

INTRODUCTION

InSight Visioning and Planning, a group of five students in Portland State University's Master of Urban and Regional Planning program, cooperated with the Portland neighborhoods of Madison South and Roseway to develop a vision plan for NE 82nd Avenue of Roses between the Banfield Freeway and NE Sandy Boulevard. Entitled **IMAGINE 82ND**, the plan was a close collaboration with neighborhood coalition group Central Northeast Neighbors and a dedicated community advisory committee, as well as neighborhood residents, students and business owners whose daily lives are closely tied to the thoroughfare. **IMAGINE 82ND** describes and illustrates the community's hopes for the future of NE 82nd Avenue of Roses through three vision concepts – snapshots of how the corridor could potentially look and function in the future. Each of the vision concepts portray a unique set of features based on different circumstances, but all of them encompass community goals, can be feasibly implemented, and support city, regional and state planning goals.

THE CORRIDOR

This segment of NE 82nd Avenue of Roses, 1.3 miles in length, divides the adjacent neighborhoods of Roseway and Madison South in the Northeast quadrant of the City of Portland. The road itself is a 55-foot-wide, five-lane arterial thoroughfare that accommodates 24,000 vehicles daily; the land uses that line it are largely commercial and automobile-oriented in nature. The surrounding neighborhoods are established and strong, yet still relatively affordable for the families, young professionals, retirees, longtime Portlanders and newly-arrived immigrants that call them home. Madison High School provides a major human presence at the center of the corridor, while a vacant 26-acre site across the street awaits investment. The corridor is located four miles northeast of Downtown Portland, and one mile south of Portland International Airport.

Residents and business owners in and around the NE 82nd Avenue of Roses corridor have stated a need for comprehensive visioning and planning. While other portions of 82nd Avenue have received attention in the form of market studies, safety improvements and urban renewal, the fate of this particular segment has been left to neighborhood residents, business owners, property owners, and market forces. The efforts of these parties should not be understated - they have been working together to positively shape key development sites, including the vacant 26-acre site at NE Siskiyou Street and multi-family housing developments at both ends of the corridor. But such painstaking diligence, combined with a shortage of additional resources, has yielded a largely agreed-upon desire for further planning assistance in the corridor.



