WELCOME! WE’RE GLAD YOU’RE HERE

MONTGOMERY PARK to HOLLYWOOD TRANSIT & LAND USE STUDY

Virtual OPEN HOUSE #1
March 2nd 2020 | 5:00 - 7:30pm
Metro, 600 NE Grand Ave

KEY OUTCOMES:
• Introduce this study to a larger audience & build public awareness and interest
• Receive feedback to refine project goals and outcomes
• Engage with stakeholders to understand community priorities for each study area
• Identify key opportunities and considerations for future development and investments in transit

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

The information in these slides was available at the Open House on March 2, 2020. Please review the material and share your feedback by clicking the link to the open house questionnaire on the final slide. Or go directly to: www.surveymonkey.com/r/MP2H-OH1.
WHERE ARE YOU COMING FROM TONIGHT?

PLACE A DOT ON THE MAP TO SHARE WHERE YOU CALL HOME OR WORK
STUDY GOALS & OBJECTIVES

STUDY GOALS


- Focus growth in centers & corridors with high levels of services and amenities.

- Increase opportunities for employment & housing, particularly middle-wage jobs and affordable housing.

- Improve access to affordable housing, middle-wage jobs, nature & 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, sustainable outcomes by developing community benefits strategies to accompany land use decisions and transportation investments.

WE WANT YOUR FEEDBACK ON THESE DRAFT PROJECT GOALS
ONE PROJECT. TWO STUDY AREAS

EASTSIDE STUDY AREA

- 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.

WESTSIDE STUDY AREA

- 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.
PLANNING BACKGROUND

2001 – Portland Streetcar opens serving Downtown and Northwest Portland

2009 – Streetcar System Plan identifies several potential corridors; including to Hollywood Town Center and Montgomery Park


2016 – Alignment evaluation and ridership modeling for six potential corridors including NE Sandy, NE Broadway, and an alignment connecting to Montgomery Park.

2016 - City of Portland Transportation System Plan adoption with future streetcar extensions to Montgomery Park and Hollywood Town Center.

2018 – City Council funds preliminary work in Northwest to study streetcar extension and land use implications.

2019 – Federal Transit Administration (FTA) grant to study land use and transit in Northwest and Northeast Study Areas.

MP2H STUDY: RECENTLY COMPLETED WORK

Northwest Portland Streetcar Extension and Land Use Alternatives Analysis (Fall '19)

PORTLAND CITY COUNCIL DIRECTIVE

• 2019 Preliminary Northwest Study (completed)

FTA GRANT WORK

• Land Use & Transportation Existing Conditions Report (completed)
• Public Involvement Plan (completed)
• Transit Alternatives Study (recently started)
• 15+ Public Meetings
• Presentation to Portland Sustainability Commission
• Online and In-Person Open House
KEY QUESTIONS & OUTCOMES FOR EACH STUDY AREA

While both study areas are included in this project, each is at a different stage in the planning process. Both the eastside and westside study areas have unique questions to consider and intended study outcomes.

**ON THE WESTSIDE**, this study will assess land use and transportation issues that could result in land use changes alongside a preferred transit investment connecting to Montgomery Park.

**WESTSIDE STUDY OUTCOMES:**
- Land Use & Transportation Scenarios & Impacts
- Decision on Preferred Land Use Concept including potential Comprehensive Plan & Zoning Changes
- Decision on Preferred Transportation Circulation Concept including potential new streets and TSP Amendments
- Possible development agreement with community benefits

**ON THE EASTSIDE**, this study will assess the feasibility, opportunities, constraints, and support for a transit investment connecting to the Hollywood Town Center.

**EASTSIDE STUDY OUTCOMES**
- Alignment feasibility; opportunities + constraints of each
- Identify opportunity sites for future development
- Identify possible future land use and transportation changes
- Assess public/stakeholder support for alignments
- Identify most promising alignment for future study
 WHY STUDY STREETCAR?

A potential streetcar extension is one of multiple transit options currently being explored to better connect areas of future growth in Central Portland.

Streetcar extensions have been studied and recommended in numerous plans. These include the Transportation System Plan, Regional Transportation Plan, and 2035 Comprehensive Plan.

Streetcar is a highly effective, sustainable transportation mode. Streetcar ridership is as high as the busiest bus lines in the City. Since adding cars in the fall of 2019, streetcar ridership increased 24% in the first two months.

Streetcar is an equitable transportation mode, serving a more diverse and transit-dependent ridership than other modes in the region.

Streetcar investments have been coupled with development agreements for mixed income housing and other community benefits. Nearly 40% of Portland’s affordable housing portfolio is within a quarter-mile of the streetcar network.

Take a FAQ to learn more about the relationship between streetcar, development, and the policies that guide our work.

NORTHWEST ALIGNMENT: GETTING TO MONTGOMERY PARK

Multiple plans and studies have focused on bringing the Portland Streetcar to Montgomery Park. Within these documents, different alignment options have been identified - each with their own relative pros and cons.

The above alignment via NW 18th and 19th Ave and NW Wilson and York St is being used for analysis as part of this study.
WESTSIDE STUDY AREA

EXISTING CONDITIONS AT A GLANCE | PEOPLE & PLACE

DEMOGRAPHICS | EQUITY

To help inform PBOT’s racial equity and transportation justice work, the EQUITY MATRIX (left) uses census data to help better understand where the relative share of people of color and low-income households are higher. Each census tract is given a ranking from 1 to 5 for two equity priorities. These include the % of people of color and the median household income relative to the City as a whole. Darker areas with higher numbers are parts of the city with a higher share of equity-focused residents.

HOW LAND IS USED TODAY

The map to the left shows the current land uses by parcel within Westside Study Area in Northwest Portland.

ZONING TODAY

The map to the left shows the current zoning designations in the greater Westside Study Area. Note the current zoning designation for much of the former ESCO site is Heavy Industrial (IH).

COMPREHENSIVE PLAN DESIGNATIONS

Comprehensive planning helps the City of Portland prepare for and manage expected population and employment growth, as well as provide guidance for land use and public facility investment decisions. The map to the left shows the adopted 2035 Comp Plan designations in the greater Westside study area. Note: The 2035 Comp Plan identified the areas between NW Vaughn and NW Nicolai west of NE 24th Ave as Mixed Employment – which allows a greater diversity of employment uses than the more historically occupied this site.
HOW PEOPLE GET AROUND TODAY

- BIKE TO WORK
- DRIVE ALONE TO WORK

NW ST HELENS RD
NW 25TH AVE NW NAITO PKWY
NW CORNELL RD
NW LOVEJOY ST NW LOVEJOY ST
NW VAUGHN ST
NW THURMAN ST
NW YORK ST
NW NICOLAI ST
NW YORK ST
NW 23RD AVE
SW VISTA AVE
SW PARK PL
SW WASHINGTON ST
SW ALDER ST
NW YORK ST
NW WILSON ST
NW 21ST AVE
NW EVERETT ST
NW GLISAN ST
W BURNSIDE ST
19TH AVE
NW NORTHRUP ST
NW NORTHRUP ST
N INTERSTATE AVE
N GREELEY AVE
SW SALMON ST SW TAYLOR ST
NW YORK ST
NW YORK ST
NW THURMAN ST
SW PARK PL
SW 4TH AVE
NW BROADWAY
N RUSSELL ST
N KERBY AVE
N VANCOUVER AVE
N WILLIAMS AVE

HOW THE STREET IS DESIGNED TODAY

NW WILSON AT NW 24TH AVE

EXISTING TYPICAL CROSS SECTION

18'-12" sidewalk
19'-3" on-street parking + general travel lane
18'-28" on-street parking + general travel lane
10'-12' sidewalk (varies, with gaps)

Today, NW Wilson and York lack basic transportation infrastructure such as sidewalks and crossings. The pavement quality is very degraded.

NW 18TH AVE AT NW YORK ST

EXISTING TYPICAL CROSS SECTION

10'-0" sidewalk
10'-0" on-street parking + general travel lane
8'-0" center line
12'-0" signal mast

Today, NW 18th and 17th Ave have a wide, buffered bike lanes and one general purpose travel lane. As of last year, TriMet began running the Line 24 bus along this corridor.
EASTSIDE STUDY AREA

EXISTING CONDITIONS AT A GLANCE | PEOPLE & PLACE

DEMOGRAPHICS | EQUITY

To help inform PBOT’s racial equity and transportation justice work, the EQUITY MATRIX (left) uses census data to help better understand where the relative share of people of color and low-income households are higher. Each census tract is given a ranking from 1 to 5 for two equity priorities. These include the % of people of color and the median household income relative to the City as a whole. Darker areas with higher numbers are parts of the city with a higher share of equity focus residents.

ZONING TODAY

The map to the left shows the current zoning designations in the greater Eastside Study Area. The current mixed-use zoning along each of the corridors is generally supportive of future housing and commercial development.

HOW LAND IS USED TODAY

The map to the left shows the current land uses by parcel within Eastside Study Area in Northeast Portland.

COMP PLAN DESIGNATIONS

Comprehensive planning helps the City of Portland prepare for and manage expected population and employment growth, as well as provide guidance for land use and public facility investment decisions. The map to the left shows the adopted 2025 Comp Plan designations in the greater Eastside study area.
EASTSIDE STUDY AREA

EXISTING CONDITIONS AT A GLANCE | TRANSPORTATION

HOW PEOPLE GET AROUND TODAY

WALK TO WORK

The highest walk mode share is in
the NE 24th neighborhood, where
between 10 and 20% of people walk to
work. This compares to the city-wide
average of 6%. Most of the neighborhoods
largely fall into a walk share of
between 5 and 10%, with a smaller
share north of Broadway between NE
23rd and NE 28th.

TRANSIT TO WORK

More Portlnders ride to work from
their homes in the NE study area than
the city-wide average. Most of the
neighborhoods in the study area
have area walkings in the 5 - 10% mode
share.

TRANSIT ACTIVITY

Transit mode share is highest in the
study area north of 28th and east of
NE Broadway, West of Ceasar Chavez Blvd
(2016). All study area modestos have
a share of 10 - 15%, which is much more
than the city as a whole (12%).

SAFETY | VISION ZERO

TRAFFIC VOLUMES

People living in the NE study area
have a lower share of daily workers.
Among the three study areas, the NE
Broadway, NE 24th area falls largely
below the city-wide average.

TRANSPORTATION STATION TOTAL DAILY BOARDINGS TRANSIT SERVICES

E Burnside & NE Grand 8,037 Line 1, Line 19, Line 20
Hollywood Transit Center 8,029 Line 12, Line 19, Line 20
E Burnside & SE Sandy 1,652 Line 12, Line 19, Line 20
NE Couch & 12th 1,584 Line 12, Line 19, Line 20
NE Couch & Grand 1,347 Line 12, Line 19, Line 20

BROADWAY & WEIDLER

15,000
10,000
5,000
0

NE Weidler, NE 23rd to NE 24th: 12,500 daily vehicles
NE Weidler, NE 23rd to NE 24th: 2,000 daily vehicle
NE Couch, NE Grand to NE Sandy: 15,000 daily vehicles
NE Sandy, NE 33rd to NE 34th: 18,000 daily vehicles
NE Sandy, NE 33rd to NE 34th: 18,000 daily vehicles


TIMELINE & NEXT STEPS

ON DECK

1. HAPPENING NOW:
   • Westside Transit Alternatives Study
   • Westside Project Working Group Formation
   • Project Technical Advisory Group Formation

2. NOW - SPRING:
   • Project Team will work with community based organizations to explore and define desired community benefits.
   • Consultant Team will develop Urban Design and Land Use alternatives for evaluation

3. LATE SPRING / EARLY SUMMER 2020:
   • Urban Design Alternatives Public Open House Workshop

OVERALL PROJECT TIMELINE

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<th>Task 1 - Grant Administration</th>
<th>Task 2 - Project Management</th>
<th>Task 3 - Urban Design Analysis and Concepts</th>
<th>Task 4 - Community Equitable Needs and Opportunities</th>
<th>Task 5 - Land Use Analysis and Recommendations</th>
<th>Task 6 - Transportation Planning Analysis and Recommendations</th>
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<tbody>
<tr>
<td>Team Kickoff</td>
<td>Develop Ideas</td>
<td>Identify opportunity sites, develop themes</td>
<td>Evaluate land use alternatives</td>
<td>Evaluate land use alternatives</td>
<td>Utilities conditions</td>
</tr>
<tr>
<td>Public Workshop #1: Generate Ideas</td>
<td>Milestone: Team Work Session to Confirm Preferred UD/LU Alternatives</td>
<td>Identify potential station locations</td>
<td>Opportunities &amp; challenges matrix &amp; memo</td>
<td>Traffic analysis &amp; mitigation</td>
<td>TSP amendments &amp; standards tech memo &amp; utility recommendations</td>
</tr>
<tr>
<td>Public Workshop #2: Evaluate Alternatives</td>
<td>Strategic Public Engagement</td>
<td>Initial land use/urban design alternatives NW (3) IE (3)</td>
<td>Land use scenario analysis technical memo</td>
<td>Roadway network &amp; cross sections</td>
<td>Multimodal Street Plan (NW)</td>
</tr>
<tr>
<td>Milestone: Team Work Session to Confirm Preferred UD/LU Alternatives</td>
<td>Strategic Public Engagement</td>
<td>Select preferred alternative</td>
<td>Opportunity site reports (4-6 subareas or parcels)</td>
<td>Multimodal Street Plan (NW)</td>
<td>Multimodal Street Plan (NW)</td>
</tr>
<tr>
<td>Public Workshop #3: Evaluate Alternatives</td>
<td>Refine &amp; Select Preferred Transpo Alternatives</td>
<td>Refine preferred alternative</td>
<td>Multimodal Street Plan (NW)</td>
<td>Multimodal Street Plan (NW)</td>
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<tr>
<td>Milestone: Team Work Session to Confirm Preferred Transpo Alternatives</td>
<td>Document UD/LU</td>
<td>Framework report, draft and final</td>
<td>Multimodal Street Plan (NW)</td>
<td>Multimodal Street Plan (NW)</td>
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<tr>
<td>Public Workshop #4: Vol Drafts</td>
<td>Develop &amp; Analyze Transpo Alternatives</td>
<td>Technical assistance for the equitable development report</td>
<td>Multimodal Street Plan (NW)</td>
<td>Multimodal Street Plan (NW)</td>
<td></td>
</tr>
<tr>
<td>PS Commission &amp; City Council</td>
<td>Select Preferred UD Alternative for NW &amp; IE</td>
<td>Refine &amp; Select Preferred Transpo Alternatives</td>
<td>Multimodal Street Plan (NW)</td>
<td>Multimodal Street Plan (NW)</td>
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Make sure to sign up to join our mailing list. This is one of the best ways to stay informed future engagement opportunities related to this study.
ONGOING PLANNING EFFORTS

CENTRAL CITY IN MOTION
The Central City in Motion (CCIM) Plan identifies, prioritizes, and implements transportation improvements across the City’s core. Eighteen projects have been developed to reshape Portland’s streets into more safe, efficient, and flexible corridors.

CCIM projects within the MP2H study area include a roadway reconfiguration on NE Broadway/Weidler, improving a parking protected bike on NE Multnomah Street, coordinated multimodal improvements on Burnside and MLK/Grand/6th/7th. The MP2H plan should consider these planned projects when considering streetscapes and right-of-way configuration on these corridors.

ROSE LANES PROJECT
The Rose Lane Project is a city-wide initiative exploring how to get buses and streetcars out of traffic, helping more Portlanders get where they need to go. We will do this by making transit more reliable, quicker, and more attractive.

The Rose Lane Project will accelerate implementation of the City’s Enhanced Transit Corridors (ETC) Plan, adopted in June 2018. This project refines the transit priority “vision” for Portland and identifies a series of quick-build pilot projects for deployment in 2020 and 2021. The Rose Lane Vision encompasses a network of transit routes with transit priority improvements in locations with high transit delay, increasing transit speed and reliability.

Within the MP2H Study Area there are multiple priority corridors identified for Rose Lane Treatments. These include: the entire Portland Streetcar network, NE Broadway, NE Sandy Blvd, E Burnside and NE Couch St.

NORTHWEST IN MOTION
Northwest in Motion (NWIM) is a plan to make Portland’s Northwest District safer and more convenient for walking, biking, and riding public transit. People living in the NWIM project area travel by walking, biking, and transit at far higher shares on average than other Portlanders. The five-year implementation plan identifies and prioritizes projects that can be built in the next five to ten years.

The MP2H study area in northwest Portland overlaps with the northern and eastern extents of the NWIM project area. Projects in overlap areas should be coordinated with MP2H to ensure that the goals for both Plans are met through multimodal design. In particular, both plans are proposing corridor improvements on NW 18th and 19th avenues.
Want to share your thoughts?

Complete the Montgomery Park to Hollywood Study Open House questionnaire. This is the same information and questions that were presented at the Open House on March 2, 2020.

Click or enter this link:

www.surveymonkey.com/r/MP2H-OH1

Thanks for your feedback!