

# IMAGINE||HOLGATE

A Vision for the SE 17th/Holgate Station Area Community

## WORKPLAN

A project of BrightRail Planning + Design

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# INTRODUCTION

## Mission Statement

To work with residents, businesses and other stakeholders to create a vision for the future of the SE 17th Avenue/Holgate Boulevard Station Area.

## Group Vision

When the Portland-Milwaukie Light Rail line opens in 2015, the Brooklyn neighborhood will be transformed. Light rail transit provides new mobility for residents and visitors, attracts new investment into communities, grows commerce and benefits local businesses.

We recognize that redevelopment can have both positive and negative outcomes. Our goal is to harness the benefits of light rail transit while preserving and enhancing those qualities of the community most valued by residents.

We also recognize that what makes a neighborhood great is not just transit or commerce, but the individuals that comprise the community.

With a clear vision developed through comprehensive public engagement, BrightRail believes that the SE 17th Avenue/Holgate Boulevard Station Area can flourish as a transit-oriented development.



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## PROJECT CONTEXT

### Portland-Milwaukie Light Rail

The Portland-Milwaukie Light Rail (PMLR) line will span seven miles, connecting downtown Portland, inner Southeast Portland, Milwaukie and north Clackamas County. Along with major street infrastructure improvements, PMLR will enhance connectivity between existing neighborhoods and encourage active transportation throughout the alignment corridor. Construction has already begun in the corridor, with service scheduled to begin in late 2015.

The MAX station planned at the intersection of SE 17th Avenue and Holgate Boulevard will serve as a vital transit hub for residents and businesses in the area.

Holgate Boulevard currently serves as the only local vehicular east to west access across the Brooklyn Rail Yards. The 17th/Holgate station and the related improvements in the corridor are expected to soften the transition between residential uses to the west and industrial uses to the east and encourage new neighborhood-oriented uses that can enhance the station area activity.

### Brooklyn Neighborhood

The Brooklyn neighborhood is not named for the famous burrough of New York City, contrary to common misconception. Rather, the name evolved from its original title, 'Brookland', a name given for the many springs and streams that drained the area historically. Much has changed since Brooklyn was known as Brookland.

The Inman-Poulsen Lumber Mill, on the northern edge of Brooklyn, operated from 1890 to 1954 and was among the most productive in the world during that time. Many of the millworkers lived in Brooklyn. Nearby Stephen's Slough off the Willamette River fed the mill and other industries. The slough has since been filled in.

The original hydrology of the area has been greatly disturbed. Improved stormwater facilities associated with the PMLR will restore some of the hydrologic function of the Brooklyn neighborhood. The ultimate goal is to restore a native salmon run in the area.

A streetcar line that connected Brooklyn to downtown Portland allowed white-collar employees working downtown to live in Brooklyn. The line has been long since decommissioned, but the PMLR line will reconnect Brooklyn with this history.



## PROJECT SCOPE

BrightRail Planning + Design, acting as consultant to TriMet, will create the following products: an Existing Conditions Report detailing opportunities and constraints in the study area, a Community Aspirations Assessment that will act as a vision statement, and a Development Opportunity Study that will explore a range of potential uses for two TriMet owned parcels adjacent to the future SE 17th Avenue/Holgate Boulevard station.

These products are intended to promote the redevelopment of currently vacant transit-adjacent parcels and will guide future investment around the SE 17th Avenue/ Holgate Boulevard MAX station area. All materials produced by BrightRail Planning + Design will be made available on the project website: [www.ImagineHolgate.org](http://www.ImagineHolgate.org).

Three geographies around the SE 17th Avenue/ Holgate Boulevard station are of interest to the Imagine Holgate project. As the central focus of our Development Opportunity Study, the aforementioned TriMet parcels will henceforth be referred to as the “focus area.” The market area for these parcels, defined by a ¼ mile radius around the station will be known as the “station area.” Finally, the “catchment area” is roughly defined as all areas within a 10-minute walk of the station. While our recommendations will focus on serving interests within the catchment area, it is not a rigid boundary, and we acknowledge the need to gather input from



Three Geographies of the Imagine Holgate Project

individuals residing or working beyond the 10 minute walking threshold. By soliciting input from a broad range of stakeholders, the Imagine Holgate project aims to synthesize community goals and aspirations into multiple feasible scenarios for transit-oriented development in the station area.

## WORKPLAN NARRATIVE

### Phase 1: Existing Conditions Assessment

A brief report (including maps) will summarize existing conditions of the SE 17th Avenue and Holgate Boulevard Station Area. This report will inventory and analyze the following topic areas:

- History of the Brooklyn neighborhood
- A Pedestrian Network Analysis
- Assessment of the built environment, including urban form and under-utilized sites
- Review of existing regulations: zoning, design guidelines, transportation improvements, business, city and regional interests in the station area community.
- Summary of previous planning efforts impacting the station area community.

BrightRail will conduct several walking and biking tours of the area and make use of existing studies conducted by TriMet, Metro and the City of Portland. In this first phase, we will contact and meet with project stakeholders to gather information and gain access to resources. This will include conducting a Walkshop with residents for them to lead us in understanding their community.

### Phase 2: Community Assets and Aspirations Assessment

In phase 2, BrightRail will engage the catchment area community to inform our recommendations for station area development alternatives.

To access local knowledge, aspirations and needs, we will conduct a Community Vision Survey of project stakeholders, and hold two (2) focus groups and host one (1) open house. One focus group will engage residents of the community, and the other will engage the business community, employees and others who frequently visit the area. This outreach will aid us in assessing the short term and long term needs of the community, inform interim uses for the station area and determine the long term development potential. Other outreach activities will supplement these efforts.

Survey results and public feedback from the focus groups and interviews will be recorded in a Community Assets and Aspirations Assessment, which will be used to inform our development opportunities analysis for the station area. This report will be made available on the project website and provided to stakeholder groups for their use as well.



### **Phase 3: Development Opportunity Study**

BrightRail will produce a Development Opportunity Study (DOS). We will refine development alternatives through a community open house and individual meetings with project stakeholders. We will share interim products with Trimet and Metro for feedback, and make necessary edits.

The Development Opportunity Study will include:

- Alternatives for station area development
- Massing studies
- Opportunities for adaptive reuse and new construction
- Market feasibility assessment
- Interim use recommendations
- Policy and funding strategy recommendations

### **Phase 4: Final Document Preparation and Presentation**

Beginning in late April, we will refine development alternatives by considering the most financially and politically feasible scenarios and make our final recommendations for development.

Final products will include:

- An Existing Conditions Assessment
- A Community Assets and Aspirations Assessment
- A Development Opportunity Study
- A poster summarizing our findings
- A project website containing all reports and deliverables
- A DVD or hard copy of all materials generated for TriMet
- A final presentation to Portland State University faculty and students
- A final presentation to Trimet, Metro and other interested parties
- A final presentation to the Brooklyn Action Corps

# PROJECT TIMELINE

				January		February				March				April				May				June			
TASK	PRODUCT	LEAD	SUPPORT	1/29	2/5	2/12	2/19	2/26	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24
<b>Meetings</b>																									
Weekly Meetings with Ethan and Gil (Mondays at 5:00-5:30pm)	Agenda	All																							
Weekly BrightRail Meetings	Agenda, minutes	Tara	Michael																						
Bi-Weekly Client Meetings	Agenda, minutes	Tara	Michael	2/3		2/17		3/2		3/16		3/30		4/13		4/27		5/11		5/25		6/8			
Attend PMLR Open Houses held by TriMet	Notes	All					2/23	3/1																	
Attend PMLR Citizen Advisory Committee Meetings	Notes	All				2/16			3/14					4/19				5/17							
Attend Brooklyn Action Corps Meetings	Notes	All									3/29							5/23							
<b>Workplan and MOU</b>																									
Draft Workplan and MOU	Draft Workplan and MOU	Tara	Joshua																						
Draft Workplan and MOU	Draft Workplan and MOU	Chad	Joshua																						
Present Workplan to client and class	Workplan poster and presentation	Chad	Tara			2/13																			
Complete final Workplan and MOU (DUE IN CLASS)	Final Workplan and MOU	Tara	Michael					2/29																	
<b>Phase 1: Existing Conditions Assessment</b>																									
Identify neighborhood stakeholders	Stakeholder list	Joshua	Tara																						
Classify and map built environment and connectivity	Built Environment/Connectivity Map	Alex	Chad																						
Evaluate existing market conditions	Market condition assessment	Michael	Chad																						
Initial strategic meetings with project stakeholders	Initial strategic meetings with project stakeholders	Tara	Joshua																						
Host WalkShop	Photos	Joshua	Tara					2/25																	
Post WalkShop photos to Flickr	Flickr album	Joshua	Tara																						
<b>Phase 2: Community Assets and Aspirations Assessment</b>																									
Online survey available on website	Online survey	Alex	Chad																						
Create handouts, maps and posters for Open Houses	Handouts, maps and posters	Joshua	Tara						3/8																
Outreach for Open House	Fliers, social media	Tara	Joshua																						
Focus Groups -- Community residents	Questionnaire	Joshua	Tara																						
Analyze information collected from Focus Groups and survey	Focus group/survey result analysis	Chad	Alex																						
Draft results from surveys/focus groups	Draft results from surveys/focus groups	Chad	Joshua (edits)																						
Present initial results from outreach to client for feedback	Initial results from community outreach	Joshua	Tara													4/5									
Draft Existing Conditions and Community Asset and Aspirations Assessment	Draft Existing Conditions and Community Aspiration Assessment	Chad	Joshua													4/5									
<b>Phase 3: Development Opportunity Study</b>																									
Identify areas for market feasibility study	Market feasibility study area map/list	Mike	Chad																						
Identify areas for adaptive reuse and/or redevelopment	Adaptive reuse and/or redevelopment map/list	Mike	Chad																						
Begin policy/funding research	Notes	Mike	Chad, Tara																						
Begin massing/urban design/streetscapes/sketchup	Draft massing study materials	Alex	Chad																						
Draft initial alternatives for station area development	Draft alternatives for station area development	Alex	Mike																						



PROJECT TIMELINE (continued)

				January	February					March				April					May				June			
TASK	PRODUCT	LEAD	SUPPORT	1/29	2/5	2/12	2/19	2/26	3/4	3/11	3/18	3/25	4/1	4/8	4/15	4/22	4/29	5/6	5/13	5/20	5/27	6/3	6/10	6/17	6/24	
Prepare initial adaptive reuse and new construction alternatives	Prepare initial adaptive reuse and new construction alternatives	Mike	Alex																							
Prepare recommendations for interim uses	Interim use recommendations	Alex	Mike																							
Develop Visual Preference Survey for Open House	Visual Preference Survey	Chad	Alex																							
Present development alternatives analysis with client	Development alternatives analysis presentation - PPT	Alex	Mike																							
Create maps, graphics, sketchup models, massing, examples for alternatives for Open House	Maps, graphics, sketchup models, massing, examples for alternatives	Alex	Joshua											4/12												
Finalize Visual Preference Survey	Final Visual Preference Survey	Alex	Joshua																							
Open House		Tara	Joshua													4/18										
Refine development alternatives based on community input	Refined development alternatives	Alex	Chad																							
Revise graphics, sketchup modeling, massing, examples for alternatives	Revised graphics, sketchup modeling, massing study, examples for alternatives	Alex	chad																							
Develop initial recommendations	Initial recommendations		Alex																							
Phase 4: Final Document Preparation and Presentation																										
Compile all materials done up to this point (Identify any gaps/missing links)	Compiled materials	Tara	Joshua																							
Collect images, maps, graphics etc. for final document	Images, maps, graphics, etc. for final document	Alex	Joshua																							
Begin writing report text	Draft report text	Chad	Tara																							
Compile first draft of report	First draft of report	Joshua	Chad																							
Prepare/Present Draft Report to Trimet	Draft report	Tara	Joshua																							
Faculty/Ethan Review of Draft Report	Draft report	Joshua	Chad																							
Report Draft Presentation to Class	Draft report presentation	Tara	Michael																							
University Presentation	University presentation	Tara	Michael																							
Final Report Due	Final report	Joshua	Tara																							
Final presentation to Brooklyn Action Corps	Final presentation	Joshua	Tara																							
Final presentation to TriMet and City stakeholders	Final presentation		Tara																							
Other Important Dates																										
Finals Week											3/18															
Spring Break																										
Passover/Good Friday/Easter															4/8											
OAPA Conference																										

In Progress

Draft

Final

## APPENDIX A :: MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (MOU) is made and entered into by BrightRail Planning + Design (Chad Armstrong, Joshua Shaklee, Alex Steinberger, Tara Sulzen and Michael Weidmann) with TriMet (represented by Bob Hastings) as our primary client. This MOU will become effective upon signature on February 17, 2012 and will expire on June 16, 2012.

The purpose of this MOU is to define the roles and responsibilities of each party in completion of the Portland State University Masters of Urban and Regional Planning Workshop Project, Holgate Transit Oriented Development (TOD).

### **Purpose Statement:**

The purpose of this project is to leverage the value of the upcoming Portland-Milwaukie Light Rail (PMLR) line to catalyze development in the SE 17th and Holgate Boulevard station area. Community aspirations and vision will be elicited, synthesized and will inform the final product.

### **BrightRail Planning + Design will:**

- Meet with Trimet staff and stakeholders bi-weekly to track project progress and needs, and maintain open communication in the interim.
- Create and maintain a project website ([imagineholgate.org](http://imagineholgate.org) and [brightrail.org](http://brightrail.org)) to provide project information to residents which will be available through December 31, 2012.
- Conduct the following public engagement activities:
  - Conduct interviews with stakeholders
  - Attend meetings of Brooklyn Action Corps and other neighborhood organizations.
  - Conduct one (1) walking tour, one (1) workshop and two (2) focus groups.
  - Conduct one (1) survey.
  - Follow up with all participants, directing them to the final report and recap of the event which they attended.




- Produce the following project deliverables:
  - A Community Aspirations and Existing Conditions Report. This will include:
    - A brief report (including maps) summarizing the existing conditions of the project study area.
    - A summary of results from focus groups, walkshop and online survey
  - Development Opportunities Analysis. This study will include:
    - Alternatives for station area development
    - Massing studies and photo-simulations
    - Opportunities for adaptive reuse and new construction
    - Market feasibility assessment
    - Recommendations for interim uses
    - Policy and funding strategies
    - Recommendations for preferred development alternative
- Share interim products with TriMet at deadlines as defined in project timeline (see workplan attachment)

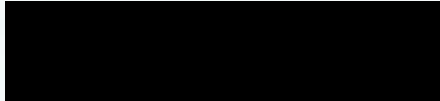
**Bob Hastings, representing TriMet, will:**


- Attend meetings with BrightRail Planning + Design bi-weekly and maintain open communication in the interim
- Provide technical oversight on documents within 7 days of submittal
- Provide project-related data resources
- Assist with costs of printing of project materials up to \$400
- Provide promotional materials for public outreach, in the amount up to \$120
- Provide transit passes to BrightRail Planning + Design for project related transportation
- Provide link on TriMet's PMLR project website to Imagine Holgate website
- Reimburse BrightRail members for any agreed upon expenses by July 15, 2012.


Both parties agree that any changes to this document will be made in writing based on mutually agreed up on terms.

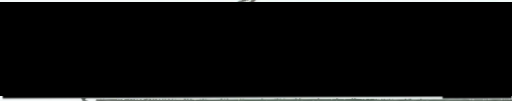
Signed:

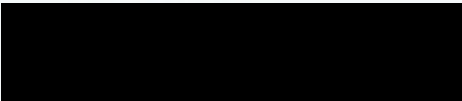
  
Tara Sulzen      2.17.12  
date

  
Bob Hastings      2/17/12  
date

  
Chad Armstrong      2/17/12  
date

  
Joshua Shaklee      2/17/2012  
date

  
Alex Steinberger      2/17/12  
date

  
Michael Weidmann      2/17/12  
date



## APPENDIX B :: PROJECT BUDGET

Item	Reason	Low cost estimate	High cost estimate	Person Responsible	Notes
Refreshments for 4 events	Public Engagement: Walkshop, Focus Groups and Workshop	\$60.00	\$100.00	Tara	
Printing Project Materials (maps, development alternatives)	Public Engagement: Open House and Workshop	\$50.00	\$150.00	Chris: Metro	
Promotional flyers/posters	For walkshop, workshop and focus groups	\$30.00	\$60.00	Bob: Trimet	
Transit passes	For frequent visits to site	\$100.00	\$200.00	Bob: Trimet	Minimim= 10 trips per person, Max=20 trips per person or unlimited pass)
Event space rental costs	If costs are associated with building rental	\$0.00	\$75.00	Bob: TriMet	\$25 to Loaves and Fishes per event as a donation for the use of their event space
Other	Website costs	\$40.00	\$40.00		
Total		\$280.00	\$625.00		