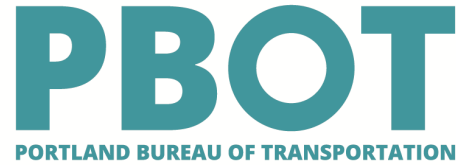




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Montgomery Park to Hollywood Transit and Land Use Development Study

NW Project Working Group

DRAFT Meeting Notes

Meeting No. 3: August 12, 2020

4:00 – 6:00 PM

Location: Zoom Meeting

Members in Attendance

Jen Macias, Greg Madden, Mike Stonebreaker, Dalton Humann, Phil Selinger, Alexandra Zimmermann, Steve Pinger, Jordan Winkler, Raymond Becich, Brian Ames, Reza Farhoodi, Craig Hamilton, Stephanie Basalyga, Kashea Kilson-Anderson, Joy Pearson.

Staff and Consultants in Attendance

Kate Drennan, Mike Serritella, PBOT; Barry Manning, BPS; Joana Filgueiras, Prosper Portland; Dan Bower, Portland Streetcar; Tyler Bump, ECONorthwest, Julia Reed, Nelson\Nygaard.

Meeting Video

A video of the Zoom meeting is here: <https://www.portland.gov/bps/mp2h/mp2h-pwg/events/2020/8/12/mp2h-nw-project-working-group-meeting-august-12-2020>

Welcome and Introductions

Staff and the PWG members introduced themselves.

Project Updates/Housekeeping

The group discussed the following:

- Meeting Notes: no comments or corrections to the 6/10/20 meeting notes identified.
- Project updates: Staff discussed a revised PWG schedule, adding a meeting in October in order to provide additional time for analysis info sharing and discussion. Additional revisions to the project schedule were presented to accommodate this change. Staff indicated that additional transportation analysis is anticipated; staff will share this information with PWG at the next meeting.
- CBO outreach updates:
 - MESO: Talked with mostly smaller storefront and home business owners. Many are POC, women owned. Mostly focused on Eastside. Results of our groups are that NE Sandy Blvd is preferred Eastside alignment. Concerns about displacement and gentrification. Small business owners expressed interest in the



Montgomery Park area - perhaps moving their business there one day. But just not quite sure what's there for them - staying in touch for future engagement. Some small business owners expressed frustration with city processes - want to see more opportunities for POC and small businesses. Giving people opportunities to build wealth, etc.

- Hollywood SC/Urban League: Handing out surveys and an online survey with HSC. About 60 surveys so far - still working towards our goal. We've learned a couple things so far: primarily worried about displacement, rent increases, and what will happen to people without secure housing. People don't want to be pushed out. Some excitement about improving access to new destinations in Northwest. Some challenges with outreach with elderly. Not a broad consensus at this point (mostly Eastside focused again)
- Friendly House: doing one on one interviews with survey participants. Clarifying the relationships between hypotheticals/consequences - doing well considering pandemic outreach challenges. Glad we have extended the timeline to better digest information and help build better understanding. Doing a Mandarin translation for the community in NW - looking forward to new perspectives/opinions. Contacted about 100 folks so far.
- NIBA/CCA: Now working with CCA. COVID creates some challenges with outreach. Putting together a contact list and a survey. Using the equity analysis as the baseline to shape questions. Asking questions for workers, owners, owners who lease, etc. Expanding outreach to get people to take the survey. Created a website page - trying to accurately represent all of the different stakeholders in the area (owners, business owners, owner/operators, workers, etc.) - difficult to connect with employees who are sometimes overlooked.
- PWG items and Public Comments
 - PWG: How are the technical pieces going to fit into that decision making process?
 - Staff: We'll hear from Tyler about the economic development work tonight. Transportation modeling and analysis is scoped to serve a preferred scenario - initial higher-level modeling on multiple scenarios possible and forthcoming. Also planning to share some transit analysis work about different modes/land-use scenarios.

Urban Design Concepts – Public Feedback Review

Staff walked through preliminary outcomes of the open house survey for NW Portland. See attached PPT or video (link above) for details. Additional written information – open ended comments - will be shared with the group after the meeting.

PWG Comments



- PWG: Disappointed in outreach – but understand how hard it is to get participation. I’m concerned about a decision like this being left to less than 70 people filling out a survey.
 - Staff – survey had 98% completion rate for NW - this isn’t the only point of input, but it is an important one for sure - it’s not *the* basis for making this big decision. Over the next couple months, more information will be provided to help guide the decision point. Barry adds, this is only one point of info to help make this decision - staff will digest all data points and share them with you.
- PWG: Is anyone going to look at the phrasing of the questions encouraging one answer over another? Seems like there was some bias or phrasing of questions such that answers were limited or directed.
 - Staff: Survey done for now, but noted. Some questions based on project goals, so that may have led to phrasing. It was not a scientific survey, but a snapshot of public opinion. Qualitative feedback is important, and we will work more with PWG on future engagement.
- PWG: We provided feedback - we didn’t see those comments reflected. Why were the scenario names were left in outreach materials even though PWG recommended against it? Some labels were leading. We have given feedback, but haven’t seen it reflected.
 - Staff: We acknowledge the PWG feedback and updated the concept diagrams based on PWG feedback. We did remove the descriptive labels in scenarios in the online open house and survey, but unfortunately missed removing it in one of the linked documents. This overlooked link was our mistake and we’re sorry to have missed it.

Update on Economic Analysis

Tyler Bump presented draft information on housing and jobs capacity and value generation based on the three alternate scenarios: enhanced industrial, an employment focused scenario, as well as a mixed-use scenario. See PPT presentation attached and in video of meeting.

PWG questions and comments:

- PWG: Can we get to a point where housing types can be matched to jobs types. Some dialogue/connection between the two. We prefer a community that can minimize unnecessary trips in and out of the neighborhood,



- Team: We can look at the type of the types of jobs that are likely to be created and how that translates to housing typologies (and what subsidies might be required to make it work better).
- PWG: Are you talking about some kind of public value capture?
 - Staff: Yes - that's what we're looking at now – what value might be generated under different zoning proposals. This exercise did not figure out specifically what would be generated – too draft at this time, but we have an order of magnitude idea for the scenarios of potential value created by development types. Value capture could be used for public benefits which could include streetcar, housing, etc.
 - Staff: we are looking at different strategies - different property owners would see different values and different benefits based on these scenarios. Dan Bower adds info about Broadway Corridor for more context.

Staff noted that transportation modeling of the scenarios is underway and will be shared with the group. There is a need to adjust some information and reconcile with buildable lands inventory model assumptions, so we don't get false information.

- PWG: One thing I would like to see is a little broader context - a lot happening in all directions around the area - I'm a little bit concerned about how all that development will gobble up transportation capacity. Need to fold-in other factors (Conway etc.). I don't want to leave that out.

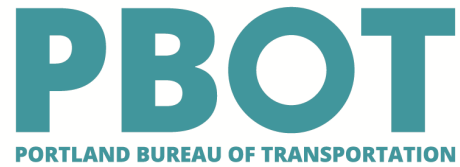
Preliminary PWG Feedback on UD Scenarios

Staff asked the PWG members to share their thoughts at this time about the three scenarios. Feedback from the public and the PWG, in addition to analysis of data, will help inform the development of a preferred scenario. Staff asked PWG to share 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?



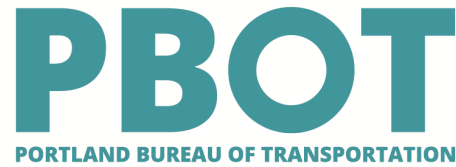
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- Brian A. - All scenarios have plus/minus - understanding the details for FAR and Zoning for each scenario would be helpful before declaring a preference. Speaking for ESCO group - I think there were references to a corporate campus on the site - I thought that was a neat idea. Contiguous large property - might not have the same opportunity elsewhere. But I also can imagine that the office landscape might change – ex: REI selling campus before occupying it. I understand housing is very important in the city - but I also think that’s the benefit of being part of this forum to understand what folks are thinking - which may inform the direction of the ESCO site.
- Stephanie B. – No preference right now; generally, a fan of mixed use, but if you’re not creating living wage jobs, you are creating a problem where people can’t live and work in the same place. Right now, I’m leading towards employment, but I need to see more housing to make that work. Also, more info on job types. A lot of people will drive. I would like to see a broader perspective in the survey - more diversity in the people who are weighing in.
- Raymond B. - Leaning toward the Mixed Use, but I’d like to see more detail about what that means. More details about the types of housing - is it affordable? Who will be able to like in this area? Also, some connection between the type of housing and job opportunities – would be great to have both/balance. Looking back at the history of streetcars - how did they get built? Developers built them, I hope we’re not getting into a situation where developers are paying to build streetcar just for themselves/their own benefit.
- Reza F. - We need more info about traffic and transportation to have an informed opinion. Lean toward mixed use but worry about transport impacts. I’m worried about overflow impacts into the neighborhoods. I’m concerned about the streetcar, and whether it would be able to handle the load for trips to/from district. Streetcar integrates poorly with the rest of the transportation system (MAX, bus, etc.) and access to transportation hubs like the bus mall.
- Dalton H. - Very complicated to wade through. Good to see numbers – that helps. If there was a hybrid, would it be less extreme or more ideal? So many factors to consider. If hybrid - may need to go block-by-block. Freight access/conflicts with housing is not ideal. What is the full transportation picture? How are people going to be able to walk to and from the area? Huge problem - difficult to cross to other parts of neighborhood, uncomfortable/unsafe feeling under HWY 30. I always advocate for housing, but it might be better to pull it back a little bit.



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- Kashea K. - Need a little more information. From what I've heard - the biggest community concern is jobs, housing, and safety. What's going to happen with the houseless folks who live in the area - let's make sure to keep track of those who may fall to the wayside. My biggest concern is about what's going to happen to the "little people" - will they have good jobs, access to housing? Too many historical instances of people not reaping the benefits of big development.
- Jen M. - The presentation of scenarios alone is problematic. What I'm hearing a lot of is how complex this information is - it is not clearly communicated the consequences of each scenario. We are given an ambitious list of reading materials and it's not clearly communicated in concepts presented. I'm curious about where the connection is between two - materials/studies and discussion of scenarios. The materials have not really been set up to prepare this group or the general public to meaningfully weigh in. There is a big disconnect – scenarios not set up in a way to compare them. Need more info on realistic consequences. Racial equity analysis not addressed in concepts - needs to be highlighted more. Environmental factors also need to be addressed. It's not clear what feedback you want from us, and how we'll shape the process. As a volunteer, what is my real value here? In terms of a preferred direction, because of lack of clear information around scenarios, none of the above - all are problematic. Need more clear, concise contextual info. We had a great opportunity to engage the public and it was a great swing and a miss. I am optimistic to change my opinion if there are more clear, concise details provided so we can weigh in.
- Joy P. – Connect studies and info with scenarios. Having a more flushed out picture that is more digestible about who is benefitting and who is not benefitting from something like this will help. I'm curious if we could potentially brainstorm better ways to represent homeless people here. Right now, I'm leaning towards the "do nothing" option. Not clear how to relate information that's been provide with scenarios and it's difficult to understand how these plans will change things and impact folks. Keeping as neutral and informative as possible when interacting with public. Appreciate folks that are volunteering their time to participate in this.
- Steve P. – NWDA circulated list of 20+/- comments. We're dealing with some very vexed scenarios. Scenario 1 is unlikely to support Streetcar - if streetcar is important, Scenario 1 seems not feasible. Scenario 2 is interesting since we're facing profound changes in public habits, work, and people's behavior - so having a scenario that's based heavily around office use seems uncertain. And Scenario 3 seems to be in just such great conflict with the stated equity objectives - which seems to disqualify it. I would also just want to note that there is no discussion of Scenario 0 (do nothing), but I would also like to propose Scenario 4 - which is to do something else - which I would like to put

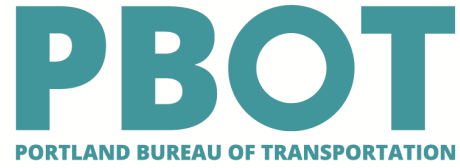


forward. The potential to serve the future of the city is phenomenal, but perhaps not through these scenarios, which seem dated. They are “recent” but not “future.”

- Phil S. - Tyler’s info this evening was very helpful - like to see more of that. Personally, I’m pretty sympathetic to the enhanced industrial scenario because we it potentially preserves family wage jobs and the type of jobs which the region needs. But it probably doesn’t support streetcar. Concerned about Employment scenario because it turns the area into a commute destination - and streetcar is not a mode for commuting. I would support Mixed Use if there was a better housing and jobs match-up – more balance matching housing to job types. Montgomery Park is a done deal - it is what it is, and we haven’t been talking about that in these scenarios.
- Mike S. - What Tyler provided was a great start – needed information. I just do not have the experience or information to make a decision. Looking at a demand question - what is the demand for housing? What type of housing? What type of jobs? What are those resources that we can access to make the best decision? We need to look at how this plays into Portland overall – housing and jobs development are not in a vacuum. What is the developer interest in any of this? What is it that they find acceptable? Also, “Do Nothing” is not really a do nothing - things are still going to develop with existing zoning. No Zone Change is not “nothing.” Is any of this a good idea? This is what was missing from survey – is this needed, does it make sense?
- Jordan W. – This is such a close-in area and it’s so big. The scale of the development is in the millions of square feet and it will take decades to be built out. Thinking about this City and the Comp Plan goals, I would prefer if this was something closer to the Mixed Use scenario - because that seems the right economic and environmental direction for a growing city. I think we should think about this as part of tied-into the fabric of city and Central City. On Equity/Environmental - I would make the argument that mixed use is the best equity approach. If we don’t build more housing and affordable housing, exiting housing stock gets more expensive. Also – value created by rezone helps fund environmental site clean-up, which happens when land uses transition. If growth doesn’t occur here in central city, it will happen on periphery. Close-in development is better environmentally. I think that industrial uses with big investments will be here for a long time; can co-exist alongside streetcars, but I’m not sure if the LID is compatible, and would like to tie it to redevelopment. Consider attaching exactions for community benefits to redevelopment rather than burdening existing industrial businesses.
- Alexandra Z. – We’re all looking for a lot more details: housing/jobs mix and who is that serving? Like the idea of a self-contained place where people can live/work in the district - rather than a commute destination. I’m a little bit disappointed about how



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much housing is market-rate. Housing prices continue to skyrocket. How can we match housing with folks working in the area? Also - transportation analysis is a huge piece of it; need to understand the context and realize how the system is quite full; also issues of connectivity and how things tie into existing networks. Need more context and granular approach. Speaking for the PSI board - we're looking for more information before providing definitive feedback. Interested in pursuing an option that provides most flexibility and density, but it needs to be coupled in a way that benefits everybody.

Public Comments

None.

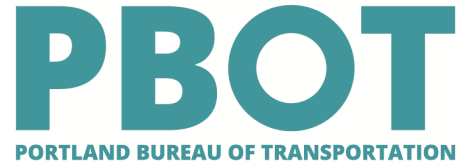
Wrap Up

Staff thanked group for staying past time and reminded folks of upcoming September meeting where staff will bring more information and to review transportation analysis and other data.

The meeting adjourned at 6:15 PM



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Meeting Chat

- 16:44:31 From Mike Stonebreaker : Is this PowerPoint presentation going to be sent out to us?
- 16:45:08 From Mike Stonebreaker : Thank you.
- 16:45:41 From Phil Selinger : What means of outreach was done other than word-of-mouth? The response seems light, especially if we all took the survey!
- 16:47:49 From Mike Serritella - PBOT : Hi Mike - Yes - all meeting materials including the full raw survey data will be made available
- 16:57:43 From Barry Manning : We sent email to about 300 folks on an interested parties list, advertised on Nextdoor and Facebook, and the CBO's also shared information to their groups
- 17:15:19 From Mike Serritella - PBOT : Hi Jen - I just went back to the survey confirm whether the language was updated on the survey based on your feedback at the last meeting. It looks like it was updated to the new language on survey and in the accompanying materials (enhanced industrial, employment, and mixed use). But to your larger point about shaping the planning process, we are grateful for your input at each step of the process - whether it be written in a survey or via comment during spaces like these.
- 17:25:35 From Joleen Classen : I have to leave to cover another meeting
- 17:26:57 From Phil Selinger : You may be getting to this, but I'm interested in how well housing types are matched to job types. Can we produce a self-contained community that minimizes external travel?
- 17:29:03 From Phil Selinger : Development value benefit accrues to whom? Private interests or the community?
- 17:34:16 From Dan Bower : For scale: the former Post Office sight just got approved today for redevelopment - Redevelopment of the site could house approximately 2,400 new households and 4,000 jobs,
- 17:34:21 From Dan Bower : <https://prosperportland.us/broadway-corridor-redevelopment-reaches-significant-new-milestones/>
- 17:35:33 From Greg Madden : I have to go. thanks Barry and everyone.
- 17:42:06 From C Hamilton : Sorry everyone I have to bail to make a family meeting tonight. Scenarios 2 and 3 definitely have negative consequences for the Guilds Lake Industrial Sanctuary. At the fringes at a minimum. This bothers me as an industrial entity as well as NIBA President. Great job Kate, Tyler and Barry. Thanks to the rest of you for your participation. I will be more involved and prepared to comment at our next PWG.
- 17:42:45 From Mike Serritella - PBOT : Thanks Craig. I'll add you comment to the notes! Have a good one.
- 18:04:31 From Joy Pearson : "Recent but not future" - well put, Steve
- 18:11:28 From Joy Pearson : I'm sorry to have to leave so close to the end but I must-thank you everyone for the discussion



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

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



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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

- 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

Virtual Open House Survey

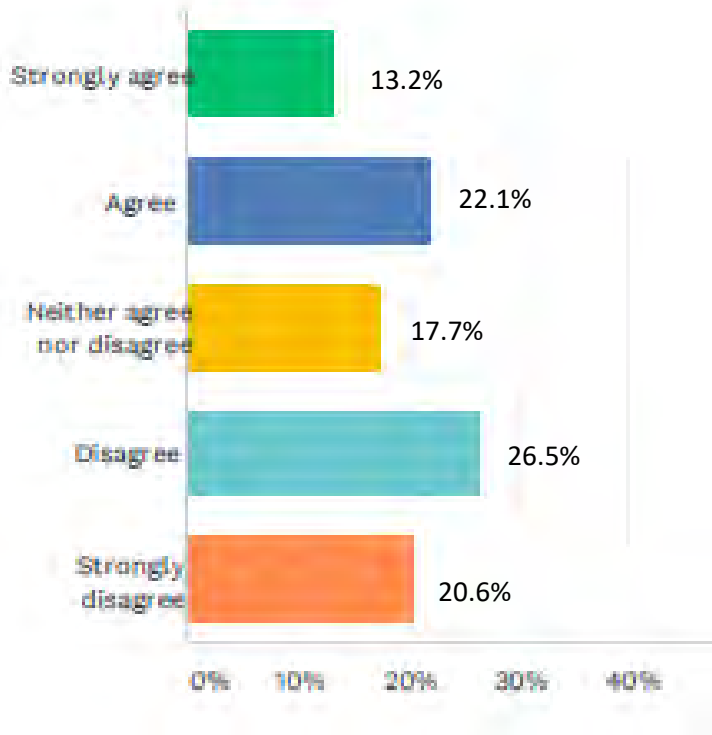
Interim Results:

- 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

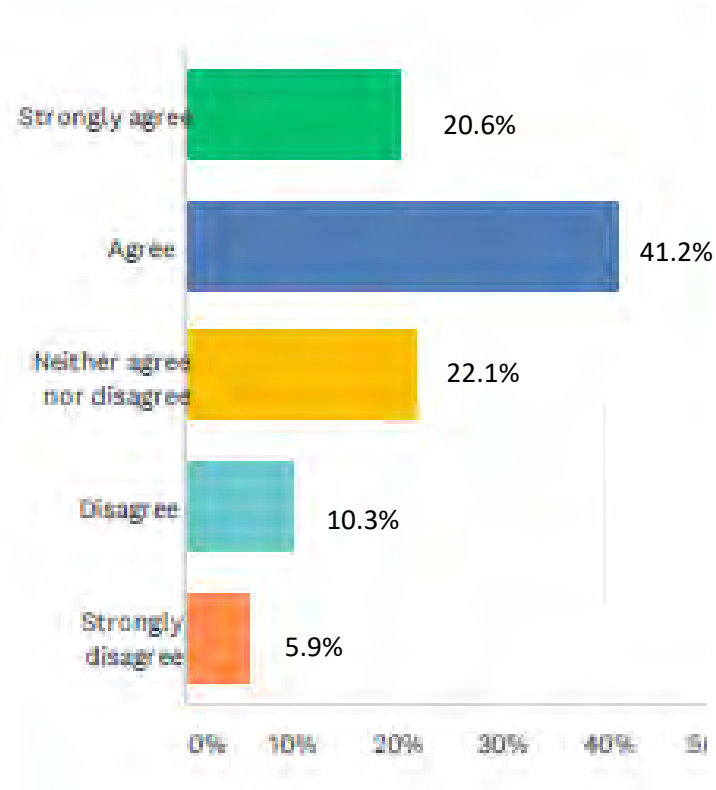
Q1 The Enhanced Industrial scenario preserves industrial uses and limits residential uses in Employment areas south of NW Nicolai Street and east of the ESCO site. Do you agree with this approach?

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?

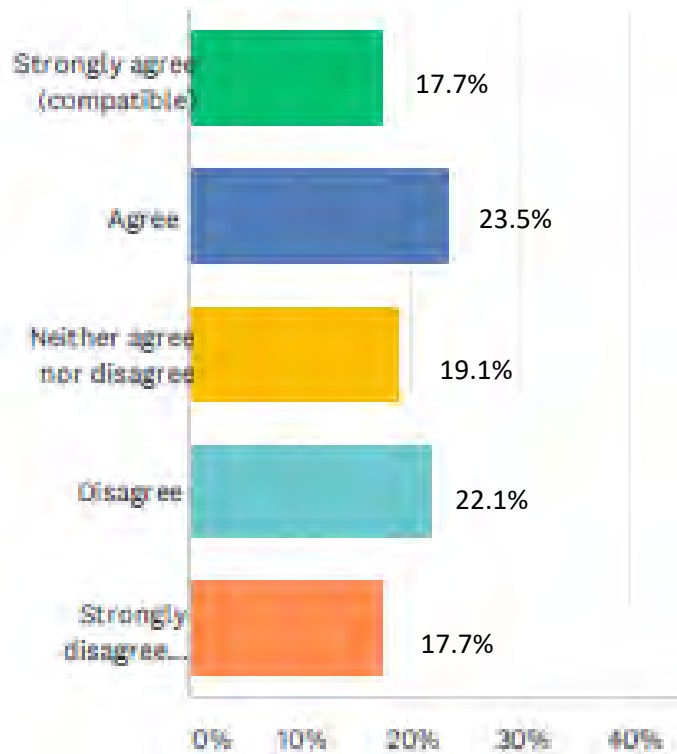
Agree- 61.8%
Disagree – 16.2%
Neither – 22.1%



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

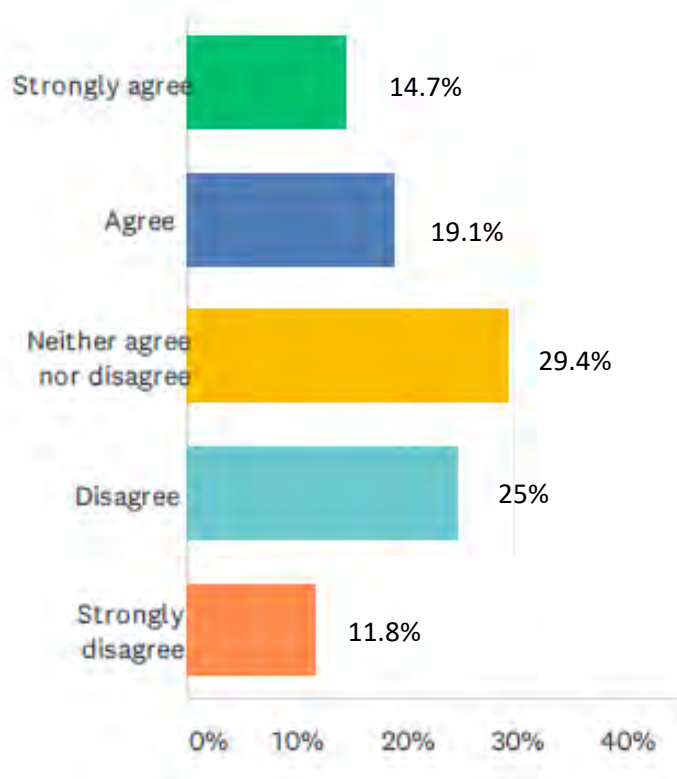
Takeaways:

- 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

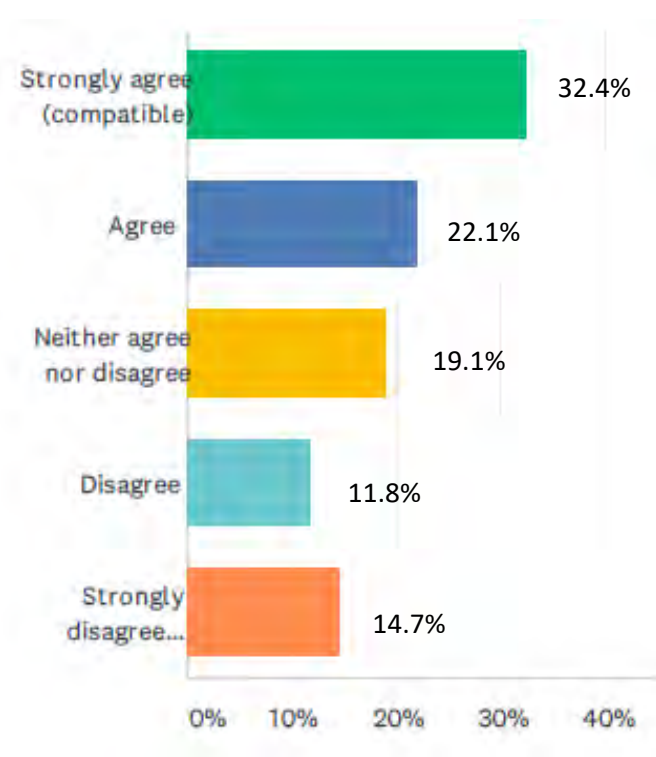
Q8: The employment scenarios increases the range and intensity of allowed office uses and allows institutional uses.... Do you agree with this approach?

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



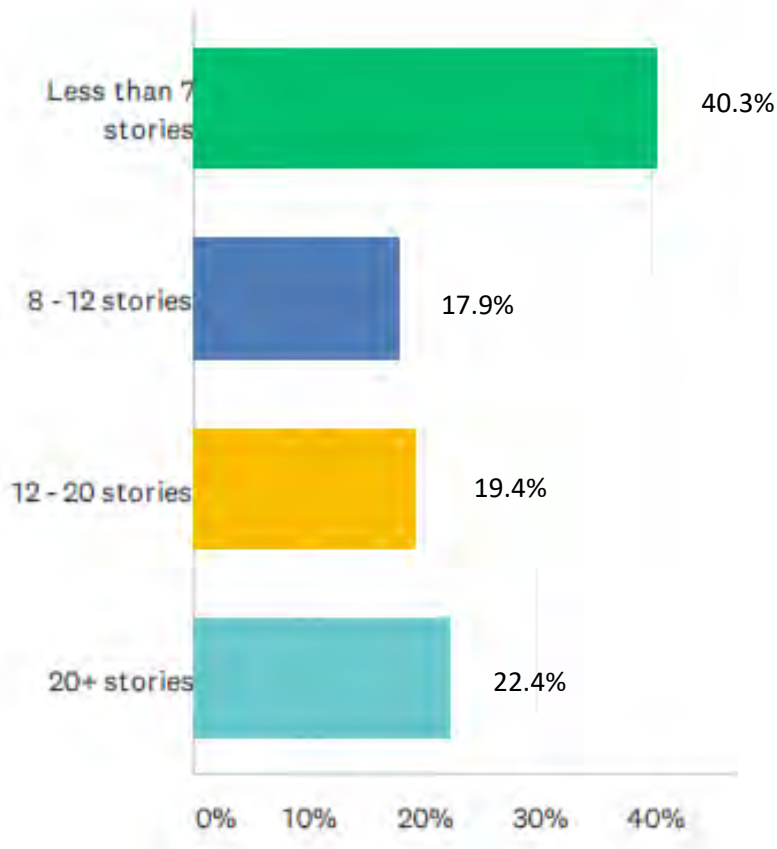
Q9: Do you think a major transit investment could support/ be compatible with the Employment Scenario?

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

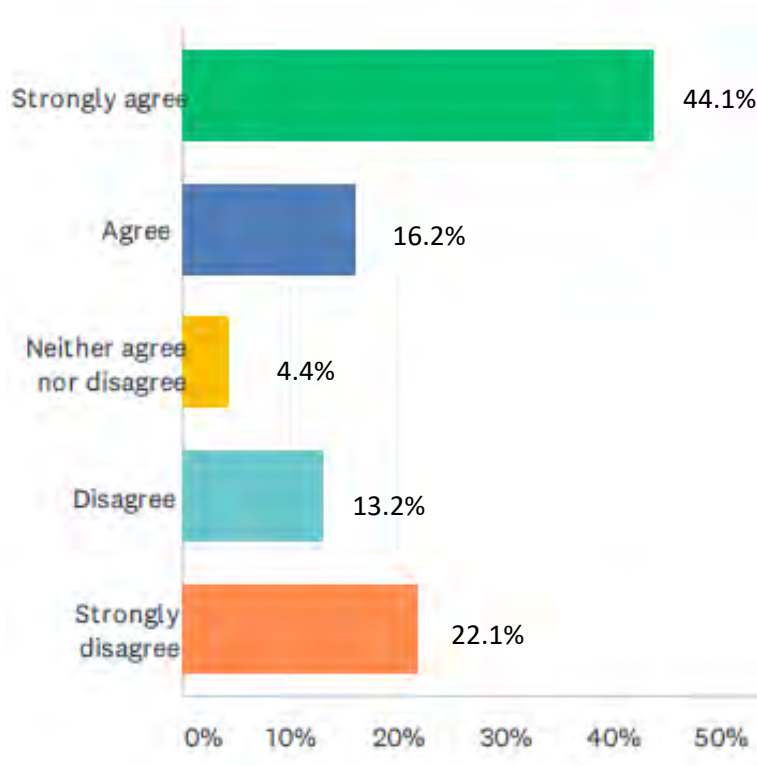
Takeaways:

- 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

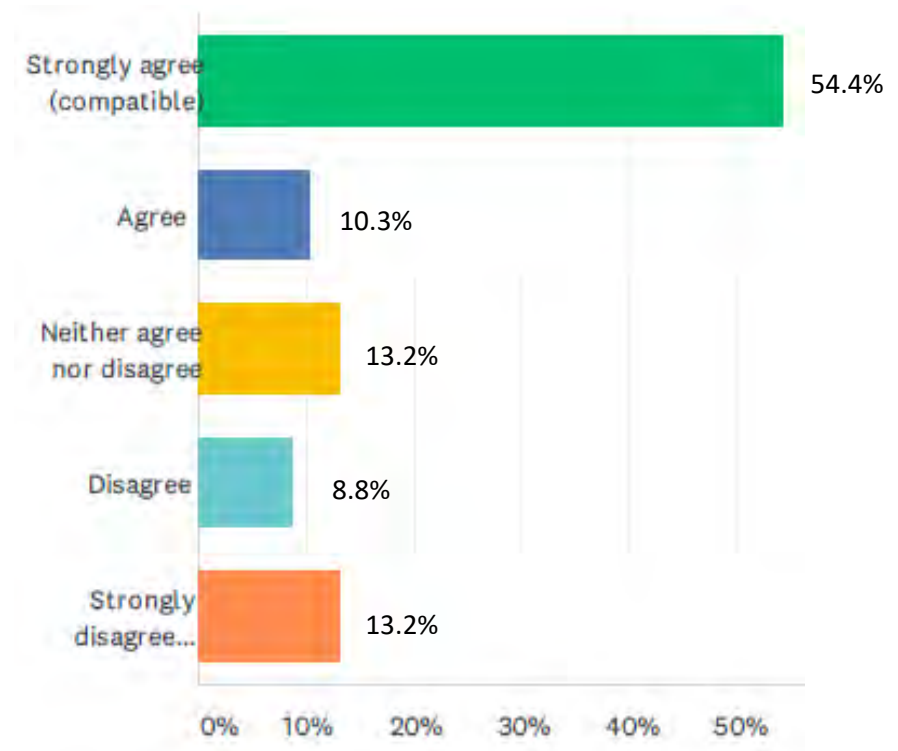
Q15: The Mixed Use scenario allows a broad range of residential, commercial and institutional uses, but may limit or have the effect of displacing industrial uses. Do you agree with this approach?

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



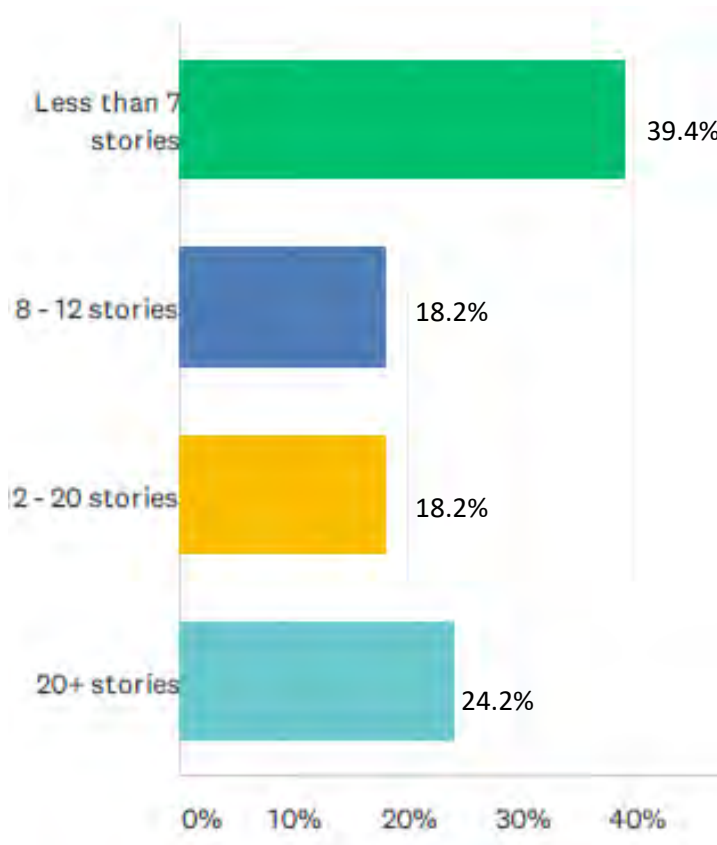
Q16: Do you think a major transit investment could support/ be compatible with the Mixed Use scenario?

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%

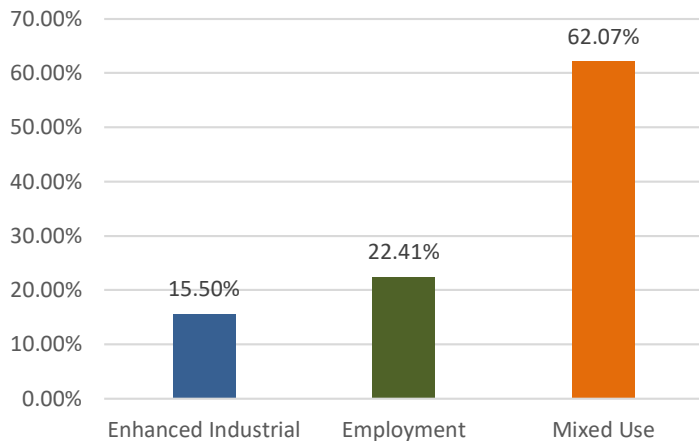
Mixed Use Scenario

Takeaways:

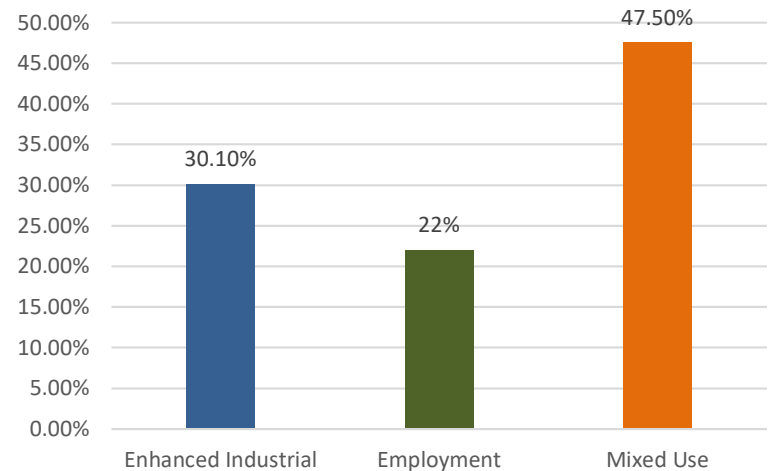
- Respondents were nearly twice as likely to agree with the mixed-use approach as disagree (60% vs 35%)- with stronger agreement amongst respondents than other scenarios
- Strong agreement on transit compatibility (64.7%)
- Building height preferences were similar to other scenarios with about 40% preferring 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?

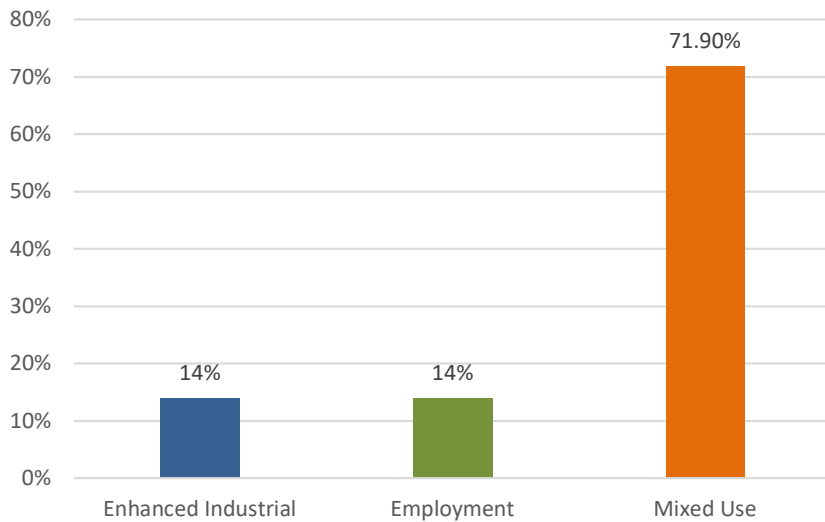


Q23: Which scenario do you think can best contribute to economic prosperity through creation of jobs, small business or micro enterprise opportunity, or protection of existing economies?

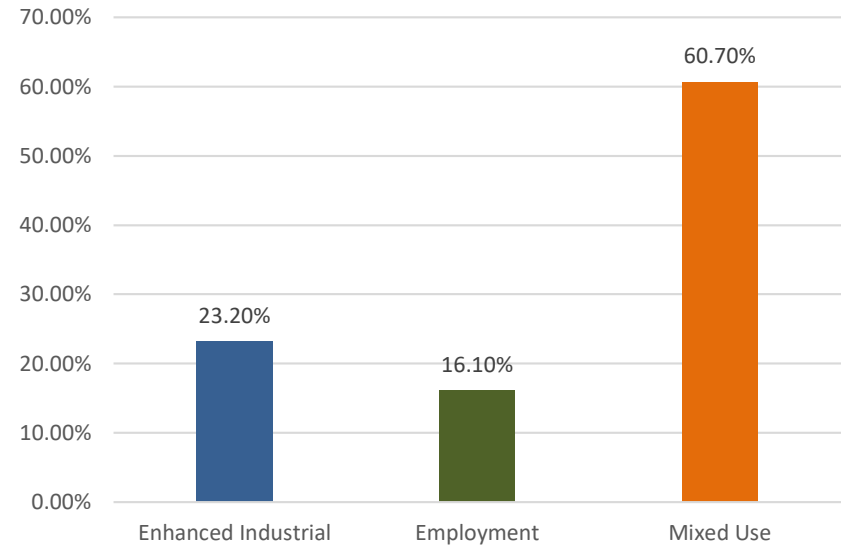


Scenario Comparisons

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?

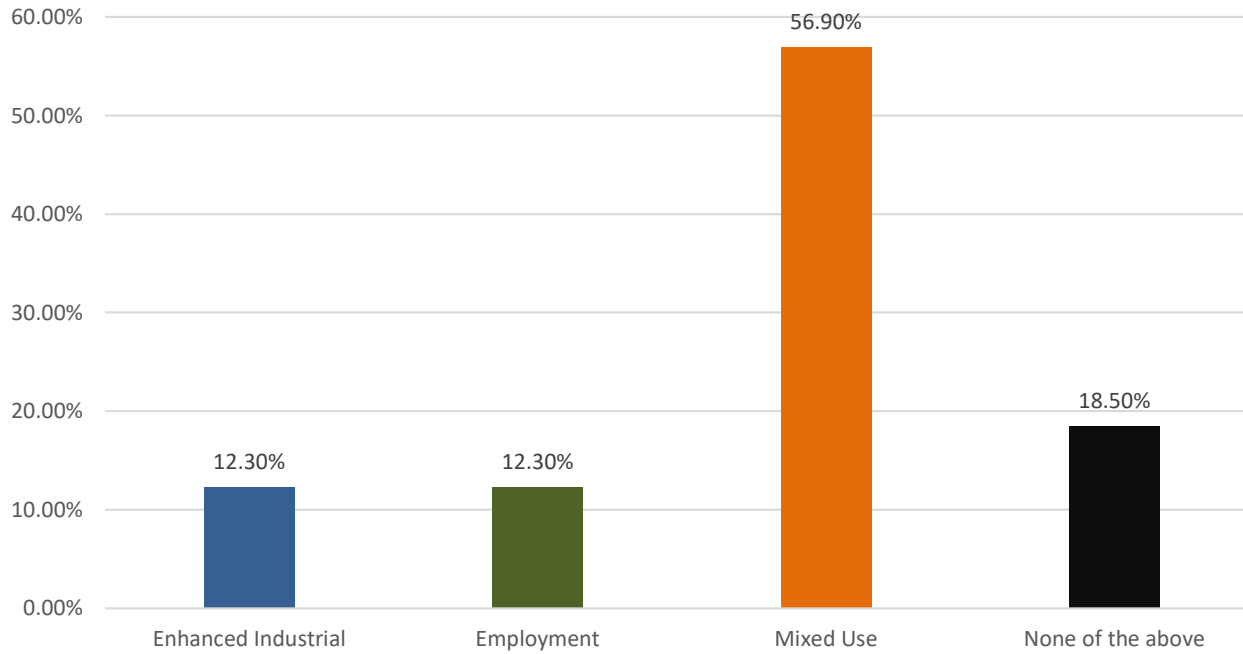


Q27: Which scenario do you think has the most opportunity to advance equitable outcomes through difference development types/land uses, or a potential community benefits agreement?



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.

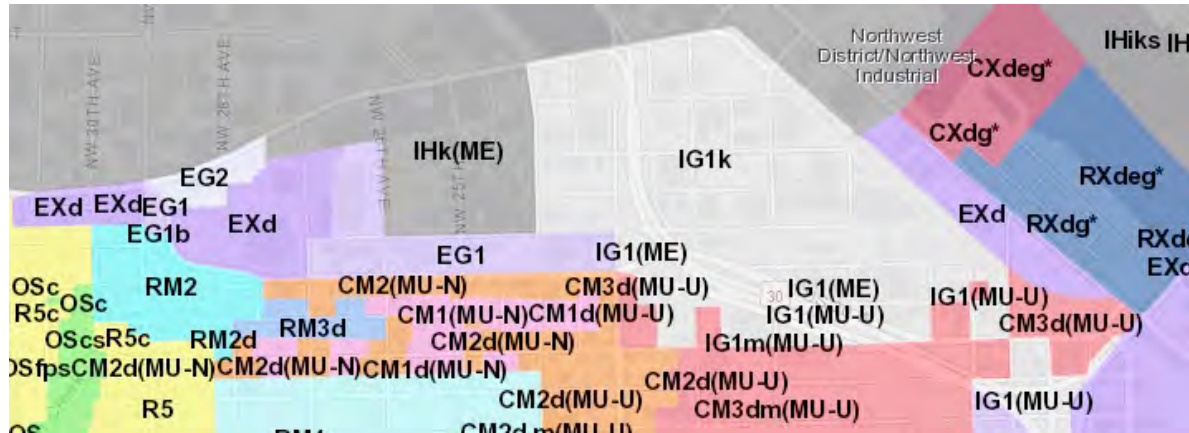


Source: Portland Business Journal



Source: Ankrom Moisan

Baseline Scenario

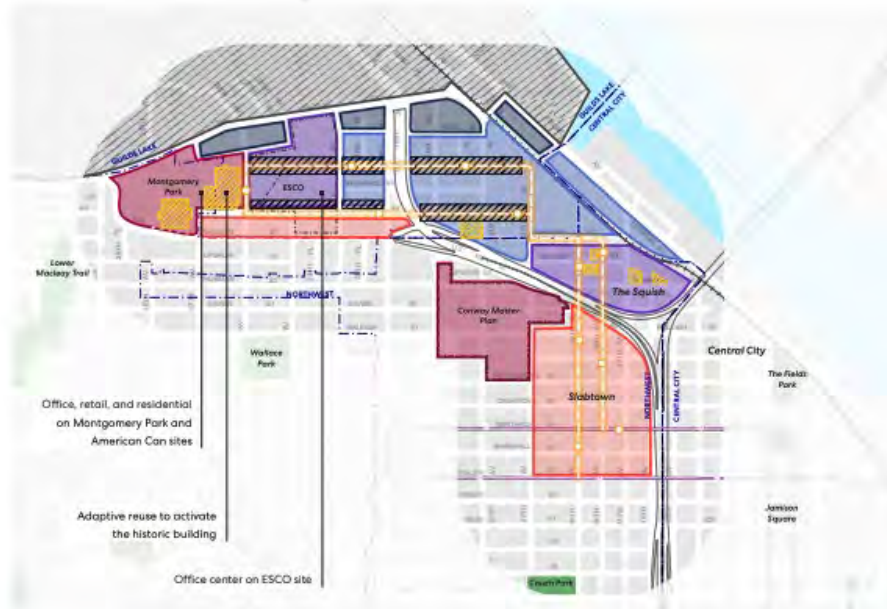


Land Use + Urban Form

Legend

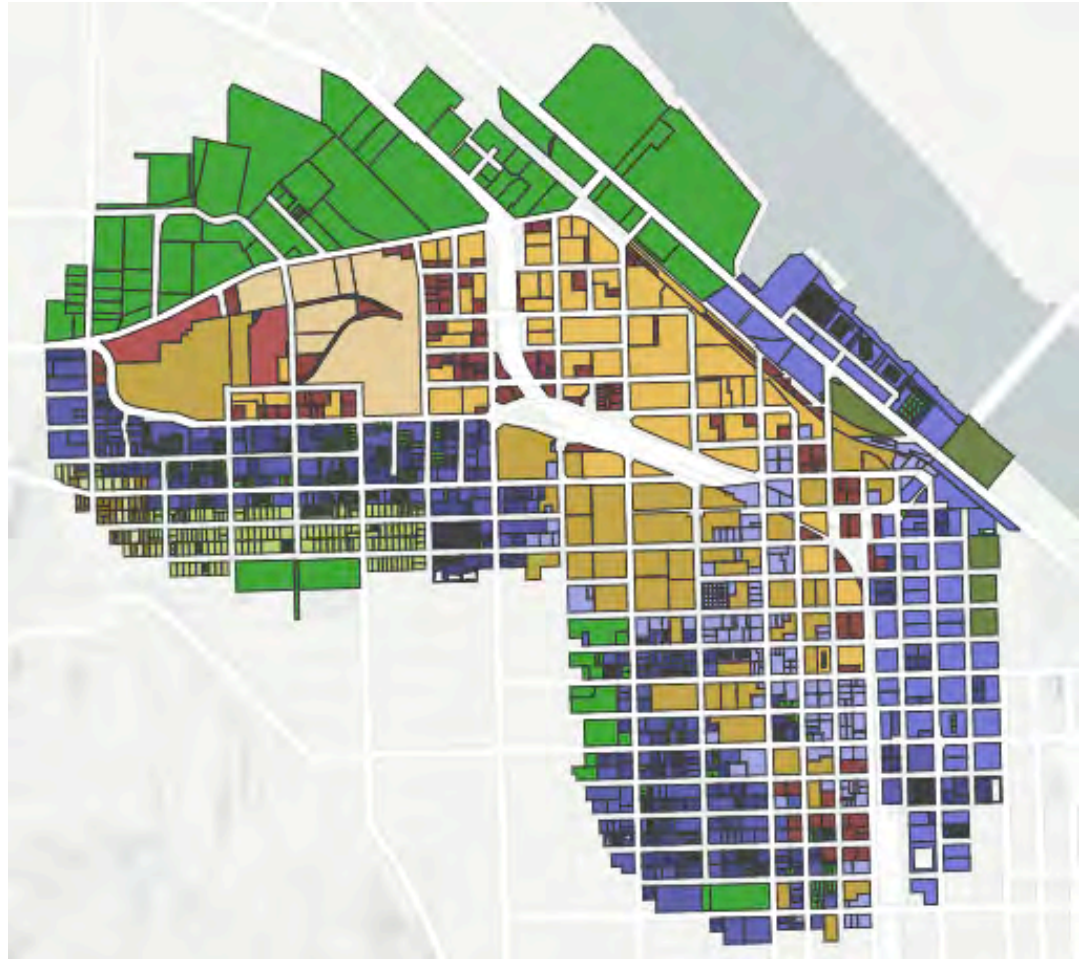
- High Density Mixed Use
- Medium Density Mixed Use
- High Density Employment*
- Medium Density Employment
- Light Industrial & Creative Office
- Main Street Overlay**
- Historic/Cultural Building Preserved
- Heavy Industrial
- Proposed Transit Alignment
- Existing Streetcar
- Plan District Boundary

* 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

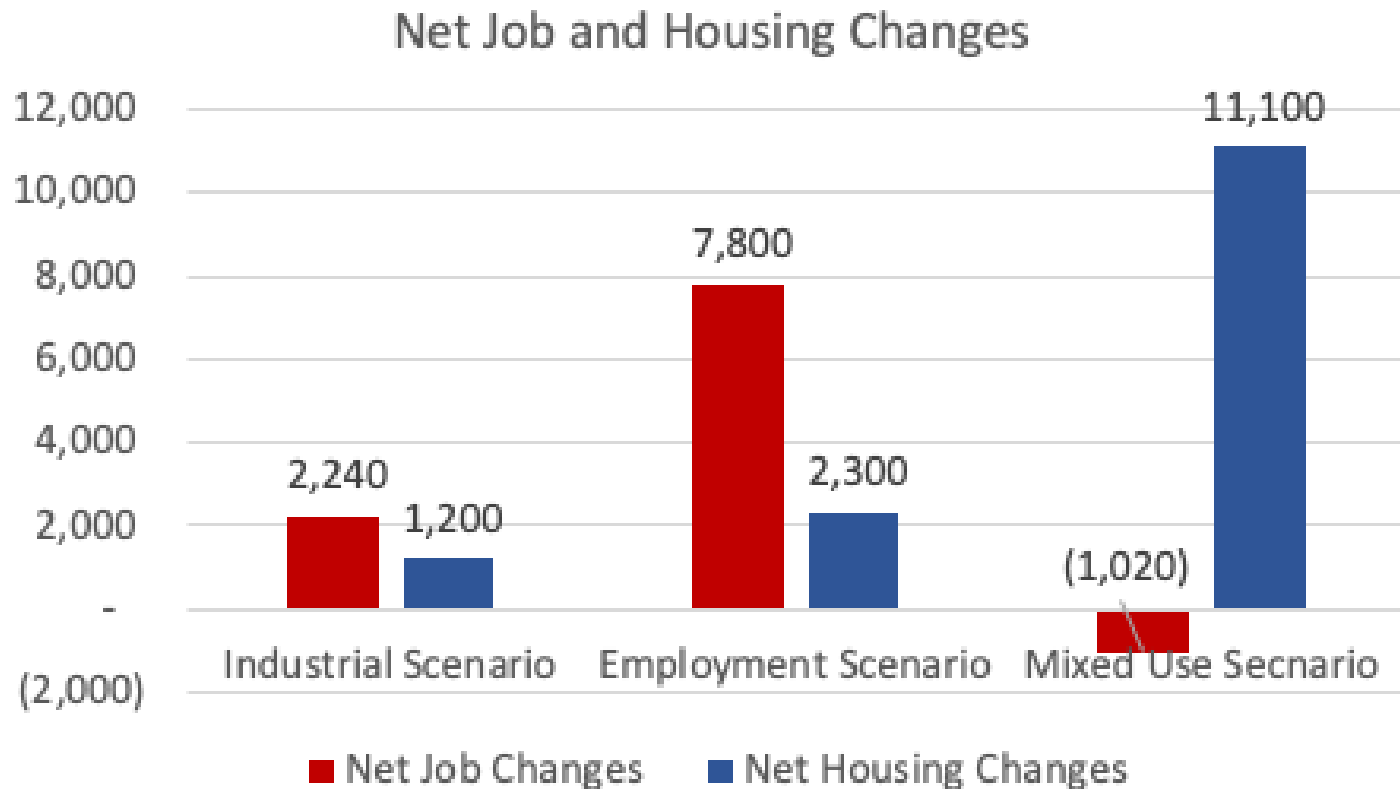


Source: LoopNet

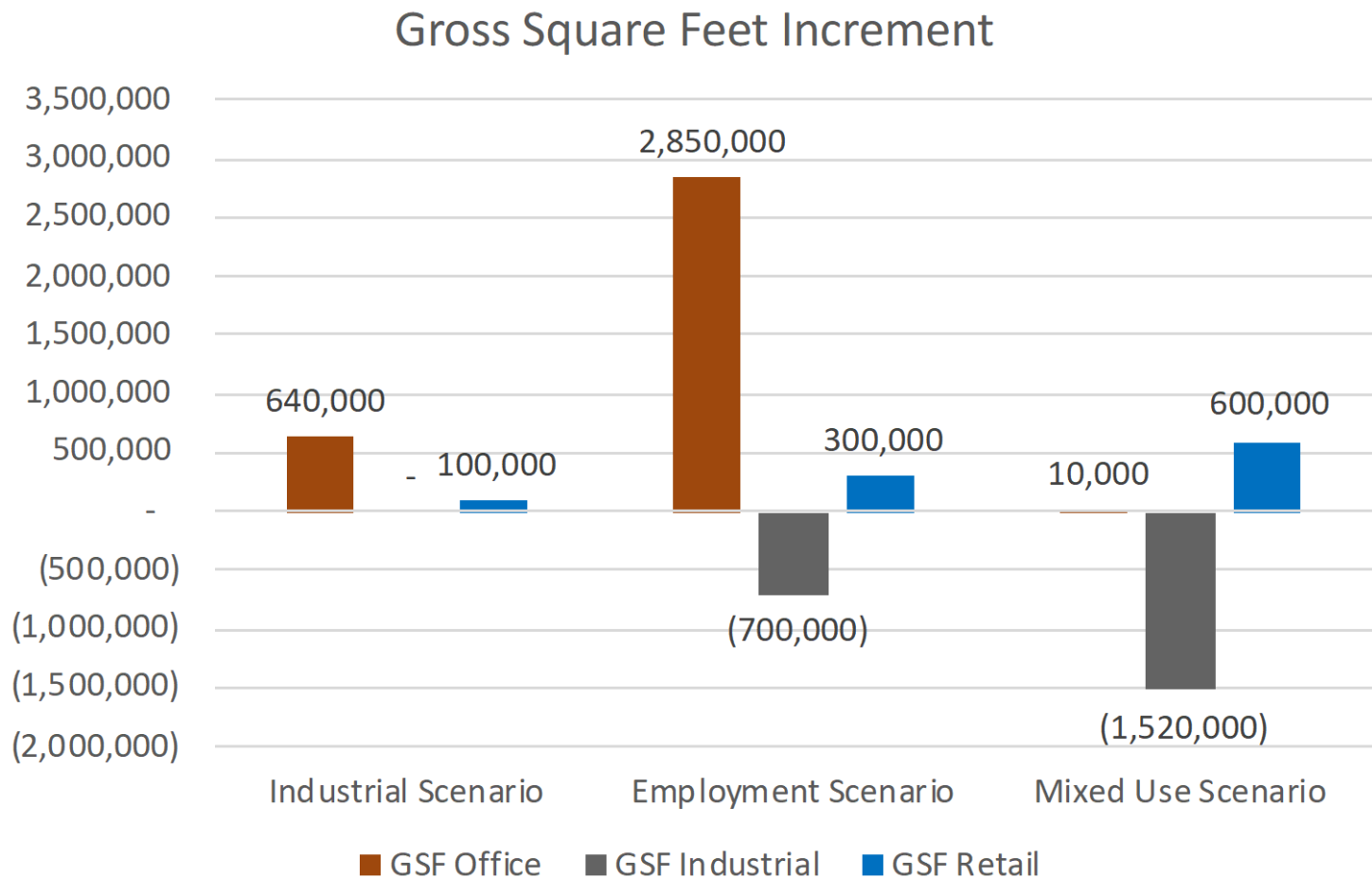


Source: Pamplin Media, Business Tribune

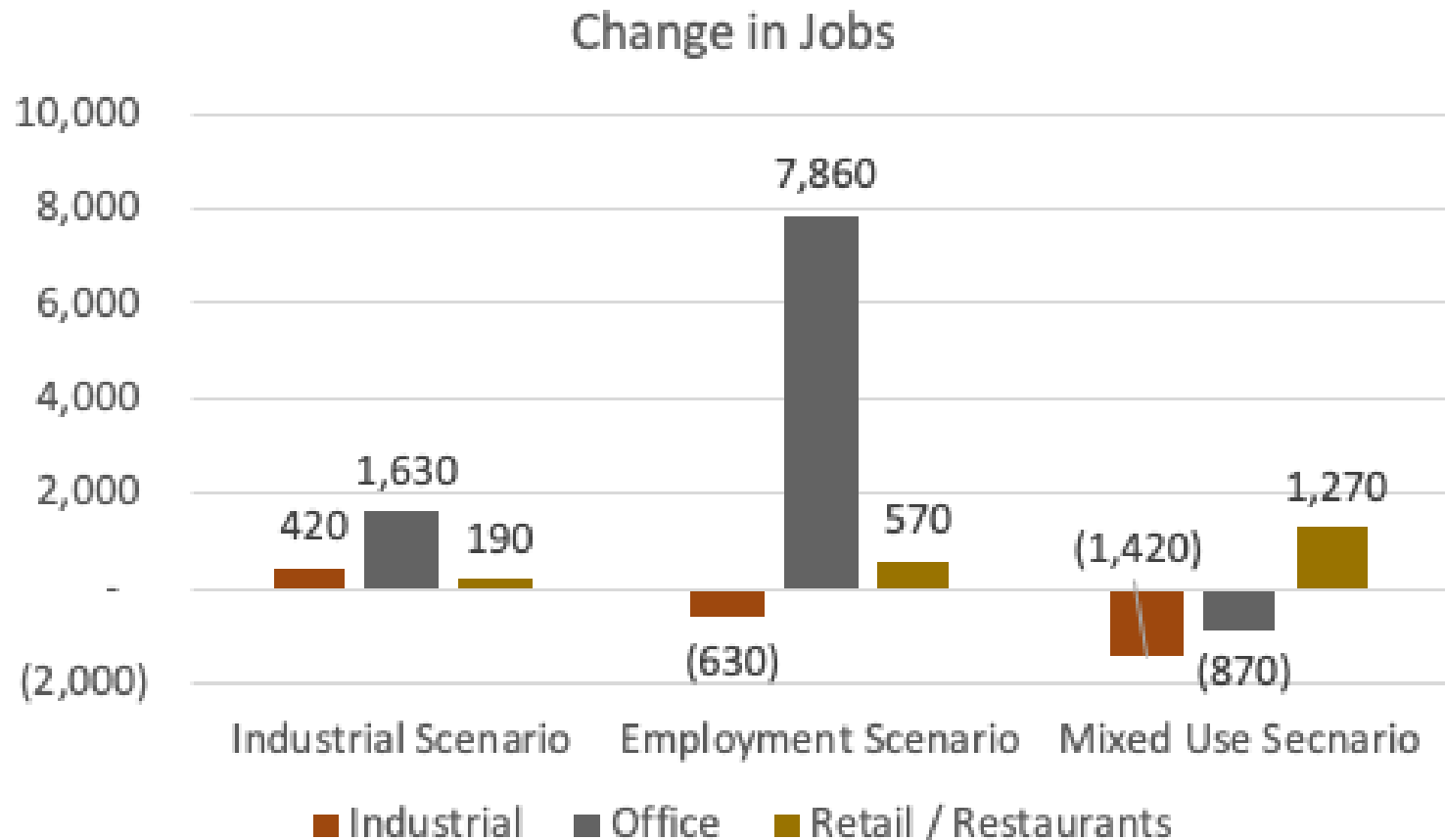
Job and Housing Unit Changes



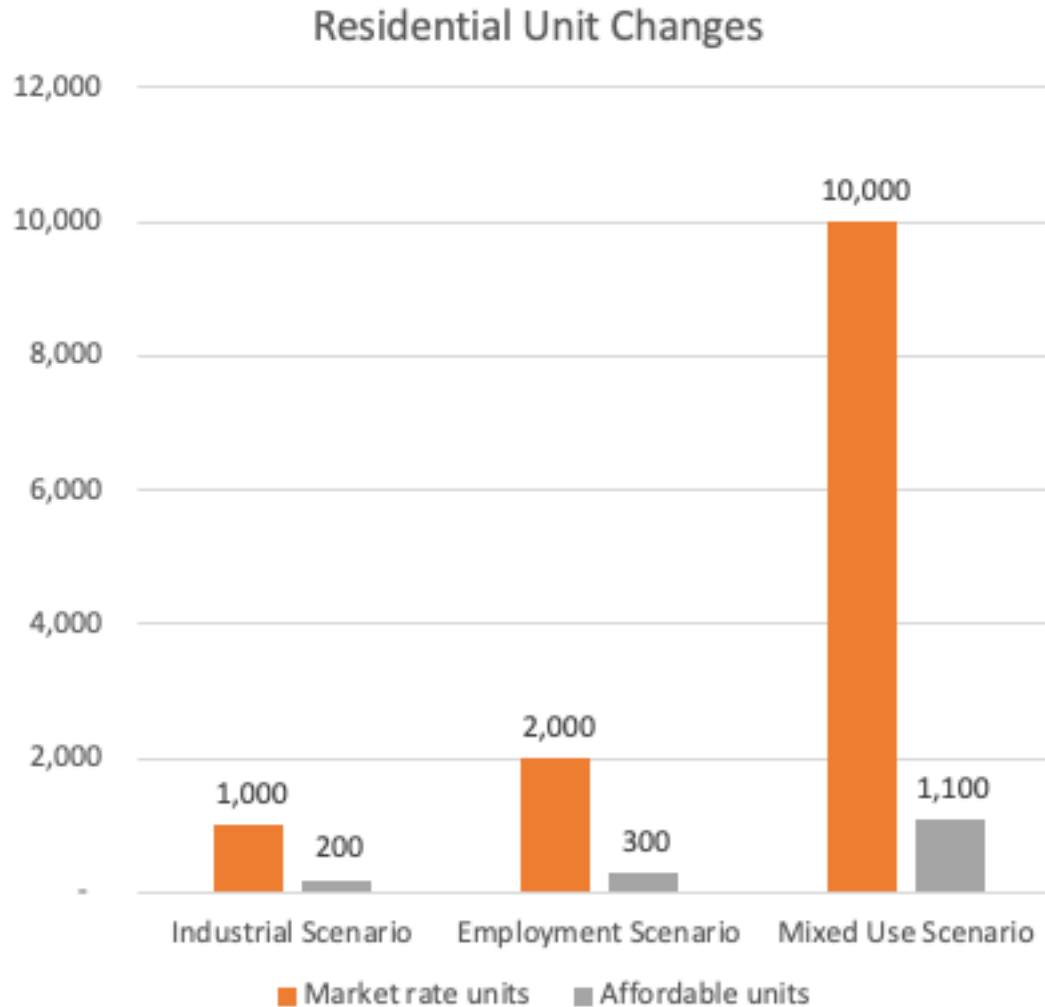
Change in Square Feet by Use Type



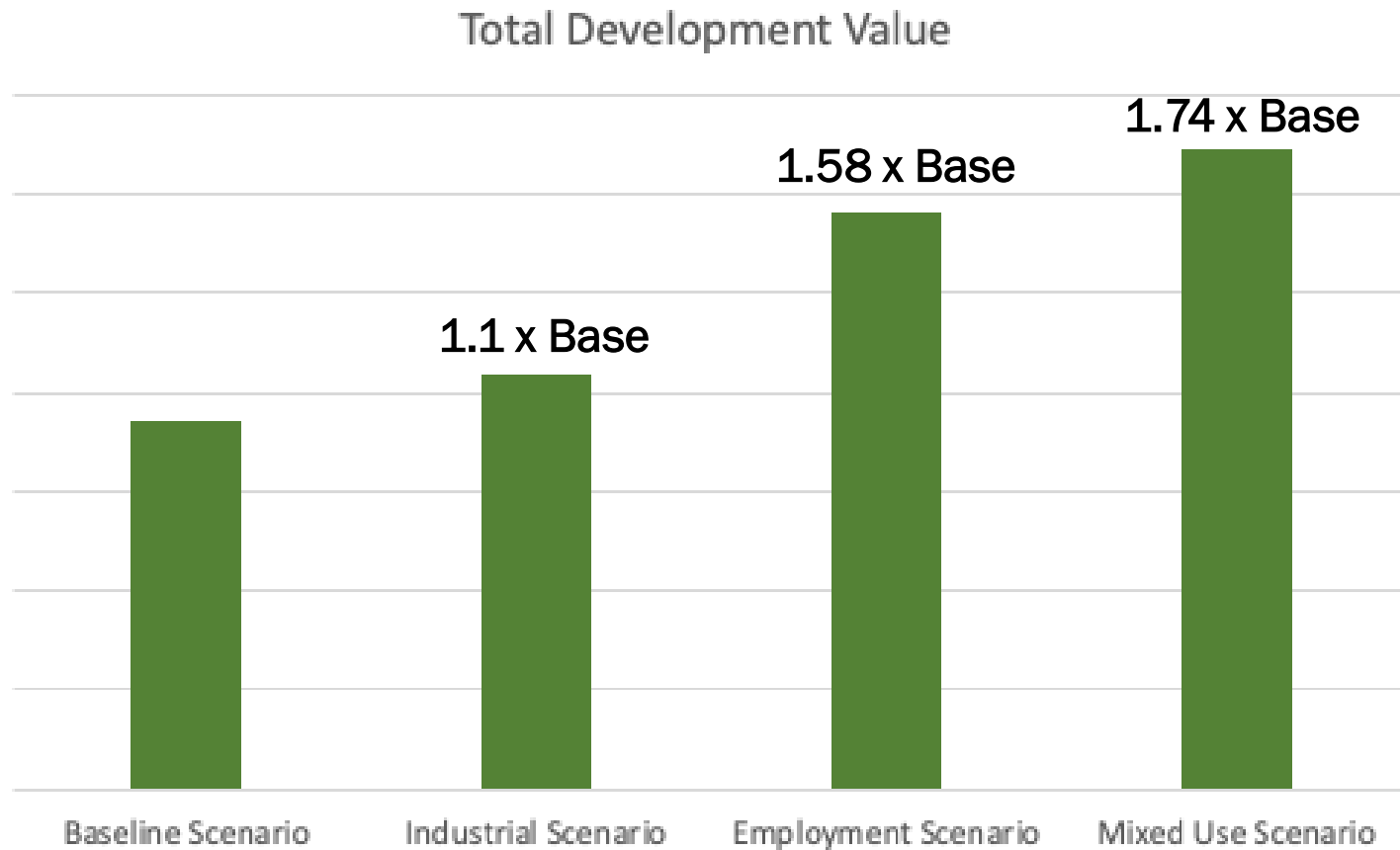
Job Changes by Sector Category



Residential Unit Changes



Development Value Change

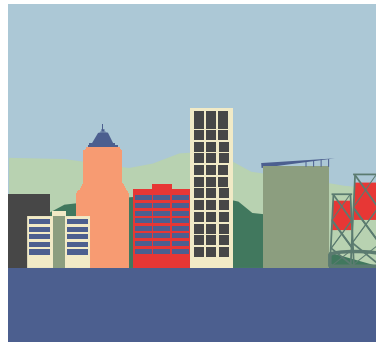


ECONorthwest

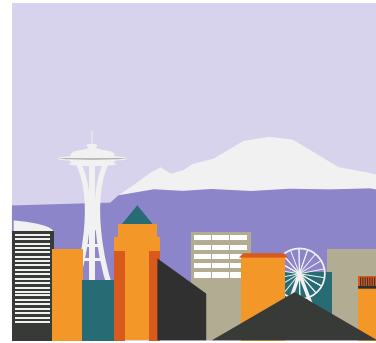
ECONOMICS • FINANCE • PLANNING



Eugene



Portland



Seattle



Boise

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?