



Montgomery Park to Hollywood - Northwest Plan June 28, 2023 – Open House & Design Workshop DRAFT Event Summary

Overview

On June 28, 2023, the Bureau of Planning and Sustainability hosted a Montgomery Park to Hollywood (MP2H) – Northwest Plan open house and design workshop. Over 30 community members attended to learn project updates, speak with staff, and share views in table discussions about possible directions and features for development of a design character statement for the future MP2H Northwest Plan area.

The first part of the event was an open house with information boards and staff available to answer questions about the current status and direction of the project. (See open house boards in the Appendix B of this document.)

The second part of the event provided opportunity for participants to join a table discussion primarily centered on design issues. Each table had materials to illustrate and stimulate conversation including aerial maps and photos of area, diagrams showing possible subdistricts, and images of development elsewhere that might provide ideas.

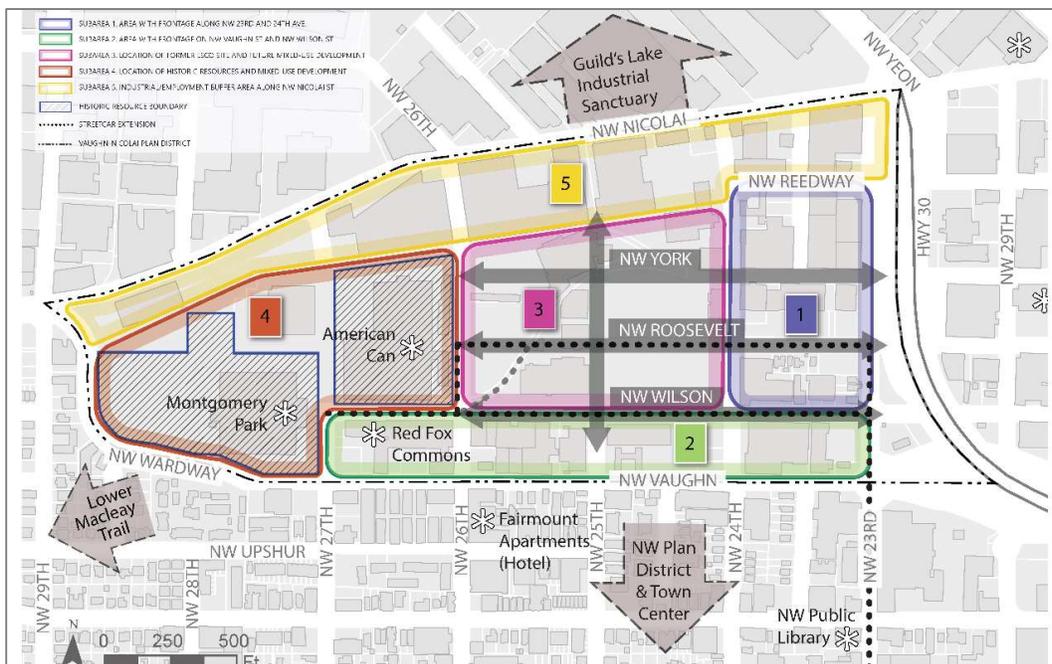


Diagram used in table discussions illustrating MP2H - NW Plan preliminary subareas and potential future street extensions in the plan area.

Each table explored questions to prompt thinking and feedback about the existing features and character of the area and what of this should be carried forward and how, as well as ideas for design considerations for future development and placemaking. The questions were:

- What characteristics, features and values are special about this project area? Which of those should future development reflect?
- Are there areas that would benefit from special treatment or consideration?
- What should be considered regarding the location and features of a potential public open space?
- Are there areas of transition – between uses or character, etc. – that merit special attention?
- Are these the right subareas?
- Do the boundaries of the subareas make sense?
- What features make the following subareas unique?

Participants shared a variety of views and ideas around the primary workshop questions related to **existing and future character** of the area and related features. They also provided other more **general feedback regarding the plan and redevelopment** of the area. The following is a representative list of topics raised, as well as a snapshot of the range of views that community members shared at their tables, either directly on sticky notes on the table maps or via verbal comments captured by staff in notes. See all table notes in Appendix A following this summary.

Existing and Future Character

Topics raised and explored:

- Acknowledgement of historic structures, features and past eras or events.
- Prioritizing pedestrian safety.
- Integrating open spaces throughout plan area.
- Scale of development.
- Making the area more verdant/treed.
- Transition and buffer to industrial uses to the north.

Some of what people said about existing and future character and features:

- Along NW 25th Ave starting at the Fairmont Apartments (which was a hotel for the Lewis and Clark centennial exposition), area has a historic feel. East of 25th is more industrial. Two distinct areas.
- Struggle with the design characteristics of this—historic nature of west side of the area is different from what *new* buildings look like.
- Find it really hard to describe the neighborhood. It's hard to say who we are—we know it's unique, but what's unique.
- Don't necessarily have to look towards history, can build around future vision of green, and climate resilience.
- Steel Framed Windows on Montgomery Park and other industrial buildings have neat character emblematic of the area.

- How do you create permeability across Vaughn, so it doesn't become a barrier/wall? Vaughn is a key seam in the puzzle. Could there be a future where inhabitants/employees don't even know there was ever a boundary/barrier of sorts there?
- Step down in height should happen on south side of Vaughn, not on the north side.
- There's all different types of architecture – what made Portland unique ... is that it was all very village-like. Lots of activity happening. It brings a real community feel. The more people that live in the neighborhood, the safer it'll feel.
- Extra setbacks next to historic and existing industrial/manufacturing buildings, unique feature, and an opportunity for gathering space. Wilson street is a resource - imageability of buildings, examples of varied setbacks like American Can, view of Fremont bridge.
- We want to have architectural features that encourage the immediate neighbors to gather in the space; design that encourages community.
- Each new development should have space for outdoor life.
- Celebrate proximity to Forest Park by extending trees and open space into the neighborhood. "Green Curtain" instead of the "Steel Curtain".

Feedback on MP2H-NW Plan and Redevelopment

Topics raised:

- Desire for recreational and open space.
- Concerns about parking supply and demand.
- Desire to find ways to retain a mix of uses that also support demographic and social diversity.
- Role and placement of retail.
- Concern for existing businesses who want to remain in area.

Some of what people said about other issues related to plan:

- Area has had a mix of density and income groups for many years; would love to see that extended.
- Change zoning to highest and maximize development as possible. See a high level of urban-ness here.
- There's an existing scene of incubation and artmaking - that should be supported and expanded.
- Size of retail? Big and small.
- Red Fox Commons—very cool building. It's empty. No parking!
- Consider a pattern of retail nodes instead of along entire blocks; and encouraging first floor residential on non-main street but well considered private-public realm interface.
- Family housing/units (2+ bedrooms) to ensure residential longevity as opposed to studios and 1 bedroom with high turnover.
- Concern about the amount of streetcar frontage. Why does it have to run along two streets, rather than one?
- Encourage tree canopy in this area. Don't want to encourage mixed-income residents to move into the area if the heat is life-threatening.
- The northern "buffer" area needs special care and attention, critical for success of area.

APPENDIX A – Table Exercise Notes

Montgomery Park to Hollywood - Northwest Plan June 28, 2023 – Open House & Workshop

Table Exercise Notes

Location: Friendly House at 1737 NW 26th Ave, Portland, OR 97210

Agenda: Converse with community members about the MP2H plan and get feedback to be able to produce a Character Statement that will guide the development of the project area

Note: *Staff captured comments and views discussed to the best of their ability but may have not captured all the details noted.*

Table 1 - Workshop Table Exercise Notes

What characteristics, features, and values are special to this area? Which should we reflect?

- One attendee was adamant about removing the parking lot in Subarea 4, adjacent to/a part of Montgomery Park. *(Staff mentioned there is a separate master plan happening that includes the project area/district.)*
- The area is a mix of industrial and residential, which is quite an interesting area to walk through. The old charm of the area and the buildings. Being able to get to the River. This area has had a mix of density and income groups for many years; would love to see that extended. We want to have architectural features that encourage the immediate neighbors to gather in the space; design that encourages community.
- Really appreciate the traffic-calming initiatives that has been placed in the neighborhood. Like the wide sidewalks and green spaces, want to ensure that these are kept.
- There is no recreation center/designated space in this area. Want open air recreation. There's a spot by the OnPoint bank that would be great for multi-use space.
- One attendee supports the industrial area mixed with residential. The NW Industrial Business Association (NWIBA) people would like to keep it industrial and that's understandable too.
- Like the buffer zone. Dismayed that people may be moving in and trying to protect a 'certain lifestyle'. Don't want this place to turn into Slabtown with so many condos and higher-story buildings just densely populating the space.
- There's traffic gridlock in Slabtown and we don't need too many cars to busy the streets and make it not pedestrian, transit, or bicycle friendly. Want to avoid this situation especially with industrial activities going on in the area.
- There is a lot of loading/unloading happening in the street and that's necessary. Streets are industrial too so how can we think about this in spaces mixed with residential. Soundproofing

APPENDIX A – Table Exercise Notes

when thinking about urban design. Need a spot/area/street just for deliveries and loading to keep them out of the right of way.

- An attendee lives in an older building and wants to make changes to the building (window design), but by being located next to new condos, certain design rules would not allow them to upgrade their place.
- An attendee said that they don't like that there is no life or street activation when you have parking garages on the ground floor. It's not always pretty to look at.

What do we think about frontages and building form?

- One attendee likes the Redfox Commons appearance/aesthetic.
- Yes to more pedestrian and bicycle connections to the water. The train tracks are difficult and unsafe to cross.
- The industrial area doesn't want to deal with the pedestrians, but the people want safe access to and through this project area. Thinking maybe we can break up and make space in Subarea 3 for crossings.

What type of community spaces do we want to see?

- Smaller gathering spaces spread out through the area.

Wilson, Roosevelt, and York are proposed to be extended across the former ESCO site. Which would you most likely use to get to the River?

- No preferences, but York might be nice to pass through if the streetcar will be on Roosevelt and Wilson.
- People scared of being doored on 23rd because of how frequented it is by vehicle traffic.
- Want to preserve working wage jobs if these manufacturing companies remain in the area.
- Want maker spaces especially if people in the surrounding areas don't have garages to do repair work or design projects.

Where in the area would be great for a public park/open space?

- Around the northeast of Subarea 3 would have great views and there's already a green space nearby. Away from NW Nicolai St and the Highway 30 for sound and safety buffer. Want a dog park. By the food carts on NW Roosevelt like a pause in that area of the neighborhood.
- NW 27th Avenue, south of Vaughn St and the Redfox commons area, can be potentially hazardous due to vehicle traffic trying to enter the area that is one-way.
- An attendee asked if it's possible for the City to fund getting air scrubbers to reduce the smell/air pollutants if the area is developed.

APPENDIX A – Table Exercise Notes

- Thinking about adding these maker spaces will require delivery trucks and the likes so can we find a place for these respective areas away from residential buildings. Time-slicing for delivery and loading/unloading.
- Subarea 3, Central Employment (EX) zoning moving in. Maybe prevent car access on Wilson St where the streetcar is so it's a pedestrian/bicycle focused.
- Like and want to have murals/public art on buildings that feature large walls, especially with walls facing each other.
- Food cart pods could be used as a buffer zone between industrial/employment and residential. For customers who want industry during the daytime and residents during the nighttime.
- Other features to help mitigate with urban heat: encourage tree canopy in this area. Don't want to encourage mixed-income residents to move into the area if the heat is life-threatening.

Are there ways we can acknowledge the history of this overall project area or specifically NW York history?

- Gentrification of inner northeast featuring signs of places – we don't like that. Guild's lake history was so diverse. Receive building feedback from those who were invited to live in the area. Housing development, Old Forestry Commons Condominiums, can show historical legacy tied to the neighborhood. Infusing the space with local resources/businesses.
- An attendee asked if a transportation wallet would be available for the area? If they want to work in this area, can they be eligible? *PBOT, mentioned that the area would be a great opportunity for transportation wallet.*
- Yes to alleys! Want design for pedestrian safety to be prioritized.
- Ensuring that we are thinking about visibility in areas. If there are parking garages on the ground floors of these buildings, what can we do to keep them from an area frequented by pedestrians to avoid accidents.
- Want active streets and storefronts on the streets that the streetcar runs through. What can we have on the ground floor besides retail?

Table 2 - Workshop Table Exercise Notes

- American can building is a really beautiful building. In that direct area, you have all the history of the World's Fair. How you incorporate that into a building, not sure...
- Along NW 25th Ave starting at the Fairmont, which was a hotel for the Fair, has historic feel. East of 25th is more industrial. ESCO made cool statues. Two distinct areas.
- Own historic building at 26th & Vaughn. Building has been there for 100 years. Everyone comes there because of the historic character of the building. Will another generation appreciate that history or will they want something different?
- Is ESCO site where affordable housing will go?

APPENDIX A – Table Exercise Notes

- Any preliminary plans or designs from ESCO yet?
- How long is this plan out from taking effect?
- Find it really hard to describe the neighborhood. It's hard to say who we are—we know it's unique, but what's unique.
- North edge of NWPD used to be gritty residential area, not as nice as now, though it still looks the same.
- The thing I struggle with is the design characteristics of this—historic nature of west side of the area is different from what new buildings look like.
- NW 24th & Savier post office using mass timber. That's cool and harkens back to what old development / log buildings used to look like here. The new post office doesn't read as being built of timber.
 - Tie to Oregon forestry. Logs were brought down from Balch Creek.
- Heavy industrial on north, historic on west, lower scale industrial on east.
- Step down in height should happen on south side of Vaughn, not on the north side. It's already happening.
- There's all different types of architecture – what made Portland unique when he first moved here is that it was all very village-like. Lots of activity happening. It brings a real community feel. The more people that live in the neighborhood, the safer he'll feel.
- Incentive to have smaller scale retail – there's those little tiny buildings off Burnside, east of 405 and to the south. Lots of little places to go eat. More creativity in those. Not so corporate.
- What if city sponsored food carts and a beer garden in one of the areas?
- Concern about not having enough on-street parking or on-site parking.
 - Red Fox Commons—very cool building. It's empty. No parking!
 - There's affordable housing plans, but no parking!
 - Some concern that people would park in the industrial streets.
 - Lever Arch designed building for two of the guests at the table, and the coolest part was the parking lot design—vines, etc.
 - Development in LO at old Wises—so active. No charge for parking. (Developer did that.)
 - Bigger thing besides the building—when someone decides where they want to go [out to eat, shop] parking is a big aspect of that. Needs to be beautiful parking!
- Downtown Vancouver has draw—feels safe, there's something going on. There's a river and sidewalks! If we could incorporate a green space/easement between sidewalk and street. Far SE block has a market/maker event on the weekend. If there was a big space designated for that, could be taken over and operated like that.
 - Kind of like Esther Short Park in Vancouver.

APPENDIX A – Table Exercise Notes

- Space for farmers market.
- Neighborhood has Chapman Park, which is very well utilized. Would be good to have an open space in the area here.
 - Ideas to have large space but also more little open spaces spread throughout.
 - New Seasons Market on Raleigh St—NS has benches and pavilions. If there were a space like that somewhere in the middle that the city takes as a small park and lets other entities operate within in it – farmers market, food carts, beer garden – would draw a lot of people.
- ESCO site/Subarea 3 was discussed as being a kind of center for the neighborhood.
- Outdoor life – each new development should have space for outdoor life.
 - Open space is one of the things drawing residents to PDX in general, and should be reflected at smaller scale in this neighborhood.
 - Hanging plants on streets – referencing downtown Chicago. Lake Oswego also has plants everywhere—one way to add green space without needing to designate a specific park.
- Rhythm of development
 - Large scale development not a problem. If new buildings are bigger, need to include retail and parking.
 - Need retail spaces around the base of large buildings.
 - Size of retail? Big and small.
- Just like to feel safe—have a village feel, lots of people around doing various activities.
- Change zoning to highest and max development as possible.
 - See high level of urban-ness here.
- Lots of trees, green spaces, planters everywhere. Feel like you’re out in nature. Waterfalls, water somewhere. Otherwise it looks industrial and boring.
- Keep the homeless camps out. Please help with crime. Need to keep industrial businesses thriving.

Table 3 - Workshop Table Exercise Notes

Concerns:

- Height of new development/buildings
- Lack of parking for residents
- How the change in zoning and subsequent zoning will impact existing businesses that want to remain?
- How will people be entering and exiting the area?

APPENDIX A – Table Exercise Notes

- How do you create permeability across Vaughn? So, it doesn't become a barrier/wall. Vaughn as a key seam in the puzzle. Could there be a future where inhabitants/employees don't even know there was ever a boundary/barrier of sorts there?
- Multiple people are concerned about the amount of streetcar frontage. Why does it have to run along two streets, rather than one? Also NWDA concern about Roosevelt and Wilson couplet
- NWDA prefers the streetcar to run along Wilson (one street) to consolidate retail and generate synergy.

Things they want to see in new development:

- Family housing/units (2+ bedrooms) to ensure residential longevity as opposed to studios and 1 bedroom with high turnover.
- Public open space and plazas – Could the city require a specific percentage/portion of each site to be developed as public accessible open space?
- First floor retail everywhere is just too much. Yes, it should be sited in activated spaces adjacent to public transit, but we should also prioritize first floor residential. Perhaps not *right* at grade, but a few steps up with a vegetated buffer.
- Consider a pattern of retail nodes instead of along entire blocks; and encouraging first floor residential on non-main street but well considered private-public realm interface.
- Climate adaptive development

What future development should respond to and incorporate? What is unique about this neighborhood?

- There's an existing scene of incubation and artmaking, that should be supported and expanded.
- There are a lot of loading docks.
- Industrial style lunch spots akin to Hammer and Stitch, and Sasquatch Brewery
- Flexible, multi-use spaces
- Historic baseball stadium
- A nod to the areas' industrial past and steel manufacturing – “the steel curtain”
- Historic Guilds Lake World Fair site
- Celebrate proximity to Forest Park by extending trees and open space into the neighborhood. “Green Curtain” instead of the “Steel Curtain”. A means to filter pollutants- the “green lung of Montgomery Park”. Should there be an additional tree requirement? And don't necessarily have to look towards history, can build around future vision of green, and climate resilience.
- Steel Framed Windows on Montgomery Park and other industrial buildings have neat character emblematic of the area.

APPENDIX A – Table Exercise Notes

- Existing/historic Montgomery Park has “regional character” and is planned to become a destination location.
- Extra setbacks next to historic and existing industrial/manufacturing buildings, unique feature, and an opportunity for gathering space. Wilson street is a resource- imageability of buildings, examples of varied setbacks like American Can, view of Fremont bridge arch, only large tree.
- There used to be spaces where industrial workers gathered for lunch. Maybe a lunch hall?

Buffer/Transition Zone (This was identified as needed specific care and focus)

- The buffer could be incubator space and training facilities.
- Perhaps the buffer could have a series of walking paths or running trails? (Though others mentioned the adjacent pollution as problematic)
- The buffer zone must be preserved in the plans and identified as integral to the development of this area. Critical to its success. Needs to be well planned and executed!
- Create a treed /vegetated area along the line – both sides? - between subarea 5 (employment buffer) and adjacent subareas
- Buffer could be back of house - deliveries, storage, etc....
- Perhaps athletic fields? A very scaled back Delta Park?

APPENDIX B – Open House Boards

MP2H- Northwest Plan

Event Summary – Open House and Design Character Workshop – June 28, 2023



Welcome!

MP2H – Northwest Plan

Urban Design Character Workshop

6:00 PM Open House – Project background

6:40 PM Workshop – Small group discussion

7:45 PM Wrap-up

8:00 PM Adjourn

June 28, 2023



About Tonight's Workshop

What features make this place unique?

How should future mixed-use and other types of development respond to the area's historic buildings and industrial heritage?

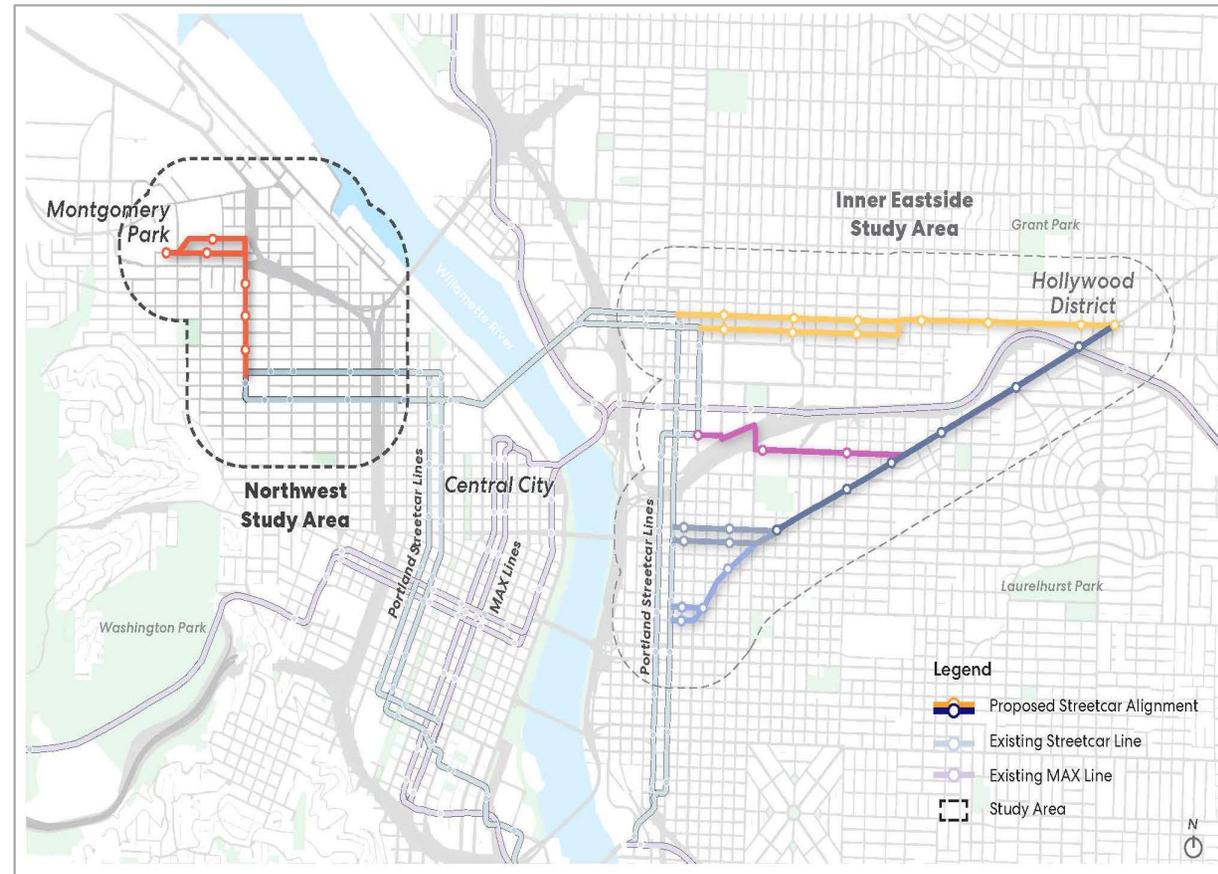
This workshop is an opportunity for you to share your ideas about the character of this unique part of Portland. Your input will help city staff develop a Design Character Statement to accompany the MP2H – Northwest Plan.

The character statement is used in design review of future development proposals.



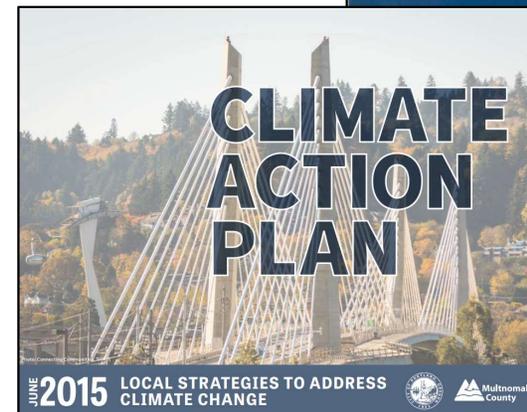
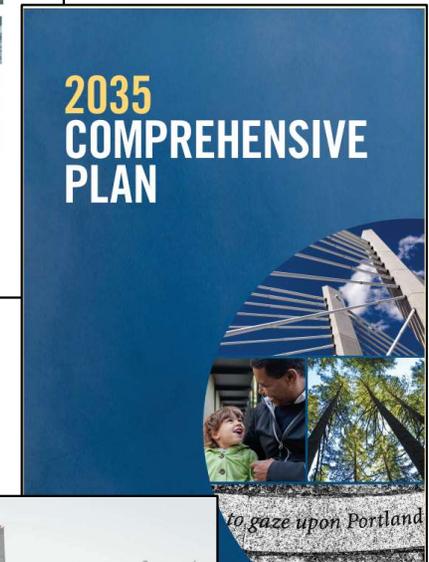
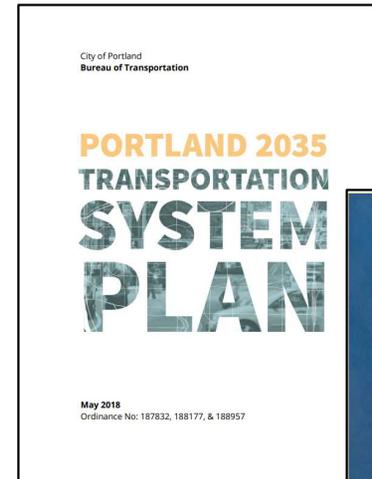
About the MP2H Study

- Explored potential future transit extensions to serve Montgomery Park in NW and the Hollywood Town Center in NE, and opportunities for housing and jobs.
- **Northwest study area – opportunity for near term transit investment and land use changes to support new housing and jobs.**
- Northeast study area - preliminary assessment of opportunities on three routes.
- Project is a collaboration between Portland Bureau of Planning and Sustainability (BPS) and Portland Bureau of Transportation (PBOT).
- Funded by a Federal Transit Administration (FTA) planning grant in partnership with Metro.



MP2H Planning Goals

- Support Portland's 2035 Comprehensive Plan, Climate Action Plan and Climate Emergency goals.
- Focus growth (housing, jobs, services) in centers and corridors.
- Increase opportunities for employment and housing.
- Improve access to affordable housing, middle-wage jobs, nature/recreation through transit or multi-modal options.
- Advance equitable, sustainable outcomes by developing community benefits strategies.
- Ensure that under-served communities have an opportunity to meaningfully participate in the planning process, and benefit from project outcomes.



Why plan for the Northwest study area?

- Montgomery Park site anticipates additional housing and mixed-use development over time.
- Former Esco Steel site is largely vacant and presents a unique opportunity to consider the future use of this site.
- Opportunity to create a walkable transit oriented urban district served by an extension of the Portland Streetcar.
- Potential to realize public benefits such as affordable housing, employment and others along with new development in this part of Portland.



MP2H Policy Considerations

The 2035 Comprehensive Plan includes policies that support expanding transit and increasing density in the urban core, while also advocating the preservation of industrial lands. Equity-focused policies specific to urban planning, development, and public infrastructure are also included in Plan. A sampling of key Comprehensive Plan policy considerations are below.

Policy 3.2 Growth and stability. Direct the majority of growth and change to centers, corridors, and transit station areas, allowing the continuation of the scale and characteristics of Portland's residential neighborhoods.

Policy 3.3 Equitable development. Guide development, growth, and public facility investment to reduce disparities; encourage equitable access to opportunities, mitigate the impacts of development on income disparity, displacement and housing affordability; and produce positive outcomes for all Portlanders.

Policy 3.6 Land efficiency. Provide strategic investments and incentives to leverage infill, redevelopment, and promote intensification of scarce urban land while protecting environmental quality.

Policy 3.9 Growth and development. Evaluate the potential impacts of planning and investment decisions, significant new infrastructure, and significant new development on the physical characteristics of neighborhoods and their residents, particularly under-served and under-represented communities, with particular attention to displacement and affordability impacts. Identify and implement strategies to mitigate the anticipated impacts.

Policy 3.15 Investments in centers. Encourage public and private investment in infrastructure, economic development, and community services in centers to ensure that all centers will support the populations they serve.

Policy 3.39 Growth. Expand the range of housing and employment opportunities in the Inner Ring Districts. Emphasize growth that replaces gaps in the historic urban fabric, such as redevelopment of surface parking lots and 20th century auto-oriented development.

Policy 3.67 Employment area geographies. Consider the land development and transportation needs of Portland's employment geographies when creating and amending land use plans and making infrastructure investments.

Policy 5.3 Housing potential. Evaluate plans and investments for their impact on housing capacity, particularly the impact on the supply of housing units that can serve low- and moderate-income households, and identify opportunities to meet future demand.

Policy 5.15 Gentrification/displacement risk. Evaluate plans and investments, significant new infrastructure, and significant new development for the potential to increase housing costs for, or cause displacement of communities of color, low- and moderate-income households, and renters. Identify and implement strategies to mitigate the anticipated impacts.

Policy 6.13 Land supply. Provide supplies of employment land that are sufficient to meet the long-term and short-term employment growth forecasts, adequate in terms of amounts and types of sites, available and practical for development and intended uses.

Policy 6.36 Industrial land. Provide industrial land that encourages industrial business retention, growth, and traded sector competitiveness as a West Coast trade and freight hub, a regional center of diverse manufacturing, and a widely-accessible base of family-wage jobs, particularly for under-served and under-represented people.

Policy 6.38 Prime industrial land retention. Protect the multimodal freight-hub industrial districts at the Portland Harbor, Columbia Corridor, and Brooklyn Yard as prime industrial land that is prioritized for long-term retention.

Policy 6.54 Neighborhood buffers. Maintain and enhance major natural areas, open spaces, and constructed features as boundaries and buffers for the Portland Harbor and Columbia Corridor industrial areas.

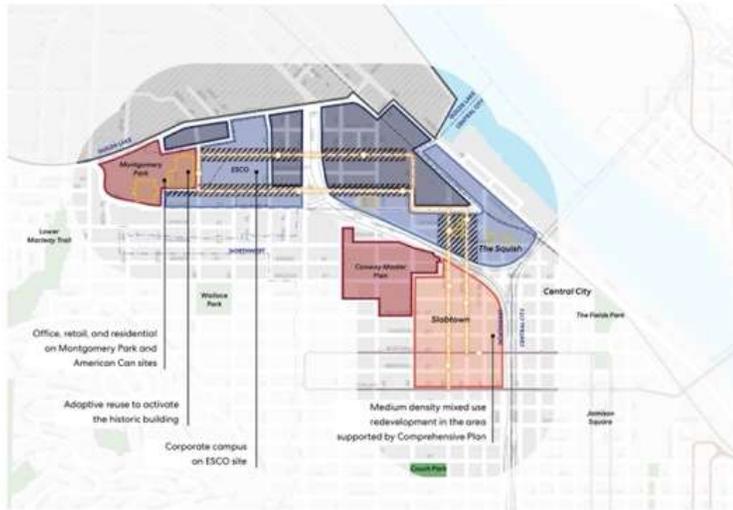
Policy 9.11 Land use and transportation coordination. Implement the Comprehensive Plan Map and the Urban Design Framework through coordinated long-range transportation and land use planning. Ensure that street policy and design classifications and land uses complement one another.

Policy 9.27 Transit service to centers and corridors. Use transit investments as a means to shape the city's growth and increase transit use. In partnership with TriMet and Metro, maintain, expand, and enhance Portland Streetcar, frequent service bus, and high-capacity transit, to better serve centers and corridors with the highest intensity of potential employment and household growth.

NW Scenarios Considered

Public Review Draft, June 25, 2020

Scenario 1 Industrial



- High Density Mixed Use
 - Medium Density Mixed Use
 - Medium Density Employment
 - Light Industrial & Creative Office
 - Industrial Main Street Overlay*
 - Historic/Cultural Building Preserved
 - Heavy Industrial
 - Proposed Transit Alignment
 - Existing Streetcar
 - Plan District Boundary
- * Industrial Main Street Overlay considers additional development standards and guidelines



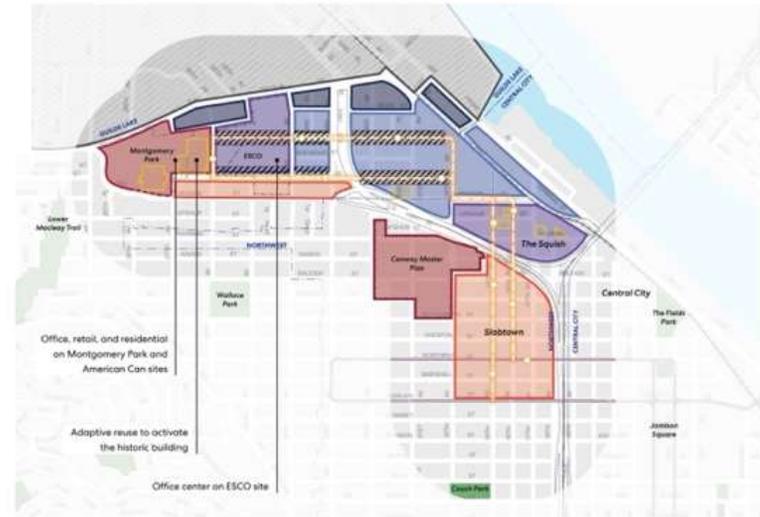
SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

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Scenario 2 Employment



- Medium Density Mixed Use
 - High Density Employment*
 - Medium Density Employment
 - Light Industrial & Creative Office
 - Main Street Overlay**
 - Historic/Cultural Building Preserved
 - Heavy Industrial
 - Proposed Transit Alignment
 - Existing Streetcar
 - Plan District Boundary
- * Allows housing as a conditional use.
** Main Street Overlay considers additional development standards and guidelines.



SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

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Public Review Draft, June 25, 2020

Scenario 3 Mixed-Use



- Medium Density Mixed Use
- High Density Employment
- Medium Density Employment
- Light Industrial & Creative Office
- Industrial Main Street Overlay*
- Historic/Cultural Building Preserved
- Heavy Industrial
- Proposed Transit Alignment
- Existing Streetcar
- Plan District Boundary



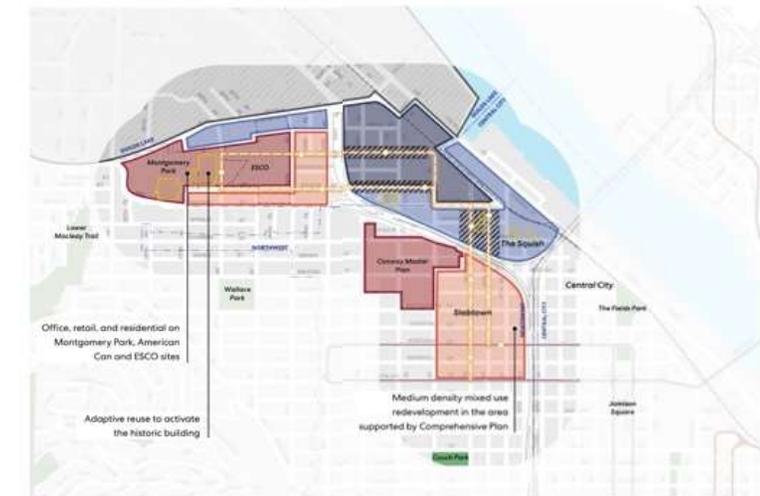
SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

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Scenario 4 Hybrid 1+3 (preferred)



- High Density Mixed Use
 - Medium Density Mixed Use
 - Medium Density Employment
 - Light Industrial & Creative Office
 - Industrial Main Street Overlay*
 - Historic/Cultural Building Preserved
 - Heavy Industrial
 - Proposed Transit Alignment
 - Existing Streetcar
 - Plan District Boundary
- * Industrial Main Street Overlay considers additional development standards and guidelines



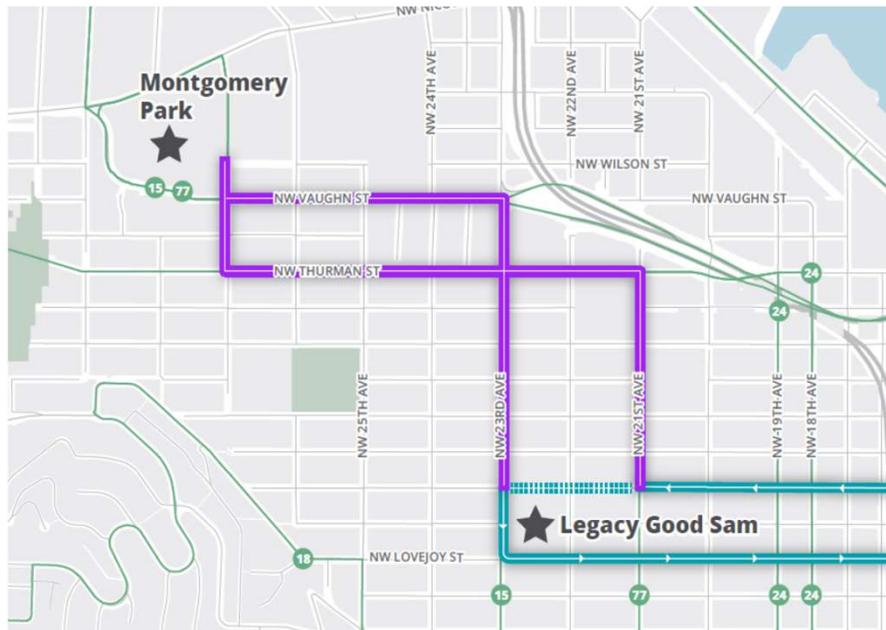
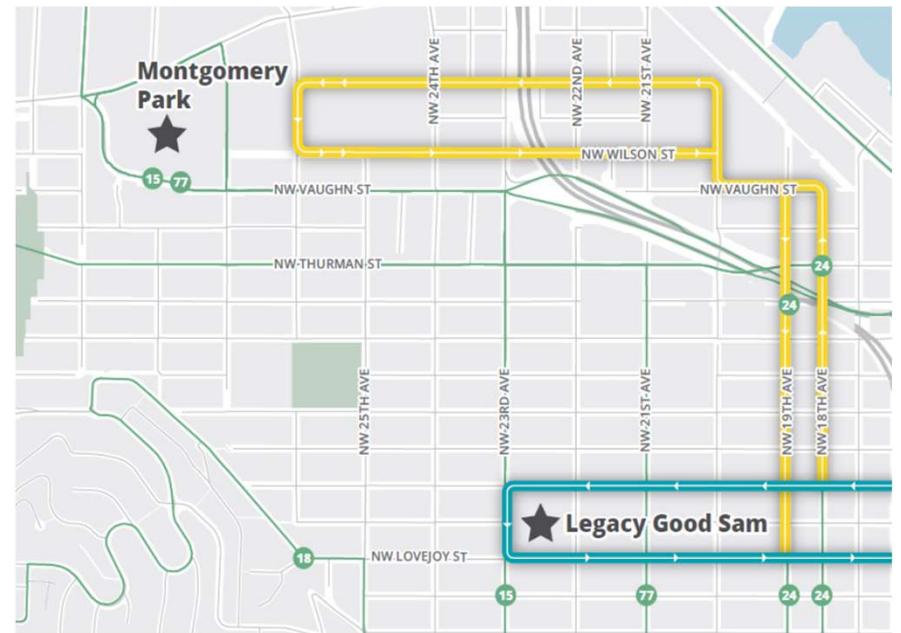
SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

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NW Alignments Considered



MP2H Northwest Plan Concept

(from the December 2021 Discussion Draft Plan)

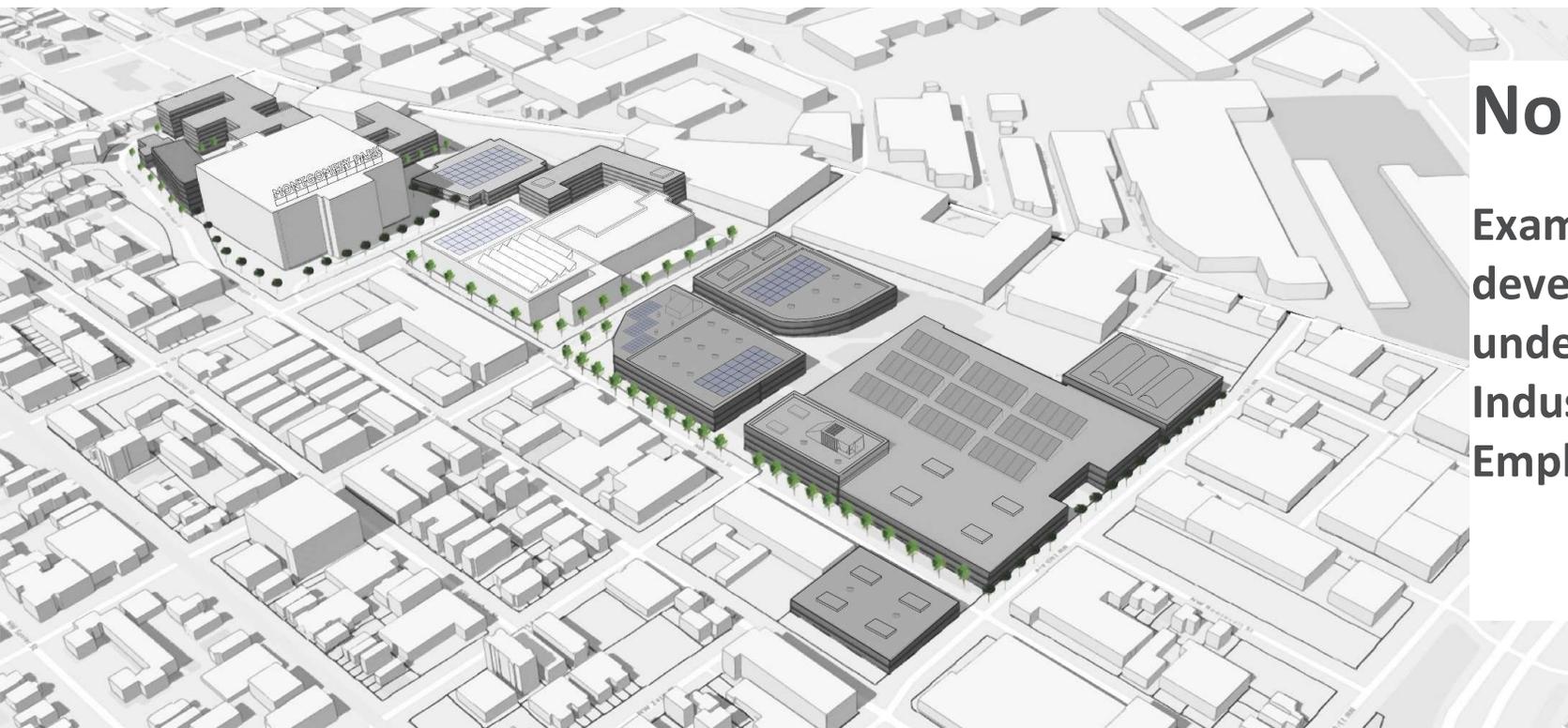
- Create a new mixed-use neighborhood in the area west of Highway 30 served by an extension of Portland Streetcar.
- Change land use designations from industrial and employment mixed-use to facilitate a broader array of land uses.
- Create potential for 2,000-3,000 new housing units with 200+ affordable units.
- Foster jobs in the area as well as new housing.
- Create an employment buffer along NW Nicolai Street to reduce conflicts between residential and heavy industrial uses to north.
- Retain industrial zoning and limit industrial land loss east of US 30.



Potential changes to MP2H Discussion Draft

- Place a greater emphasis on jobs in the plan area - provide opportunity for middle-wage jobs on site to help address changes in industrial and employment land use designations.
- Consider zoning map changes in addition to Comprehensive Plan map changes and refine elements of the zoning code proposal.
- Refine urban design concept and develop a Design Character Statement.
- Reconcile NW District and Guilds Lake plans with new MP2H Northwest Plan area.
- Develop and refine public benefits:
 - ✓ Affordable housing (affordable units early-on; or greater percentage of inclusionary units)
 - ✓ Open space/park in the plan area
 - ✓ Wealth building for underserved communities
 - ✓ Commemoration of York





No Change

Example of the type of development allowed under current Industrial & Employment zoning.



MP2H – NW Concept

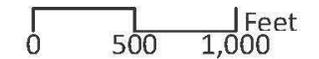
Example of the possible type and scale of development allowed under proposed future zoning that allows a mix of uses.

MP2H NW Plan - potential future streetscape



Montgomery Park to Hollywood – Northwest Plan Area

Existing Comp Plan



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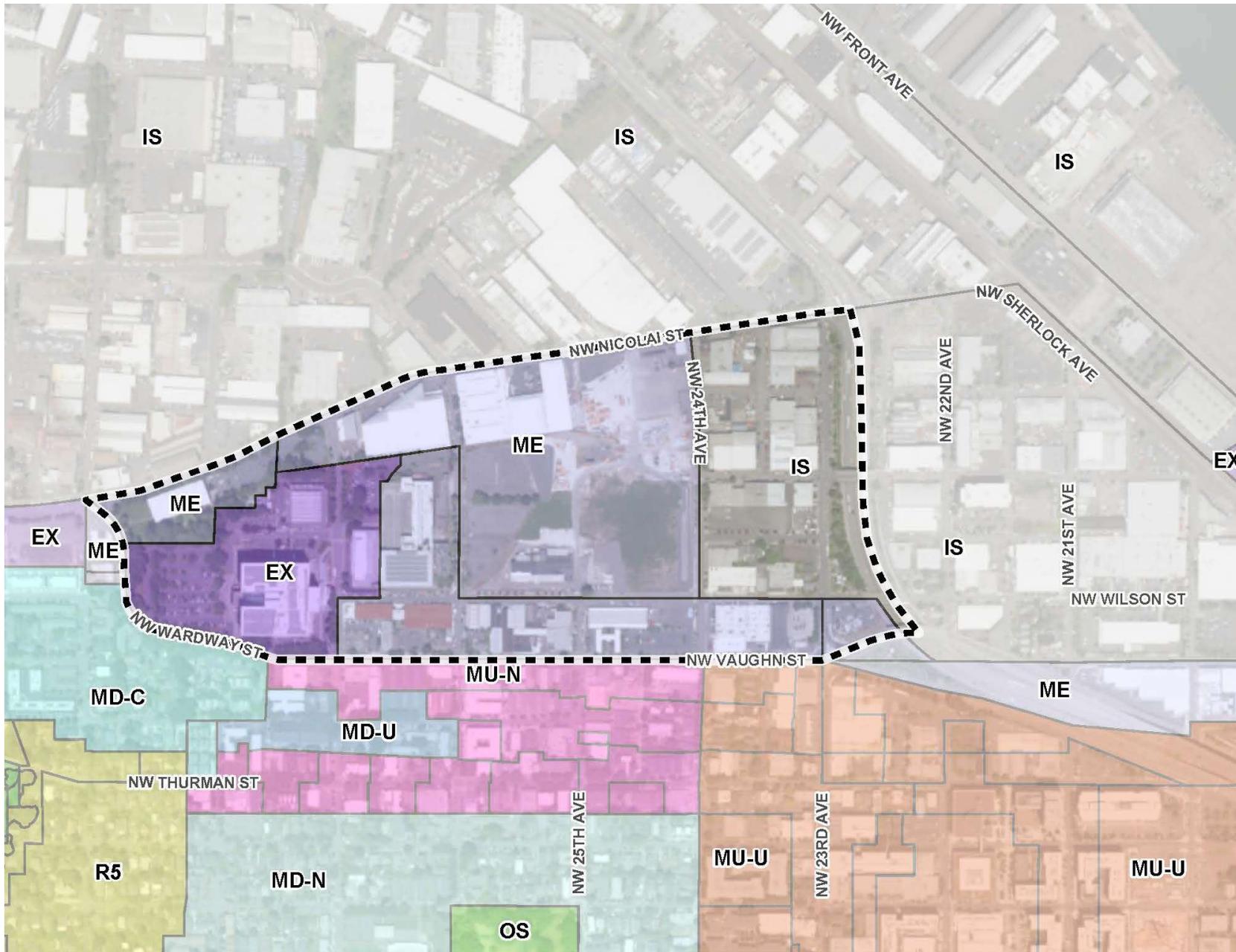


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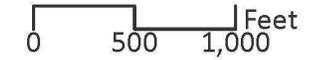


Legend

-  MP2H NW Plan Focus Area
-  Open Space (OS)
-  Single-Dwelling 5,000 (R5)
-  Multi-Dwelling - Neighborhood (MD-N)
-  Multi-Dwelling - Corridor (MD-C)
-  Multi-Dwelling - Urban Center (MD-U)
-  Mixed Use - Neighborhood (MU-N)
-  Mixed Use - Urban Center (MU-U)
-  Central Employment (EX)
-  Mixed Employment (ME)
-  Industrial Sanctuary (IS)

Montgomery Park to Hollywood – Northwest Plan Area

Existing Zoning



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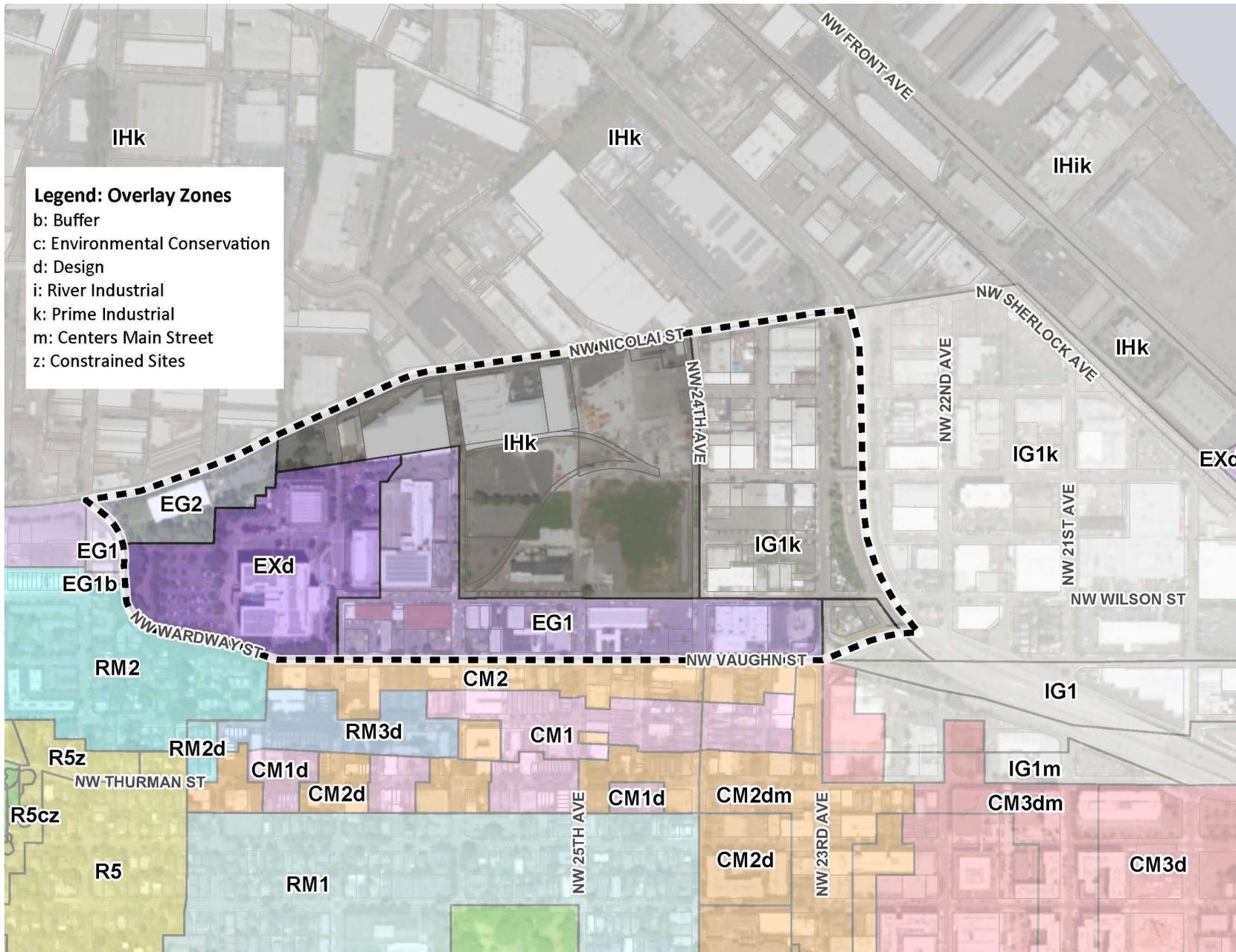


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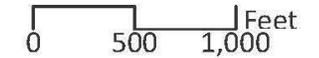
Legend: Overlay Zones
 b: Buffer
 c: Environmental Conservation
 d: Design
 i: River Industrial
 k: Prime Industrial
 m: Centers Main Street
 z: Constrained Sites

Legend

- | | | | |
|--|------------------------------------|------------------------------|----------------------------|
| MP2H NW Plan Focus Area | Residential Multi-Dwelling 2 (RM2) | Commercial Mixed Use 3 (CM3) | General Industrial 1 (IG1) |
| Open Space (OS) | Residential Multi-Dwelling 3 (RM3) | General Employment 1 (EG1) | Heavy Industrial (IH) |
| Single Dwelling Residential 5,000 (R5) | Commercial Mixed Use 1 (CM1) | General Employment 2 (EG2) | |
| Residential Multi-Dwelling 1 (RM1) | Commercial Mixed Use 2 (CM2) | Central Employment (EX) | |

Montgomery Park to Hollywood – Northwest Plan Area

DRAFT Proposed Comp Plan



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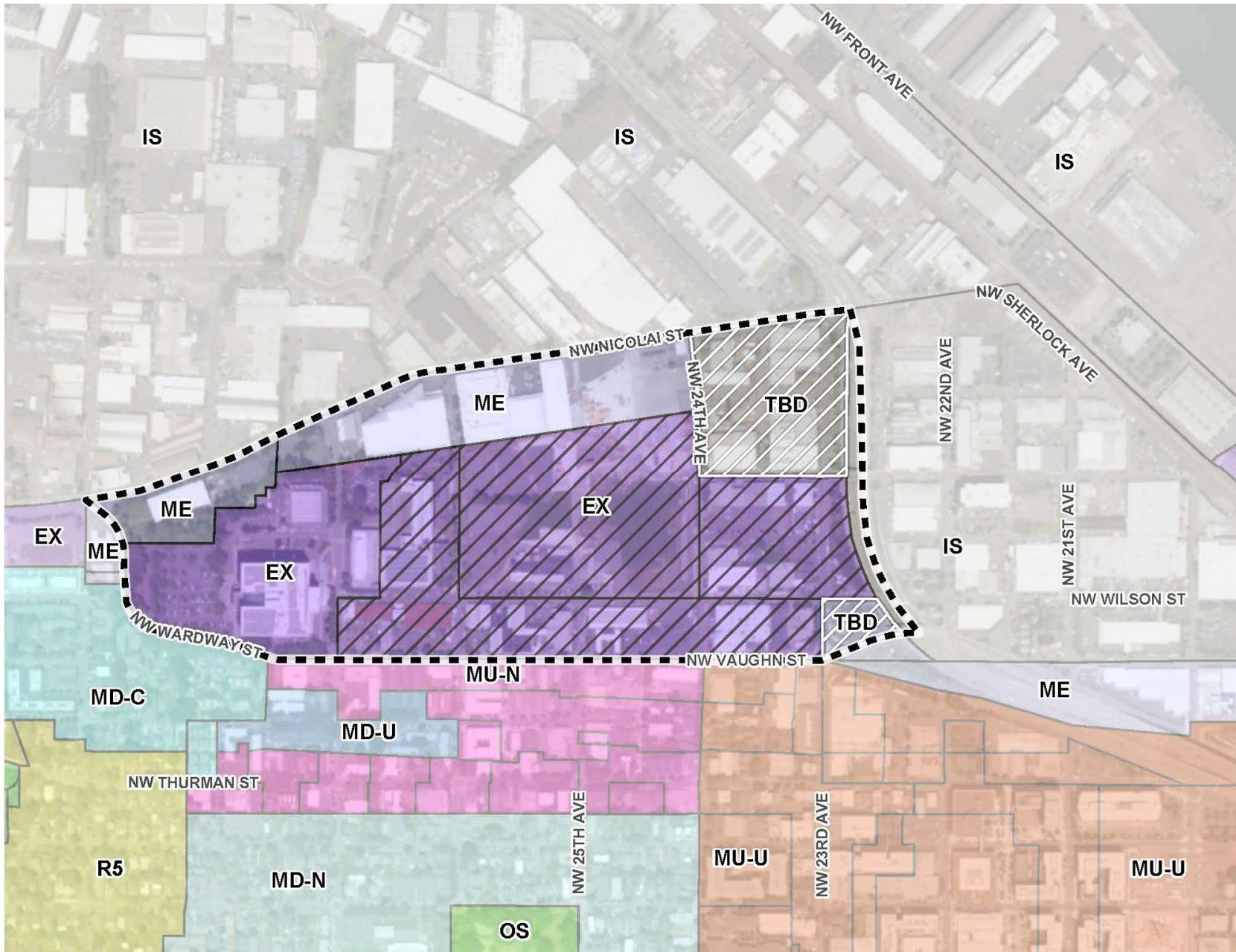


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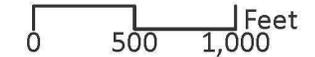


Legend

-  MP2H NW Plan Focus Area
-  Comp Plan Change
-  Under Consideration (TBD)
-  Open Space (OS)
-  Single-Dwelling 5,000 (R5)
-  Multi-Dwelling - Neighborhood (MD-N)
-  Multi-Dwelling - Corridor (MD-C)
-  Multi-Dwelling - Urban Center (MD-U)
-  Mixed Use - Neighborhood (MU-N)
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Montgomery Park to Hollywood – Northwest Plan Area

DRAFT Proposed Zoning



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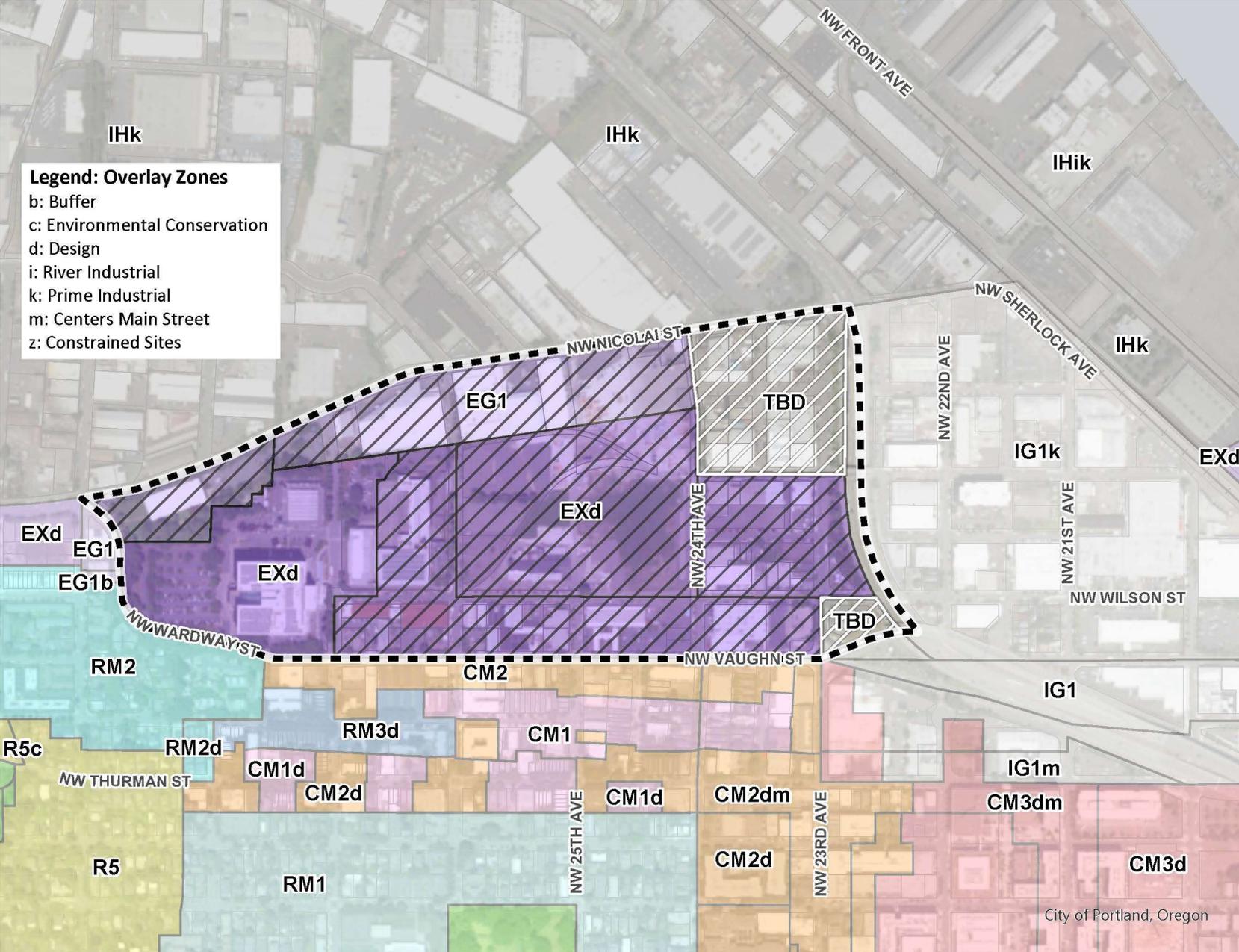


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Legend: Overlay Zones
b: Buffer
c: Environmental Conservation
d: Design
i: River Industrial
k: Prime Industrial
m: Centers Main Street
z: Constrained Sites

Legend

- MP2H NW Plan Focus Area
- Base Zone Change
- Under Consideration (TBD)
- Open Space (OS)
- Single Dwelling Residential 5,000 (R5)
- Residential Multi-Dwelling 1 (RM1)
- Residential Multi-Dwelling 2 (RM2)
- Residential Multi-Dwelling 3 (RM3)
- Commercial Mixed Use 1 (CM1)
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- Commercial Mixed Use 1 (CM1)
- Commercial Mixed Use 2 (CM2)
- Commercial Mixed Use 3 (CM3)
- General Employment 1 (EG1)
- General Industrial (IG1)
- Heavy Industrial (IH)

Proposed New Zoning Plan District

In addition to Comprehensive Plan and zoning map changes, a new plan district is proposed to support an urban transit-oriented district that advances Portland's planning goals. Key features include:

- **NW Vaughn height “step down”:** Reduced height limit adjacent to NW Vaughn.
- **Windows:** Enhanced standards for ground floor windows.
- **Space for Jobs:** Minimum non-residential floor area requirements.
- **Active Use Areas:** Buildings along the streetcar alignment are required to be constructed to accommodate active uses at the ground floor.
- **Affordable Commercial Space:** Required when more than 10,000 square feet of commercial space is developed.
- **Urban Green Features:** Green elements to soften urban environment are required in new development - options: landscape; large trees; ecoroof.
- **On-Site Open Areas:** Residential uses are required to provide on-site open area.
- **Design Overlay:** The Design (d) overlay zone is applied to the EX zone. Requires development to meet design standards, and design review in some cases.
- **Transportation Demand Management (TDM):** Larger developments required to develop a TDM plan or meet standards of the program to reduce single vehicle trips.
- **Parking:** Parking ratios limit the amount of on-site and surface parking.

Key Public Benefits Sought

The plan continues to work towards public benefits as noted below and expects these to be implemented through a series of regulatory and non-regulatory tools.

- **Options for more housing** – both market rate and affordable housing; consider ways to support nearer-term affordable housing development.
- **Options for a full range of jobs** – including critical middle wage jobs.
- **A new public open space/park** – centrally located in the project area.
- **Wealth-building opportunities for underserved communities** – through creation of a down-payment assistance fund.
- **Climate and sustainability responsive elements** in new development.
- **Affordable commercial spaces** – for small or underserved community businesses.
- **Cultural features** including ways to commemorate York, an enslaved member of Lewis and Clark expedition, for whom NW York is now named.

MP2H NW Plan - Next Steps

Prepare Proposed Plan (Summer-Fall 2023)

- Refine urban design concept and develop character statement
- Refine plan and zoning proposal
- Finalize public benefits approach
- Publish Proposed Plan – late 2023

Planning Commission and Design Commission

- Preliminary briefings - August-September 2023

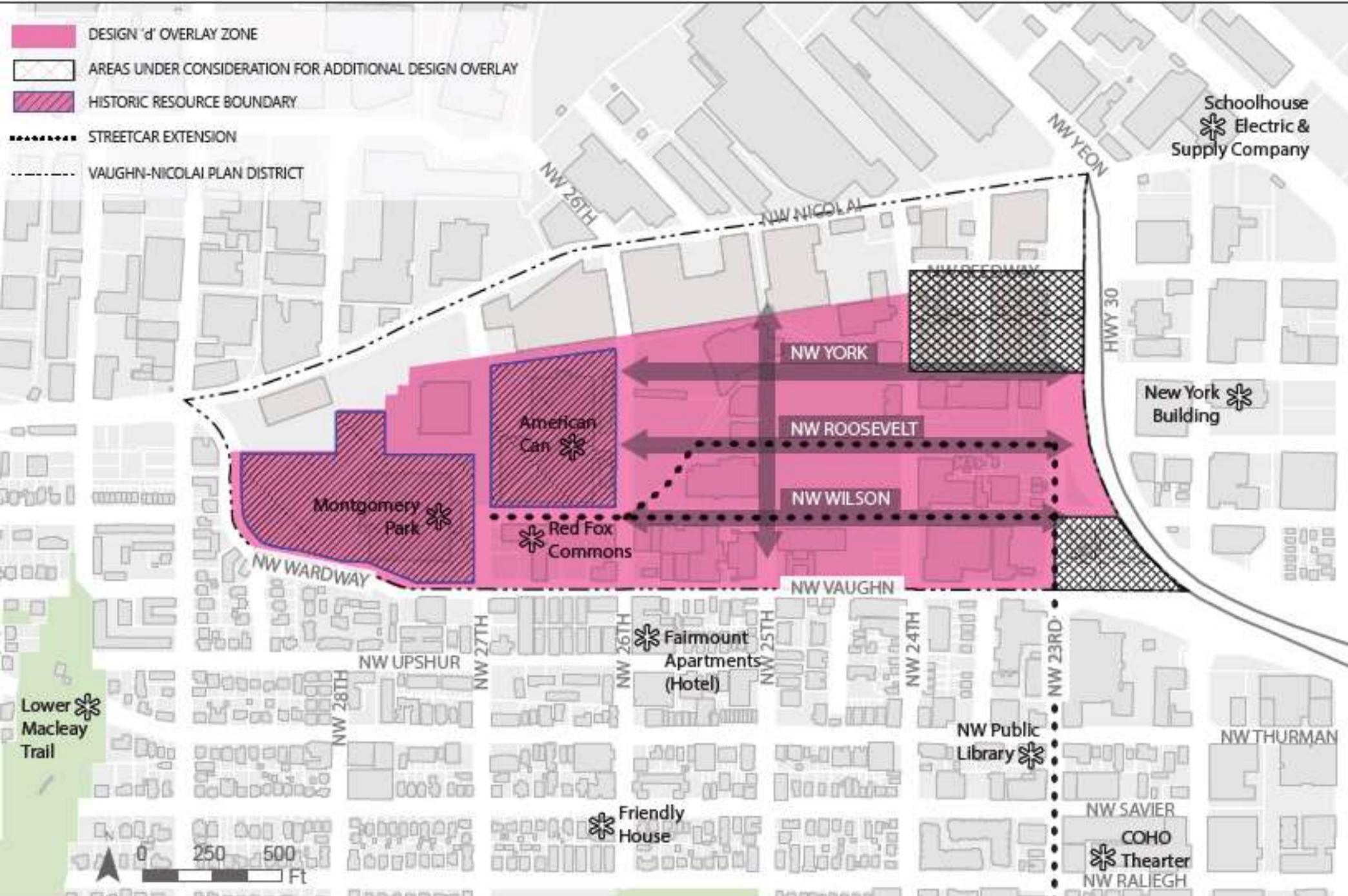
Planning Commission and Design Commission (late 2023)

- Public Hearings

Portland City Council review of Recommended Draft (2024)

- Public Hearings

HELP US DEVELOP A CHARACTER STATEMENT FOR NW PLAN AREA OF MP2H



HERE ARE SOME THINGS TO KNOW...

What is the Design Overlay Zone?

The Design overlay zone is applied to centers such as Lents, Hillsdale, Hollywood and West Portland Park. The design overlay (d-overlay) strives to ensure that new development forwards the goals and policies Portlanders set out in the 2035 Comprehensive Plan to strengthen Portland as a city designed for people.

It promotes development that incorporates three design-related core values, or "tenets" in Portland:

- Build on **CONTEXT**
- Contribute to the **PUBLIC REALM**
- Promote **QUALITY AND RESILIENCE**

HOW ARE CONTEXT AND CHARACTER USED IN THE GUIDELINES?

DEVELOPMENT SHOULD BUILD...

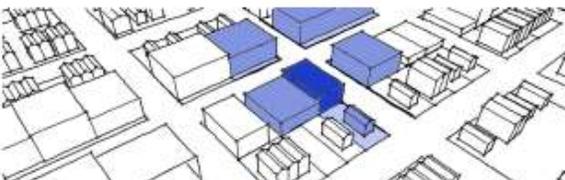
...on context by enhancing the distinctive physical, natural, historic and cultural qualities of the location while accommodating growth and change.

01



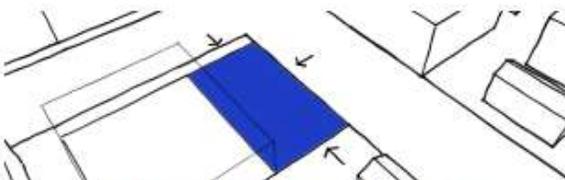
Build on the character and local identity of the place.

02



Create positive relationships with adjacent surroundings.

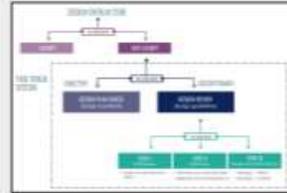
03



Integrate and enhance on-site features and opportunities to meaningfully contribute to a location's uniqueness.

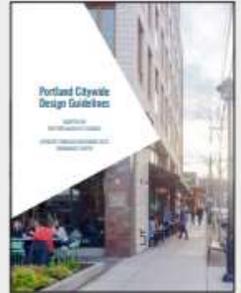
What is Design Review?

The design overlay zone provides two options for development proposals: the *objective track* and the *discretionary track* (design review). In design review, decision-makers use design guidelines adopted by City Council to approve projects. Design guidelines give direction for each project that offers flexibility, in how they are met.



What is the purpose of the Character Statement?

The purpose of the character statement is to add specificity to the *Portland Citywide Design Guidelines* by describing an area. The character statement will strengthen guidelines that build on the character and local identity of a place, by identifying an area's community character, architecture and urban design character, natural resources, and aspirations.



WHAT MAKES THIS PLACE UNIQUE?



SPECIAL AREAS OR FEATURES.

Historic Resources, Montgomery Park and American Can



GREEN SPACES.

Multnomah Village, SW 30th and SW Marigold



ARCHITECTURAL DETAILS AND PATTERNS.

Loading docks fronting NW York Street



COMMUNITY SPACES AND RESOURCES.

Atrium space, Montgomery Park



ARCHITECTURAL FORM AND MATERIALS.

Red Fox Commons, NW Wilson St. and NW



NATURAL RESOURCES.

Views of Fremont Bridge and Mt. Hood, NW 26th