

# Montgomery Park to Hollywood Northwest Portland UD Concepts

## June 2020: In Progress

# Scenario 1:

## Enhanced Industrial

**1. Create an industrial-focused sustainable economy through zoning and land use. Allow more flexibility for creative office in the Industrial zones.**

**2. Transit Streets = Main Streets**  
**A hub for local, innovative manufacturing.**

**3. Urban industry needs public visibility. Fine Grain Maker Spaces along the Main Streets.**

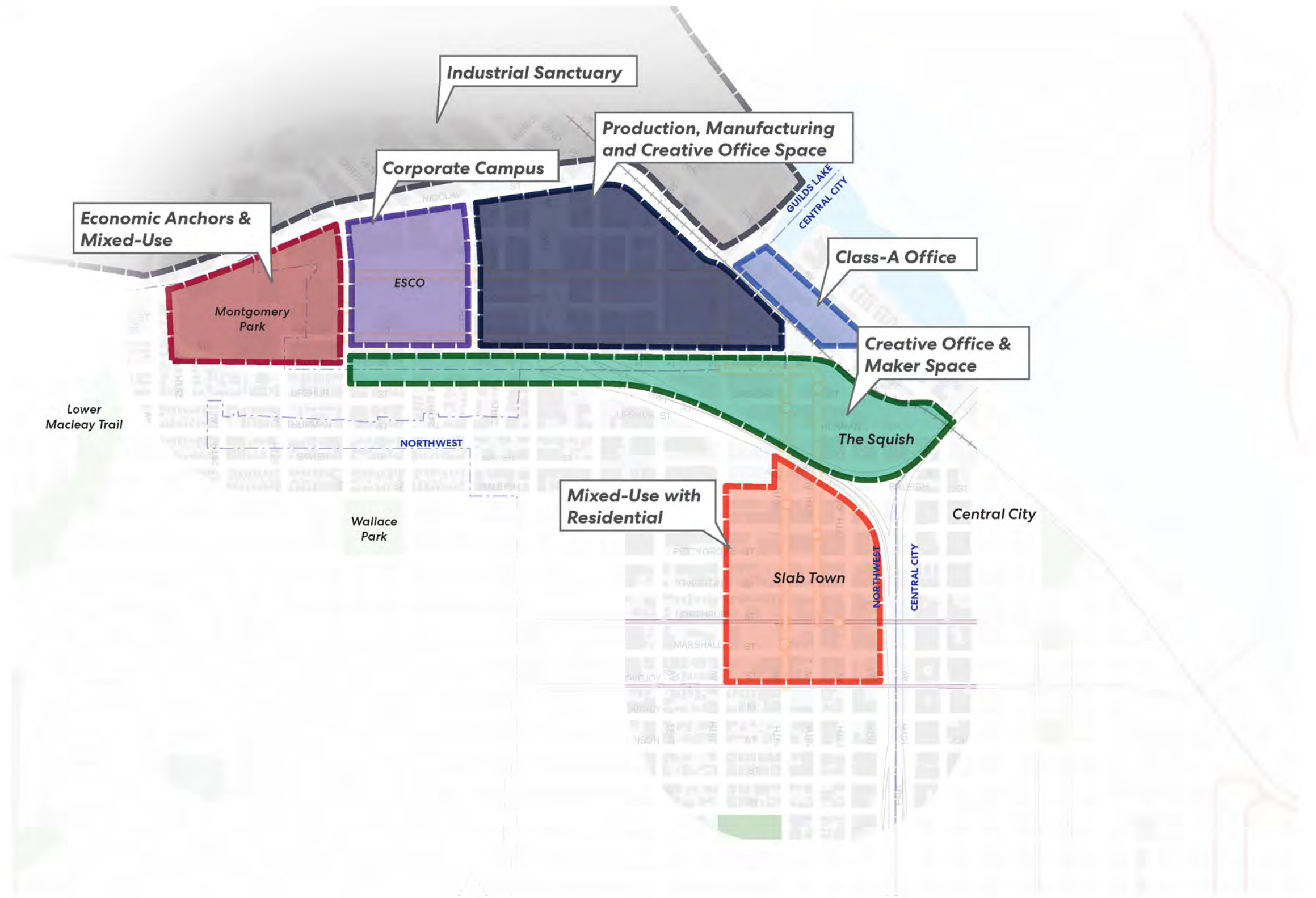
**4. ESCO site develops as a corporate campus.**

**5. Montgomery Park and American Can Building become a mixed use neighborhood in addition to the existing employment anchor.**

**6. Prioritize intermodal hubs and 'people streets' to make moving through the district safe and predictable.**



# District Concept



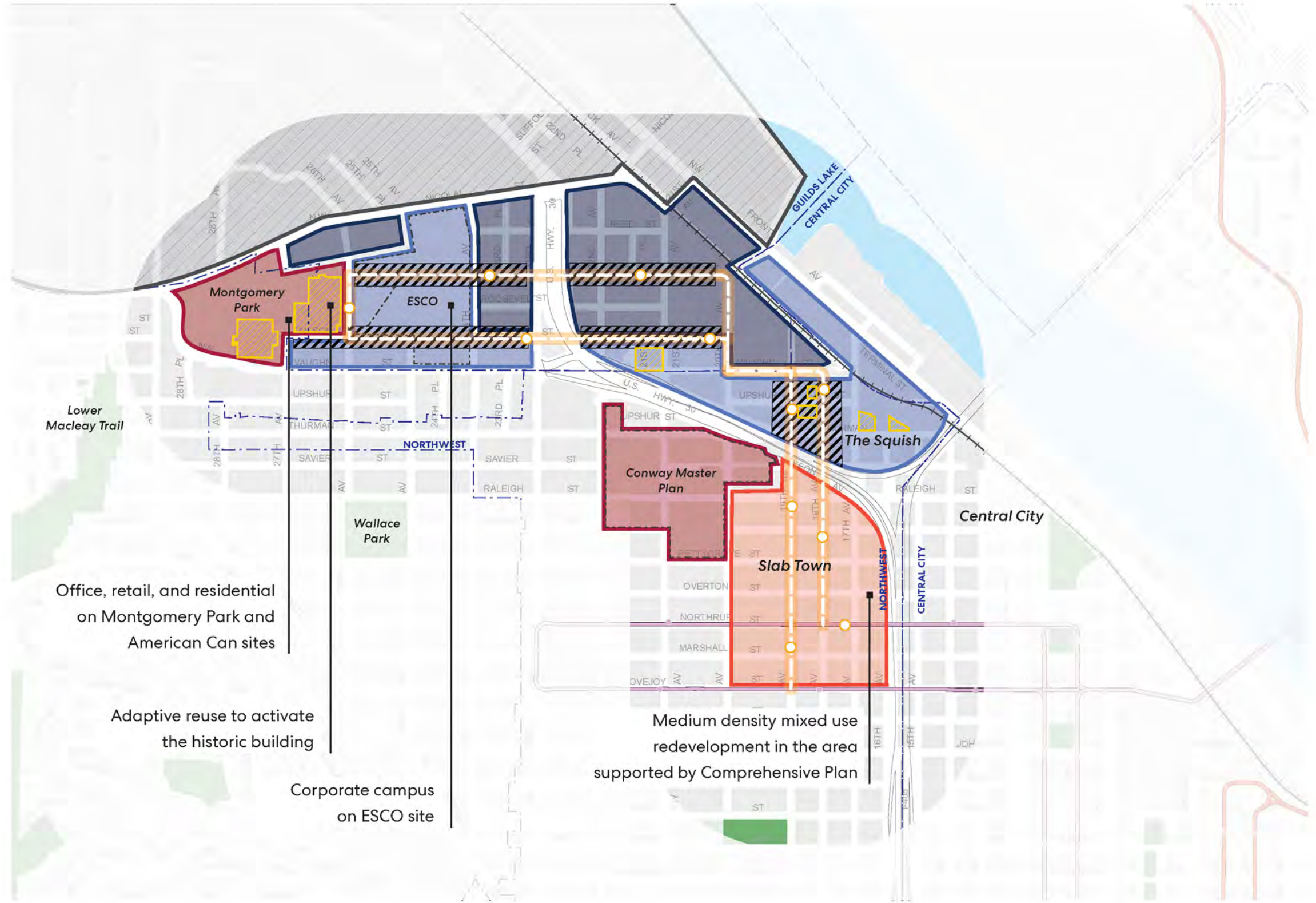


# Land Use + Urban Form

## Legend

- High Density Mixed Use
- Medium Density Mixed Use
- Medium Density Employment
- Light Industrial & Creative Office
- Industrial Main Street Overlay\*
- Historic/Cultural Building Preserved
- Heavy Industrial
- Proposed Transit Alignment
- Existing Streetcar

\* Industrial Main Street Overlay considers additional development standards and guidelines



Office, retail, and residential on Montgomery Park and American Can sites

Adaptive reuse to activate the historic building

Corporate campus on ESCO site

Medium density mixed use redevelopment in the area supported by Comprehensive Plan



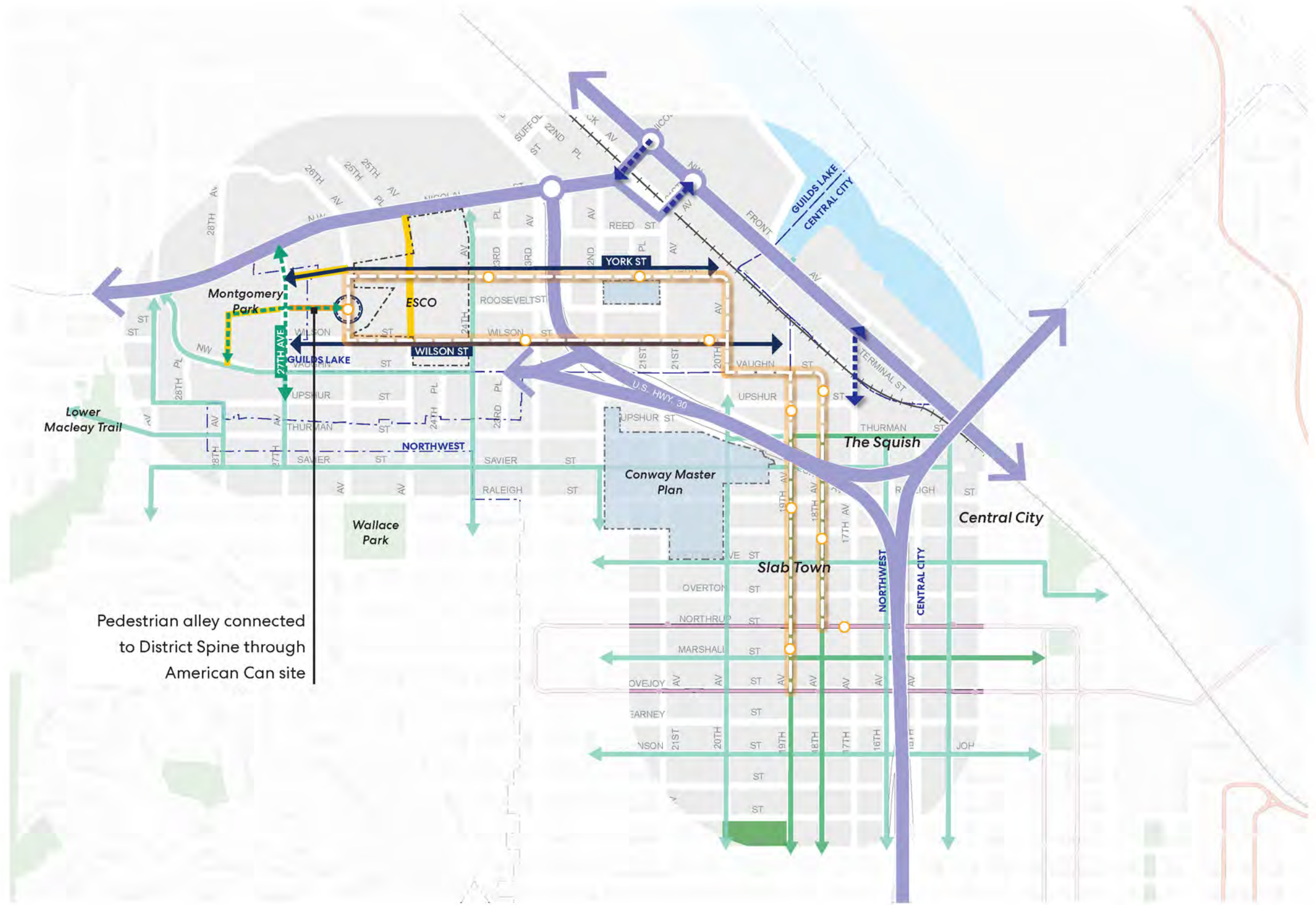


# Transportation

## Legend

-  Proposed Transit Alignment
-  Station with Multimodal Connectivity
-  New Street
-  Secondary Multimodal Connections\*
-  Proposed Pedestrian-/Bicycle-Prioritized Streets
-  Regional Transportation Connection
-  Freight Portal
-  Enhanced Railroad Crossing
-  Major City Bikeway
-  City Bikeway
-  Existing Streetcar












\* Streets proposed for improvements that facilitate and balance the movement of pedestrians, bicycles, transit and cars.

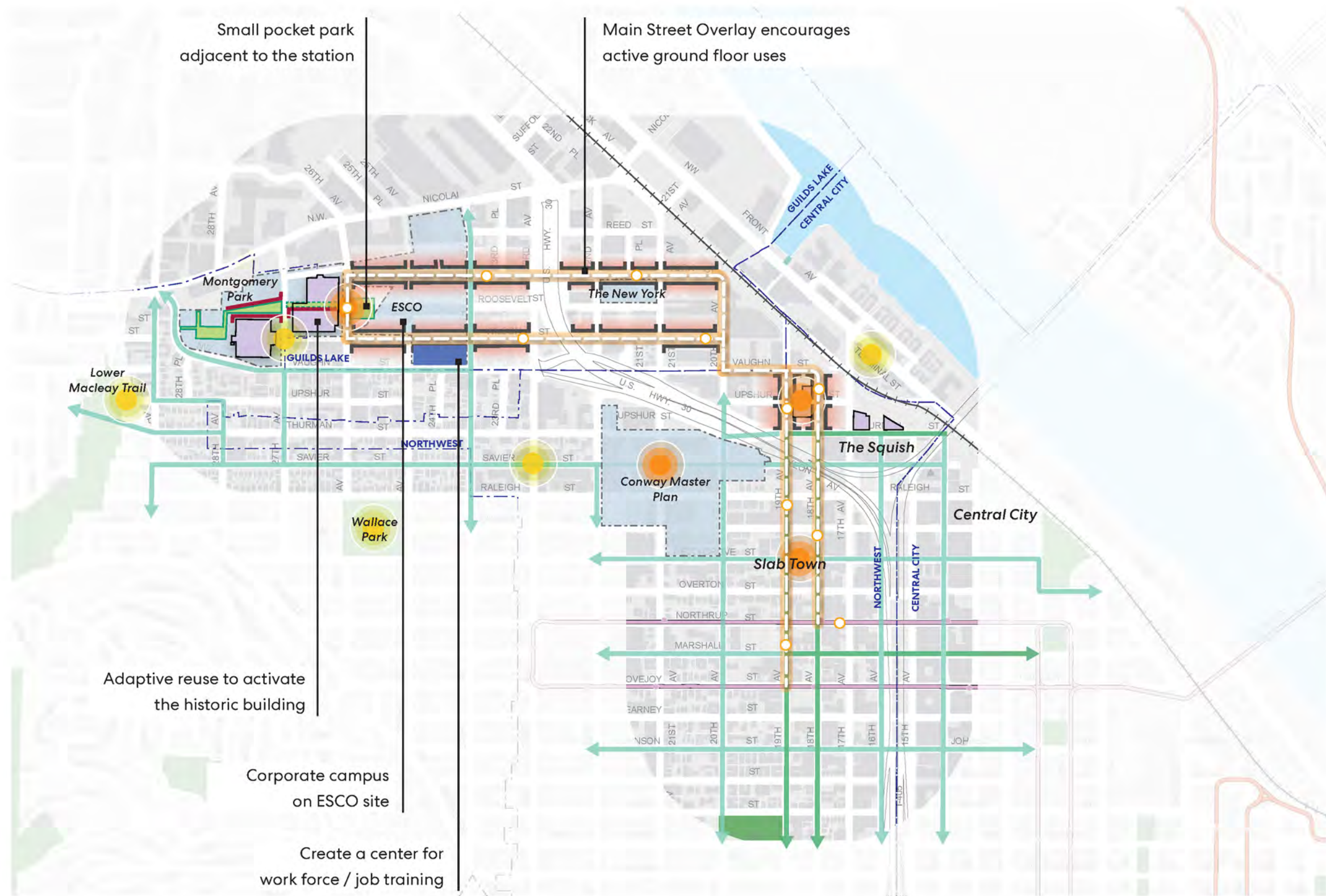




# Public Realm

## Legend

-  Proposed Transit Alignment
-  Proposed Open Space
-  Community & Public Facility
-  Active Frontage
-  Ground Floor Retail
-  New Activity Center
-  Existing Activity Center
-  Major City Bikeway
-  City Bikeway
-  Existing Streetcar
-  Historic Preservation and Rehabilitation







# Enhanced Industrial





# Enhanced Industrial





Enhanced Industrial



# Scenario 2:

## Employment: Makers and Thinkers

**1. A robust urban economy requires that the city offers space and support to a diversity of economic activities and jobs.**

**2. The Main Streets celebrate a diversity of employment activities, sectors, and scales.**

**3. Conservation and reuse of existing structures to provide affordable context for startups and new initiatives .**

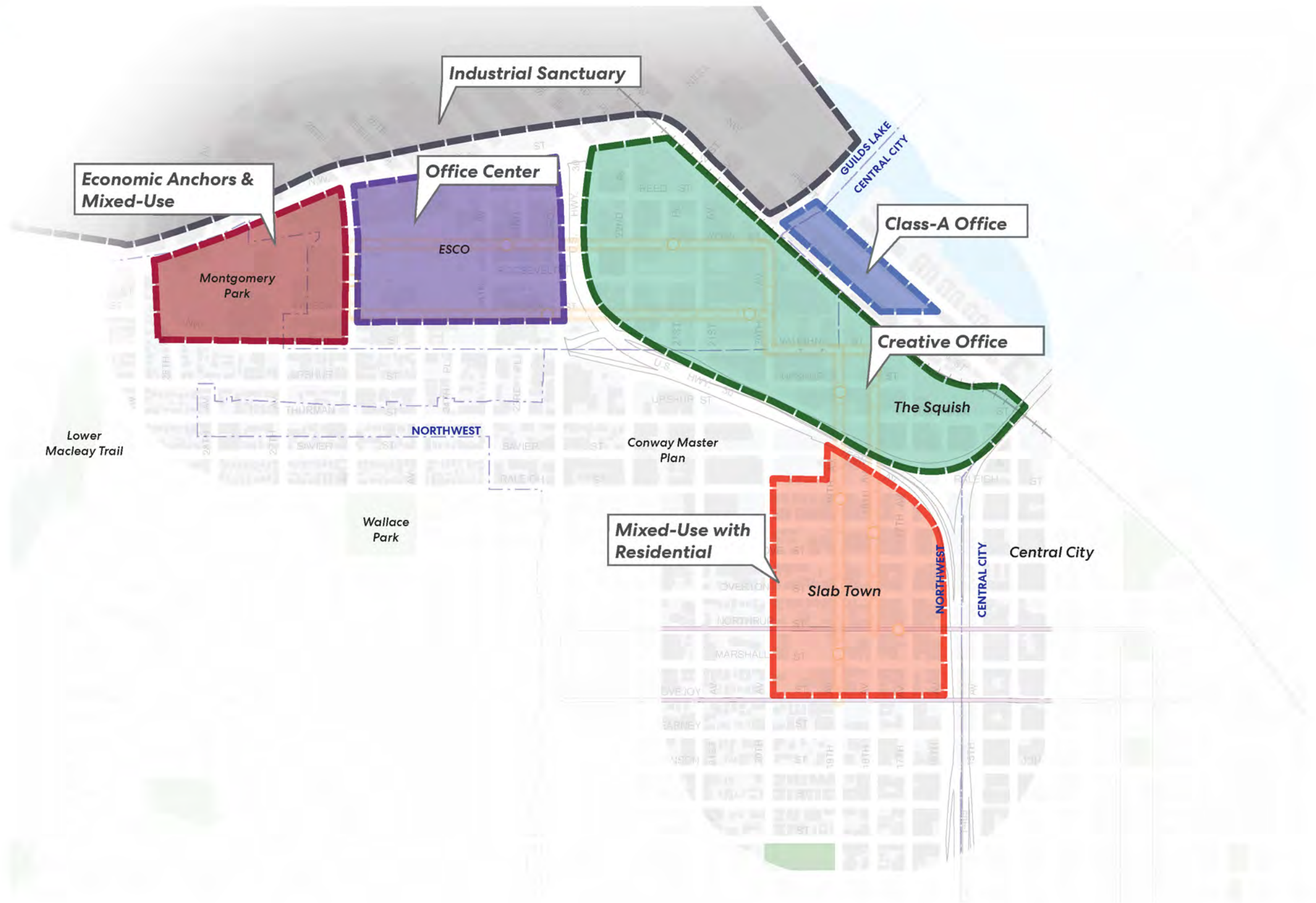
**4. ESCO site is rezoned for high-density employment.**

**5. Montgomery Park and American Can Building become a mixed use neighborhood in addition to the existing employment anchors.**

**6. Roosevelt Street becomes the primary public shared space for the district, designed to optimize industry efficiencies and collaboration.**



# District Concept



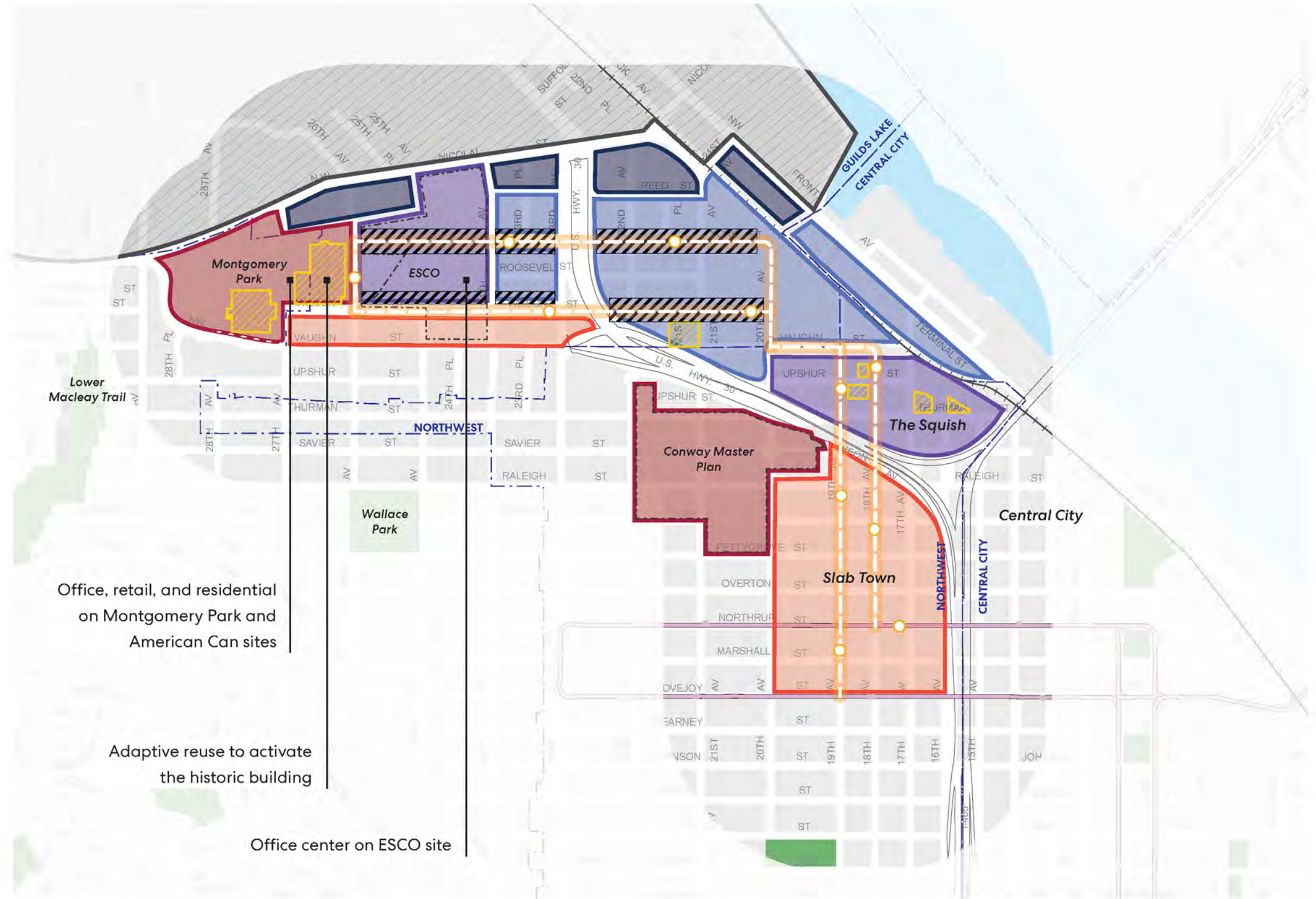


# Land Use + Urban Form

## Legend

- High Density Mixed Use
- Medium Density Mixed Use
- High Density Employment\*
- Medium Density Employment
- Light Industrial & Creative Office
- Main Street Overlay\*\*
- Historic/Cultural Building Preserved
- Heavy Industrial
- Proposed Transit Alignment
- Existing Streetcar

\* Allows housing as a conditional use.  
 \*\* Main Street Overlay considers additional development standards and guidelines.



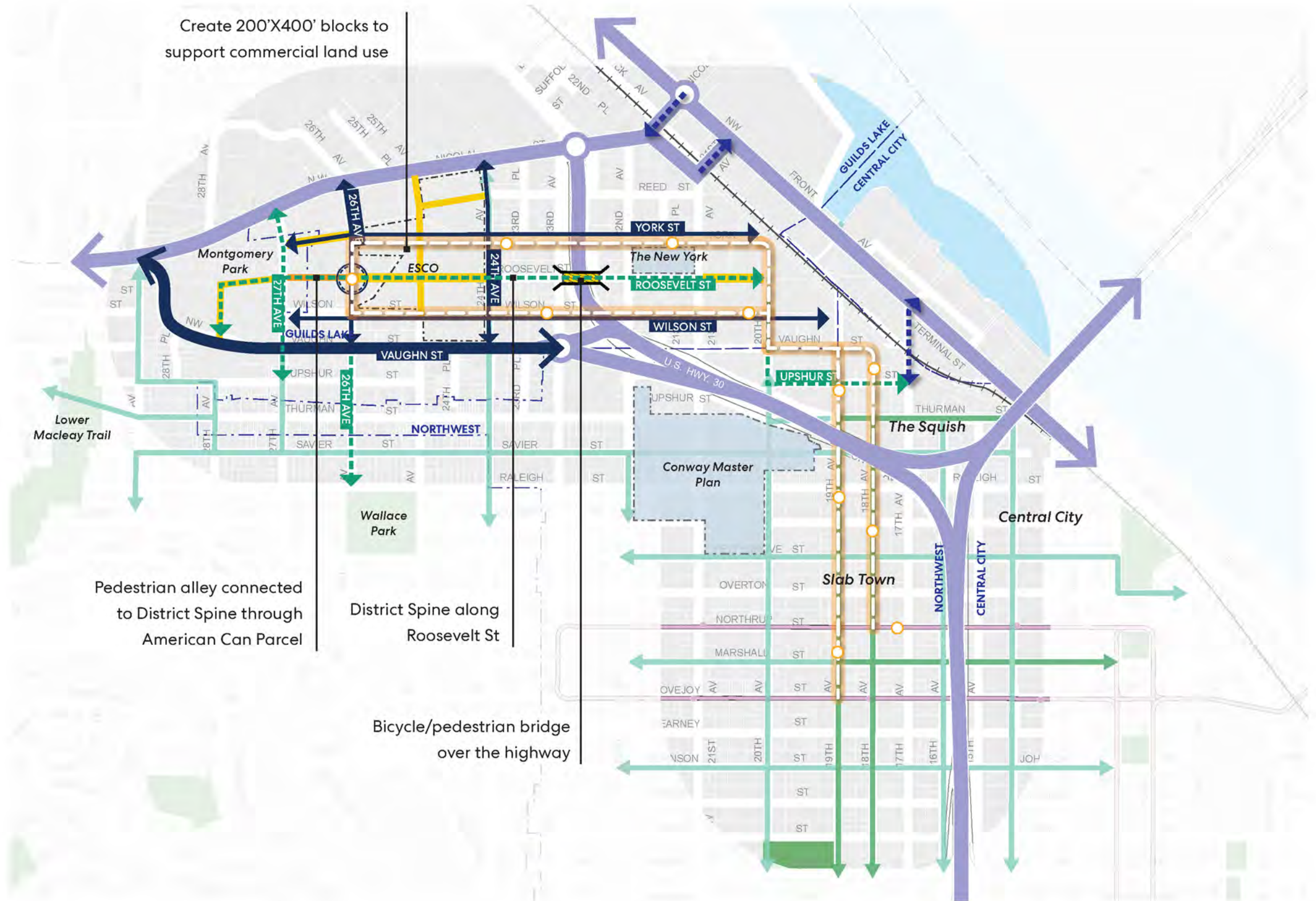


# Transportation

## Legend

-  Proposed Transit Alignment
-  Station with Multimodal Connectivity
-  Potential New Public Street
-  Potential New Pedestrian Path
-  Major Multimodal Connections\*
-  Secondary Multimodal Connections\*
-  Proposed Pedestrian-/Bicycle-Prioritized Streets
-  Regional Transportation/Freight Connection
-  Freight Portal
-  Enhanced Railroad Crossing
-  Major City Bikeway
-  City Bikeway
-  Existing Streetcar

\* Streets proposed for improvements that facilitate and balance the movement of pedestrians, bicycles, transit and cars.

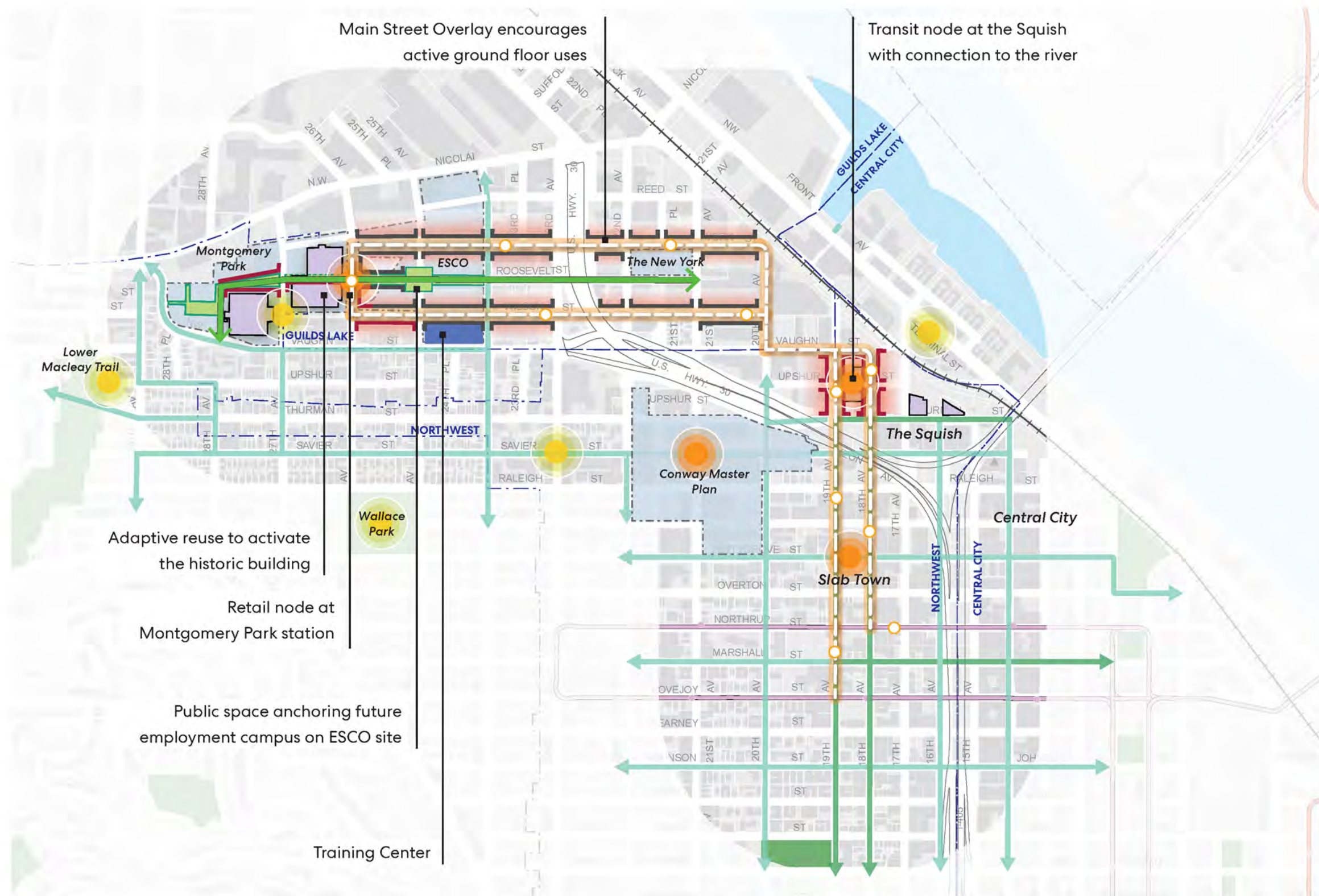




# Public Realm

## Legend

-  Proposed Transit Alignment
-  Proposed Open Space
-  Community & Public Facility
-  Active Frontage
-  Ground Floor Retail
-  New Activity Center
-  Existing Activity Center
-  District Spine
-  Major City Bikeway
-  City Bikeway
-  Existing Streetcar
-  Historic Preservation and Rehabilitation







Employment





Employment



# Scenario 3:

## Mixed-Use: A Complete Community

**1. Create a vibrant mixed-use district supported by strong employment anchors, mixed housing, and neighborhood retails.**

**2. More affordable housing for low-income in a highly desirable area with existing and planned amenities.**

**3. Add a variety of community facilities, that anchor Roosevelt Street, a new district spine.**

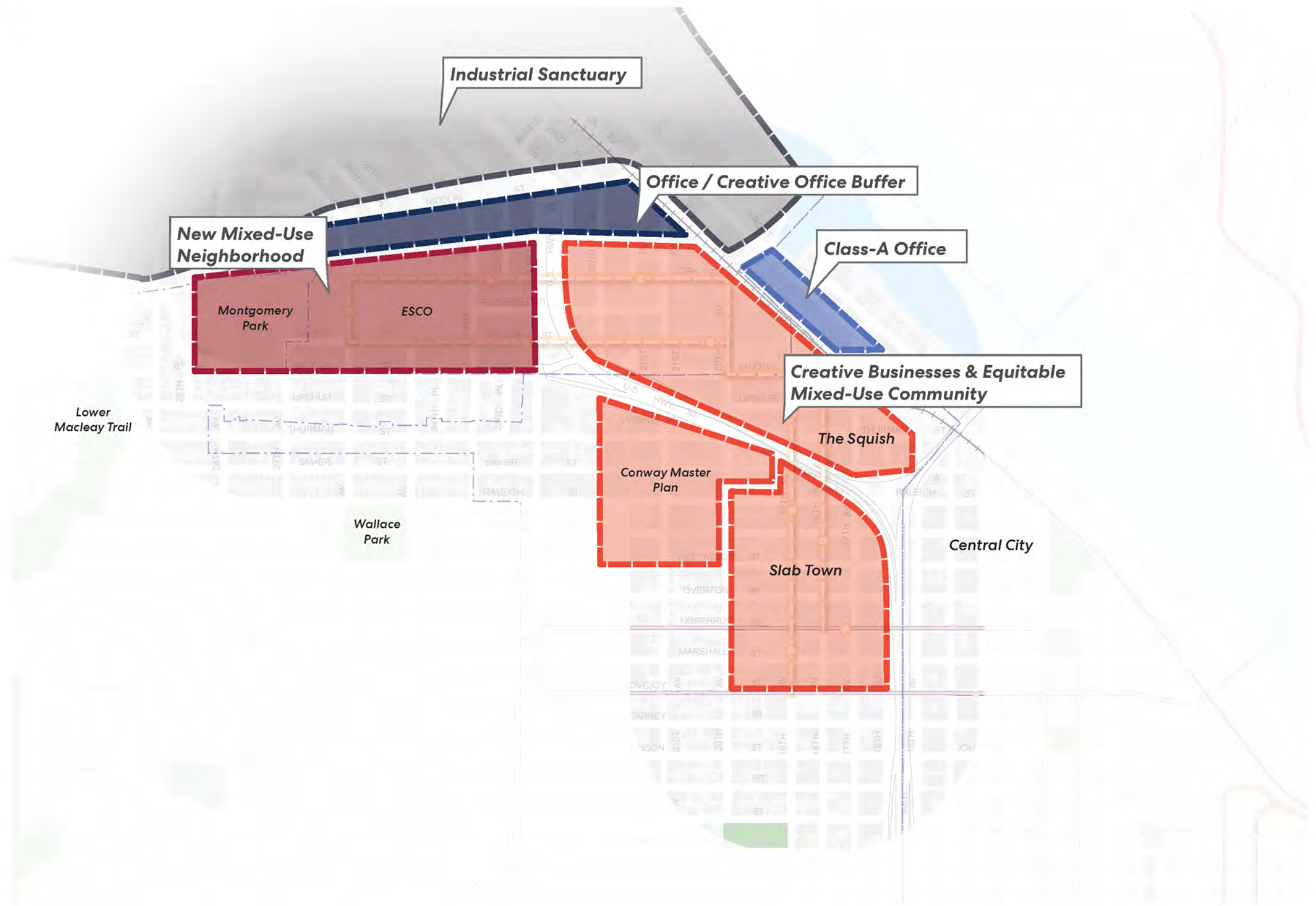
**4. ESCO site is rezoned as high-density mixed-use and an urban center.**

**5. Montgomery Park, American Can Building and the ESCO site become a connected mixed-use neighborhood.**

**6. Roosevelt Street becomes a pedestrian-oriented spine of public spaces anchored by the Montgomery Park Station and a bridge connecting to the waterfront.**



# District Concept

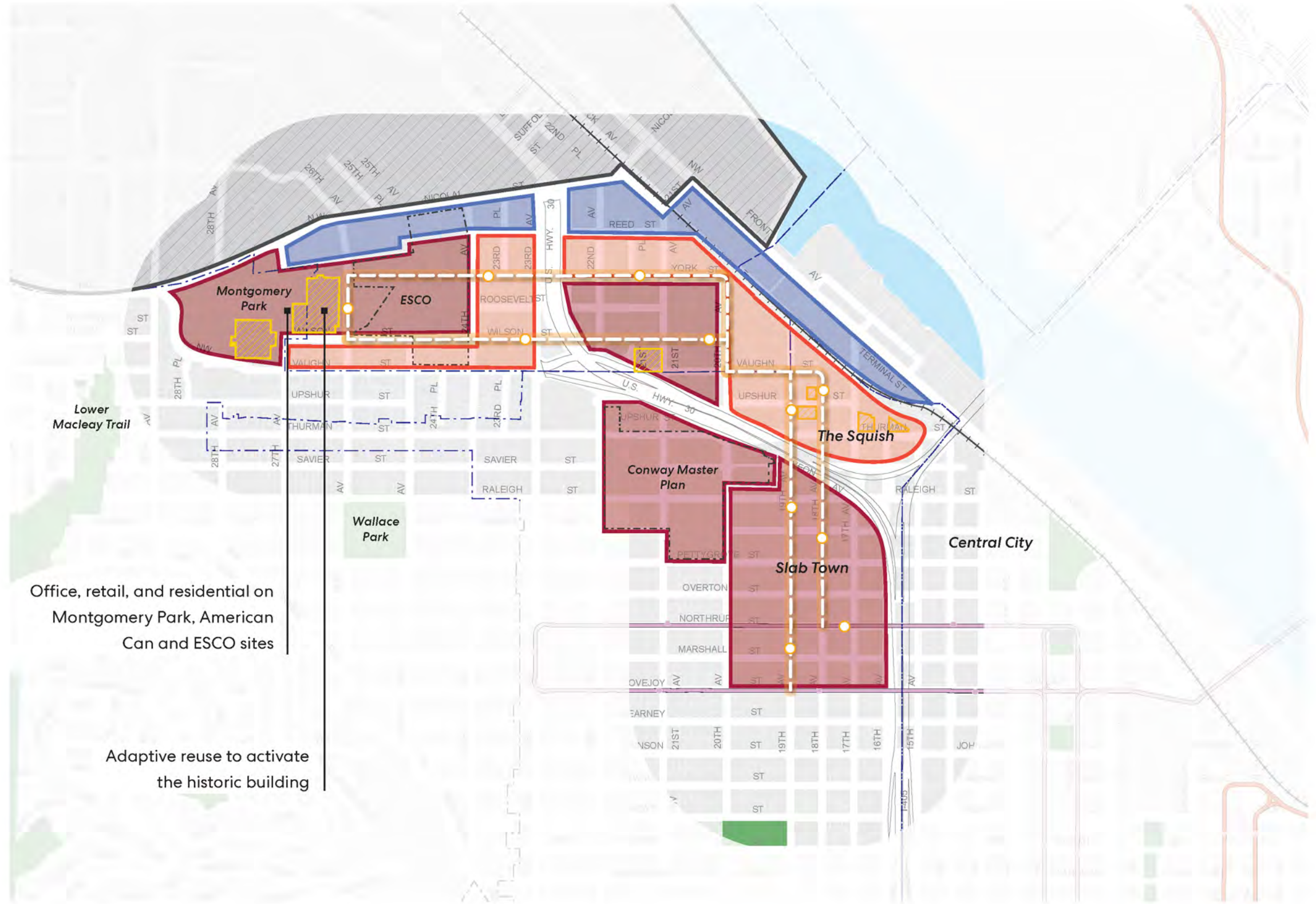




# Land Use + Urban Form

## Legend

- High Density Mixed Use
- Medium Density Mixed Use
- High Density Employment
- Medium Density Employment
- Historic/Cultural Building Preserved
- Heavy Industrial
- Proposed Transit Alignment
- Existing Streetcar



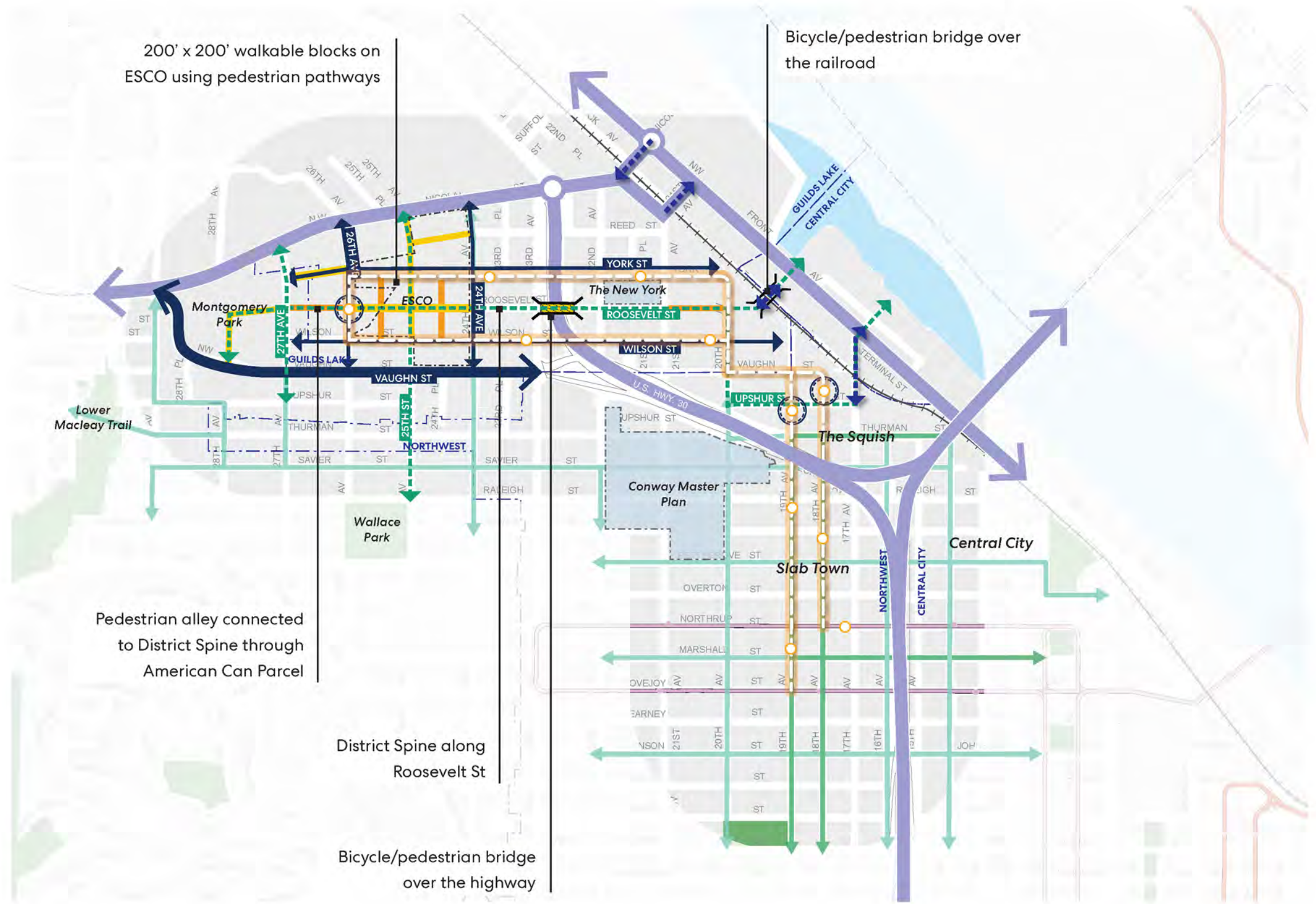


# Transportation

## Legend

-  Proposed Transit Alignment
-  Station with Multimodal Connectivity
-  Potential New Public Street
-  Potential New Pedestrian Path
-  Major Multimodal Connections\*
-  Secondary Multimodal Connections\*
-  Proposed Pedestrian-/Bicycle-Prioritized Streets
-  Regional Transportation Connection
-  Freight Portal
-  Enhanced Railroad Crossing
-  Major City Bikeway
-  City Bikeway
-  Existing Streetcar













\* Streets proposed for improvements that facilitate and balance the movement of pedestrians, bicycles, transit and cars.

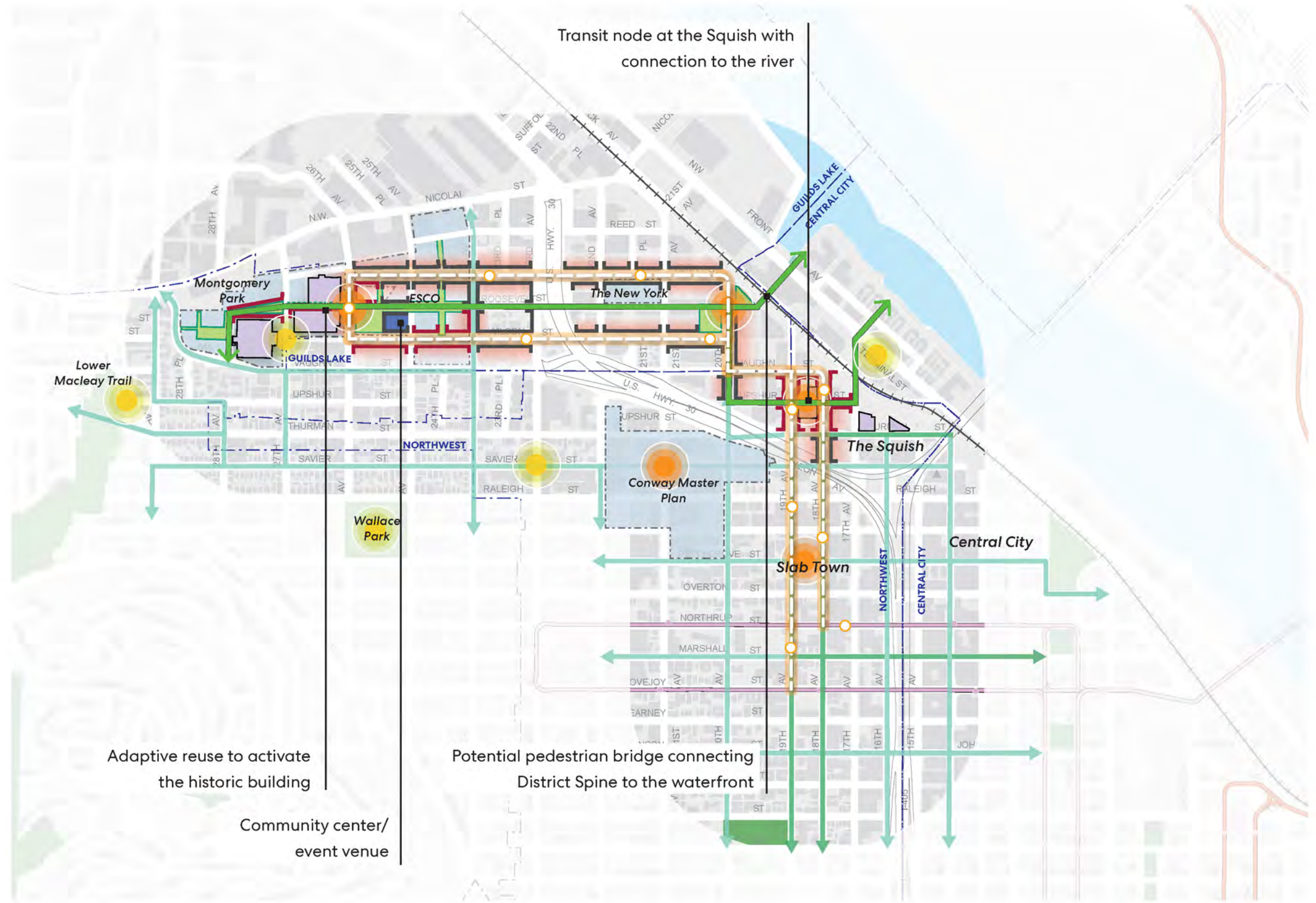




# Public Realm

## Legend

-  Proposed Transit Alignment
-  Proposed Open Space
-  Community & Public Facility
-  Active Frontage
-  Ground Floor Retail
-  New Activity Center
-  Existing Activity Center
-  District Spine
-  Major City Bikeway
-  City Bikeway
-  Existing Streetcar
-  Historic Preservation and Rehabilitation







Mixed-Use





Mixed-Use