NOTES: This is a view of Goose Hollow from the air in 2011. The large facilities at Lincoln High School and Jeld-Wen Field stand out, as does the transition to a greener landscape as you transition to the West Hills.
BOUNDARIES & HISTORIC DISTRICTS

legend

- Goose Hollow Sub-District Boundary
- Historic District
- Neighborhood boundary

NOTES:
This map shows the many overlapping boundaries that influence the Goose Hollow area.

The Goose Hollow neighborhood is roughly bounded by Burnside Street, the Southwest Hills, Washington Park and Interstate 405. This also includes all of the King’s Hill Historic District.

The Goose Hollow subdistrict of the Central City includes areas north of Burnside Street and does not include the King’s Hill Historic District.

Although these boundaries may not seem very relevant in day to day life, they shape how development regulations are applied and neighborhood decisions are made.

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Goose Hollow has almost no parks or open space available. Firefighter Park and Collins Circle are identified as open space, however they are inaccessible, small and mostly unusable. There are small plazas on Morrison at the light rail station and at the Jeld-Wen Field entrances. Lincoln High School has a large field, but is not open to the public at all times.

There are dramatic changes in topography in the area as you transition from Downtown into the West Hills. This transition occurs on 18th heading west and on the district's southern edge.

There are also low areas in the topography, some of which align with the historic course of Tanner Creek.
The tree canopy is 12%, as compared to 8% in the Central City as a whole. Most of the tree canopy is located in the southern half of the district. Goose Hollow has a few green roofs mostly found on newer construction.
Zoning dictates how and where certain kinds of development occur. Goose Hollow has a diverse mix of zoning.

Commercial zones make up about half of the district, focused along major corridors. Some commercial zoned areas, also require residential development.

Residential zones, ranging from lower density multi-family zones to higher density central residential, make up about 42% of the district.
NOTES:
This map illustrates what the tallest allowed height of a building is, including any potential bonuses.

The tallest heights in Goose Hollow are clustered around the light rail line and Lincoln High School areas.

Lower maximum heights along Jefferson Street are meant to maintain the view from the Vista Bridge.

Areas that are adjacent to lower density residential neighborhoods have their height determined by the base zone and range from 40 to 100 feet.
ALLOWED FLOOR AREA RATIOS (FAR)

legend
- Goose Hollow Sub-District Boundary
- Area where FAR is determined by base zone

NOTES:
This map shows the maximum floor area ratio (FAR) allowed by the zoning code. FAR is the ratio of a building's total floor area to the size of the parcel of land upon which it is built. The higher the FAR, the more floor area in proportion to the parcel size.

Allowed FAR in Goose Hollow is lower than FAR in Downtown. The higher 6:1 FAR would allow more intense development along the district's eastern edge, transitioning to lower 4:1 FAR in the remainder of the district.

It is also possible to increase the FAR above what is shown on this map through bonus options and transfers.

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EXISTING FLOOR AREA RATios (FAR)

legend

- Goose Hollow Sub-District Boundary
- FAR < 1:1
- FAR 1:1 - 2:1
- FAR 2:1+ - 4:1
- FAR 4:1+ - 8:1
- FAR > 8:1

NOTES:

This map shows the floor area ratio (FAR) of existing buildings. FAR is the ratio of a building’s total floor area to the size of the parcel of land upon which it is built. The higher the FAR, the more floor area in proportion to the parcel size.

Goose Hollow has mostly lower FAR in comparison to other parts of the Central City. Areas with a higher FAR trend to be centered along the light rail line. With a FAR of 9:1, the 2007 Civic development has the highest FAR in the district.

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NOTES:

Certain areas in Goose Hollow have a requirement for either residential or retail development, depending on what is desirable in that location.

There are also areas with a requirement for the building to be built closely to the street. This can help create an urban atmosphere and active street.
GROUND FLOOR EDGE CONDITIONS

legend
- Goose Hollow Sub-District Boundary
- Retail storefront (windows and doors)
- Some transparency
- Blank building wall
- Landscaped or park
- Surface parking
- Vacant

NOTES:

Ground floor edge conditions illustrate what kind of experience the pedestrian has walking along the sidewalk in Goose Hollow.

Some conditions are generally more pleasant, such as a landscaped space or retail area, whereas other conditions are more uncomfortable, such as along a blank wall or surface parking lot.

There are currently no areas with continuous retail storefronts that typically signify a main street environment.

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This map illustrates where buildings are situated in relation to the blocks and streets. The mixture of building sizes is apparent.

Many large buildings are clustered to the northern portion of the district, while smaller buildings tend to be located in the southern portion.

Sites that are vacant and underutilized as identified in the 2011 Central City Development Capacity Study are also shown. Not all of these areas are easily redevelopable, but the inventory includes over 20 acres of potentially redevelopable land (not including possibilities at Lincoln High School).
Goose Hollow has a very interesting mix of building types and ages. There are small historic homes built before 1900, pre-war, post-war, modernist and post-modern buildings. There are also a handful of historic landmark buildings, primarily clustered along Morrison and Yamhill Streets.

All these buildings together make for a complex and varied fabric of buildings and experiences for people within Goose Hollow.
RIGHT-OF-WAY (ROW) WIDTH/OPERATION

legend

- Goose Hollow Sub-District Boundary
- ROW > 80 feet
- ROW @ 80 feet
- ROW @ 60 feet
- ROW < 60 feet
- One-way operation, traffic direction

NOTES:
The areas with the largest ROW in Goose Hollow are along SW Jefferson Street and SW 18th Avenue, two of the main neighborhood streets. A larger ROW typically means the ability to accommodate more users and functions, such as on-street parking, travel lanes, rail lines or other operations.

Most of the streets that have a one-way operation are connected into Downtown over I-405. Two-way operation is more typical in residential areas and along Burnside Street.
RAIL TRANSIT

NOTES:

Light rail runs through the heart of Goose Hollow and there are three stations in the district.

Potential future streetcar lines have been identified on Jefferson and Columbia Streets as well as Burnside Street.

The current Portland Streetcar also runs nearby along SW 10th and 11th Avenues, just west of I-405 in Downtown's West End.
ISSUES & OPPORTUNITIES

legend
- Open space or plaza
- Redevelopment sites
- Community Attractions
- Activity Area
- Gateway
- Barrier
- Major Corridors
- Light Rail
- Streetcar
- Goose Hollow Sub-District Boundary
- Viewpoint

NOTES
1. Conditions on Burnside create a poor pedestrian environment
2. Firefighter Park is a highly visible open space with lots of foot traffic
3. Jeld Wen Park experiences high traffic and parking issues during soccer season
4. Transit Mall has little retail development and inconsistent pedestrian traffic
5. Salmon Street is a potential scenic green street that connects to the West Hills
6. Lincoln High School is a large site potentially available for redevelopment
   Lincoln High School is one of the few larger open space opportunities available in the district.
7. Lincoln High School has poor connectivity with the rest of the sub-district
8. Collins Circle is designated as an open space, but is inaccessible and small
9. Jefferson Street acts like a gateway and has ‘Main’ Street like character with retail activity
10. Goose Hollow has close proximity to downtown, but I-405 acts as a barrier to connections to the West End and Portland State University

Central City 2035
West Quadrant:
Goose Hollow