



PARKROSE-ARGAY DEVELOPMENT STUDY **FINAL REPORT**

ACKNOWLEDGEMENTS

This Parkrose-Argay Development Study final report was produced by Walker Macy in collaboration with the City of Portland Bureau of Planning and Sustainability. The Parkrose-Argay Development Study (aka, Rossi Farms Development Plan) was partially funded by a Metro 2040 Planning and Development grant.

The concept plan in this study was developed through the partnership and dedication of many individuals and groups, listed below, working to support the Parkrose-Argay community as it grows into the future.

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The Garre Family
Parkrose School District

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Traducere sau Interpretare	Письмовий або усний переклад	翻訳または通訳	Turjumida ama Fasiraadda
	الترجمة التحريرية أو الشفهية	ການແປພາສາ ຫຼື ການອະທິບາຍ	

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PROJECT BACKGROUND

Introduction

The Parkrose-Argay Development Study explored opportunities to create a complete and connected neighborhood on the over 30-acre site at NE 122nd Avenue and NE Shaver Street. The purpose was to create a concept plan for a walkable, community-oriented development that serves the area. In the process, the project team, composed of city staff, planning/design and real estate economics/market consultants, considered market conditions, financial feasibility, community perspectives and public policy goals for equitable growth on this potential opportunity site. The development study looks at the area in a holistic way to help achieve greater benefits for the community and owners, if or when it is developed.

One of the largest undeveloped properties in Portland, the study site has been owned and farmed by the Rossi, Giusto and Garre families for many decades. Notably, the land is home to the iconic Rossi Farms barn and adjacent farmland. It is close to many public assets and facilities, which makes it an ideal location for creating a complete and walkable neighborhood with commercial, residential and mixed-use development serving current and future Portlanders.

The site is located within a short walk to several schools: Shaver Elementary, Parkrose Middle School and Parkrose High School. It is also next to the newly developed Luuwit View Park and community garden. Recent changes to TriMet Route 73 on 122nd Avenue make it a “frequent service” transit line, which helps improve the site’s connection to jobs and other destinations via

MAX and other bus lines. Planning for other improvements on 122nd Avenue is expected to bring future upgrades to pedestrian crosswalks, bicycle safety and transit travel times.

The development study was partially funded by a Metro 2040 Planning and Development Grant (aka the *Rossi Farms Development Plan*) and is a cooperative effort between the City of Portland, Metro and the property owner families. This project explores possibilities for a legacy development that brings benefits to the community and helps to achieve City and regional goals for creating complete, healthy, connected communities.



Project Goals

Create a plan for a complete, walkable community-oriented development that:

- Serves community needs and provides desired goods and services.
- Includes housing serving a broad range of income levels and household types.
- Preserves iconic structures and acknowledges important site features and views.
- Supports and connects to living wage jobs in the area.
- Connects to nearby public services and amenities such as Parkrose High School, Parkrose Middle School, Shaver Elementary, and Luuwit View Park.
- Furthers the legacy of partnerships and community-spirited actions by the owners.

Project Objectives:

- Address city goals to create a more complete community.
- Address community aspirations for commercial uses, services and housing.
- Link to and leverage public investments in schools, parks, transit service and other amenities.
- Financially viable for property owners and future developers.
- Address city goals for housing that serves broad array of incomes and users.
- Engage populations that are typically underrepresented.
- Consider a range of options that are non-conventional.
- Produce lasting value and desirability to the neighborhood and property owners, and a lasting legacy to the Parkrose community and greater city of Portland.



A Family Legacy

The Rossi, Giusto and Garre families represent several generations of farming in the Parkrose area, and have shared the results of their hard work through civic engagement and support for a range of community groups and school sports teams. The Rossi and Giusto farm property was purchased in 1900 by Alfonzo DeBenedetti who had immigrated from Italy 20 years before. The farm was then purchased by Alfonzo's employees, Nick Rossi and Jim Giusto, in 1920. Nick's son Aldo continued farming and became a well-respected civic figure and a major supporter of school sports and after-school programs. The current Parkrose

High School and Parkrose Middle School are on land once farmed by these families. Similarly, the Garre family has owned their adjacent farmland for several generations. The current Argay Terrace and popular Luuwit View Park are on land once owned and farmed by the Garre family. The current generations of the three families together own and farm the property and continue their support for the community. The Rossi Barn and several homes and outbuildings, while not listed as historic landmarks, still contribute to the cultural history of East Portland.

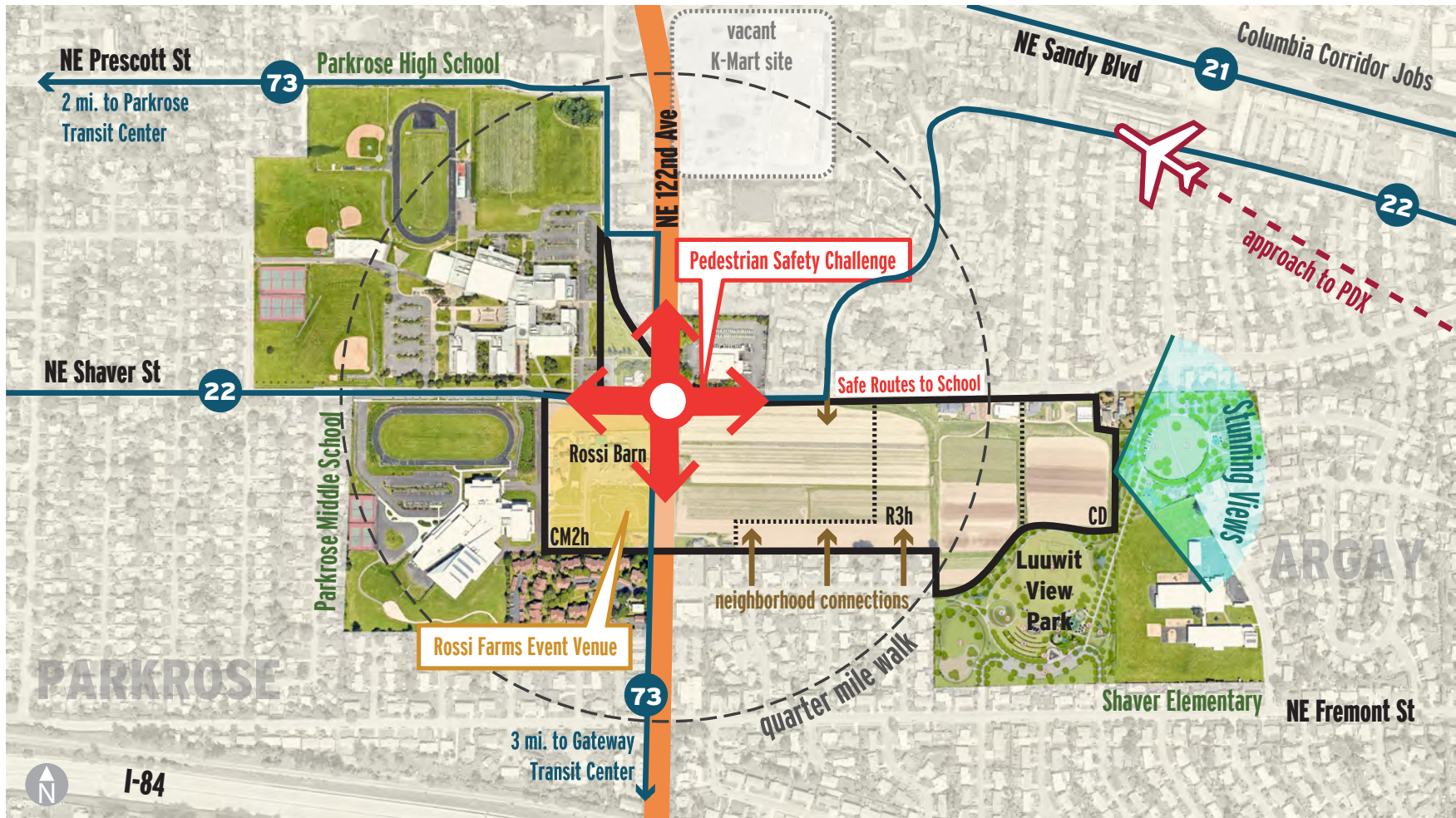


Figure 1: Site Analysis

Site Context and Analysis

The 30-acre study area is located roughly seven miles from downtown Portland, on a gently-sloping terrace with dramatic views north to the Cascade foothills and Mt. St. Helens and east to the Columbia River Gorge and Mt. Hood. With well-drained alluvial soils and good access to transportation networks, the area was well-suited to farming. Over the past 75 years, development has slowly encircled the study area, replacing farms with residential

development, auto-oriented commercial uses, and community facilities including schools and a park. Some residential streets have been extended to the edge of farm fields, anticipating future connections through. The study area is bisected by NE 122nd Avenue, a busy arterial street that poses connectivity and safety challenges but has seen recent improvements and will be further improved through future actions outlined in a related PBOT study.

The study area includes several existing structures, including the Rossi Barn and related outbuildings, including two houses dating to the early 1900s which are used for events. South of the barn, another house from the 1930s sits along the southern parcel boundary. On the east side of 122nd Avenue there is a house owned by the Giusto family. Another detached house occupies the parcel on the NW corner of the NE Shaver and NE 122nd intersection. Three additional single family homes sit on the south side of NE Shaver. One house is a newer structure built in 1990 and will remain on site, which is reflected on concept plans. An adjacent house, built in 1922, may also be retained. The other single family homes, the Garre barn and outbuildings are assumed to be removed for future redevelopment.

West of the study area is the Parkrose Middle School and Parkrose High School. The eastern boundary is shared with the City of Portland's Luuwit View Park and adjacent Shaver Elementary School. Neighbors along the southern boundary of the study area include low density apartment structures west of NE 122nd. East of 122nd, southern neighbors include a small office building and 10 single family houses. The northern edge of the site is NE Shaver Street. East of 122nd and north of Shaver are a US Post Office, several low-density apartments and attached homes, and single-dwelling homes further to the east.

The site is served by NE 122nd Avenue, which is a major city traffic street, and also an important transit street, bike street and pedestrian street. NE 122nd Avenue is designated a "Civic Corridor" in the Portland Comprehensive Plan, a designation that acknowledges its role as a key street for future development. On the north, the site is bounded by NE Shaver, which is a collector street, but also serves a transit street and bike and pedestrian street. Frequent service transit is provided on NE 122nd by Route 73. Local transit service is provided on NE Shaver by Line 22. The bus lines connect to nearby MAX stations at East Burnside,

Gateway, and the Parkrose Transit Center. NE Sandy Blvd, US 30, is a major city arterial street located less than one-half mile to the north. Interstate 84 is located about one-half mile to the south and provides access to regional destinations.

Farming continues on various parts of the site. One owner has expressed a desire to continue actively farming a portion of the property for the foreseeable future. Future phasing of development can accommodate this transition with coordination among the owners, however existing parcel lines may need some adjustments to accommodate phasing.

122nd Avenue Safety, Access and Transit Plan

The Portland Bureau of Transportation (PBOT) is developing a plan to identify improvements on 122nd Ave, between SE Foster and NE Marine Dr. PBOT will consider changes to the street cross-section, enhanced crossings, lighting, signal changes and more to meet the following overarching goals:

- Increase safety for all, improve pedestrian & bicycle access and support better transit while balancing the needs of freight & other modes.
- Identify improvements to help eliminate serious injuries and fatalities and remove 122nd Ave from the Vision Zero High Crash Corridor network.



Zoning

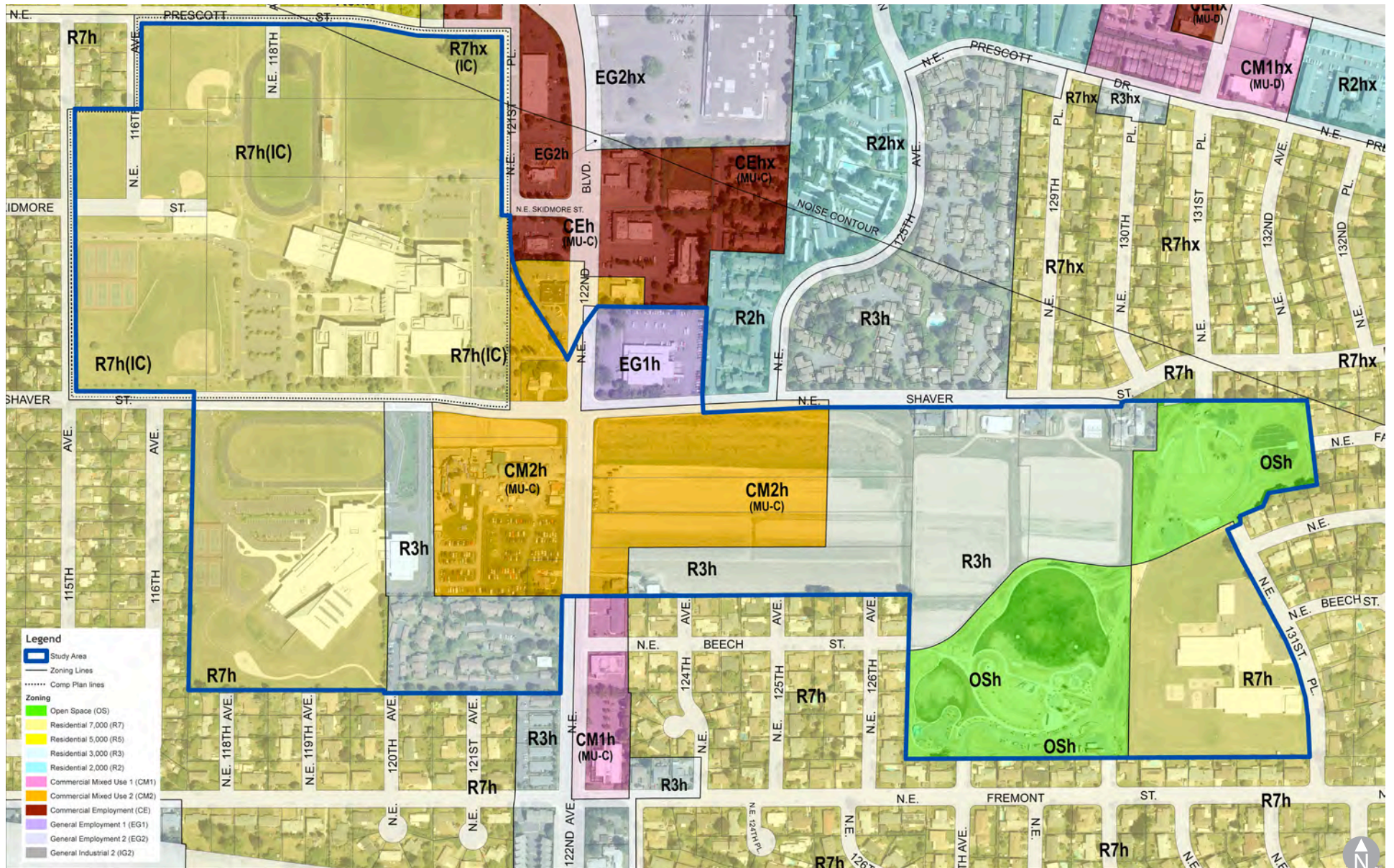
The site is currently in a combination of two primary zoning districts: Commercial Mixed Use 2 (CM2) and Residential 3000 (R3). Due to its relative proximity to Portland International Airport (PDX), the Aircraft Landing overlay zone (“h”) is applied to the site. Approximately 6.5 acres of the site lies west of NE 122nd Avenue, and is entirely in the CM2h zone. East of NE 122nd Avenue, approximately 8.9 acres of the site is zoned CM2h. To the east and south of this area, the remaining 17.1 acres of the site are zoned R3h. (See map on facing page).

The CM2 zone is a flexible medium-scale Commercial/Mixed Use zone. The zone allows a wide range and mix of commercial and residential uses, as well as employment uses that have limited off-site impacts. The maximum height limit is generally 45 feet, and buildings in this zone will generally be up to four stories tall unless floor area or height bonuses are used. Development is intended to be pedestrian-oriented, provide a strong relationship between buildings and sidewalks, and complement the scale of surrounding residentially zoned areas. When CM2 zoned sites are developed to include residential uses, a minimum residential density of 1 unit per 1450 square feet of site area is required.

The R3 zone is a low density multi-dwelling zone. It allows approximately 14.5 dwelling units per acre. The major type of new development will be townhouses and small multi-dwelling residences. The height limit in the R3 zone is 35 feet, and buildings will generally be up to three stories. This development is compatible with low and medium density single-dwelling development.

The City of Portland is currently underway with the **Better Housing by Design** project, a legislative effort to update and recast Portland’s multi dwelling zones. As part of that effort, the current R3 zone is proposed to be eliminated and replaced by the Residential Multi Dwelling 1 (RM1) zone. The proposed RM1 zone will also replace the current R2 zone. As such, the development standards of the multi-dwelling zones are changing, and maximum development allowances will be based on the amount of floor area allowed, rather than a maximum number of units per site area. Therefore, the maximum unit density in RM1 is flexible. For the Parkrose-Argay Development Study, a more significant issue is the new minimum density that will be required in RM1. Because R3 and R2 are both encompassed in RM1, minimum density is proposed to increase to 1 unit per 2500 square feet of site area. This new minimum is the same as current R2 minimum density, but represents an increase from 1 unit per 3750 square feet of site area currently required in R3. The base height limit of the proposed RM1 zone remains 35 feet, unless bonuses are used,

Given the likely adoption of the Better Housing by Design project and change from the R3 to RM1 zone, development in the concept plan is generally calibrated to respond to the new RM1 zoning, rather than the existing R3 zone.



Zoning Map provided October 9, 2018, by City of Portland, OR // Bureau of Planning & Sustainability // Geographic Information System

Figure 2: Zoning Map

The information on this map was derived from City of Portland GIS databases. Care was taken in the creation of this map, but it is provided "as is." The City of Portland cannot accept any responsibility for error, omissions, or positional accuracy.

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Community Involvement and Process

The study included substantial community involvement throughout the process, including the following:

Preliminary Outreach

City staff attended meetings with the Parkrose and Argay Terrace Neighborhood Associations, the Parkrose Business Association, Columbia Corridor Association, and Parkrose School District in Summer and Fall 2018 to share information about the study and gather preliminary ideas and feedback.

Project Working Group

A working group was formed to advise of public involvement issues and to provide feedback about the development of the concept plan. The group met monthly from November 2018 to July 2019 and included representatives from the following organizations: Argay Terrace Neighborhood, Parkrose Neighborhood, Parkrose School District, Parkrose Business Association, Columbia Corridor Association, Elevate Oregon, Self Enhancement Inc., Latino Network, and Historic Parkrose NPI as well as the property owners and staff from Metro.

Public Events

The project team engaged the broader community through three large public events:

- **Vision and Aspirations Workshop.** This workshop, held on December 18, 2018 and attended by close to 100 people, sought feedback from the community about the types of land uses, activities and development they thought appropriate and needed for the site if it were to be developed.
- **Concept Plans Workshop.** This workshop, held on April 18, 2019 and attended by close to 150 people, asked community members about the type of physical layout they preferred and what development features were important to include or retain. The workshop included significant participation from the Latino, Vietnamese and Russian/Slavic communities.
- **Preferred Concept Open House.** This open house, held June 19, 2019 and attended by about 100 people, was an opportunity for the community to see the integration of ideas from previous public workshops into the draft preferred concept plan. Additional feedback was taken from the community for fine tuning and consideration in next steps.



Market Analysis

Johnson Economics conducted a market analysis that evaluated a range of prospective land use types that could be accommodated on the site. The matrix on the following page outlines the general conclusions regarding the market viability of a range of use types on the site.

There are a wide range of prospective uses that could be successfully developed and marketed on the site. The scale of the site is largely unique in the current market, providing the opportunity to develop a master plan that mixes a range of uses into a cohesive community. The viability of development forms and the resulting highest and best use conclusion will be a function of what is supportable by the market in terms of product and pricing as well as development costs. The following is a summary of the basic conclusions regarding achievable pricing and general program guidelines for each of these uses.

Office Space (\$20.00 to \$24.00 NNN rent per sf per month)

The study recommends that any office space on the site focus on neighborhood-serving tenants or larger tenants looking for relatively low-cost space on a build-to-suit basis. The transit availability in the area will likely require suburban parking ratios, at least in early phases.

Rental Apartments (\$1.65 to \$1.85 per sf per month)

Rental apartment development at the subject site should be priced higher than rental units currently available in the immediate area, but likely still below the level of units in the Gateway area closer to more frequent transit. While the local apartment market is late in the current cycle, with a significant pipeline of new supply expected to weaken market conditions and subsequently achievable rents, the eastside market has not seen a similar amount of new construction to-date.

Attached and Detached Ownership Product (Attached \$300 to \$375 per sf; Detached \$275 to \$325 per sf)

The local attached for-sale market has significant depth, with ownership housing construction outpaced by demand in the current expansion cycle. The site's location and current lack of pedestrian amenity will place it at a competitive disadvantage vis-à-vis the more urban products used as comparables. A market also exists for detached single family homes, which could be in a traditional format or a cottage cluster configuration. Pricing would be similar on a per square foot basis to attached product, but overall pricing would be higher for larger units.

Retail (Rents \$20.00 to \$24.00 NNN per sf per month)

There are a range of retail opportunities at the subject site, both for smaller scale service and retail users as well as selected anchor tenant opportunities. There is an interest in a grocery function at the site, and the demographic analysis indicates that this may be a viable tenant type. The site does not meet the typical requirement for this type of use (being at the intersection of two arterials) but pursuing this option may still yield some interest. Other destination retail uses that have their own draw include brewpubs and health clubs, and may be viable candidates. The local community, new development, and drive by traffic on NE 122nd Avenue will likely support some inline retail space. The depth of this demand pool is likely limited though, and retail should be clustered to support cross shopping opportunities and increase the joint draw.

USE TYPE	MARKET CHARACTERISTICS	PRODUCT CHARACTERISTICS
RETAIL COMMERCIAL	<ul style="list-style-type: none"> • GOOD TRAFFIC COUNTS AND DAYTIME POPULATION • LIMITED RESIDENTIAL DEPTH TO NORTH 	<ul style="list-style-type: none"> • LIMITED-SCALE CENTER • PAD SPACES • GROUND-FLOOR OPTIONS • GROCERY? • FARM-RELATED/THEMED • BRANDING OPPORTUNITY
OFFICE COMMERCIAL	<ul style="list-style-type: none"> • LIMITED REGIONAL ACCESS • ACCESS TO LOCAL AND DAYTIME POPULATION • LIMITED RENT EVIDENCE 	<ul style="list-style-type: none"> • MEDICAL OFFICE • SERVICE-BASED OFFICE • BACK-OFFICE PROCESSING • SURFACE PARKING
RENTAL RESIDENTIAL	<ul style="list-style-type: none"> • LATE CYCLE REGIONALLY BUT LOCAL OPPORTUNITIES • LOCALLY ACHIEVABLE \$1.65-\$1.85 RENTS • LIMITED PARKING CHARGES 	<ul style="list-style-type: none"> • WOOD-FRAMED WITH SURFACE PARKING • NEEDS HIGHER RENTS FOR MORE URBAN PRODUCT • STRUCTURED PARKING LIMITATION
OWNERSHIP RESIDENTIAL	<ul style="list-style-type: none"> • VIABLE FORMS, WIDE RANGING • EARLY CYCLE FOR RELATIVELY AFFORDABLE PRODUCT 	<ul style="list-style-type: none"> • TOWNHOMES • COTTAGE CLUSTERS • SMALL LOT/ZERO LOT LINE • SINGLE FAMILY DETACHED • CONDOMINIUM FLATS
MIXED USE	<ul style="list-style-type: none"> • LIMITED LOCAL EXAMPLES, PARTICULARLY FOR VERTICAL MIXED-USE 	<ul style="list-style-type: none"> • MARKET CONDITIONS BY COMPONENT SIMILAR • COMPLEMENTARY USES MAY INCREASE MARKETABILITY • CAN BE MORE COSTLY/DIFFICULT TO DEVELOP

Table 1: Potential Development Program

WHAT WE HEARD

The Vision Workshop

About 100 people from neighborhoods, business groups, schools and other community organizations attended the Vision Workshop at Parkrose Middle School. BPS staff gave a brief presentation of the goal to develop a concept plan for a complete and connected community in the area, with new housing, commercial and community services, supported by three schools (Parkrose High School, Parkrose Middle School and Shaver Elementary School) and the new Luuwit View Park.

Joe Rossi, one of the landowners, spoke about the opportunities available by partnering with the City, Metro and the Parkrose School District on the project. He welcomed input from residents and community members, saying “*We can’t do this by ourselves.*”

Summary of Major Themes at the Vision Workshop:

- **Community Services.** There is strong support for a grocery store and other community-oriented shopping and services such as restaurants, coffee shops, etc.
- **Views.** Views of Mt. Hood and Mt. St. Helens are prominent community identity features; development should try to respect these features.
- **Character.** The existing “character” of the area is important to many, who suggested we build on the assets and work to keep the feel of the community.
- **Gathering Place.** Create spaces where the community can gather and meet each other.
- **Traffic and Safety.** The community has concerns about traffic problems, safety and crime. Speeding traffic was mentioned frequently.
- **Walkability.** There is a desire among many to make the community more walkable and bike friendly; however, many noted the need to accommodate cars and provide adequate parking.
- **Scale and Density.** The type, scale and density of any new housing is a concern to many. Some respondents feel that there is already an adequate supply of affordable housing (apartments), while others seek more affordable options.
- **Identity.** The tradition of agriculture in the area and some of the agricultural buildings give the area a special identity.
- **Parks and Schools.** Many comments noted that the new Luuwit View Park is a valued community asset, as are the local and nearby schools.

More information is included in the [Parkrose-Argay Development Study - Vision Workshop Report](#) which is available from the Portland Bureau of Planning and Sustainability.



*"I love the quiet aspect of our neighborhood. Several wonderful young families in our neighborhood as well. We love the new Luuwit Park to go to with our kids."
- Workshop Participant on What they Like Most About the Area Now*

*"122nd and 102nd are very busy streets. It's hard to cross 102nd from Parkrose to Maywood Park."
- Workshop Participant on What Needs to Change or Improve About the Area*

*"Affordable homes, diverse residents, relatively close to Portland. I like the large size of existing lots, but realize the region needs to accommodate more dense housing."
- Workshop Participant on What they Like Most About the Area Now*

*"General services - grocery for sure, coffee shops, things for kids to do, retail shops, restaurants."
- Workshop Participant on What is Missing From the Area*



Preliminary Development Program

Through discussions with the project team, city staff, owners and other stakeholders, an initial program of development was outlined to guide concept planning. This program consists of the following uses:

Grocery Store

There is community demand and market support for a medium-sized grocery store (30-40,000sf). This would likely be a single-story building, but could potentially occupy the ground floor of an apartment building if future market conditions support this type of construction. Surface parking would be needed (120-200 spaces), but some could be accommodated in a structure (single level below a podium or on the roof), which would entail added expense but provide a more efficient land use.

Commercial buildings (stand-alone)

Near the grocery store and along NE 122nd Avenue, commercial buildings (5,000 to 12,000sf) with associated surface parking could accommodate single users, particularly small restaurants, coffee shops or neighborhood services.

Apartments

Multi-dwelling apartment buildings in the CM2 zone are allowed up to a height of 45' height (4 stories) and up to 35' in the RM1 zone. Due to likely rent levels and costs of construction, apartments will be wood-framed with simple footprints and double-loaded corridors. The concept plan assumes a rough average unit size of 950gsf, which allows for a future range of studios, 1, 2, and 3-bedroom units. The RM1 zone may also see simple 2-3



story walk-up apartments (typically without elevators). A single operator could feasibly build and lease many of the apartments in the study area, and could add an amenity such as outdoor space, a pool, and/or a building with common space and gym for the tenants. Rents would support surface parking with some tuck-under/podium-style parking possible in some buildings. Future developers will seek to balance market demands for parking with the city's incentives to reduce parking close to bus transit on NE 122nd Avenue.

Mixed Use

Along the east side of NE 122nd Avenue, community-serving retail uses and services are desired. Ideally, these can be provided in mixed-use buildings that feature residential uses above commercial or community-serving uses on the ground floors. These buildings may require a concrete 'podium' for the ground floor, to meet additional fire and structural requirements for commercial uses. Ideal locations for commercial uses will be at the corners of these buildings, for most visibility. There are also opportunities for these spaces to be occupied by restaurants or cafes with outdoor seating spilling out into adjacent plazas and greenspaces to further activate the street life.

Cottages

The Northwest has seen several examples of cottage development, where small homes are arranged around common greenspace. These encourage a sense of community among residents and also meet goals for higher density housing. Parking is often provided in central garages or small surface parking lots. Some cottage communities include central common buildings, with gathering space, tool storage or dining areas. While this infill development type is popular, it is a niche type of housing with a limited market that is typically only built on unique, small parcels.

Townhouses

Townhouses are a housing type that can provide higher density and efficient land use by attaching homes in groups of 4-8, with narrower footprints, 16'-24' wide. The total square footage depends on the number of stories and depth of the footprint, but houses are typically large enough to provide housing for a variety of households, including families with children. Townhouses can include a rear garden, or they can have attached rear garages, accessed off an alley. They can provide opportunities for home ownership at lower price points than detached houses on individual lots.

INITIAL IDEAS



Figure 3: Initial idea sketches

The design team, inspired by community responses, began by preparing sketches to lay out green space, new streets, locations of commercial areas, where to put high and low density buildings, and how to incorporate the iconic Rossi Farms barn into the new development. Initial ideas were also informed by technical information about market conditions and city requirements for street connectivity and zoning allowances.

Green Space

Neighborhood green spaces will be necessary in the project and could be laid out in several ways to benefit the people who live here. The design team explored organizing small pocket parks as nodes along a main street that connects the neighborhood; as a larger, central green with views to Mt. Hood and Mt. St. Helens; and as a green addition to Luuwit View Park that opens up the pinch point at its center.

Street Layout

The design team examined different street layouts, starting with an option that featured standard block sizes for the neighborhood, street connections that align with existing roads and meet public connectivity goals, and a new roadway that provides better access to Luuwit View Park along its western edge. A second option used fewer full street connections but included pedestrian and bike connections between streets. This option offers less visibility for commercial uses like retail or dining and less vehicle access for residents, but safer ways to move across the neighborhood for children and other vulnerable users. The design team proposed another option with a strong diagonal street to frame the view of Mt. Hood and offered example images from other communities where streets had been designed to frame important views.

Commercial Areas

Participants at the vision workshop expressed a desire for more things to do in community-oriented spaces and NE 122nd and NE Shaver both offer good visibility for commercial uses like retail or restaurants. The design team explored commercial development concepts along NE 122nd, along NE Shaver, encircling and supporting the existing barn, and along a quieter “main street” perpendicular to NE 122nd toward the interior of the development.

Building Height

To provide the population needed to support community-oriented retail and to meet the city’s goals for quality, comfortable density that meets zoning code requirements, buildings can range from 1 to 4-stories, likely with many between 2 and 3 stories tall. The design team explored two primary options. In one option, taller buildings are situated near 122nd and Shaver and smaller buildings are located closer to Luuwit View Park and surrounding neighborhoods. In another option, taller apartments are located along the Luuwit View Park edge to give more people who live in that denser environment access to the amenity of the green space provided by the park.

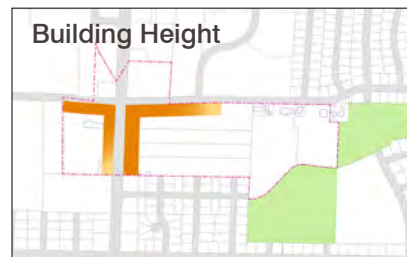
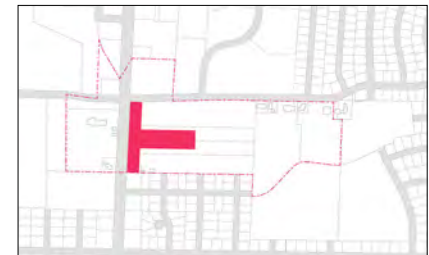
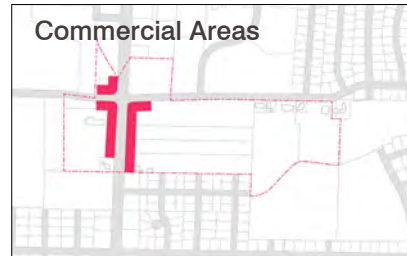


Figure 4: Initial idea sketches



Barn Location

Participants at the Vision Workshop noted that the agricultural heritage of the area is significant and the barn is an important part of that identity. The design team explored different ways to retain the barn, whether in its current location, or moved to a new one. The team also shared examples of barn spaces used as food incubators, event centers, and community hubs. In its current location, with visibility from both Shaver and 122nd, and accessible to nearby schools, the barn is well-sited for food and events. The alternate locations the team considered for relocating the barn included:

- 1) near Luuwit View Park to support park events;
- 2) in a central community space within the new neighborhood development neighborhood, *or*
- 3) at the corner of NE 122nd and Shaver to function as a commercial neighborhood gathering place and beacon for the identity of the neighborhood.

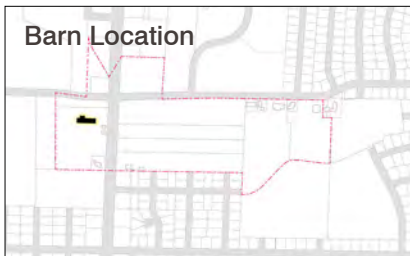


Figure 5: Initial idea sketches

WHAT WE HEARD

Initial Design Ideas

The project team presented these initial ideas as well as a market analysis to the Project Working Group on February 6th, 2019. Based on feedback from the working group, as well as feedback from property owners, City agencies, and the project team, the design team developed these ideas further into the six preliminary concept plans on the following pages.

PRELIMINARY CONCEPT PLANS

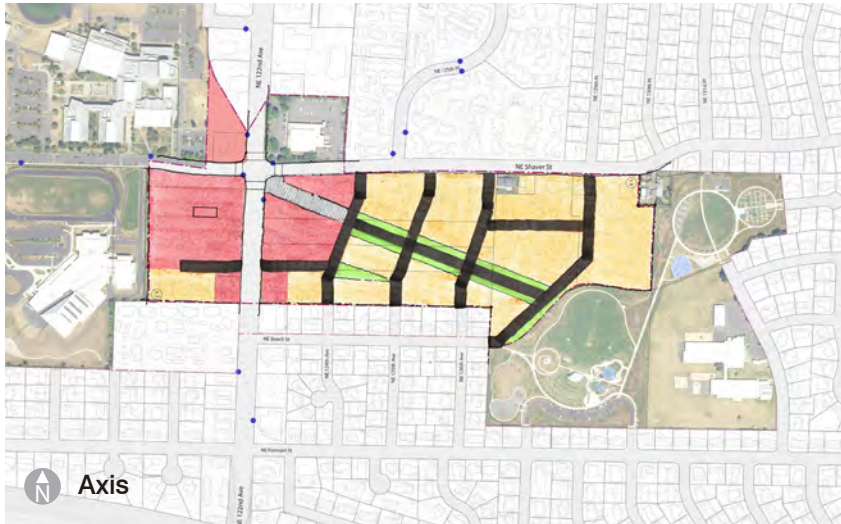


Figure 6: Axis Concept

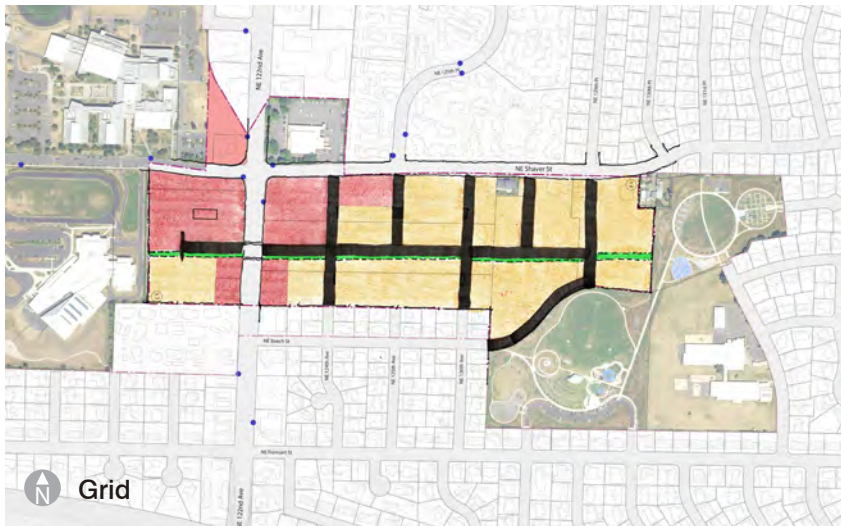


Figure 7: Grid Concept

The design team developed six preliminary concept plans for the development of the site that responded to the feedback from the Vision workshop and many project partners. *(In the diagrams of site development, red denotes commercial areas, yellow denotes residential areas, black lines are streets, and green is park space or wide, green roadway frontages.)*

Axis

This concept orients a diagonal street toward Mt. Hood to preserve and frame that iconic view, which many community members said was important to them. Green space to either side ensures a gracious vista. North-South streets orient toward Mt. St Helens and are offset from connections to the streets to the north to discourage cut-through traffic. An extension of Beech Street along Luuwit View Park provides better access to the park, and additional public parking. New residences are oriented toward Luuwit View for enhanced visibility and increased public safety.

Grid

Perhaps the most efficient use of land and the easiest to navigate, the grid concept connects at regular intervals. It eliminates a few connections to the south to leave some larger, flexible development sites and to discourage cut-through traffic. The central street includes a wide landscaped zone to facilitate safe walking and biking. An extension of Beech Street along Luuwit View Park provides better access to the park and additional public parking. New residences are oriented toward the park for enhanced visibility and increased public safety.

Organic

Inspired by the suburban, agricultural character of the site and following its topography, the organic concept uses curving roadways to organize the new neighborhood. One roadway continues the existing curve of NE 125 Place and connects it to NE 124th Ave to the south. No other neighborhood roadways connect through Shaver. This concept provides the most new roadway frontage along Luuwit View Park, but may be less able to support commercial and multi-dwelling buildings due to their larger, rectilinear floor plates conflicting with diverse angles at the curves.

Green Spine

This concept focuses roadway connections North-South and uses a broad, green pedestrian connection with three central greens to unite the neighborhood East-West. Each green has a different character; the one near 122nd would serve commercial uses and likely take the form of a plaza, the one in the center would be neighborhood-serving and could include parks or gardens, and the one near Luuwit View Park would function as an additional entrance to the park.



Figure 8: Organic Concept

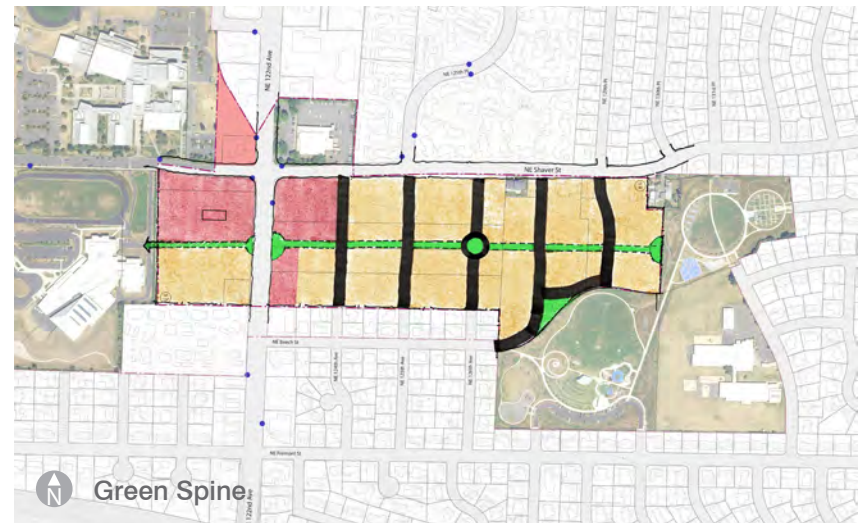


Figure 9: Green Spine Concept

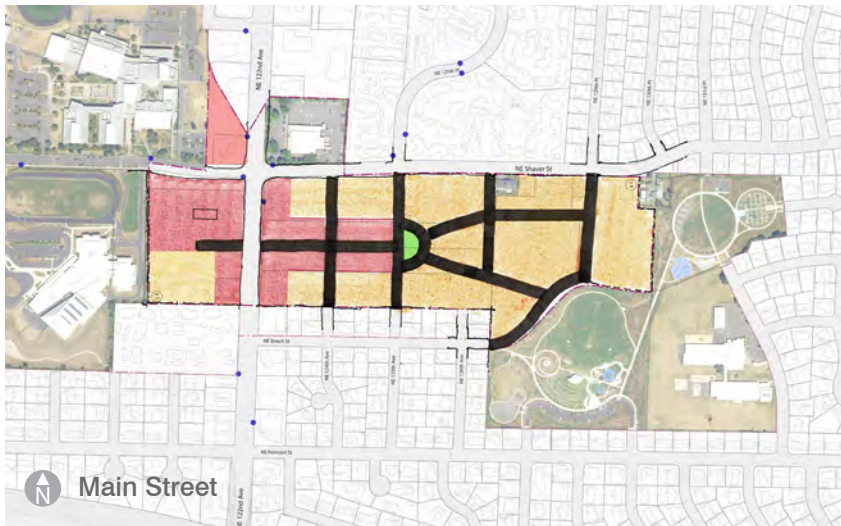


Figure 10: Main St Concept



Figure 11: Status Quo Concept

Main Street

The Main Street concept develops the idea of commercial uses on a quieter street internal to the neighborhood. Commercial businesses are also located along NE 122nd Avenue, and views from NE 122nd down the main street would be essential to its success. A commercial area laid out in this way would be inherently neighborhood-serving and, as it's not on a street with major connections, would have less traffic for a safe, walkable environment. The main street terminates in a central green where a new roadway begins to the southeast, framing Mt. Hood.

Status Quo

The project team also explored how this site might develop if it were sold or developed piecemeal over time by individual owners without master planning. It is likely that this could result in disconnected development with cul-de-sacs at parcel lines connected with narrow pedestrian paths. Drawbacks of this kind of development include: a lack of access to Luuwit View Park for the surrounding neighborhood; the possibility of fences or back yards fronting the park and pedestrian connections; potential to obscure the view of Mt. Hood; and likely poor walking or biking connections to neighborhood destinations such as schools, and future/new businesses on NE 122nd Avenue and Shaver. As a result, people are more likely to take a route through their neighborhood, end up on a busy street, and ultimately drive their cars more often, inhibiting their connection to community, health, and quality of life.

Examples of new commercial buildings



Examples of new apartment buildings



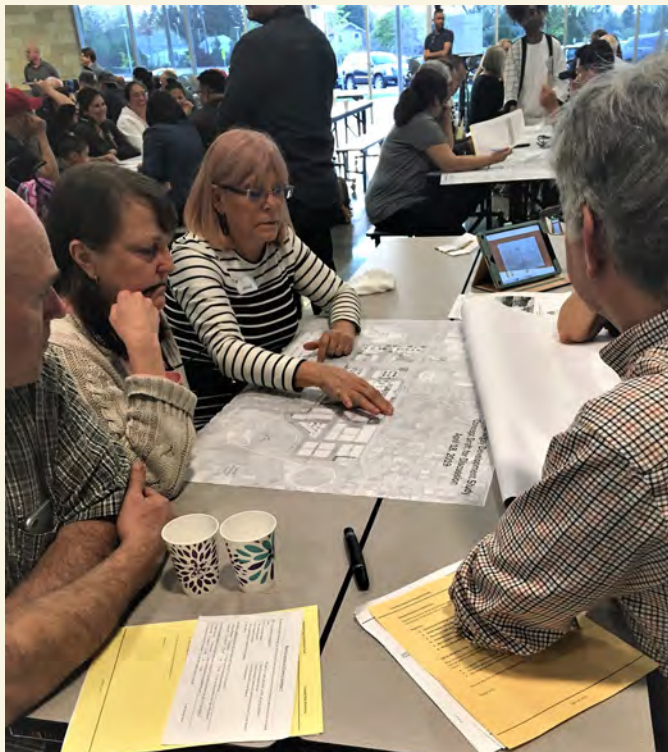
Examples of rowhouses and cottages



WHAT WE HEARD

Preliminary Concept Plans

The project Working Group, property owners, and city reviewed these six preliminary site concept plans and noted a preference for individual elements from each, including a view to Mt. Hood, a central neighborhood commercial center, efficient blocks, and a walkable, well-connected community. Retaining the barn was a key design element and reviewers generally preferred it in its existing location or in the center of the new neighborhood. The Project Working Group expressed a preference for the concepts that use the Axis, Main Street, and Grid designs as their basis, and suggested that the design team incorporate the other elements they preferred into more detailed concepts. These three concept plans are further detailed in the following section and were brought forward for review at a public workshop in April 2019.



THREE DRAFT CONCEPT PLANS

Each concept plan is made up of commercial and residential buildings bounded by parks and streets. Commercial buildings are shown in red, apartments are shown in orange, townhouse lots are white, and cottages are brown. Green space denotes places for people to recreate, play, garden, and find a quiet moment for reflection. New streets are shown in gray and their sidewalks are tan, although the actual design of sidewalks would include trees, planter beds, and streets would have parking on one or both sides.

The commercial buildings in each plan reflect guidance from the market report about the amount and types of commercial businesses this neighborhood could support. They also reflect what the community said was important to them: neighborhood-serving businesses that provide things to do for diverse groups at many times of day. Although the zoning code does not preclude future developers from locating a single, large store in the area, this plan promotes the community's preference for neighborhood-oriented development along walkable streets. Many neighbors and landowners talked about the need for a grocery store in the neighborhood, which the market report supports as a possibility, and a grocery site is included in two of the three options.

Each plan reflects a need to support more people throughout Portland with a range of housing in neighborhoods that provide a high quality of life. Apartment buildings are key to this goal; they provide a home to those who cannot or choose not to own a detached home in a neighborhood with access to schools, parks,

and transit. Apartments are generally located closer NE 122nd Ave and NE Shaver Street, to provide access to commercial amenities and schools, although one concept also locates smaller, garden apartments near Luuwit View Park. The townhouses provide an opportunity for ownership at a potentially more-affordable price than a new detached house. The townhouses and larger apartment units may also provide more affordable housing for families, some of which are threatened with displacement due to the area's rising housing costs. Each plan also explored cottage clusters on one block. This development type is another way to provide smaller, more affordable homes of 1- to 2-stories in clusters around shared private open space. However cottages cannot provide homes to as many families as townhouses given the same block size.

All plans include shared public green space, which serves the community and is a necessary component of the development. Streets are designed to support slow moving vehicle traffic, bikes, and safe, comfortable pedestrian movement. The main connecting streets are generally 62' wide; which includes sidewalks, trees, and parking on both sides; and the smaller connecting streets are 52' wide; which matches the streets in the neighborhood to the south, although the ones in the new neighborhood devote more space to sidewalks and less to roadway.



Figure 12: Refined Concept: View Corridor

The **View Corridor** concept frames the view of Mt. Hood and creates a strong connection between the corner of NE 122nd Avenue and Shaver Street to Luuwit View Park. The first block of this connection is a pedestrian plaza to support neighborhood-oriented retail, and the barn is relocated to the plaza as a community icon and center of activity. Commercial uses are along NE 122nd Avenue. This concept locates a neighborhood grocery store at the corner of NE 122nd and Shaver for high visibility and convenience to the schools and neighborhood.

Apartment buildings are located on the west side of 122nd south of the grocery, and could support families well with close access to Parkrose Middle School. Larger apartment buildings with more families and amenities are in the center of the block while smaller garden apartments provide a transition to the south. On the east side of 122nd, apartment buildings transition to townhouses near

existing single-family homes and the park. The diagonal streets in this concept leave irregular block sizes where they intersect, therefore the design team explored the potential for a cottage cluster on a triangular lot. Cottage clusters are flexible in size and shape and allow these lots to be well-used.

Community green spaces in the corners of triangular lots provide places for recreation, contemplation, stormwater management, and larger trees. Homes near Luuwit View Park face the park at every opportunity to provide views for residents, enhance value and provide increased visibility to enhance park safety. An existing house along NE Shaver Street that is intended to remain as the site develops is integrated within a new townhouse community. Road connections to the southern neighborhood end at NE Shaver Street to discourage cut-through traffic.



Figure 13: Refined Concept: Main Street

The **Main Street concept** focuses on extending commercial buildings into the interior of the new neighborhood, creating a vibrant, walkable ‘main street’ somewhat removed from busy traffic on 122nd Avenue. This Main Street (Street ‘A’) ends in a community space, anchored by the relocated barn, and then angles to the southeast to frame a view of Mt. Hood and terminate at Luuwit View Park. Other streets are arranged in a linear north-south grid as extensions of neighborhood streets, and NE 125th extends through the site and intersects with NE 125th Place which continues north of Shaver. This concept includes commercial uses on all the land west of 122nd Avenue including the small parcel north of Shaver Street.

The concept also locates apartment buildings between Street A and Shaver Street, with parking lots encircled by buildings to hide the parking from adjacent streets. Townhouses are predominantly located east of the proposed extension of NE 126th Ave and south of ‘Street A’, offering a transitional lower-density buffer between single family neighborhoods to the south. A small pocket of 7 cottage units is located directly across NE Beech Street from Luuwit View Park.



Figure 14: Refined Concept: Grid Streets

The **Grid Streets concept** features one primary east-west street bisecting the site, and extensions of existing neighborhood streets to the south terminating at NE Shaver Street. NE 125th Avenue is extended into the site but ends at Street A to avoid cut-through traffic. This concept has the least amount of commercial uses; they are focused around the intersection of NE 122nd and Shaver, with pedestrian plazas at the SW and SE corners of that intersection. The barn is preserved in its current location, but two small new commercial buildings are proposed to create a more enclosed space around the barn, shielded it from traffic noise. South of the barn, another new commercial building frames the north edge of 'Street A'. South of this new street, a block of 3 new apartment buildings enclosing a green space is proposed, with surface parking behind.

On the east side of 122nd east of the commercial uses, several blocks of apartment buildings are sited, including a larger complex of six apartments framing a parking lot. This complex could be well-suited to development as an apartment 'community' managed by a leasing company and including on-site amenities like a fitness center. Street A is lined with apartments, providing a walkable frontage, with front doors and potentially front stoops or terraces facing the street; parking is located behind the buildings accessed off alleyways. A small cottage community with 10-12 cottages arranged around a central green is also included. East of the extension of 126th Avenue, townhouses are arranged in several blocks, some of which face common greenspaces. A small pocket of 3-story apartments is located north of the NE Beech Street extension, with three of the buildings situated to take advantage of views of Luuwit View Park.

WHAT WE HEARD

Three Concept Plans - Open House #2

Participants at the Concept Plans Workshop provided feedback in small groups at the event and in a written feedback form. The following are highlights from the comments:

Summary of Major Themes at the Open House #2

- **View Corridor.** Strongest support for “view corridor” concept.
- **Barn.** Many participants prefer the current location of the barn and some suggest repurposing the barn for more community-oriented and accessible functions.
- **Homes.** Some participants prefer to see more cottages and fewer townhouses.
- **Community-Serving Retail.** Strong support for grocery, retail, and community uses.
- **Pedestrian Connections.** Desire to create safe and attractive pedestrian connections.
- **Density.** Concerns about larger buildings, apartments.
- **Green Space.** Add more green space and open areas.

More information is included in the [Parkrose-Argay Development Study - Concept Plans Workshop Report](#) which is available from the Portland Bureau of Planning and Sustainability.

Refinement of the Concept Plans

Subsequent to the workshop, refined versions of the concept plans were prepared. Several options were explored, with increasing level of refinement and detail. Major revisions including shifting the grocery store south along NE 122nd Avenue, adding a signal on NE 122nd, and planning for smaller townhouse lots. These iterations were shared with project stakeholders and the project Working Group and a Preferred Concept was developed.

Key changes in the refinement phase include:

- Shifting the grocery store south and maintaining the barn in its current location as an event space, to be considered for redevelopment at a later date.
 - Reducing the scale of the diagonal pedestrian walk on the Mt Hood view corridor and shifting it south to accommodate more mixed use development between this corridor and NE Shaver Street.
 - Removing housing development from the west side of NE 122nd Avenue to allow for more commercial uses.
 - Refining the design of NE 122nd Avenue to include on street parking on the east side of the street and to support retail as well as adding new bicycle and pedestrian facilities.
 - Refining the blocks with proposed apartments to reflect parking needs and more realistic building footprints
 - Adding more apartments to the block between NE 125th and NE 126th, south of NE Shaver and north of the view corridor street, in order to meet residential density requirements anticipated in the new RM1 zone.
- Refining the arrangement of townhouses in the RM1 zoned area of the site, adding townhouse footprints to illustrate a more realistic and efficient development plan.
 - The NE Beech St extension is refined to provide a curvilinear, public edge to Luuwit View Park, which will include on-street parking for park users.

PREFERRED CONCEPT PLAN

The Preferred Concept Plan utilizes the View Corridor draft concept as its primary framework, with additional refinement resulting from program discussions with the property owners, technical work sessions with City staff and feedback from the Project Working Group. The overall vision is for a new walkable, family-friendly community that is integrated with its context, respectful of existing neighborhoods and provides new commercial opportunities along a revitalized 122nd Avenue.

Primary concept plan elements include:

- Street and block layout oriented to capture views of Mt. Hood and Mt. St Helens.
- Enhanced pedestrian and bike connections throughout the development and direct walking connections between Luuwit View Park and schools.
- Iconic Rossi barn maintained in its current location and adapted for commercial and community-oriented uses.
- Generally conformity to zoning: CM2 (Commercial Mixed Use 2); and proposed RM1 (currently R3), a low density multi dwelling zone. Minimum densities are met or exceeded, and a variety of housing types are provided: apartments, townhouses and cottages.
- Blocks allowing flexibility to adapt to changing conditions, e.g., some rowhouse blocks could be designed for cottages; mixed use buildings could be single-story retail or multi-dwelling housing.
- There is a transition in scale, with larger buildings oriented near NE 122nd Avenue and smaller scale buildings near the existing neighborhood edges and Luuwit View Park.
- Locations for desired community-serving commercial uses, including:
 - a medium-size grocery store
 - a food court/event space located around the existing Rossi barn
 - additional opportunity for shops and services located on the ground floor of future mixed use buildings or in stand-alone commercial buildings
- On-street parking on the east side of NE 122nd Avenue to support commercial uses; significant on-site parking near grocery and barn to support those commercial uses.
- An enhanced pedestrian crossing of NE 122nd Avenue, with a traffic signal if warranted.



Figure 15: Preferred Concept Plan

Program

As envisioned, the preferred concept plan's development program can yield up to 745 residential units, broken out as follows:

- 598 apartments, including:
 - 503 market rate apartments
 - 95 affordable apartments at 80% MFI
- 138 townhomes
- 8 cottage homes
- 1 single-family detached house

The plan proposes 86,500 square feet of commercial space, which includes a 34,000sf grocery store. It also proposes repurposing the current barn as a food hall/entertainment/meeting venue.

Since this is just a concept plan for development, the actual development program could vary from the unit and square footage totals listed above, and the layout and configuration described below. However, as depicted the program for the Preferred Concept Plan meets multiple objectives identified at the outset of the study:

- provides opportunity for a grocery store and community serving shops and services;
- provides for ownership and rental housing opportunities serving a variety of household sizes and income ranges;
- meets minimum residential density targets in conformance with zoning;
- provides connectivity for pedestrians, bikes and motor vehicles within the site and to the community;
- provides a financially feasible development approach for property owners;
- preserves iconic structures and elements of the sites agricultural heritage.



Commercial Uses

Traditionally, commercial uses like retail, dining and office spaces seek to locate in areas that either have good visibility to passing cars and transit, or are in vibrant, walkable areas with a lot of foot traffic and destinations. The fact that NE 122nd Avenue bisects the site is currently a constraint to pedestrian safety and traffic travels quickly past the site with auto-oriented commercial uses to the north and south. The proposed concept takes advantage of the significant traffic and transit use by locating commercial uses on either side of NE 122nd Avenue. Such uses are probably not as viable more than a block east or west of NE 122nd.

The plan proposes a grocery store on the west side of NE 122nd, which could become a catalyst for additional commercial development drawn by the potential to 'capture' customers before or after their grocery visit. Access to the grocery is from two roads intersecting with NE 122nd. The first, 300' south of the NE Shaver intersection, would have limited turning access (right turns in and -out only) for safety reasons, and would also provide access to the Barn event space. The other access point for the grocery store is via the new A Street, and a new traffic signal, if warranted. This new signal would also provide safe pedestrian crossings from the new housing east of 122nd Ave, further supporting commercial uses on the west side. The grocery store is of a similar scale to other medium-sized stores in the region, as well as specialty or ethnic grocers. A more detailed site study is needed to determine the layout of the store, but generally the entrances to the store would have access to adjacent surface parking lots.

Additionally, a cafe, dining area or related retail (flowers, news stand, etc.) could be located in a visible location on NE 122nd to help activate that street. Loading and other functions like trash and recycling would preferably be located on the west side of the building and would need further study to determine appropriate space for truck maneuvering. The store could also make efficient

use of the more than 30,000sf of roof space. Options include rooftop gardens (see example photos), and parking located on roof decks. Housing above this grocery footprint in a mixed use building is also an opportunity if financially feasible.

South of the grocery store, two commercial 'pads' are located on NE 122nd at the proposed traffic signal. These would likely be one or two-story commercial buildings, with surface parking behind and an active building frontage on 122nd. These could be good locations for small restaurants with outdoor seating. On the east side of NE 122nd, there is an opportunity to transform the street into a walkable, urban streetscape featuring on-street parking, wide sidewalks and bike lanes. Development in this location would be new 3-4-story mixed-use buildings that can help frame and enclose the street, reducing the perceived width of NE 122nd. Within these buildings, retail or dining or office uses would be on the ground floor, with the most valuable sites at building corners, with added windows and visibility. The eventual design of these buildings will depend on the program requirements of commercial users, balanced with the added costs associated with mixing uses. To avoid creating a continuous street 'wall' along NE 122nd, these buildings should feature facade and massing articulation, with a focus on the pedestrian experience.

On the east side of NE 122nd, commercial uses will benefit from new on-street parking, which will enable passing vehicles to quickly stop and patronize businesses, but they will likely require on-site parking. Wherever possible, parking lots should be located behind buildings. The final site planning of these parking lots will require a balancing of the competing priorities of providing ample, visible parking with the need to minimize parking lot 'voids' and enhance the experience of pedestrians.



Figure 16: Pedestrian Path/Plaza looking toward Mt. Hood

A vision for the space on NE 122nd Avenue that would initiate the Mt. Hood view corridor, with an active gathering space fronted by commercial uses, and overlooked by new housing, with outdoor seating on the plaza, which will feature special paving and landscape elements.



Apartments/CM2h Zone

East of the mixed-use buildings along NE 122nd Avenue, two new streets, NE 124th and NE 125th Avenue, will extend from neighborhoods to the south in a gentle curve that aligns with views of Mt. St Helens and connects to the NE Shaver. On either side of these streets, 3 to 4-story apartments are arranged to frame streets and help create an attractive sidewalk environment. The plan provides for transitions of density, with the highest intensity and building height (up to 4 stories) along NE 122nd and north of A Street, transitioning to 3 story apartments along NE 125th Avenue and west of NE 126th Ave. On the southern edge, as it meets the existing neighborhood consisting of one commercial building and several single-dwelling houses, lower intensity buildings are proposed.

Apartment buildings are shown as ‘envelopes’, with the assumption that future more detailed plans will fit more precise buildings within the 60’-wide footprints shown. The general intent is for the apartment buildings to be arranged on an east-west axis where possible, to take advantage of natural ventilation and reduce afternoon heat gain from west-facing facades. Apartment developments should also place surface parking lots behind the buildings, to hide them from neighborhood streets. In doing so, the long-term intent is for the parking lots to be designed in a way that they can be potentially converted to open or play space, surrounded by buildings, if parking demand is reduced in the future. Until then, the parking lots will include shade trees and internal pedestrian circulation. In terms of the building design, it will be important to ensure that the ground floors facing public streets are designed to engage the sidewalk, with front stoops or porches for units, general building entries or ample windows on spaces with active uses such as community rooms or gyms. For the purposes of calculating unit counts, apartments are assumed to be an average of 950sf gross area, which allows for a range of unit sizes, from studios to 3-bedroom units.



Townhouses and Cottages/RM1 Zone

East of the NE 126th Avenue extension and south of the future B Street, within the R3/RM1 zone, the proposed housing type is primarily attached townhouses (also known as rowhouses). The concept plan includes several blocks of this housing type, all accessed by 20' alleys bisecting the blocks. The townhouses are narrow (18'-24') single-family homes, 2 to 3 stories high, in clusters of 4 to 6 units, with garages at the rear accessed from the alleys. In most cases, due to the depth of lots, there is potential to include a small private rear yard between the dwellings and their garages. On shallower lots, garages may be attached to units. To break up the scale of some larger blocks, pedestrian walkways should be included, particularly between NE Shaver and B Street. On blocks adjacent to Luuwit View Park, the townhouses should be oriented to face the park, providing an active edge to the NE Beech Street extension and providing 'eyes on the park', creating a safer northern edge. On-street parking on the north side of Beech will supplement existing Luuwit View Park surface parking lots and help provide more parking options for park visitors at peak times.

In most of the blocks shown in the concept plan, the townhouses can potentially be replaced with small apartment buildings, as allowed by zoning. This would alter the design of the community, with surface parking lots between larger structures. This could likely result in more dwelling units, if there is a need to achieve minimum density goals.





Figure 17: Townhouses Facing Luuwit View Park

Repurposing the Barn

The Rossi Barn is a local icon and cherished by the community. The barn is currently a thriving enterprise, rented for weddings and special events like the Cowabunga food festival and it's also used for community-oriented events. Early concepts proposed moving the Barn to a more central location away from NE 122nd Avenue, but community and owner feedback indicated a preference for keeping it in its current location due to moving costs, the value of potentially-developable land that it would occupy, and the visibility of the iconic structure to the community.

The concept plan proposes that the Barn remains as the heart of a special event space, with room for food carts/food court, and a central gathering and performance space shaded by large trees. The 1900s-era family cottages could be relocated to surround this space, and be renovated as small bars, meeting spaces, bridal party dressing rooms or similar uses to support the barn as a commercial and event venue. A small commercial building could be added along NE 122nd Ave with dining uses that complement the Barn space and help mask traffic noise from the street. The NE corner, at the intersection with Shaver and 122nd, would remain open so that the barn complex is visible from passing vehicles.





Figure 18: The Barn Site Re-imagined

Integrating Community Agriculture

The Rossi Barn and the Rossi, Giusto and Garre farmlands are vivid reminders of the legacy of ‘truck farming’ in east Multnomah County and parts of the study area is still actively farmed. The Rossi Barn thrives as an event space with an agricultural theme. As such, many community members expressed a desire that future development incorporate farmland, or community gardens, as a way of honoring this history.

There are also several examples of new master-planned communities with an agricultural identity or theme, some of which have been dubbed “Agrihoods.” There are many ways that the site’s farming legacy can be honored in a meaningful way, avoiding superficial branding efforts for an integration of food and nature into the everyday lives of residents. As shown in the diagram on the facing page, this could include the event space around the Barn. The vacant school district property north of NE Shaver could be transformed into a teaching garden. The grocery store could include a greenhouse or crops on its roof, or could partner with the owners to host farm to table events at the Barn. There could be potential spaces for community gardens adjacent to future apartment buildings, depending on future detailed site planning, as well as within future apartment courtyards.

Other spaces, along streets or in pockets of greenspace, could include edible landscapes such as fruit trees, or pollinating plant species to encourage insect health. Future residents can be encouraged to plant pocket gardens in the backyards of townhomes and cottages. Finally, there is an existing community garden in Luuwit View Park and the concept plan includes several ways for future residents to connect by foot and on bike to this garden and the park.





Figure 19: Community Agriculture Opportunities

NE 122nd Avenue

This arterial is a primary corridor for circulation in east Portland. As described previously, PBOT has been engaged in the **122nd Avenue Plan: Safety, Access and Transit** project to consider improvements to the corridor as a whole, including changes to the street cross-section, additional enhanced crossings, lighting and signal changes. Through this study area from NE Beech to NE Shaver, the street is within a 90'-wide right of way, with a curb-to-curb dimension of 76', which accommodates 2 travel lanes in each direction, an 11' center turn-lane and an 11.5' combination bike lane and stormwater planters on either side (previously on-street parking spaces). There are curb-tight 7' sidewalks on both sides of the street, which are somewhat uncomfortable for walking due to the speed and proximity of passing cars. The street is considered a Civic Corridor in the Portland Comprehensive Plan, which requires an additional 10' development setback to provide a buffer from traffic and allow a more generous pedestrian zone and more landscaping or tree planting opportunity.

With the speed of traffic along NE 122nd Avenue, there were community concerns about pedestrian and bicycle safety for all the additional residents who will be seeking to access the proposed grocery store, barn area and the schools to the west. The signal at NE Shaver and NE 122nd is currently used by pedestrians, especially schoolchildren, but with additional dwellings further south along NE 122nd, a safe pedestrian crossing will be necessary, either as a signalized rapid flashing beacon (RFB) for pedestrians alone, or ideally a full intersection signalized for cars, bikes and pedestrians. A safe pedestrian crossing in the vicinity is supported in the City's plan for NE 122nd. Whether there is a warrant for a fully signalized intersection will require further transportation analysis.

As the concept plan was refined and it became clear that commercial/retail uses - potentially in mixed use buildings - would be preferred on 122nd Avenue, stakeholders expressed an interest in adding on-street parking, at least on the east side of the street, to supplement surface parking located behind the buildings. This on-street parking, potentially about 15 spaces, could help support retail and dining tenants on the ground floor of the mixed-use buildings and provide short term parking options for visitors to apartments. Two existing stormwater treatment planters can be retained and enhanced to help treat runoff from 122nd. Near the intersection with NE Shaver, the parking would end and the existing transit stop for TriMet Route 73 could be enhanced and integrated into the streetscape at that corner.

As the east side of the street is undeveloped, there is flexibility to consider a safer 8' bicycle lane that separates bikes from traffic and places the bike lane (or 'cycle track') between the sidewalk and on-street parking, raised at curb level, with street trees providing a further buffer from parked cars and a buffer to separate the sidewalk and bike lane.





Figure 20: Concept for NE 122nd Avenue with New Commercial Development and Buffered Bike Lane

NE Shaver Street

This street has a right of way of 60' but feels wider, due to a lack of clear pavement markings, incomplete and narrow sidewalks and lack of street trees. Stakeholders complained of unsafe conditions, with cars speeding and a lack of safe crossing points, a particular concern for students walking to and from Parkrose Middle and High Schools. There is on-street parking - mostly underused - which stops about 400' east of the NE 122nd intersection where a left/southbound turn lane begins. TriMet Route 22 turns onto NE Shaver from NE 125th Place and there is a stop at the NE 122nd intersection.

The concept plan proposes enhancing the pedestrian experience of the street by narrowing the perceived width with on-street parking on the south side (stopping within 400' of NE 122nd due to the turn pocket), creating wider sidewalks and planting new street trees. Stormwater treatment will be accommodated by stormwater swales/planters in the right of way, but some of the new planters built in 2019 may need to be removed for new street connections. With the addition of street connections from the new community on NE 124th, NE 125th, NE 126th and NE 129th, PBOT should consider opportunities for crosswalks across Shaver. The intent is for the street to become a more active, urban, walkable street, with dwelling units engaging with the sidewalk via building entries or townhouse walks and stoops. East of NE 126th Avenue, an existing single family home will be retained, so frontage improvements will need to carefully consider this home's access. An 10-foot building setback will also be required for townhomes in the RM1/R3 zone in this location, which will allow for front yard landscape to further enhance the streetscape.





Figure 21: Concept for NE Shaver Street Lined with New Homes

Safe Streets

Apart from Shaver and NE 122nd Avenue, most streets in this new community will be of two types. The Mt. Hood view corridor — B Street - is proposed as a 62-foot wide right of way (ROW), with parking on both sides of the street, generous sidewalks and tree planters, which can also be space for linear stormwater treatment (see section). Street trees on this corridor should be narrow, columnar species, to preserve the view east to Mt. Hood at the terminus of the corridor. Two other streets, A Street and NE 124th Avenue, are also envisioned as 62' wide rights of way with the same design, but street trees can be more traditional shade trees with wide canopies across the streets. The remainder of the community's streets will be a 52'-wide ROW, with parking on only one side of the street and slightly narrower travel lanes. All streets are intended to be as narrow as possible to slow speeds, encourage walking and biking by all ages, and ensure a full canopy cover of trees.

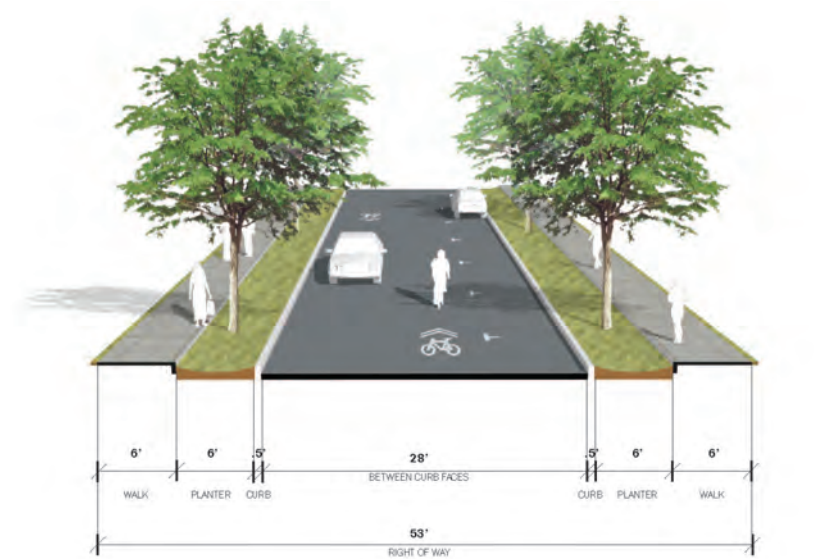
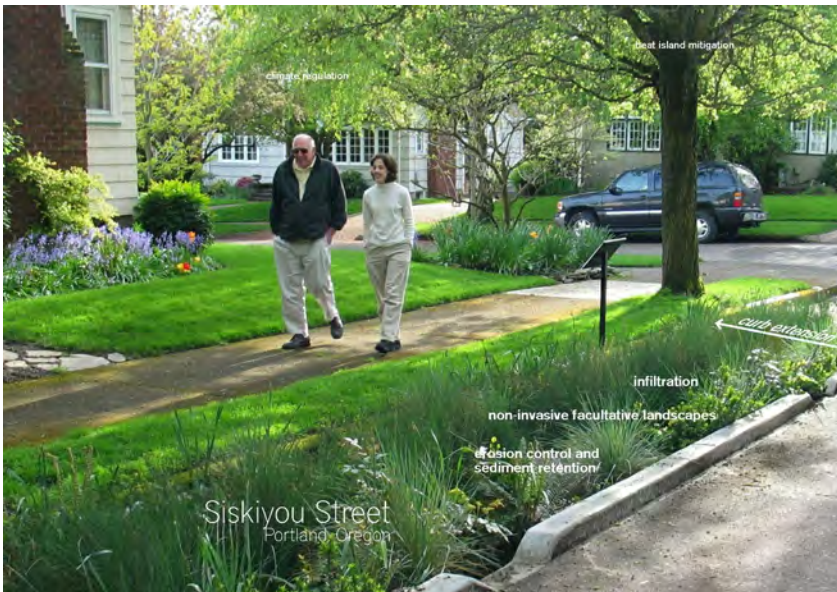


Figure 22: Proposed Neighborhood Street Cross-Section

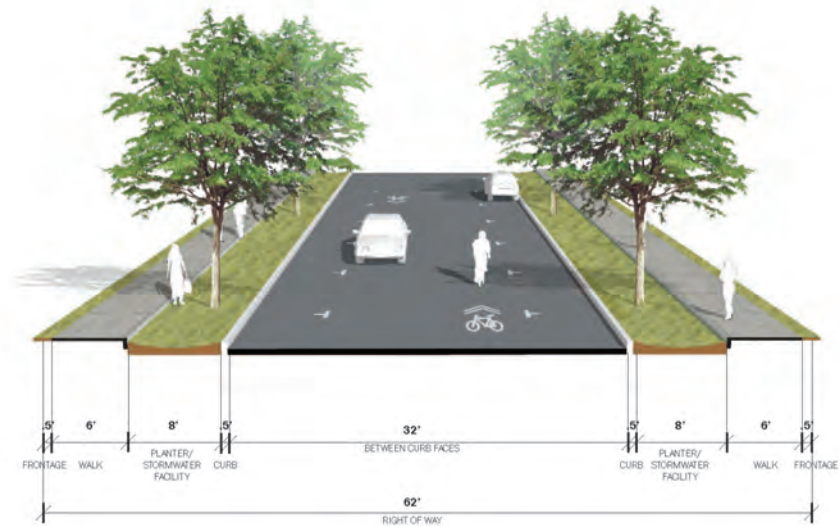


Figure 23: Proposed B Street Cross-Section

Parking

The study area is located in eastern Portland in a somewhat suburban context developed during the age of the automobile. Traditionally, development in such areas required substantial amounts of surface parking lots to accommodate parking needs for businesses and residents. However, as new technologies emerge, lifestyles change, and neighborhoods develop, the need and demand for parking also changes. The concept plan envisions a future community in which many of the trips made by a household - for school, shopping, entertainment, recreation, etc. - can be made via a short walk or bike ride. Many work trips, and trips to other locations in the area will be possible on transit, thanks to frequent service on NE 122nd Avenue. Due to innovations in technology and changing lifestyles, many other trips once taken in a privately-owned automobile will be served by ride-sharing services or supplanted by delivery services that bring goods directly to peoples' homes. Given this, the characteristics of vehicle ownership and the need for parking to store personally-owned vehicles is expected to change significantly over time.

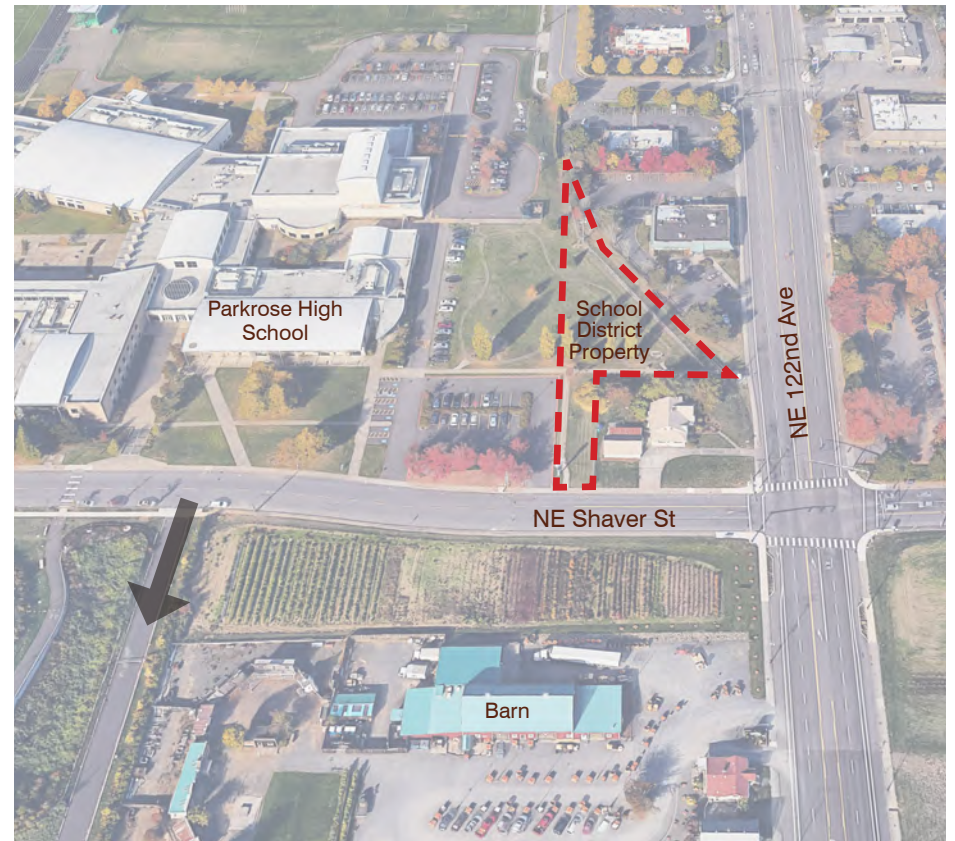
The City of Portland zoning code allows a great deal of flexibility to meet parking requirements in new development, particularly for sites that are located close to frequent transit service. In the CM2 zone, no parking is required for non-residential uses located close to transit. Reduced parking ratios minimize requirements for parking for residential developments near transit, particularly for those that include Inclusionary Housing units required by code. Farther from frequent transit (over 500'), parking is required for both residential and nonresidential development. The requirements for residential development is currently proposed to be reduced from one space per unit, to one space per every two units.

The preferred plan envisions a development concept that provides sufficient on-site and on-street parking to meet current needs, but provides flexibility to adapt to a future in which parking needs may change. As envisioned, each townhouse would have a garage to provide parking of a vehicle. Multi-dwelling and mixed-use buildings are served by surface parking areas at a ratio of approximately one space per every 2 units (0.5 spaces per unit). These on-site spaces are supplemented by on-street parking of up to 285 spaces throughout the study area.

Parkrose School District Properties and Relationships

Parkrose School District was an ongoing participant in the development of the concept master plan. A portion of the Parkrose High School site lies within the study area and is located near the northwest corner of NE 122nd and Shaver. The Parkrose Middle School site is also directly adjacent to farm property in the study area southwest of NE 122nd and Shaver. While this report has focused primarily on the development of undeveloped farmland on Rossi, Giusto and Garre owned properties, there was also limited discussion about potential uses of, or access to, school district properties within the area.

A key theme from preliminary conversations with the school district about these properties is that any development of the sites should likely consider some civic/community or school district oriented uses or benefits. Given the limited analysis in this phase, uses and integration of adjacent Parkrose School District Properties should be more fully explored in a next phase of planning. However, some preliminary ideas that emerged in the Parkrose-Argay Development Study are summarized at right.



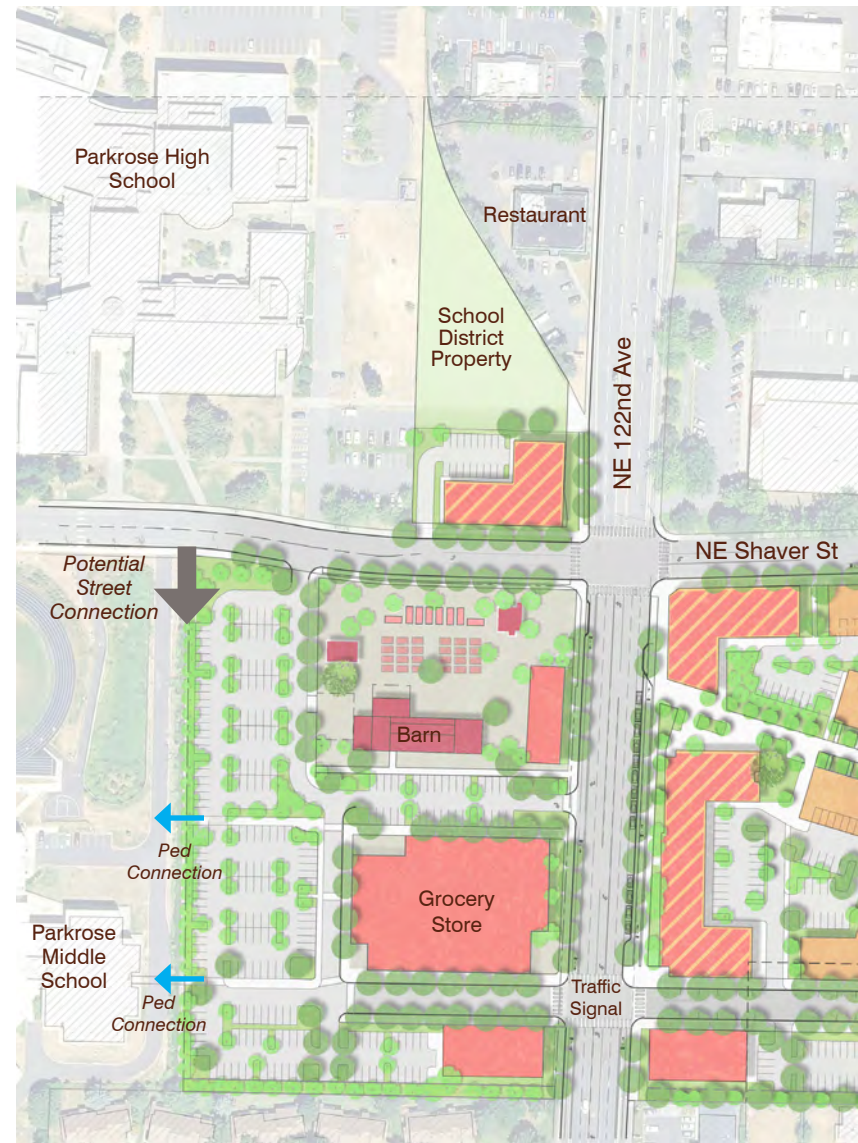
Parkrose High School property NW of 122nd and Shaver

This portion of the Parkrose High School site is somewhat triangular in shape and lies directly west of the site on the corner of NE 122nd and Shaver. The Preferred Concept Plan assumes this area will remain undeveloped/unbuilt at this time and function for parking or other school activities. However, several options for future change were discussed:

- Coordinate with adjacent corner property owner to create a larger development parcel that could include a broader array of community-serving uses.
- Reconfigure property lines with the property to the north (currently a restaurant) to create a parcel better suited to development with frontage on NE 122nd Avenue.
- Utilize the space for an educational or community facility such as the “teaching garden” suggested as a possible use in the Preferred Concept Plan.

Parkrose Middle School property SW of 122nd and Shaver

This property located southwest of NE 122nd and NE Shaver lies directly adjacent to the site of the Rossi Farms barn and related uses. The Preferred Concept Plan assumes little change in the interface between the Rossi Farms barn development site and school district property. A direct pedestrian connection/sidewalk to the middle school would be provided on the development site (grocery/barn), but otherwise the property interface would be bordered by required landscaping. However, an alternative to create a new north-south public street along the property line of the middle school and farmland development site was also discussed. This new street would provide access to middle school facilities (at locations of existing driveways) and could provide access and a development frontage for the farmland development site. Details about the access would need further analysis given safety and other considerations of the school district.



Legend

- Commercial
- Mixed-Use
- Multi-Family

WHAT WE HEARD

Preferred Concept - Open House #3

Participants at the Preferred Concept Plan Open House provided feedback verbally at the meeting and also through individual written feedback forms. Verbal feedback at the meeting highlighted the following themes.

Summary of Major Themes at the Open House #3:

- Support for view corridor street and block layout.
- Concerns about the scale and character of development, particularly 4-story buildings.
- Concerns about the number of apartment units and issues perceived by the community to be associated with multi-dwelling development (crime, safety).
- Support for additional cottage development in addition to or in place of townhouses.
- Support for community-serving retail and services, including a grocery.
- Support for retention of the barn in current location and food court concept.
- Concern about the number of housing units and a perceived lack of sufficient parking.

More information is included in the [Parkrose-Argay Development Study - Concept Plans Workshop Report](#) which is available from the Portland Bureau of Planning and Sustainability.

Additionally, participants were asked to respond in a written survey about the features of the preferred plan they like, are OK with, or would like to see changed. Below is a summary of the responses.

<i>Feature</i>	<i>Like it</i>	<i>OK with it</i>	<i>Change it</i>	<i>No Answer</i>
<i>Street layout that aligns with views of mountains</i>	40	7	0	0
<i>Opportunities for commercial and mixed use buildings shops and services</i>	33	9	3	2
<i>Reuse of barn for food-oriented plaza with community functions</i>	41	3	2	1
<i>Transitions - lower buildings near the park and neighborhood; taller buildings near 122nd and Shaver</i>	27	11	3	6
<i>Location and layout of apartment buildings</i>	9	17	16	5
<i>Location and layout of rowhouses and cottages</i>	9	17	14	7
<i>Opportunity for pedestrian crossing on NE 122nd Avenue</i>	32	9	2	4
<i>Design of streets, including trees, sidewalks and bike lanes</i>	28	13	2	4
<i>On street parking on NE 122nd Avenue and NE Shaver Street</i>	17	14	8	8

In general, participants responded favorably to most features of the plan. The areas of most concern were the location and layout of apartment buildings, townhouses and cottages. Community feedback suggests that the following should be considered in order for a future development to be well-accepted in the community.

Considerations for Future Development:

- the scale and design of new apartments, mixed use buildings, and townhouses to help them best fit into the neighborhood context.
- opportunities for more cottages if minimum densities can otherwise be achieved.
- the amount of parking needed and provided to serve new development.
- opportunities to mitigate speeding vehicles on Shaver Street, and calm traffic overall to enhance safety and comfort for all users.



NEXT STEPS

Phasing & Financial Feasibility

Johnson Economics prepared a review of the financial viability and characteristics of the Concept Plan. For the analysis, the site was divided into a series of assumed development segments and phases. As outlined in the phasing map (facing page), individual development parcels were defined and assumed in phases. Individual sections were evaluated for their general viability under a range of assumptions, recognizing that actual phasing and parcelization may vary substantially from what is assumed.

The preferred development program was assumed to yield 745 residential units, broken out as follows:

- 503 market rate rental apartments
- 95 rental apartments at 80% MFI
- 138 townhomes
- 8 cottage homes
- 1 single-family home

The program also included 86,500 square feet of commercial space and utilization of the current barn as an entertainment/meeting venue. The modeling was based on assumed land acquisition values ranging from \$10 to \$15 per square foot for unimproved property, with the financial analysis reflecting the returns associated with subsequent development and sale of the parcels. No deal structure is assumed with respect to the property owners and any outside development entity at this time.

Average rents for the market rate component of the rental apartment programs was assumed at \$1.85 per square foot. Retail space was assumed to rent between \$20 and \$24 per square foot net, while parking spaces were assumed to be leased at \$75

per month. The sales price of ownership residential housing was assumed at \$275 per square foot for the townhome product, and \$310 per square foot for the cottage cluster homes. (All pricing is expressed in current dollars and escalated in the analysis depending upon assumed development timing.)

The rental apartment component of the project was assumed to be subject to the City of Portland's inclusionary housing requirements, which were met in the modeling by pricing 20% of the units at the 80% of MFI rent level.

The preferred program elements were evaluated in terms of their financial performance under these assumptions. Each of the program elements was at least marginally viable under the assumptions, indicating that the development program is supportable by the market. A highest and best use analysis was not prepared, and it is possible that modifications and refinements of the program could yield a better rate of return to the developer and/or the property owners. The assumed simple sale and subsequent development model evaluated can be structured in a variety of ways that would substantively impact the returns on development participants. The income property components of the development had an indicated return on cost of 6.04% to 6.57%, while the ownership residential product had an indicated return on sales of 14.45% to 20.06%.

These returns are viewed as **close to acceptable** and our expectation is that the returns could be enhanced through ongoing refinement of the programs. It is important to note that the cost estimates are significant in terms of viability and highly speculative in the analysis.

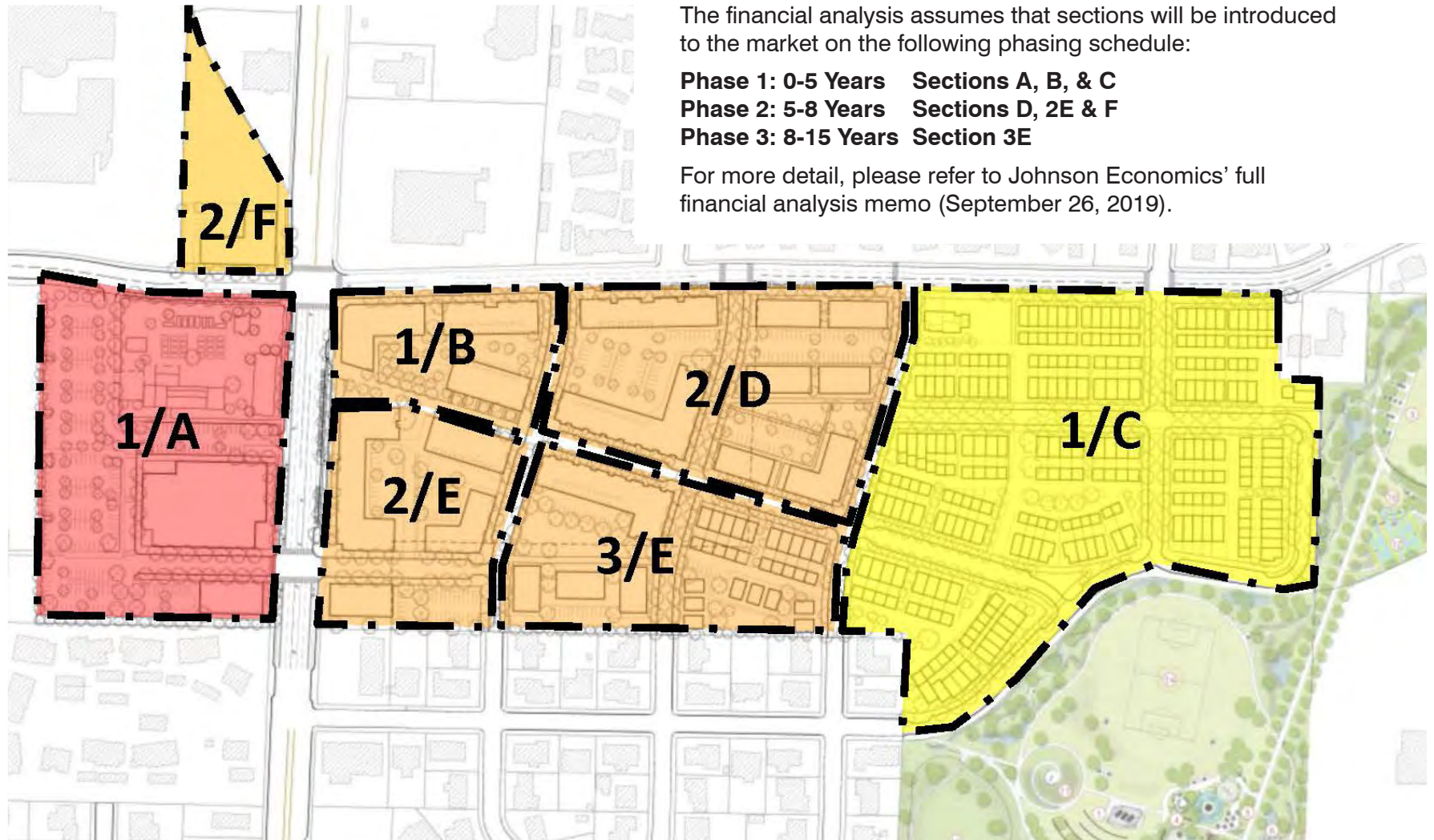


Figure 24: Proposed Phasing Map

Preliminary Transportation Analysis

Trip generation estimates show that this project would generate a total of 5,250 new daily trips, with 269 occurring during the morning peak hour and 432 occurring during the evening peak hour.

As described in this report, a new street—NE A Street—and new intersection—NE 122nd Avenue/NE A Street—are planned to serve as a primary access to the development on the south side. NE Shaver Street, a Neighborhood Collector, is expected to serve as a primary access point on the north side. Several recommendations are offered to help funnel traffic onto these streets as desired, including:

- a. Extending A Street eastward toward 126th Ave (see facing page). This is not expected to result in significant changes in development potential, but would require additional infrastructural investment.
- b. Improving pedestrian amenities along B Street.
- c. Implementing traffic calming measures along A Street and NE Shaver Street, and adding diversion and access restrictions on/near the site as needed to maintain desired patterns.
- d. Adding on-street parking along 122nd to support new commercial uses, and wayfinding to direct arriving drivers to appropriate parking from the site access.

Signal warrants and left-turn lane warrants were examined for the proposed new intersection of NE 122nd Avenue at NE A Street. Based upon existing volumes and the proposed new uses near the intersection, vehicular volume-based signal warrants may not be met following build-out of the site as planned.

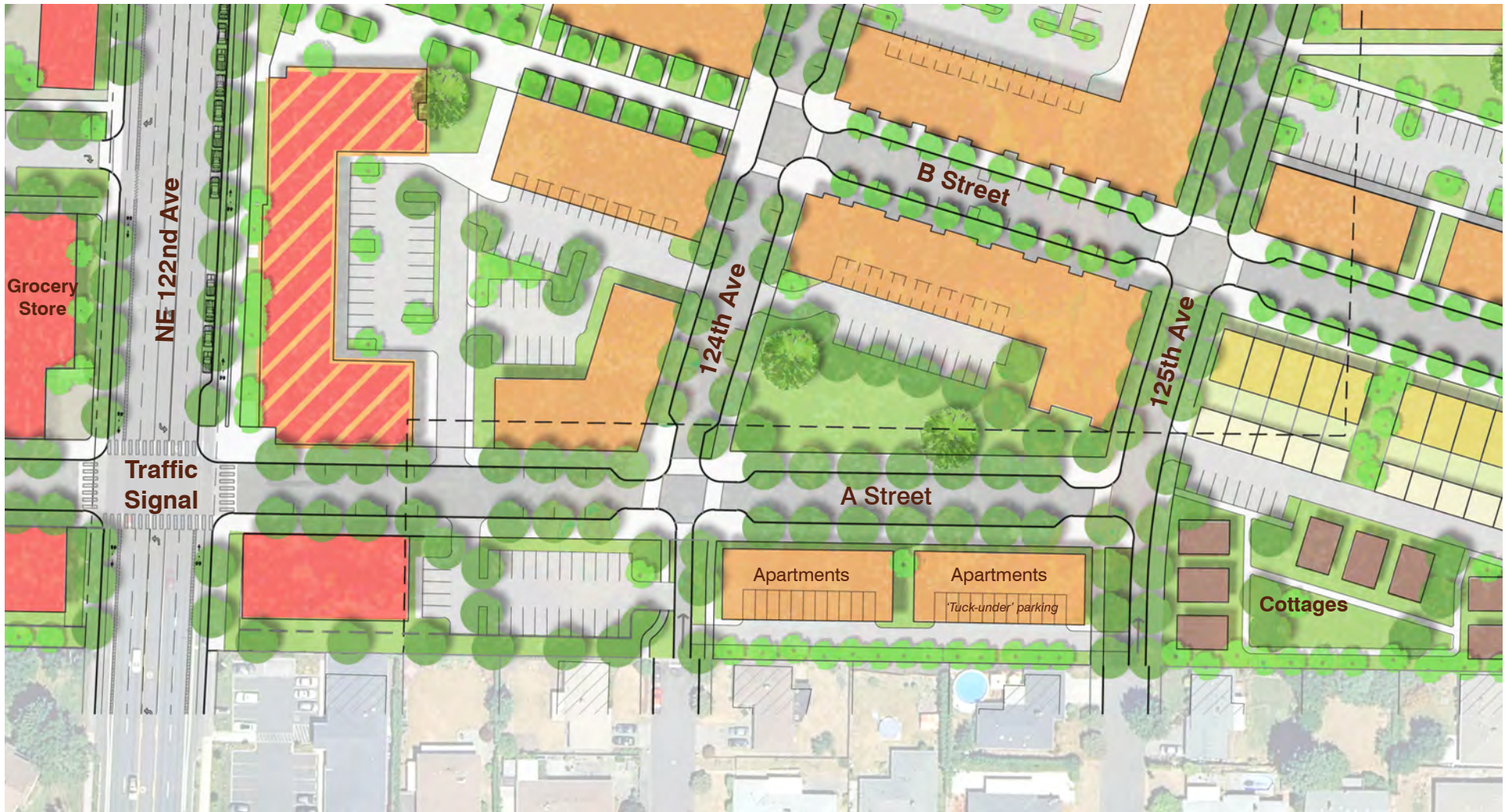
However, routing additional traffic onto A Street by extending it to 125th or 126th Avenue would likely result in satisfying vehicular volume warrants. If these warrants are not met, it is possible that a signal could be warranted based upon projected pedestrian crossings and/or schoolchildren crossings when the site is fully built-out. Left-turn lanes are not warranted along the A Street approaches to this intersection.

For off-site intersections, relevant safety- and capacity-related performance measures are satisfied and the project is expected to be approvable through the land use review process with little to no off-site mitigation.

Additional considerations include:

- Diversion should be considered along NE Beech Street to maintain existing traffic patterns and help achieve desired patterns for the new development.
- Clear wayfinding should be included to ensure patrons of the retail uses can find their way to appropriate parking lots with minimal cruising.

For more detail, refer to Preliminary Transportation Analysis, Lancaster Engineering, October 2019.



Legend

- Commercial
- Mixed-Use
- Multi-Family
- Townhouse

Figure 25: Potential A Street Extension

Design Guidance

The plan is intended to be a demonstration of how a mix of uses can be accommodated on this site, but it is also meant to be flexible for future development teams to consider their particular program and architectural language. However, there are a few key elements that should be required or regulated by the City of Portland, perhaps through code adjustments, or through the plan review process if possible. These elements include:

- Important frontages or places where buildings should address key streets and pedestrian ways with active facades, entries and generous windows. These include:
 - The NE 122nd Avenue frontage
 - The NE Shaver frontage near the intersection with NE 122nd
 - The frontage on the Hood Corridor/B Street
 - NE Beech Street facing Luuwit View Park
- Parking lots should be placed behind buildings, away from important street frontages. Where a parking lot next to a public street cannot be avoided, generous landscape buffers should be provided to ensure pedestrian comfort on adjacent streets.
- Columnar trees on Hood Corridor/B Street should be required, to ensure that this important view corridor is preserved. Broader canopy trees would eventually block the view of Mt Hood. This isn't as crucial on the north-south streets with Mt St Helens views, because they slope downward from the site's southern edge, thus preserving the view.
- The plan demonstrates a series of blocks in the RM1 zone that feature townhomes with rear garages accessed from alleys. This is an efficient development pattern with proven success that avoids having garage doors and curb cuts on public streets. If possible, this should be a requirement.

Sustainability and Climate Action

To honor the legacy of farming families that have cared for the land for generations, the Preferred Concept Plan should result in a development that is built on fundamental principles of sustainability. Efficient land use and infill development on this site will focus compact development in an area already well-served by schools, utilities and transit, away from floodplains and wetlands, with minimal impact on natural habitat. The adjacent Luuwit View Park will provide a civic recreational space within easy walking distance of many residents and a visual green amenity for nearby residents.

In addition, the following measures should be considered to enhance the sustainability of the development and address climate action goals:

- Accommodate ride sharing and use of autonomous vehicles.
- Include infrastructure for electric vehicles and public charging facilities.
- Plan for a future decrease in the need for parking.
- Provide more opportunity for bike storage and e-bike charging.
- Plan for increased delivery services and package pick-up locations.
- Provide tree canopy to encourage walking and minimize urban heat island effects.
- Manage and treat street stormwater in planters/swales.
- Pursue green building incentives and certifications.
- Consider community solar power generation and “micro grid” opportunities.
- Avoid use of fossil fuels for heating and cooking.
- Pursue opportunities for local/community food production.
- Consider infrastructure for smart communication, such as Wi-Fi and charging locations.
- Partner with PBEM on emergency preparedness and safety for natural disasters.

City Land Use Review Processes

The Preferred Concept plan can be used as a starting point for more formal master planning and subdivision. To proceed, a property interest would typically schedule an Early Assistance meeting with the City of Portland Bureau of Development Services (BDS) to learn more about the requirements for land development among various city bureaus. A more substantial Pre-Application Conference with BDS is another form of early assistance that could be helpful in outlining the next steps.

Typically a concept plan could be formalized in a Land Division process through BDS to create streets, tracts, and blocks for development. However, the Preferred Concept Plan’s proposed streets and blocks do not align with existing zoning boundaries, and some development standards of the CM2 and R3 or RM1 zones may not be easily met, and therefore require Adjustment reviews. A Planned Development Review (33.638) - a form of quasi-judicial land use review - could be an appropriate review to reconcile uses and required densities between zones, as well as consolidate and plan for needed adjustments to code. Refer to the [Parkrose-Argay Development Study - Preliminary Permitting and Development Roadmap](#) (October 2018) for more details.



PARKROSE-ARGAY DEVELOPMENT STUDY **FINAL REPORT**