



# Montgomery Park to Hollywood Transit and Land Use Development Strategy

PSC Briefing  
January 14, 2020

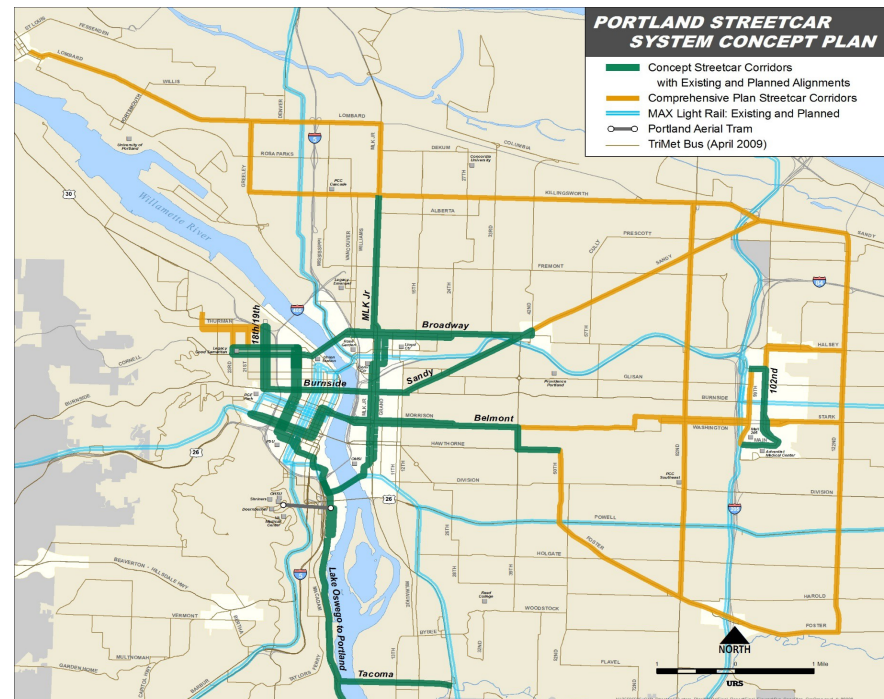


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# Background

- Streetcar began operating in 2001 between NW Portland and PSU, creating a high quality, green transit mode that spurred investment, redevelopment, and housing in the Central City.
- Streetcar System Plan (2009) identified several potential corridors, including lines to Hollywood Town Center (HTC) and Montgomery Park (MP).



# Study Timelines

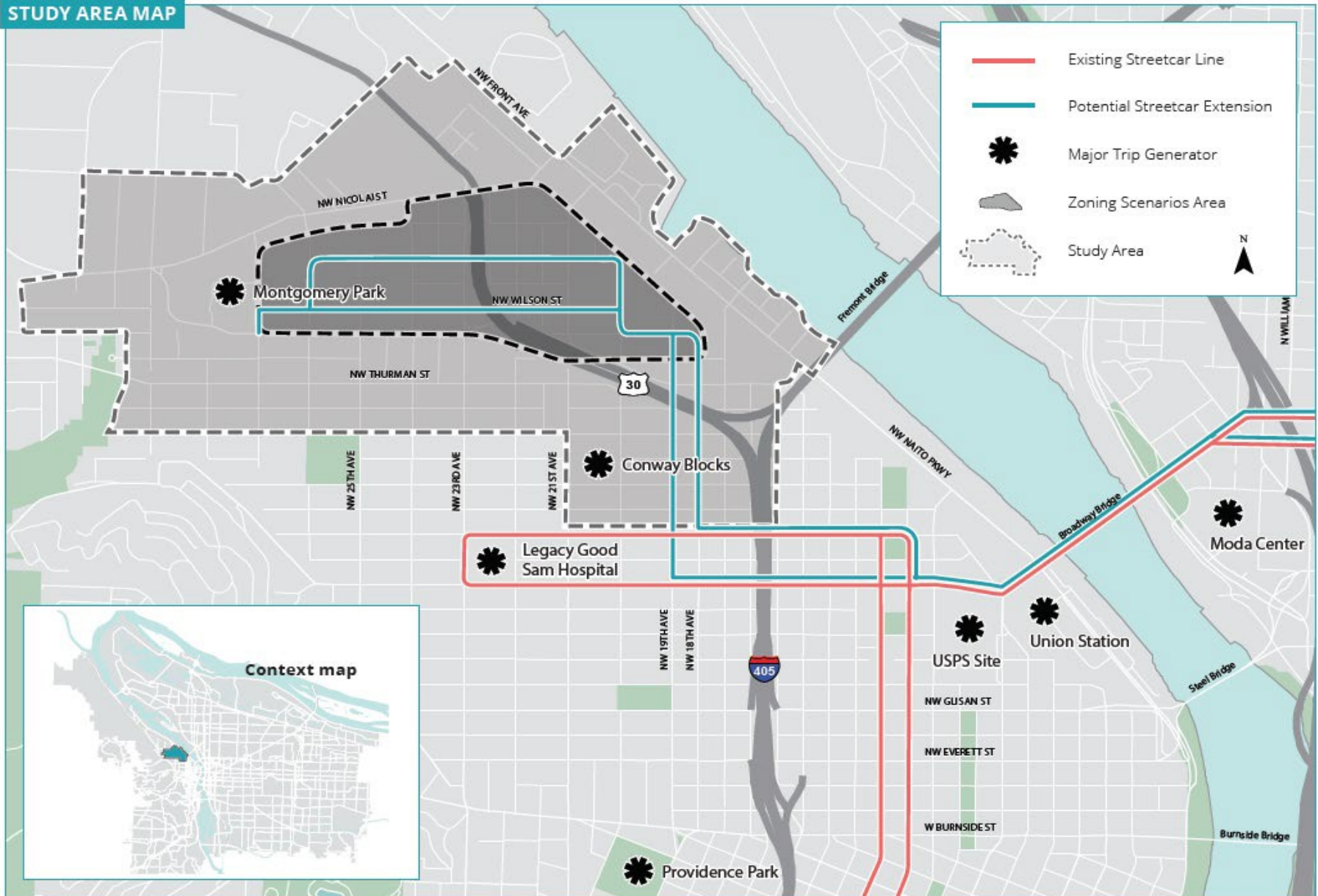
2016 – Portland Streetcar, Inc. funded an evaluation of six promising corridors with support from consultants. They included Montgomery Park & Hollywood District

2018 – City Council funds Phase 1 to analyze a NW streetcar extension and land use implications

2019 – FTA grant to study land use and transit moves in NW and NE Portland

# Phase 1 Study NW - 2018-19

## STUDY AREA MAP





# Phase 1 Study - Scenarios

In 2019, BPS looked at five land use scenarios representing a spectrum of change from no change (Scenario 1) to significant mixed-use development potential (Scenario 5).



# Phase 1 - Equity Analysis

Staff reviewed background materials to ask the questions:

1. Do the proposed land use changes support City objectives of increased transit use, expanded housing options, and reduced carbon emissions?
2. Will the proposed changes and investments reduce or exacerbate long-standing racial disparities in our community?

The preliminary scan did not answer the question whether the City should pursue land use changes and streetcar investments, but did uncover benefits and burdens and generated ideas for further exploration in the FTA grant.

## Preliminary Racial Equity Analysis

OF NW STREETCAR EXPANSION  
AND RELATED LAND USE CHANGES



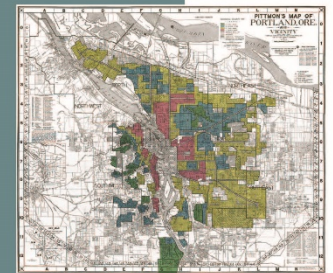
July 2019



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Phase 1 Study: completed  
Fall 2019, available online

MONTGOMERY PARK

# Northwest Portland

**STREETCAR EXTENSION & LAND USE ALTERNATIVES ANALYSIS**



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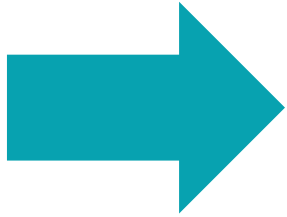


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SEPTEMBER 2019

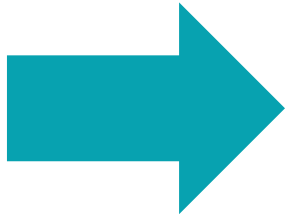


# Why this study now?



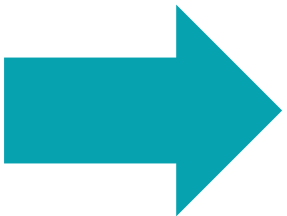
**The NW District is changing with some long standing industrial businesses closing and a transition of uses.**

ESCO site rezoned during 2035 Comprehensive Plan; Montgomery Park has new owners; other underutilized lots create an opportunity to shape a new neighborhood.



**NW property owners have self-organized to explore a Local Improvement District to support transit investments and land use changes.**


The NW Streetcar Coalition sent a letter to City Council in 2019 expressing support for a transit and land use study.



**On the eastside, creates an opportunity to explore several potential alignments to evaluate feasibility, development potential, stakeholder and public support.**



# Why a streetcar investment?



**Streetcar extensions have been studied and recommended in numerous plans.** These include the Transportation System Plan, Regional Transportation Plan, and 2035 Comprehensive Plan.



**Streetcar is a highly effective transit mode.** Streetcar ridership is as high as our busiest transit lines. Since adding cars in Sept, 2019, streetcar weekday ridership increased 24% in the first two months.



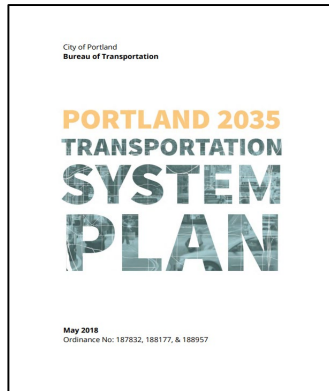
**Streetcar is an equitable transportation mode, serving a more diverse and transit-dependent ridership than other transit modes in the region.**



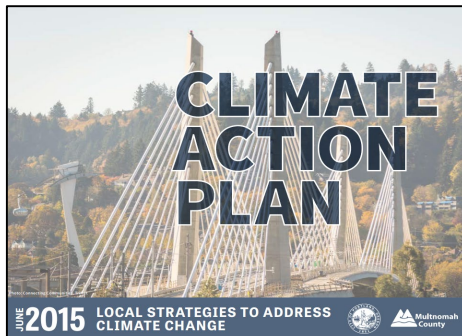
**Streetcar investments have historically generated development agreements for mixed income housing.** Nearly 40% of Portland's affordable housing is within ¼ mile of streetcar line.

# Key Questions for MP2H

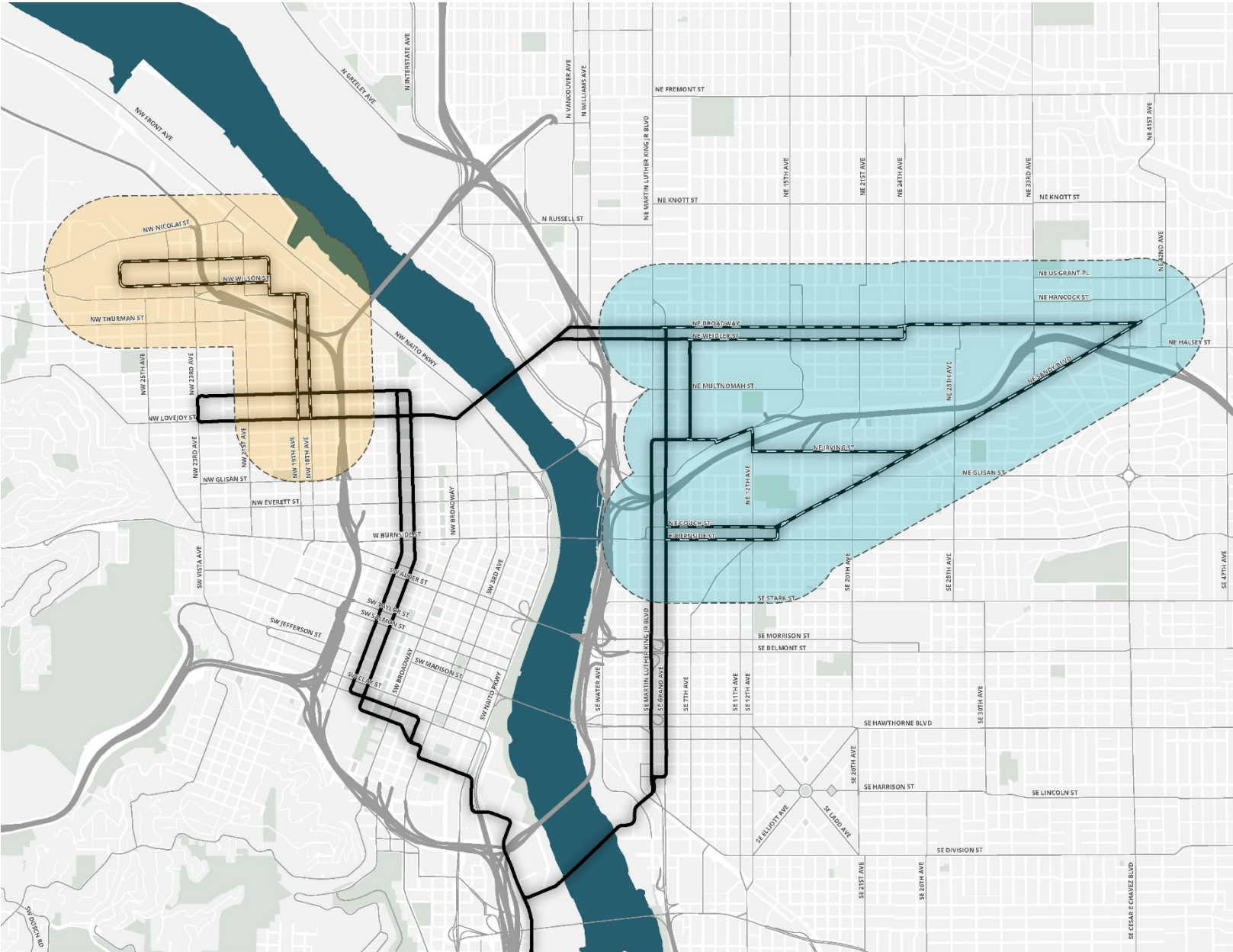
How can land use changes and transportation investments best complement adopted goals and policies in the:



**PBOT**  
Racial  
Equity  
Plan

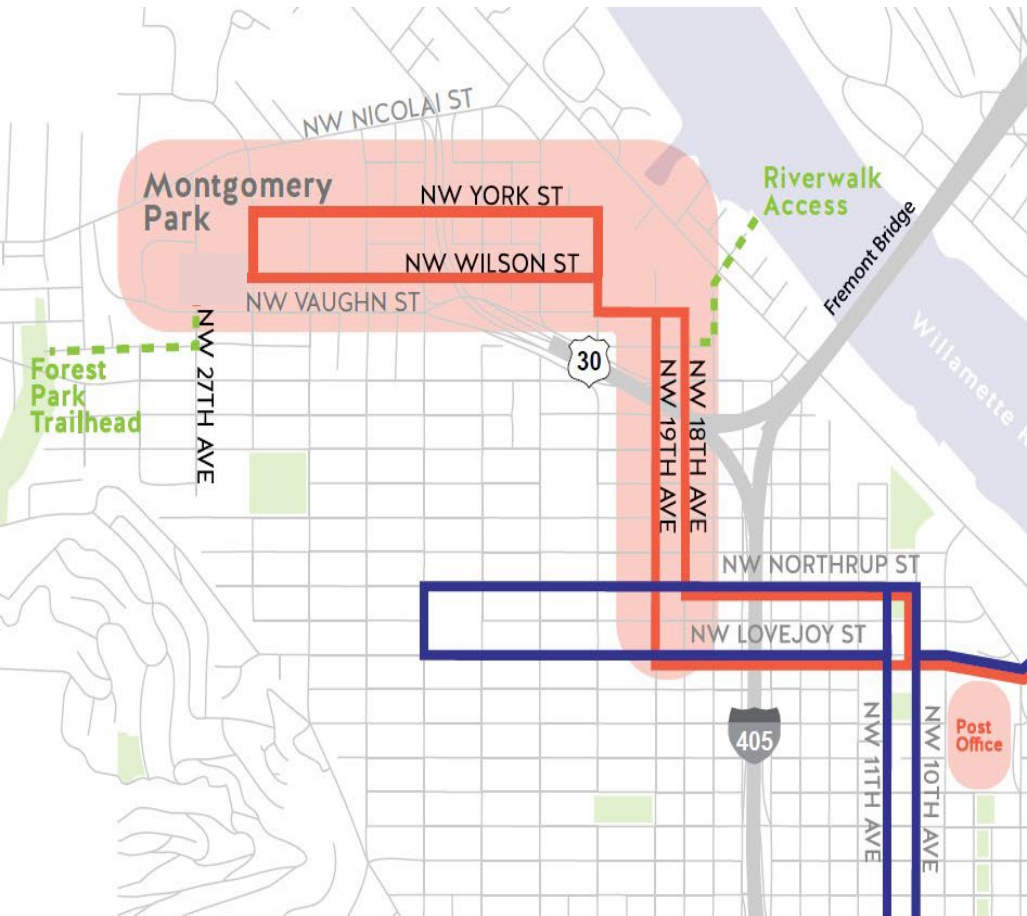


# Phase 2- MP2H Alignment Study Areas





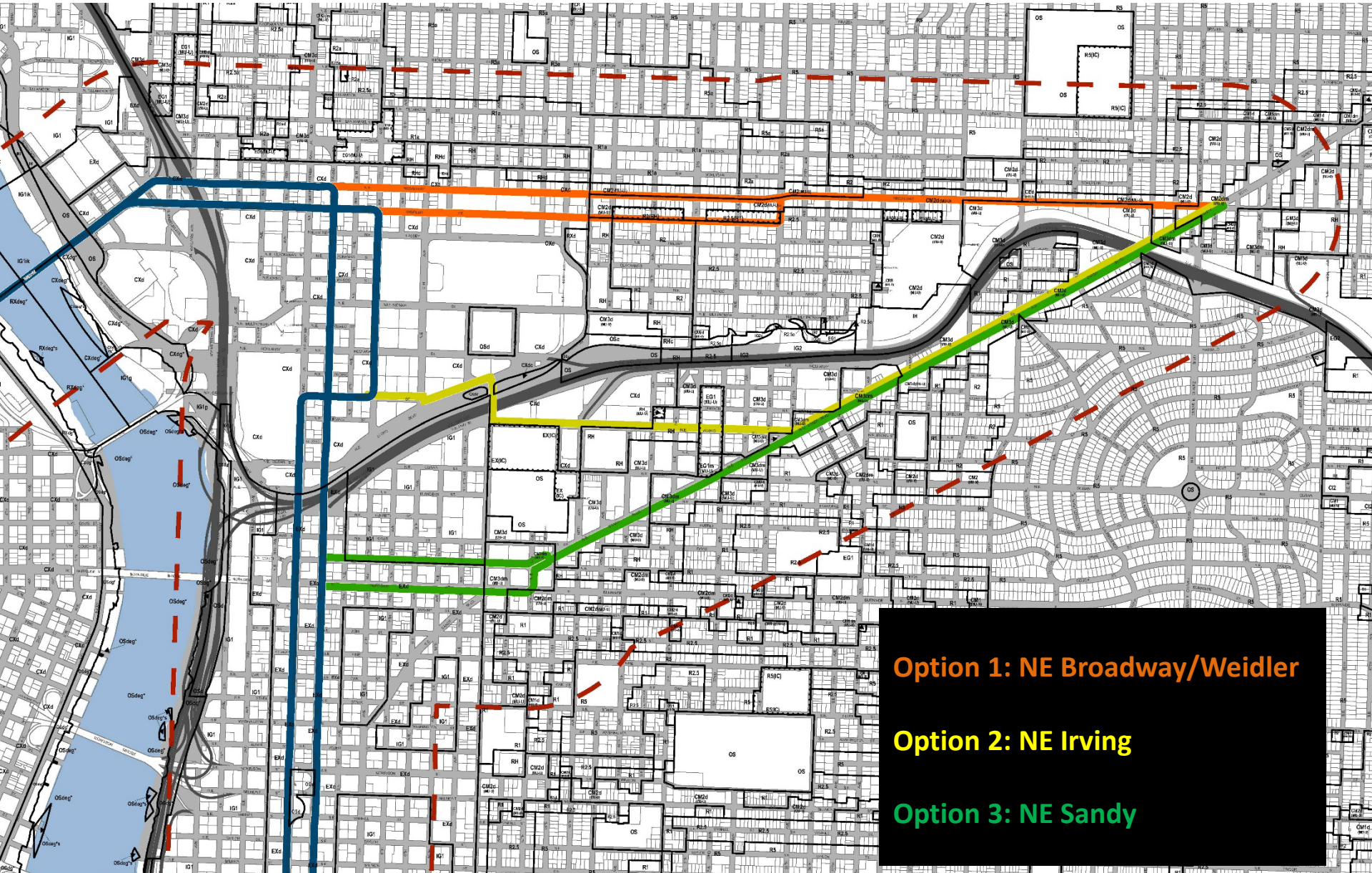
# NW Draft Alignment



- Provides potential for new jobs and housing units spurred with new investment
- Serves a district with no direct transit access; other alignment is only three blocks from existing streetcar line
- Provides a more direct route to Montgomery Park, leading to a faster and smoother ride
- Garners more support from private businesses to help support streetcar investment



# NE Draft Alignment Options



**Option 1: NE Broadway/Weidler**

**Option 2: NE Irving**

**Option 3: NE Sandy**



# Expected MP2H Project Outcomes

## **Westside:**

- Evaluate urban design and key development opportunities
- Equitable development strategy
- Consider Comprehensive Plan and Zoning changes
- Transportation analysis and plan updates
- Other implementation measures

## **Eastside:**

- Evaluate urban design and key development opportunities
- Identify land use and transportation needs for alignment alternatives
- Identify top alignment(s) for further study



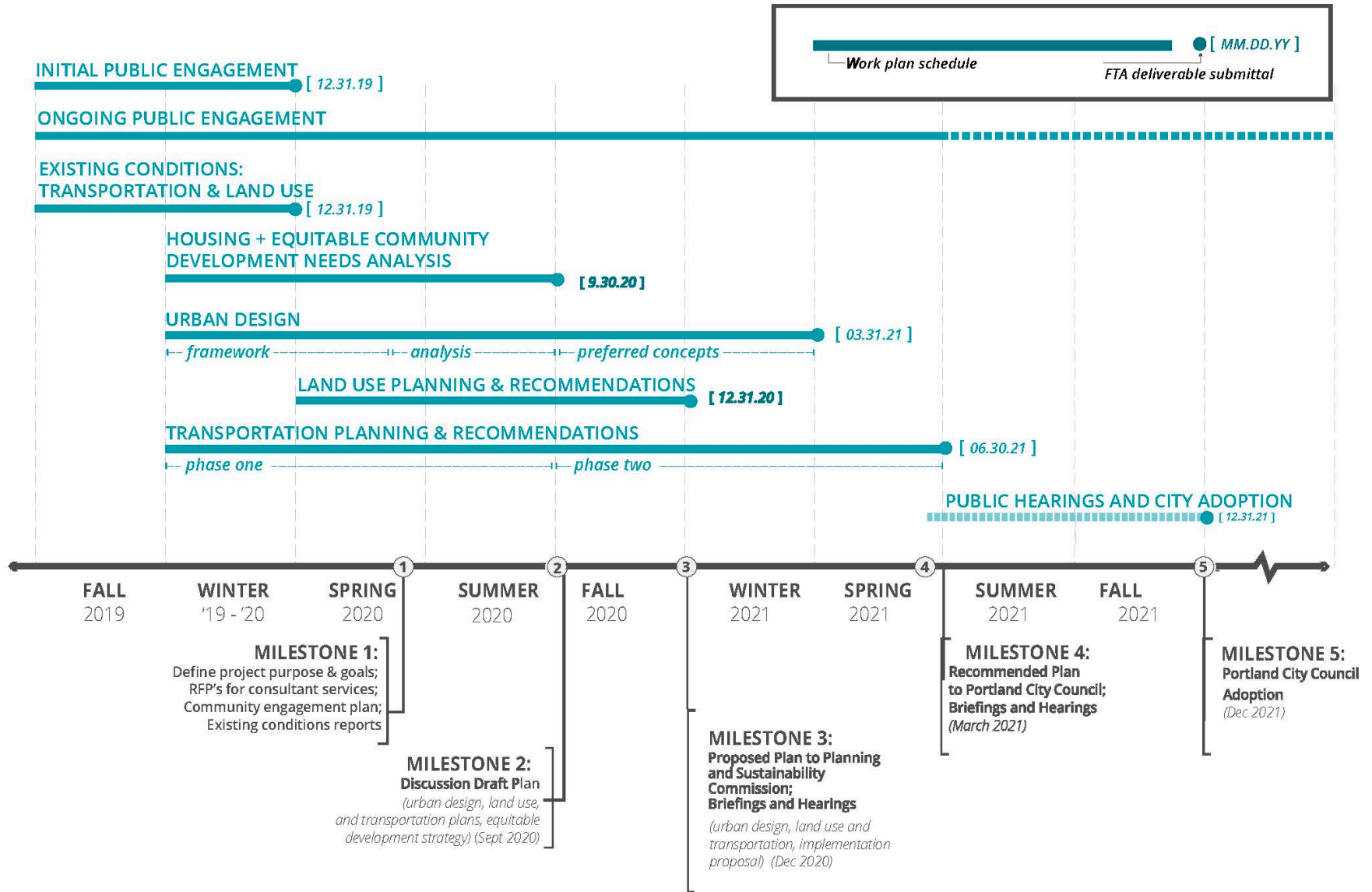
# MP2H Study Elements

- Community Outreach and Engagement Plan
  - ✓ info sharing with organization + web
  - ✓ community workshops at key milestones
  - ✓ targeted outreach to underserved groups
  - ✓ planned NW 'sounding board' committee
  - ✓ legislative process (PSC and CC public hearings)
- Existing Conditions: Land Use & Transportation
- Urban Design Analysis and Concepts
- Equitable Needs and Opportunities
- Land Use Analysis and Recommendations
- Transportation Analysis/Recommendations



# MONTGOMERY PARK *to* HOLLYWOOD

## TRANSIT & LAND USE DEVELOPMENT STUDY





# Questions?

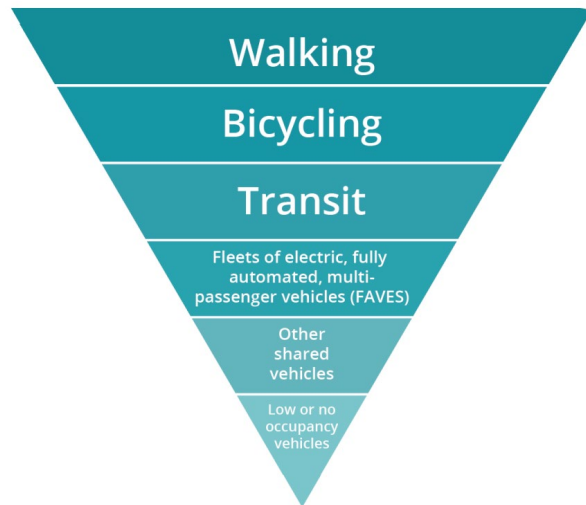
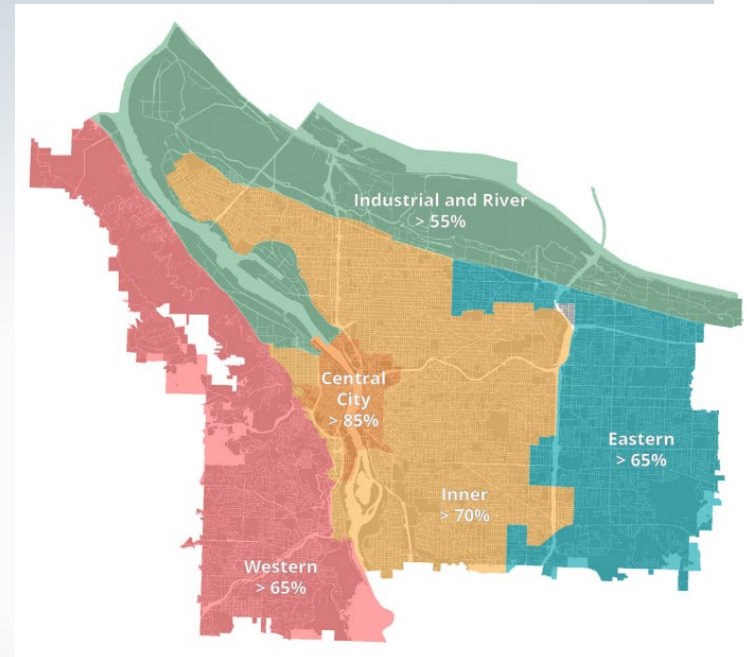


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# Transportation System Plan goals:

By 2035, increase the mode share of daily non-drive alone trips to 70 percent citywide, and to the following in the five pattern areas: Central City, Inner, Western, Eastern and Industrial and River.



Implement a prioritization of modes for people movement by making transportation system decisions according to the following ordered list



# Climate Action Plan goals:

Portland and Multnomah County have committed to reducing local carbon emissions by 80 percent below 1990 levels by 2050, with an interim goal of a 40 percent reduction by 2030.

## 2030 Objectives

**2030 Objective 4.** Create vibrant neighborhoods where 80 percent of residents can easily walk or bicycle to meet all basic daily, non-work needs and have safe pedestrian or bicycle access to transit. Reduce daily per capita vehicle miles traveled by 30 percent from 2008 levels.

**2030 Objective 5.** Improve the efficiency of freight movement within and through the Portland metropolitan area.

**2030 Objective 6.** Increase the fuel efficiency of passenger vehicles in use to 40 miles per gallon and manage the road system to minimize emissions.

**2030 Objective 7.** Reduce lifecycle carbon emissions of transportation fuels by 20 percent.

## Five-year priorities

**Stable funding:** Portland has strategies for improving the transit, bike and pedestrian networks and for preserving and increasing affordable housing options, but funding for these projects is far less than required to implement the plans. Without a sustainable funding source, it will be impossible to build and maintain needed street improvements.

### Key actions:

- 4A — Multimodal Transportation Funding
- 4B — State Transportation Funding
- 4C — City Transportation Funding

**Land use planning:** Portland's vision of healthy connected neighborhoods, in part, means walking is the preferred method of travel for trips of 1 mile or less, and bicycling is preferred for trips up to 3 miles. In addition to reducing traffic, investing in transit, pedestrian and bicycle infrastructure provides Portlanders with safety, health and economic benefits.

### Key actions:

- 4H — Regional Transportation Demand Model
- 4I — TriMet Service Enhancement Planning
- 4L — Portland Transportation System Plan
- 4M — Citywide Mode Share Targets

**Active transportation:** Making it easier to walk and bike for typical errands helps reduce pollution, provides everyday opportunities for healthy and stress-reducing activities, and reduces the amount of money spent on gas, parking and car maintenance.

### Key actions:

- 4Q — Affordable Housing Access to Transit
- 4S — Active Transportation
- 4X — Transit Coverage and Efficiency

**Lower-carbon fuels:** Vehicles powered by biofuels, electricity and natural gas provide a key opportunity to reduce the lifecycle carbon emissions of transportation fuels. Widespread adoption of electric and natural-gas-fueled vehicles will accelerate carbon emission reductions from the transportation sector.

### Key actions:

- 7A — Electric Vehicles
- 7C — Low-Carbon Fuel Standards
- 7E — Low-Carbon Fueling Infrastructure

About 6 percent of Portland residents bike to work, nine times the national average, with over 12,000 more people bike commuting to work in 2010 compared to 1990.

Transit ridership has almost doubled over the past 20 years, and TriMet provided 100 million rides in 2013.





# Comprehensive Plan goals:

2035 Comprehensive Plan includes policies that address expanding transit and increasing density in centers and corridors identified for growth and investment, as well as the preservation of prime industrial and employment lands.



CC2035 envisions a “prosperous, healthy, equitable and resilient Central City, where people collaborate, innovate and create a more vibrant future together.”



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# PBOT Strategic Plan and Racial Equity:

1. Safety: Make Portland streets safe for everyone
2. Moving People and Goods: Provide transportation options for a growing city
3. Asset Management: Deliver smart investments to maintain our transportation system



Will it advance equity and address structural racism?



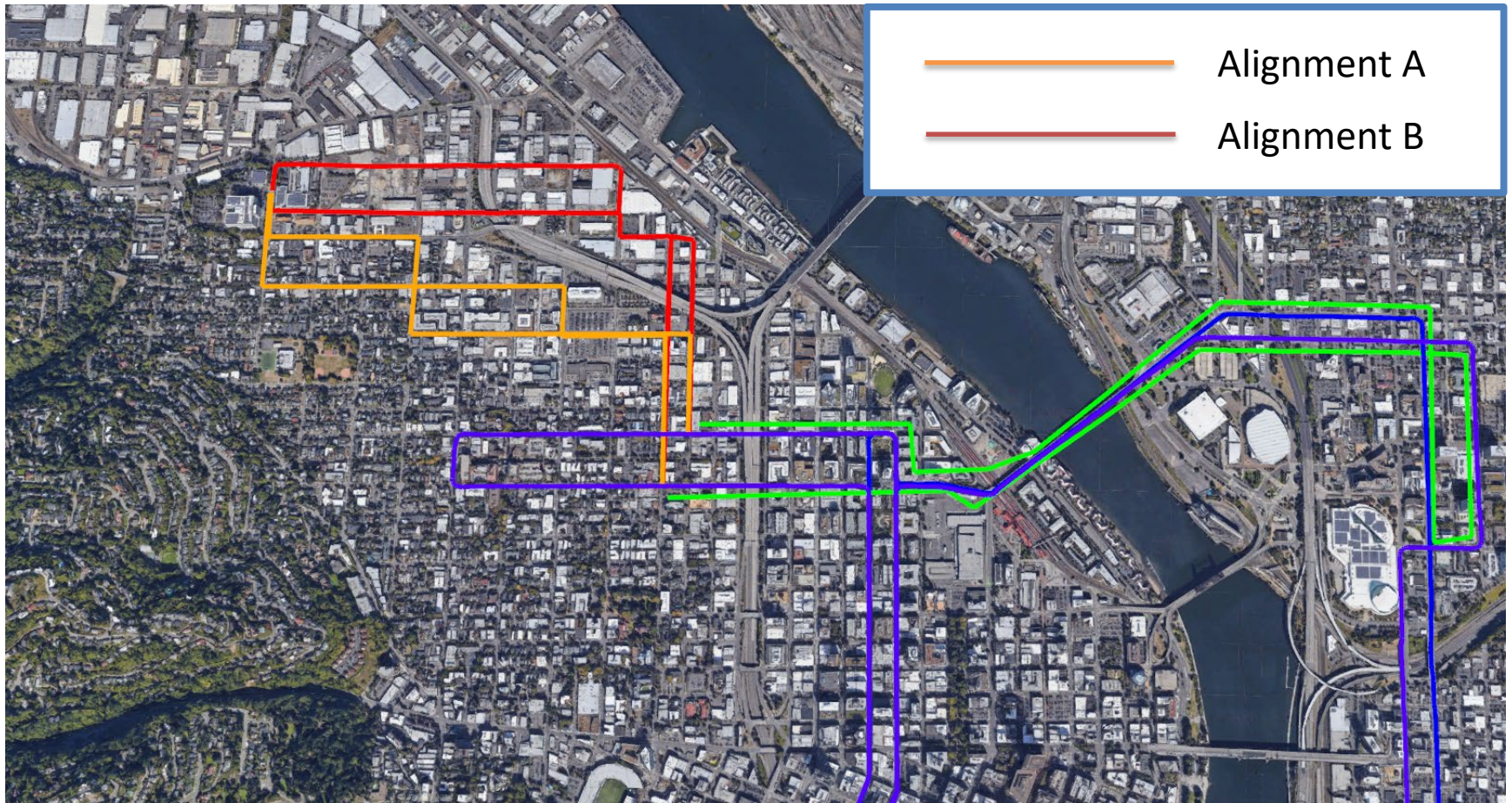
Will it reduce carbon emissions?





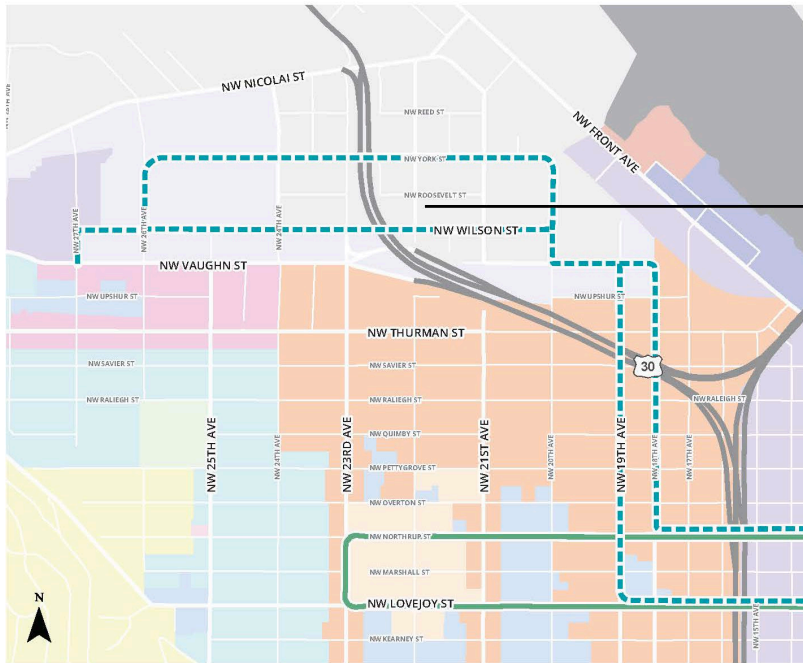
# Montgomery Park Alignments Considered

- **Alignment A** - routes through the former Conway campus and an established residential and commercial district
- **Alignment B** - routes through the former ESCO site and other industrial parcels that are redeveloping with some zoning changes

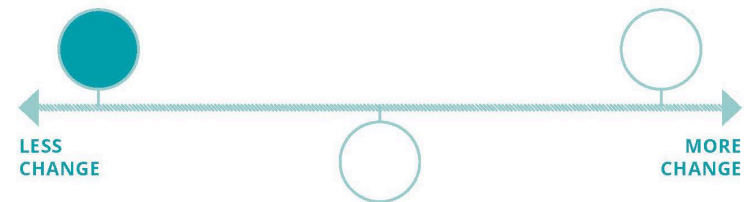


# Phase 1 Study - Industrial Scenario

## SCENARIO 1 - DESCRIPTION



*Under this scenario, existing land use patterns would remain in place*



**SCENARIO 1 maintains existing zoning and Comprehensive Plan patterns in the study area.** The area south of Vaughn/Upshur is zoned mixed use, allowing both residential and employment. North of Vaughn/Upshur is a band of general employment zoning that allows both office and light industrial uses. East of 24th Avenue is zoned IG as part of the Industrial Sanctuary.

## HOUSING & JOBS TAKEAWAYS

**2035**  
JOBS FORECAST



**12,380 total jobs.**

**2035**  
HOUSING  
FORECAST



**+5,850**  
units of  
housing

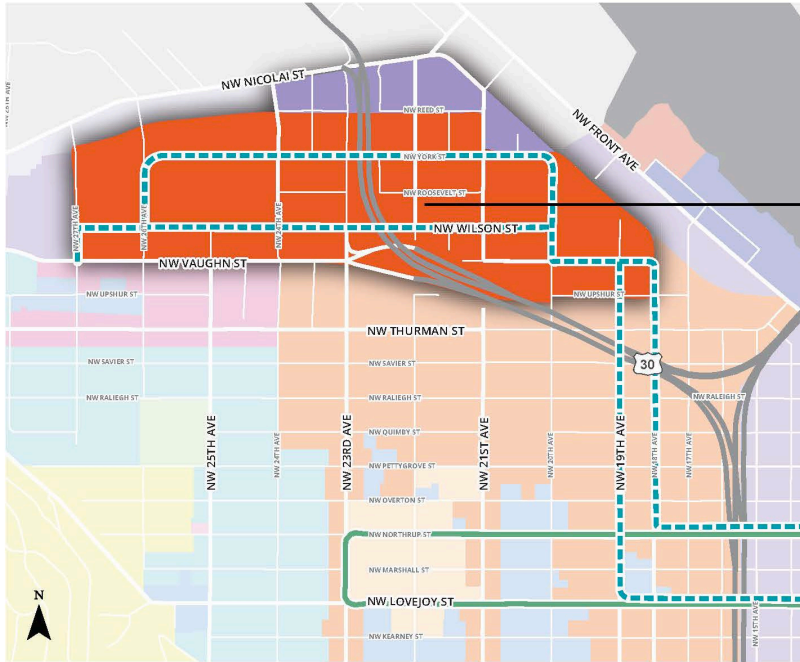
**+165**  
affordable  
housing units



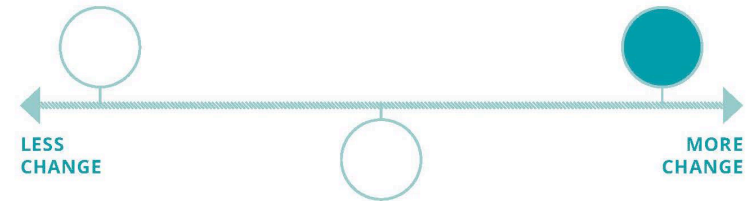
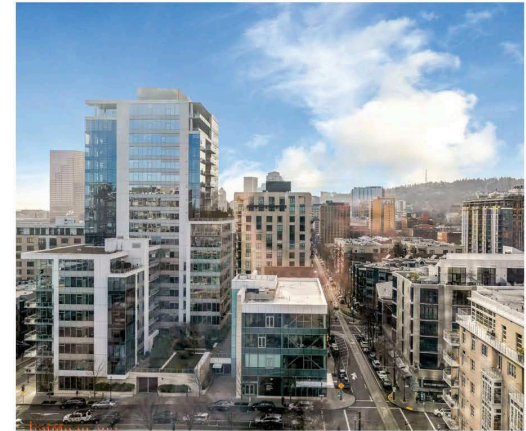


# Phase 1 Study - Mixed Use Scenario

## SCENARIO 5 - DESCRIPTION



*This scenario includes rezoning industrial land to mixed use*



**Scenario 5 assumes a higher degree of land use change throughout the study area, including new mixed use neighborhoods.** This includes changes to zoning in the district south of NW Reed Street to mixed use. The block south of Nicolai and west of NW 24th would retain the mixed employment designation, and east of NW 24th would be modified industrial to reflect Central Eastside-like industrial zoning. The block would serve as a continued buffer to heavier industrial uses north of Nicolai and the railroad line.

## HOUSING & JOBS TAKEAWAYS

**2035**  
JOBS FORECAST



**12,800 total jobs.**

- +570** institutional
- +430** retail
- +240** office
- 850** industrial

[ Relative to Scenario 1 ]

**2035**  
HOUSING FORECAST



**+10,120**  
units of  
housing

**+970**  
affordable  
housing units