



Montgomery Park to Hollywood Transit and Land Use Development Strategy PWG Meeting 3 8-12-20

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



Bureau of Planning and Sustainability
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Agenda

- 4:00 Welcome and Introductions
- 4:10 Project Updates/Housekeeping
- 4:25 Urban Design Concept – Public Feedback Review
- *Results of Virtual Open House Survey*
 - *Recap of Online Information Sessions*
- 4:45 Update on Economic Analysis
- *Scenarios- preliminary effects on jobs, housing, valuation*
- 5:15 Preliminary PWG Feedback on UD Scenarios
- *Preliminary feedback and/or preferences*
- 5:55 Next Steps/ Public Comment
- *Next meeting/topics*
- 6:00 Adjourn

Project Updates/ Housekeeping

- Meeting notes
- Project updates (add PWG meeting in Oct, revise schedule; additional analysis)
- CBO outreach update
 - *Friendly House*
 - *CCA/NIBA*
 - *MESO*
 - *Hollywood SC/Urban League*
- PWG items and Public Comments

Revised Schedule

Date	Meeting/Event	Topic/Agenda/Milestone
05/13/2020	PWG Meeting 1	Introductions, Project Background, Group Charter and housekeeping, process moving forward
06/10/2020	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.
08/12/2020	PWG Meeting 3	Discuss PWG and public feedback for selection of preferred scenario alternative. Review economic land development modeling data.
09/16/2020 (3 rd Wed)	PWG Meeting 4	Continue review of community feedback and technical analysis. Discuss preferred or hybrid scenario and preliminary zoning concepts.
10/14/2020	PWG Meeting 5	Review preferred land use scenario; discuss/review Discussion Draft zoning implementation approach; preview preliminary transportation directions. Review and discuss CBO outreach findings and preliminary issues for equitable development strategy.
11/2020	Discussion Draft; Public Workshops	Release public Discussion Draft of implementation measures and strategies (NW) and alignment preferences and needs (NE). Workshops to provide information and gather public feedback.
01/13/2021	PWG Meeting 6	Discuss feedback on Discussion Draft and identify changes to create Proposed Land Use/Zoning. Discuss Draft Transportation Plan. Discuss Equitable Development Strategy.
03/10/2021	PWG Meeting 7	Review and feedback on Proposed Land Use/Zoning Draft; Equitable Development Strategy, and Draft Transportation Plan.
04/2021	Proposed Draft; Public Open House; PSC Briefing	Release 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.
06/2021	PSC Hearing	Planning and Sustainability Commission public hearing on Proposed Land Use/Zoning and Transportation Plans for implementation.
08/2021	Recommended Draft	Release Recommended Draft Land Use/Zoning and Transportation Plan
10/2021	City Council Hearing	Portland City Council public hearing on Recommended Land Use/Zoning and Transportation Plan.
12/2021		City Council Adoption of As-amended Plans.

Project Updates/ Housekeeping

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Virtual Open House Survey

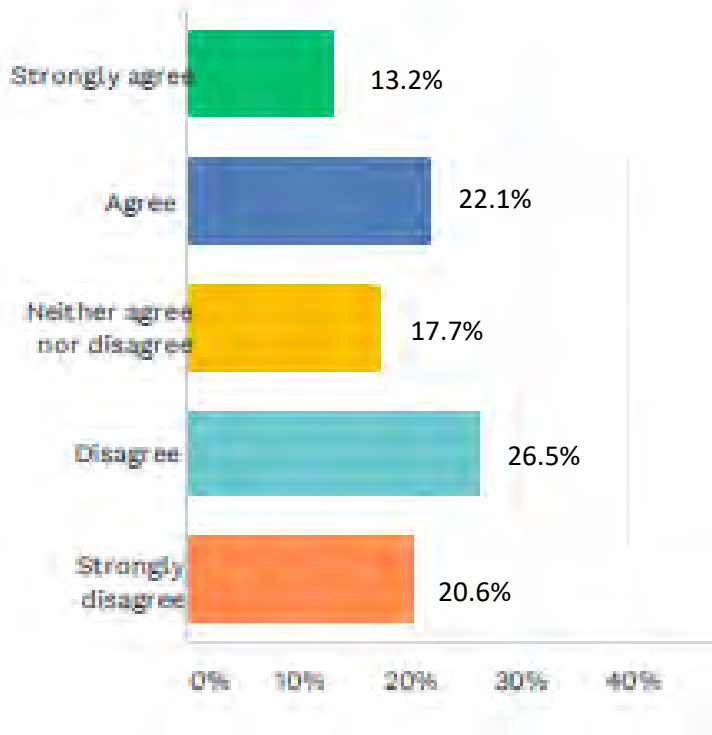
Interim Results:

- NW Responses: 69
 - 28 shared demographics
 - 89% white (25)
 - 7% American Indian or Alaska Native (2)
 - 4% Black or African American (1)
 - 4% Mexican (1)
 - 4% Puerto Rican (1)
 - 4% Hispanic or Spanish (1)
 - 64% Male / 32% Women / 4% Transgender
 - Income
 - 25% between \$100 - \$150k
 - 14% between \$75 - \$99K
 - 14% between \$50k - \$75k
 - 11% Under \$15k
 - 11% Between \$30 - \$50k
 - 11% Over \$150k
- NE Responses: 121

Enhanced Industrial

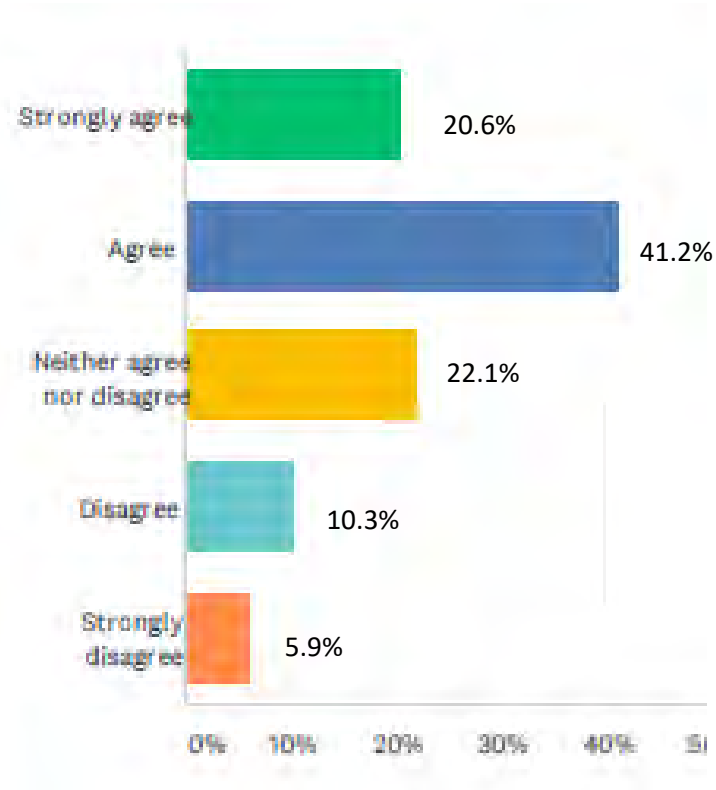
Q1 The Enhanced Industrial scenario preserves industrial uses and limits residential uses in Employment areas south of NW Nicolai Street and east of the ESCO site. Do you agree with this approach?

Agree- 35.3%
Disagree – 47.1%
Neither – 17.7%



Q2 Do you agree with the idea of allowing more creative/industrial office uses within the district under the Enhanced Industrial scenario?

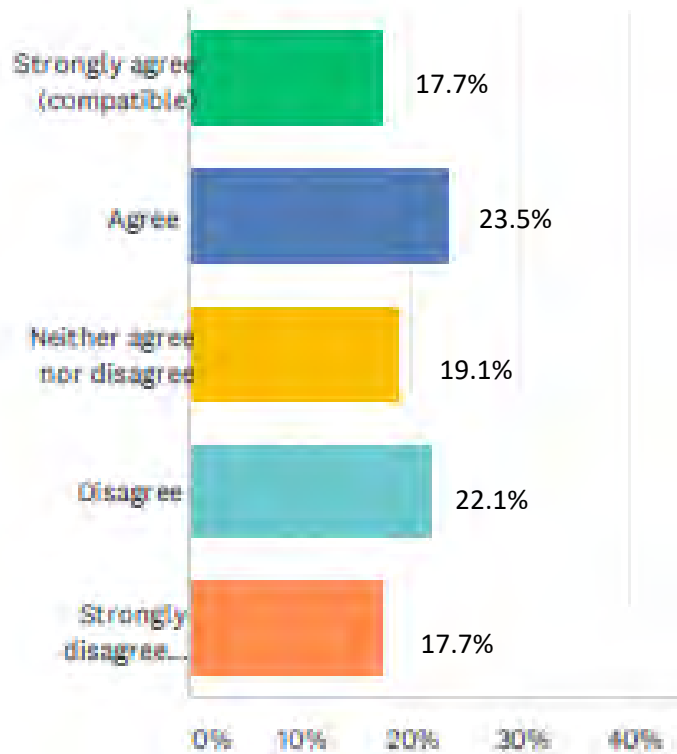
Agree- 61.8%
Disagree – 16.2%
Neither – 22.1%



Enhanced Industrial

Q3: Do you think a major transit investment (such as streetcar or bus rapid transit) could support and be compatible with the Enhanced Industrial scenario land uses and development patterns?

Agree: 41.2%
Disagree: 39.8%
Neither: 19.1%



Q4: Do you support the idea of maintaining large blocks on the former ESCO site....

Yes: 49.25.8%
No: 50.75%

Q5: Do you support the proposal for active frontages near the new transit alignment....

Yes: 75%
No: 25%

Enhanced Industrial

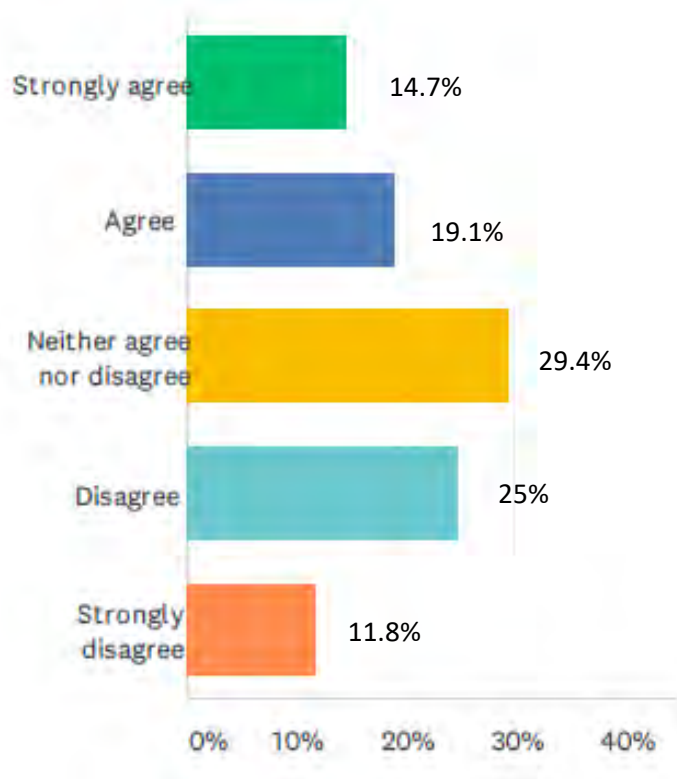
Takeaways:

- Respondents are fairly evenly divided about the enhanced industrial approach; with slightly more disagreeing
- More support the approach when paired with creative/industrial office uses
- Respondents are evenly divided about transit investment compatibility & breaking up the ESCO site
- Supportive of active frontages near transit alignments

Employment Scenario

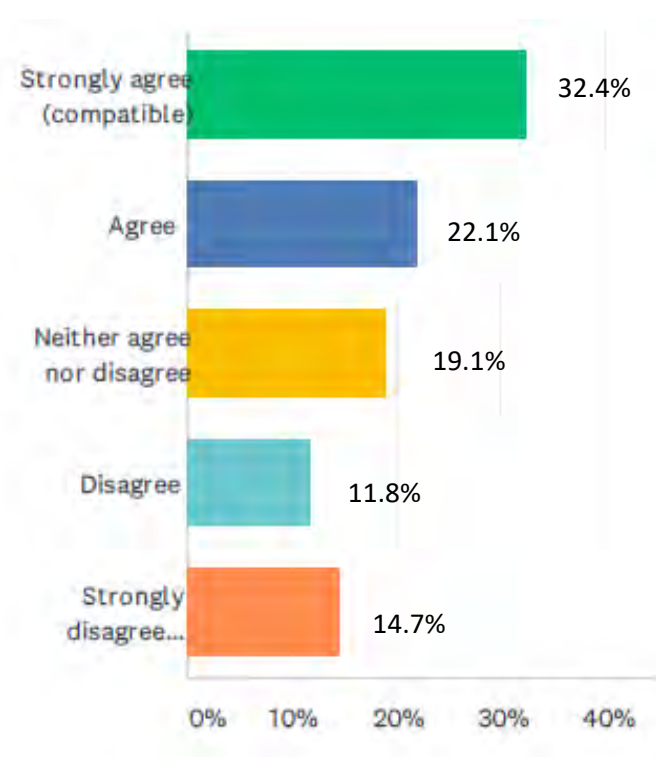
Q8: The employment scenarios increases the range and intensity of allowed office uses and allows institutional uses.... Do you agree with this approach?

Agree: 33.8%
Disagree: 29.4%
Neither: 36.8%



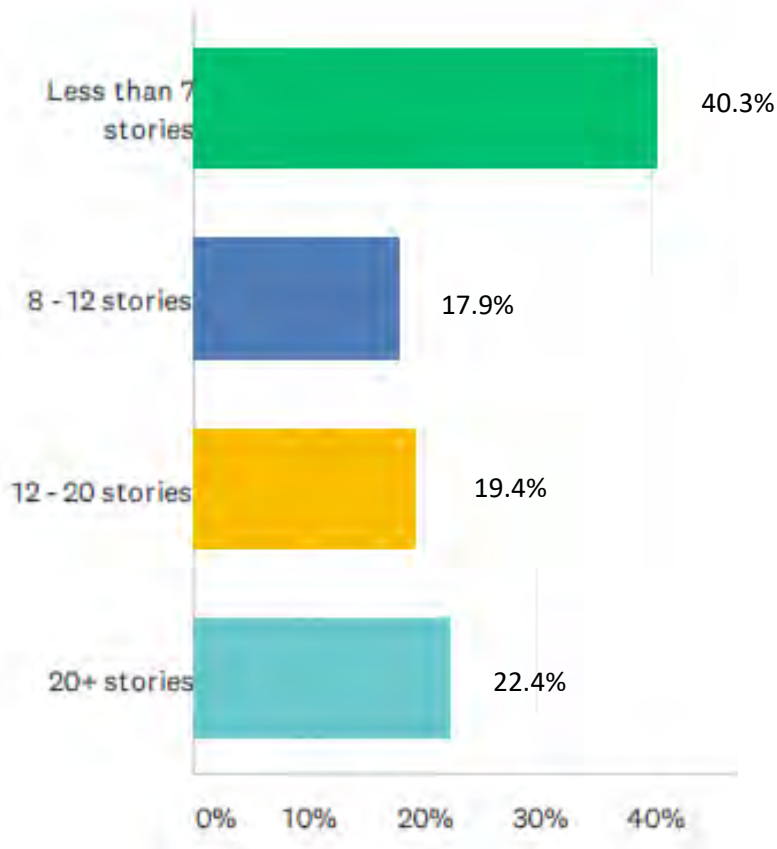
Q9: Do you think a major transit investment could support/ be compatible with the Employment Scenario?

Agree- 54.5%
Disagree – 26.5%
Neither – 19.1%



Employment Scenario

Q10: If zoning were changed, how tall should the building be (maximum)?



Q11: Do you support the idea of creating a ped/bicycle-oriented street on Roosevelt?

Agree: 73.6%
Disagree: 17.6%
Neither: 8.8%

Q12: Do you support active frontages near the proposed new transit alignment in the Employment scenario?

Yes: 76.5%
No: 23.5%

Employment Scenario

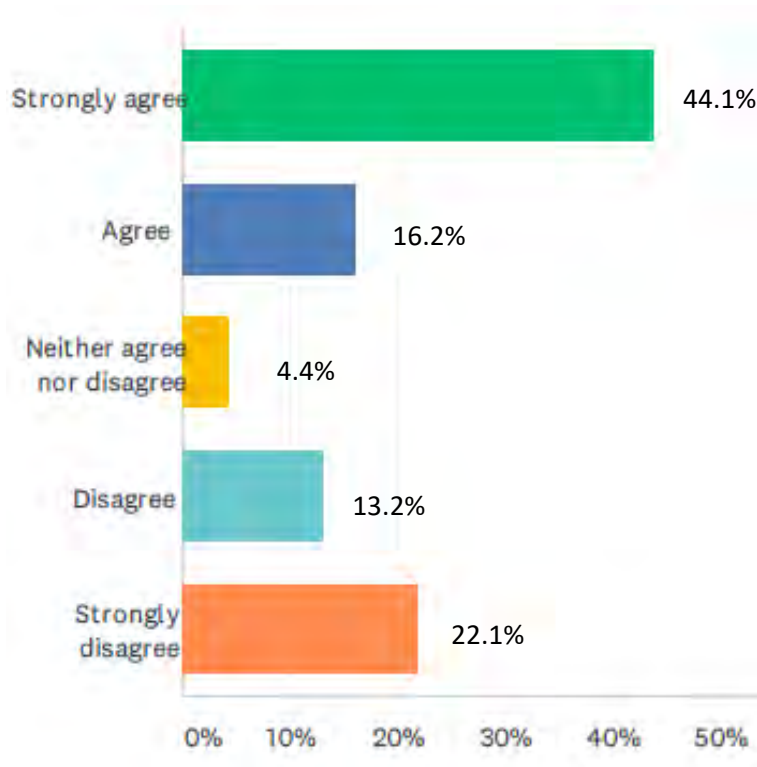
Takeaways:

- Respondents evenly divided on employment scenario with institutional uses
- More people believe that a transit investment is compatible with employment (54% to 26%) ; higher level of agreement than industrial scenario (54% vs 41%)
- Preference for buildings less than 7 stories (40%); next highest preference was 20+ stories (22%)
- Strong support for a ped/bicycle-oriented street on Roosevelt (74%)
- Strong support for active frontages near transit alignment (76%)

Mixed Use Scenario

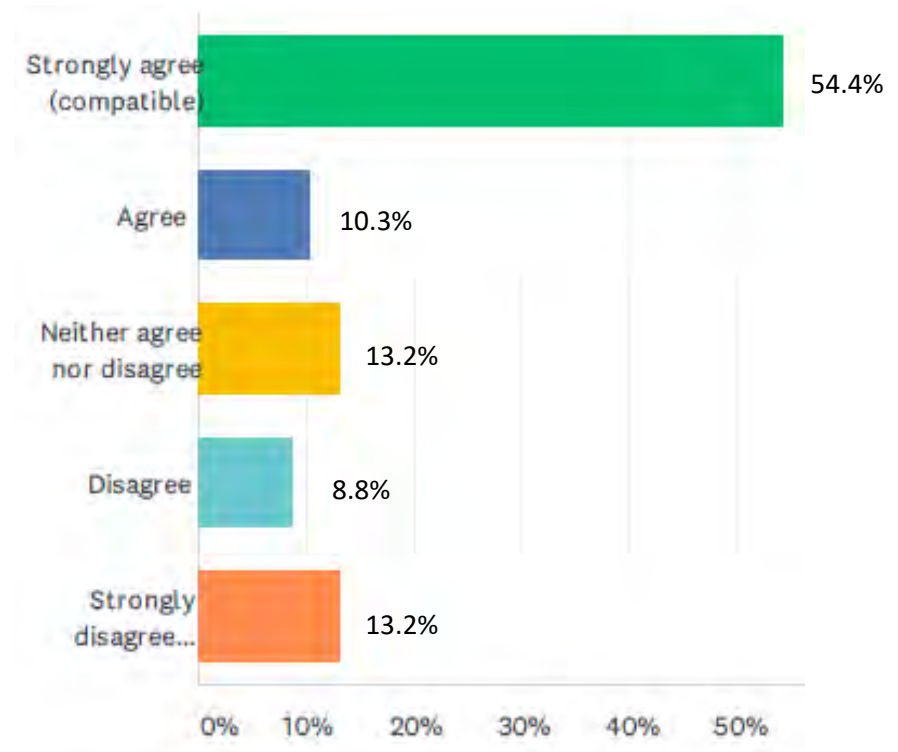
Q15: The Mixed Use scenario allows a broad range of residential, commercial and institutional uses, but may limit or have the effect of displacing industrial uses. Do you agree with this approach?

Agree: 60.3%
Disagree: 35.3%
Neither: 4.4%



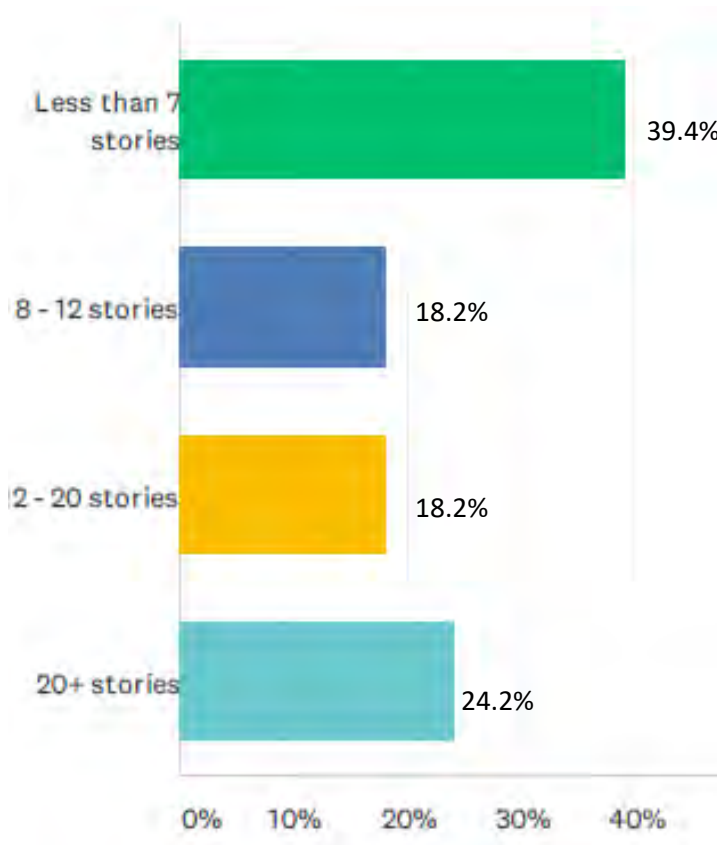
Q16: Do you think a major transit investment could support/ be compatible with the Mixed Use scenario?

Agree- 64.7%
Disagree – 22%
Neither – 8.8%



Mixed Use Scenario

Q17: If land use designations were changed [...], how tall should the building be (maximum)?



Q18: Do you support the idea of smaller blocks within the ESCO site....?

Agree: 57.3%
Disagree: 26.5%
Neither: 16.2%

Q19: Do you support a ped/bicycle bridge over Highway 30 and the railroad to give active transportation users a way to make difficult crossing?

Agree: 72.1%
Disagree: 19.2%
Neither: 8.8%

Q20: Do you support the proposal for active frontages near the new transit alignment?

Yes: 79.4%
No: 20.6%

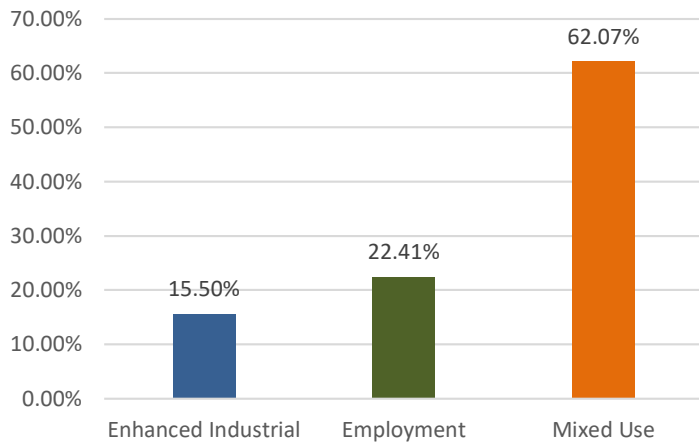
Mixed Use Scenario

Takeaways:

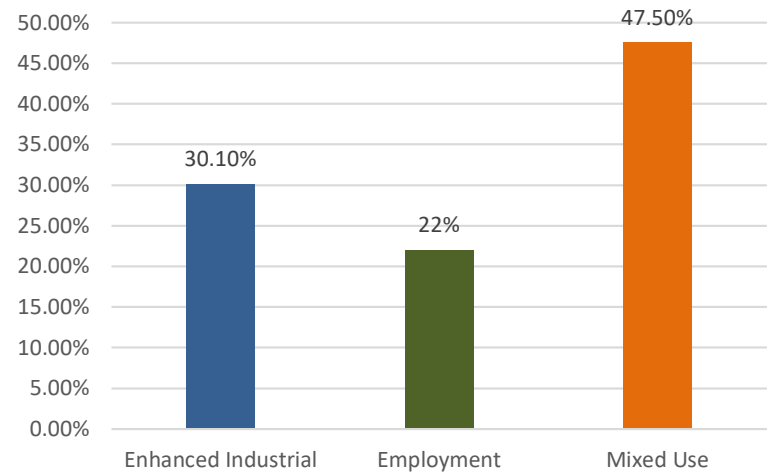
- Respondents were nearly twice as likely to agree with the mixed-use approach as disagree (60% vs 35%)- with stronger agreement amongst respondents than other scenarios
- Strong agreement on transit compatibility (64.7%)
- Building height preferences were similar to other scenarios with about 40% preferring less than 7 stories and 24% supporting 20+ stories
- Stronger preference for breaking up ESCO site under this scenario
- Strong support for ped/bicycle bridge over HWY 30

Scenario Comparisons

Q23: Which scenario do you think will most help the City make progress toward Comprehensive Plan and Climate Action Plan goals for improving economic prosperity, human and economic health, equity and resilience, and for reducing carbon emissions?

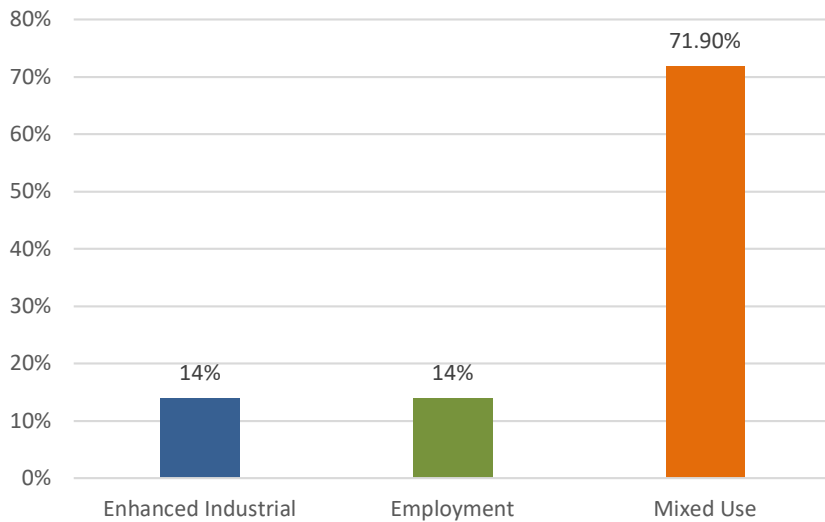


Q23: Which scenario do you think can best contribute to economic prosperity through creation of jobs, small business or micro enterprise opportunity, or protection of existing economies?

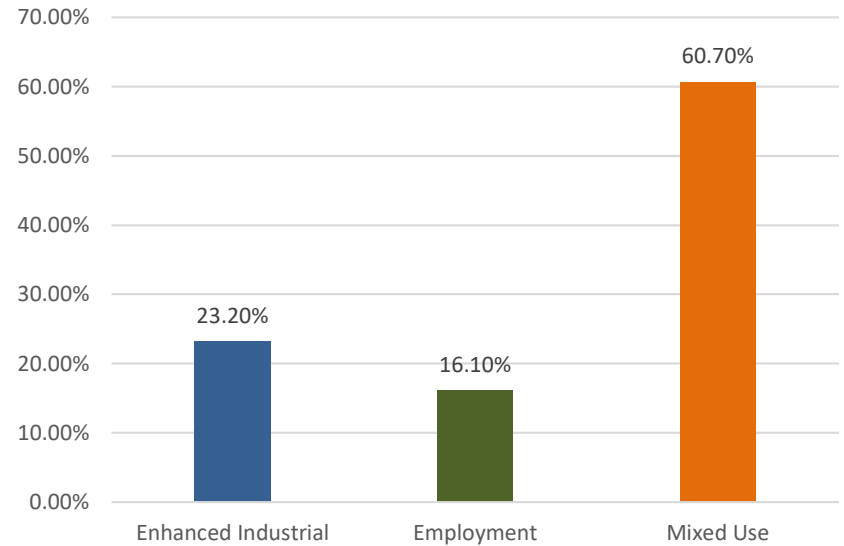


Scenario Comparisons

Q25: Which scenario do you think creates a district that could support a transit investment and improve access to affordable housing, middle-wage jobs, nature, and recreation?

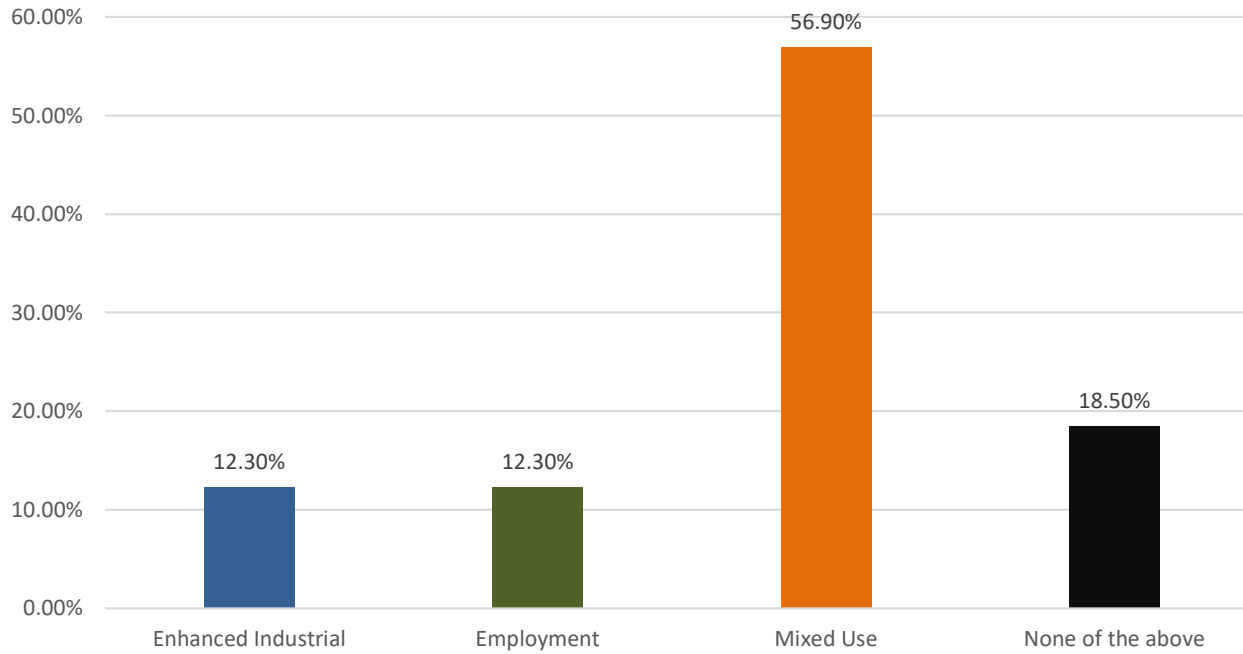


Q27: Which scenario do you think has the most opportunity to advance equitable outcomes through difference development types/land uses, or a potential community benefits agreement?



Preferred Scenario

Q26: Which scenario best matches your preferred vision for future development of this area?





Preliminary Scenario Results

Project Working Group - August 13, 2020

Approach

- Solving for residual land value (RLV) and development feasibility at the parcel level for 65+ development types
- Apply development types to potential land uses identified in the urban design scenarios.
- Compare the results of the scenarios against the outcomes of the current zoning
- Outcomes are “market supportive capacity” NOT a forecast.

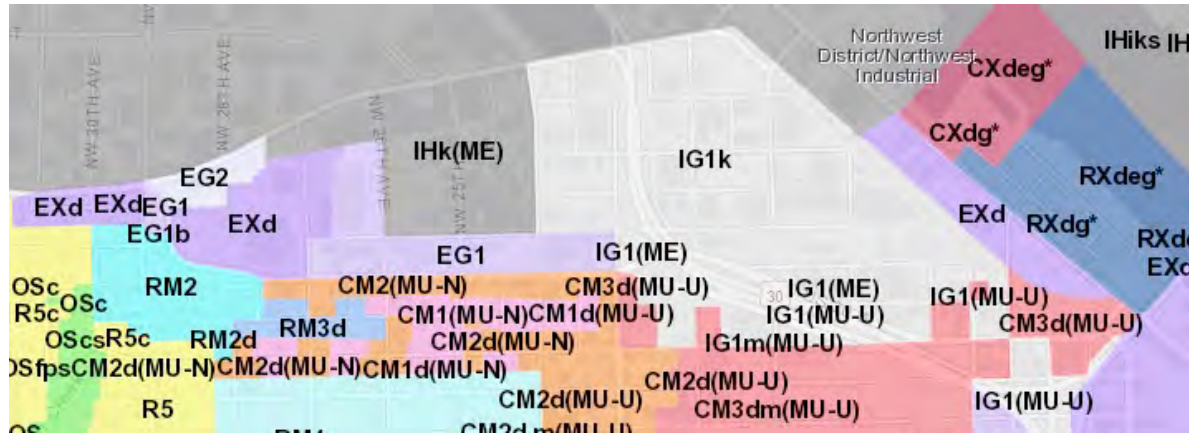


Source: Portland Business Journal



Source: Ankrom Moisan

Baseline Scenario

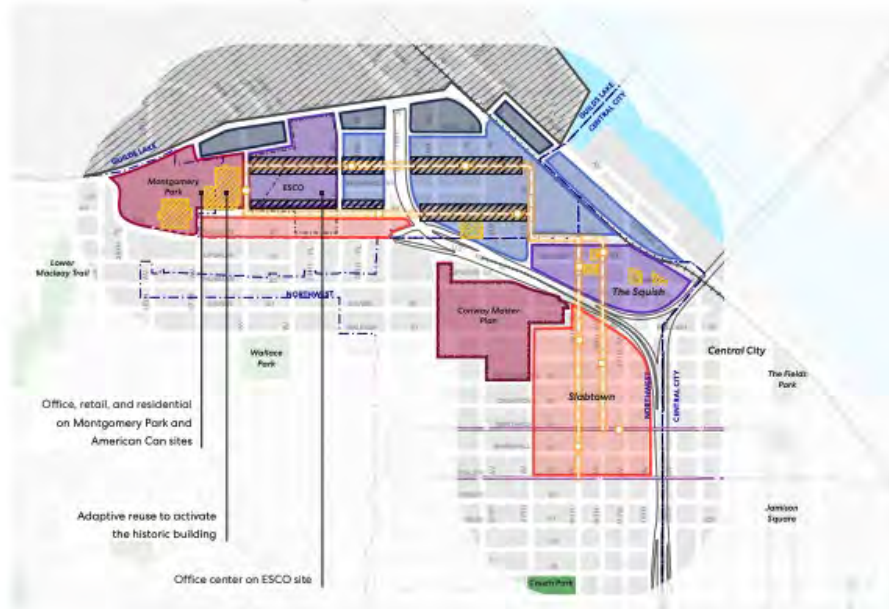


Land Use + Urban Form

Legend

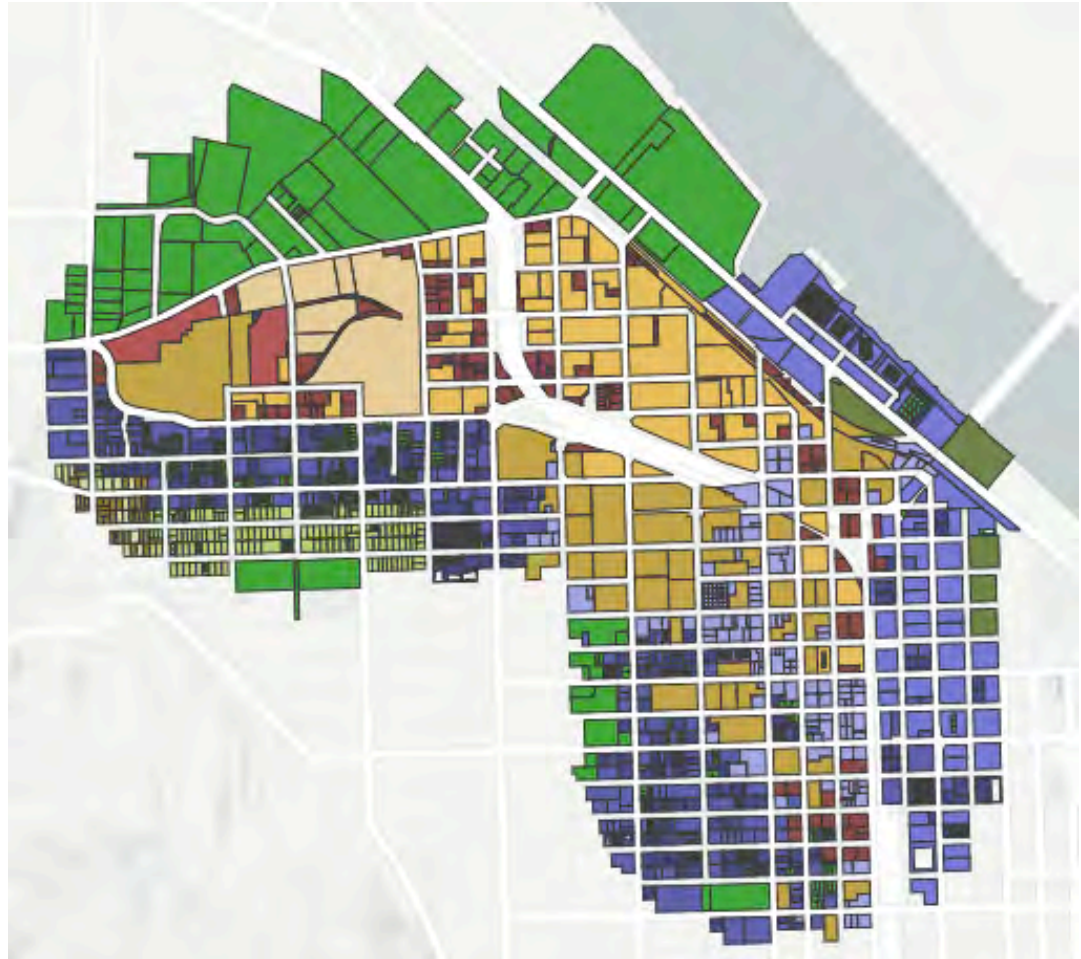
- High Density Mixed Use
- Medium Density Mixed Use
- High Density Employment*
- Medium Density Employment
- Light Industrial & Creative Office
- Main Street Overlay**
- Historic/Cultural Building Preserved
- Heavy Industrial
- Proposed Transit Alignment
- Existing Streetcar
- Plan District Boundary

* Allows housing as a conditional use.
 ** Main Street Overlay considers additional development standards and guidelines.



Land Use Scenarios

Parcel Level Scenarios Evaluation



Preliminary Findings

- All scenarios provide development outcomes beyond baseline allowances
- The enhanced industrial scenario provides moderate increases new jobs, square feet, and increment in RLV generated.
- The employment and mixed use-scenarios provide the greatest increases in new jobs, housing, square feet, and increment in RLV generated.
- There are tradeoffs associated with all scenarios

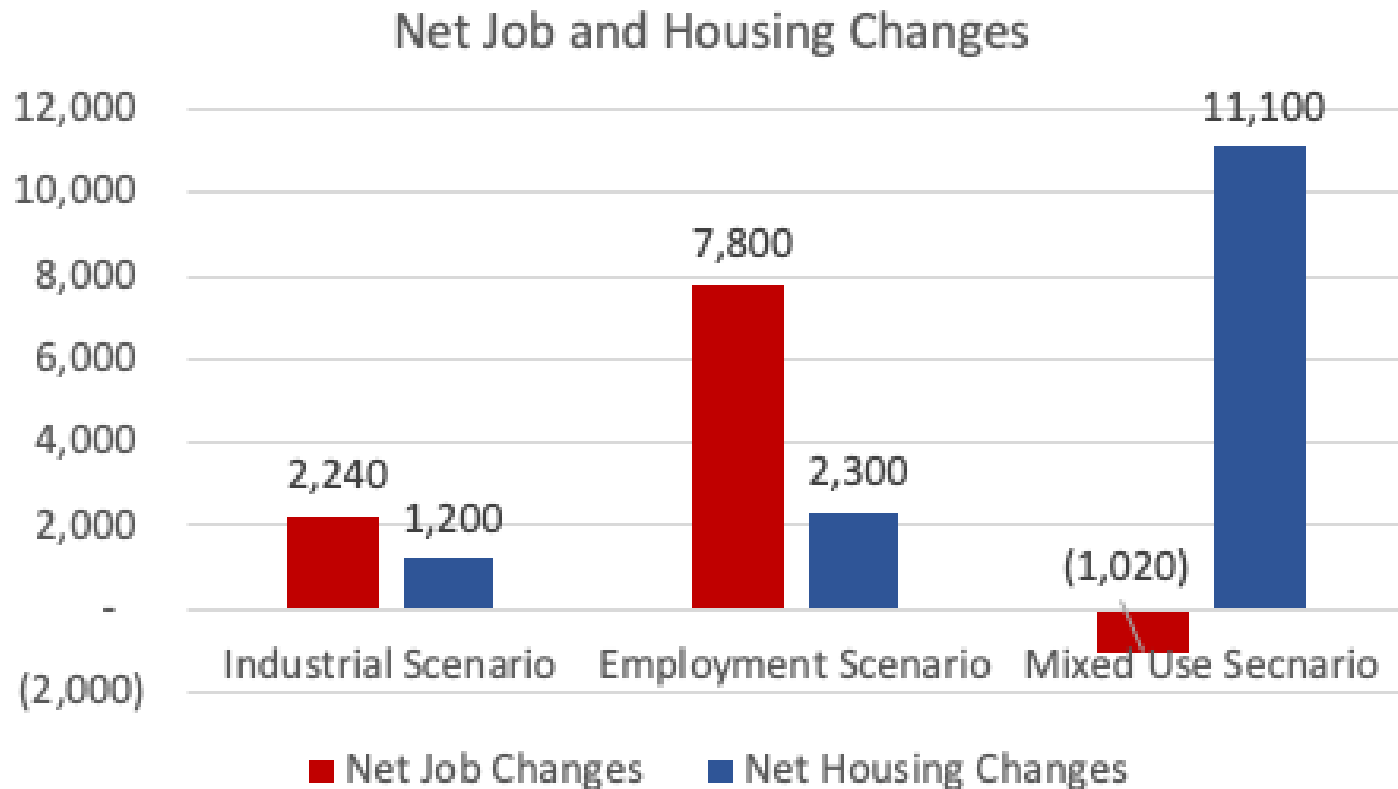


Source: LoopNet

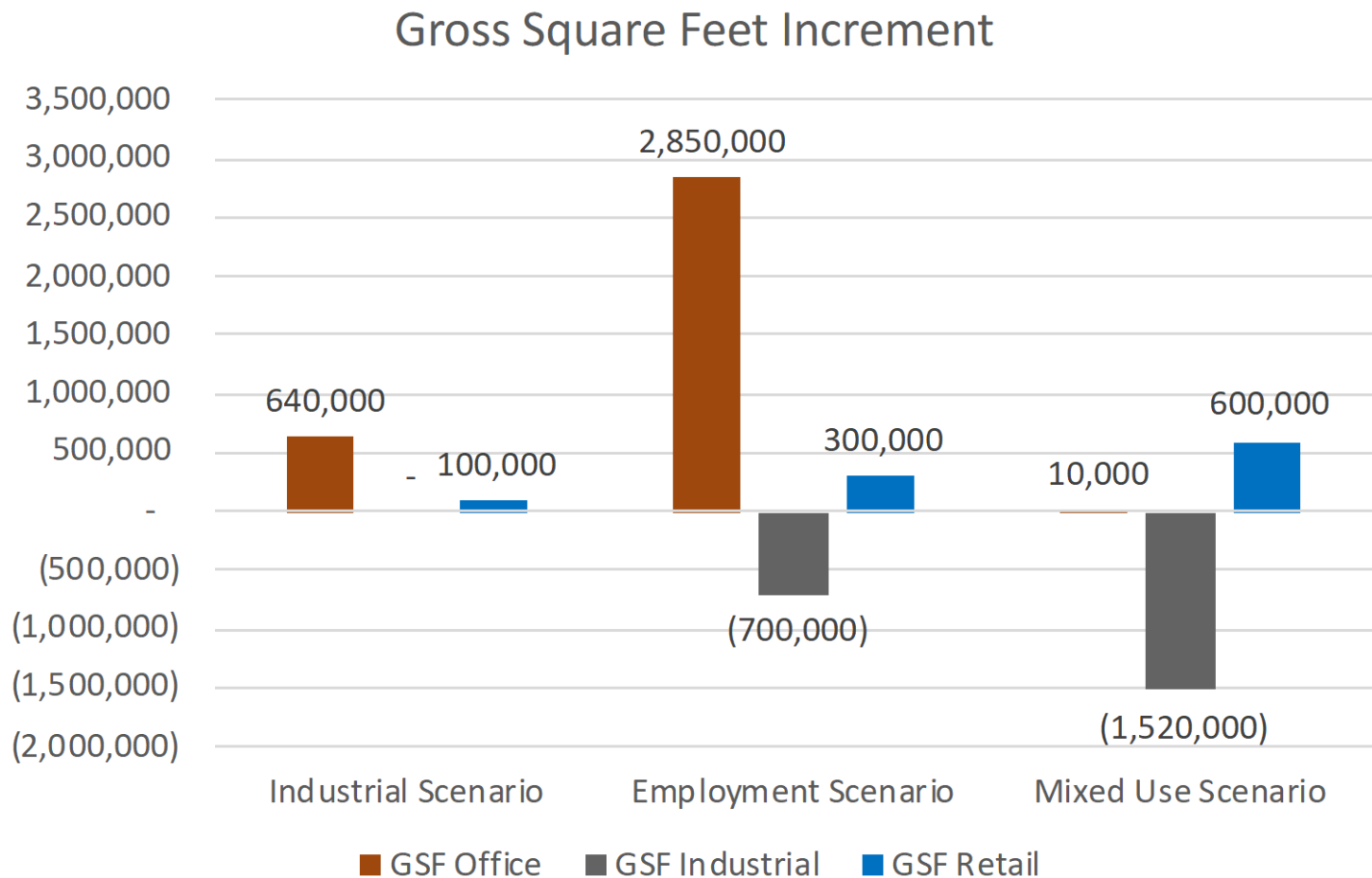


Source: Pamplin Media, Business Tribune

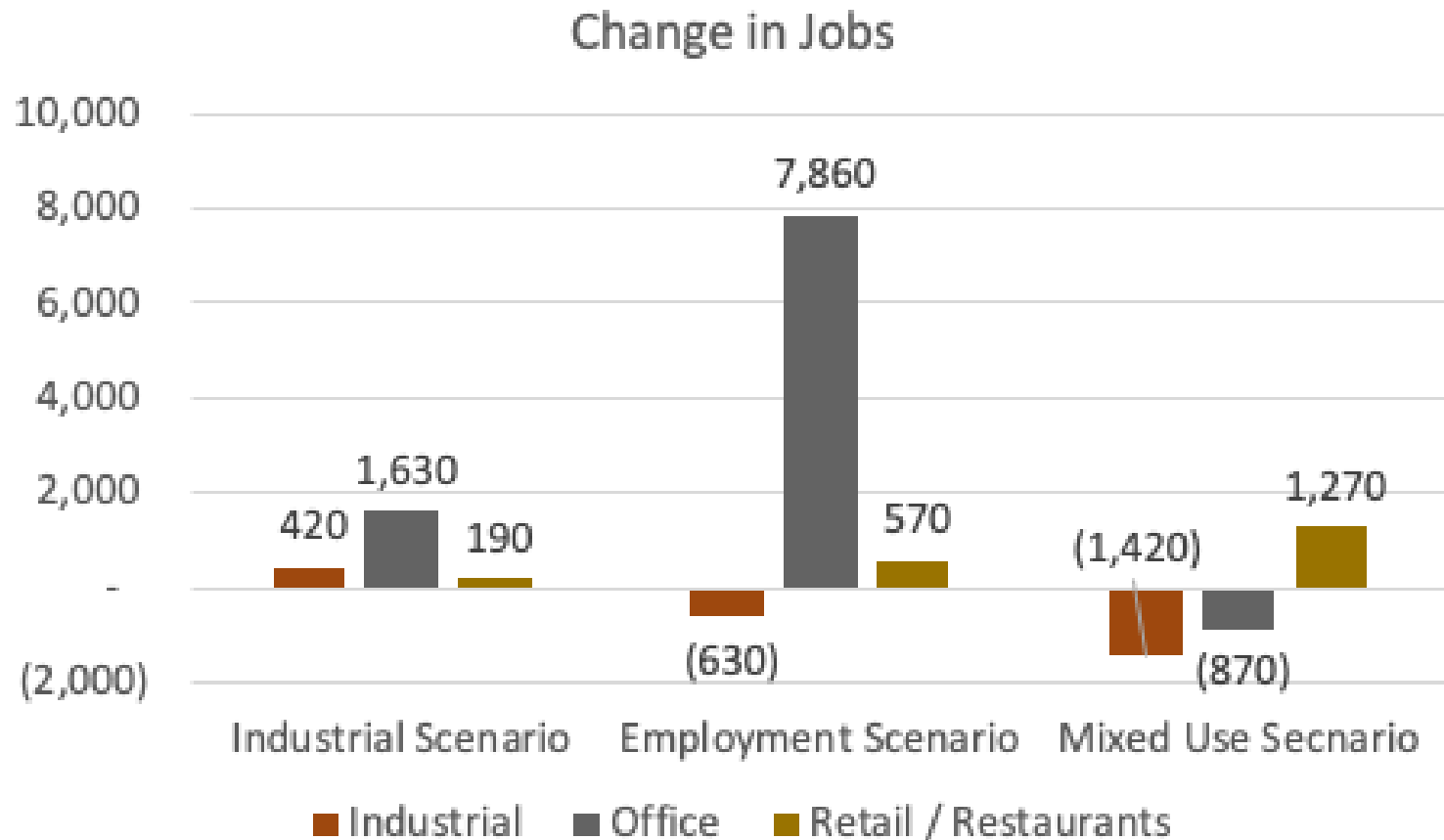
Job and Housing Unit Changes



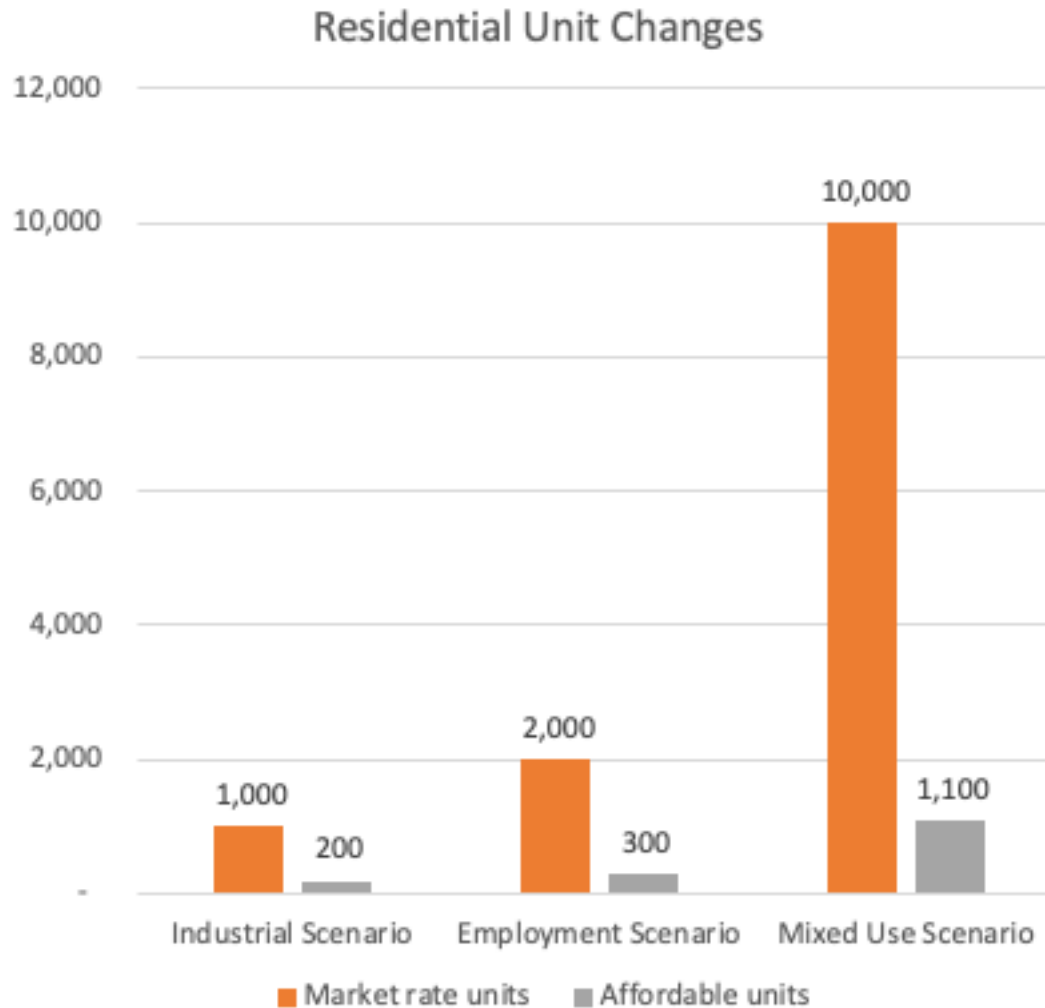
Change in Square Feet by Use Type



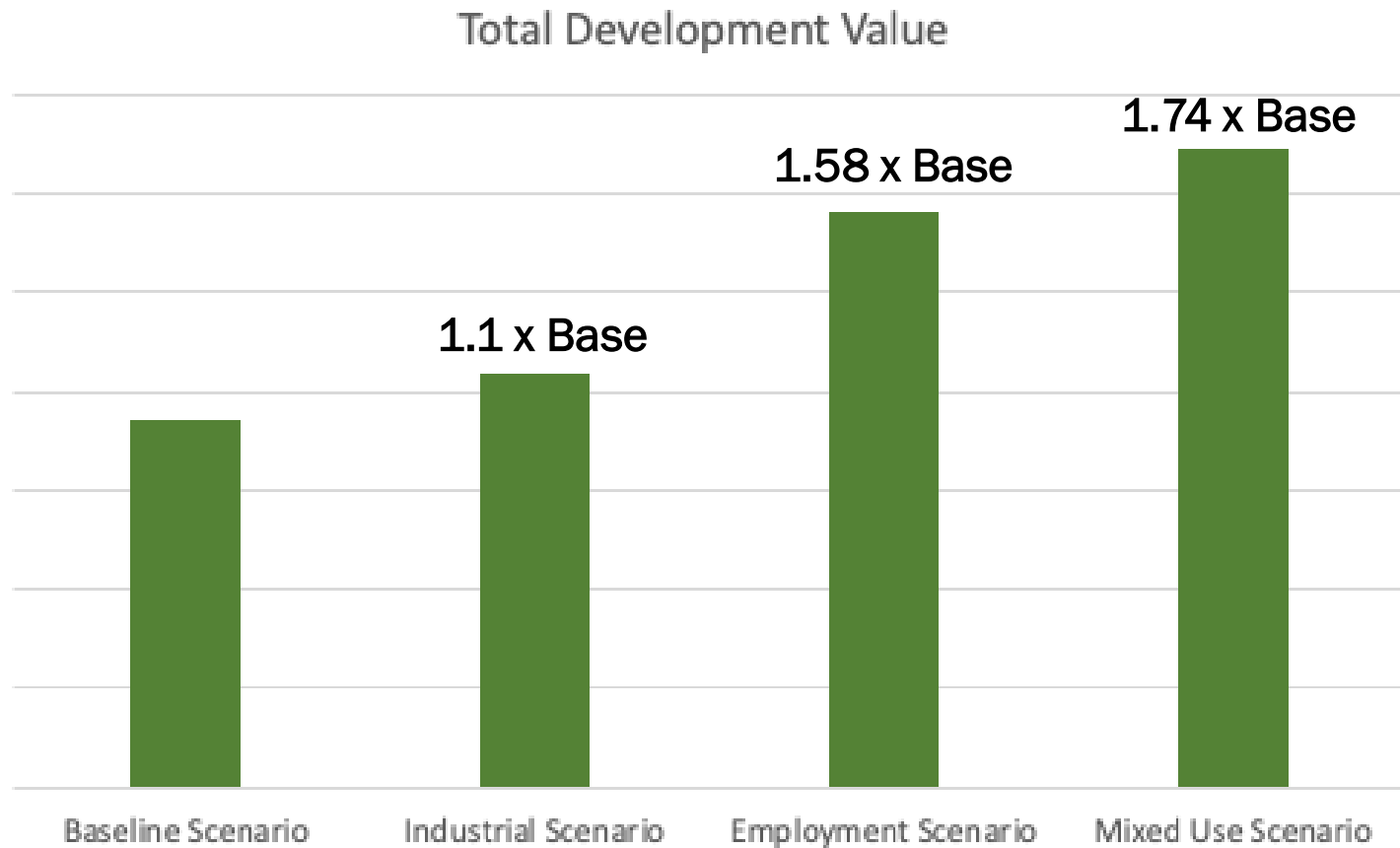
Job Changes by Sector Category



Residential Unit Changes



Development Value Change

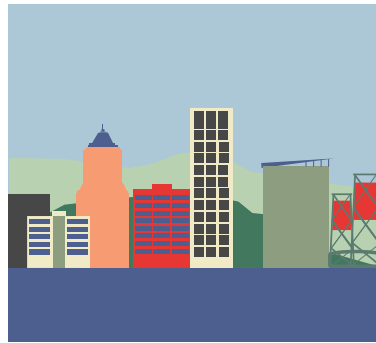


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Preliminary PWG Feedback on UD Scenarios

Feedback from the public and the PWG, in addition to analysis of data, will help inform the development of a preferred scenario. Given this, we would like you to share your preliminary thoughts on the following:

- What are your thoughts about the different scenarios presented and the level of possible value created for consideration of benefits?
- What information or resources do you think are needed to inform a preferred scenario proposal?
- Do you have a preferred direction? What key elements would be needed to make it viable?