



Parkrose-Argay Development Study

PSC Briefing
August 13, 2019



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Background



- Large 30+ acre site.
- 100+ year farming history - increasingly challenging in urban setting.
- 2035 Comprehensive Plan – rezoning; create complete neighborhoods.
- Community assets: 3 schools and new park.
- Community, Owners, and City may benefit from coordinated plan.
- Metro 2040 grant; property owner match, BPS staffing match.



Study Purpose

- **Develop a concept plan for potential future development.**
- **Plan for a complete, healthy, connected and walkable community-oriented development that best serves the area.**
- **Seek the best use of the farm land for the neighborhoods and community, the city, and the property owners.**
- **Consider market conditions, financial feasibility, community perspectives and public policy goals for equitable growth.**



Project Goals

- **Serves community needs and provides desired goods and services.**
- **Includes housing serving a broad range of income levels and household types.**
- **Connects to nearby public services and amenities such as Parkrose HS & MS, Shaver ES, and Luuwit View Park.**
- **Preserves iconic structures and acknowledges important site features and views.**
- **Supports and connects to living wage jobs in the area.**
- **Furthers the legacy of partnerships and community-spirited actions by the owners.**



Study Timeline

■ Phase 1 Fall 2018

- Information Sharing/Outreach
- Recruit project working group
- Consultant selection

■ Phase 2 Fall 2018/Winter 2019

- Community Vision + Aspirations (workshop)

■ Phase 3 Winter/Spring 2019

- Concept plan development (2 workshops)
- Market research, appraisal, economics

■ Phase 4 Spring/Summer 2019

- Evaluation
- Implementation strategies



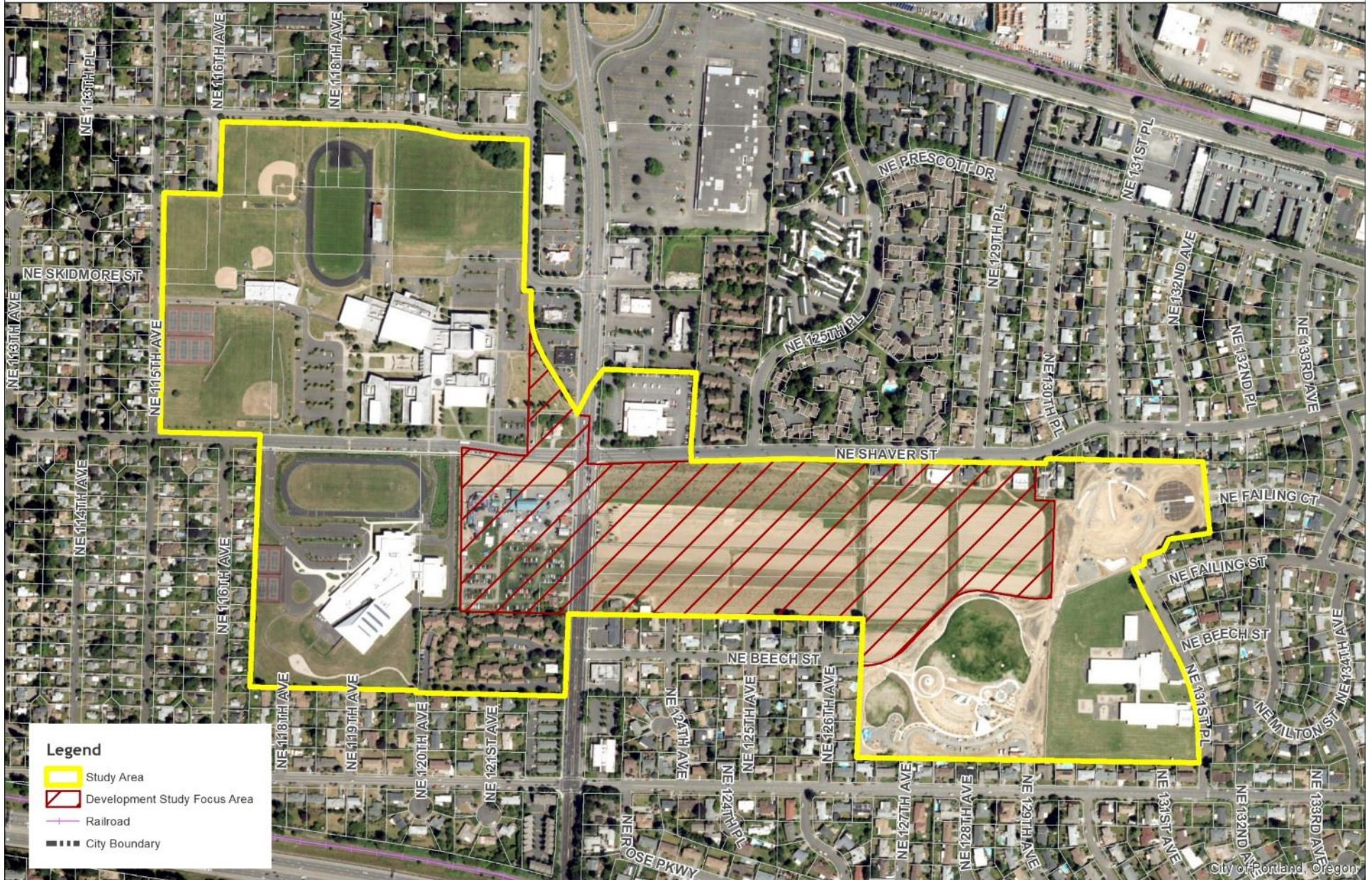
Project Working Group

- **Argay Terrace Neighborhood Association**
- **Parkrose Neighborhood Association**
- **Columbia Corridor Association**
- **Parkrose School District**
- **Parkrose Business Association**
- **Historic Parkrose NPI**
- **East Portland Action Plan**
- **Self Enhancement Inc.**
- **Elevate Oregon**
- **Latino Network**
- **Property Owners**
- **Metro**



Parkrose-Argay Development Study - Focus Area (Exhibit B)

Location Map



October 9, 2018

City of Portland, Oregon || Bureau of Planning and Sustainability || Geographic Information Systems

The information on this map was derived from City of Portland GIS databases. Care was taken in the creation of this map but it is



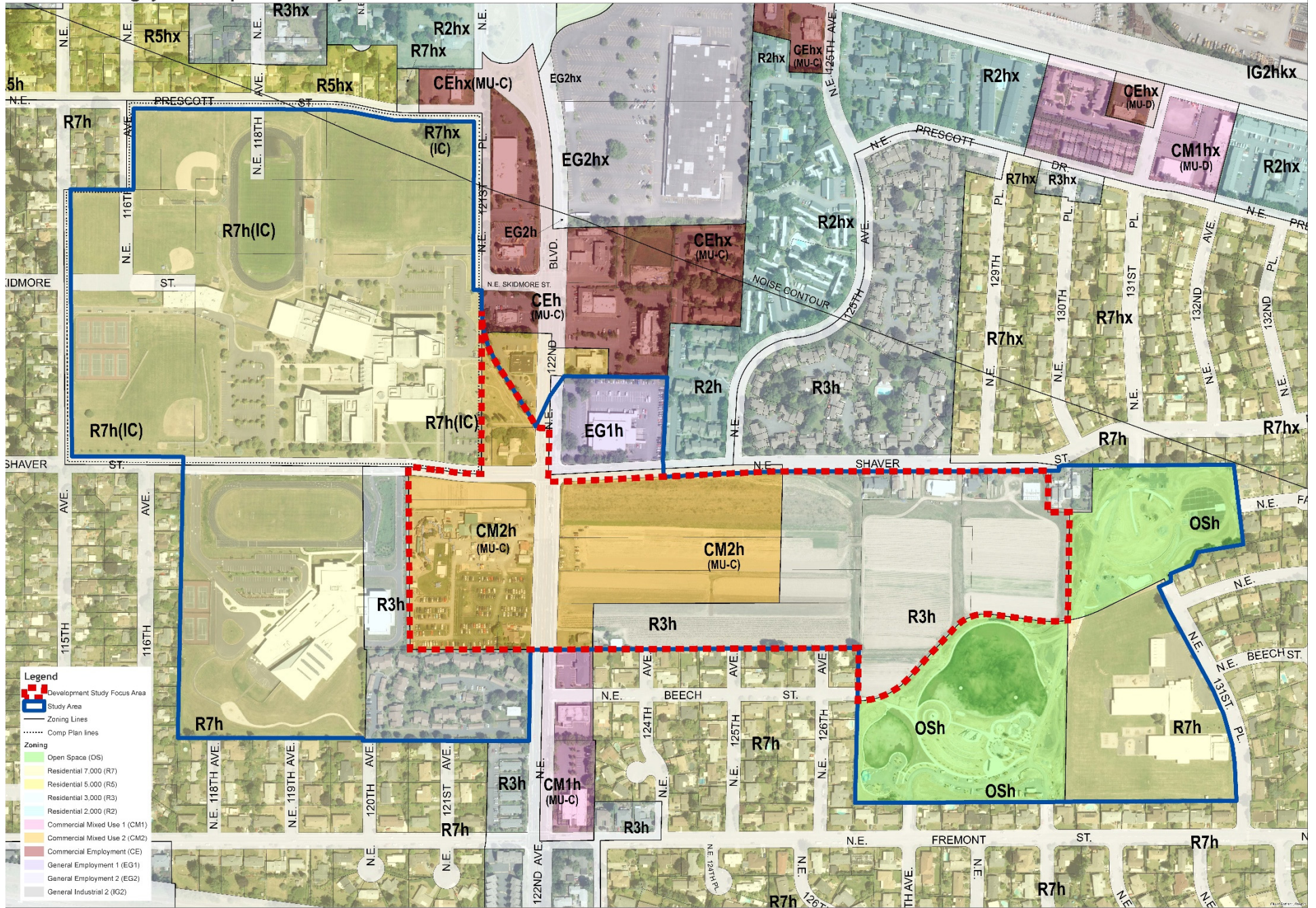
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Parkrose-Argay Development Study

Zoning



December 5, 2018

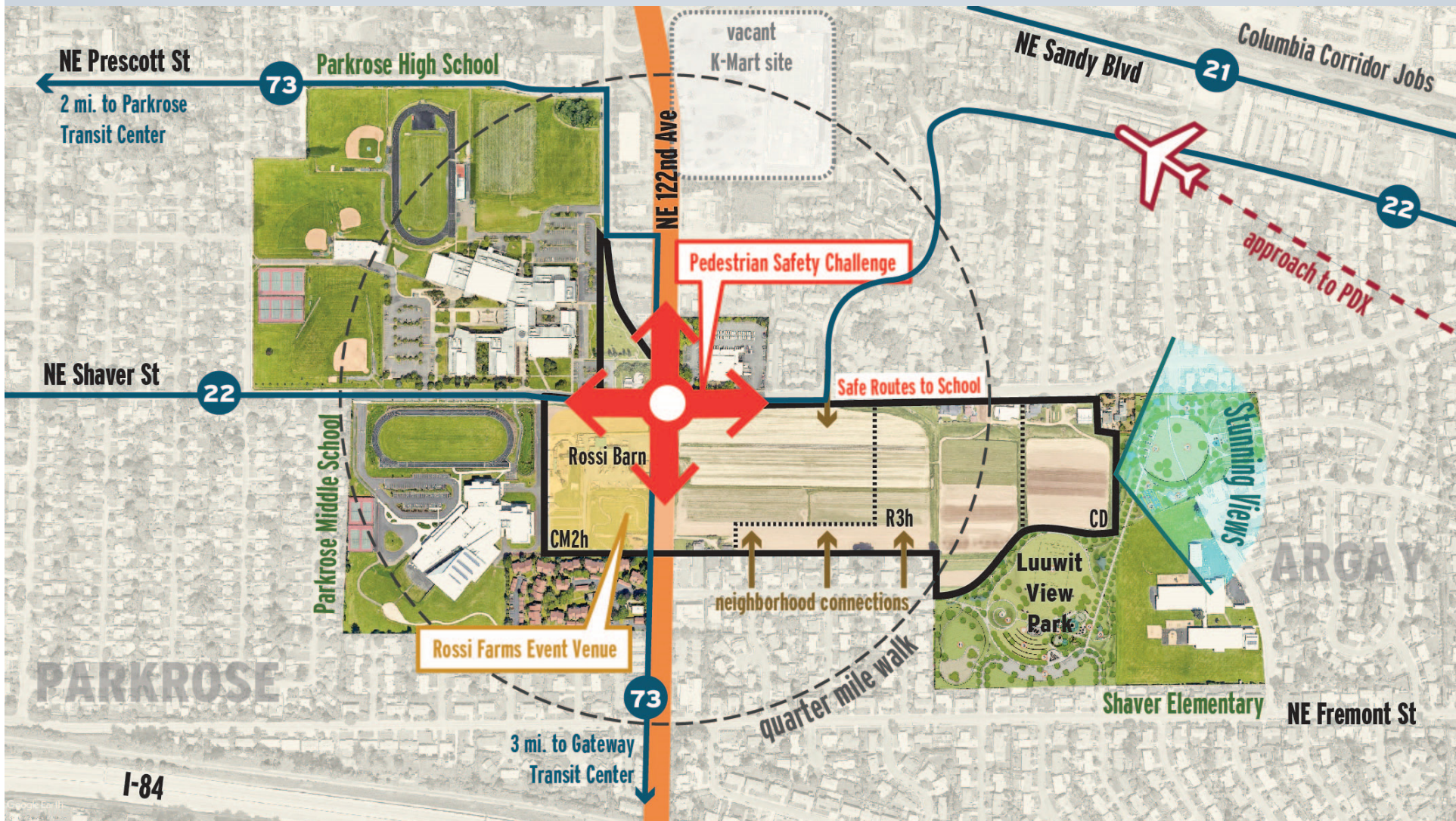
City of Portland, Oregon // Bureau of Planning & Sustainability // Geographic Information System

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Vision Workshop

- **December 2018**
- **About 100 attended**
- **Asked about 5 topics**
- **500 + comments**
- **190 + surveys**



Parkrose-Argay Development Study

EXPLORING OPTIONS FOR THE FARMS PROPERTIES ON NE 122ND AVENUE

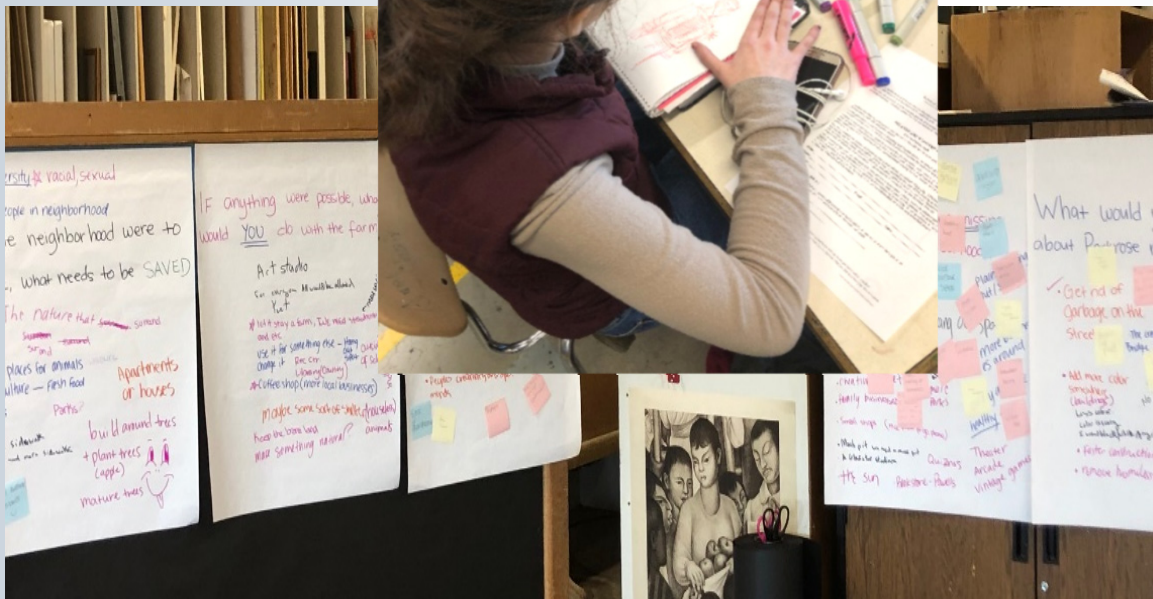
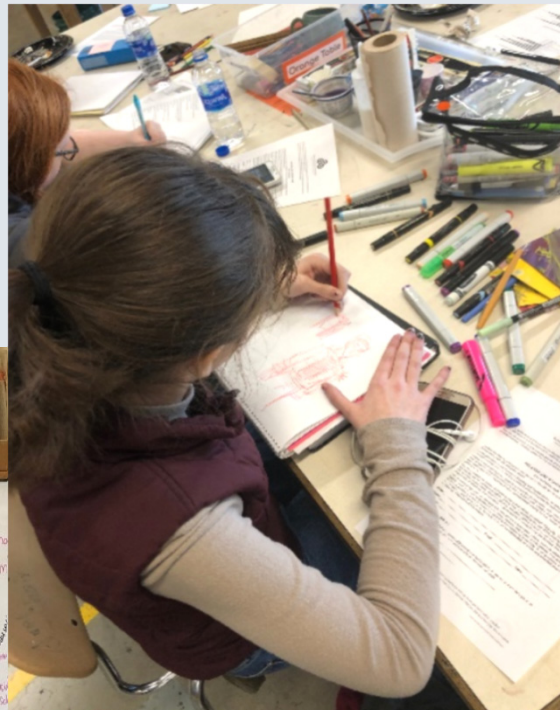
Retail, Business and Services



Vision Themes:

- Grocery, n-hood retail & services, entertainment
- Range of housing types, sizes, home ownership
- Views, gathering places, scale transitions at edges
- Ped and bike safety, safe crossings, traffic calming
- Improved walkability to nearby schools, parks
- Retain iconic features and farming heritage

PHS Art + Vision Project



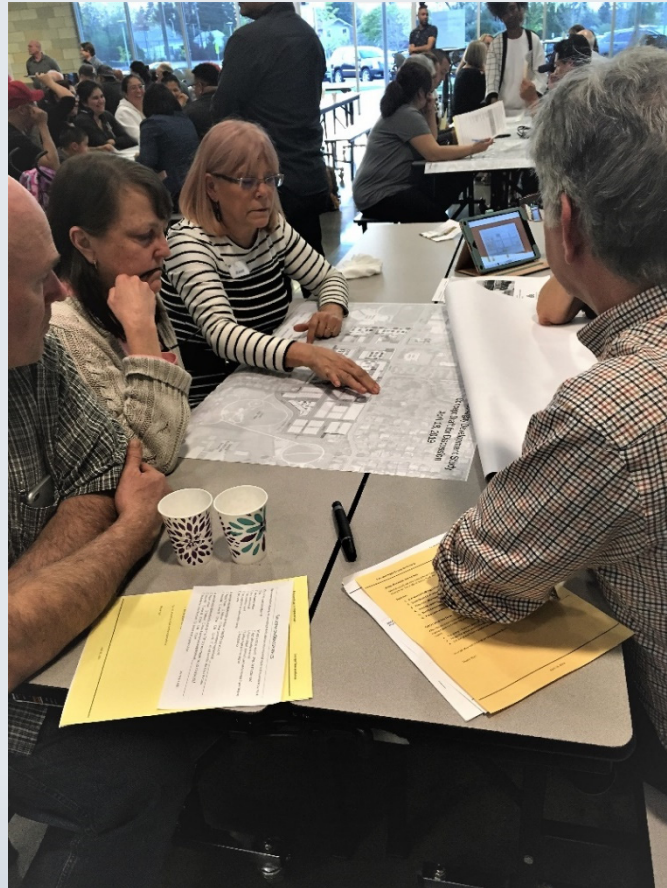
- Youth centered
- What do you love about Parkrose?
- What would you change?
- What needs to be preserved in the face of development





Concept Plans Workshop

- April 2019
- About 150 attended
- Multiple languages
- Discussed 3 Concept Plans



CONCEPT A: View Corridor



KEY			
	Commercial Building	Edificio Comercial	магазин Trung tâm thương mại
	Apartments	Edificio de Apartamentos	апартаменты Chung cư
	Townhouse	Casa Adosada	дом ленточной застройки Dãy nhà liền kề
	Plaza	Plaza	площадь Thương xá

CONCEPT B: Main Street

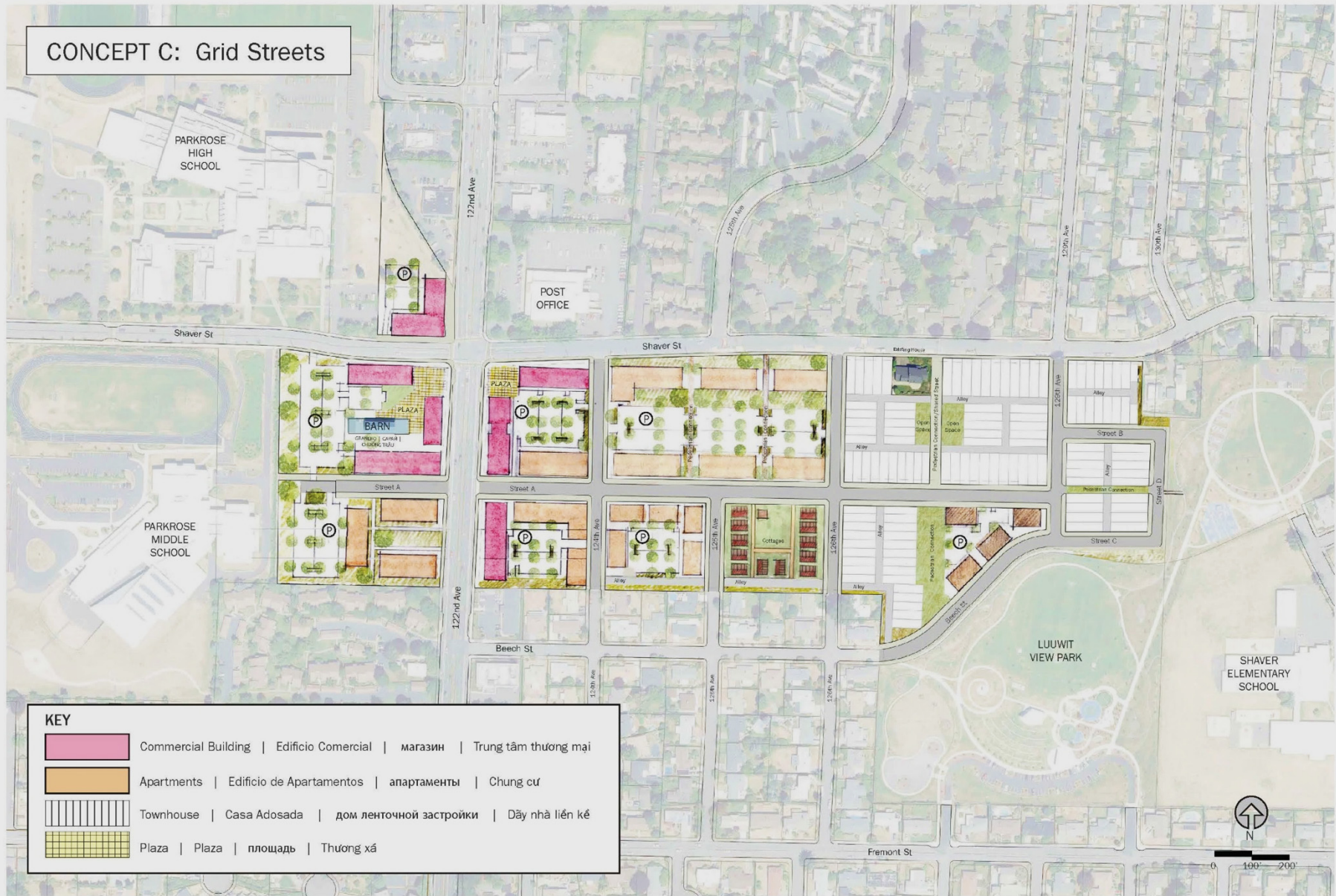


KEY

- Commercial Building | Edificio Comercial | магазин | Trung tâm thương mại
- Apartments | Edificio de Apartamentos | квартиры | Chung cư
- Townhouse | Casa Adosada | дом ленточной застройки | Dãy nhà liền kề
- Plaza | Plaza | площадь | Thương xá



CONCEPT C: Grid Streets



KEY

- Commercial Building | Edificio Comercial | магазин | Trung tâm thương mại
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- Plaza | Plaza | площадь | Thương xá



What We Heard

- **Strongest support for “view corridor” concept.**
- **Most prefer the current location of the barn.**
- **Some prefer more cottages than rowhouses.**
- **Support for grocery, retail, and community uses.**
- **Create safe and attractive ped connections.**
- **Concerns about larger buildings, apartments.**
- **Add green space and open areas.**



Preferred Concept Open House

- June 2019
- Almost 100 people attended
- Shared Preferred Concept Plan





JOHNSON
ECONOMICS

PARKROSE-ARGAY DEVELOPMENT STUDY

Market Analysis

USE TYPE	MARKET CHARACTERISTICS	PRODUCT CHARACTERISTICS
RETAIL COMMERCIAL	<ul style="list-style-type: none"> ▪ GOOD TRAFFIC COUNTS AND DAYTIME POPULATION ▪ LIMITED RESIDENTIAL DEPTH TO THE NORTH 	<ul style="list-style-type: none"> ▪ LIMITED SCALE CENTER ▪ PAD SPACES ▪ GROUND FLOOR OPTIONS ▪ GROCERY? ▪ FARM-RELATED/THEMED ▪ BRANDING OPPORTUNITY
OFFICE COMMERCIAL	<ul style="list-style-type: none"> ▪ LIMITED REGIONAL ACCESS ▪ ACCESS TO LOCAL AND DAYTIME POPULATION ▪ LIMITED RENT EVIDENCE 	<ul style="list-style-type: none"> ▪ MEDICAL OFFICE ▪ SERVICE-BASED OFFICE ▪ BACK-OFFICE PROCESSING ▪ SURFACE PARKING
RENTAL RESIDENTIAL	<ul style="list-style-type: none"> ▪ LATE CYCLE REGIONALLY BUT LOCAL OPPORTUNITIES ▪ LOCAL ACHIEVABLE \$1.65-\$1.85 ▪ LIMITED PARKING CHARGES 	<ul style="list-style-type: none"> ▪ WOOD FRAME WITH SURFACE PARKING ▪ NEED HIGHER RENTS FOR MORE URBAN PRODUCT ▪ STRUCTURED PARKING LIMITATION
OWNERSHIP RESIDENTIAL	<ul style="list-style-type: none"> ▪ VIABLE FORMS WIDE RANGING ▪ EARLY CYCLE FOR RELATIVELY AFFORDABLE PRODUCT 	<ul style="list-style-type: none"> ▪ TOWNHOMES ▪ COTTAGE CLUSTERS ▪ SMALL LOT/ZLL ▪ SINGLE FAMILY ▪ CONDOMINIUM FLATS

RESIDENTIAL PRODUCTS

RENTAL APARTMENTS

- The eastside can support additional rental apartment product despite overbuilding in other areas.
- Pricing will likely be in the \$1.60 to \$1.75 range, which supports wood frame construction but not structured parking solutions.

ATTACHED AND DETACHED OWNERSHIP PRODUCT

- Significant depth at appropriate price points.
- Demand for attached houses exceeds construction in the current cycle.
- Market exists for detached homes, which could be in cottage cluster or traditional configuration.

RETAIL AND OFFICE

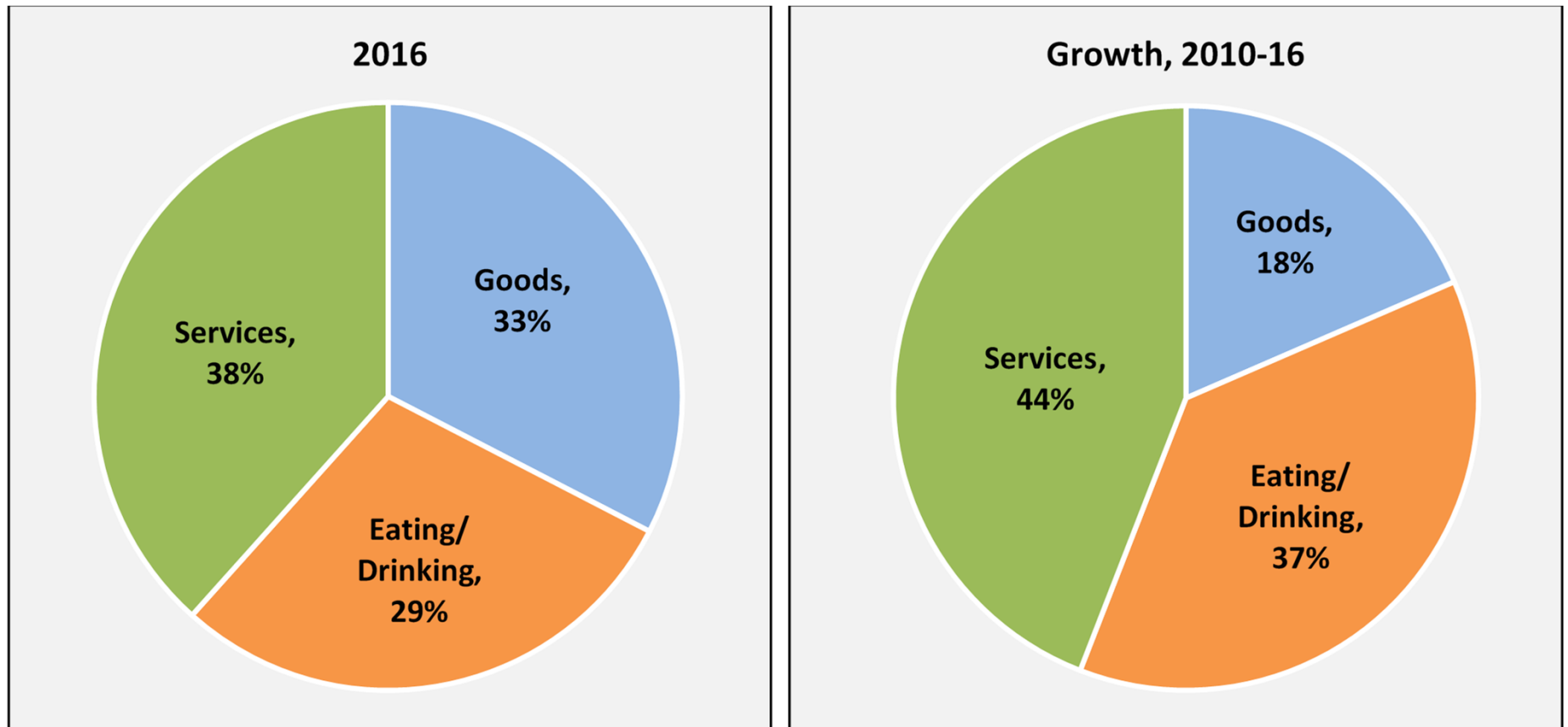
RETAIL

- Range of retail opportunities at the subject site.
- Grocer
 - Demographics indicate that this may be a viable tenant type
 - The site does not meet the typical requirements
- Destination retailers that have their own draw (e.g., brewpubs) would be viable.
- The depth of demand for ground floor/neighborhood retail is likely limited, and retail should be clustered.

OFFICE SPACE

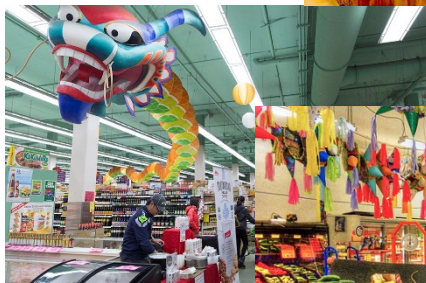
- Focus on neighborhood-serving tenants or larger tenants looking for relatively low-cost space.

RETAIL BY MAJOR TENANT TYPES IN CENTERS - PORTLAND METRO AREA



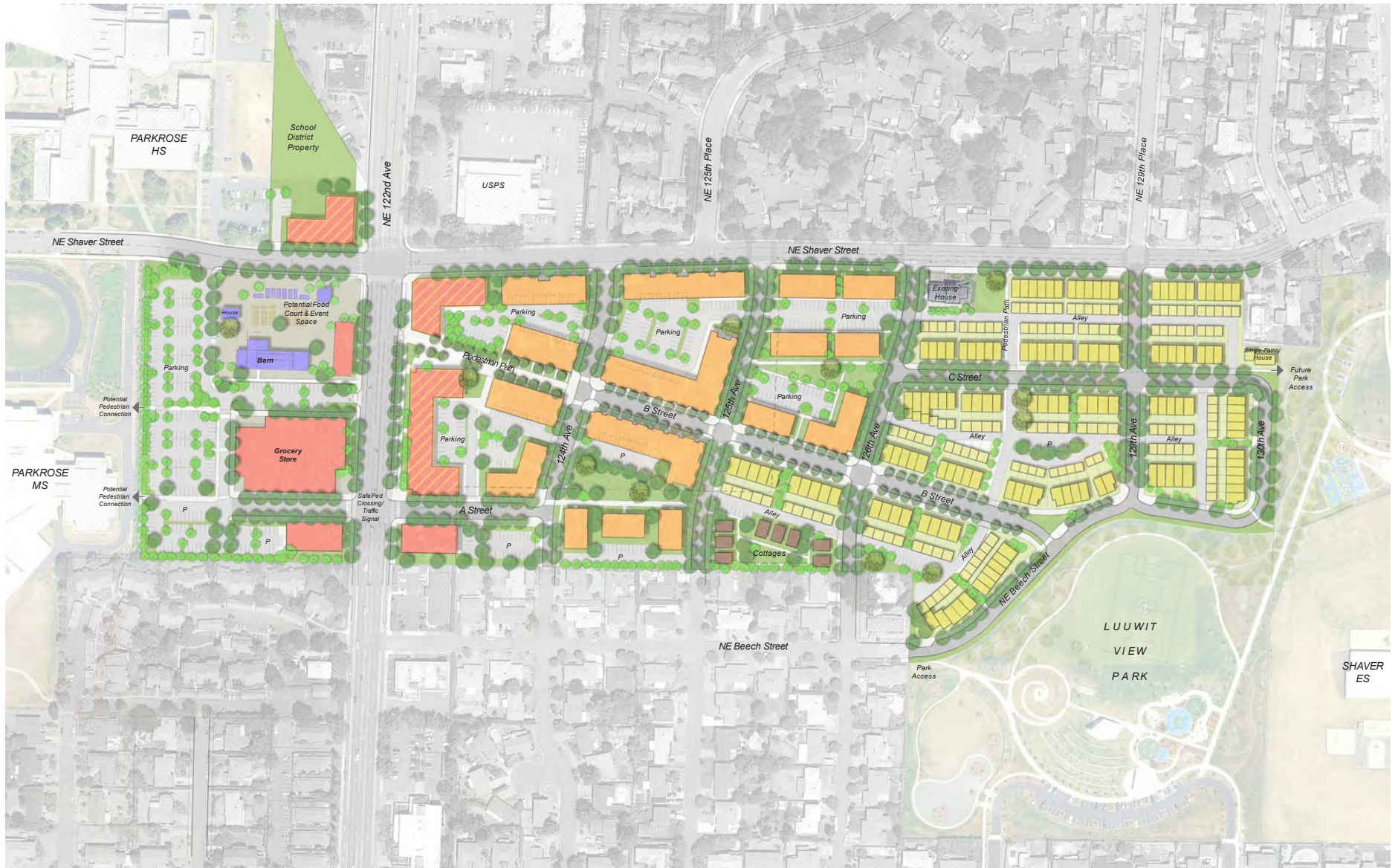
SOURCE: CoStar, Oregon Employment Department, JOHNSON ECONOMICS

ALTERNATIVE RETAIL CONCEPTS



PREFERRED CONCEPT PLAN





Preferred Concept Plan



CM2h Retail/Dining Examples



CM2h Residential Examples



Cottages



Apartments

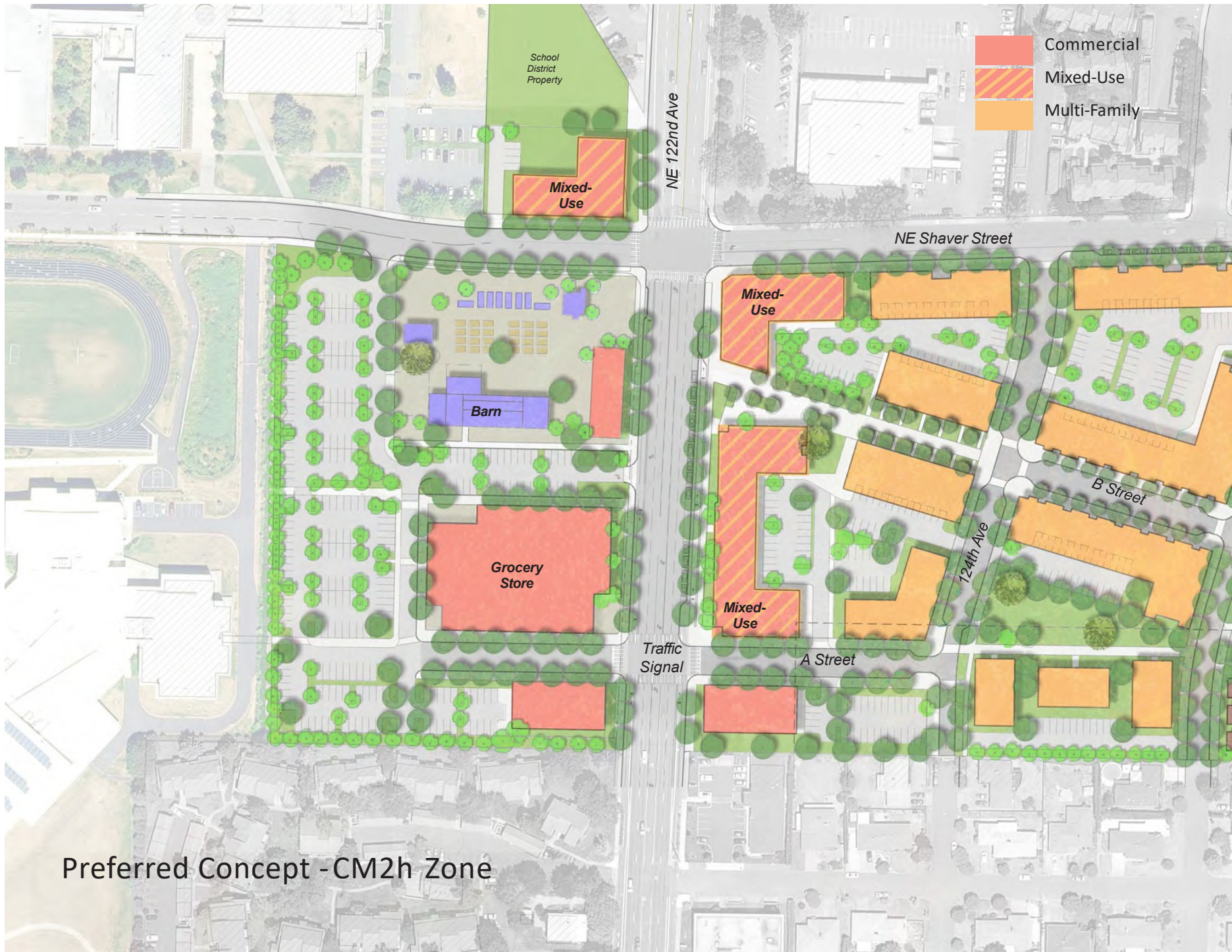


Townhouses



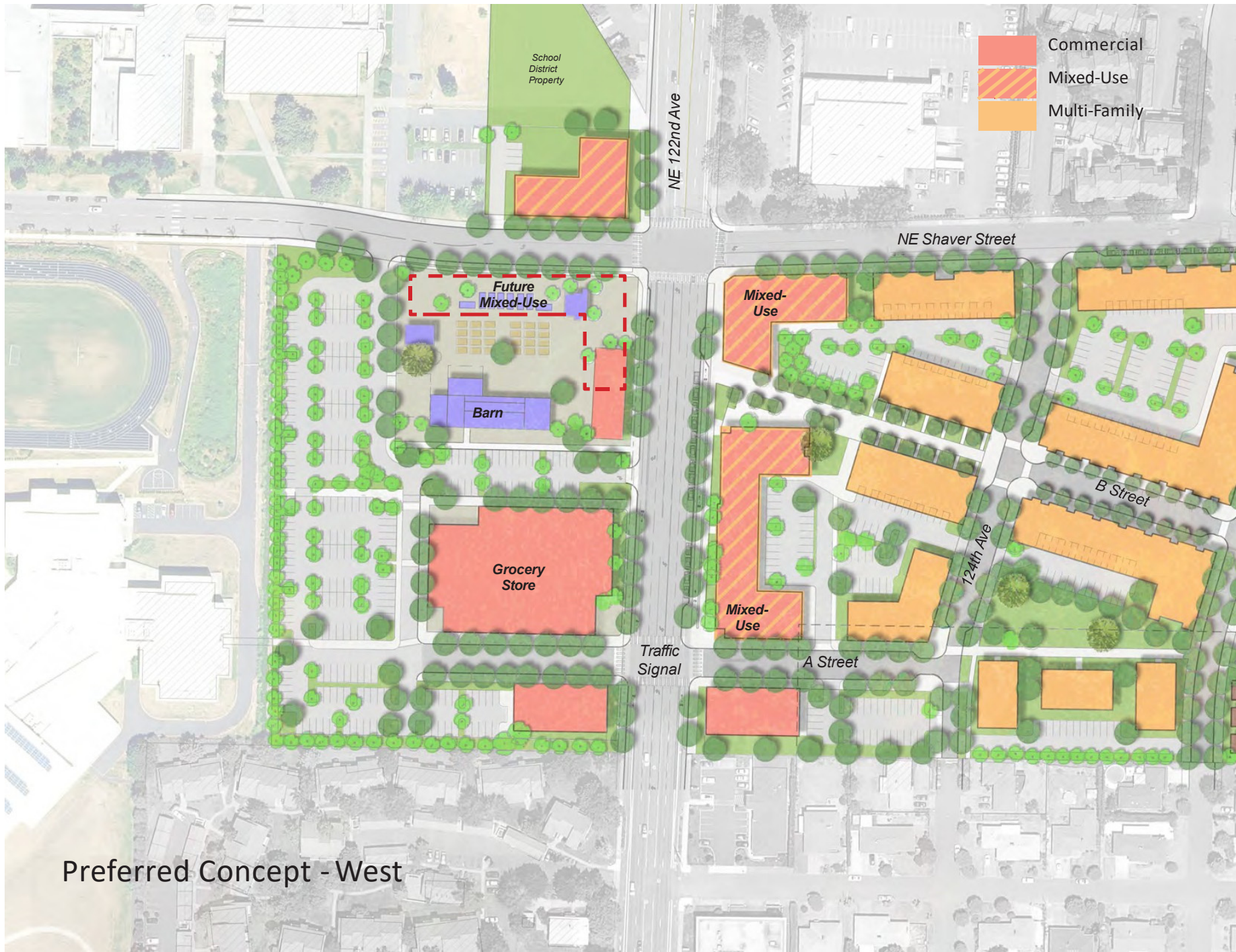
Townhouses

R3 / RM1 Examples



- Commercial
- Mixed-Use
- Multi-Family

Preferred Concept - CM2h Zone



- Commercial
- Mixed-Use
- Multi-Family

School District Property

NE 122nd Ave

NE Shaver Street

Future Mixed-Use

Barn

Grocery Store

Mixed-Use

Mixed-Use

B Street

124th Ave

Traffic Signal

A Street

Preferred Concept - West



The Ocean, Portland



Auction House, New Orleans

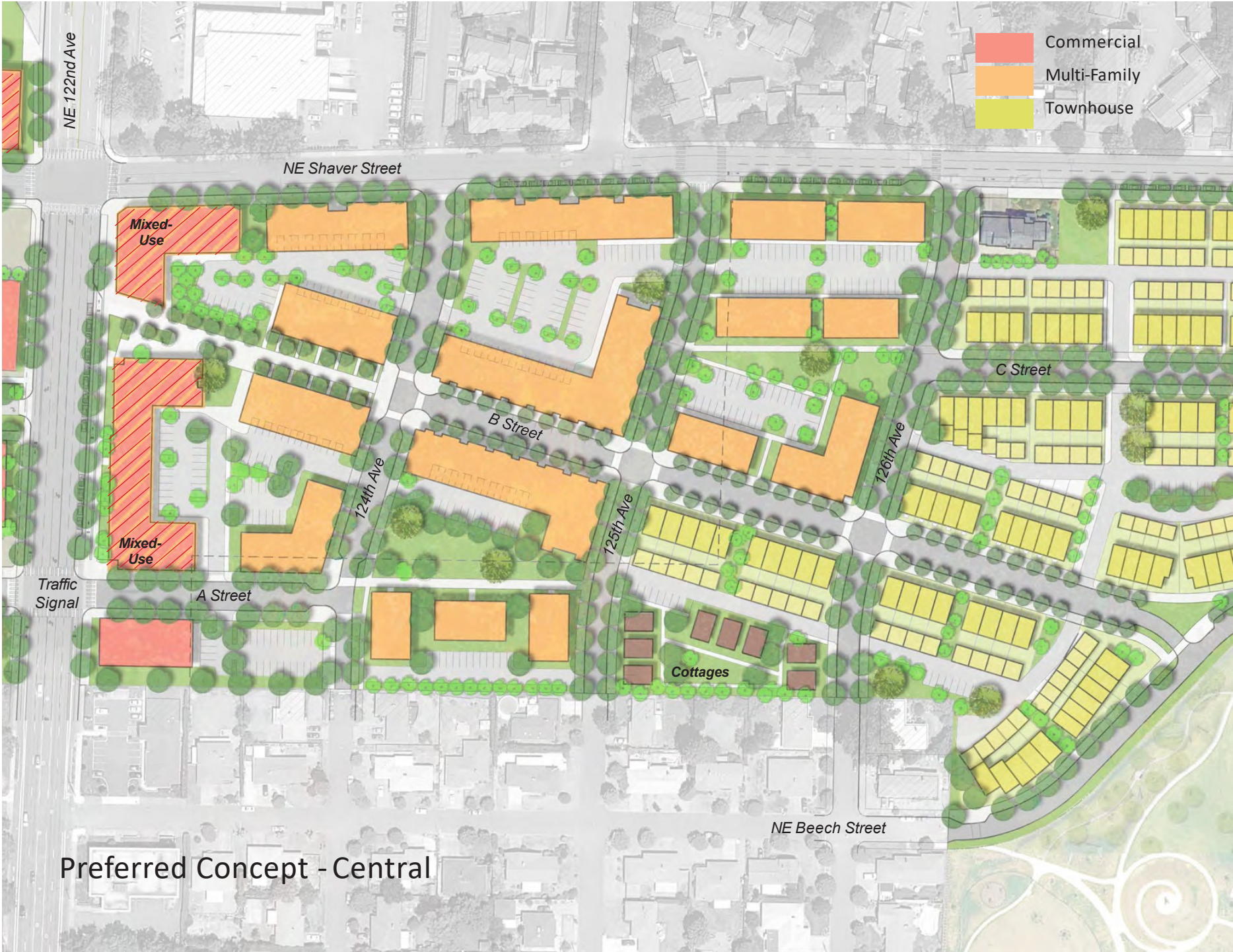


Texas Truck Yard, Austin

Food Hall/Yard Examples



Barn Area Concept



- Commercial
- Multi-Family
- Townhouse

NE 122nd Ave

NE Shaver Street

Mixed-Use

Mixed-Use

Traffic Signal

A Street

124th Ave

B Street

125th Ave

126th Ave

C Street

Cottages

NE Beech Street

Preferred Concept - Central



Future Mt Hood View Corridor Concept



- Multi-Family
- Townhouse

NE Shaver Street

Existing House

C Street

128th Ave

B Street

129th Ave

130th Ave

NE Beech Street

LUUWIT
VIEW
PARK

16

12

Preferred Concept - East



Future Luuwit View Park Edge Concept



Urban Planning and Development Trends: Agrihoods Quickly Gaining Popularity



'Agrihoods'



CM2h Green Grocery Design Examples

Potential
High School
Teaching Garden

Community
Garden

Edible
Landscapes
(throughout)



Food Events
@ Barn

Grocery Rooftop
Greenhouse

Community
Garden/Nature
Play Area

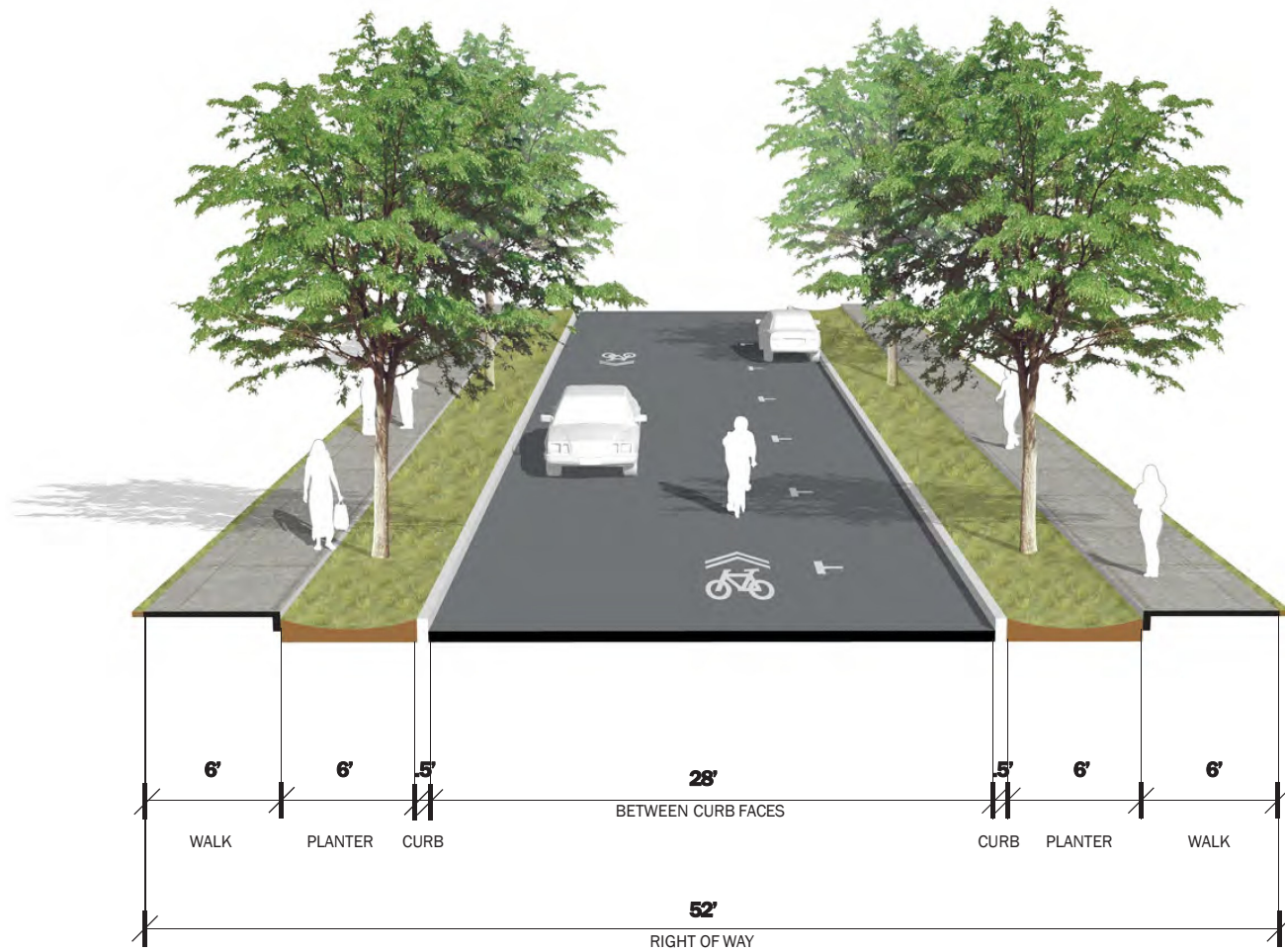
Cottage
Garden

Connection to
Luuwit View
Community Garden

Integrating Community Agriculture



Street Design Examples



Walkable, Neighborhood-Scale Streets



122nd Ave - Existing



122nd Ave Proposed



Shaver - Existing



Shaver - Proposed

Implementation

- **Owners Further Discuss Path Forward**
- **Potential Issues that City could have a role in:**
 - **Grocer – outreach/assistance?**
 - **Stormwater Management – locations?**
 - **Intersection/Crossing – policy, signal warrants?**
 - **Luwit View Park – street frontages/improvements?**
 - **Zoning – location of boundary?**
 - **Affordable Housing – city/Metro participation?**
 - **Energy – micro grid, community solar?**





Questions?



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