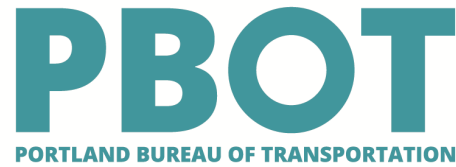




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Montgomery Park to Hollywood Transit and Land Use Development Study

NW Project Working Group

DRAFT Meeting Notes

Meeting No. 2: June 10, 2020

4:00 – 6:00 PM

Location: Zoom Meeting

Members in Attendance

Jen Macias, Greg Madden, Mike Stonebreaker, Dalton Humann, Phil Selinger, Alexandra Zimmermann, Stephen Ramos, 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, Mauricio Leclerc, PBOT; Barry Manning, Nicholas Starin, Eric Engstrom, BPS; Joana Filgueiras, Prosper Portland; Dan Bower, Portland Streetcar; Marc Asnis, Perkins and Will; Tyler Bump, ECONorthwest, Julia Reed, Nelson\Nygaard.

Welcome and Introductions

Staff and the PWG members introduced themselves.

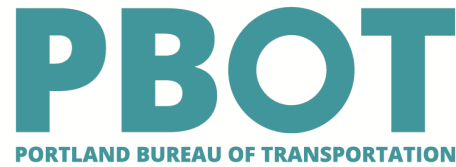
Project Updates/Housekeeping

The group discussed the following:

- **Meeting No. 1 Notes:** PWG members had no suggested changes to the draft notes from the 5/13/20 meeting. Barry asked members to get comments to staff by 6/17/20, when the notes will be finalized.
- **PWG Bylaws:** PWG members had no additional comments on the group bylaws and were asked to get any final comments to staff by 6/17/20.
- **Project Schedule:** The schedule remains generally on-track. A public workshop/open house is planned for late June or early July. The next PWG meeting will likely be the second Wednesday in August (8/12/20) followed by Second Wednesday in September (9/9/20). Staff will confirm dates at a later time
- **PWG Communications:** The PWG and staff discussed various technologies with which PWG members might communicate amongst themselves outside of formal PWG meetings. A simple email list, a dedicated Facebook page, and the Slack platform and others were discussed. No perfect solution emerged, taking into account privacy issues, public records policies, ease-of-use and work-load issues.



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Staff asked PWG members to notify them after the meeting if anyone objected to sharing members' emails with the full group. Staff will further investigate options and get back to the group later.

- **CBO Outreach Update:** Representatives from the Community-based organizations that are doing outreach on behalf of the project provided updates on their work to-date. Micro Enterprise Solutions of Oregon has conducted a Zoom focus group with 18 stakeholders. Friendly House has facilitated three Zoom discussions with smaller groups as well. NW Industrial Business Association has consolidated a contact list and is developing an online survey tool and would like to coordinate with the other CBOs on formulating questions. The Hollywood Senior/Urban League team is also developing a survey, has reached out through newsletters and is coordinating with other senior centers.

The group then discussed the relationship between land use and transportation in the project and which of these was “driving the project.”

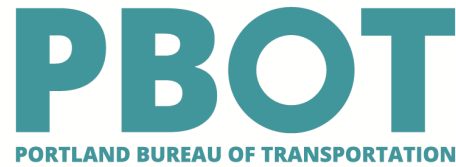
- One member felt the transportation issues and transit mode needed to be determined before looking at urban design concepts. Streetcar vs. other options. Another felt that the project is leading specifically with streetcar and with a predetermined route.
- Staff emphasized that the project is scoped to analyze potential for land use change in the NW area, by determining the desired land uses and urban character of the area (assuming some sort of transit improvement in the area along the alignment suggested could increase redevelopment potential), and then to plan for the transportation solutions that best suit that vision. A streetcar on the study area alignment is a possible solution but may not be appropriate depending on land use direction. Staff also acknowledged that it is a somewhat circular and iterative process and that land use and transportation need to be looked at together.
- Staff also stated that a transit analysis is underway to compare transit options and operating models against different land use scenarios and other criteria. The evaluation memo and discussion will be available in a four to six-week time frame.
- It was stated that baseline traffic counts were needed for the study. Staff responded that some data is available in the existing conditions report and that new counts will be gathered. Data collection has been hampered by ongoing construction in the study area and the COVID crisis which would impact the accuracy of traffic counts.

Urban Design Concepts

Marc Asnis presented the three draft urban design concepts for the NW study area (see the concept presentation on the [PWG meeting page](#)) 1) *Enhanced Industrial*; 2) *Employment: Makers and Thinkers*; and 3) *Mixed-Use: A Complete Community*. PWG comments included:



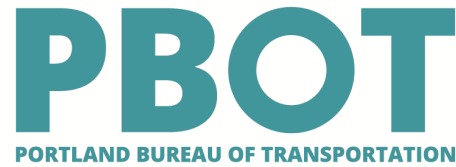
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- Land values in Guild's Lake have been rising even without any zone changes.
- A PWG members suggested that terminology be revised. Are concepts 1 and 2 really less "complete communities" than 3?
- The 3 concepts as presented seem like islands. More of the existing urban fabric should be portrayed, e.g. the adjacent Thurman main street, linkages to other transportation infrastructure, including bikeways, transit and neighborhood greenways, as well as open spaces.
- Existing and future bus lines seem to be absent from the diagrams. There should be more emphasis on transit hubs and seamless transit connections.
- The new Roosevelt pedestrian street is shown cutting through an existing building.
- Why does the streetcar stop short of Montgomery Park on NW 26th? Need to activate area in front of MP at 27th. Staff noted there are engineering feasibility issues with 27th. A tail track on Wilson could be possible. An alignment engineering report will be available within next few months.
- The ground floor uses along the Roosevelt pedestrian spine will be important, yet these are not identified as retail streets. Staff noted that active uses would be encouraged here. Not necessarily retail, but residential access, for example.
- All three concepts imply greater density. This runs risk of escalating property values, which could hamper goals for affordable maker space and affordable housing.
- There needs to be more thought about sensitive transitions to existing neighborhoods, e.g. along Vaughn and in Slabtown.
- The New York Building was brought up as an example industrial development, but are industrial uses really in there? What kind of industry do we want, e.g. in Concept 1? Staff noted that there are several floors of last-mile distribution services in the building and many craft-like industrial uses such as photography studios, as well as a few true offices.
- What kind of contextual research has informed the concepts, e.g. what is actually going on in the area? The Red Fox Commons has been vacant for some time.
- Drawings should show more of what is existing in the study area, e.g. residential pockets. Give some more thought to the Squish and the area underneath the freeways and the connections to the Central City.
- Drawings should show more of the existing fabric and clearly convey what changes under each concept.
- These concepts all assume massive change. Show more clearly what we want to protect and preserve about the area. Staff noted that first concept is more about incremental change than the others and that these are not final concepts and they can be modified and adapted to public priorities.
- All concepts seem to assume streetcar is built. Need to take into account other transportation solutions, e.g. autonomous vehicles, etc. that might better serve



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industrial businesses and employees. Land is a finite resource. Every piece of land can't have every kind of land use on it.

Development Prototype Feasibility

Tyler Bump presented preliminary draft of development feasibility under a spectrum of land use scenarios – ranging from current conditions, to enhanced industrial, an employment focused scenario, as well as a mixed-use scenario. PWG comments included:

- A member asks whether the development scenario projections already included affordable housing or whether the estimates were focused on other additional community benefits.
- After clarifying the methodology of the data presented, one member raised the question as to whether community benefits agreements have been successful in actually building substantial amounts of additional affordable housing or other amenities.
- One member raises the case of the recent Slabtown developments, which did not include substantial affordable housing.
 - Staff acknowledged that the master plan for the area did not focus enough on providing new affordable housing.

Public Workshop on UD Concept Alternatives

Staff shared information of the planned approach to public engagement – a virtual open house or workshop augmented by Zoom meetings. The West Portland Town Center Plan example was shared as the model being considered for MP2H. The public workshop/open house would be online for several weeks in June and July and the Zoom meetings would be an opportunity for the public to hear more information about the concepts and ask questions of project staff. Feedback would be collected through a survey – some example questions were distributed to the PWG.

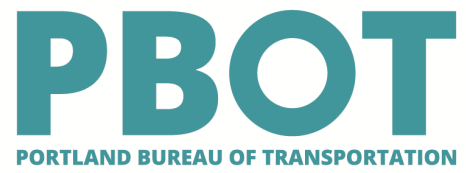
Additional PWG Comments

Looking ahead to the upcoming July online open house focusing on the urban design concepts shared in this meeting, some PWG shared the following comments:

- One member added that PBOT/BPS should include more information about existing land use and some illustrations showing the types of industrial activity happening today north NW Vaughn St.
- Another shared that the online open house should include a glossary and/or guide to help clarify technical language and provide additional context/background.
- Another member shared that there should be more of an emphasis on the 'big ideas' or 'key-takeaways' from each of the urban design concepts shared and to also help keep the feedback at a high-level aligned to this level of detail reflected in the document.



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Public Comments

None.

The meeting adjourned at 6:30PM

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