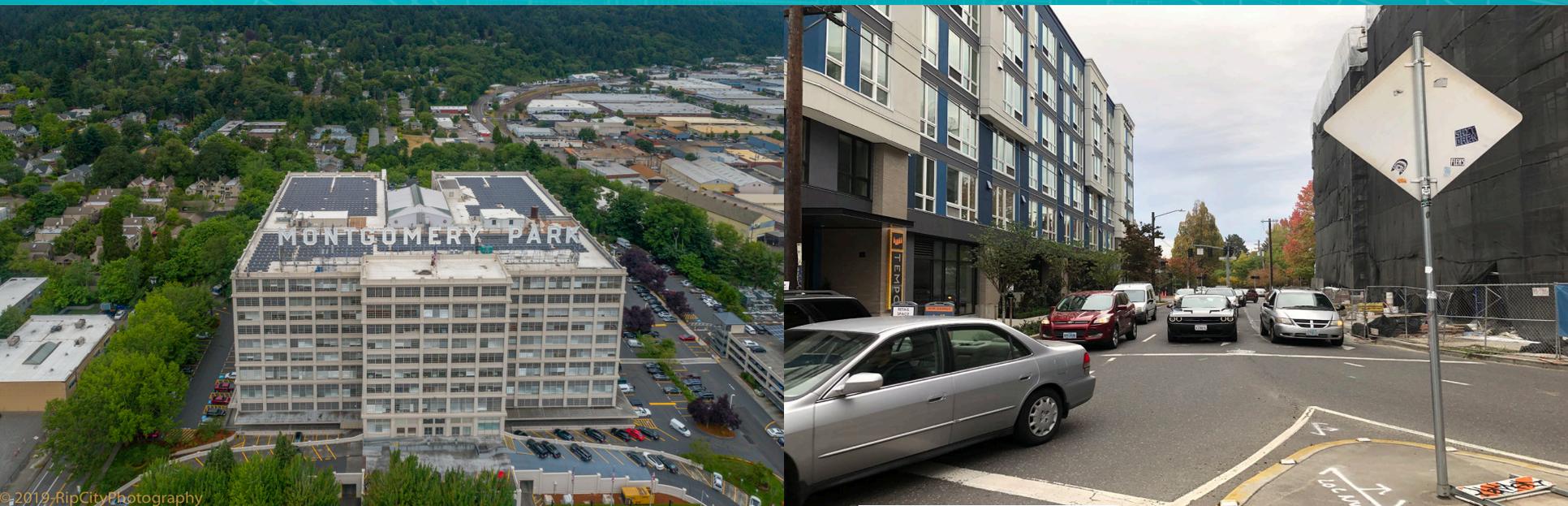


# Montgomery Park to Hollywood Transit and Land Use Development Strategy



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*Project Overview - NW*

*May 2020*



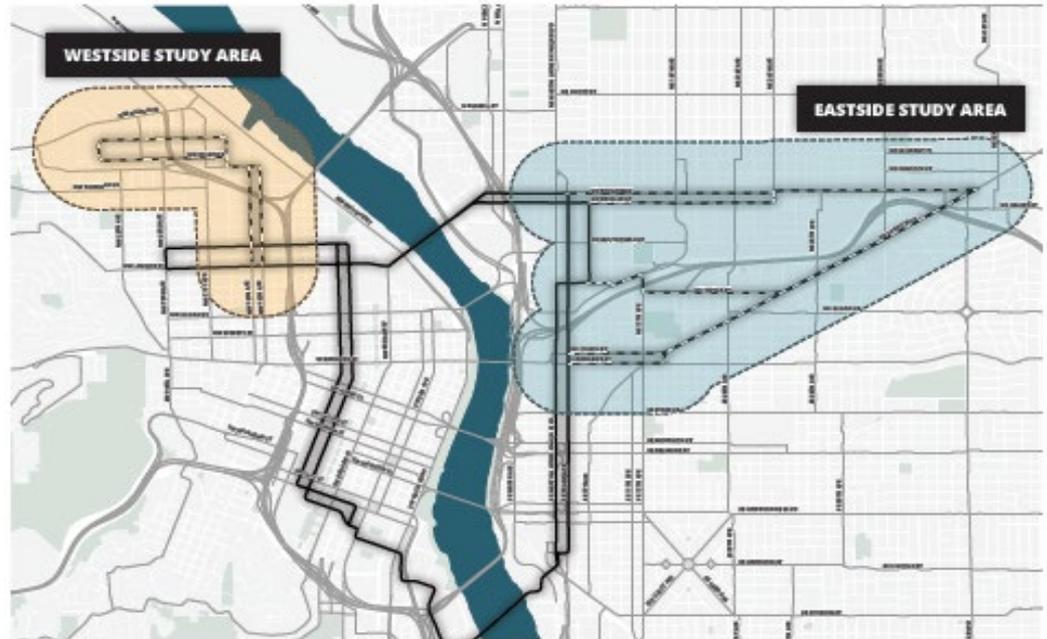
# Welcome. Let's talk MP2H

The Montgomery Park to Hollywood Transit and Land Use Development Strategy will assess opportunities, costs, feasibility, and interest in high-quality transit investments and transit-supportive land use changes in NW and inner NE Portland.



# One Study, two study areas.

- The Study spans both sides of the river, but are being evaluated as distinct study areas.
- The Westside Study area is being looked at for nearer term transit investment and land use changes.
- The Eastside Study area is a preliminary assessment to look at the most promising route for a streetcar to serve the Hollywood Town Center.
- For both areas, the study will consider how investments could spur changes that impact development, jobs, housing and transportation options.



# What are our goals?

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- Support Portland's 2035 Comprehensive Plan and Climate Action goals.
- Focus growth (housing, jobs, services) in centers and corridors.
- Increase opportunities for employment and housing.
- Improve access to affordable housing, middle-wage jobs, nature & recreation through transit service or multi-modal options.
- Advance equitable, sustainable outcomes by developing community benefits strategies.
- Ensure that under-served and under-represented communities have an opportunity to meaningfully participate in the planning process, and benefit from project outcomes.



# What issues are we considering in NW Portland?



- The area is part of the Guilds Lake Industrial area and has historically hosted industrial uses/jobs.
- Large sections of the district have undergone changes in recent years (new land use designations, shifting ownership, shuttering of ESCO ) that will bring housing and a more diverse set of jobs to the area.
- Should the City reconsider the direction/form of the area or maintain it's current industrial & employment focus?
- How should we serve the transportation needs for development that is coming?



# Investments in NW Portland come with tradeoffs



- A transit investment like a streetcar or bus rapid transit could bring more transportation options, mixed use development, jobs and housing to the area.
- Land use changes to support a streetcar would raise the value of land and could drive out existing industrial businesses in the district.
- Multimodal streets with transit, pedestrians and bicyclists could be incompatible with loading and other industrial business needs.
- Development close to the Central City could generate more jobs and housing close to amenity-rich neighborhoods and relieve gentrifying pressure on other close-in neighborhoods.



# Examples of Future Land Uses in NW



1

## Scenario 1: Continue Industrial Focus

- Maintain focus on industrial uses and emphasis on industrial jobs such as manufacturing. Allow some creative offices and small retail.



2

## Scenario 2: Expand Employment Opportunity

- Allow broader array of office uses, such as legal, financial, real estate and other uses. Allow institutional uses and some retail, but maintain a focus on jobs in the area.



3

## Scenario 3: Create Mixed-Use Neighborhood

- Allow housing, offices and commercial/retail/service uses; add significant housing and diversify jobs, but limit industry.

# What do you think?

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- What issues does your community care about when thinking about land use changes and transportation investments?
- Have there been development or transportation projects that have improved your daily life or brought value to your community?
- What does an equitable and sustainable neighborhood or district look like to you?



*District looking east toward the Willamette River*



*District looking west toward Forest Park*

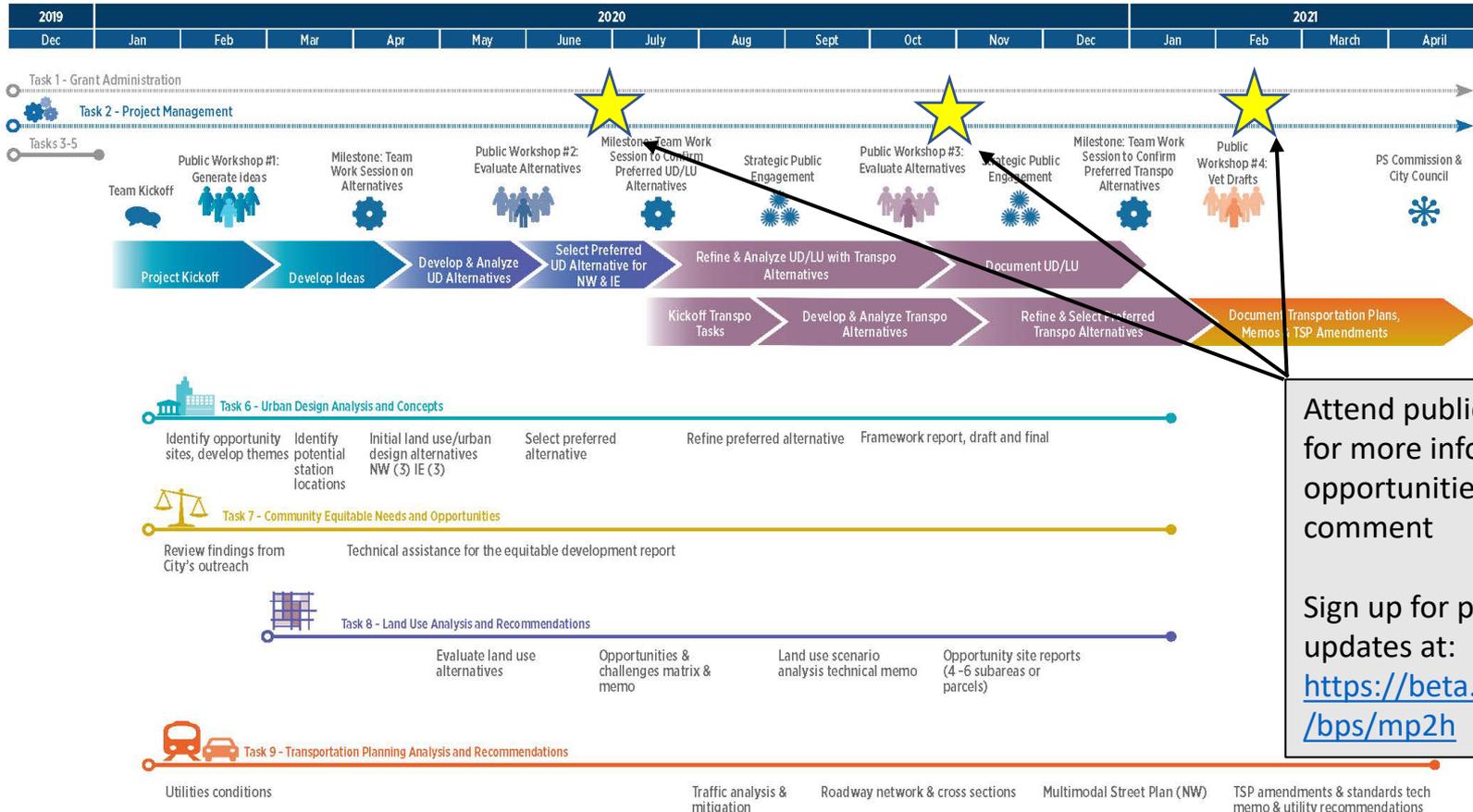
# What are your concerns? What opportunities excite you?

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- What are your greatest concerns in the study areas?
  - Rising housing costs?
  - Loss/change of job opportunity?
  - Loss/change of neighborhood businesses?
  - Change in neighborhood character?
  - Other?
- What kind of investments & development would you like to see in the future?
  - Affordable housing?
  - Affordable commercial space?
  - Opportunity for jobs?
  - Financial tools for development?
  - Transportation alternatives?
  - Safe transportation infrastructure
  - Other?

# What's Next?

## Montgomery Park to Hollywood Transit & Land Use Development Strategy | Draft Schedule



Attend public workshops for more information and opportunities to comment

Sign up for project updates at:  
<https://beta.portland.gov/bps/mp2h>

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