



Bureau of Planning and Sustainability

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MEMO

DATE: November 5, 2018

TO: Planning and Sustainability Commission

FROM: Marty Stockton, Project Manager and SE District Liaison

CC: Joe Zehnder, Interim Director
Eric Engstrom, Principal Planner
Anita Yap, Supervising Planner

SUBJECT: **November 13, 2018 PSC Briefing:** Executive Summary of the 82nd Avenue Study – Understanding Barriers to Development and related materials

Background

82nd Avenue has received the attention of many smaller and/or node-specific visioning projects, market studies, safety improvements and urban renewal over the past 10-plus years. These community and government-led efforts should not be understated, as they have led to positively shape key development sites and transportation improvements. But on a smaller scale combined with a shortage of additional resources, has yielded a largely agreed-upon desire for further planning and investment assistance in the corridor.

Funding for developing a long-term vision and improvements on 82nd Avenue is uncertain. For this reason, the City of Portland's Bureau of Planning and Sustainability (BPS) with support from the Portland Bureau of Transportation (PBOT), lay the groundwork for additional planning on 82nd Avenue.

Key Findings

The **82nd Avenue Study: Understanding Barriers to Development**, referred to as the "82nd Avenue Study," focuses on understanding the challenges of and exploring opportunities for new development in the corridor alongside potential transportation improvements. The 82nd Avenue Study is intended to offer an updated understanding of the development potential of properties along 82nd Avenue and identify barriers that can be addressed in the near-term, but also with an eye towards long-term solutions.



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The goals of this study are:

- In the context of the avenue’s classification as a “Civic Corridor” in the 2035 Comprehensive Plan, this study focuses on **gaining an updated understanding of 82nd Avenue**.
- **Raise the profile of opportunities for businesses and property development on 82nd Avenue**, to identify the most strategic locations of public action or investment support.
- **Generate policy recommendations to address physical and social needs** in the corridor; address barriers to development while at the same time managing equity and social issues.

The 82nd Avenue Study is not intended to be comprehensive planning effort for the corridor. The 82nd Avenue Study is intended to complement the many other projects also happening in the corridor and build on collaborative efforts. As follow-up to this study, the City Council could direct staff to generate a more robust, deeper-in-scope future “82nd Avenue Plan” in partnership with community stakeholders.

The 82nd Avenue Study recommends near-term actions and future planning and investment efforts:

Near-term actions

- Propose **rezone of EG2 properties to EG1 on the southern end of the corridor** for more efficient and urban development of employment land along the corridor.
- Explore proposal to potentially **change the City’s right-of-way dedication for new development along 82nd Avenue** by making the private property dedication for the public right-of-way the same as the current 90-foot Special Setback in the Zoning Code.
- City and Oregon Department of Transportation (ODOT) work together to develop a broad and successful partnership to secure funding for the transfer and future planned improvements.
- In the near term, **Jade District and Montavilla should be highest priorities for place-making investments** since they have some market momentum towards the development types envisioned in the Civic Corridor concept, recent and proposed development including adaptive reuse projects.
- **Review and track a list of anticipated funded, soon-to-be funded or opportunities for potential coordinated infrastructure spending** in the corridor through various funding mechanisms.
- **Establish performance measures to track immediate outcomes** from the 82nd Avenue Study and longer-term progress of change in the corridor.

In addition, but not included in this study, is the role of the Madison High School Modernization Project on 82nd Avenue, which will begin construction in the summer of 2019. Madison High School fronts on NE 82nd Avenue, is a key attraction and is just south of the emerging Roseway/Madison South nodal area, as identified on the **Preliminary Urban Design and Placemaking Concept for the 82nd Avenue Corridor** (pages 20-21). This near-term project has impact on 82nd Avenue; therefore, coordination between BPS and both PBOT’s long-range and development review transportation staff is also recommended as a near-term action.



Future planning and investment efforts

- **Preliminary Urban Design and Placemaking Concept for the 82nd Avenue Corridor** that builds from the 2035 Comprehensive Plan; highlighting sections for further planning and investment efforts.

Attachments:

- Preliminary Urban Design and Placemaking Concept for the 82nd Avenue Corridor
- Appendix A: Employment/Light Industrial Evaluation, July 18, 2017, Leland Consulting Group
- Appendix D: Memo dated July 18, 2018, Chris Warner, PBOT Interim Director and Rian Windsheimer, ODOT Region 1 Manager
- 82nd Avenue: PBOT Projects and Right-of-Way Dedication Change Proposal

