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Parkrose-Argay Development Study Project Working Group

DRAFT Meeting Notes

Date: February 6, 2019

Time: 6:30 p.m. to 8:00 p.m.

Location: Parkrose School District - 10636 NE Prescott St

In Attendance:

Working Group: Doug Armstrong (EPAP), Bryan Atkinson (HP NPI), Veronica Carranza (Latino Network), Albert Garre (owner), Tom Hoffman (Argay Terrace NA), William Keller (PBA), Michael Lopes-Serrao (Parkrose SD), Victor Roehm (CCA), Gabrielle Rossi (owner), Joe Rossi (owner), Nick Rossi (owner), Annette Stanhope (PNA)

Project Team: Amy Cripps (S/EA); Morgan Maiolie (W/M), Ken Pirie (W/M), Barry Manning (BPS), Nikoyia Phillips (BPS)

Guests: Rudy Kadlub (Costa Pacific), Sharie Lewis (Parkrose SD)

Project Updates

- Vision Workshop – online survey closed on January 31. Received over 150 responses. Working to integrate into a report.
- Project schedule/upcoming PWG meetings - overview of project schedule and brief agenda of what each meeting will focus on:
 - March
 - Refined site layout ideas
 - Questions about workshop and outreach
 - Workshop/Charrette #2 (alternatives) – late March / early April
 - April
 - Project team concept refinement
 - PWG feedback
 - May
 - PWG preview/feedback on preferred alternative
 - Workshop/Charrette #3 (preferred alternative)



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June

- PWG check in of final preferred plan
- Identify/discuss next steps

Recap Project Purpose

BPS staff reviewed the purpose of the study and provided an overview of high-level Comprehensive Plan and Climate Action Plan guiding policy goals and vision. The presentation is available here: <https://www.portlandoregon.gov/bps/article/711992>, Slides 1-7

Analysis and Opportunities

Walker/Macy presented an overview of site conditions and opportunities and challenges of the site. The presentation is available here:

<https://www.portlandoregon.gov/bps/article/711992>, Slides 8-29

Key themes, takeaways, questions:

- *How do we weave urban agriculture in to the planning process?*
- *Build on context*
- *Understand the importance of Luuwit Park*
- *Views are prominent for community - how to incorporate?*
- *Good bus transit; bike lanes*
- *122nd is a civic corridor. Designed to carry a lot of traffic and transport of goods and services but also needs to serve surrounding community.*
- *Safety concerns on 122nd prompt requests for updated crossing signals*
- *How to bring life into commercial spaces?*
- *Challenges in affordable housing; co-housing may be able to deliver housing at a lower price point in comparison to a SF home, but may never be a big part of the market*
- *Gentle topography - highest elevation in the SW corner and slopes downward to NE*

Community Strengths:

- *Agency support*
- *Employment*
- *Schools and park in walking distance*

Physical Strengths:

- *Largest undeveloped parcel*
- *Good transit access and bicycle connection*
- *Views*





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Opportunities:

- *Integrating agricultural history*
- *Grocery/market study shows demand*
- *Need for a housing to serve variety of income types*
- *Sustainable design (new tech, EV, AV)*
- *Equitable development and affordability*

Economic and Market Analysis

Johnson Economics presented an overview of economic market conditions for the area and site. The presentation is available here:

<https://www.portlandoregon.gov/bps/article/711992>, Slides 30-75

Key themes, takeaways, questions:

- *Retail mix is changing - more services, restaurants, and less goods*
- *Area has had an expansion in retail demand, but not much growth.*
- *Disinvestment on Sandy/Halsey/122nd*
- *Signs are positive for additional businesses; good income profiles, age range, increasing/high educational attainment reflected in the study area.*
- *Retailers are looking at educational attainment more than income.*
- *Appears to be an unmet demand for “everyday goods” (includes grocery).*
- *Some grocery stores closing due to shrinkage (theft).*
- *Retail leakage in several areas including fitness/dance/martial arts, pets stores, auto dealerships, etc.*
- *A grocery tenant is in demand, but can be tough to land – game theory*
- *2/3 of demand coming from N of I-84, very little competition*
- *Low vacancy, higher rent for commercial*
- *Developers seeking rent growth v inventory growth*
- *\$1.60-\$1.80 per sq ft for rentals*
- *Structured parking is expensive, not likely/easy to make viable*
- *“Wrap projects” include structured parking and more feasible. Require more real estate/block size than typical in Portland. Could work here for more urban project at a lower price point.*
- *Condos are difficult for the Portland metro area. History of lawsuits to developers.*

Preliminary Framework Ideas – Walker/Macy presented an overview of development framework considerations for the site. The presentation is available here:

<https://www.portlandoregon.gov/bps/article/711992>, Slides 76-99.



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Key themes, takeaways, questions:

- *Preservation of views and green space*
- *Organizing principles*
 - *Green “string of pearls” - privately developed green spaces along a pedestrian path from E to W.*
 - *Central greenspace with view opportunities*
 - *Luwit view park enhancement*
- *Street Layout*
 - *Extend grid*
 - *Large blocks*
 - *View corridor*
- *Commercial Activity*
 - *Focus on 122*
 - *Focus on shaver*
 - *Internal main street*
- *Intensity of Development*
 - *Near 122bnd?*
 - *Near park?*
- *Opportunities for Barn*
 - *Retain location*
 - *Central organizing element*
 - *Park adjacency*

Wrap-up:

Next meeting:

Wednesday, March 6, 2019

6:30-8:00 PM

Parkrose School District

10636 NE Prescott

Adjourned at 8:15 PM



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