



Bureau of Planning and Sustainability

Innovation. Collaboration. Practical Solutions.

MEMO

DATE: February 14, 2013
TO: Planning and Sustainability Commissioners
FROM: Jay Sugnet, Senior City Planner
Morgan Tracy, City Planner
SUBJECT: Barbur Concept Plan

A hearing is scheduled for February 26, 2013 at 6 pm on the *Proposed Barbur Concept Plan*.

The plan identifies seven catalytic focus areas – places where there is a community desire for change – and establishes a unifying vision for this historic transportation corridor as a more walkable, vibrant place.

The vision takes advantage of existing strengths in each area, situated in four unique segments (Lair Hill, The Woods, Historic Highway and Far Southwest) and proposes several big ideas to correct current deficiencies and promote public and private investment.

The vision is supported by an economic analysis of what the market would support and when. *The key finding is that future high capacity transit (HCT) is a necessary ingredient to the vision.* Attracting private investment will likely require a significant change to the look and feel of Barbur that only an investment in HCT can deliver. There is a broad spectrum of HCT being considered in the regional SW Corridor planning process, but the chosen transit system must incorporate high-quality attributes (i.e., assured reliability through dedicated travel lanes, well designed station platforms) to ensure that private investment will follow.

At the hearing, the Commission will hear testimony and forward a recommendation to City Council. City Council is expected to adopt the plan by resolution and direct City staff to craft coordinated amendments to the City's Comprehensive Plan, Zoning Code, and capital improvement plans. Over the next 2-5 years, these legislative actions will need to correspond to future regional decisions related to high capacity transit and other major infrastructure investments in the southwest corridor. This will ensure that Barbur, the adjoining neighborhoods, and the City can take advantage of opportunities when they arise to move the community's shared vision forward.

Staff is proposing one amendment to a recommendation on page 47 based on discussions with several SW Neighborhood Inc. board members. The revised text is on the following page.



City of Portland, Oregon | Bureau of Planning and Sustainability | www.portlandoregon.gov/bps
1900 SW 4th Avenue, Suite 7100, Portland, OR 97201 | phone: 503-823-7700 | fax: 503-823-7800 | tty: 503-823-6868

Printed on 100% post-consumer waste recycled paper.

If you have any questions, please contact me at (503) 823-5869 or jay.sugnet@portlandoregon.gov.

Page 47 of the Proposed Barbur Concept Plan.

CURRENT

- **Reconsider the Town Center designation for the West Portland Town Center**

The Crossroads, which is the area at the confluence of I-5, Barbur, Capitol Hwy, and Taylor's Ferry, was originally designated a Town Center by Metro in 1995. However, the Crossroads has not achieved the potential envisioned by its designation as a town center. A "regional main street" or other designation may be more appropriate given the area's transportation, topographic and other physical constraints.

PROPOSED AMENDMENT

- **Address the deficiencies that are preventing the Crossroads from achieving its potential as a Town Center**

The Crossroads, the area surrounding the confluence of I-5, Barbur, Capitol Hwy, and Taylor's Ferry, was designated a Town Center by Metro in 1995. However, the Crossroads has not achieved the potential envisioned by the town center designation. To address this and neighborhood and regional goals, a town center planning effort should be conducted, in conjunction with an access and circulation study, to develop a community vision and strategic plan for the area.