



# Montgomery Park to Hollywood Transit and Land Use Development Strategy PWG Meeting 1 5-13-20

<https://beta.portland.gov/bps/mp2h>



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# Background

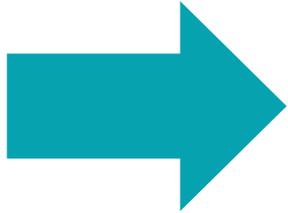
- **Streetcar System Plan (2009)** identified several potential corridors). 2016 consultant work further analyzed potential corridors.
- **2035 Comprehensive Plan and TSP** identified several streetcar lines, including HTC and MP for future development.
- **Extension to MP** – development potential; property owner support, but poses land use and transportation policy questions.
- **Extension to HTC** – several potential alignments identified; little analysis done on feasibility.
- **Phase 1** - (2018-19) studied preliminary land use scenarios for NW.
- **Phase 2** - FTA grant (through TOD program) to further evaluate land use opportunities along potential alignments; consider equity issues.

# PORTLAND STREETCAR SYSTEM CONCEPT PLAN

-  Concept Streetcar Corridors with Existing and Planned Alignments
-  Comprehensive Plan Streetcar Corridors
-  MAX Light Rail: Existing and Planned
-  Portland Aerial Tram
-  TriMet Bus (April 2009)

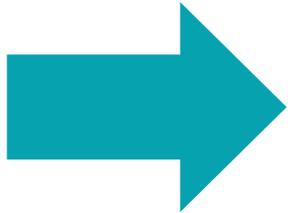


# Why here? Why Streetcar?



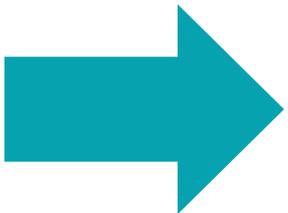
**Planning studies have recommended serving both Montgomery Park and Hollywood with high quality transit.**

The 2018 Transportation System Plan, Regional Transportation Plan, and Comprehensive Plan call for a streetcar extensions.



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

In NW, parcels available for redevelopment create an opportunity to shape a new neighborhood to address City jobs, housing, climate, and transportation goals.



**Streetcar investments have historically generated development agreements for mixed income housing**

More than 1/3<sup>rd</sup> of Portland's affordable housing is on streetcar lines.



# NW Phase 1 Study - Scenarios



1



3



5

2

4

## HOUSING & JOBS TAKEAWAYS

2035  
JOBS FORECAST



12,380 total jobs.

2035  
HOUSING FORECAST



**+5,850**  
units of housing  
**+165**  
affordable housing units

## HOUSING & JOBS TAKEAWAYS

2035  
JOBS FORECAST



12,680 total jobs.

**+50** institutional  
**+10** retail  
**+280** office  
**-40** industrial

2035  
HOUSING FORECAST



**+5,850**  
units of housing  
**+165**  
affordable housing units\*

\* [no change from Scenario 1]

## HOUSING & JOBS TAKEAWAYS

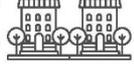
2035  
JOBS FORECAST



12,800 total jobs.

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

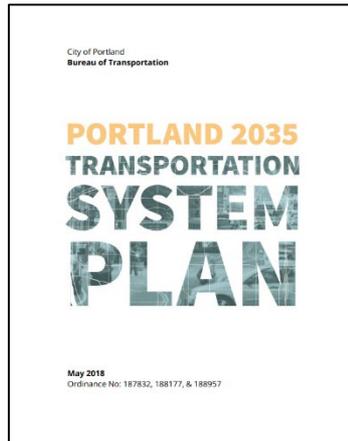
2035  
HOUSING FORECAST



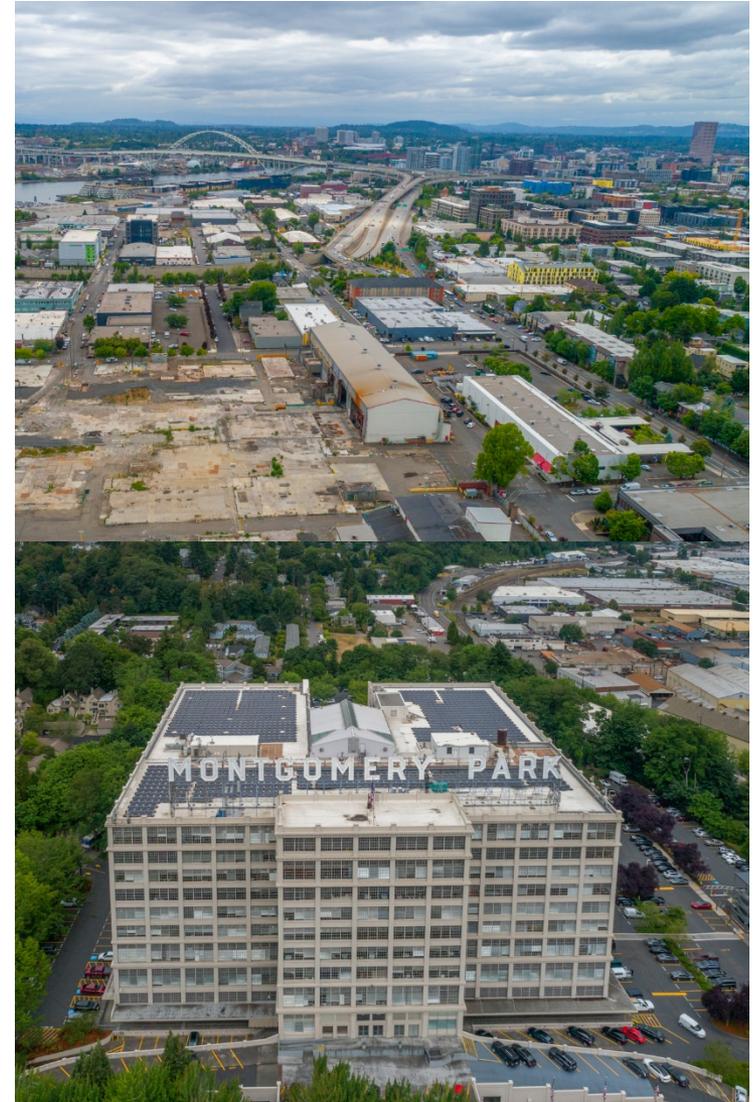
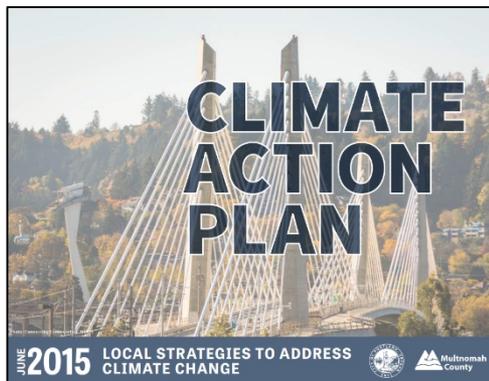
**+10,120**  
units of housing  
**+970**  
affordable housing units

# Key Questions

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



**PBOT**  
Racial  
Equity  
Plan



# Equity Analysis - NW

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



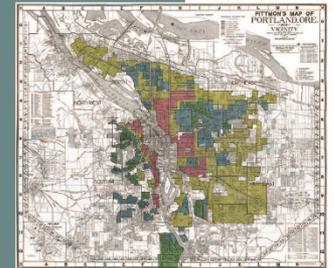
July 2019



**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION



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City of Portland, Oregon





# MP2H Study Team

- Bureau of Planning and Sustainability
- Bureau of Transportation
- Metro
  
- Perkins/Will – Urban Design
- EcoNW – Land Use/Economics
- Ontiveros – Equitable Development
- Nelson Nygaard – Transportation Planning
  
- Project Working Group – NW
- Technical Advisory Group
- Community Based Organizations
  - ✓ *Friendly House (NW)*
  - ✓ *NIBA (NW)*
  - ✓ *Urban League/Hollywood Senior Center (NE)*
  - ✓ *MESO (NE)*

# MP2H Study Elements

- Community Outreach and Engagement Plan
- Existing Conditions: Land Use & Transportation
- Urban Design Analysis and Concepts
- Equitable Needs and Opportunities
- Land Use Analysis and Recommendations
- Transportation Analysis/Recommendations

# MP2H Goals - Summary

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

# What issues are we considering in NW Portland?

- The area is part of the Guilds Lake Industrial area and has historically hosted industrial uses & jobs.
- Large sections of the district have undergone changes in recent years (new land use designations, shifting ownership, shuttering of ESCO ) that will bring housing and a more diverse set of jobs to the area.
- Should the City reconsider the direction/form of the area or maintain it's current industrial & employment focus?
- How should we serve the transportation needs for development that is coming?



# Investments in NW Portland come with tradeoffs



- A transit investment like a streetcar or bus rapid transit could bring more options, mixed use development, jobs and housing to the area.
- Land use changes to support a streetcar would change the value of land and could drive out existing industrial businesses in the district.
- Multimodal streets with transit, pedestrians and bicyclists could be incompatible with loading and other industrial needs.
- Development close to the Central City could generate more jobs and housing close to amenity-rich neighborhoods and relieving gentrifying pressure on other close-in neighborhoods.



# Existing Conditions

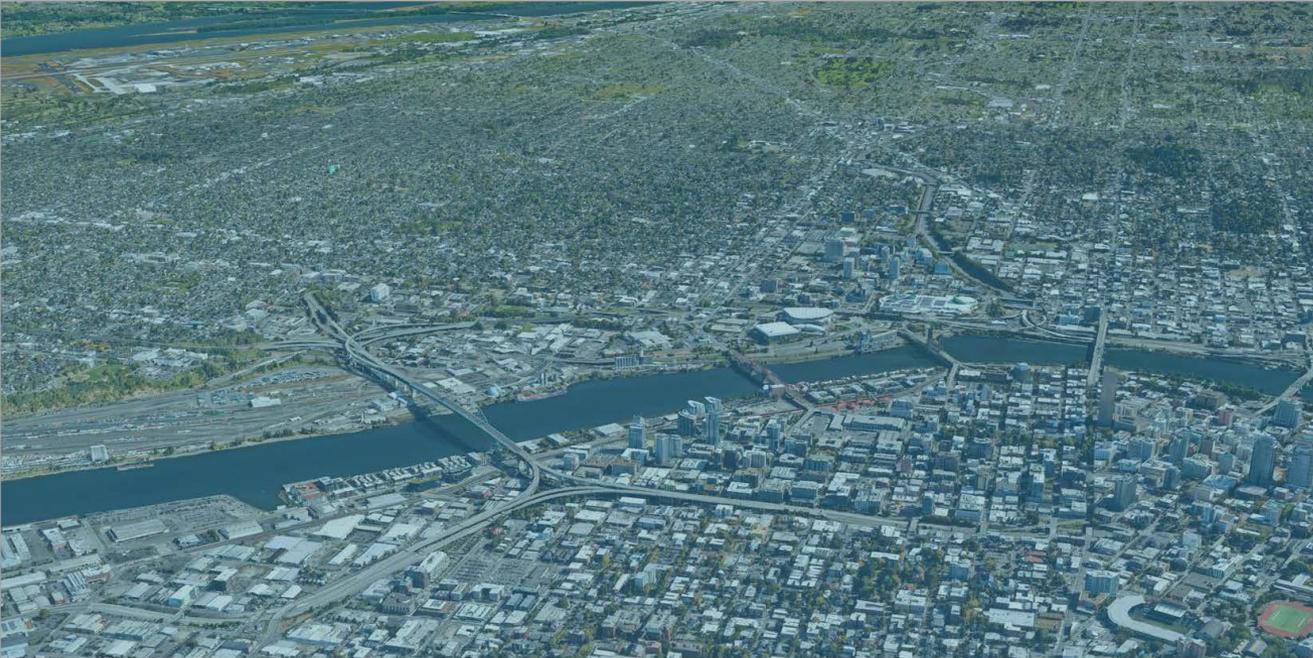
Demographics

Land Use

Transportation

Business Info

Other Data



## MONTGOMERY PARK *to* HOLLYWOOD

TRANSIT & LAND USE DEVELOPMENT STUDY

**EXISTING CONDITIONS**  
JANUARY 2020



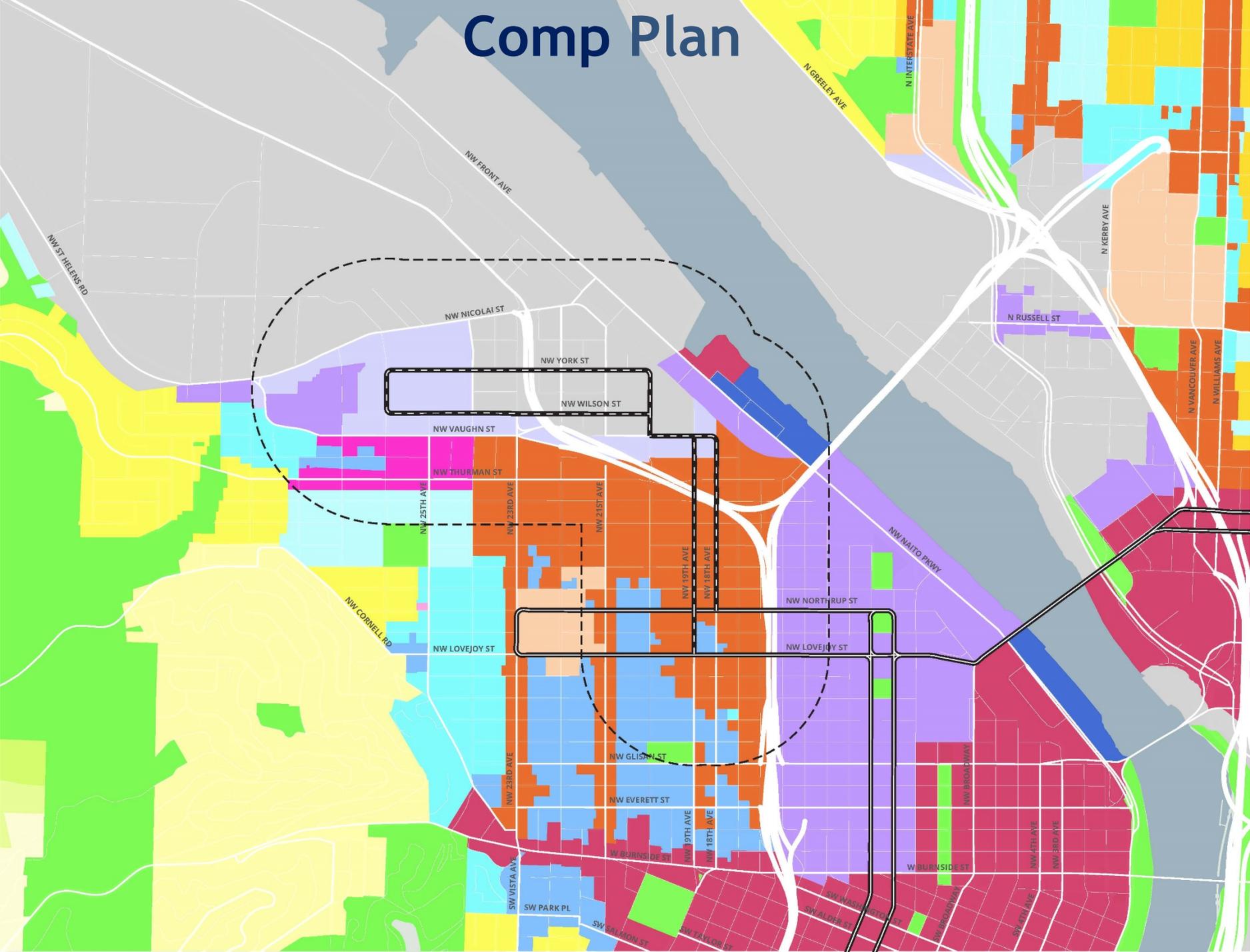
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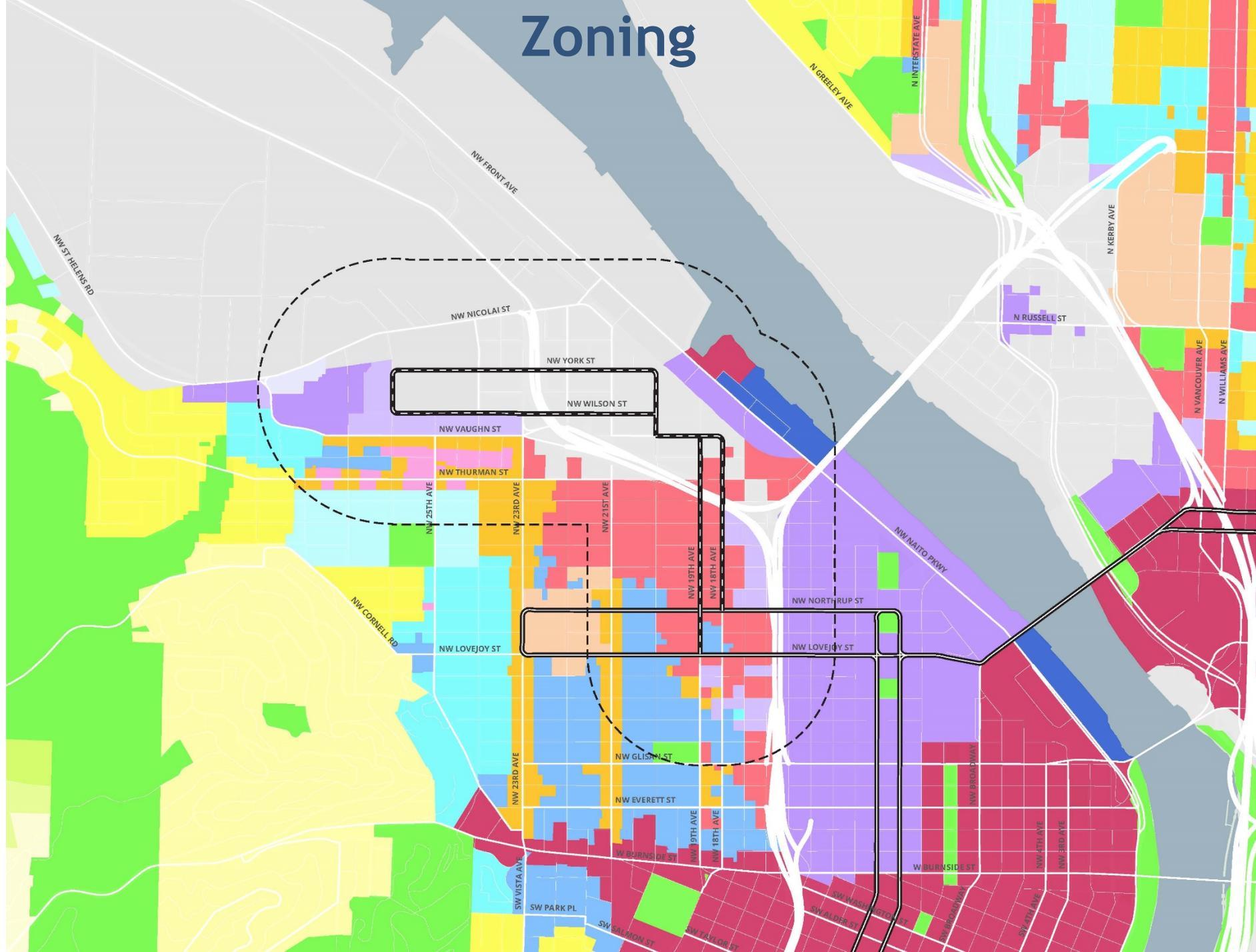
Bureau of Planning and Sustainability



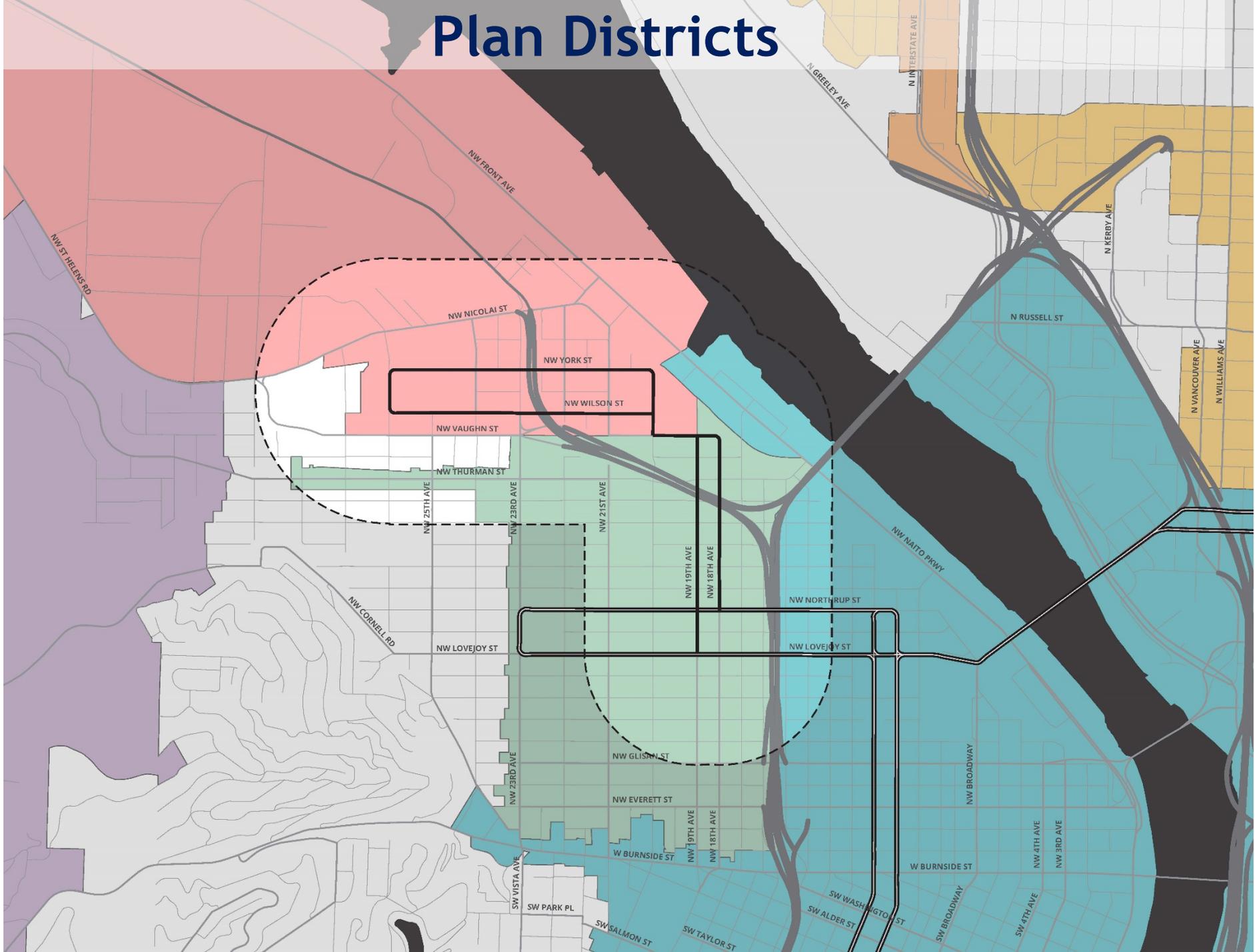
# Comp Plan



# Zoning



# Plan Districts





**Montgomery Park to Hollywood (MP2H)  
Transit and Land Use Development Study**

**March 2, 2020 Open House:  
*Public Comments Summary - DRAFT***



**May 2020**



# MP2H Open House

25 attended

Many participants from  
neighborhood associations

Commented on equity and  
development issues

Next public event -  
late June or early July

# Sample OH Questions

- **What does an equitable and sustainable neighborhood or district look like to you?**
- **What are your greatest equity concerns in the study areas?**
- **What kind of place do you envision this study area becoming?**
- **What do you think about the future of industrial-focused land uses in the NW study area?**
- **What's missing in the study area?**
- **What kinds of investment or development would you like to see?**
- **How can transportation improvements support your vision?**

# Urban Design Task: Refined Scenarios in NW



1

## Example 1: Continue Industrial Focus

- Maintain focus on industrial uses and emphasis on industrial jobs such as manufacturing.



2

## Example 2: Expand Employment Opportunity

- Allow broader array of “office” uses, such as architecture or design firms, but maintain focus on jobs in the area.



3

## Example 3: Create Mixed-Use Neighborhood

- Allow housing, offices and commercial/retail/service uses; add significant housing and diversify jobs, but limit industry.

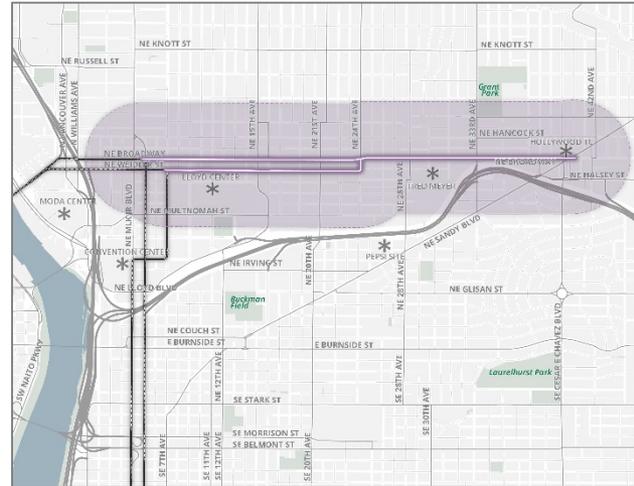
# Urban Design Task: NE Portland



1

## Example 1: NE Sandy

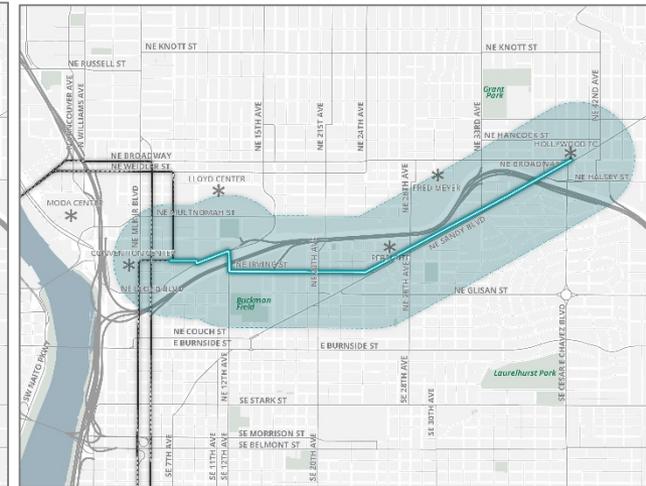
- Serves Burnside Bridgehead area and other neighborhood locations.
- Future Development Opportunity: Triangle area; Pepsi site; Fred Meyer; and near Sandy.



2

## Example 2: NE Broadway

- Serves Grant Park Village and other neighborhood locations.
- Future Development Opportunity: Lloyd District; Fred Meyer; and on Broadway.



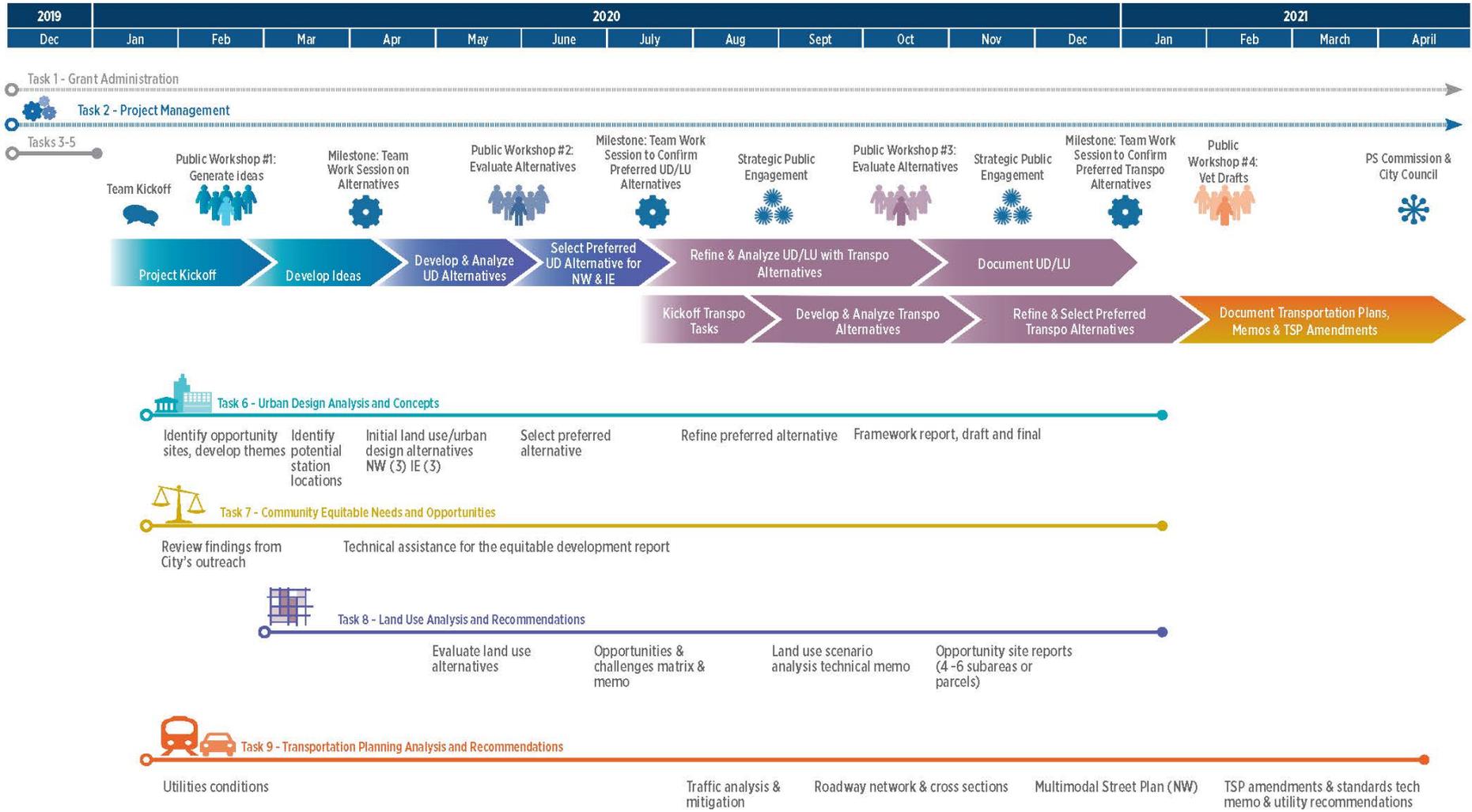
3

## Example 3: NE Irving

- Serves “Triangle” area between Sandy and Banfield Expressway and other locations.
- Future Development Opportunity: Triangle area; Pepsi site; and near Sandy.

# MP2H Schedule

## Montgomery Park to Hollywood Transit & Land Use Development Strategy | Draft Schedule



# MP2H Project Schedule

- **Community Engagement:** Fall 2019-Spring 2021
- **Urban Design Concepts:** Winter – Spring 2020
- **Equitable Development Analysis:** Spring – Fall 2020
- **Land Use Analysis and Planning:** Spring – Fall 2020
- **Discussion Draft Land Use Plan:** Fall 2020
- **Transportation Planning:** Summer 2020 – Spring 2021
- **Proposed Land Use and Transportation Plan:** Spring 2021

# Expected MP2H Study Outcomes

## **Westside:**

- Evaluate urban design and key development opportunities
- Consider Comprehensive Plan and Zoning changes
- Transportation analysis and plan updates
- Equitable development strategy (informed by CBO work)
- Other implementation measures

## **Eastside:**

- Evaluate urban design and key development opportunities
- Identify land use and transportation needs for alternatives
- Identify top alignment(s) for further study
- Equitable development strategy (informed by CBO work)



# Questions?

<https://beta.portland.gov/bps/mp2h>



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# MP2H Project Milestones and PWG Meeting Schedule

<b>Date</b>	<b>Meeting/Event</b>	<b>Topic/Agenda/Milestone</b>
05/2020	PWG Meeting 1	Introductions, Project Background, Group Bylaws and housekeeping, process moving forward
06/2020	PWG Meeting 2	Share and discuss Urban Design Concepts for NW Portland; Discuss/advise on public event (Zoom)
07/2020	Public Workshops	Public workshops (Zoom events) for NW Portland and NE Portland to preview Urban Design Concepts (NW and NE) and gather public feedback.
08/2020	PWG Meeting 3	Discuss PWG and public feedback for selection of preferred alternative. Review economic land development modeling data. Discuss preliminary zoning options to implement.
09/2020	PWG Meeting 4	Review preferred Urban Design concept; discuss/review Discussion Draft zoning implementation approach for land use; preview preliminary transportation plans. Review and discuss CBO outreach findings and preliminary issues for equitable development strategy.
10/2020	Public Workshops	Release of public Discussion Draft of implementation measures and strategies (NW) and alignment preferences and future needs (NE). Workshops to provide information and gather public feedback.
12/2020	PWG Meeting 5	Discuss feedback on Discussion Draft and identify changes to create a Proposed Land Use/Zoning Draft approach. Discuss Refined Draft Transportation Plan. Consider Equitable Development Strategy.
02/2021	PWG Meeting 6	Review and feedback on the Proposed Land Use/Zoning Draft; Equitable Development Strategy, and Draft Transportation Plan.
03/2021	Public Open House; PSC Briefing	Release of public Proposed Draft of implementation measures and strategies (NW) and alignment preferences and needs (NE). Open House to provide information and gather public feedback. Planning and Sustainability Commission (PSC) briefing.
05/2021	PSC Hearing	Planning and Sustainability Commission public hearing on Proposed Land Use/Zoning and Transportation Plans for implementation.
07/2021		Release of Recommended Draft Land Use/Zoning and Transportation Plan.
09/2021	City Council	Portland City Council public hearing on Recommended Land Use/Zoning and Transportation Plan.
11/2021		City Council Adoption of As-amended Plans.

# MP2H Community Engagement

- Community Outreach and Engagement Plan
  - ✓ Website updates
  - ✓ Info sharing with organizations – periodic/emails
  - ✓ NW Project Working Group
  - ✓ Targeted outreach to underserved groups (CBO Grants)
  - ✓ Community workshops at key milestones
    - Open House - March 2020
    - UD Workshop - June/July 2020
    - Implementation Workshop/Discussion Draft – Oct 2020
    - Proposed Draft Open House – March 2021
  - ✓ Legislative process
    - Planning and Sustainability Commission
    - City Council

# CBO Grants

## Purpose

- Outreach and engagement
- Capacity building
- Understand community issues, benefits, burdens, needs

## Targets

- Renter households, low-income populations, immigrant/refugee populations and communities of color in or near the study areas;
- Workers in industrial districts or activities, particularly in NW Portland;
- Small business-people on proposed alignments, particularly women and minority-owned businesses;
- Low income owners of single-dwelling properties within  $\frac{1}{4}$  mile of proposed alignments.