

City Council

April 24, 2013



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



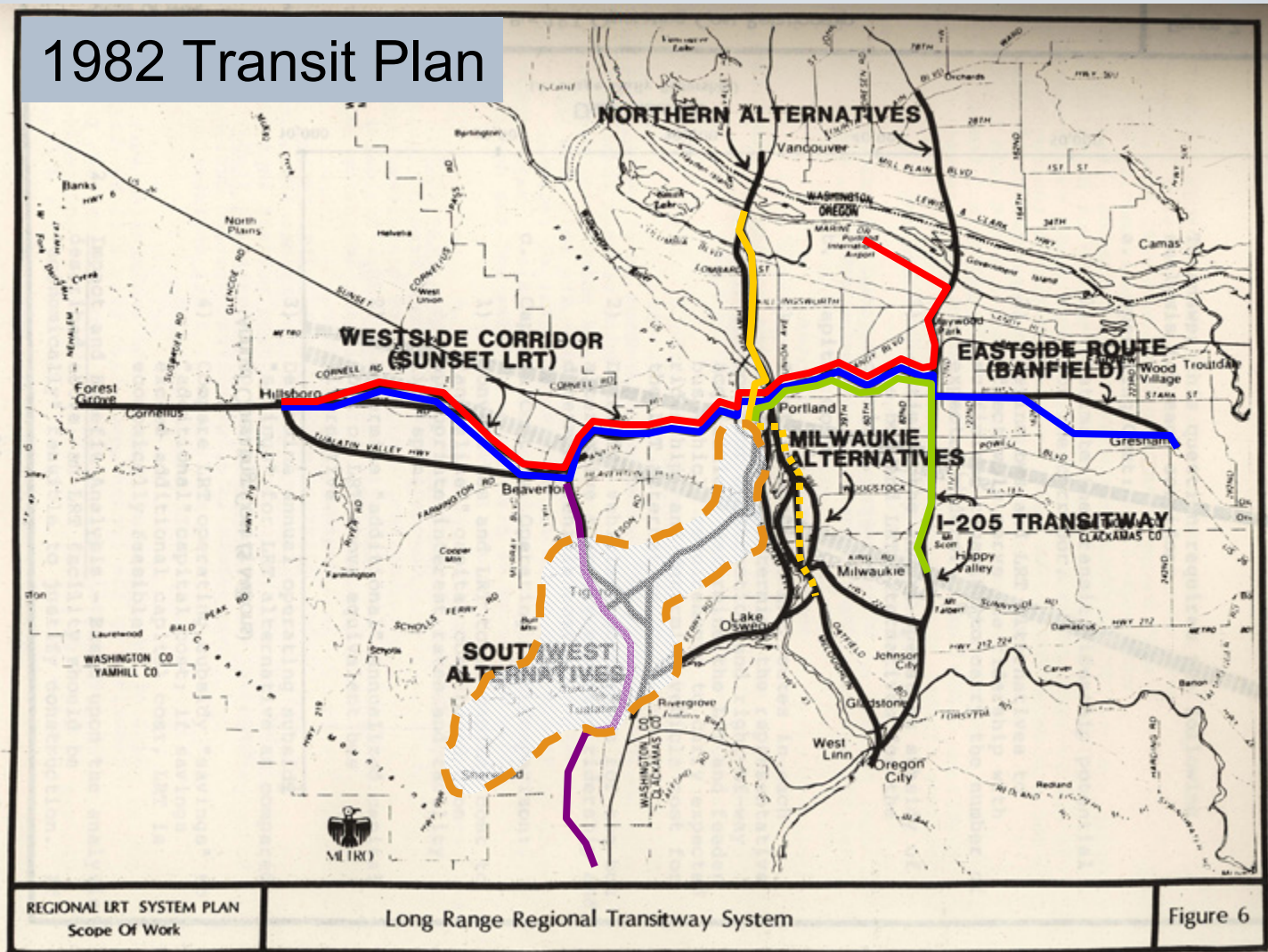


# Planning and Sustainability Commission Recommendation

- Adopt the Barbur Concept Plan
- Continue to participate in SW Corridor Plan
- Engage in discussion about citywide investment priorities
- Continue addressing critical safety improvements on and near Barbur

# High Capacity Transit Story

## 1982 Transit Plan

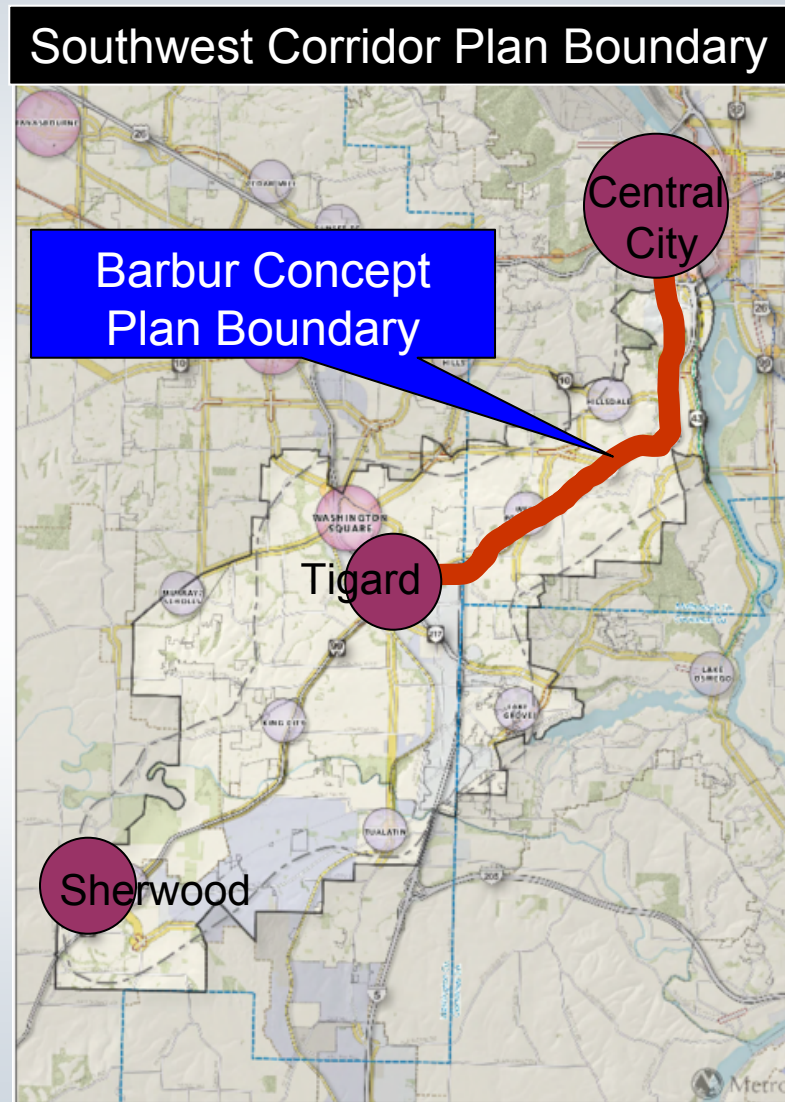






# SW Corridor Plan

- 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







# Zooming in on Barbur

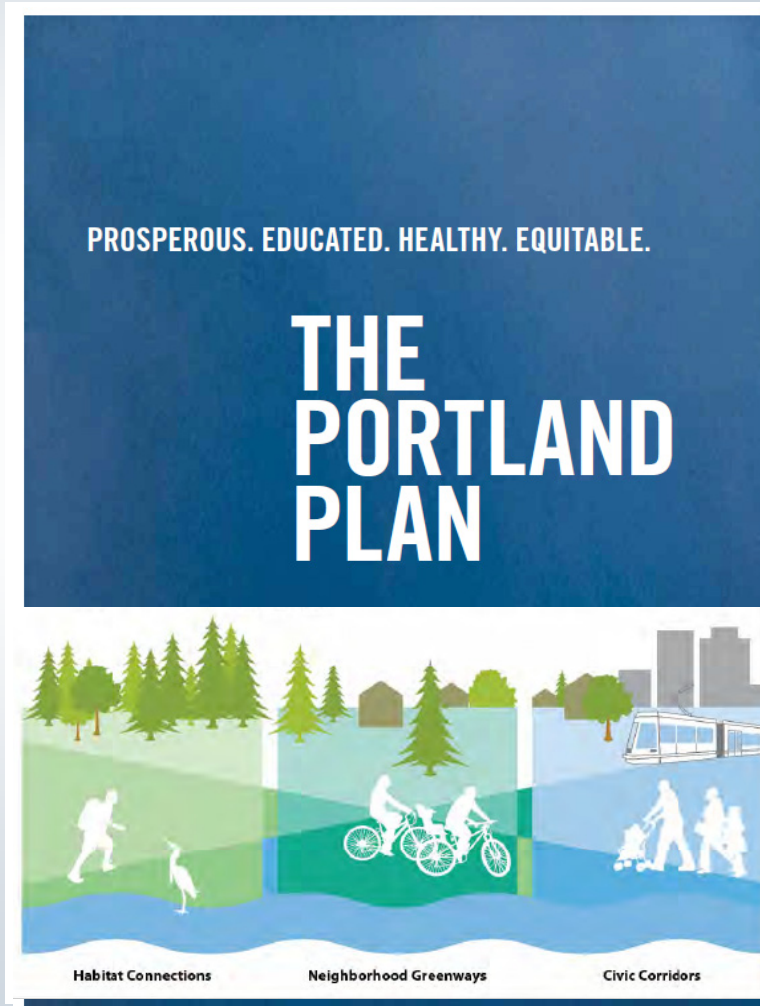


- Metro 2040 Regional Growth Concept
  - Barbur is a “regional corridor”
  - West Portland Town Center AKA “The Crossroads”
- 4 distinct segments
  - Lair Hill
  - The Woods
  - Historic Hwy
  - Far Southwest



# Previous Planning Efforts

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





# 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







# 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

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.



# Vision and Goals

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





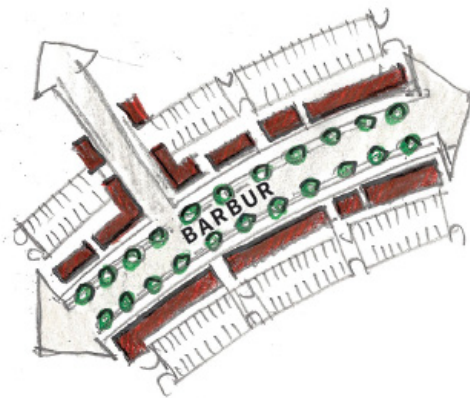
# Developing the Preferred Concept



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



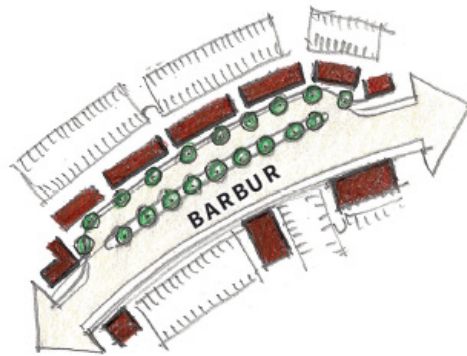
# Urban Design Prototypes



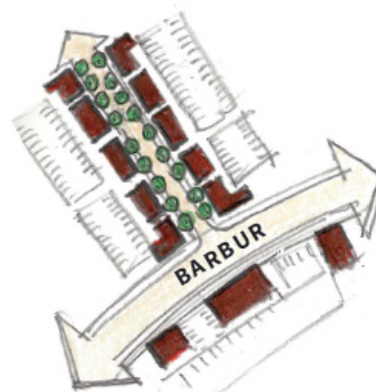
Barbur as Main Street



Parallel Main Street



Separated Slip Road



Perpendicular Main Street



# Which image do you like best?



1.



2.



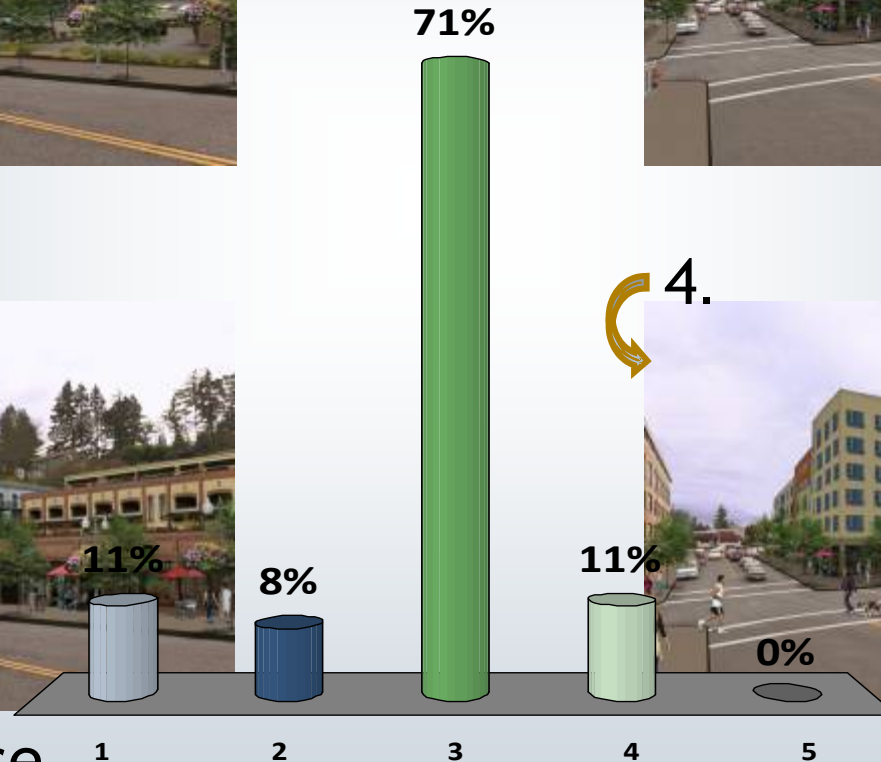
3.



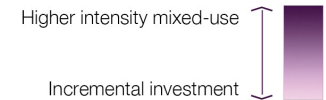
4.



5. None of these









# Barbur Segments and Focus Areas

## Lair Hill Segment

- Kelly
- Hamilton

## The Woods Segment

## Historic Hwy Segment

- 13<sup>th</sup> Ave
- Capitol Hill
- 26<sup>th</sup> Ave

## Far Southwest Segment

- Crossroads
- 53<sup>rd</sup>





# Kelly Focus Area



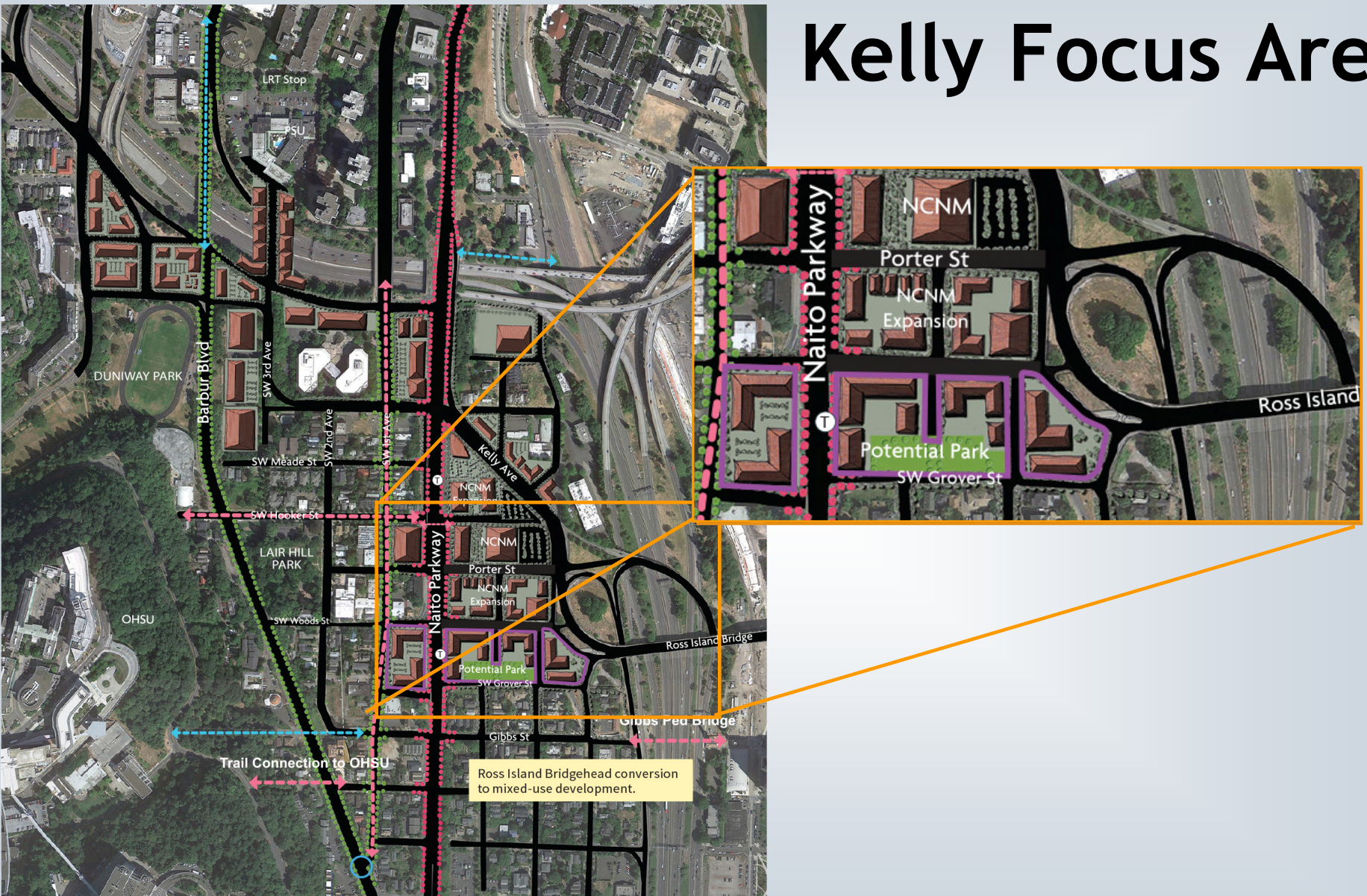
- Improve connections to OHSU and NCNM
- Recapture Ross Island Bridgehead area
- Emphasize Naito as spine
- Potential new I-405 cap connection from PSU







# Kelly Focus Area







# 13<sup>th</sup> Ave Focus Area

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



# 13<sup>th</sup> Ave Focus Area







# Crossroads Focus Area

Hybrid concept



- 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

- Address current deficiencies to support transit investments
- Future zoning refinements
  - Ross Island Bridgehead
  - West Portland Town Center
- High Capacity Transit is the catalyst
  - Change the look and feel of Barbur
  - Provide travel options
  - Reliable, high quality system will help stimulate private investment





# Next Steps

Focus now shifts to SW Corridor Plan:

- Summer 2013 - shared investment strategy and implementation plan
- Summer 2014 - begin NEPA process
- ~2017 - choose locally preferred alternative
- ~2020 - begin project construction



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# Questions?

