

Roseway final publication

January 2002



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The Roseway Vision Plan project has been a dynamic, neighborhood-initiated planning effort. This citizen-driven planning process was sponsored by Roseway Neighborhood Association (RNA) and funded by the Meyer Memorial Trust and RNA. This project has resulted in a document that expresses a new vision for the Roseway Neighborhood, a vision that builds on our strengths and reflects our values.



The goal of the project was to bring the community together in an effort to impact the future. To develop a neighborhood-oriented vision for Roseway, a series of interactive community workshops was held to provide a forum for neighborhood residents and business owners to voice their views about the preferred future. The format of these meetings was specifically designed to be interactive, and the meetings were scheduled to take place throughout the fall and winter, with two meetings on Saturday mornings and one on a Tuesday evening to provide a variety of meeting times. The meeting dates were November 18, 2000, December 9, 2000, and January 9, 2001. Turnout at the meetings was good, and increased with each successive meeting.



Throughout the project, the Roseway Vision Steering Committee worked with Urbsworks' Marcy McInelly, a professional hired to guide the process. The Vision Committee also provided the publicity for the meetings, including volunteering time to design, print, label, and mail 2500 meeting announcements to every household and business address in Roseway Neighborhood. The Committee also printed and distributed meeting publicity posters, and sent a second meeting reminder postcard to every address in Roseway.

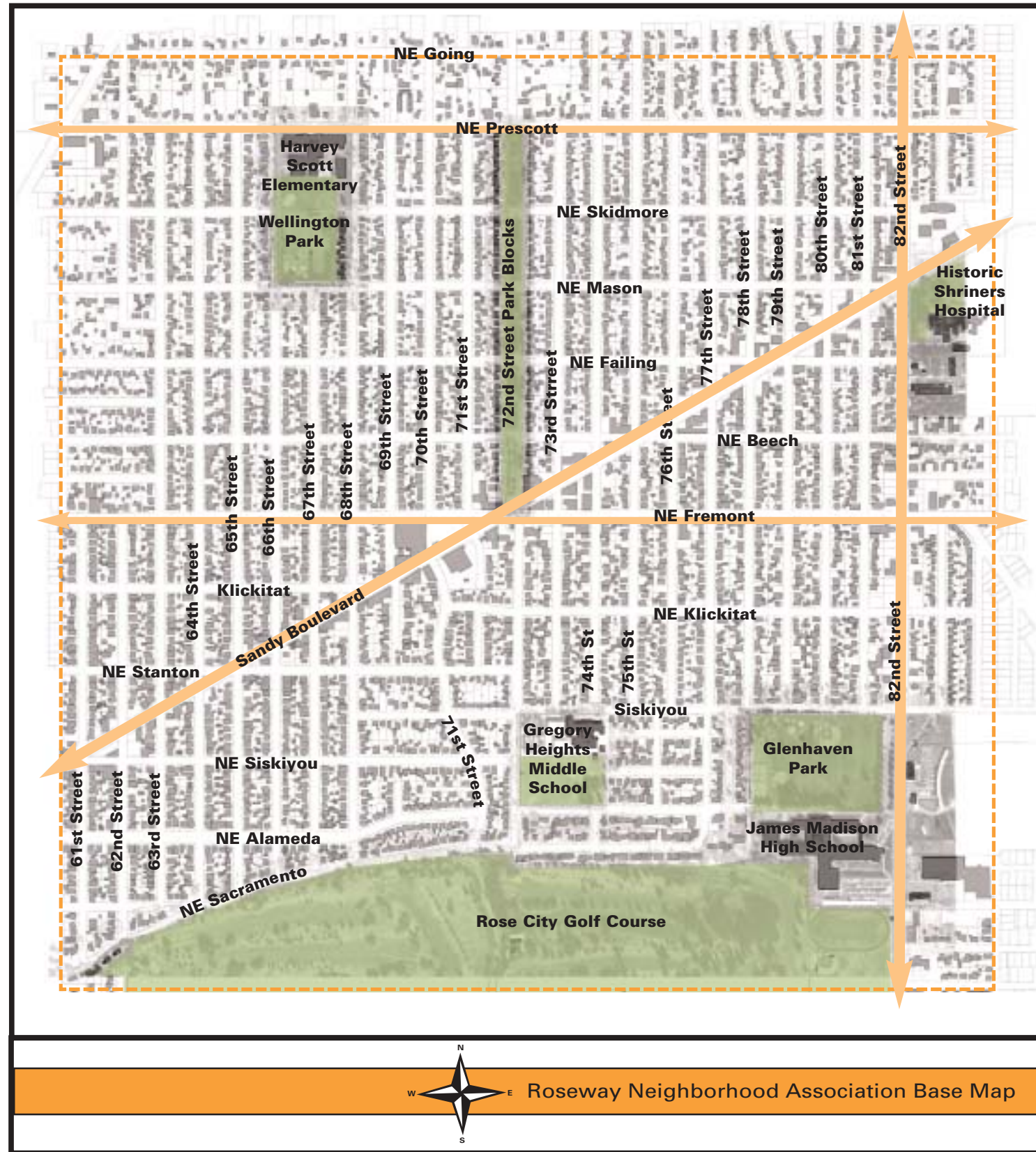


Through the workshop process, the community identified a vision for the future for five different focus areas within Roseway neighborhood. These areas provide a hierarchy of neighborhood places, and the vision for each area is:
I. Sandy from 68th to 77th is the neighborhood center and a lively pedestrian-oriented commercial main street.
II. Sandy from 77th to 82nd is a mixed use commercial area centered on the Gregory Heights branch library, which serves as a civic anchor.
III A & B. Prescott & 72nd and Fremont & 62nd are small-scale hubs of activity that are oriented to surrounding residences
IV. The 82nd & Siskiyou area is a neighborhood gateway that provides a sense of arrival to Roseway neighborhood and Northeast Portland.



After the workshops, the Vision Committee continued to meet to assist Urbsworks in turning the vision expressed by the community into more detailed action items and then to provide input on the development of the actual plan document.

The plan document is intended to articulate the vision identified by the community. Most important, it includes detailed action charts that spell out individual steps for achieving the vision, with timelines and implementers identified. This will be a valuable tool for RNA as the neighborhood moves from the planning stage into implementation. The written plan document is intended to serve as a record, a reference, and a starting point for implementation. It is intended to be a living document, one that can be changed and adapted over time as the neighborhood moves forward with implementation.



Roseway Neighborhood Association Base Map

CHAPTER ONE

BACKGROUND & OVERVIEW

- Roseway Description
- Process Summary
- Summary of Vision for each Focus Area

Citizens of neighborhoods can use Roseway's Visioning Project as a model for involvement, because it is self directed, separate from government and aimed at what can be done to change and improve situations rather than complaining about what is wrong. By seizing the opportunity of private foundation funding, Roseway neighbors broke away from the stereotype of citizens as spectators.

- Phill Colombo

u r b s w o r k s

BACK GROUND & OVERVIEW

ROSEWAY DESCRIPTION

Roseway Neighborhood is located in northeast Portland, and was first developed in the early part of the twentieth century. Rose City Park Golf Course is located immediately to the south of Roseway, and provides a major green space at the southern end of the neighborhood. The eastern boundary is NE 82nd Avenue, historically the city limits and a major gateway to Portland. Its northern boundary is NE Prescott Street, and the western boundaries are NE 62nd north of NE Fremont Avenue and NE 67th south of NE Fremont Avenue.

Sandy Boulevard bisects the neighborhood, passing through Roseway on a diagonal and intersecting with NE Fremont and NE 72nd Avenue in a major intersection at the geographical center of the neighborhood. Development began in Roseway in conjunction with the Sandy streetcar line, and there are a number of storefront buildings near the neighborhood center dating back to the heyday of the streetcar. In the days before the interstate highway system, Sandy was an old state highway, and it is still used as a major automobile route into the city.

Roseway has excellent transit connections, both within the city and regionally. Sandy Boulevard has a major bus route on it, as do 82nd Avenue and Fremont. MAX light rail is nearby, with the Parkrose Transit Center accessible from the #12 bus line that runs down Sandy. Hollywood Transit Center, another major light rail and bus hub, is also close by the neighborhood. The Portland International Airport is very convenient to Roseway, and can be easily reached by light rail, private automobile, or taxi.

Roseway Neighborhood has historically had a business district along Sandy Boulevard, centering on the Fremont/Sandy/72nd intersection. Sandy was and continues to be the main commercial street in the neighborhood, with some additional commercial activity on Fremont, 82nd Avenue, and Prescott.

The Roseway Theater, a single screen neighborhood cinema dating back to the 1920s, is located near the center of the neighborhood, as is Fairley's Pharmacy, a landmark business in Roseway that still contains a working soda fountain. A strong southeast Asian business community has developed along Sandy Boulevard west of NE 72nd, and includes restaurants, markets, and a variety of other businesses.

The bulk of the neighborhood is single family residential housing, much of which was built prior to World War II. Infill of residential areas has occurred over time, and newer homes are interspersed with older homes throughout portions of the neighborhood.

Roseway contains three Portland public schools: Harvey Scott Elementary School, Gregory Heights Middle School, and Madison High School. The Gregory Heights branch of the Multnomah County Library system is located on Sandy Boulevard between NE 79th and NE 80th Avenues. The library was recently renovated, and includes a community room. Glenhaven Park is located at the southeast corner of the neighborhood, adjacent to Madison High School. Glenhaven includes tennis courts and soccer, softball, and baseball fields, as well as playground facilities. Because of the athletic fields and the fact that it is one of only two parks in Roseway, Glenhaven Park is well-used throughout the year. Wellington Park is located near the northwest corner of the neighborhood, adjacent to Harvey Scott Elementary School. This park was recently upgraded by the Portland Parks Bureau with neighborhood participation. The other major park feature in the neighborhood is the

72nd Avenue park blocks, which are located between Fremont and Prescott along 72nd Avenue. These park blocks slope down to the north, providing views of the Columbia River and the tower at the Portland Airport. The historic Shriners Hospital site is located on the east side of the neighborhood, at the intersection of 82nd Avenue and Sandy Boulevard. Since its construction in the 1920's, Shriners has provided a major landmark feature and gateway to both Roseway Neighborhood and the City of Portland.

During the 1960s, the Roseway was one of a series of east side neighborhood theaters that my parents would drive my brother and me to to see Saturday matinees. While it was a little farther to drive to from where we lived, I recall seeing a handful of films in this theater that was still operating under the Roseway name in the 1960s.

• Carl Bennett

PROCESS SUMMARY

Planning has been a topic of the Roseway Neighborhood Association for several years because residents were concerned about the future of the neighborhood and were seeking ways to improve upon what they saw as a great neighborhood to live in. It was clear to the RNA Board that a planning effort would require outside assistance, and that it would not be possible to complete a neighborhood planning process using only neighborhood volunteers. When the City of Portland undertook the Hollywood and Sandy Plan in the late 1990's, Roseway requested that the boundary of that planning effort be extended from NE 57th Avenue to NE 82nd Avenue to include Roseway. At that time, the planning boundary could not be extended. The Roseway Neighborhood Association continued to discuss ways of accomplishing a neighborhood planning effort. Development proposals continued to come up, and the neighborhood repeatedly found that the zoning in the neighborhood did not support the kinds of development the neighborhood wanted to see, and that some developers were trying to build. The need for a neighborhood planning effort was becoming clearer and clearer to the neighborhood.

Because public sources of funding appeared to be very limited for neighborhood planning efforts, Board members began to consider the possible of finding private funding for the project. Roseway Neighborhood Association is a member of the Central Northeast Neighbors coalition, which is a 501(c)(3) organization. Since non-profit status was available, Roseway began to research into charitable foundations, and Meyer Memorial Trust was identified as a potential grant source. Board members prepared a scope of work for the planning effort and applied to the Trust's Small Grants program under Central Northeast Neighbors. Meyer Memorial Trust awarded Central Northeast Neighbors / Roseway Neighborhood the maximum Small Grant in July 2000.

After receiving the grant, Roseway Neighborhood Association formed a Vision Plan Steering Committee to select a consultant and guide the development of the vision plan. A core body of participants, led by chair Lauren Schmitt and vice-chairs Sean Batty and Peter Meijer, starting meeting in August 2000. Membership on this committee was open, so additional Roseway citizens joined the Vision Committee as the project progressed.

On behalf of Roseway Neighborhood Association (RNA), the Vision Committee solicited Statements of Qualifications from a short list of three urban design firms developed by committee members. Based on the submittals, the firm Urbsworks was selected for its prior experience with similar projects and for principal Marcy McInelly's experience with Portland planning, as a Planning Commissioner, frequent consultant to the City, and Coalition for a Livable Future co-founder.

During the consultant selection process, an initial project information booth was prepared by Vision Committee members for NeighborFaire, the annual neighborhood festival, to increase awareness of the project and begin to gauge preferences for where the planning efforts should focus.

The Vision Committee met regularly with Urbsworks throughout the fall, and set out a program of three community workshops to provide a forum for neighborhood residents and business owners to voice their views about the preferred future of Roseway. The format of these meetings was specifically designed to be interactive, and the meetings were scheduled to take place throughout the fall and winter, with two meetings on Saturday mornings and one on a Tuesday evening to provide a variety

of meeting times. The meeting dates were Saturday, November 18, 2000, Saturday, December 9, 2000 and Tuesday, January 9, 2001.

To publicize the community meetings, Vision Committee members designed a meeting notice flyer and poster. Both the flyer and poster included Vietnamese text with the project goal and meeting dates and times. Translation was provided by Reverend Vincent Minh of the Southeast Asian Vicariate. The posters were placed in neighborhood businesses and at the library. Vision Committee members obtained address and mailing label information from Metro, and 2500 flyers were printed up. The Vision Committee met to do a mailing (via first class mail) to every household and business within the neighborhood to announce the meetings. Prior to the January meeting, follow-up postcards with meeting date reminders were sent out, with Vision Committee members meeting again to label and stamp every postcard.

The scope of the project required the neighborhood to focus in on specific areas, with more general planning for areas outside the "focus areas." The purpose of the first workshop was twofold: to bring up planning issues that the Vision Plan should address, to identify the focus areas.

This project
"...portrays how one
of 90 neighborhood
associations in
Portland, Oregon,
took a giant step
towards politicians
and public
administrators. The
vehicle
for this involvement
was a neighborhood
visioning process
that gave neighbors
an introduction to
and stake in the
future master
planning process
surrounding their
homes and
businesses. Along
the way,
neighborhood
leaders discovered
that the process
engaging neighbors
to present city
planners with a
neighborhood vision
yielded benefits
beyond initial
expectations.

• Phill Colombo

Prior to the first workshop, the Vision Committee met to refine the list of potential vision plan issues. Neighborhood residents provided initial input into issues of interest to residents at the 2000 NeighborFaire vision booth. The Vision Committee worked with Urbsworks to refine a list of issues, which were represented by icons and used for both discussion exercises and mapping exercises in the first workshop. More detail on these icons is included in the appendix.

The format for the first workshop included a presentation and an interactive session. A presentation at the beginning of the workshop provided an introduction to neighborhood planning principles and an overview of the project work plan. The participants then broke out into three groups facilitated by Vision Committee volunteers. Materials for the small group sessions were prepared by Urbsworks so that each group followed a similar format. The first portion of the small group session was a brainstorming exercise, with members discussing each of the identified issues, then identifying any additional issues that might not have been mentioned. All ideas and comments were written down on a chartpak pad for each group. Each group was also given a map of the neighborhood. These maps could be drawn on during the discussion sessions. Then, after the brainstorming session, each participant was given a set of icons to place on the map to provide site-specific references for each of the

issues. The results of these exercises are included in the appendix. After the first workshop, the Vision Committee met with Urbsworks to review the workshop results. Based on the results of the small group brainstorming and mapping session, a hierarchy of focus areas was identified. These were all located in business areas, and are: Sandy Boulevard from 68th to 77th, Sandy Boulevard from 77th to 82nd (including the Shriners site), Prescott and 72nd and Fremont and 62nd, and 82nd and Siskiyou (including both sides of the street). Although participants identified some issues within residential areas, these were mainly seen as more minor and were mainly traffic-related. Overall, residents indicated a high degree of satisfaction with the residential areas of the neighborhood during the small group sessions, which reflecting the findings at NeighborFaire.

At the second workshop, the five focus areas were identified, and the results from the first workshop were reviewed. Participants concurred that the selected focus areas reflected the neighborhood's views. Urbsworks had developed an exercise where participants were to identify a vision, performance standards, and barriers to the vision in each focus area. At the second workshop, the participants worked as a group to begin identifying a vision for each focus area.

Urbsworks encouraged the neighborhood to consider how the measure success in achieving the vision by identifying performance standards. Participants began identifying ways to measure performance. The final step of this process was to identify barriers to achieving the vision. The vision, performance, and barriers that were identified for each focus area were noted in a chart format called the "vision chart."

At the third workshop, the vision chart was revisited and reviewed to provide an opportunity for refinement. This workshop was also conducted as a large group session. The second part of the workshop included discussion on potential ways to implement the vision and overcome the barriers.

The turnout for these meetings was impressive, and increased with each successive meeting. It was noted by Marcy McInelly of Urbsworks that the turnout seemed higher than for many other projects she has worked on, and that she felt that the community's ownership of the project was the reason for that. Community ownership of the project meant that the planning effort was neighborhood-driven, and more of a grass-roots effort than a City of Portland-sponsored planning process.

After the workshops, the Roseway

Vision Committee continued to meet with Urbsworks to work on turning the vision charts into more detailed action items and then to provide input on the development of the actual vision plan publication.

Summary of vision for each focus area:

I. Sandy from 68th to 77th is the neighborhood center and a lively pedestrian-oriented commercial main street.

II. Sandy from 77th to 82nd is a mixed use commercial area centered on the Gregory Heights branch library, which serves as a civic anchor.

IIIA & B. Prescott & 72nd and Fremont & 62nd are small-scale mixed use hubs of activity that are oriented to surrounding residences.

IV. The 82nd & Siskiyou area is a neighborhood gateway that provides a sense of arrival to Roseway neighborhood and Northeast Portland.

The RNA Board and officers, some of them professionals, business owners and local government employees, did not want to wait for what might develop out of any City process; they preferred proactively to be ahead of the planning curve and were determined to present City planners with a vision of what Roseway neighbors wanted. The RNA Board took the proverbial bull by the horns in the Spring of 2000, authorizing Lauren Schmitt, a landscape architect and planner, and former owner of a small business, with her landscape architect husband Sean Batty, to write a grant application to the Meyer Memorial Trust to fund the hiring of a consultant. The consultant would facilitate the Visioning process and deliver the vision document; RNA members would assist with materials and funding to make neighbors aware of the process.

Phill Colombo.
"Portland Roseway's vision: Bottom-up involvement model or top-down lesson for bureaucrats," Paper, PAP PhD Program, 2000 Portland State University.