

Lombard ReImagined



Defining a vision for a better Lombard
Work Plan
March 2013





Swift Planning Group is six Master of Urban and Regional Planning students at Portland State University.

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Introduction

Problem Statement and Purpose

Lombard today is seen as an auto-oriented corridor that divides neighborhoods and lacks a sense of place. Neighbors are concerned that the priority given to automobile and freight movement comes at the expense of pedestrian safety and comfort. They want Lombard to achieve its potential as a vibrant, walkable corridor that would be a seam in the fabric of the community. The purpose of the Lombard Re-Imagined project is to develop a vision for this future of Lombard and recommend strategies to achieve that vision.

Swift Planning Group, a team of students in the Master of Urban and Regional Planning program at Portland State University, will work with the Kenton Neighborhood Association and other stakeholders to identify the needs and desires of the community in order to develop a vision for Lombard. The team will also examine issues such as traffic safety, land use, economic development, and streetscape design along Lombard St between N Chautauqua Blvd and NE Martin Luther King Jr. Blvd to inform specific recommendations for the corridor.



Busy Intersection of Denver and Interstate

Context

Lombard Street in Portland, Oregon is a vital corridor that serves many functions. As US Route 30 Bypass, this state-owned highway is a designated freight corridor that provides a route for oversized freight vehicles. Lombard is the primary east-west arterial linking St. Johns to the rest of the city, making it a major route for car traffic, a dedicated emergency vehicle route, and one of the busiest transit corridors in Portland. At the same time, Lombard is one of the only commercially-zoned streets within walking distance of several North Portland neighborhoods. While it is envisioned as a Main Street in the Metro 2040 Growth Concept, Lombard is currently underdeveloped in terms of neighborhood-serving businesses and amenities.

A crucial component of this project will be to find solutions and opportunities that the local community supports, and empower that community to take ownership of those ideas. The project, therefore, must recognize the area's differing demographic characteristics from the rest of Portland. Surrounding neighborhoods include more racial and ethnic diversity, higher population density, and a greater rate of home ownership. This will inform how the project team conducts its outreach in terms of groups to target and questions to ask.

In terms of planning context, several relevant plans will naturally inform and complement the Lombard Re-Imagined project. They will provide guidance on what efforts are already planned or in place in terms of addressing the problem at hand, as well as justification for undertaking this pursuit.

For example, the St. Johns/Lombard Plan completed in 2004 sought to improve the livability and economic viability of N Lombard St from just outside of our project area west to St. Johns. Because the City of Portland's Transportation System Plan specifies improving Lombard's function as a District Collector and Main Street, as well as working towards the eventual shift of all freight traffic to Columbia Blvd, this project will augment the St. Johns/Lombard plan by exploring similar or complementary strategies in this corridor.

Geographic Context

Interstate 5 runs through the project area, serving as a dividing line between two varying sections of this corridor. Section 1 spans from Chautauqua to I-5 and Section 2 spans from I-5 to MLK Jr. Blvd.

In addition to the corridor's length, this barrier will necessitate an approach that targets specific areas of concern and opportunity rather than a generic strategy for the length of the study area.



Section 1: Chautauqua to I-5 (Commercial Zone).

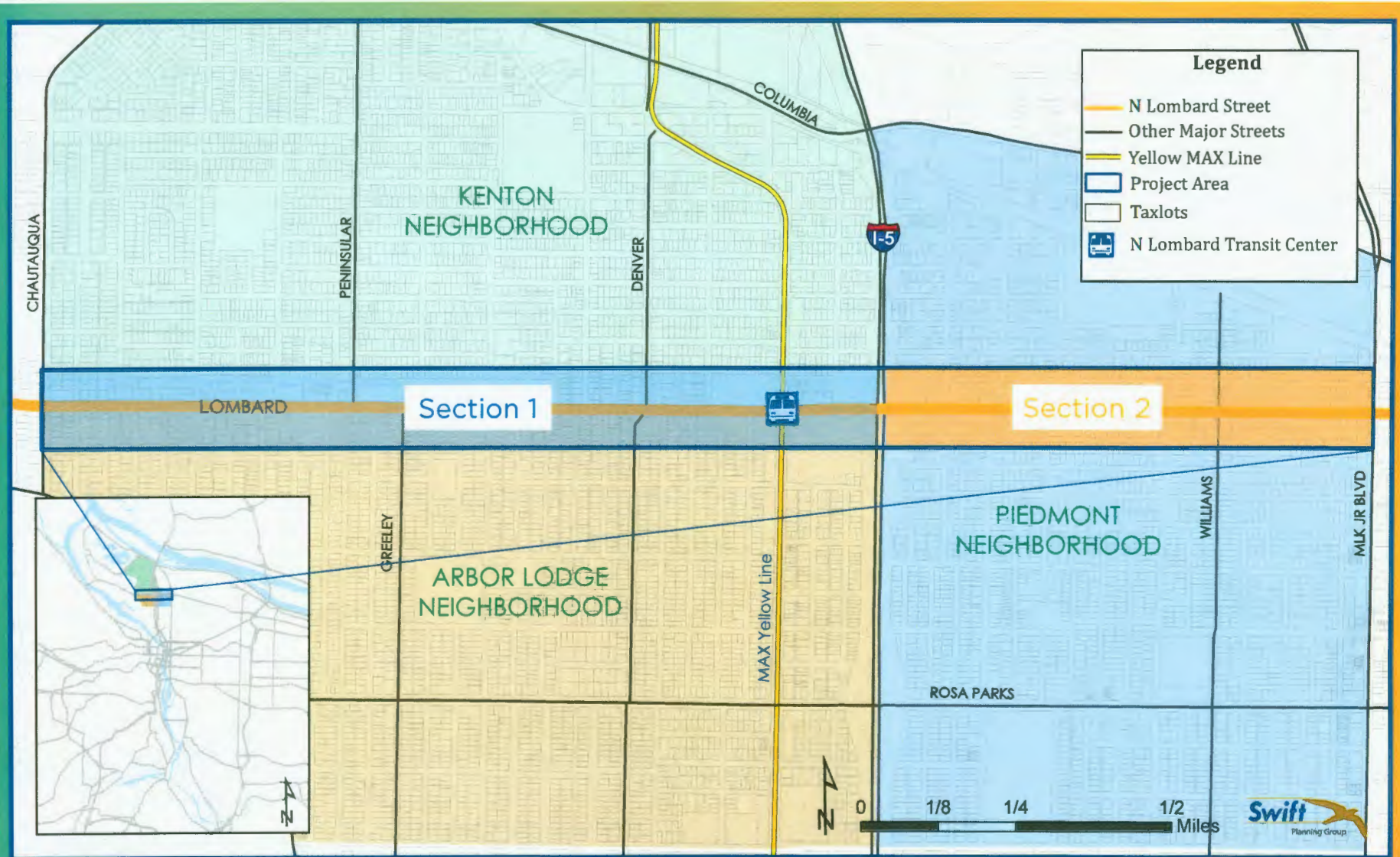
Includes many businesses, churches, the De La Salle Catholic High School, and the Lombard Transit Center. However, commercial development is discontinuous and does not feel like a cohesive commercial corridor. Businesses are mostly oriented to serve motor vehicles instead of pedestrians due to their setbacks from the road and large front parking lots. Large-format retail and drive-through fast food businesses are common.



Section 2: I-5 to MLK Jr. Blvd (Residential Zone).

Includes mostly single-family homes, with small commercial nodes surrounding the intersections of N Albina Ave, N Vancouver Ave, and NE MLK Jr. Blvd.





The project area spans Lombard St. from NE Martin Luther King Jr. Blvd. westward to N Chautauqua Blvd. This two-mile stretch of road lies about five miles north of downtown Portland and touches the neighborhoods of Kenton, Arbor Lodge, and Piedmont.

While the Portsmouth, University Park, and Overlook neighborhoods do not border this stretch of Lombard, they will undoubtedly be affected by any efforts regarding the street.

The length of the corridor and the distinct character of the two sections on either side of Interstate 5 will necessitate an approach that targets specific areas of concern and opportunity rather than a generic strategy for the entire stretch.



Project Scope

Deliverables

Swift Planning Group will produce a report that will describe a future vision for Lombard and make recommendations for projects and strategies to achieve that vision. These products will be informed by community and stakeholder input, and in partnership with the Kenton Neighborhood Association and other neighborhood and business organizations. The report will include the following elements:

- **Existing Conditions**

An inventory of existing conditions and planning documents that characterize the current configuration of the Lombard corridor.

- **Vision for Lombard**

A guiding vision showing what the community wants the Lombard corridor to be like in the future.

- **Recommendations for:**

- » **Streetscape improvements**

Recommended projects and strategies to improve the streetscape and pedestrian environment in the Lombard corridor.

- » **Land Use Regulations and Policies**

Recommended changes to land use regulation and policies to achieve a more neighborhood-friendly mix of businesses and uses.

- » **Place-Making Strategies**

Recommendations for creating a more cohesive and visible identity along the Lombard corridor.

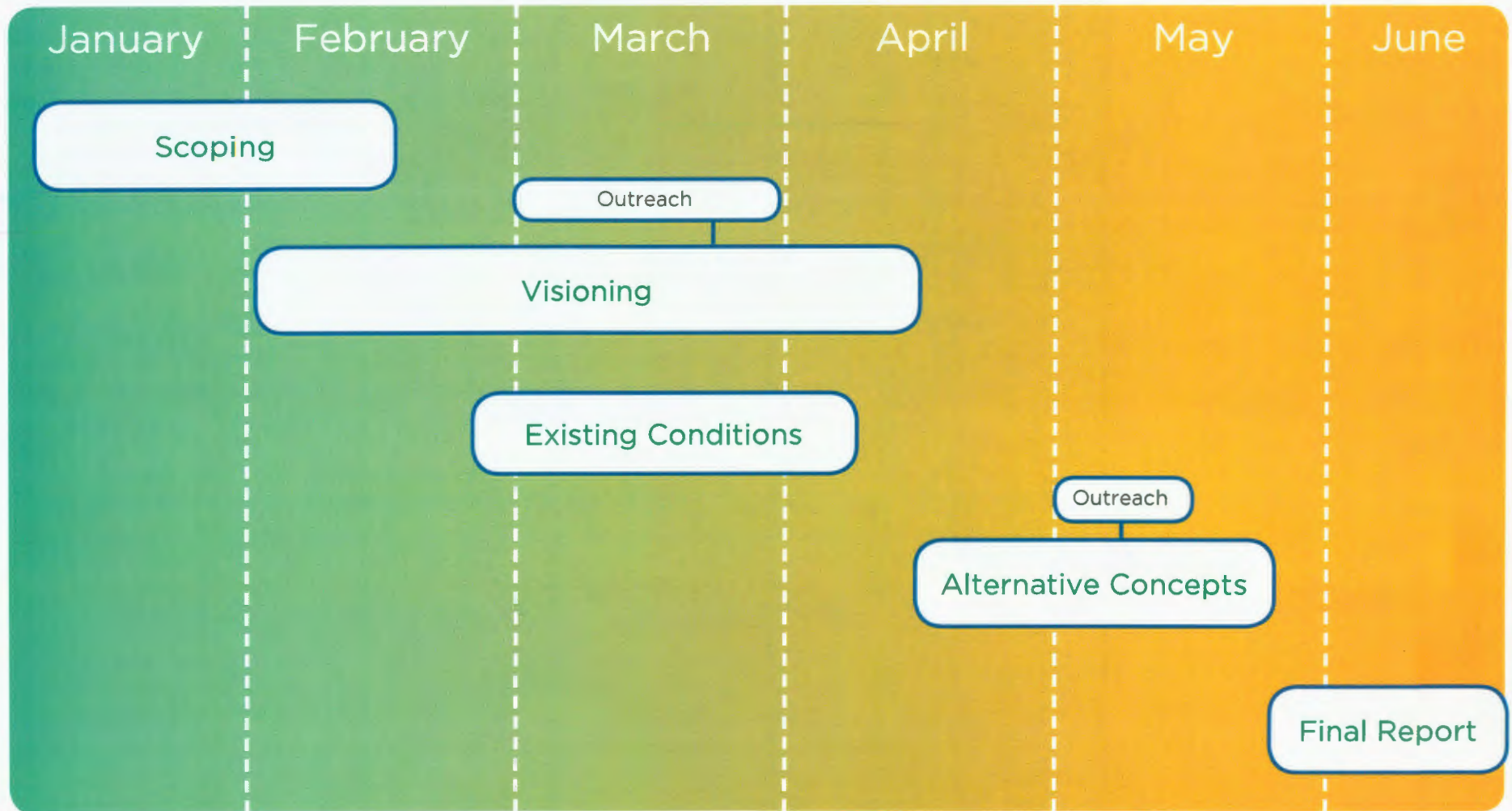
- » **Implementation strategies**

Strategies the community can use to implement streetscape improvements, land use policy changes, and place-making concepts throughout the Lombard corridor.



Planters at Lombard and Albina

Project Timeline





Project Components

Work Plan Narrative

The Lombard Re-Imagined project will consist of several overlapping phases of work lasting for roughly six months. These phases include project scoping, existing conditions research, visioning, data analysis, alternatives development, and recommendations. Public involvement will be incorporated into multiple phases. The project will culminate in a final report and presentation, to be delivered in June of 2013. This Work Plan Narrative will describe the phases of the project and final product in greater detail.

Project Scoping

Swift Planning Group will work with the Kenton Neighborhood Association and other community stakeholders to further define the geographic and conceptual scope of the project. Initial meetings will focus on establishing a working relationship with the client and identifying the various stakeholders that need to be involved in the process. Meetings will be held with the client and other stakeholders to discuss what they want this project to accomplish and to identify potential issues or concerns with our approach.

As the project client, the Kenton Neighborhood Association will be the primary contact in the community and will be expected to devote time and resources to the project. However, the project must

also reflect the concerns of the wider community around the Lombard corridor. Swift Planning Group will reach out to neighborhood organizations, business associations, and civic groups in order to get the input of community leaders. These groups include, but are not limited to:

- Arbor Lodge Neighborhood Association
- Piedmont Neighborhood Association
- University Park Neighborhood Association
- Portsmouth Neighborhood Association
- North Portland Neighborhood Services
- Kenton Business Association
- Interstate Corridor Business Association
- University Park Business Association
- Local faith-based organizations
- Local schools

A successful project must incorporate information and input from the relevant government agencies involved in the Lombard corridor. In this phase, Swift Planning Group will schedule meetings with the various agencies during the Project Scoping phase to get a greater sense of the policy and planning context surrounding the project and to understand what measures may or may not be feasible to implement. Relevant

agencies include, but are not limited to:

- Oregon Department of Transportation
- Portland Bureau of Transportation
- Portland Bureau of Planning and Sustainability
- Portland Development Commission
- TriMet



Freight Sign at Lombard and Denver

Existing Conditions

Swift Planning Group will conduct a thorough inventory of the existing conditions along the Lombard corridor. This inventory will provide a solid context for future work and will serve as the baseline against which various strategies and projects can be measured. The Existing Conditions phase will include historical research, current land use and transportation conditions, existing plans and policies, and identification of challenges and opportunities along the corridor.

Historical research will be used to help Swift Planning Group and the neighborhoods understand the forces that have shaped Lombard into what it is today. It will likely provide both positive examples of what has worked in the past and negative examples of mistakes to be avoided in the future. This research will include the history of transportation in the area, past development and zoning, and demographic change over time.

Swift Planning Group will create maps and tables showing existing transportation facilities and land uses along the Lombard corridor. The Existing Conditions phase will also include inventories of businesses, building types, vacant lots, on- and off-street parking, and public amenities. Research will be verified through site visits whenever possible. This phase will also include traffic, land use, and

demographic data collection to be used in future analysis.

Swift Planning Group will also research and present existing plans and policies affecting the Lombard corridor. These may include comprehensive plans and zoning regulations, transportation plans and classifications, neighborhood plans, and specific projects planned for the corridor.

Based on the research outlined above, Swift Planning Group will identify specific challenges and opportunities along the Lombard corridor. These may consist of specific sites, crossings, and road segments, as well as larger areas of concern. This inventory will allow the project to focus on places where potential solutions can have the most impact.



Storefronts on Lombard at Albina



Sidewalk on Lombard at Vincent



Trash receptacle at a bus stop

Visioning

In the Visioning phase, Swift Planning Group will conduct public outreach in the community to get a broad sense of how residents, businesses, civic groups, and institutions feel about Lombard and what they would like to see it become in the future. This process will identify the community's overall vision for Lombard as well as the most important goals and objectives embedded in that vision.

In order to determine what the vision might be, Swift Planning Group will work with the client to identify stakeholders to engage. We will work with community organizations, businesses and individuals to help plan and execute engagement events. We will listen and learn through one-on-one interviews, coffee talks, surveys, online media and social networking, and walking tours. From there we will collect people's hopes and desires for improvements to the corridor.

Swift Planning Group will produce a document that will synthesize this community input and articulate a long-term vision for the corridor. This vision will incorporate streetscape, land use, and place-making elements and lay out goals and objectives for each. The vision will guide the creation of the final report by providing a desired future to work toward.



March 9, 2013 Walking Tour

Data Collection and Analysis

The project team will collect and analyze data throughout the project. This will have three general components:

1. Initial data collection and stakeholder outreach.	This phase began as a component of completing this work plan. Information gathered will provide basic context and insight into the conditions on Lombard. It will also inform public outreach strategies.
2. Survey administration and analysis.	Survey data will be analyzed to find patterns in respondent preferences, including specific geographic areas of concern; correlations between where respondents live (i.e. which neighborhood) and their desires for Lombard; priorities for the project; and general attitudes about Lombard and its future.
3. Feedback from public involvement events	Most of this information will be analyzed in a more qualitative manner. Some options may include a meta-analysis of words and language used on feedback materials; identification of groups who did not attend that may require more proactive outreach strategies; creative ideas for the project grounded in local knowledge.



Alternative Concepts

Swift Planning Group will create several alternative concepts for improving the corridor in a way that helps achieve the long-term vision for Lombard. These concepts will incorporate the feedback and data analysis from previous phases, and will focus on short-term strategies and projects that are feasible to implement. The alternative concepts will present a range of potential approaches to solving the major problems in the Lombard corridor, including streetscape, land use, and place-making components.

Alternatives Outreach

Swift Planning Group will present the alternative concepts to the community through a variety of public outreach methods. Members of the public will have the opportunity to comment on the concepts, offer feedback, and contribute their own ideas. We will provide opportunities for input in both online and in-person activities including a public workshop. The goal of this outreach phase is to help us prioritize improvement recommendations and to confirm the accuracy of our vision statement. Public input will be used to inform further refinement of the concepts and ultimately the selection of the preferred recommendations.

Elements of streetscape alternatives include:

- Configurations of public right-of-way
- Traffic calming measures
- Sidewalk improvements and pedestrian amenities
- Placement and design of pedestrian crossings
- Bicycle access and bicycle facilities
- Transit stops and amenities
- On-street parking and vehicle access
- Landscaping and water quality

Elements of land use alternatives include:

- Comprehensive plan and zoning changes
- Types of businesses
- Mix of uses
- Design of buildings
- Off-street parking
- Development strategies
- Catalyst sites
- Focus areas

Elements of place-making alternatives include:

- Marketing and branding strategies
- Nodes and corridors
- Events
- Storefront improvement programs
- Business development

Recommendations and Final Report

Swift Planning Group will develop a set of recommended projects and strategies for achieving the desired community vision for the Lombard Corridor. These recommendations will be included in the Final Report (see Deliverables) and presented to the public.

Measures of Success

A successful process will:

- **Ensure robust public involvement by...**
 - » Identifying and engaging as many relevant stakeholders as possible.
 - » Proactively seeking input from traditionally underrepresented groups, including people with disabilities, minorities, and those with low-income. This should include creative outreach strategies and leveraging relationships with key figures known and respected by these groups.
- **Brand the project in a way that is both memorable and meaningful by...**
 - » Creating an appealing and consistent “face” of the project through its name, logo, website, and materials distributed.

Successful products will:

- **Be grounded in community desires, research, and area history.**
- **Be useful in both the short and long term of Lombard, focusing on incremental change working towards a greater vision by...**
 - » Laying the groundwork for future relevant planning efforts, including the upcoming Portland Plan update.
 - » Establishing or strengthening connections between key parties to maximize project’s potential.
 - » Fostering community ownership of/continuing advocacy for the corridor.



Storefronts on Lombard and Mississippi



Intersection of Peninsular and Lombard



Future grocery store slated for renovation

Appendix A: Memorandum of Understanding



Memorandum of Understanding

Who:

- Swift Planning Group – Kathryn Doherty-Chapman, Jodi Jacobson-Swartfager, Zef Wagner, Brian Hurley, Rebecca Hamilton, Jake Warr
- Kenton Neighborhood Association, Meegan Watts and Steven Rupert
- Interstate Corridor Business Association- Chris Duffy

When:

- Effective from February 10th, 2013 – June 10th, 2013

What:

- The Memorandum of Understanding defines the roles and responsibilities of Swift Planning Group and the Kenton Neighborhood Association during the specified time frame.

Swift Planning group will:

- Conduct background research to better understand the contextual, political, historical and demographic qualities of the Lombard Corridor.
- Create an existing conditions report, which will be used to inform recommendations for streetscape and land use improvements along the corridor. It will also be used to identify strategies for strengthening the community identity along the corridor.
- Organize and host public engagement events and craft written and web-based surveys, which will include, but is not limited to:
 - Two neighborhood Walk-Alongs
 - One Open House
 - A series of stakeholder interviews
 - One online survey
 - At least two Coffee Talks
 - This information will be used to draft a vision for the Lombard corridor.
- Provide a final report with a set of recommendations and strategies to implement this vision.
- Will regularly meet with KNA and provide timely status updates per our workplan.

Kenton Neighborhood Association will:

- Provide space for community outreach events.

- Promote planned public engagement events through community outreach.
- Reimburse Swift Planning Group with for supplies through monetary or in-kind donations. Monetary reimbursements will not exceed \$1200.
- Meet with Swift Planning Group every two weeks, or as needed.
- Provide contact information and assist with connecting Swift Planning Group with members of the community.
- Supply and/or support the acquisition of necessary data.
- Read and provide feedback on the drafts of all deliverables within 5 business days.

Receipts and documentation for expenses will be submitted to the Kenton Neighborhood association. Kenton Neighborhood Association will reimburse Swift Planning Group within 30 days of receiving expense documentation. All reimbursements will be made before July 10th, 2013.

Swift Planning Group:

Kathryn Doherty-Chapman, Project Manager

Rebecca Hamilton, Public Outreach Coordinator

Brian Hurley, Research Lead

Jodi Jacobson-Swartfager, Design Lead

Jake Warr, Technical Lead

Zef Wagner, Editor

Date March 6th, 2013

Kenton Neighbors Association:

Steven Rupert, Land Use Chair

Meegan Watts, Co-chair

Interstate Corridor Business Association:

Chris Duffy

Date _____

Appendix B: Detailed Timeline

TIMELINE for Lombard Reimagined

	Start Date	End Date	Lead	2nd Lead	January	February	March	April	May	JUNE															
					21-27th	Jan 28th- 1-10th	11th-17th	18th-24th	25th-3rd	4th-10th	11th-17th	18th-24th	25th-31st	1st-7th	8th-14th	15th-21st	22nd-28th	29th-5th	6th-12th	13th-19th	20th-26th	27th-2nd	3rd-9th	10-15th	
SCOPING																									
Draft work plan and MOU	23-Jan	30-Jan	All																						
Write Current Context,Objective, Problem statement	23-Jane	4-Feb	All																						
Timeline		20-Feb	KDC																						
PRODUCT: Workshop MOU/Plan Presentation		18-Feb	JW																						
Finalize work plan and MOU		20-Feb	ALL																						
PRODUCT: MOU and Work plan		13-Mar	ALL																						
Debrief Meeting W/ Ethan & Gil		18-Mar	ALL																						
ADMINISTRATION																									
Regular Client Meeting	Ongoing	Ongoing	RH	KDC																					
Compile Agenda	Ongoing	Ongoing	All	All																					
Lead Meeting																									
Regular Group Meeting	Ongoing	Ongoing	KDC																						
Compile Agenda	Ongoing	Ongoing	KDC																						
Lead Meeting	Ongoing	Ongoing	KDC																						
Develop logo brand for planning effort	1-Feb	15-Feb	JJS	RH																					
Maintain website/Facebook page	Ongoing	Ongoing	JJS	JW																					
Set up email list		15-Feb	JW	JJS																					
Manage email list, create content, etc.	Ongoing		JW	RH																					
Make Project Poster with all event dates		22-Mar	JJS	RH																					
Develop Public participation strategy memo	1-Feb	22-Mar	RH	KDC																					
EXISTING CONDITIONS																									
Past and current plans	1-Feb	22-Mar	JW	BH																					
Demographics	1-Feb	22-Mar	JW	BH																					
Zoning	25-Feb	22-Mar	ZW																						
Transportation Data- Traffic, transit, safety	1-Feb	22-Mar	BH	JW																					
Street Cross-sections	1-Feb	22-Mar	BH	KDC																					
History	1-Mar	22-Mar	BH																						
Curb ramp inventory	1-Mar	22-Mar	JW																						
Business inventory	1-Mar	22-Mar	KDC																						
Streetscape inventory map (trees, noise, landscaping, sidewalk	1-Mar	22-Mar	JW																						
Land Use report and maps- zoning, existing land uses, etc	1-Mar	22-Mar	ZW																						
PRODUCT: Existing Conditions Report		1-Apr	ZW	BH																					
VISIONING																									
Get stakeholder lists from client	20-Jan	28-Feb	RH	KDC																					
Conduct Stakeholder Interviews	1-Feb	30-Mar	All																						
Compile Stakeholder interview data	29-Mar	5-Apr	RH	KDC																					
PRODUCT: Stakeholder Data Report																									
Develop Survey	15-Feb	22-Feb	KDC	JW																					
Distribute electronic survey	22-Feb	29-Mar	KDC	JW																					
Develop Intercept Survey	25-Feb	2-Mar	JW	KDC																					
Intercept people with survey	2-Mar	March 29	RH	KDC, all																					
Analyze survey results	29-Mar	1-Apr	JW	BH																					
PRODUCT: Survey Report		1-Apr	JW	KDC																					
Plan walking tours		Feb. 22	RH	KDC																					
Create and distribute Press release for Walking tours		22-Feb	KDC	RH																					
Get walking tour info on website, facebook and invte people		22-Feb	JJS	JW																					
Do walking tours		9-Mar	All	All																					
PRODUCT: Walking tour report		20-Mar	RH	KDC																					
Review Online media for vision elements (photos, FB and Twitter, etc)		29-Mar	JJS	KDC																					
Plan 3 Coffee Talks-Set up with stakeholders	22-Feb	10-Mar	RH	KDC																					
Prepare Coffee Talk Materials	1-Mar	15-Mar	JJS	RH																					
Conduct Coffee Talks	1-Mar	1-Apr	JW	KDC																					
PRODUCT: Vision Document of some sort		5-Apr	RH	KDC																					
ALTERNATIVE CONCEPTS																									
Transportation/Streetscape Analysis	22-Mar	20-Apr	JW	BH																					
Transportation/Streetscape Concepts	22-Mar	20-Apr	JW	BH																					
Land Use / Zoning Analysis	22-Mar	20-Apr	ZW	KDC																					
Land Use / Zoning Concepts	22-Mar	20-Apr	ZW	KDC																					
Case Studies/Best Practices	10-Mar	20-Apr	BH	KDC																					
Programmatic Analysis	22-Mar	20-Apr	KDC	RH																					
Programmatic ideas	22-Mar	20-Apr	KDC	RH																					
Identity/Branding ideas		20-Apr	JJS	RH																					
Cross sections due		24-Apr	BH	KDC																					
Draft Alternatives Concept Report		24-Apr	ZW	KDC																					
PRODUCT: Alternative Concepts for Lombard		1-May	ZW	All																					
ALTERNATIVES OUTREACH																									
Online Open House	20-Apr	1-May	JW	KDC																					
Prepare Materials for outreach	20-Apr	1-May	JJS	RH																					
Public Workshop	1-May	10-May	RH	KDC																					
Concept roadshow	20-Apr	10-May	JJS	ZW																					
Submit for feedback from stakeholders	1-May	10-May	All																						
PRODUCT: Outreach summary report		13-May	ZW	All																					
FINAL ANALYSIS & RECOMMENDATIONS																									
Analyze feedback from Alternatives Outreach		15-May	JW	KDC																					
Draft of Final recommendations and report to Ethan and Gil		15-May	ZW	All																					
Develop Final Recommendations	1-May	27-May	ZW	All																					
Run by client	16-May	20-May	RH	KDC																					
Final Presentation		29-May	RH	KDC																					
PRODUCT:Recommended land use regulation and policy changes		10-Jun	ZW	All																					
PRODUCT:Recommended identity-building strategies		10-Jun	ZW	all																					
PRODUCT: Recommended implementation strategies		10-Jun	ZW	all																					
Final Report		10-Jun	BH	all																					