



THE BUREAU OF
**PLANNING &
SUSTAINABILITY**

PBOT
PORTLAND BUREAU OF TRANSPORTATION

Montgomery Park to Hollywood - Northwest Plan June 28, 2023 – Open House & Workshop

Welcome! Thank you for your interest in the future of this area.

Tonight you can get reacquainted with project elements, talk with staff, and help inform the future character of this area.

The Montgomery Park to Hollywood (MP2H) Northwest Plan is considering land use changes in the industrial employment area west of Highway 30 and between NW Vaughn and Nicolai Streets, to complement a potential extension of the Portland Streetcar along NW 23rd Avenue and NW Wilson/NW Roosevelt streets to Montgomery Park. The work is also considering ways to support equitable outcomes and benefits to the community as the area redevelops over time. The intent is to set the stage for a new transit-oriented, mixed-use district.



As part of possible zoning map changes, the Design overlay zone (“d” overlay) would be applied on some sites. The addition of “d” overlay in this area requires that a Character Statement be developed as part of the plan. Character statements serve as a guiding resource in the review of future development projects subject to design review. The workshop this evening will help inform the first draft of that character statement.

Learn more about the ‘d’ overlay and character statements on the next page and share your thoughts on the following pages or join a table discussion.

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.

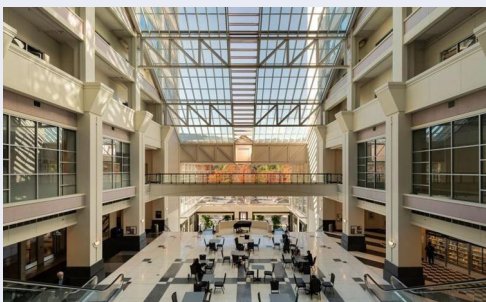
HOW ARE

CONTEXT AND CHARACTER USED IN THE GUIDELINES?

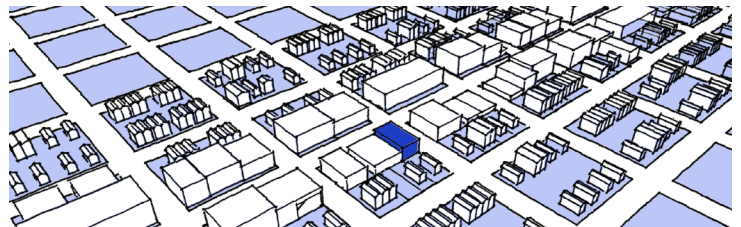
Help us identify what makes this place unique...



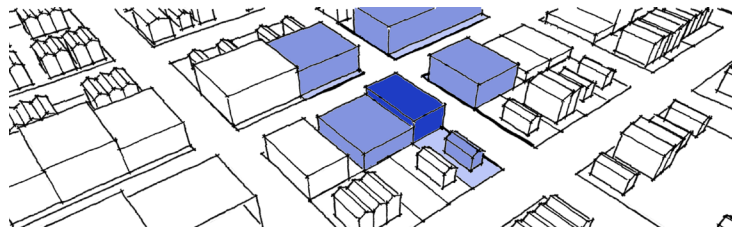
What are its special areas or features?
Historic Resources, Montgomery Park and American Can Factory



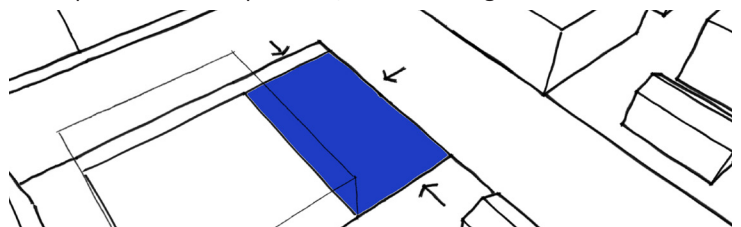
What are its community spaces and resources?
Atrium Space, Montgomery Park



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.



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Share your thoughts on the future character of this area during the table discussions or turn this form in. You can also email form to mp2h@portlandoregon.gov, or mail to Portland BPS, Attn: MP2H NW Plan, 1810 SW 5th Avenue, Suite 710, Portland, OR 97201. (Please send by July 10, 2023)

What characteristics, features and values are special about this project area? Which of those should future development reflect?

Are there areas that would benefit from special treatment or consideration?

What should be considered regarding the location and features of a potential public open space?

Are there areas of transition – between uses or character, etc. – that merit special attention?

URBAN DESIGN CONCEPT PROPOSED SUBAREAS
MONTGOMERY PARK TO HOLLYWOOD NW PLAN AREA



- 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 FUTURE MIXED-USE DEVELOPMENT
- SUBAREA 5. INDUSTRIAL/EMPLOYMENT BUFFER AREA ALONG NW NICOLAI.