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## MEMO

**DATE:** October 31, 2018  
**TO:** Brian Moore, Metro  
**FROM:** Barry Manning, Portland BPS  
**CC:** Eric Engstrom  
**SUBJECT:** Rossi Farms Development Plan - Project Goals

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The following are project goals and objectives developed by the staff project team in coordination with the property owner stakeholders. These goals serve as preliminary guidance for the Rossi Farms Development Plan project and may be amended or augmented over time. The goals and objectives are also captured on the BPS Parkrose-Argay Development Study website: <https://www.portlandoregon.gov/bps/77843>. The city has re-branded the project as the Parkrose-Argay Development Study to be more informative of the location and nature of the project, be more inclusive, and less focused on a specific property owner name.

Please accept these project goals to meet one of the deliverables outlined in Milestone 2.

### **Purpose:**

Develop a concept plan for potential future development of the multi-owner farmland site located at NE 122<sup>nd</sup> Avenue and NE Shaver in the Parkrose and Argay neighborhoods. The effort will focus on creating a plan seeking the highest and best use of the farm land for the neighborhoods and community, the city, and the property owners. This will include creating a plan for a complete, walkable community-oriented development that best serves the area, considering market conditions, financial feasibility, community perspectives and public policy goals for equitable growth.

### **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.



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- 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:**

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

**Community Engagement:**

- Phase 1 - Information Sharing: Contact neighborhood and other community groups to share information about project.
- Phase 2 - Community Aspirations: Hold “listening session” to gather ideas and aspirations about desired development features. Work with other community organization(s) to gather broader community perspectives.
- Phase 3 - Concept Development: Hold workshops/charrettes during concept plan development process to gather public feedback.
- Phase 4 - Evaluation and Legislative Process: Share information with the public on any follow up implementation steps that involve public actions.

**Project Working Group composition (tentative):**

- Representatives of property owners (2), Parkrose School District (1), Neighborhood Associations (2), Business Associations (1-2), Parkrose NPI (1), Community organizations (tbd); BPS Staff (1-2); Metro Staff.

