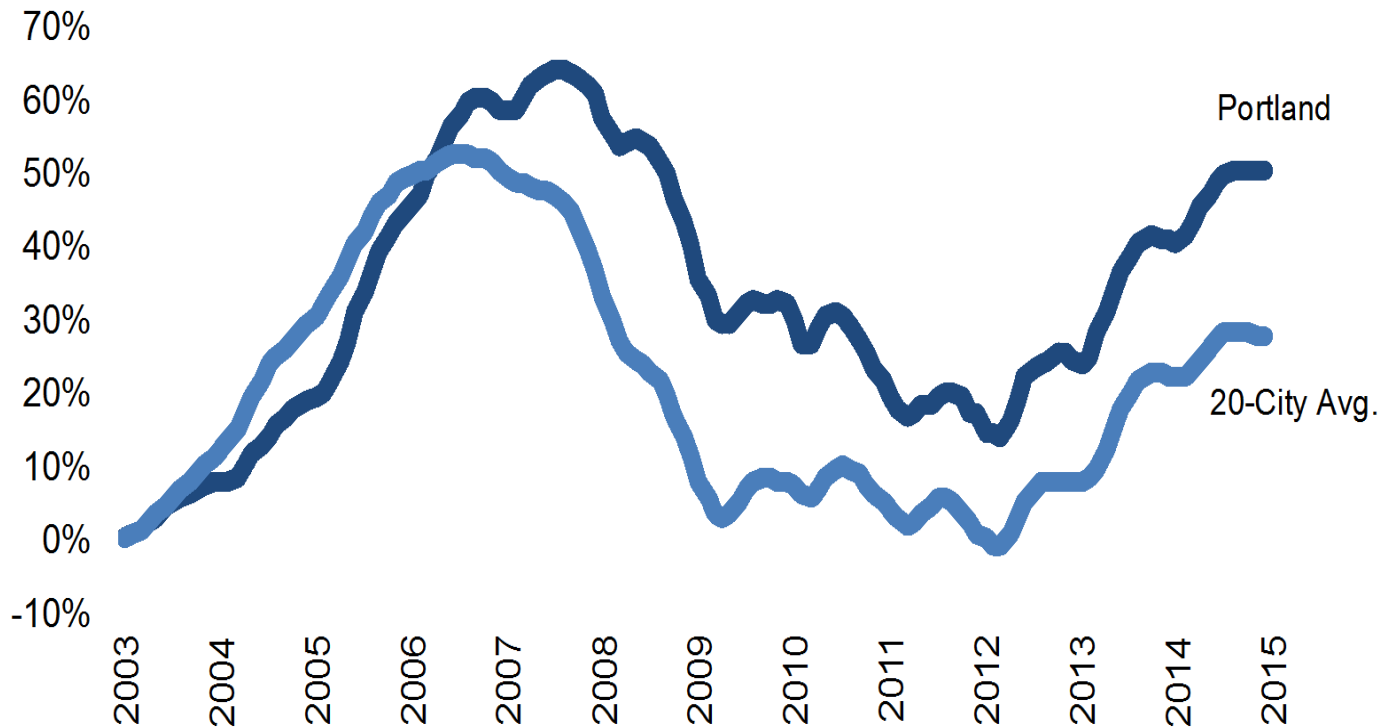
# Metro Population Growth vs. Land Supply 1980-2016



# The Portland Experience

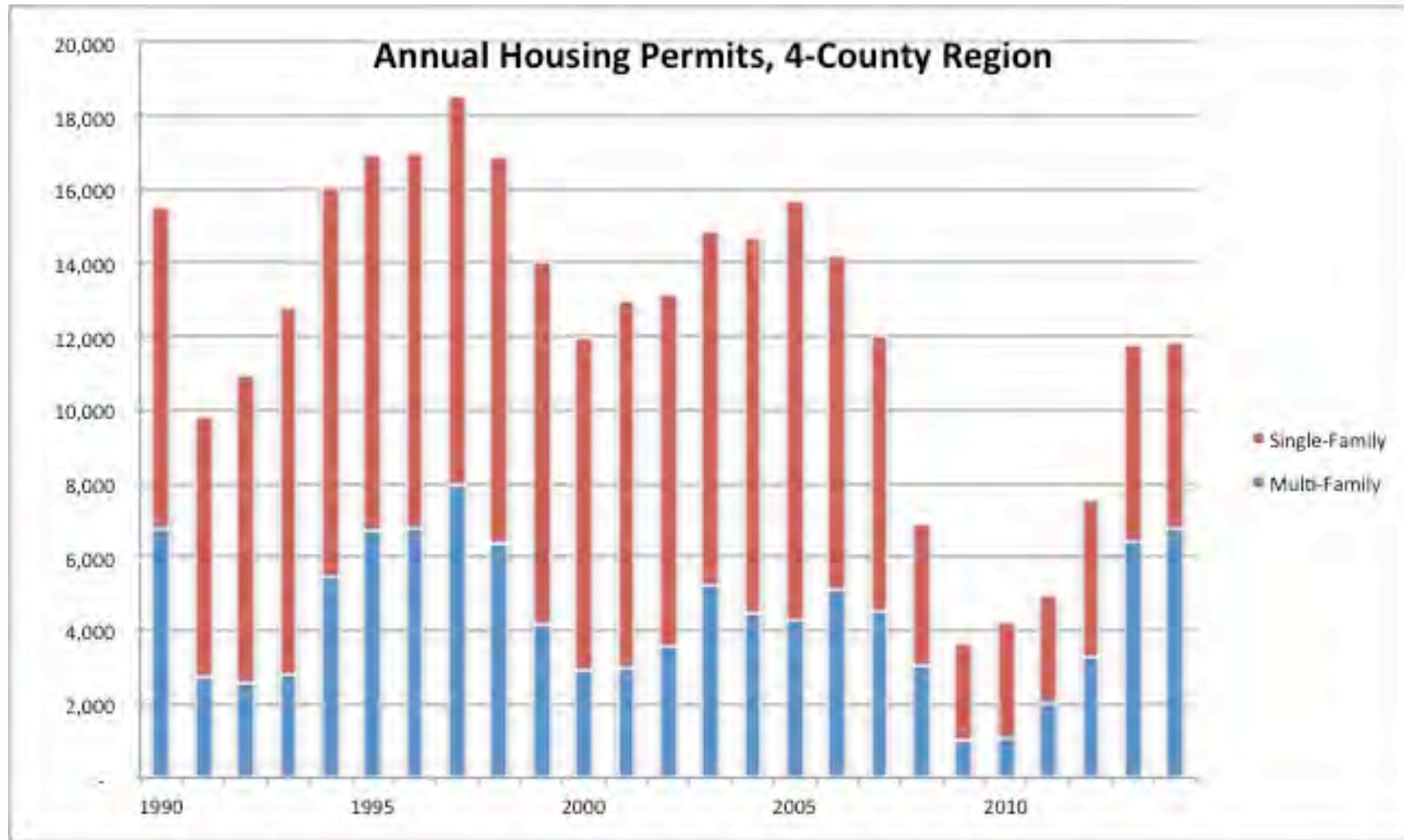
Case Shiller Index, 2003-15

## Case-Shiller Price Index Portland and 20-City Average



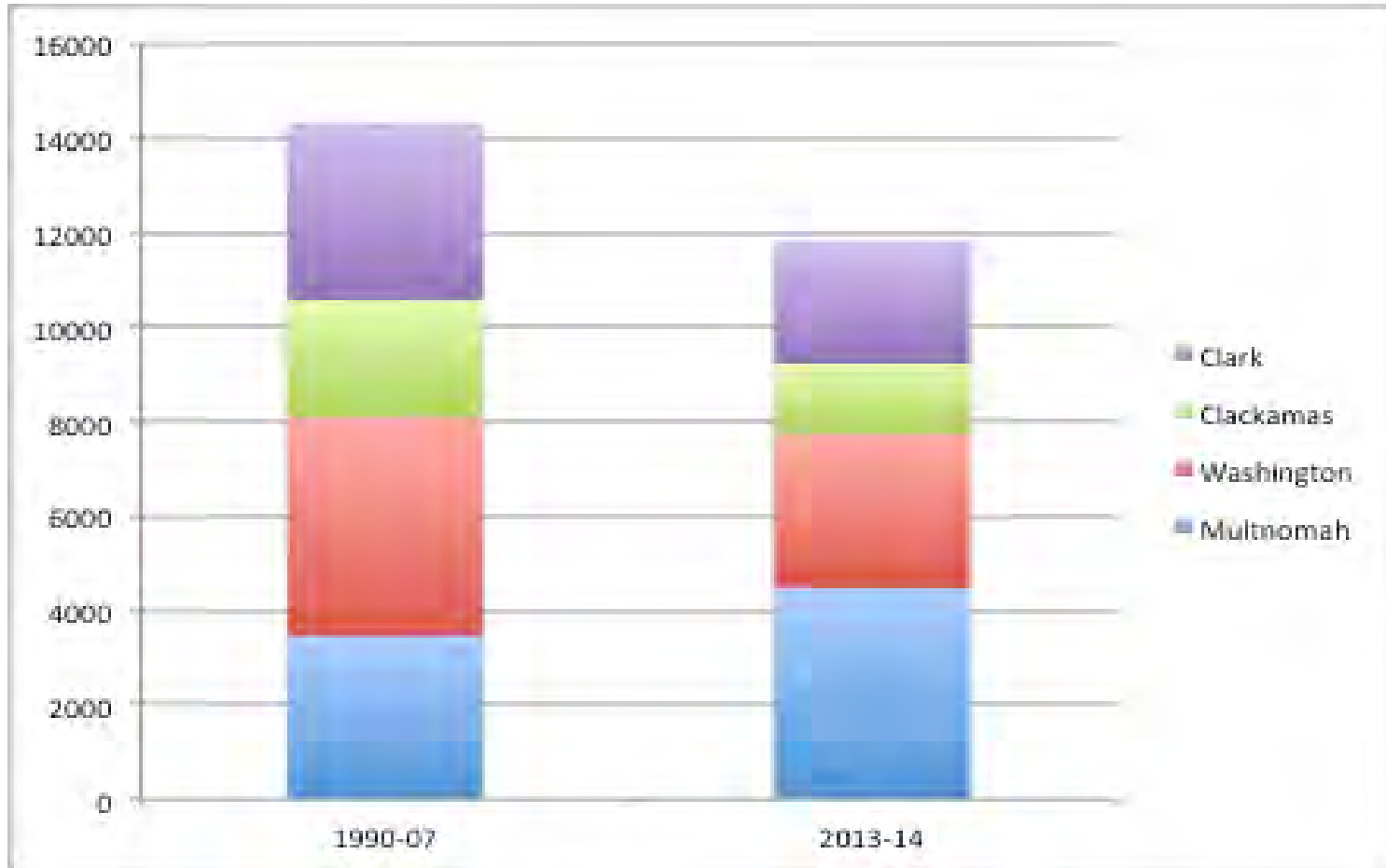
# The Portland Experience

Source: US Census Bureau



# The Portland Experience

Source: US Census Bureau



# Housing Supply Elasticity

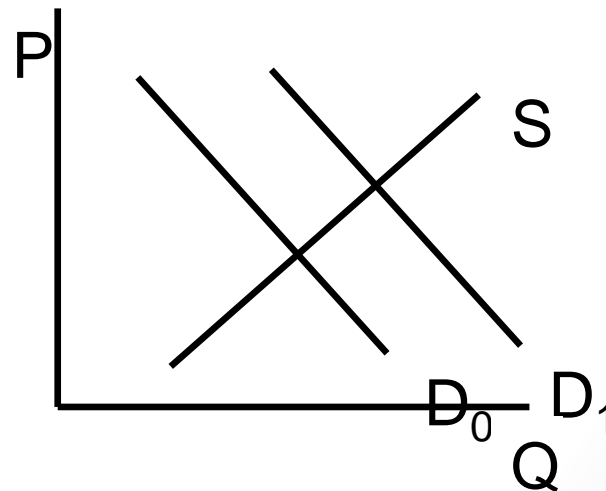


# Housing Supply Elasticity

- Edward Glaeser, Triumph of the City
- Edward Glaeser and Joseph Gyourko, Rethinking Federal Housing Policy
- Joel Kotkin, The Next Hundred Million

# Housing Supply Elasticity - Case 1

- Inelastic Supply with High Demand
  - Los Angeles, San Francisco, San Diego, Washington, DC, New York, Boston metro areas
- Geographic and regulatory limits
- Permits less than 1% of stock, despite high prices
- Average price \$375,000 (2008)
- Demand raises prices



## Housing Supply Elasticity - Case 2

- Moderate Supply Elasticity
  - Chicago, Denver, Portland, Seattle, Salt Lake City
- Permits are 1-2% of stock
- Western cities grow based upon spillover demand from California
- Chicago is a thriving national financial, distribution hub
- Will advantages stay ahead of housing costs...?

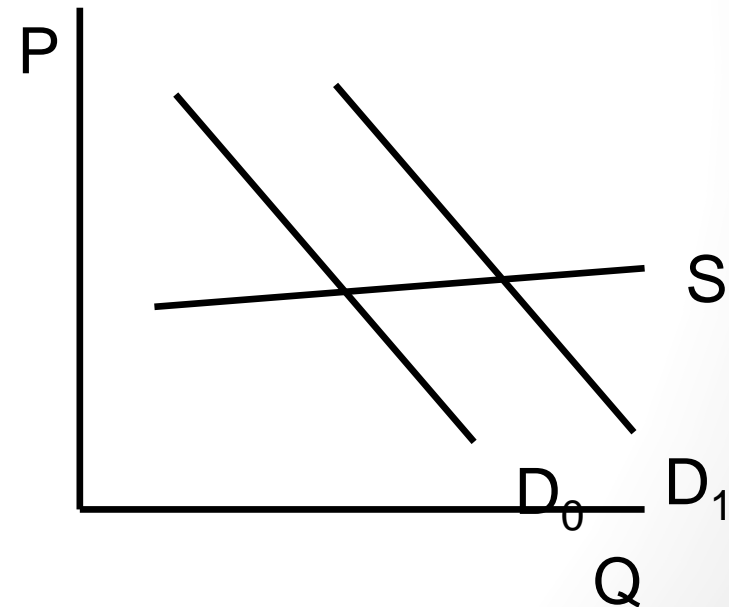
## Housing Supply Elasticity - Case 3

- Low Demand
  - St. Louis, Cleveland, New Orleans, Buffalo, Pittsburgh
- Permits less than 0.25% per year
- Demand doesn't push prices above replacement costs
- Affordable housing by default
- Prices below \$162,000 (2008)

## Housing Supply Elasticity - Case 4

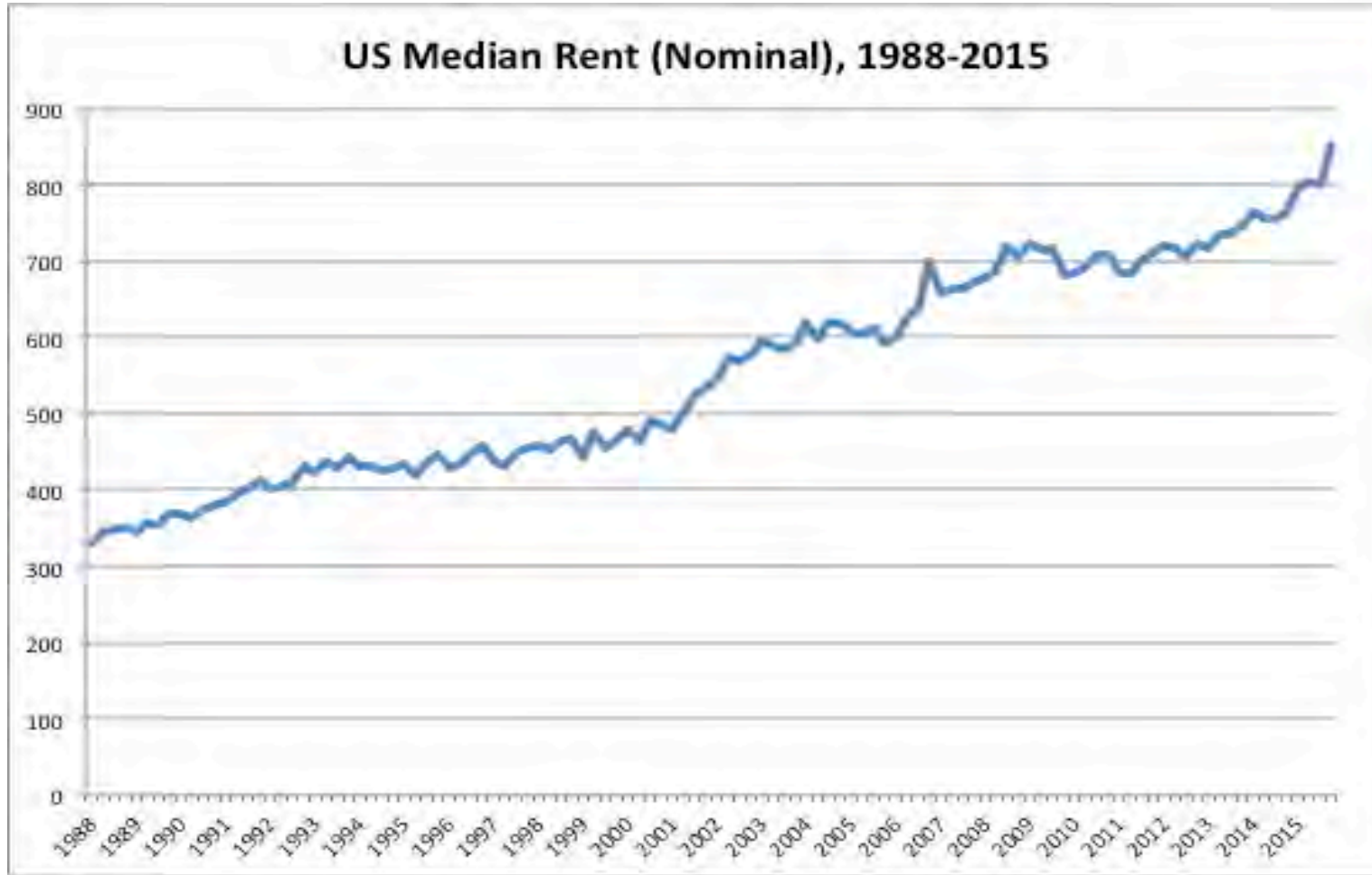
- High Elasticity with High Demand
  - Phoenix, Houston, Dallas, Riverside, Las Vegas
- Permits issued are more than 2% of stock
  - Little barriers to entry
- Average price \$170,000 (2008)

Affordable Housing  
Produced by market

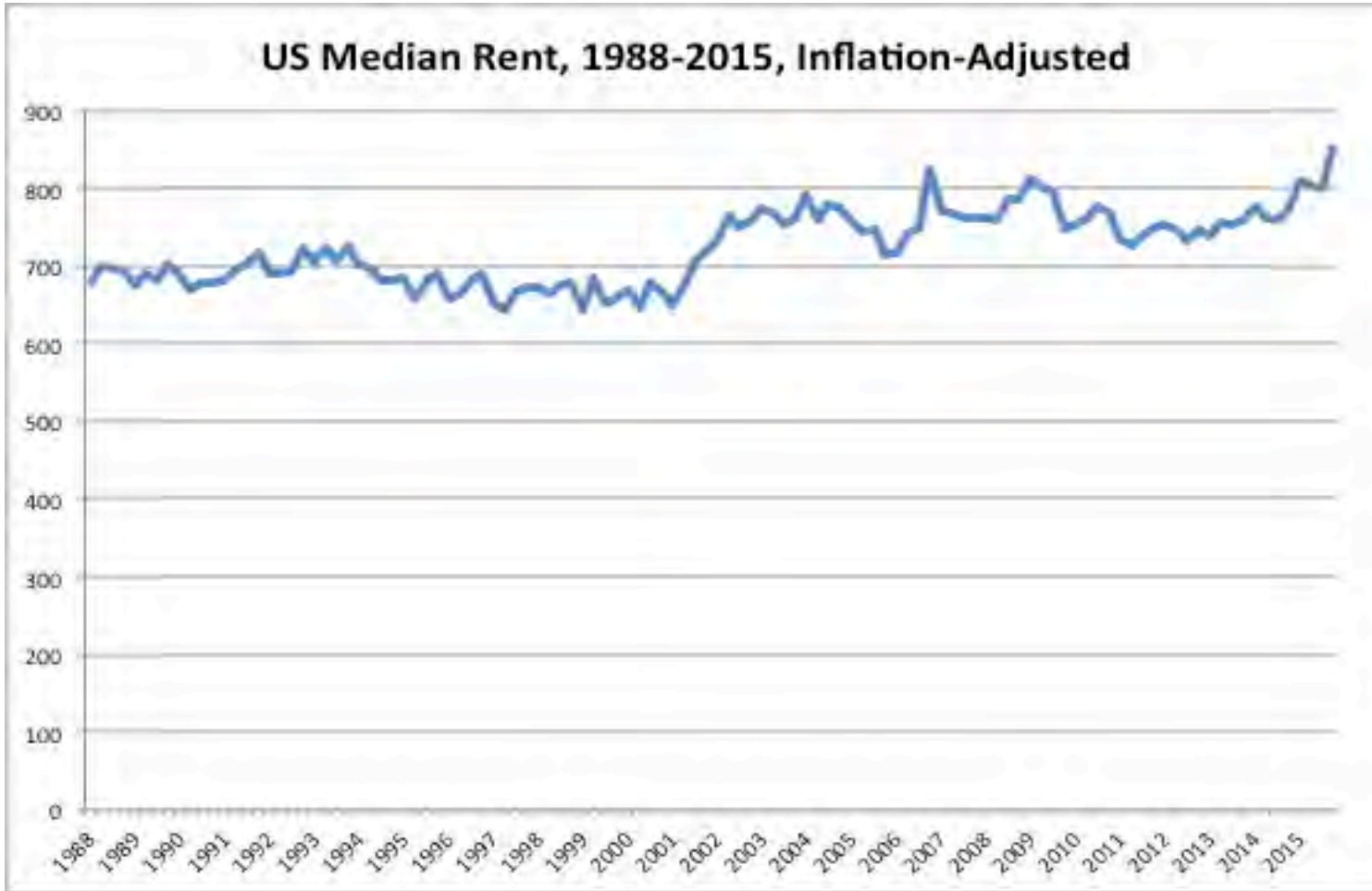


# The Apartment Crisis

# The Apartment Crisis

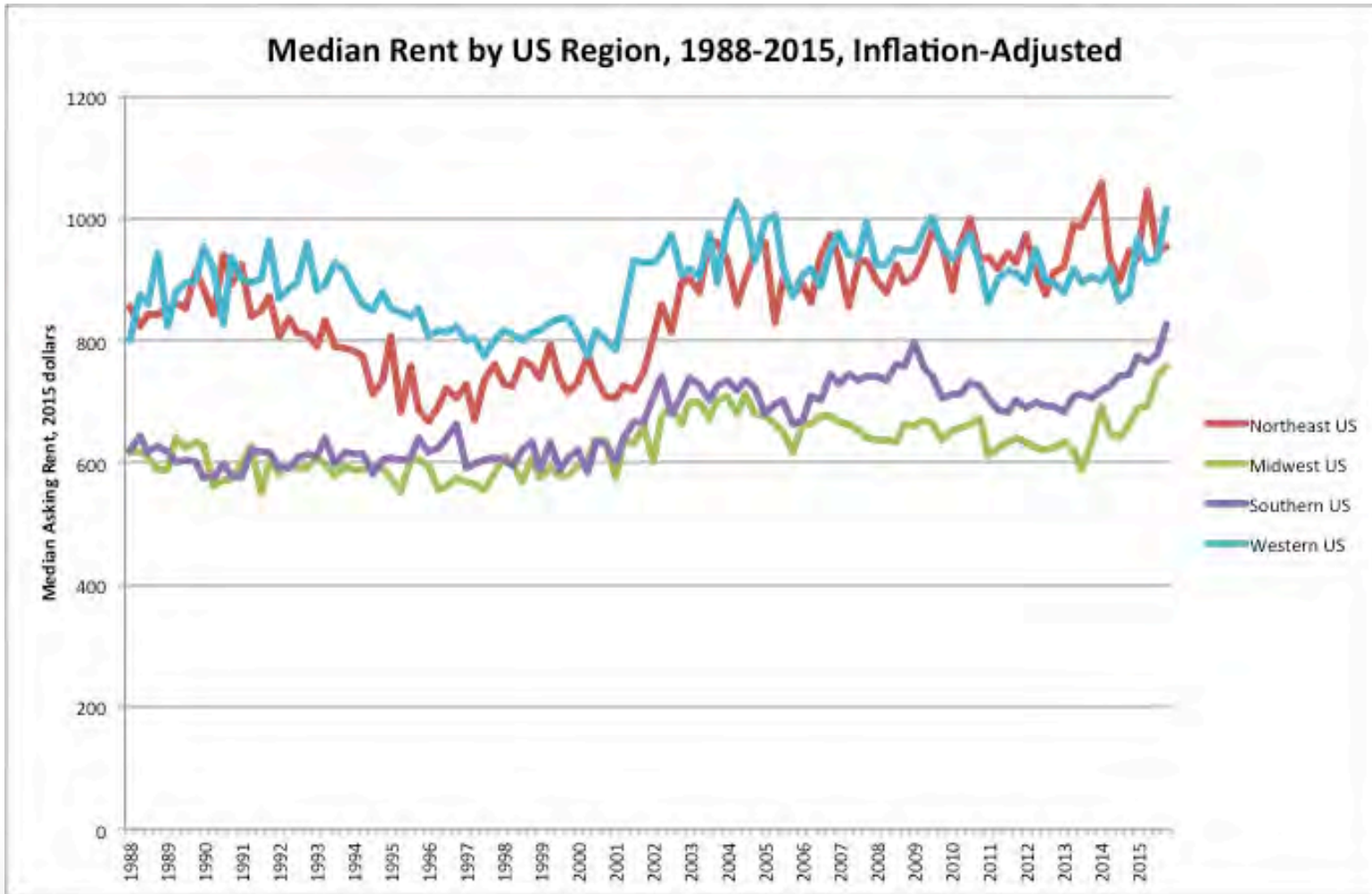


# The Apartment Crisis



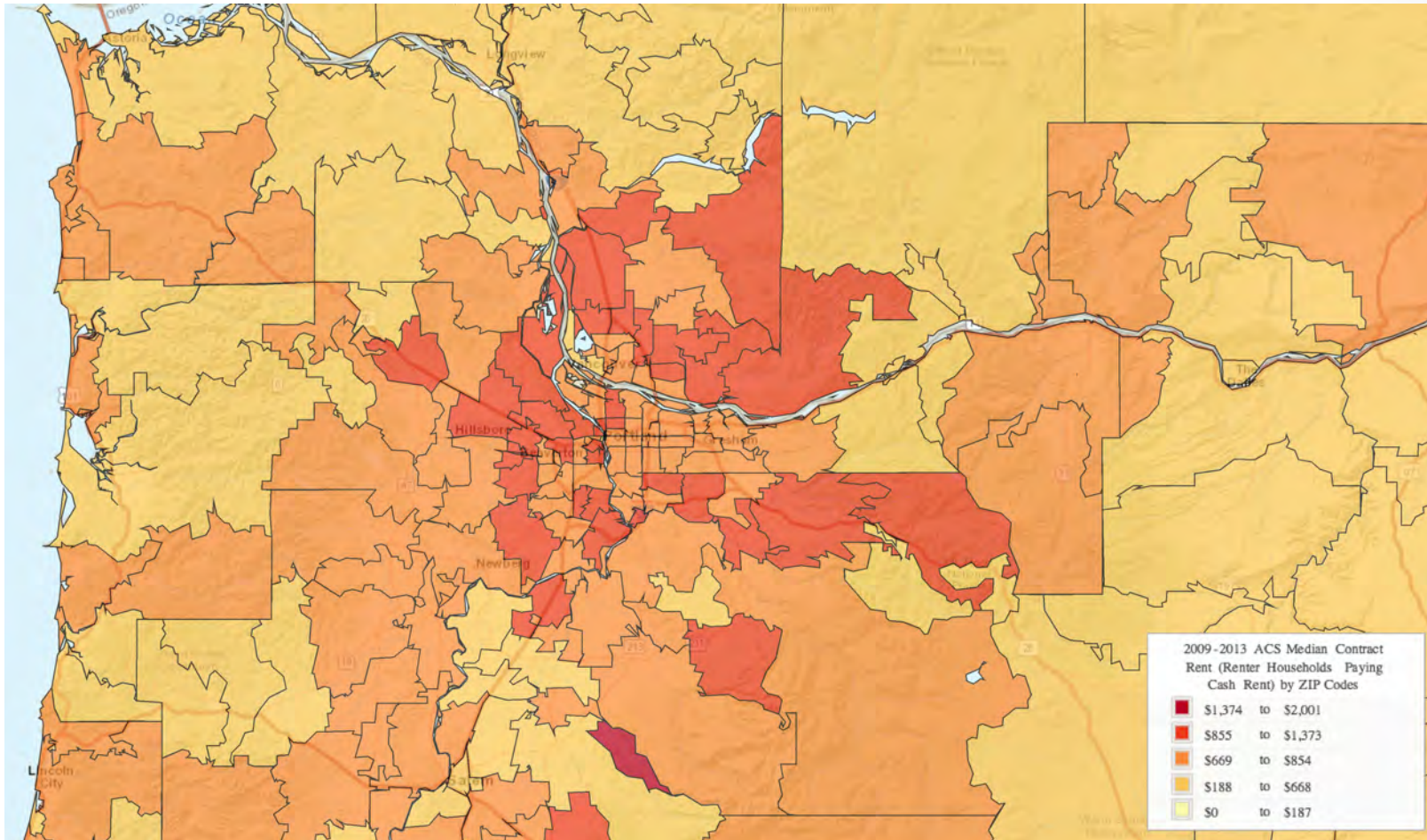


# The Apartment Crisis



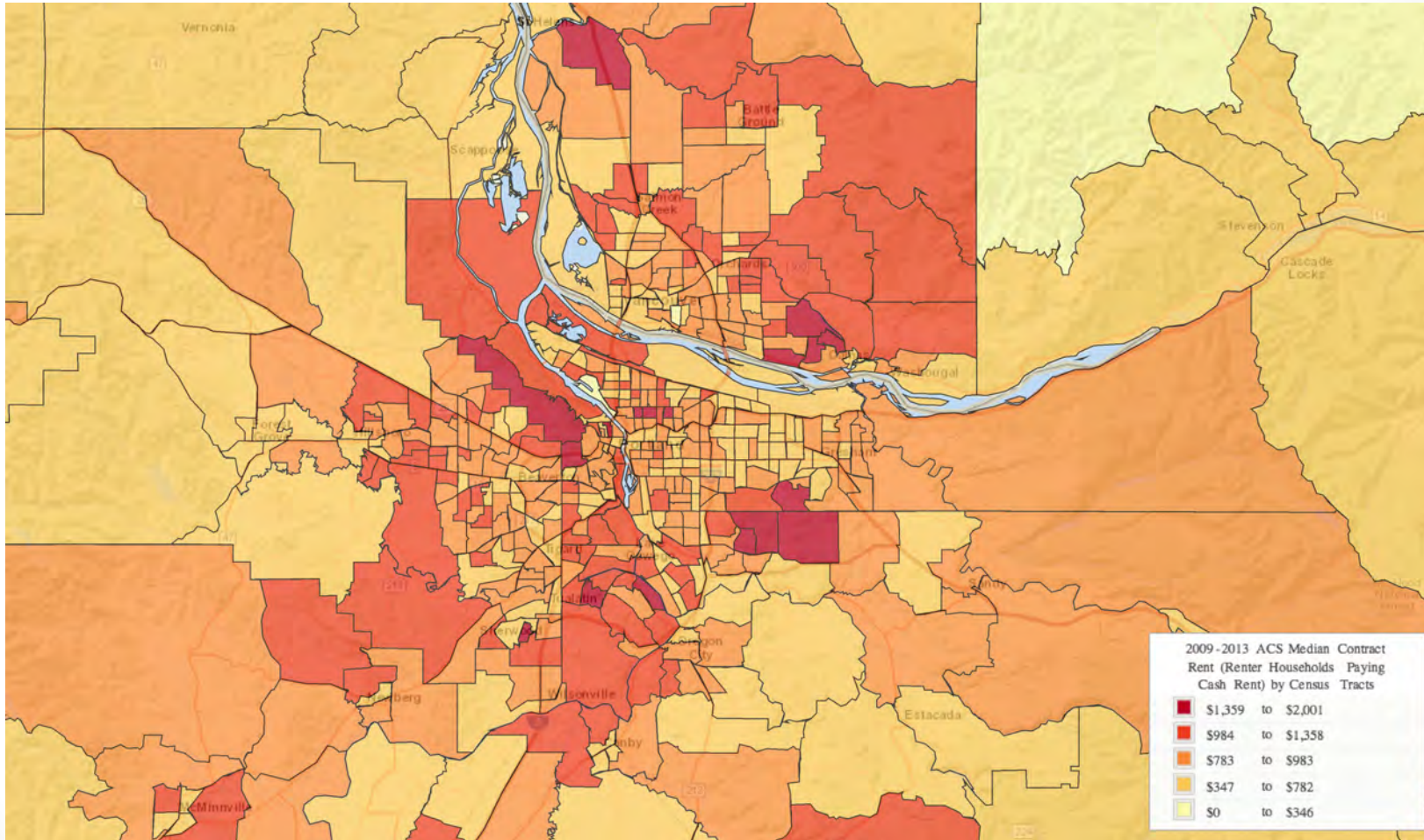
# Portland Metro Area

Median Rent, 2009-13, ZIP code level



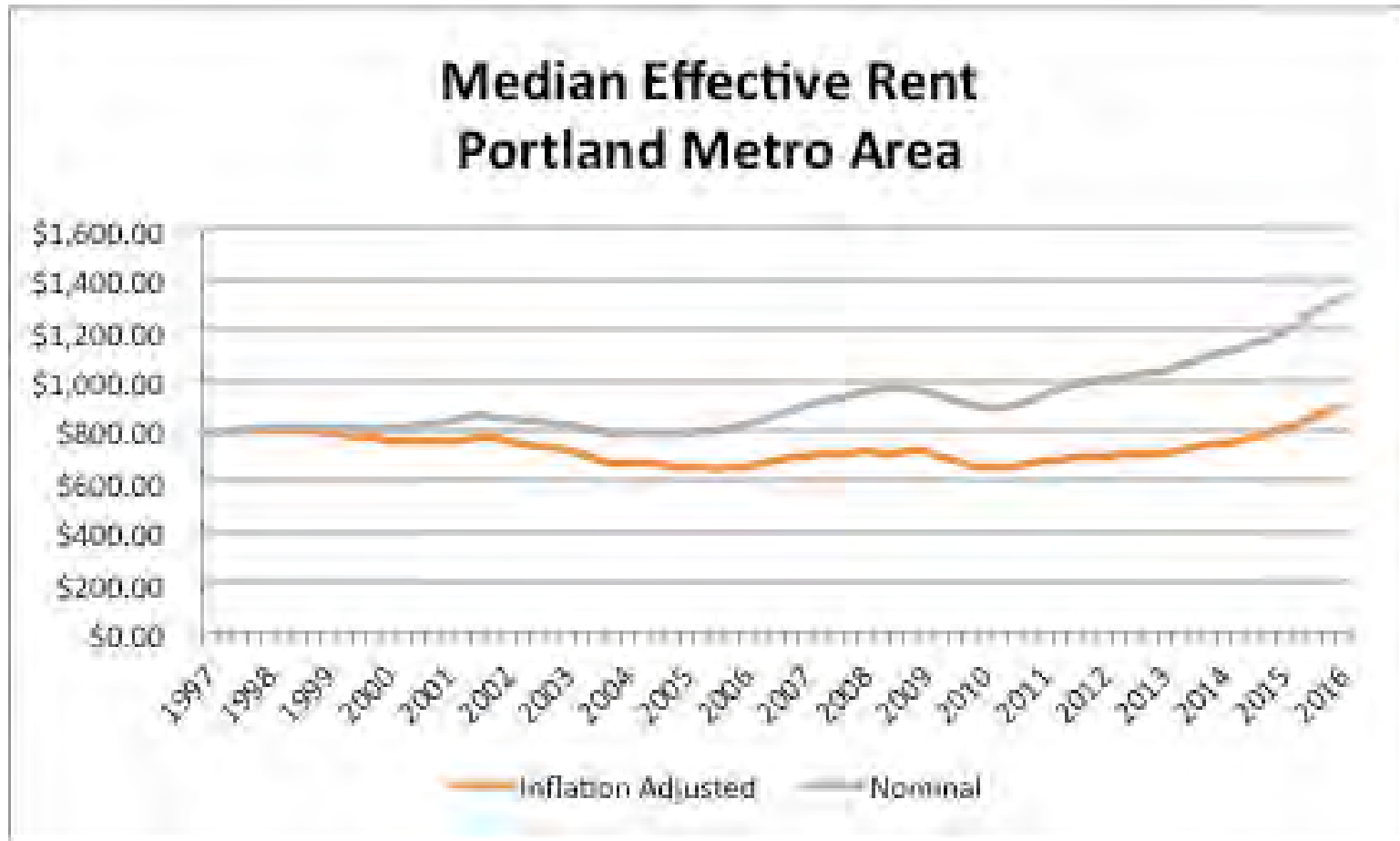
# Portland Metro Area

Median Rent, 2009-13, Census tract level



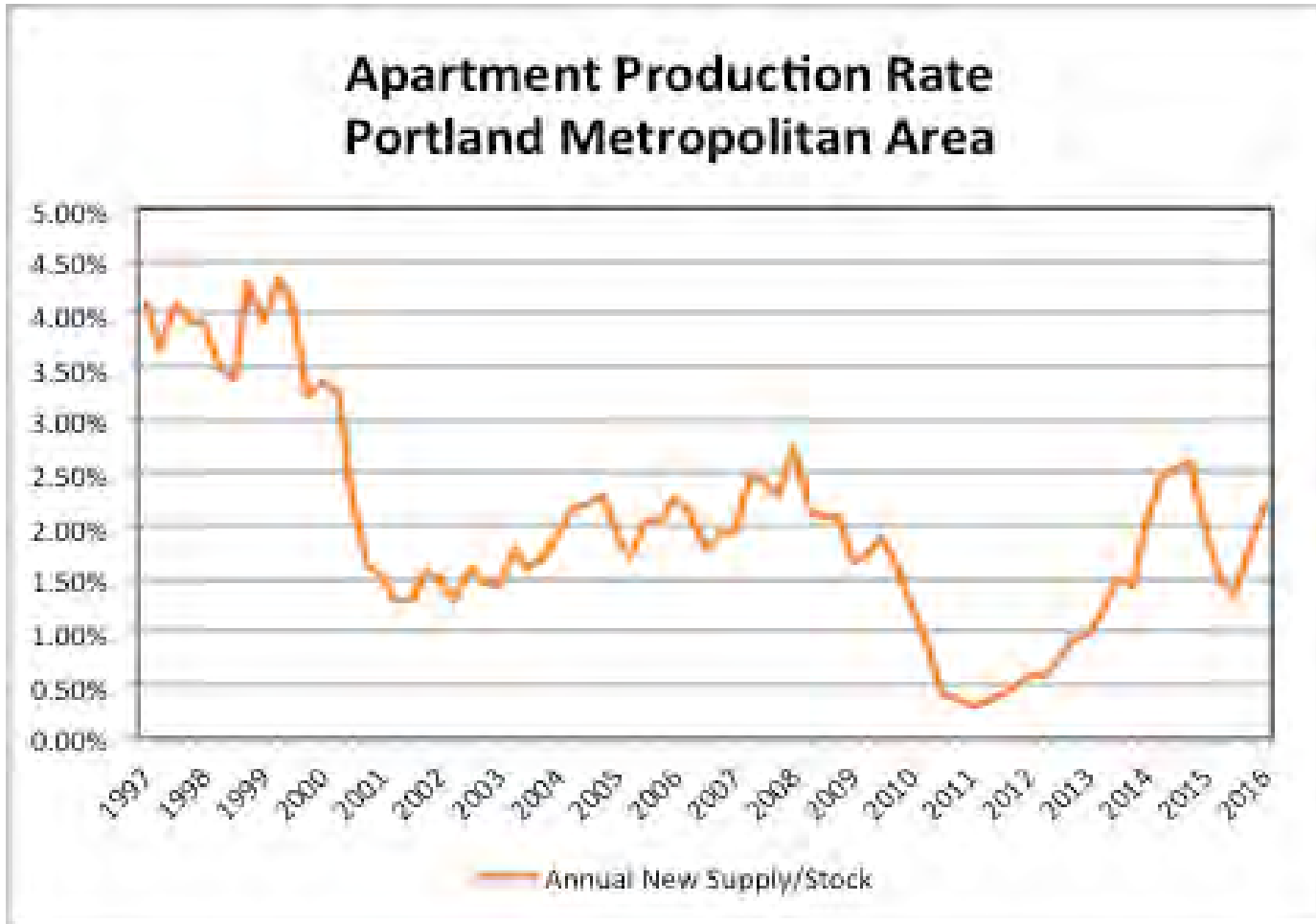
# Portland Metro Area

Median Effective Rent, Axiometrics



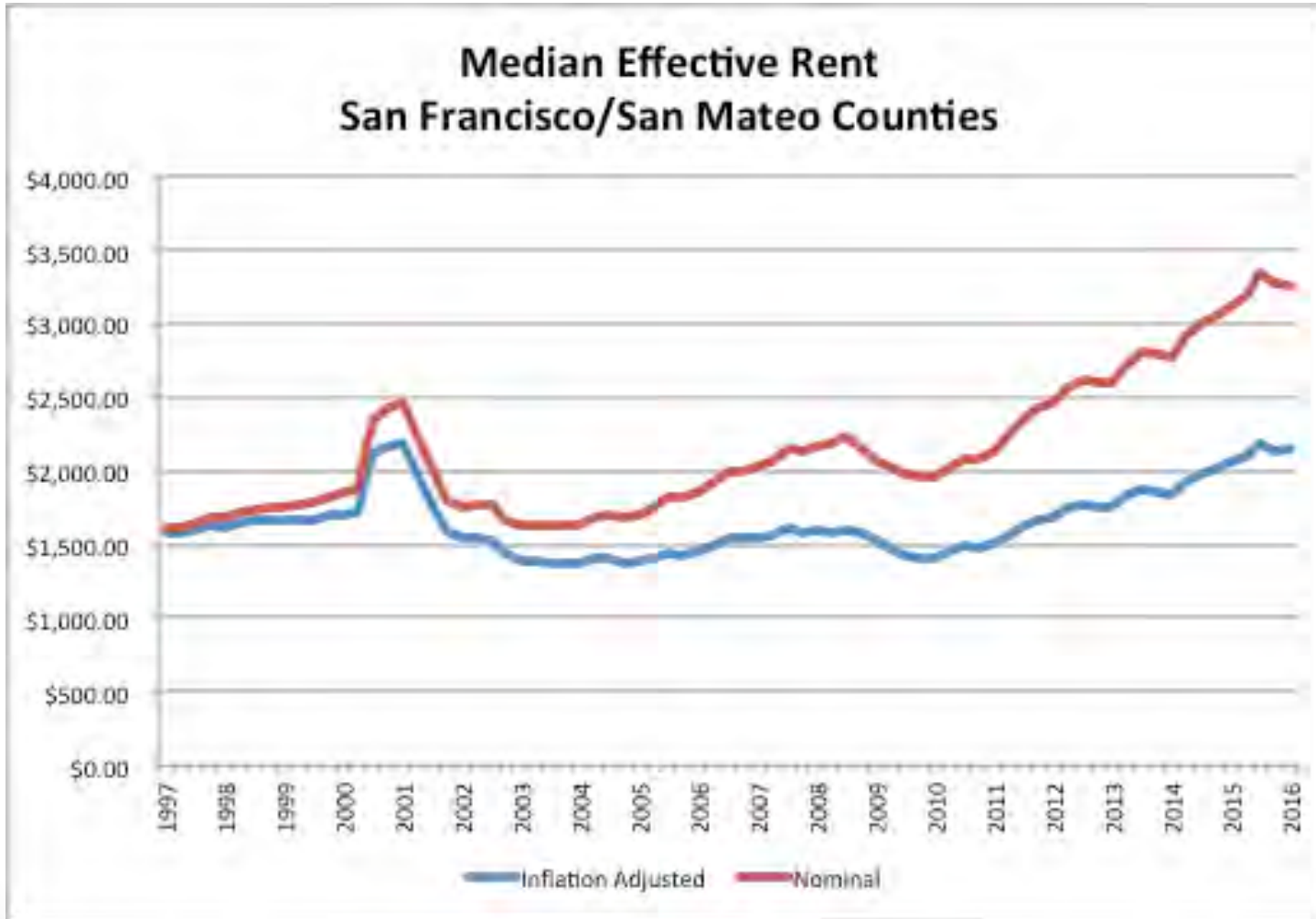
# Portland Metro Area

Apartment construction, Axiometrics



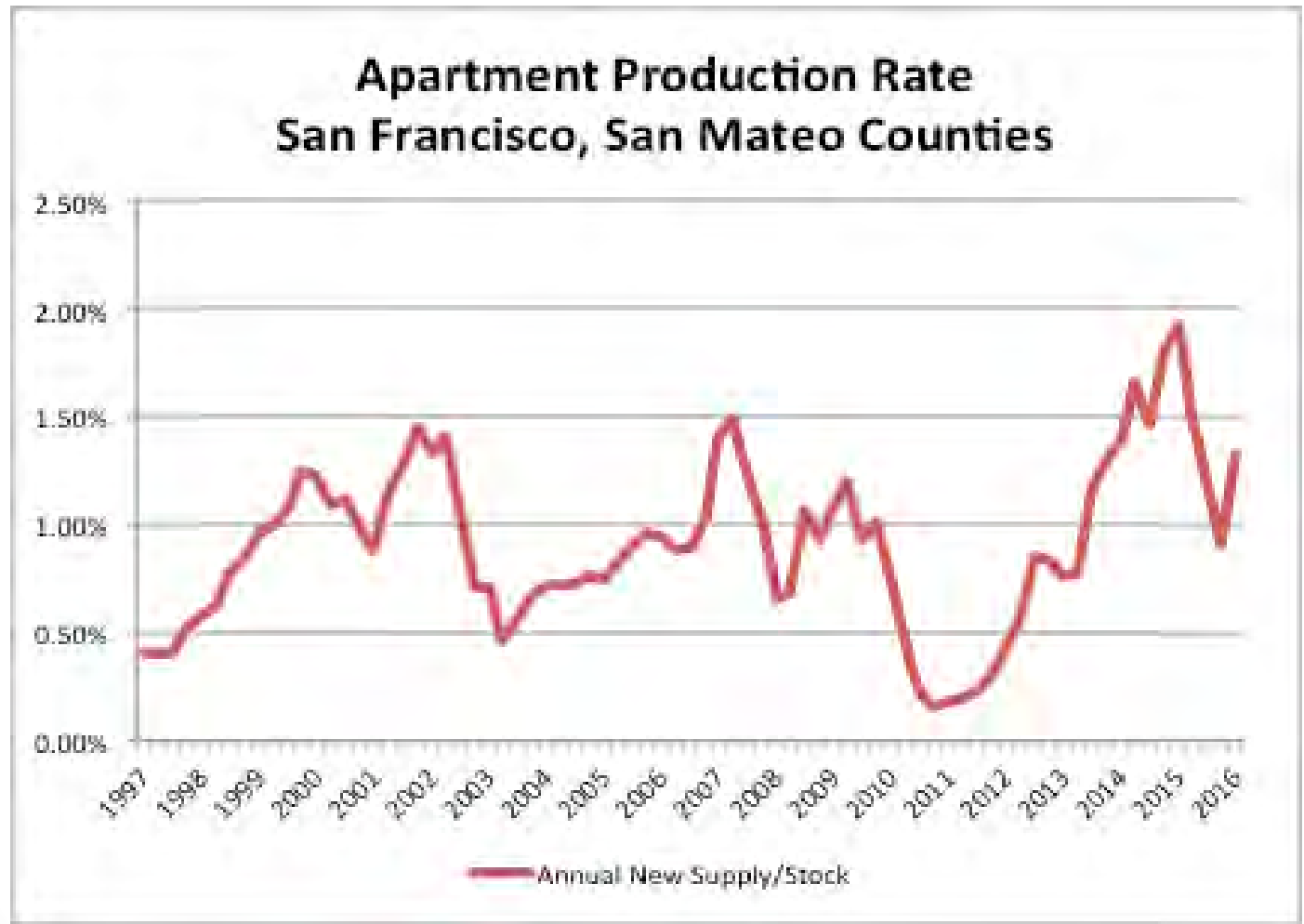
# San Francisco Metro Area

Median Effective Rent, Axiometrics



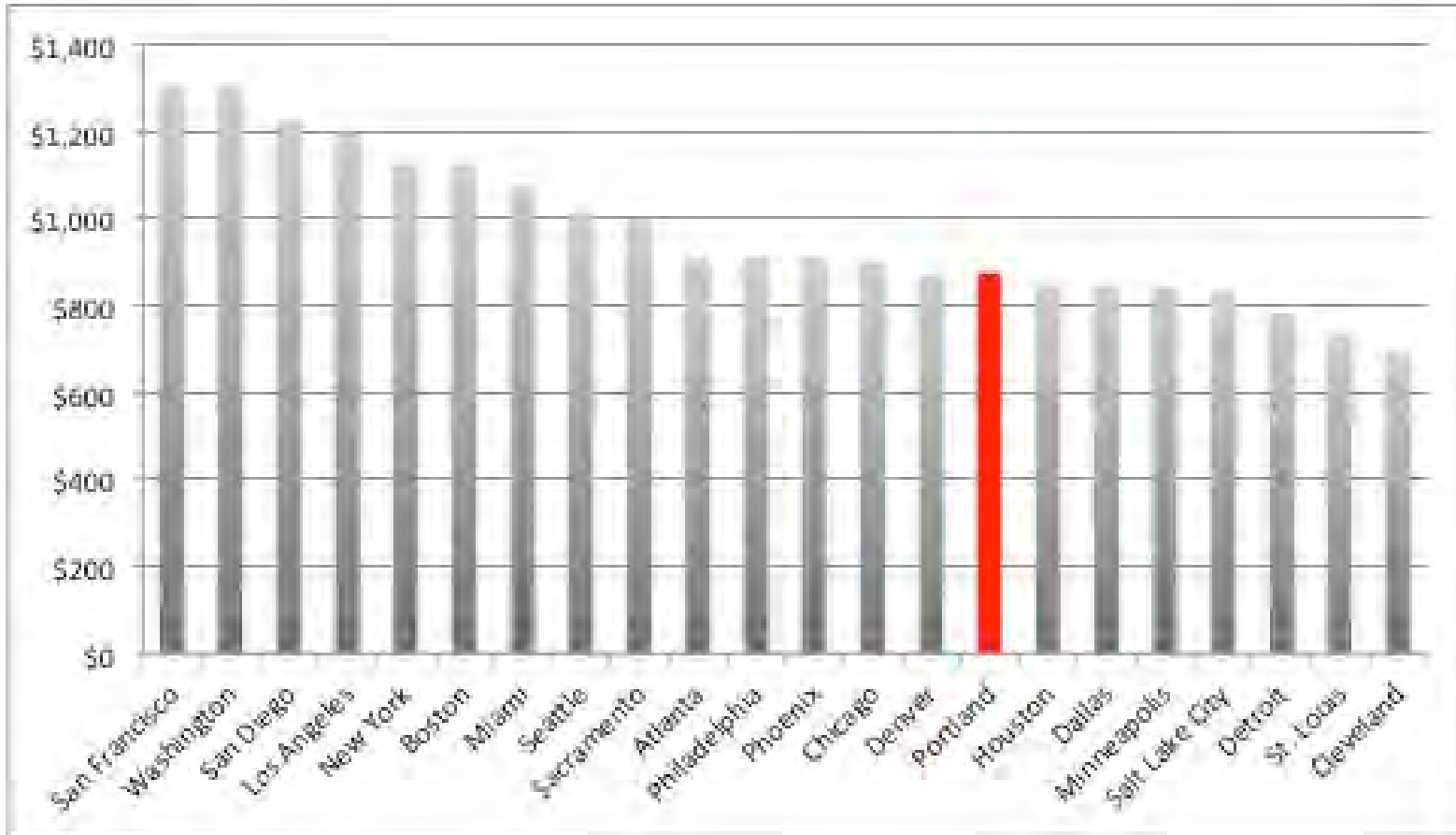
# San Francisco Metro Area

Apartment construction, Axiometrics



# Metropolitan Rents in 2009

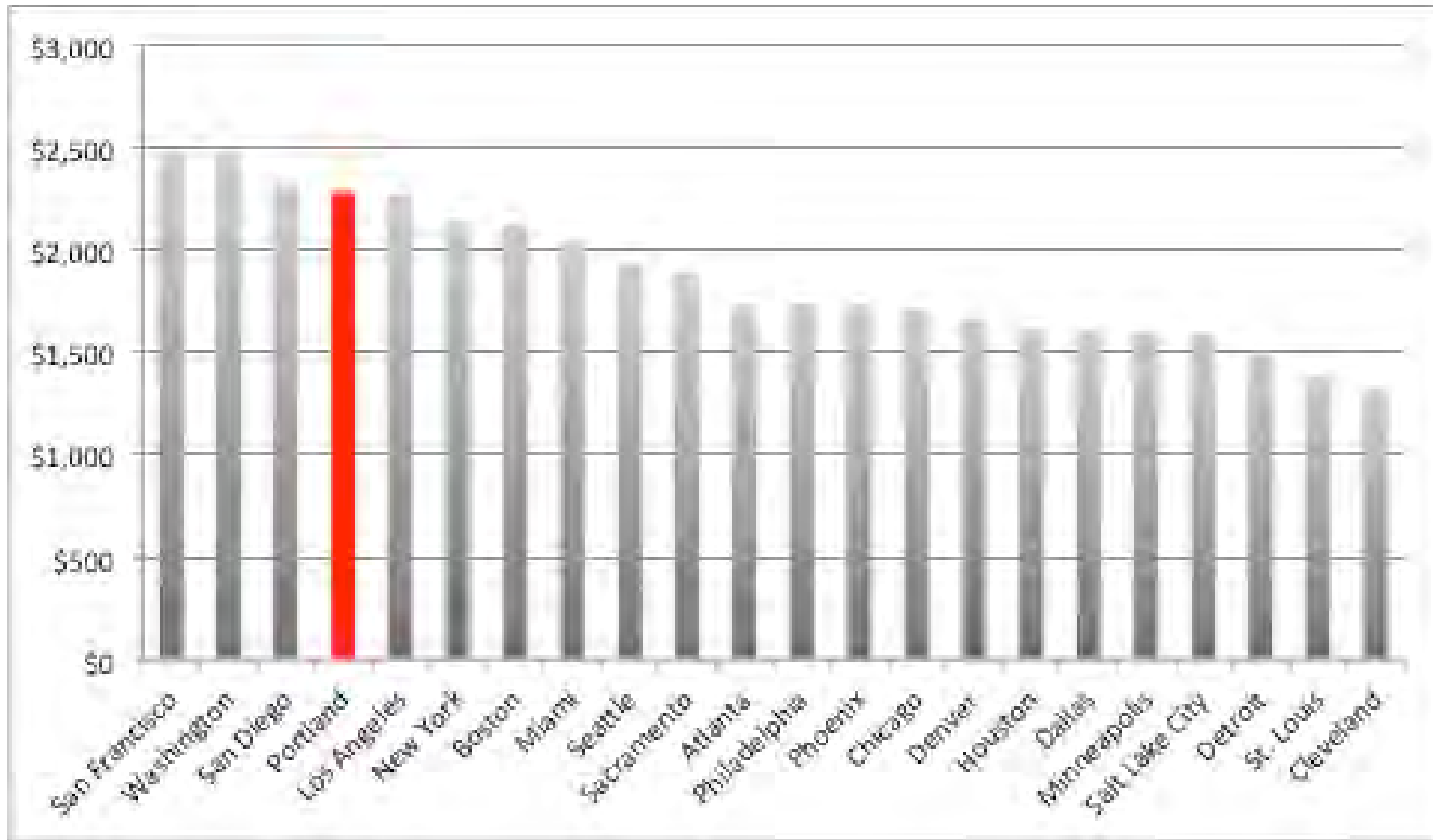
Source: US Census Bureau





# Metropolitan Rents in 2035 (Projected)

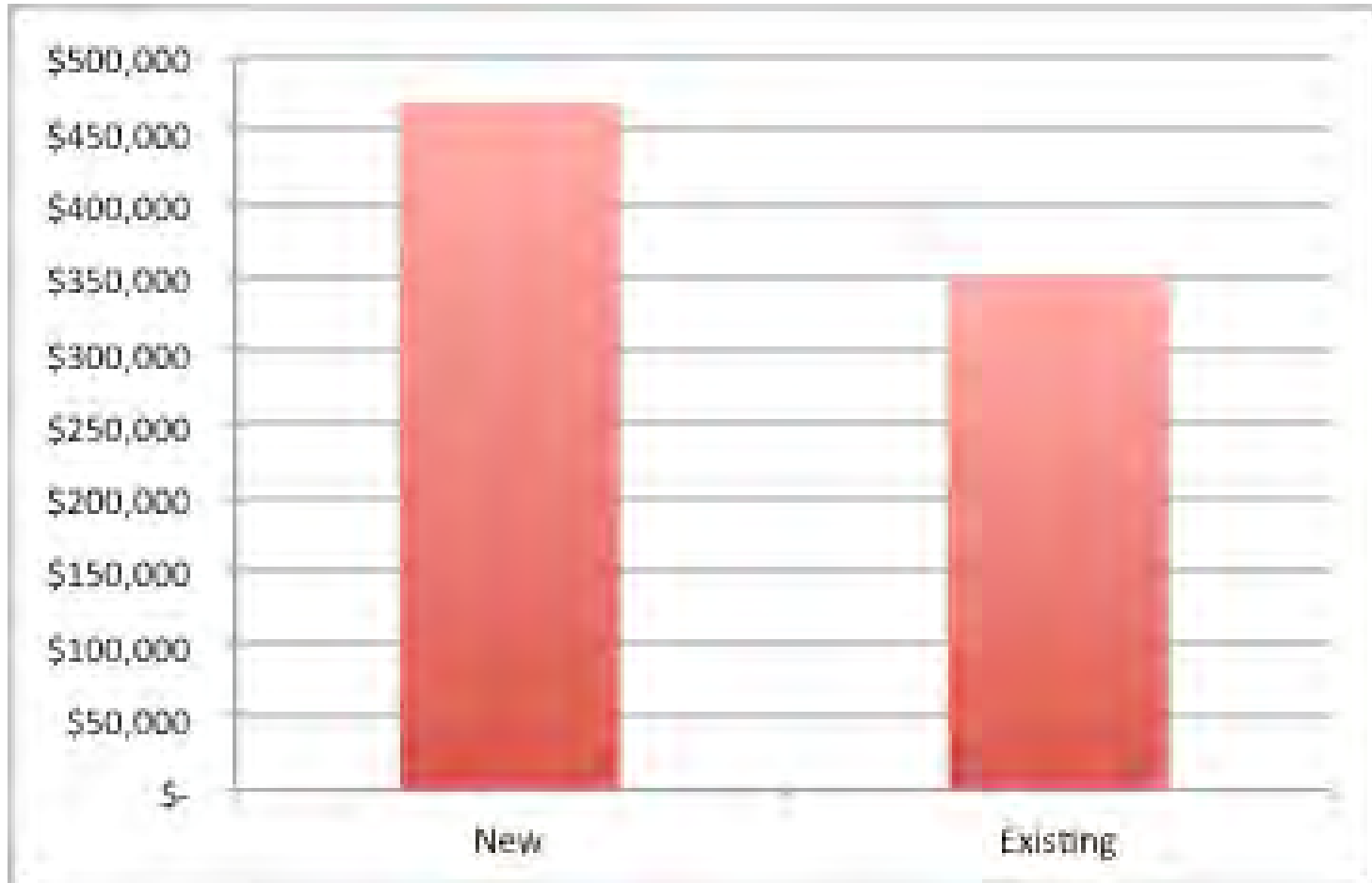
Source: US Census Bureau, Metro, PSU Center for Real Estate



# Economics of Affordable Housing

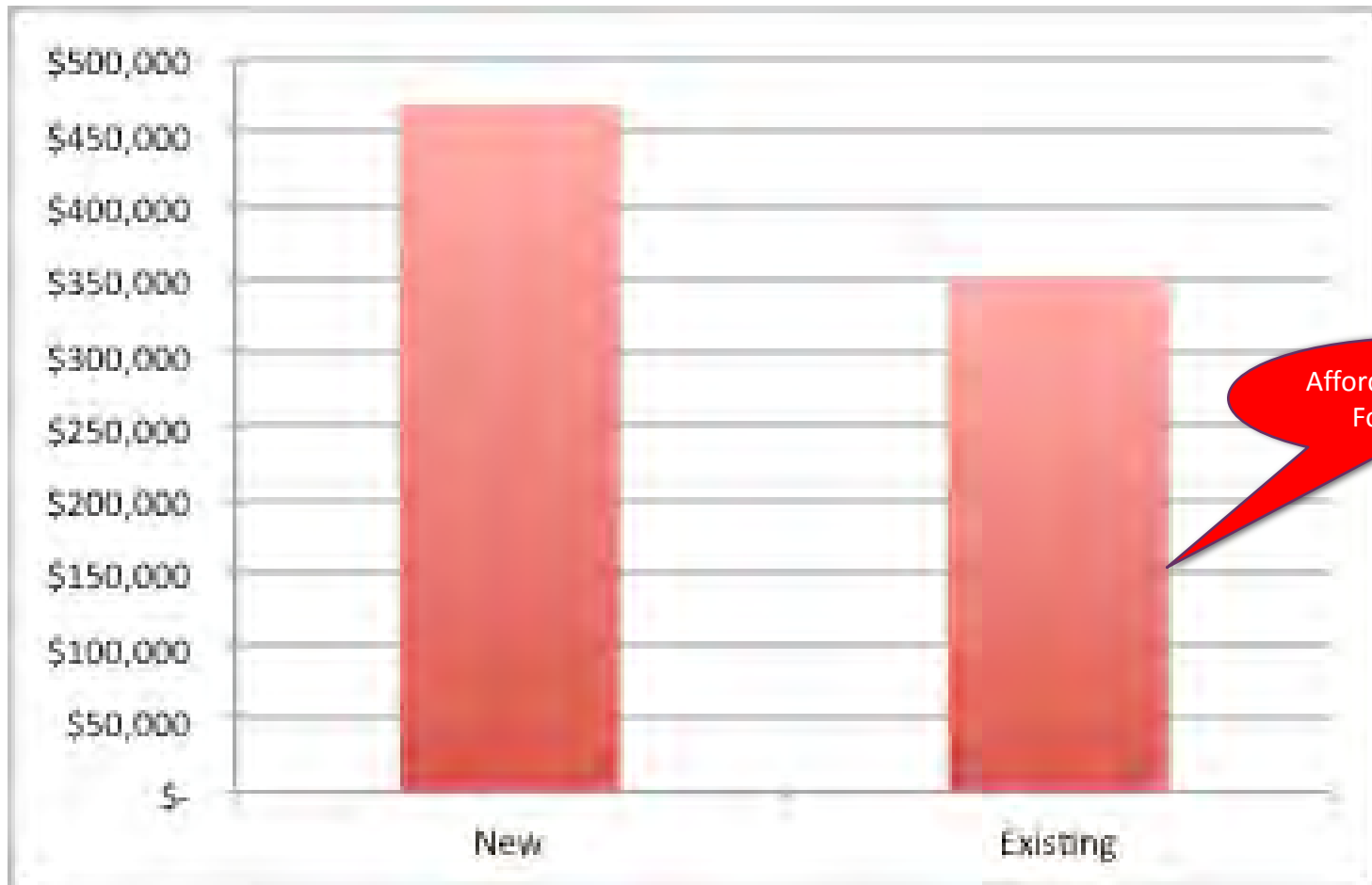
# New Housing is More Expensive Than Old

Source: PSU Center for Real Estate, RMLS Data, Portland 3-county area



# New Housing is More Expensive Than Old

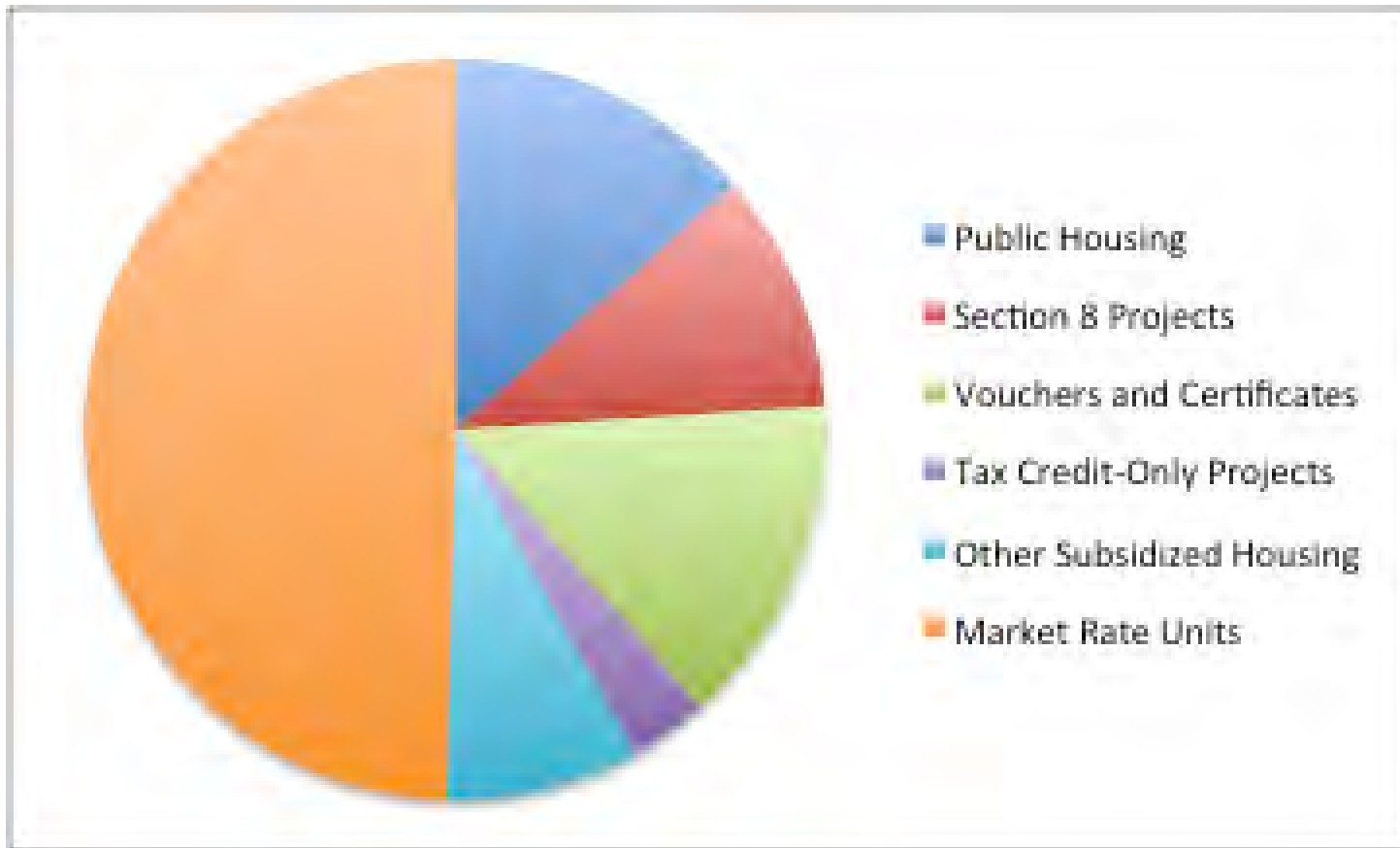
Source: PSU Center for Real Estate, RMLS Data, Portland 3-county area



Affordable Housing Found Here

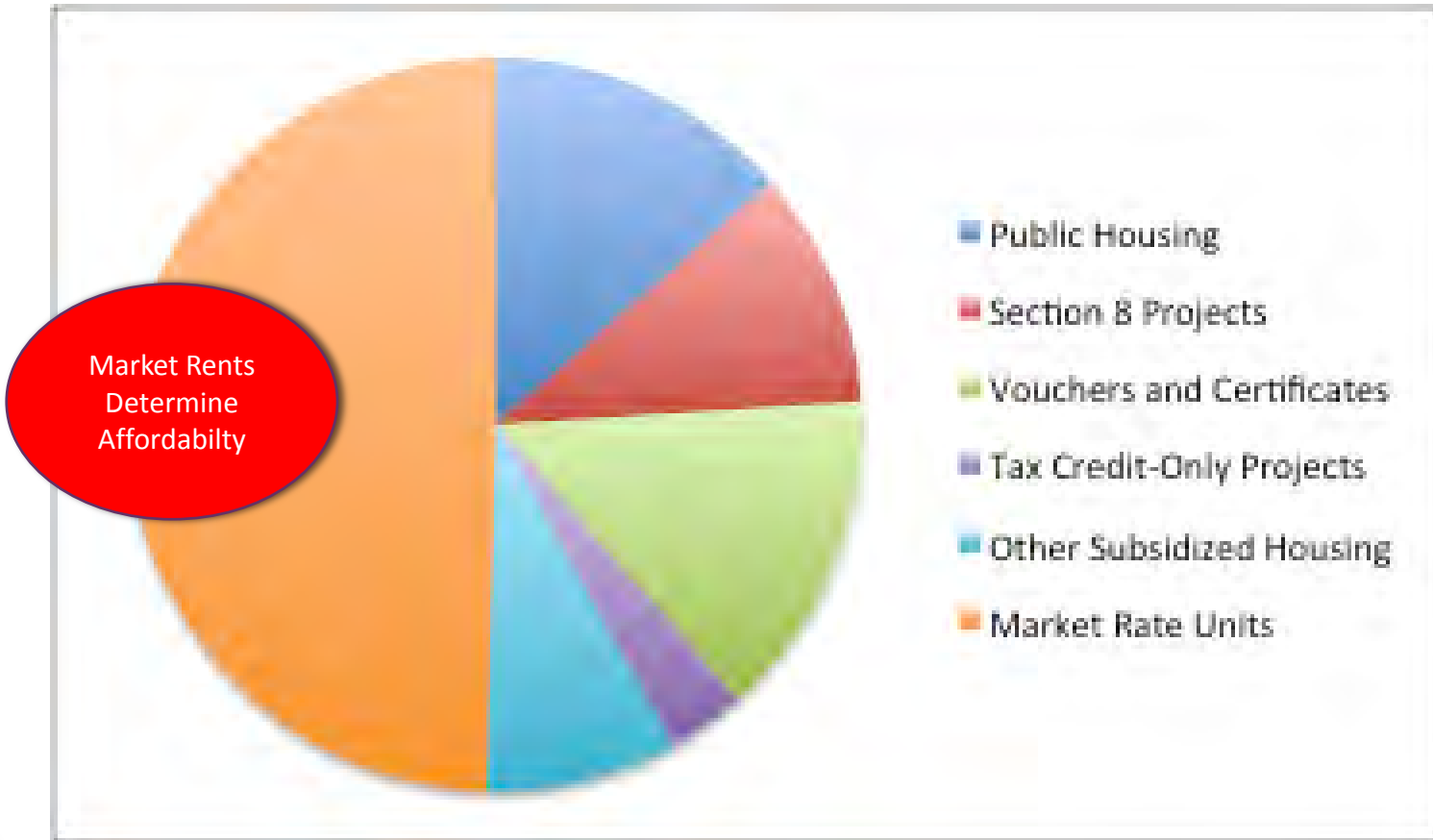
# Most Poor Households Pay Market Rents

Source: Census Bureau, HUD



# Most Poor Households Pay Market Rents

Source: Census Bureau, HUD



# High-Density Means High Cost

Apartment rent per square foot for new projects

Source: PSU Center for Real Estate



# High-Density Means High Cost

Apartment rent per square foot for new projects

Source: PSU Center for Real Estate





# Critique of Inclusionary Zoning

- Taxing one industry for a broad social good
- Small output: 80,000 to 90,000 housing units in USA
- Requires strong local housing market
- Rarely provide deep subsidies for very poor
- Produces affordable housing at high cost
  - Vouchers are better
  - Buying older housing units costs less

# Critique of Public Housing

- Consumption Efficiency: 25% less efficient than cash
- Production Efficiency: 33% higher costs
- Horizontal Equity: Many eligible, few served
- Work Disincentives: 30% marginal tax
- Poverty Concentration: Social isolation

# Questions