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## MEMO

**DATE:** August 10, 2023

**TO:** Portland Design Commission

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**SUBJECT:** Montgomery Park to Hollywood – NW Plan and Character Statement Briefing

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The purpose of this memorandum, and attachments, is to provide information in support of the August 17, 2023 briefing to the Design Commission (DC) on the Montgomery Park to Hollywood (MP2H) - NW Plan and Character Statement. The topics covered include:

- Briefing purpose and DC Role
- Montgomery Park to Hollywood (MP2H) Project Plan Overview
- Summary of Character Statement Proposal
- Process and Outreach
- Next Steps

### **Briefing Purpose and DC Role.**

As you know, the DC is assigned review and recommendation of character statements for new centers as part of the Citywide Design Guidelines and any legislative changes to the Design overlay zone. This is the third character statement to be drafted for the Citywide Design Guidelines.

This briefing will provide a high-level overview and introduction to the MP2H – NW Plan and Character Statement work underway that is considering changes to land uses, regulations and

an extension of the streetcar. The briefing will focus more specifically on the design related elements of the developing plan, including the expansion of the Design 'd' Overlay, the proposed Subareas (part of the plan's urban design framework) and a working draft of the character statement. Comments received from the Commission during this briefing will be considered in combination with feedback from other Community partners in the development of a Proposed Draft of the plan.

The plan is currently between the Discussion Draft and Proposed Draft phase. In the future Proposed Draft phase of the legislative process, the Commission will review the Proposed Draft of the Montgomery Park NW Plan Area Character Statement, take testimony, and make a recommendation to City Council on the character statement as well as the expansion of the Design overlay in the plan area. A briefing at this early juncture in the process is intended to allow more time for BPS staff to integrate and align comments from the Design Commission with those from the community and partner Bureaus.

Some common themes/issues that we welcome input on are:

- How to encourage acknowledgement and references to the area's industrial character with the arrival/proposal of mixed-use zoning?
- How to incorporate thoughtful transitions between industrial and residential development?
- How to encourage recognition of communities of color, such as the Black Community and Indigenous Community who have historical connection to this area?
- Do the boundaries of the proposed Subareas seem right?
- Other additional resources, community groups or partners that should be referenced or investigated.

### **Montgomery Park to Hollywood Plan – NW Plan project overview**

**Project Plan.** MP2H – NW Plan and Montgomery Park NW Plan Area Character Statement

**Project Area.** The MP2H- NW Plan Area is located north of NW Vaughn St, south of NW Nicolai St, east of NW Wardway St and west of NW 23<sup>rd</sup> Ave/Hwy 30. Notable landmarks in the area include Montgomery Park, the American Can Complex and the Red Fox Commons. A portion of the study area is in the Guild's Lake Industrial District and identified within the NW District Plan. Significant context nearby the study area includes Forest Park, West Hills, the NW District and Town Center, areas of heavy industrial uses, and the Willamette River.



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## **Summary of MP2H Plan Proposal.**

**What:** Exploring options for a successful land use and transit system, including potential future streetcar links to Montgomery Park in Northwest Portland and the Hollywood Town Center in Northeast Portland. A joint effort between BPS and PBOT, the project considers land use and transportation issues and options, including affordable housing, economic development and business stabilization opportunities associated with potential transit investments, including possible extension of the Portland Streetcar. The MP2H work focused primarily on opportunities in the NW portion of the study area, but considered preliminary land use opportunity on three alignments in NE. While work in the NW area continues, the NE portion of the study has largely concluded.

**Status:** The MP2H - NW Plan Discussion Draft, published in December 2021, offered a new long-range vision for the area near Montgomery Park in Northwest Portland, served by an extension of the streetcar. The draft proposal presented an opportunity to create more affordable housing, more affordable commercial space, and other public benefits. Since receiving public comments on this Draft, City staff have been working through various issues and anticipate the release of a Proposed Draft in late 2023/early 2024, along with a formal public review opportunity and hearings with the Portland Planning Commission and Design Commission.

A new element of the plan since release of the Discussion Draft is the creation and inclusion of a Montgomery Park NW Plan Area Character Statement. The character statement will address portions of the study area proposed to receive the Design 'd' Overlay, which correspond with areas proposed to receive the Central Employment (EX) Zone. The plan will also include a proposal that a Montgomery Park NW Plan Area Character Statement be added to the Citywide Design Guidelines. The character statement will be added to the Citywide Design Guidelines and will apply to projects going through Design Review.

To ensure the proposed character statement aligns with guidance within the plan, staff are working to create an updated urban design framework. This currently includes the creation of Subareas (Attachment D), based off the existing uses, block and lot patterns and urban forms within the area. Additionally, this framework will update guidance provided within the NW District Plan, which includes a portion of the study area. Due to this, and the proposal for the character statement, amendments to the NW District Plan, and an expansion of the NW Town Center to incorporate the study area, will also be proposed. The goal is to ensure that development proposals undergoing design review are responsive to the unique context of this district within the NW Town Center and its residents.



## **Summary of Character Statement Proposal.**

Character statements supplement Portland’s Citywide Design Guidelines for each designated town and neighborhood center. Each statement provides more specific context within the guidelines and follows a template, structured to align with and support, Guideline 01, *Build on the Character and Local Identity of the Place*. They address community, architectural and urban design character, and natural and scenic resources particular to the specific area.

The role of this character statement is to identify the Montgomery Park NW Plan Area’s unique context by defining its existing and emerging character, as articulated by the community. As new buildings and public spaces in the plan area develop, they will contribute to the area’s emerging character, and redefine its existing context. BPS staff conducted outreach efforts to better determine how the community views and defines this character (detailed in following section). The responses received in our initial outreach shaped the character sections around specific themes, as outlined below:

*Community Character:* Build on and support the area’s diverse mix of uses and working-class community with maker spaces. Highlight the history of the Black Community, including Guild’s Lake Courts and York, particularly along York St. Design spaces for community to gather and recreate.

*Architecture and Urban Design Character:* Improve the pedestrian experience with a variety of street typologies that offer safe, comfortable connections within a multi-modal context. Provide buffers from noise and pollutants along HWY 30 and NW Nicolai, and between the mixed-use and industrial areas. Reflect the area’s industrial character and diversity of typologies in new development. Provide more direct connections to the River.

*Natural + Scenic Resources:* Incorporate views of Mt. Hood, the Fremont Bridge and Montgomery Park from within the district. Signal connections to Forest Park through the creation of a ‘Green Curtain’ on NW Vaughn St. Plant new trees and preserve existing ones to leverage existing resource services and help mitigate the areas urban heat island potential. Build on the larger area’s existing system of parks and open spaces by providing a series of tree-lined connections within the district.

## **Process and Outreach.**

Over the past two years through multiple engagement opportunities, project staff have worked with the community and various stakeholders to create a vision and plan for the area.

Most recently, BPS staff worked to organize an MP2H – NW Plan Open House and Design Workshop to gather content for the development of a character statement. Over 30 community members attended to learn project updates, speak with staff, and share views in table



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discussions about possible directions and features for development of a design character statement for the future MP2H Northwest Plan area.

The first part of the event was an open house with information boards and staff available to answer questions about the current status and direction of the project. The second part provided an opportunity for participants to join a table discussion, primarily centered on design issues. Each table had materials to illustrate and stimulate conversation including aerial maps and photos of area, diagrams showing possible subdistricts, and images of development elsewhere that might provide ideas.

Each table explored questions to prompt thinking and feedback about the existing features and character of the area, as well as ideas for design considerations for future development and placemaking. What we heard was a variety of views and ideas around the primary workshop questions related to **existing and future character** of the area and related features. We also heard other more **general feedback regarding the plan and redevelopment** of the area. The following is a representative list of topics raised either directly on sticky notes on the table maps or via verbal comments captured by staff in notes.

### ***Existing and Future Character***

#### **Topics raised and explored:**

- Acknowledgement of historic structures, features and past eras or events
- Prioritizing pedestrian safety
- Integrating open spaces throughout plan area
- Scale of development
- Making the area more verdant/treed
- Transition and buffer to industrial uses to the north

### ***Feedback on MP2H-NW Plan and Redevelopment***

#### **Topics raised:**

- Desire for recreational and open space
- Concerns about parking supply and demand
- Find ways to retain a mix of uses that also support demographic and social diversity
- Role and placement of retail
- Concern for existing businesses who want to remain in area

For additional detail of the feedback we heard, please see the Attachment C.



## **Next Steps.**

The character statement draft you have been provided with in this packet is a working draft based in part on the commentary and feedback provided at Design Workshop in June. After the briefing on August 17<sup>th</sup>, BPS staff will continue to review this draft of the character statement with community. This includes a briefing with the Historic Landmarks Commission on September 11, coordination with the City's Tribal Liaison Office to review language on Indigenous Peoples, a presentation to the AIA Urban Design Panel this fall, and other community feedback opportunities. The updated statement will be part of the MP2H -NW Plan Proposed Draft, expected to be released in the Winter 2023/24.

We look forward to discussing this work with you. In the meantime, please feel free to reach out if you have any questions.

## **Links:**

[Citywide Design Guidelines](#) – See Pages 61, 62 and 64 for character statement info and previous examples.

[Montgomery Park to Hollywood – Discussion Draft Documents – Vol 1 and Vol 2](#)

[MP2H Urban Design Concepts – NW Study Area](#)

[MP2H Open House Public Comments Summary Draft](#)

[Montgomery Park Area Transportation Plan](#)

[NW District Plan](#)

[Guild's Lake Industrial Sanctuary Plan](#)

## **Attachments:**

- A. Character Statement Info Sheet (Overview of role and purpose of character statements handed out at the Design Workshop on 6/28/23)
- B. Draft Montgomery Park NW Plan Area Character Statement
- C. June 28, 2023, Open House and Workshop Event Notes
- D. Montgomery Park to Hollywood - NW Plan Subarea Map



# A CHARACTER STATEMENT FOR THE NW PLAN AREA OF MP2H

Centers are expected to be areas of growth and high activity. In recognition of this important role, additional consideration of how these centers look and feel is implemented through use of a Design overlay (d-overlay) zone. In addition to the proposed plan district provisions, all sites zoned Central Employment (EX) will be designated with the d-overlay zone. (The d-overlay zone currently applies to some properties within the existing project area boundary.)

## What is the Design Overlay Zone?

The Design overlay (d-overlay) strives to ensure that new development forwards the goals and policies Portlanders set out in the 2035 Comprehensive Plan: to strengthen Portland as a city designed for people. It is applied to areas of high growth and activity, such as centers and corridors, but does not apply to most low-density residential areas. The Design overlay zone provides two options for development proposals: the objective track (using design standards) or the discretionary design review track (using design guidelines).

Under the objective track, a development must meet additional development standards. In some cases a project may not qualify to use the objective standards. In this case, design review is required, and decision-makers use design guidelines adopted by City Council to approve projects. Design guidelines give direction for each project that offers flexibility in how to meet them. The guidelines are based on a framework of three design-related core values, or “tenets” in Portland:

- Build on CONTEXT
- Contribute to the PUBLIC REALM
- Promote QUALITY AND RESILIENCE

## What is the purpose of the Character Statement?

The Design Overlay Zone Amendments (DOZA) Plan, adopted in 2021, proposed new d-overlay regulations. As part of this effort, character statements were introduced as an additional tool to help guide future design reviews for each center.

The MP2H Plan includes a proposal for a Character Statement for the Northwest Plan Area. The statement will help ensure that development proposals undergoing design review are responsive to the unique context of this center and its residents. Ultimately, the goal of this statement is to provide future design reviews with a richer, more specific context description to guide how new development should address the area’s character-defining features, ecological context, resources, and social and cultural values.

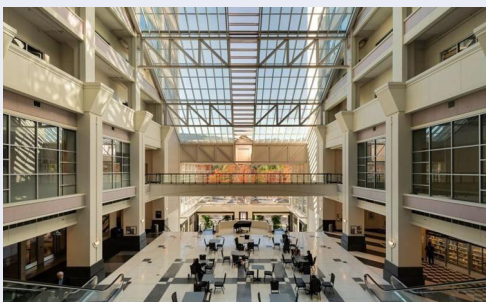
## HOW ARE

# CONTEXT AND CHARACTER USED IN THE GUIDELINES?

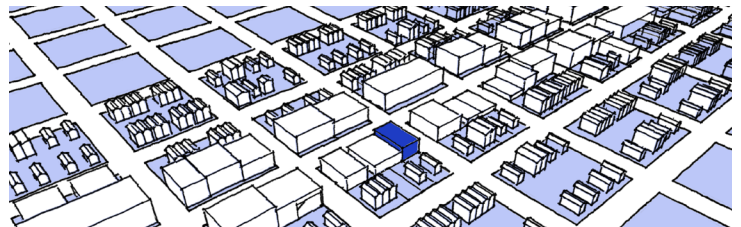
## Help us identify what makes this place unique...



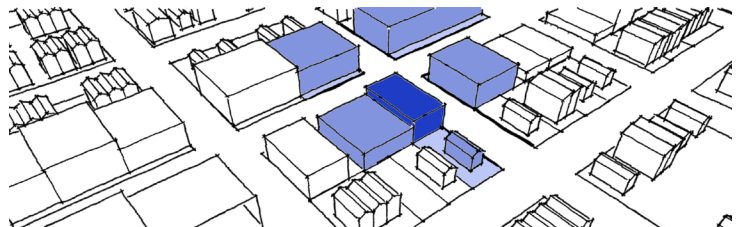
What are its special areas or features?  
*Historic Resources, Montgomery Park and American Can Factory*



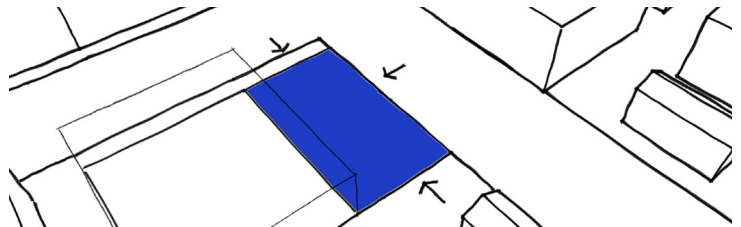
What are its community spaces and resources?  
*Atrium Space, Montgomery Park*



Build on the character and local identity of the place.



Create positive relationships with adjacent surroundings.

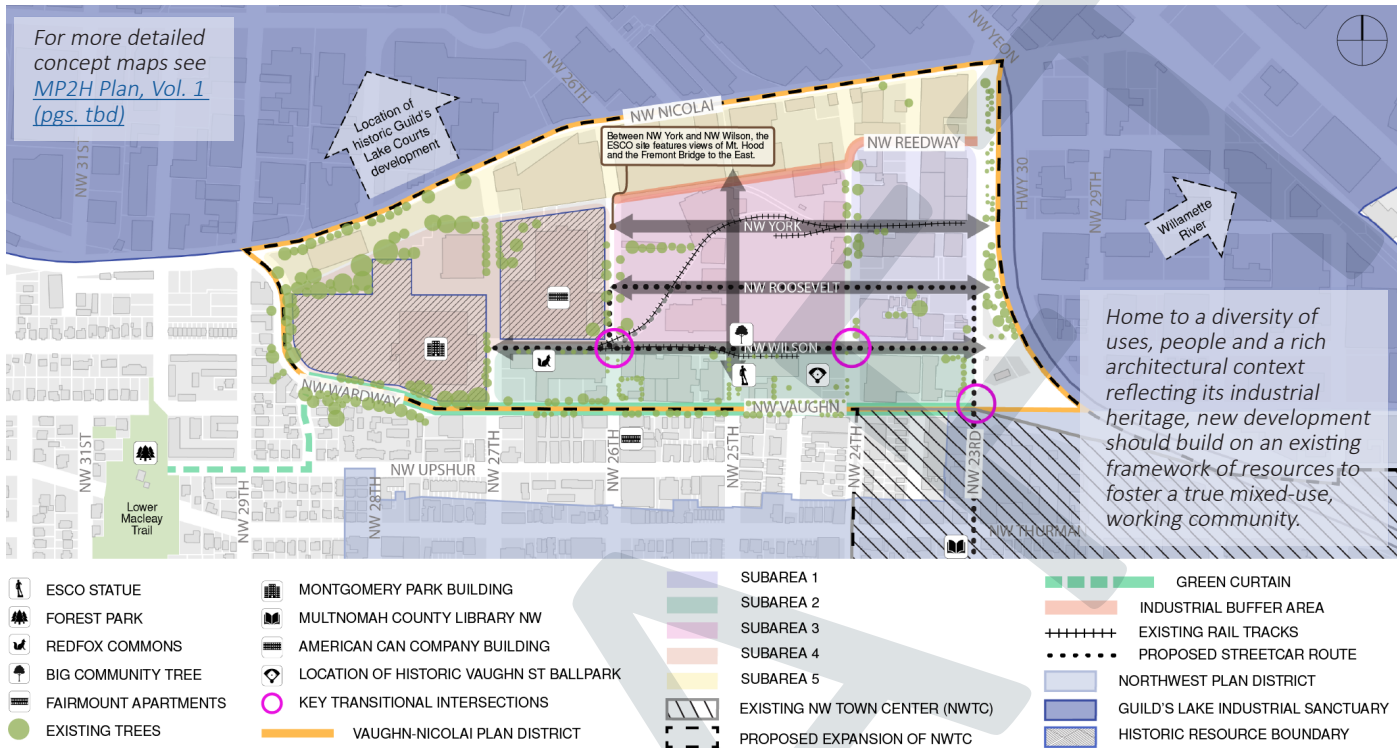


Integrate and enhance on-site features and opportunities to meaningfully contribute to a location’s uniqueness.



# CHARACTER STATEMENT: Montgomery Park NW Plan Area

## TOWN CENTER | CIVIC CORRIDOR



## BACKGROUND

### HISTORY & EXISTING CONDITIONS

Framed by the Guild's Lake Industrial District to the North, and the vibrant mixed-use communities of the Northwest District to the south, the Montgomery Park NW Plan Area (Montgomery Park NWPA)<sup>1</sup> is an eclectic mix of land uses and building types. The designated Vaughn Nicolai Plan District (VNPd)<sup>1</sup>, within the expanded Northwest Town Center, has been area of continual transition and transformation. Comprised of areas with large lot sizes and building footprints, home to industrial and manufacturing uses, and areas of smaller lots with more typical lot configurations and block patterns, the district can be difficult to navigate, and offers little respite from the urban heat impact by the more intense industrial context.

Once home to a lush marshland and the low-lying Guild's Lake, this area was part of a larger ecosystem which contributed to the vibrancy of nearby Indigenous Villages on Sauvie Island and across the Willamette River. Significant changes to the landscape began in the late 1800's with the creation of the Guild's Lake Rail Yard and extended to filling of the lake in the 1920s to found a thriving industrial center. Today, hints of this wild landscape remain in the nearby hills of Forest Park and Balch Creek watershed, and Willamette River. Connected to this legacy is Portland's thriving Indigenous Community, though little acknowledgment of them or the natural environment remains in the district.

The area was the site of the 1905 Lewis and Clark Exposition which along with the Montgomery Park office building (1920), the American Can Company Complex (1921) and former ESCO steel site (1913), showcased for years Portland's community, industry, and innovation. This includes Portland's Black Community, who have strong ties to this area, beginning with the former Guild's Lake Courts (1940's/50's), a WWII housing development, and the Portland Rosebuds, a Negro minor league team who played one season (1946) at Vaughn Street Stadium. More recently, NW York St was named in honor of York, the enslaved man who was an essential member of the Lewis and Clark Expedition. However, other recognition of the Black Community's contributions to NW Portland has been limited.

### CURRENT POLICY FRAMEWORK

Portland's Comprehensive Plan identifies the Montgomery Park NWPA as part of Portland's Industrial/Employment Areas and illustrates its proximity to several desirable amenities such as transportation (Streetcar), recreational areas (Forest Park) and commercial/retail (Pearl District/Central City). By creating the VNPd, expanding the Northwest Town Center, and extending the Portland Streetcar, the MP2H Plan<sup>1</sup> leveraged this proximity to create a low-carbon mixed-use neighborhood. The Plan's goals and actions encouraged the preservation of the district's industrial heritage and allowed it to continue as a thriving employment hub while fostering a vibrant mixed-use neighborhood.

## ADDITIONAL RESOURCES

The following resources offer more information on the history and community that define this center:

- [PNW District Plan](#)
- [Guild's Lake Industrial Sanctuary Plan](#)
- [MP2H Plan, Vol.1 Glossary, Pg. TBD \(Terms featured in Glossary will be indicated with <sup>1</sup>\)](#)
- [Montgomery Park District Transportation Plan](#)
- [Preliminary Racial Equity Analysis](#)

"...celebrate proximity to Forest Park by extending trees and open space into the neighborhood. 'Green Curtain' instead of the 'Steel Curtain'..."



The following sections align with and are derived from content in the Portland Citywide Design Guidelines, specifically Guideline 01. They will each focus on characteristics specific to this Town Center.

## COMMUNITY CHARACTER



A rooftop community garden provides recreation and respite for residents.

This district is home to a diverse group of residents, businesses and institutions who take immense pride in its industrial heritage, mix of uses and working-class roots. More diverse and accessible public spaces, that acknowledge the contributions of Portland's Black and Indigenous communities, are needed to accommodate this growing community. Future development, particularly in Subarea 1<sup>1</sup>, should honor the District's rich historic industrial character and provide spaces which allow for a true mix of uses, reflecting a history of ingenuity and innovation.

A few ways to address these issues include:

- Celebrating the diverse working-class community with designs that allow flexibility between uses, encourage live work opportunities and maker spaces, particularly along NW Roosevelt St and NW York St.
- Integrating small, accessible and multi-functional gathering spaces for community engagement, especially in Subareas 2<sup>1</sup> and 3<sup>1</sup> along NW Vaughn St, NW Wilson St and NW Roosevelt St
- Acknowledging and celebrating Portland's Black and Indigenous Communities in future development and spaces. Consider opportunities to recognize York on NW York Street, and to incorporate artwork commissioned by Black or Indigenous artists.
- Designing development that celebrates the area's historic industrial context. Consider views of Montgomery Park on NW Wilson St, preservation of dock conditions on NW York St or remnants of the streetcar tracks in Subarea 1 and 3.
- Incorporating spaces which provide opportunities for recreation, including playgrounds and community gardens.

## ARCHITECTURE + URBAN DESIGN CHARACTER



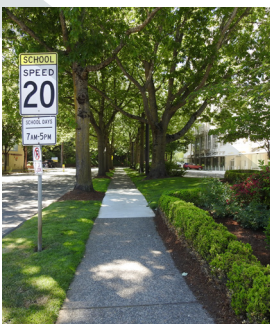
Recent development on NW Wilson St complements the area's industrial heritage through use of building forms and materials.

A century of transition has created a diverse landscape of urban forms and uses in this Center, dividing it into five distinct Subareas<sup>1</sup>. To the East, Subarea 1 provides a transition from the congestion of Hwy 30, while Subarea 2 provides a transition from the residential communities to the south. Adjacent to these is Subarea 3, which is mostly vacant and home to the former ESCO Steel site. Its size creates both a challenge, due to a lack of connectivity between NW 24th Ave and NW 26th Ave, and an opportunity with the arrival of the Portland Streetcar on NW Wilson St and NW Roosevelt St. Subarea 5<sup>1</sup>, along NW Nicolai St, is home to the area's most intense industrial uses and is an important buffer for the district. To the West, the significant historic resources in Subarea 4<sup>1</sup>, the American Can Complex and Montgomery Park, are visible throughout and beyond the district. Each subarea is rooted in rich industrial character that new development should preserve, emulate and celebrate while also creating opportunities for a vibrant, safe and resilient mixed-use center.

A few ways to support these issues include:

- Improving urban heat island conditions by utilizing climatically responsive design approaches, like lighter building colors or roofing materials, within Subareas 1, 2 & 3.
- Buffering development from the noise pollution on sites near Hwy 30 and from industrial uses within Subarea 5. Consider the utilization of sound absorbing materials, landscaping and careful building orientation.
- Improving public realm conditions, along NW Wilson St and NW Roosevelt St by designing frontages to allow wider sidewalks, green or open spaces, weather protection and trees.
- Referencing the area's industrial heritage, typologies, forms and materials, with designs that feature elements of industrial character, such as brick detailing, fenestration patterns, roof forms or wood construction.
- Providing accessible, north-south connections to NW Wilson and NW Vaughn, within Subarea 3, to improve access to destinations like Montgomery Park, Forest Park and the Willamette Riverfront.
- Supporting the development of NW Wilson and Roosevelt as multi-modal streets by incorporating age and family friendly seating, spaces for strollers and bikes, and weather protection near transit stops.

## NATURAL + SCENIC RESOURCES



Large, mature trees and vegetation along the public right-of-way on NW Wardway offer links to nature and relief from heat.

At first glance, this transitioning industrial district offers no connection to nature. However, a maturing tree canopy in the western Subarea 5, an abundance of scenic views (West Hills, Mt. Hood and the Fremont Bridge), and rich natural history, provide this district with a foundational framework of natural and scenic resources. New development should reference, preserve and build on this framework and address the benefit of and community's desire for a more verdant district. One with easy access to its own green spaces, as well as improved, and direct, connections to nearby Forest Park and the River.

A few ways to address these issues include:

- Signaling Forest Park through the preservation and planting of trees along NW Vaughn St, extending the existing tree canopy along NW Wardway St to create a "Green Curtain"<sup>1</sup> leading into the district.
- Strengthening and providing opportunities, particularly on NW Wilson St, to connect to and reference the Willamette Riverfront.
- Reducing heat island impacts and easing stormwater system demand by preserving and adding large canopy trees, native vegetation and open spaces on sites within Subareas 1, 2 and 3.
- Designing prominent surface stormwater facilities that are functional, attractive and enhance the nearby Balch Creek Watershed.
- Incorporating connections to nature, parks and open spaces by orienting shared spaces, public views and pedestrian pathways to resources, including views of Mt. Hood and Fremont Bridge on NW 26th Ave, access to 'Big Tree'<sup>1</sup> on NW 25th and Forest Park along NW Vaughn St.
- Mitigating impacts from pollution by utilizing a vegetative buffer on sites along NW 23rd Ave and Subarea 5.

# Montgomery Park to Hollywood - Northwest Plan

## June 28, 2023 – Open House & Workshop

### Table Exercise Notes

**Location:** Friendly House at 1737 NW 26th Ave, Portland, OR 97210

**Agenda:** Converse with community members about the MP2H plan and get feedback to be able to produce a Character Statement that will guide the development of the project area

**Note:** *Staff captured comments and views discussed to the best of their ability but may have not captured all the details noted.*

#### **Table 1 - Workshop Table Exercise Notes**

***What characteristics, features, and values are special to this area? Which should we reflect?***

- One attendee was adamant about removing the parking lot in Subarea 4, adjacent to/a part of Montgomery Park. *(Staff mentioned there is a separate master plan happening that includes the project area/district.)*
- The area is a mix of industrial and residential, which is quite an interesting area to walk through. The old charm of the area and the buildings. Being able to get to the River. This area has had a mix of density and income groups for many years; would love to see that extended. We want to have architectural features that encourage the immediate neighbors to gather in the space; design that encourages community.
- Really appreciate the traffic-calming initiatives that has been placed in the neighborhood. Like the wide sidewalks and green spaces, want to ensure that these are kept.
- There is no recreation center/designated space in this area. Want open air recreation. There's a spot by the OnPoint bank that would be great for multi-use space.
- One attendee supports the industrial area mixed with residential. The NW Industrial Business Association (NWIBA) people would like to keep it industrial and that's understandable too.
- Like the buffer zone. Dismayed that people may be moving in and trying to protect a 'certain lifestyle'. Don't want this place to turn into Slabtown with so many condos and higher-story buildings just densely populating the space.
- There's traffic gridlock in Slabtown and we don't need too many cars to busy the streets and make it not pedestrian, transit, or bicycle friendly. Want to avoid this situation especially with industrial activities going on in the area.
- There is a lot of loading/unloading happening in the street and that's necessary. Streets are industrial too so how can we think about this in spaces mixed with residential. Soundproofing

when thinking about urban design. Need a spot/area/street just for deliveries and loading to keep them out of the right of way.

- An attendee lives in an older building and wants to make changes to the building (window design), but by being located next to new condos, certain design rules would not allow them to upgrade their place.
- An attendee said that they don't like that there is no life or street activation when you have parking garages on the ground floor. It's not always pretty to look at.

#### ***What do we think about frontages and building form?***

- One attendee likes the Redfox Commons appearance/aesthetic.
- Yes to more pedestrian and bicycle connections to the water. The train tracks are difficult and unsafe to cross.
- The industrial area doesn't want to deal with the pedestrians, but the people want safe access to and through this project area. Thinking maybe we can break up and make space in Subarea 3 for crossings.

#### ***What type of community spaces do we want to see?***

- Smaller gathering spaces spread out through the area.

#### ***Wilson, Roosevelt, and York are proposed to be extended across the former ESCO site. Which would you most likely use to get to the River?***

- No preferences, but York might be nice to pass through if the streetcar will be on Roosevelt and Wilson.
- People scared of being doored on 23<sup>rd</sup> because of how frequented it is by vehicle traffic.
- Want to preserve working wage jobs if these manufacturing companies remain in the area.
- Want maker spaces especially if people in the surrounding areas don't have garages to do repair work or design projects.

#### ***Where in the area would be great for a public park/open space?***

- Around the northeast of Subarea 3 would have great views and there's already a green space nearby. Away from NW Nicolai St and the Highway 30 for sound and safety buffer. Want a dog park. By the food carts on NW Roosevelt like a pause in that area of the neighborhood.
- NW 27<sup>th</sup> Avenue, south of Vaughn St and the Redfox commons area, can be potentially hazardous due to vehicle traffic trying to enter the area that is one-way.
- An attendee asked if it's possible for the City to fund getting air scrubbers to reduce the smell/air pollutants if the area is developed.

- Thinking about adding these maker spaces will require delivery trucks and the likes so can we find a place for these respective areas away from residential buildings. Time-slicing for delivery and loading/unloading.
- Subarea 3, Central Employment (EX) zoning moving in. Maybe prevent car access on Wilson St where the streetcar is so it's a pedestrian/bicycle focused.
- Like and want to have murals/public art on buildings that feature large walls, especially with walls facing each other.
- Food cart pods could be used as a buffer zone between industrial/employment and residential. For customers who want industry during the daytime and residents during the nighttime.
- Other features to help mitigate with urban heat: encourage tree canopy in this area. Don't want to encourage mixed-income residents to move into the area if the heat is life-threatening.

***Are there ways we can acknowledge the history of this overall project area or specifically NW York history?***

- Gentrification of inner northeast featuring signs of places – we don't like that. Guild's lake history was so diverse. Receive building feedback from those who were invited to live in the area. Housing development, Old Forestry Commons Condominiums, can show historical legacy tied to the neighborhood. Infusing the space with local resources/businesses.
- An attendee asked if a transportation wallet would be available for the area? If they want to work in this area, can they be eligible? *PBOT, mentioned that the area would be a great opportunity for transportation wallet.*
- Yes to alleys! Want design for pedestrian safety to be prioritized.
- Ensuring that we are thinking about visibility in areas. If there are parking garages on the ground floors of these buildings, what can we do to keep them from an area frequented by pedestrians to avoid accidents.
- Want active streets and storefronts on the streets that the streetcar runs through. What can we have on the ground floor besides retail?

**Table 2 - Workshop Table Exercise Notes**

- American can building is a really beautiful building. In that direct area, you have all the history of the World's Fair. How you incorporate that into a building, not sure...
- Along NW 25<sup>th</sup> Ave starting at the Fairmont, which was a hotel for the Fair, has historic feel. East of 25<sup>th</sup> is more industrial. ESCO made cool statues. Two distinct areas.
- Own historic building at 26<sup>th</sup> & Vaughn. Building has been there for 100 years. Everyone comes there because of the historic character of the building. Will another generation appreciate that history or will they want something different?
- Is ESCO site where affordable housing will go?

- Any preliminary plans or designs from ESCO yet?
- How long is this plan out from taking effect?
- Find it really hard to describe the neighborhood. It's hard to say who we are—we know it's unique, but what's unique.
- North edge of NWPD used to be gritty residential area, not as nice as now, though it still looks the same.
- The thing I struggle with is the design characteristics of this—historic nature of west side of the area is different from what new buildings look like.
- NW 24<sup>th</sup> & Savier post office using mass timber. That's cool and harkens back to what old development / log buildings used to look like here. The new post office doesn't read as being built of timber.
  - Tie to Oregon forestry. Logs were brought down from Balch Creek.
- Heavy industrial on north, historic on west, lower scale industrial on east.
- Step down in height should happen on south side of Vaughn, not on the north side. It's already happening.
- There's all different types of architecture – what made Portland unique when he first moved here is that it was all very village-like. Lots of activity happening. It brings a real community feel. The more people that live in the neighborhood, the safer he'll feel.
- Incentive to have smaller scale retail – there's those little tiny buildings off Burnside, east of 405 and to the south. Lots of little places to go eat. More creativity in those. Not so corporate.
- What if city sponsored food carts and a beer garden in one of the areas?
- Concern about not having enough on-street parking or on-site parking.
  - Red Fox Commons—very cool building. It's empty. No parking!
  - There's affordable housing plans, but no parking!
  - Some concern that people would park in the industrial streets.
  - Lever Arch designed building for two of the guests at the table, and the coolest part was the parking lot design—vines, etc.
  - Development in LO at old Wises—so active. No charge for parking. (Developer did that.)
  - Bigger thing besides the building—when someone decides where they want to go [out to eat, shop] parking is a big aspect of that. Needs to be beautiful parking!
- Downtown Vancouver has draw—feels safe, there's something going on. There's a river and sidewalks! If we could incorporate a green space/easement between sidewalk and street. Far SE block has a market/maker event on the weekend. If there was a big space designated for that, could be taken over and operated like that.
  - Kind of like Esther Short Park in Vancouver.

- Space for farmers market.
- Neighborhood has Chapman Park, which is very well utilized. Would be good to have an open space in the area here.
  - Ideas to have large space but also more little open spaces spread throughout.
  - New Seasons Market on Raleigh St—NS has benches and pavilions. If there were a space like that somewhere in the middle that the city takes as a small park and lets other entities operate within in it – farmers market, food carts, beer garden – would draw a lot of people.
- ESCO site/Subarea 3 was discussed as being a kind of center for the neighborhood.
- Outdoor life – each new development should have space for outdoor life.
  - Open space is one of the things drawing residents to PDX in general, and should be reflected at smaller scale in this neighborhood.
  - Hanging plants on streets – referencing downtown Chicago. Lake Oswego also has plants everywhere—one way to add green space without needing to designate a specific park.
- Rhythm of development
  - Large scale development not a problem. If new buildings are bigger, need to include retail and parking.
  - Need retail spaces around the base of large buildings.
  - Size of retail? Big and small.
- Just like to feel safe—have a village feel, lots of people around doing various activities.
- Change zoning to highest and max development as possible.
  - See high level of urban-ness here.
- Lots of trees, green spaces, planters everywhere. Feel like you’re out in nature. Waterfalls, water somewhere. Otherwise it looks industrial and boring.
- Keep the homeless camps out. Please help with crime. Need to keep industrial businesses thriving.

### **Table 3 - Workshop Table Exercise Notes**

#### ***Concerns:***

- Height of new development/buildings
- Lack of parking for residents
- How the change in zoning and subsequent zoning will impact existing businesses that want to remain?
- How will people be entering and exiting the area?



- How do you create permeability across Vaughn? So, it doesn't become a barrier/wall. Vaughn as a key seam in the puzzle. Could there be a future where inhabitants/employees don't even know there was ever a boundary/barrier of sorts there?
- Multiple people are concerned about the amount of streetcar frontage. Why does it have to run along two streets, rather than one? Also NWDA concern about Roosevelt and Wilson couplet
- NWDA prefers the streetcar to run along Wilson (one street) to consolidate retail and generate synergy.

***Things they want to see in new development:***

- Family housing/units (2+ bedrooms) to ensure residential longevity as opposed to studios and 1 bedroom with high turnover.
- Public open space and plazas – Could the city require a specific percentage/portion of each site to be developed as public accessible open space?
- First floor retail everywhere is just too much. Yes, it should be sited in activated spaces adjacent to public transit, but we should also prioritize first floor residential. Perhaps not *right* at grade, but a few steps up with a vegetated buffer.
- Consider a pattern of retail nodes instead of along entire blocks; and encouraging first floor residential on non-main street but well considered private-public realm interface.
- Climate adaptive development









***What future development should respond to and incorporate? What is unique about this neighborhood?***

- There's an existing scene of incubation and artmaking, that should be supported and expanded.
- There are a lot of loading docks.
- Industrial style lunch spots akin to Hammer and Stitch, and Sasquatch Brewery
- Flexible, multi-use spaces
- Historic baseball stadium
- A nod to the areas' industrial past and steel manufacturing – “the steel curtain”
- Historic Guilds Lake World Fair site
- Celebrate proximity to Forest Park by extending trees and open space into the neighborhood. “Green Curtain” instead of the “Steel Curtain”. A means to filter pollutants- the “green lung of Montgomery Park”. Should there be an additional tree requirement? And don't necessarily have to look towards history, can build around future vision of green, and climate resilience.
- Steel Framed Windows on Montgomery Park and other industrial buildings have neat character emblematic of the area.

- Existing/historic Montgomery Park has “regional character” and is planned to become a destination location.
- Extra setbacks next to historic and existing industrial/manufacturing buildings, unique feature, and an opportunity for gathering space. Wilson street is a resource- imageability of buildings, examples of varied setbacks like American Can, view of Fremont bridge arch, only large tree.
- There used to be spaces where industrial workers gathered for lunch. Maybe a lunch hall?

***Buffer/Transition Zone (This was identified as needed specific care and focus)***

- The buffer could be incubator space and training facilities.
- Perhaps the buffer could have a series of walking paths or running trails? (Though others mentioned the adjacent pollution as problematic)
- The buffer zone must be preserved in the plans and identified as integral to the development of this area. Critical to its success. Needs to be well planned and executed!
- Create a treed /vegetated area along the line – both sides? - between subarea 5 (employment buffer) and adjacent subareas
- Buffer could be back of house - deliveries, storage, etc....
- Perhaps athletic fields? A very scaled back Delta Park?

-  SUBAREA 1. AREA WITH FRONTAGE ALONG NW 23RD AND 24TH AVE.
-  SUBAREA 2. AREA WITH FRONTAGE ON NW VAUGHN ST AND NW WILSON ST
-  SUBAREA 3. LOCATION OF FORMER ESCO SITE AND FUTURE MIXED-USE DEVELOPMENT
-  SUBAREA 4. LOCATION OF HISTORIC RESOURCES AND MIXED-USE DEVELOPMENT
-  SUBAREA 5. INDUSTRIAL/EMPLOYMENT BUFFER AREA ALONG NW NICOLAI ST
-  HISTORIC RESOURCE BOUNDARY
-  STREETCAR EXTENSION
-  VAUGHN-NICOLAI PLAN DISTRICT

