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21-2023

Communication

Request of Chris Reid to address Council regarding update on SW Capitol Highway Rose Lane Project

Placed on File

A brief description of Communication: Update on Capitol Hwy Rose Lane Project

Agenda Items

21 Communications in [January 11, 2023 Council Agenda](#)

Placed on File

Requested Agenda Type

Communications

Date and Time Information

Requested Council Date

January 11, 2023



January 11, 2023

Mayor Ted Wheeler
Commissioner Rene Gonzalez
Commissioner Mingus Maps
Commissioner Carmen Rubio
Commissioner Dan Ryan

Dear Portland City Council Members,

This packet contains information regarding the testimony today from Chris Braidwood-Reid on behalf of Hillsdale Business and Professional Association (HBPA) and Hillsdale Neighborhood Association (HNA):

1. Comments from Chris Reid, Wardin Properties, HBPA
2. "Capitol Hwy – Eastbound – 8:30am" Not very welcoming!
3. "Capitol Hwy – Westbound – 5:30 pm" The new reality with the Rose Lane Project.
4. Emails received from Hillsdale businesses and a Hillsdale neighborhood resident

This information has been shared with the press

Respectfully,

A handwritten signature in blue ink that reads "Chris Braidwood-Reid".

Chris Braidwood-Reid
HBPA Capitol Hwy Rose Lane Project Committee, Lead

Hillsdale Business & Professional Association
HBPA – "Promoting Business, Supporting Community"
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Cc: Director Chris Warner, PBOT
Sam Desue, Jr, TriMet General Manager

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January 11, 2023

Chris Braidwood-Reid's testimony at City Council Meeting

Good Morning - My name is Chris Braidwood-Reid. I manage commercial property in Hillsdale.

I come to you today to give you an update on the Capitol Hwy Rose Lane Project.

The foundation of the project was based on a cookie cutter design that was slated to be placed in transit corridors throughout Portland to shorten transit times.

When the project was slated to be installed in Hillsdale, several pieces were missing or overlooked in PBOT's assessment of the impact of the Rose Lane project prior to construction:

- PBOT did not research the impact of the rose lane on Hillsdale businesses... which was a question Comm Ryan asked me when I spoke at this meeting last August.
- PBOT mis-applied a report by two PSU Professors, showing no greenhouse effect installing the Rose Lanes in **flat** parts of Portland with short diversion routes.
Hillsdale is NOT Flat. in contrary, Capitol Hwy has 1 mile of 5.5% upgrade with stop & go traffic at peak hours of the day, which Don Baack mentioned at last month's City Council meeting.
- The business community was not consulted prior to the project other than being TOLD the project is just going to happen.
- The project was based on pre-covid traffic counts, traffic counts we do NOT currently have due to COVID. When or IF those counts will return no one knows.
- PBOT admitted that they did not predict any benefit from the project.... Yet, the \$200,000 Rose Lane was installed.
- PBOT predicted traffic diverting from Hillsdale due to the project, which means loss of potential sales which has happened.

The Rose Lane Project design MAY work in some grid-patterned areas in Portland, but in Hillsdale, with an approximate 850ft of a landlocked parking lot, FAR from a flat grid pattern, the design does not work.

Paloma Clothing, 2022 winner of the Willamette Week's 'Best Clothing Boutique', reports a 11% decline in sales and less foot traffic in the fourth quarter of 2022. Not even a 47 year old Hillsdale business could withstand the negative effects of Rose Lane on customers. Imagine what it is doing to younger businesses

Jayesunn Krump, Portland Camera Service, reports sales are down 18% from this time last year.

Bryan Ochoa of Casa Colima Mexican Restaurant, 20 years in the heart of Hillsdale, shares that Pedestrians and cyclist have been using the new RED Bus Only and Turn lanes more while expecting not to encounter cars on these lanes as designated. They are often surprised when drivers utilize the lane despite its new prohibited use. The false sense of confidence that drivers will respect the changes and drivers breaking the rules put many residents at risk. At the same time, frustrated late drivers are using the new lanes as their personal speed zones. When a person needs to turn right to cross the RED Lane to reach a business, they are at risk of getting hit by a driver speeding through.

Tina Donnalioia, Owner of Hoot N Annie w Resale Boutique, 12 years in Hillsdale, wrote

"What the Rose Lane Project has done is give one more, unnecessary, and unhelpful, reason for people to be deterred from coming to Hillsdale"

Any business owner will tell you it's extremely difficult to get customers into their store and keep them returning. And It doesn't take much to lose them. The Rose Lane is causing businesses to lose both customers and revenue! One business commented, 'There has been a measurable amount of damage done to our customer base'.

The Rose Lane project is literally driving cars away from Hillsdale and having a negative impact on small businesses in Hillsdale. Westbound cars are going around Hillsdale entirely to avoid the mile long westbound bottleneck of stop and go traffic just to get into Hillsdale.

In the attached pages there are pictures of Capitol Hwy Eastbound during an 8:30am commute. You can see the wall of congested cars in the consolidated lane. Imagine how welcoming that is to deal with if you need to cross thru to exit or enter the parking lot on the south side of Capitol. THIS is what the HBPA Rose Lane Team feared would happen and explained to the PBOT Rose Lane team on several occasions our concerns and the negative impact it would cause to the businesses on the south side of Capitol Highway.... And our fears have come true!

Businesses can't make it solely on the strong local community that Hillsdale is fortunate to have. If the Rose Lane is NOT removed, Hillsdale will be left with a bad reputation of being way too confusing to drive to causing People to stop coming from different areas.

HOW MUCH LOSS DO THE BUSINESSES NEED TO EXPERIENCE BEFORE PBOT WILL STEP IN AND ADDRESS THE SITUATION ?

Please STOP the negative impact on Hillsdale businesses and neighborhoods **and REMOVE** the Capitol Hwy Rose Lane Project!

Chris Braidwood-Reid, Wardin Properties
HBPA Rose Lane Project Lead
wardinproperties@gmail.com

CAPITOL HIGHWAY - EASTBOUND
1/10/2023 at 8:30 a.m.

The Capitol Highway Rose Lane project consolidated two eastbound lanes into one. Congestion in the one-lane of traffic makes it extremely difficult for cars to enter or exit the parking lot on the south side of Capitol Hwy during morning and evening peak hours.

THIS is the situation the HBPA Rose Lane Team feared would happen and explained to the PBOT Rose Lane team on several occasions the negative impact it would have on the businesses on the south side of Capitol Highway – loss of customers, loss of revenue.... And our fears have come true!



You can see the TriMet bus caught in the traffic getting into Hillsdale. This is exactly what the Rose Lane Project was supposed to address.



Brake lights and green signals. Congested 'consolidated lane' is an unwelcoming wall to the southside parking lot of businesses who are reporting loss of customers and revenue. Not very welcoming!

CAPITOL HIGHWAY – WESTBOUND – 5:30 PM

Below are two recent photos typical of stop and go traffic on 1 Mile of 5.5% upgrade Capitol Highway during evening rush hour in December and since the Rose Lane was installed.

This is during a time when Capitol Hwy vehicle traffic is way below 2019 pre pandemic levels.



This did not occur before the Capitol Highway Rose Lane Project was installed.

EMAILS RECEIVED REGARDING THE CAPITOL HWY ROSE LANE PROJECT

Email 1/10/2023

Jayesunn Krump, Owner
Portland Camera Service

Since the traffic change our casual walk in customers have dropped off significantly and our destination customers have also fallen behind. We are down more than 25K from this time last year.

I have noticed that there are many cars that will cut through the parking lot in the morning during rush hour to avoid turning directly onto Capitol and will drive through the parking lot to bypass the stopped cars on the road.

In the evening it is next to impossible to make a left hand turn out of the parking lot and often customers and myself will have to turn right and then left into another lot in order to turn around to head West on Capitol.

There have been many customers that will wait to come in to pick up their repairs if it is too late in the day because they do not want to have to deal with the cars backed up on Capitol.

In the morning it has turned into bumper to bumper traffic as far as the eye can see as the cars cycle down Capitol and the East bound traffic completely blocks the West bound traffic from being able to turn into the parking lot.

Overall I have many customers comment on it and they have changed their shopping times or stopped coming in if they have to buy something in the morning as they do not want to deal with it. There is nothing positive that has come from the traffic change for the local businesses and overall it has hurt them as it has turned customers away in frustration. I have also heard from them that if they have to fight traffic at one time during the day they do not want to come back because they think it is always backed up, even if it is not. The congestion has changed many customers' perception of what the traffic does throughout the day.

It seems that with the loss of the lane not only has it caused traffic to back up significantly but it has also changed the driving habits of the people that have to come through this area and many have found other routes and do not come through as much or at all anymore.

I hate it and would like it to change back and maybe we can recover some of the lost customers from the local traffic, but there has been a measurable amount of damage done to our customer base. None of the mythical additional bus riding customers have materialized and I was under the impression that was part of the point of doing this change in the first place. People just see a bunch of congestion and start to avoid the area.

Jayesunn Krump
Portland Camera Service
6356 Southwest Capitol Highway
Portland OR 97239

Email 1/09/2023
Brian Ochoa, Owner
Casa Colima Mexican Restaurant

To whom this may concern,

My name is Bryan Ochoa and I have been an almost 20 year business resident of the Hillsdale community. We own a Mexican restaurant right in the heart of Capitol Hwy as it passes through Hillsdale.

We are writing today to express our concern for the traffic changes that have gone into effect from the Rose lane project.

One factor is that commute times have dramatically increased for both residents and visitors alike. Reducing our streets from two lanes to a single lane makes most motorists who enjoy driving through Hillsdale chose an alternative route to save time now. Especially when the neighboring schools are starting and ending their days.

The quick implementation of the project also left a lot of drivers unprepared leading to many accidents or near accidents. The changes are not immediately noticeable when driving onto Capitol highway from Beaverton-Hillsdale highway. So a driver expecting to utilize the right lane has to make a last minute lane change back into the left lane when they realize the lane is designated as bus only now. Pedestrians and cyclist have been using the new "red" lanes more while expecting not to encounter cars on these lanes as designated. They are often surprised though when drivers, knowingly or unknowingly, utilize the lane despite its new prohibited use. The false sense of confidence that drivers will respect the changes and drivers breaking the rules put many residents at risk. Also, frustrated late drivers are using the new lanes as their personal speed zones. When a person needs to turn right to cross the red lane to reach a business, they are at risk of getting hit by a driver speeding through. All of the examples can be seen if you spend 20 minutes along Capitol Hwy observing during peak traffic times.

Lastly, Hillsdale is compromised of overwhelmingly minority, POC, and small family owned businesses. Most of which are still feeling the financial effects that the COVID pandemic brought to our community. We never see these type of traffic changes implemented around Targets, Walmarts, or big name stores. Actually it's quite the opposite where they get more lanes, parking, and traffic control. These changes unfairly punish our community and influence our customers to enjoy reduced traffic, increased parking, and safer crossings at nationwide competitors. Many Portlanders are happy to support small business but when the barriers to support them are always getting higher as some point they chose the easier alternative. A lot of the small businesses that this project negatively affects are the same businesses that produce the majority of the job opportunities in this city. We employee close to 100 persons in the Portland metro area and for the first time in almost 20 years we had a significant decrease in customers and sales this December.

The Rose City Lane project unfairly punishes small minority businesses that are already struggling, puts its residents at risk, and creates new problems for our community.

Very respectfully,

Bryan Ochoa

Email 1/5/2023

Tina Donnalioia, Owner

Hoot-n-Annie Resale Boutique

I own Hoot-n-Annie, a resale boutique for Women and Children. I have been in operation for 12 years and am nestled in the heart of Hillsdale between The Cakery and Paloma Clothing.

It is hard to judge the financial/revenue loss because of what a tricky time we are in. We are doing better than the last 2 years but those were COVID times. We are still not back to pre-covid sales however. I think most businesses are just happy that there is an upward tick. I feel like the impact of the Rose Lane Project will be felt in the near future more than it has been felt yet.

This area of Hillsdale and Multnomah Village is notorious for being one of the more confusing areas of the entire city. It follows no grid patterns and there are about 50 different ways to get to the same place. Unless you live here, you have no idea that it is a blessing. What the Rose Lane Project has done is give one more, unnecessary, and unhelpful, reason for people to be deterred from coming here.

Our community is the number one reason we are still in business. They come out in droves to support all the shops in the area and we are truly grateful for every single one of them. In order to grow your business, thrive...not just survive, businesses need people from other parts of the city to visit.

So, someone finally decides to take a trip to Hillsdale, and they are feeling pretty good about it. Maps are leading right to that store they have been wanting to checkout forever...then wham. THE ROSE LANE PROJECT. They suddenly have no idea where to turn or where to look. They go into the Rose Lane and then have to weave back out of it suddenly and there are cars coming from behind them, people are getting irritated, the new visitor misses their tiny chance to turn into the parking lot and instead, they keep driving east on HWY10 back onto Barbur and find their way back home in another quadrant of Portland. Without visiting the intended destination.

This is the reality we face. And the impact will be slow and happen over a period of time. Hillsdale will be left with a bad reputation of being way too confusing and people will stop coming from different areas. Our local neighborhood customers visit about once a week or more. Those who have been coming for years from other areas of Portland come about once every month or two. You can see how the impact of those who travel farther and come less often will slowly chip away at sales if they end up wanting to avoid the mess of our newly painted streets. The city admitted it (Rose Lane Project) ended up saving no time. There is NO valid reason to have it there and all it does is confuse commuters, back up school traffic every morning almost to Dosch Road, and potentially opens up increased accidents as people swerve out of the Bus Only lane once they realize they aren't supposed to be there. Then of course there are the drivers who simply don't care and speed down the Rose Lane, passing all the cars and cutting over dangerously right where all the pedestrians gather at the light on Sunset. I think the tally of reasons not to have it out numbers the zero reasons to have it.

Tina Donnalioia, Owner

Hoot-n-Annie Resale Boutique

Email 1/5/2023

Traci Burnes

Paloma Clothing – 47 years in Hillsdale

Manager/Co-Buyer

Paloma Clothing saw an 11% sales decline and less foot traffic in its fourth quarter in 2022 after having the Rose Lane project implemented. We also heard from numerous customers and people within the community that this project negatively impacted their lives . Customer and employee complaints have ranged from how traffic had gotten so much worse through Hillsdale, how people were witnessing traffic diverting through their neighborhoods to work around the congestion this project has caused, and how the confusion of the bus only lanes were causing close-call accidents.

Thank you,

Traci Burnes

Paloma Clothing – 47 years in Hillsdale

Manager/Co-Buyer

Email 1/9/2023
Richard Stein
Hillsdale Food Park

Again, thanks for all you're doing regarding the Rose Lane. I can't say I have much to report. Business at the Food Park hasn't been affected, but then we're on the outer edge of things. I do notice that when I'm leaving the shopping center parking lot I need to wait longer to exit as there's only one lane of traffic and it's often busy.

Richard Stein.
Hillsdale Food Park

Email 1/9/2023
Glenn Bridger
Hillsdale Resident

On Sunday the Hillsdale Neighborhood had a booth at the Farmers Market. With the rain and wind, not a lot of folks at the market, especially not taking time to talk with someone in a booth not selling food they want.

A man (senior citizen) came up and asked me if we had anything to do with the Bus lane. I said yes, we have been fighting it for 3 or 4 years. He said he is a frequent visitor to Hillsdale from his home 3100 miles away since he has family living nearby. He told me the Bus lane is the dumbest thing he has ever seen. One lane left empty most of the day. And then the other lane backed up down the hill to Barbur when there is a lot of traffic, and still an empty lane. It makes no sense.

I could only agree; and the city has not shown us any time savings for the riders. I thanked him for his observations. An impartial out of area observer, taking his time during inclement weather to stop and talk about a public "improvement" that has all of us who live here mystified.

Glenn Bridger