

Rosewood Conceptual Neighborhood Master Plan Draft Report

Presented by: **SERA**
Architects



SERA

DISCLAIMER: The Rosewood Conceptual Neighborhood Plan, is not a capital development plan nor project plan for implementation. This plan is an exercise in community opportunities mapping **ONLY**. None of the sites in this presentation involved participation from the property owners.

A.

Master Plan

Purpose, Goals &

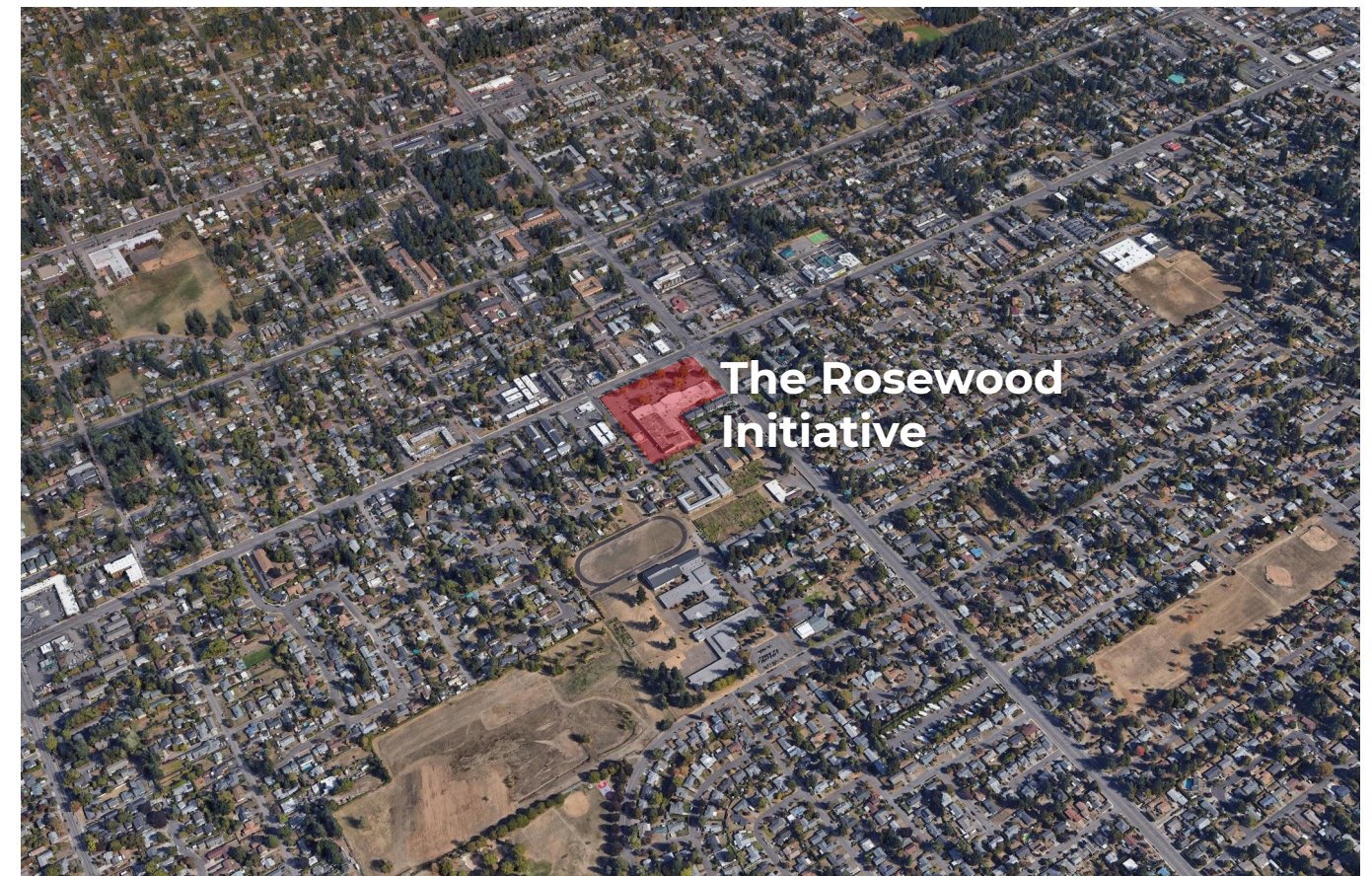
Objectives

Master Plan Purpose

The Rosewood Neighborhood currently lacks the cohesive land use pattern and transportation conditions necessary to support the culture of health, safety, and physical activity that the Rosewood community values. Due to existing jurisdictional boundaries, The Rosewood Initiative has faced a number of challenges in maintaining its presence within the community. The Rosewood Initiative's *Conceptual Neighborhood Master Plan* aims to anchor the plan within every aspect of the community and to foster **equitable development and growth** within the neighborhood.



The Rosewood Initiative



The Rosewood Initiative

Master Plan Goals + Objectives

Create an **Urban Design Framework** that leverages Rosewood's assets and connects it to surrounding neighborhoods and the region.

Identify potential intervention sites, typologies, and infrastructure that will address community needs and generate **wealth creation opportunities**.

Develop accessible pedestrian connections between surrounding attractions and amenities that encourage **site activation** by residents and visitors.

Benefit racially and culturally diverse communities who live in the neighborhood now by adding desired **community assets** so that residents can afford to stay and benefit from them.

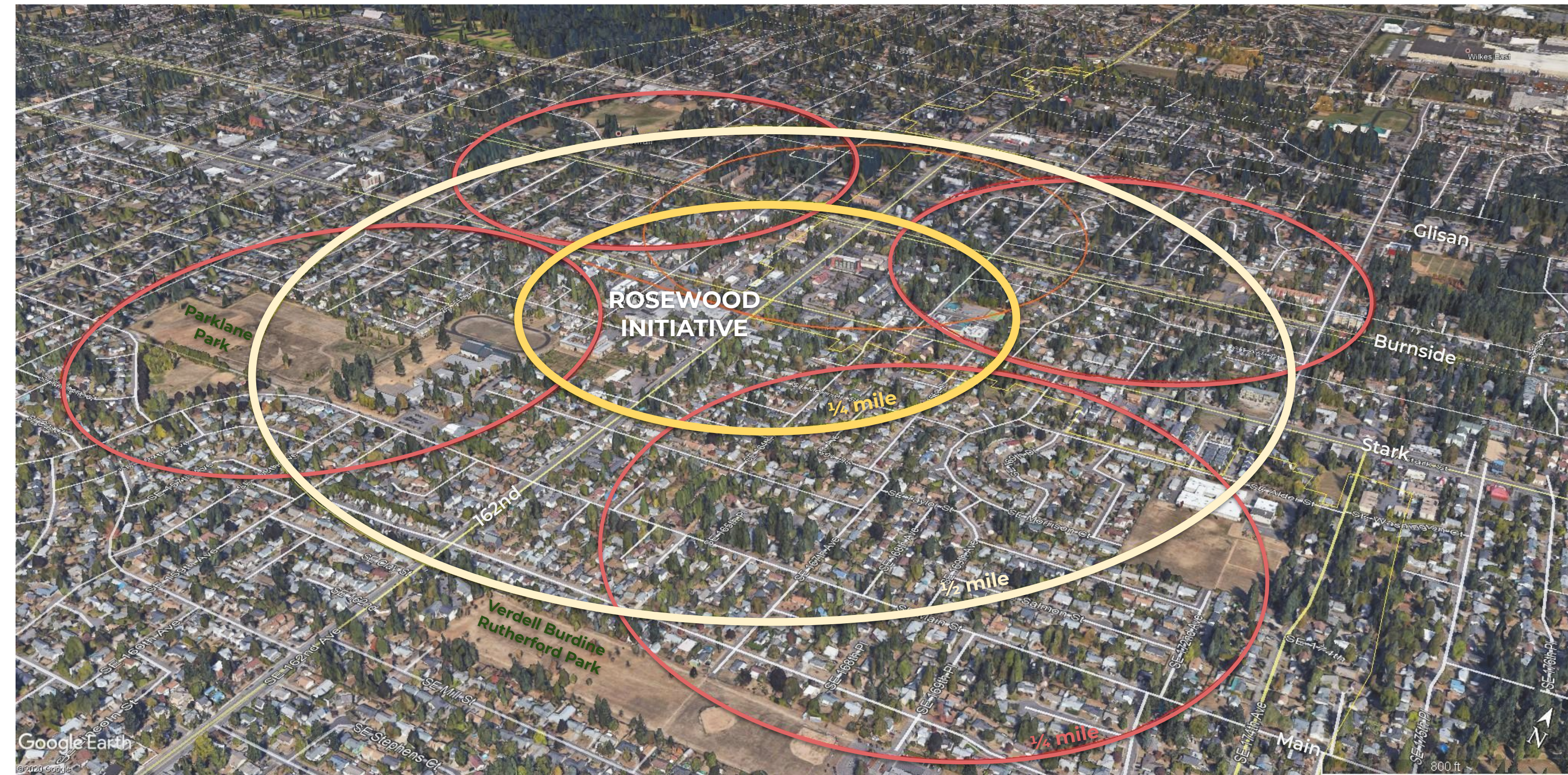
Ensure equitable, affordable, and community-based development that fosters **neighborhood stability** and avoids displacement for existing community members.



B.

Neighborhood Context

The Rosewood Neighborhood



Rosewood Demographics

CHANGES 2010-2018

30

New businesses in the district

114

Net job gains in the district

3%

Decrease in unemployment rate to 9%

26%

Increase in household income to \$45,993

6%

Decrease in share non-white population to 47%

15%

Population growth to 25,383 people in the district

4%

Increase in retail lease rates to \$22.00 per sq.ft. since 2010

2,777

New sq.ft. of commercial space in the district

37%

Increase in multifamily lease rates to \$1.27 per sq.ft.

99%

Increase in home sales price to \$268,515

When compared with other Portland neighborhoods or the Portland Metro Region as a whole:

- Rosewood is younger, more racially and ethnically diverse and has a higher share of renters.
- Rosewood-area residents have lower incomes, poorer health, and are less likely to have attained a Bachelor's degree or higher.

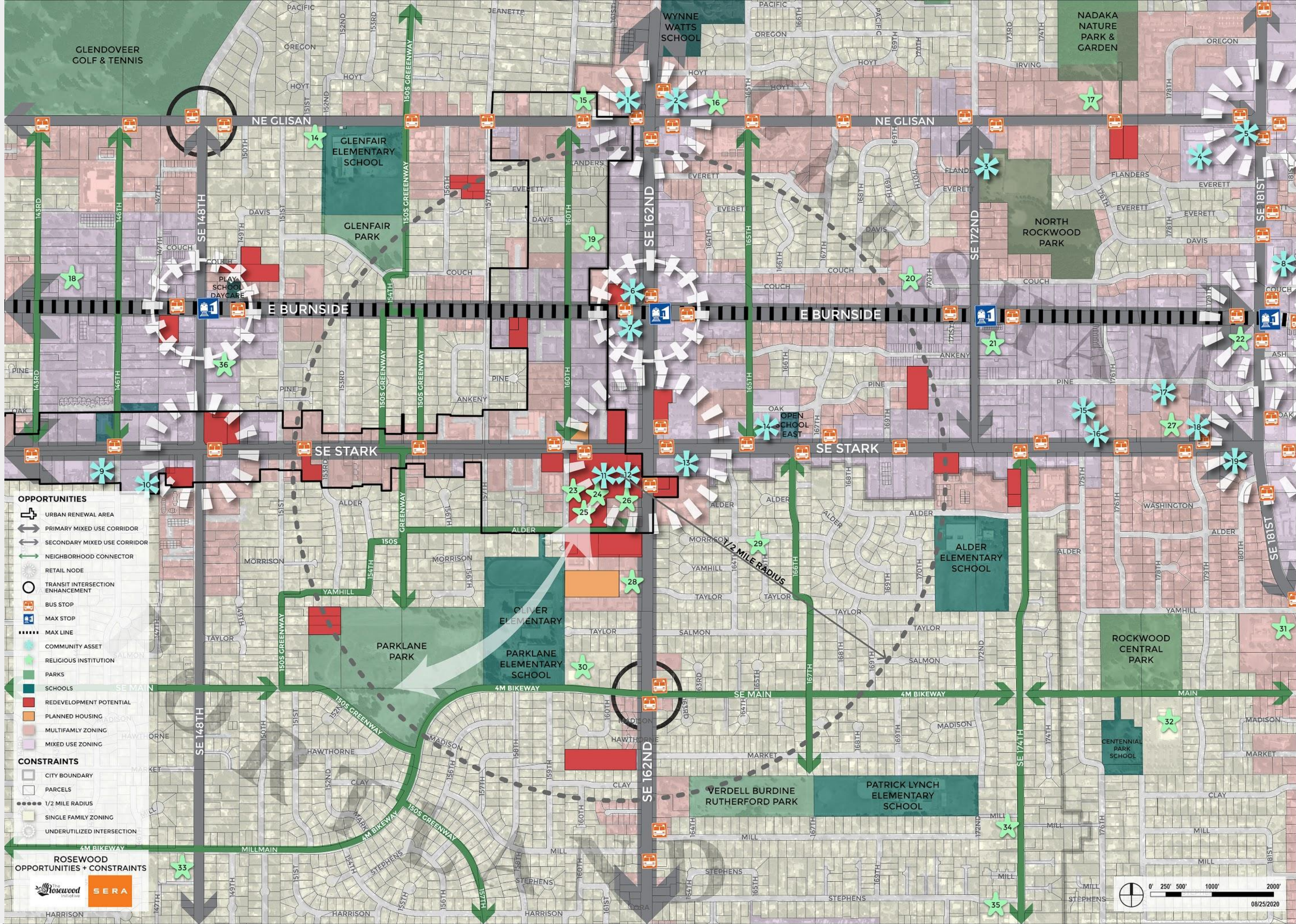
Sources:

1. Rosewood Initiative Neighborhood Economic Profile 2010-2019, Prosper Portland / ECONorthwest (2020)
2. Enterprise Opportunity 360 Measurement Report (2017)
3. A Scope of Rosewood: Informing Future Kaiser Permanente Northwest Place-Based Investment (2018)

C.

Opportunities & Constraints

Opportunities + Constraints



D.

Urban Design Principles & Framework

Urban Design Principles

Foster an authentic “Rosewood” identity

- Define district gateways, centers, nodes, and transitions between major land uses
- Utilize art, design, landscaping, and architecture to celebrate the Rosewood community
- Utilize streetscape improvements to strengthen the character of key community corridors

Focus community energy and placemaking

- Concentrate commercial and community activity areas around key corridors, transit stops, and major intersections
- Create a complete “20-Minute Neighborhood”
- Create safe communal places to gather and linger outdoors

Design for the human scale

- Design for people first (walkability and interactions)
- Embrace well-designed density
- Improve pedestrian safety
- Create better street edges: “eyes on the street”
- “Hide” surface parking lots behind buildings

Integrate nature into the neighborhood

- Protect and connect the existing evergreen tree canopy
- Provide additional street trees, enhance landscaped edges, and better integrate trees and landscaping into development
- Manage stormwater sustainably
- Enhance community parks and open space
- Connect parks and nature by a cohesive pedestrian and bicycle network

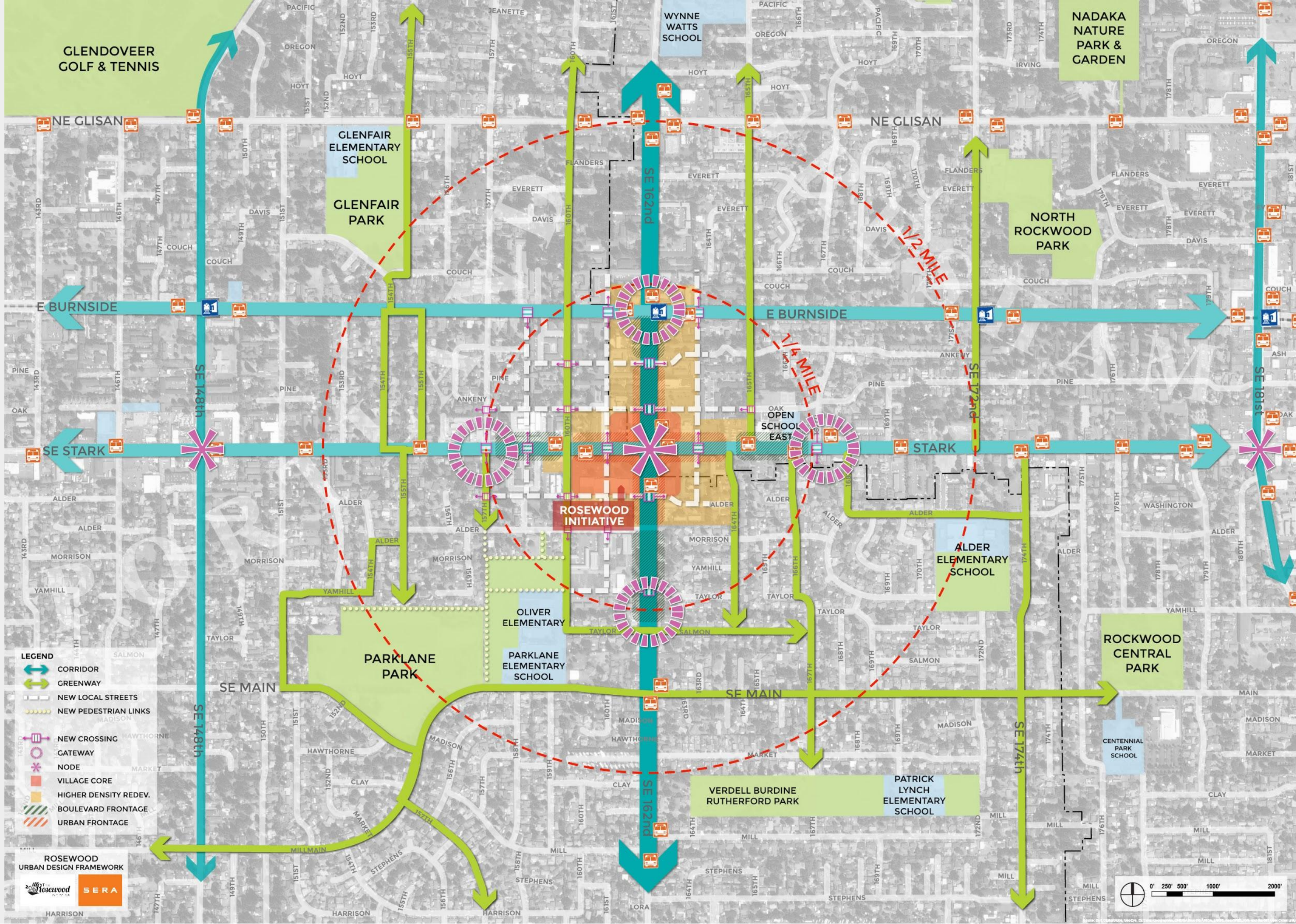
Improve mobility and neighborhood connectivity

- Create a safe, convenient, and comfortable active transportation network
- Improve access to community assets
- Break down existing superblocks
- Increase walkability and bike-ability
- Provide safe crossings at pedestrian-scale intervals

Maximize opportunities for Rosewood’s existing residents

- Provide a wide mix of uses at a range of scales
- Create opportunities for first time home ownership at a variety of price points
- Foster a mixed-use, mixed-income community

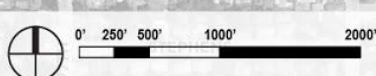
Urban Design Framework: Neighborhood Context



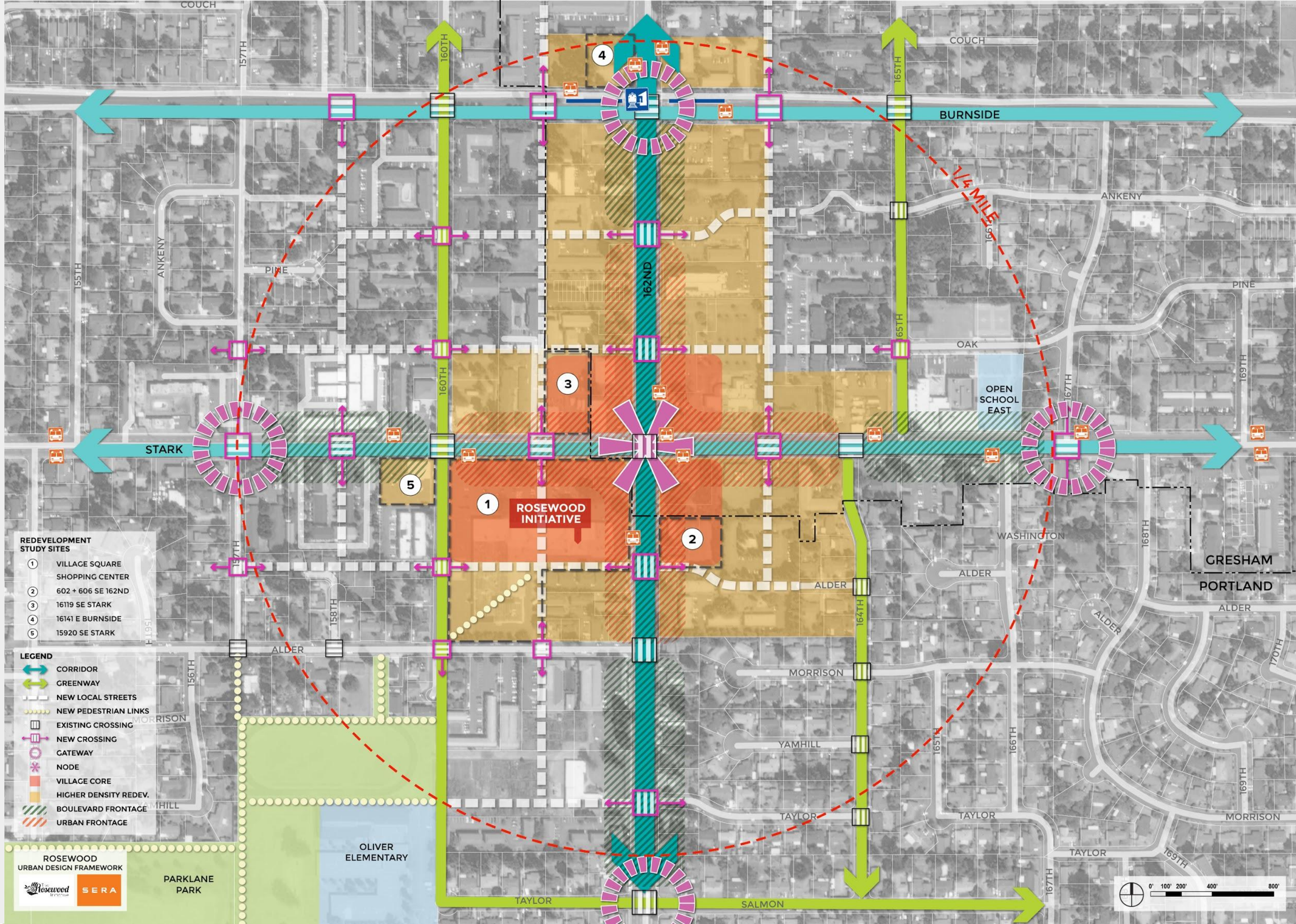
LEGEND

- CORRIDOR
- GREENWAY
- NEW LOCAL STREETS
- NEW PEDESTRIAN LINKS
- NEW CROSSING
- GATEWAY
- NODE
- VILLAGE CORE
- HIGHER DENSITY REDEV.
- BOULEVARD FRONTAGE
- URBAN FRONTAGE

ROSEWOOD
URBAN DESIGN FRAMEWORK



Urban Design Framework: Village Core



- REDEVELOPMENT STUDY SITES**
- 1 VILLAGE SQUARE SHOPPING CENTER
 - 2 602 + 606 SE 162ND
 - 3 16119 SE STARK
 - 4 16141 E BURNSIDE
 - 5 15920 SE STARK

- LEGEND**
- CORRIDOR
 - GREENWAY
 - NEW LOCAL STREETS
 - NEW PEDESTRIAN LINKS
 - EXISTING CROSSING
 - NEW CROSSING
 - GATEWAY
 - NODE
 - VILLAGE CORE
 - HIGHER DENSITY REDEV.
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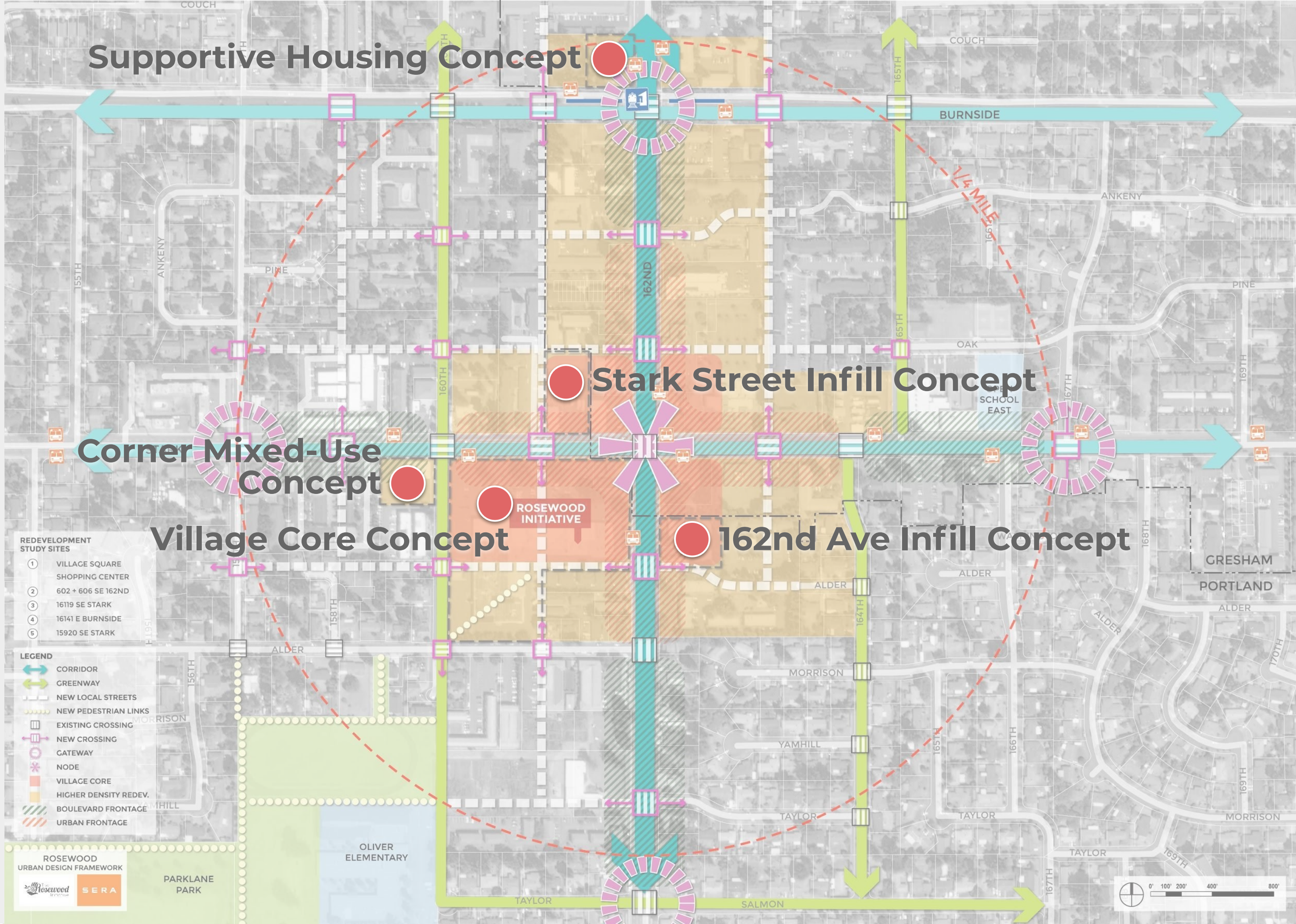
ROSEWOOD URBAN DESIGN FRAMEWORK



E.

Redevelopment Case Studies

Redevelopment Case Studies



Site 5.

Corner Mixed-Use Concept

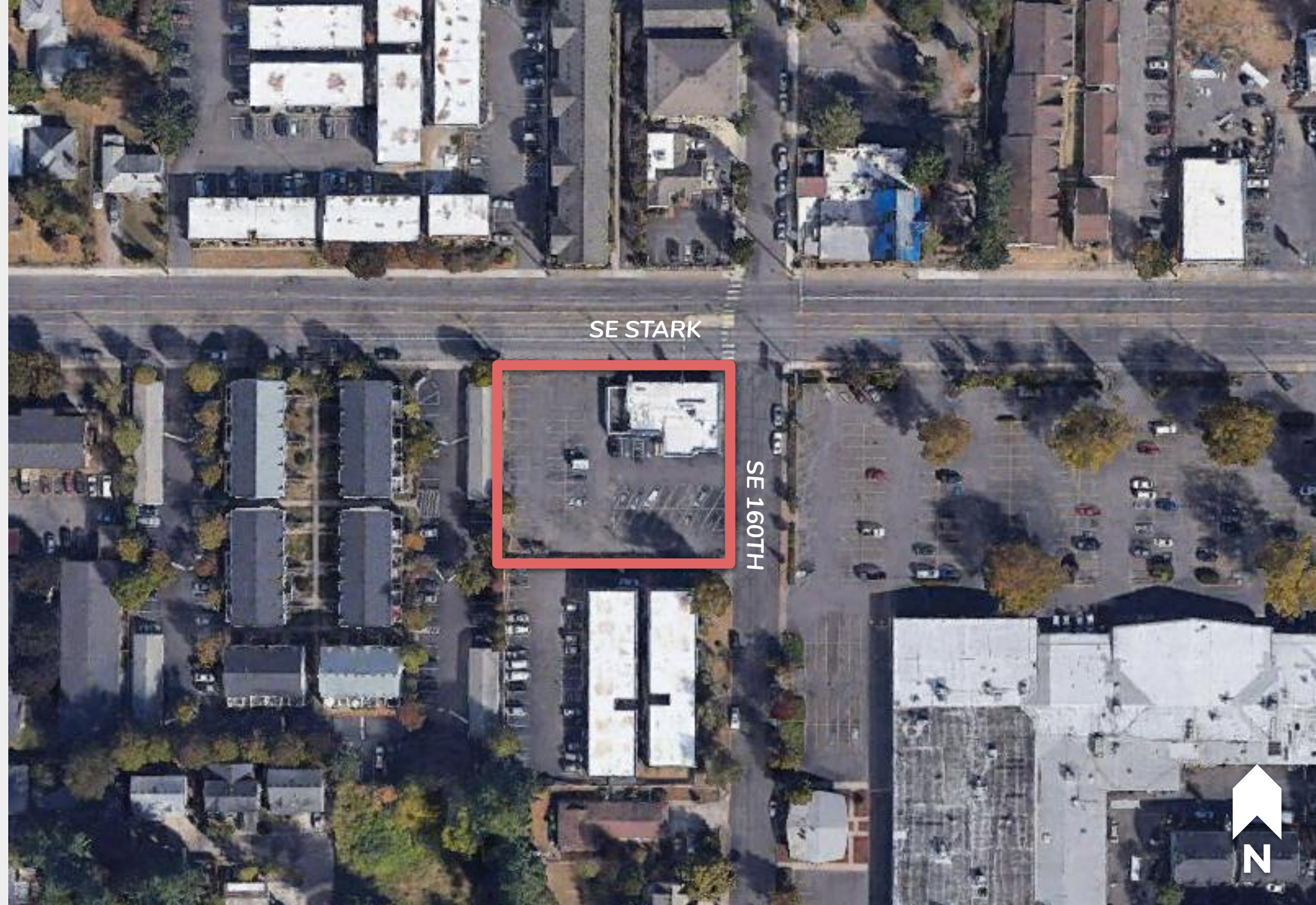
(15920 SE Stark St)

Site Area: **0.61 acres**

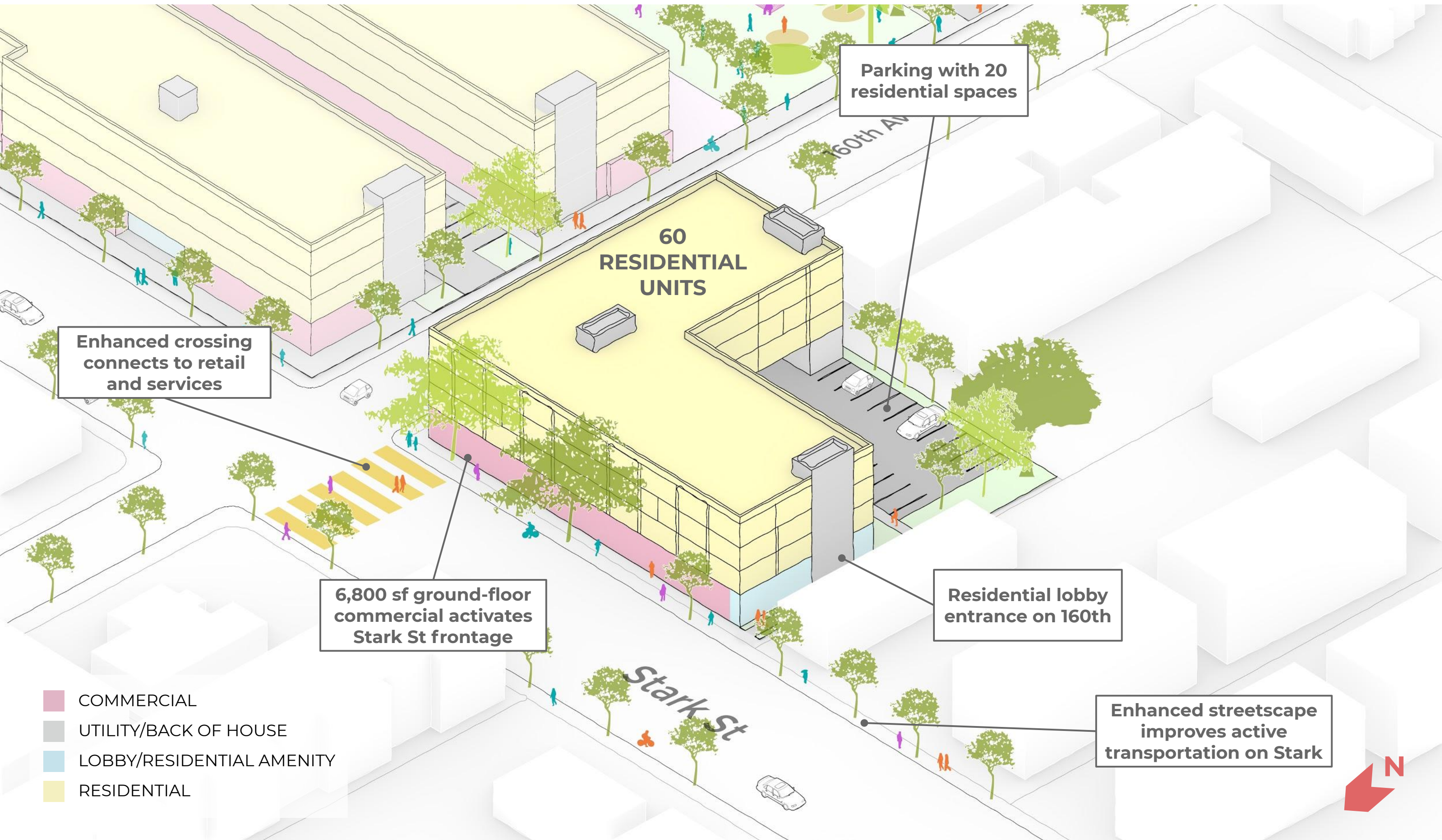
Jurisdiction: **Portland**

Current Zoning: **CM2**

Existing Uses: **Saloon**



Site 5. Corner Mixed-Use Concept



Parking with 20 residential spaces

60 RESIDENTIAL UNITS

Enhanced crossing connects to retail and services

6,800 sf ground-floor commercial activates Stark St frontage

Residential lobby entrance on 160th

Enhanced streetscape improves active transportation on Stark

- COMMERCIAL
- UTILITY/BACK OF HOUSE
- LOBBY/RESIDENTIAL AMENITY
- RESIDENTIAL



Site 3.

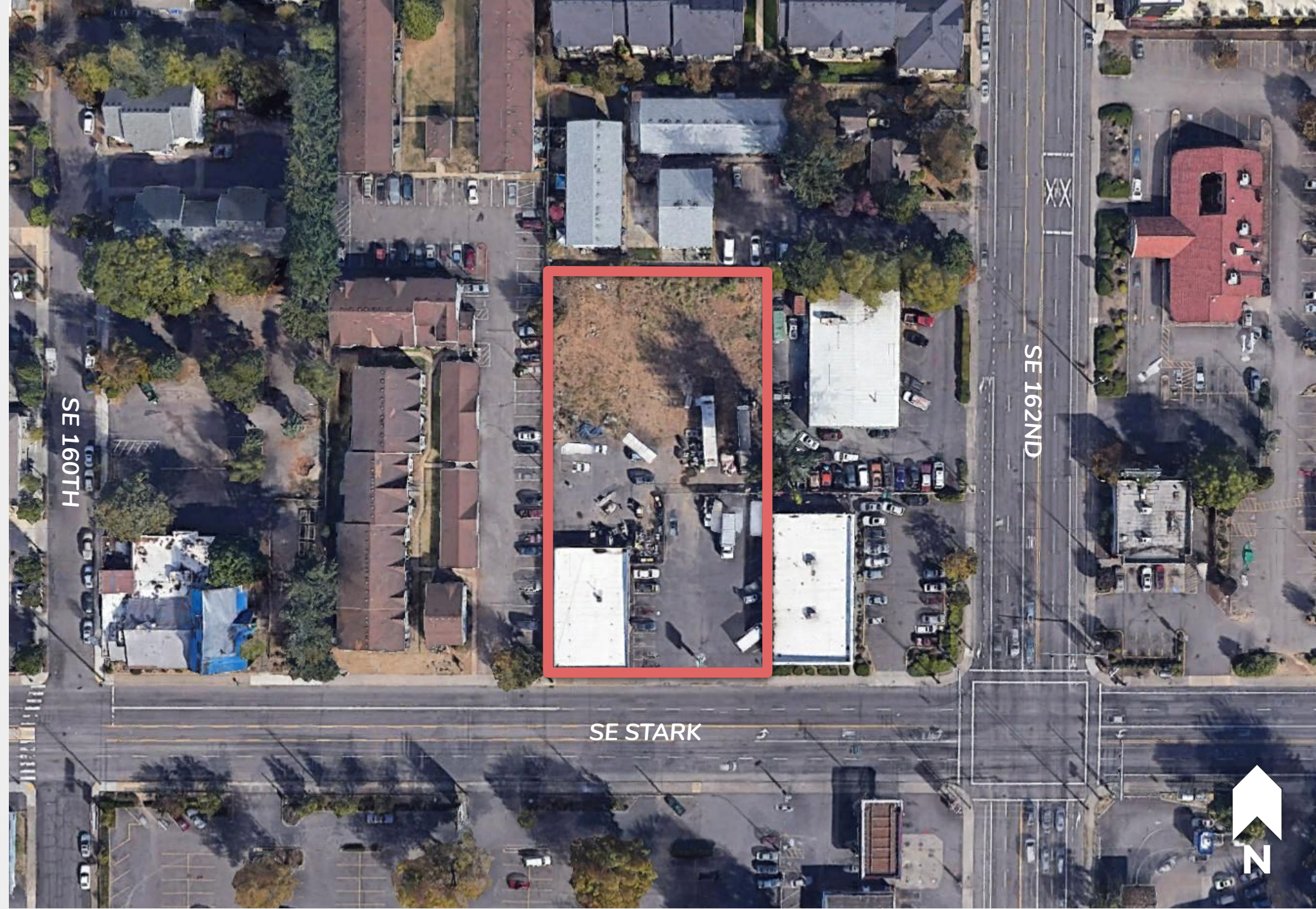
Stark Street Infill Concept (16119 SE Stark St)

Site Area: **0.95 acres**

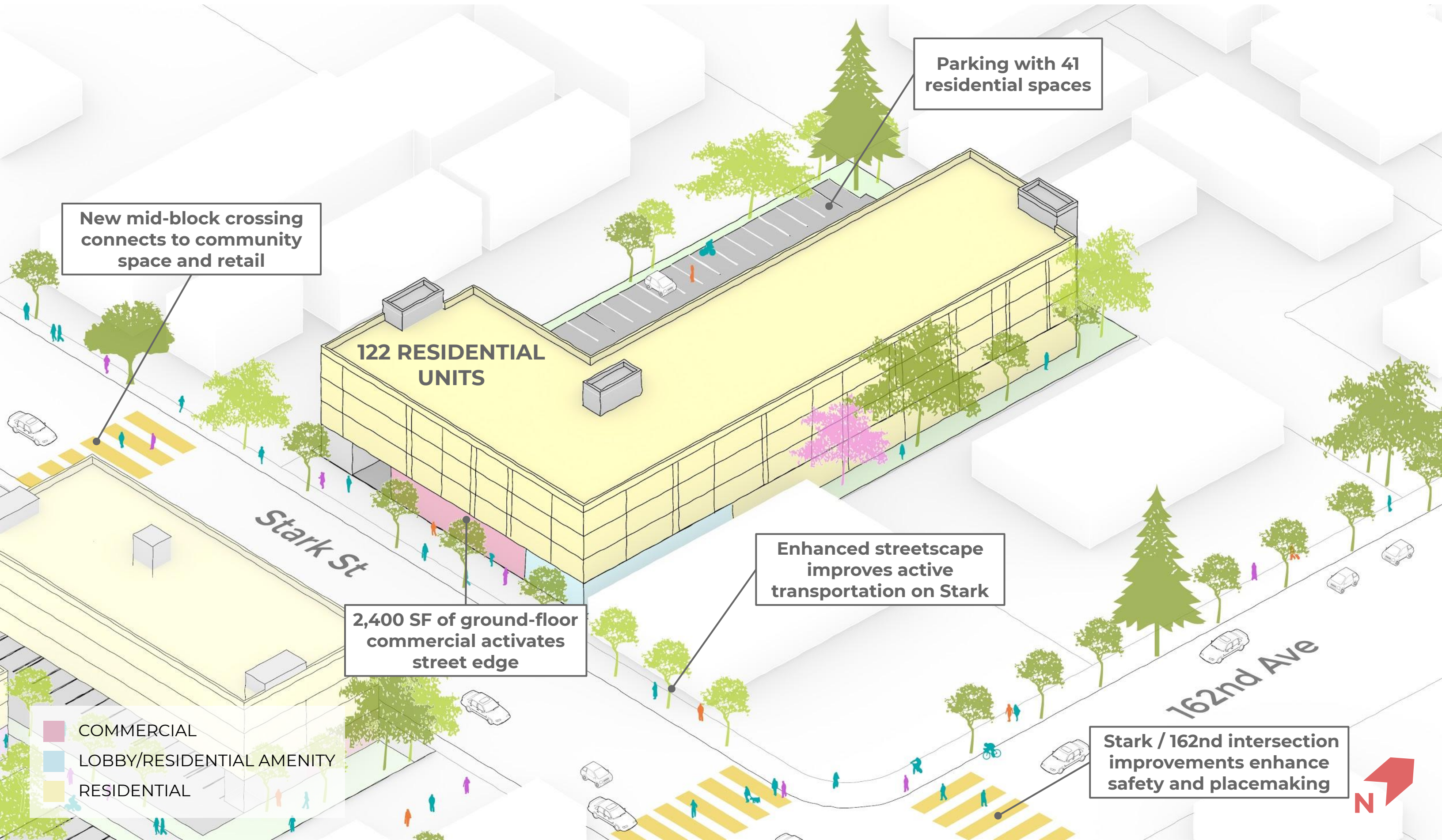
Jurisdiction: **Portland**

Current Zoning: **CM2**

Existing Uses: **Pawn Shop**



Site 3. Stark Street Infill Concept



New mid-block crossing connects to community space and retail

Parking with 41 residential spaces

122 RESIDENTIAL UNITS

Enhanced streetscape improves active transportation on Stark

2,400 SF of ground-floor commercial activates street edge

Stark / 162nd intersection improvements enhance safety and placemaking

- COMMERCIAL
- LOBBY/RESIDENTIAL AMENITY
- RESIDENTIAL



Site 2.

162nd Ave Infill Concept (602 + 606 SE 162nd)

Site Area: **0.77 acres**

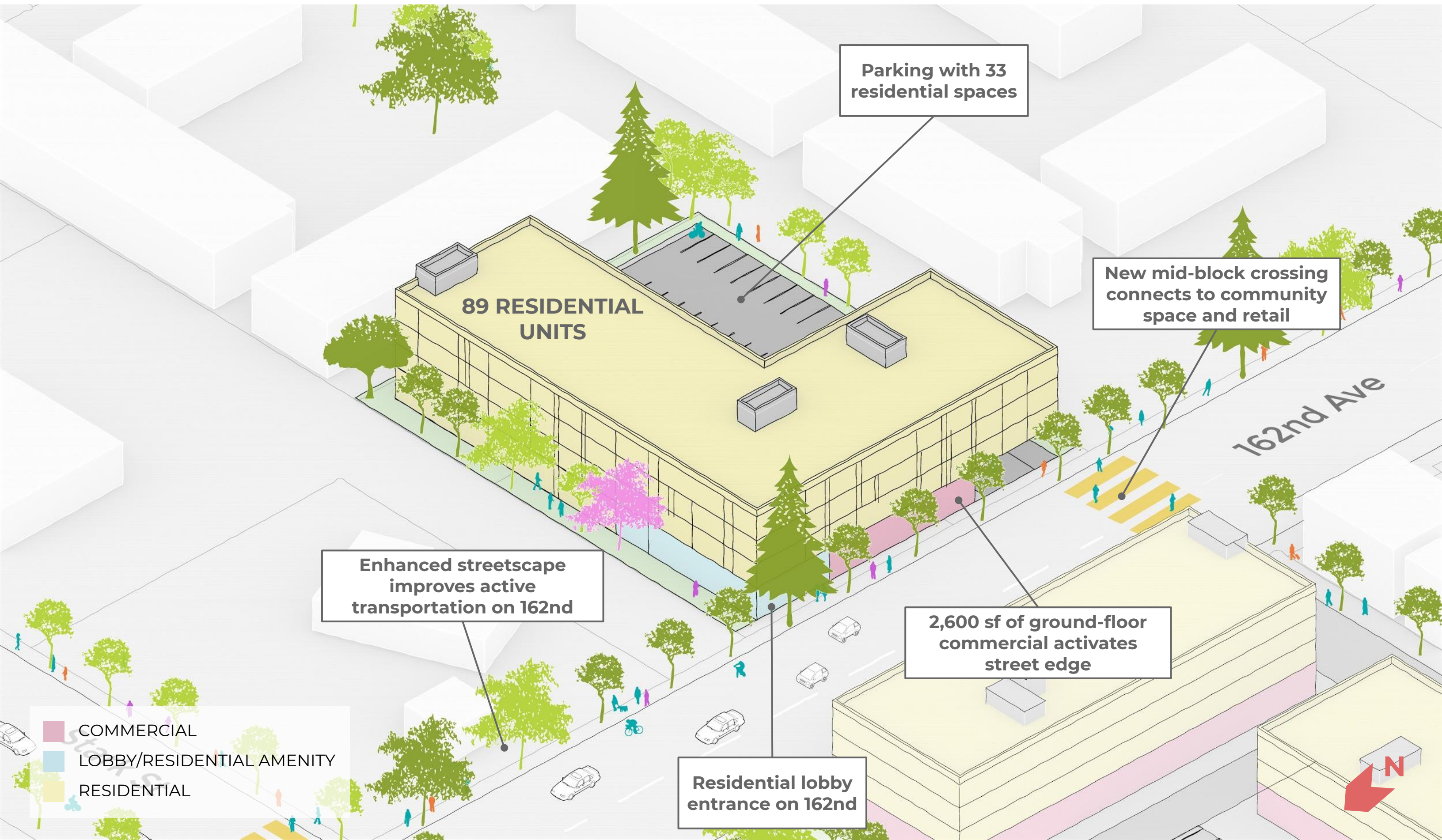
Jurisdiction: **Portland**

Current Zoning: **CM2**

Existing Uses: **Pawn Shop,
Car Wash**



Site 2. 162nd Ave Infill Concept



Parking with 33 residential spaces

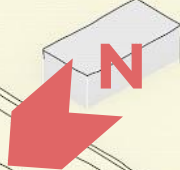
New mid-block crossing connects to community space and retail

Enhanced streetscape improves active transportation on 162nd

2,600 sf of ground-floor commercial activates street edge

Residential lobby entrance on 162nd

- COMMERCIAL
- LOBBY/RESIDENTIAL AMENITY
- RESIDENTIAL



Site 4.

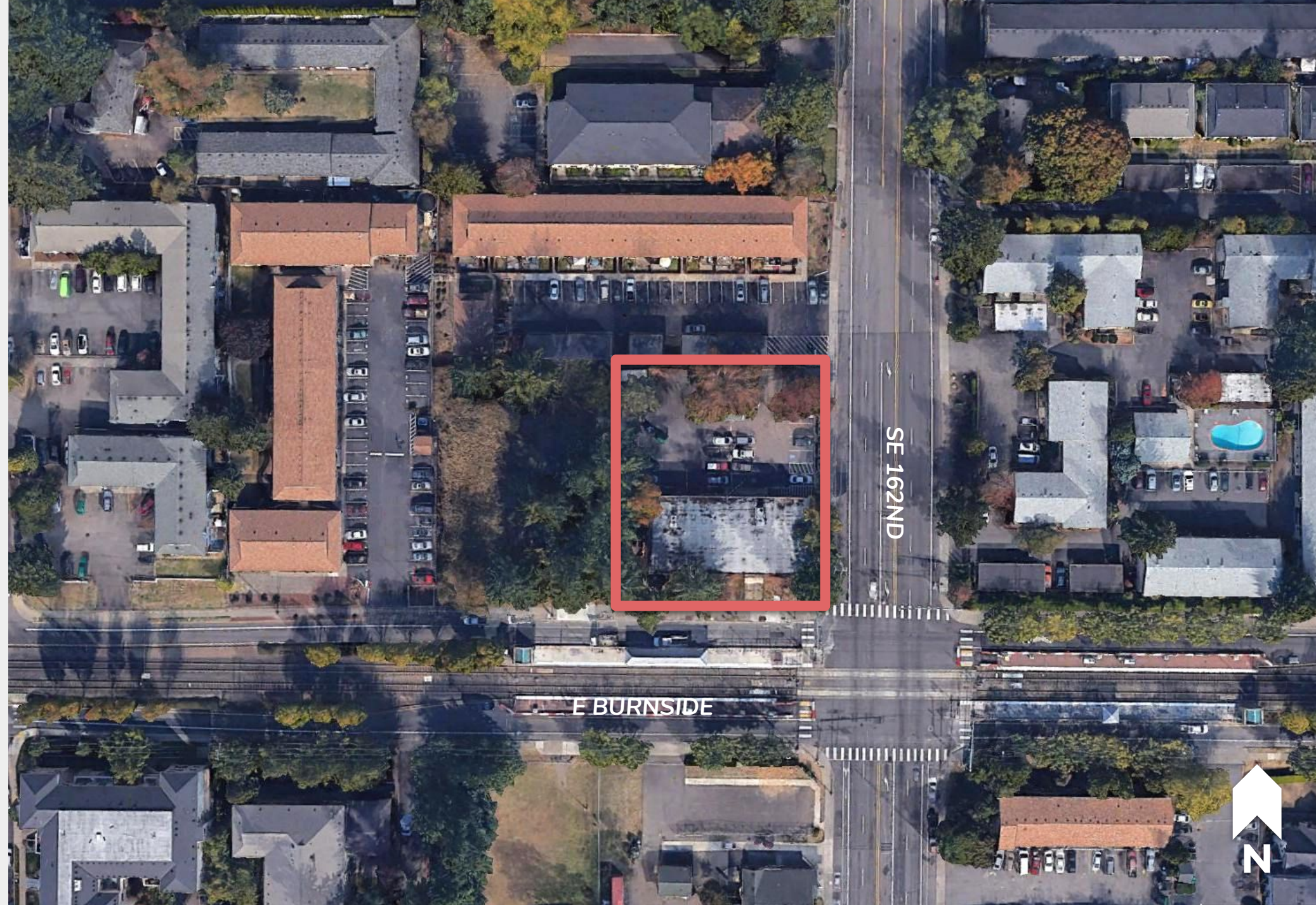
Supportive Housing Concept (16141 E Burnside St)

Site Area: **0.60 acres**

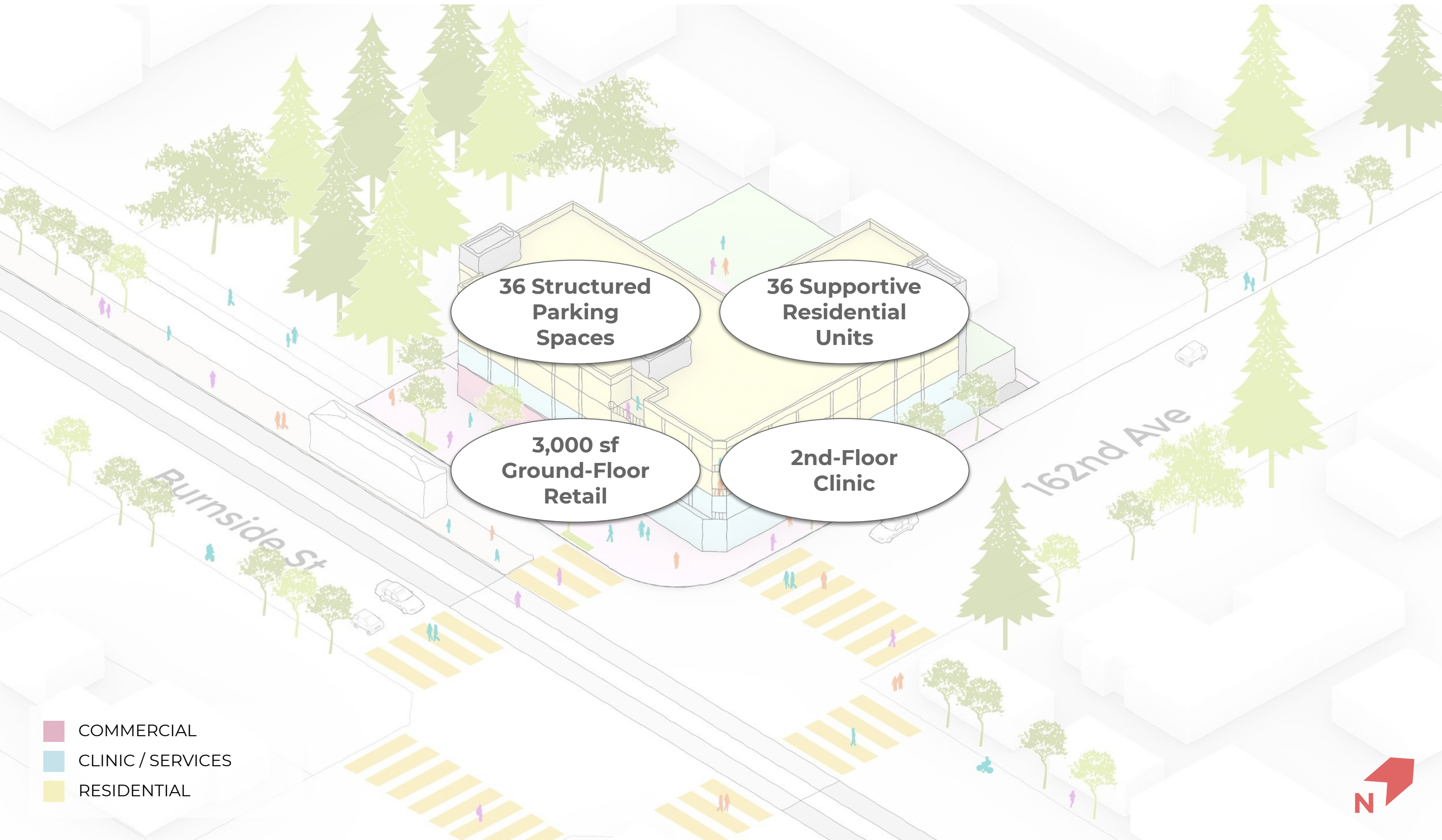
Jurisdiction: **Gresham**

Current Zoning: **SC**

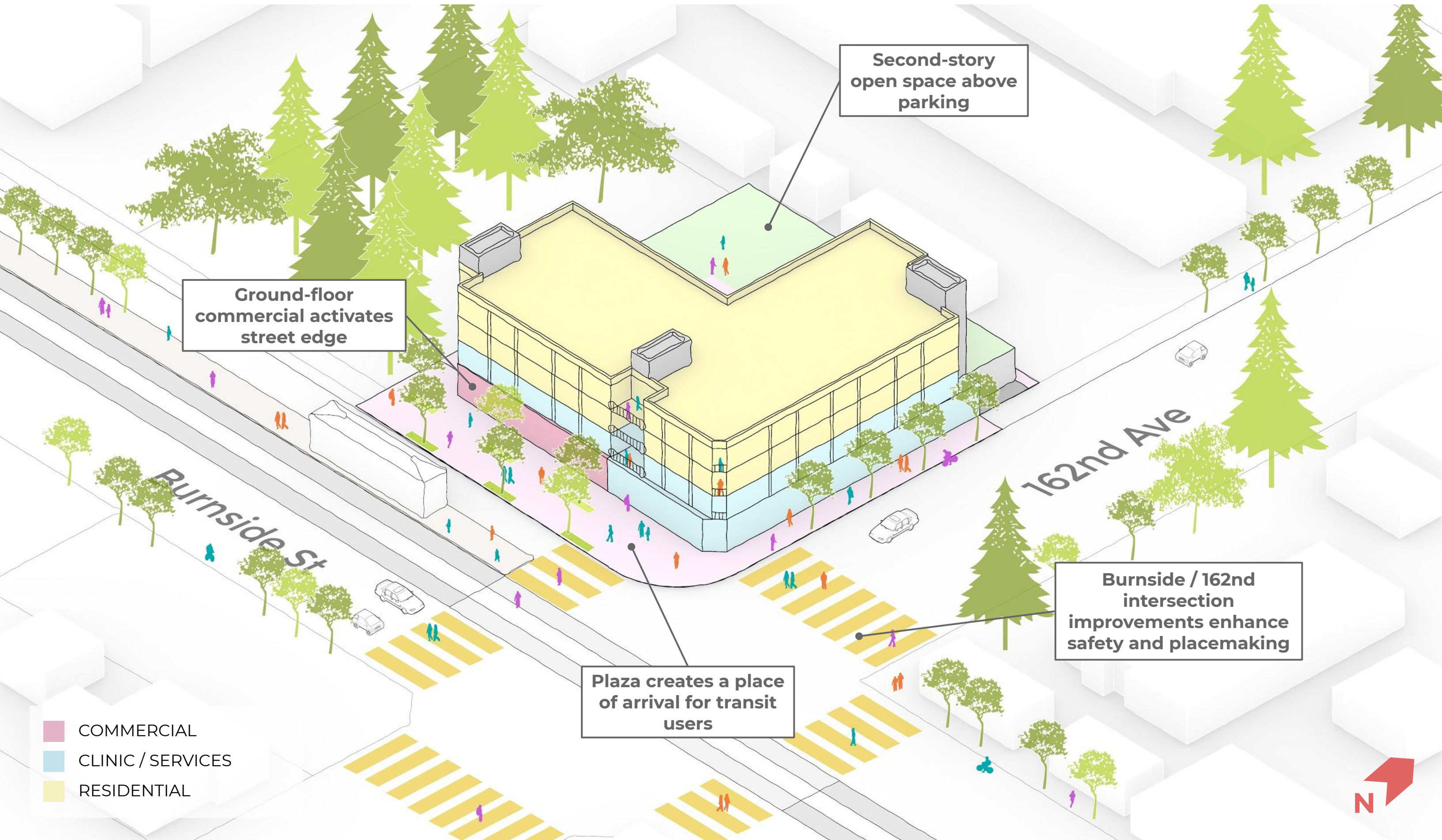
Existing Uses: **Women's
Shelter (Publicly-Owned)**



Site 4. Supportive Housing Concept



Site 4. Supportive Housing Concept



Second-story open space above parking

Ground-floor commercial activates street edge

Burnside / 162nd intersection improvements enhance safety and placemaking

Plaza creates a place of arrival for transit users

- COMMERCIAL
- CLINIC / SERVICES
- RESIDENTIAL



Site 1.

Village Core Concept

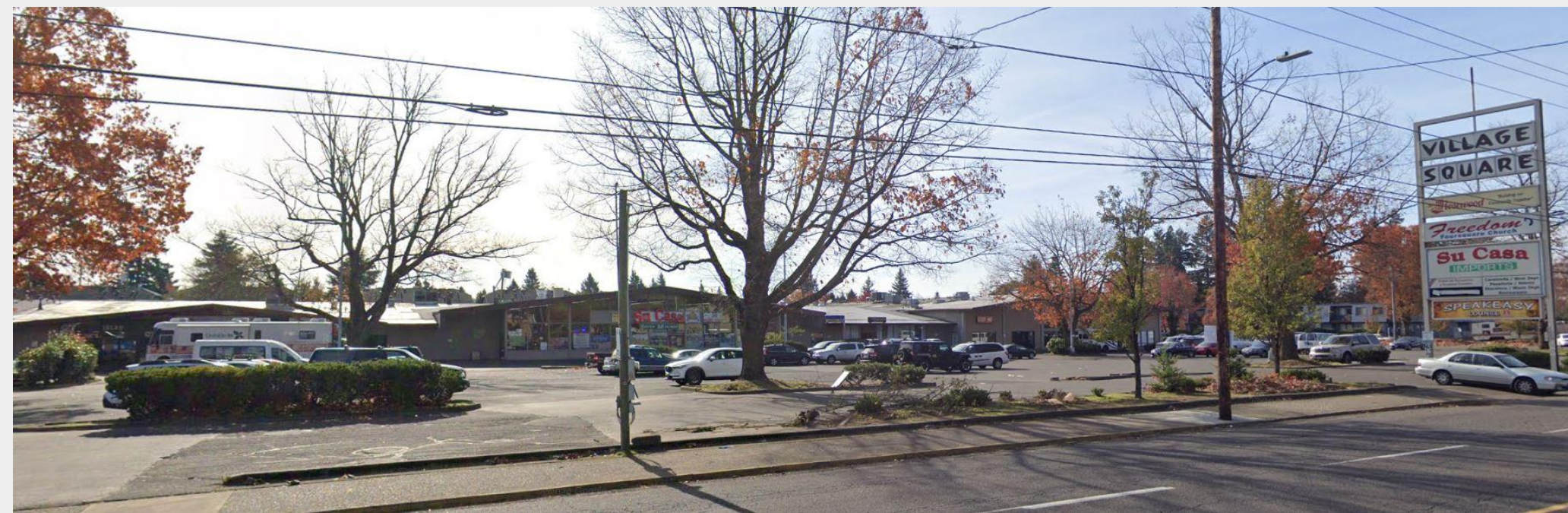
(618-622 SE 160th)

Site Area: **6.26 acres**

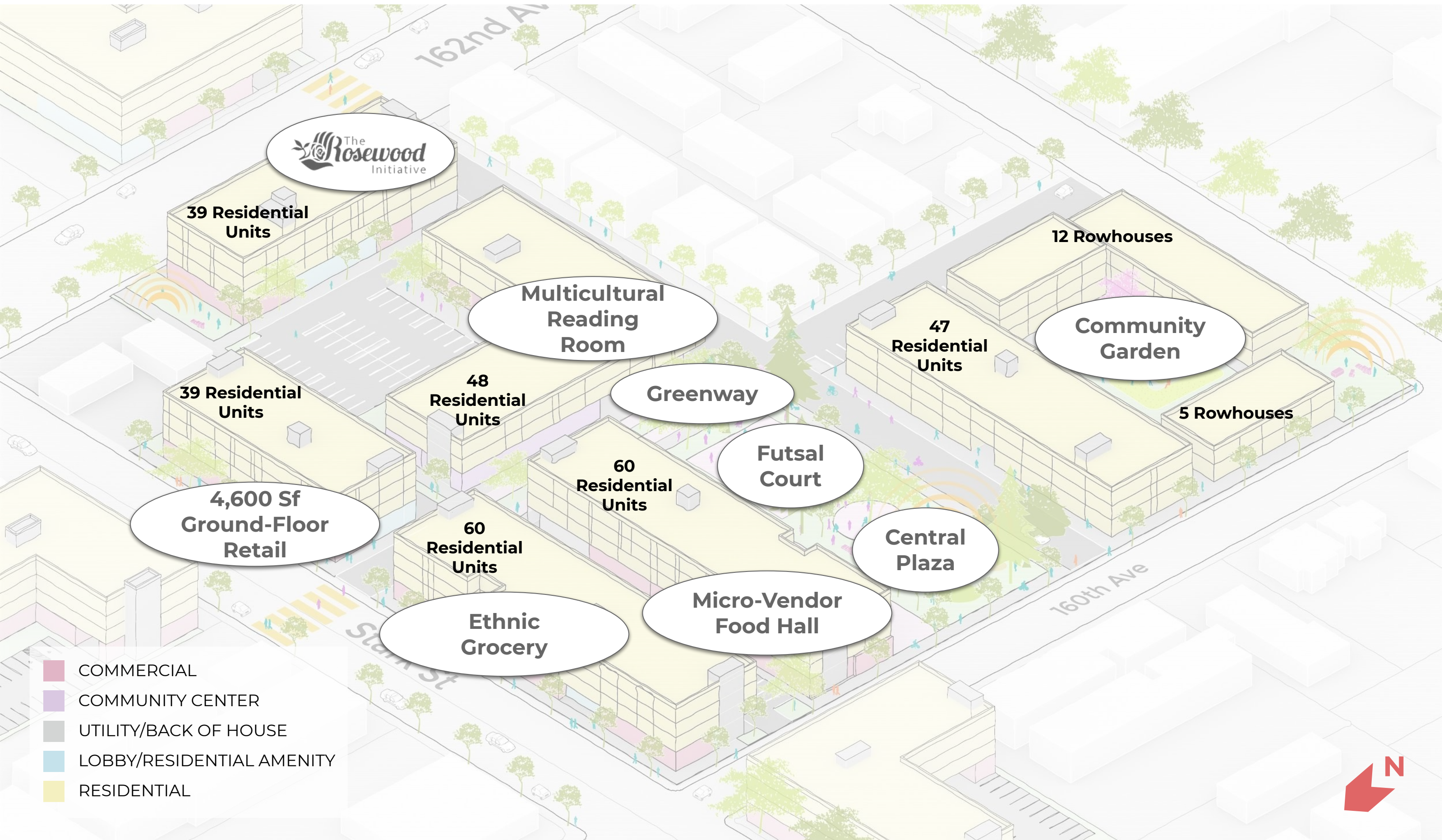
Jurisdiction: **Portland**

Current Zoning: **CM2**

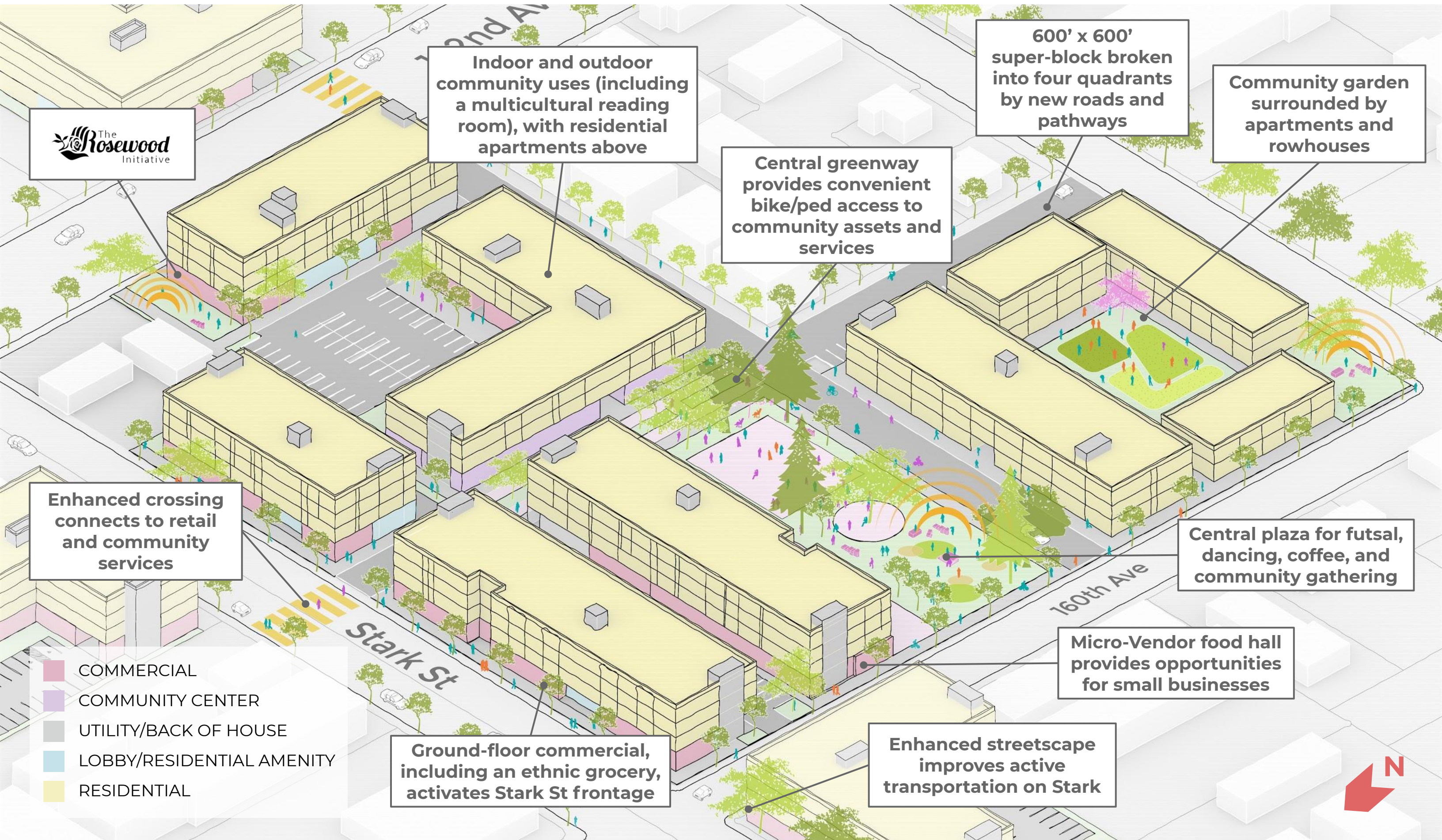
Existing Uses: **Village Square
Shopping Center (featuring
The Rosewood Initiative)**



Site 1. Village Core Concept



Site 1. Village Core Concept



Indoor and outdoor community uses (including a multicultural reading room), with residential apartments above

600' x 600' super-block broken into four quadrants by new roads and pathways

Community garden surrounded by apartments and rowhouses

Central greenway provides convenient bike/ped access to community assets and services

Enhanced crossing connects to retail and community services

Central plaza for futsal, dancing, coffee, and community gathering

- COMMERCIAL
- COMMUNITY CENTER
- UTILITY/BACK OF HOUSE
- LOBBY/RESIDENTIAL AMENITY
- RESIDENTIAL

Ground-floor commercial, including an ethnic grocery, activates Stark St frontage

Micro-Vendor food hall provides opportunities for small businesses

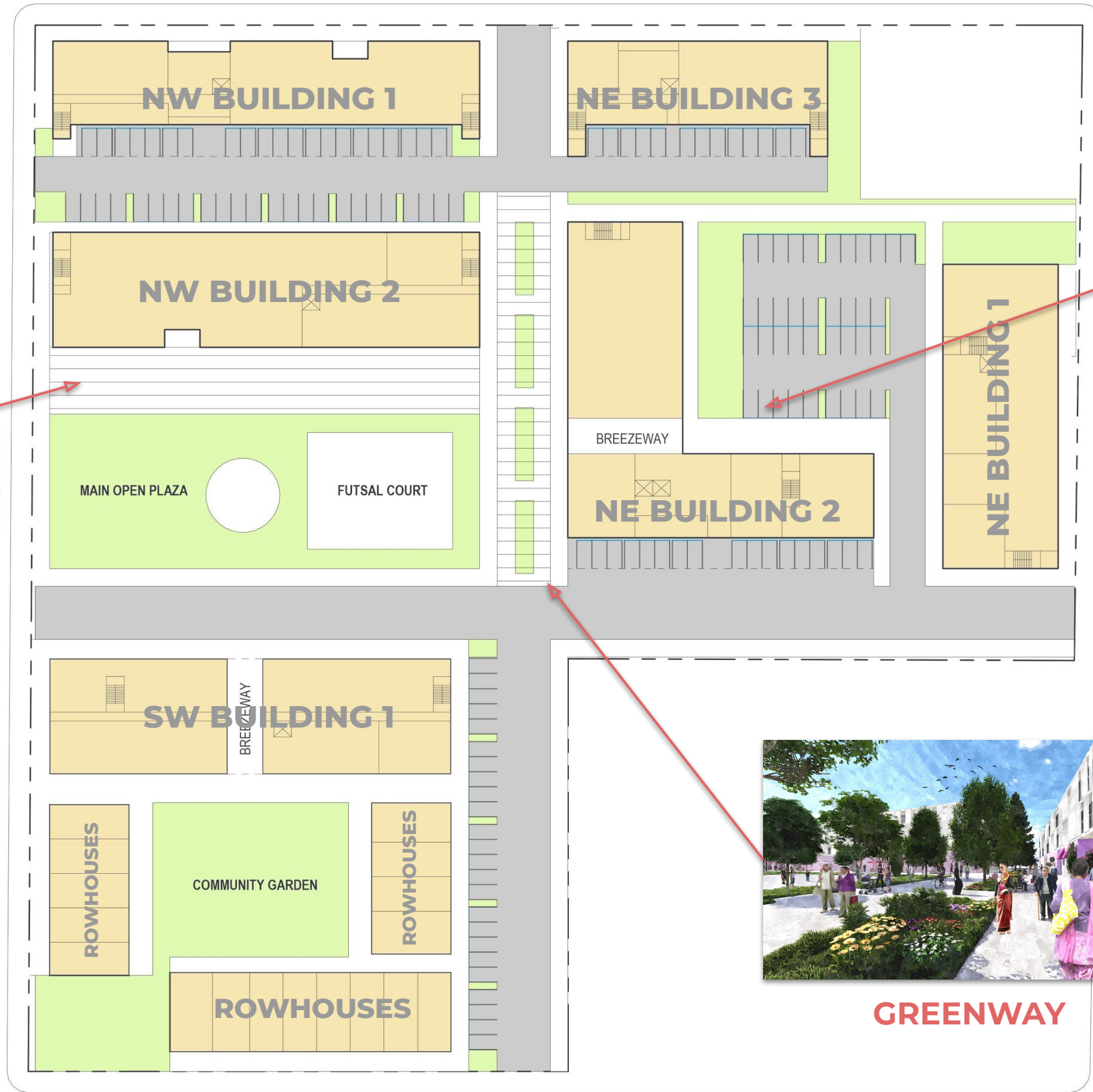
Enhanced streetscape improves active transportation on Stark



Site 1. Village Core Concept

SE STARK ST

Overall Site Plan / Ground Floor



CENTRAL PLAZA



OUTDOOR FLEX SPACE



GREENWAY

SE ALDER ST



Site 1. Village Core Concept (Central Plaza)



This coffee shop is great!

السَّلَامُ عَلَيْكُمْ

وَعَلَيْكُمْ السَّلَامُ

Site 1. Village Core Concept (Greenway)



Tôi thích sống ở Rosewood

Are you going to Zumba class today?

Vamos a la sala de lectura un rato

Site 1. Village Core Concept (Outdoor Flex Space)



I love Food Truck Thursdays!

Что хорошо сегодня?



THANK YOU!

Rosewood Conceptual Neighborhood Master Plan Team Acknowledgements



THE ROSEWOOD INITIATIVE

Sabrina Wilson, Executive Director
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