

Transportation Survey – page 3

6. **What types of investment or development would most benefit your neighborhood? (Select all that apply.)**

- Affordable housing
- Affordable commercial space
- Opportunities to create more jobs
- Community amenities
- Commercial services
- Safer streets

7. **What might be the drawbacks of a streetcar line being built in the area?**

- Might bring new development
- Increases in commercial and residential rents
- Increases in property taxes
- Displacement of businesses and residents
- Other drawbacks
- No drawbacks I can see

8. **What are your greatest concerns for NE Portland/ Hollywood?**

- Rising housing costs
- Loss of job opportunities
- Loss or changing neighborhood businesses
- Change in neighborhood character
- Safety
- Transportation accessibility & options

9. **How frequently do you use public transportation?**

- Daily
- Weekly
- Monthly/Occasionally
- Not at all

10. **Please express any additional ideas you have for the NE Portland and Hollywood area? What would you like to see? What are you afraid of seeing or concerned about?**

Transportation Survey – page 4

DEMOGRAPHIC INFORMATION: *Completion of this section is not required and is therefore completely voluntary.*

1. **What is your race or ethnicity? Please select all that apply.**
- African-American / Black
 - American Indian / Alaskan Native
 - Asian
 - Hispanic / Latinx
 - Middle Eastern / North African
 - Native Hawaiian or Pacific Islander
 - White
 - My race is unknown to me
 - I prefer to describe: _____
 - I prefer not to disclose
2. **What language is spoken in your home? If multiple, list all.**
- _____
- 3a. **Do you have any American Indian or Alaska Native tribal affiliation? If yes, please describe:**
- Yes (if yes, see Questions 3b and 3c)
 - No (if no, go to Question 4)
 - I prefer not to disclose
- 3b. **If yes to Question 3a, are you enrolled?**
- Yes (if yes, please describe below)
 - No
 - I prefer not to disclose
- 3c. **If yes to Question 3a, are you a descendant?**
- Yes (if yes, please describe below)
 - No
 - I prefer not to disclose
- 4a. **Are you a person living with a disability?**
- Yes (If yes, see Question 4b)
 - No
 - I prefer not to disclose
- 4b. **If yes to Question 4a, please describe the nature of your disability. Please select all that apply.**
- Cognitive (e.g., traumatic brain injury, learning disability)
 - Deaf or hard-of-hearing
 - Intellectual or developmental
(e.g., Down syndrome, fragile X syndrome)
 - Invisible (e.g., diabetes, HIV, cancer)
 - Mental health (e.g., anxiety, PTSD)
 - Mobility (e.g., walking, climbing stairs)
 - Visual (e.g., blind, low vision)
 - I prefer to describe my disability: _____
 - I prefer not to disclose
5. **What is your age?**
- Under 18 35-44 65-74
 - 18-24 45-54 75 or older
 - 25-34 55-64 I prefer not to disclose
6. **How do you identify your gender? Select all that apply.**
- Gender expansive (e.g., non-binary, gender fluid)
 - Man Trans woman
 - Transgender Two Spirit
 - Trans man Woman
 - I am undecided and/or questioning.
 - I prefer to describe my gender: _____
 - I prefer not to disclose
7. **Do you identify as LGBTQ+?**
- Yes I am undecided and/or questioning.
 - No I prefer not to disclose
 - I prefer to describe my identity: _____
8. **What is your total household income?**
- Under \$30,000 \$90,000 to \$199,999
 - \$30,000 to \$59,999 Over \$200,000
 - \$60,000 to \$89,999 I prefer not to disclose
9. **What is your household size? Fill in the blank: _____**
10. **What is your employment status?**
- Employed, full-time Not employed
 - Employed, part-time Employed, on call
 - I prefer to describe: _____
 - I prefer not to disclose
11. **What is your zip code for your residence? _____**
12. **Which best describes your current housing?**
- Houseless Own Rent
 - I prefer to describe: _____
 - I prefer not to disclose
13. **What form of transportation do you use most often? Please check all that apply.**
- Bike
 - Car
 - E-Scooter
 - Motorcycle or Moped
 - Public Transit
 - Taxi, Lyft, Uber, or other ride-hailing service
 - Walk and/or use a Mobility Device

**A.4: Community Based Organization (CBO) Report:
Micro Enterprise Services of Oregon (MESO)**

This page is intentionally blank.

To: Barry Manning, City of Portland Bureau of Planning & Sustainability

From: Micro Enterprise Services of Oregon

Re: MP2H – Northeast/Hollywood Feedback Session Interim Report

Target Group: Minority- and women-owned small business owners

In May and June, as part of a contract with the City of Portland Bureau of Planning and Sustainability (BPS), Micro Enterprise Services of Oregon (MESO) held sessions to obtain feedback from BIPOC and women owners of small businesses about three possible Portland streetcar routes being considered in northeast Portland as part of the City of Portland’s Montgomery Park to Hollywood (MP2H) Transportation Strategy.

The sessions were intended to gather input from small businesses that have traditionally been underserved and underrepresented during planning for City transportation projects. The objectives focused on providing information about the proposed project and the routes being considering, and then providing a chance through discussion and completion of a survey for the business owners to share how each route might benefit or impact them. While those goals were met during the sessions, current events in Portland, including a growing awareness and call for increased social and racial justice, influenced the conversations and discussions.

The discussion and feedback gathered from the sessions provide insight into business owner views and opinions about the proposed streetcar project. The majority of participants, for example, see the proposed route along Sandy as the preferred route. However, the participant feedback and comments also offer a first-hand look issues that small business owners, especially BIPOC entrepreneurs, believe need to be addressed at the City level in order to create a foundation of equity that can then be used to plan, develop and move forward with physical projects such as extending the Portland Streetcar line from the Montgomery Park area to the Hollywood District

SESSION DETAILS

As per MESO’s contract with BPS, we focused outreach for both sessions on minority- and women-owned small business that either were located in the Northeast project area or worked

with clients in that area. Our original proposal, submitted to BPS before Gov. Brown issued a stay-at-home mandate in mid-March, indicated we would conduct outreach to between 60 and 80 small businesses. We planned on holding two two-hour in-person feedback sessions and estimated we would gather feedback from a total of between 30 and 50 small business owners. However, due to COVID-19 precautions, the two-hour in-person format original planned for the session was adjusted to two virtual sessions of one hour each. Prior to the change, approval was obtained from City representatives.

Both sessions featured a similar format. After a welcome from MESO and initial introductions that included identifying staff from MESO, BPS, Portland Bureau of Transportation (PBOT) and Prosper Portland, City staff provided background information about the purpose of the project and presented a video to educate participants about project, including routes being considered. MESO then facilitated a discussion that allowed participants to talk ask questions and share their viewpoints with MESO and City staff. Participants were sent an online survey after each session.

Each participant received a \$50 stipend/compensation for completely filling out and returning an online survey designed to gather feedback about how the proposed routes might impact their businesses and/or business activity. All participants returned completed surveys, with 23 stipends provided

Just under 40% of the session participants/survey respondents were men, slightly more than 56% were women, with a little more than 4% self-describing. Approximately 52% identified as Black/African American; nearly 18% identified as Hispanic or Latinx; slightly more than 4% identified as Asian, nearly 22% identified as White and approximately 4% declined to provide racial/ethnic information. Approximately 65% operate home-based businesses; the remainder lease storefront spaces, with monthly lease rates ranging from \$1,751 to \$4,000. Respondents spent an average of nearly 13 minutes filling out the survey.

MESO participants who attended the sessions included Stephanie Basalyga, Nita Shah, Carmen Madrid and Vianca Moto. Sessions also were attended by Barry Manning of BPS, Kate Drennan of PBOT, and Joana Filgueiras of Prosper Portland.

MESO held the first of the two virtual sessions on May 27. Eighteen minority and women owners of small businesses located in, or associated with, the study area containing the three routes viewed a video about the project and participated in a discussion led by MESO and staff from PBOT, BPS and Prosper Portland. Participants were part of a group of current MESO clients who were invited to participate in the session.

The second feedback session was held on June 18. MESO invited clients that were unable to attend the first session. We also used our in-house MarketLink research service to identify more than 200 small businesses with ownership that met the target audience because they are located in the project area and/or work with clients in the area. The latter group of businesses received direct-mail postcards that invited them to attend the session and provided information about the project (including links to the City's MP2H project website).

The second session drew a smaller number of participants. Although approximately 20 people registered for the event, a total of five people actually attended the session. MESO attributes this lower attendance to conditions related to the pandemic. The first session was held at a time when many small businesses were closed, so owners had time free to attend. By the time the second session was held, however, small businesses had either started to open or had pivoted their goods and services in ways that allowed them to start serving customers once again. Focused on reopening, including rebuilding inventory and preparing physical spaces to meet safety requirements, fewer owners had time available to attend the June session.

The discussions also differed between the two sessions. During the first session, discussion was split between the transportation project and participants' views on steps the City should take to improve equity in both City projects and development of underserved and underrepresented communities.

During the second session participants focused their questions and discussion more on the topics of equity and opportunity, especially in the areas of neighborhood development and fair participation. We attribute that shift in focus to events (such as the Black Lives Matter protests) that took place between the first and second sessions that turned a spotlight on the need for greater social justice and equity. This led to an increased willingness of participants to share their own experiences with inequity as small business and property owners in Portland. The resulting participant comments and discussion during the second virtual session, presented in detail later in this report, provide valuable information that may help the City as it moves forward with building relationships in communities that historically have been underserved and underrepresented.

For both sessions MESO gathered surveys and feedback from a total of 23 individuals. Although the total number of attendees was below the number originally proposed by MESO, survey responses among participants were consistent, leading us to determined additional survey responses would result in similar results.

SURVEY RESULTS SUMMARY

Based on all survey responses, 43% of respondents selected the Sandy option as their favored streetcar route, citing a need for more public transit options along that route and seeing Sandy as a straightforward way to connect the Montgomery Park and Hollywood areas.

“Sandy is a two-way artery. There seems to have more space for street car, vehicles and bikes to share,” one small business owner commented. “Also, some parts of Sandy ... are steep; therefore, pedestrians could benefit by having the option to take the street car uphill.”

A little more than 26% selected the Broadway route as their favorite option. A little less than 9% selected the Irving/Sandy option. Nearly 22% said they didn’t favor any of the routes, with several comments providing an indication those respondents didn’t see streetcar as an addition that would benefit the study area. *(See Appendix A on page 11 for raw data and additional comments related to the most favored route.)*

The least favored route was Broadway, which was selected by a little more than 39% of survey respondents. The 26% who saw Sandy as the least favorable option felt bringing in a streetcar line would worsen gentrification already occurring along that route. Another 26% who felt Irving/Sandy was the least favored route thought placing a streetcar line would make the route too confusing to navigate.

Those who selected Broadway as their least favorite option indicated the area already had enough public transit options. Concerns about placing a streetcar line on Sandy focused on the possibility of the project increasing the inequity through community displacement that has already taken place along that route. *(See Appendix B on page 12 for raw data and additional comments related to the least favored route.)*

Increased commercial and residential rents topped the list of participants’ concerns about negative impacts that might result from bringing a streetcar line into the study area. Following close behind were concerns about possible increases in property taxes and displacement of both residents and businesses. About one-quarter of respondents saw development that might result from a streetcar line as a possible negative impact. *(See Appendix C on page 14 for raw data and comments about possible positive/negative impacts related to streetcar service in neighborhoods.)*

Impacts on traffic were most commonly cited by participants as their number one concern about how construction of a street line would impact their areas and their ability to effectively run their business. Close behind were concerns about a loss of adequate parking and difficulties for customers in accessing businesses in or near areas of construction work.

When it comes to sharing feedback about projects or discussing projects with the City, half of the respondents favored doing so at public meetings. The remaining 50% were evenly split in favoring one-to-one conversations, online video conferences, or email conversations.

In the survey, participants also were provided with an opportunity to write their own responses to a question asking them to identify the most important thing the City should keep in mind with regard to equity as it moves forward on this project.

Responses provided, which were supported by comments made during the discussion periods in both feedback sessions, indicate participants are seeking consistency and follow-through from the City. They also called for the City to continue to seek out voices of those already in the area in order to avoid displacement of residents and businesses similar to what has happened in other parts of the city.

Specific suggestions included:

- “(Make) affordable housing for BIPOC and BIPOC businesses (a priority).”
- “Make sure (the process) is inclusive of residents as well as business owners, and that People of Color know about the planning stages and are given a right to voice their opinions.”
- “Continual dialogue with all stakeholders – especially the disenfranchised.”
- “(The City should consider) how will minorities be impacted and what is defined (as) middle-wage jobs/low income housing. If there is still low-income housing, then that means these people will still feel less than the areas they live in. Maybe home ownership is a better investment.”
- “Equity at its core is a redistribution of wealth. I suggest considering ways to implement progress in a way that abandons the traditional exclusionary practices.”
- “Please listen to the locals before move forward.”

(Refer to Appendix D on page 16 for additional participant responses/suggestions.)

At least one respondent acknowledged the difficulty that comes with trying to address myriad needs and interests of stakeholders in projects such as the one being considered in the MP2H study.

“Hard to say (what the City should keep in mind as it goes forward with this study). Seems like a ‘damned if you do, damned if you don’t situation,’” the respondent wrote. “Increasing the efficiency of traffic flow is going to make the city better, and making the city better is going to lead to gentrification unless middle-class jobs and homeownership are made available to poor people in the areas you’re improving. Can PBOT guarantee these options? Seems like fixing the systemic issues that lead to gentrification is beyond the scope of PBOT. So do you just leave some parts of the city poorly-developed so that they’re cheap enough for poor people to live in? That doesn’t seem like a good solution either.

“I think maybe the best option would be to guarantee low-income housing along any lines that are developed and to create parks and green spaces nearby. From what little I know about urban planning, it seems that creating green spaces is correlated with educational achievement. So if you have guaranteed low-income housing near parks and good transportation, you could potentially, in some small way, help narrow the achievement gap for kids of color, which, over time, should reduce the wage gap between whites and people of color, which should lead to homeownership in communities of color, which should make them more resistant to gentrification because your rent can’t be raised if you’re not a renter.”

INSIGHTS AND OBSERVATIONS

The Positive Potential of Development: On the subject of new development in communities, it’s often assumed underserved and underrepresented residents and small business owners don’t support development in their communities because it usually drives up residential and commercial/office/retail space rents and prices, and forces lower-income residents out of the area. At first glance, our survey results would appear to support that assumption. Examining the responses and comments more carefully, however, leads to an important realization.

Of the respondents, 21.75% said they considered new development as a possible drawback to a streetcar being brought to the Hollywood District. In addition, 79.57% of respondents worried that bringing streetcar access to their neighborhood could lead to increases in commercial/retail/office rents as well as jumps in residential housing prices, and 70% worry

about how new development might impact their ability to stay in their communities and neighborhoods due to gentrification.

However, 35% of small business respondents indicated they see development associated with a streetcar line as having potential benefit to revitalize historically under-served communities that haven't seen investment. Respondents who see development as having potential benefits supported their viewpoint with comments that indicate those benefits can only be realized by not just including residents and small business owners already in the neighborhood in decision making, but also by finding opportunities to allow them to financially benefit from any development that occurs (see Collective Bargaining Agreements section later in this report for further analysis).

Creating Opportunity: One word was brought up by participants of color during both sessions – Opportunity. BIPOC business owners in both sessions said they appreciated the opportunity to weigh in on potential development and transportation plans in the Montgomery Park and Hollywood districts. However, they felt the efforts were mainly “window dressing” and failed to address the real issues that they say have been problems in traditionally minority communities.

Several participants in both sessions stressed that simply giving BIPOC residents and small business owners a say in the types of development and transportation options in underserved areas falls short of what's really needed. Instead, they called for more opportunities for BIPOC small business owners especially to be provided with opportunities to participate in – and benefit from – actual development efforts.

One participant during the second session, for example, expressed frustration that large developers from outside the Portland area seem to have little difficulty obtaining permits and approval to tackle developments in his neighborhood. Meanwhile he owns two pieces of property that he says he has tried to develop, only to run into what he considered roadblocks from the City.

Both this property owner and others involved in the sessions said they found the City's permitting and design review processes and systems confusing and skewed to favor larger, more experienced developers. BIPOC property and small business owners might benefit from a class or program that walks them through how the City approaches development and transportation projects.

A mentorship-type program that connects BIPOC owners of property zoned commercial or retail with experienced developers also might prove beneficial. Such a program also would support and promote genuine equity in the development of underserved communities and

neighborhoods. As feedback session participants stressed, in order to create true equity for BIPOC small business owners and residents, the City needs to examine ways to help them actually invest in their communities, with the goal of keeping those dollars in the specific communities.

Community Benefit Agreement Suggestions: The move from home-based to brick-and-mortar represents a major accomplishment for a small business owner. The transition can often offer the opportunity for the business to grow its customer base, product lines and revenue. Too often, however, moving into storefront space, especially in new developments, can incur expenses higher than most small business can afford. In addition, traditional commercial and retail spaces are often larger than most small or micro businesses need, with rents higher than they can afford.

A true commitment to supporting a diverse, inclusive business community in a neighborhood requires providing opportunities for micro enterprises to gradually grow into larger businesses. That commitment must come from both developers and local government.

Community Benefit Agreements (CBAs) for developers should be shaped in ways that encourage developers to turn first to locally owned businesses to fill commercial and/or retail spaces. Local tenants are more likely to reinvest in the community, spending their dollars to help support other local businesses in the community.

As one small business participant commented: “Larger developers and big conglomerate chains seem to have first dibs or first rights of use to the most coveted commercial spots. They snatch the spaces even before construction starts. It would be ideal to favor small local business and entrepreneurs first.”

In addition, CBAs should encourage developers to consider innovative approaches to commercial, office and retail that create smaller spaces that are more affordable to micro businesses. Small business participants in the feedback sessions also suggested providing incentives to encourage developers to find ways to make it easier – and less expensive – for micro and small businesses to move into spaces. Build outs of hard-shell spaces in typical developments, for example, can end up being more expensive than most micro businesses can afford while move-ins of soft-shell spaces are more affordable.

Home-based businesses: While the tendency may be to focus on small businesses located in storefronts, the Hollywood area is host to many home-based businesses. In fact, more than 63% of the participants in the feedback sessions ran their small businesses out of their homes

While storefront businesses are easiest to connect with for input, effort also should be made to ensure communication and notices about upcoming meetings and projects are reaching home-based businesses. The input of home-based businesses is critical to accurately determining project impacts on the business community of an area or neighborhood. Many home-based businesses provide services that are needed – and used – by local brick-and-mortar-based businesses.

As development occurs in areas, attention should be paid to the types of home-based small businesses in the area. Encouraging developers to fill retail spaces with storefront businesses that will be able to use the goods and services of local home-based businesses – and creating programs and ways to connect those businesses – will help build a healthy, inclusive foundation for a neighborhood business landscape that will benefit all in the area.

As one participant commented in their survey, “The development on nearby Division Street has greatly boosted local businesses, which in turn helps me get more clients.’

Leading versus open-ended questions: At least two respondents in the first session felt at least one question MESO included in the feedback survey was phrased in a way that was “leading” respondents to provide a positive answer. The question, related to participant experiences with development in their neighborhoods, was taken almost verbatim from a survey used by the City during its open house.

After reviewing the question, MESO agreed the question could be perceived as trying to draw a positive response from participants. We removed the question from the survey form that was sent to second-session participants and also removed the question and its results from answers from the participants in the first session. Prior to the second session, we also carefully reviewed the rest of the survey questions to ensure they didn’t appear to be “leading” respondents to certain types of answers.

For both MESO and the City, the experience highlights an important reminder that not everyone approaches situations from the same viewpoint. While bias in how questions are phrased may never be completely eliminated, it is important to consider what filters those creating the questions may be using and to run surveys by outside groups for input prior to releasing them to larger groups.

FUTURE CONVERSATIONS

When asked in the survey to name the most important step for the City to take to support and promote equity during the study and any future projects, one small business owner responded: “Actually create equity instead of just talking about it. Find a way that people of color can benefit from the changes.”

By holding these feedback sessions to connect with minority- and women-owned small businesses, BPS has taken important first steps. The agency has opened up a dialogue that should – and must – continue in order to create true equity and inclusion in underserved, underinvested parts of Portland.

BIPOC- and women-owned small businesses in the Northeast portion of the MP2H project area are interested in both receiving ongoing information about the project and being given a seat at the table – and a voice – to shape how a possible Portland Streetcar expansion can be done in a way that promotes true equity and inclusion. Approximately 69.5% said they would be interested in attending another feedback session when the City narrows the northeast routes down to two options. Meanwhile, a little more than 43% said they would be interested in participating in feedback sessions when environmental review information is available. And at least one survey participant suggested providing a financial report examining how different scenarios would economically impact and/or benefit specific racial and ethnic groups (*see Appendix D on page 16 for specific comment*).

While CBOs like MESO can play an important part in connecting the City with BIPOC- and women-owned businesses, it is critical that the City and its agencies be an active partner in dialogues and discussions. Having representatives from City agencies such as BPS and Prosper Portland participate in both feedback sessions gave participants an opportunity to feel their voices, concerns and viewpoints were being heard. It’s how trust is built. Through consistent and long-term commitment to the scenario of inclusion and equity that is being painted by this project and approaches such as minority/women-specific feedback sessions, Portland has an opportunity to move beyond past trauma and pain toward a brighter and more equitable future.

APPENDIX A

Survey Question: Which of the three possible routes do you see as most favorable? (Select one; open-ended question – 23 responses)

Responses:

Broadway	26.09%
Sandy	43.48%
Irving/Sandy	8.70%
None favorable	21.74%

Comments:

“Sandy is a two-way artery. There seems to have more space for street car, vehicles and bikes to share. Also, some parts of Sandy ... are steep; therefore, pedestrians could benefit by having the option to take the street car uphill.”

“(Sandy is) already congested but having the streetcar might improve the flow of traffic, similar to Burnside.”

“The Broadway route seems as though it would better connect folks who don't already have pretty decent access to bus and Max routes. It would also limit extra impact to Sandy, which is already seeing a lot of new development and will undoubtedly see increases in rent, traffic and all of the other negative effects of forced development.”

“The construction alone (on Broadway) would be disruptive to the thoroughfare, which already is congested. We have existing streetcar lines and buses on this route. Sandy Boulevard connects a number of different areas of the city.”

APPENDIX B

Survey Question: Which of the three possible routes do you see as least favorable? (Select one; open-ended question – 23 respondents)

Responses:

Broadway	39.13%
Sandy	26.09%
Irving/Sandy	26.09%
Undecided	8.70%

Comments:

“Too many people rely on vehicle transportation in (the Irving/Sandy) area.”

“(Broadway) is one of the rear streets that has 2-3 lanes in this area and ... being that the Max is near & the other streetcar goes up to 7th before re-routing.”

“Too much traffic on Sandy right now.”

“Driving on a road with a streetcar in is not a great experience. I know the point is to reduce traffic and encourage the use of public transport, but until that becomes cheap enough to use as a regular alternative, being able to drive comfortably on a road, without slipping into tram tracks (whether it's wet or dry), will be more important to me as a business owner. I drive up and down Sandy regularly and would definitely be negatively impacted by reduced lane usage and having to maneuver around tram tracks. Not to mention waiting for stops, and the inevitable increase of foot traffic in the Hollywood area.”

“Deeper congestion and community displacement. With deepening gentrification of communities across the Portland Metro area, how would these particular routes support the thousands of cars driving into Portland from cities outside of the Portland Metro area?”

“It seems like having a line on Sandy would be less useful to people because Sandy runs diagonally to the grid. It's easier to navigate the public transit system when lines run parallel to each other.”

“I think (Irving/Sandy) would be confusing for people to navigate.”

“There was just a direction project in this area, so why up root all that has been done to add more transportation. Money can be allocated in other areas.”

APPENDIX C

Survey Question: What do you see as possible benefits to having streetcar service in your neighborhood? (Multiple choices allowed – 23 respondents)

Responses:

Decrease traffic/solve parking problems	56.52%
Bring more customers to my business	39.13%
Bring new development to the area	34.78%
Easier for my employees to get to work	21.74%
No benefits that I can see	27.74%

Comments:

“I was located on N Williams Ave 2 blocks north of Broadway for 18 years and just moved to NE 28th 1 year ago. I did not feel the street car had any benefit to my business or my rental located on Williams Ave.”

Survey Question: What do you see as possible drawbacks to having streetcar service in your neighborhood? (Multiple choices allowed – 23 respondents)

Responses:

Bring new development to area:	21.74%
Increase commercial/residential rents	69.57%
Increase property taxes	73.91%
Displace businesses and residents	69.57%
No drawbacks that I can see	8.7%

Comments:

“As development happens the businesses who have been in the area for a long time seem to get pushed out. The development areas lose some of their uniqueness and flavor which is what made them interesting in the 1st place. I have experienced firsthand a huge spike in taxes in the developing area which definitely adversely affects existing residents and businesses. The new construction is either too expensive to afford a lease and/or very generic with no character, no green space, it's very uninviting and doesn't encourage pedestrian traffic.”

APPENDIX D

Survey Question: What is the most important thing for the City to consider with regard to equity as it moves forward with this study? (Open-ended question – 23 respondents)

Responses:

“Gathering comments from community members, record comments and utilize before decision making happens.”

“Stopping the increase in commercial rent to allow businesses with established locations to avoid being forced out of their homes. Similarly, assessing what other negative impacts the development will have on those businesses. As listed above, decrease of available parking, increased traffic, etc.”

“When it comes to affordable housing, there should be rental and business ownership. Not just rental property for the rich. People should be given the opportunity to buy.”

“Consider black people, their opinions, their values, and their businesses.”

“That development projects positively impact the people who already live and work here.”

“Impact on preexisting neighborhoods and businesses.”

“(Think about) who would want to have a business or live in the area and participate in growing the community as well as embracing the existing businesses? Encouraging diversity and celebrating individual culture so the area is not generic. A grant for existing businesses to make upgrades or do maintenance, improve signage, make it easier for a small business or start up to have a retail space as well as helping with education and networking so they can be successful.”

“As I discussed within the meeting, (I would like to see) a detail fiscal impact statement that disaggregates its data by race for the data being used for your projections. I would also suggest exploring additional projects that would center Black, Indigenous, and People of Color investors and business owners.”

B. Prosper Portland Memo/IGA Close-Out

This page is intentionally blank.

Montgomery Park to Hollywood Transit and Land Use Development Strategy

Prosper Portland Memo/ IGA Close-out

June 2021

- Community Engagement Plans and Process
- Urban Design Analysis and Concepts
- Community Equitable Development: Needs and Opportunities

Background

On August 30th, 2019, Prosper Portland and the Bureau of Planning and Sustainability signed an Intergovernmental Agreement that included Prosper Portland involvement or partnership on four (4) key tasks as part of a broader City of Portland work on the Montgomery Park to Hollywood Transit & Land Use Development Strategy: 1) Community Engagement Plans and Process; 2) Urban Design Analysis and Concepts; 3) Community Equitable Needs and Opportunities; 4) City Legislative Process.

It is our observation that much of the tasks 1, 2 and 3 is complete and, based on that work, the City is considering next steps related to the City Legislative Process. Given the Legislative Process step may take longer than originally anticipated and Prosper Portland's need to reprioritize staff to focus on COVID-19 economic relief and response together with longer term economic recovery, Prosper Portland is providing this memo as a summary of our participation and deliverables to date due under the IGA. Prosper Portland stands ready to continue to be a supportive thought partner to the City as needed as the City Legislative process proceeds and proposes to retain only a portion of the IGA funds remaining available to cover our participation through June 2021.

Community Engagement Plans and Process

Per the IGA, the work considered is described as follows: "BPS will lead community engagement efforts, with a focus on the needs of underserved communities and how development along the project corridor can advance outcomes for historically marginalized communities. Prosper staff will participate in the engagement as time and budget allow. There is no Prosper Portland deliverable in this task, other than staff participation."

In furtherance of this process, Prosper Portland participated in several planning and community engagement events led by Portland Streetcar Inc, PBOT and BPS, including the following:

- ✓ Support for a Request For Proposal (RFP) to select community based organizations for engagement, through which Friendly House; Micro Enterprise Services of Oregon (MESO); Northwest Industrial Business Association (NIBA) / Columbia Corridor Association (CCA); and the Hollywood Senior Center/ Urban League were awarded contracts.
- ✓ Attendance at in person and virtual public Open House events.
- ✓ Input on the creation of surveys to be used in the community engagement processes, suggesting questions to be included and, especially with CCA.
- ✓ Assistance with expanding survey distribution through firms and employers active in the industrial area, specifically major construction trades within the subject area.

Prosper Portland also engaged with regular project working group and internal cross-bureau planning meetings in support of preparation and presentation of engagement related materials.

Through the community engagement and outreach done, particularly by the four contracted community based organizations, Prosper Portland's main take aways about the project include: 1) the potential loss of industrial businesses and already short supplied industrial lands in Portland; 2) the potential for new mixed use development that has been historic inequitable, due to lack of accessibility or opportunities for wealth creation amongst disadvantaged and BIPOC communities, including offering only affordable housing and no other supporting tools; and 3) the effects the streetcar could have on traffic and parking in the areas of proposed extension.

Community engagement and outreach via community-based organizations and with stakeholders should continue to provide updates as plans related to the City Legislative processes or decision making solidify.

Urban Design Analysis and Concepts

Per the IGA, the work considered is described as follows: “BPS and PBOT, with Metro-funded consultant assistance, will lead urban design work with a framework guided by the project purposes and goals. Findings from the housing and equitable community development needs analysis will guide urban design. Prosper staff, working with BPS and PBOT will generate ideas for consultant, provide supporting technical analysis as appropriate, and review drafts. There is no Prosper Portland deliverable in this task, other than staff participation and review of documents.”

Nelson Nygard was awarded a contract via Request for Proposals to lead the urban design analysis work with a portion of their work subcontracted to ECONorthwest. Prosper participated in the consultant’s selection through the review and ranking of RFP responses. Following selection, Prosper attended several meetings with Nelson Nygard and ECONorthwest to review design and concepts for the project; consider development feasibility of different scenarios described below; and analyze economic impacts of scenarios (change in land value due to re-zoning, potential loss/ gain of jobs in the area, and other benefit considerations). Below is a side by side comparison for each scenario based on information from project consultants (EcoNorthwest Opportunities and Challenges Report, March 2021) and city staff transportation impact estimates from late 2020.

	Scenario 1- Enhanced Industrial	Scenario 2 - Employment	Scenario 3 – Mixed Use	Scenario 4 – Hybrid (Mixed Use + Enhanced Industrial
Land Value Change	+ \$22M	+ \$60M	+ \$150M	+ \$103M
Industrial Jobs Change	+ 930	+930	+250	+560
Office Jobs Change	+ 1,390	+ 1,390	+490	+960
Retail/ Restaurant Jobs Change	+10	+50	+ 340	+ 270
Net Jobs Change	+ 2,330	+ 2,370	+1,080	+1,790
Market Rate Units Change	+190	+820	+ 3,110	+ 2,030
Affordable Units Change	+20	+ 50	+ 315	+ 190
Est. Vehicle trips Generated	+ 35%	+ 29%	+ 28%	+ 27%
Est. transportation Infrastructure Costs (Excluding Streetcar)	\$30M	\$50M	\$60M	\$42M

Prosper’s primary lens as the economic development agency has been to review scenarios from an equity perspective and a focus on potential impacts to quality jobs and broader wealth creation and economic growth. Based on the analysis done by Nelson Nygard and EcoNorthwest, all scenarios result in net jobs change however the types of job growth differs across these scenarios.

In Prosper’s most recent cluster action plan reviews, we referenced a recently developed Brookings analysis framework (Shearer et al., Brookings, 2018) identifying the industries that concentrate good and promising jobs in metropolitan America. The Brookings analysis defines three types of jobs:

- Good jobs provide stable employment, middle-class wages and benefits
- Promising jobs are entry-level positions from which most workers can reach a good job within 10 years
- Other jobs do not provide decent pay, benefits, or pathways to good jobs

Together, Good + Promising Jobs are characterized as “Opportunity Jobs” – the types of jobs that either currently or within a reasonable timeframe make a middle-class living feasible for American workers. Because of Prosper Portland’s focus on the creation and retention of Opportunity Jobs for workers without a Bachelor’s degree, the team further identified the proportion of these jobs within each of the city’s target clusters. The chart below summarizes these findings.

Quality Jobs by Cluster, 2018 (Multnomah County)

Cluster or Industry Group	Total Emp	Total Good Sub-BA Jobs	Share Good Sub-BA Jobs	Total Sub-BA Promising Jobs	Share Promising Sub-PA Jobs	Ranked by: Total Opportunity Jobs	Share Opportunity Jobs
All Traded	158,758	26,309	17%	15,062	9%	41,372	26%
Non-Cluster Traded	119,412	14,658	12%	11,559	10%	28,635	24%
Cluster Combined	54,165	11,915	22%	3,503	6%	15,418	28%
Clean Tech	20,232	4,567	23%	919	5%	5,486	27%
Adv Mfg	13,374	3,947	30%	1,314	10%	5,261	39%
AO	6,719	982	15%	770	11%	1,752	26%
Software	13,839	2,418	17%	602	4%	3,020	22%

Accessible quality jobs are defined as jobs with lower barriers to entry, offering living wage salaries and potential for growth without the requirement for a college degree. As the Adv Mfg category indicates, Industrial jobs are critical and significant contributors to the City’s accessible quality jobs base. Industrially based quality jobs also tend to employ a higher rate of Black, Indigenous and People of Color in the region relative to other traded sector and growth clusters. The Metals & Machinery (Adv Mfg) cluster also represents the largest trove of middle-wage jobs held by people of color. The focus of this cluster is therefore on retaining and growing the firms providing these jobs, irrespective of ownership.

Per the Portland Plan “About three out of four manufacturing and distribution jobs in the city are located in the industrial districts, as well as about half of the construction and industrial service jobs,” signifying the importance of dedicated industrial lands to supporting the city’s quality cluster jobs base. Portland continues to lose legacy industries to the suburbs and other regions of the country due to gentrification and operational difficulties in the city of Portland. Some of the city’s recent losses include ESCO, Portland Bottling, Premier Gear, and PECO Manufacturing. Job losses from these four companies totaled more than 2,000 jobs paying an average of \$60,000.

In 2015, Prosper partnered with BPS on the SE Quadrant Plan as part of the Central City 2035 plan examining another industrial sanctuary within the Central Eastside. The goal of the plan was to increase the density of employment within the Central Eastside by protecting established industrial sectors; expanding the diversity of industrial uses allowed in the Central Eastside; and maximizing the potential of mixed-use corridors in a manner that manages and monitors potential impacts of increased employment densities on industrial uses.

While important drivers of job and economic growth, office jobs can have more difficult barriers to entry. This is demonstrated by the lower rates of Opportunity Jobs in the other cluster and non-cluster traded sector industries listed above. In general, office job industries are also less inclusive and offer fewer Quality Opportunities for a BIPOC workforce.

Finally, while retail and restaurant jobs offer low barriers to entry and more opportunities for a diverse workforce, those industries do not provide quality wage jobs or paths for economic growth as defined under Opportunity Jobs.

Community Equitable Development: Needs and Opportunities

Per the IGA, the work considered is described as follows: “BPS and Prosper Portland staff will co-lead an analysis to understand the impact of the potential rezoning and transit expansion on low-income and people of color working and living in the area and develop an equitable development strategy. The work will include engagement with communities of color, residents, employees, and businesses at risk of displacement. In addition, the project will engage private developers and property owners to vet land use assumptions and market dynamics on key opportunity sites, focusing on the potential equity benefits.”

This section responds to Prosper’s obligation within the IGA to deliver on an equitable development report related to community development impacts, including housing, community needs, and employment/ economic development implications of the scenarios at a finer grain of detail.

Context. The NW Industrial / Montgomery Park area of town is currently predominantly industrial uses with minimal residential properties, therefore, the project isn’t expected to have any extensive residential displacement impact. Two major parcels within the area (the Montgomery Park and ESCO sites) offer opportunity for significant change. The first site, Montgomery Park, is home to a large office building, and is zoned EX which allows dense mixed-use development. This site is expected to develop more intensely with a mix of uses over time. The second, the former ESCO site, has been substantially cleared of buildings, and has a future plan designation of Mixed Employment but is currently zoned Heavy Industrial (IH). The ESCO site could offer opportunity for more mixed use, dense development and, in turn, greater land value and potential growth if zoned to accommodate this type of development. As previously stated, a portion of the area zoned IG1k and IHk is a designated prime industrial area, and rezoning scenarios that move away from an industrial focus would likely displace, or remove future opportunity for industrial businesses given potential transportation, infrastructure, and land economic impacts. Up zoning in industrial districts can impact adjacent properties that would also like to benefit from up zoning. In 2018 Prosper Portland partnered with the Urban Manufacturing Alliance and Portland State University on developing a report on The State of Urban Manufacturing in Portland in which we received input from businesses and industry organizations that the buffer zone between industrial and housing/commercial is perceived as diminishing, resulting in increased complaints regarding odors, noise, late night lights, and transportation vehicles. Industrial business displacement would in turn affect the types of jobs and employment supported in the area. With a

constrained amount of industrial areas this could create a hardship to businesses owners when trying to relocate within the City and/or region.

Conversely, the east side of the project (the extension of the streetcar to Hollywood) which was not part of Prosper's primary review would potentially affect a large residential area, as well as commercial. Based on the financial feasibility the City and PSI team has shared, it is Prosper's understanding that the NW Industrial / Montgomery Park portion of the project is the most likely to materialize first.

Community Engagement.

The 2019 *Racial Equity Analysis of NW Streetcar Expansion and Land Use* (attached), stated similar concerns to the ones heard over the past few months through community engagement events and surveys done by the four organizations contracted. The Equity Analysis raised concerns around the loss of industrial jobs in the area, specially the loss of jobs held by BIPOC employees and further augment financial and wealth disparities in Portland. The following summarizes the input received via the community based organization outreach, with certain outreach focused on the East/Hollywood portion of the proposed alignment (MESO, the Urban League of Portland, and The Hollywood Senior Center) and certain outreach focused on the NW Industrial / Montgomery Park portion of the project (Columbia Corridor Association, NIBA and Friendly House).

- **MESO's** outreach focused on BIPOC and small business owners. Participants, in a large majority, pointed to potential property tax increase as a draw back to the project, followed by the displacement of businesses and residents and increases in rent. Many respondents saw the potential development generated by the implementation of a streetcar route as negative. Over 50% of participants see the potential for decreasing traffic and solving parking problems as a potential benefit of this project, followed by the potential to bring customers to the businesses. In terms of preferred route, 43% of respondents chose the Sandy alignment option as their preferred route for the potential extension, and 22% didn't favor any routes, citing that the extension of the streetcar would not be beneficial to the area.

The report shares that BIPOC communities want more than to just give an opinion. Opportunities need to be created, including potential for ownership, access to jobs and wealth creation, mentorship opportunities, and investment opportunities, with the following potential benefits suggested by MESO:

- Affordable commercial spaces based on what BIPOC small businesses can afford
 - Support to small businesses moving into commercial spaces for the first time
 - Community Benefit Agreements with private developers
 - Offer smaller commercial spaces, including office, that support small business needs and are "warm shell"
 - Create opportunities for local home-based businesses to connect with new businesses in the area to help the home-based businesses grow
- **The Urban League of Portland and Hollywood Senior Center's** outreach surveyed seniors, low-income residents, immigrants/ refugee populations and communities of color, renters and small business owners. The survey received 102 responses with half of the respondents identifying as white and 44.4% were 75 or older. The majority of respondents prefer the Broadway/ Weidler alignment, believing it will be the most beneficial to economic prosperity,

serving existing jobs, advancing equitable outcomes, providing affordable housing and middle-wage jobs, and for future development of the area.

The three biggest concerns raised were the rising housing costs, change in neighborhood character, and safety. Potential benefits of the project included creation of new affordable housing and community amenities (equally), making the neighborhood safer, and opportunities for job creation. They similarly expressed the project could potentially decrease traffic and improve parking in the area as well as support local businesses.

- **Columbia Corridor Association's** outreach focused on property owners, businesses, employees and "outside of the study area" participants in the broader NW industrial area with the lens that employees are potentially the most negatively impacted by the westside project. Their analysis considered split interest amongst property owners as some may be larger beneficiaries of such changes through land value appreciation relative to business impact. The report states the importance of industrial jobs in the region and the large diversity, both racial as well as of gender, within those jobs. It shows that most respondents, whether property owners in the area or employees, prefer to keep the area industrial, enhanced industrial or employment based.

The majority of employees stated that they commute by car, would not use the streetcar, are concerned about potential loss of parking in the area, and do not believe this would be an equitable project. Although property owners in the area could benefit from up zoning, the majority of property owners believe the area should continue to be industrial or enhanced industrial. 55% do not believe the streetcar expansion will be an equitable project for the city. CCA's report strongly opposes the project due to the potential loss of Industrial land and quality jobs in the area.

- **Friendly House's** outreach focused on elderly and or LGBTQ+ engagement participants, with half identifying as BIPOC. The priority identified via this outreach was for affordable housing and addressing concerns around a potential rise of property taxes. The group also raised concerns about the need for parking and potential reduction of existing parking in the area. 61% of respondents believe the streetcar project could potentially decrease traffic and solve parking issues in the area. The group also expressed concerns around safety and their desire to have a safer neighborhood.

MESO and the Urban League's reports conflict in terms of the preferred eastside route. Additional engagement may be needed to further understand the concerns of participants and to support the community in assessing pros and cons of each option. Both reports raise concerns to be addressed with any alignment, including impact to affordability (for residents and businesses) and potential displacement resulting from those market changes. They both agreed that the project could potentially reduce traffic and help solve parking issues.

CCA and Friendly House's reports resulted in very different input acknowledging a tradeoff between the potential loss of industrial lands, businesses with the potential increase in affordable housing and safety with new land use and infrastructure. This tension helps to inform the timing and sequencing of potential equity benefits and structuring of those benefits discussed below.

Potential Equity Benefits and Structuring Community Benefits.

Similar to the 2019 Equity Analysis, this report on potential equity benefits and structures to leveraging benefits at various phases of City action does not assess whether the project should or should not occur. This analysis looks to provide

Prosper’s perspective on phased ways to 1) minimize or mitigate any harm to historically marginalized communities and 2) optimize creating opportunities for disadvantaged communities to realize the benefits of new development and economic growth. As the project moves forward, it will also continue to be extremely important to engage the community-based organizations and represented interests who participated in the initial outreach. Funding to community-based organization to continue to engage in the process, build capacity, and be party to project information and decision making will be an ongoing need with any project funding approach.

Based on our conversations with BPS, PBOT, PSI and input from community, Prosper observes three key phases of City regulatory or financial policy decision making that could involve parallel benefit requirements.

1. Land Use / Zoning Change
2. Streetcar / Transit Infrastructure Investment
3. Master Development Planning and Implementation

Below is a summary of Prosper’s observations and potential approaches at each phase based on our experience with economic development and equity focused implementation tools.

1) Land Use / Zoning Change

Based on ECONorthwest’s analysis, different rezoning scenarios result in different potential impacts and opportunities for benefits. Whereas industrial and employment-based scenarios have lesser displacement impact on industrial businesses and job growth, those scenarios also offer fewer opportunities for new commercial supporting retail businesses and/or market delivered affordable housing through Inclusionary Housing. Conversely, the mixed use and hybrid scenarios have greater displacement impact on industrial businesses and job growth, while delivering increased opportunities for additional retail/restaurant businesses and market delivered affordable housing.

Speculation based on potential zoning changes may occur but redevelopment under any new zoning would take time with residential and office uses most likely to first occur and at the project area’s south side (closer to NW 23rd and the Pearl District) given Portland’s market conditions. While rezoned land is not sold or developed, the value created is only an expectation and becomes difficult to recapture.

	Scenario 1- Enhanced Industrial	Scenario 2 - Employment	Scenario 3 – Mixed Use	Scenario 4 – Hybrid (Mixed Use + Enhanced Industrial)
Land Value Change due to Zoning Change	+ \$22M	+ \$60M	+ \$150M	+ \$103M
Industrial Jobs Change	+ 930	+930	+250	+560
Office Jobs Change	+ 1,390	+ 1,390	+490	+960
Retail/ Restaurant Jobs Change	+10	+50	+ 340	+ 270
Net Jobs Change	+ 2,330	+ 2,370	+1,080	+1,790
Market Rate Units Change	+190	+820	+ 3,110	+ 2,030
Affordable Units Change	+20	+ 50	+ 315	+ 190

<p>Minimize/Mitigate Harmful Displacement Impacts to Marginalized Communities</p>	<p>Augment funding for programs and tools that address disparities and optimize opportunities within industrial and other traded sectors. From Prosper’s perspective, a good template is the public benefits spoken to in Prosper’s E-Zone Program related to program administration. See these benefits further described below.</p>	<p>Address impacts to marginalized communities due to impacts to industrial lands/businesses/jobs, through contribution to:</p> <ul style="list-style-type: none"> - Brownfield cleanup/redevelopment fund to address Portland’s industrial land supply needs. - Workforce training fund in partnership with Prosper Portland and WSI.
<p>Optimize Benefits to Marginalized Communities</p>		<p>Focus benefits to marginalized communities through equitable access to 1) new retail/restaurant space; 2) market delivered affordable housing. Alternatively, BPS in partnership with PHB could consider additional Inclusionary Housing or affordable commercial zoning mechanisms as further described below.</p>

Economic Development. Prosper Portland develops and administers Economic Development programming to support historically underserved workers, entrepreneurs, and established businesses. Pending the availability of resources, potential support activities could include:

- Industry specific workforce support. Connect dislocated workers to jobs in manufacturing through investment in job training, career coaching and workforce navigation.
- Business Support. Invest in ongoing business technical assistance and support for manufacturing firms. Increase access to incubator or training space for entrepreneurs and workers, respectively.

Portland Enterprise Zone (E-Zone) Policy. Prosper Portland administers the Portland E-Zone Policy on behalf of the City to maximize important local community benefits, particularly to companies and residents in and near the E-Zone. Each Written Agreement with participating companies contains the following requirements that could provide a template for BPS and City consideration with any land use zoning change:

- Quality Job Commitments. All full-time jobs at the company’s project site must meet minimum quality levels wage and compensation levels.
Procurement Plans. Good faith efforts to increase the amount of goods and services purchased from businesses located within Portland and specifically from businesses owned by people of color and businesses in priority neighborhoods designated by Prosper Portland.
- Workforce Training and Business Development Fund. The fund is established and managed by Prosper Portland to increase economic opportunity and income for Portland residents particularly historically disadvantaged Portlanders (e.g., communities of color, residents in priority neighborhoods, etc.) and to assist businesses within the City of Portland, particularly those within or near the Portland E-Zones.
- Employee Support Fund. The fund is established and managed by Prosper Portland to support employees at E-Zone companies and to increase economic opportunity and income for other Portland residents. Before designating how contributions made shall be used, Prosper Portland first discusses employee with a focus principally on transit and child support opportunities.

Inclusionary Housing Considerations. Land value created through zone changes is latent value that remains with the property until such time as the land is put for sale and/or new zoning-based development is pursued. Current Inclusionary Housing requirements offer multiple regulatory options, including a required 10% of units at 60% AMI. Based on the analysis done by ECONorthwest, incremental land value generated through rezoning under scenarios 3 and 4 could not support increasing the Inclusionary Housing rate by more than 2% above the current regulatory requirements (or 12% of units at 60% AMI). With this modelling, ECONorthwest modelling also assumed no other public benefit requirements were (e.g. brownfield fund or other fund contribution) considered. Prosper defers to PHB and BPS on operational and legal considerations tied to potential area specific Inclusionary Housing mechanisms.

2) Streetcar / Transportation Improvements

Over the past 5 years, Prosper has partnered with City Bureaus on a number of community development initiatives developed around major transit investments anticipated by the region and the City – from Division Bus Rapid Transit to SW Corridor. An early priority for any of these investments is to ensure community capacity building centering BIPOC and disadvantaged community voices and, over the longer run, providing ongoing processes or structures of accountability as project decisions are made.

It is our understanding the streetcar expansion cost is estimated at ~\$50 million (not including the rebuild of NW 23rd Avenue) funded 50/50 through a Federal Transit Authority (FTA) grant and local share (LID, Transportation SDCS and parking revenues over 20 years). The project team has also shared there’s sizable related transportation infrastructure investments anticipated with the project and the various land scenarios as follows.

	Scenario 1- Enhanced Industrial	Scenario 2 - Employment	Scenario 3 – Mixed Use	Scenario 4 – Hybrid (Mixed Use + Enhanced Industrial)
Est. Vehicle trips Generated	+ 35%	+ 29%	+ 28%	+ 27%
Est. transportation Infrastructure Costs (Excluding Streetcar)	\$30M	\$50M	\$60M	\$42M

Prosper encourages BPS, PBOT and other City partners to consider a community development funding package as an integrated component to the transportation funding package. For example, while Metro’s recent Get Moving 2020 Corridor Investment Package was not passed by voters, it had significant community support based on support tied in part to complementary community development based investments contemplated in parallel to transportation investments for things like revitalizing main streets (sidewalks, crosswalks, seating, lighting, street trees and other main street improvements); anti-displacement strategies (community-led strategies to prevent displacement with a focus on housing accessibility and small business retention); and maintaining affordable housing options near transportation investments. In addition to intentional equity contracting (for design through construction contracts), Prosper would encourage PBOT and PSI to continue to consider how streetcar serves BIPOC communities (residents, visitors, and workforce) and opportunities to improve those services with any streetcar system expansion.

In the past, Portland’s streetcar extensions have exclusively focused on transportation investments and have been funded through a mix of public (Transportation System Development Charges, TIF, and State funds) and private resources (Local

Improvement Districts). Given regional discussions about tax increment financing and the need for TIF to be an ever more directed and focused tool, Prosper is prioritizing any new TIF district discussions via community led processes and with a primary focus in East Portland.

One of the financial tools being considered for the implementation of the streetcar infrastructure in the Northwest Industrial / Montgomery Park area is the creation of a Local Improvement District (LID). The LID would leverage private investment to finance infrastructure improvements that benefit both adjacent property owners within the improvement area as well as the region. An LID draws against potential and projected future private property value increases and leverages a private contribution to development related infrastructure costs. It is our understanding the PSI is currently contemplating a LID contribution of ~\$10 million in support of the streetcar implementation. After consulting City Council, it has been clear that LID funding uses is strictly restricted and cannot be used for public benefits, as per Oregon statute.

Other public / private funding mechanisms like Enhanced Services Districts or Business Improvement Districts could similarly be considered for the area to fund economic development-based programming including small businesses technical or grant assistance to address lease or rent barriers for small businesses. ESDs and BIDs rely on business and property owners' ability to absorb and pay additional fees either directly and/or through parking revenues in partnership with the City. Fee based revenues can be challenging and/or take a while to generate adequate resources to support significant programming investments. Fee based programs can further impact smaller and disadvantaged businesses already impacted by business operating costs together with lesser access to capital in the market.

3) Equitable Development

Based on our understanding, there are currently two sizable properties – Montgomery Park which is already zoned for mixed use development, and ESCO which potentially could be rezoned for mixed use development - that could be nearer-term beneficiaries of any streetcar extension supporting redevelopment and build outs. Based on past experience and market trends in Portland, it can be expected that expanding the streetcar network to serve these sites will increase development density and further grow the value of development of those properties.

Over the past 25 years, Prosper has led Development Agreements negotiations on behalf of the City at a number of major redevelopment sites citywide (Pearl District, South Waterfront, Lents Town Center, and Broadway Corridor). Development Agreements are a mechanism the City has used to obtain public and community benefits by leveraging private investment through disposition of publicly owned land and/or a commensurate financial investment of public funds into the build out of the area.

Prosper's most recent Development Agreement and Community Benefit Agreement negotiations on Broadway Corridor provide an example of the type of public / private funding and performance obligations that are realized through these mechanisms. It is also important to note that a significant component of the CBA was to ensure a governance structure and funding to support ongoing oversight and accountability as the Broadway Corridor develops over the coming 20 years.

Component	Public funding Sources					Private Funding Sources	
	Prosper	PBOT	Parks	BES	Water	Developers (commercial + affordable housing)	LID
Site preparation	✓						
Streets & Utilities Infrastructure		✓		✓	✓		✓
Open Space and Green loop	✓	✓	✓			✓	
Private Streets/Accessways						✓	
Construction technical Assistance	✓					✓	
Prevailing wage	✓					✓	
Operating Fund						✓	
Small Business Affordable. Commercial Fund	✓						
Oversight Committee	✓						

Based on our experience, Development Agreements are negotiated at the time of development (versus at land use changes or infrastructure implementation) and are an implementation tool for shared public / private development funding and finance commitments together with performance obligations. Due to the lack of any publicly owned properties in the project area as well as limited public financing mechanisms, Prosper does not recommend pursuing any Development Agreement for particular sites within the project area at this time. Prosper Portland stands prepared to join BPS and PBOT in briefings to the community and City Council regarding our recommendation at this time.

**C: Northwest Portland Opportunities and Challenges Report,
EcoNorthwest**

This page is intentionally blank.

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

April 26, 2021

Prepared for: City of Portland Bureau of Planning and Sustainability
City of Portland Bureau of Transportation

Final Report

ECONorthwest
ECONOMICS • FINANCE • PLANNING

KOIN Center
222 SW Columbia Street
Suite 1600
Portland, OR 97201
503-222-6060

This page intentionally blank

Table of Contents

1. EXECUTIVE SUMMARY	1
2. PROJECT PURPOSE	2
3. OVERVIEW OF PROCESS	3
RELATIONSHIP TO THE URBAN DESIGN PROCESS	3
SUMMARY OF LAND USE SCENARIOS EVALUATED	8
4. KEY FINDINGS	9
SUMMARY OF SCENARIO RESULTS	9
5. ANALYSIS APPROACH AND METHODOLOGY	12
ZONING DESIGNATIONS AND DEVELOPMENT PROTOTYPES	13
ZONING DESIGNATIONS ANALYZED BY LAND USE SCENARIO	15
EVALUATING DEEPER AFFORDABLE HOUSING TARGETS	18

This page intentionally blank

1. Executive Summary

This report analyzes the potential development outcomes of four different land use and urban design scenarios for the Northwest Portland portion of the Montgomery Park to Hollywood Transit and Land Use Development Strategy. The purpose of this analysis is to understand how the impacts and implications of different land use scenarios and development outcomes could respond to expanded transit service through an extension of the existing Northwest Streetcar alignment. While development would occur under all of the four land use scenarios evaluated, the outcomes for commercial development, residential development, and value created to fund public benefits varies between the scenarios.

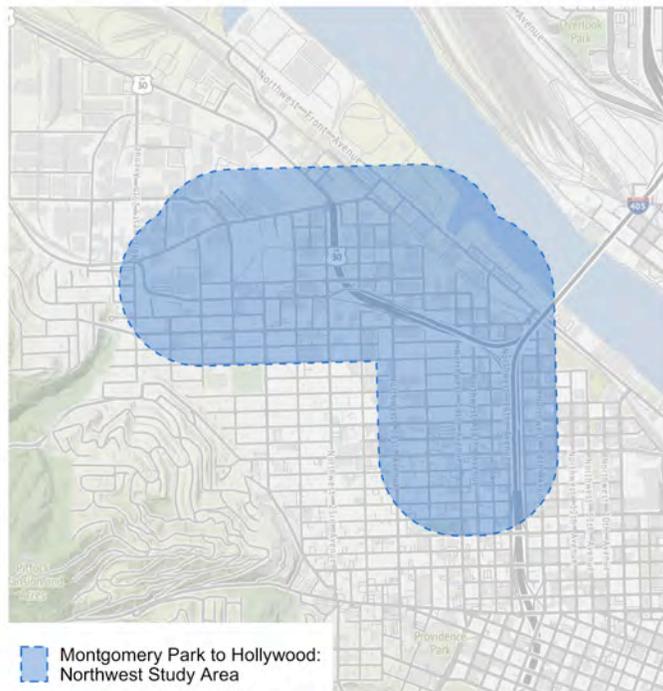
- Development of industrial, employment, mixed-use, and residential prototypes are all feasible at varying levels in the study area
- Low density traditional industrial development types have limited feasibility in the study area due to a combination of relatively low rents and high existing land values
- All urban design and land use scenarios generated residual land value that could be captured to support public benefits
- The mixed-use land use scenario resulted in the least amount of industrial job growth and created the most amount of residual land value through land use changes
- The enhanced industrial results indicate industrial job growth similar to that of the employment scenario but results in the lowest residual land value created of the scenarios that could be available to capture for public benefits.
- The Mixed-Use Scenario creates the most amount of residual land value from land use changes that could be captured to fund public benefits and also results in the least number of jobs created in the district due to the introduction of residential allowances, which compete for land and limit the growth of industrial and office jobs.
- The hybrid enhanced industrial and mixed-use scenario best balances goals for limiting impacts to industrial employment in the district, allowing transit-supportive development to serve future streetcar service, and increasing the supply of affordable housing through the Inclusionary Housing Program.
- Increasing the height maximum to 75 feet to allow for seven-story development in the mixed-use zoned portions of the study area increases development feasibility, affordable and market rate housing production, and the potential for community benefits.
- Deeper affordable housing set-aside targets above 12% of units at 60% AMI create development financing challenges where project revenues cannot support debt service requirements. Deeper affordable housing requirements would cause feasibility challenges without incentives to support increase in net operating income.

2. Project purpose

The purpose of this analysis is to understand how land use policy alternatives play out in different market conditions and zoning designations in response to the introduction of streetcar in Northwest Portland. This analysis was structured to highlight the outcomes of land use scenarios and provide information to help the City of Portland answer the following questions:

- How much development of different types is feasible for the alternative land use scenarios?
- What are the tradeoffs associated with changing land use allowances in the Northwest District?
- What level of change for employment and housing could be possible in the district if zoning permitted higher density employment and residential uses and development?
- What are the impacts of development under the different land use scenarios to existing industrial employment in the district?
- How much value (defined as residual land value) is created from zoning changes in the land use scenarios?
- How much value (defined as residual land value) could be captured in the district from land use changes that could help support public benefits?

Figure 1. Montgomery Park to Hollywood – Northwest Study Area Boundaries



Source: ECONorthwest

3. Overview of Process

The development feasibility and land use outcomes analysis was structured to evaluate various land use and urban design scenarios in collaboration with the consultant team urban design lead Perkins+Will, city staff from the Bureau of Planning and Sustainability and the Bureau of Transportation, and the Montgomery Park to Hollywood Project Working Group. In September 2019 the City of Portland published the Northwest Portland Streetcar Extension and Land Use Alternatives Analysis that summarized preliminary findings about how land use changes and streetcar investment might support economic development, equity, and climate change goals, including the potential creation of affordable housing and job sites. This city-led analysis identified preliminary questions and trade-offs around streetcar investment and land use changes in Northwest Portland that became the basis for further evaluation of streetcar alignment and land use decisions.

Figure 2. Spectrum of Potential Land Use Changes



Source: City of Portland Bureau of Planning and Sustainability

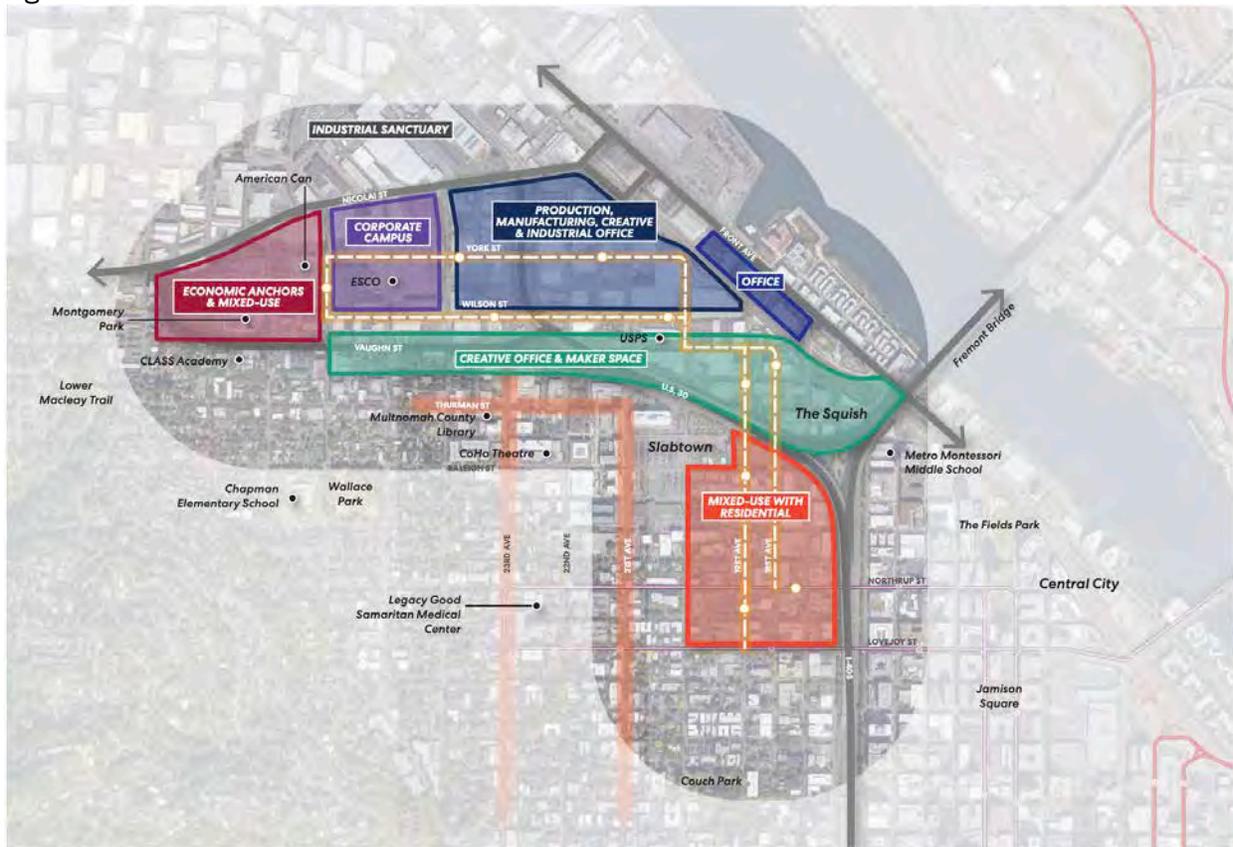
Relationship to the Urban Design Process

Perkins+Will developed three initial urban design concepts to further explore urban form, transportation, and public realm outcomes for each of the land use scenarios in Northwest Portland. Perkins+Will built on the land use scenarios previously analyzed by City of Portland staff with a deeper dive into block and site level impacts of transportation investments and land use changes to identify opportunities to integrate different land use scenarios from various streetcar alignment options.

Urban Design Scenario 1: Enhanced Industrial

The intent of the enhanced industrial scenario was to evaluate an industrially focused land use pattern that allows for more flexibility for industrial uses, introduces the concept of transit streets to the district, and allows for more intense employment uses than currently allowed in around the ESCO site.

Figure 3. Enhanced Industrial Scenario

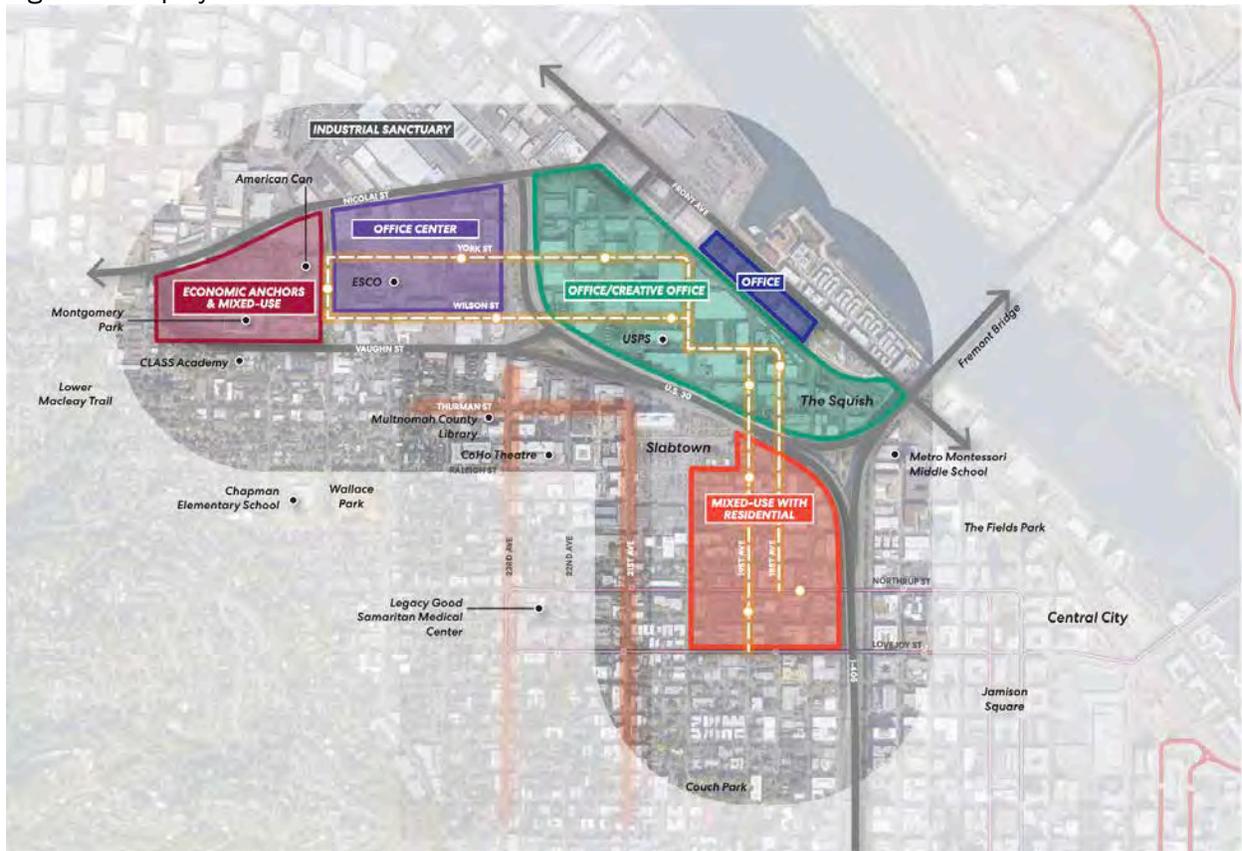


Source: Perkins+Will

Urban Design Scenario 2: Employment

The intent of the employment scenario was to evaluate a denser employment-focused land use pattern that allows for higher density employment uses, broader office allowances across the district. This scenario also introduces a more focused pedestrian environment with public spaces connecting the district.

Figure 4. Employment Scenario

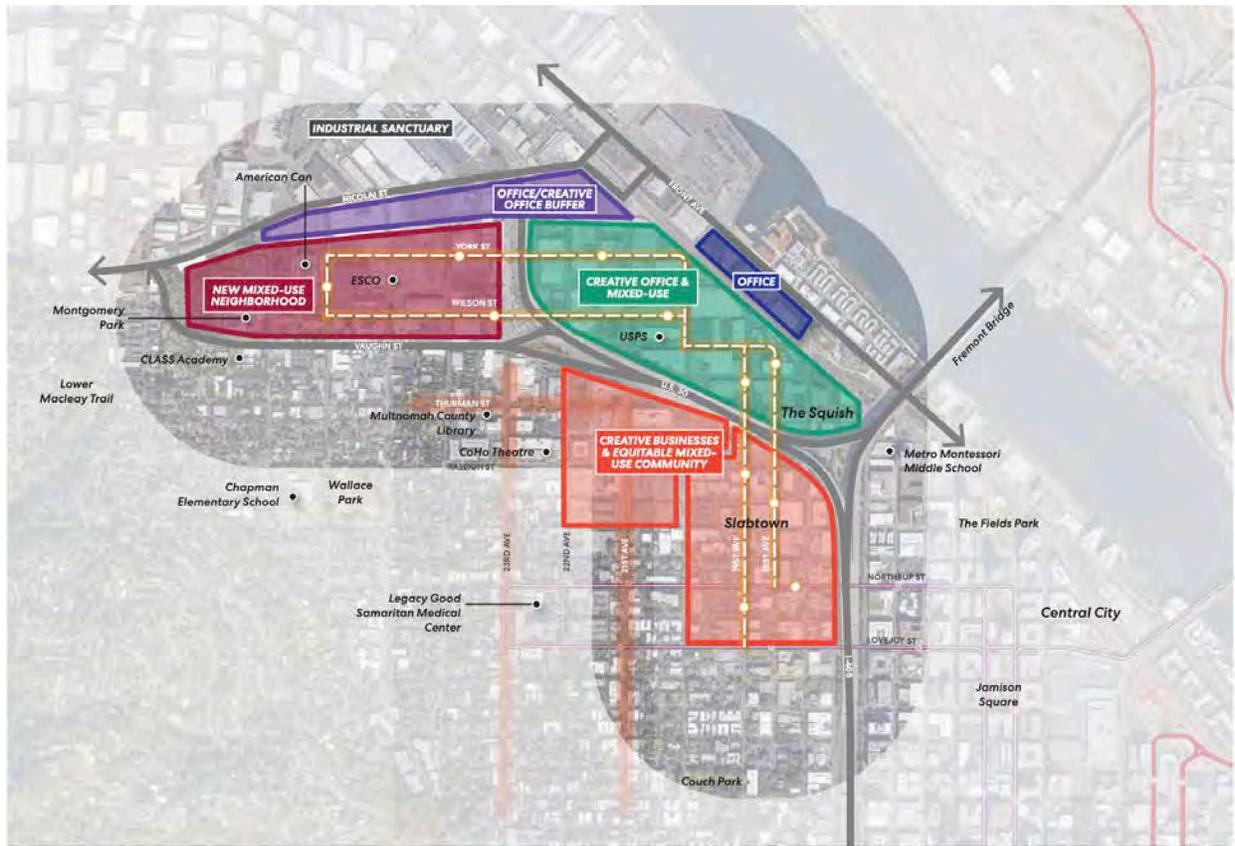


Source: Perkins+Will

Urban Design Scenario 3: Mixed-Use Scenario

The intent of the mixed-use scenario was to evaluate a land use pattern that allows for residential and mixed-use development more broadly throughout the district, a focus on optimizing residential allowances to leverage more affordable housing, and adds a broader variety of public spaces and community facilities.

Figure 5. Mixed-Use Scenario



Source: Perkins+Will

Urban Design Scenario 4: Hybrid Industrial and Mixed-Use Scenario

A fourth “hybrid” scenario was also developed as an outcome of initial evaluation of the previous three scenarios. The intent of the hybrid industrial mixed-use scenario was to evaluate a land use pattern that allows for residential and mixed-use development west of NW 23rd Avenue while maintaining a primary industrial land use function in the portion of the study area east of Highway 30. This scenario focuses the areas of change around Montgomery Park and the ESCO site.

Figure 6. Hybrid Industrial and Mixed-Use Scenario



Source: Perkins+Will

Summary of Land Use Scenarios Evaluated

This land use and development analysis evaluated, within the study area, the cumulative impacts of land use changes between the four urban design scenarios in addition to a baseline scenario that reflects current Comprehensive Plan and zoning designations. Detailed information about the zoning designations used to evaluate the land use scenarios and development prototypes evaluated within zoning designations is available in Table 3 and the Analysis Approach and Methodology section of this report.

Baseline Scenario – This scenario evaluated the development outcomes of existing zoning throughout the study area. The baseline scenario was the comparison by which all other land use scenarios were evaluated. This scenario represents a predominantly industrial zoning pattern in the area north of NW Vaughn Street and includes IH, IG, EG, and EX zones. The baseline scenario represents development outcomes that are market feasible under existing zoning, not current employment or housing units on the ground in the study area today.

Enhanced Industrial Scenario – This scenario evaluated an industrial-focused zoning pattern but allowed more flexibility for creative office in the industrial zones. The enhanced industrial allowances evaluated are based of the current IG zone allowances in the Central Eastside developed for the Southeast Quadrant Plan and the Central City 2035 Plan.

Employment Scenario – This scenario evaluated more intense employment uses including modified office allowances in existing IG zones and increased density to support traditional and campus office type uses on larger sites throughout the study area. This scenario evaluated a mix of EG-type zoning mapped throughout the study area. A more intense EX-type zone with no housing allowed was evaluated for the ESCO site and surrounding area.

Mixed-Use Scenario – This scenario evaluated a broader mix of uses including residential, office, retail, and industrial. This scenario allowed residential uses broadly throughout the district with limitations on residential development for areas adjacent to NW Nicolai Street and between the rail line and NW Front Avenue. This scenario evaluated a broader mix of CM2, CM3, and EX-type zones that were mapped more broadly across the study area.

Hybrid Mixed-Use and Industrial Scenario – This scenario tested a hybrid of the Enhanced Industrial Scenario and the Mixed-use Scenario. In this scenario, the area North of I-405 and East of Highway 30 was limited to enhanced industrial allowances, including industrial office allowances, while the remainder of the study area bounded by NW Vaughn Street, NW Nicolai Street, and Highway 30 was evaluated using mixed-use and residential prototypes. This scenario evaluated a mix of industrial and mixed-use zones including IG, EG, CM2, CM3, and EX. This scenario also evaluated higher height allowances for the EX zone in the core areas of the ESCO and Montgomery Park parcels that would allow up to seven story developments within a maximum height of 75 feet.

4. Key Findings

For each of the scenarios evaluated, we summarized the total development outcomes including residual land value created, impact to jobs by type, change in housing production, and affordable units produced under an inclusionary housing program. These numbers represent what we call market supportive capacity. In other words, if unlimited market demand under each of these scenarios existed today, this is a realistic range of development outcomes that could be supported under current market conditions. Summarizing development impacts in this way allows staff, community stakeholders, and decisions makers to weigh the relative trade-offs of each land use scenario by comparing outcomes. For example, the residual land value created totals represent the increment of land value that is created from land use changes that can potentially be captured to fund public benefits. The results of this analysis are summarized in Tables 1 and 2 below.

Summary of Scenario Results

Enhanced Industrial Scenario –The Enhanced Industrial Scenario creates the least amount of residual land value, \$22 million, of all the scenarios evaluated. The Enhanced Industrial Scenario creates the second highest number of new jobs split mostly between office and industrial sectors. This scenario creates 930 additional industrial jobs through intensification of existing zones that are still broadly limited to industrial uses. Additionally, there are over 1,390 office jobs forecast in this scenario that are the result of the zoning allowances for office and industrial office uses.

Employment Scenario– The Employment Scenario creates the second least amount of land residual value, \$60 million, of all the scenarios evaluated. The Employment Scenario creates the most jobs of all the scenarios evaluated with nearly 2,370 new jobs, 58 percent of which are in office sectors. This scenario also sees an increase in industrial jobs, 930 new jobs, due to the increased allowances in the enhanced industrial type zoning east of Highway 30. This scenario also adds 820 new residential units from the introduction of allowances for mixed-use and residential development on the north side of Vaughn between 23rd and 27th.

Mixed-Use Scenario – The Mixed-Use Scenario creates the most amount of residual land value, \$150 million, from land use changes that could be captured to fund public benefits. The Mixed-Use Scenario also creates the most amount of new market rate and affordable units under the inclusionary housing program.

However, this scenario sees the least amount of total job creation in the district. The small increase in jobs and employment development are the result of current industrial uses being redeveloped for residential and mixed-uses. Additionally, when redevelopment does occur, new jobs are more likely to be limited to ground floor commercial uses that are likely to be home to service sector jobs such as retail, personal services, or restaurants but could accommodate office and institutional jobs.

Hybrid Mixed-Use and Industrial Scenario – The Hybrid Mixed-Use and Industrial Scenario creates the second highest amount of residual land value, \$103 million, that could be captured for community benefits. This scenario generates 2,030 new market rate residential units in addition to 190 affordable units through the inclusionary housing program.

While this scenario creates 1,790 new jobs, a lot of which are in retail, personal services, and restaurants, it also sees a moderate increase to the total number of industrial jobs in the district. Notably, by excluding residential allowances in the area east of Highway 30 and allowing for intensification of industrial uses in current IG1 zones in combination with applying mixed-use allowances to larger sites on the west side of the study area, this scenario has a moderate net impact to the industrial jobs in the district.

Table 1: Land Use Scenario Results (Net Changes from Baseline Zoning)

	Enhanced Industrial Scenario	Employment Scenario	Mixed Use Scenario (10% set-aside)	Hybrid Industrial and Mixed Use (10% set-aside)
Residual Land Value	\$22 M	\$60 M	\$150 M	\$103 M
Industrial Jobs	930	930	250	560
Office Jobs	1,390	1,390	490	960
Retail / Restaurant Jobs	10	50	340	270
Net Job Changes	2,330	2,370	1,080	1,790
Market Rate Housing Unit Changes	190	820	3,110	2,030
Net Affordable Unit Changes	20	50	315	190

Table 2. Land Use Scenario Results (Total Values for Each Scenario Evaluated)

	Baseline	Enhanced Industrial Scenario	Employment Scenario	Mixed Use Scenario (10% set-aside)	Hybrid Industrial and Mixed Use (10% set-aside)
Residual Land Value	\$607 M	\$629 M	\$667 M	\$757 M	\$710 M
Industrial Jobs	370	1,300	1,300	630	930
Office Jobs	550	1,940	1,940	1,040	1,510
Retail / Restaurant Jobs	400	410	450	730	660
Market Rate Housing Units	10,810	10,990	11,630	13,920	12,840
Affordable Housing Units	940	960	990	1,250	1,130

This analysis also evaluated the impact of increasing the height maximum allowed in the EX zone in the study area in both the Mixed Use and Hybrid Industrial and Mixed Use Scenarios to be aligned with the height bonus option in the CM3 zone. This additional height analysis evaluated allowing development prototypes to access heights up to 75 feet compared to 65 feet in the EX base zone allowances. Increasing the height maximum results in an increase in the residual land value as well as an increase in housing units that are feasible to produce under current market conditions. Allowing buildings up to 75 feet in all scenarios allows a more feasible development type, five-over-two podium development, than what is allowed in 65-foot height maximum. While six-story buildings are permitted and physically possible within a 65-foot height maximum, in most cases a five-story development is identified as the most feasible development type. Allowing additional height up to 75 feet to get to seven-story development improves feasibility and development outcomes across the study area.

Table 3: Scenario Results Comparing a Height Increase to 75 Feet (Net Changes from Baseline Zoning)

	Mixed Use Scenario (10% set-aside)	Mixed Use Scenario (10% set-aside) – more height	Hybrid Industrial and Mixed Use (10% set-aside)	Hybrid Industrial and Mixed Use (10% set-aside) – more height
Residual Land Value	\$150 M	\$186 M	\$103 M	\$140 M
Industrial Jobs	250	250	560	560
Office Jobs	490	490	960	960
Retail / Restaurant Jobs	340	560	270	480
Net Job Changes	1,080	1,300	1,790	2,000
Market Rate Housing Unit Changes	3,110	6,130	2,030	5,060
Net Affordable Unit Changes	315	670	190	550

5. Analysis Approach and Methodology

ECONorthwest utilized MapCraft labs to run financial pro formas to test the impact of changes to zoning and land use allowances within the study area defined as ¼ mile from the proposed Northwest Industrial streetcar alignment. To do this, we modeled development prototypes which conform to various land uses and entitlements currently present in the study areas. We will also model prototypes that conform to potential future entitlements in the study areas for the sensitivity testing of alternative scenarios. The analysis area for Scenario 4 is based on the original study area used for the initial three scenarios and is valid as a point of comparison because only the changes in land use were evaluated between scenarios. Additional analysis would need to be conducted to analyze full development outcomes with a revised study area based on a new transit alignment.

To understand the impact to development, given the factors of the alternative scenarios, our pro forma models evaluated changes to the *residual land value* (RLV) of the prototypes under both the existing zoning allowances (base scenario) and potential future zoning scenarios defined by the Perkins+Will urban design concepts and in discussion with City of Portland staff. RLV is an estimate of what a developer would be able to pay for land given the property’s income from

leases or sales, the cost to build as well as operate the building, and the investment returns needed to attract capital for the project. In other words, it is the budget that developers have remaining for land after all the other development constraints have been analyzed. While there are other quantitative methods for calculating value created from land use changes and calibrating public benefit requirements, such as an internal rate of return (IRR) threshold approach, all of the potential methods share drawbacks regarding the quality of inputs and sensitivity to those inputs. An advantage of the RLV approach is that it does not rely on land prices as an input. Rather, observed land prices can be compared with the model outputs to help calibrate the model and ensure it reflects reality. The residual land value results presented in this memo are the true residuals after subtracting the Multnomah County Assessor's estimates of real market value on each parcel.

We used RLV to identify the prototypical development with the highest value for each site in the study area. This reflects the likely market conditions where land will sell to whichever developer is able to pay the highest price. As a second filter for site level development feasibility, we applied debt service coverage thresholds to identify if projects could overcome financing requirements, even with positive RLVs. The RLV analysis is an estimate of the feasibility for the market to produce housing and commercial space – it is used to compare policy choices but does not produce a precise answer for every site due to variations in property conditions and property owner decisions. It is best to use these results to understand the direction and scale of policy choices relative to desired outcomes (e.g. more affordable housing or less impact on industrial jobs). The outputs of this analysis are not intended to be the final recommendation, but to help ground future recommendations and policy decisions in the context of market realities and how private investment decisions are made.

Additionally, this analysis relies heavily on recent trends and observed development within and around the study area. The near and mid-term impacts of COVID-19 on investment in residential and commercial development are unclear but will affect how and when the scenarios evaluated in this analysis might be realized. It is important to understand that there is still long-term demand for residential and commercial development in the City of Portland and that the location of the study area along with investment in infrastructure and public-realm improvements make the area well positioned for longer term investment.

Zoning Designations and Development Prototypes

ECONorthwest worked with city staff to identify the zoning designations that could implement the urban design scenarios. City of Portland Bureau of Planning and Sustainability provided information to translate the urban design concepts to zoning designations, floor area ratio (FAR) allowances, and heights that were used to develop the development prototypes that were evaluated. These development prototypes represent a typical development that could occur in zones throughout the district and under all land use scenarios. This analysis also evaluated both base and bonus FAR, density, and height bonuses by zone as applicable. Development prototypes that reflect bonus allowances account for current inclusionary housing obligations.

Table 4: Zones from all scenarios plus respective prototypes evaluated

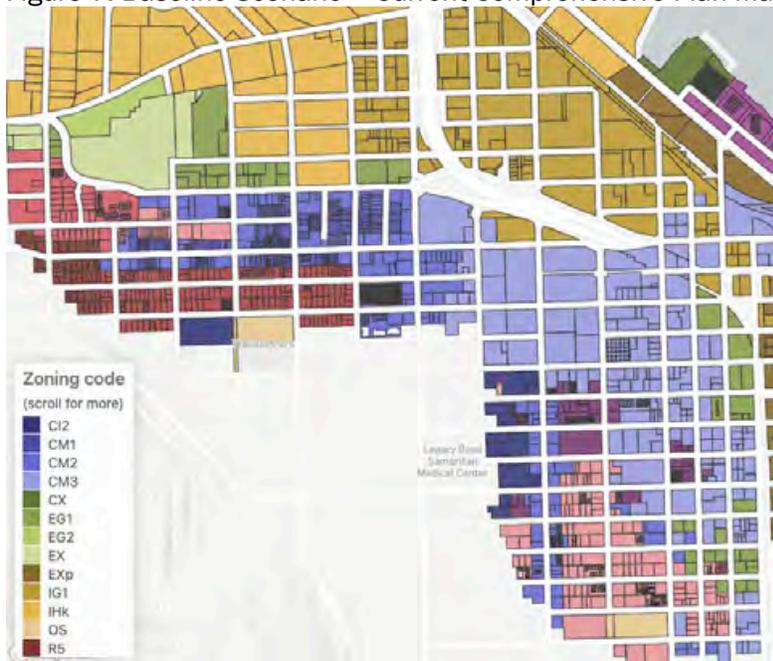
Zone	Prototypes allowed by base entitlements	Prototypes allowed by bonus entitlements
IH	Traditional low-rise industrial: warehouse and manufacturing 1 story, 0.6 FAR	N/A
IG1	Traditional low-rise industrial: warehouse, manufacturing, and flex 1 story, 0.6 FAR	N/A
IG1 Central City – IG1 zone with industrial office allowance	Traditional low-rise industrial: warehouse, manufacturing, and flex; Central City office; urban flex 4 stories, 3.4 FAR	N/A
EG1	Traditional low-rise industrial: warehouse, manufacturing, and flex; urban flex; low-rise office 6 stories, 2.1 FAR	N/A
EG2	Traditional low-rise industrial: warehouse, manufacturing, and flex; urban flex; low-rise office 6 stories, 2.1 FAR	N/A
EX	Traditional low-rise industrial: warehouse, manufacturing, and flex; urban flex; low-rise office; low to mid-rise residential 6 stories, 2.1 FAR – Flex 4 stories, 3.4 FAR – CC Indus.	Traditional low-rise industrial: warehouse, manufacturing, and flex; urban flex; low-rise office; low to mid-rise residential 5 stories, 4.6 FAR
EX - Pearl district height/FAR	Traditional low-rise industrial: warehouse, manufacturing, and flex; urban flex; low-rise office; low to mid-rise residential 6 stories, 2.1 FAR – Flex 4 stories, 3.4 FAR – CC Indus.	Traditional low-rise industrial: warehouse, manufacturing, and flex; urban flex; low to high-rise office; low to high-rise residential 10 stories, 9.3 FAR
EX – no housing	Traditional low-rise industrial: warehouse, manufacturing, and flex; Central City office; urban flex; low-rise office 6 stories, 2.1 FAR – Flex 4 stories, 3.4 FAR – CC Indus.	Traditional low-rise industrial: warehouse, manufacturing, and flex; Central City office; urban flex; low-rise office 6 stories, 3.4 FAR - Flex 5 stories, 4.4 FAR – CC Indus
EX – 7 stories (testing height bonus allowed in EX zone)	Traditional low-rise industrial: warehouse, manufacturing, and flex; Central City office; urban flex; low-rise office 6 stories, 2.1 FAR – Flex 4 stories, 3.4 FAR – CC Indus.	Traditional low-rise industrial: warehouse, manufacturing, and flex; Central City office; urban flex; low-rise office 7 stories, 6.5 FAR – MU Res
CM1	Low-rise residential; low-rise office 3 stories, 1.3 FAR	Low-rise residential; low-rise office 3 stories, 2.0 FAR
CM2	Low to mid-rise residential; low-rise office 4 stories, 2.1 FAR	Low to mid-rise residential; low-rise office 5 stories, 4.0 FAR
CM3	Low to mid-rise residential; low-rise office 4 stories, 2.1 FAR	Low to mid-rise residential; low-rise office 5 stories, 4.6 FAR

CX	Low to mid-rise residential; low-rise office 4 stories, 1.6 FAR	Low to mid-rise residential; low to mid-rise office 8 stories, 7.6 FAR
RM1	Low-rise residential 2 stories, 1 FAR	Low-rise residential 3 stories, 1.3 FAR
RM2	Low-rise residential 3 stories, 1.3 FAR	Low to mid-rise residential 4 stories, 2.1 FAR
RM3	Low-rise residential 4 stories, 1.6 FAR	Low to mid-rise residential 4 stories, 2.1 FAR
RM4	Low to mid-rise residential 5 stories, 4.0 FAR	Low to mid-rise residential 5 stories, 4.6 FAR
RX	Low to mid-rise residential 4 stories, 1.6 FAR	Low to mid-rise residential 7 stories, 6.5 FAR

Zoning Designations Analyzed by Land Use Scenario

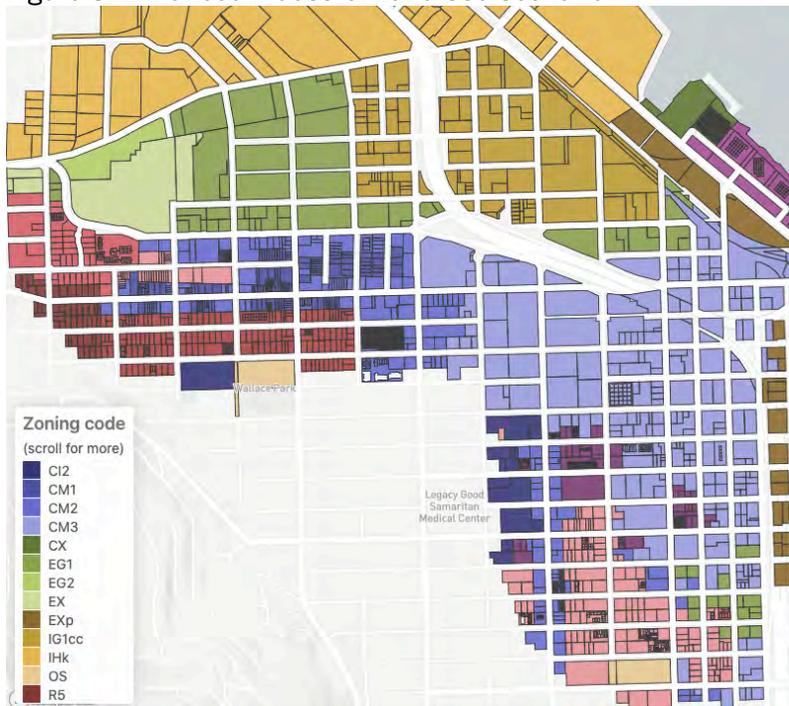
For all of the land use scenarios, we tested numerous development prototypes within each of the zoning allowances for each scenario. For example, in the mixed-use scenario we evaluated multiple development prototypes (e.g.-three story wood frame construction, podium, and steel/concrete towers) and multiple land uses (e.g.- mixed-use, residential, and office uses all within a single type of development) across a range of mixed-use zones including CM2, CM3, and EX zones. Similarly, we tested prototypes for industrial and employment focused development in the IH, IG, and EG zones across all land use scenarios. The following maps in this section identify the zoning designations that were analyzed for each land use scenarios.

Figure 7. Baseline Scenario – Current Comprehensive Plan Map and Zoning



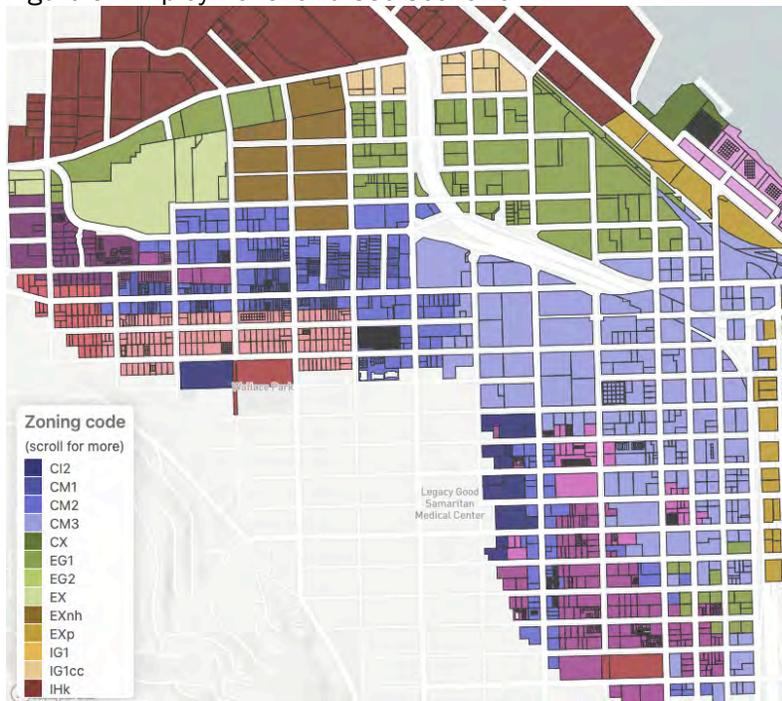
Source: ECONorthwest

Figure 8. Enhanced Industrial Land Use Scenario



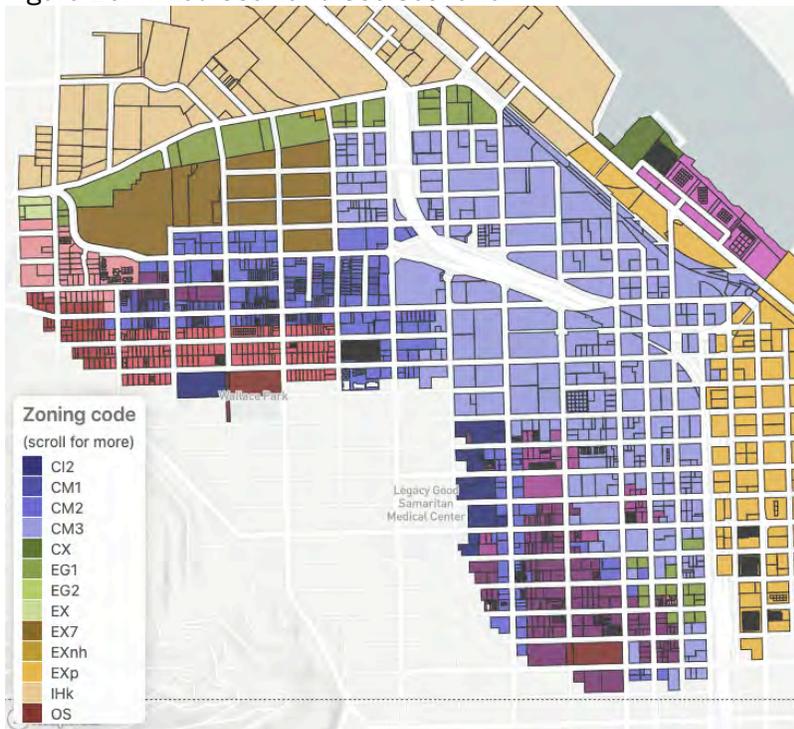
Source: ECONorthwest

Figure 9. Employment Land Use Scenario



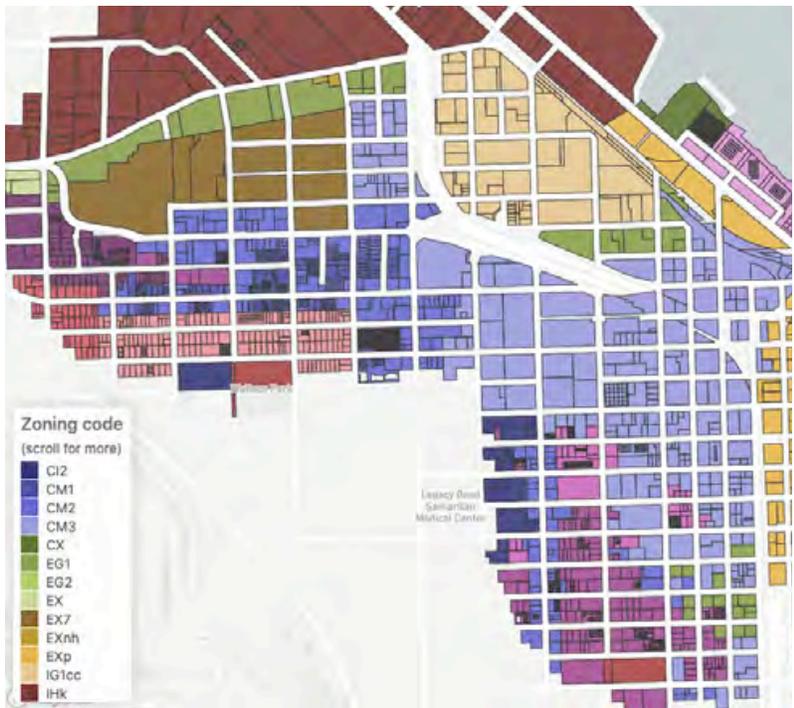
Source: ECONorthwest

Figure 10. Mixed-Use Land Use Scenario



Source: ECONorthwest

Figure 11. Hybrid Industrial and Mixed-Use Land Use Scenario



Source: ECONorthwest

Evaluating Deeper Affordable Housing Targets

We also evaluated multiple affordable housing targets under modifications to the existing inclusionary housing program. Increases in affordable housing set-aside requirements results in less development occurring overall and the scale at which development occurs that impacts both the amount of total housing units expected to be built as well as the number of jobs that are created in each scenario. We found that a 12% set-aside at 60% MFI was the highest outcome scenario for a district specific proposal that maximizes affordable housing through an existing program (Portland Inclusionary Housing Program) while still generating financial returns for site-specific development.

We found that, based on the debt financing assumptions (70% LTC, 6% interest rate), a 15% set-aside reduces the revenue, and subsequent net operating income, to a point that some projects cannot cover the debt service on the loan. At a 12% set-aside, the revenue from the mixes of income levels can still support the annual debt service payment, assuming the same debt financing parameters.

This analysis also evaluated the impact of increasing the height limit allowed in the EX zone in the study area in both the Mixed Use and Hybrid Industrial and Mixed Use Scenarios to be aligned with the height bonus option in the CM3 zone. Increasing the height maximum results in an increase in the residual land value as well as an increase in housing units that are feasible to produce under current market conditions.

Table 5: Affordable Housing Results (Net Changes from Baseline Zoning for Affordable Housing Targets)

	Mixed Use Scenario (10% set-aside)	Mixed Use Scenario (12% set-aside)	Mixed Use Scenario (15% set-aside)	Hybrid Industrial and Mixed Use (10% set-aside)	Hybrid Industrial and Mixed Use (12% set-aside)
Residual Land Value	\$150 M	\$99 M	\$14 M	\$103 M	\$58 M
Industrial Jobs	250	250	250	560	560
Office Jobs	490	490	490	960	960
Retail / Restaurant Jobs	340	270	180	270	490
Net Job Changes	1,080	1,010	930	1,790	1,740
Market Rate Housing Unit Changes	3,110	2,100	930	2,030	1,170
Net Affordable Unit Changes	315	410	590	190	280

Source: ECONorthwest

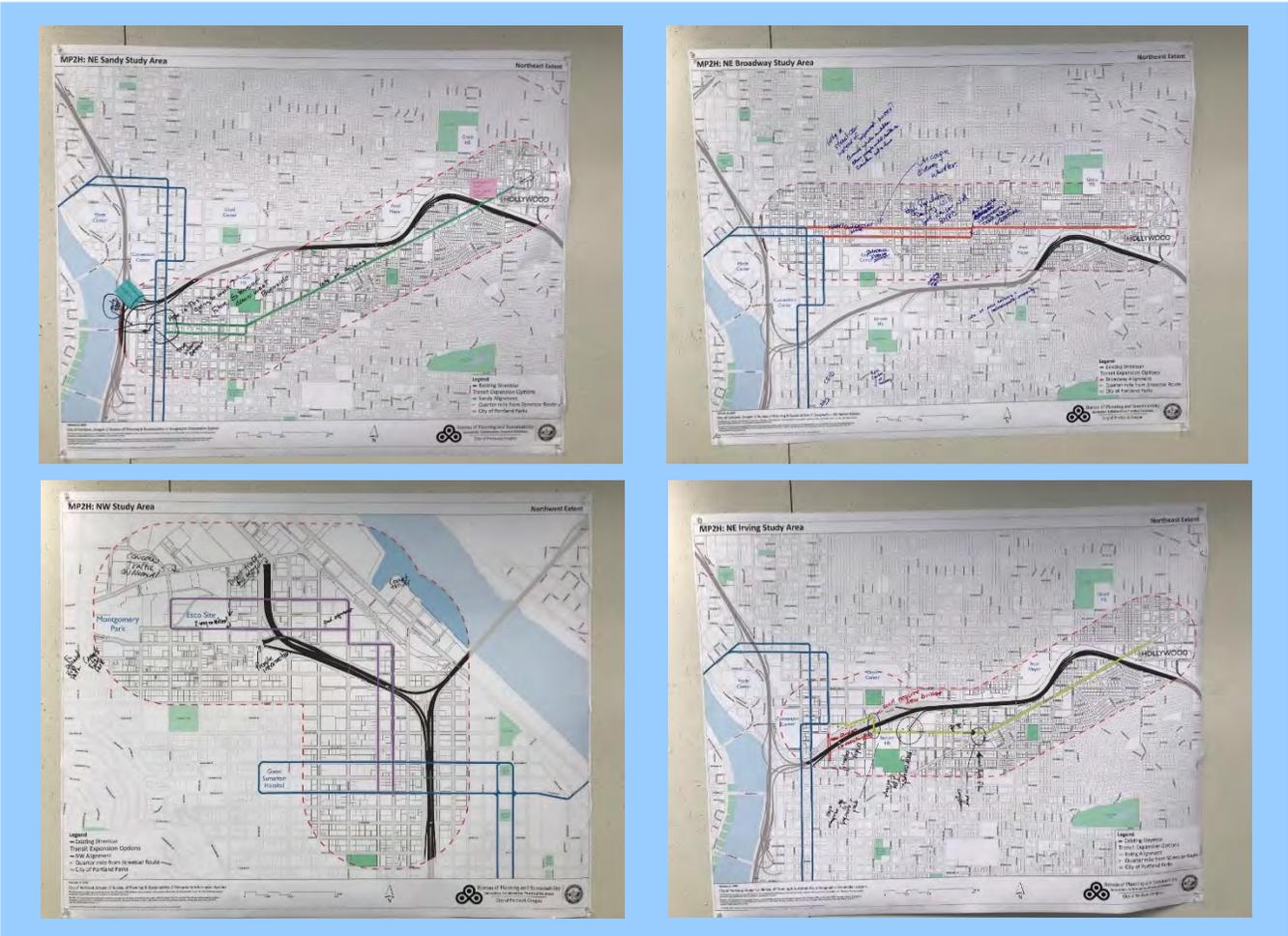
Table 6: Affordable Housing Results from a Height Increase to 75 Feet (Net Changes from Baseline Zoning for Affordable Housing Targets)

	Mixed Use Scenario (10% set-aside) – more height	Mixed Use Scenario (12% set-aside) – more height	Hybrid Industrial and Mixed Use (10% set-aside) – more height	Hybrid Industrial and Mixed Use (12% set-aside) – more height
Residual Land Value	\$186 M	\$125 M	\$140 M	\$84 M
Industrial Jobs	250	250	560	560
Office Jobs	490	490	960	960
Retail / Restaurant Jobs	560	490	480	440
Net Job Changes	1,300	1,230	2,000	1,960
Market Rate Housing Unit Changes	6,130	5,080	5,060	4,150
Net Affordable Unit Changes	670	810	550	670

Source: ECONorthwest

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

March 2, 2020 Open House: *Public Comments Summary Draft*

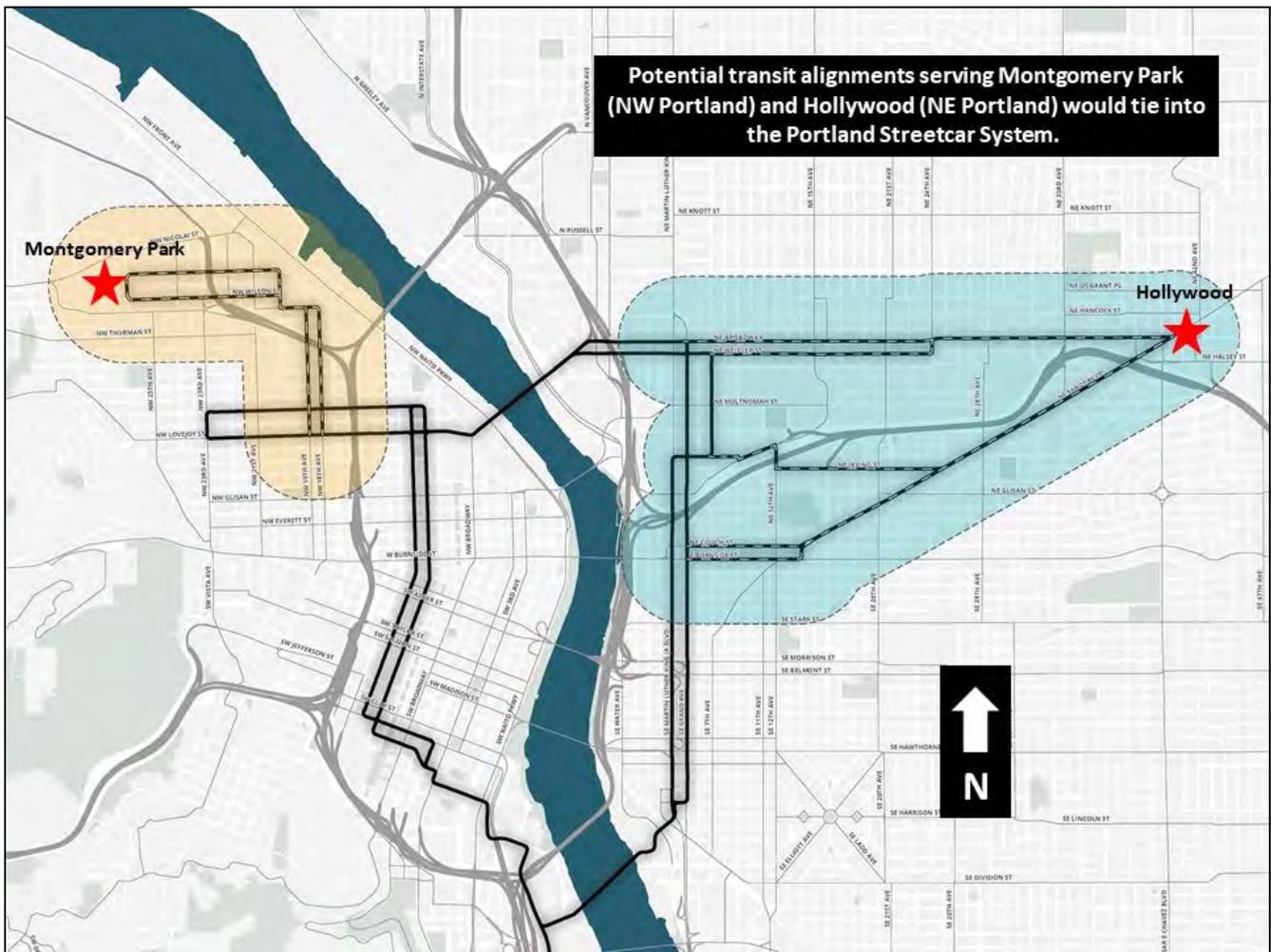


May 2020



Background

The Montgomery Park to Hollywood Transit and Land Use Development Strategy (MP2H) will study opportunities to create an equitable development plan for transit-oriented districts in NW Portland and NE Portland. The MP2H study will identify land use and urban design, economic development, and opportunities for community benefits possible with a transit-oriented development scenario - including a potential streetcar extension - in these areas. The project will also consider how such opportunities could support the City's racial equity, climate justice, employment and housing goals. The work is funded in part by a Federal Transit Administration (FTA) grant.



Public Open House #1

A public open house to share information about the project and collect initial public feedback was held on March 2, 2020 at the Metro Regional Center. Staff from BPS, PBOT and Prosper Portland were available to provide information and collect feedback from meeting attendees. Meeting materials included a series of informational board that summarized key existing conditions and outlined project goals. Existing conditions

information can be found in the project Existing Conditions report available on the project website: <https://beta.portland.gov/bps/mp2h>. Project goals are listed below.

Planning Goals for MP2H

- Support Portland’s 2035 Comprehensive Plan and Climate Action Plan goals for improving economic prosperity, human and economic health, equity and resilience, and for reducing carbon emissions.
- Focus growth in centers and corridors with high levels of services and amenities.
- Increase opportunities for employment and housing, particularly middle-wage jobs and affordable housing.
- Improve access to affordable housing, middle-wage jobs, nature and recreation through high quality, reliable, and frequent transit service and other multi-modal options.
- Ensure that under-served and under-represented communities and those potentially most impacted from land use and transportation proposals have an opportunity to meaningfully participate in the planning process, and benefit from project outcomes.
- Advance equitable outcomes by developing community benefits strategies to accompany land use decisions and transportation investments.

NW Study Area Objectives:

- Engage community and stakeholders in development of specific proposals.
- Consider opportunities for transformative place-making in study area.
- Identify specific land use approaches - uses, zoning, design, etc.
- Identify transportation improvements to support land use direction.
- Develop specific land use and transportation implementation proposals.
- Develop specific community benefits approach to offset burdens.
- Hold public hearings with decision-makers to adopt changes and initiate implementation.

NE Study Area Objectives:

- Engage community members in high-level evaluation of options.
- Evaluate land use potential on alternative alignments.
- Consider transportation changes to optimize land use scenarios.
- Evaluate public/private support among alternatives.
- Consider community benefits approaches for future refinement.
- Develop land use concept recommendations for future refinement.
- Hold public hearings with decision-makers to acknowledge future directions.

What is in this Document?

This document contains the public feedback participants shared at the open house or via the virtual open house that was available online through March 23, 2020. Open House attendees were invited to share thoughts and feedback in two primary ways:

- 1) Participants were given a handout with several questions regarding equitable development, sustainability, and issues affecting each of the alignment study areas. This questionnaire was also available online in a virtual open house. Feedback on these questions is captured in this report.
- 2) Participants were asked to share thoughts and feedback about the alignments and issues on maps and notepads at several mapping stations at the event.

The following pages include participants' complete answers to each of the questions posed about the project and the alignments. Feedback from the mapping stations is also included. The comments from meeting and online /virtual workshop participants are *shown in italics*.

Summary themes, culled by staff from comments, are also provided preceding the participants/public comments where appropriate.

Equitable Development Questions

Summary Themes:

- Desire for a broad and inclusive mix of land uses, services, housing types and transportation options.
- Housing affordability is a key concern.

What does an equitable and sustainable neighborhood or district look like to you?

- *A place with lots of housing options (attached and detached, big and small, subsidized and market rate) intermixed with retail and parks. Linked by tree-lined streets comfortable for walking, biking, and accessing transit.*
- *A place where a high density of people of all incomes can thrive.*
- *Mixed use by mixed population. Mixed large and small business owners (not all owned by large businesses). Environmentally and socially sustainable for the long-term.*
- *A neighborhood with a diversity of housing styles and densities are affordable to a wide range of incomes, and one that has "main street" services within walking distance of area residents. In short, a "20-minute Neighborhood."*
- *Mixed housing types and prices, good public transport, useful services.*
- *A racially, ethnically, and economically diverse area that prioritizes walking and biking with excellent access to rapid public transit.*
- *Diverse, walkable, affordable, vital, active, with a variety of housing types, quality housing for all income levels, corner markets, trees and vegetation, modest scale, parks/plazas/public space, locally-owned businesses, low crime, multi-modal transportation options, quality public schools.*
- *An area with a mix of uses and housing types that meet the daily need of residents and employees.*
- *It's a squidgy term, but the city should do more for parks, sidewalks, and public transportation in poorer areas. It should be based on wealth, not race.*
- *These are two completely different concepts. Portland generally has no idea what it is talking about when it spouts platitudes about "equity". Equity in urban development suggests that housing types at a variety of price points are available and that race or other demographic factors, per se, don't limit a person's access to an area they can otherwise afford. It also suggests that during development displacement will not fall most heavily on those with the lowest incomes. The variety of price points, however, cannot be assured everywhere if the market is not to be ruinously over-regulated.*
- *A much better transit system is essential to allow access to employment areas from affordable parts of the city. It is an open question whether expanded streetcar service or other transit improvements are the most effective way to provide for equitable access to employment in the region.*

What are your greatest equity concerns in the study areas?

- *Rising housing costs: 80%*
- *Loss of Job Opportunity: 40%*
- *Loss of neighborhood businesses: 40%*
- *Change in neighborhood character: 10%*

Other thoughts:

- *The increasing number of homeless persons who cannot find permanent housing.*
- *Empty and/or underutilized land.*
- *Lack of access to walkable neighborhoods, i.e. a 10 minute neighborhood.*
- *The infill projects may be destructive to PDX neighborhoods. They certainly were in Albina.*
- *Current eastside residents using their political influence to screw up, delay or otherwise influence the process.*

What kind of investments & development would you like to see in the future?

- *More affordable housing: 100%*
- *Affordable commercial space 80%*
- *Opportunity for jobs 70%*
- *Financial tools for development: 20%*

Other thoughts:

- *Preservation of single-family housing stock while densifying.*
- *No financial tools for developers. They have been raking off the lions share for decades.*
- *Financial tools for affordable housing investment AND for seismic reinforcement of all types of buildings.*

- *A dense mixed use place, possibly an extension of the Pearl but better. It needs to have lower priced commercial rents - places that are accessible to non-chains.*
- *Job centers with mixed housing (affordable and market). Some public space (plaza, park, pedestrian zones).*
- *A mixed-use residential district similar to The Pearl.*
- *A mix of housing, commercial and even light industrial uses served by frequent service, electrical powered transit, i.e. Streetcar.*
- *Although zones predominantly for high intensity employment, a preferable use of land would also allow for residential and commercial use such as in the Pearl District.*
- *A mix of jobs that will provide good wages well-served by public transit.*
- *Just what you said.*
- *Given the high cost of new residential construction in the Portland metro area, it can almost not avoid being another enclave for high-income residents unless specific steps are taken to subsidize low-to-moderate income housing.*

What do you think about the future of industrial-focused land uses in the study area?

- *Industrial-focused land should be considered for other uses if it's vacant or underused and expected to be vacant or underused for the foreseeable future. Accessible, close-in land is precious and should not be locked into industrial uses.*
- *Industrial stuff can move farther away from downtown. Many of these sites are amazingly underutilized.*
- *Light industrial with low environmental impact is okay.*
- *I envision that north of Nicolai Street industrial would remain the dominant use. I hope, for strategic reasons important state-wide, that the fuel storage infrastructure is abandoned and moved to a location that is less vulnerable catastrophic seismic risk.*
- *Many are already gone...Graphic Arts Center, now a brewery?*
- *I always liked that fact that Bridgeport was smack dab in the middle of the Pearl District...too bad its gone. So, light industrial and office type employment fit well with housing and retail.*
- *I think it's likely that the industrial focus will wane over the next twenty-years or so and will be replaced with a new mixed use neighborhood.*
- *I don't see any reason to change the existing industrial areas which allow a variety of office and manufacturing jobs in a close-in location. We shouldn't be forcing these types of jobs to the suburbs.*
- *I don't understand the question.*
- *Industrial jobs have historically provided decent incomes for people without a college education. I fear that the proposed changes will ultimately drive industry out of this part of Portland, sending those decent working-class jobs with them. As it is, a great many of the people who work in those industrial jobs cannot afford to live in Portland itself and either commute from Vancouver or live in East County.*

Where in the study area would you like to see investment or development occur?

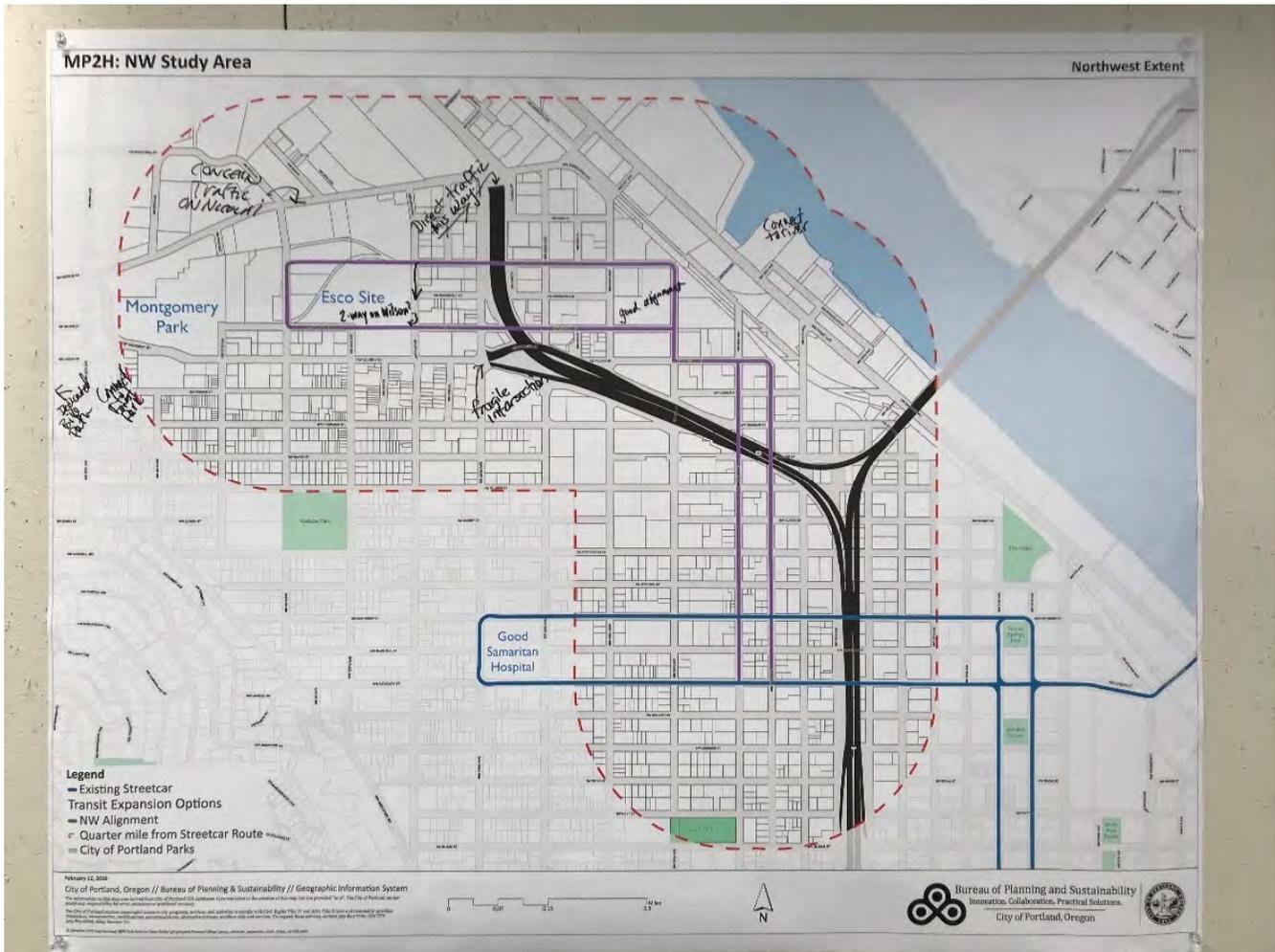
- *Everywhere, unless there's contamination or other issues that raise safety concerns that can't be immediately addressed.*
- *I'd like to see private investment throughout the study area. I don't want to see huge public investments.*
- *South of Nicolai street.*
- *Residential and mixed-employment uses south of Nicolai.*
- *Parking lots throughout the area should have at least 6 if not 10 stories of housing along the proposed Streetcar alignment.*

- *Development should be prioritized in areas with access to transit and bike infrastructure. Future development must include enhancements to both transit and bike infrastructure and improving the generally poor walking experience in the area.*
- *Upgrading of streets to serve employees that are currently undeveloped or in poor condition.*
- *If you are talking about buildings, it should happen where developers are willing to do it without handouts from the city.*
- *For one thing, avoid development in the Alphabet Historic District that would jeopardize contributing historic properties. That would push development north along the tracks and towards the Willamette River. Protect Willamette Heights from demolition and redevelopment.*

How can transportation improvements support your vision?

- *Streets need to prioritize walking, biking, and transit to provide affordable, sustainable options to access destinations.*
- *Streetcar could be a catalyst in these areas if coupled by a vision and zoning changes.*
- *Needs to have good connections to other parts of central city business districts.*
- *Streets in the area will need to be redesigned to support multi-modal functions with less emphasis on auto mobility. This is needed not only to support the envisioned higher density but also to reduce carbon emissions. Even if the auto fleet is all-electric, there is not enough capacity in the street network to support car use at today's levels.*
- *No question in my mind that Streetcar is a key catalyst for sustainable, mix used development. For years NE 7th & Holladay had parking even though a MAX stop was right there. Once the eastside Loop alignment was announced, investors planned and built 100s of housing units.*
- *The 15 and 77 provide decent access to the south side of the study area from the east, west, and downtown. There is a lack of access to the North side of the study area from transit and the area is effectively blocked off from the not-great 16 due to railroad tracks. A larger and fundamental problem with development in this area is the lack of a grid and pedestrian infrastructure especially North of Nicolai. The proposed streetcar does nothing to address these problems. The walkshed for the streetcar that includes where one can actually walk and not distance "as the crow flies" as depicted are not that different from the 15, 77, and 16, so it's hard to understand how this would improve transit access.*
- *See above. Good jobs will come to areas that have good infrastructure - transit, biking and walking facilities are needed.*
- *Improved bus service, with lower fares. Not the lousy streetcar- what a boondoggle.*
- *The key is increases in speed and frequency of transit options as well as more and better protected bike routes. Both of these can allow people to live farther from their employment as they seek out more affordable housing. Unfortunately, I don't believe that the Portland metro area has the political will to make the transportation investments required.*

NW Workshop Map Comments



- Concern traffic on Nicolai
- Dedicated bike path
- Connection to Forest park
- 2 ways on Wilson?
- Direct traffic this way (US 30W)
- Good alignment
- Connect to river

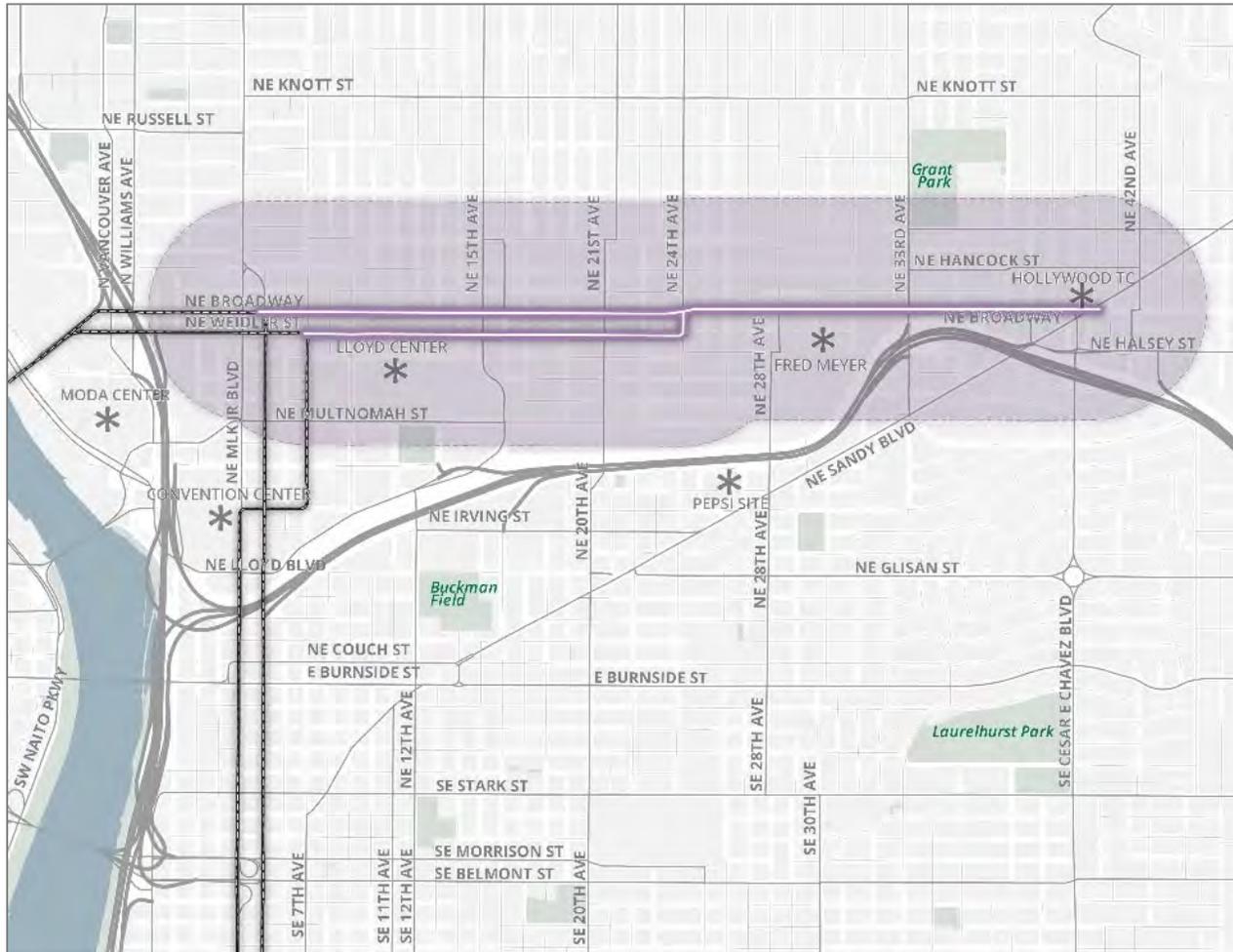
NW Workshop Notes

- Stay industrial
- Strong demand for industrial, low supply
- MP Slabtown/NWIA
- Slabtown – Park/square/pool
- Bus
- Streetcar

- *Land use transformation to more uses, including housing, office, retail along streetcar*
- *Fewer high paying jobs, inclusive jobs, more minimum wage, low income jobs*
- *Not flexible to growth and change*
- *Slow form of transportation*
- *Money per mile construction*
- *Too slow to build to keep up with modern new forms of transportation*

NE Broadway Study Area

This study area is generally zoned for mixed use development. Opportunity for change is focused around/near Civic Corridors (Burnside, Broadway, Sandy). These are important streets which were identified in the 2035 Comprehensive Plan as places that are expected to grow in the future.



Summary Themes:

- Desire for a medium-scaled, pedestrian-oriented, mixed-use corridor.
- Better transit options and less auto-oriented streets.

What kind of place do you envision this study area becoming?

- *A place with lots of housing options (attached and detached, big and small, subsidized and market rate) intermixed with retail and parks. Linked by tree-lined streets comfortable for walking, biking, and accessing transit.*
- *A radically different place than it is now. Part of the central city with all the challenges and opportunities that comes with.*
- *Primarily mixed housing and retail/commercial.*

- *What it is planned for.*
- *Less auto dominated, more pedestrian, transit and bike friendly. More housing, fewer parking lots, slower traffic. Broadway/Weidler from NE 24th to the Broadway Bridge is a racetrack!*
- *Ideally, a lane of traffic should be removed to provide enhanced transit-only access on the Broadway-Weidler couplet. Much of the area remains undeveloped and is focused on vehicular throughput making it a poor corridor for pedestrians and bicyclists.*
- *More vibrant, a medium-scale pedestrian-oriented/walkable commercial/retail district on Broadway including services like clothing stores, food stores, restaurants, post office, library, health centers. Turn Lloyd Center inside-out with storefronts facing public sidewalks to activate the streets and Holladay Park.*
- *More multi-storied multi-family structures along the main streets and within Hollywood with ground-floor retail. Retaining other types of jobs in the areas away from the main transportation corridors.*
- *I don't understand the question, but it will probably be pretty close to what it is now.*
- *I expect that already densely populated south edge of Irvington will be gradually redeveloped as the non-contributing apartment buildings with their poor use of land are replaced under the new rules in Better Housing by Design. Some zoning changes may be required to facilitate that.*
- *Then I'd hope to see the vast wasteland of the Lloyd Center and its parking lots and low-valued car-oriented businesses be redeveloped with much higher housing density and a mix of high-rises and town-home complexes coupled with small pods of retail services and maybe a re-configured Lloyd Mall under a major residential and office complex above it."*

What are the important destinations in the study area or on this corridor?

- *Your map covers the big ones.*
- *There are a bunch of gigantic but failing nodes like the mall, convention center, etc. However, Hollywood Town center is an important spot and most of the rest could be considered not that important.*
- *Everything along the Broadway strip from river to Hollywood.*
- *Lloyd Center but becoming something else. Maybe a ballpark.*
- *The Rose Quarter event locations, Lloyd Center, local retail, Hollywood Fred Meyer and "downtown Hollywood."*
- *There are many important businesses along the corridor including grocery stores, hardware stores, bars, and restaurants. Hollywood Transit Center is an important transit center, but is stymied by poor land use and access.*
- *Lloyd Center, Regal Cinemas, Broadway businesses, 15th and Broadway, New Seasons, Fred Meyer, Hollywood District, Convention Center, light rail stations, restaurants and bars on Broadway, Holladay Park (eventually), Hollywood Transit Center, Grant High School, Grant Park, Irvington Elementary.*
- *Hollywood can be an even more important center with appropriate development.*
- *A strange question. Important to me isn't important to someone else.*
- *Oddly, the most important destination for a great many people on Broadway is actually downtown employment, as the street provides a spill-over from congestion on I-5. Other destinations are the Hollywood Fred Meyer, the shops in Hollywood and the Broadway corridor shops.*

Where along the corridor would you like to see investment or development occur?

- *Everywhere--I don't see any reason to exclude areas from consideration for investment and development if this will result in more housing and jobs.*

- *I would like to see private sector development throughout the area, it is centrally located and transit accessible. Current zoning doesn't support this.*
- *Infill where there are now empty or parking lots.*
- *Less commercial. More residential.*
- *Rose Quarter aka Albia Vision with a covered freeway to MLK/Grand, Broadway from 33rd to Hollywood...any everything in between!*
- *I'd like to see investment and development along the entire corridor, especially the development of multi-family housing north of Broadway in Irvington.*
- *Broadway from 33rd to Sandy Blvd.; infill empty lots and parking lots, particularly at intersections as weak development at corners diminishes the urban character of the district; both sides of 21st Avenue between Broadway and Weidler; the block bounded by 9th/10th/Broadway/Weidler; pedestrian crossing improvements all along corridor.*
- *Lots of sites along Sandy are under-developed and/or auto-oriented.*
- *Where it will occur without city handouts.*
- *The poorly utilized land in the Lloyd District is the first area I'd like to see re-developed. The strip between Broadway and Weidler appears to be an opportunity as well. Even with the Irvington Historic District including the north side of Broadway, there are substantial parcels occupied by non-contributing buildings that could be redeveloped consistent with the new 75' high zoning on the west end and 45' heights on the east end.*

How can transportation improvements support your vision?

- *Streets need to prioritize walking, biking, and transit to provide affordable, sustainable options to access destinations. The Broadway/Weidler couplet is too wide, fast, and loud, and isn't comfortable for walking or biking.*
- *I'm not sure that they will do anything in this area, no matter the route choice.*
- *This corridor really needs a TRANSIT ONLY lane!!!*
- *Streetcar and bus. Bus should have stops for local area service and allow express buses from beyond the district to pass through with a few stops.*
- *Reduce vehicle lanes on Broadway. Dedicated bus lane between Hollywood and the Rose QTR. More emphasis on alternative modes but not a streetcar. There is not enough mixed-use land to finance surface-level fixed guide transit. In addition, it is very difficult to design a fixed-guide connection to the Hollywood Transit Center from this corridor.*
- *Current transit in this corridor looks good on paper...17, 70 and 77 bus lines, but none of them run the entire distance from the Bridge to Hollywood. Frequent, though and electric powered transit can be transformative as it has been elsewhere in Portland.*
- *Removal of a vehicular travel lane for a transit only lane would make the area better for pedestrians and would enhance access for transit. Enhanced transit along such a car-free corridor would provide rapid access between Montgomery Park the Hollywood Transit Center. It would also alleviate the streetcar being stuck in traffic as commonly occurs. Bicycle infrastructure along this corridor is severely deficient and should be upgraded to fully protected lanes along the entire corridor.*
- *It can mitigate air pollution from I-84 by reducing automobile traffic; it will encourage transit-oriented development; it can connect the neighborhood to the rest of the district and the city; it will draw people from the neighborhoods to the corridors.*

- More transit options could make Hollywood more of a destination and connect better to light rail.
- Better bus service, no streetcar expansion. It is a waste of money, and makes up for it by being unreliable.
- Streetcar service on Broadway/Weidler is problematic in promoting development mainly because of the already severe traffic on this couplet. Adding bus frequency, coupled with giving transit priority for traffic lights to speed movement along the corridor might be more cost effective and less disruptive than fixed-guideway streetcar development.

NE Broadway Workshop Map Comments



- Baseball stadium (Lloyd center)
- Heavy construction here
- Uncouple Broadway + Weidler
- Why a streetcar instead of improved buses?
- Because white middle class people will ride a streetcar not a bus
- High population density will get denser with BHB
- Awkward intersection terrible with streetcar

- *Lots of new housing – redevelopable property*
- *Epic center of housing*
- *Monster high-rise apartments*
- *Jobs*
- *CIED*

NE Broadway Workshop Notes

- *None*

NE Sandy Study Area

This study area is generally zoned for mixed use development. Opportunity for change is focused around/near Civic Corridors (Burnside, Broadway, Sandy). These are important streets which were identified in the 2035 Comprehensive Plan as places that are expected to grow in the future.



Summary Themes:

- Desire for denser, mid-rise development with a mix of uses.
- Sandy corridor has many opportunity sites and nodes.

What kind of place do you envision this study area becoming?

- *A place with lots of housing options (attached and detached, big and small, subsidized and market rate) intermixed with retail and parks. Linked by tree-lined streets comfortable for walking, biking, and accessing transit.*

- *A radically different place than it is now. Part of the central city with all the challenges and opportunities that comes with.*
- *Primarily mixed housing and retail/commercial.*
- *The way it is planned.*
- *Sandy Blvd is already converting from auto (and auto sales) dominated "boulevard" to the real thing with new housing and retail opening daily. The 12 frequent service bus line already serves the entire length from Burnside Bridge to Hollywood and could be easily upgraded with better stops, pre-payment, and bus priority as per Division Street project.*
- *I envision Sandy as a bustling commercial and residential corridor filled with mid-rise and mixed use development from Burnside to Hollywood. I envision tree lined streets, sidewalk cafes, a large chain grocery store along Sandy in Kerns, and bustling shops and small businesses.*
- *The Burnside-Couch couplet will become more urban; the Sandy Blvd. corridor will have a more pedestrian feeling with a better balance of street/sidewalk/streetcar infrastructure; the Sandy Blvd. corridor will fill in with mid-scale new buildings including housing and services that will serve all income levels.*
- *See previous answers. Sandy should be the focus of new transit investments. Lots of opportunities.*
- *It could be better if traffic slowed.*
- *In an ideal world Sandy Blvd would become something of a Hawthorne or Mississippi type street with mid-rise multi-use buildings combining residential and retail with a substantial increase in population in the first block on either side of the street.*

What are the important destinations in the study area or on this corridor?

- *Your map looks pretty good.*
- *Hollywood TC and the Burnside bridgehead assuming it continues to be a dense place.*
- *The entire strip - stops all along the way.*
- *Hollywood Transit Center and neighborhood service hubs at NE 12th, 21st, 28th. Also, the emerging high-density mixed-use developments along NE Halsey, Sandy, and Broadway. The map shows the Hollywood TC in the wrong location.*
- *The Sandy corridor is becoming one long destination.*
- *The important destinations are the end points of the corridor. However, the Pepsi site, 28th Ave., the small restaurants near 24th, the small shops along Sandy are all small, but important draws. Rapid growth near the Burnside-Couch couplet will only grow in importance.*
- *Hollywood District, Benson High School, the commercial/retail strip between 6th and 12th on Burnside, Portland Tennis Center, Providore Fine Foods.*
- *Not enough destinations along the corridor until Hollywood. Could be a lot more interesting with more multi-family development.*
- *How should I know?*
- *Are there any?*

Where along the corridor would you like to see investment or development occur?

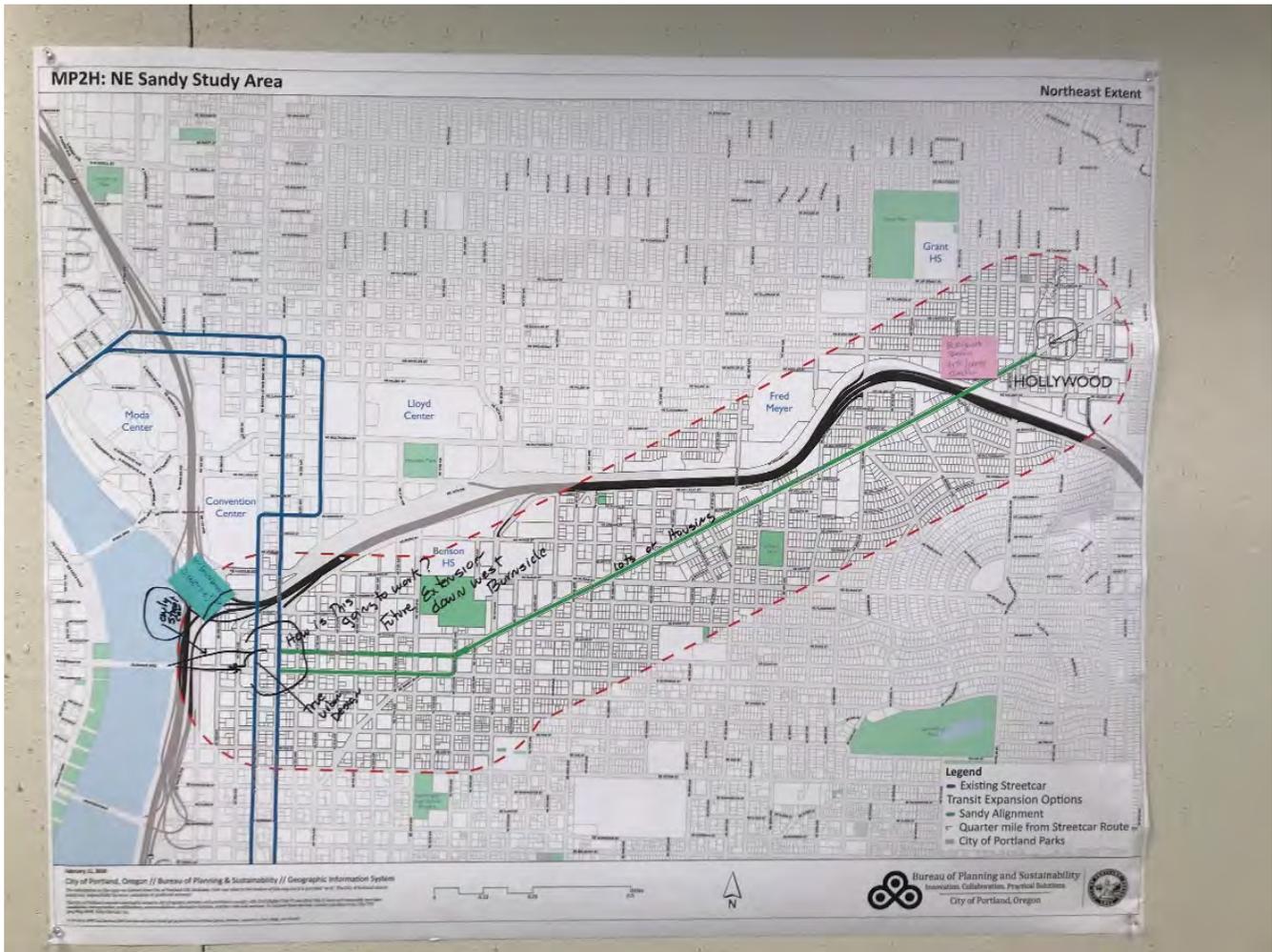
- *Everywhere--I don't see any reason to exclude areas from consideration for investment and development if this will result in more housing and jobs.*
- *Everywhere including several blocks off the main route. current zoning does not support this*
- *Any opportunities along the corridor.*

- *Continued investment in residential and professional service employment to support the emerging service commercial uses.*
- *Anywhere that underutilized property can support housing, both market rate and subsidized.*
- *I would like to see investment and development along the entire length of the corridor. There is ample opportunity for development especially north of Couch and Sandy. Up zone areas for multi-family housing and mixed use development south of Sandy especially those East of 28th. The population of Kerns is growing rapidly, but has not full service grocery store except for Whole Foods at the far east end. A grocery store in the middle of the corridor would address the issue and improve the walkability for much of the corridor.*
- *On Couch; on Sandy on empty and under-developed lots.*
- *See previous answers.*
- *Where it is currently blighted....but no city handouts.*
- *West of 33rd Avenue there are lots of single story, undistinguished buildings that would not be missed as the street is re-developed.*

How can transportation improvements support your vision?

- *Streets need to prioritize walking, biking, and transit to provide affordable, sustainable options to access destinations. Sandy Boulevard is too wide, fast, and loud, and isn't comfortable for walking or biking.*
- *I don't think they will matter that much.*
- *Transit should be focused on local trips and helping express transit pass through. Transit only or transit priority lanes a MUST.*
- *Street-car in this area is more sensible than in the Broadway Corridor because there is more developable land to finance the improvement and because someday the Burnside Bridge will be replaced, which provides the opportunity to connect the streetcar network to downtown. The drawback is that there are existing bus routes on Sandy that would be impacted and surface fixed guide and bikes don't get along very well. Sandy might be a better route for BRT.*
- *Frequent service transit is already contributing to this corridor's development just as the 4 is on Williams/Vancouver and the 2 on Division.*
- *The area is pretty well served by transit, but could use a north-south line such as the proposed Line Y along 20th. An infill Max station at 28th would be ideal and needs to be studied.*
- *See response #11.*
- *See previous answers.*
- *More buses. If you have taken enough money from developers that you feel obligated to build a streetcar, then put it on Sandy, but really, it is a proven failure.*
- *Streetcars with sufficiently frequent service might do the job on this corridor. But I question the proposed service where the Sandy Blvd cars would go through NW and out to Montgomery Park. Does anybody have any idea of how much demand there is for travel on that route? Will the new residents along Sandy Blvd work downtown? If so they need an entirely different concept of the streetcar.*

NE Sandy Workshop Map Comments



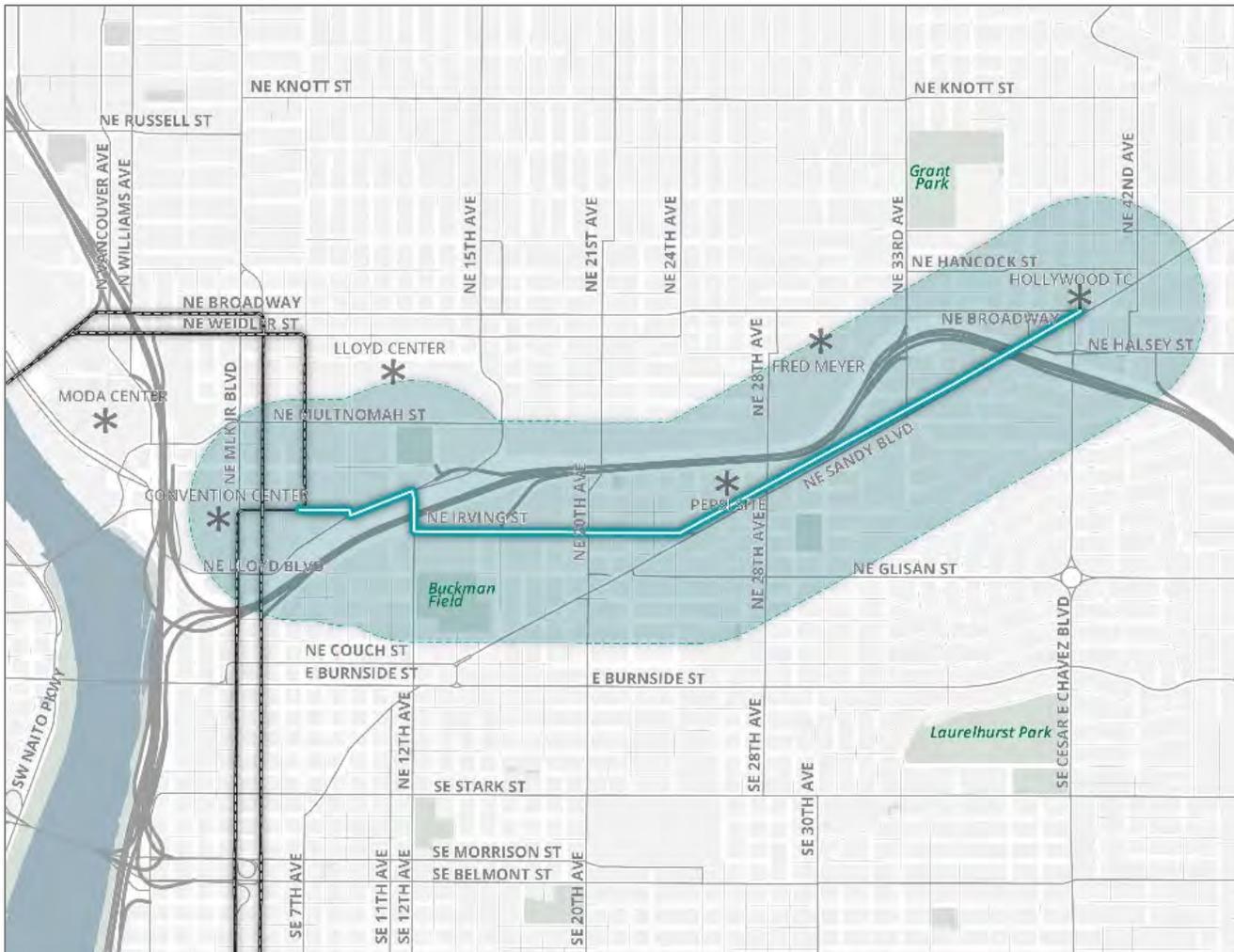
- *Redevelopment opportunity here (NE Broadway between NE 15th Ave and NE 22nd Ave)*
- *Reduce height (NE Sandy between 33rd Ave & 37th Ave)*
- *1 lot return to R zone (NE Sandy & 32nd Ave & 33rd Ave)*
- *How is this going to work? Future extension down west Burnside*
- *True urban design*
- *Lots of housing (NE Sandy)*
- *Blocking traffic, 34th and Sandy traffic*
- *Only streetcar*

NE Sandy Workshop Notes

- *If hearts are set on expanding the slow but expensive streetcar, Sandy is better*

NE Irving Study Area

This study area is generally zoned for mixed use development. Opportunity for change is focused around/near Civic Corridors (Burnside, Broadway, Sandy). These are important streets which were identified in the 2035 Comprehensive Plan as places that are expected to grow in the future.



Summary Themes:

- Desire for a medium-scaled, pedestrian-oriented, mixed-use corridor.
- Irving Street – less clarity about direction for development than other corridors.

What kind of place do you envision this study area becoming?

- *A place with lots of housing options (attached and detached, big and small, subsidized and market rate) intermixed with retail and parks. Linked by tree-lined streets comfortable for walking, biking, and accessing transit.*
- *I expect this to become a dense corridor along with Broadway and Sandy.*
- *Mixed use development, but with some quiet spaces along Irving.*

- *More residential and mixed employment. The area between NE 7th and NE 28th south of I-84 reminds me of The Pearl before it became that. It includes lots of low-rise warehouse and light industrial uses with very little SFR. It seems like a good area for redevelopment to higher density mixed use.*
- *Education and employment characterized this option with a mix of housing already in place. Fewer parking lots and more job and residential density.*
- *No different than answer for Sandy.*
- *Mixed-use and multi-family housing along Irving Street, including live-work units and modest-scale office space. Continue the pattern of courtyard-style low-scale housing?*
- *Irving? Really?*
- *Pretty much like it is, except I suspect the city will give handouts to developers and make more high-and medium rise buildings.*
- *This route bypasses some of the most developable parts of Sandy Blvd in favor of a route on Irvington that doesn't strike me as particularly good for new development. Further the stretch of Irving from the I-5 on-ramp to the bridge over I-5 is notoriously congested, and there is little room on either side for new development.*

What are the important destinations in the study area or on this corridor?

- *Honestly, there aren't really any except Hollywood town center.*
- *Lloyd district and Sandy Blvd.*
- *Metro/Convention Center, South Lloyd District, Benson Tech H.S./Buckman Field, NE 28th/Sandy, NE 33rd/Sandy, Hollywood Transit Center and high-density mixed use development along NE Halsey and the Hollywood District.*
- *Benson High School, the old Jantzen properties.*
- *No different than answer for Sandy except for the inclusion of offices in Lloyd District.*
- *Convention Center; office buildings (and future apartment buildings) between Grand and 12th Avenue; Hollywood District; Jantzen development.*
- *No clear idea of what is on Irving now or why it's a destination.*
- *Strange question.*
- *Probably Benson High School, plus whatever is currently drawing interest along Sandy Blvd.*

Where along the corridor would you like to see investment or development occur?

- *Everywhere--I don't see any reason to exclude areas from consideration for investment and development if this will result in more housing and jobs.*
- *Everywhere, current zoning mostly supports this.*
- *Primarily along Sandy. Not sure how Irving St should/could be developed. If there were redevelopment along Irving, it would probably be dramatic changes.*
- *More residential mixed use south of I-84.*
- *Parking lots and other underutilized property.*
- *Same as Sandy answer.*
- *Burnside, Sandy, Hollywood.*
- *Where it will occur without a handout, and maintain the architectural delight of Sullivan's Gulch and Irvington.*
- *See above.*

How can transportation improvements support your vision?

- *Streets need to prioritize walking, biking, and transit to provide affordable, sustainable options to access destinations. Sandy Boulevard is too wide, fast, and loud, and isn't comfortable for walking or biking.*
- *This will not be the catalyst. we need to motivate the private sector in other ways.*
- *Supporting local trips from 7th to Sandy, and then mixed of local and express transit along Sandy. 12th St bridge could be a choke point and would need transit priority.*
- *A streetcar line up Lloyd Blvd, crossing I-84 at 12th Street and then up Irving to Sandy makes a lot of sense because it would not conflict with existing bus routes, abuts land that is prime for redevelopment, and serves lots of land that can finance the improvement. It also links the Convention and Lloyd district to the Hollywood Transit Center more directly than the other options. It would not require as much modification to major streets nor be perceived as threatening to existing SFR neighborhoods.*
- *The western end of this option has no transit service; maybe the 19 bus should continue west from 24th & Sandy along NE Irving to 12th to fill this service gap. The suggested Streetcar alignment would require a new 12th Avenue bridge...costly...and would mix with traffic heading for I-84 along Irving...already a real mess.*
- *A Max infill station at 28th could help improve transit access. Bicycle infrastructure could be upgraded to include better connections to the 7th Ave. bridge over I-84 and improved north-south corridors. Traffic in the neighborhood would be improved by removing the on-ramp to I-84.*
- *Not sure why Irving is included or what it needs.*
- *More Buses. Definitely no streetcar. They are slow, expensive, and unreliable.*
- *I don't see transport improvements doing much for this alternative.*
- *You also need to take another look at your Irving Street route and how it might be affected by the proposal to put MAX in a tunnel starting near the Lloyd Center.*
- *Finally, even though development, not mobility, is your real goal in this exercise, I'd like to see you pay much more attention to how the streetcar service works in conjunction with MAX and TriMet bus service than you have in prior iterations.*

NE Irving Workshop Map Comments



- 1 lot return to R zone (NE Sandy & 32nd Ave & 33rd Ave)
- Reduction of height (NE Sandy between 33rd Ave & 37th Ave)
- New bridge in construction (I-84 and 7th Ave)
- Bridge capacity
- Will require new bridge (Over I-84 near NE 11th Ave)
- Major congestion I-84 on ramp
- Great opportunity for maintenance class (Benson HS)
- Major congestion (NE Irving & 24th Ave)
- AM flow

NE Irving Workshop Notes

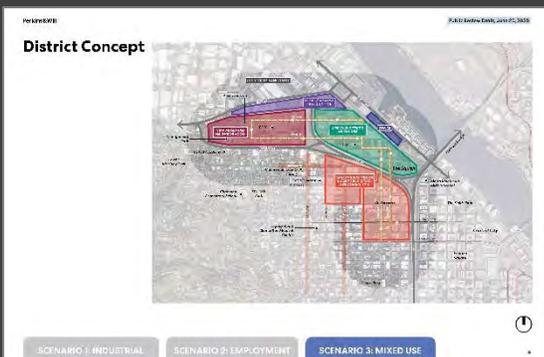
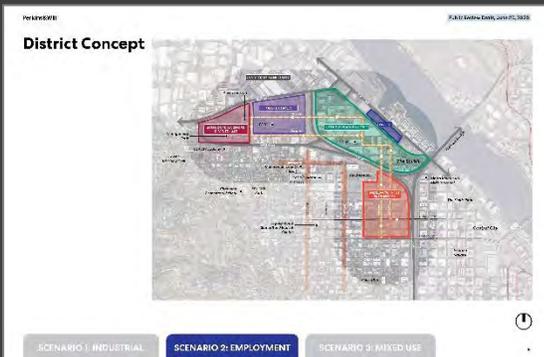
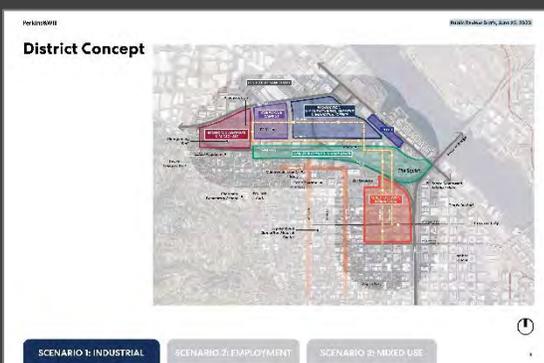
- Why a streetcar? They are slow, unreliable and inflexible. Why not present other options, such as better bus service?
- Streetcar drives development, White middle-class people won't ride the bus

Is there anything else we should know as we continue to study these four corridors?

- *Please allow and encourage lots of housing and transportation options in all these areas. Thank you!*
- *Be smart. Don't invest on the East side without a real plan & the zoning to make it work. The NW plan is a slam dunk to the point that it should be LID funded and not need a subsidy.*
- *Don't build a streetcar on Broadway. It is the worst of the four corridors because it has such limited cost-recovery and has the greatest impact on existing SFR neighborhoods.*
- *Re 2035 Plan, elevate Carbon reduction to the top of the list.*
- *Note that Mont. Park is only blocks from Forest Park, and an E/W Streetcar line would put it one ride from much of inner NE and NW.*
- *The suggested eastside alignments using Sandy to Hollywood would involve some out of direction for riders simply wanting to get to Hollywood or the Rose Quarter and beyond.*
- *NE Broadway/Weidler from the Bridge to NE 24 has excess auto capacity, excessive speeds and is badly in need of calming. Streetcar AND a protected bike facility could convert them to the retail friendly corridor this part of town has needed for decades.*
- *Note on the NE demographic map that the two blocks north of Broadway for most of its length is dominated by affordable rental property, which the "2" rating fails to capture.*
- *Broadway/Wielder has seen a number of higher density projects in the last decade, but has failed to continue in that direction, due in large part to the wide, fast, busy streets.*
- *I'd love to see improved headways on existing streetcar lines before exploring any expansion. More often than not, when I'm in a position to use it, I end up walking because the wait and travel times are not worth the cost. I see no reason to expand the streetcar to Montgomery Park until the street grid is fixed as the walkshed is nearly the same as that currently provided by existing bus service. The streetcar alignment on the east side duplicates existing bus service with no clear improvement in transit access. A better project would be to provide bus-only lanes, queue jumps, etc. through the corridors. An actual train project that would improve access to transit would be an infill Max station at 28th especially considering the development of the Pepsi site.*
- *Direct connections between the westside and east side in the upper areas are limited and could be improved. Currently the #20 bus is the only good option.*
- *Why are you pushing the streetcar? It has been proven a failure. Explaining the streetcar push will give you credibility. Right now you look like you are in the pockets of the folks who stand to profit from streetcar construction. (Not from streetcar availability...interest in running the streetcar efficiently (if that is possible) disappear after the construction dollars are spent.*
- *Review the several "Better Broadway" studies that attempted to make the Broadway commercial strip more appealing for pedestrian-oriented businesses. Some of these considered a streetcar option, but most generally explored slowing traffic on Broadway, which would be antithetical to successful streetcar operations.*

Montgomery Park to Hollywood (MP2H) Transit and Land Use Development Strategy

Urban Design Concept Virtual Open House: *Public Comments Report - Draft*



October 2020

The Bureau of Planning and Sustainability is committed to providing equal access to information and hearings. If you need special accommodation, interpretation or translation, please call 503-823-4086, the TTY at 503-823-6868 or the Oregon Relay Service at 1-800-735-2900 at least 48 hours prior to an event.

The Bureau of Planning and Sustainability is committed to providing meaningful access. For accommodations, modifications, translation, interpretation or other services, please contact at 503-823-7700 or use City TTY 503-823-6868, or Oregon Relay Service 711.

Traducción o interpretación	Chuyển Ngữ hoặc Phiên Dịch	翻译或传译	Письменный или устный перевод
Traducere sau Interpretare	Письмовий або усний переклад	翻訳または通訳	Turjumida ama Fasiraadda
	الترجمة التحريرية أو الشفهية	ການແປພາສາ ຫຼື ການອະທິບາຍ	
503-823-7700 www.portlandoregon.gov/bps/71701			

For more information about the Montgomery Park to Hollywood study, visit the web: <https://www.portland.gov/bps/mp2h>

This report was produced by City of Portland project team with contributions from the consultant team.

MP2H Project Team

Portland Bureau of Transportation: Kate Drennan, Mauricio Leclerc, Mike Serritella

Portland Bureau of Planning and Sustainability: Eric Engstrom, Barry Manning, Nicholas Starin

MP2H Project Contributors

Prosper Portland: Joana Filgueiras

Portland Streetcar: Dan Bower, Andrew Plambeck

MP2H Consultant Team

Nelson/Nygaard, Perkins and Will, EcoNorthwest, Ontiveros and Associates

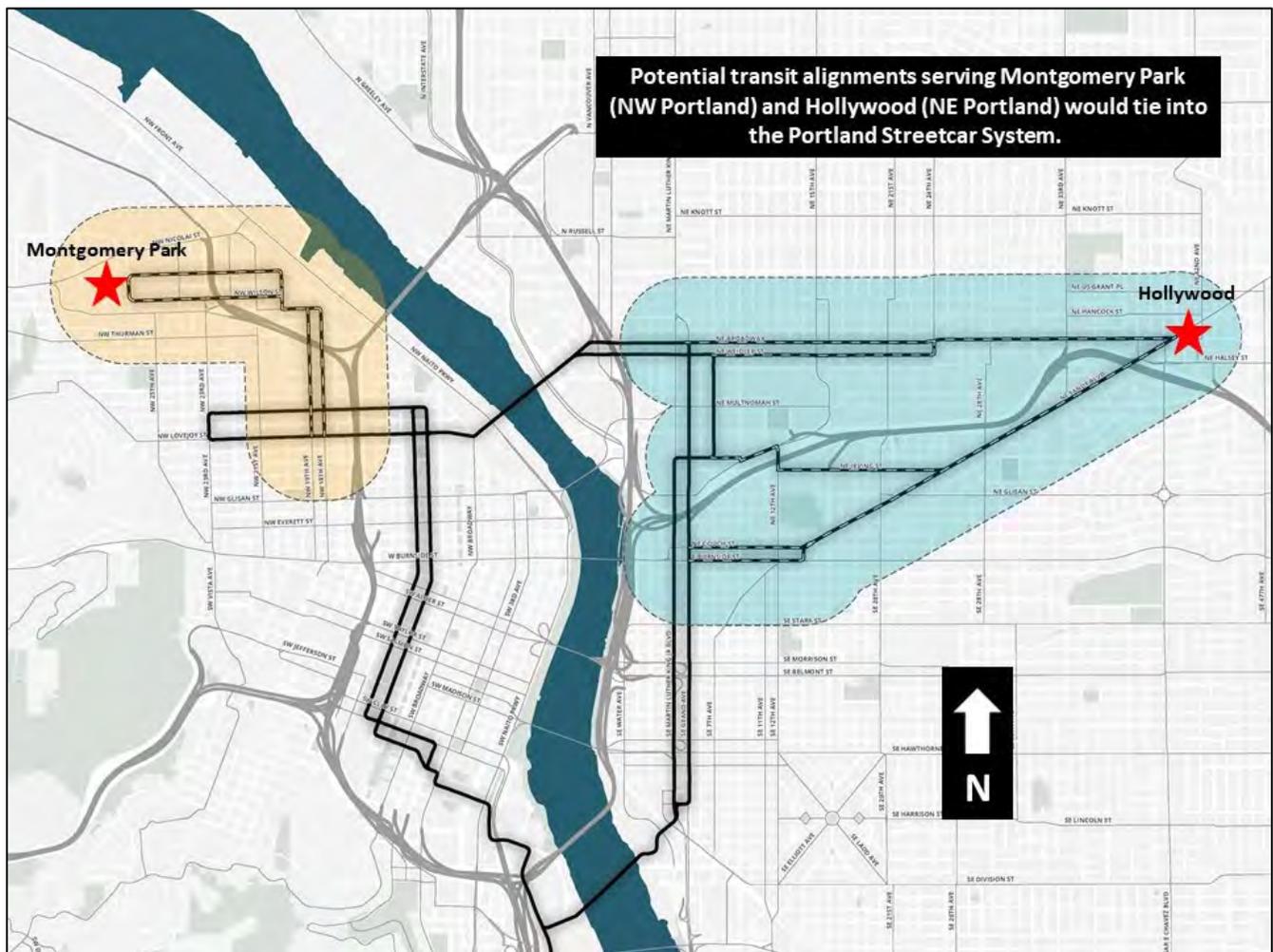
Contents

Background	1
Project Goals and Objectives	2
Urban Design Concepts	2
Virtual Open House and Info Sessions	10
Survey Highlights	11
Complete Survey Responses	12
Appendix	
<i>Northwest Portland Survey Data: Pages 1-52</i>	
<i>Northeast Portland Survey Data: Pages 1-66</i>	

This report captures public feedback in response to a Montgomery Park to Hollywood Land Use Development Strategy (MP2H) Virtual Open House held during Summer 2020. The open house and survey were designed to capture public preferences for Northwest Portland land use development scenarios and Northeast Portland alignment alternatives currently being studied. This was the second public open house of the project; the first open house was held in March 2020.

Background

The Montgomery Park to Hollywood Transit and Land Use Development Strategy (MP2H) will study opportunities to create an equitable development plan for transit-oriented districts in Northwest Portland and Northeast Portland. The MP2H study will identify land use and urban design, economic development, and opportunities for community benefits possible with a transit-oriented development scenario - including a potential streetcar extension - in these areas. The project will also consider how such opportunities could support the City’s racial equity, climate justice, employment and housing goals. The work is funded in part by a Federal Transit Administration (FTA) grant.



Project Goals and Objectives

The following goals and objectives were developed for the project in early 2020.

Planning Goals for MP2H

- Support Portland's 2035 Comprehensive Plan and Climate Action Plan goals for improving economic prosperity, human and economic health, equity and resilience, and for reducing carbon emissions.
- Focus growth in centers and corridors with high levels of services and amenities.
- Increase opportunities for employment and housing, particularly middle-wage jobs and affordable housing.
- Improve access to affordable housing, middle-wage jobs, nature and recreation through high quality, reliable, and frequent transit service and other multi-modal options.
- Ensure that under-served and under-represented communities and those potentially most impacted from land use and transportation proposals have an opportunity to meaningfully participate in the planning process, and benefit from project outcomes.
- Advance equitable outcomes by developing community benefits strategies to accompany land use decisions and transportation investments.

Northwest Study Area Objectives:

- Engage community and stakeholders in development of specific proposals.
- Consider opportunities for transformative place-making in study area.
- Identify specific land use approaches - uses, zoning, design, etc.
- Identify transportation improvements to support land use direction.
- Develop specific land use and transportation implementation proposals.
- Develop specific community benefits approach to offset burdens.
- Hold public hearings with decision-makers to adopt changes and initiate implementation.

Northeast Study Area Objectives:

- Engage community members in high-level evaluation of options.
- Evaluate land use potential on alternative alignments.
- Consider transportation changes to optimize land use scenarios.
- Evaluate public/private support among alternatives.
- Consider community benefits approaches for future refinement.
- Develop land use concept recommendations for future refinement.
- Hold public hearings with decision-makers to acknowledge future directions.

Urban Design Concepts

As part of the MP2H Study, Urban Design Concept (UDC) descriptions and diagrams were developed for both Northwest Portland and Northeast Portland. These concepts depicted alternative land use development scenarios to support a transit investment or streetcar extension to Montgomery Park in Northwest Portland, and

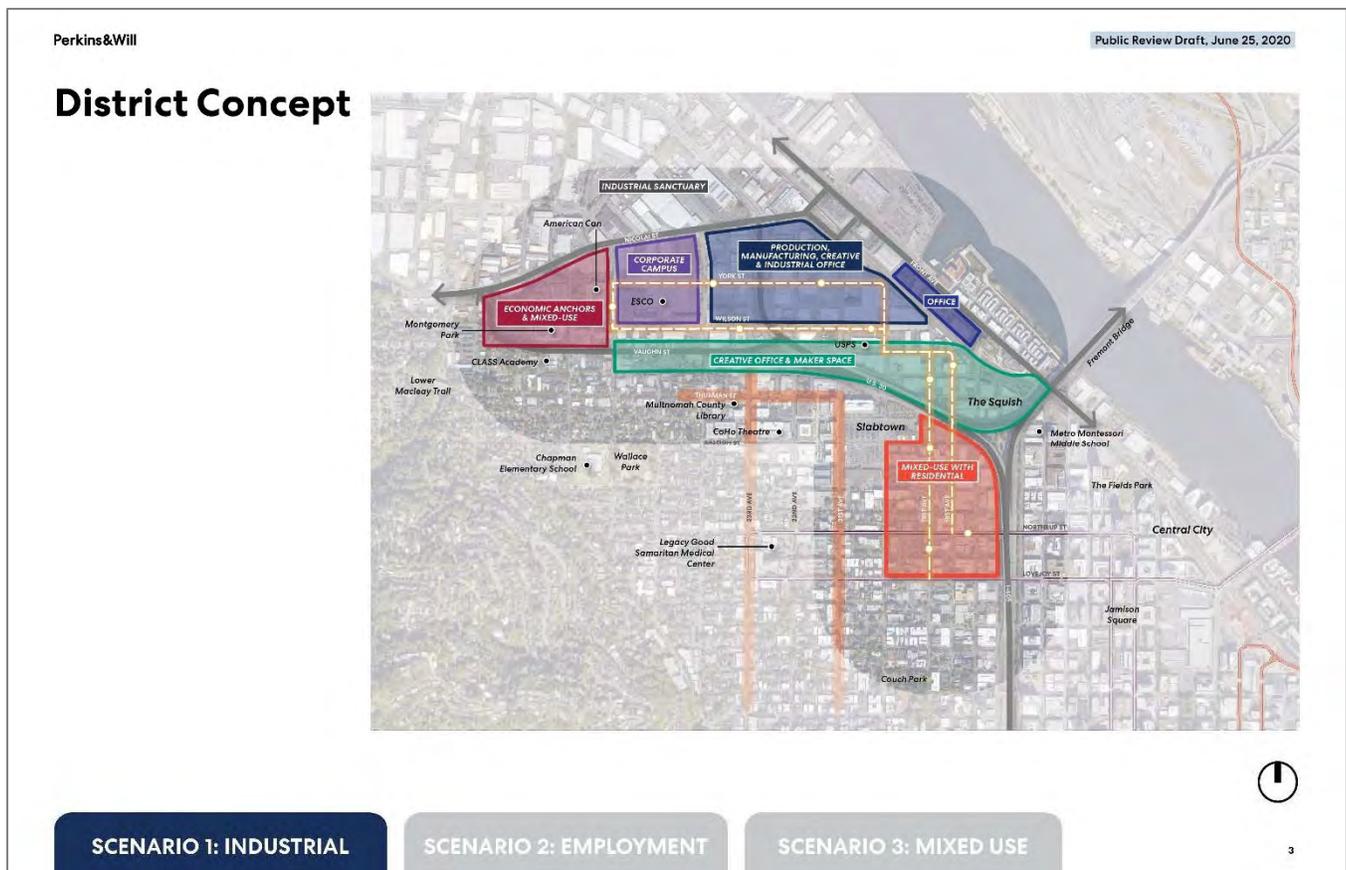
alternative alignment options for a streetcar extension to Hollywood in Northeast Portland. These were shared with the public in a virtual open house in July and August 2020.

Northwest Portland

For Northwest Portland, the project will explore extending the Portland Streetcar or other high-quality transit service to Montgomery Park, linking the streetcar system to an under-served area of Northwest Portland and a neighborhood that is growing and changing. The study will consider options for changes in land use and transportation to support a significant transit investment. The UDC focused on three alternative land use development scenarios.

Scenario 1, Enhanced Industrial

Scenario 1 focuses on opportunities to create jobs in the Northwest Portland portion of the study area, and maintains and builds upon the area’s industrial heritage.



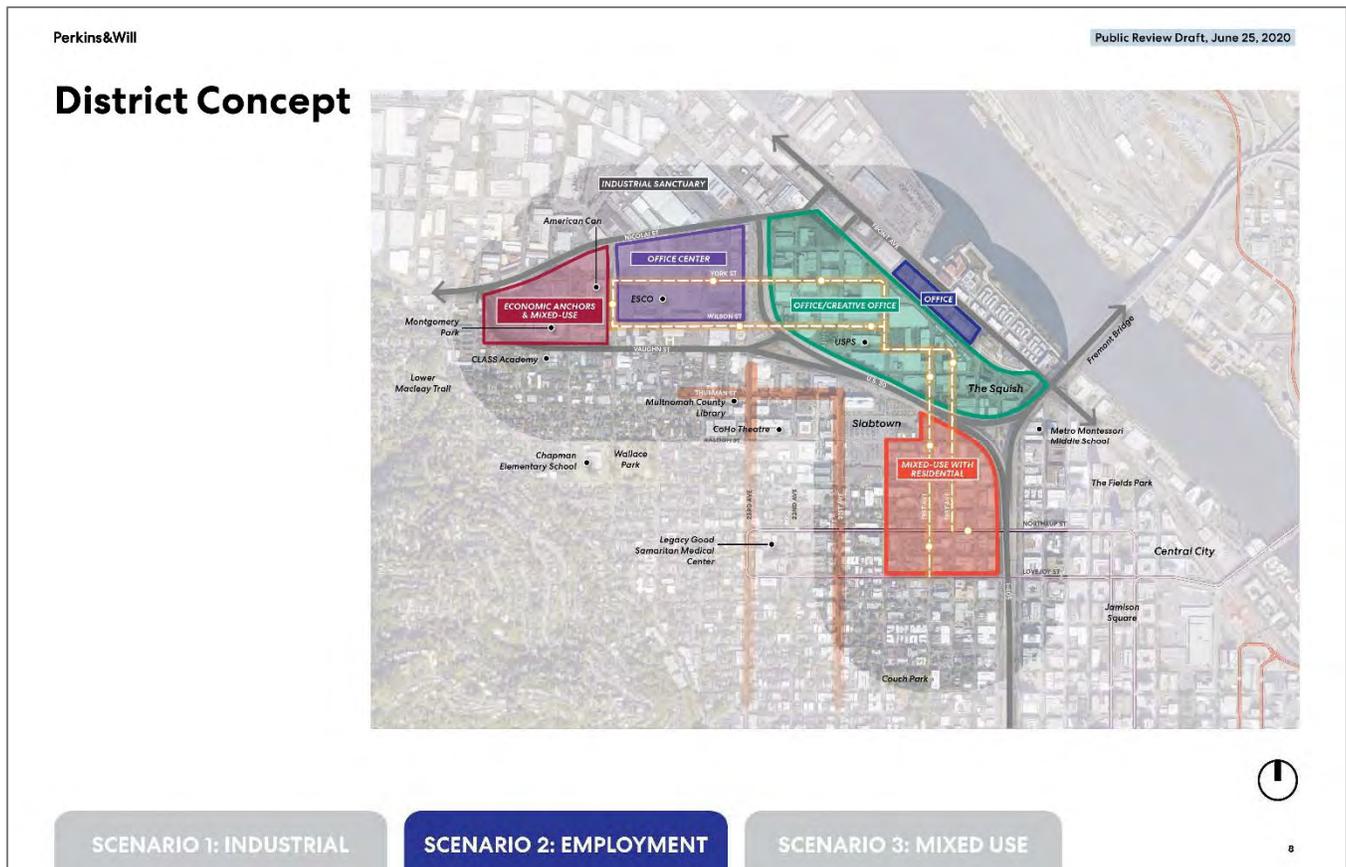
Much of this area, particularly south of Nicolai Street and east of the former ESCO site, is currently zoned for General Industrial uses. This scenario complies with industrial land preservation policies by retaining much of the existing industrial zoning in that area, but it would permit a slightly broader range of uses, including creative and industrial office uses. This is similar to the approach used in the industrially-zoned areas of Portland’s Central Eastside, in the Central City.

Highlights

1. Creates an industrial-focused sustainable economy through zoning and land use. The concept allows for more flexibility in land uses to include creative offices within the Industrial zones.
2. The concept envisions the transit streets as Main Streets that act as a hub for local, innovative manufacturing.
3. Intends the Main Streets to host smaller maker spaces that benefit from visibility/ foot traffic.
4. Envisions the ESCO site as a corporate campus or other large business/office space.
5. Montgomery Park and the American Can Building become a mixed use neighborhood in addition to the existing employment anchor.
6. Prioritizes intermodal hubs and ‘people’-focus streets to make moving through the district safe and predictable.

Scenario 2, Employment

Scenario 2 focuses on opportunities to broaden the range of jobs and types of employment in the Northwest Portland portion of the study area.



This scenario allows the continuation of many of the area’s industrial uses, but would allow for development of more intense office and institutional uses over time. Much of the area, particularly south of Nicolai Street and east of the former ESCO site is currently zoned for General Industrial uses. This scenario would change much of that industrial zoning to an ‘Employment’ designation to allow a broader range of employment uses, including

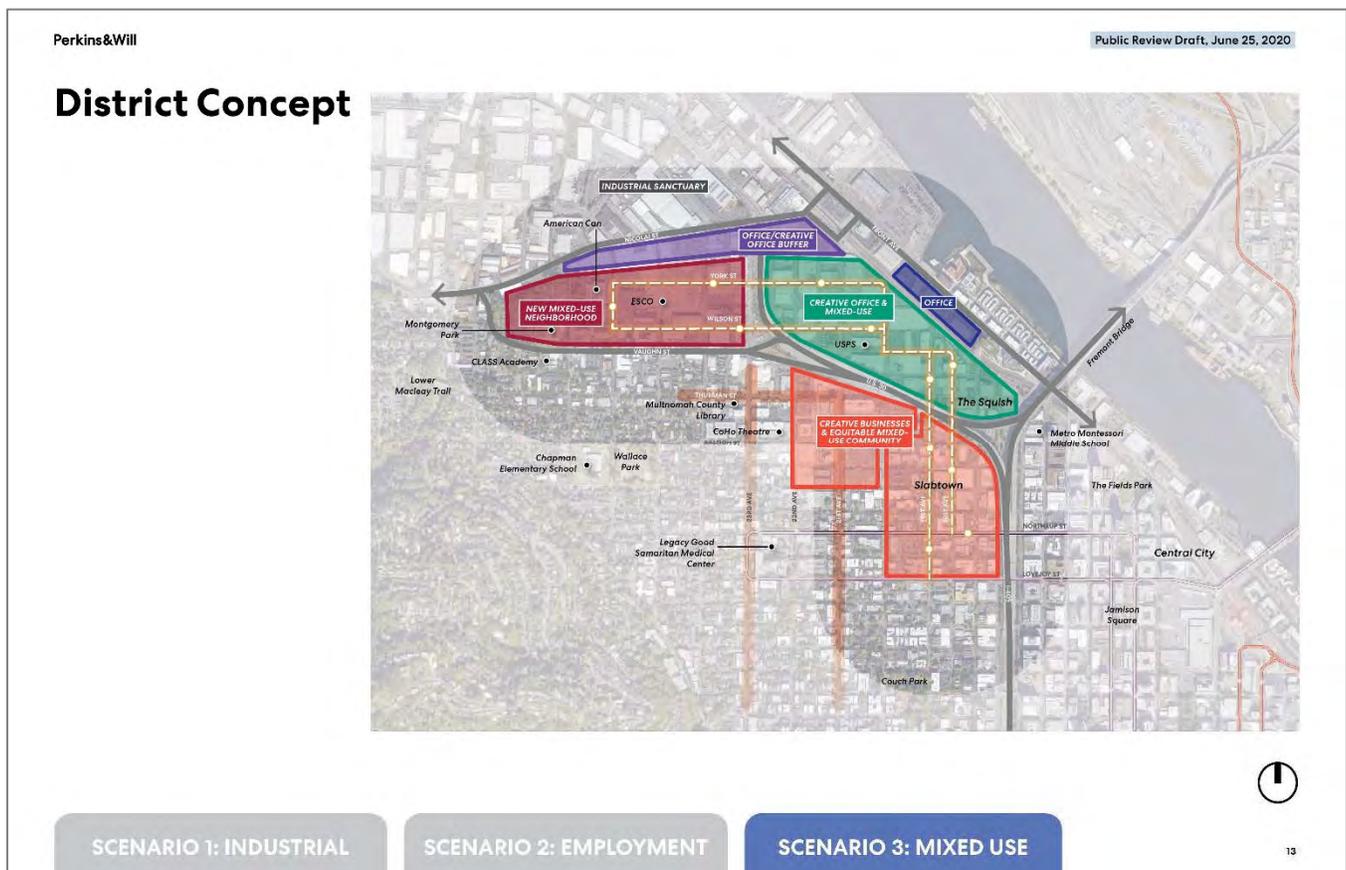
offices for a full range of uses including legal services, finance, real estate, and others, and institutional uses such as schools/colleges, and medical centers.

Highlights

1. Creates space and support for a diversity of economic activities and jobs.
2. The concept envisions the Main Streets as places to celebrate a diversity of employment activities, sectors, and scales (business and building sizes).
3. Conservation and reuse of existing structures to provide affordable context for startups and new initiatives.
4. Envisions the ESCO site as a high-density employment site.
5. Montgomery Park and the American Can Building become a mixed use neighborhood in addition to the existing employment anchor.
6. Prioritizes Roosevelt Street as the primary public shared space for the district, designed to optimize industry efficiencies and collaboration.

Scenario 3, Mixed Use

Scenario 3 envisions a transformation of the Northwest Portland portion of the study area into a complete community with housing, employment and commercial uses.



SCENARIO 1: INDUSTRIAL

SCENARIO 2: EMPLOYMENT

SCENARIO 3: MIXED USE

This scenario allows the continuation of many of the area's industrial uses, but would allow for development of residential mixed-use buildings over time. Much of the area, particularly south of Nicolai Street and east of the former ESCO site is currently zoned for General Industrial uses. This scenario would change much of that industrial zoning to a designation that facilitates mixed-use development and housing. Affordable housing would be a component of new housing development. New housing would be supported by additional retail and services, primarily located in areas near transit investments. An office/creative office buffer restricts housing and maintains compatibility with the industrial areas to the north.

Highlights

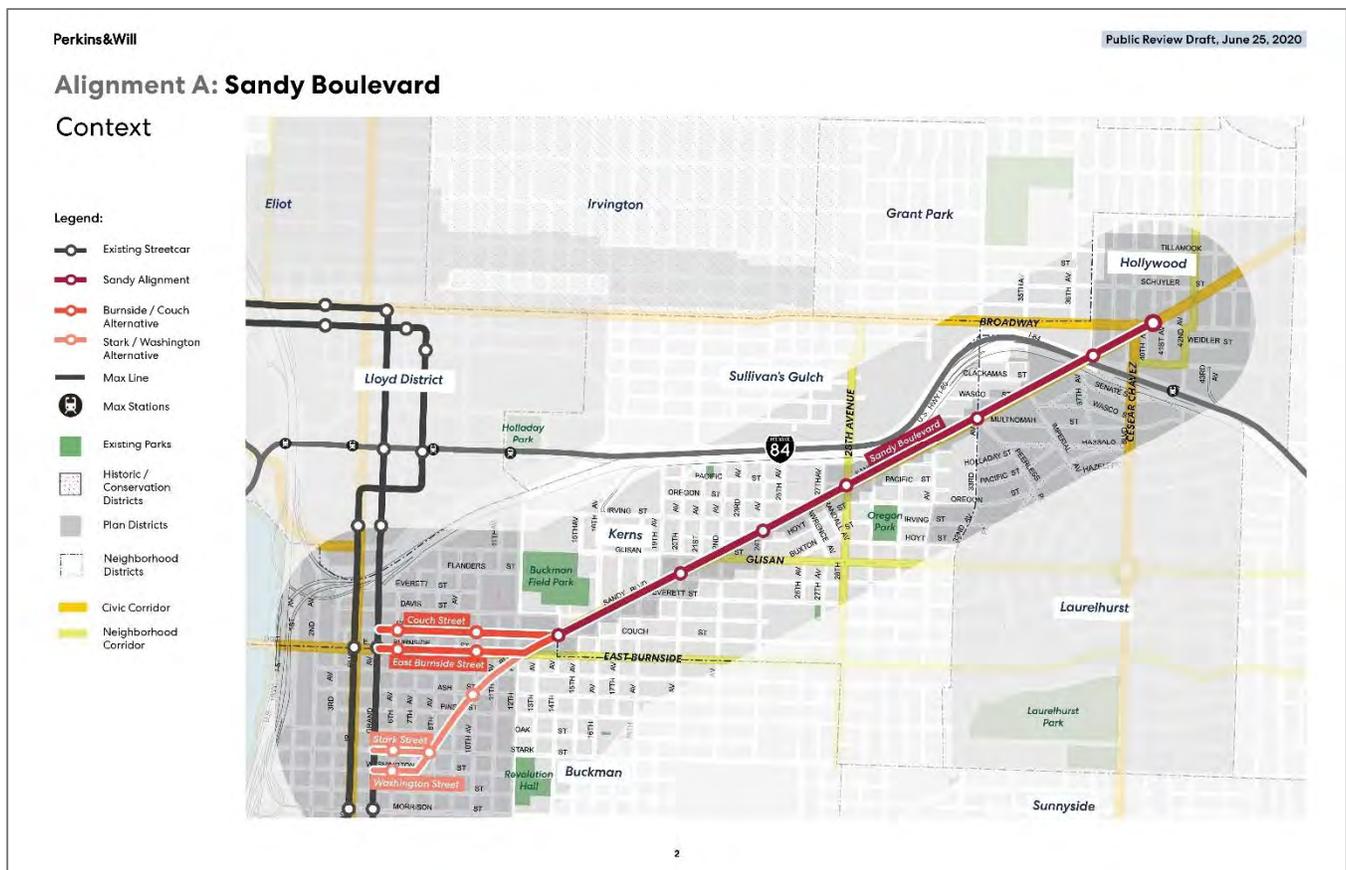
1. Creates a vibrant mixed use district supported by strong employment anchors, mixed housing, and neighborhood retails.
2. Plans for affordable housing for low-income Portlanders in a highly desirable area with existing and planned amenities.
3. Adds a variety of community facilities that anchor Roosevelt Street, a new district spine.
4. Envisions the ESCO site as a high-density mixed use site and urban center.
5. Montgomery Park and the American Can Building 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.

Northeast Portland

For Northeast Portland, the project will explore the feasibility to extend Portland Streetcar to the Hollywood District along three alternate street alignments. A streetcar line to Hollywood is viewed as a long-term possibility – in the 10-15 year time horizon. The main goal of the MP2H study on the eastside is to identify a preferred alignment for future study and more detailed planning. The alternatives for review include information on nearby land uses, transportation, and opportunities for future development. For Northeast Portland, the UDC focused on three alignment alternatives.

Alignment A, Sandy Boulevard

This alignment has two potential connection points to the existing streetcar system, at Burnside/Couch Street or at Washington/Stark Street. The streetcar would then operate on Sandy Boulevard to reach the Hollywood Town Center.



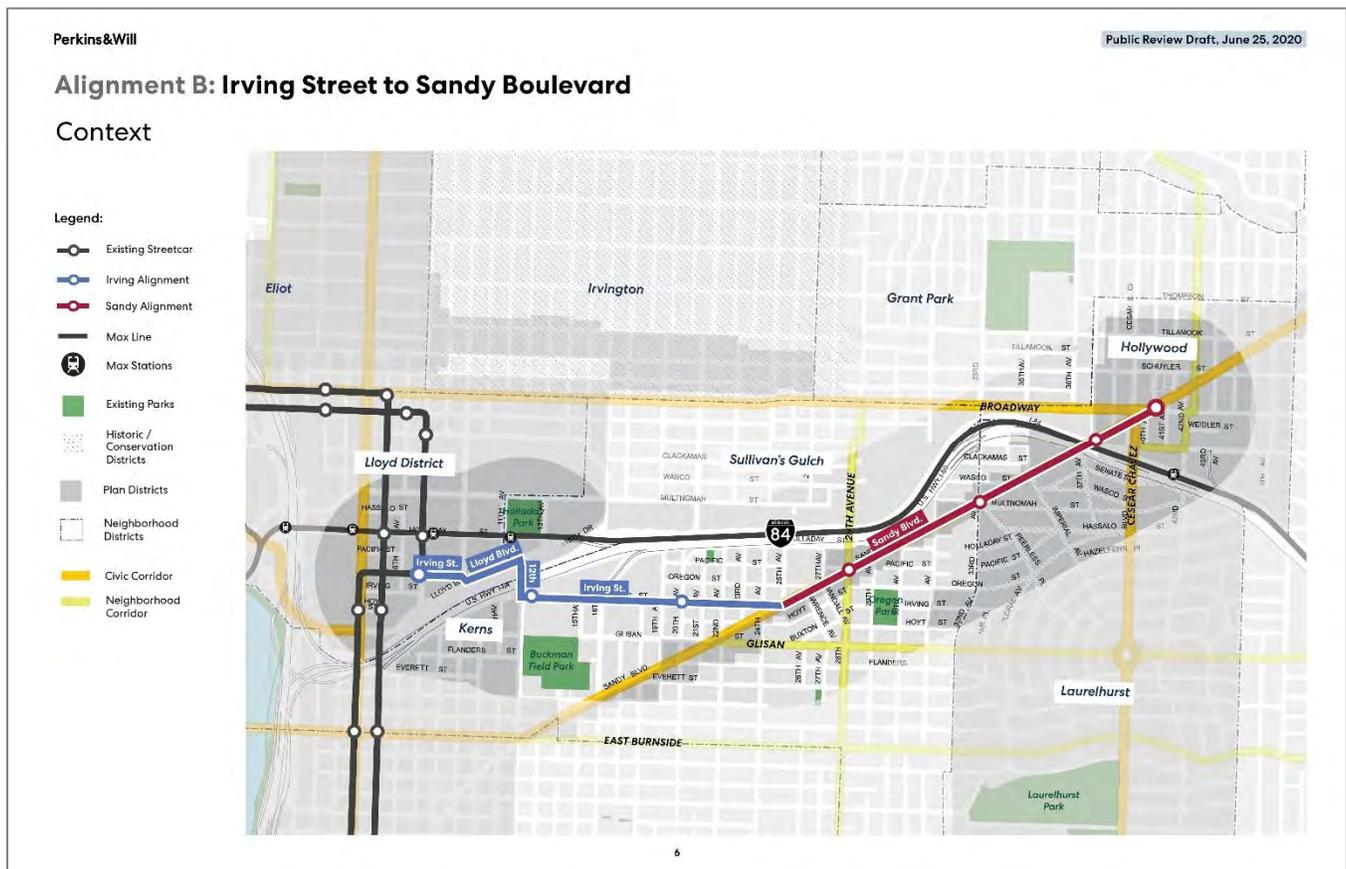
Highlights

1. Streetcar would travel along Sandy Boulevard to reach the Hollywood Town Center.
2. Features two potential connection points to the existing streetcar system: at Burnside/Couch Street or at Washington/Stark Street
3. Connects to existing transportation infrastructure, including MAX at Hollywood, and bus lines at MLK/Grand; 11th/12th; Glisan; and Cesar Chavez/Hollywood.

4. The route is generally supported by medium density commercial/mixed use and multi-dwelling residential land use designations.
5. Future development opportunity sites include: Burnside Bridgehead; Bakery Blocks (Franz); 21st Avenue Bridgehead; Pepsi Blocks; Fred Meyer area; North Laurelhurst (north of Sandy); and Hollywood Portal (NE Broadway area).
6. Potential development limitations include Laurelhurst historic district and some nearby industrially-zoned properties.

Alignment B, Irving Street to Sandy

This alignment ties into the existing streetcar system at Martin Luther King Blvd and Oregon or Irving St. The streetcar would then cross I-84 on the 12th St bridge, operating on Irving St until it reaches Sandy Blvd. At Sandy, the streetcar would travel west to the Hollywood Town Center.



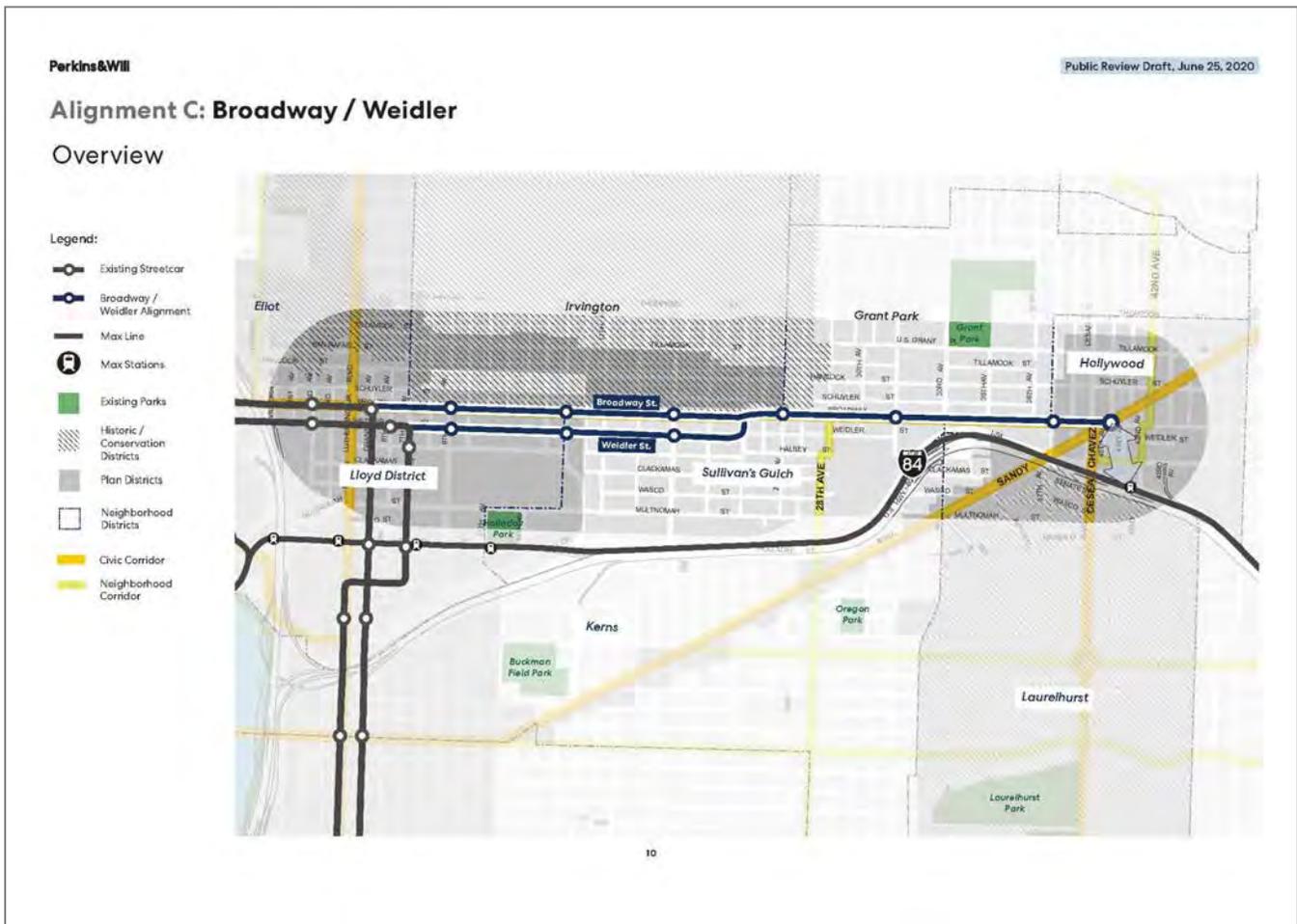
Highlights

1. Ties into the existing streetcar system at Martin Luther King Boulevard and Oregon or Irving Street. The streetcar would then cross I-84 on the 12th street bridge, operating on Irving Street until it reaches Sandy Boulevard.
2. Connects to existing transportation infrastructure, including MAX at NE 11th and Hollywood, and bus lines at MLK/Grand; 11th/12th; Glisan; and Cesar Chavez/Hollywood.
3. The route is generally supported by medium density commercial/mixed use and multi-dwelling residential land use designations.

4. Future development opportunity sites include: Lloyd Center area; Bakery Blocks (Franz); 21st Avenue Bridgehead; Pepsi Blocks; Fred Meyer area; North Laurelhurst (north of Sandy); and Hollywood Portal (NE Broadway area).
5. Potential development limitations include Laurelhurst historic district and some nearby industrially-zoned properties.

Alignment C, NE Broadway/Weidler

This alignment ties into the existing streetcar system at Martin Luther King Jr. Blvd and Grand Avenue. The streetcar would then operate on the Broadway/Weidler couplet until NE 24th where the streetcar would operate two-way on Broadway to reach the Hollywood Town Center.



Highlights

1. Ties into the existing streetcar system at Martin Luther King Jr. Blvd and Grand Avenue. The streetcar would then operate on the Broadway/Weidler couplet until NE 24th where the streetcar would operate two-way on Broadway to reach the Hollywood Town Center.
2. Connects to existing transportation infrastructure, including MAX at MLK/Grand and Hollywood, and bus lines at MLK/Grand; 11th/12th; 33rd, and Cesar Chavez/Hollywood.

3. The route is generally supported by medium to high density commercial/mixed use and multi-dwelling residential land use designations.
4. Future development opportunity sites include: Lloyd Center area; Fred Meyer area; North Laurelhurst (north of Sandy); and Hollywood Portal (NE Broadway area).
5. Potential development limitations include the Irvington historic district and low-density single-dwelling areas in Grant Park.

Virtual Open House and Information Sessions

A virtual public open house to share information about the Northwest Development Scenarios and Northeast Alignment Alternatives was posted on the Bureau of Planning and Sustainability's web page from July 3, 2020 to August 9, 2020. Below are descriptions and links to the online open houses.

Northwest Open House

<https://www.portland.gov/bps/mp2h/mp2h-northwest-portland-urban-design-concept-virtual-open-house>

Three future Urban Design Concept Development Scenarios for the Northwest study area were presented for review and feedback. These scenarios illustrate different land use and development futures for this part of Northwest Portland, and each scenario could be served by a new transit investment, including streetcar, along the proposed transit alignment. All three scenarios are intended to support Portland's 2035 Comprehensive Plan and Climate Action Plan goals for improving economic prosperity, human and economic health, equity and resilience, and for reducing carbon emissions. Each scenario accomplishes this in different ways. The scenario pages include maps, images, and descriptions to highlight the features of each scenario and show how they are different.

Northeast Open House

<https://www.portland.gov/bps/mp2h/mp2h-northeast-portland-urban-design-concept-virtual-open-house>

Three future Alignment Alternatives for the Northeast study area were presented for review and feedback. These alignments illustrate alternate ways to provide streetcar access to the Hollywood Town Center, and each alignment would serve existing land uses and populations along the alignment. In addition, each alignment and related transit investment has the possibility to catalyze future development along the line and on several key 'opportunity sites' identified in the alignment maps. These privately owned sites may be future opportunities for supportive development. All three alignments are intended to support Portland's 2035 Comprehensive Plan and Climate Action Plan goals for improving economic prosperity, human and economic health, equity and resilience, and for reducing carbon emissions. Each alternative alignment accomplishes this in different ways. Each alignment includes maps, images, and descriptions to highlight the features of each scenario and show how they are different.

In addition, Information Sessions on the Urban Design Concept Northwest Portland Development Scenarios and Northeast Portland Alignment Alternatives were held on July 15, 2020 (NW) and July 16, 2020 (NE). The information sessions were Zoom meetings hosted by project staff to share detailed information about the scenarios and alternatives and to provide an opportunity for community members to ask questions of staff about the work and ideas. A total of 32 community members registered for the Northwest study area session and 30 registered for the Northeast session.

Survey Highlights

The following are some key takeaway findings from responses to the online surveys and information sessions. Overall, a variety of opinions were expressed about the merits of alternate land use scenarios in Northwest Portland and alignment alternatives in Northeast Portland. In response to survey questions, scenario or alignment preferences were expressed, but these were generally tempered by comments expressing support for other alternatives. A complete record of survey responses is included in the appendix.

Northwest Portland Development Scenarios

- A total of 69 surveys were completed for Northwest Study area.
- Many suggested more information is needed to inform a decision.
- Overall, stronger preference was expressed for the Mixed Use scenario.
- Questions about expense and usefulness of streetcar.

Scenario 1: Enhanced Industrial

- Respondents were divided about the enhanced industrial scenario, with slightly more disagreeing that the enhanced industrial is the preferred approach.
- More support the approach when paired with creative/industrial office uses.
- Respondents are evenly divided about transit investment compatibility with this scenario.
- Supportive of active frontages near transit alignments.

Scenario 2: Employment

- Respondents were evenly divided in support of an employment scenario with institutional uses.
- More people believe that a transit investment is compatible with employment, and there was a higher level of agreement for this than in the industrial scenario.
- Preference was expressed for buildings less than 7 stories; next highest preference was 20+ stories.
- Strong support for creating a ped/bicycle-oriented street on Roosevelt.

Scenario 3: Mixed Use

- Respondents were more likely to agree with the mixed-use scenario than disagree, with stronger agreement amongst respondents than the other scenarios.
- Strong agreement on transit compatibility with this scenario.
- Preference was expressed for buildings less than 7 stories; next highest preference was 20+ stories.
- Stronger preference for breaking up/creating street grid on ESCO site under this scenario than others.
- Strong support for a pedestrian/bicycle bridge over HWY 30.

Northwest Portland Alignment Alternatives

- A total of 121 surveys were completed for the Northeast study area.
- Overall, stronger preference expressed for the Sandy Boulevard alignment.
- Questions about expense and usefulness of streetcar vs. other transit options, and concerns about traffic and parking issues on alignments.
- Further consideration of location of terminus in Hollywood is needed.

Sandy Boulevard

- Sandy alignment was favored by the largest number of respondents.
- Support for streetcar was expressed, but some respondents thought the corridor could be well served by buses.
- Concern was expressed about rising housing values/prices and displacement of small businesses.
- Respondents generally supported zoning changes to support development near the alignment, but others were concerned about the type of new development currently occurring and expected in the future.

Irving to Sandy Boulevard

- Irving to Sandy was the least preferred by respondents among alignment alternatives.
- Many respondents did not see the value in this line, as it was not clear what land uses it would serve that would not also be served by Sandy alignment.
- Concerns about traffic congestion on local streets, NE 12th Avenue bridge issues, and potential conflicts with I-84 freeway on-ramps.

Broadway/Weidler

- Broadway/Weidler alignment was second most favored among respondents.
- Some felt this alignment could take advantage of development opportunity in the Lloyd District; others discussed development limitations along the alignment.
- Many expressed safety and other concerns about the existing condition on Broadway and the Broadway/Weidler couplet.

Complete Survey Responses

The Appendix contains the complete public feedback participants shared via an online survey for the virtual open house that was available online from July 2, 2020 to August 9, 2020. The section is divided into two parts: Northwest Open House Surveys and Northeast Open House Surveys. Both surveys included a number of multiple choice responses to a series of questions, as well as responses to open-ended questions.

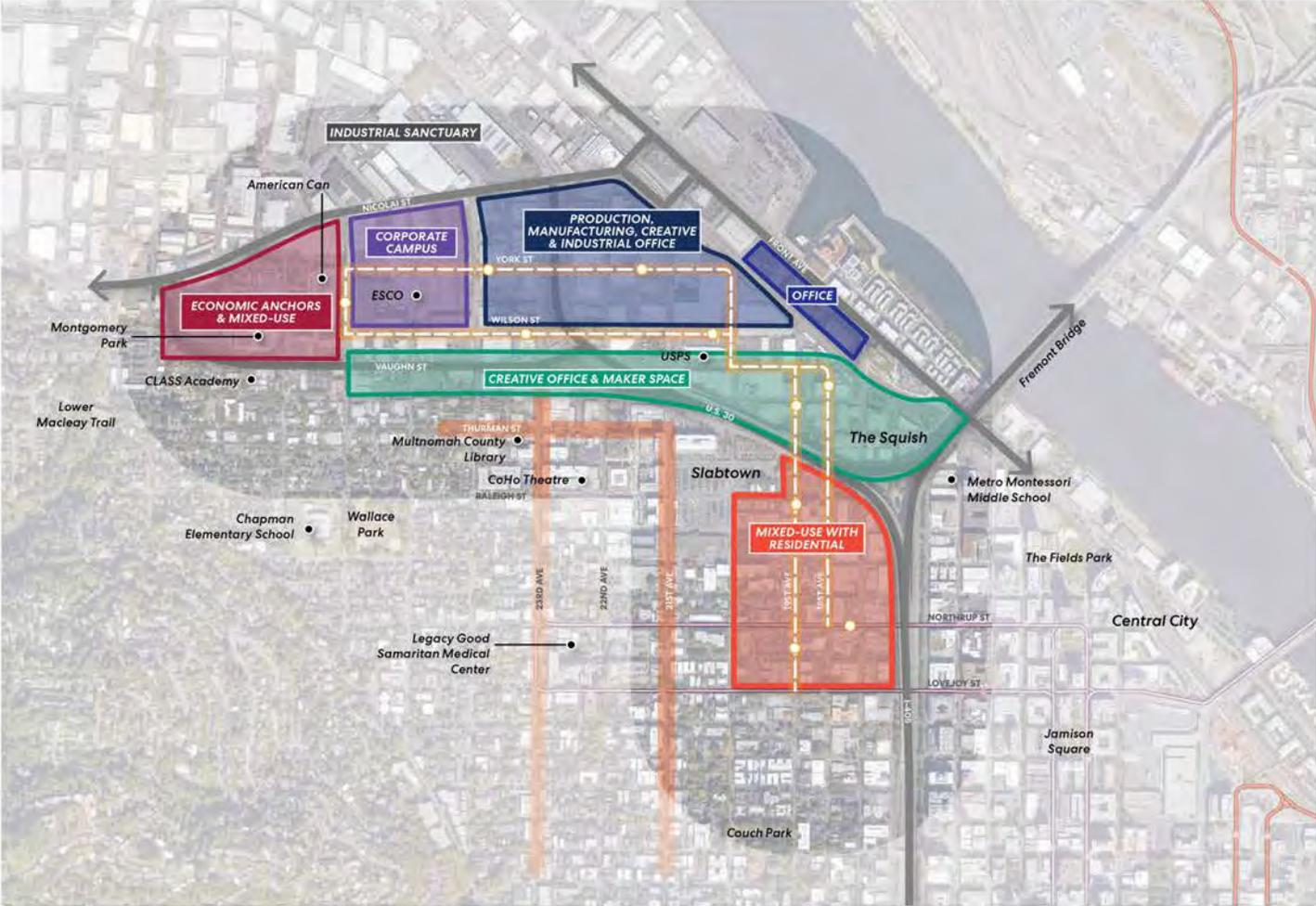
Montgomery Park to Hollywood Study (MP2H)

Northwest Portland Urban Design Concepts

Survey Data Export - September 2020

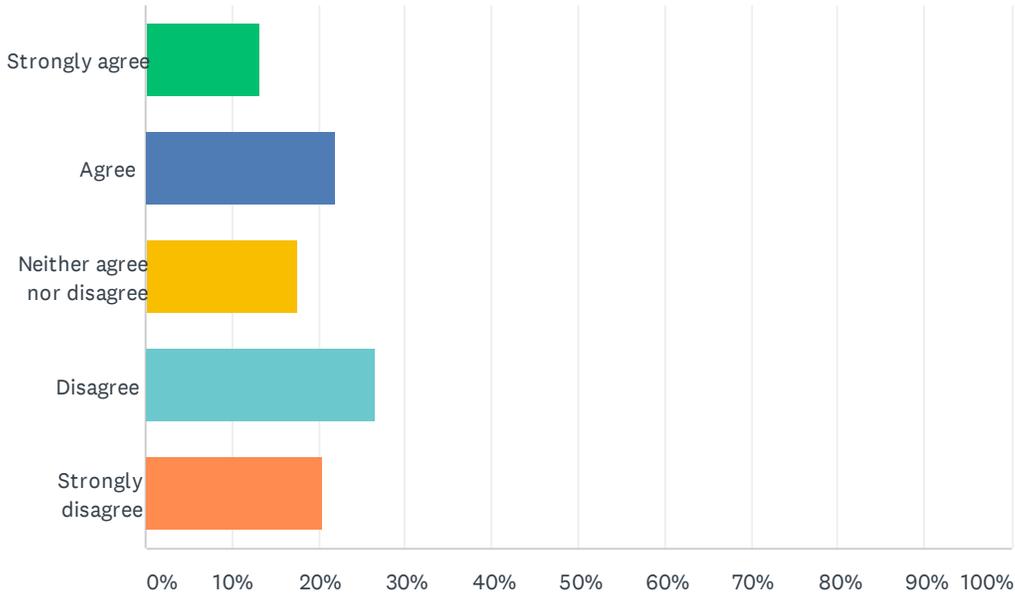
PART 1:

Enhanced Industrial



Q1 The Enhanced Industrial scenario preserves industrial uses and limits residential uses in Employment areas south of NW Nicolai Street and east of the ESCO site. Do you agree with this approach?

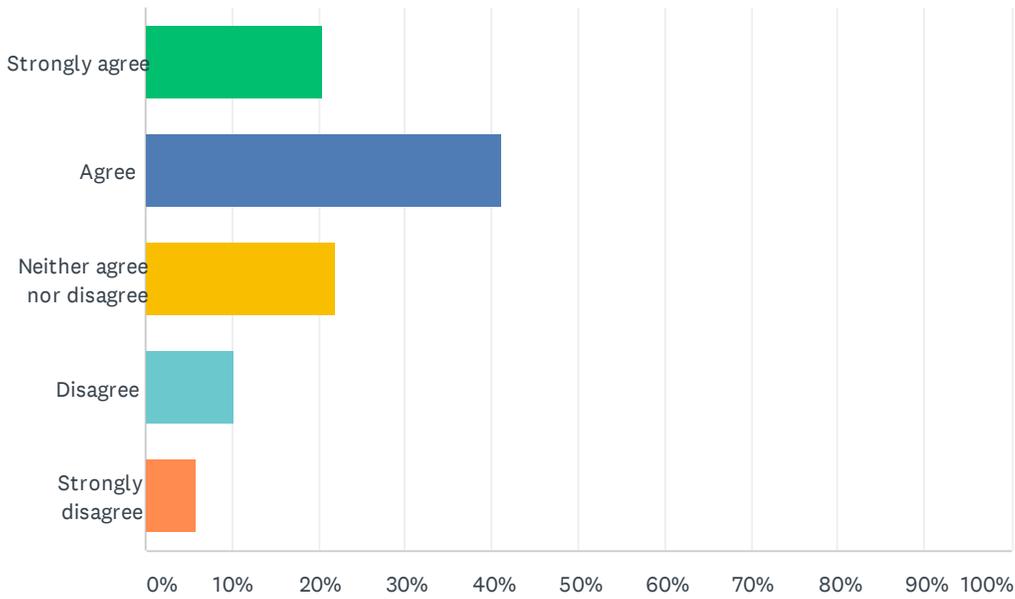
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	13.24%	9
Agree	22.06%	15
Neither agree nor disagree	17.65%	12
Disagree	26.47%	18
Strongly disagree	20.59%	14
TOTAL		68

Q2 Do you agree with the idea of allowing more creative/industrial office uses within the district under the Enhanced Industrial scenario?

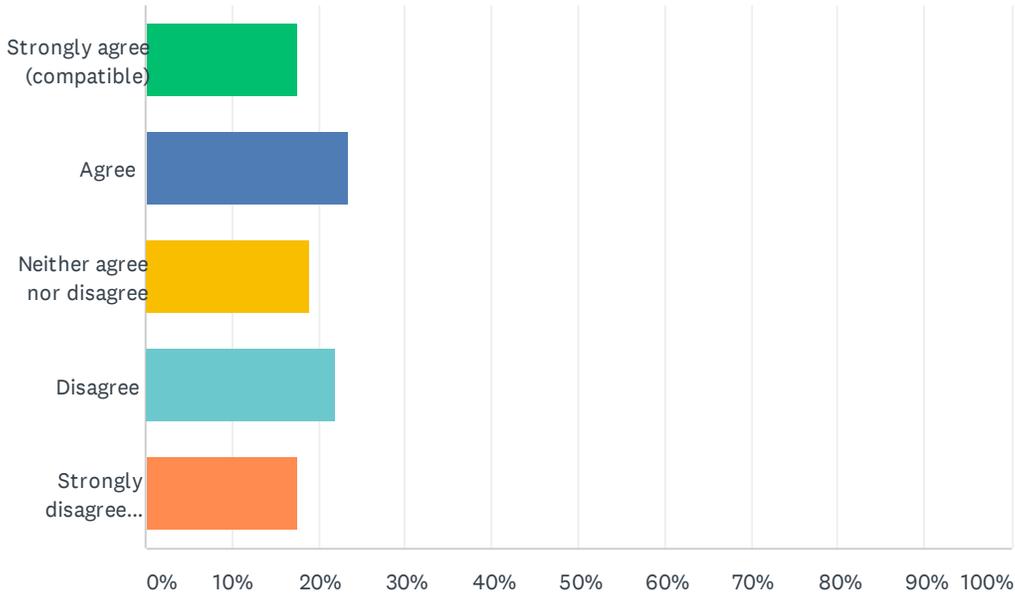
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	20.59%	14
Agree	41.18%	28
Neither agree nor disagree	22.06%	15
Disagree	10.29%	7
Strongly disagree	5.88%	4
TOTAL		68

Q3 Do you think a major transit investment (such as streetcar or bus rapid transit) could support and be compatible with the Enhanced Industrial scenario land uses and development patterns?

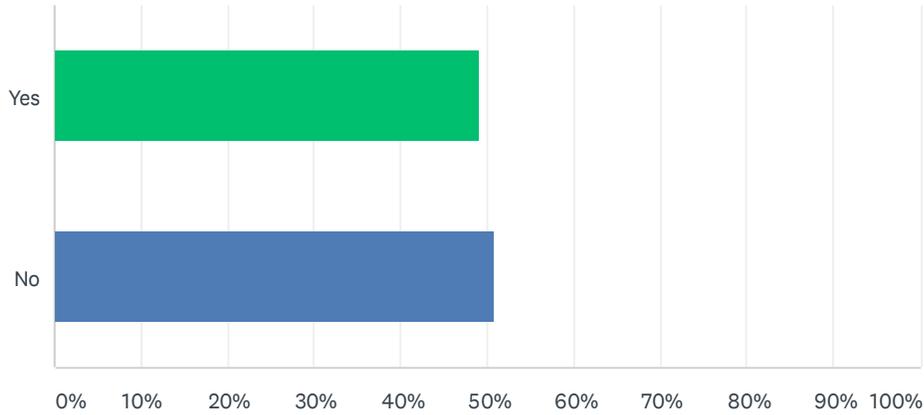
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree (compatible)	17.65%	12
Agree	23.53%	16
Neither agree nor disagree	19.12%	13
Disagree	22.06%	15
Strongly disagree (incompatible)	17.65%	12
TOTAL		68

Q4 Do you support the idea of maintaining large blocks on the former ESCO site, which provides development flexibility for the site but may minimize public access to points within the development?

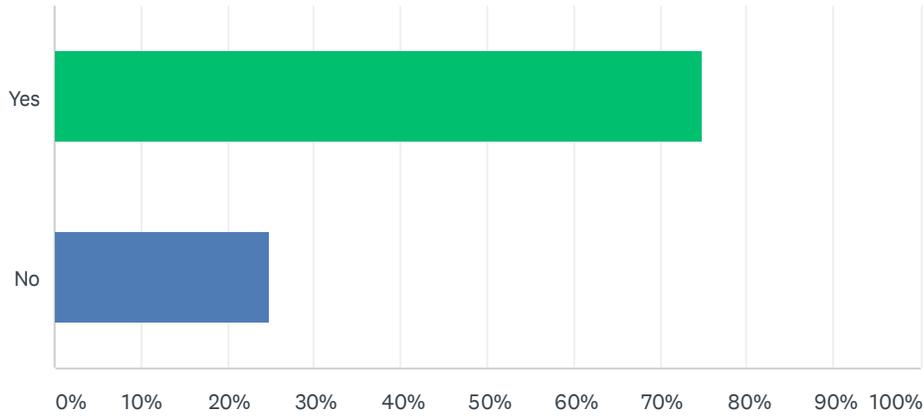
Answered: 67 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	49.25%	33
No	50.75%	34
TOTAL		67

Q5 Do you support the proposal for active frontages near the new transit alignment in the Enhanced Industrial scenario? By active use we refer to activities that bring more people or provide visual interest on the ground floor, such as a retail, commercial or maker space.

Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	75.00%	51
No	25.00%	17
TOTAL		68

Q6: Does the Enhanced Industrial scenario create any benefits or burdens that you are particularly excited or concerned about?

This zoning change is just another city ploy to enhance the wealth of land owners and developers at the expense of true industrial jobs that are desperately needed by the racial and economically challenged. Your language sounds enticing but the working class will be the big losers. Also, every economic analysis says Portland lacks adequate industrial land and this scenario will make it worse since business / office development will be the outcome.

Increased traffic to/from which the regional transportation connections highlighted on map are already at full capacity pre-Covid and prior to new commercial/residential development coming online (Conway area); impacts/stresses placed on adjacent neighborhoods to South and North --- increased parking (Montgomery Park employees already park South of Vaughn; increased road traffic with cars cutting through on NW 25th/24th/23rd, impacts on parks and schools with increased demand; for equitable development to really occur, and given everything that has transpired since the 2019 analysis was completed, the City needs to expand its outreach and engage in conversation with individuals and populations that have often been excluded from the NW area for a variety of reasons.

Primary benefit is the focus on restoring jobs lost with shutdown of Esco and other businesses in Portland. We want things to be designed and manufactured in Portland with quality and pride. It is a valued part of our identity we want to maintain and grow. Creative arts and food-and-beverage should very much be included. Large, medium, and small business can and should co-exist and can be synergistic. To be successful, plenty of parking will absolutely be needed (as Montgomery Park has shown). It can be opened to the nearby community after hours ... even the Timbers and Thorns fans who park there now. With insufficient parking our neighborhood that is adjacent will suffer greatly, especially the existing business already under pressure due to construction of density housing with no parking. Trees are important for all of us throughout the day, and should be along all streets.

It doesn't make sense to build industrial in a close-in area of Portland. We've been fortunate to be able to build dense residential neighborhoods in previously industrial Pearl and Slabtown, avoiding displacing residents. Why reverse this by "replacing" industrial? New housing can proactively counteract gentrification occurring in NE and elsewhere.

Truck access to work space for labor and materials will be impossible with light rail .

No

I oppose any zoning change east of Hwy 30. That area should remain Industrial.

I am interested in enhancing transit to the neighborhood. But I am skeptical that new development will have a net positive effect.

Who will be responsible for the removal of any toxic chemicals on these sites if people are allowed to live there?

More family wage employment. Employers new to the city that want a campus environment.

Concerned that too much retail is required, which in other areas has proven to be not sustainable.

Question #6: Does the Enhanced Industrial scenario create any benefits or burdens that you are particularly excited or concerned about?

realistic in imagining the next generation of jobs.

I think this is the option that makes the least sense. While I appreciate and understand the need to have vibrant and affordable industrial space within the city (after all- it has to go SOMEWHERE), this is too high value of an area to devote to space that is meant for the production of things instead of the primary function of housing people (no matter what they're doing). This makes the least amount of sense for dense, accessible transit modes like a streetcar-which are first and foremost about providing consistent, reliable access for residential areas.

Nothing in this plan provides sustainability of indigenous, POC communities! How are Trans and Non-Binary persons being compensated for the pain and suffering at the hands of the cisgendered patriarchy? CANCELLED!

A major transit investment (such as streetcar) is most likely to be successful (in terms of ridership and reduced cost relative to who is served) when there is a lot of people/destinations to be served. However, this needs to apply at all times of day, not just during commute hours when people are most likely to travel to/from work. I'm concerned the Enhanced Industrial scenario would not provide enough density and mix of uses that would lead to such conditions where a streetcar could perform well at all times of day. In this scenario, I don't believe a streetcar would be a worthwhile investment when other parts of the city have an existing need.

Benefits: Compared to the other scenarios, there appears to be less development which suggests that the area would be less impacted by an increase in traffic. For the property owners, it also allows for increased development of currently undeveloped or underdeveloped land. Burdens: Any change may impact current employment opportunities and result in increased traffic. Both of these need to be examined carefully before any change, if any, occurs.

A corporate campus at the ESCO site would be really cool!

still wrapping my head around everything....

It would not drive people to the area other than those who work there.

We do not need more public transit in the NW area. There is more than enough. We need safer, more pleasurable, and faster ways to walk and bicycle, especially walk. This means better street markings and signs, bigger sidewalks, etc. A person can walk from Montgomery Park to Old Town Chinese Garden in 20-30 minutes. People need to "walk" more. It's very healthy and ecological. Reduce traffic; increasing walking. It's safer and less expensive, as well. Think out of the box. Walking is the most natural physical activity of human beings. The streetcar and big buses dominate the public space, including tracks, and are dangerous for pedestrians and bikers. Decrease obesity and get some fresh air, also reduces noise pollution. Use public money in planning and operations for improving walkability not fancy expensive public transportation work. People drive recklessly around here too much. Increase pedestrian and bicycle uses in this development plan--NOT bus or streetcar development. This will also preserve the quiet atmosphere of the area residents enjoy. Not everyone wants a downtown atmosphere here.

Question #6: Does the Enhanced Industrial scenario create any benefits or burdens that you are particularly excited or concerned about?

Maker's spaces and the projected (higher) rent levels in this area are not aligned.

As the population density grows, industrial use which increases the opportunity for citizens to interact with harmful chemical and carcinogens.

No

Nothing to add

The US no longer has the heavy industry of decades ago. Heavy industry is dirty: water, land, and air quality deterioration is the result. Housing is needed.

Portland has far greater needs (and should have clearer priorities) than spending millions on a streetcar that won't be used (except for a homeless camp) and more development that will languish. Get clear and execute on things we need - Clean up the trash all over this filthy city, help the homeless (note, help = free handouts), fix our dysfunctional governance.

Increased traffic on 25th is a big concern if not mitigated by additional and substantial public transportation options

A new form of mixed uses which includes housing and workshops and or light industrial is a possibility, but would need to be carefully thought through

Industrial land is scarce. Analysis needs to be done to show that this isn't just going to lead to high income tech jobs rather than middle wage industrial jobs. Streetcar seems like a driver of high tech and a detractor from industrial.

Environmental issues, taking high value riverfront space for polluting and non-esthetic purpose

We should open the river to mixed use and eco habitat zones at in all areas. Exclusivity for industrial use needs to end.

I'm excited about the potential for growth. We could have another central eastside scenario with a streetcar line.

I'm not sure this improves equity in access to transit and the livability of the city for people who cannot live within the core of the city. This seems to serve businesses and downtown-to-downtown trips rather than edge-to-core transit trips. Given that I am unenthusiastic about subsidizing it as a tax payer.

It should be like Seattle's South Lake Union

As the equity report shows, this option brings the benefits of keeping industrial jobs for people of color. Especially if this is connected to a streetcar system that expands to areas of color, having easy transit access will benefit those communities. The burden that I see is that keeping a lot of land for industrial use would limit the amount of new affordable housing that could be built alongside the streetcar line.

Question #6: Does the Enhanced Industrial scenario create any benefits or burdens that you are particularly excited or concerned about?

I don't believe that industrial uses or industrial office uses justify the transit investment because the transit will not be fully utilized and the transit investment will not spur additional

I prefer for the land uses east of Esco to remain Industrial. Thus, I do not favor Streetcar there. The Streetcar should primarily serve Hollywood to Montgomery Park linking already-active nodes between them. So Streetcar should turn North from Northrup onto 21st to serve the ConWay node. Then onto Thurman east to 20th, then northward to join the planned route. From Montgomery Park, Streetcar should go east to 23rd and turn southward. It should serve the active node along NW 23rd until it turns east on Lovejoy using the existing track.

Yes, excited in that it may limit the city's encouraging residential buildings and density where it is neither wanted nor needed.

more traffic

I don't think adequate assessment of jobs/housing mix has been done to enable evaluation of any of these options and the elimination of existing zoning and uses.

Traffic! Streetcar or BRT needs to hit the important regional transit nodes (Rose Quarter, Providence Park) for transit to be a strong commute mode. Streetcar as proposed may not be able to do that. On the other hand, job preservation and restoration should be an important consideration.

Unlike the existing zoning which already allows a fairly large amount of corporate offices, creative industry, etc., this scenario will lead to more traffic, less working people jobs, and displacement of existing businesses.

concerned about potential for new sources of pollution, heavy truck traffic

Drives out industrial activities and employment.

As someone who currently lives in slabtown near some existing industrial buildings, I am concern about noise and potential chemical odors from nearby industrial areas.

If transit is bringing riders to or from work where the employer has prescribed work hours such as 9-5 or even shifts, I believe the transportation vehicle would need to have capacity to take enormous amounts of people on the same vehicle in order to allow employees to make it to work on time using this vehicle. If not, it will not be successful. MAX Light Rail makes sense, not StreetCar. StreetCar is better for residential and retail areas due to the greater dispersion of ridership can occur throughout the day/night as opposed to commuter times.

Any industrial scenario is fundamentally incompatible with a transit investment such as a streetcar as loading dock access is severely hampered, or all together not possible.

I don't think that keeping this area industrial makes economic sense for the city, nor does it help improve the quality of the City of Portland.

Question #7: Is there anything else you want to share about the Enhanced Industrial scenario?

Any proposal that allows for more business or office space in this area will undermine our fragile downtown. Stop diluting downtown, particularly when an office space glut is very likely.

In order to properly evaluate the development scenarios, what are the traffic impacts of each and how does streetcar and other public modes of transportation address? What kind of parking regulations would be implemented for each scenario to encourage other modes of transportation to/from the area? And how minimize the impacts on NWDA and the Industrial Sanctuary?

My only comment on this survey is how every scenario requires the existing streetcar lines to be moved. I moved to the Alphabet District (where NW Johnson joins NW Westover Rd) because the streetcar was about a 6 block walk. Further than I'd like, but still acceptable. Rerouting the lines further north and stopping them further east is aiding developers at the expense of existing residential areas. Let new businesses/residents/etc make their decisions based on existing or enhanced bus lines. Please don't sacrifice the businesses on 23rd Avenue and surrounding neighborhoods by removing convenient streetcar access.

Please improve Nicolai road conditions, including width and turn lanes. It needs it and will need it more. Please note that Traffic flow on Vaughn should not be further constricted. Thurman and Upshur can not absorb much more, if any of the overflow traffic without creating significant health and safety issues and drastically reducing the quality of life in the neighborhood. The Thurman corridor can continue to thrive as a destination for visitors to our beautiful area. Those visitors would also love to see where great things are Made in Portland and buy them from the makers. Please help all of us take advantage of this 100-year opportunity to build our economy and ourselves. Thank you.

The cost to small land owners with the burden of light rail will push out the 6 small businesses I lease warehouse space to.

I think that the street car route in the NW should be on NW 19th and NW 21st.

East of Hwy 30 should remain Industrial to support family wage blue collar jobs in the City. Streetcar should NOT run on 18th and 19th to access that area.

It's not clear what the impact on industrial living wage jobs will be or what the impact on our strained transportation infrastructure will be.

No more streetcars. They are a failure here in Portland. And because medical experts are stating the virus will never be fully contained because it spreads too easily - do you really think spending millions on a system doomed to fail is a wise use of money that could be spent more productively elsewhere?

Other areas of the city would be better suited to "enhanced industrial" than here.

Capitalism is oppressive slavery!

Question #7: Is there anything else you want to share about the Enhanced Industrial scenario?

How does the information provided and the phrasing of these survey questions allow for informed and unambiguous responses? Barry mentioned that this survey is supposed to be general in nature, but these questions are very specific (and compound) about supporting or not supporting particular complex concepts w/o context. Q1: Neither agree nor disagree (It is more complicated than agreeing or disagreeing with this approach when you don't have sufficient context, and when there are varying aspects to the scenario. This material doesn't indicate what the existing zones are and what they may switch to, which seems like important information when evaluating this potential change. Montgomery Park is currently listed as EX, but in this scenario it is listed as High Density Mixed Use? Is the EX zone the same as High Density Mixed Use? Besides "more creative/industrial office uses", does this scenario allow for other uses? What are examples of what could be built under existing zoning and how does that compare to the proposed zoning change? Does the Enhanced Industrial scenario preserve industrial uses more than if zoning didn't change or compared to the other scenarios? For scenarios 1 and 2: The ESCO site is listed as a medium/high density employment area, so why do the residential limits start east of the ESCO site (existing zoning appears to not allow for residential uses)? What are the limits on residential uses in Employment areas? Are these limits compared to existing zoning or to scenario 3? What are the probable impacts on the surrounding area with this scenario, including existing employment and traffic?) Q2: Neither agree nor disagree (Is there a need for more creative/industrial office space in this location? What are the expected impacts to existing businesses and employees in the area if this is allowed?) Q3: Neither agree nor disagree (This question is too vague (there is a big difference between streetcar and BRT) without informed context. What does "support and be compatible" mean, especially when modified with "could"? It seems that any means of getting people to the area "could" support and be compatible with development or no development in the area. With the Enhanced Industrial scenario, would it support a streetcar? What is the level of development that would support or justify a streetcar?) Q4: Yes / No (This question seems oddly specific given it is one of the few transportation questions, and the complexity of the chart used for this question. What is the connection between large blocks and the potential of minimizing public access? Since it says "may", it suggests that it doesn't have to minimize public access. Is there a public benefit to large blocks? Is there a public benefit to small blocks? Someone may support large blocks if public access wasn't minimized, so a "no" response would be misinterpreted.) Q5: Yes / No (This assumes there will be a new transit alignment. A "No" response is ambiguous. It could mean that you don't like active frontages, but you like the new transit alignment; or that you like active frontages, but they shouldn't be near the new transit; or that you don't think there should be a "new transit alignment" regardless of the frontage option. With more limited development in this scenario, will there be sufficient need or interest in a major transit investment? Will there be sufficient public demand for whatever spaces are built?)

still wrapping my head around everything.... I do worry about being bamboozled....

Thanks for your hard work. Don't assume you're the experts. The public is very informed, aware, educated, and insightful, especially those living in these neighborhoods. Use the money for cleaning up the streets more often, as well, i.e. street sweeping and litter, and pruning trees for beauty. Don't put the burden all on the taxpaying public who already do a lot taking care of sidewalks and parking strips. Require all parking strips to have at least one tree every thirty feet. Too many parking strips filled in with concrete. Trees benefit both aesthetically and ecologically in many ways.

No

Question #7: Is there anything else you want to share about the Enhanced Industrial scenario?

Nothing to add

Portland has far greater needs (and should have clearer priorities) than spending millions on a streetcar that won't be used (except for a homeless camp) and more development that will languish. Get clear and execute on things we need - Clean up the trash all over this filthy city, help the homeless (note, help = free handouts), fix our dysfunctional governance.

this scenario seems like an inappropriate use of the streetcar transit option

I support the creation of a new mixed-use neighborhood in this area. Industrial office and large blocks are ok, but not at the expense of reducing housing creation. Our city has a housing shortage, and close-in neighborhoods are the best housing and environmental solution to our problems. Our city needs more housing, and new mixed-use neighborhoods in formerly industrial areas have the benefit of sidestepping a tough political fight with existing homeowners who oppose additional density.

See above long answer.

For my money, the City doing nothing about the Enhanced Industrial scenario, or any scenario until much larger societal problems are fixed, would be by far the best course of action. I understand every department has its budget which they feel must be spent, however, today's problems require a different approach. Specifically, that there are 4000 human beings sleeping on the streets in Portland is appalling. Perhaps the City could really focus time and money on this one issue? It makes me feel icky, guilty and oddly unworthy to be able to walk to a restaurant, spending more on dinner than the people I walked around to get there make in a month. Even though I worked fairly hard for forty years to be able to do so, the fun is greatly diminished. Portland can do better and should. The piecemeal "solutions" of the last decade or so are obviously not working.

I don't believe this is the right scenario and best use of the land.

For any of these scenarios, what happens between NW Thurman and NW Wilson will be important for how well this scenario complements existing and emerging development.

Don't think any change is needed EXCEPT better transit service and better street/sidewalk infrastructure to support transit.

this is the least appealing scenario

In each case the zoning along the street car must change to allow for flexibility of the use of each building. There are several smaller parcels that would lose their use if the zoning remained the same and the street car was built.

Long-range plans for this area were settled by the CC2035 plan.

The City should focus on attracting technology employers which tend to have a greater density of jobs/space than industrial and bring higher wages to further generate economic activity. Housing options are needed near technology employers to allow employees to be efficient with their time.

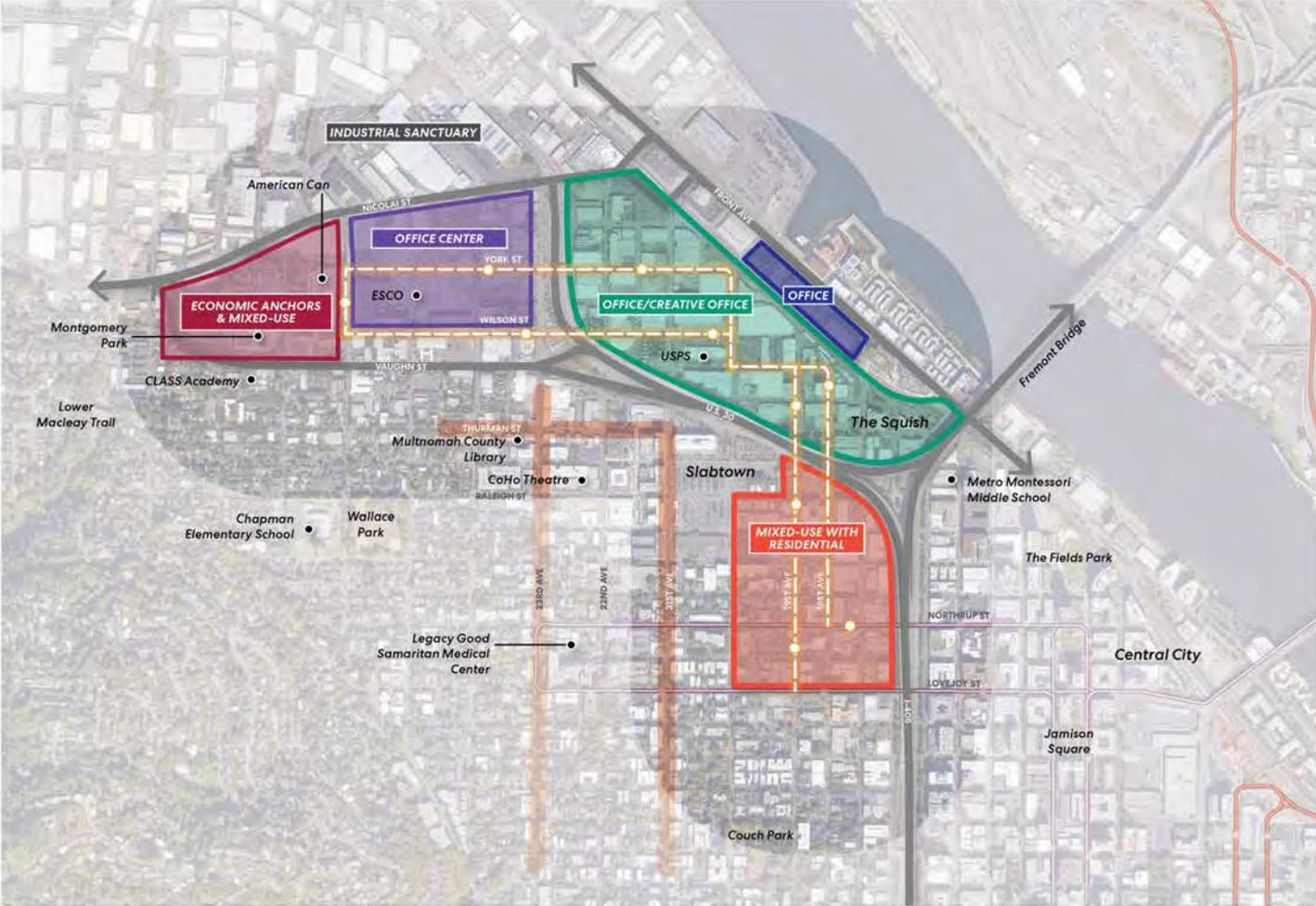
Question #7: Is there anything else you want to share about the Enhanced Industrial scenario?

Misses an opportunity for greater zoning flexibility that would allow the City to see wider range of economic activity & employment options.

The development of this area for mixed use provides Portland an incredible opportunity for a vibrant new neighborhood. So, Enhanced Industrial is not its best use.

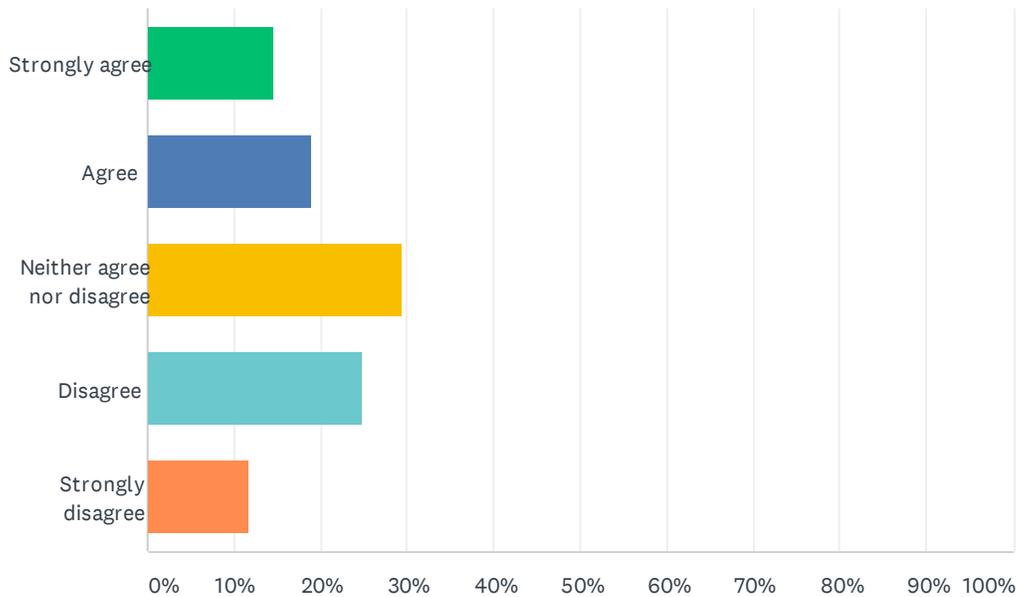
PART 2:

Employment



Q8 The Employment scenario increases the range and intensity of allowed office uses, and allows institutional uses (schools, medical centers, etc.), but limits residential uses in Employment areas proposed south of NW Nicolai Street and east of the ESCO site. Do you agree with this approach?

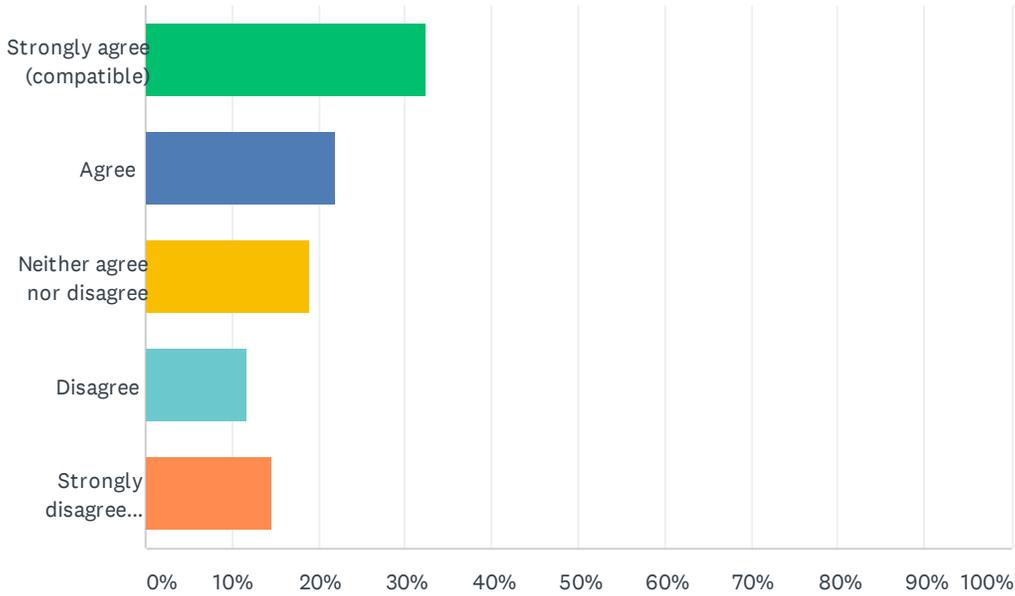
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	14.71%	10
Agree	19.12%	13
Neither agree nor disagree	29.41%	20
Disagree	25.00%	17
Strongly disagree	11.76%	8
TOTAL		68

Q9 Do you think a major transit investment (such as streetcar or bus rapid transit) could support and be compatible with the Employment scenario land uses and development patterns?

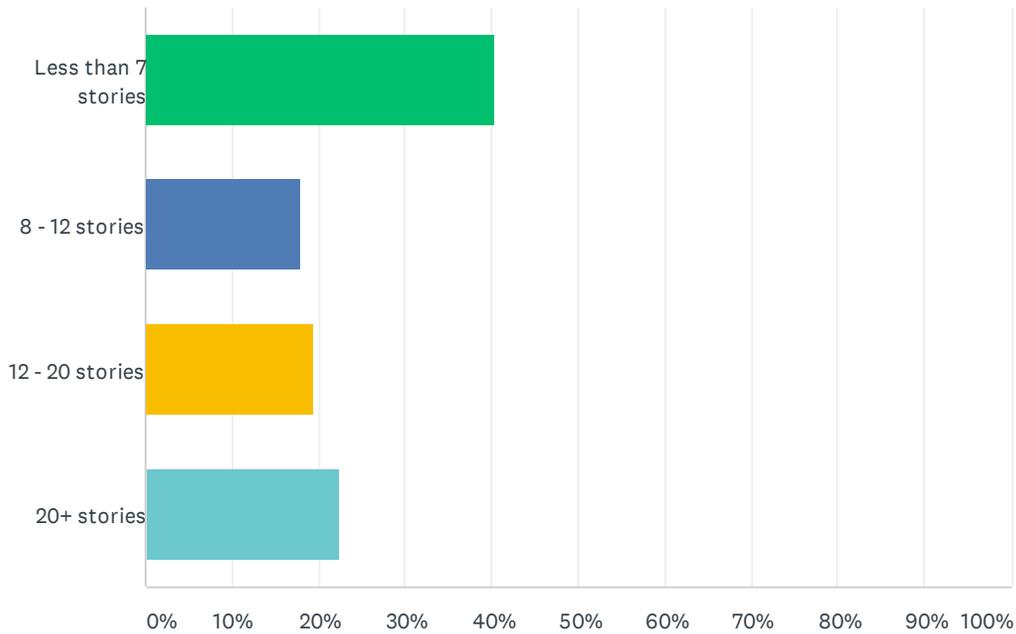
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree (compatible)	32.35%	22
Agree	22.06%	15
Neither agree nor disagree	19.12%	13
Disagree	11.76%	8
Strongly disagree (incompatible)	14.71%	10
TOTAL		68

Q10 If land use designations (zoning) were changed to allow a greater variety of uses in the area, how tall should buildings be (maximum)?

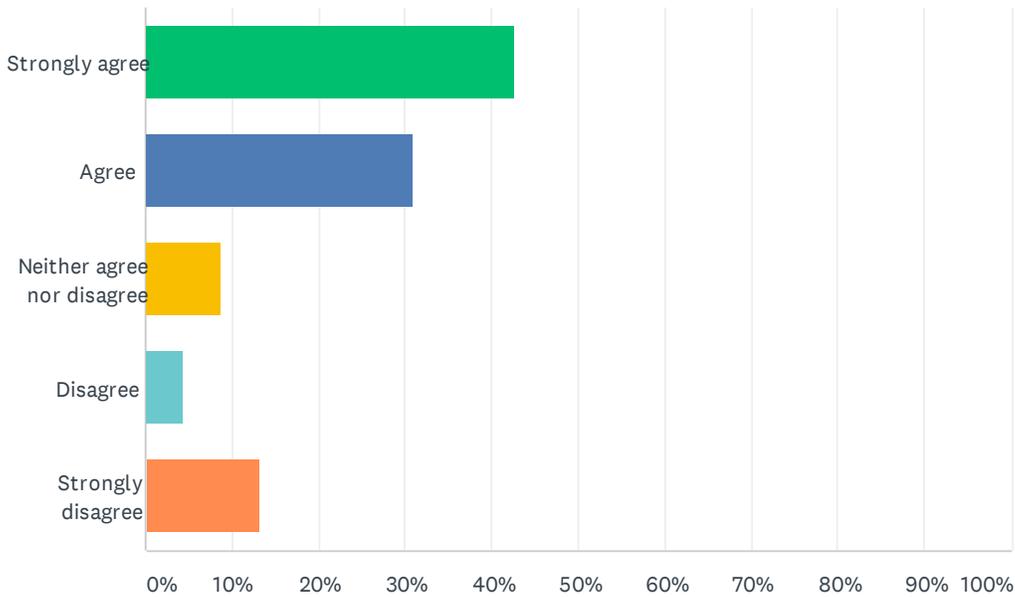
Answered: 67 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 7 stories	40.30%	27
8 - 12 stories	17.91%	12
12 - 20 stories	19.40%	13
20+ stories	22.39%	15
TOTAL		67

Q11 Do you support the idea of creating a pedestrian and bicycle oriented street along Roosevelt Street as shown in the Employment scenario?

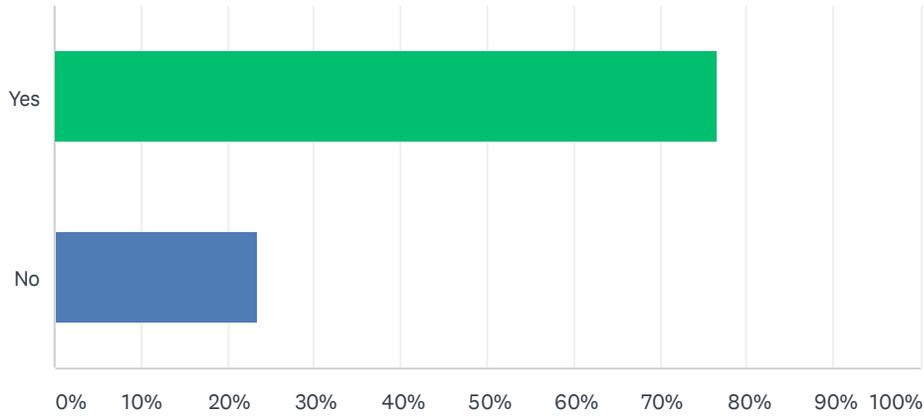
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	42.65%	29
Agree	30.88%	21
Neither agree nor disagree	8.82%	6
Disagree	4.41%	3
Strongly disagree	13.24%	9
TOTAL		68

Q12 Do you support the proposal for active frontages near the new transit alignment in the Employment scenario? By active use we refer to activities that bring more people or provide visual interest on the ground floor, such as a retail, commercial or maker space.

Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	76.47%	52
No	23.53%	16
TOTAL		68

Question #13: Does the Employment scenario create any benefits or burdens that you are particularly excited or concerned about?

This is another sellout to rich land owners and developers. It will decimate real industrial jobs and hurt the working class. How can you consider this idea that reeks of elitism?

With increased "intensity" under the employment scenario, the impacts on the current transportation network which is already at capacity, become greater. With increased demand in the area, there will also be impacts on existing housing, parks, schools, etc in the area to the South along with development pressure extending North. Lastly, what is the City doing to ensure that the engagement process is more inclusive, extending beyond NINA and NWDA boundaries?

Same comment as scenario 1, #7

Yes. Very much against "Medium Density" on Vaughn St. -- especially as pictured in your materials and built in the area around Dockside restaurant. That looks like something that will repel many Portland residents (current or future). If it happens anyway, please setback the buildings for many large trees. Trees are important for all of us throughout the day, and should be along all streets.

This survey doesn't even ask, but we probably don't need a Major Transit Investment for any of these scenarios. That's a question for ten to twenty years down the line after the area is developed. BRT needs to occur elsewhere along established corridors. In the meantime, I have no idea what the future need is for these types of employment spaces. I've been wondering why all those strange, insecure and unventilated "live and work" apartments on ground floors can't just be office space.

Concerns about parking - while enhanced transit can help commuters coming in from the east, transit options from the west (esp. NW) remain slim to none. Commercial buildings should provide some parking.

Existing businesses will go away.

No

The Employment scenario should only apply west of Hwy 30 to serve Esco and MP properties.

This will strain an already overburdened transportation system and will displace or eliminate working class industrial jobs.

In 2020 - and beyond - do you honestly think people want to travel to where ESCO spewed toxic compound into the air and soil?

Provided there is not too much to to make it unsustainable.

Roosevelt seems to make more sense as you increase building heights.

Question #13: Does the Employment scenario create any benefits or burdens that you are particularly excited or concerned about?

Also not the best choice. We have a major office and employment area very close by to this study area- its called downtown. We need to balance the need of different uses, and I'm not sure Portland is "under-officed." As the pandemic shows, long-term investments in more and more office space are speculative at best. I'm all for making sure we have enough Grade A office space (I am also one of the Portlanders who embraces the skyscraper), but it just simply isn't needed in this area at this school. Montgomery Park is already the largest office building in Oregon by square footage. And you want to propose more? We need dense, compact, vibrant neighborhoods with lots of housing and some focused additional retail and space for employment. This area is ideal for that concept, but not this employment one.

Using oppressive language like "employment" when you really mean SLAVERY is beyond problematic! Defunding public projects and divert funds to guaranteed minimum income programs is the best way to fight income inequality!

I support the proposal to add new ROW in the large blocks to provide additional access and allow for incremental development. It is much easier for smaller developers to purchase property and develop new buildings at a much lower cost if the parcels are modular, instead of a large single block. When a developer can acquire or develop property in smaller chunks, the chance that a property will be developed is much higher. Only large corporations would be able to develop a superblock, and it is likely that would only happen in a few rare circumstances. I'd also like to recommend the new Reed Street be continued through to 26th Ave, as a full new street or as a pedestrian/bike pathway (similar to the north-south walkway between 21st and 22nd Ave in Slabtown, or like NW Irving St between NW 10th and 12th Ave or between NW 14th and 15th Ave). The new awkwardly shaped block between Reed and York should become a public park. Successful neighborhoods need public parks, and the area does not have enough currently nor as proposed in this alternative.

Benefit: Potentially additional jobs in the area. Burden: Potentially more traffic in the area and displacement of existing jobs.

still wrapping my head around everything....

More retail space and the like is not a problem and is worth trying in small steps to see if it works before going full blown to curb financial loss. Create more bicycle and pedestrian friendly paths, bike parking, landscape, etc. to access these amenities--not big buses and streetcars.

Higher density will bring more traffic. The "improvements" made to I-405/Vaughn/23rd have not improved through put with that intersection.

New employment without consideration of housing will increase congestion and property values, typically to the detriment of low income families already established in the neighborhood.

No

Nothing to add

Question #13: Does the Employment scenario create any benefits or burdens that you are particularly excited or concerned about?

More people work from home now due to the pandemic. How will possible permanent changes to office work affect demand for leased office space?

It'll be a lost cause

Increased traffic on 25th is a big concern if not mitigated by additional and substantial public transportation options

it seems apparent that we will be experiencing profound changes in the workplace and in our public habits. Office, and retail, uses need to be thoroughly rethought.

Again, the concern would be more tech bros and less industrial jobs.

Housing, beauty and tourism potential, environmental pluses

Job equity is the main concern here. Especially in the age of Covid-19, the types of office and institutional uses are being replaced by more virtual means while service jobs are still mainly in person. Therefore, the shift in job development is contrary to the overall trend shown by the pandemic. However, some of the pedestrian and public realm developments would allow more people to easily move throughout the area and make it feel like a more complete neighborhood.

It's better than the Enhanced Industrial scenario but I strongly favor a scenario with more housing.

I do not favor this scenario. I want Industrial zoning and uses east of Esco to be preserved. It is also part of a racial equity decision because blue collar jobs would be preserved or encouraged.

Same comments as for Enhanced Industrial

I don't think adequate assessment of jobs/housing mix has been done to enable evaluation of any of these options and the elimination of existing zoning and uses. Also, commercial establishments already struggle and there are vacancies within the existing neighborhood - has this been thoroughly analyzed?

This may be a more versatile scenario given the evolving economy. I remain concerned about traffic and the ability of freeway portals to handle it.

Traffic impacts will be huge and investment in streetcar would not serve the needs of employees.

I suspect that only very dense employment centers without parking would create demand for a streetcar or bus rapid transit service. I'm generally skeptical of using anything but funds from development for a streetcar. Without bus lanes and signal priority a BRT line through the area would be as useless and expensive as the Division "BRT" project.

Still weakens industrial protections.

Increased employment opportunities and businesses within easy walking/biking range of my home would be great

Question #13: Does the Employment scenario create any benefits or burdens that you are particularly excited or concerned about?

My only concern is creating an after hours desert where its basically vacant and unsafe for people. I think its a fine line to draw, and some taller buildings with residential on upper floors may be an answer

I think zoning should be form based, not use based and transportation and other types of infrastructure should be sized based upon the allowed form. I think this ultimately creates a more well balanced neighborhood rather than clusters of the same type of space which causes then need to travel to other areas for activities that take place throughout the day/week.

This is an improvement on Scenario 1, but it doesn't really make full use of the area.

Question #14: Is there anything else you want to share about the Employment scenario?

Terrible idea. We need to preserve the industrial sanctuary and the unique jobs that are provided.

Red Fox Commons is a very nice office space that we very much appreciate in our neighborhood. However, it is having trouble renting as there is just not nearly as much demand for office space as industrial and creative. That isn't going to change even if another pandemic doesn't follow this one.

Apparently the Streetcar extension is a Done Deal but I really had no idea, and regard it as completely unnecessary. Further I hate to contemplate what traffic on 18th & 19th will become. You can get people out of their cars, but what about the rest of the traffic that enters and exits the neighborhood on these streets?

The site should be a Superfund before more people are allowed to work there.

The writer's white privilege leaps from the screen in this section! Systemic racism is evident when the word diversity was only used twice in one small section! [*explicit language redacted*]

See notes in Q7 for general concerns and questions that also apply to this scenario.

still wrapping my head around everything.... I always worry about unintended consequences of planning

No

Nothing to add

Portland has far greater needs (and should have clearer priorities) than spending millions on a streetcar that won't be used (except for a homeless camp) and more development that will languish. Get clear and execute on things we need - Clean up the trash all over this filthy city, help the homeless (note, help = free handouts), fix our dysfunctional governance.

I support the use of the open space at the end of the streetcar line.

The distinction between open office and creative office isn't well defined. All new offices are open plan. There is no justification for the city to say what type of company or activity can use an office space. The city can regulate externalities, such as traffic generated, but it is wrong for the city to try to favor one type of office use over another.

See above.

I worry about eliminating higher paying jobs requiring a variety of education levels for workers, e.g. manufacturing and light industrial jobs.

I agree with Roosevelt bridging the freeway, but take that all the way to the river as in Scenario 3.

No need to up zone this area to accommodate so much new development; the impacts are not being adequately evaluated.

Question #14: Is there anything else you want to share about the Employment scenario?

The Esco site is massive and could easily support creation (restoration?) of a street grid and many large employment centers.

In each case the zoning along the street car must change to allow for flexibility of the use of each building. There a several smaller parcels that would lose their use if the zoning remained the same and the street car was built.

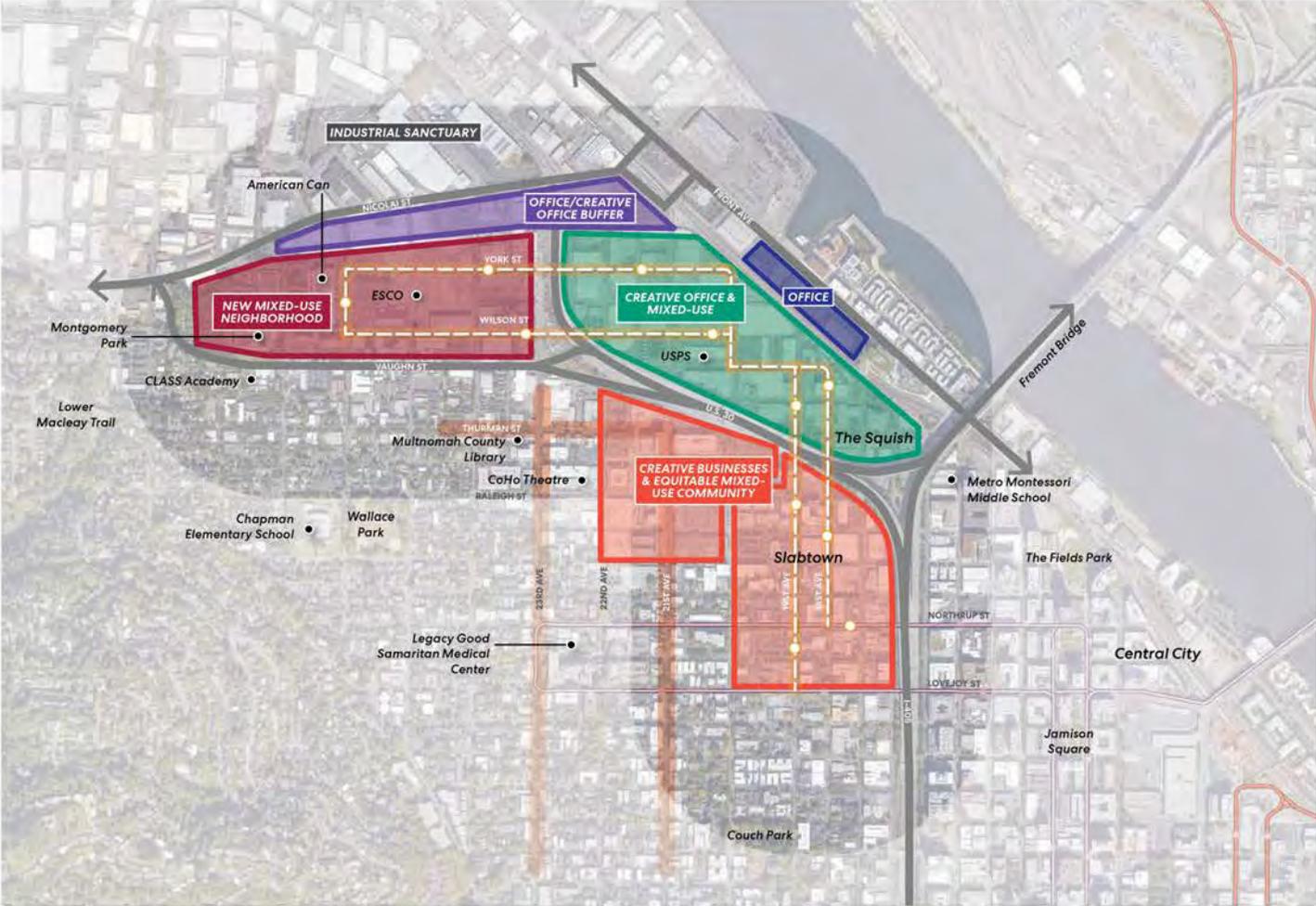
One question asked about height limits but offered no option for none or a height limit below seven stories.

Active ground floor requirements are not market driven. As a result, the buildings that are subject to it often are dark (which is the opposite of the intent) at the ground floor or need to subsidize the enterprises that do take space in the form of lower rent which doesn't typically justify the cost of high density buildings which in turn is an impediment to promoting growth where infrastructure has been invested in. Commercial has been changing since 2007 and this pandemic is causing an acceleration of that. Soon we will need to determine what we can repurpose many of the ground floor spaces into because brick and mortar retail is largely dead.

There is no comment area in the Transportation section, so I'll put it here. Restricting traffic through Roosevelt is a very poor idea. I am the owner of part of Roosevelt on the South side, and most of Roosevelt on the North side of 23rd to 24th. I also own part of York St. between 23rd and 24th. All of Roosevelt on the north side is parking lots, carrying forward their use as parking lots since Esco's purchased the land in the 1960s. If you plan to have no cars on Roosevelt, you wipe out the only viable parking lot in the area (120 spaces) as well as much of the free on street parking for employees in that area. Additionally, with street cars on York and Wilson, people (who definitely still drive cars in rainy Oregon) will want to be able to drive on Roosevelt as an alternative. Also, to the extent you plan to widen Roosevelt, I'm not sure how you do that with several residences on Roosevelt.

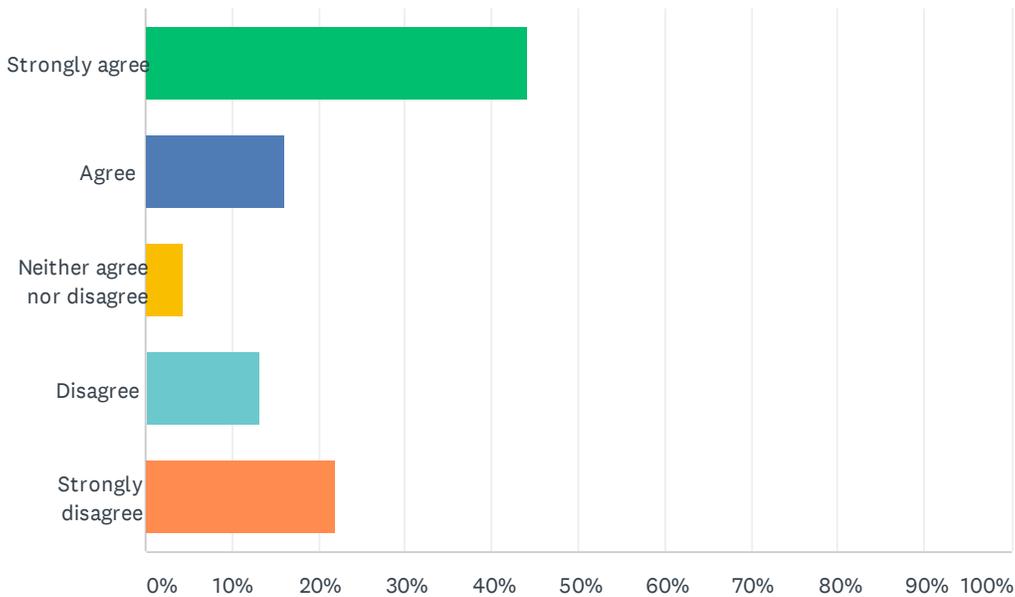
PART 3:

Mixed Use



Q15 The Mixed Use scenario allows a broad range of residential, commercial and institutional uses, but may limit or have the effect of displacing industrial uses in new mixed use areas proposed south of NW Nicolai Street and east of the ESCO site. Do you agree with this approach?

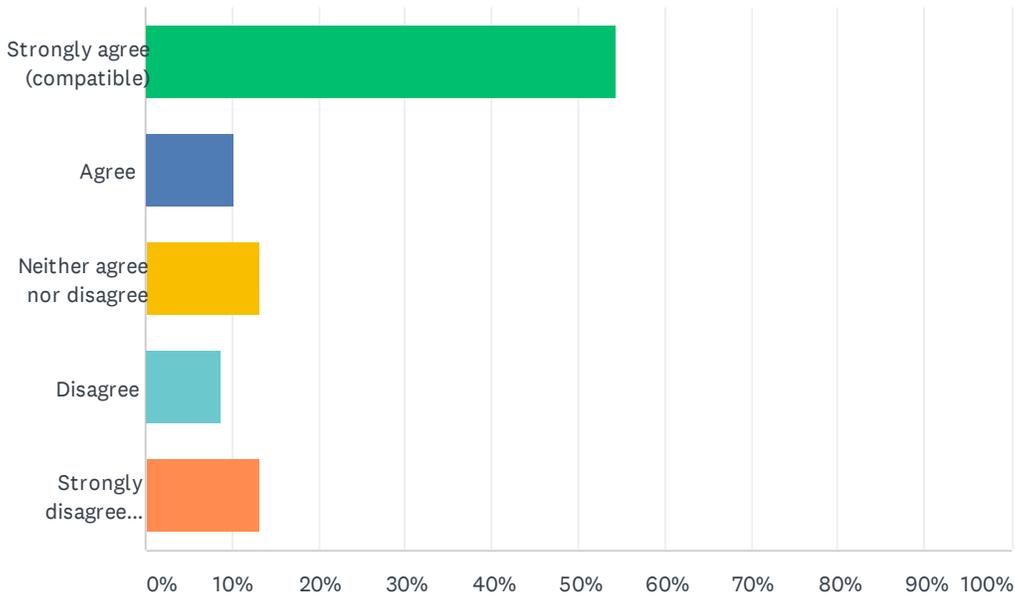
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	44.12%	30
Agree	16.18%	11
Neither agree nor disagree	4.41%	3
Disagree	13.24%	9
Strongly disagree	22.06%	15
TOTAL		68

Q16 Do you think a major transit investment (such as streetcar or bus rapid transit) could support and be compatible with the Mixed Use scenario land uses and development patterns?

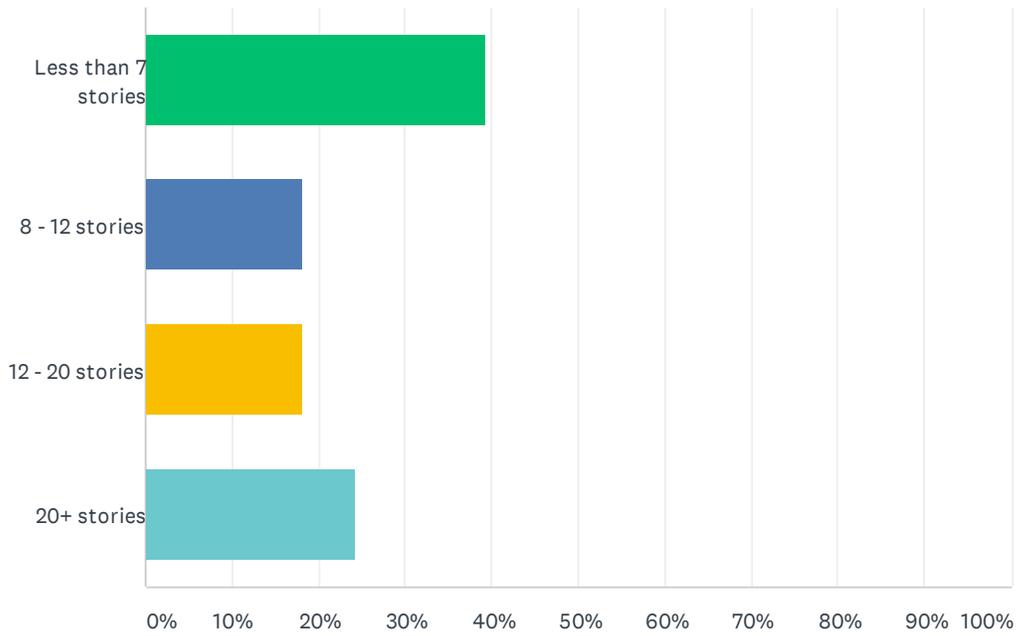
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree (compatible)	54.41%	37
Agree	10.29%	7
Neither agree nor disagree	13.24%	9
Disagree	8.82%	6
Strongly disagree (incompatible)	13.24%	9
TOTAL		68

Q17 If land use designations (zoning) were changed to allow a greater variety of uses in the area, how tall should buildings be (maximum)?

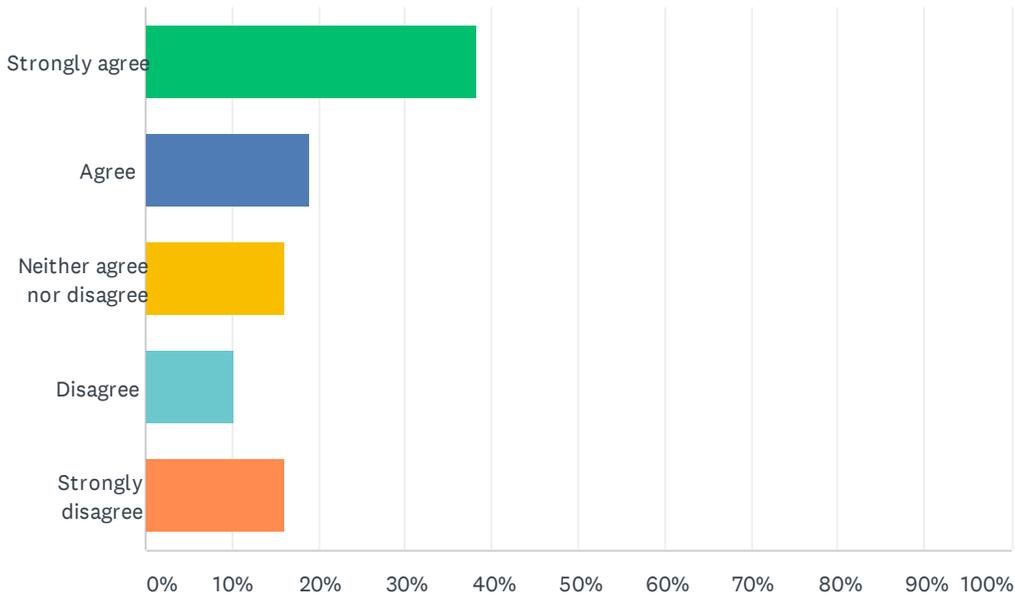
Answered: 66 Skipped: 3



ANSWER CHOICES	RESPONSES	
Less than 7 stories	39.39%	26
8 - 12 stories	18.18%	12
12 - 20 stories	18.18%	12
20+ stories	24.24%	16
TOTAL		66

Q18 Do you support the idea of smaller blocks within the ESCO site, broken up by pedestrian pathways (such as the pedestrian blocks in the Pearl District or on a college campus) to traverse the area?

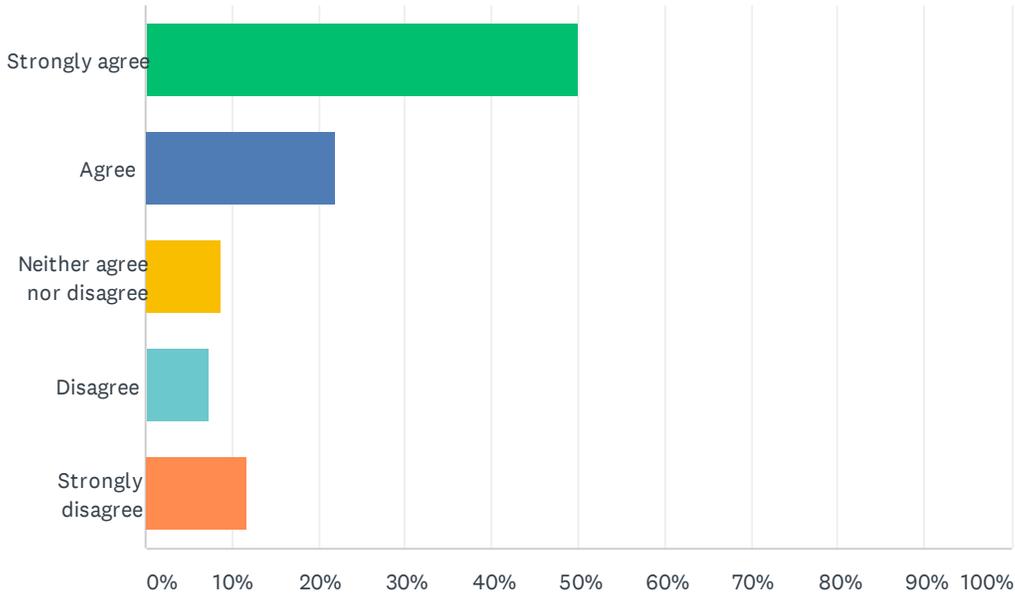
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	38.24%	26
Agree	19.12%	13
Neither agree nor disagree	16.18%	11
Disagree	10.29%	7
Strongly disagree	16.18%	11
TOTAL		68

Q19 Do you support pedestrian/bicycle bridges over Highway 30 and the railroad to give active transportation users a way to make difficult crossings away from vehicles and transit?

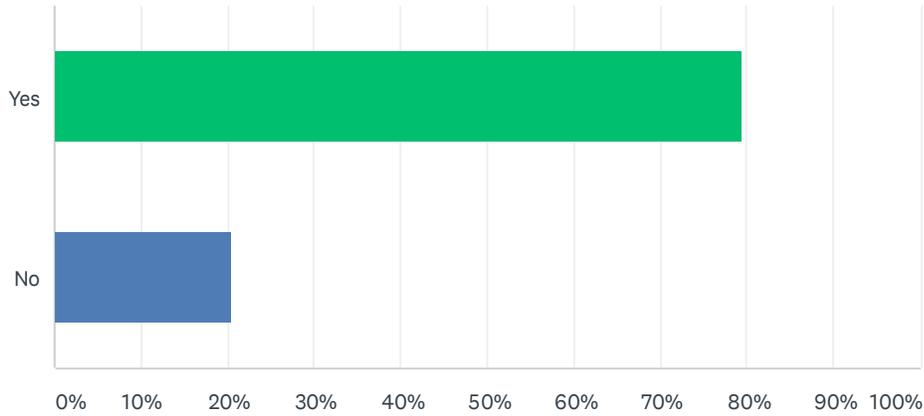
Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	50.00%	34
Agree	22.06%	15
Neither agree nor disagree	8.82%	6
Disagree	7.35%	5
Strongly disagree	11.76%	8
TOTAL		68

Q20 Do you support the proposal for active frontages near the new transit alignment in the Mixed Use scenario? By active use we refer to activities that bring more people or provide visual interest on the ground floor, such as a retail, commercial or maker space.

Answered: 68 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	79.41%	54
No	20.59%	14
TOTAL		68

Question #21: Does the Mixed Use scenario create any benefits or burdens that you are particularly excited or concerned about?

Thus totally destroys the industrial sanctuary and all the working class jobs. It is a sellout to elitism and ongoing racism and economic inequality. Portland does not need to sacrifice this industrial sanctuary for another Stabtown, Pearl or South Waterfront. Those are great places but we don't need this trade-off here.

The mixed use scenario also creates an intensity of development in the area and would undoubtedly place pressure on an already fragile existing regional roadway connectors and neighborhood connectors and with the higher demand for employees/residents to the area there would be impacts on existing housing/affordability, parks, schools, etc to the South. Without more information and analysis of what this area can absorb in terms of employment/housing/transportation, it's difficult to assess which scenario presents the greatest benefits to the greatest number of people and limits the burdens. Given the events of 2020 and the demand for change, we also need to expand our idea of diversity and inclusion to the planning process and development for this area. Very few people of color or socioeconomic diversity are represented in the conversations to date.

Same comment as Scenario 1, #7

Less than zero benefit. Portland has Pearl district, a Conway/Slabtown build-out, Montgomery Park expansion, the Southwest waterfront and whatever happens over the Burnside Bridge. Enough is Enough. Please, just don't do it. Please. If, for some reason you do it anyway, you need to have plenty of parking for the highly-paid car-owning people that will live there, large trees along every street, a very large park (classic Portland, not Pearl-district postage stamps), and a very large homeless rehab and housing center. If this area is overdeveloped as in this plan, these real amenities can and should be paid for by the developers of what is completely unnecessary and will negatively transform Portland.

With recent events and BLM in mind, a key to racial and economic equity, perhaps THE key, is desegregated public schools (affected schools would be Chapman elementary, West Sylvan Middle School and Lincoln High School.) There's an incredible opportunity here to build affordable and low-income FAMILY apartments (i.e. 3 + 4 bedroom) along with the services (=middle wage jobs!) needed to integrate newcomers successfully into this white area of giant homes. I doubt the City's ability to play tough with developers in order to build for the next century. All I've seen going up in inner Portland is small apartments for young people with good jobs and no kids. Our extensive transit system is ALREADY available for viable commutes of an hour or less from a central location such as the MP area to jobs throughout the region, but the housing isn't there for "middle-wage" and working class workers with families (except for those affordable apartment buildings isolated on the fringes of the Pearl, blocks away from retail.) The public comments from the March open house reflect my own vision of economic and cultural diversity. I'm a longtime renting resident of NW Portland. The boring, homogenous upper-middle class vibe of Pearl and Slabtown should not be extended, especially while districts in other parts of Portland are gentrifying and the poor are being forced further and further out.

Public green space (i.e. parks) in the area are already very well loved, so I am concerned that bringing in more residents to the area without providing more parkland will have a negative impact on existing facilities.

No

Question #21: Does the Mixed Use scenario create any benefits or burdens that you are particularly excited or concerned about?

The Mixed Use scenario should only apply west of Hwy 30 covering the Esco and MP properties.

Impact on already over-burdened transportation system, displacement of good industrial jobs.

This is an in-your-face plan by ESCO and others to distract from the fact this is a possible Superfund site.

Provided not too much as to be unsustainable

seems to shift Industrial sanctuary to Nicolai.

This is a no-brainer. This is the best use of the district and a natural extension of an already vibrant, dense, compact, and thriving area (which by the way, is one of the few truly great mixed use districts IN THE COUNTRY). This has everything we need- more employment space and creative mixed use, more housing, more opportunities for social engagement, more parks, more pedestrian and bike scaled infrastructure (both ped blocks and a bridge over two disruptive pieces of transport infrastructure) and more activity centers. It also does the most for placemaking- people will want to be there and it will make the entire area more prosperous, inviting, and successful. We have a chance to build big- build dense, and support the community with additional community facilities and a place for people, not manufacturing machinery or half-empty offices.

Classism on full display with the oppressive language of "low-income" persons! [*explicit language redacted*]

I support the proposal to add new ROW in the large blocks to provide additional access and allow for incremental development. It is much easier for smaller developers to purchase property and develop new buildings at a much lower cost if the parcels are modular, instead of a large single block. When a developer can acquire or develop property in smaller chunks, the chance that a property will be developed is much higher. Only large corporations would be able to develop a superblock, and it is likely that would only happen in a few rare circumstances. I'd also like to recommend the new Reed Street be continued through to 26th Ave, as a full new street or as a pedestrian/bike pathway (similar to the north-south walkway between 21st and 22nd Ave in Slabtown, or like NW Irving St between NW 10th and 12th Ave or between NW 14th and 15th Ave). The new awkwardly shaped block between Reed and York should become a public park. Successful neighborhoods need public parks, and the area does not have enough currently nor as proposed in this alternative.

Benefits: Allows for more funds to be used for the public benefit. Burdens: Dramatic increase in traffic and congestion in the area.

still wrapping my head around all the details, and possible consequences, including unintended ones....

Another great neighborhood in NW Portland.

Question #21: Does the Mixed Use scenario create any benefits or burdens that you are particularly excited or concerned about?

While I support bicycle and pedestrian development in NW, I don't support making access over highway 30 greater. That will encourage more transients and drug addicts to come from downtown to NW Portland. Such bridges are also very expensive to create. Increasing pedestrian and bicycle safety across the current bridges would be okay and reasonable cost. NW Portland is a gem, because it has its own residential family atmosphere that is urbane, but too much connection with the Pearl and Downtown will ruin this atmosphere and deteriorate a important aspect of the charm of Portland, which is its variety of neighborhoods. Don't try to make all of Portland some kind of Pearl District fantasy ideal. Diversity and historical uniqueness of the NW District attracts tourists and gives Portlanders and fun option when going out, depending on their mood.

The benefits to enhanced work spaces in that location could bring high paying jobs that portland is lacking (compared to Seattle and San Francisco). Housing has already increased dramatically in Conway/Slabtown.

I am very excited by the potential to introduce new housing and businesses to Portland on the former Esco site. I am deeply concerned about equity, and want the city to take a strong hand in guaranteeing affordable FAMILY housing for low-income families (the current trend of allowing developers to build cheap 300 sq foot apartments is a joke an an insult to the idea of equity, especially when existing housing is torn down and families are evicted to build these monstrosities).

No

Affordable housing is a must, more than 25% of new houses must be done like this

Mixed use zoning provides maximum flexibility in urban planning. Housing vs office space can be juggled depending on the pandemic recovery timeline.

Let's fix our city core first, it's an embarrassment. Portland is an embarrassment.

Huge benefits for pedestrians. I walk this area frequently now and it isn't pedestrian friendly at all.

Housing uses directly adjacent to Highway 30 are a particularly bad idea, why is this even being considered?

Housing shouldn't be the focus of this industrial area. Consideration should be given to local schools. Chapman is already overcrowded. Certainly it would be great of more affordable housing was built in NW Portland, but there may be some burdens associated with locating it in an industrial area that has high levels of air pollutants.

This is the best scenario. Fits Portland's brand, creative use, tourism, growth economy with sensitivities to the environment and human scale

Excited about pedestrian and bike care

Question #21: Does the Mixed Use scenario create any benefits or burdens that you are particularly excited or concerned about?

The mixed use has the most potential to be problematic. This area is different than the Pearl district, and with this plan the area may start to look like an extension of it. This scenario would inhibit Portland's job diversity and limit industrial land. While some of the heavy industrial land pollutes the city and should be removed or altered, our city's economy still relies on industrial land and will seek to move it elsewhere. I'm concerned that it would do more harm than good to fully make this area mixed-use.

This solution is the correct solution. It maximize housing and growth. Portland needs more growth in close-in areas where efficient transportation and housing solutions can address people's needs. The alternative is growth in the suburbs, which is less environmentally friendly and reinforces the automobile. We need to meet our housing and climate goals with more close-in neighborhoods.

I do not favor this scenario. I want Industrial zoning and uses east of Esco to be preserved. It is also part of a racial equity decision because blue collar jobs would be preserved or encouraged.

Same comments as Enhanced Industrial

I don't think adequate assessment of jobs/housing mix has been done to enable evaluation of any of these options and the elimination of existing zoning and uses. Existing residential and commercial vacancy rates need to be assessed. Does residential development really belong so close to the existing industrial area? What about air quality and issues related to liquefaction in the event of a major earthquake?

Potential for affordable housing and affordable business leasing spaces

Safe pedestrian and bicycle crossings should be a high priority

I like the axis to the river and the flexible land use possibilities. The employment / residential ratio should be subject to some analysis not yet provided. It's important especially in this scenario that land uses be integrated and transitioned with existing and emerging development to the south.

Traffic will be so immense that the neighborhood to the south will be overwhelmed with cut-through traffic. Streetcar is totally inadequate to mitigate the traffic.

i like the idea of expanding residential northward - it's a close-in neighborhood that should include a variety of uses. my only concern, and maybe i've misunerstood, is that it doesn't allow for institutional uses. i'd prefer to see some limited institutional use.

I think the mix of use in the area will benefit the local economy and residents the most. There is also a great opportunity to create more connections from the NW across Front Ave. to the waterfront.

Creates the most extreme threat to industrial activity, drives up land values and would lead to another tony neighborhood a la Pearl and Slabtown.

Portland desperately needs more affordable residential, especially rentals. Displacing existing industrial areas with affordable housing sounds like an excellent idea to me.

Cover Hwy 30 completely from Vaughn to Nicolai, not just a bridge over Roosevelt.

Question #21: Does the Mixed Use scenario create any benefits or burdens that you are particularly excited or concerned about?

Mixed Use creates greater flexibility and allows greater employment density than industrial uses. As a result, more ridership of the StreetCar.

Should also consider connection to Lower Macleay trailhead (Forest Park) in this study. How would one physically connect to this amazing resource from an end of line station? Seems like the desire line runs through far west edge of MP property, is there a crossing or bridge there that should be looked at to enhance pedestrian or bike connections? Feels like a very positive step towards more equitable Park access.

This area holds incredible opportunities for the City of Portland, both in terms of healthy growth, vitality in the city and increased tax revenues. With increased density in potentially high value building, it will improve Portland's financial viability while also easing the housing shortage in Portland. The redevelopment of the Montgomery Park area, along with the former Esco site and the surrounding area offers a development within the City of Portland that holds incredible promise.

Question #22: Is there anything else you want to share about the Mixed Use scenario?

Terrible and totally unjust concept. A sellout for money. Another form of gentrification.

New development and affordable housing are not likely to ever happen in Portland. There is no trust in these promises as none have yet to play out. Always look to implement low income housing (with parking so people can safely get to jobs and take care of infants to elders. Better yet, do something that creates jobs so less people are in need. Please keep the industrial district a place for industry and add to the diversity of business opportunities for Portland instead of concrete and glass condos.

It seems like the proposed Streetcar extension on this side of the river is visualized as some kind of Disneyland attraction to get people to sign leases and mortgages. No: build housing, create opportunities for local small business, and forget about the Streetcar to MP for at least ten years (or maybe forever.) Buses are more flexible. Service and stops can be added when and where needed as residents move in. Buses can provide longer rides with fewer transfers to employment. When it comes to Streetcar vs. affordable housing, I have no idea of proportional expense, but every day while they were laying the rails and every time a streetcar went by, I'd be thinking about each family waiting for a place to live.

There are no community gardens in the area, and this could be an opportunity to provide growing space to new and existing apartment dwellers

I am concerned about the lack of specificity regarding low income housing.

Clean up the hazardous waste on this site.

No where in the plans are headquarters and zero-dollar housing for members of Antifa! Peaceful protesters can't be expected to loot and burn while holding down an oppressive job!

See notes from Q7.

see 21. above

Respect what residents and owners of homes in this area think. Thanks.

Best of the bunch, forward looking for the city. I strongly support streetcar in all situations.

No

See above.

There are so many vacant businesses in this area. It's time for the city to wake up to the fact that industrial businesses are no longer viable.

what would be the corresponding public benefit to the private windfall that this scenario, and really all the scenarios, would create?

This is the only approach of the three that makes sense to me and speaks to my perception of needs in Portland generally and the neighborhood in particular.

Question #22: Is there anything else you want to share about the Mixed Use scenario?

I think that while the zoning should be different, the pedestrian improvements for this zone are the most beneficial and will help with this area's connectivity. Especially if the Portland Diamond Project pans out, there will need to be some transit and pedestrian connections to the stadium, and the streetcar might provide that.

The pedestrian/bicycle bridges over the railroad are not critical. They are nice to have but there is not so much on the other side of the railroad that this scenario should depend on getting those bridges built. The logic of this scenario stands even without those bridges.

See above.

I think this survey is poorly constructed with forced choices and lack of real choices and weigh pros and cons fairly.

Do we lose too many family wage jobs? This needs to be assessed with a wide look at industrial land supply and the ability to clean up superfund sites. Also, I think the Line 5 bus route really needs to be promoted and enhanced, as it will be a primary transit link - maybe more so than a would-be streetcar.

No market for this level of rezoning. This is a greed grab, our and simple. Property owners should live with the zoning as is and keep good jobs in the area.

this is my favorite scenario.

This is the far superior choice.

In each case the zoning along the street car must change to allow for flexibility of the use of each building. There a several smaller parcels that would lose their use if the zoning remained the same and the street car was built.

It's driven by goals of real estate speculators, not the transportation, livability and affordability goals of the wider neighborhood.

Anything that brings additional pedestrian areas to the city is fantastic. Cities should be built for people, not cars.

The connection of the streetcar from north/south 18/19 to the east/west York/Wilson -- you need to get the land to diagonally connect 19 to Wilson and 18 to York. The current plan that has both lines connect via Vaughn and 20 is going to be a nightmare of scheduling and tight 90' turning angles.

Active ground floor requirements are economically prohibitive to growth based upon the dying demand for commercial space on the ground floor. The use for all portions of a building should be market driven which in turn causes a more vibrant and mixed use neighborhood instead of clusters of the same use and dark retail spaces.

A transit investment such as a streetcar is most compatible with a Mixed Use scenario.

Question #22: Is there anything else you want to share about the Mixed Use scenario?

Seems the assumed pedestrian connection through the American Can building could go away if that becomes a single larger office building. Should instead bring an end of line station up Wilson closer to MP building to best work with that project's redevelopment epicenter. Wilson street has greater potential for main street feel here anyways. Really applies to all scenarios.

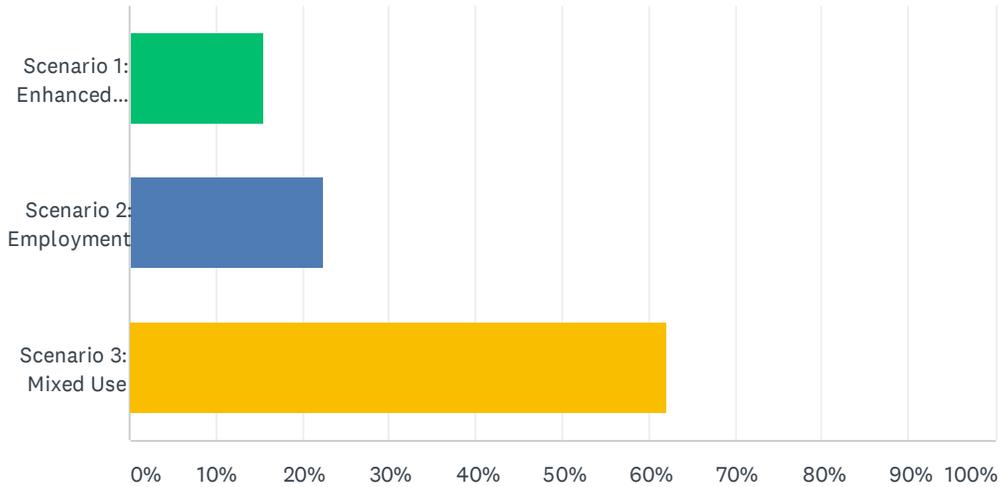
Again, if the intent is cutting off traffic on Roosevelt, I do not believe that is a good idea as parking for this area of town only exists in one place right now and it is on Roosevelt between NW 23rd and 24th. If public transit is installed as proposed here, people will want to drive to that lot to get the public transit on York St. or Wilson (both one block away), it would make no sense to cut off access to that parking lot. People already park in that lot and on NW Roosevelt who work in the area. As that area expands, parking will become even more necessary and it would make no sense to cut off the only public parking lot in the area from cars.

PART 4:

Comparing the Different Scenarios

Q23 Which scenario do you think will most help the City make progress toward Comprehensive Plan and Climate Action Plan goals for improving economic prosperity, human and economic health, equity and resilience, and for reducing carbon emissions?

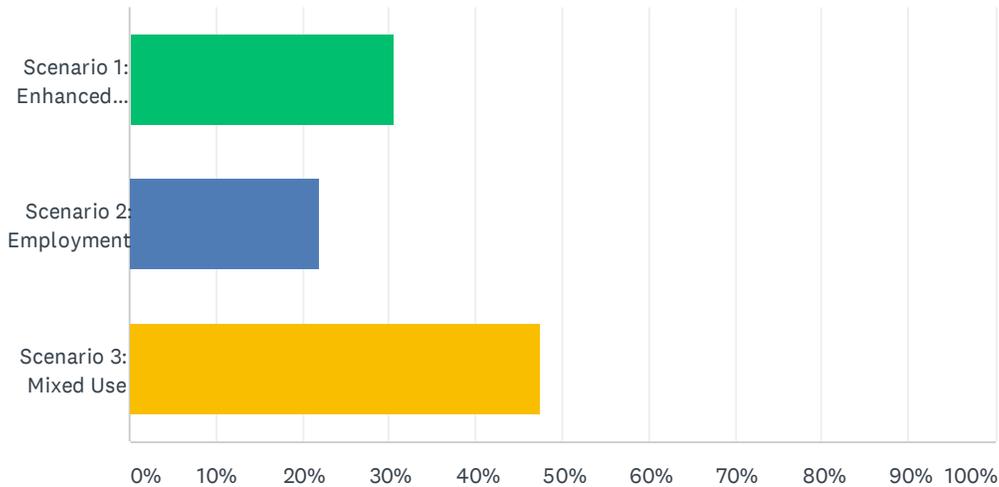
Answered: 58 Skipped: 11



ANSWER CHOICES	RESPONSES
Scenario 1: Enhanced Industrial	15.52% 9
Scenario 2: Employment	22.41% 13
Scenario 3: Mixed Use	62.07% 36
TOTAL	58

Q24 Which scenario do you think can best contribute to economic prosperity through creation of jobs, small business or micro enterprise opportunity, or protection of existing economies?

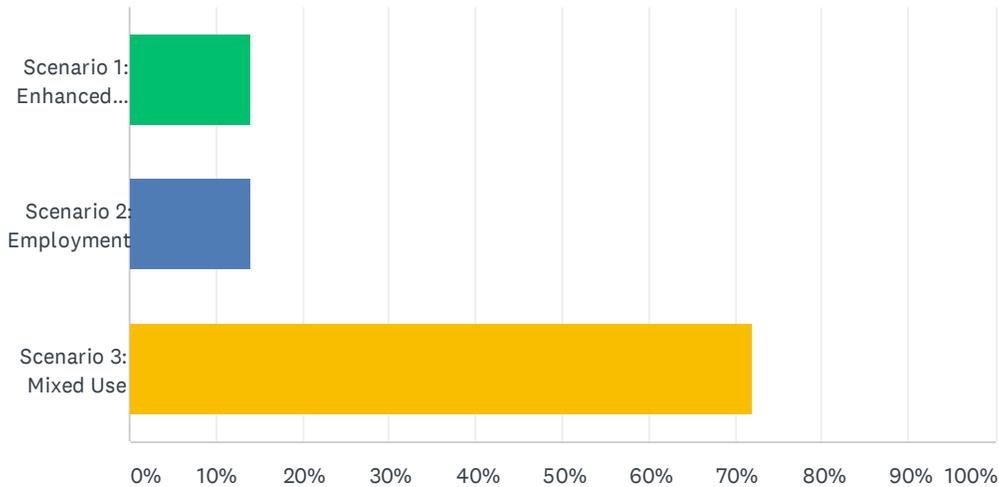
Answered: 59 Skipped: 10



ANSWER CHOICES	RESPONSES	
Scenario 1: Enhanced Industrial	30.51%	18
Scenario 2: Employment	22.03%	13
Scenario 3: Mixed Use	47.46%	28
TOTAL		59

Q25 Which scenario do you think creates a district that could support a transit investment and improve access to affordable housing, middle-wage jobs, nature and recreation?

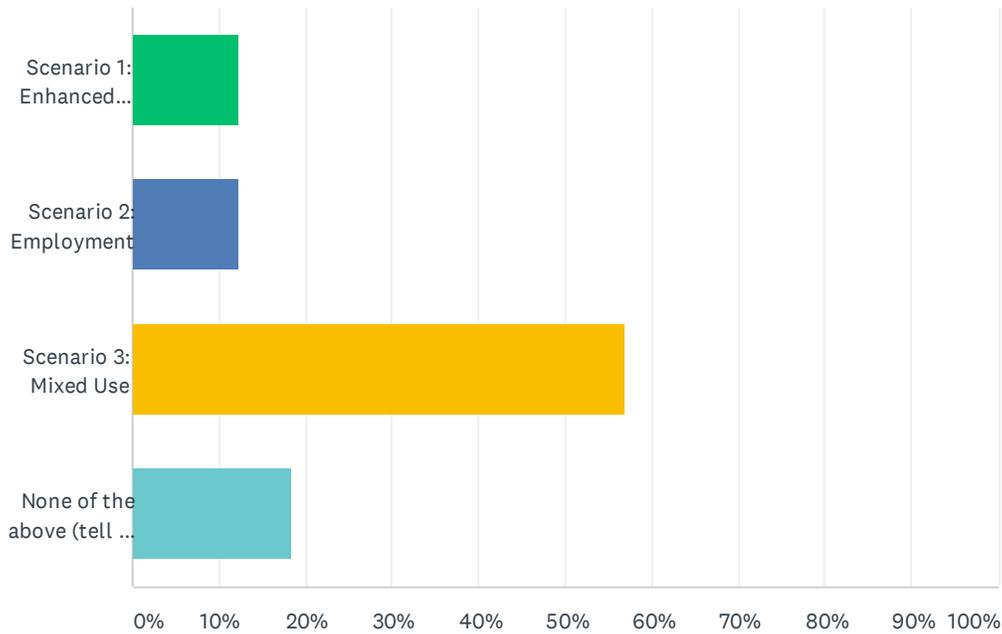
Answered: 57 Skipped: 12



ANSWER CHOICES	RESPONSES	
Scenario 1: Enhanced Industrial	14.04%	8
Scenario 2: Employment	14.04%	8
Scenario 3: Mixed Use	71.93%	41
TOTAL		57

Q26 Which scenario best matches your preferred vision for future development of this area?

Answered: 65 Skipped: 4



ANSWER CHOICES	RESPONSES	
Scenario 1: Enhanced Industrial	12.31%	8
Scenario 2: Employment	12.31%	8
Scenario 3: Mixed Use	56.92%	37
None of the above (tell us your ideas below)	18.46%	12
TOTAL		65

Q26: Open Ended Responses

Retain the industrial sanctuary. The believing these concepts will do anything to address racial and economic inequalities. These will only make it worse.

Except for the transit investment part. (Wait a minute: transit is supposed to support the result of development, not vice-versa!)

Enhanced Industrial east of Hwy 30. Mixed Use west of Hwy 30

Clean up the toxic chemicals in the soil before any planning is done.

Forced employment is SLAVERY! The only equitable solution is free housing with great wi-fi and free-trade vegan cafes

Without understanding public need/demand and how all of this interacts with the surrounding area and Portland as a whole, it is artificial to select any one plan or even a combination of criteria.

Leave it to develop on a piece meal basis without influence from planning dept.

it would need to be based on a more incisive reading of the existing conditions, and less than a wholesale change of existing zoning that would be needed to support streetcar.

I think that you should combine the zoning of the enhanced industrial was combined with the pedestrian improvements of the mixed-use zone.

Enhanced Industrial preferred IF Streetcar route is changed as I described earlier.

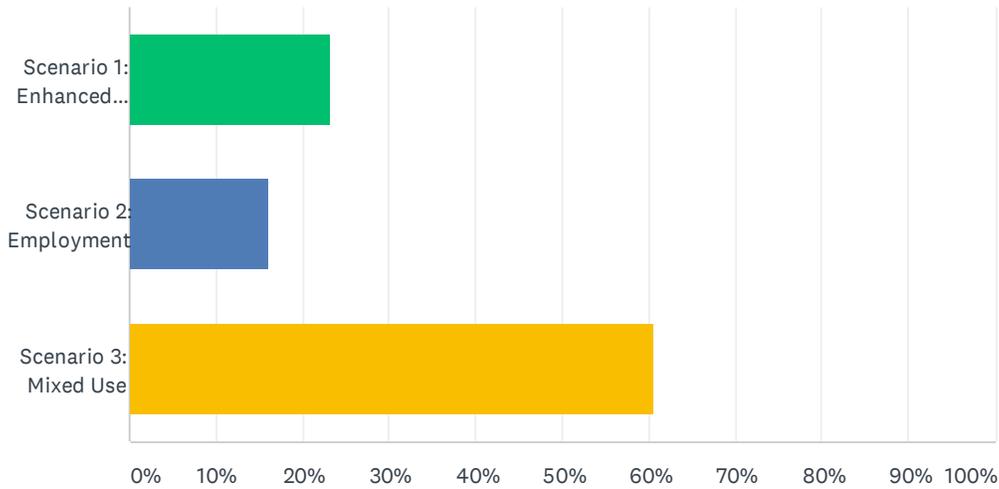
Leave it alone, spend the time and money on homelessness

More analysis needs to be done on the jobs/housing mix and loss of industrial land. Why not keep the existing zoning but improve amenities and access to enable it to perform better?

Leave the zoning as is and create a viable light industrial area that retains living wage jobs and creates new ones. We have no need for more commercial development of any kind and there is already adequate land zoned for residential uses.

Q27 Which scenario do you think has the most opportunity to advance equitable outcomes through different development types/land uses, or a potential community benefits agreement?

Answered: 56 Skipped: 13



ANSWER CHOICES	RESPONSES	
Scenario 1: Enhanced Industrial	23.21%	13
Scenario 2: Employment	16.07%	9
Scenario 3: Mixed Use	60.71%	34
TOTAL		56

Q28: Is there anything else about the three NW scenarios that you'd like to tell us?

Stop this land owner and developer land and money grab. Portland needs true industrial lands. These support real jobs especially for the working class. The three proposals really support white collar workers.

I don't think it is possible to compare the various scenarios without more information on the impacts of each to the surrounding areas to the North and South --- or some indication of the numbers of jobs, housing, car trips etc that would be generated by each. Similarly, the conversation should not be about Streetcar specifically but about all modes of transportation. Per Dan, Streetcar would serve a very small fraction of trips to/from this area. We need to be thinking outside the box, about more flexible means of transportation especially in these changing times, Covid, earthquakes etc. That said, there is a lot of potential to development in this area but it needs to be in the public's best interest, however that is defined and who is included/excluded, and not what is best for a few property owners.

Just the same plea to not leave existing neighborhoods in the lurch as decisions are made about new areas. I would have been happier with discussion about making 23rd Avenue a pedestrian only zone that can expand its appeal as a business/dining destination and maybe running the streetcar down 23rd to allow easy access from parking garages on the perimeter of the business area. I see moving the streetcar as abandoning the existing in favor of fostering development. I not opposed to development. I just hate to see the existing streetcar route - around which many existing businesses have established themselves - sacrificed.

We really need jobs much more than we need more housing that is highly unlikely to be affordable (especially as income levels define what is affordable). The focus on jobs of the Enhanced Industrial plan, and the transportation that will serve it can bring many people to the nearby area for enjoying the parks, tree-lined streets, and dining or shopping -- as is already the case thanks to the 15 and 77 bus lines. Before ESCO closed and the demolition began we regularly walked in the area. Please help to have that in the future by taking advantage of this great opportunity for Portland's future.

Trees and attractive design, secondary only to transit and bicycle safety enhancements, will be key to help make these areas appealing for foot and bicycle traffic.

Because I favor Industrial east of Hwy 30 and Mixed Use west of Hwy 30, Streetcar should not run on 18th and 19th. It should run north on 21st to serve Conway, turn west on Thurman, and then go north on 23rd. From MP it should return to 23rd and go south to the existing track on Lovejoy.

NW is the only quadrant in the city with no community center. We need one. Also, Chapman elementary has been overcrowded for years (resulting in many parents who can afford to moving their kids to private school). Space for an additional elementary or middle school should be included in these plans, ****especially**** if mixed use is pursued.

Remember - the toxic chemicals spewed into the air by ESCO made all the air within a 9 mile radius of ESCO hazardous to health - especially of children and seniors. Only through the diligence and perseverance of Sharon Genasci and the Northwest District Association were the effects of the pollution made public. The ground around ESCO is toxic. Full Stop.

FREE!

Q28: Is there anything else about the three NW scenarios that you'd like to tell us?

Q23: This question is so complex and broad, and it boils competing items (prosperity, equity, and reduction of carbon emissions) down to three individually complex options. There is no way that any answer to this question will be useful. Q24 & 25: The same level of complexity and lack of useful answers apply to these questions.

Jobs are, in my opinion, the key!!! With fairly paid work, people can feed, clothe, and shelter themselves!

The city absolutely must take affordable housing seriously, otherwise this becomes another Pearl district, a racially and economically segregated core city neighborhood.

Corona has changed the world, do we even need more office space in the Portland Area

We need to fix our current city core and dysfunction before we waste more resources.

None, they all involve of zoning and some form of gentrification which would seem to be contradictory to any "equity" objectives

I find it disappointing that the city is even doing this planning. From an equity and racial justice standpoint, this part of Portland should not be a priority. There is definitely an appearance of this being driven by well connected white developers and property owners. I would hope that staff will shine a light on how this does and doesn't meet the equity intentions of the city. Thank you for the opportunity to comment.

Zero height limits and emphasis on ground level activity means success in an area like this. Buildings are unlikely to be outrageously tall, but are more likely to focus on ground level activity in a case like this.

In addition to being an advocate of more housing for our city, I'm an industrial property owner in this area. As the owner of an industrial site, my main concern is that the city's exactions from property owners in the form of community benefits will not be well calibrated and will cause two harms. First, they will be too high and impede new development that would occur around the new transit investments. Prosper Portland's failure to reach a deal for Centennial Mills and the inability to close a deal for the redevelopment of the Broadway Corridor are good examples of this risk. Second, it would be grossly unfair to force existing industrial businesses to pay for an LID or other community benefits if the industrial use doesn't benefit from the investments. For instance, an industrial business is harmed by a street car that impedes its operations. It is adding insult to injury to charge that business for the transit investment if that business would only benefit on the redevelopment of its parcel, which may not occur for years. I know that many of the industrial businesses in this area will oppose and LID or other cost imposition for public investments from which they do not benefit. It would be preferable to attached extra community benefits to redevelopments in the area and not to existing operating industrial sites. In my instance, I'm in favor of the area transitioning to a mixed-use neighborhood and I understand that inclusionary housing and other requirements will be tied to a redevelopment of my site, but I don't want to pay for an LID for a street car if the street car benefits those new uses and not the remaining life of my industrial use. The big fees should be tied to the redevelopments not existing businesses that will eventually leave the neighborhood due to the transition to mixed-use. Finally, it is far more pressing that housing and office be close-in than industrial land be close-in. Housing and office generate far more trips and have greater positive benefits from being close to other similar uses. It is the correct climate solution to make this neighborhood mixed-use and let the industrial activity move to the periphery.

Q28: Is there anything else about the three NW scenarios that you'd like to tell us?

'None of the above' needs to be a consistent choice for a fair survey.

None of these scenarios serve our neighborhood. The traffic impacts are unknown at this time (at least by me) and I can't contemplate scenarios without knowing the impacts. Find a scenario that reduces cut through traffic into NW Portland (south of Vaughn) or leave as it is. This area has been rezoned twice in the last 12 years and always with more intensive uses allowed. When is enough, enough. The is particularly true with the huge amount of development that can be accommodated at Montgomery Park, which the developer has said is planning on uses with a regional draw.

i'm looking forward to this happening.

They are worded to encourage Scenario 3 responses. Question 25 specified only affordable housing (a very popular goal) instead of housing in general or market-rate housing (likely very expensive), which is much less popular with the public.

Need to better understand connections to Forest Park & what will make best use of intended redevelopment plans at Montgomery Park.

Again, I think Scenario 3 creates an incredible opportunity for both the City of Portland and its residents.

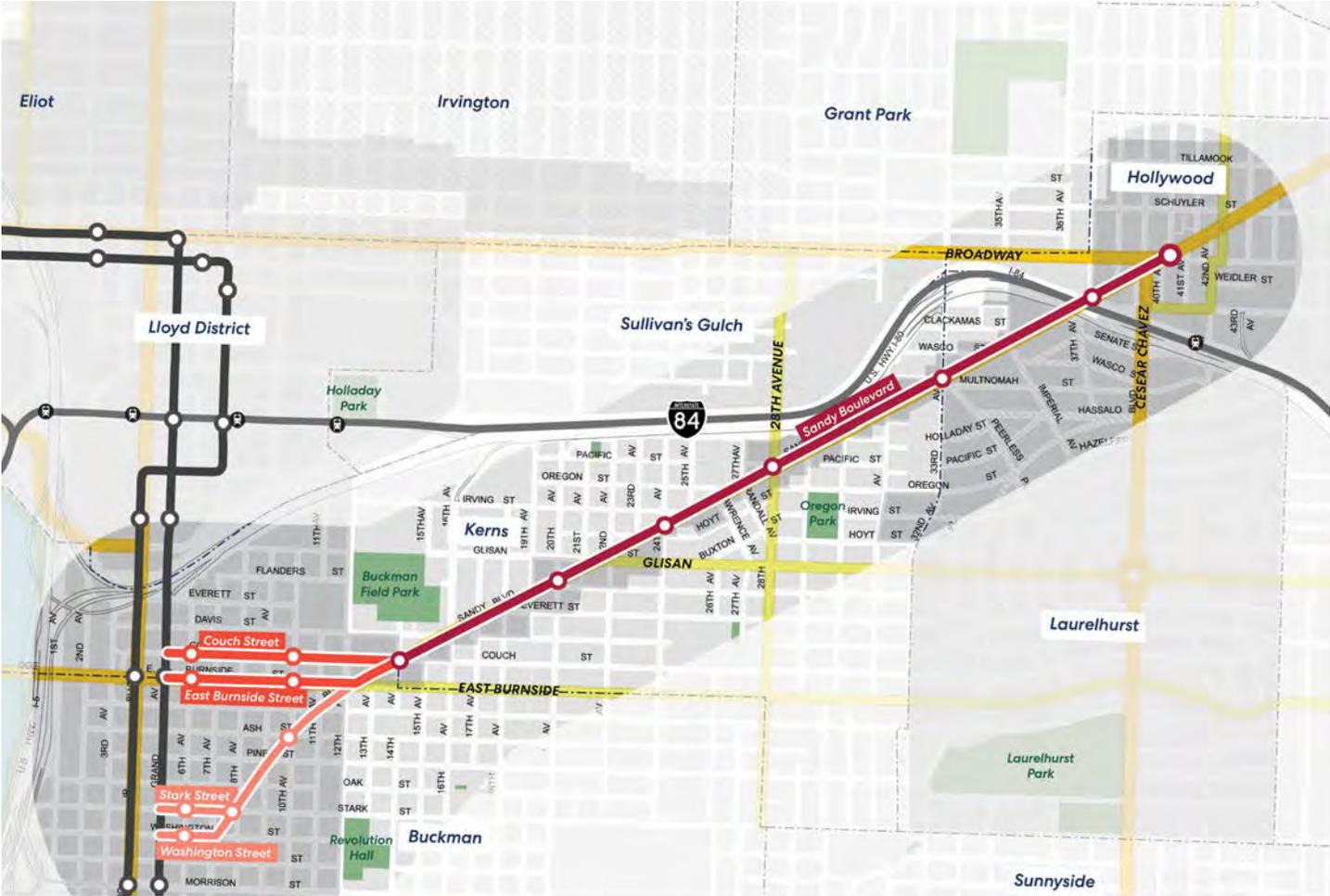
Montgomery Park to Hollywood Study (MP2H)

Northeast Portland Urban Design Concepts

Survey Data Export - September 2020

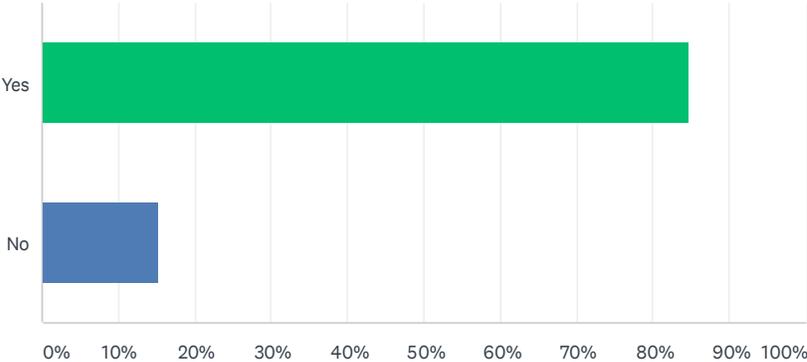
PART 1:

NE Sandy Blvd



Q1 Do you think the current land uses, e.g. the businesses, housing, and commercial attractions on the Sandy alignment would support or benefit from a streetcar line?

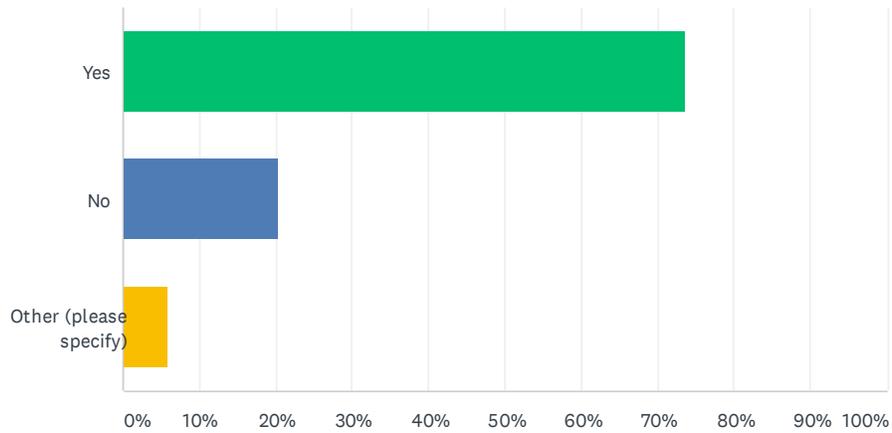
Answered: 118 Skipped: 3



ANSWER CHOICES	RESPONSES
Yes	84.75% 100
No	15.25% 18
TOTAL	118

Q2 Would you support future zoning changes, including in the areas labeled “Review Comprehensive Plan Designation/Existing Zoning” and outlined in bolded dashed lines, to allow for more intense transit-supportive development of the area near the alignment?

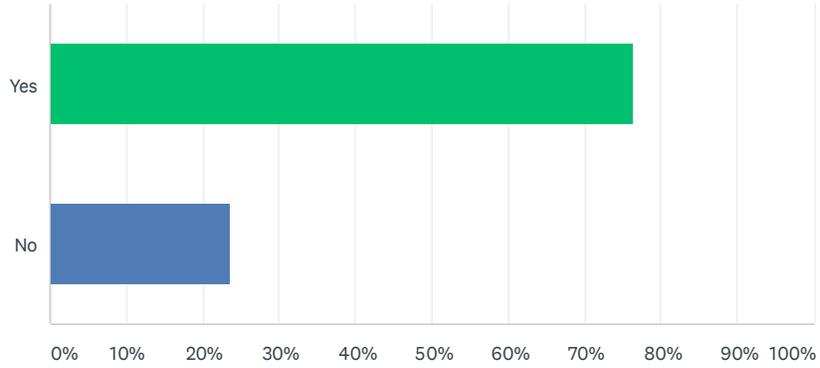
Answered: 118 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	73.73%	87
No	20.34%	24
Other (please specify)	5.93%	7
TOTAL		118

Q3 Would a streetcar support or improve the transportation network in this area?

Answered: 118 Skipped: 3



ANSWER CHOICES	RESPONSES	
Yes	76.27%	90
No	23.73%	28
TOTAL		118

Q4 Do you anticipate transportation opportunities, problems or issues with this alignment?

Answered: 78 Skipped: 43

I anticipate traffic problems because Sandy is a high-volume street that passes through a lot of neighborhood homes.

The #12 is an efficient bus through this corridor between downtown and further east Portland. Streetcar is less efficient for these distances, unless the speed and frequency is built up.

no

Issues

Couch and Burnside congested already with previous realignments that make this more difficult. Stark and Washington alignment makes more sense and less less congested alignment

Concern that Northeast Community Center (serves all-ages), located at 38th & Broadway, would be cut off from walking and biking access.

Difficulty crossing the street

fewer cars and trucks expense and initial public acceptance

Sandy Blvd is a major auto route from NE 82nd east. Clearly this route would have major impact

dk

I think it would slow traffic on Sandy for commuters heading further out in the East side.

No

Opportunities

Cost to whom? Tax payers-home owners? Most improvements in Portland are "billed" to home owners

No

The network of roads around central Hollywood and the Max/Bus Transit Center, especially where Sandy and Broadway intersect, is quite convoluted. Would the streetcar simply follow the Sandy busline?

O

A few during bad weather.

No

I don't understand why a streetcar is being proposed for this. There is already decent traffic congestion in this area and creating a streetcar line is a very expensive undertaking that would lead to further congestion. And the amount of time the streetcar takes to get from place to place would be a disincentive for use. To improve public transportation to this area, create a bus express lane and/or increase the number and frequency of bus options.

Problems: there is no space, waste of money, streetcars are obsolete. Fix issues with existing ones before adding more.

Major traffic problems with the amount of cars that use Sandy Blvd as a commuting line daily, including large freight trucks and people from WA

There's not enough street car usage to warrant taking away from cars given the highly congested space that already exists. The city created the problem by not requiring parking when they got from a residential lot to a giant multiuse building. Stop being dumb.

Yes. Four full service travel lanes and on-street parking need to remain on Sandy. Adding slowmo streetcar service obstructing traffic when boarding passengers, and/or removing lanes will only create more congestion. Removing on-street parking will have a negative impact on small businesses and surrounding residential neighborhoods. A district plan that requires adequate parking with any new development needs to be implemented on Sandy.

This alignment, while in a dense urban environment, seems inefficient due to the "dead end" at the streetcar line. I know that streetcars are capable of taking very sharp turns, but it seems to be an awkward area to tie the line into. I think it represents less of an opportunity for mode shift as well. I agree that the land use is supportive of a transit investment like streetcar and would be satisfied if this was the alignment, but I think the Broadway alignment is better.

Yes, slow down along Sandy but this is a good idea. If it is built will they come?

Just please make sure you include protected bike lanes.

yes

Mostly opportunities

Harder to tie in to streetcar route

Frankly, I wish the MAX had been put on Sandy a long time ago, but I fail to see how the streetcar will be a significant improvement in transit service over the current bus service. I am worried (in ALL alignments) that the construction of tracks in the street will prevent future bicycle infrastructure or road diets to occur.

Transportation opportunities, yes. I am not knowledgeable enough to comment on the other 2.

The streetcar will marginally increase access to Hollywood. This route will impact commercial (delivery truck) travel on Sandy.

The residential areas in Laurelhurst directly south of the alignment would be majorly impacted by additional noise, vibrations from the trains, and the potential for property value impacts.

I support this plan, but would like to see much more done in the future to address the lack of transit options that carry passengers north-south without having to be routed through downtown or otherwise forcing passengers to travel several miles out of their way. This lack of accessibility and usability is the main hindrance forcing me to find other modes of transit, primarily my personal vehicle. I don't want to drive, but when it takes half the time—even in traffic—to drive versus using public transit, sadly the choice is made for me.

I've heard talk of a bike lane on Sandy which I'm very much in favor of. I'd be curious what the lane configuration of Sandy would be at the end of the project in this alignment.

Would like improved bicycle travel in this area/on Sandy. How would this be impacted by a streetcar?

Why does it have to go to the Hollywood theater area? That is a dense area already and would likely reduce traffic to one lane east and west direction.

no

No

Streetcar schedules not being frequent enough will likely reduce ridership. Suggest high frequency.

Frequent, fast Bus service, bike corridors, and safe connections to MAX are more equitable and efficient transportation opportunities than underutilized, high-cost street car lines.

Problems. Sandy is congested at various hours and this would either increase that congestion or cause it to spill over to Broadway/Weidler, impacting nearby residential neighborhood.

no ne portland needs so much more transportation growth

Traffic delays on major car corridot

Good opportunity for connection between areas with restaurants and shopping.

One of my concerns is the amount of time allotted to lay tracks that would cross Sandy at 37th. The 37th Street on ramp to I-84 west is always backed up during peak hours. Another concern is with the possible "turn around" in the area of Trader Joe's. Part of that turn around, is on both Halsey St and 42nd Ave. The 43rd St exit off of I-84 west bound is the first exit option off the freeway for roughly 5 miles. This exit is also one of the primary ones for emergency vehicles. The intersection of 42nd & Halsey is dicey at the best of times. I think it would be very important to do extensive traffic impact studies on the intersections on Halsey at both 42nd & 43rd. TriMet is also in the process of developing the transit center in partnership with Bridge Housing. that will also have an impact on the MP2H project.

More difficulty getting downtown. Longer commute times

Sandy always felt like an unnecessarily broad street, with space for streetcar infrastructure, but installing a streetcar seems like more work than it's worth. Why not just increase bus frequency? Or designate bus-only (or bus-priority) lanes, instead of blocking off a whole portion of the street that only a streetcar can travel on every twenty minutes?

The area near NE 12 and Couch/E Burnside will be complicated to connect into.

Building the infrastructure would be detrimental to the aesthetic nature existing today. This would not be of long lasting value given our society's penchant for tearing down structures after relatively few year of service. You could try it out with diesel buses or just use diesel buses if you are determined on the street car concept.

Please don't implement a system that would make the existing transportation structure harder to use. If a street car could be introduced in a way that did not create more congestion, make car traffic stop more frequently, etc., it could be of benefit.

No

i84 would be more congested with traffic that uses Sandy

Difficult to imagine how the streetcar would navigate the Hollywood area. How would it turn around?

Possible affect on existing bus lines and hoped for MAX station at 28th.

Sandy has been a traffic corridor in need of more thoughtful development

Duplication of 12 FS bus. Shared stops as on Grand Avenue? Dedicated transit lane and reduced GP lanes to one in each direction?

Complaints about not being cat friendly which are not relevant

Streetcar would duplicate existing bus service so don't believe it "supports or improves the transportation network" in the area.

I think streetcar development here would hopefully increase public transit ridership, foot traffic, and cycling traffic, while simultaneously reducing car traffic. That to me seems like a huge opportunity to benefit the people of Portland, and prioritizes people over cars.

Sandy is already served with a frequent bus, so design details of how the bus and duplicative service from a streetcar will interact will be critical for this alignment. Furthermore, Sandy is an ideal under built bikeway from NE to SE Portland. It is difficult for me to see vehicular traffic, buses, street cars, bicycles, and parking existing simultaneously. I'd lean towards removing the center turn lanes and parking and using that space to create sidewalk-level bike lanes for this section with two lanes of bi-directional traffic one of which will be used by the streetcar in each direction.

This is the best of the three options...lots of commercial and residential developmental opportunities along the corridor!

Please be sure to maintain (or increase) bike parking when developing the plan for the streetcar line. Is there a way to also include a separated-from-car-traffic bike lane on Sandy when the streetcar plan is developed?

Of course- there are always problems. Limiting the number of stops so the streetcar isn't too slow would help.

The 12 bus is already frequent service along this route, so I see a streetcar as having marginal transportation benefit

The bus is faster, although this would make a nice connection between areas. Could this be combined with rose lane / bus rapid transit lane on Sandy?

SE Stark is already a problem because of the trains parallel to Water St. I think Couch/Burnside is a better choice. But, I like the idea of the streetcar extending deeper into the SE.

Streetcar is slow and expensive. BRT is better with dedicated lanes.

The Sandy Blvd route is already the path of growth with multiple high density residential and mixed use buildings completed or under construction and in addition to these use types there are also office uses in the planning stages. Sandy is a very logical street. More near term in a lot of ways than the NE expansion to Montgomery Park.

I fully support the Sandy alignment as someone who lives just a few blocks off of Sandy (have for ~5 years). Sandy is a great street because it is super efficient (hypotenuse) for moving NE, and it is only 2 lanes in each direction. With transit using up one lane per side, this road would slow down cars. It's a super pedestrian-oriented area even though Sandy appears to be "busy." Early mornings, evenings, and some weekend times, Sandy is actually pretty slow. But it's scary all the same. I wish this were different!

All of the above

Yes, if Urban Renewal taxation is required

Opportunity

Traffic congestion on Sandy Blvd...?? Apparent circuitous access to downtown, which exacerbates the Streetcar's generally low speeds.

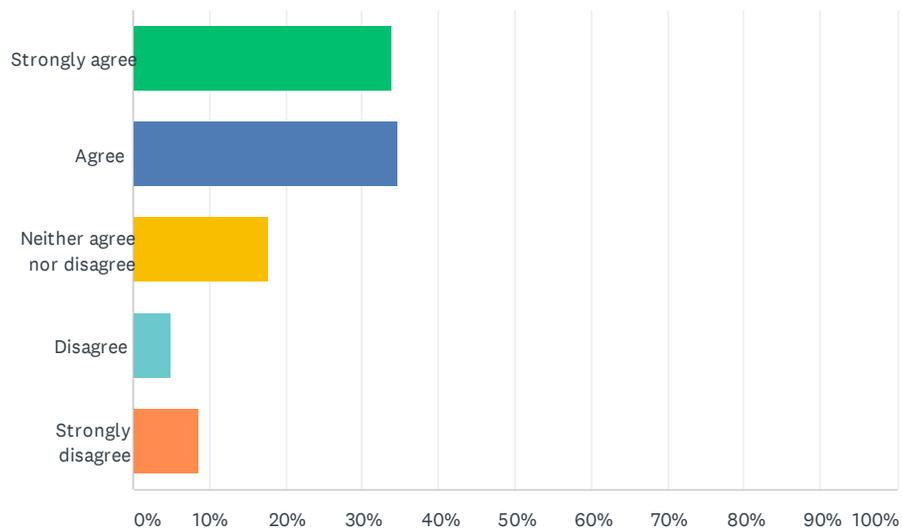
This is a huge opportunity to connect dense, mixed-use inner east side neighborhoods. Sandy is "too wide" anyway from an urban design standpoint. Let's use some of that space to move more people and encourage pedestrian-oriented, human-scaled development.

it would reduce frequency on the 12 bus

Buses already run on this line. There is no bike infrastructure on Sandy.

Q5 Would you support future redevelopment of the opportunity sites on this map with high density mixed-use type of development? (Note: the opportunity sites are privately owned properties, identified for discussion purposes; any future development would be initiated by the private property holders.)

Answered: 118 Skipped: 3



ANSWER CHOICES	RESPONSES	
Strongly agree	33.90%	40
Agree	34.75%	41
Neither agree nor disagree	17.80%	21
Disagree	5.08%	6
Strongly disagree	8.47%	10
TOTAL		118

Q6 Are there other opportunity sites that you think the city should focus on or prioritize for change?

Answered: 64 Skipped: 57

I prefer the streetcar option that follows Broadway and Weidler over this one.

Several sites shown will be developed/re developed by the time this plan is implemented, so not sure whether the sites actually benefit from transit improvements

no

60th ave & Halsey

Support redevelopment of underutilized space bounded by 37th & 38th, and Sandy & Broadway, to expand non-profit Northeast Community Center (currently no municipal community center serving this area)

Halsey and Glisan in NE

Inner north east

Rapid transit THROUGH Lents/ Foster-Pow from I205 direct to Tilikum Crossing. There is poor connection to downtown in much of SE. The Division St changes do not directly affect these areas.

dk

the area certainly has room to benefit from improved transportation and development

82 nd Avenue

Not at this time

Unknown

No

no

82nd Ave..

Would this effect people losing homeownership?

No

East of 82nd Avenue. This area is developing on its own.

No, leave the east side alone

Do the things you've already promised to do. Improve things for everyone. The war on cars (80%+ use their car). If you're going to waste tax payer money then build a subway line. We aren't in the 1900s and we aren't special like SF to need above ground trains.

Not on Sandy

Pepsi Block, Hollywood TC, and Laurelhurst

The Fred Meyer site. It is a large superblock that reduces access, but would provide significant benefit and development opportunities if the large area was broken up into the pre-existing street grid and developed into high-density housing.

Community space and parks. this is sorely lacking in NE

I think you need to stop using high-density housing to justify giving land to groups like Anchor NW. Those places will have to come down when actually equitable housing is called out, so don't give them any room.

The development zones should be larger than 2 blocks.

Consider moving the locus at 20th to 19th or 18th? those small triangular blocks at those intersections could be better utilized.

I don't know.

No.

This alignment is not bad, but I believe the alternative is better

Push for, or straight up require, mixed use development (not just apartments) along NE Glisan, especially east of 53rd, as those properties are being redeveloped. We want new businesses, too!

The pedestrian experience walking on Sandy crossing the freeway is currently pretty awful. Making the stretch of Sandy between 39th and 33rd more pedestrian friendly and less car-centric would be great.

With approval of small studio apartment buildings with no parking, this is not fulfilling an opportunity for the surrounding area. Contribution to density occurs, parking is crushed and will be for years. Make developers put in parking in these buildings. What is wrong with the planning dept. in not requiring this?

no

Could use another park along sandy other than Buckman Field.

Hollywood MAX transit center, former Bowling alley/Orchards, and safe pedestrian and bike access through this area.

Develop a Max stop in the area of NE 28th or 33rd

Retain small business sites on Sandy. Resist turning it into yet another long boulevard with big box apartment projects

The area on 28th, west of Fred Meyer and the property just east of 33rd on Broadway (formerly Gordons Fire-place) also the former Burger King property and the former Poor Richards. Possibly utilize the Poor Richards property as a turn around option.

SE Lents district needs more mass transit

High density mixed-use development seems to favor streets that are smaller and more walkable, like the SE streets (Hawthorne, Division, Belmont etc). Sandy is just too broad, and getting to the other side of such a busy through-way is always a hassle. It would be cool to see some of these underutilized pockets (like the car lots on Sandy) turned into public spaces that directly serve the surrounding community, like food cart pods, pop-up markets, and small parks. "Development" always seems to translate to high condos that are priced too expensive, with first-floor restaurants that are too generic for most people to go to.

Some of the uglier parts of NE Sandy need redevelopment- you can guess where those are.

No. I disagree with the concept.

I think the Broadway option would be used more widely

No.

No

Sandy up to Prescott

MAX station at NE 28th. Redesign of freeway on/off ramps near Hollywood Transit Center. Viable connection to HTC from Broadway/Sandy intersection.

NO

Not that I know of

Redeveloping the Bakery blocks (and fixing the grid) and the bottling warehouse on Davis will fundamentally change the character of the neighborhood. The announced plan for a grocery store at 16th and Sandy should be fast-tracked.

No

Putting in a new streetcar lane presents an great opportunity to also build a bike lane. The streetcar could separate the bike lane (very much needed on Sandy Blvd.) from the car lanes. Sandy Blvd. needs much more bike parking all along it - even more so, because this plan includes more development. Thanks - this is an exciting plan to see!

Nothing comes to mind

Fred Meyer

There are tons of empty parking lots, buildings, old banks in Hollywood that could also be developed. There needs to be more development around the Hollywood TC to make it welcoming and easily accessible.

NE Sandy has lots of opportunity for transit-friendly development.



Again, all opportunity sites should have Community Benefits Agreements tied to the rezoning and redevelopment.

#1 Burnside Bridgehead #2 Bakery Blocks Leave Fred Meyer as is for now.

Do not know.

Have to think about this

no

Unknown

Q7 Does this alignment create any benefits or burdens that you are particularly excited or concerned about?

Answered: 73 Skipped: 48

I am concerned about having streetcars run along Sandy when it's the main route through NE Portland. Traffic jams galore.

Concern that alternative transportation actually suffers with streetcar investment.

no

Benefits

Concern that Northeast Community Center (serves all-ages), located at 38th & Broadway, would be cut off from walking and biking access.

None that I know

it would be a great benefit if it were free

The major burden will be on automobilists.

I think this part of Sandy would be spiffed up and that would be a good thing.

Insufficient impact for me.

No

No

I would like Sandy Blvd to become more of a shopping destination and a pedestrian friendly street

Burden. The cost to home owners likely.

Dont know

no

Likely to bring more business to Hollywood?

Burdan

Homeowners how does this effect?

Parking is already a problem.

No

I don't think it is necessary.

Concerned about waste of money, worsening of traffic, damage to land and communities.

Waste of tax payer money. You raise taxes on car drivers(gas, registration, etc) and I still run over the same fing potholes for years. Fix things that need fixing stop creating new nonsense.

Logically YES. The need for MORE off-street parking.

As mentioned before, I think this alignment is more awkward than the Broadway alignment. I'm caught between supporting a dense urban environment with a tool like streetcar, and spreading out the streetcar network to more underserved communities like the Broadway corridor. Equity should not always outweigh long-term urban investments that create dense, walkable communities and I think this alignment has the edge over the Broadway alignment to do that.

Pricing out people and destroying the character of the neighborhood.

It's great.

The noise factor has ZERO conditioning or things to absorb the sound. It's AWFUL living in that area and the re-verb from Sandy, from i-84 and whatever off those brick spaces and giant strip mall is maddening. People who live there and don't realize how sensitive they are to that noise - let alone those tricked into a ridiculously predatory landlord situation - need and have to be able to get out of those leases in some no-fault clause. it's a living hell. also anchor nw buildings all align with those horrible LED street lights and they keep you up at all times also you have to do something about how close these apartment buildings are to giant electrical transformers in mixed used zoning. it is a health hazard and it - like the noise in this corridor - also deserves to be a reason to leave a predatory lease. you don't have enough trees or anything to absorb the sound - FIX THIS

It is an under used and developed corridor.

The end of the line seems to be in a weird position and missing most of the Hollywood commercial area (should at least go to 42nd to Whole Foods/Farmers market)? It also seems a bit far from Transit center connections and I would want to see the walk-ability of the area improved to be safer for crossing Sandy & Halsey

We own a commercial property at NE 17th and Davis and we strongly support this effort!

Don't know.

Concerned about rate of vehicle travel on Sandy.

Sandy boulevard is already a high traffic area and the intersection of 33rd and Sandy is particularly bad for accidents. A redesign for that location might be in order.

Concerns are traffic jams from minimized traffic lanes.

no

Only way this concerns me is how this line will tie into the existing streetcar network. Could add an unreasonable amount of time to say a trip from the Pearl in comparison to the Broadway weidler alignment

Biggest benefit is getting into town in a different fashion than always using the bus. The Streetcar into NW made it really nice, and Sandy has the potential to really benefit from it. Broadway is developed already. Sandy is clean slate for some cool stuff. Pepsi zone already in motion. Irving alignment is kind of meh.

I'm concerned about the streetcar harming frequent bus service routes.

Will negatively impact neighborhoods by Broadway/Weidler and Burnside by diverting traffic there

Threatens small business sites; negatively impacts traffic

I am concerned that the transportation system change will support the ability of petty criminals, drug addicts, and mentally unstable individuals to further raise safety issues in the community.

There is so much new development (Condos/shops/services/restaurants) in the lower Sandy/Burnside area. Having a streetcar connection to/from Hollywood district seems like a benefit for both areas.

Increased congestion when higher density could be absorbed in other areas

Bringing street car into Hollywood Core is good

No

I do not see a high enough use of the street cars to justify the investment. I think this is a waste of resources.

no

The streetcar is a waste of money and should not be expanded in any way.

How would parking be affected?

A free ride for homeless people to come to my neighborhood and a tax to pay for it? No thanks.

Sandy Blvd is the only street in this area that is appropriate for mixed use and street cars. Stay out of single-family home areas!!!!

More access to business around Sandy Blvd.

Walk ability in a Hollywood

I wonder if this is an opportunity to think about a connection to a new Max stop at NE 28th Ave.

Significant traffic burden near HTC.

I'm not sure if the Southside of I-84 is best access for the potential development North of I-84

Freeway is a major barrier to some sites, especially Fred Meyer, and proximity to freeway and pollution generated by it are concerns

I think it is the best choice because it is least disruptive to neighborhood character, Sandy is already mixed in use.

This streetcar would require a bike for me to get to, but I'd love the option of taking a streetcar rather than a bus to downtown NW, so I'd definitely use this.

I am excited by the opportunity for the streetcar to fundamentally change the character of Sandy to that of a destination instead of a throughfare.

It would help revitalize Sandy Blvd, which is very centrally located but underutilized and underdeveloped. The street is also not pedestrian friendly and very wide...adding a streetcar line will help significantly

Worries about losing bike parking spots in the Hollywood neighborhood, which are already in high demand during summer months.

Having a streetcar on Sandy, a diagonal street, will be a big improvement for access by many people.

Either choice is the best of the 3 alignments. Sandy and SE 7th tend to not be residential. The other alignments have more residential impact.

The benefits are to white land owners. The burdens are to BIPOC residents. Do not build streetcar unless BI-POC benefit and white land owners share the wealth created by City actions

I am excited about this alignment for the StreetCar. Sandy is the path of growth and already has development occurring. This will match infrastructure with a real-time needs. This should be the priority over the Montgomery Park expansion.

No

Concerned about closing part or all of streets to accomplish this idea.

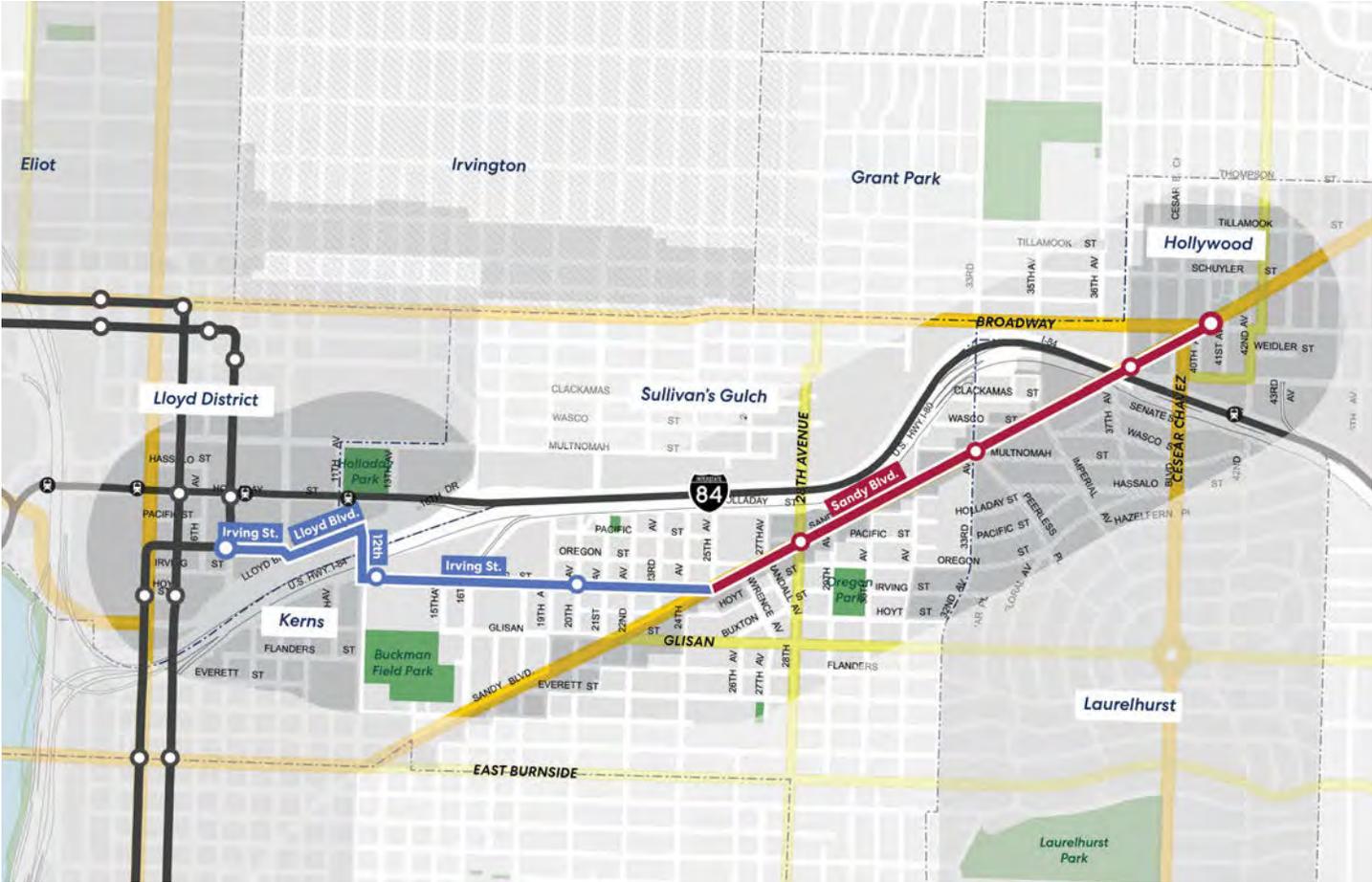
I only see benefits. There are so many empty and/or auto-oriented lots along this stretch. Filling them in would be great for the neighborhood—and allow homes and businesses to take advantage of this central, accessible location.

no

Delivery trucks and big rigs from Pepsi and other businesses interacting with streetcar

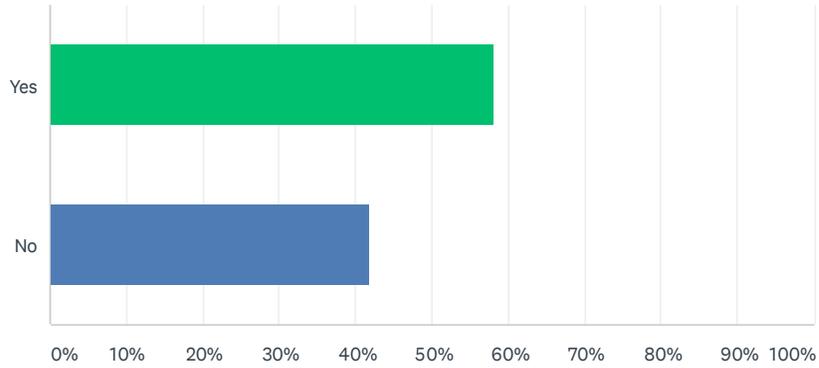
PART 2:

NE Irving St & Sandy Blvd



Q8 Do you think the current land uses, e.g. the businesses, housing, and commercial attractions on the Irving to Sandy alignment would support or benefit from a streetcar line?

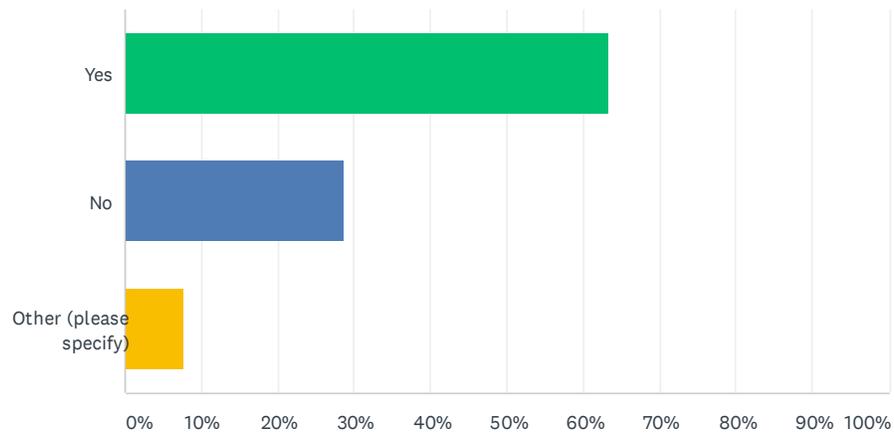
Answered: 115 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	58.26%	67
No	41.74%	48
TOTAL		115

Q9 Would you support future zoning changes, including in the areas labeled “Review Comprehensive Plan Designation/Existing Zoning” and outlined in bolded dashed lines, to allow for more intense transit-supportive development of the area near the alignment?

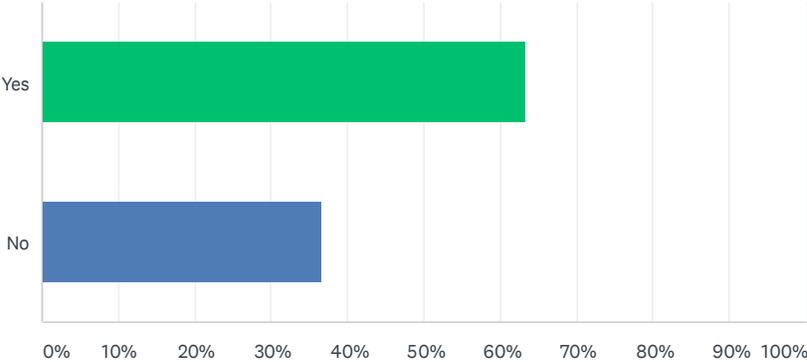
Answered: 115 Skipped: 6



ANSWER CHOICES	RESPONSES	
Yes	63.48%	73
No	28.70%	33
Other (please specify)	7.83%	9
TOTAL		115

Q10 Would a streetcar support or improve the transportation network in this area?

Answered: 112 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	63.39%	71
No	36.61%	41
TOTAL		112

Q11 Do you anticipate any transportation opportunities, problems or issues with this alignment?

Answered: 86 Skipped: 35

Like the first option, a large portion of the streetcar line runs along Sandy, which is the main route through NE Portland. I think this option would increase traffic jams.

This provides access in an area that doesn't have alternative transportation. However, there may be issues with vehicle/streetcar conflict near the freeway ramp.

no

Opportunities

too many crossings/connections coming together without much gain

Concern that Northeast Community Center (serves all-ages), located at 38th & Broadway, would be cut off from walking and biking access.

Congestion on 39th

expense, public acceptance, usefulness in the first 10 years

The awkward angles at the eastern end of this alignment do not appeal

no

Any area can benefit from additional transportation. Don't know that this is the best option.

There is already good access to this area whereas other areas are underserved.

No

Unless the mall is repurposed I think this is an area that needs to be more dense to support new trznstot

Unknown

No

no

Not very familiar with this area.

Too much traffic

Not sure

No

Streetcars are expensive and unattractive because they are slow. Prioritize buses and improving bus infrastructure instead.

Problems: complete waste of money, usage won't justify the damage caused.

I like this alignment but I'm conflicted. Irving Street is low keyed now. How would it change and should we just keep the higher activity on Sandy?

Expect major traffic issues with commuters and freight that use Sandy Blvd every day. Streetcar is notoriously slow (you can often walk faster) and delays traffic. The bus travel along NE Sandy is already very very slow and would only get worse during commute times with a streetcar on the route.

12th and Irving is a bottleneck. Lots of bottlenecks on Irving as auto traffic tries to get onto the I-84 Eastbound onramp.

Waste of tax payer money.

Yes. Four full service travel lanes and on-street parking need to remain on Sandy. Adding slowmo streetcar service obstructing traffic when boarding passengers, and/or removing lanes will only create more congestion. Removing on-street parking will have a negative impact on small businesses and surrounding residential neighborhoods. A district plan that requires adequate parking with any new development needs to be implemented on Sandy.

The Irving portion seems inefficient and not sure what the point is other than to have a line that crosses I-84. I would rather see more investment in pedestrian and bike infrastructure along this portion of the proposed alignment.

The alignment would not follow existing travel patterns and will result in out-of-direct travel and is unlikely to be competitive with vehicles. Therefore it seems this option should not be advanced.

This is already close to existing east/west line (MAX) and seems redundant

The alignment that extends along Sandy is much more elegant in its simplicity.

it's noisy and would disturb residents, it will be overkill with a sandy line, which DOES make sense.

Not as useful as A

It travels down smaller residential streets, concerns for noise.

I am concerned about the number of turns, particularly crossing I-84 significantly slowing down the transit service. Currently this area seems quite low density.

This one seems slightly less useful compared to the other two options. It goes by some larger established buildings and schools and along the expressway, meaning it would presumably not be as strong of a catalyst for development.

Not an expert.

changes will manifest in 10-15 years I cannot anticipate

Yes. This serpentine route makes no sense. Corners are difficult for streetcars, which constrain vehicle travel in the area. This route is filled with turns.

Increased development would destroy more established residential neighborhoods

Unless the Lloyd Center Mall is demolished and replaced with something that provides more value to the community (an MLB stadium, for instance), I have much less interest in this route.

This alignment seems to serve access to shops/restaurants along Sandy less than the pure Sandy alignment.

I'm not sure the "seamless transit connection" between the 12th and Irving streetcar stop and the Holladay Park light rail stop will get a high amount of use.

I DON't know enough to comment appropriately. Is this plan going through residential areas on Irving?

no

No

NE Oregon and the tie in to the existing network

Lots of new housing along here, but that's about it. Office is there. Seems like missed opportunity not to go down Couch/Burnside. Broadway is already developed. Sandy has tons of opportunity, Irving less so but still more than Broadway.

Hindering frequent bus service. Has streetcar ridership numbers been assessed? In my experience, the streetcar is slow and provide poor connections between other transit options, and see low ridership. This transportation investment (or federal grants) could be better used in other ways.

Sufficient transportation alternatives already exist in the district. If their is a deficit, increase bus availability.

no

Not enough connections to other transportation lines

Most of my concern is in regard to disruption of accessibility to and from I-84. Sandy Blvd is often used as an alternative route that the media announces for drivers to use if there are issues on the freeway.

Increased congestion in an already congested area. Uneven development in the city

The Irving Street area is a bit obscure- no real businesses to visit, mostly residential, I would put this option as #3

Not as much opportunity for multi use density due to established residential areas

Building the infrastructure would be detrimental to the aesthetic nature existing today. This would not be of long lasting value given our society's penchant for tearing down structures after relatively few year of service. You could try it out with diesel buses or just use diesel buses if you are determined on the street car concept.

no

Same as for previous option.

This is a 2nd runner-up to NE Sandy; however, way less beneficial to include high-density opportunities along Sandy Blvd. NE Irving will not be as appropriate for a thriving high-density area as Sandy Blvd. is.

No

No

It seems that there would not be as much opportunity for development without disrupting homes at the west end of this route that goes along Irving St.

Same as for all other alignments.

No

I think it is too close to the max route and wouldn't serve as much benefit as the other alignments

Crossing at 12th would be a hopeless mess during afternoon rush hour. If the 12th Ave. bridge would have to be rebuilt, why not consider a joint ped/transit bridge at 7th ("Tillikum II")?

I think that this one is a good option because it helps support the Lloyd district area, which is historically Black and has been terribly underserved. I wonder how you would work with Albina vision to help make this streetcar a reality; I think getting their input would be interesting.

Based on the current and future land use, the alignment will not provide substantial benefit for the cost. The proposed signal at 16th and Irving will likely increase traffic and make the area even less appeal for pedestrians and folks on bikes.

Passes through low density Irvington, may encounter NIMBYism in this neighborhood.

Please be sure that the new plan keeps/increases the accessibility of bike parking along the route. The installation of a streetcar line perhaps presents an opportunity to use the streetcar path to create a bike lane that would be separated from the car lanes by the streetcar line.

It is awkward, and doesn't go where people live, and it only goes to a few where they work.

Just hope it remains a good bike route.

It's a terrible alignment. It may work on paper, but it seems like it would be nearly useless to residents and workers.

Streetcar is not a transportation tool. It's a real estate development tool. Streetcar clogs up traffic. BRT with rose lane is better

Irving Street is not a high density corridor and as a result would not create the critical mass to support public transportation. A complete change of the zoning would be need, but doesn't make sense since Sandy already fits the profile for where a streetcar should go.

Do not knwo.

Yes, mostly residential area with historic housing converted to multifamily. We shouldn't upend that.

I don't see how it enhances our existing transportation system

Problem and issues in the lower blocks, not so much along Sandy

Better connection to MAX to get downtown, but that still requires a two-seat ride, and coordination between TriMet and Streetcar planning and operations is poor at best.

Seems like a lot of auto traffic uses the I-84 on ramp on Irving, but I'm assuming you can make that work? Connecting to Benson seems good!

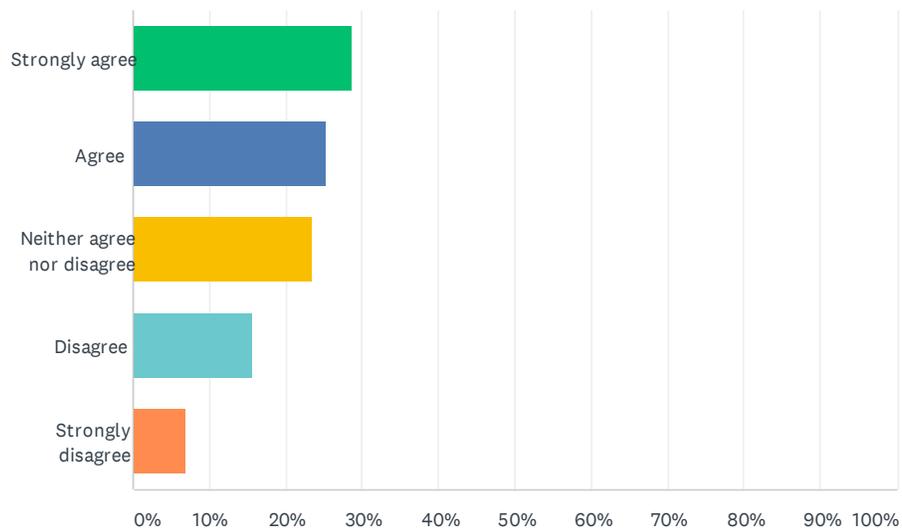
This alignment seems like it would be along "back streets." It also would be a conflict for the Benson High School traffic of students in the area.

traffic on the 12th bridge and Irving

Problems: freeway onramp at 16th and Irving; lack of destinations on Irving St.

Q12 Would you support future redevelopment of the opportunity sites on this map with high density mixed-use type of development? (Note: the opportunity sites are privately owned properties, identified for discussion purposes; any future development would be initiated by the private property holders.)

Answered: 115 Skipped: 6



ANSWER CHOICES	RESPONSES	
Strongly agree	28.70%	33
Agree	25.22%	29
Neither agree nor disagree	23.48%	27
Disagree	15.65%	18
Strongly disagree	6.96%	8
TOTAL		115

Q13 Are there other opportunity sites that you think the city should focus on or prioritize for change?

Answered: 60 Skipped: 61

I prefer the streetcar option that runs along Broadway and Weidler because it would impact Sandy the least.

There may be some more infill opportunities along Irving between the stations. However, zoning may already be liberal enough to provide increased densities.

no

Halsey & NE 60TH

The other Sandy alternative is better.

Support redevelopment of underutilized space bounded by 37th & 38th, and Sandy & Broadway, to expand non-profit Northeast Community Center (currently no municipal community center serving this area)

Montevilla area

inner northeast, Irving corridor

Already explained in Alignment A section

dk

No

Unknown

No

no

Not sure.

Yes, May be

Unsure

No

East of 82nd.

No

Yeah like everything else currently broken or in subpar condition in this city.

Convention Center should 110% be redeveloped with MUCH higher density. It is a large area with minimal impacts to existing residents and centrally located with premier transit connections. This site is the place for large towers that wouldn't be considered acceptable elsewhere. Other priority sites are the same for the Sandy alignment- North Laurelhurst, Pepsi Block, Hollywood TC.

Near Fred Meyer

STOP MAKING OVERPRICED HIGH-DENSITY APARTMENTS. They literally need to have a livability regulation in them because these things are slapped together so quickly and with zero care and now someone's stuck paying \$30k or more to groups like Anchor NW (which by the way some tenants are considering suing because of how truly predatory they are - stop giving them room like this) in spaces like this. Build long-term renting options like the nice 1920s bungalow homes. The high-density housing here is UNLIVABLE.

We should be upzoning more everywhere, but this route seems particularly close to the highway which is not desirable from a health perspective.

Don't know.

?

no

Encourage development along more commercial streets (not along Irving St)

LLOYD CENTER MALL. Let COVID kill it off or pull the plug intentionally, do something. This dying eye site needs to go.

NE 82nd street and area needs investment and development.

no

The inner EastSide between I-5 and 12th, bounded by Burnside to the North and Division to the South

Retain sites for unique small business that are part of Portland's character

Not that come to mind right now.

Lents district

As in Sandy Blvd option concentrate on the more run-down and uglier parts of Sandy Blvd first

Mlk

No.

Fred Meyer & North Laurelhurst seem like a wasteland now. would be great to improve that area.

Sandy Blvd. ONLY!!!

Sandy blvd up to Prescott . Roseway

No

No

It appears that redevelopment opportunities of this alignment are somewhat limited.

The Lloyd center and parking lot in the Regal Theater has the potential to be absolutely beautiful with mixed use space, housing, and green speaces.

There is ample empty and underutilized space on Irving that with building and parking use that would be more appropriate in Hillsboro or Houston than in central Portland.

No

Please be sure that the new plan keeps/increases the accessibility of bike parking along the route. The installation of a streetcar line perhaps presents an opportunity to use the streetcar path to create a bike lane that would be separated from the car lanes by the streetcar line.

Nothing comes to mind. Letting it happen on its own is better than the often clumsy planning that occurs, such as the Rose Quarter

Fred Meyer, Lloyd Center

Other areas in Hollywood as noted above. There needs to be more development around the Hollywood TC to make it welcoming and easily accessible.

This (non-Sandy) area is a mess. Streetcars are not going to help.

No.

NA

Have to think about this

Focus on close in around Lloyd District, generally under-utilized. What would implication be of closing and redeveloping the current Lloyd Center shopping mall?

This alignment seems a hair too far from the great development opportunities around 12th and Burnside?

no

Unknown

Q14 Does this alignment create any benefits or burdens that you are particularly excited or concerned about?

Answered: 72 Skipped: 49

Concerned about the impact on traffic flow of having streetcars run along Sandy.

This provides some additional transit access along Irving not currently provided. However, it isn't clear how this would relate to the #12 route, since it intercepts that route through Hollywood.

no

Benefits

Sandy part seems doable for increased development but area around Banfield does not really add any land and the sites for development indicated in the Lloyd Center and Convention Center are already served by streetcar.

Concern that Northeast Community Center (serves all-ages), located at 38th & Broadway, would be cut off from walking and biking access.

Hopefully reduce traffic

this alignment will likely be created 10 -20 years from now in concert with increased density multi use residential and business

Anything related to Laurelhurst will make it difficult to realize any growth in those areas

I would be pleased to see a portion of new residential opportunities be affordable for Portlanders who are currently houseless.

No

No benefits

No

No

Burden. Costs to home owners.

No

no

Not knowledgeable enough.

Burdan

I don't think so.

Again, parking.

No

There is no need for the city to develop this area. Focus on underserved areas.

Concerns: cost, damage, traffic

I don't find myself as excited about Alignment B as Alignment A because its ability to transform the surrounding area is much more limited due to the freeway and overall connectivity.

Waste of money

Not on Sandy.

Don't understand why this alignment is an option. Makes more sense to just have the two options- Sandy and Broadway.

The portion of the alignment along Lloyd and 12th is a bit awkward and will result in slower travel times. However, there may be an opportunity to add freeway caps over I-84 so that a streetcar can proceed directly east-west along Irving.

Areas already overburden by parking and use

Noise, room for more predatory landlords, Portland doesn't know how to design for anything past its nose and why don't you retrofit a ██████ bridge before this?? WHAT ARE YOU IDIOTS GOING TO DO WHEN WE HAVE A ██████ EARTHQUAKE??? DO REAL STRUCTURAL EMERGENCY PLANNING. WE HAVE OIL RESERVES THAT WILL SET EVERYTHING AND EVERYONE NEAR IT ON FIRE.

Don't want this to destroy existing low income housing through gentrification.

No

this Irving Street projection broadens transportation availability

Very awkward rout through industrial area. Abandon this route for any further discussion.

As it currently stands, the Lloyd District is an area I don't frequent much. I live close to the Hollywood District and this streetcar line is one I wouldn't use often despite my STRONG desire for more and quicker transit options, unless as previously stated, Lloyd Center Mall is redeveloped. I travel much more frequently to the E. Burnside/7th area and that line would be more valuable to me. (Side note: without dedicated streetcar lanes, in which streetcars can move independently of traffic, none of the streetcar lines are that enticing.)

I like that there are significantly more development opportunities near station areas than in the Broadway/Weidler alignment.

no

Travel times from lloyd district to sandy

not really, no

Irving St. redevelopment would not benefit the City as much as focusing on either Sandy or Broadway/Weidler.

No

No

Concerns overpotential for increased crime and the additional mobility of petty criminals within the community.

This is more parallel to the Max route than all on Sandy, which seems like it creates more options to connect with other lines.

Increased homeless presents

As with all- it brings the streetcar to Hollywood. which is good.

I do not see a high enough use of the street cars to justify the investment. I think this is a waste of resources.

no

Would like to see pedestrian walkways and access to businesses be strongly considered and advocated.

NE Irving could only be considered as a spur AFTER YOU ESTABLISH NE SANDY BLVD!

No

Same as for all other alignments.

Increases service to already developed density and new development opportunities

Alignment has poor connection to Lloyd Center, skirting the southern edge, and is separated from Fred Meyer by freeway.

Not as exciting/beneficial as other routes

Crossing at 12th would be a hopeless mess during afternoon rush hour. If the 12th Ave. bridge would have to be rebuilt, why not consider a joint ped/transit bridge at 7th ("Tillikum II")?

I'm excited to see what would happen to the Lloyd center if a transit stop was put there. I think it would help revitalize that area and help us (hopefully) move forward on making something beautiful there.

There is nothing exciting about this alignment.

Crosses lots of low density areas that would resist development, making this less ideal

Please be sure that the new plan keeps/increases the accessibility of bike parking along the route. The installation of a streetcar line perhaps presents an opportunity to use the streetcar path to create a bike lane that would be separated from the car lanes by the streetcar line.

The route looks like it is slow, and it would probably block vehicular traffic without adding much to public transportation.

I'm not sure Irving street makes sense. There are not many businesses along that stretch. I bike along there and want to be sure it remains a good option for bikes.

It puts streetcars in fairly useless alignments. Irving? It may be convenient, but how much will it get used?

Concerned about exacerbating racialized wealth disparities

Irving doesn't make sense. Sandy does.

DO NOT Know

Iffy situation - have to think about this.

It seems redundant to existing with only marginal benefits

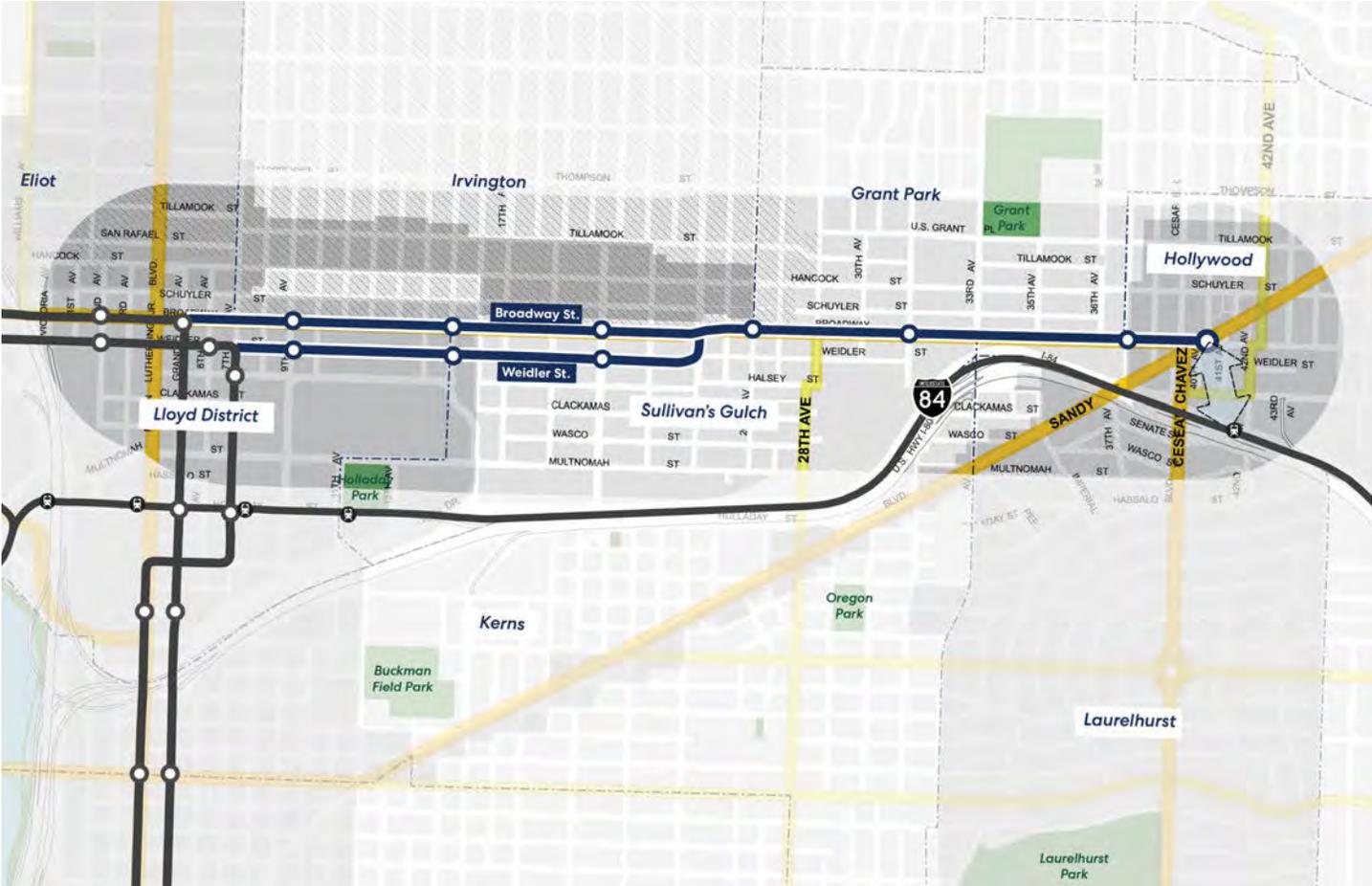
Traffic on Sandy Blvd. Issues of traffic and traffic patterns in the Hollywood District itself, although common to all approaches.

no

Delivery trucks and Benson High School

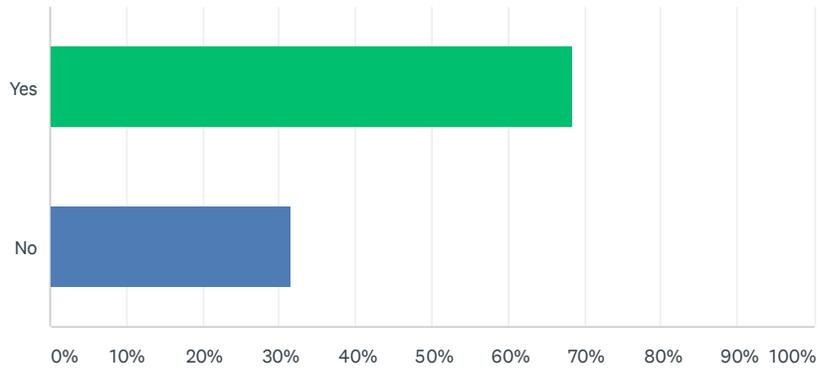
PART 3:

NE Broadway & Weidler



Q15 Do you think the current land uses, e.g. the businesses, housing, and commercial attractions on the Broadway/Weidler alignment would support or benefit from a streetcar line?

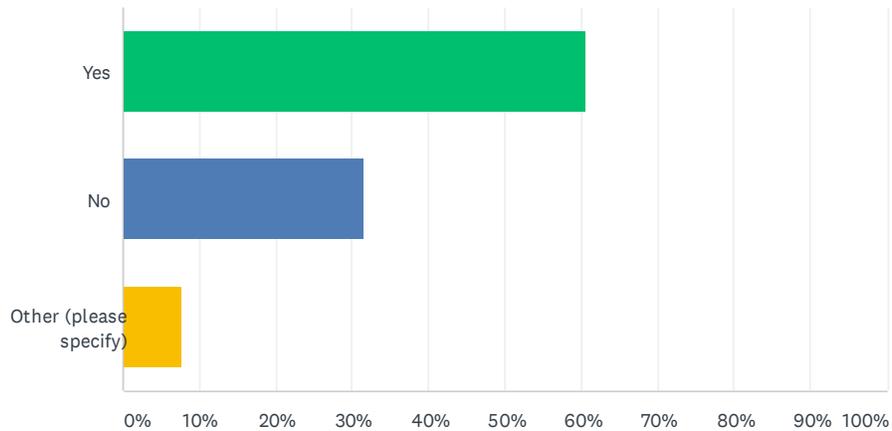
Answered: 117 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	68.38%	80
No	31.62%	37
TOTAL		117

Q16 Would you support future zoning changes, including in the areas labeled “Review Comprehensive Plan Designation/Existing Zoning” and outlined in bolded dashed lines, to allow for more intense transit-supportive development of the area near the alignment?

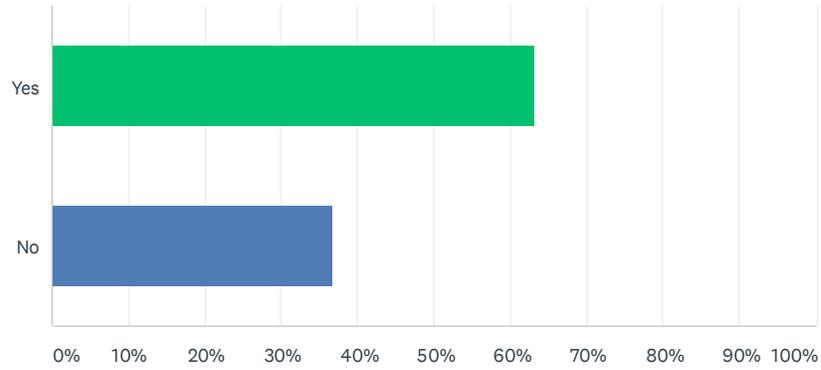
Answered: 117 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	60.68%	71
No	31.62%	37
Other (please specify)	7.69%	9
TOTAL		117

Q17 Would a streetcar support or improve the transportation network in this area?

Answered: 117 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	63.25%	74
No	36.75%	43
TOTAL		117

Q18 Do you anticipate transportation opportunities, problems or issues with this alignment?

Answered: 86 Skipped: 35

This is the best of the 3 options - it's a straight shot through a neighborhood with lots of small businesses, and it has the least impact on Sandy Blvd, which is a major arterial in NE Portland.

Much of the issues would revolve around how the streetcar and bus system interrelates. Broadway and Weidler already have multiple bus lines that go much further than the streetcar.

it would probably close a traffic lane on Broadway, creating more traffic tie ups

Issues

connections to the Banfield is most of the car traffic which this alignment does not really change as there are several connections to Max that already exist.

Concern that Northeast Community Center (serves all-ages), located at 38th & Broadway, would be cut off from walking and biking access.

Hopefully reduce traffic

this alignment should be done first with the sandy or irving alignment to follow

Broadway /Weidler are heavily used transport routes as is.

A benefit would be making better use of the land between I-84 and Broadway between N.E. 33rd and 37th.

It would extend the streetcar further east and connect hubs along B'way, starting with Moda and ending at the theater.

Good opportunities for mixed income housing

No

It is presently very cumbersome to ride the bus to the Hollywood area. This option would make travel more direct.

Costs

No

no

Not sure.

Problems

Just during event nights at the Moda Center & VMC.

Always parking. I bus and walk, but have a car.

No

Yes, the taxing and redevelopment that goes along with a streetcar cannot be harmonize with the Irvington historic district or with low density area in Grant Park.

Streetcars are expensive and unattractive to riders because they are slow. They also disrupt traffic in areas that are already congested.

Problems: cost, damage to areas, usage wouldn't be anything close to justifying this, no one on the east side is asking for this. Streetcars are obsolete, go away.

Waste of money

Yes. Adding slowmo streetcar service obstructing traffic when boarding passengers, and/or removing lanes will only create more congestion. Removing on-street parking will have a negative impact on small businesses and surrounding residential neighborhoods. A district plan that requires adequate parking with any new development needs to be implemented.

I think the dense, rich, and compact nature of the area's network is a huge opportunity. Easily legible to the traveler no matter the mode, easily navigable grid, lots of cross-connections, redundant fixed-link service to MAX (a good thing!!) and efficient alignment with the rest of the streetcar network, so good for service planning.

Seems like a natural extension of the existing line. Would slow down traffic on Broadway which is needed

Include protected bike lanes, please.

Create noise barriers Plant more trees Stop building high-density, high-cost, high-turnover apartments

I like Broadway as it is. There are many transportation opportunities already.

This seems to have the most businesses to support it and is safer than Sandy.

It would be ideal for there also to be bike lanes on Broadway/Weidler/Halsey. They are in the 2030 bike plan! See above comment about concerns about tracks preventing future street changes. These streets are very auto centric and I would welcome a change.

Don't know.

Serious bottleneck for travel on the Broadway/Weidler couplet. This route is the main east/west car and delivery truck corridor. Pedestrians are currently well-served by several bus lines through the area. Streetcar adds very little additional access at the cost of traffic inhibition.

Need to make sure you do not negatively impact established residential neighborhoods of Irvington and Grant Park

I think this alignment offers greater benefit than the other two, given existing traffic and commercial patterns. The Broadway commercial corridor has been badly damaged by the use of B-W couplet as a 5-6 lane highway. This plan would help reclaim the corridor for public and mixed uses.

I would love to see this line AND the first line implemented.

heavier traffic in certain neighborhoods

This area is a mess and adding a streetcar on broadway would make it worse

Tie in to North South bus lines. If there aren't any, change that. Ridership will benefit

This would help existing situation, but likely not spur new development or infill. Broadway is largely "finished" growing while Sandy has huge opportunity to grow a lot more along that alignment.

This area already sees high vehicle congestion. Streetcar would worsen not mitigate these issues.

Terrible traffic issues. Much thru traffic will shift north to residential area served by Knott which is already high volume, so creates a horrible traffic situation on Knott.

These streets and neighboring streets get heavy pedestrian use. The resulting congestion from the proposal would adversely impact the neighborhood.

No

Proposal seems to really support the Lloyd District -- and help redefine the Lloyd Center. It would connect the Lloyd District housing to resources in Hollywood District.

Broadway and Weidler are already key transportation routes. I don't believe enough people will leave their cars and ride the streetcar so the addition of the streetcar will make traffic worse. Add in the e-scooters and the e-bikes that can travel at speeds of 25-30 mph and safety issues will climb. Pedestrians in particular will be endangered. The local businesses rely on pedestrian traffic since parking is limited. As parking availability won't be increased, the congestion and safety issues will grow and livability will diminish. Also this route means the streetcars will compete with existing bus routes. I'd rather have the existing bus routes not be disrupted as buses provide more flexibility in terms of destinations compared with the streetcars.

Yes, I anticipate problems with traffic flow with this alignment....especially at intersections that are already problematic (near Fred Meyer & at 33rd/Broadway)

Yes. Broadway has extensive bus options and this parallels max, so I don't see any advantage with this route. Disadvantage is more car traffic compared to other routes. Also, the increased density on Broadway is adjacent to historic neighborhoods that would be negatively impacted, where the other two options to be more centered in less developed commercial neighborhoods that would benefit more.

Not sure.

Traffic nightmare

Lots more businesses involved with this option which could pose a problem, parking will be decreased as well due to tracks. Lots of traffic on Broadway/Weidler.

This continues to support the reduction of car volume with alternative transportation

Building the infrastructure would be detrimental to the aesthetic nature existing today. This would not be of long lasting value given our society's penchant for tearing down structures after relatively few year of service. You could try it out with diesel buses or just use diesel buses if you are determined on the street car concept.

it would be great! Broadway seems like an area that could use more development (we have lots of nail salons and insurance offices but it could be a great walkable area)

Broadway is already a very busy street and impeding it with a streetcar would not offer any relief. In addition, Downtown workers will park in the neighborhoods and take the streetcar downtown, causing hardship on the homeowners and renters

Broadway and Weidler work well as is, and are one of few remaining couplets that do. Please do not change something that works. We've seen too many "improvements" that are worse than what existed before they were implemented. Parking and flow of traffic would adversely affected. As Broadway is now, it works for pedestrians as well. Please leave well enough alone.

YES!! PRESERVE THE LIVABILITY IF NE BROADWAY/WEIDLER!!! Sorry for shout-typing, but I'm going to continue with it: THE PROPERTY TAXES FOR SINGLE-RESIDENTIAL HOMES IN THIS CORRIDOR ARE SKY-HIGH DUE TO INCREASING DESIRABILITY OF THE SINGLE-FAMILY HOMES. YOU MESS WITH REDUCING THE DESIRABILITY OF THESE HOMES, YOU REDUCE THE PROPERTY TAXES. And your job producing this survey will vanish.

No

Broadway is an important Cycling route to downtown. both broadway and weidler are good driving routes to and from downtown from many NE neighborhoods

The people who live along NE Schuyler (or actually anywhere where there are single family homes on the next street from where the new streetcar route is proposed) could be negatively impacted by a street car and subsequent zoning change. Taller buildings could loom over backyards, or even larger buildings going up right next door. This is the main draw back in my mind of the street car proposals. If the single family homes could be protected then the development would be most welcome.

Same as for all other alignments. See comments in first option box for this issue. In addition, width of Broadway and current use as major traffic artery create issues of practicality that could affect development and access to bikes.

It duplicates bus service. Better to improve bike routes in the area to support higher volumes of bike transportation

Unique opportunity to create a Transit Only lane between NE 24th and the Broadway Bridge, shared by Streetcar and three bus lines (bus vehicles would need to be upgraded to electric vehicles with left side boarding). While the map indicates bus service the entire length of the alignment from Hollywood to the Bridge, it is actually fragmented into three different lines, none of which goes directly into the Pearl District and NW.

Pushback from grant park residents

Existing Trimet line 77 already provides faster, more frequent service than streetcar will.

The Broadway Weidler couplet should be abandoned. Returning Weidler to a neighborhood street with housing to support Broadway commercial.

I live in this area and take the bus right now from either Knott, 33rd, or Broadway. I would love to have a streetcar on Broadway. It's a very wide street and is such a waste of space because it only serves cars. We could put a dedicated transit lanes, a protected bike lane going both ways, and reduce lane width and finally decrease the speeding and loud cars on this road. All of Broadway has such potential to be revitalized, but it's never going to get better if we prioritize cars over biking and pedestrians in this area. It's absolutely unpleasant to be out on this street right now and needs to be totally rethought.

I'd hope given the very wide right-of-way that the streetcar would have a dedicated lane and signal priority. The right-of-way is sufficiently wide to also include a protected bike lane and must be included in any plans.

Would help revive Broadway which is currently an odd street—it's very central but the land use is piecemeal and there's lots of low density housing in the area. Streetcar may help with this, but Sandy Blvd has lots more developmental opportunity

Please be sure that the new plan keeps/increases the accessibility of bike parking along the route. The installation of a streetcar line perhaps presents an opportunity to use the streetcar path to create a bike lane that would be separated from the car lanes by the streetcar line.

The streetcar along this route basically reproduces the #17 bus, but does it in a more intrusive and expensive and inflexible way.

To be honest, I don't really think a streetcar offers transportation benefits above what a bus does.

I just don't see the streetcar as an effective mode of transportation. I would take Max to go from Lloyd to Hollywood or bike to go to points in between.

I think of Weidler as a residential street interrupted by commercial. NE Broadway isn't going to get pedestrian-friendly by adding a streetcar.

Zoning won't increase the density in this area to support public transportation. The reason is that the area is less appealing for growth by developers. As a result, no change in zoning will cause growth and as a result no increase in ridership needs. Developers clearly see the opportunity along Sandy Blvd as evidence by the new buildings, construction activity, and land use/planning applications that come in along Sandy. Nobody pushes for a zone change along the Broadway corridor because developers don't want to develop there in the first place. Build infrastructure where the growth is occurring. Not where some may want to force it to go.

Do not know

Yes. Buses work better in this stretch.

It seems redundant to existing lines of transportation network;

There's a good transport system now with buses. I use it today by bike and bus. Adding rail seems to be an extra layer, whereas the full Sandy route seems to offer the most opportunity.

You should consider two-way streetcar operation west of 24th on Broadway and move the heavier auto/truck traffic onto a two-way Weidler with little or no on-street parking. Then provide more extensive traffic light control of flow to make pedestrian use along Broadway more pleasant. Finally consider making the Lloyd Center parking garages along Weidler available to all customers of local businesses.



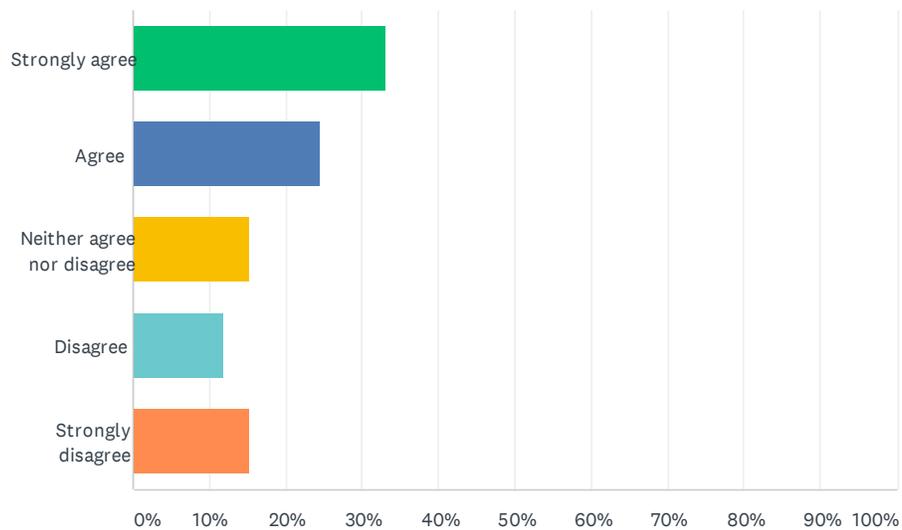
Already a busy area. The section of the Broadway-Weidler couplet could use diagonal parking spaces on the south side, separated bike lanes and to increase parking and reduce the number of lanes for through traffic. A streetcar would not be needed in this walk-able area.

it could reduce frequency on the 77

Opportunities: Broadway and Weidler commercial corridor, grocery store access on Weidler, already existing streetcar infrastructure on Weidler

Q19 Would you support future redevelopment of the opportunity sites on this map with high density mixed-use type of development? (Note: the opportunity sites are privately owned properties, identified for discussion purposes; any future development would be initiated by the private property holders.)

Answered: 118 Skipped: 3



ANSWER CHOICES	RESPONSES	
Strongly agree	33.05%	39
Agree	24.58%	29
Neither agree nor disagree	15.25%	18
Disagree	11.86%	14
Strongly disagree	15.25%	18
TOTAL		118

Q20 Are there other opportunity sites that you think the city should focus on or prioritize for change?

Answered: 65 Skipped: 56

This is my favorite of the 3 options. I would hope it connects very closely to the Hollywood Transit Center for easy transfers from one line to another.

It seems like there may be more opportunities available to the south of the line

no

NE Halsey & Glisan

Fewer development opportunities here and the largest is at the Hollywood end which the Sandy route already covers. While there is some development opportunity between 7th and where Broadway and Weidler merge, there already is a close walk to the streetcar for many of those sites.

Support redevelopment of underutilized space bounded by 37th & 38th, and Sandy & Broadway, to expand non-profit Northeast Community Center (currently no municipal community center serving this area)

Montevilla

expansion of this alignment will likely be easily accepted because of the existing streetcar service

Already noted in Alignment A section

A priority must always be adding low income housing mixed in with mid-priced housing. We need homes available to everyone without creating an area that looks like "the projects" in larger cities.

No

Unknown

Not at this time

no

Not knowledgeable enough.

No

Eastport Plaza area

No

Broadway/Weidler itself is full of 100 year old houses, adapted for commercial use. These are not included in your 'underutilized' analysis, but appear ripe for redevelopment into walkable mixed use main street sites.

East of 82nd

No, leave the east side alone

Yeah. Literally anything but a feckless train.

Grand and MLK

ALL of them. Hollywood TC, Fred Meyer, Portal, Lloyd. Also- this streetcar will be essential in helping the single-family area transform and densify overtime, which is a critical component of accommodating new housing and better transit service.

The Lloyd Center is a prime opportunity site. The building is aging, and large shopping centers are no longer as viable as they previously were. Plus the opportunity to redevelop the area into a well-connected street grid and expand upon the high density employment and residential that has been added to the Lloyd District in the past couple decades would be a significant step forward for the area.

Lloyd center (the mall) itself. change the zoning so NE could have a new library hub, medical campus, high school, office park

WE NEED A BRIDGE OR TWO THAT WILL SURVIVE A ████████ EARTHQUAKE. PROTECT THE WATERSHED. HAVE CONTINGENCY PLANS FOR WHEN THE OIL RENDERING FACILITIES ARE HIT TOO.

The section between NE 33rd and NE 42nd is kind of a dead zone for human activity. I would live this part of Portland to be improved.

Don't know

no

Better to focus development along higher density, higher car traffic streets such as Sandy Blvd. Do not increase density near Irvington and Grant Park. This would negatively impact historic homes through re-development and destroy some of the most iconic residential close-in neighborhoods of all of Portland.

Again, LLOYD CENTER MALL. I cannot stress enough how much that waste-of-space, dying behemoth needs to go!

I've always felt like the stretch of Broadway between 33rd and Hollywood is oddly under-utilized from a commercial standpoint so I'd be hopeful that this would inject some life there.

no

Hollywood Transit Center

Community Pool along here or on Sandy!

Focus on Lloyd Center

The inner EastSide between I-5 and 12th, bounded by Burnside to the North and Division to the South. Also, develop a MAX stop at NE 28th or 33rd

No

South of I-84

Not at this time.

Lents district

What's happening with the Gordon's Fireplace building, NE 33 & Broadway

No. I disagree with the concept.

Fred Meyer & North Laurelhurst both seem like areas that could benefit from more development and could be very walkable. would be wonderful for the local community!

Only as I previously answered regarding Sandy Blvd. That is the more-appropriate focus for development that will not destroy high-value/tax revenue-generating homes.

Roseway area Sandy up to Prescott

The Lloyd Center is the big opportunity here and is best served by this alignment. It is the largest, single owner property and along with the the Fred Meyer property the only one that could provide serious private funding comparable to the Esco and MP properties in NW. The Fred Meyer property is likewise large and has one owner. Both have excessive parking directly on or a short distance from the alignment that could convert to housing.

No

Again, revitalizing the Lloyd Center would be huge for this route. Adding mixed use, housing, and greenspaces. I also think there's a lot of potential to revitalize Broadway to make it a better walking and cycling road and really bolster businesses here. The old Gordon's Fireplace building is on a fairly large parcel of land, too, and could be made into something that serves the community (housing, a makerspace) but something that's actually needed for the people that live in the area.

Upzone all of Irvington.

No

Please be sure that the new plan keeps/increases the accessibility of bike parking along the route. The installation of a streetcar line perhaps presents an opportunity to use the streetcar path to create a bike lane that would be separated from the car lanes by the streetcar line.

The problem with Broadway is that it is a one-way street. That limits retail business opportunities. So it isn't the presence or absence of 'opportunity sites' that is the problem.

Hollywood has so many surface level parking lots and underdeveloped commercial structures - for example, there are so many banks. This area has the opportunity for growth and development.

Strongly support development in the Hollywood portal. Also there are many undeveloped areas around Hollywood. There needs to be more development around the Hollywood TC to make it welcoming and easily accessible.

Prioritize the sites with the greatest/strongest CBA

No.

NA

Have to think about this

Yes. South of I 84 corridor

Sandy

The section of the Lloyd District south of Broadway and west of 15th is woefully underutilized. Any streetcar development project along this route should include a land-use and policy review to promote mid-to-high rise development in this area. Simple aspirational zoning has not worked and won't necessarily work going forward -- streetcar or no streetcar!

no

Unknown

Q21 Does this alignment create any benefits or burdens that you are particularly excited or concerned about?

Answered: 84 Skipped: 37

I think it would be great to be able to take a streetcar down Broadway and go shopping. It's also close to Lloyd Center, if that is ever revitalized. Having a new transit option close by could rejuvenate Lloyd Center.

The relationship between streetcar and bus lines. Not sure of the positive effects (note east side streetcar has both limited positive ridership and development impacts)

no

Benefits

having realigned Broadway traffic several years ago, this would be more complicated than the straight run that would be from Sandy

Concern that Northeast Community Center (serves all-ages), located at 38th & Broadway, would be cut off from walking and biking access.

Not that I know of

seems that this alignment is 1/2 done and needs to go further east

Since those areas are already well served by busses, I see absolutely no reason to try to augment with streetcar

I think each new residential building should provide a small percentage of affordable housing for people currently camping on city streets or in parks. Consider building an "apartment" with 4 or 5 bedrooms, 2 or 3 bathrooms and one large kitchen/common area that could be rented to young couples, or compatible individuals or even a larger multi-generational family. Thus 5 to 10 adults plus a few children could be housed economically.

This is my neighborhood, so I'm better informed and biased. The possibilities are exciting. B'way is ugly and wide. It already has important activity hubs from Moda to the Hollywood theatre. It would also bring fuller access from downtown. It would help bring more activity and equity to less-served neighborhoods of the NE. There is large development potential with areas that are not within the historic areas. Much of the commercial land could be easily be turned into higher density without affecting the historic areas. As a single female senior, the streetcar would allow me to visit PAM, New Sessions and and a movie, with restaurants, movies and bookstore in between and feel safe and connected. A streetcar extension would also bring more transportation and development equity to the NE area.

The commercial area has a mix of stores (Goodwill, Fred Meyers and small stores/ restaurants) that would benefit from better access.

No

As stated earlier, this would simplify trips to Hollywood or transferring to the Max.

Burden. Likely tax increase to home and business owners.

No

no

Not sure.

Burdan

I don't think so

No

This area does not need government development assistance.

Concerns: cost, damage, traffic

This is the least exciting alignment because so much of the alignment is already developed. You would be looking at a much longer term change as the current building stock cycles out.

Waste of money

Yes. It will create more traffic congestion. The burden of payment needs to be on the transit users and not motorists. Equity also requires that motorists have specific representation at the table on any CAC that is in direct proportion to the mode split.

Again I think the potential to serve as an impetus for densifying the corridor is great. I like the redundant service of MAX which is critical for travelers when there are service problems. This alignment is the most efficient. Underserved communities deserve transit investments. I'm less worried about gentrification and displacement-these concerns should not trounce investments in creating walkable, compact, and transit rich cities. It is the only way we will improve quality of life for all residents and meet the existential threat of climate change. That said, PBOT should be extremely intentional about how to partner with multiple actors to mitigate displacement.

I strongly support this alignment due to existing demand, existing density and it allows for a much more seamless connection to the existing Streetcar network than either of the other alignments.

slower traffic on broadway and spaces activated that long have not been

You're irresponsible and/or corrupt and have zero idea what you are doing in ways that force people who think of these things to live there. I think Sandy and Broadway are great ideas - not a lot of residents exactly there. STOP MAKING THESE UNLIVABLE CIRCUMSTANCES. If people wanted to live in SF, they would. You're not helping anyone making heat and noise pollution pockets. Force developers to do spaces that are designed for 3-5+ or more - make them not make human cubicles. OUR LIVES ARE BAD ENOUGH AS IT IS AND OFTEN FROM PBOT DECISIONS. RETRO FIT A [REDACTED] BRIDGE LIKE A GROWN UP

It largely works fairly well as it is.

Broadway has had a streetcar in the past and could easily support another!

I like the connection to the Hollywood Transit Center

DK

This plan puts streetcar through mixed residential/light retail through much of its course, and will be hampered by the Irvington Hysterical regulations.

This would lead to increased traffic and reduced parking in residential neighborhoods of Grant Park and Irvington. The city of Portland frequently and incorrectly discounts the impact of parking availability caused by these dense developments. Despite the hope that these residents will not have cars they do and it impacts parking. New buildings need more parking on site. I am concerned over these two issues (traffic and parking) which would degrade the quality of life for residents in this area.

Yes - the potential benefit to the Broadway commercial district is particularly exciting.

In Hollywood, we don't need any more density added. Adding density and mixed use without parking or even with it will denigrate what makes people attracted to this area. It is a balance and I don't think more density in the form of badly architected studio buildings etc etc is the way to go forward. Look at the building the Hollywood Library is in --- library on the bottom, mixed income housing with balconies, and parking back of the building. Why can't we have more buildings with this kind of thoughtfulness?

no

I think I would be most excited for this alignment due to the ease of connectivity to existing lines and I think travel times will benefit from this alignment

not really. I think Sandy is best option, now that I've reviewed all these.

Concerned about a negative impact to frequent bus service, MAX connections and bike infrastructure and low ridership on streetcar.

Intolerable traffic burden on residential area served by Knott from MLK to 42nd Ave. Intersection at 21st, 24th 33rd, and 42nd and Knott which have relative high volume traffic in morning and late afternoon (3-6:30 pm).

Bad impact on small businesses in the area and neighborhoods

No

Concerns about additional crime from the added mobility of petty criminals, drug addicts and mentally unstable individuals.

There are too many historic neighborhoods north of Broadway (Irvington/grant park) that could be negatively impacted by pushing redevelopment or multi-family expansions along a streetcar corridor.

This is the worst option. It doesn't offer any Substantial advantage over existing bus/max and has many negatives, whereas the Sandy variations have more new advantages and fewer downsides.

Not really sure.

Access for students in schools in the area, along one-way streets on Broadway and Weidler something demonstrated by transit malls downtown that is safer access for riders

Uneven development of the city

Broadway's a little easier to navigate on foot than Sandy. It would be nice to see a little more infill, more businesses and less lots, but when left up to developers they inevitably turn into towering condos. There are already plenty of multi-family residences in the area (like Sullivan's Gulch, Irvington) that are just large houses with multiple units, or stately-looking apartment buildings. Is there a way to preserve the historic character of the area by converting more pre-existing buildings to rental units, without having to build up towering concrete condos that are controlled by greedy developers?

The NE 24th area where Broadway & Weidler come together could be difficult

No

I do not see a high enough use of the street cars to justify the investment. I think this is a waste of resources.

I also wonder about a max stop at Fred Meyer... there is very little transit aside from busses from that area and I think it'd be good to make it more accessible.

Broadway is already a very busy street and impeding it with a streetcar would not offer any relief. In addition, Downtown workers will park in the neighborhoods and take the streetcar downtown, causing hardship on the homeowners and renters I live two blocks off Broadway. In addition, people will cut through the neighborhoods when Broadway gets backed up due to the streetcar.

Flow of traffic and parking would be adversely affected.

Yes, and same reiteration as I ranted about above. And thank you for adding this caring questioned again. ☐☐

Congestion in a critical biking area

I feel like the street car in general, is a good idea. It's just protecting residential neighborhoods from massive development that I would like to see.

Significant potential burdens and possible benefits. An area wide study that includes freeway on/offramp design, location, bus routes, MAX at 28th, bicycle access, and funding must be a part of this project.

This alignment better supports redevelopment north of I-84

Despite the Historic District in Irvington, much of the current multi-family housing south of Tillamook is Non-contributing and could easily be replaced with well designed buildings with three to four times more dwelling units under current zoning

I think the grant park zoning will limit the benefits here compared to the sandy option.

Existing Trimet line 77 already provides faster, more frequent service than streetcar will.

Development along this corridor should be thought about in conjunction with the Lloyd District, as well as Hollywood.

Slowing down traffic on a pedestrian-hostile street (Broadway) would be an enormous additional benefit for businesses and neighbors.

I really like that the street car would be close to me, and would hopefully reduce car traffic. I shop at this New Seasons and frequent the restaurants on Broadway. It's sad because Broadway has a huge amount of potential and it's really been gutted by all the car use, but people don't seem to understand if we increase foot traffic and decrease cars we can really get more businesses in the neighborhood and help them do well. I know some business owners are worried about rising rents, but I think if we find a way to make sure those small businesses are protected from full redevelopment, there's a way to serve the people and help businesses feel safe. One thing is for sure: the way Broadway is right now is absolutely not working. The whole road is becoming a huge eyesore and businesses are failing. They're failing because Broadway is used as a major corridor to just speed through. We can fix this if we prioritize people over cars.

Given that much of the alignment lies in a historic zone, I worry that redevelopment would be substantially inhibited compared to a Sandy alignment.

I don't think the same level of development would be possible along Broadway compared to Sandy

Please be sure that the new plan keeps/increases the accessibility of bike parking along the route. The installation of a streetcar line perhaps presents an opportunity to use the streetcar path to create a bike lane that would be separated from the car lanes by the streetcar line.

Nothing to be excited about here.

I own a home in the area marked by "review comprehensive plan designation" and I'm excited for the possibility of providing housing for more people in my neighborhood and for more businesses to open to meet that new demand.

I want to see more mixed income families in Grant Park neighborhood!

While Weidler and Broadway are thoroughfares, they are also closely tied to neighborhoods. Streetcars are loud and disruptive with their rumbling of the ground and surrounding land.

Displacement will be accelerated and wealth concentrated if community benefits are not required.

This is a bad route selection because growth isn't occurring here. Choose Sandy where the market is clearly growing exponentially.

Do not know

Yes, extreme loss of historic housing.

There is an opportunity here to make the Broadway commercial strip a vibrant destination for the larger neighborhood and community, but a solution will need to be found to deal with the high volume of traffic carried by Broadway into the downtown area if traffic capacity is reduced to provide amenities for pedestrians, bicycles, and streetcar users.

This alignment seems good, but not nearly as impactful as the Sandy alignments with respect to unlocking development opportunities.

Keep this area open for cars, since it connects to the freeway. Improve it for bikes, peds, and those coming from outside the walk zone, who want to visit the shops and restaurants.

no

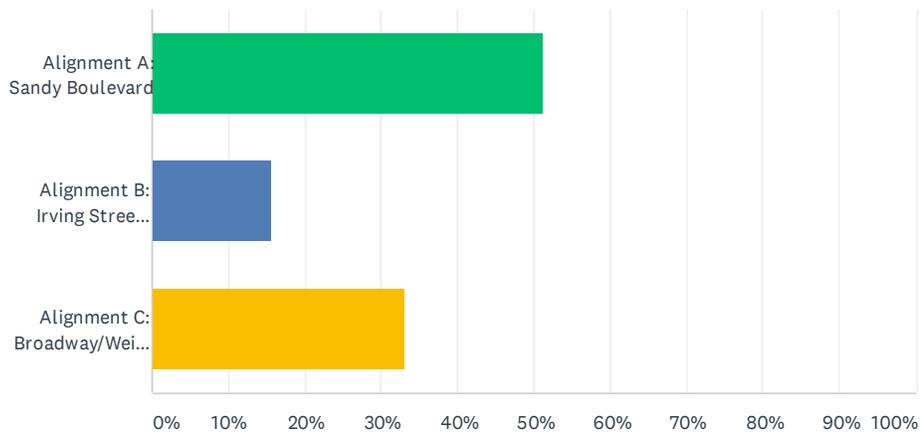
PART 4:

Comparing Alignments



Q22 On which alignment do you think a streetcar investment would most help the City make progress toward Comprehensive Plan and Climate Action Plan goals for improving economic prosperity, human and economic health, equity and resilience, and for reducing carbon emissions?

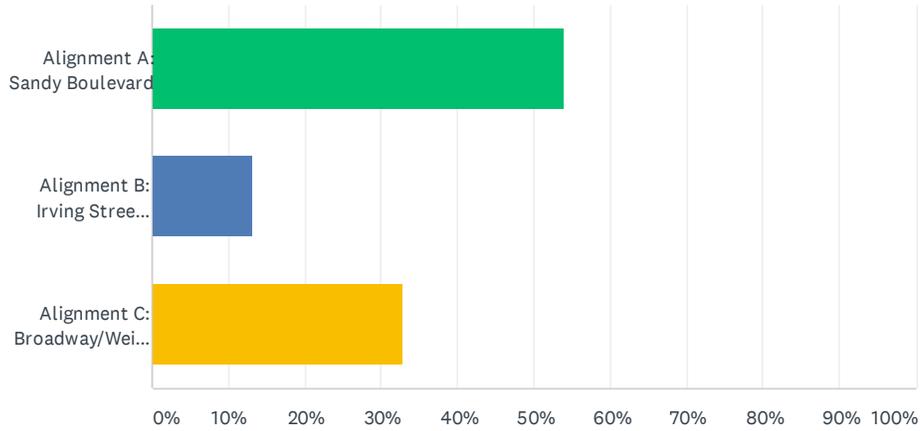
Answered: 115 Skipped: 6



ANSWER CHOICES	RESPONSES	
Alignment A: Sandy Boulevard	51.30%	59
Alignment B: Irving Street to Sandy Boulevard	15.65%	18
Alignment C: Broadway/Weidler	33.04%	38
TOTAL		115

Q23 On which alignment do you think a streetcar line can best support economic prosperity through job creation, small business or micro enterprise opportunity, or serve existing jobs?

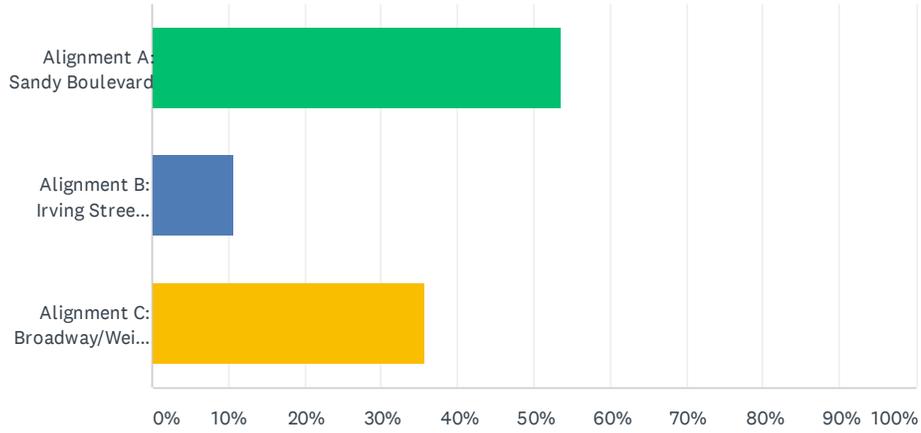
Answered: 113 Skipped: 8



ANSWER CHOICES	RESPONSES	
Alignment A: Sandy Boulevard	53.98%	61
Alignment B: Irving Street to Sandy Boulevard	13.27%	15
Alignment C: Broadway/Weidler	32.74%	37
TOTAL		113

Q24 On which alignment would a streetcar investment most improve access to affordable housing, middle-wage jobs, nature and recreation?

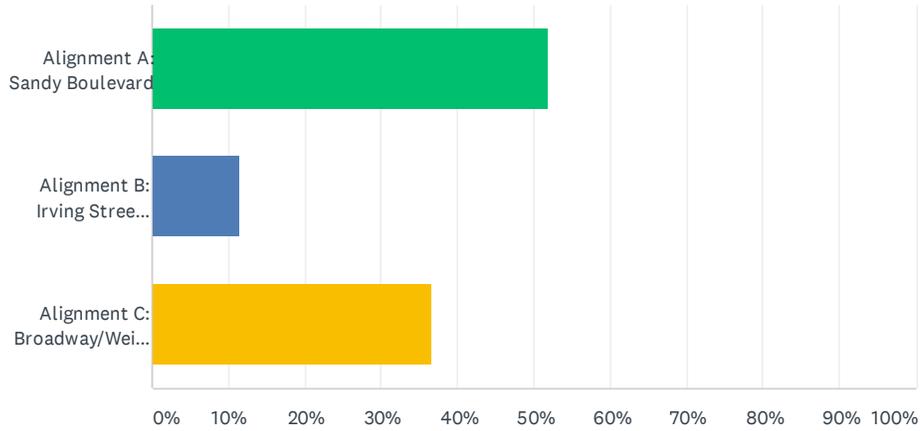
Answered: 112 Skipped: 9



ANSWER CHOICES	RESPONSES	
Alignment A: Sandy Boulevard	53.57%	60
Alignment B: Irving Street to Sandy Boulevard	10.71%	12
Alignment C: Broadway/Weidler	35.71%	40
TOTAL		112

Q25 Which alignment do you think has the most opportunity to advance equitable outcomes through different development types/land uses, or a potential community benefits agreement?

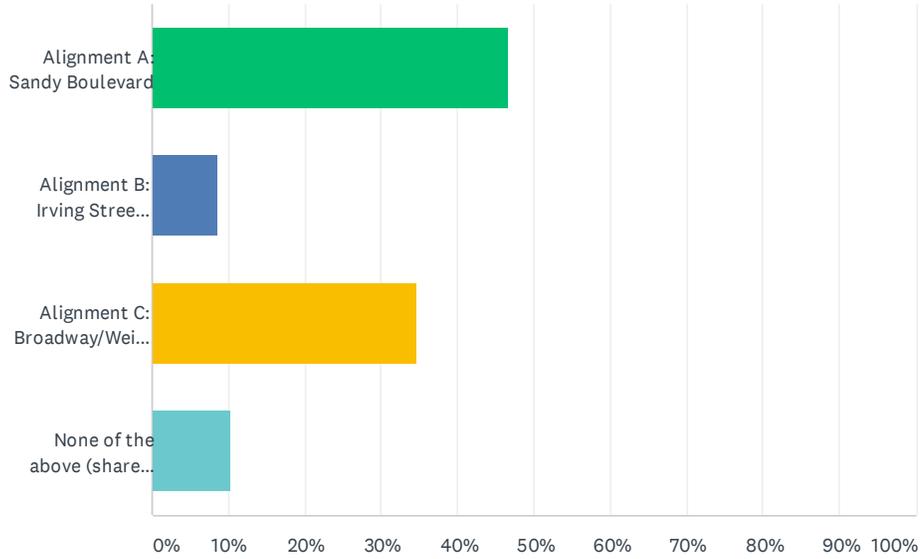
Answered: 112 Skipped: 9



ANSWER CHOICES	RESPONSES	
Alignment A: Sandy Boulevard	51.79%	58
Alignment B: Irving Street to Sandy Boulevard	11.61%	13
Alignment C: Broadway/Weidler	36.61%	41
TOTAL		112

Q26 Which alignment best matches your preferred vision for future development of this area?

Answered: 118 Skipped: 3



ANSWER CHOICES	RESPONSES	
Alignment A: Sandy Boulevard	46.61%	55
Alignment B: Irving Street to Sandy Boulevard	8.47%	10
Alignment C: Broadway/Weidler	34.75%	41
None of the above (share your ideas)	10.17%	12
TOTAL		118

Q27 Is there anything else you want to tell us about the three potential alignments?

Answered: 61 Skipped: 60

My highest priority is to keep the streetcar off Sandy Blvd, the major arterial in NE Portland.

no

No

No

all alignments should run free of charge. development along any alignment should be charged accordingly to support no fare ridership

no

I can see that Sandy is also a good option with more potential for middle income jobs. As stated, my preference is Bway because I can see its limitations for me, but also for access and blue collar workers.

I would support the Broadway-Weidler alignment if affordable housing is part of the package.

No

No

Nope

no the maps were too small for me

Tough deciding which one best - all look important!

No!

Not at this time

No

At this stage, there are not enough details to allow for a thorough decision making process. My experience with BPS is that the planners and the PSC do not listen to residents, and their very real concerns eg RIP.

Repeating my earlier comments. I do not support further streetcar lines in Portland. They waste money and increase congestion. Focus on express bus lanes and increase number of and frequency of bus routes.

Leave the east side alone. We don't want a street car. Fix existing issues before creating new ones.

They all have merit. I'd like to see more information about the current development/jobs/housing on Sandy and Broadway to know which has the most potential for growth.

This fetish this city has for rail needs to stop. Trimet ridership is down, not just with Covid, it's been declining for years. But yet you people think that wasting billions on commuter rail is the answer. You people over estimate ridership and need. No one wants to ride on pee covered seats because you can't do fare enforcement or keep the cars clean. You people need to pull your heads out of whatever hole it's in and do something that helps a majority of the people who live here and not a quaint few percent of the population. I would type more but my thumb hurts now.

Constructing a streetcar line to Hollywood is a total waste of transportation dollars. Equitable outcomes require the users of transit to pay their own way for what they utilize. Furthermore, CIVID19 is only the tip of the iceberg for future pandemics. Building a system that can only carry a limited number of passengers due to social distancing is foolish. The safest way to move about and protect one's self from getting infected is driving in an enclosed car.

please make it happen

Have any of you actually been poor? Like actually poor? And living here in this [REDACTED] and you cannot leave??? Just curious because this reads like yet another stupid plan by white liberals who genuinely have zero clue what they are doing and get abused every time by someone who takes advantage of lack of information, your lack of foresight and what is obviously blatant corruption -- because the e-scooter and Nike bike thing is not an okay way to expand without council information. If you're just going to be a press release booth for idiots and [REDACTED], why not take up the communications job with Ted Wheeler.

I would love to see more information about all of these. Don't you have information about which routes currently support the most affordable housing or car free households? Are the bus routes on these alignments currently inadequate?

Difficult to speak to the important equity considerations without knowing more about plans and public sector investments in the different areas

no

Streetcars are of very little value. They are very expensive and are not utilized very much. Connecting Hollywood to Downtown has some value, especially for supporting tourism (Convention Center users). But streetcar is not the best way to accomplish this. Consider exiting bus lines with electric buses, fleets of private electric vehicles for hire, or fleets of rental electric bicycles or scooters.

The plan to have low income housing near transit centers need to be examined. I feel it would be best to have mixed income housing (market rate and low income) and not just large blocks of low income housing. I feel this integrates the neighborhood and reduces the risk for the potential downsides of low income housing. Although it may be antithetical in liberal Portland to say this the Hollywood Transit Center is already a blighted area due to houseless individuals (some with substance abuse issues/criminal activities) and I am hesitant to go there especially with friends visiting from out of the area. Adding large amounts of low income housing will only exacerbate this problem. I would propose also encouraging market rate housing to mitigate the impact of low income housing.

The City needs to get input from the historically disenfranchised groups in the city, primarily the Black community, and let that advice guide this development. No more lip service—ACTION is what we need.

I prefer, in order, Sandy, Broadway/Weidler, Irving.

no

Great, comprehensive work you've put together so far. Too bad most residents won't ever see it, and because most NIMBY-ers won't read it, they won't understand the benefits. Sandy represents the biggest opportunity to set the tone for future development. Broadway is finished growing. Irving is weird, unsure why it's an option here.

No

Perhaps the money would be better invested in improving transportation from East Portland to jobs and nature

Sandy! Sandy! Sandy!

No

Overall I do not support a streetcar installation over, say, increased bus frequency. Is there a large enough segment of the population who would rather take the streetcar than the bus? Enough to merit an entire lane of infrastructure wholly devoted to the streetcar? It would seem just as effective to improve the bus service - make buses more comfortable and open, cleaner, more "safe" feeling, more frequent. I say this as a Grant Park homeowner who does not own a car, and before COVID, would commute downtown to work on a daily basis. More, better buses sharing Broadway with cars makes sense to me. Improving greenways in side streets makes sense to me. Shunting the cars to the side lanes while empty streetcars occasionally ride down the tracks in the middle? Not so much.

Sandy Blvd probably makes the most sense- as there is more room to include cars and streetcar. without as much parking reduced. But personally I like the Broadway/Weidler option as it is closest to where I live and would benefit the most people. But I am NOT excited about increased development in the area- we already have enough, Sandy is better for this.

Do not expand streetcar in any of them.

Why not electric busses?

Nothing other than vehemently already expressed. ☐ Thank you for giving us this survey.

As a resident of Hollywood, the Broadway Weidler option is the best.

Comprehensive multi modal transit planning should occur prior to selecting any route. A workable connection from Broadway/Sandy to HTC that does not worsen existing traffic congestion or negatively impact existing business (e.g. Trader Joe's) must occur.

For transit riders, out of direction travel is one of the most frustrating experiences. At NE Grand and 7th, Hollywood is directly to the east, so traveling south as far as Burnside or even Irving represents a huge dis-incentive to use the service. Likewise with a shared Transit Only lane west of NE 24th, transfers would be easy between the through service on Streetcar and the three lines that continue to the east, south and north. Again, these bus lines would need to be upgraded to left boarding vehicles.

I think Broadway would best be served with increased capacity/frequency bus service

I honestly want to do all three. I wish we didn't have to choose. We're so far behind other cities throughout the world it's just shameful. I'm also sad that this is going to take 10 - 15 years to be completed. Why can't we move faster? We know that adding these types of transportation options benefits the community, so it's frustrating to always see things take so long to be implemented. I say do all three and let's start now!

I'm very concerned about the difficulty of making a transfer from the streetcar to the MAX for any of the alignments. Given the signals, traffic, and stairs, it appears that the connection would take at least 10 minutes which essentially ensures that the connection will not happen in practice. Furthermore, none of the alignments fundamentally improve transit access through the areas because they are duplicating good bus service. So, from a transit perspective this is a waste of money. But, if you want to use it to increase density of inner NE Portland, have at it.

I hope whichever alignment is chosen, that this comes to fruition!

Its great that you're thinking about more low-carbon public transit! Please be sure your planning looks for opportunities to work with (and perhaps improve) bike transit as well! Thanks!

I believe that it's very important that these connect very closely to the Hollywood Transit Center.

This seems fun but not like the best use of city money. I don't think it does much in terms of improving transportation. I hope it can lead to more affordable housing in inner NE and SE.

Irving makes no sense. It may look possible on a map, but there's no foot traffic. It's low-rise commercial, out of the way, and not much of a destination.

Scrap streetcar and go with BRT

The NE alignment along Sandy is where the need is today. This should be the route for NE and based upon the amount of investment and growth occurring it should be the priority far ahead of the Market Park expansion in NW. Also it meets the "Equity" goal better.

No

nope thanks for asking.

The southern half of Irvington is already the 2nd most densely populated area of the city outside of the downtown core. While there are significant opportunities to grow this density, even in the Historic District by adaptive reuse of historic buildings and replacement of non-historic ones, this would mean displacing a significant number of residents whose median income is currently below that of the city as a whole. There appear to be more "greenfield" type sites with less displacement potential along the two Sandy Blvd. variants which have the potential to create more new housing with relatively less displacement. Still, as an Irvington resident, I would look forward to a Broadway streetcar line especially if it was to be coupled with meaningful improvements along Broadway to make it really pedestrian and streetcar-rider friendly.

I hope this happens! I live and work in this neighborhood and would love to see it—especially on Sandy!

no

None

Preliminary Racial Equity Analysis

OF NW STREETCAR EXPANSION
AND RELATED LAND USE CHANGES



July 2019



PBOT
PORTLAND BUREAU OF TRANSPORTATION



Bureau of Planning and Sustainability
Innovation. Collaboration. Practical Solutions.
City of Portland, Oregon

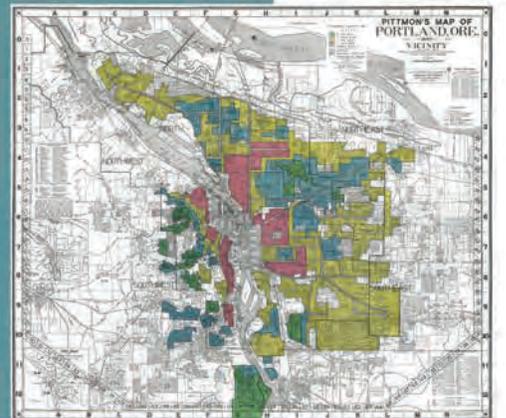


Table of Contents

INTRODUCTION	3
BACKGROUND	4
POLICY GUIDANCE AND EQUITABLE OUTCOMES	4
RELEVANT HISTORY	5
CURRENT EQUITY-CONDITIONS AND RACIAL DISPARITIES	7
WHO BENEFITS AND WHO IS BURDENED?	
WHICH STRATEGIES MITIGATE BURDENS AND ADVANCE EQUITABLE OUTCOMES?	12
IMPACTS TO LAND VALUES AND USES AND EQUITY STRATEGIES TO EXPLORE FURTHER	12
IMPACTS TO HOUSING AND EQUITY STRATEGIES TO EXPLORE FURTHER	15
IMPACTS TO JOBS AND BUSINESSES AND EQUITY STRATEGIES TO EXPLORE FURTHER	17
RECOMMENDATIONS FOR FUTURE PLANNING	18
CITY AND PORTLAND STREETCAR TEAM RECOMMENDATIONS	18
COMMUNITY ENGAGEMENT RECOMMENDATIONS	19
APPENDIX 1: RELEVANT COMPREHENSIVE PLAN POLICIES	20

ACKNOWLEDGMENTS

This process was led by Irene Schwoeferman and Ryan Curren from the Portland Bureau of Transportation (PBOT) and Bureau of Planning and Sustainability (BPS) respectively. Additionally, Tony Lamb from BPS, Eric Engstrom from BPS, Court Morse from Prosper Portland, Jessica Conner from the Portland Housing Bureau, Danielle Brooks from the Office of Equity and Human Rights, Andrew Plambeck from Portland Streetcar Inc., Kathryn Levine from PBOT, and Christopher Sun from PBOT, contributed significantly to this process.

INTRODUCTION

The City of Portland is evaluating whether to expand streetcar further into Northwest Portland and make related land use changes. In addition to determining if these changes support City objectives such as increased transit use, expanded housing options, and reduced carbon emissions, we should ask how the changes can reduce or exacerbate long-standing racial disparities in our community. Such an analysis is called for in the Guiding Principles of the new 2035 Comprehensive Plan. This analysis begins to identify an approach to answering these questions.

We know the benefits of past public infrastructure investments and land use planning processes disproportionately accrued to wealthy and predominately white landowners while people of color often carried burdens such as involuntary displacement. The City has recently adopted new equitable growth policies and is committed to future growth that supports people of color and explicitly reduces long-standing racial disparities.

As is often the case with racial equity analysis, the answers are nuanced. There is not an either/or answer but often a yes/and. This does not mean that we should or should not make investments and pursue land use changes that broadly meet our objectives. We must consider actions beyond traditional regulatory changes and status quo infrastructure investments to ensure that an expansion of the streetcar in NW Portland will equitably benefit people with lower-incomes and people of color.

The analysis describes the anticipated and disproportionate burdens as well as the likely benefits and opportunities to advance racial equity. Potential strategies for avoiding or mitigating burdens and enhancing benefits are identified. Recommendations are also provided for making the next phase of planning an inclusive process that takes the City's practice of racial equity analysis and planning to a higher level of integrity and sophistication.

The Office of Equity and Human Rights and the Office of Civic Life developed a [Racial Equity Toolkit](#) (RET) acknowledged by [a City Council resolution](#), to guide the City's decisions to advance racial equity. Our analysis closely follows the RET process and serves many of the same functions. However, this analysis has two significant limitations that would have been addressed using the full RET:

1. **A fundamental question is not answered**, "From an equity perspective, should the City expand streetcar into Northwest given the transit and economic development needs in other parts of the city?" This question should be answered within a broader discussion of how the streetcar and other potential transportation investments contribute to the City's racial equity goals.
2. **A lack of community engagement** in this process should be taken as a major caveat to the findings and recommendations. This preliminary analysis should be viewed as a starting point for the next phase of planning for staff to engage those communities of color most impacted by the proposed streetcar expansion and land use changes. Engagement should challenge the City's assumptions, identify community issues and priorities, strengthen relationships between City staff and community members, and provide opportunities for accountability.

BACKGROUND

The introduction of streetcar and five land use scenarios are the subject of this analysis. The five land use scenarios were collapsed into three for ease of analysis during our process:

1. Scenario 1: Streetcar introduced but current land uses are maintained
2. Scenarios 2: Streetcar introduced with Central Eastside light industrial and office industrial type land uses; light industrial, offices, institutional uses
3. Scenarios 3: Streetcar introduced with Pearl District or South Waterfront type land uses; mixed-use vertical residential development, office, retail and services

Streetcar has dual purposes of providing a new transit option and as a tool to spur dense urban development and placemaking. Therefore we analyzed the impacts of introducing a NW streetcar together with the land use changes.

Other documents developed in BPS's full streetcar expansion study describe how a streetcar expansion route in Northwest was chosen, the ongoing engagement with property owners, details on each land use scenario, and projected changes to land values, housing, and jobs.

Policy Guidance and Equitable Outcomes

In 2015 the City of Portland adopted [city-wide policies](#) to eliminate racial inequities in City practices and policies. Additional equity-focused policies specific to urban planning, development, and public infrastructure were adopted in the 2035 Comprehensive Plan (see Appendix 1 for relevant policies). As a key step in the equity analysis, we reviewed Comprehensive Plan policies to then craft a set of desired equitable outcomes, in order of priority:

1. **Private economic benefits resulting from land use changes and public investments in streetcar contribute directly to an equal amount of public economic benefits for POC**
2. **Maintain an adequate supply of industrial lands that serve as a leading source of middle-wage jobs that do not require a 4-year college degree and expand access for POC to those jobs**
3. **Communities of color have greater self-determination, capacity, and decision-making authority to benefit from any change and shape the outcomes**
4. **Increase permanently affordable housing choices for people of color (POC) near quality transit, living wage jobs, and educational opportunities**
5. **Decrease relevant regional racial disparities such as displacement pressures on POC households, housing cost burden, commute times, self-sufficient wages, job training, and business ownership**
6. **Public and private land is held in reserve for affordable housing and affordable commercial space for POC-owned businesses**

Relevant History

There are at least three periods in the history of Northwest Portland that have had deep impacts on where we are today, in terms of racial and social equity.

Early Development

It is impossible to examine this topic without a reminder that the Native American inhabitants of Portland outnumbered white settlers for much of the 19th century. The violent removal of native peoples from villages the area now called Portland has left deep scars that still impact people today. Thousands of native people continue to live in Portland. The Warm Springs, Grand Ronde, and Yakima tribes all have some ancestral tie to the Portland area.

Later, Asian immigrant laborers and their descendants built many of Portland's railroads and much of the early housing and commercial buildings of Portland. An early Chinese community grew up around a group of Cantonese farmers working vegetable gardens in the vicinity of what is now Goose Hollow. Asians were racially segregated from whites in early Portland, and children were banned from attending public schools. The period 1882-1943 was known as the Exclusion Era. During this period, many Asian immigrants could not legally enter the United States (Oregon Historical Society).

In 1942 people of Japanese ancestry were removed from Portland neighborhoods and incarcerated in camps in the Great basin states. There are people still alive in Portland today who experienced this firsthand.

20th Century Redlining

The federal government's practice of redlining directly impacted a part of the study area then named South Portland Heights. This tool made it difficult or impossible for non-white residents to receive residential and commercial loans. Categorization of the neighborhood was in part determined by the average income and racial and ethnic makeup of the area.

In 1937, an appraiser of the neighborhood noted, "Detrimental Influences: Encroachment of business and light industry. Infiltration of subversive racial elements." Occupations in the area were "small merchants, white collar and industrial workers, artisans, laborers, etc." and non-white families were identified "85 Chinese, 60 Filipinos, 100 Japanese."

In comparison, just to the west Westover Terrace was "Greenlined" due to a more homogenous, white, higher-income population, and single-family zoning. An appraiser noted, "Zoned single-family residential. (Racial) Deed restrictions have expired but zoning and topography offer ample protection." Occupations of residents were listed as "professional men, executives and capitalists."

Urban Redevelopment

The land use transformation opportunity between Vaughn and Nikolai is roughly analogous to the transformation of the Pearl District, which started in the mid-1990's. In 1990 much of the area north of Burnside Street was zoned industrial, with no housing development allowed. What is now the core of the district was the Hoyt Street Rail Yard. Lovejoy street passed over the district on a viaduct. Freight trains regularly delivered supplies via a heavy rail spur on NW 11th Avenue to the Henry Weinhard Brewery on West Burnside. NW 13th was an unpaved street, dominated by enormous potholes.

A pivotal decision was the 1995 adoption of the River District Plan, and a corresponding development agreement with Hoyt Street Yards - a private entity that had purchased the defunct rail yard. The plan included a new urban design concept, zoning map and code changes to facilitate housing, and street plans. The private-public development agreement outlined a series of commitments that the property owner and the City would make, including parks investments, streetcar construction, and streets. In exchange for public investments, the property owner agreed to meet housing targets. An urban renewal district was used to finance public investments, and the pace of the public investments was tied to the pace of private housing investment. One of the first residential buildings in the Pearl District was the 1997 Pearl Court Apartments, a 199-unit affordable housing project serving residents earning between 40% and 60% of area median income. Over the next 20 years over 1,260 units of regulated-affordable housing was built in the district. Although the pace of affordable housing production in the Pearl has been criticized at various times, especially relative to the large amount of market rate development that eventually occurred, it remains one of the largest concentrations of affordable housing investment in the City's history.

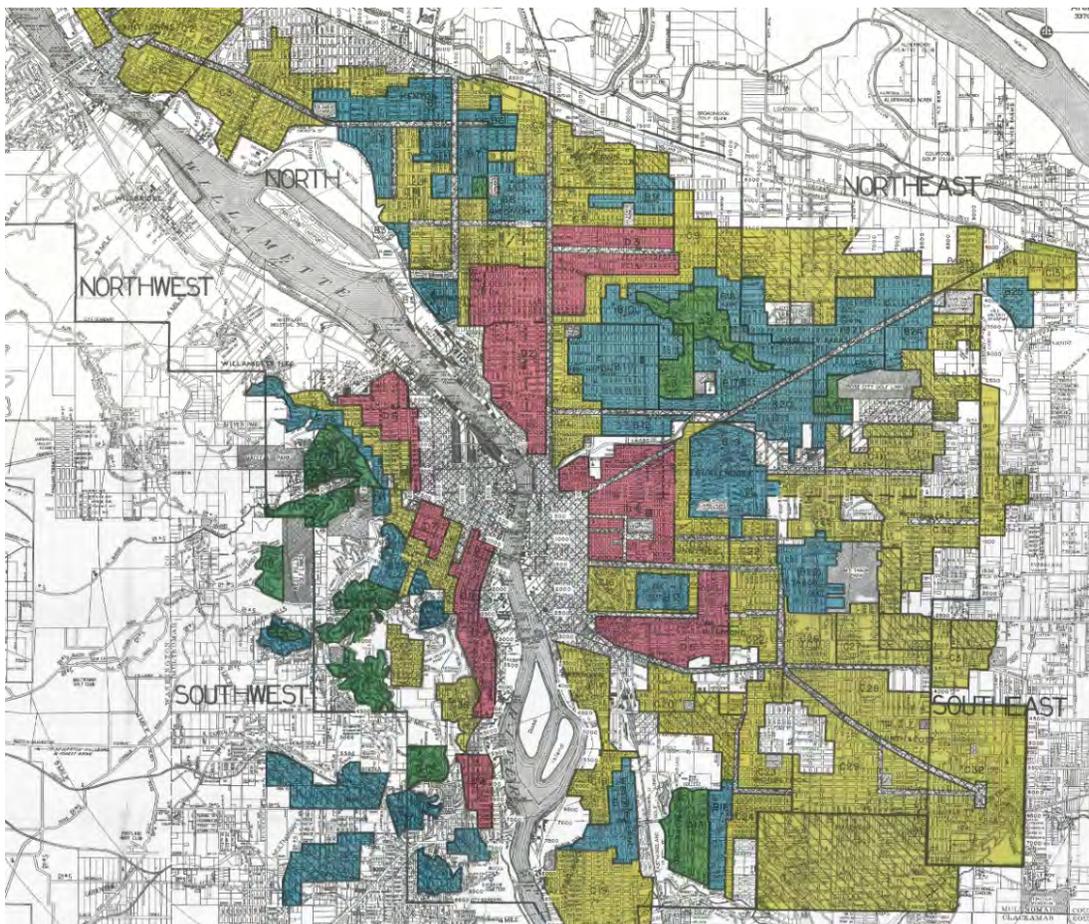


Figure 1. Home Ownership Loan Corporation map of Portland, 1937

Current Equity-Conditions and Racial Disparities

The “Jobs and Housing Trends” chapter of this report provides some current demographic and housing information for the study area. Our analysis looked at some indices of data that use multiple data points to capture the interconnectedness of racial disparities and the structural racism that underpins them. Given the city-wide implication for streetcar expansion we also looked at city-wide racial disparities that could be reduced or exacerbated by a NW expansion.

City-wide disparities

Figure 2 shows renter households who are cost burdened by the racial or ethnic group of its householder. In Portland, 51 percent of non-Hispanic White households spend more than 30 percent of their income on rent, while 58 percent of households of color and 69 percent of Black households are housing cost burdened. For the purposes of considering racial equity outcomes for new housing resulting from streetcar expansion, understanding the racial makeup of cost-burdened households across the city is important.

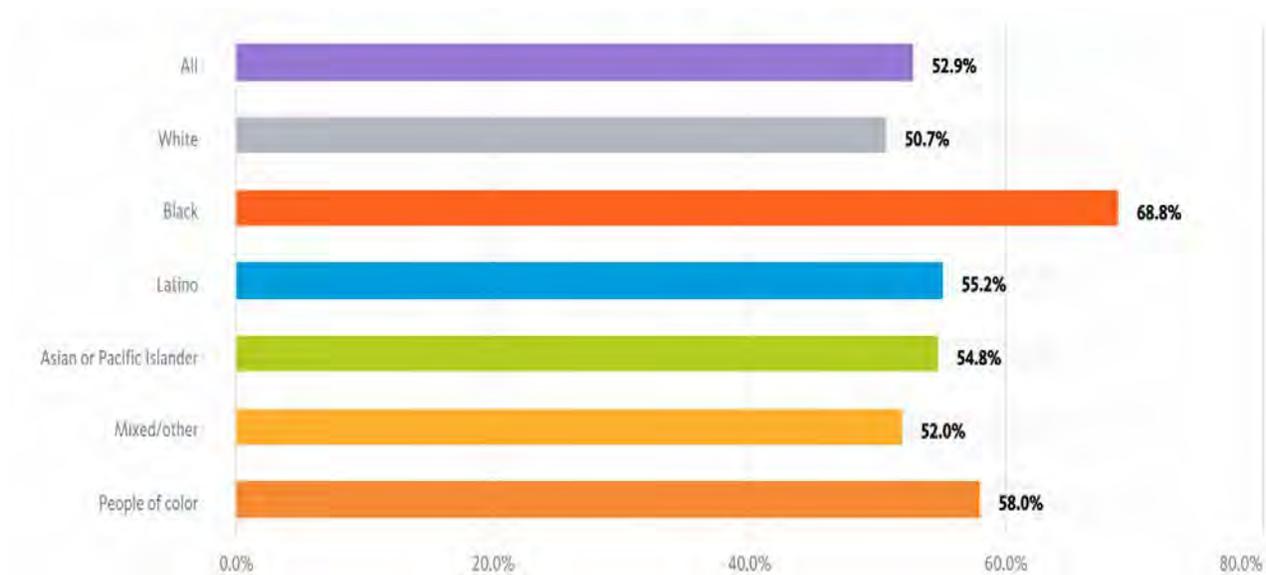


Figure 2. City of Portland renters’ housing burden by tenure and race/ethnicity, 2015, PolicyLink/PERE National Equity Atlas

Household income disparities by race and ethnicity are worsening even as incomes have risen overall. Median income levels have only increased among White households, and decreased among African American, Hawaiian-Pacific Islander, and Native American populations.

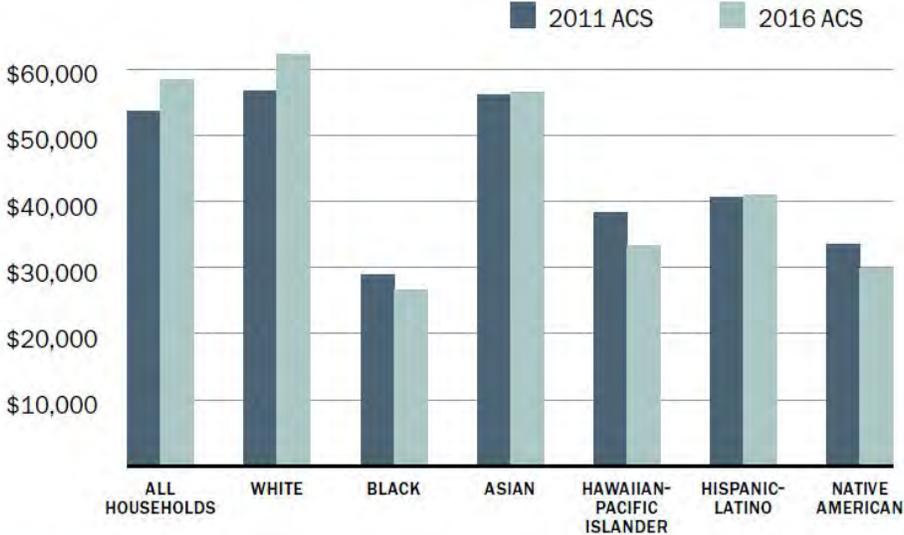


Figure 3. Household income by race/ethnicity, U.S. Census Bureau, 2011 and 2016 5-year ACS estimates. Portland Housing Bureau.

Industrial jobs provide high wages and require lower educational attainment, serving as a major economic mobility opportunity for low-wage workers. These jobs are disproportionately held by people of color. This profile of industrial jobs is important to consider if we consider rezoning industrial land and the resulting change in job mix in the study area.

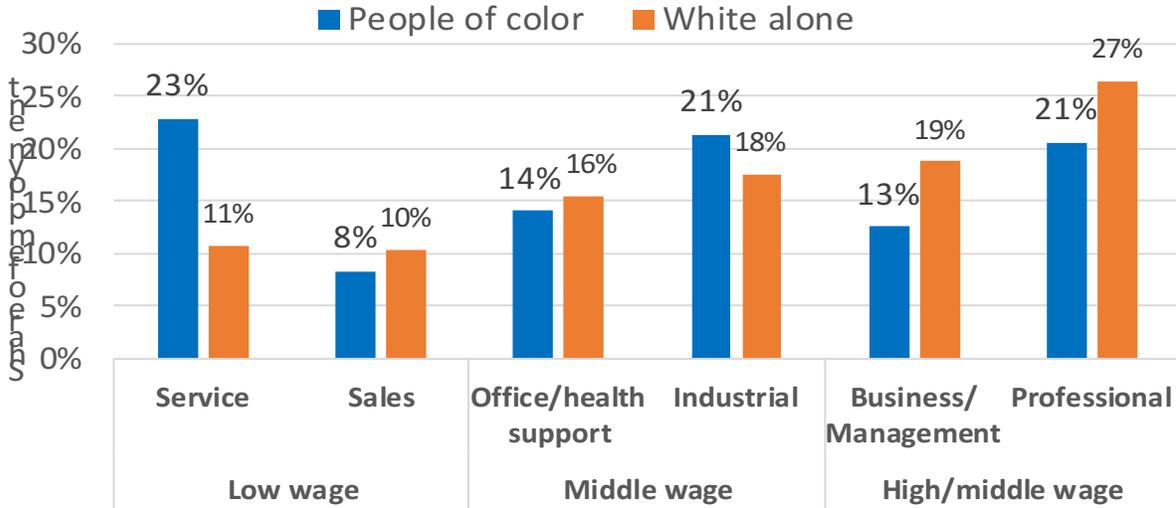


Figure 4. Racial employment disparities by occupation group, Portland MSA, 2017, Bureau of Planning and Sustainability

Equity indices

PBOT’s Equity Matrix shows a combination of indicators of households’ vulnerability to rapid neighborhood change and increased costs of living. There are more renters and households of color in the southern part of the study area.

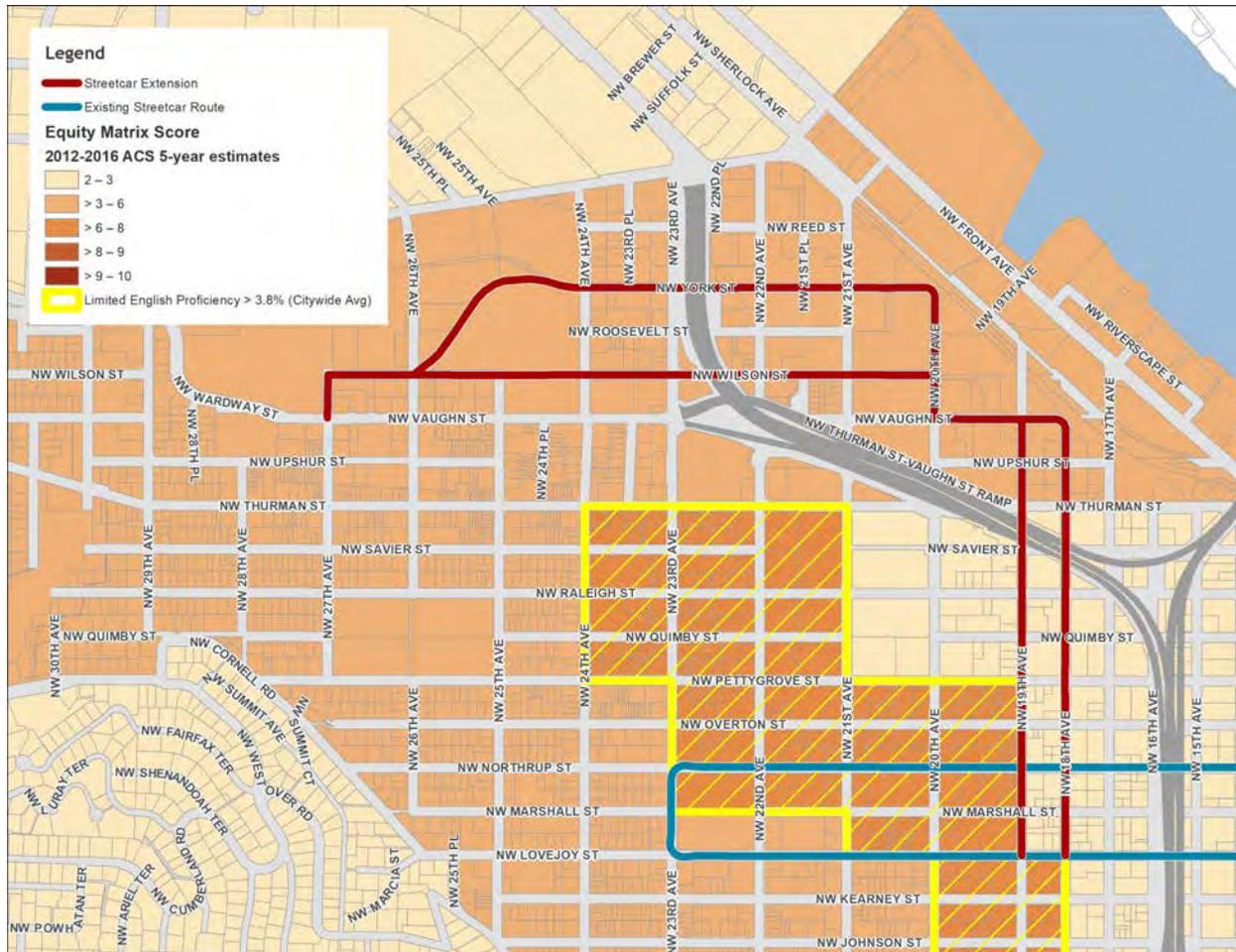


Figure 5. Portland Bureau of Transportation Equity Matrix, U.S. Census Bureau, 2012-2016 5-year ACS estimates.

Opportunity maps show an areas' proximity to multiple public and private community amenities that correlate with better quality of life outcomes. PHB uses this tool to guide the siting of regulated affordable multi-family housing. The study area is considered a "high opportunity" area. Increased housing choices in a "high opportunity" area is policy priority for the City and supports our FHA responsibility to affirmatively further fair housing.

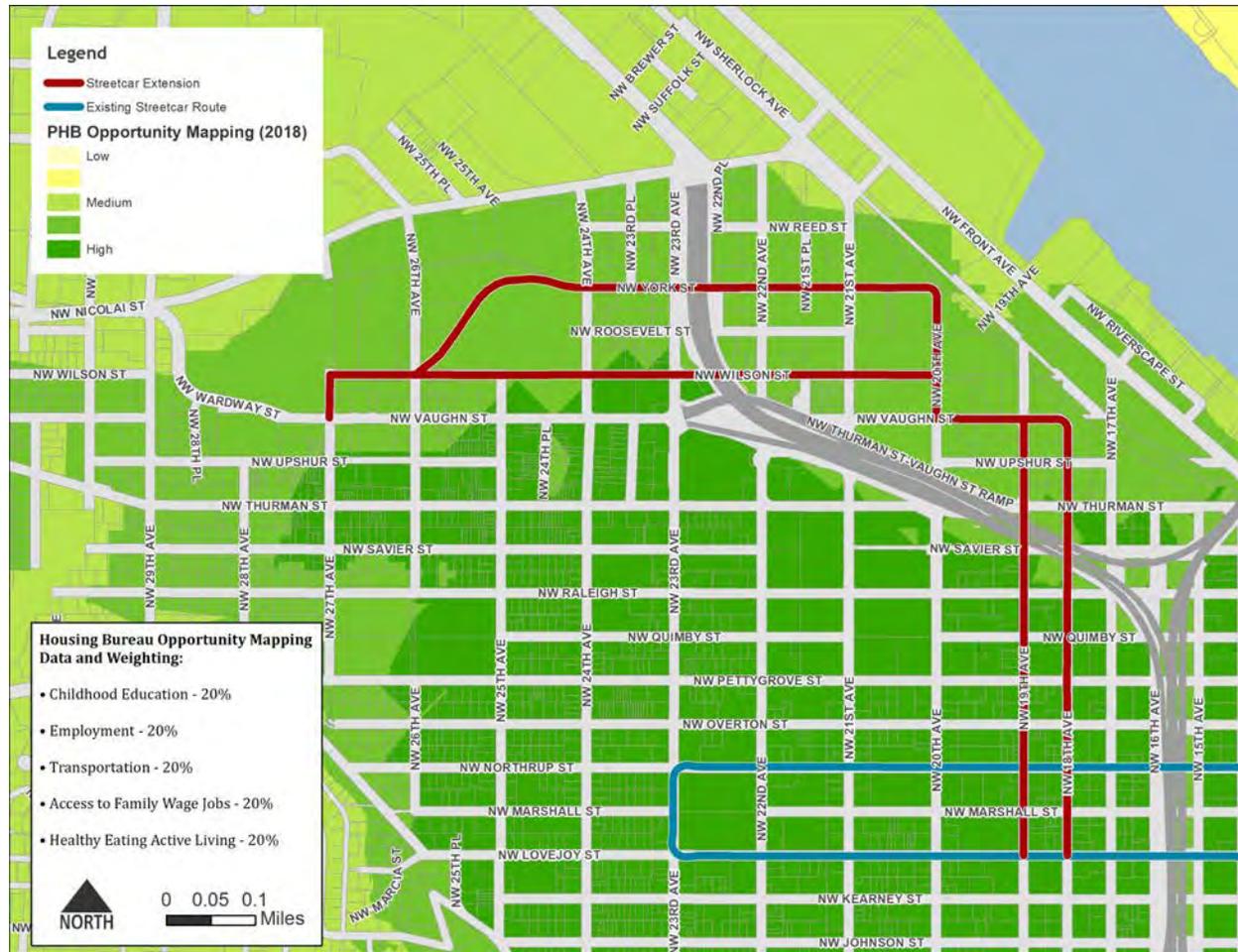


Figure 6. Portland Housing Bureau Opportunity Maps, 2018

Gentrification and displacement risk are highest in neighborhoods with the largest numbers of low-income households of color. Looking at the relationship between housing cost pressures in these areas of the city and the potential housing supply provided in the study area is important as we consider lifting zoning limitations on housing. A closer look at the gentrification typology shows some susceptibility to gentrification in a part of the southern study area. This is driven by the area's proximity to the Pearl District's more active real estate market.

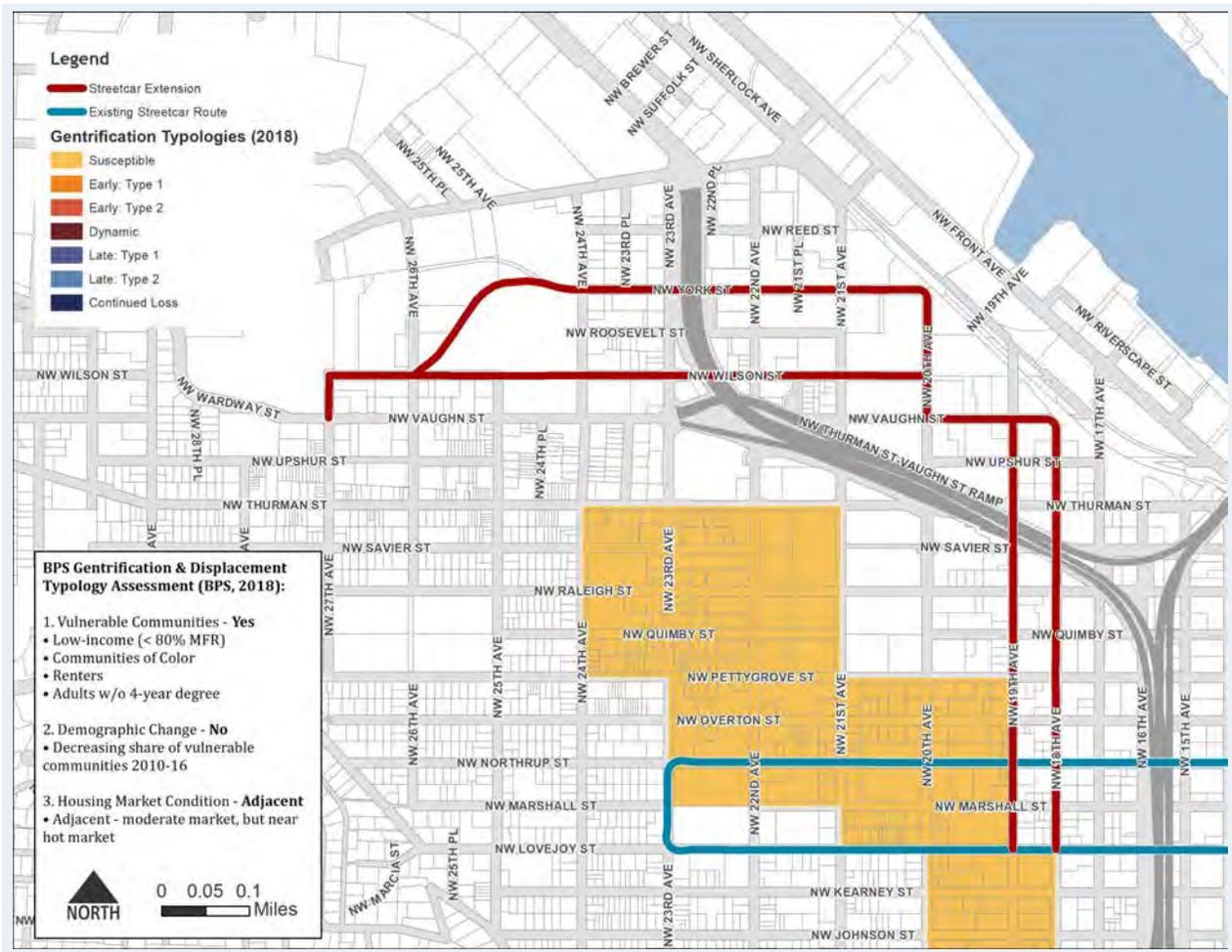


Figure 7. Portland Bureau of Planning and Sustainability Gentrification Typology Maps, 2018.

WHO BENEFITS AND WHO IS BURDENED?

WHICH STRATEGIES MITIGATE BURDENS AND ADVANCE EQUITABLE OUTCOMES?

Below are potential benefits and burdens identified through an analysis of impacts to land value, housing, and jobs by each land use scenario. Strategies to mitigate burdens and enhance benefits are then described. Some impacts were identified by planning tools. Other benefits and burdens were identified by eight equity practitioners from across the City who participated in a series of four work sessions designed to surface issues of systemic and structural racism.

Increasing housing development potential at a cost of losing middle-wage industrial jobs is one outcome we kept coming back to. The self-sufficiency of households of color is determined by both a quality job and an affordable home. A worst-case scenario in which the overall number of self-sufficient households of color is decreased is a real possibility we considered (i.e. more living wage jobs are lost than affordable housing gained).

Past streetcar expansions were central to broader real estate development and neighborhood revitalization efforts. [Urban Renewal Areas](#), [Local Improvement Districts](#), and development agreements were the primary tools to achieve the City's desired public benefits and give developers clarity about what development should accomplish.

Inclusionary Housing requirements and regulations that comply with the American for Disabilities Act are examples of how the zoning code can also be a vehicle for mandating and incentivizing equity-related public benefits. A discussion on mitigation should include all the strategies the city current has available, including a no action option. Consideration of other policies and investments should compliment these tools.

Impacts to land values and uses and equity strategies to explore further

Private economic gains derived from land use changes and public transportation investments are a major incentive for development but will exacerbate existing racial wealth disparities. Some land values would increase 2-5 times due to changing industrial zones to mixed use or higher density employment (see table below). Most land will experience a 3-10% increase from the introduction of streetcar. These benefits will accrue to the current land owners who are predominately if not exclusively white. Development could produce more public benefits because of the land value increase if the City enters into agreements with land owners or regulates the provision of these benefits.

The lift in land values provides the opportunity to create a Local Improvement District which is the primary local funding source for the streetcar construction. This new transit would benefit transit riders who skew toward being lower-income and younger than the general population.

Potential land use changes replace up to 90 acres of industrial land with commercially zoned land.

Industrial land is already in short supply throughout the city and is difficult to replace. Industrial land supports living wage jobs that are disproportionately held by people of color.

Zoning changes would result in more land supply of certain zoning categories that are currently oversupplied citywide and could redirect growth from other parts of the city. There is currently more than a 40-year supply of land zoned for high density residential and commercial uses. The redevelopment of the study area would not increase the overall demand for housing and commercial space region wide. Instead, building out streetcar and making zoning changes would provide another desirable option for real estate development that creates more density near the central city connected by high frequency transit. A coordinated infrastructure project of this scale does encourage more timely and compatible development than ad-hoc city-wide development. One important note, the area is not within an Opportunity Zone so developers may be more inclined to other central city locations.

Land use changes and redevelopment in the study area could place redevelopment pressure on the industrial land to the north. The study area currently provides a buffer to the more traditional industrial uses.

Land value increases by zoning scenarios		
Price per sq. ft. of site area on property sales - January 2015 through August 2017		
Land use types	Median price	Average price
Citywide	\$66	\$82
Scenario 1: Streetcar introduced but current land uses are maintained		
Harbor & Airport Districts, Industrial (I) zones	\$25	\$33
Dispersed Employment Areas, I and EG zones	\$50	\$58
Scenarios 2-3: Introduce streetcar and inner Southeast light industrial type land uses; light industrial, offices, institutional uses		
Central Eastside, IG zones	\$132	\$151
Scenarios 4-5: Introduce streetcar and shift to Pearl District type land uses; mixed-use vertical residential development, office, retail and services		
Town Center	\$131	\$234
<i>Source: BPS calculations from Multnomah County Assessor data.</i>		

Some specific ideas to explore to avoid or mitigate burdens and advance equitable outcomes include:

1. Top Recommendation. Develop incentives and regulations to ensure the economic benefits for people of color are equal to or greater than the private economic benefits accruing to land owners. Through the eligible uses of revenue from a Local Improvement District and/or an equitable development agreement, an increase in land value can be equitably distributed to create economic opportunities such as:

- Minority Business Enterprise contracting requirements in private development and public works
- Job training and career advancement programing
- Low cost capital and technical assistance for POC entrepreneurs
- Below market commercial space for POC business startups and expansions

These economic opportunities could extend or be transferable to existing POC-led community development initiatives such as the nearby Albina Vision.

Best practice: City of Seattle [Equitable Development Agreement framework legislation](#)

2. Establish development standards to make the area the most disability-accessible area in the city. The development code could be written to require universal design standards above the ADA minimums for all public and private development.

Impacts to housing and equity strategies to explore further

Streetcar will provide current residents a new transit option and decreases carbon emissions and improves their air quality. Over 5,000 existing residents in the study area, including 229 households in regulated affordable housing, would benefit from new transit and improved environmental quality. In addition, the over 7,000 households in regulated affordable housing along the full streetcar network would have improved access to the jobs and amenities in the study area.

More housing and affordable housing in a high opportunity area will provide more choices for low-income households of color. Residential development in the study area is forecasted to increase by 3,300 new homes by 2035 under current conditions. Scenario 3 increases those housing development estimates by 1,150 to 4,000 new homes, of which 350 to 950 will be affordable through the current inclusionary housing program requirements. Figure 6 shows the area scores high on the City's Opportunity Index, having many amenities that increase households' economic opportunity and a high quality of life. More affordable housing will diversify the area and create more affordable housing choices citywide.

Affordable Housing

Housing affordability is typically expressed as a measure of housing costs in relation to household income. The standard for housing affordability is housing costs, including basic utilities, that amount to 30 percent or less of a household's gross income.

One caution to note is the potential to replicate the Pearl District development model of providing for some affordable housing but not affordable commercial and culturally relevant services for low-income households and people of color. Engagement with residents of affordable housing in the Pearl District is recommended to understand the social and financial implications of this dynamic.

Housing in the study area will relieve region-wide housing pressures and could relieve pressure in other gentrifying areas. As discussed in the land use impacts above, increased desirability to live in the study area will only redirect development from other parts of the city. Housing development puts downward pressure on housing costs region-wide. It could also redirect real estate investment from areas experiencing gentrification-fueled real estate activity.

Increased desirability could also lead to displacement of existing affordable market housing. However, our analysis identified 64 multi-family apartment buildings in the study area but only three that met the criteria for “affordable market rate”, meaning they have market rate rents currently affordable to lower-income households. This small inventory of affordable apartments is not likely to exist much longer due to rising rents regardless of the land use decisions under consideration.

The most significant challenge this area faces is if demand for affordable housing is not met, racial disparities of housing cost burdened households will be exacerbated. The Northwest district is already a high cost area where the average household of color cannot afford any type of housing according to the [City’s 2018 State of Housing](#) report. To meet the affordable housing needs of the 3,300 to 7,500 new households forecasted under different scenarios would require 1,000-2,500 new regulated affordable homes for households with incomes at or below 60% median family income based on the trends of future household incomes.

Some specific ideas to explore to mitigate burdens and advance equitable outcomes include:

1. **Top Recommendation. Private land owners contribute land to a land bank as part of an equitable development agreement.** Land costs will become prohibitive for mission driven nonprofit development organizations. An increase in land value from transit investments and land use changes can be equitably distributed in the form of land contributions to a holding entity. Land could be assembled and held patiently while nonprofits secure financing to develop affordable housing and community development projects.
2. **Accompany increases in development allowances from rezoning with an enhanced Inclusionary Housing program.** The IH program already exists within the land use code and Comprehensive Plan policy framework. Working with existing tool could more efficiently help private developers produce affordable housing rather than using another vehicle like a development agreement. An enhanced IH program could include:
 - Higher percent of affordable units than current program. Consider a 30% minimum similar to requirements in past streetcar-related development agreements.
 - Minimum percent of all new homes with 2 and 3 bedroom that is higher than what is being developed by the private market in the current real estate cycle.
 - Minimum percent of regulated affordable housing are permanently supportive housing with services.

Best practice: See the affordable housing goals in past urban renewal area plans in the [2017 State of Housing Report \(page 101\)](#)

3. **Connect housing, jobs, and transit policies and services to help low-income households live near where they work and commute affordably.** This could include adopting a preference policy for income qualified people working in the area to be prioritized when regulated affordable housing becomes available. In addition, those living in regulated affordable housing and/or enrolled in workforce training programs could be automatically enrolled in TriMet's low-income transit pass program.

Impacts to jobs and businesses and equity strategies to explore further

Displacing industrial jobs disproportionately held by people of color and shifting to a job mix of more professional office and retail service industry jobs will exacerbate racial disparities and income inequality. Land uses changes will support redevelopment leading to 530-1,400 middle-wage industrial jobs displaced that do not typically require advanced degrees and are disproportionately held by people of color. The elimination of industrial jobs for employees of color will decrease their economic self-sufficiency and disrupt their housing stability wherever they are living.

Redevelopment in scenarios 2 and 3 is likely to result in a net increase of 1,270-1,380 total jobs in the area but an overall decline in city-wide jobs. The job growth will be driven by high-wage professional office and institutional jobs and low-wage service jobs. As described in the land use impacts above, expanding streetcar and making zoning changes provides another desirable option for real estate development, redirecting those office and retail jobs from other parts of the city.

Could worsen or improve commute times for industrial workers. Industrial workers typically live in East Portland and Vancouver and commute by car. Displacement of their jobs out of NW will change their community patterns as industrial firms relocate.

Streetcar increases transit options for current workers and provides visibility for existing businesses. The 11,400 workers currently in the area would have a new transit option. The existing retail businesses would see a substantial increase in the foot and car traffic in the area. This increased congestion is a burden for industrial businesses and creates an accessibility issue for people with mobility disabilities. As noted above, industrial workers mostly commute by car and do not live in the area so street car does not serve their commuting needs.

Some specific ideas to explore to avoid or mitigate burdens and advance equitable outcomes include:

1. **Do not rezone industrial land.** Proceed with caution regarding loss of industrial land. There is limited industrial zones here in Portland. While there are potential ways to mitigate the loss of this land, we also know that this site has been preserved as prime because it is difficult to create more of.

If rezoning is considered, then the City's 1:1 existing prime industrial lands replacement policy must be implemented fully and a business relocation program funded before rezoning goes into effect. Equity criteria for where to replace land could include:

- Environmental justice criteria that considers adverse impacts to existing low-income/POC households
- Community capacity to take advantage of industrial economic opportunity
- Brownfield remediation to increase development feasibility for existing polluted industrial land (ex. brownfields in Gateway)
- Proximity to where existing workers live
- Proximity to freight infrastructure
- Availability of municipal golf courses for redevelopment

The city and industrial sector partners could develop a package of incentives, technical assistance, and capital for businesses in the study area to relocate to the replacement area.

2. Design hiring policies to address historical inequities and regional racial disparities in income.

A priority hire policy for the study area could prioritize the training and hiring of workers from high poverty census tracts throughout the city to work on public works projects in the area.

Best practice: [Seattle's Priority Hire Policy and Program](#) prioritizes the hiring of residents that live in economically distressed areas for all large municipal construction projects.

3. Enhance the commercial affordability bonus program to address regional racial disparities in business ownership. Commercial permits could come with a requirement to provide below-market commercial space to incubate a small business.

Best practices: [Oakland's Cannabis Equity Permitting Program](#) prioritizes business permits and free commercial space for Oakland residents who have been the most victimized by the war on drugs.

4. Recruit new employers from sectors that provide living wage jobs for people of color. Regional economic development organizations (no one is doing this) could initiate an employer-type recruitment initiative targeted at employers with jobs that require lower educational attainment but provide good wages and career ladders.

5. Create workforce development/job training programs for people of color. A workforce development agency like Worksystems Inc. or post-secondary institution like Portland Community College could compliment the employer recruitment effort described above by providing tailored educational opportunities to the skills sets required of those jobs.

RECOMMENDATIONS FOR FUTURE PLANNING

Our process identified some key questions to answer and some recommendations as the City and Portland Streetcar move forward.

1. What is the Portland Streetcar’s overall comprehensive racial equity strategy? How does this expansion fit into that?
2. Should the City plan for and fund a streetcar focused anti-displacement community development strategy?
3. As we explore expanding the streetcar network, how can communities of color be centered in the planning?
4. How will we measure and report on our racial equity goals? How are we accountable?

City and Portland Streetcar team recommendations

1. **Top Recommendation. Allocate a significant portion of the Federal Transit Administration TOD Grant budget for best practices in equitable planning.** Resources for community engagement and development of an implementation plan for mitigation/equity strategies is clear indication of the team’s commitment to doing things differently from past transit planning projects. The 2011 HUD/FTA Sustainable Communities Grant program required 10% of all grant funds be used for community engagement. Metro’s most recent FTA TOD grant allocated over 25% of its \$1 million budget toward community engagement and anti-displacement planning.
2. **Develop a Portland Streetcar Inc. organizational racial equity strategy.** PSI should hire an equity consultant to work with their board and community partners to answer the question “how does streetcar contribute toward the City’s racial equity goals?” A number of local and national firms exist to help organizations like PSI do this work. Metro contracted with the Government Alliance on Race and Equity to develop their Diversity Equity and Inclusion Strategic Plan. Prosper Portland contracted with PolicyLink to develop their most recent strategic plan.
3. **Use the City’s Racial Equity Toolkit to decide whether or not to expand streetcar into Northwest given the transit and economic development needs in other parts of the city.**
4. **Create a role for the Office of Equity and Human Rights on the project team.** OEHR’s budget equity tool, Racial Equity Toolkit, and Equity 101 training are all resources to help the project team use equitable practices and support the first recommendation above.

Community engagement recommendations

1. **Top Recommendation. Engage workers and firms in the planning process.** The worker profiles and assumptions used in this analysis need to be ground truthed with that actual workers and firms in the study area. Our recommendations should be vetted and supported by these stakeholders before any further work is done to advance them to implementation.
2. **Engage residents of affordable housing in the Pearl about their experience.** These residents have experienced living in affordable housing in a mixed-income neighborhood lacking affordable ecommercial and cultural services. This perspective is relevant to Scenario 3.
3. **Resource community-based-organizations involved in housing/transit/land use agendas to do engagement and community-based research.** Through the FTA grant funding, CBOs should be funded to engage low-income residents and people of color in the planning process. Ensuring their voices are heard in the process will lend support to the final products. Ensuring their priorities are centered in the final plans is critical to actually reducing disparities.

CBOs engagement during the planning process could also provide an opportunity to educate existing residents on their rights under existing and new local and state landlord/tenant laws

4. **Initiate a dialogue with investors and land owners about the City's racial equity work.** The City's equity goals and the tools to achieve them (incentives and mandates) should be clearly communicated to these stakeholders. A conversation about how they can contribute to the solution to ending racial disparities should occur during the next phase of planning.

APPENDIX 1: RELEVANT COMPREHENSIVE PLAN POLICIES

CHAPTER 3 - Urban Form	
Goal 3.A: A city designed for people	Built environment promotes prosperity, health, equity and resiliency; Development and investments reduce disparities.
Policy 3.3: Equitable development	Development reduces disparities; mitigate impacts of development on income disparity, displacement and housing affordability.
3.3.a	Anticipate, avoid, reduce, mitigate public facility and development impacts.
3.3.b	Accompany needed investments with proactive anti-displacement and affordable housing measures.
3.3.c	Community benefit agreements, plans and incentives to promote equitable outcomes from development that receives public assistance.
3.3.d	Use Zoning Code to provide community benefits as a condition for projects to receive increased development allowances.
3.3.e	When plans and investments increase private property values, require mitigation of displacement and housing affordability impacts.
3.3.g	Community Benefits Agreements: Encourage developers to engage with impacted communities to provide benefits and mitigate impacts.
Policy 3.9: Growth and development	Evaluate displacement and housing affordability impacts of planning, public investment, infrastructure and development. Mitigate anticipated impacts.
CHAPTER 5 - Housing	
Policy 5.10: Coordinate with fair housing programs	Affirmatively further fair housing.
Policy 5.12: Impact analysis	Evaluate plans, investments, infrastructure and development for impacts on housing choice and affordability. Mitigate anticipated impacts.
Policy 5.15: Gentrification/displacement risk	Evaluate plans, investments, infrastructure and development for impacts on housing costs and potential to cause gentrification/displacement. Mitigate anticipated impacts.
Policy 5.16: Involuntary displacement	Limit displacement caused by plans, investments, infrastructure and development. Create permanently affordable housing and mitigate market-based displacement pressures.

Policy 5.17: Land banking	Hold land in reserve for affordable housing and community development.
Policy 5.18: Rebuild communities	Enable communities impacted by displacement to maintain social and cultural connections, and re-establish a stable presence in impacted neighborhoods.
Policy 5.29: Permanently affordable housing	Increase supply of permanently affordable homes.
Policy 5.30: Housing cost burden	Evaluate plans and investments for their impact on household cost.
Policy 5.31: Household prosperity	Provide low-income households with greater access to transit, education and employment.
Policy 5.35: Inclusionary housing	Use regulatory tools to create affordable units in market-rate developments.
CHAPTER 6 - Economic development	
Policy 6.27: Income self-sufficiency	Expand access to self-sufficient wage levels and career ladders for low-income people.
6.27.a.	Support industrial districts as a leading source of middle-wage jobs that do not require a 4-year college degree.
6.27.b.	Evaluate and limit negative impacts on middle and high wage jobs.
Policy 6.30: Disparity reduction	Encourage investment in efforts to reduce disparities in income and employment opportunity.
Policy 6.31: Minority-owned, woman-owned and emerging small business (MWESB) assistance	Improve access to contracting opportunities.
CHAPTER 8 - Public facilities and services	
Policy 8.32: Community benefits	Provide community benefits with large public facility projects.



Northwest Portland

STREETCAR EXTENSION & LAND USE ALTERNATIVES ANALYSIS



PBOT
PORTLAND BUREAU OF TRANSPORTATION



Bureau of Planning and Sustainability

SEPTEMBER 2019

PORTLAND CITY COUNCIL

Ted Wheeler, Mayor
Chloe Eudaly, Commissioner in Charge
Amanda Fritz
Nick Fish
Jo Ann Hardesty

PROJECT TEAM

Bureau of Planning & Sustainability

Andrea Durbin, Director
Eric Engstrom
Ryan Curren
Joan Fredericksen
Steve Kountz
Marc Asnis

Portland Bureau of Transportation

Chris Warner, Director
Mauricio Leclerc
Kate Drennen
Irene Marion
Mike Serritella
Taylor Phillips

Portland Streetcar

Dan Bower
Andrew Plambeck

To obtain a copy of this document or more information about this project, please contact:

Portland Bureau of Transportation
1120 SW 5th Avenue, Suite 800
Portland, OR 97204
Phone: 503-823-6152

The City of Portland complies with all non-discrimination, Civil Rights laws including Civil Rights Title VI and ADA Title II. To help ensure equal access to City programs, services and activities, the City of Portland will reasonably modify policies/procedures and provide auxiliary aids/services to persons with disabilities. Call 503.823.5282, TTY 503.823.6868 or Oregon Relay Service: 711 with such requests, or visit <http://bit.ly/13EWaCg>

Northwest Portland

STREETCAR EXTENSION & LAND USE ALTERNATIVES ANALYSIS

I Letter to Council

II Executive Summary

1 Why Streetcar, Why NW, Why Now?

6 Land Use Scenarios

16 Preliminary Racial Equity Analysis

20 Choosing the Alignment

23 Next Steps



PBOT
PORTLAND BUREAU OF TRANSPORTATION



Bureau of Planning and Sustainability



Dear Council Members,

The Bureau of Planning and Sustainability, Portland Bureau of Transportation, and Portland Streetcar Inc appreciate the opportunity to update you on the NW Streetcar Extension Study. Last year City Council appropriated \$370,000 to further develop a NW streetcar extension to Montgomery Park, as proposed in the Transportation System Plan and Regional Transportation Plan.

The team explored a range of land use scenarios, analyzing impacts to jobs, housing, and equity. The team considered how land use changes and transportation investments could complement adopted goals in the 2035 Comprehensive Land Use Plan, the 2030 Climate Action Plan, transportation plans, and PBOT's Racial Equity Plan.

A portion of the funds were allocated to support preliminary engineering and cost estimating for the proposed 2.3 mile extension. That work is progressing, but is not fully summarized in this report. While producing this study, the team was awarded a 1.3 million dollar grant from the Federal Transit Administration to conduct a more thorough analysis of land use change implications (including industrial land supply, job creation, housing opportunities, etc.), transportation network needs, impacts and benefits to community members, and an opportunities assessment of how development might help address Citywide disparities. This coming work will be supported by robust public and stakeholder engagement. The early analysis and findings included in this summary report, and funded by City Council, will serve as a guiding framework for the next work phase. The equity and economic development considerations identified in this report are especially important, including policy choices related to industrial land supply and middle wage jobs. Information about the work phase funded through the Federal Transit Administration can be found in the 'Next Steps' section of this report. Please let our staff know if you have any questions regarding the work or outcomes from this study.



Chris Warner

Director
Portland Bureau of Transportation



Andrea Durbin

Director
Bureau of Planning & Sustainability

Executive Summary



The Northwest Portland Streetcar Extension and Land Use Alternatives Analysis study began in 2018 to further explore extending the streetcar system to Montgomery Park. City Council asked the team to investigate how land use changes and streetcar investment might support economic development, equity, and climate change goals, including the potential creation of affordable housing and job sites.

The project team, led by the Bureau of Planning and Sustainability, the Bureau of Transportation, and Portland Streetcar, Inc., analyzed job and housing impacts, potential equity impacts and opportunities, and policy implications from a range of land use scenarios.

This report summarizes the primary study findings, as well as critical questions and trade-offs identified during the analysis. These provide a framework for the next phase of work: the *Montgomery Park to Hollywood Transit and Land Use Development Strategy*.

Early analysis finds that:

- The NW project area, located north of Vaughn Street and south of Nicolai Street was an important industrial neighborhood for many generations, but recent changes in property ownership and zoning of large parcels -- including ESCO, Montgomery Park, and other smaller sites, has lessened the industrial footprint and changed the mix of jobs in the area
- The availability of large, developable parcels in the district creates an opportunity to shape development to act on several City priorities, including housing, climate and equity goals
- The varying land use scenarios illustrate potential trade-offs the City has to weigh when trying to balance competing equity goals to maintain and grow living wage jobs, manage a limited industrial land supply and provide opportunities for expansion and growth of the industrial sector, and increase the production of affordable housing within the city
- Large scale development agreements and neighborhood master plans negotiated alongside streetcar development has historically yielded high percentages of affordable housing units and significant streetcar ridership amongst the residents who live there
- Regionally, industrial jobs typically have a more diverse workforce and often pay a living wage for non-college educated individuals. The loss of industrial land could result in the loss of these middle-wage jobs from the region, because there are very few locations to accommodate them elsewhere
- The opportunities and trade-offs daylighted by this early analysis should serve as a framework to guide the *Montgomery Park to Hollywood Transit & Land Use Development Strategy*, including the public engagement plan and the further exploration of equity recommendations

Conceptual Framework

The team analyzed the impacts and opportunities of a streetcar extension into NW Portland through a framework of conceptual land use changes. Although a preferred alignment is still undergoing design, for analysis purposes the concept extends the existing NW streetcar line north/south via NW 18th/19th Avenues, reaching Montgomery Park via York and Wilson streets. The team looked at five land use scenarios, representing a spectrum of change from existing conditions (Scenario 1) to significant mixed development potential (Scenario 5). The scenarios analyze how different land use changes would impact the job growth and potential housing mix in 2035.

Opportunities to address City equity goals were daylighted throughout this analysis. The findings presented here lay a foundation for the next work phase, and will be expanded and built upon through a robust planning and public process.

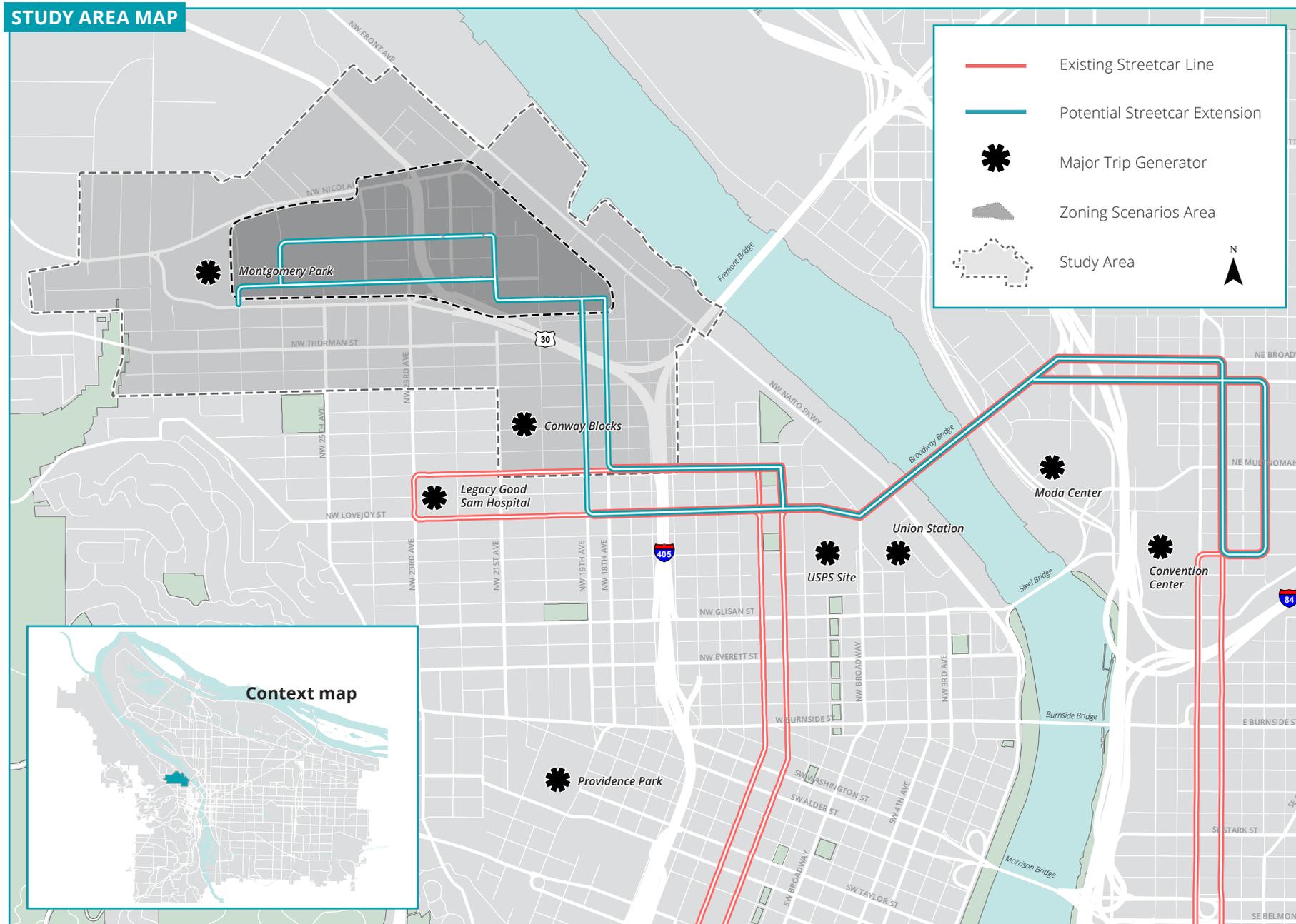
SPECTRUM OF LAND USE SCENARIOS



WHAT HAPPENS NEXT?

Metro, the Bureau of Planning and Sustainability, and Portland Bureau of Transportation secured a \$1.3 million grant in late 2018 to continue this work. The next work phase, called the *Montgomery Park to Hollywood Transit & Land Use Development Strategy* will look at connecting transit to streetcar lines on both the west- and east-sides of the river.

The project will look more deeply at each land use scenario, and conduct a full analysis of community needs and benefits. The team will incorporate urban design tasks that consider development form and public spaces. Transportation tasks will analyze multimodal needs, including how to support potential land use changes with a robust street grid that creates modal connections, circulation, and safe and vibrant streets. The project will engage stakeholders and the public throughout the process. See 'Next Steps' (p. 23) for more information.



Why Streetcar, Why NW, Why Now?

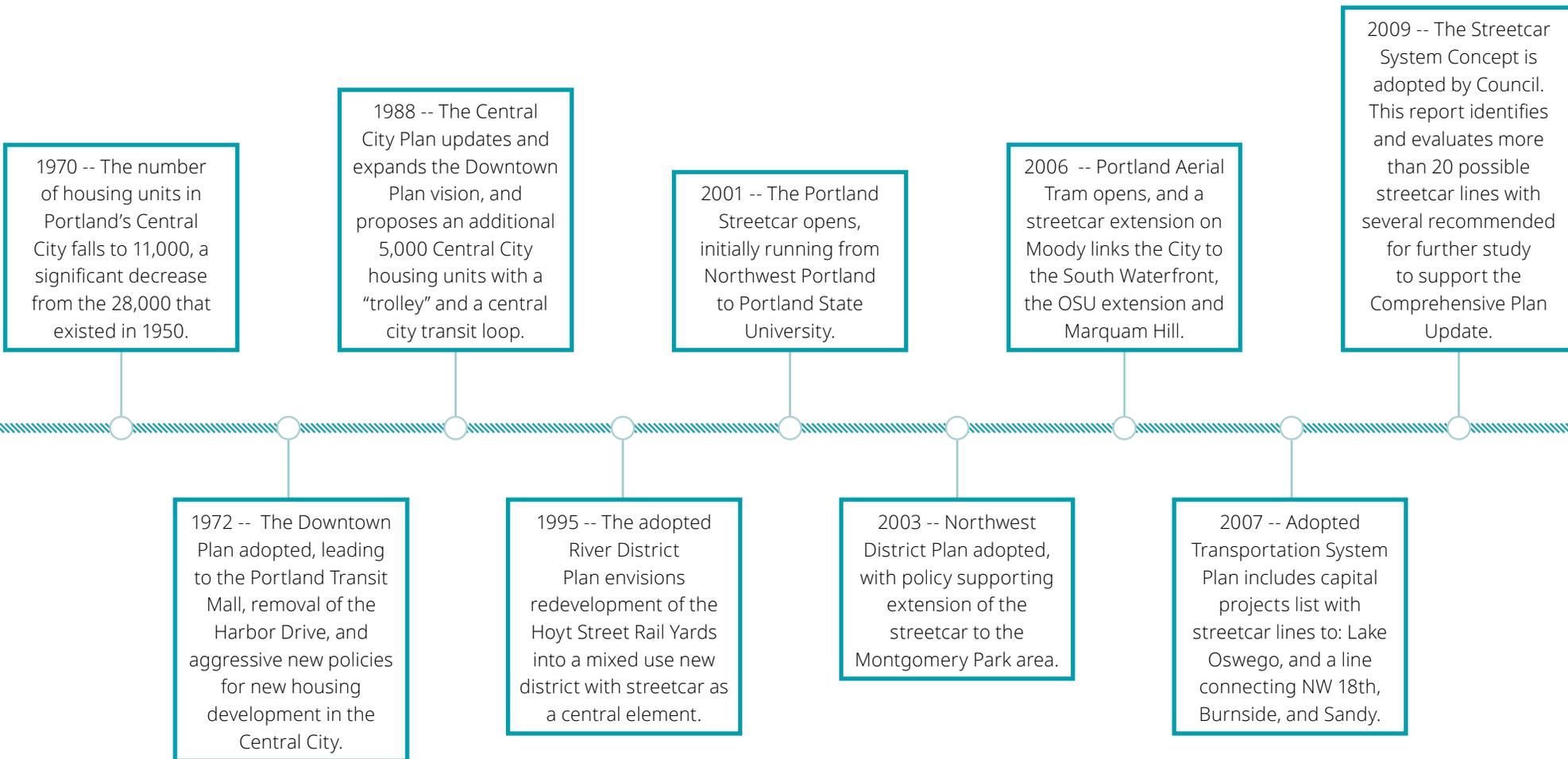
A streetcar to Montgomery Park has long captured the imagination of the Portland public. This objective is recommended in various planning documents spanning the past thirty years, and is listed in the 2018 Transportation System Plan, Regional Transportation Plan, and Comprehensive Plan.

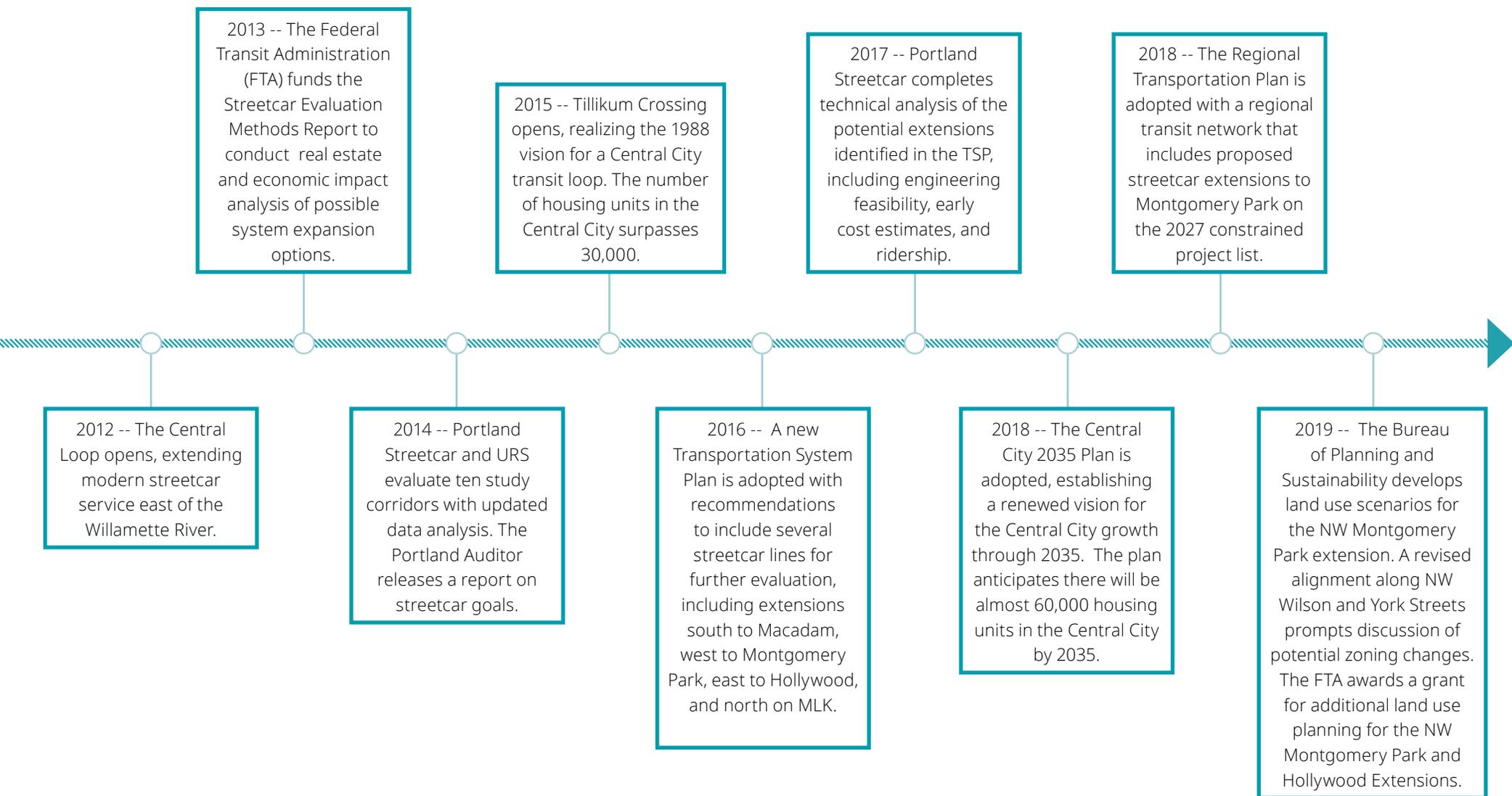
Interest in expanding the streetcar network to Montgomery Park is threefold:

- (1) the desire to serve the second largest office building in the state with high quality, frequent transit service;
 - (2) the opportunity to leverage streetcar's development potential to build mixed income housing and employment on large, recently up-zoned parcels within the study area;
 - (3) the chance to invest in affordable, green transit service to a potential new neighborhood close to the City center via the extension of an existing streetcar line.
- **Montgomery Park houses major Portland companies.** The building hosts 3,200 jobs on site, including workers for Adidas, Daimler, and more. The parcel was recently acquired by new ownership who could take advantage of the mixed-use zoning to expand the site to include housing, commercial and other complimentary uses.
 - **Streetcar investment has historically been coupled with development agreements and planning processes that create higher density development that includes mixed income housing.** More than 1/3rd of Portland's affordable housing units are on streetcar lines, and 2/3rds of streetcar trips are to and from home.
 - **The district is changing, with some long standing industrial businesses closing and a transition of uses.** The number and size of parcels available for redevelopment create an opportunity to shape a new neighborhood to address City jobs, housing, climate and transportation goals. The proximity to the City Center creates exceptional access to jobs, services, and education for those who may live or work in the district.



HOW WE GOT HERE -- HOUSING AND STREETCAR PLANNING TIMELINE





POLICY BACKGROUND

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 chapters related to Urban Form (3), Housing (5), and Economic Development (6).

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 3.15 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.A A CITY DESIGNED FOR PEOPLE

Portland's built environment is designed to serve the needs and aspirations of all Portlanders, promoting health, equity, and resiliency. New development, redevelopment, and public investments reduce disparities and encourage social interaction to create a healthy connected city.

POLICY 3.56 CENTER STATIONS.

Encourage transit stations in centers to provide high density concentrations of housing and commercial uses that maximize the ability of residents to live close to both high-quality transit and commercial services.

POLICY 9.11 LAND USE & 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

POLICY 3.6 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 underrepresented people.

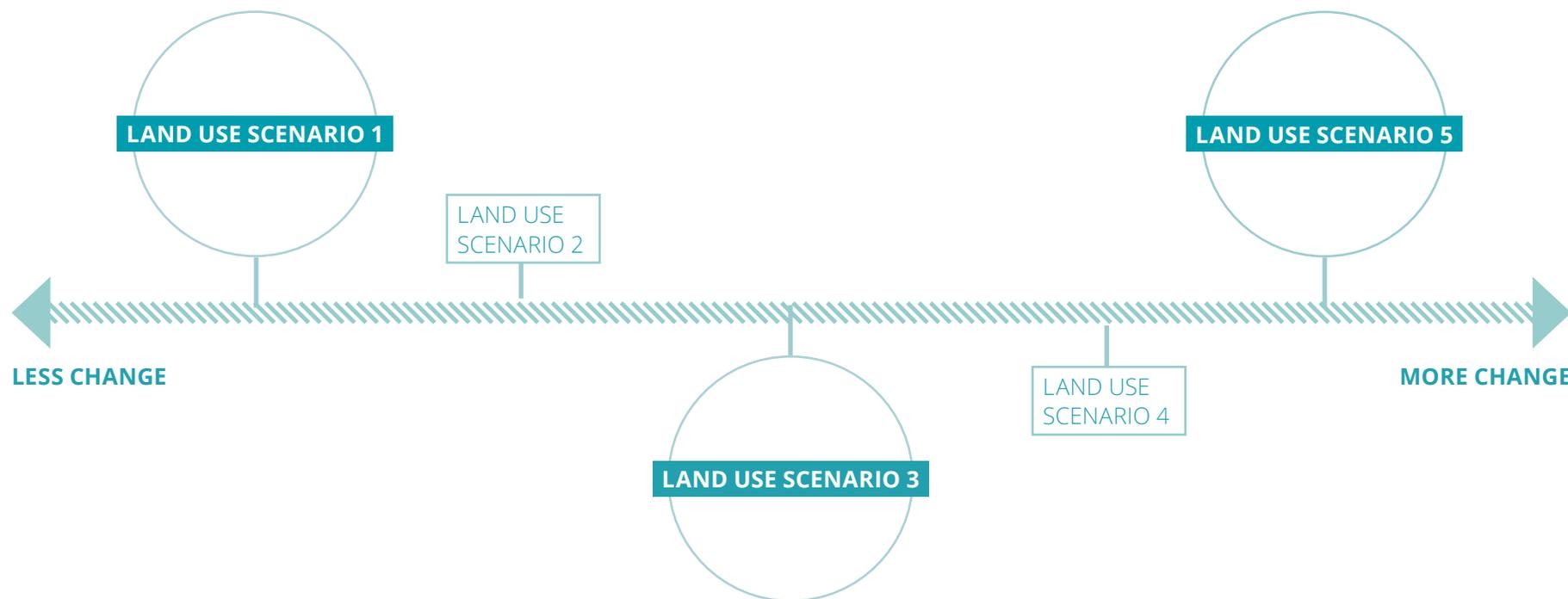
POLICY 6.38 PRIME INDUSTRIAL LAND RETENTION.

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 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.





Land Use Scenarios

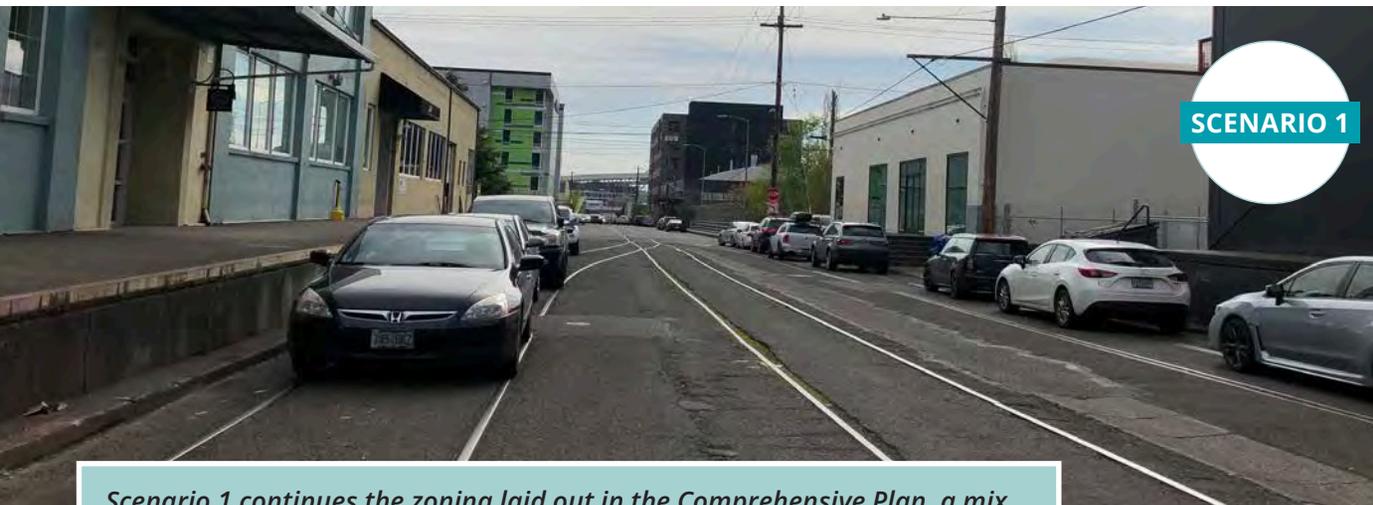
LAND USE CONSIDERATIONS

The Bureau of Planning and Sustainability analyzed five land use scenarios. The scenarios represent a range from the current comprehensive plan to a rezoning of approximately 100 acres from industrial and general employment to mixed use and light industrial. Each scenario represents an incremental shift along the continuum from no changes (Scenario 1) to a scenario that could allow more housing, office, retail and institutional jobs in an area that has been primarily zoned industrial. This report summarizes Scenarios 1, 3, and 5 as a proxy, as it captures the full potential project impacts to jobs and housing. The summary of forecasted housing and jobs impacts from all five scenarios can be found on page 15.

IMPLICATIONS FOR LAND USE CHANGES

Changing zoning from industrial or light industrial, to industrial office, mixed employment, or another land use would require major policy changes or mitigation efforts. Policy changes would include amending the Comprehensive Plan, Regional 2040 growth plans, or seeking an exception to state land use Goal 9. Mitigation could also include making compensatory map changes elsewhere to add industrial land supply or preserves.

INDUSTRIAL SANCTUARY



Scenario 1 continues the zoning laid out in the Comprehensive Plan, a mix of industrial 2, 3 and mixed employment.

The Metro region has recognized the importance of industrial lands and created a Regionally Significant Industrial Areas map designation to denote where the areas exist. Industrial lands, such as the Harbor and Airports Districts, can be difficult to replace due to the needed parcel sizes and access to shipping facilities. The uses in these area consist primarily of large, single-story buildings with extensive outdoor maneuvering and loading areas, resulting in low floor-area-ratios (a measurement of building area to site area).

Portland has roughly 40% of the region's industrial building spaces and jobs, and the industrial infrastructure and agglomeration advantages would be difficult to recreate elsewhere in Oregon. If an industrial area changes zoning, due to market forces, exemptions or changes pursued by landowners, or from Plan updates or amendments, mitigation measures can be taken to preserve industrial land capacity throughout the region.



Scenario 3 would introduce "industrial office" zoning, similar in nature to the Central Eastside Industrial District. Scenario 5 would introduce "mixed use" zoning which allows housing and commercial development.



Comprehensive plan amendments could expand industrial land supply reserves elsewhere in the Portland region, such as adding comparable land supply in the Columbia Corridor. Other mitigation strategies could focus on more strictly managing preserved industrial areas to protect against competition from businesses such as storage units, dispensary businesses and other non-industrial uses that compete for leased space. Lastly, the City of Portland could take an exception the goal when it finds that unique circumstances warrant a local override to the goal to create a better outcome.

JOBS CONSIDERATIONS

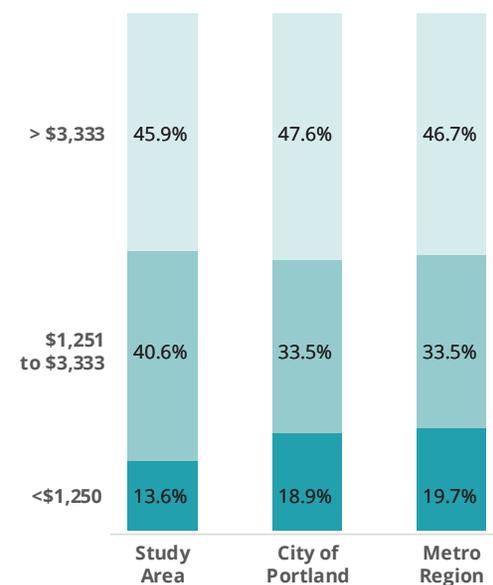
In 2016 there were about 11,400 jobs in the NW streetcar study area. 4,000 of the jobs were located in the industrial/mixed use portion of the study area north of Vaughn and 7,400 of the jobs were located in the study area south of Vaughn. The jobs are more heavily skewed toward industrial (39%) and office sectors (37%) compared to the Metropolitan region as a whole, (24% and 31%, respectively). The mix of sectors within an area shapes wage distribution as retail and service jobs tend to pay lower wages, while office jobs tend to pay high wages but require college degrees. Industrial occupations are unique in that many provide middle-to-high income jobs, but do not require bachelor’s degrees. Changes to zoning would impact the jobs mix and would likely result in fewer of the middle-to-high income jobs that do not require college degrees.

The employment forecast used in each scenario estimates growth in year 2035, and starts from the baseline of the Comprehensive Plan zoning scenario. Without zoning changes, the area is expected to add 970 new jobs. Job growth is expected to be strong as the recently vacated ESCO site is redeveloped as mixed employment. The existing industrial sub-areas located between Vaughn and Nicolai are expected to add 40 jobs by 2035.

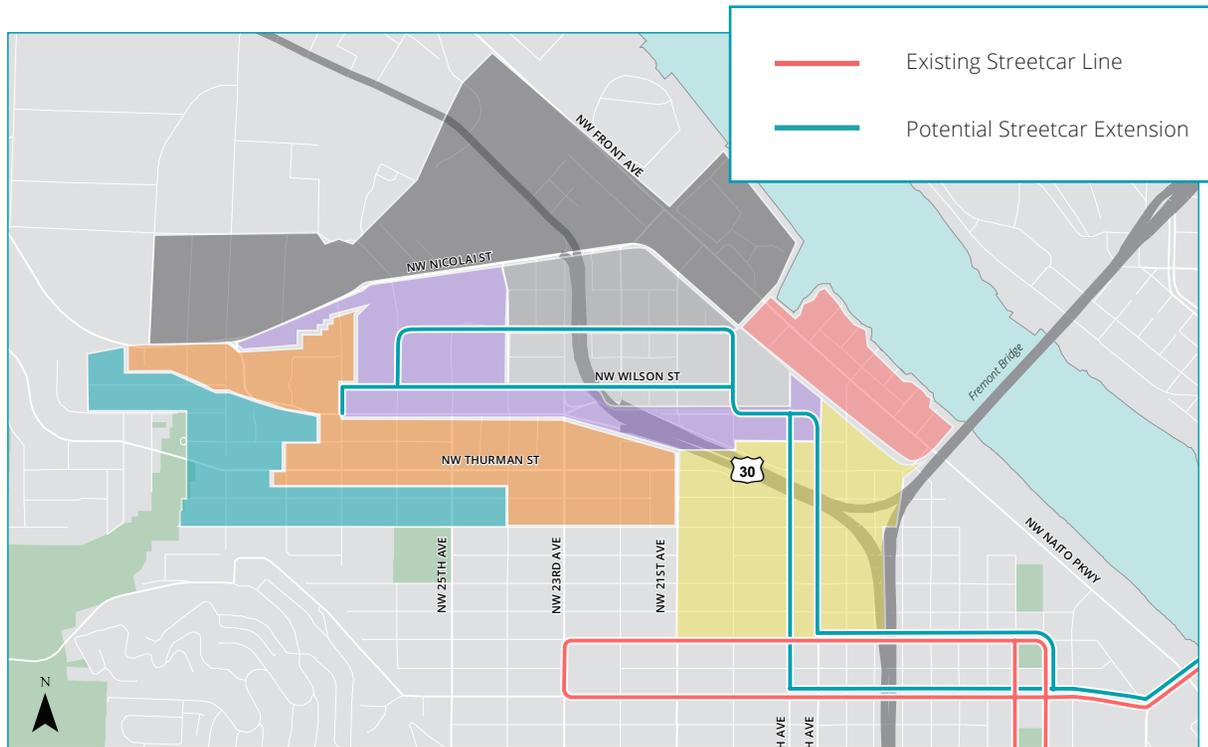
A change in jobs mix without industrial land or jobs mitigation could result in net loss of jobs if the zoning change attracts uses that may have located elsewhere in the City, but doesn’t create opportunities for industrial job relocation or replacement. On the other hand, recent ownership changes create an opportunity for large parcel development adjacent to downtown that could also attract employers or business opportunities that might otherwise look for larger campuses further from the Central City. This could generate more jobs than would be located in smaller disaggregated parcels with similar zoning across the City.

MONTHLY INCOMES OF INDUSTRIAL WORKERS

SOURCE: U.S. CENSUS BUREAU. 2019. LEHD ORIGIN-DESTINATION EMPLOYMENT STATISTICS (2002-2015)

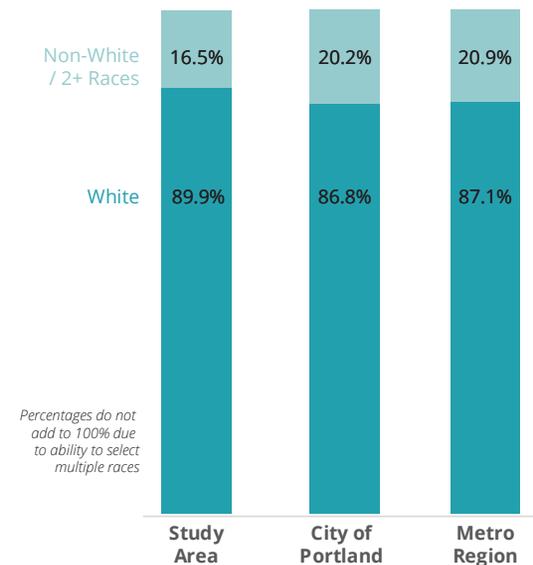


Incomes: Industrial jobs often do not require college degrees, while paying more than jobs with similar educational attainment levels. In particular, the lowest quartile of wages are higher than equivalent jobs.



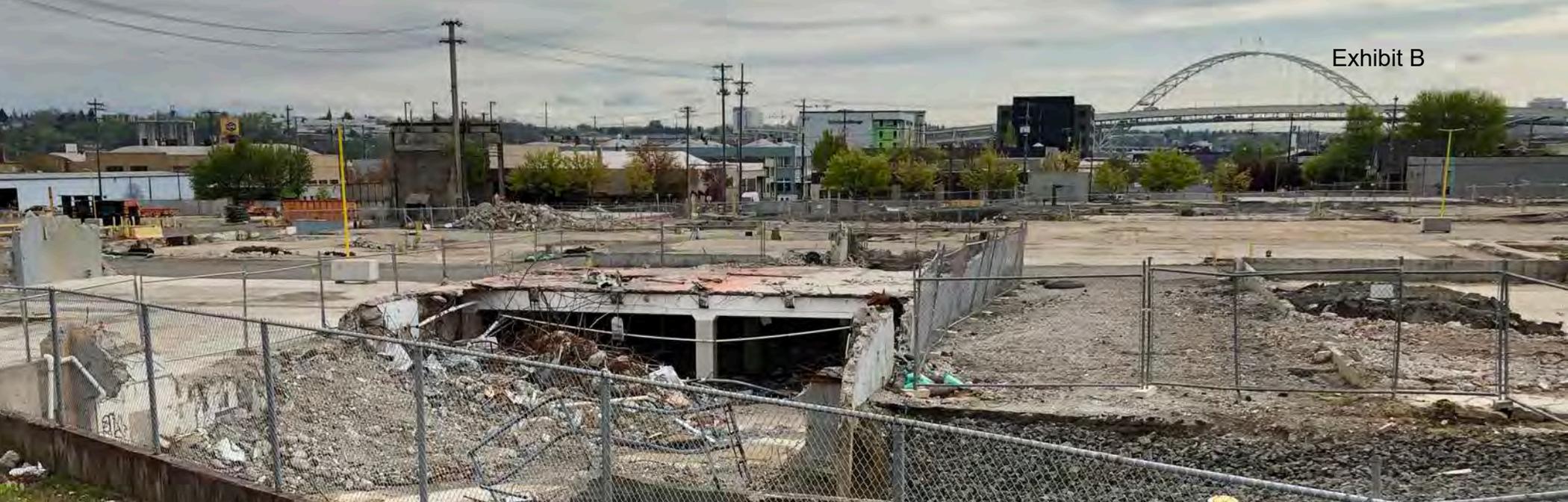
RACIAL DISTRIBUTION OF INDUSTRIAL WORKERS

SOURCE: U.S. CENSUS BUREAU. 2019. LEHD ORIGIN-DESTINATION EMPLOYMENT STATISTICS (2002-2015)



Subarea	Existing Jobs in 2016	20 Year Expected Job Growth (2016-2035)	2035 Jobs Forecast
Industrial 1	1557	100	1660
Industrial 2	586	10	600
Industrial 3	626	30	650
Mixed Employment	1264	390	1650
Mixed Use 1	2635	180	2820
Mixed Use 2	4475	90	4560
Central City	200	170	370
Residential	71	0	70
Total	11,414	970	12,380

Jobs Demographics: Industrial jobs holders tend to be more diverse than other industry sectors. The industrial job holders in the study area are about 90% white, less diverse than industrial job sectors across the City of Portland and region as a whole .



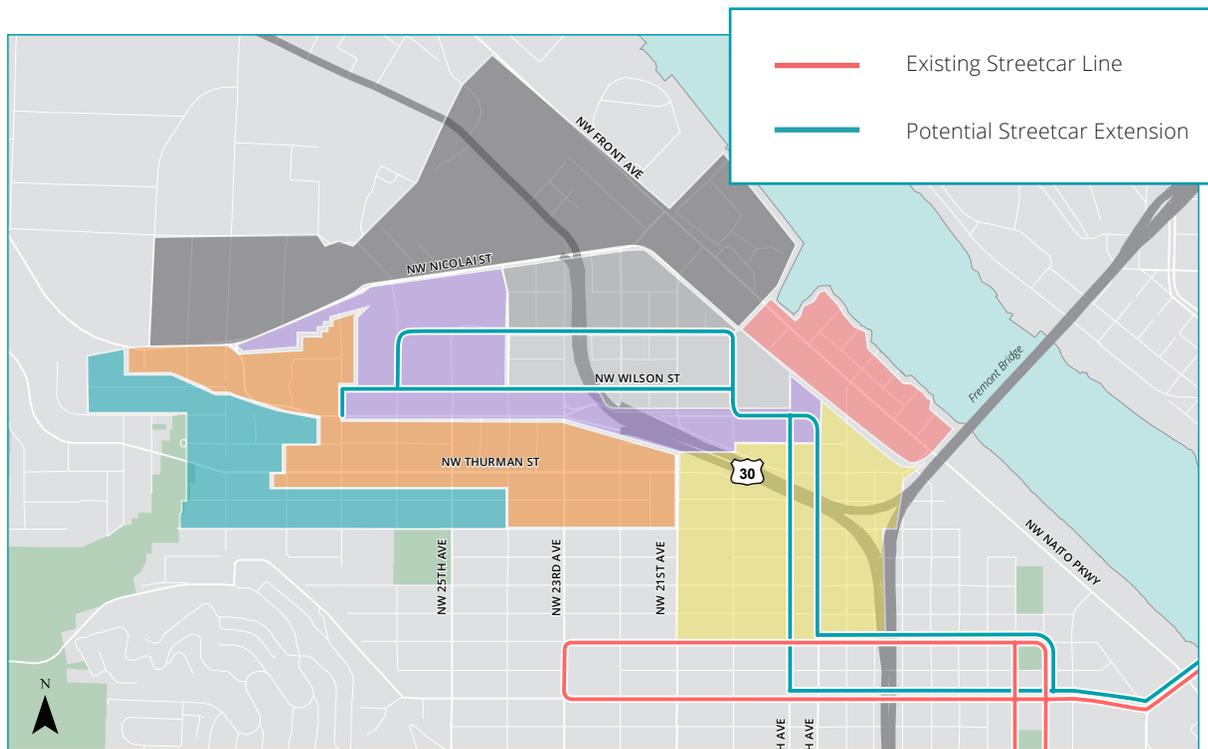
HOUSING CONSIDERATIONS

Under today’s zoning, land in the southeast section on the study area (south of Vaughn and east of NW 21st) have a mixed-use zoning designation that allows housing as a potential use. Much of the forecasted housing growth for 2035 has already happened due to recent housing developments in Conway and the North Pearl. Elsewhere in the study area, housing is not an allowed use along the proposed streetcar alignment under current zoning designations. While the area has long been an industrially-focused jobs district, scenarios 4 and 5 propose expanding a portion of the study as mixed use. This would allow housing units near the streetcar line, and could result in more diversity of building types and uses throughout the district.

Past streetcar expansions were central to broader real estate development and neighborhood revitalization efforts. Housing developments negotiated as part of streetcar developments have historically resulted in a greater number and percentage of affordable housing units. Since streetcar opened in 2001, nearly half of all multifamily housing, and over a third of all regulated affordable housing units have been built along the streetcar line. Streetcar ridership has grown steadily along with housing construction, with more than 32% of Portlanders who live along the line use streetcar as their primary mode of transportation to and from work. In addition to building affordable units, creating additional housing stock near the central city can alleviate price pressures in other close-in neighborhoods.

WITHIN 1/4 MILE OF EXISTING STREETCAR SYSTEM

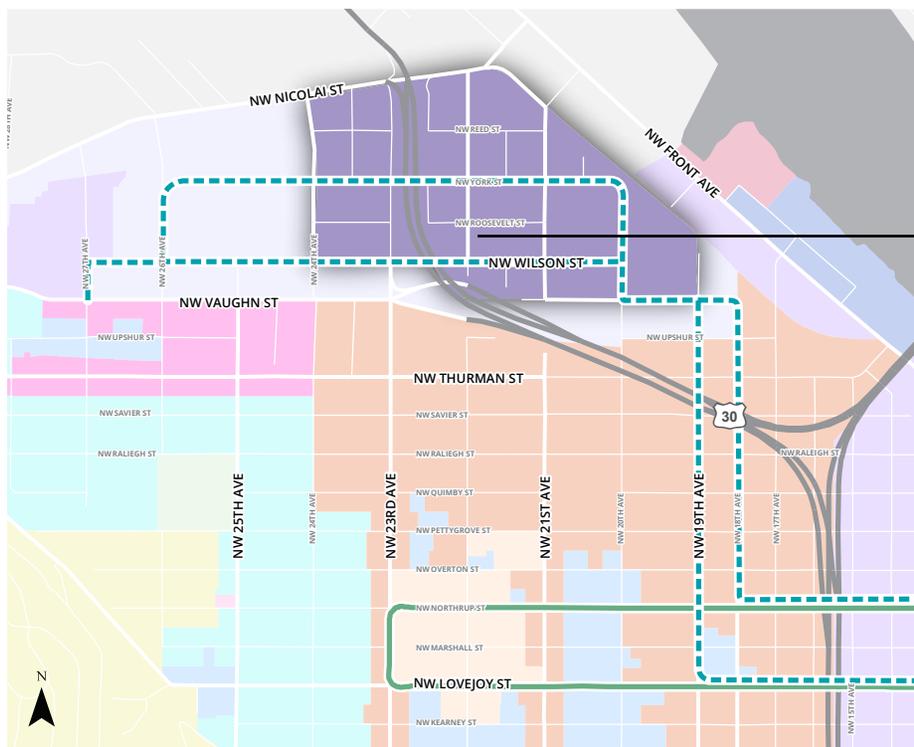
- 6,659** REGULATED AFFORDABLE UNITS
- 49%** OF ALL HOUSING BUILT IN PDX IN THE LAST 20 YEARS
- 3,130** UNITS BUILT IN 2016
- 5,600** NEW UNITS PLANNED OR UNDER CONSTRUCTION



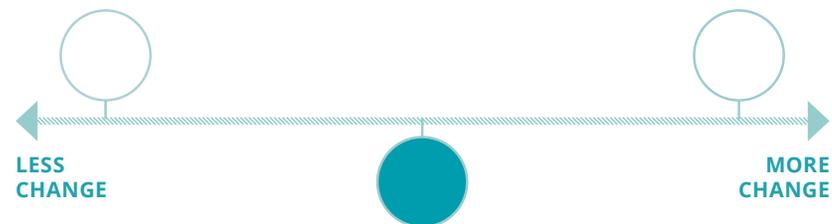
Subarea	Existing Housing in 2018	Expected New Units (2018-2035)	2035 Housing Forecast*
Industrial 1	0	0	0
Industrial 2	1	0	0
Industrial 3	24	0	24
Mixed Employment	0	0	0
Mixed Use 1	1,116	644	1,760
Mixed Use 2	1,886	234	2,120
Residential	440	4	440
Central City	1,502	839	1,500
TOTAL	4,969	2,740	5,850

*The 2018 number plus the expected new does not equal the 2035 number because the baseline forecast year was 2010. In the Mixed Use 2 and Central City Subareas the 2018 existing conditions already exceed the 2035 forecast due to rapid development in the Conway and North Pearl areas surpassing the 2010 forecast expectations. ADU construction in the lower density single family portion of the study area has also exceeded planning estimates.

SCENARIO 3 - DESCRIPTION



This scenario includes rezoning industrial land to 'industrial office'



SCENARIO 3 changes zoning in the industrial sanctuary to reflect more flexible light industrial and industrial office uses such as design, software development and architecture. The changes are akin to the current zoning in the Central Eastside Industrial Area. There would be no other zoning changes to expand the mix of uses outside the existing Comprehensive Plan.

HOUSING & JOBS TAKEAWAYS

2035
JOBS FORECAST



12,680 total jobs.

- +50** institutional
- +10** retail
- +280** office
- 40** industrial

[Relative to Scenario 1]

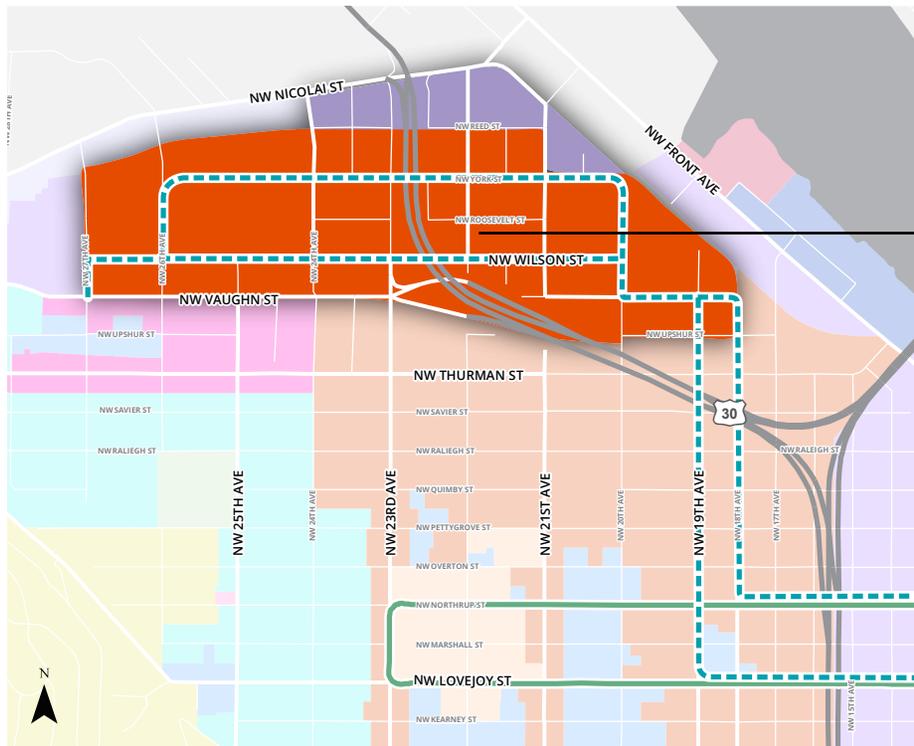
2035
HOUSING FORECAST



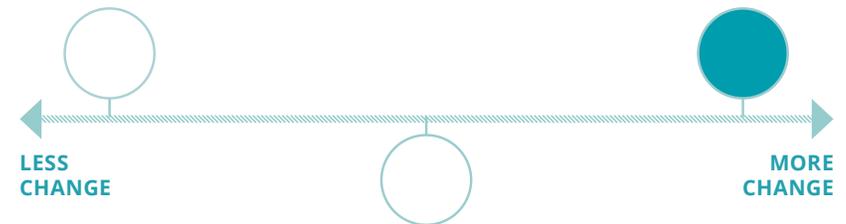
+5,850 units of housing
+165 affordable housing units*

* [no change from Scenario 1]

SCENARIO 5 - DESCRIPTION



This scenario includes rezoning industrial land to mixed use



Scenario 5 assumes a higher degree of land use change throughout the study area, including new mixed use neighborhoods. This includes changes to zoning in the district south of NW Reed Street to mixed use. The block south of Nicolai and west of NW 24th would retain the mixed employment designation, and east of NW 24th would be modified industrial to reflect Central Eastside-like industrial zoning. The block would serve as a continued buffer to heavier industrial uses north of Nicolai and the railroad line.

HOUSING & JOBS TAKEAWAYS

2035
JOBS FORECAST



12,800 total jobs.
+570 institutional
+430 retail
+240 office
-850 industrial

2035
HOUSING FORECAST



+10,120 units of housing
+970 affordable housing units

[Relative to Scenario 1]

2035 JOBS AND HOUSING FORECAST BY SCENARIO

	SCENARIO 1		SCENARIO 2		SCENARIO 3		SCENARIO 4		SCENARIO 5	
	HOUSING	JOBS	HOUSING	JOBS	HOUSING	JOBS	HOUSING	JOBS	HOUSING	JOBS
INDUSTRIAL 2	0	600	0	600	0	630	0	630	490	640
INDUSTRIAL 3	20	650	20	780	20	780	20	780	2,450	920
MIXED EMPLOYMENT	0	1,650	0	1,830	0	1,830	920	1,790	920	1,860
MIXED USE 1	1,760	2,820	1,760	2,280	1,760	2,820	1,760	2,282	1,760	2,820
MIXED USE 2	2,120	4,560	2,120	4,560	2,120	4,560	2,440	4,560	2,560	4,560
CENTRAL CITY	1,500	370	1,500	370	1,500	370	1,500	370	1,500	370
RESIDENTIAL	440	70	440	70	440	70	440	70	440	70
TOTAL STUDY AREA	5,850	12,380	5,850	12,650	5,850	12,680	7,090	12,640	10,120	12,800
GAINS FROM BASE SCENARIO	0	0	0	270	0	300	1,240	260	4,270	420

Forecast numbers are rounded to the nearest ten, so sub area and study totals do not match

SUBAREAS IN PROPOSED SCENARIOS

Preliminary Racial Equity Analysis

Team members from the Bureaus of Transportation and Planning and Sustainability, using the City's Racial Equity Toolkit (RET), conducted a review of background materials. The review provides a framework for the next phase of study, The Montgomery Park to Hollywood Transit and Land Use Development Strategy. The Montgomery Park to Hollywood Strategy will include deeper analysis of land use change impacts to jobs, housing, and transportation access and costs. The analysis will support an Equity Development Report that details housing inventories, needs assessment, employment and economic development impacts and opportunities. It will also recommend the value of community benefits needed to offset potential job displacement. The project will include an outreach process to directly engage communities of color and other traditionally-marginalized groups.

The questions guiding the preliminary racial equity analysis were:

(1) Do the proposed land use changes support City objectives of increased transit use, expanded housing options, and reduced carbon emissions?

(2) Will the proposed changes and investments reduce or exacerbate long-standing racial disparities in our community?

The RET is a process developed by the Office of Equity and Human Rights and the Office of Civic Life and acknowledged by a City Council resolution. The process did not fully follow the RET because it did not include robust external engagement at this stage, but will in the full study. You can access the Preliminary Racial Equity Scan at <https://www.portlandoregon.gov/bps/article/742913>.



DESIRED EQUITY OUTCOMES

Staff who participated in this review recommended a set of overarching outcomes that should occur as a result of City planning and investment:

1. Private economic benefits resulting from land use changes and public investments in streetcar contribute directly to an equal amount of public economic benefits to people of color.
2. Maintain an adequate supply of industrial lands that serve as a leading source of middle-wage jobs that do not require a 4-year college degree and expand access for people of color to those jobs.
3. Increase permanently affordable housing choices for people of color near quality transit, living wage jobs, and educational opportunities.
4. Decrease relevant regional racial disparities such as displacement pressures on households that include people of color, housing cost burden, commute times, self-sufficient wages, job training, and business ownership.
5. Public and private land is held in reserve for affordable housing and affordable commercial space for person of color owned businesses.
6. Communities of color have greater self-determination, capacity, and decision-making authority to benefit from any change, and to shape those outcomes.

KEY EQUITY TAKEAWAYS

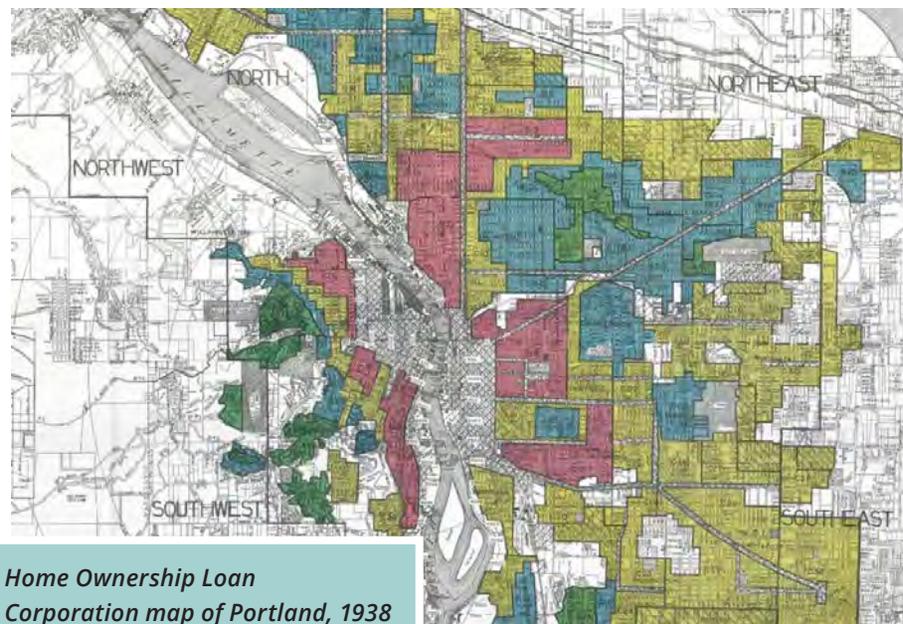
Portland's inequitable history has shaped the Northwest District. In addition to the Native Americans who lived in villages in areas that now make up Portland, the Northwest district housed some of Portland's earliest immigrant laborers and their descendents.

Portland engaged in redlining against marginalized and communities of color throughout Portland, including portions of Northwest, making it difficult or impossible for non-white residents to receive residential or commercial loans.

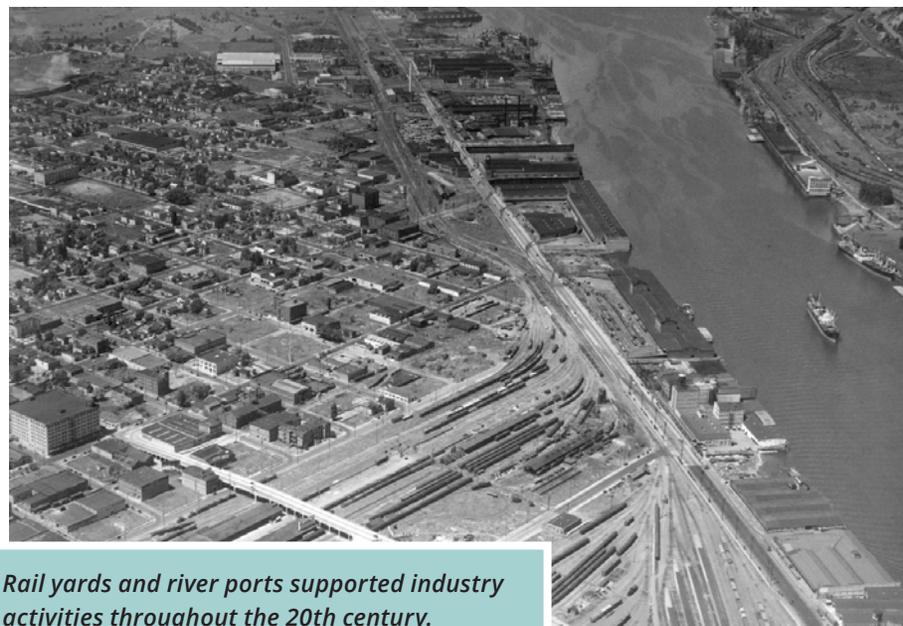
The River District Plan transformed the lower NW District from defunct rail yards and industrial areas to mixed use with a public-private partnership agreements for community benefits.

The 1995 adoption of the River District Plan spurred a development agreement with owners of the defunct Hoyt Street Rail Yard to create a new urban district with urban design concepts, street plans, and zoning changes to facilitate housing. The development agreement outlined commitments from both the property owners and the City to build parks, and construct streets and the streetcar.

One of the first residential buildings in the Pearl District was the Pearl Court Apartments, a 199 unit affordable housing project serving residents earning between 40% and 60% of area median income. Over 3,000 units of affordable housing have been built over the past 20 years, remaining one of the largest concentrations of affordable housing investment in the City's history.



Home Ownership Loan Corporation map of Portland, 1938



Rail yards and river ports supported industry activities throughout the 20th century.

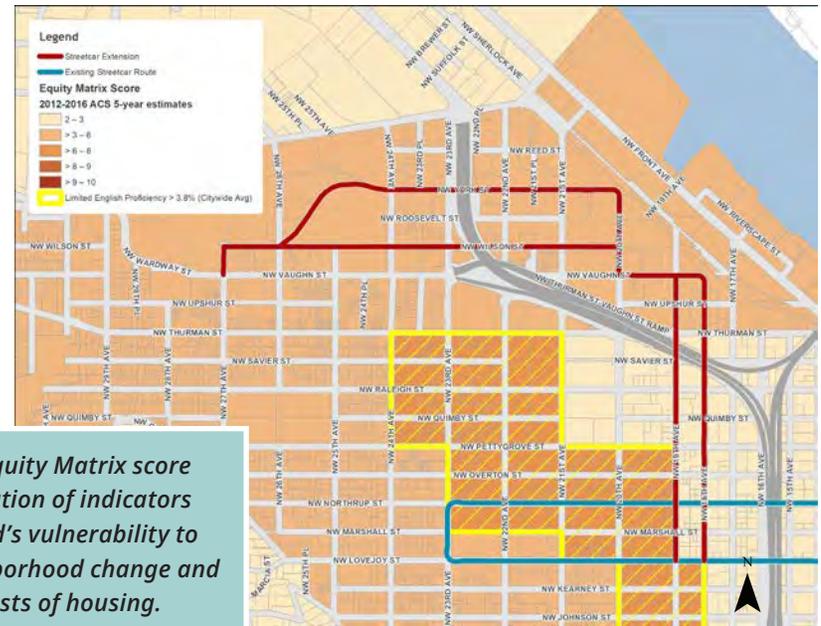
Cost-burdened households aggravate racial disparities and vice versa

In Portland, 51% of non-Hispanic White households spend more than the recommended amount of their income on rent (30%). By comparison, more than 58% of households of color and 69% of Black households are cost burdened. Despite incomes rising overall, household income disparities continue to worsen.

Transportation costs are typically the second largest household expense, so offering high quality, affordable transportation options can help to lower combined household and transportation costs for overburdened households. Additionally, expanding housing stock in the study area can ease region-wide housing pressures, adding more choice in the study area and could relieve pressure in other gentrifying areas.

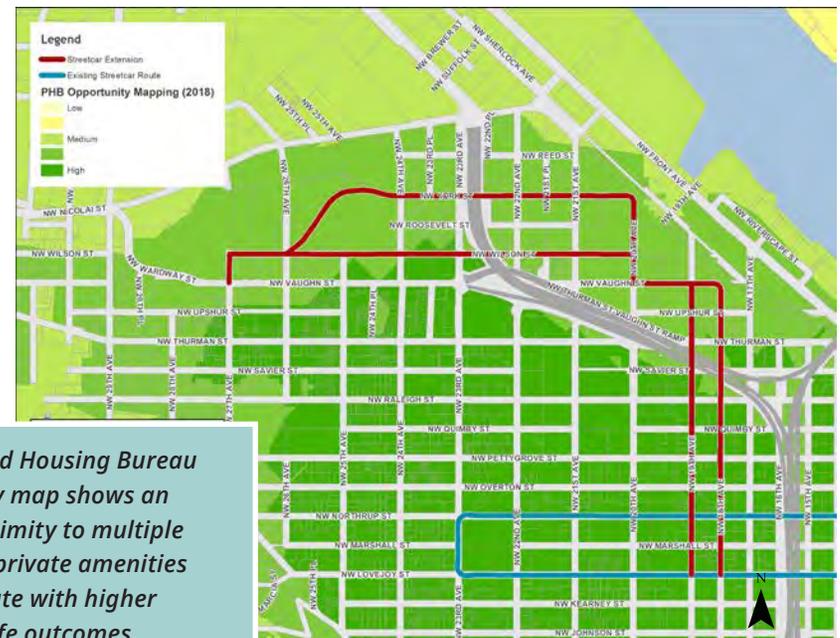
Locating affordable housing options in an ‘High Opportunity’ area is a City policy priority.

PBOT uses an equity matrix to aggregate a combination of indicators of a household’s vulnerability to rapid neighborhood change and increased costs of living. There are more renters and households of color in the southern portion of the study area where a diverse housing stock exists (see top right map). The study area is also considered a “high opportunity” area, a designation that reflects the area’s proximity to multiple public and private community amenities that correlate with better quality of life outcomes. Increasing housing choices in such areas supports Portland’s FHA responsibility to affirmatively fair housing.



The PBOT Equity Matrix score is a combination of indicators of household’s vulnerability to rapid neighborhood change and increased costs of housing.

Proposed streetcar alignment has changed since production of this map



The Portland Housing Bureau opportunity map shows an area’s proximity to multiple public and private amenities that correlate with higher quality of life outcomes.

Proposed streetcar alignment has changed since production of this map

SUMMARY OF RACIAL EQUITY CONSIDERATIONS

	Land Use and Value	Housing	Jobs and Business	Planning
Benefits & Burdens	<p>Private economic gains incentivize development</p> <p>Private economic gains also exacerbate racial wealth disparities</p>	<p>More housing and affordable housing in a high opportunity area</p> <p>If demand for affordable housing is not met, racial disparities in housing cost will be exacerbated</p>	<p>Displacing industrial jobs disproportionately held by people of color and shifting to a job mix of more professional office and retail service industry jobs</p>	<p>Decision-making role for communities of color in how to proceed</p>
Top Mitigation Strategies for Further Analysis and Community Discussion	<p>Develop incentives and regulations to ensure the economic benefits for people of color are equal to or greater than the private economic benefits to land owners</p>	<p>Private land owners contribute land to a land bank as part of an equitable development agreement</p> <p>Accompany increases in development allowances from rezoning with an enhanced inclusionary housing program</p>	<p>Use caution considering rezoning of industrial land. Mitigate zoning changes through the existing 1:1 prime industrial lands replacement policy, a business relocation program, and/or other best practices</p> <p>Enhance commercial affordability bonus program</p> <p>Create workforce development programs</p>	<p>Allocate a significant portion of the Federal Transit Administration TOD Grant budget for best practices in equitable planning</p> <p>Develop a Portland Streetcar racial equity strategy</p> <p>Engage workers and firms in the planning process</p> <p>Use City's Racial Equity Toolkit in future planning</p>

This initial equity scan did not answer the overarching question of whether the City should pursue land use changes and streetcar investments, but did uncover potential benefits and burdens, with a staff-generated list of ideas for further exploration. These items will provide a guiding framework for the community equitable needs and opportunities work phases completed as part of the Montgomery Park to Hollywood Transit study.

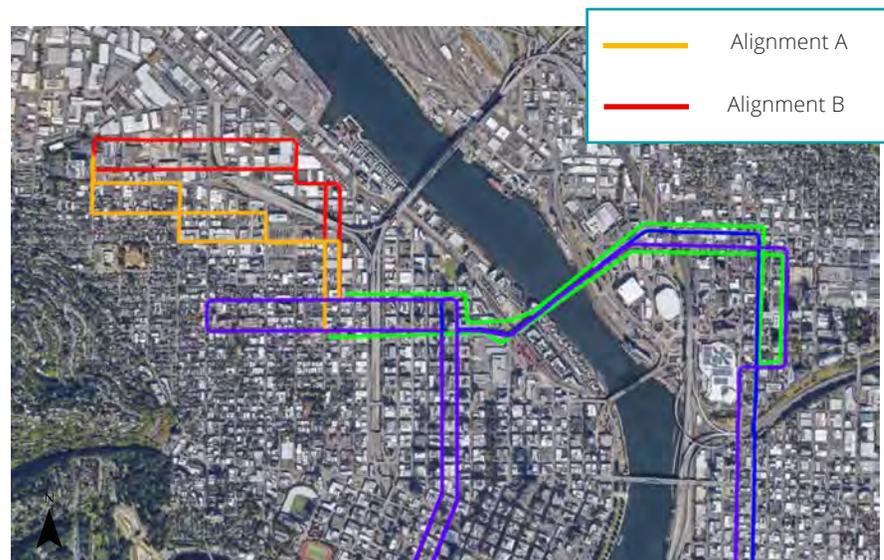
Choosing the Alignment

ALIGNMENT CONSIDERATIONS

Portland Streetcar Inc and the City of Portland have been exploring various alignments to connect the existing streetcar network to Montgomery Park for many years. Planning documents dating back to the 1970's have featured streetcar plans to the large office building, and the 2009 Streetcar Concept Plan identified Montgomery Park among the highest priority destinations for future streetcar network extension.

Two alignment options have been more deeply analyzed -- Alignments A and B. Alignment A was routed through the former Conway Campus and an established residential and commercial district. Alignment B travels through the former ESCO site and other industrial parcels that are redeveloping through recently intensified zoning. Both options serve Montgomery Park, but Alignment B is moving forward due to key differences:

- Taken together, the Montgomery Park parcel and the recently rezoned former ESCO site provide an opportunity for thousands of new jobs and housing units that could be spurred with new streetcar investment
- Alignment A was proposed only three blocks from an existing streetcar line, while Alignment B would serve a district with no direct transit access, potentially on easements that are not accessible by bus today (using ROW on the former ESCO campus)
- Alignment B provides a more direct route to Montgomery Park, leading to a faster and smoother ride
- Alignment B garners substantially more support from private businesses who are in the process of forming a Local Improvement District to help support streetcar investment



Alignment A: Thurman Concept; Alignment B: Wilson/York Couplet



Alignment B: Wilson/York Couplet

FALL 2018 URBAN DESIGN WORKSHOP

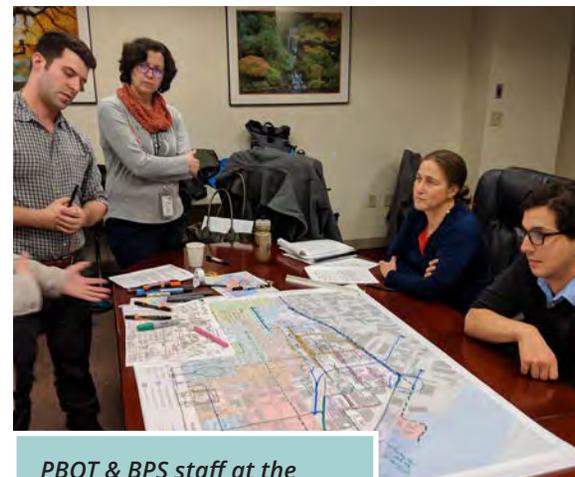
In November, 2018, staff from the Portland Bureaus of Planning and Sustainability and Transportation, Portland Streetcar Inc, and consultant experts held a planning charrette about potential land use and urban design changes in NW Portland.

The charrette was a wide-ranging brainstorm to identify issues or opportunities related to infrastructure investments, transportation and portal improvements, and the need for other urban design elements such as new parks or open space, schools, community facilities and so on.

Staff broke into mixed groups to assess land use scenarios based on light industry and office uses such as the Central Eastside Industrial District, and a higher density scenario with more employment and mixed use zoning. **Some shared themes from both groups included:**

- The opportunity to **use quieter streets and setbacks to create plazas** to serve open space needs in an employment-focused district
- **NW Roosevelt** is not proposed for transit investment or major vehicle circulation and could lend itself to a **green street or other specialized character that invites people to linger**. Both groups suggested connecting the east-west segments of Roosevelt across HWY 30
- Adding trips to the district will require **more transportation analysis** to appropriately upgrade the network but offer opportunities to better integrate the area to the rest of the northwest to the south
- **A higher density scenario** with increased residential development **may require a new park**. The former ESCO site is large enough to potentially site both residential uses and open spaces, or community facilities
- **Capping Highway 30 between NW Wilson and York could reduce the highway's 'barrier' effect**, and could supplement needed efforts to extend walking and bicycling infrastructure into the district
- Changes to the district present an opportunity to **create clear connections from Forest Park and Lower Macleay Park** to the river and greenway trails

The early charrette findings provide a useful framework for the future land use and transportation analysis phases conducted as part of the Montgomery Park to Hollywood Transit & Land Use Development Study.



PBOT & BPS staff at the Urban Design Workshop



Urban design concept sketch for Scenario 5

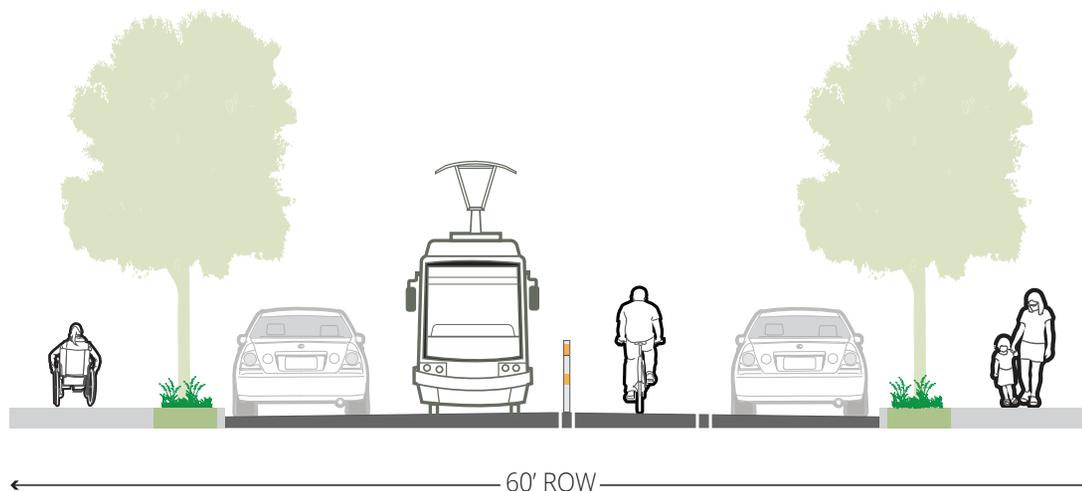
STREETCAR ALIGNMENT ANALYSIS

More than half of the Council appropriated funds are being used for engineering consultant services to assess the feasibility, constructibility, and high level cost estimates for streetcar alignments. The new alignment serving Montgomery Park will connect to existing NW service at Northrup and Lovejoy, and continue over the Steel Bridge, tying into east-side transit service. Consultants are in the process of assessing:

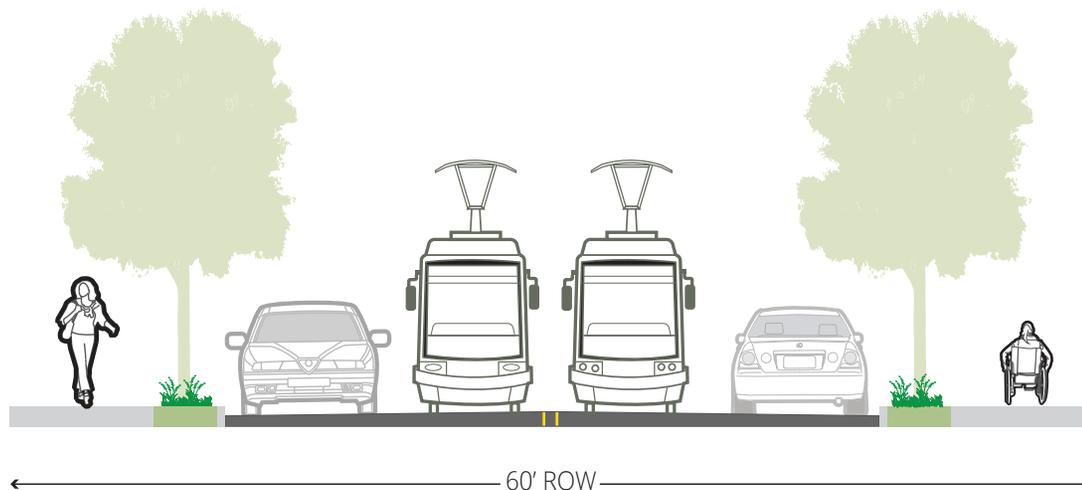
- Right-of-way availability, quality and impacts
- Utility locations, impacts, and costs to relocate
- Montgomery Park terminus or turn-backs
- East-side turn-back options
- Tie-ins to existing alignments
- Initial survey work
- Preliminary NEPA scan
- High-level cost estimates

In conjunction with consultant engineering work, the team has drafted roadway cross sections to accommodate potential streetcar alignments. The cross sections will be contingent on the elements listed above, as well as transportation modeling, circulation planning and other design work produced in the next phase of work - the Montgomery Park to Hollywood Transit and Land Use Development Study.

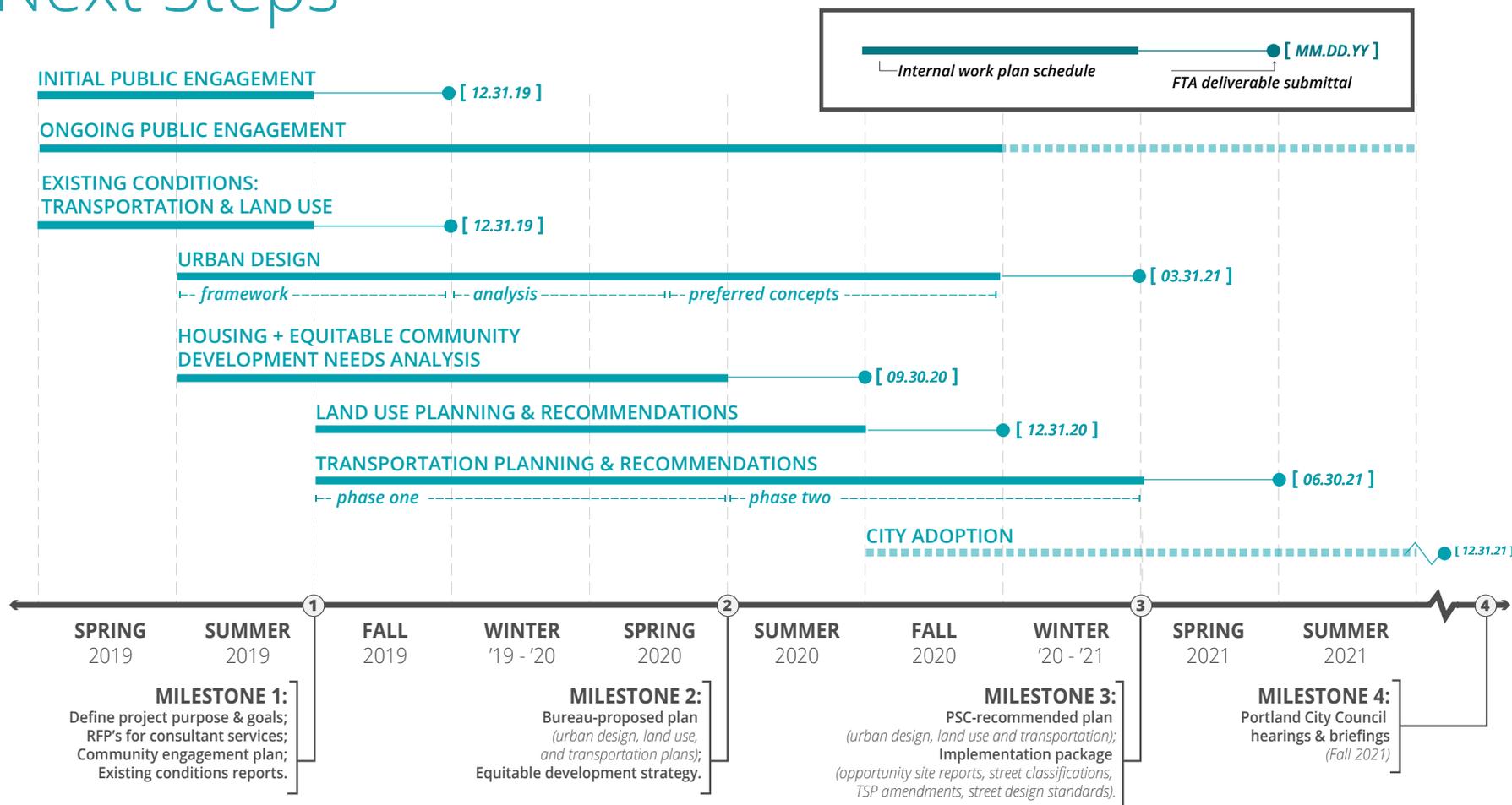
PRELIMINARY ONE-WAY CROSS SECTIONS



PRELIMINARY TWO-WAY CROSS SECTIONS



Next Steps



In 2018, the Federal Transit Administration awarded a \$1.1 million grant to Metro, matched by \$230k from the Portland Bureau of Planning and Sustainability and Bureau of Transportation. Kicking off in summer 2019, the two agencies, with support from Prosper Portland, will undertake a multi-year planning process that

will analyze and select a preferred land use scenario, evaluate transit alternatives to serve the future land uses, assess community impacts and opportunities, and create a community benefits strategy within a development agreement. The project will also create an urban design framework, transportation and

traffic planning, and legislative support for any proposed zoning updates to the comprehensive plan or amendments to the transportation system plan. The project will engage community advocates and stakeholders, property owners, and the general public throughout the study.

