



MONTGOMERY PARK TO HOLLYWOOD

Transit and Land Use Development Strategy
Planning Commission Informational Briefing

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Today's Presentation

- Informational presentation about the MP2H project to-date
 - BPS – land use/transit-oriented development planning process
 - PBOT – transportation/streetcar planning process
- No public testimony today.
- Staff expects to return in the coming months with an updated Proposed Draft MP2H – NW Plan for a joint Planning Commission and Design Commission public hearing, with public testimony.

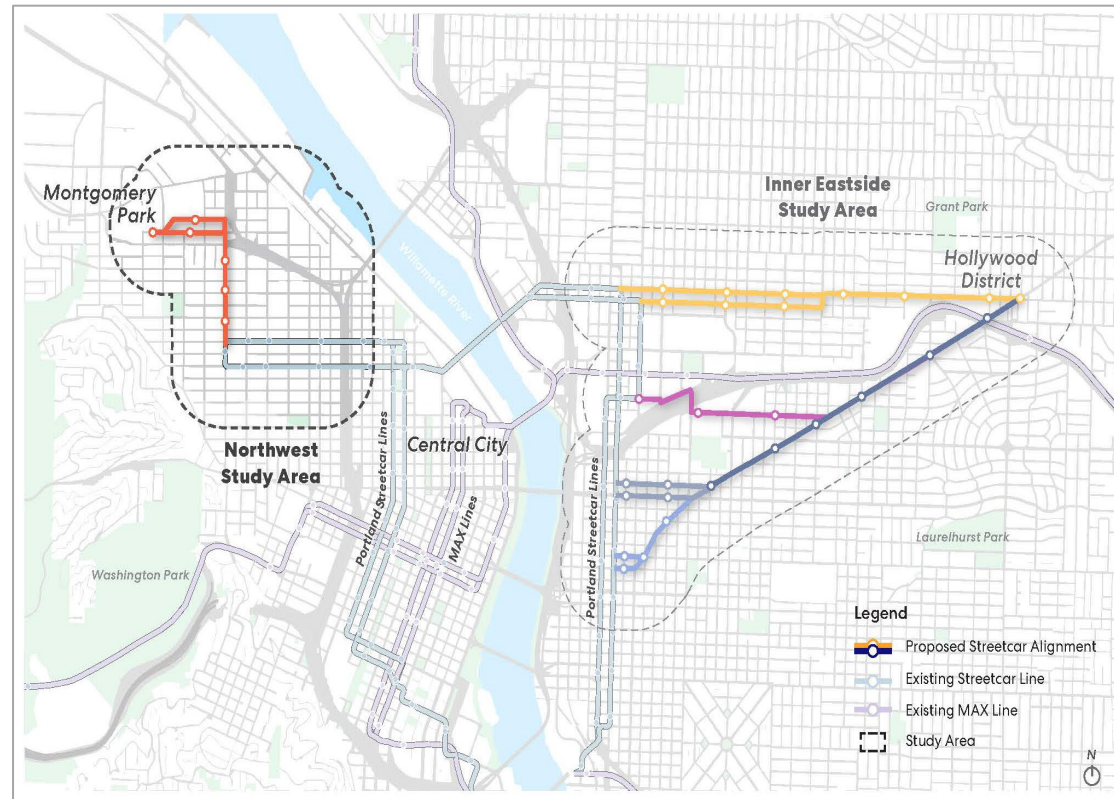
About the MP2H Study

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



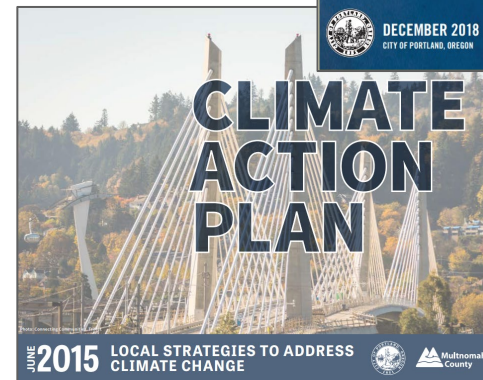
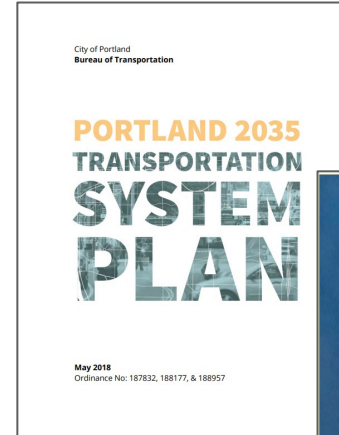
About the MP2H Study

- Collaboration between Portland Bureau of Planning and Sustainability (BPS) and Portland Bureau of Transportation (PBOT).
- Funded by a Federal Transit Administration (FTA) planning grant in partnership with Metro.
- Explored potential future transit extensions to serve Montgomery Park in NW and Hollywood Town Center in NE, and opportunities for housing and jobs.
- **Northwest study area – opportunity for near term transit investment and land use changes to support new housing and jobs.**
- Northeast study area - preliminary assessment of opportunities on three routes.



MP2H Planning Goals

- **Support Portland's 2035 Comprehensive Plan, Climate Action Plan and Climate Emergency 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 or multi-modal options.
- **Advance equitable, sustainable outcomes** by developing community benefits strategies.
- **Ensure that under-served communities have an opportunity to meaningfully participate** in the planning process, and benefit from project outcomes.



Policy Considerations

The 2035 Comprehensive Plan includes policies that **support expanding transit and increasing density in the urban core**, while also advocating the **preservation of industrial lands**. Equity-focused policies specific to urban planning, development, and public infrastructure are also included in Plan. A sampling of key Comprehensive Plan policy considerations are below.

Policy 3.2 Growth and stability. Direct the majority of growth and change to centers, corridors, and transit station areas, allowing the continuation of the scale and characteristics of Portland's residential neighborhoods.

Policy 3.3 Equitable development. Guide development, growth, and public facility investment to reduce disparities; encourage equitable access to opportunities; mitigate the impacts of development on income disparity, displacement and housing affordability; and produce positive outcomes for all Portlanders.

Policy 3.6 Land efficiency. Provide strategic investments and incentives to leverage infill, redevelopment, and promote intensification of scarce urban land while protecting environmental quality. .

Policy 3.9 Growth and development. Evaluate the potential impacts of planning and investment decisions, significant new infrastructure, and significant new development on the physical characteristics of neighborhoods and their residents, particularly under-served and under-represented communities, with particular attention to displacement and affordability impacts. Identify and implement strategies to mitigate the anticipated impacts.

Policy 3.15 Investments in centers. Encourage public and private investment in infrastructure, economic development, and community services in centers to ensure that all centers will support the populations they serve..

Policy 3.39 Growth. Expand the range of housing and employment opportunities in the Inner Ring Districts. Emphasize growth that replaces gaps in the historic urban fabric, such as redevelopment of surface parking lots and 20th century auto-oriented development.

Policy 3.67 Employment area geographies. Consider the land development and transportation needs of Portland's employment geographies when creating and amending land use plans and making infrastructure investments.

Policy 5.3 Housing potential. Evaluate plans and investments for their impact on housing capacity, particularly the impact on the supply of housing units that can serve low- and moderate-income households, and identify opportunities to meet future demand.

Policy 5.15 Gentrification/displacement risk. Evaluate plans and investments, significant new infrastructure, and significant new development for the potential to increase housing costs for, or cause displacement of communities of color, low- and moderate-income households, and renters. Identify and implement strategies to mitigate the anticipated impacts.

Policy 6.13 Land supply. Provide supplies of employment land that are sufficient to meet the long-term and short-term employment growth forecasts, adequate in terms of amounts and types of sites, available and practical for development and intended uses...

Policy 6.36 Industrial land. Provide industrial land that encourages industrial business retention, growth, and traded sector competitiveness as a West Coast trade and freight hub, a regional center of diverse manufacturing, and a widely-accessible base of family-wage jobs, particularly for under-served and under-represented people.

Policy 6.38 Prime industrial land retention. Protect the multimodal freight-hub industrial districts at the Portland Harbor, Columbia Corridor, and Brooklyn Yard as prime industrial land that is prioritized for long-term retention.

Policy 6.54 Neighborhood buffers. Maintain and enhance major natural areas, open spaces, and constructed features as boundaries and buffers for the Portland Harbor and Columbia Corridor industrial areas.

Policy 9.11 Land use and transportation coordination. Implement the Comprehensive Plan Map and the Urban Design Framework through coordinated long-range transportation and land use planning. Ensure that street policy and design classifications and land uses complement one another..

Policy 9.27 Transit service to centers and corridors. Use transit investments as a means to shape the city's growth and increase transit use. In partnership with TriMet and Metro, maintain, expand, and enhance Portland Streetcar, frequent service bus, and high-capacity transit, to better serve centers and corridors with the highest intensity of potential employment and household growth.

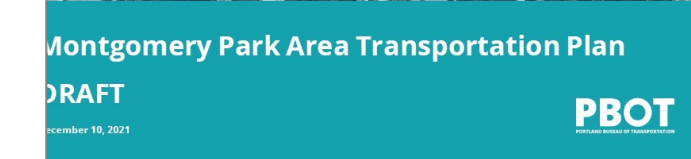
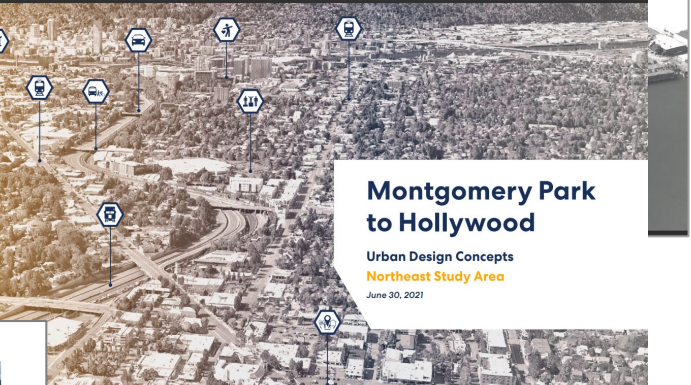


FTA/Metro Grant

1. **Grant Administration** - *ongoing through project completion*
2. **Project Management** - *ongoing through project completion*
3. **Community Engagement Plans and Process** - *plan developed in 2019*
4. **Existing Conditions: Land Use** – *report developed in late 2019*
5. **Existing Conditions: Transportation** - *report developed in late 2019*
6. **Urban Design Analysis and Concepts** - *reports finalized in June 2021*
7. **Community Equitable Needs and Opportunities** - *report finalized in January 2023*
8. **Land Use Analysis and Recommendations** – *Discussion Draft published Dec 2021*
9. **Transportation Planning Analysis and Recommendations** – *Draft published in Dec 2021*
10. **Planning Commission Briefing** – *PC Briefing today*



FTA/Metro Grant



Montgomery Park to Hollywood Transit and Land Use Development Strategy Northwest Portland Opportunities and Challenges Report

Montgomery Park to Hollywood Transit and Land Use Development Strategy

Equitable Development Report



Montgomery Park to Hollywood Transit and Land Use Development Study (MP2H)
Community Engagement Plan

MP2H - NW Plan Discussion Draft, Volume 1 - December 2021



Montgomery Park to Hollywood Transit and Land Use Development Strategy

Northwest Plan - Discussion Draft Volume 1: Summary and Report

December 2021



MONTGOMERY PARK to HOLLYWOOD TRANSIT & LAND USE DEVELOPMENT STUDY

EXISTING CONDITIONS
JANUARY 2020



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Community Engagement

Community Based Organizations

- Four CBOs - outreach funded through the FTA grant: Hollywood Senior Center/Urban League; MESO; Friendly House; NIBA/CCA (2020-21)

Neighborhood/Other Groups

- NWDA, NIBA, NWAS, NWBA; Eastside NAs

Public Open Houses/Feedback

- March 2020; July 2020; February 2022
- NW Discussion Draft - April 2022
- Design Character Workshop – June 2023

NW Project Working Group

- Eight meetings (2020-2021)

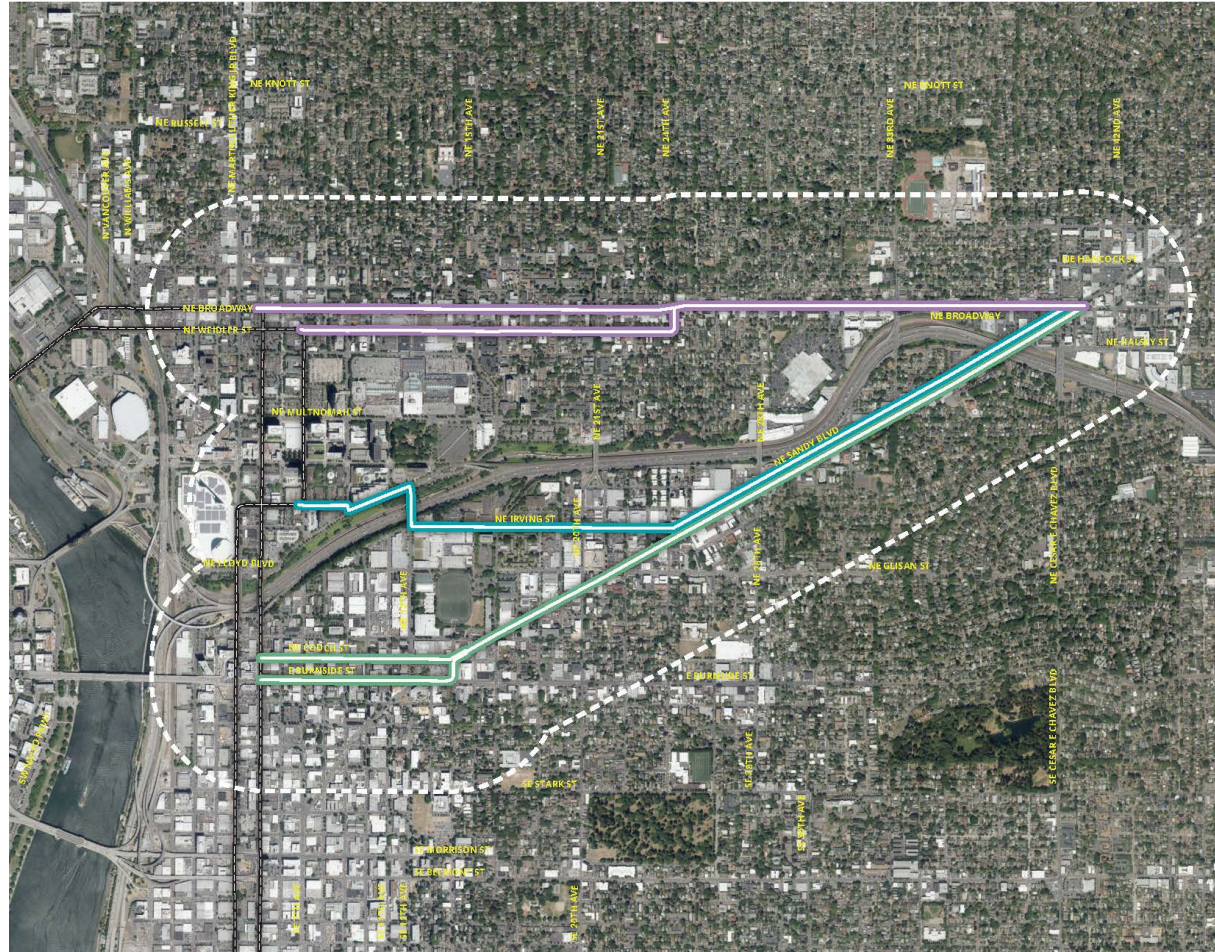
Other Recent Outreach

- Community groups
- Key property owners

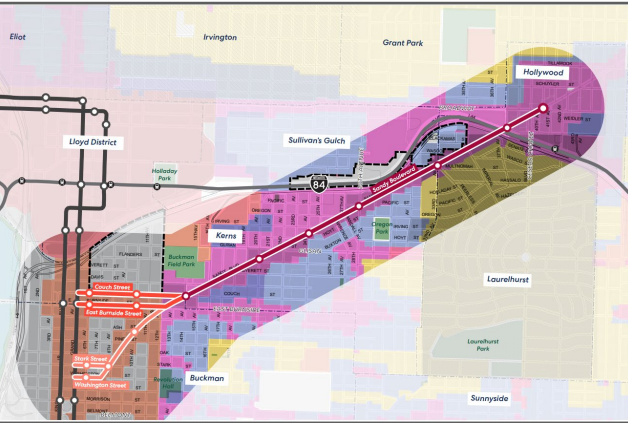


Eastside Study Area Objectives

- Getting to Hollywood
- Evaluate key urban development opportunities
- Identify top alignment(s) for further study
- Identify land use and transportation needs for alternatives

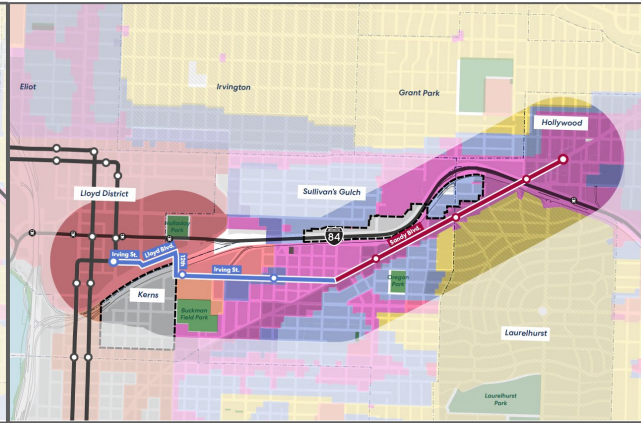


Eastside Study Area Key Findings



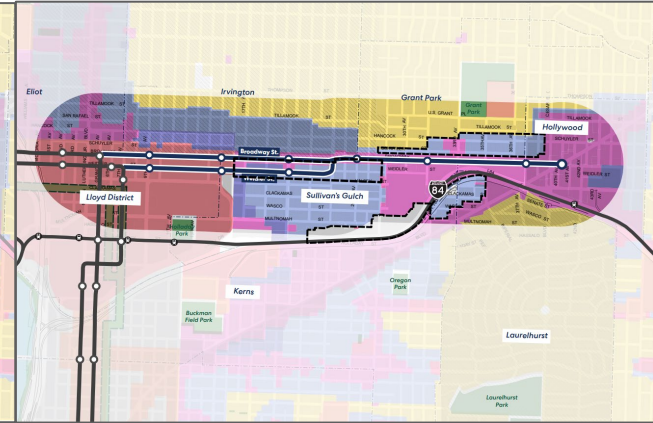
Alignment 1: NE Sandy

- Best opportunity for housing potential due in-part to extensive mixed use and multi dwelling zoning.
- Incremental development of small sites.



Alignment 2: NE Irving/Sandy

- Highest employment opportunity. Greatest development potential on a few large sites.
- High opportunity for housing development.

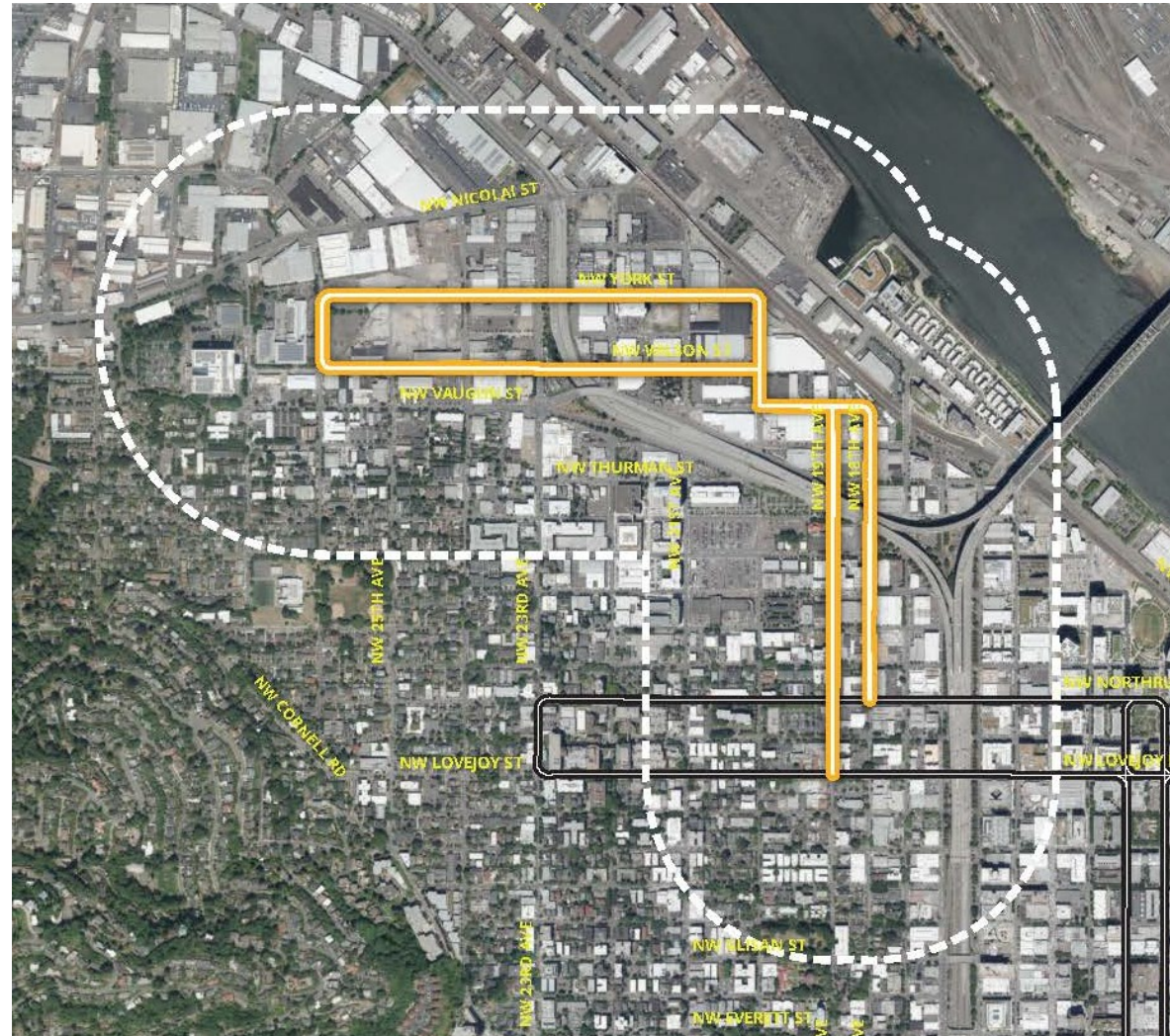


Alignment 3: NE Broadway/Weidler

- Least potential for housing, in-part due to limitations adjacent to alignments (historic districts, lot sizes, property values, etc.).
- Employment opportunity exceeds Sandy.

NW Study Area Objectives

- Evaluate urban design and key development opportunities
- Consider Comprehensive Plan and Zoning changes
- Transportation analysis and plan updates
- Equitable development strategy



Why Plan for the NW Study Area?

- **Opportunity to increase housing choices and supply** including affordable housing in opportunity-rich and low-carbon neighborhood.
- **Montgomery Park** - master plan that anticipates development of housing and other uses on site in near term.
- **Former ESCO site** - development potential on vacant site with former industrial use, adjacent to Montgomery Park.



NW Scenarios Considered

Public Review Draft, June 25, 2020

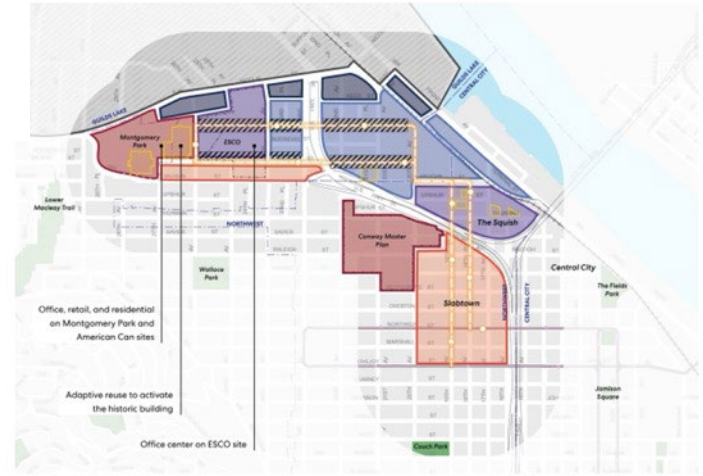
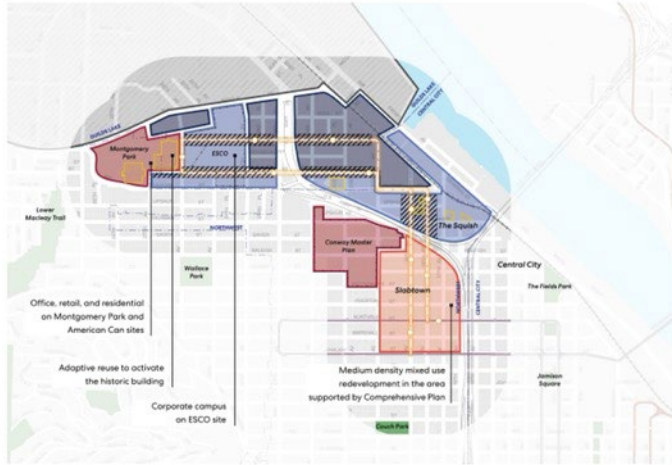
Public Review Draft, June 25, 2020

Public Review Draft, June 25, 2020

Public Review Draft, June 25, 2020

Scenario 1 Industrial

Scenario 2 Employment



SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

Scenario 3 Mixed-Use

Scenario 4 Hybrid 1+3 (preferred)



SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

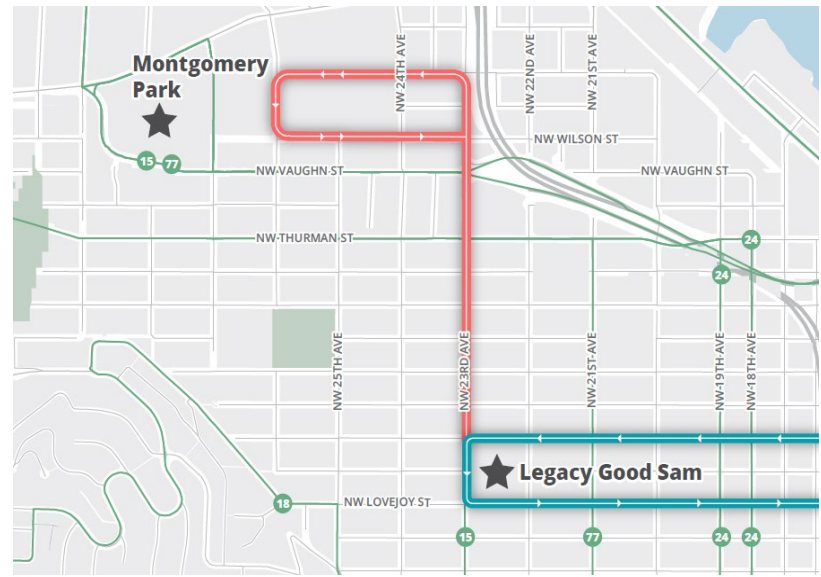
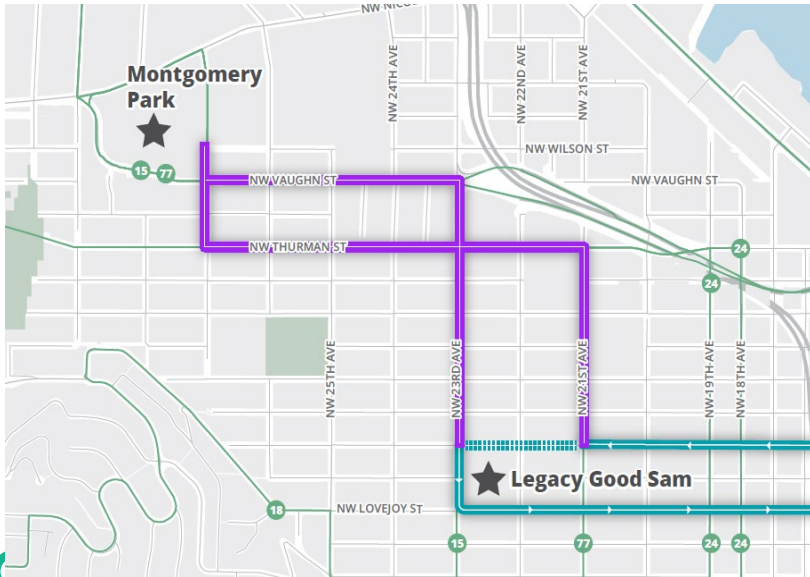
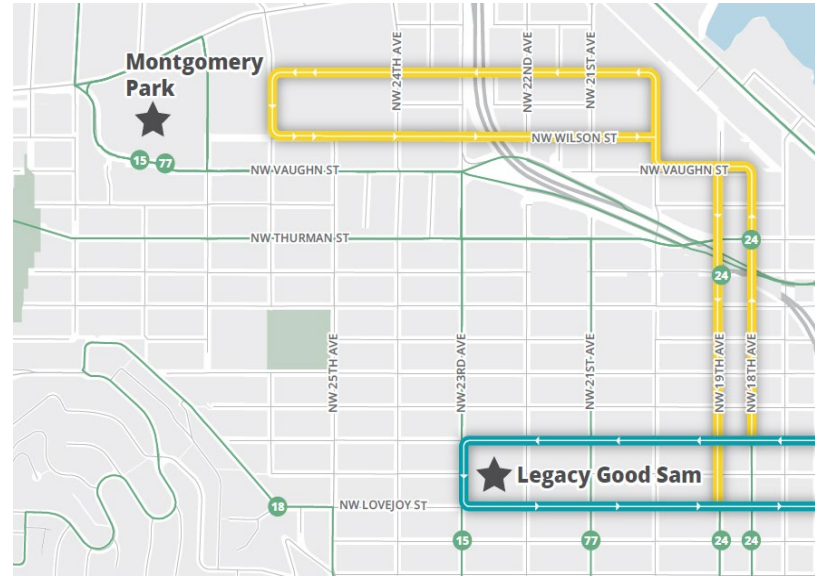
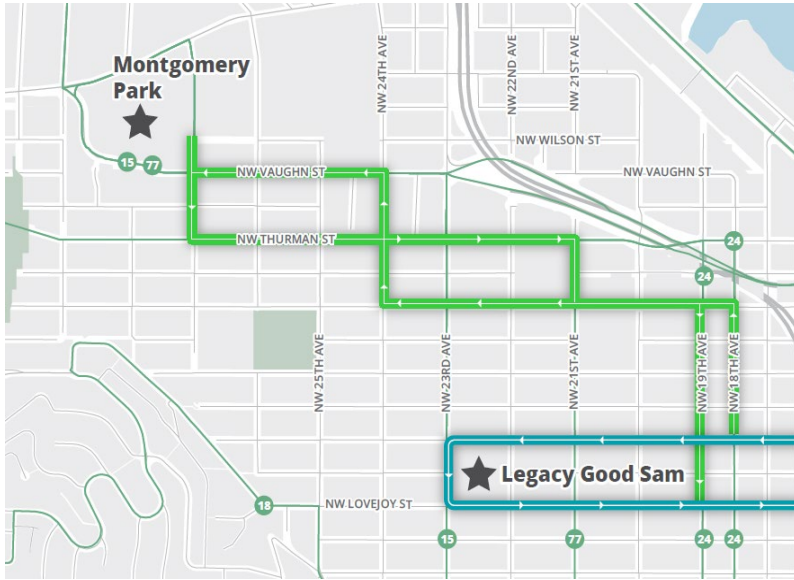
SCENARIO 3: MIXED USE

SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

NW Alignments Considered



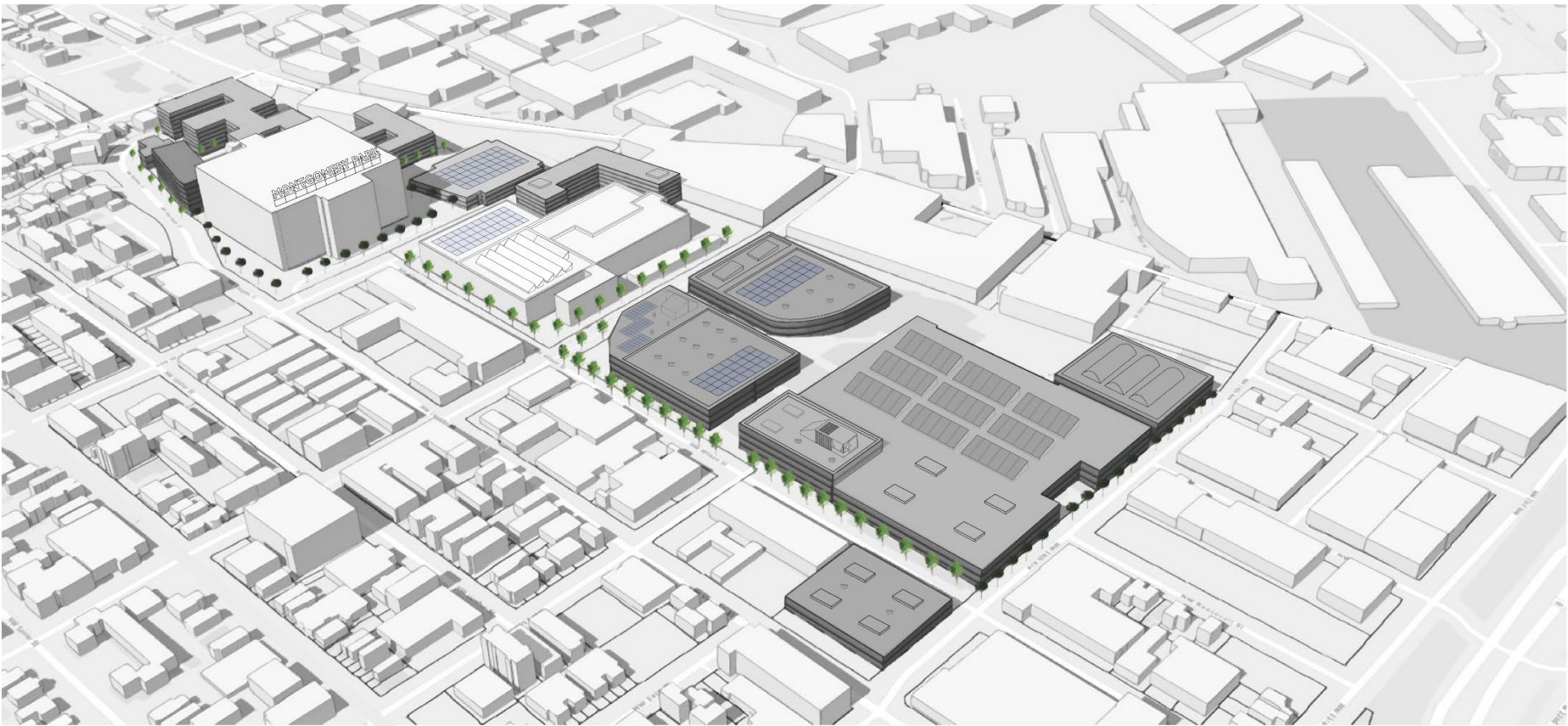
MP2H NW Plan Concept

- Create a new mixed-use neighborhood in the area west of Highway 30 served by an extension of Portland Streetcar.
- Change land use designations from industrial and employment mixed-use to facilitate a broader array of land uses.
- Create potential for 2,000-3,000 new housing units with 200+ affordable units.
- Foster jobs in the area.
- Create an employment buffer along NW Nicolai Street to reduce conflicts between residential and heavy industrial uses to north.
- Retain industrial zoning and limit industrial land loss east of US 30.



No Change

Example of the type development allowed under current Industrial and Employment designations.



MP2H – NW Plan Concept

Example of the possible type and scale of development allowed under proposed future designations that allows a mix of uses.



Potential Future Streetscape



MP2H - NW Plan Discussion Draft

- Released December 2021
 - Proposed Comprehensive Plan Map changes, with most zoning changes in the future via site-by-site requests.
 - Proposed new zoning plan district to foster a transit-oriented neighborhood.
 - Premised on need for industrial land mitigation (fee) and public benefits.
 - Accompanied by transportation plan.
 - Approximately 3,000 notices sent.
 - Public comments through April 2022.
-
- Public comments varied broadly – some in support; some opposed.
 - Forthcoming plan responds to feedback and new information.



Montgomery Park to Hollywood Transit and Land Use Development Strategy

Northwest Plan - Discussion Draft

Volume 1: Summary and Report

December 2021



NW Discussion Draft - Implementation

1. Change Comprehensive Plan Map

- Zoning to follow; quasi judicial/site by site

2. Develop New Plan District

- Transit-oriented development standards

3. Public-Private Benefits Agreement

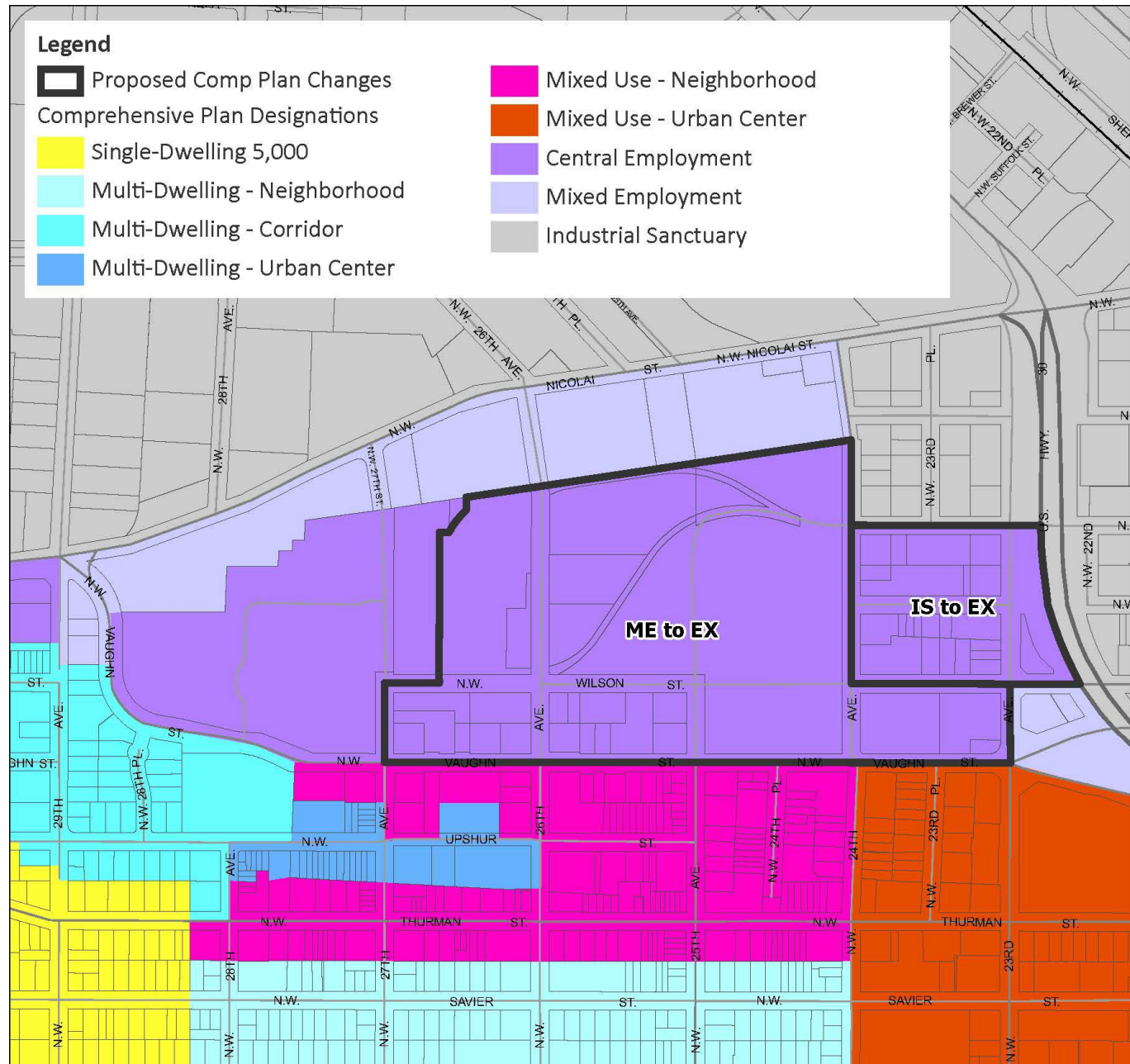
- Define public benefits, terms

4. Streetcar/Transportation Planning

- Additional detailed work to follow
- Engineering, funding, etc.



NW Plan - Discussion Draft Comp Plan Map



Discussion Draft - Plan District/Zoning

NW Vaughn Step Down. 45 feet height.

Windows. Enhanced standards for ground floor windows.

Active Use Areas. Buildings near the streetcar alignment will be required to be constructed to accommodate active uses at the ground floor.

Affordable Commercial Space. 1K SF required when 10K+ SF developed.

Urban Green Features. Green elements are proposed to be integrated into the urban environment. Options: Landscape; Large trees; Ecoroof.

On-Site Open Areas. Residential uses will be required to provide 48 sf/unit on-site open areas to benefit the residents of new development.

Design Overlay. The Design (d) overlay zone is applied to the EX zone. May use design standards or discretionary approach.

Transportation Demand Management. Require developments adding 10+ units or 20K+ SF to develop a plan or meet standard TDM program.

Parking. Parking ratios limit the amount of on-site and surface parking.

NW Plan - Initial Public Benefits Sought

- Affordable Housing
- Affordable Commercial Space
- Park/Open Space
- Environmental Features
- Wealth Building opportunities for priority communities
- Cultural/place-making features

Other Key Components

- Industrial Land Offset/Mitigation
- New Local Streets
- Streetcar LID



Public Feedback Highlights

- **Community Based Organizations (CBO):** Perspectives varied. Feedback generally emphasized need for equity-focused outcomes, such as affordable housing, and middle-wage jobs. Other themes included wealth building opportunities, public safety, etc.
- **Northwest District Association:** Expressed need for additional urban design work and neighborhood-serving benefits such as park and affordable housing, as well as concern about industrial land loss; transportation impacts.
- **Northwest Industrial Business Association:** Expressed concerns about industrial land loss and the related middle-wage jobs; concerned about equity implications; potential residential-industrial conflicts.
- **York Street Group/PHCC:** Shared perspectives on ways to commemorate York; group feedback and concepts further informed approaches to public benefits.
- **Discussion Draft Public Comments:** Comments from individuals, community organizations, property owners, elected officials, and others. Ranged from general support of proposal to concerns about loss of industrial jobs and potential for conflicts created through change. Also requested specific features (parks, sports facilities, etc.).

Anticipated Plan Refinements

- Greater **emphasis on jobs** in the plan area - opportunity for middle-wage jobs on site to help address changes in industrial and employment land use designations.
- Consider Comprehensive Plan and **Zoning map changes** and refine the zoning map and code proposal.
- Refine urban design concept and develop a **Design Character Statement**.
- **Reconcile NW District and Guilds Lake plans** with new MP2H Northwest Plan area.
- Develop and **refine public benefits**:
 - ✓ **Affordable housing** (affordable units early-on; or greater percentage of affordable units)
 - ✓ **Open space/park** in the plan area
 - ✓ **Wealth building opportunity** for priority communities
 - ✓ **Commemoration of York**



Next Steps

1. Finalize MP2H Grant (August 2023)
2. Prepare Proposed Plan for the Northwest study area (Summer-Fall 2023)
 - Refine plan and zoning proposal
 - Refine benefits agreement
 - Develop design character statement
3. Planning Commission and Design Commission - Public Hearing (late 2023/early 2024)
4. Portland City Council – Public Hearing (2024)



Montgomery Park Area Transportation Plan

DRAFT

December 10, 2021

PBOT
PORTLAND BUREAU OF TRANSPORTATION

Montgomery Park Area Transportation Plan DRAFT

- Part of MP2H-NW
- Recommendations for multimodal transportation design
- Local streets to regional connections
- New streets and street standards
- Recommended Transportation System Plan (TSP) updates, including new street classifications
- Implementation strategies

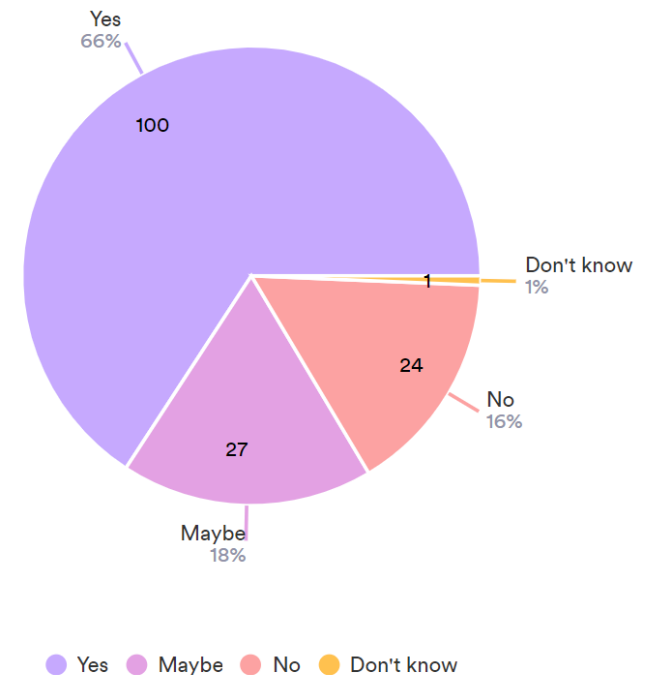


Current round of engagement

- **Neighborhood Stakeholder Groups**
 - Meetings with NWDA, NWSA, and NW Parking SAC (future meetings as possible)
 - Communications with NIBA, NWBA, Friendly House, and Get Around Slabtown
- **Open Houses**
 - Northwest Parking District Open House on June 20
 - MP2H Northwest Plan design and Character Statement Workshop on June 28
 - Streetcar project online open house June-July
- **Mailers**
 - More than 7000 mailers sent to all addresses within 1/3 mile of proposed extension
- **Canvassing**
 - Canvassed all open and accessible businesses on NW 23rd Ave along proposed alignment
 - Canvassed near Jamison Square and affordable housing locations
- **Equity-Focused Engagement**
 - Currently planning focused engagement for this summer/fall

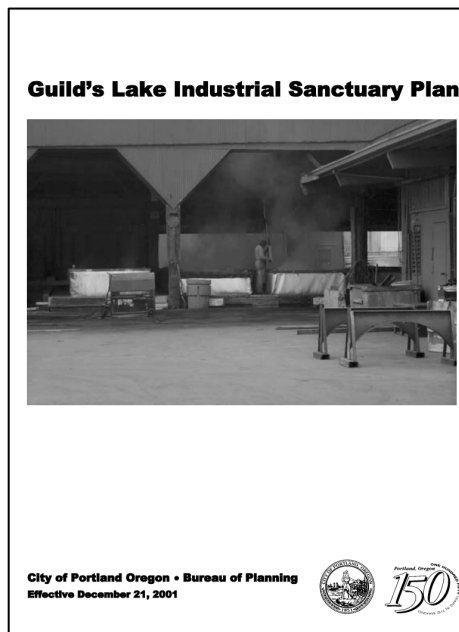
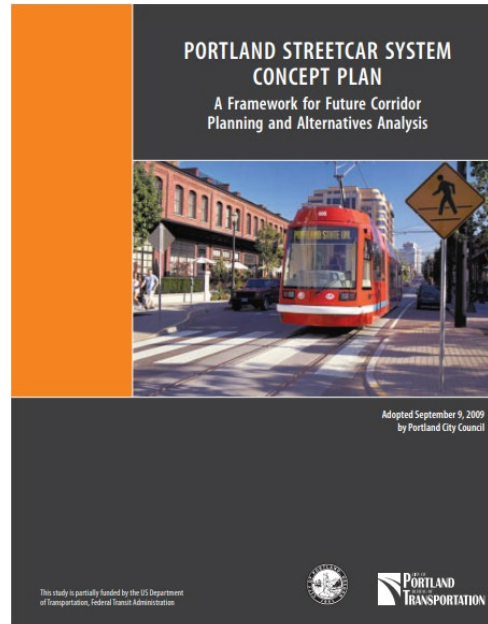
Does the proposed streetcar extension make sense to you?

152 Responses- 2 Empty



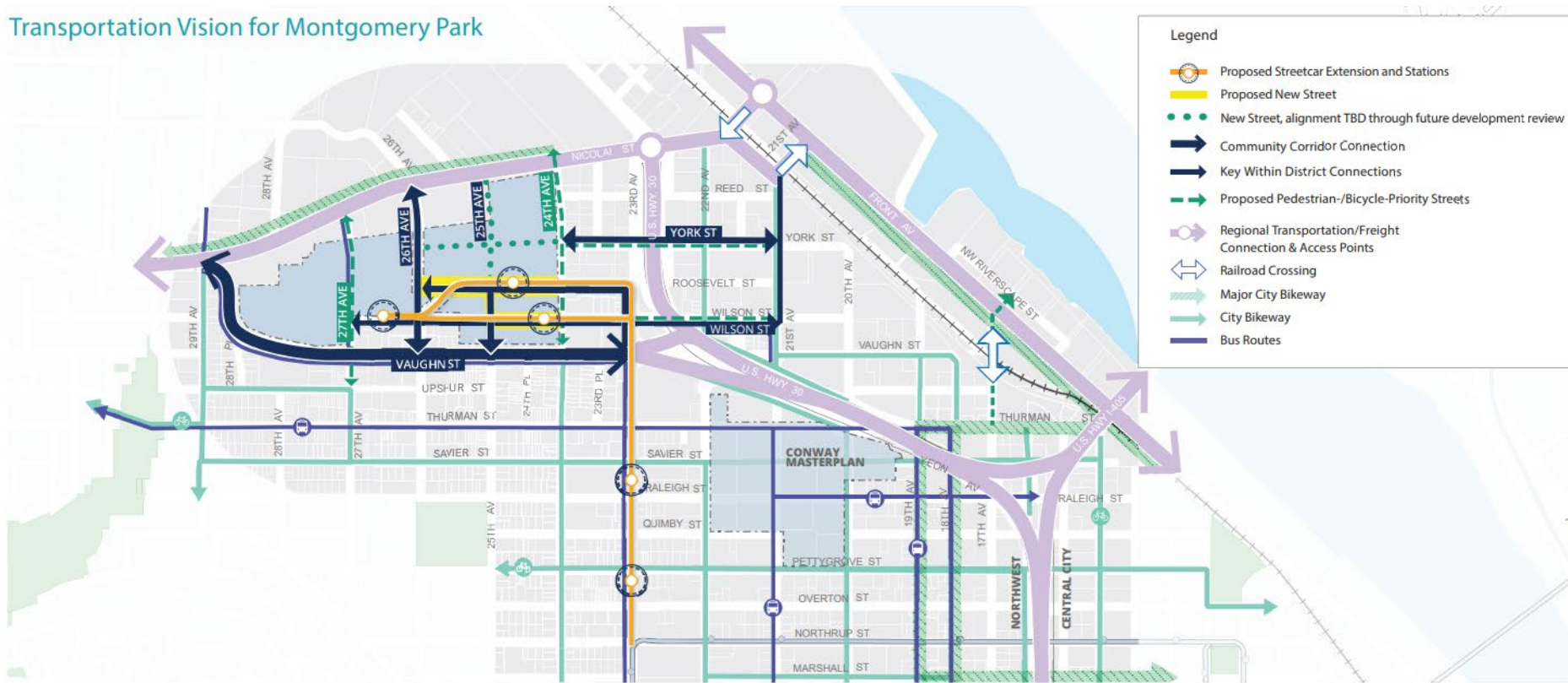
Previous plans informing the draft

- **Portland Streetcar System Concept Plan** (2009)
- **Northwest in Motion** (2020)
- **Guilds Lake Industrial Sanctuary Plan** (2001)



Transportation vision - MP2H NW Plan

Transportation Vision for Montgomery Park



Transit alternatives evaluated



Standard Bus



Enhanced Bus



Streetcar

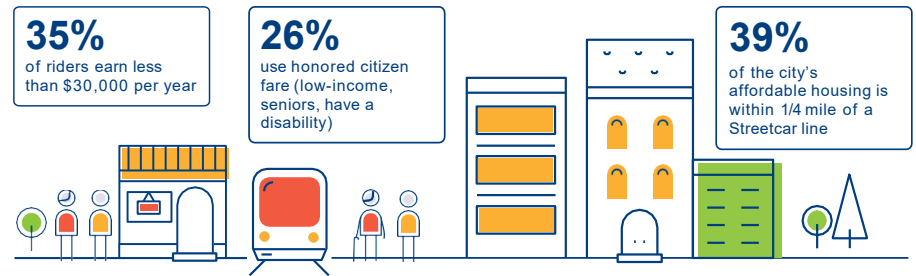


Micro-Shuttle

Why streetcar transit?

- **1/3 of Portland's jobs and affordable housing** are along streetcar lines
- **Climate benefits of clean, green mass transit mode** in vibrant mixed-use neighborhoods
- **More than 80% of riders own one or fewer cars** and 26% don't have a driver's license
- **Nearly 1/3 of riders are full or part-time university students**

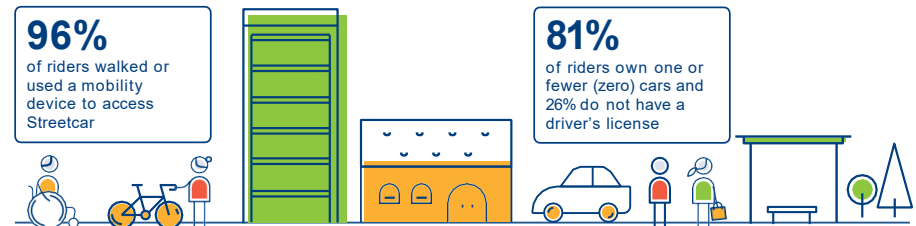
AFFORDABILITY



EQUITY

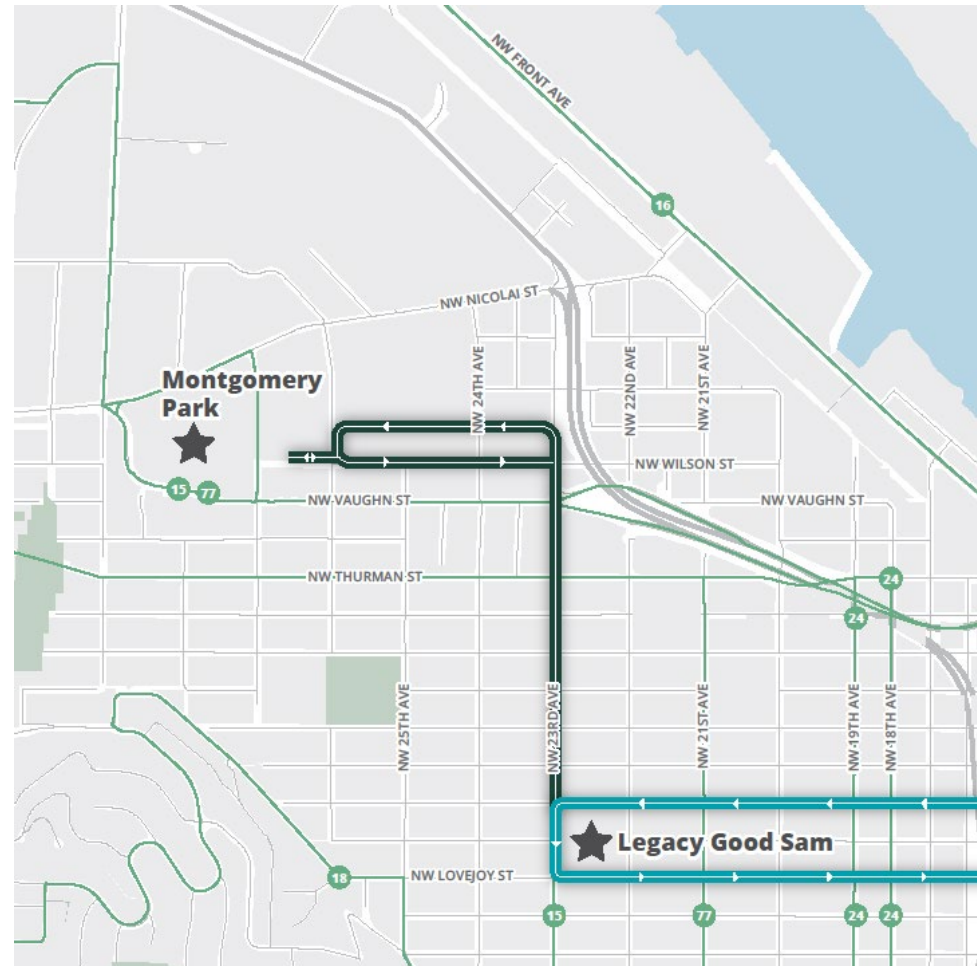


SUSTAINABLE MOBILITY



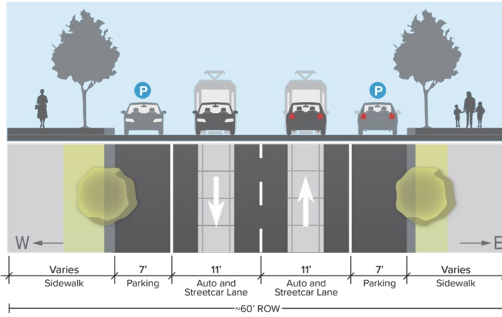
Proposed streetcar extension alignment

- **1.5-mile extension of Portland Streetcar** to Montgomery Park office building
- **2-way operation on NW 23rd Avenue** between NW Vaughn Street and NW Northrup Street
- **One way couplet using NW Roosevelt Street and NW Wilson Street**
- **New multimodal local streets** (extensions of NW Roosevelt, NW Wilson, and NW 25th Ave)
- **A complete rebuild of NW 23rd Avenue** from NW Lovejoy to NW Vaughn

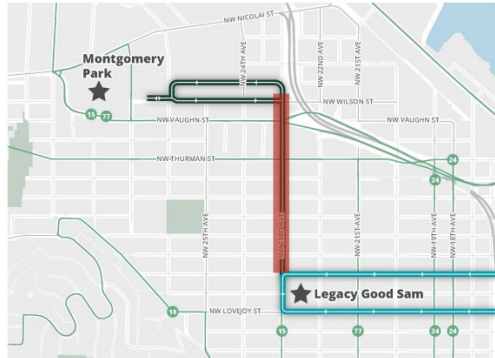


Proposed cross sections

NW 23rd Avenue

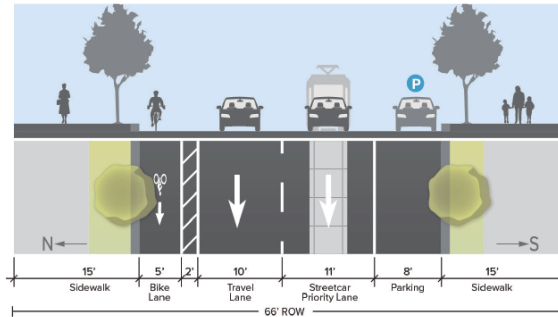


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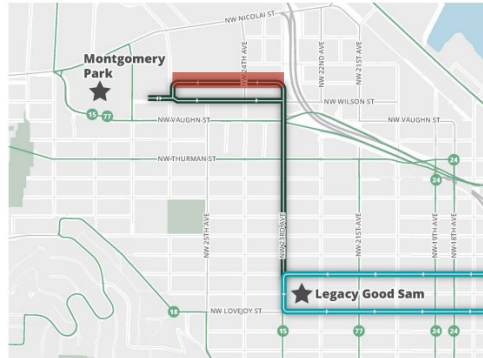


Vaughn St to Northrup St

NW Roosevelt Street

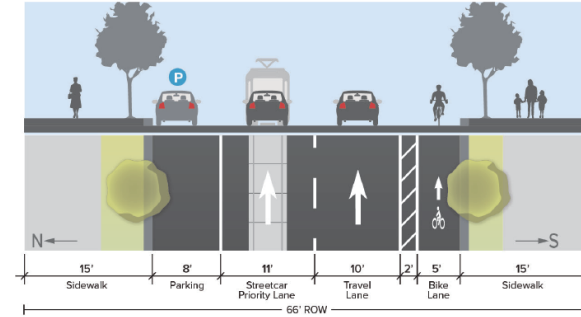


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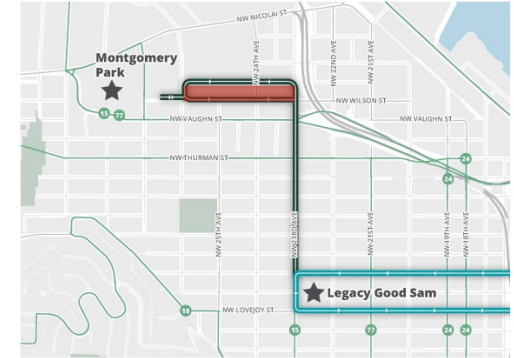


23rd Ave to 26th Ave

NW Wilson Street



ALIGNMENT E

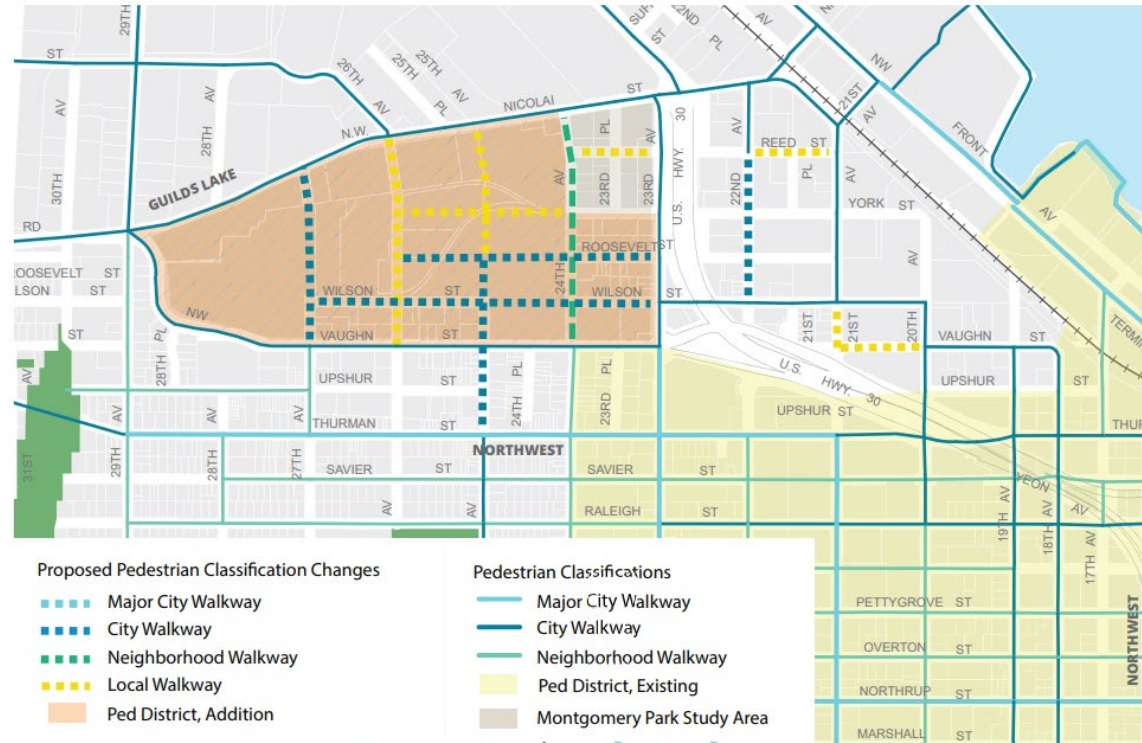


23rd Ave to 26th Ave

Street classification changes (TSP recommendations)

- **Recommended classification updates for following modes/elements:**
 - Pedestrian
 - Bike
 - Transit
 - Street Design
 - Traffic
 - Freight
 - Emergency Response

Montgomery Park Area Pedestrian Street Classifications

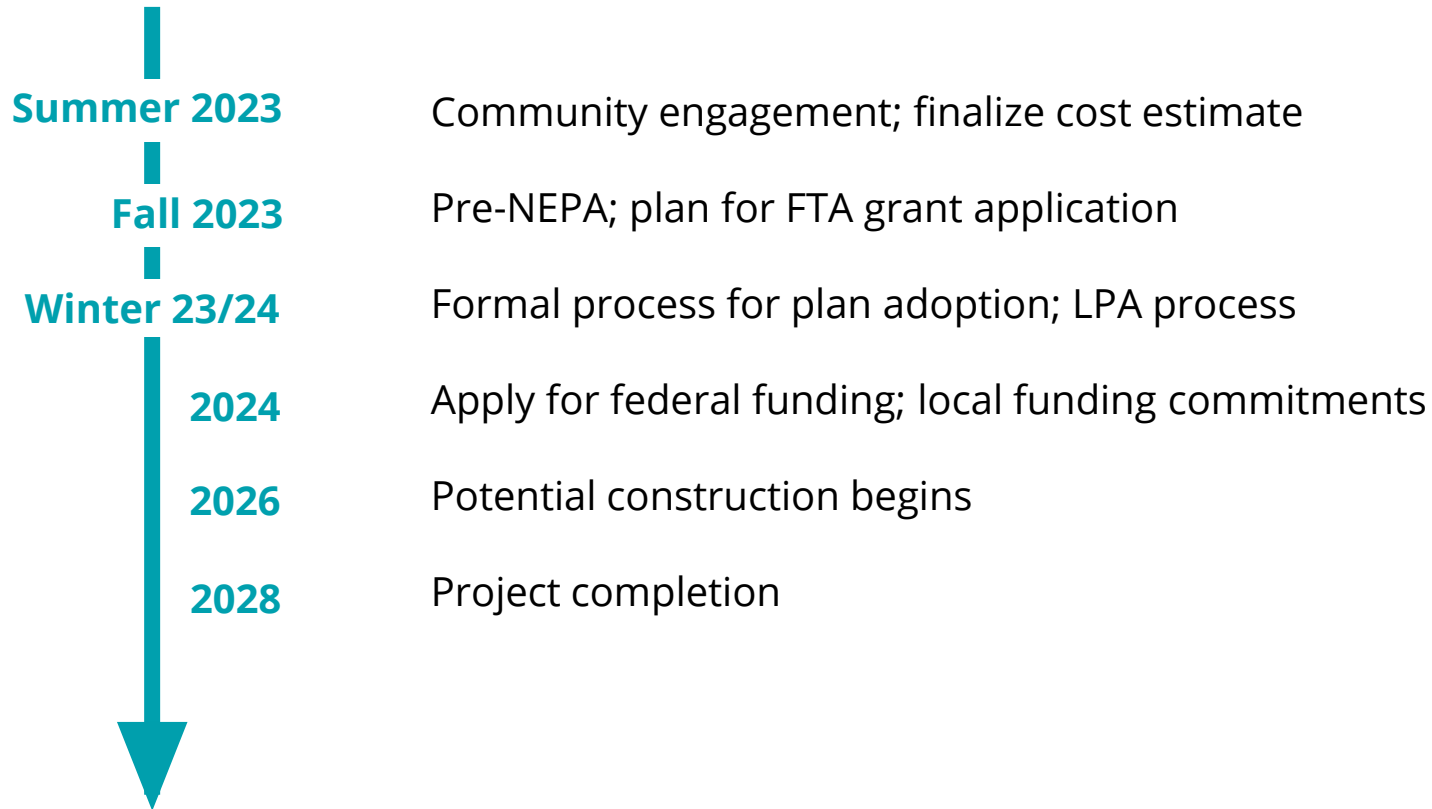


Potential implementation strategies

- **Creating a Plan District**
 - Parking ratios and off-street parking rules
- **Parking Management**
 - Potential parking permit zone or district
- **Developing a Transportation Demand Management (TDM) Program**
 - Incentives to support non-auto travel and reduce travel demand
- **Exploring Pilot Projects**
 - Various ways to reduce drive-alone trips in the district
- **Pursuing Federal and other Funding Sources**
 - FTA Small Starts funding



Where we're going (estimated timeline)



Thank You
Questions?