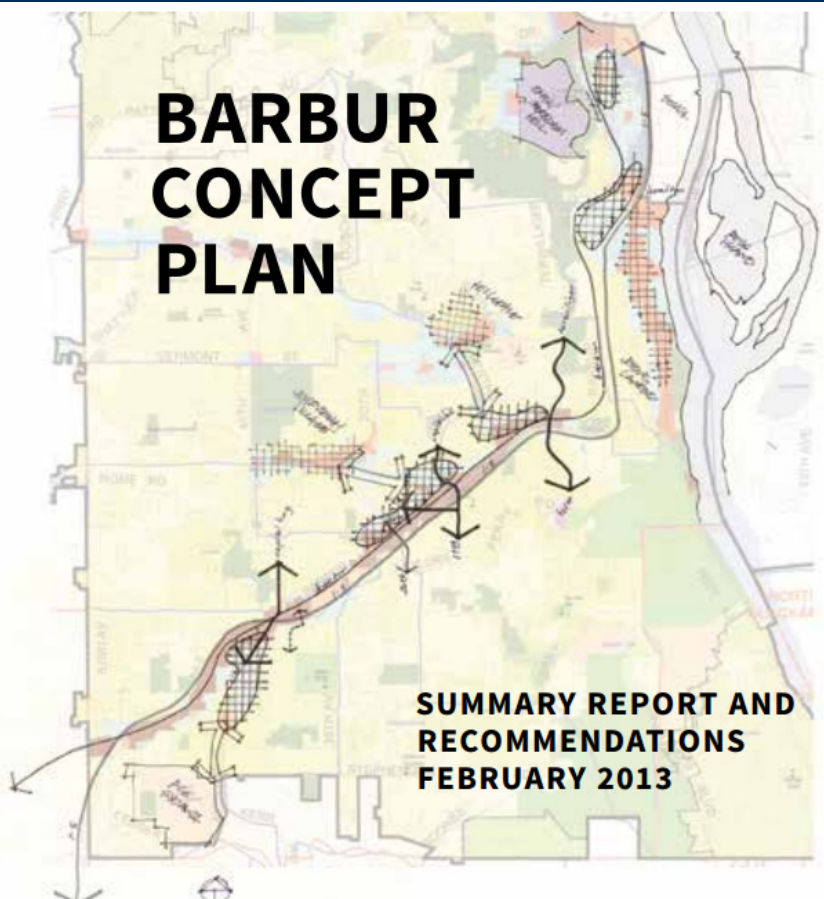




BARBUR CONCEPT PLAN



**SUMMARY REPORT AND
RECOMMENDATIONS
FEBRUARY 2013**

Planning and Sustainability Commission

February 26, 2013



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.



Staff and Community Working Group Proposal

- Recommend City Council adopt the Barbur Concept Plan by resolution as non-binding city policy
- Recommend continued staff participation in the SW Corridor Plan
- Recommend amendments to the Concept Plan as identified in the February 26, 2013 staff memo



7 Steps of a Planning Project

- Project Scoping
- Research and Analysis
- Concept / Direction
- Plan / Policies
- Implementation Tools
- Implementation
- Monitor and Evaluate



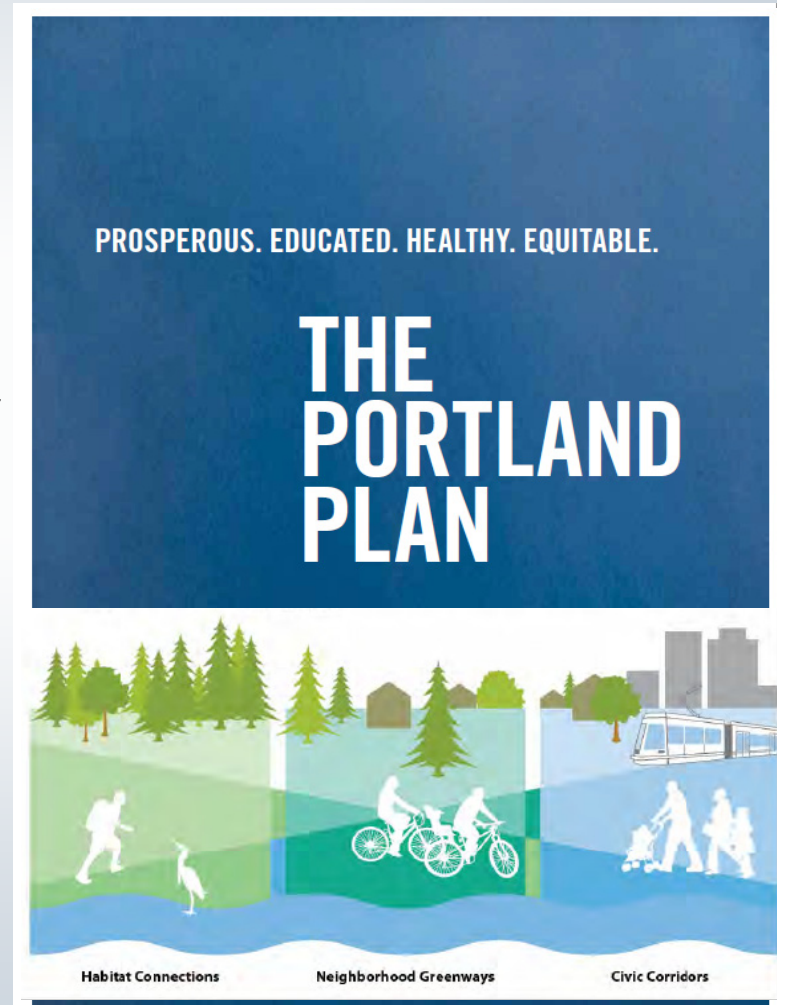
Getting Situated



- Metro 2040 Regional Growth Concept
 - Barbur is a “regional corridor”
 - Next Priority for planned High Capacity Transit
 - West Portland Town Center
- 4 distinct “segments”
 - Lair Hill
 - The Woods
 - Historic Hwy
 - Far Southwest

Previous Planning Efforts

- Barbur Streetscape Plan
- SW Community Plan
- High-Crash Corridor Study
- Portland Plan



Project Milestones

Timeframe	Milestones	Public Events
July 2011 - Sept 2011	Existing conditions, needs, opportunities, constraints	Neighborhood walks / Open house #1
Oct 2011 - Apr 2012	Goals, criteria, and scenario development	Open house #2
May 2012 - Sept 2012	Alternatives analysis / investment strategies	Open house #3
Oct 2012 - Feb 2013	Plan development	Briefings with officials



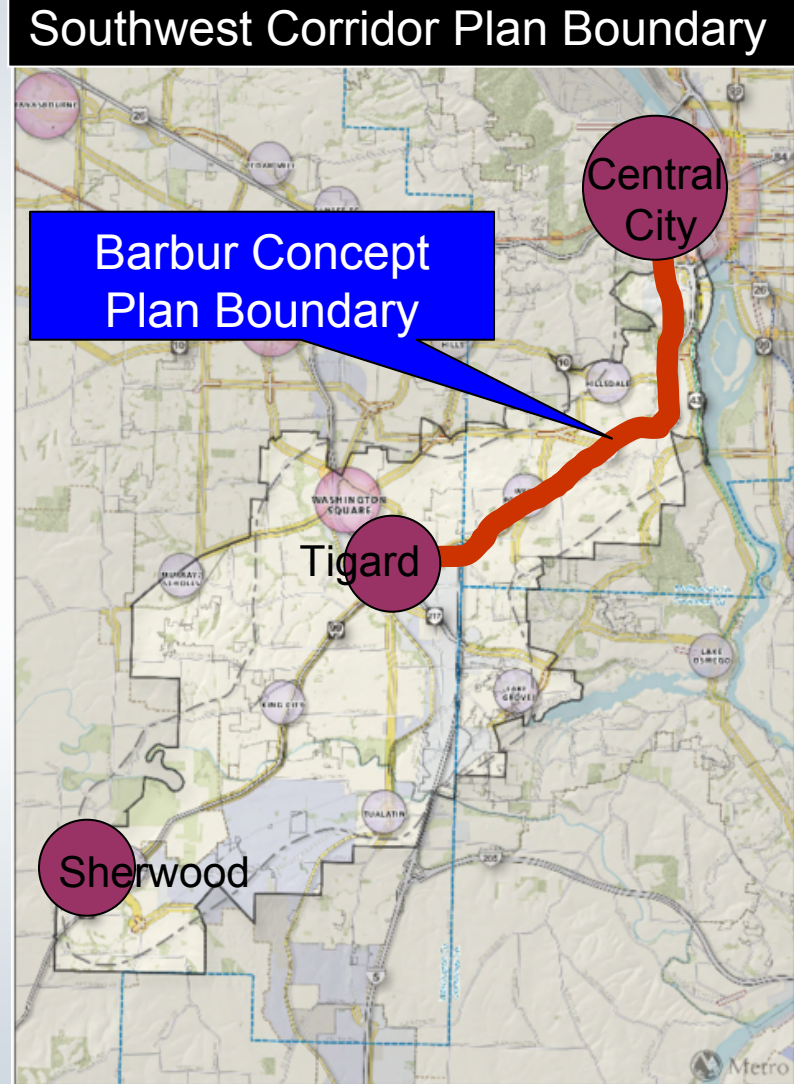
Public Outreach

- Direct-mail to 6,000 properties in study area
- 36 meetings and events reaching 900 people
- 12 Community Working Group meetings
- 7 Technical Advisory Group meetings
- 3 Community Forums
- Monthly email updates to approx. 200 people



SW Corridor Plan

- Metro-led with TriMet and ODOT, 8 cities and 2 counties
- Highest priority - High Capacity Transit Plan
- HCT, roadway, multimodal, park and habitat improvements
- Leading with land-use



Barbur has “good bones”

- More jobs than residents
- Higher income and education attainment
- Major learning and medical institutions
- Significant zoned capacity along Barbur
- Great access to downtown and visibility from I-5
- Lower lease and rental market rates



But there are challenges

- Topography
- Stormwater
- Ped and bike system gaps
- Auto-oriented development
- Few “stop, shop, and stroll” places
- Road design prioritizes regional traffic
- Soft lease and rental market



Vision and Goals

Vision

Barbur Boulevard is transformed into a place where people want to live, work, play and learn.

The corridor safely moves automobiles, freight, pedestrians, bicyclists and transit riders, and provides reliable transportation choices for all people.

Businesses are investing and thriving, and new locally owned and oriented businesses are opening.

Housing is affordable and widely available, and neighborhoods are connected to the boulevard.

Landscaping, street trees and stream crossings are incorporated into the fabric of the boulevard.

The history of the boulevard is celebrated, and the character of the boulevard varies along its length.

Goals

People and Places

- Create places where people live, work, play and learn in vibrant communities where their everyday needs are easily met.
- Encourage transit-supportive housing and employment at appropriate locations.
- Improve opportunities for affordable living, considering the combined housing, transportation, and utility costs.
- Provide for a diverse mixture of housing and commercial uses with abundant trees, sidewalks and gathering spaces.
- Build on existing community assets to make thriving places.



Movement

- Provide for a safe, efficient and reliable transportation network for all travel modes that enhances economic vitality and quality of life for the community.
- Improve access to employment, educational, and commercial centers.
- Support a wide variety of employment opportunities.
- Improve freeway access and neighborhood connectivity.
- Encourage the development of transportation facilities that support the natural environment and human health.



Health

- Improve the quality of air, water and land resources.
- Restore watershed health and habitat function, and enhance the natural environment.
- Support active and healthy lifestyles.
- Improve access to healthy food.
- Improve access to trails, parks, and natural areas.



Equity and Efficiency

- Equitably distribute the benefits and burdens of growth.
- Create a plan that is feasible, adaptable to future conditions and capitalizes on opportunities as they arise.
- Make investments that maximize limited resources with a focus on building basic infrastructure first.
- Promote partnerships and collaboration between government, institutions, business and the community.
- Protect historic and cultural resources.
- Ensure that plans and improvements support an environment where people of diverse ethnic groups, religions and cultures feel welcome.



Transform Barbur Boulevard into a safe, vibrant, walkable, and enjoyable place to live, work, shop, and learn.



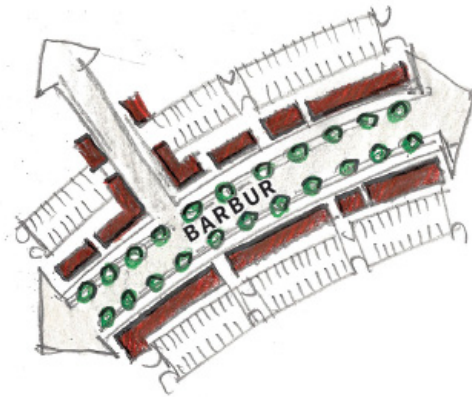
Developing the Preferred Concept



- Urban design prototypes
- Community preference using visuals
- Community Working Group and community discussions
- Developer interviews
- Economic analysis



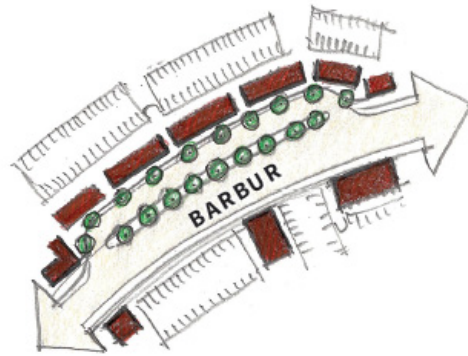
Urban Design Prototypes



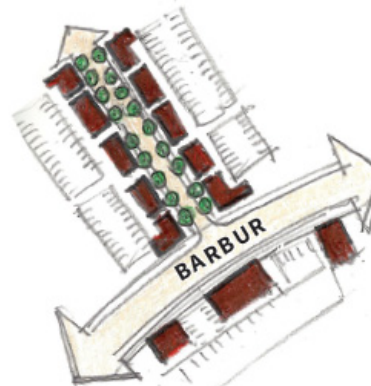
Barbur as Main Street



Parallel Main Street



Separated Slip Road



Perpendicular Main Street



Which image do you like best?

1.



2.



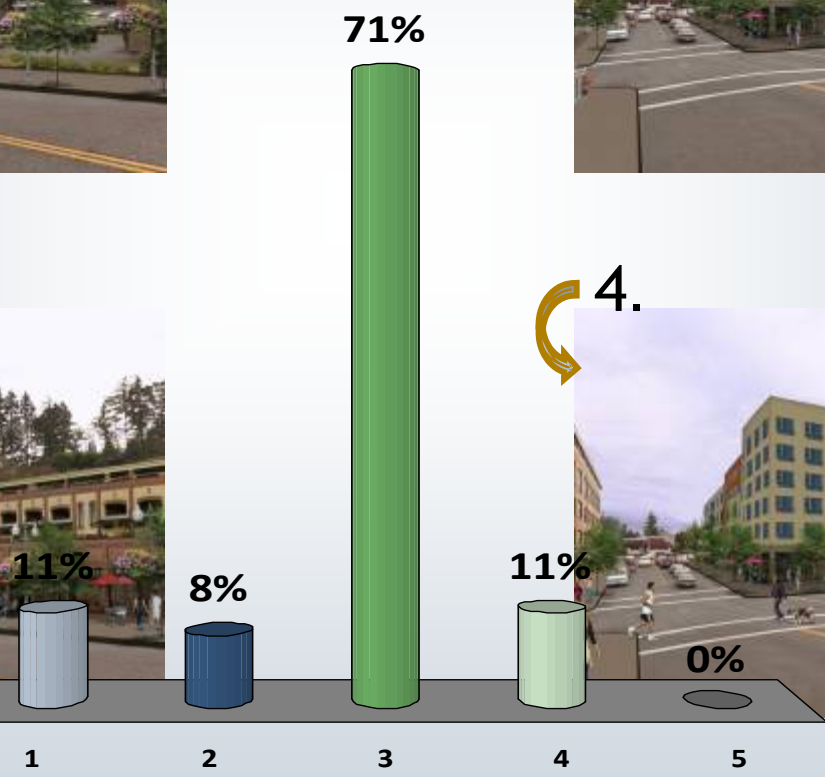
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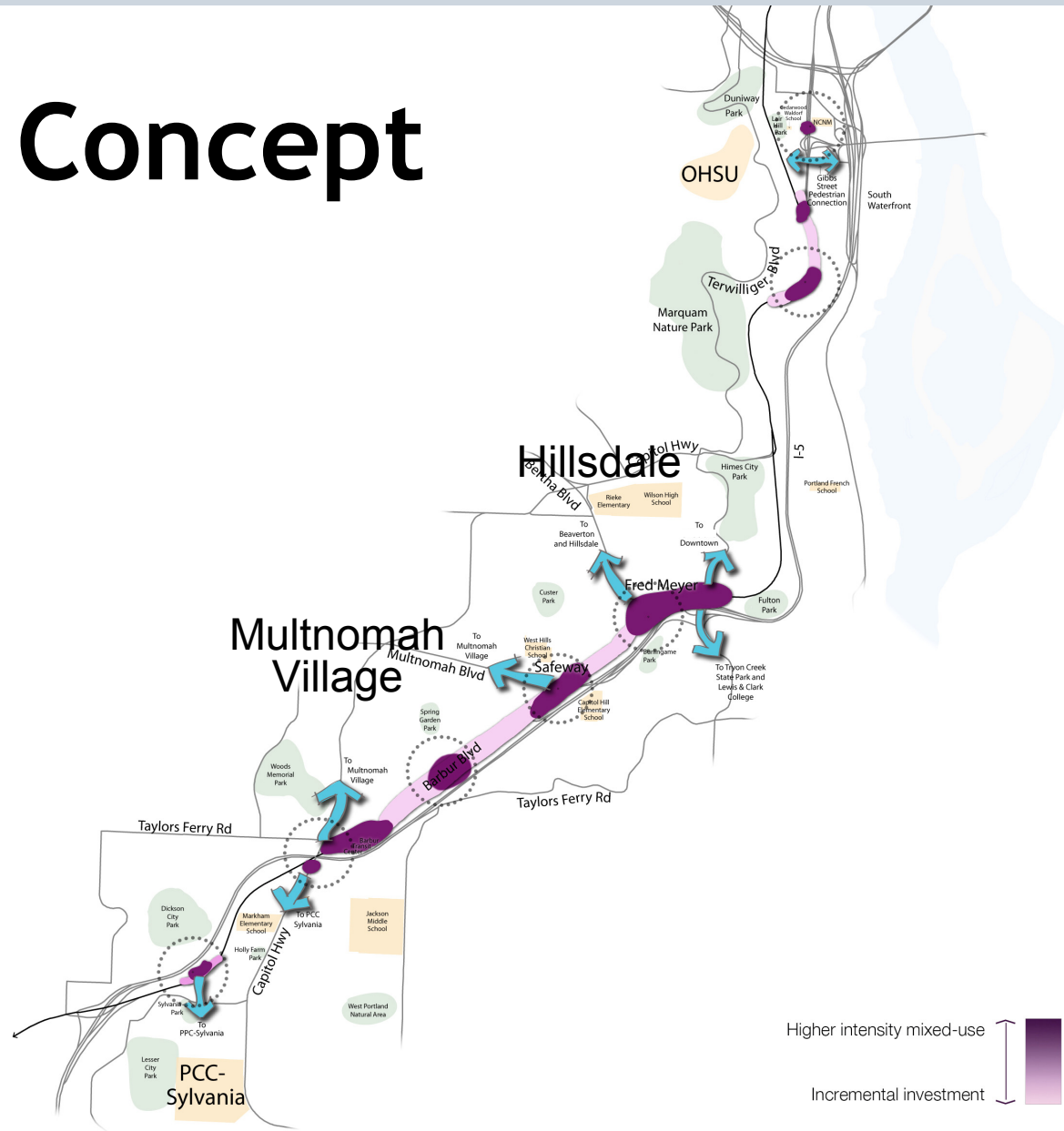
4.



5. None of these



Preferred Concept



Barbur Segments and Focus Areas

Lair Hill Segment

- Kelly
- Hamilton

The Woods Segment

Historic Hwy Segment

- 13th Ave
- Capitol Hill
- 26th Ave

Far Southwest Segment

- Crossroads
- 53rd



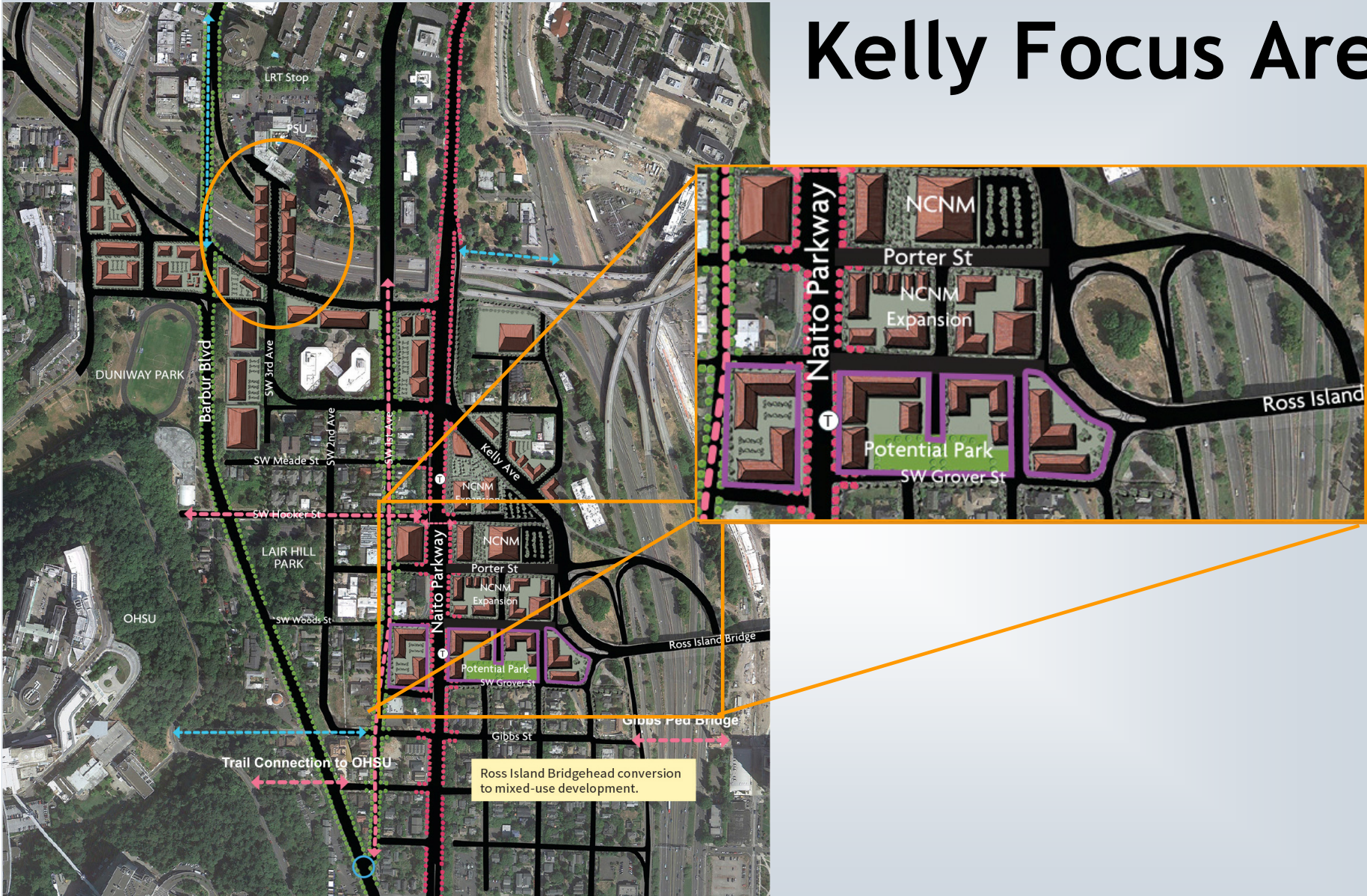
Kelly Focus Area



- Improve connections to OHSU and NCNM
- Recapture Ross Island Bridgehead area
- Emphasize Naito as spine
- Potential new I-405 cap connection from PSU



Kelly Focus Area



13th Ave Focus Area

- “Perpendicular” main street oriented to 13th
- New signal at Barbur/13th
- Stormwater and habitat enhancements
- Added housing options within walking distance of Fred Meyer



13th Ave Focus Area



Crossroads Focus Area



- Potential roadway and onramp reconfiguration
- Redevelop transit center with structured parking and shops
- Mixed use development oriented to street
- Improved bike and pedestrian routes and crossings



Crossroads Focus Area



Concept Plan Key Findings

- Only minor zoning refinements needed (following additional planning work)
 - Ross Island Bridgehead
 - West Portland Town Center
- High Capacity Transit is the catalyst
 - Offers opportunities to bring Barbur up to current multi-modal transportation standards
 - Can address long-standing congestion issues
 - Permanent, reliable, high quality system will help stimulate private investment



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Questions?



Extra slides





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