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Hillsdale Workshop Group Contract

Helping to Implement a Vision for the Hillsdale Community

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USP 558: Planning Workshop

Fall Term 1993

Team Members

- Warren "Skip" Baker
- Preston Beck
- In-Hwan Chang
- Nanci Egan
- Joel Freedman
- Kyle Hauger
- Abdallah Kayyal
- Barry Manning
- Ruth Selid
- Susan van Staveren

Belmont



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EXECUTIVE SUMMARY AND SCOPE OF SERVICES

An enthusiastic group of PSU graduate student is helping a SW Portland community move towards solving some of the problems of community and in particular those of physical connectivity and mobility. This group expects to produce useful products, in the form of maps, charts, studies, analyses and implementable action plans, to the Hillsdale Vision Group (VHG) in order to help them move forward in reaching their community goals and vision.

We also hope to realise our purpose of completing this workshop by learning a planning process and by "doing" and sharing it with our classmates, faculty and interested Portland Metropolitan citizens.

We are excited, we feel the project is feasible, relevant and hopefully worthwhile to our client.

PUBLIC INTEREST

Hillsdale is an unincorporated portion of southwest Portland. It is situated on a major north-south arterial, Capitol Highway, and bounded on the east by Barbur Boulevard. The Beaverton-Hillsdale Highway intersects Capitol in Hillsdale. Because of its unique location in relation to these major trafficways, Hillsdale has grown into an automobile-oriented development, with a strip commercial character at its core. The task at hand is to reduce reliance on the automobile as the primary mode of transport by promoting other modes such as bicycle and pedestrian; strengthen connectivity between residential/commercial/public uses; and increase the Hillsdale identity.

Work may be tangential to problem

This project may be conceptualized as part of an ongoing process of visioning and planning for the Hillsdale community. This process has been initiated by the Hillsdale Vision Group, SouthWest Neighborhood Coalition, the City of Portland, and Metro. Our work will be build on earlier research and efforts, identify unexplored opportunities based on our studies and community/ agency input, and look toward the future with a plan for implementation.

The Hillsdale project is extremely significant to the region both in the short and long run. Because so much of the 'modern' suburban development in the Portland Metropolitan Area is characteristic of the same type of strip commercial that is Hillsdale, the results of our efforts will be widely applicable throughout the Metro area. In fact, Metro has focused their attentions on Hillsdale specifically because the project bears replicability. Peter Calthorpe and Associates have been hired by Metro to conduct a series of design charettes for use in planning for seven communities, including Hillsdale. The lead agency in planning for the Portland Metropolitan Area is recognizing, in these efforts, the possibility of a land-use solution to problems of congestion, pollution, and lack of community identity. The efforts of this workshop group are therefore extremely relevant to the entire region.

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The implementation document, and any findings of the various studies this workshop group will be involved in during the Winter Term, will be made available for review to any interested parties. They may be used to guide similar studies and plans conducted elsewhere.

attention to process and to self-evaluation is very important therefore

PROFESSIONAL RESPONSIBILITY

The Hillsdale Community Planning Project addresses a problem that is ubiquitous in America today. People increasingly desire a sense of cohesion and identity in their communities, the dispersed, auto-oriented land use patterns developed in the post-World War II period present severe obstacles to meeting this desire. In addressing this issue, our project will offer insights into the solutions as well as the pitfalls.

The Hillsdale Community Planning group intends to fully comply with the notion of the planner's responsibility to the profession and to colleagues. Our work will be performed in a manner that enhances the integrity of the profession and is responsible in its criticism of the profession. We will accurately represent the qualifications, findings, and views of our colleagues, and be fair, considerate, professional and equitable in the review of others' work. Recognizing that each planning project is unique, we will examine the applicability of planning theories, methods, and standards to the situation, and accept customary solutions only when they are appropriate.

As each planner contributes to the body of planning knowledge, it is our responsibility to present and share the results of our experience and research, not only to our client, but also to other professional planners including our cohorts in the studio/workshop. We intend to work and interact with our cohorts over the course of the next three months in mutually developing a richer understanding of planning. Our findings will be presented both orally and in written form at the conclusion of the project.

INDIVIDUAL PLANS

Skip Baker

This project excites me. The opportunity to study a real community problem and to seek solutions is challenging. The data should be significant. The citizen participation looks to be excellent. The importance to the region could be great. And if we can find feasible solutions then the relevance to other similar communities could be very high. This community offers many examples of how residents

who have an above average understanding of planning can energize everyone who lives there. This could help the class education group. Hillsdale is a watershed and we will need help from the Watershed group in our class to better understand the significance of it on our access and mobility plan. We will want to interface with the Belmont Community Redevelopment Group in order to compare processes and maybe resultant solutions as we seek to retrofit Hillsdale and make it more liveable for its citizens. Hillsdale's main property owners were farmers and thus the history of Hillsdale may provide a connection to the Basic Four Food Group.

Hillsdale is at one of the natural Gateways to Portland and therefore presents not only an important access to Portland but also a chance for Portland's government to show it is interested in more than just the downtown community. Connectivity and mobility are very important aspects of the liveability of a community and are highly sought after by most communities. I am excited to participate in this project with this group and with the Hillsdale Vision Group.

Preston Beck

I look forward to working on the Hillsdale project with eager enthusiasm. The project will allow me to experience the full spectrum of the planning process. Within the Hillsdale project are a variety of challenges that will require the use my acquired skills and knowledge. The most important challenge is to go through the planning process in a real situation with colleagues, agencies, citizens, and client. The Hillsdale planning project also contains many elements that will allow me to use my areas of interests. I expect to do an analysis' on pedestrian mobility for the Hillsdale community and examine the connectivity and accessibility around the area. Finally, the Hillsdale planning project will allow me to make a contribution in the planning process. I look forward to observing Hillsdale in the future to see just how the planning is implemented over the next decades.

This is an exciting time. As we approach the end of the century and enter a new one it refreshing to be apart of a progressive grass-roots community group that is willing to take charge and shape its future for the betterment of the community. I look forward to working on this project with earnest and dedicated energy.

In-Hwan Chang

Linking transportation with land use to define problems and develop solutions is a prevailing trend in the contemporary planning field. This trend is an important approach to the growth management policy in Portland metropolitan area.

Therefore, I understand Hillsdale project is a typical process of implementation strategies in the regional growth management. Current problems mostly comes from traffic matters, but they are not separated from the current land use regulations. Thus solutions should be found by combining land use and transportation.

However, developing and improving a community as a whole doesn't happen in short period. Thus solutions should be documented in zoning ordinances in economically feasible fashion.

Nanci Egan

I am very excited with this project in Hillsdale. I look forward to applying my classroom knowledge to a practical situation. I am particularly interested in working with the citizens of the neighborhood and the various other agencies, government and grass-roots, involved. It is the work with the citizens of a neighborhood toward their goals that attracted me to this project. The areas of particular interest to me include livability, accessibility and identity. These are ambiguous terms and can only really be defined within the neighborhood. I also hope to gain the experience needed to work on similar projects outside the classroom.

Joel Freedman

Through my involvement with this project, I expect to gain needed experience in working with citizen advocacy groups such as the Hillsdale Vision Group and SWNI, and interfacing with various agencies, including City of Portland and Metro. I feel my experience thus far has been primarily research and analysis oriented, and I can benefit from the opportunities this project presents in terms of group and interpersonal relations. I expect to provide analytical skills as well. I am particularly interested in traffic studies and zoning regulations, and their influence on the evolution of Hillsdale, as well as providing recommendations on how they can be altered to further pedestrianization/connectivity/identity.

Kyle Hauger

As a member of the Hillsdale planning group, I intend to focus my studies around the design standards for retrofitting suburban Hillsdale. Key to the concept of retrofitting includes good pedestrian connections as well as building or redeveloping existing structures closer to the street edge whenever possible. I am looking forward to the challenge of working alongside the Hillsdale Vision Group and Peter Calthorpe Associates to express my ideas/concerns throughout the process. Although meetings with the Calthorpe group will be infrequent, I intend to encompass their ideals and practices into our weekly workshop meetings.

Abdallah Kayyal

In the Hillsdale project, I see creating a balance between the components of the community as an important prospect. The balance should be between different land uses such as housing, work places, shops, schools, opens spaces and other facilities essential to the daily life of residents. The balance might be expanded to ensure equity between different socio-economic groups. The other important balance that should be maintained is the balance between pedestrian use and automobile use of the community. The could be achieved by enhancing the human, pedestrian scale and creating a sense of community and place for local people rather than through traffic.

My focus is to help create this pedestrian, human scale environment that connects major community elements such as parks, schools, shops and libraries in respect with safety and aesthetic considerations. To enhance the sense of community and character, I would suggest creating some urban design elements such as a plaza, fountains, or other small scale elements. I hope by participating in this workshop that I will gain knowledge and experience in team work, developing a planning process, dealing with a real life planning project, and create various options to solve or enhance existing situations.

Barry Manning

The Hillsdale Community Planning project presents interesting challenges in terms of community mobility, and design, while it offers great opportunities in terms of community involvement and commitment. One of my aims during the course of our studio work is to develop a better understanding of the process of community-based planning through our work with the Hillsdale Vision Group. I also hope to expand my understanding of the connection between land use and transportation, as well as develop technical skills in the areas of land use, transportation and implementation. Finally, I hope to develop knowledge of the suburban mobility/design issue that I can apply elsewhere in professional situations.

Ruth Selid

With this project, I hope to gain experience working toward a team product; working for a client that represents a community, learning how to assess a work scope and determining products that can be accomplished within a limited time period.

In addition, I hope to learn to consider goals of all clients/groups, not just those that I agree with, and be able to take ethical action on their behalf. I will also explore what my personal passion for planning can be.

Susan van Staveren

This project provides a unique opportunity to help a very directed group of citizens implement a vision for their neighborhood. By the end of this project, I hope to have gained experience not only in understanding the dynamics of helping a community gain a sense of identity, but also to do some practical transportation studies and analyses. I also hope to have had the opportunity to network with a variety of individuals controlling the regional transportation planning scene, and gain a richer understanding of some of the connections between land use and transportation planning.

SCOPE OF PLANNING SERVICES IN THE WINTER

Statement of Intent

The purpose of the Portland State University planning workshop is to work as an organized team and approach a planning problem in the Portland Metropolitan area. The planning problem is to have a regional perspective and express "vision." We are to focus on the planning process as we identify issues and draw together participants in the search for solutions.

Group Formation and Project Development

The formation of this group of planning students was the result of a unique blend of personalities coming together with their beliefs, commonalities, and enthusiasm. The group bonded together with their interests in projects that revolve around planning for complete communities in suburban areas. A complete community is one that integrates and relates the activities, institutions, spaces and mixes to one another. It is the belief of this planning workshop group that many suburban communities lack overall continuity and cohesiveness. The pattern of development characteristic of suburban areas desiccates community diversity and identity. Additionally, mobility within the suburban environment is limited to primarily one mode of transportation, the automobile. A dependence on the automobile has led to the evisceration of human-scaled interaction and sense of place in suburban communities. In the words of Southworth and Owens, "[The] trends [of suburban development] suggest a strong need to rethink the operating assumptions that have driven the growth of the urban fringe throughout the twentieth century. They describe a pattern of urbanization lacking human scale and interest; stripped of sense of public life; stratified by social and economic class; destructive of land, energy, and natural resources; inconvenient and wasteful of time; poorly organized and disorienting; and ill-suited to adaptation and change (Southworth and Owens, 1993)."

Project Identification

As a result of this group's concern of planning for complete community, several suburban areas were then identified as potential projects. The planning workshop group pursued suburban areas that were: definable, (i.e. its has relatively discernible boundaries), contains a variety of functions and land uses (e.g. commercial area, housing, schools, public buildings etc.), has transit potential (bus or light rail), and has an identifiable client interested in our proposal. After a few initial meetings and careful discussion, the planning group decided to proceed with the Hillsdale area. The client is The Hillsdale Vision Group.

Work Scope

The Hillsdale Vision Group consists of a group of area citizens who are concerned about the auto-oriented way that Hillsdale has developed and want to see more balance and community connectivity in the area. Members of this group come from a variety of backgrounds from designers to business owners, historians, and teachers. They are in the process of trying to determine what constitutes a "community" and how to improve neighborhood linkages to promote interaction between people. They recognize that there are several important elements that make Hillsdale special, such as its schools, proximity to downtown and neighborhood activism. They see that the time is ripe to try to achieve its vision since Calthorpe Associates is currently working with Metro on a design for Hillsdale's commercial core, and some major business owners stand ready to "buy in" to recommended changes in the area.

Planning Workshop members became interested in the Hillsdale Vision Group because it's work corresponded with the desire of Workshop members to plan for a complete community in a suburban area. Members attended a Hillsdale community workshop to meet vision group and other community members, a Calthorpe representative, and workers from Metro. The workshop group then met with 10 members of the Hillsdale Vision Group to determine how they could best work together during the winter term. Workshop members expressed their backgrounds and interests and vision group members outlined an extensive "wish" list for the area. Together workshop and vision group members pared down this list to something that could be managed in a ten week time frame.

Methods

Workshop members will begin by reaching consensus on a definition of "the problem" in Hillsdale. Once this is completed, they will begin studies to attempt to address this problem. As agreed with the Hillsdale Vision group members, this work will include:

- . Pedestrian/Bicycle Route Analysis: Study non-auto routes and linkages in the Hillsdale area including pedestrian and bicycle paths and how these connect to routes in surrounding neighborhoods.
- . Arterial Analysis: Determine existing studies for the roads in Hillsdale and in the surrounding areas. Define possible further research needs in order to seek reclassification of arterials.
- . Commercial Core Transportation Study: Analyze transportation patterns within the business district. Recommend possible locations for curb cuts, parking and median strips. Include in the study the intersection, to the west, where Bertha/Capitol and Beaverton Hillsdale Highways intersect.

The purpose of these analyses would be to help the vision group determine mobility and linkage improvements for the area. The workshop group will be updating the vision group on the status of area transportation studies and other projects to help them make better informed decisions as they address community identity and cohesiveness issues.

In all tasks, the workshop will consider not only these same issues but regional impacts. Inputs to the workshop analyses will include land use and zoning surveys, growth studies, traffic studies, discussions with residents, business owners, members of the South West Neighborhood Information Incorporated, and regional transportation decision makers.

Schedule of Major Events

Problem Definition by Jan 7, 1994
 Data Collection © by Jan 30, 1994
 Data Analysis © by Feb 7, 1994
 Selection of Solutions © by Feb 14, 1994
 Development of a Plan of Implementation by Feb 21, 1994
 Assembly of Products © by Feb 28, 1994
 Final Preparation of Presentation © by March 7, 1994
 Presentation of Plan © by March 17, 1994

Activities

Attend weekly Hillsdale Vision Group meetings.
 Define Hillsdale problem.
 List possible causes of problem.
 Collect data from transportation agencies, neighborhood associations, business associations, citizens, Portland City agencies, Metro, Tri-Met, Oregon State agencies, Federal agencies, and advocacy groups in the area.
 Organize data from all resources
 Analyze data from all resources
 Generate possible solutions based upon data
 Arrive at consensus on primary and alternative solutions
 Determine best types of products for presentation
 Produce the products
 Practice the presentation
 Make the presentation

Expected Products

The three products discussed in the preliminary meetings with the Hillsdale Vision Group are as follows:

Map Outlining Current Pedestrian and Bike Linkages

This will include routes to Hillsdale and also through Hillsdale.
 This document could also provide alternatives and visionary routes and the process it would take to develop desired linkages.

Document of the Street Classification Process

This document will outline the process of changing street classification. The document would outline what data are needed and the methods by which this could be obtained. It will also identify which studies have been done by other agencies and which studies are still needed.

Commercial District Circulation Study

This document would analyze current pedestrian and auto circulation patterns. It will also provide alternatives and options to increase the efficiency of circulation in the area.

Interaction

Client interaction will be a minimum of one weekly meeting, after or in conjunction with their meeting held each Tuesday evening in the neighborhood. A spokesperson has been selected for the Hillsdale Vision Group and the Hillsdale Workshop Team to consolidate information and prevent overlap and confusion.

Contacts were established at the Metro open house meeting, November 16th at Wilson High School, with Metro staff, the Calthorpe representative, and Tri-Met. An initial goal-setting and project clarification meeting was held on November 21st with the HVG, officers of the Southwest Neighborhood Coalition, and most members of the Hillsdale Workshop Team.

The Team has identified areas of work that may be divided into sub-groups for primary responsibility, with overlap. Team members will determine which area and work products to pursue, and establish regular meeting times to brief each other and coordinate activities.

The Team will interact with other Workshop teams through the weekly Thursday meeting time throughout winter quarter; briefings could be expected about every other week, or as work develops. The Team will develop a resource area for documents specific to our project that will be accessible to others in the workshop space. Regular work sessions for winter term may be open occasionally to observers from other teams.

Accountability/Flexibility

The workshop Team will meet early in the first week of class to evaluate work status, following holiday hiatus. The Team will give a brief presentation to the workshop at the initial meeting on Thursday January 6, 1994. Regular status reports could be given about every other week.

A field trip for other teams may be arranged at the regular class time or another time, during the first two or three weeks, to show the area under study and get feedback from others observations and knowledge of the area.

The Team will make a progress presentation to the HVG about midway through the term, around February 8th, to assess whether we're moving in the desired directions. This would allow time for mid-course correction to focus more tightly on specific areas of concern, or perhaps consolidate the project, in order to deliver a timely and useful product.

A near-final status report will be made during the week of February 27th to allow fine-tuning while final presentation products are prepared.

Internal Organization and Ethics of the Firm

Group members were enthusiastically drawn together for reasons outlined in the "Group Formation" section above. They share a common bond in that they wish to use their combined skills to help Hillsdale form a greater sense of community. The studies outlined above are strong in the area of transportation because that is the educational focus of many of the team members and an emphasis area for the Hillsdale Vision Group.

Team members plan to organize themselves into a type of planning agency. This agency will have a director skilled at organizing the work, monitoring schedules, ensuring close contact with the Hillsdale Vision Group, facilitating meetings, etc. Team members will form into subgroups focusing on different issues according to individual interests and strengths. Team members will meet regularly to discuss current work, problems, ideas, and to ensure adherence to addressing the "problem" as outlined at the beginning of the project.

Qualifications of Team Members

Skip Baker

Skip's strongest contributions to the Hillsdale Workshop group will be as a facilitator. For over 35 years He has worked with small and large groups helping them accomplish their objectives and sometimes even their goals. Recently he has received formal training in Total Quality Management (TQM). Of particular benefit was learning how to methodically solve problems using a six step process. He also brings to the table many years of experience in living and working in communities as a builder of homes, buyer of homes and resident. He is proficient in map reading, blueprint interpretation, estimating, interviewing, soliciting information by telephone and brainstorming. He recently wrote a business plan for the business associations of Southeast Portland in conjunction with the Bureau of Planning's work on the Outer Southeast Community Plan. He is currently working at the Center for Urban Studies on a contract to collect and analyze land use data current and future as to the impact on travelsheds and state highway corridors in the Northwest area of Oregon.

Preston Beck

As a relatively new person in the planning field, his qualifications are limited to what he has learned in the academic environment. His background is strong in physical geography and landscape architecture. He has been trained to be very observant and sensitive to the natural and man-made landscape. Transportation planning is his area of interest, especially alternative forms of transportation. Other qualifications that he possesses include excellent organizational skills, conceptualizing abilities, multi-disciplinary approaches, and clear and concise writing.

In-Hwan Chang

He is interested in analyzing current zoning regulation and developing alternative zoning ordinances through market analysis of alternative solutions. He has been involved in a few housing developments in which he learned how zoning regulations influence private development. He can support his experience with the study of DEVELOPMENT PROCESS taken in a graduate program. Modeling

analysis is another planning skill that he can contribute to Hillsdale project team.

Nanci Egan

Nanci has an undergraduate degree in Economics. This enables her to offer strong analytical skills. Her practical experience includes sales and marketing, supervision and administration, and computer literacy. Nanci's particular interest is in neighborhood identity and livability. She has been a volunteer co-chair for the Boy Scouts of America Chief Seattle Council Auction, which gave her great experience working with volunteers toward a common goal. Nanci is currently interning at SE Uplift as an assistant to the Land Use Planner.

Joel Freedman

His first experience with planning was as a senior undergraduate studying local politics and geography. He completed coursework in aerial photography and remote sensing, computer cartography, and geographic information systems. He gained work experience with a town planner/ consultant, researching Performance Zoning regulations. His focus during graduate study has been transportation and land-use, with coursework in transportation modeling, infrastructure planning, geographic information systems, and urban transport systems. Additionally, he works as a research assistant at the Center for Population Research and Census, and is involved in a project for the Oregon Department of Transportation. This project involves projecting growth for the state's northwest region and analyzing its impacts on state roads, through a variety of methods.

Kyle Hauger

Kyle has extensive planning and design skills and a general understanding of economic development, environmental and transportation issues. He has worked with hazardous waste regulations in Washington, Oregon and Hawaii.

Abdallah Kayyal

The architectural background Abdul has may be used in this project wherever design standards are needed. His skills include drafting (maps, drawings, and color graphics), 3-dimensional model building,

and photography. His 2 year study in the MURP program has provided him with analytical skills particularly in land use and transportation planning. His interests also include the built environment, urban design, and site planning.

Barry Manning

Barry brings a mix of both academic and practical experience to the team. Specific fields of interest include transportation and land use, urban design, and community-based planning.

He earned a B.A in Urban Planning Studies, from the University of Washington. Coursework there included several planning, architecture, and design studios. One studio developed a set of planning alternatives and recommendations for the city of SeaTac, Washington, and another developed urban design alternatives for the Wallingford neighborhood in Seattle. Graduate studies in the Master of Urban and Regional Planning program at Portland State University have focused on Transportation Policy and Planning.

His professional experience includes over two years in planning. As a planning intern with Snohomish County, Washington, he was involved in a variety of comprehensive planning projects aimed at implementing Washington State's Growth Management Act.

Currently he is employed as an assistant planner with the Port of Portland, where he is involved in a variety of regional and port-specific land use and transportation planning projects. Specific skills include knowledge of a variety of computer applications (Excel, Word, R-Base) as well as graphics, photography, and audio production.

Ruth Selid

Ruth has been a planner for the Portland Planning Bureau for the past three and a half years. Her work has included customer service and design reviews. Her experience includes presentations to public decision-making bodies, including Hearings Officer, Design Commission, and City Council. Her education includes work in Architecture and Urban Planning. She has a BA in Environmental Design from the University of Washington. She is currently in her second year in the Masters Program in Urban and Regional Planning at Portland State. Her computer skills include Macintosh-word-

processing and spreadsheet applications and IBM-word-processing and spreadsheet applications.

Susan van Staveren

Susan plans to complete her masters in Urban and Regional Planning, specializing in land use and transportation planning, this spring. She has a B.A. from Smith College in French Studies and Public Policy. She has extensive experience with program analysis and problem solving, and is familiar with a variety of IBM and MAC software programs. She is currently the editor for the *Metropolitan Clearinghouse Abstracts* through the Institute of Portland Metropolitan Studies and serves on the Land Use Committee for the Sellwood-Moreland Neighborhood Improvement League. She also volunteers as a team leader with the Community Energy Project.