



Parkrose-Argay Development Study

Portland City Council
December 11, 2019



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





NE Sandy Blvd

Parkrose
Neighborhood

NE 122nd Avenue

Argay Terrace
Neighborhood

Development Study Site

Interstate 84

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

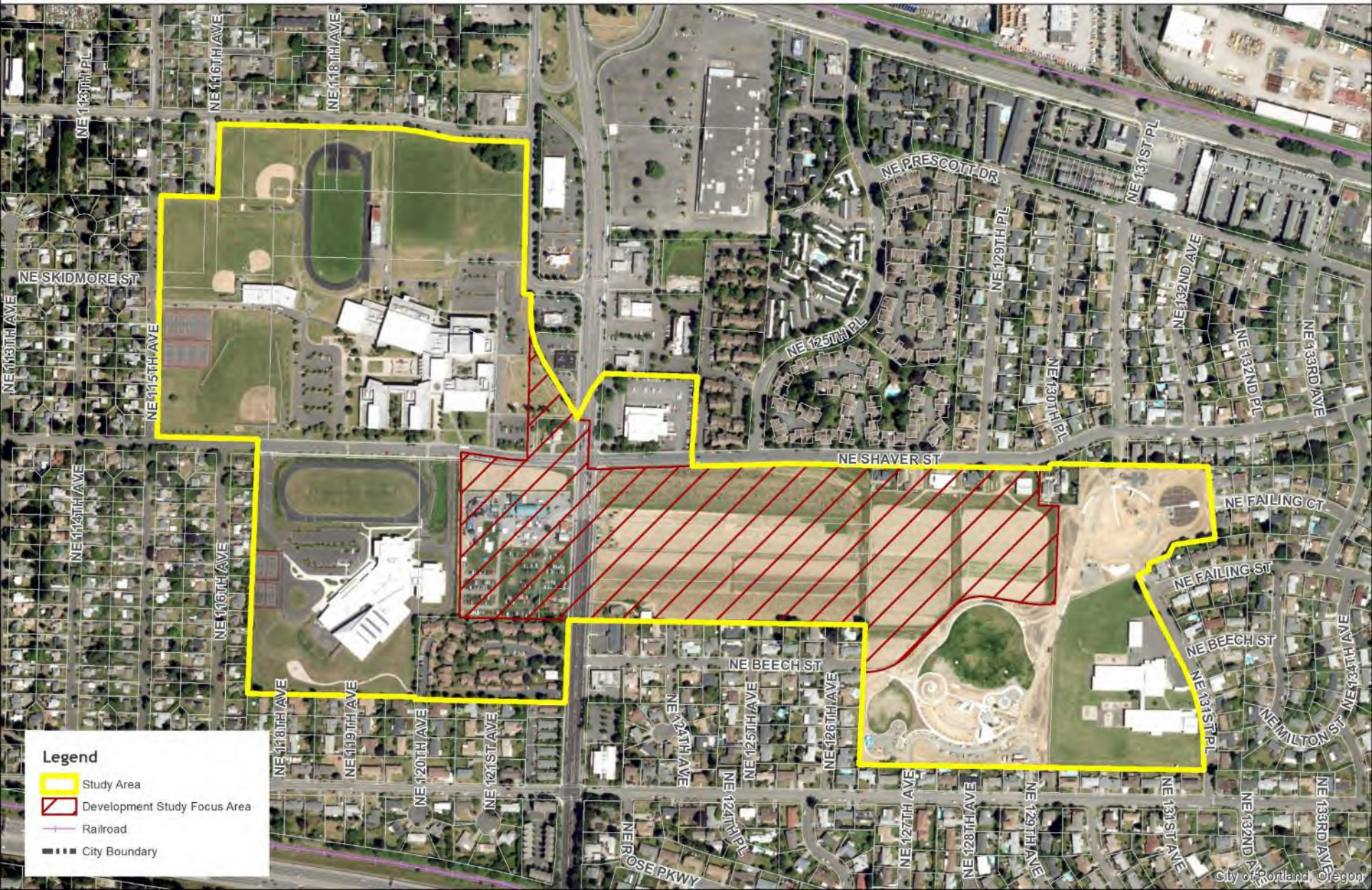
- **Serves community needs and provides desired goods and services.**
- **Includes housing serving a broad range of income levels and household types.**
- **Connects to nearby public services and amenities such as Parkrose HS & MS, Shaver ES, and Luuwit View Park.**
- **Preserves iconic structures and 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.**

Project Team

- **City of Portland BPS – project manager**
- **City Bureaus - technical advisors**
- **Walker/Macy – planning and design**
- **Scott/Edwards - architectural**
- **Johnson Economics – market study, economics**
- **Zell Appraisal – real estate**
- **Lancaster Engineering – transportation**

Project Working Group

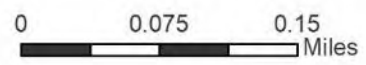
- **Argay Terrace Neighborhood Association**
- **Parkrose Neighborhood Association**
- **Columbia Corridor Association**
- **Parkrose School District**
- **Parkrose Business Association**
- **Historic Parkrose NPI**
- **East Portland Action Plan**
- **Self Enhancement Inc.**
- **Elevate Oregon**
- **Latino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



Legend

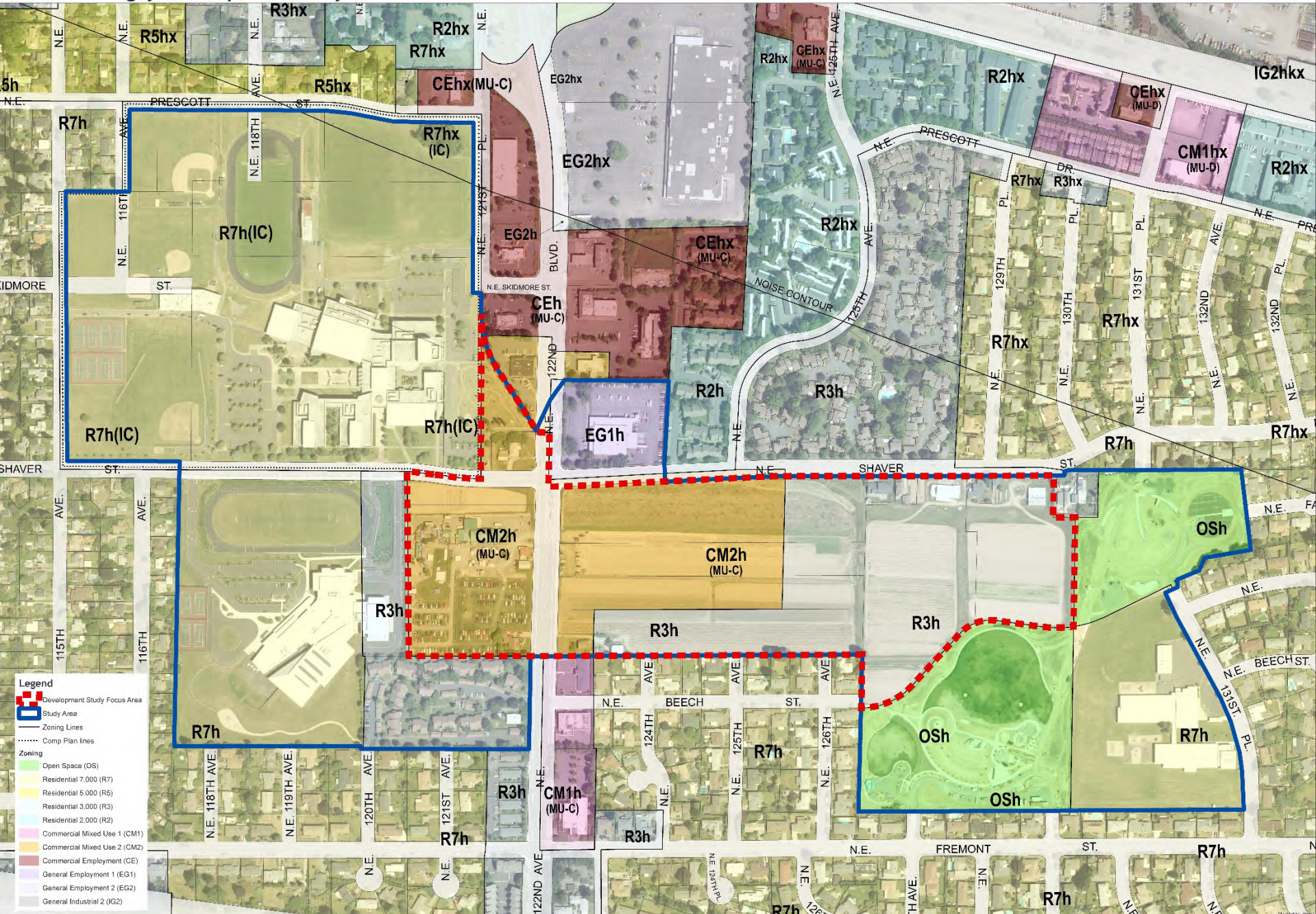
- Study Area
- Development Study Focus Area
- Railroad
- City Boundary

October 9, 2018



Parkrose-Argay Development Study

Zoning

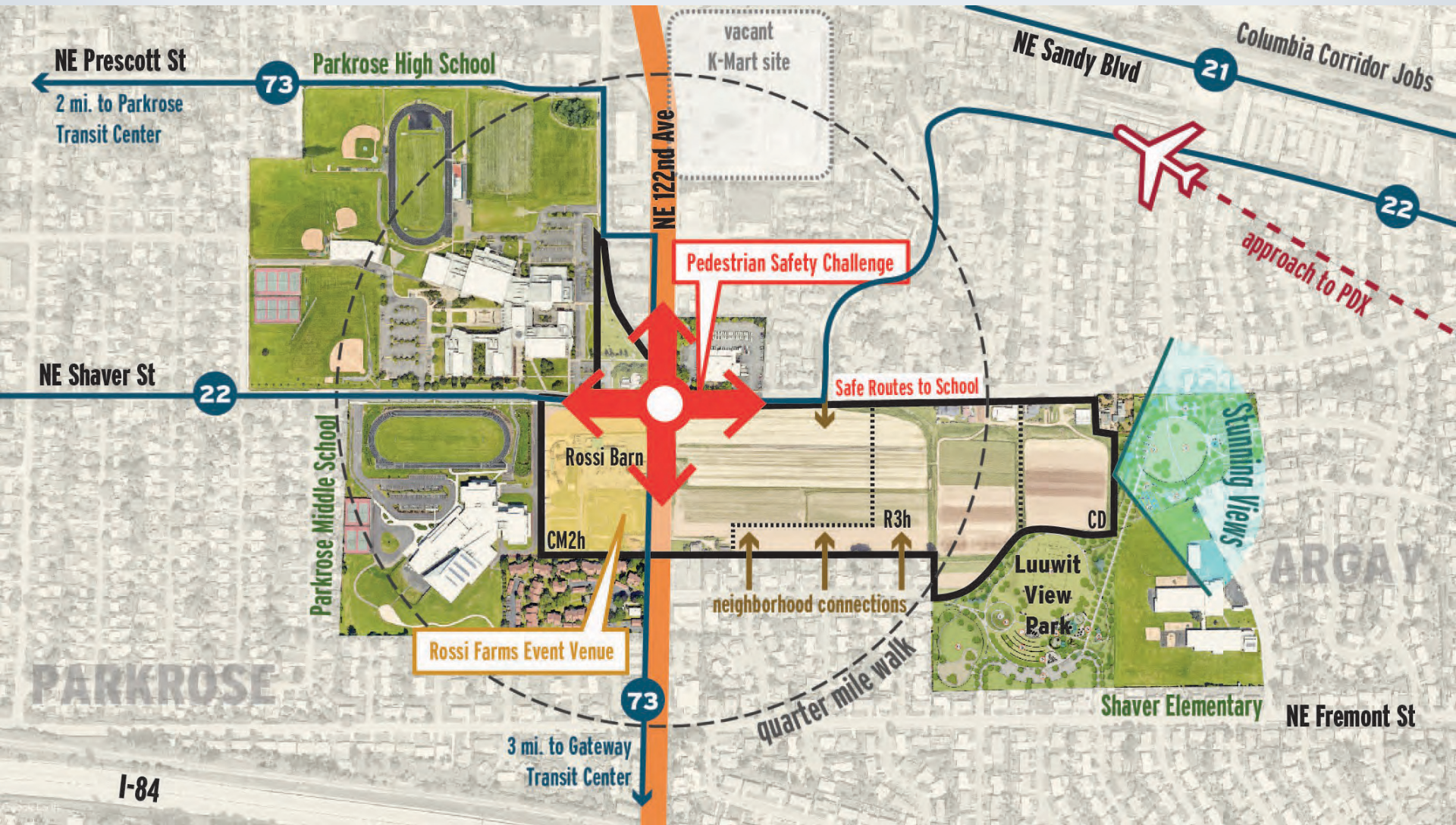


Legend

- Development Study Focus Area
- Study Area
- Zoning Lines
- Comp Plan Lines

Zoning

- Open Space (OS)
- Residential 7,000 (R7)
- Residential 5,000 (R5)
- Residential 3,000 (R3)
- Residential 2,000 (R2)
- Commercial Mixed Use 1 (CM1)
- Commercial Mixed Use 2 (CM2)
- Commercial Employment (CE)
- General Employment 1 (EG1)
- General Employment 2 (EG2)
- General Industrial 2 (IG2)





JOHNSON
ECONOMICS

PARKROSE-ARGAY DEVELOPMENT STUDY

Market Analysis

RESIDENTIAL

RENTAL APARTMENTS

- The eastside can support additional rental apartment product despite overbuilding in other areas.
- Pricing supports wood frame construction but not structured parking solutions.

ATTACHED AND DETACHED OWNERSHIP

- 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 SPACE

- Range of retail opportunities at the subject site.
- Grocery
 - 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.

ALTERNATIVE RETAIL CONCEPTS



Vision Workshop

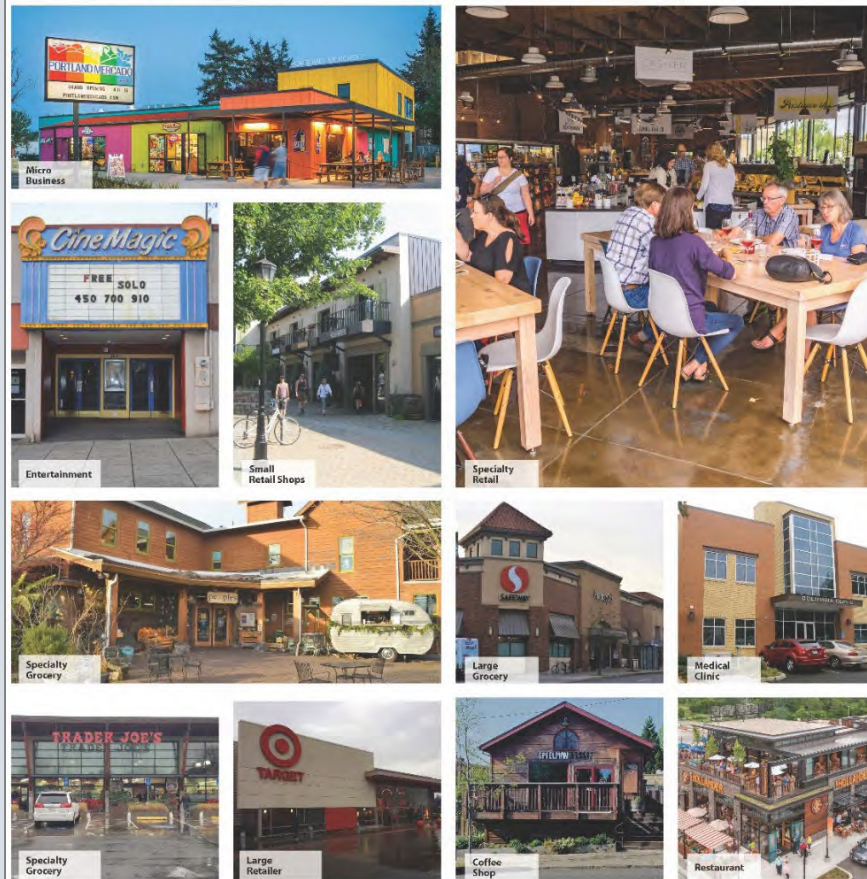
- **December 2018**
- **About 100 attended**
- **Asked about 5 topics**
- **500 + comments**
- **190 + surveys**



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

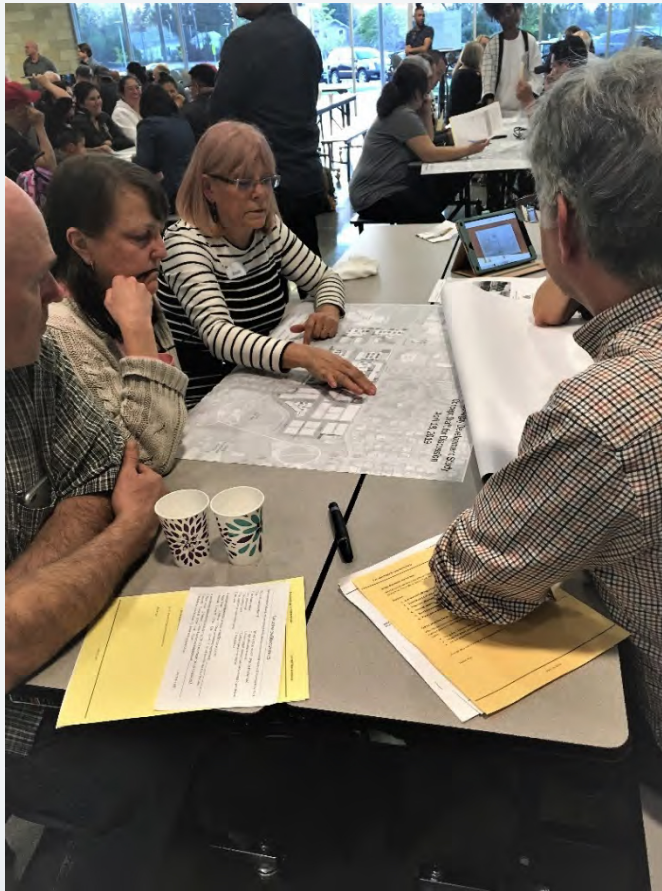


- What do you love about Parkrose?
- What would you change?
- What needs to be preserved?



Concept Plans Workshop

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



Preferred Concept Open House

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



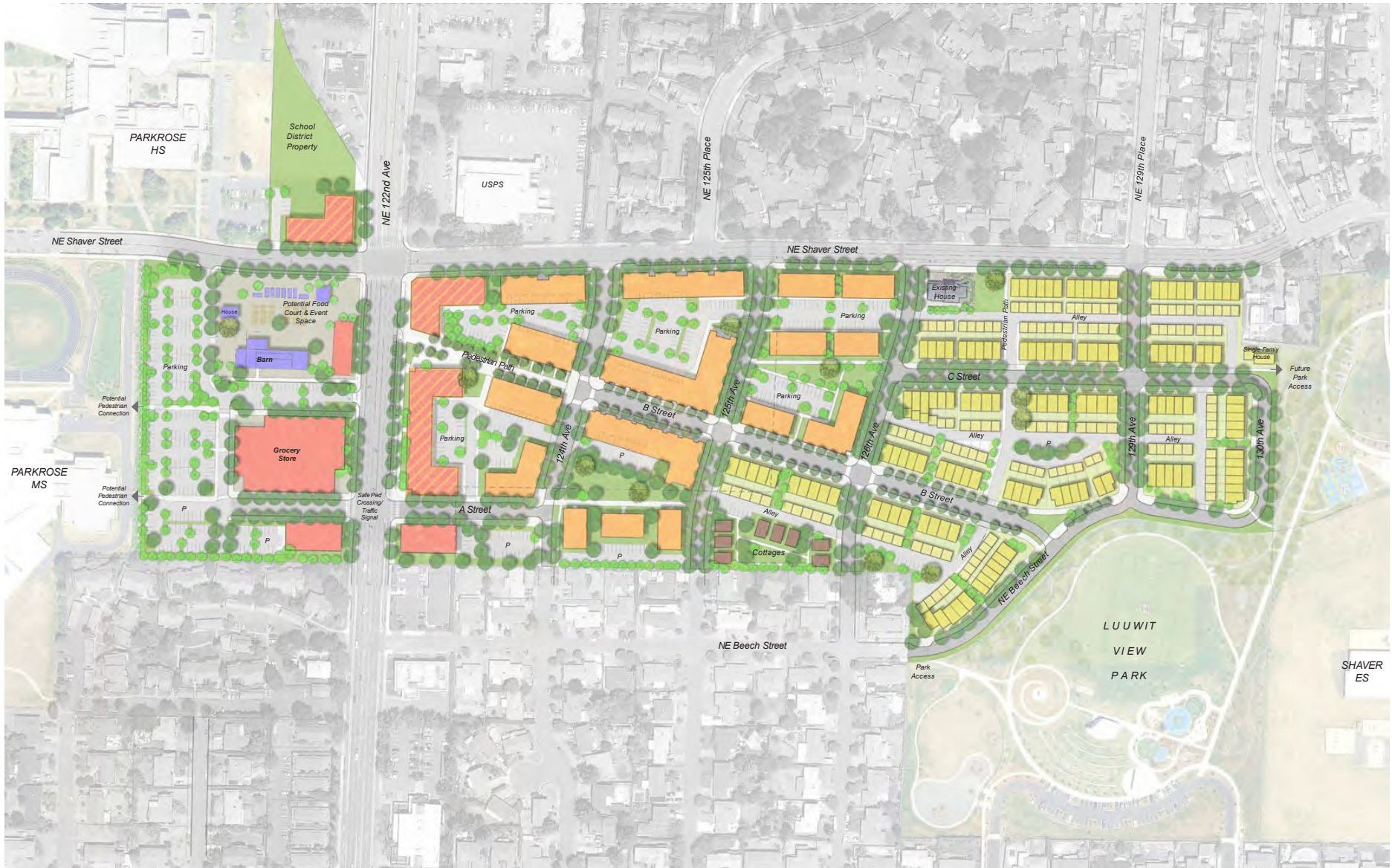
Preferred Concept Plan

86,000 SF of Commercial Space

- **34,000 SF grocery opportunity**

745 Housing Units

- **598 Apartment Units**
(10%-20% affordable)
- **138 Townhouses**
- **8 Cottages**
- **1 Detached house**



Preferred Concept Plan



CM2h Commercial/Mixed Use and Residential Examples



Cottages



Apartments

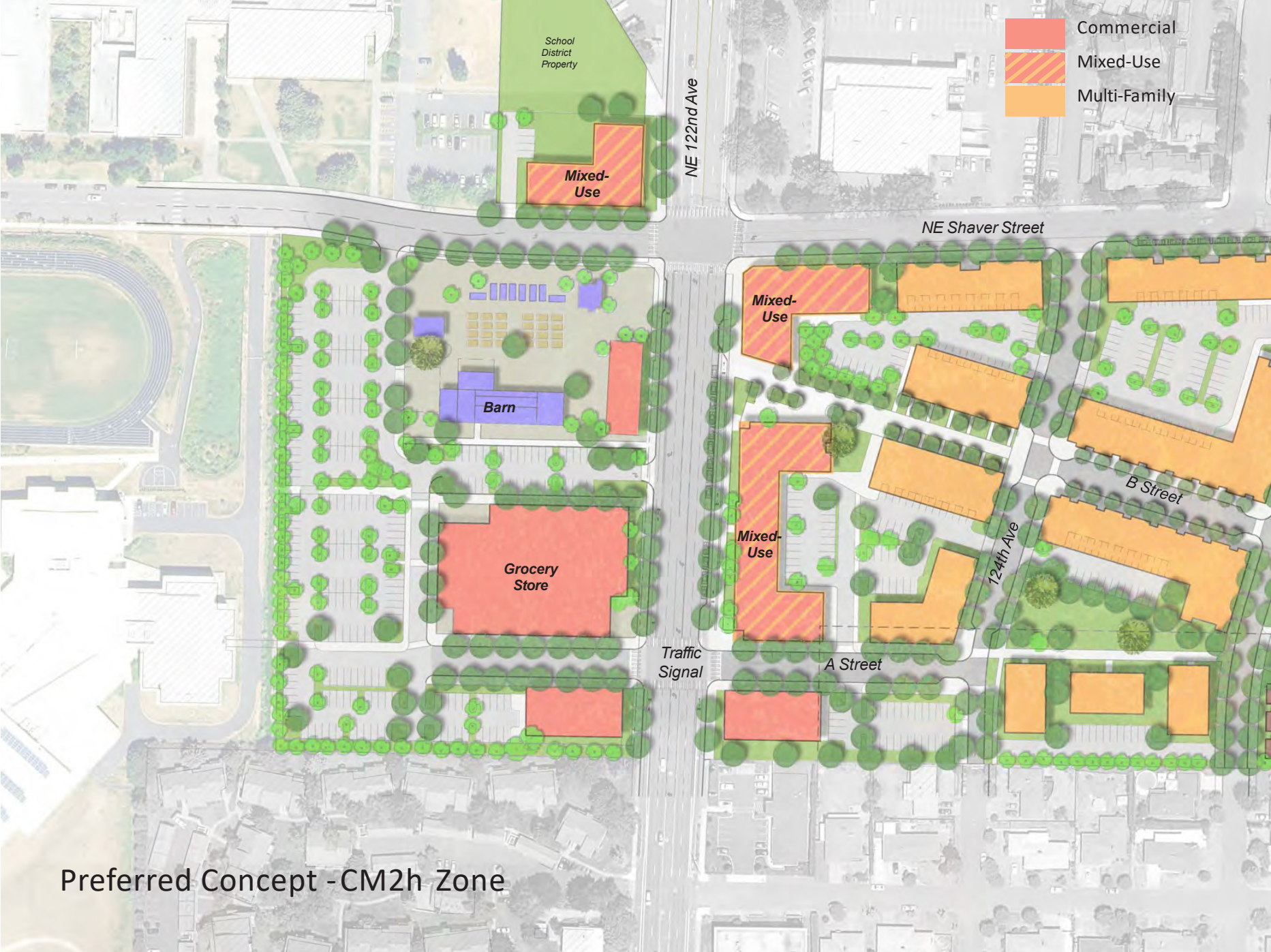


Townhouses



Townhouses

RM1 (R3) Cottage, Townhouse, and Apartment Examples



School District Property

Mixed-Use

NE 122nd Ave

NE Shaver Street

Mixed-Use

Barn

Grocery Store

Mixed-Use

B Street

124th Ave

Traffic Signal

A Street

Preferred Concept - CM2h Zone

- Commercial
- Mixed-Use
- Multi-Family



The Ocean, Portland



Auction House, New Orleans



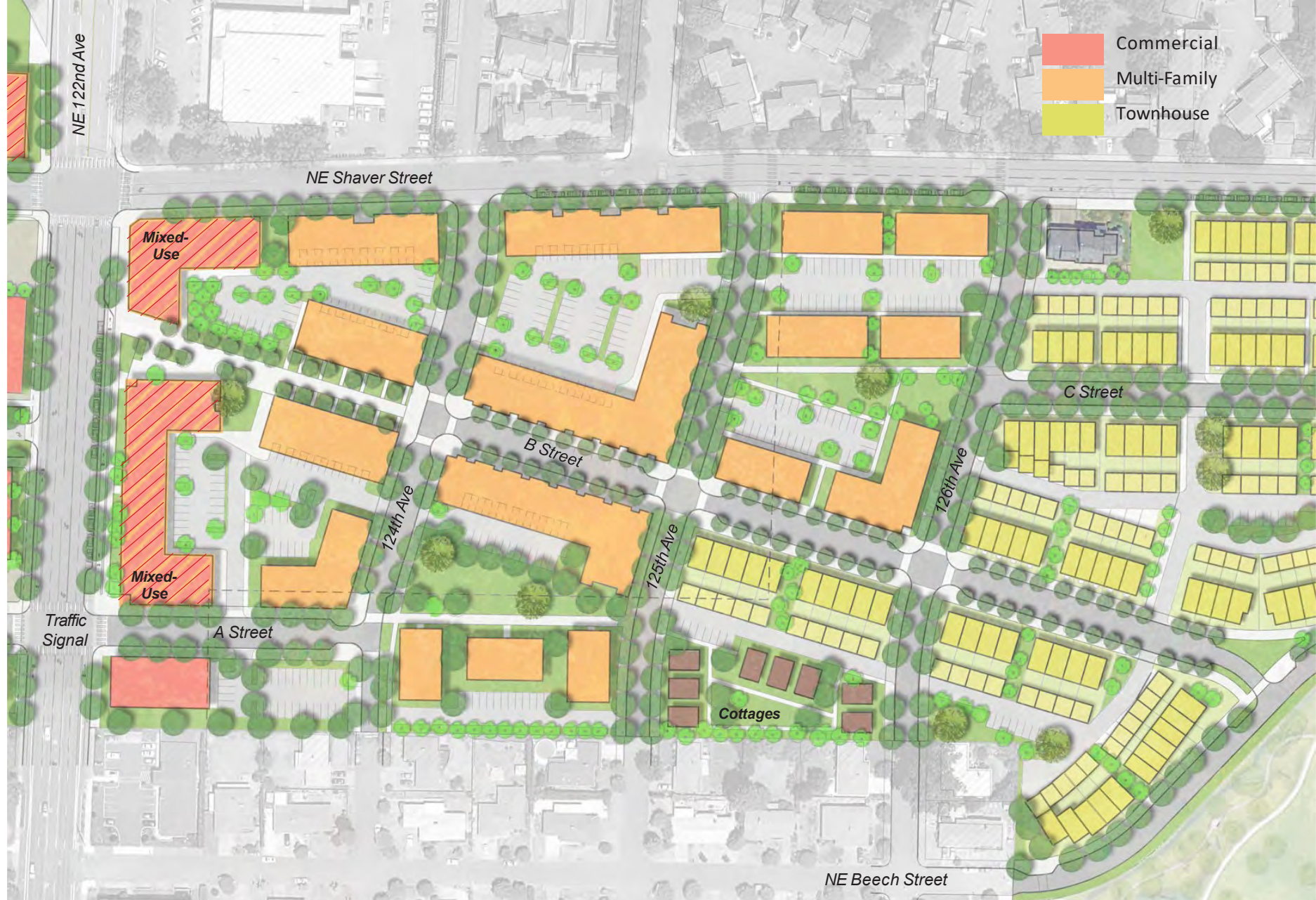
Texas Truck Yard, Austin

Food Hall/Yard Examples



Barn Area Concept

- Commercial
- Multi-Family
- Townhouse



Preferred Concept - Central



Future Mt Hood View Corridor Concept

- Multi-Family
- Townhouse



NE Shaver Street

Existing House

C Street

126th Ave

B Street

NE Beech Street

129th Ave

130th Ave

LUUWIT
VIEW
PARK

Preferred Concept - East



Future Luuwit View Park Edge Concept

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



Agrihood and Green Grocery Examples



122nd Ave - Existing



122nd Ave Proposed



Shaver - Existing



Shaver - Proposed

Request of Council

- **Adopt Resolution**

- Accept Parkrose-Argay Development Study: Final Report (Exhibit A)
- Accept Parkrose-Argay Development Study: Implementation Partnership Opportunities Memo (Exhibit B)
- Direct the Bureau of Planning and Sustainability to work with the property owners and Prosper Portland to gauge interest in a future private-public partnership to implement the master plan and achieve a deeper level of affordability.
- Direct the bureau of Planning and Sustainability to work with Prosper Portland and the bureaus of Parks, Housing, Development Services, Water, Environmental Services and Transportation to develop a memorandum of understanding (MOU), or development agreement (DA), if and when the owners demonstrate a commitment to a partnership with the City.



Questions?



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

