# CENTRAL CITY WEST QUADRANT PLAN

**GOOSE HOLLOW CONCEPT DEVELOPMENT CHARRETTE**

**DECEMBER 12, 2012**

**HOTEL DEUXE, 729 SW 15TH AVE, SCREENING ROOM**

<table>
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| **1:10 – 2:00** | **Presentation of Grounding Information**  
- Background Information  
- What We’ve Heard (report on 12/5 workshop)  
- Case Studies and Organizing Concepts  
- Charrette Orientation and Goals |
| **2:00 – 4:15** | **Small Group Discussion/Map Exercise – Full District**  
- **Part 1** (1 hour)  
- **Break/Rotate Tables** (15 minutes)  
- **Part 2** (1 hour)  
  
Each table will generate ideas within the framework of a different organizing concept. Topics to be discussed include:  
- Use clusters  
- Gateways and attractions  
- Form/scale/grain of development  
- Street character and connectivity  
- Parking  
- Open space  
- Green systems |
| **4:15 – 4:30** | **Break/Rotate Tables** |
| **4:30 – 5:15** | **Small Group Discussion/Map Exercise - Subareas**  
Each table discusses 2 - 3 Subareas:  
- Burnside Corridor  
- The Flats/Transit Mall  
- PGE Park and surrounds  
- Lincoln High School  
- Jefferson/Columbia area  
- Freeway edges  
- Other ideas? |
| **5:15 – 6:00** | **Report Back** |
| **6:00 – 7:00** | **Break** (staff and consultants prepare for Open House) |
| **7:00 – 8:00** | **Open House**  
- Presentation of Charrette Work  
- Questions and Feedback  
- Next Steps: Charrette Report (Jan 2013); Refine Concepts (Winter 2013) |
Central City 2035: West Quadrant Plan

The western area of Portland’s Central City is remarkable for its forested hills, Downtown, Pearl District, Waterfront Park, PSU and much more. It has a concentration of jobs, housing and people working, living and traveling in and through it every day. Through the West Quadrant Plan, we can preserve what we enjoy, enhance what needs improvement and create new places for all Portlanders to experience the heart of the city and hub of the region.

The West Quadrant Plan will examine a range of land use, urban design, transportation, environmental and economic development issues in the western areas of the Central City. This includes the River District (including the Pearl District and Old Town/Chinatown), Downtown, Goose Hollow, University District and South Waterfront areas. An element of the broader Central City 2035 (CC2035) project to update the 1988 Central City Plan, this project will result in recommendations for policies to guide future public and private investment and development in the western quadrant of the Central City.

CC2035 also includes work on two major plans affecting the Central City: the River Plan / Central Reach and the Central City Transportation Management Plan. Work on the West Quadrant Plan will align closely with these efforts.

The West Quadrant Plan follows the adoption of the CC2035 Concept Plan and N/NE Quadrant Plan, which were both adopted by the City Council in October 2012. After the West Quadrant Plan is adopted in a similar fashion, staff will address the SE Quadrant. All quadrant plans will feed into and inform the final Central City 2035 Plan, which will revise the Comprehensive Plan, zoning maps and other implementation measures.
The West Quadrant Plan is part of the third phase of the Central City 2035 Planning Project.

The West Quadrant Plan will have five different stages leading to the development of the final plan. During each stage there will be opportunities for public involvement.

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<th>Stages</th>
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FOR MORE INFORMATION
Visit the project website for more information and to view upcoming events. Subscribe to our email list or RSS feed.

PROJECT WEBSITE  www.portlandoregon.gov/bps/cc2035
EMAIL  westquadrant@portlandoregon.gov
PHONE  503-823-9714

The Bureau of Planning and Sustainability is committed to providing equal access to information and hearings. If you need special accommodation, please call 503-823-7700, the City’s TTY at 503-823-6868, or the Oregon Relay Service at 1-800-735-2900.
Central City 2035: West Quadrant Plan

Goose Hollow District
Draft Summary of Issues and Opportunities

Below is a summary of issues and opportunities in the Goose Hollow District of the Central City. The identified issues and opportunities were compiled by Bureau of Planning and Sustainability staff based on a number of sources, including meeting minutes of the Goose Hollow Foothills League Vision Realization Committee, interviews with area stakeholders, the Goose Hollow Planning Workshop held on 12/5/12 and those identified by staff.

Summary of Issues and Opportunities

1. Neighborhood Assets and Identity
   - The central location of Goose Hollow is seen as a significant asset. With good transit service and a walkable neighborhood, it has easy access to Downtown, PSU, and the Northwest District. However, walkability is impacted by significant barriers. Goose Hollow also has convenient light rail and freeway access to westside communities such as Beaverton and Hillsboro.
   - The strong boundaries of the district make Goose Hollow feel like a neighborhood distinct from surrounding areas and give it a sense of enclosure. However, these boundaries also limit connections to other districts.
   - There is a desire to better define the identity of Goose Hollow and create a stronger sense of place. Currently, people don’t always know where Goose Hollow is. Stronger gateways into the district were suggested.
   - The significant history of the neighborhood and remaining historic resources add character and identity to the area. There is a desire to preserve older buildings and the fabric they provide, particularly in the Flats (uptown urban feel) and in the area south of Jefferson (smaller scale Victorian homes and apartments).
   - The views of surrounding features from Goose Hollow are a significant part of the neighborhood’s identity. The view to and from the Vista Bridge is a valued asset in the neighborhood. The feeling of being near the Downtown core and western hills is also important. The topography of Goose Hollow has shaped the neighborhood’s development and continues to define its character.
   - The trees, green feel and views have all been identified as important characteristics. In many cases these attributes could be improved and better integrated into the neighborhood fabric.
   - There is a desire to improve the sense of community in the district. Streets and adjacent development should be designed to encourage walking and there should be places for people to gather and interact.

2. Main Streets, Retail and Community Services
   - There is no clear center or retail main street in the district. While very busy at times, the Goose Hollow district lacks the continuous activity needed to create the vibrant urban neighborhood desired by the community. Residents currently leave Goose Hollow for a number of retail and entertainment services.
   - Previous plans emphasized retail development on SW 18th centered on the light rail stations. Some retail has occurred but there is not enough concentrated activity to draw visitors or to meet the daily needs of residents. In addition, because of existing development on the west side of the street (from Jeld-Wen Field to the Legends Condos), SW 18th only has potential to add significant retail on the east side of the street. Some comments suggested that portions of SW 18th could have potential as a main street, for example between Lincoln High School and Jefferson.
Goose Hollow Issues & Opportunities

- A number of comments suggested that SW Jefferson shows promise as a neighborhood scale main street. There is a small node of retail on Jefferson in new buildings just east of Collins Circle that could be expanded and it is well-located to serve surrounding residential areas. A number of suggestions have been made to make Jefferson more appealing, including redesigning Collins Circle, traffic calming and removing the couplet on Jefferson and Columbia.

- SW Morrison was also suggested as a possible main street that could serve as more of an entertainment center, capitalizing on the light rail station and entrance to Jeld-Wen Field. Morrison and the rest of “the Flats” area has a rich mix of building types and ages that make it visually interesting, however many of the older buildings have limited opportunities for active ground floor uses, such as retail.

3. Open Space
- There is a desire for more usable open space in the area. Priorities for open spaces were noted as a dog park, kid park/play park, and space for community gathering. There is a desire for actual green space, as opposed to hardscape area.
- The existing open spaces at Collins Circle and the Firefighters Memorial are located in the right-of-way between busy streets, serving more as gateway features rather than a place for people to use. Both spaces were noted as being frequented by the homeless and drug dealers. There were suggestions to turn Collins Circle into Collins Square, making it a flat plaza. Suggestions for Firefighter Park included the addition of trees and public art, as well as relocating the memorial and redesigning the space.
- The track and field at Lincoln High School provides opportunities for active recreation, but is not open to the public at all times and is heavily programmed.
- Topography makes Washington Park difficult to access for every day use.
- Proposed development of a property known to area residents as the “dog park” or “Block 7” has heightened concerns about the lack of open space in the area. The Multnomah Athletic Club (MAC) owns the property bounded by SW 19th, 20th, Main and Madison and has contracted with a developer to build housing and additional MAC parking on the site. There is interest among community members in preserving all or a portion of Block 7 as open space.

4. Redevelopment Opportunities
- The need for a significantly remodeled or new school on the Lincoln High School (LHS) campus has also been identified. The potential redevelopment of such a large site in the center of the district presents a major opportunity to improve the way the school relates to the surrounding area. There appears to be strong community support for redeveloping the school with a more urban feel and many ideas have been expressed about priorities, including better connections through the site, public open space, and a community center or shared athletic facilities. There are mixed opinions about whether the site should remain in public and/or education uses only or whether a mix of uses, such as commercial or residential development should be considered. Work by the school’s parent-led Long-Term Development Committee suggests that funding for a new school will be more feasible through a partnership for joint development of the site. The current zoning of the LHS site does not allow commercial development.
- Other significant redevelopment opportunities in the area include the two blocks occupied by the Oregonian printing and distribution facility between SW 16th, 18th, Yamhill and Taylor and the TriMet owned property, which is currently used for surface parking, at 18th and Salmon.

5. Development Atmosphere
- Goose Hollow has seen relatively little development compared to other Central City Subdistricts. There have been about 800 housing units developed in the district since 1997. There has been very little new commercial development, although several of the residential
projects have included ground floor retail. Some commercial buildings, such as the Hotel delLuxe, have also been recently renovated.

- Concerns have been expressed that there is not enough flexibility in the zoning and that could be discouraging development.
- There have also been questions about whether the zoning entitlements are too high, causing property owners to wait until there is a market for larger buildings.

6. Connections

- With freeways, busy transportation corridors and the west hills on its borders, Goose Hollow can feel isolated. There is a desire to improve connections to other districts, including Downtown, PSU and the Northwest District through enhanced gateways and pedestrian and bicycle improvements. A need for better vehicular access from Burnside into the district (left-turns) was noted, as was better bicycle connections from the district into adjacent neighborhoods.
- There has been a long-standing desire to cap the I-405 freeway to better connect Goose Hollow with Downtown and PSU. In recent discussions the area adjacent to Lincoln High School has been noted as a priority for capping. A cap is often described as an opportunity to add needed open space to the area.
- There are a number of large blocks and buildings in the district (Lincoln, MAC, Jeld-Wen, First Methodist Church) that act as barriers to walking and biking through the district. There is a desire for improved north-south connections, particularly through the Lincoln High School site.

7. Burnside Corridor

- Burnside is an important commercial corridor that provides access to the district and shopping opportunities for area residents. However, the high traffic volumes, narrow sidewalks and infrequent crossings make for a poor pedestrian environment. The predominance of auto-oriented uses and surface parking lots also detract from the corridor. Currently, Burnside acts as a barrier to access to/from Northwest.
- Suggestions for improvements include wider sidewalks, redevelopment to create a more urban feel, more trees and landscaping to provide a buffer from cars and improve the appearance of the street.
- Other specific suggestions were made for pedestrian safety improvement at 20th near Fred Meyer and more left turns to provide access to the district.

8. Jefferson/Columbia Corridor

- Jefferson was noted by a number of comments as having potential to become a neighborhood main street.
- Safety issues were noted in the corridor, particularly around Collins Circle. Traffic calming was suggested to slow down traffic.
- The idea of redesigning Collins Circle to be more pedestrian friendly and/or to act as a usable gathering space was raised by a number of comments. A flat plaza, rather than the rock sculpture was suggested.
- There is interest in exploring a redesign of the intersection of Jefferson and Columbia and potentially removing the couplet on the two streets to provide a better main street environment and slow down traffic.
- The possibility of adding streetcar to this corridor was noted as an exciting opportunity.

9. Parking

- Residential areas have a parking permit system. Comments were mixed about how well this system works, with some saying parking is always a problem to others saying it isn’t so bad
considering the close-in location. City of Portland parking staff report few complaints from the Goose Hollow area.

- Two large facilities in the district, Jeld-Wen Field and Lincoln High School, have no dedicated parking and the MAC has a long-standing desire for more parking for their members. Mixed opinions have been expressed about whether more parking is needed in the area. Some stakeholders feel that parking is badly needed to serve the large facilities and area businesses. Others feel that adding parking would bring more vehicle traffic and congestion to the area and has the potential to break up the pedestrian environment.

- A shared parking facility that could serve multiple users in the district has been discussed as an option and appears to be supported by a variety of community members. The question as to whether there was potential for a City-owned SmartPark garage in the district was raised. Ideas for potential locations for a parking structure included SW 20th, behind Jeld-Wen Field, SW 18th and Salmon (current location of surface lot owned by TriMet), and under the field of a redeveloped Lincoln High School.

- It was also suggested that minimum parking requirements for new development be explored and incentives be provided for car sharing and use of alternative modes by district employees.

- Several comments suggested that the MAC should focus their efforts to locate parking on their property located on SW 20th behind Jeld-Wen Field rather than on Block 7.

10. Jeld-Wen Field

- Jeld-Wen Field attracts large crowds (20,000 people) to soccer games, but only hosts 20 games a year. There are 20-25 smaller events at the stadium with attendance averaging 7,500 people. The events are good for area businesses when they occur but they are sporadic.

- It was suggested that large uses, such as Jeld-Wen should be embraced by adding nightlife and entertainment uses that complement it. Redevelopment of the Oregonian site as an entertainment center was suggested.

- The Timbers has been successful in encouraging event goers to use alternate modes of travel to come to games and to park in Downtown parking garages. However, parking near the stadium is still in demand and lots throughout the district are rented out on game days. This could have the effect of making surface parking more desirable to property owners.

11. Transportation Issues

- There are several difficult streets in Goose Hollow for pedestrians and bicyclists. SW 18th is difficult to cross due to the light rail running down the center and provides poor facilities for bicyclists and pedestrians who desire access into the western part of the neighborhood.

- Traffic is a concern on SW 20th between Jefferson and Burnside as it connects two major corridors. Motorists also cut through the neighborhood from Vista to SW 20th or 18th.

- The surrounding large transportation infrastructure has an impact on livability of the neighborhood. A sound barrier and landscaping has been suggested along Highway 26.

11. Safety

- Concerns about safety problems were expressed, including break-ins (cars and buildings) and the presence of drug users and dealers in the area. One problem area identified was the MAX station area on Jefferson.

- It was suggested that public spaces, including streets and open spaces, be well lit and designed to make people feel safe.

- Overnight camping is also a concern for many in the district.
Welcome and thank you for coming!

Today we will have:

- Charrette Session (5 hours) 1:00 – 6:00 pm
  - Introduction and Overview (10 minutes)
  - Background Information (50 minutes)
  - Small Table Discussions
    - Organizing Concepts part 1 (1 hour)
    - Break (15 minutes)
    - Organizing Concepts part 2 (1 hour)
    - Break (15 minutes)
    - Sub-Areas (45 minutes)
    - Report Back (45 minutes)

- Break (1 hour) 6:00 – 7:00 pm
- Open House (1 hour) 7:00 – 8:00 pm
Central City 2035

**PORTLAND PLAN**
Strategic plan for a prosperous, equitable, educated and healthy city

**COMPREHENSIVE PLAN**
Long-range plan to manage expected growth and future public investments

**CENTRAL CITY 2035 PLANNING PROJECT**

**CONCEPT PLAN**
Provides high level guidance for the Central City

**QUADRANT PLANS**

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West Quadrant Plan

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Goose Hollow Sub-district

BOUNDARIES & HISTORIC DISTRICTS

legend

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

Central City 2035
West Quadrant: Goose Hollow

Bureau of Planning and Sustainability
The Story of Goose Hollow

- Chinese vegetable farms
- Tanner Creek and the Tannery
- A War About Geese (1875)
- Historic neighborhoods
  - King’s Hill, Vista Ridge, Gander Ridge
- Infill Tanner Creek Gulch
- Development and changing uses
- Demolition and disconnection as result of I-405
- Neighborhood identity
  - “Goose Hollow”
- Redevelopment
- Neighborhood vision
Aerial Images – Goose Hollow
1955 and 2011
Goose Hollow buildings today
Existing Building Uses (2008)
Zoning Regulations

REQUIRED BUILDING LINES
RESIDENTIAL & RETAIL

Legend:
- Goose Hollow Sub-District Boundary
- Required Building Lines
- Required Residential Development
- Required Retail

Central City 2035
West Quadrant:
Goose Hollow
Year Built of Buildings

HISTORIC LANDMARKS & YEAR BUILT

Legend:
- Goose Hollow Sub-District Boundary
- Built before 1900
- Built between 1901-1925
- Built between 1926-1950
- Built between 1951-1975
- Built between 1976-2000
- Built from 2001-present
- Unknown
- Historic Landmarks

Central City 2035
West Quadrant
Goose Hollow
Mid-Century Buildings
Existing Redevelopment Potential

Over 20 acres of potentially redevelopable land
Maximum Allowable Building Heights:
Vacant and Surface Lots
Goose Hollow District

Legend:
- 250’
- 180’
- 100’
- 75’
- 40’ - 45’
- 30’ - 35’
- Bonus Height 75’

This diagram illustrates maximum allowable building heights. The building size and scale have not been calculated for allowable floor-area-ratio.

01/22/13
Building Height
Vacant and Surface Lots & Underutilized Parcels

Maximum Allowable Building Heights:
Vacant and Surface Lots and Underutilized parcels
Goose Hollow District

Legend:
- 250'
- 180'
- 100'
- 75'
- 40' - 45'
- 30' - 35'
- Bonus Height 75'

This diagram illustrates maximum allowable building heights. The building size and scale have not been calculated for allowable floor-area ratio.

01/22/13
Floor Area Ratio (FAR)

Map 1: Full Build Out
Far 6:1
20,000 sq.ft. x 6 floors = 120,000 sq.ft.

Far 9:1
20,000 sq.ft. x 9 floors = 180,000 sq.ft.

Map 2: Mixed Use
Far 6:1
20,000 sq.ft. x 4 floors = 80,000 sq.ft.
10,000 sq.ft. x 8 floors = 40,000 sq.ft.

Far 9:1
20,000 sq.ft. x 4 floors = 80,000 sq.ft.
10,000 sq.ft. x 10 floors = 100,000 sq.ft.

Open Space: 11,000 sq.ft. (.25 acres)

Map 3: Residential Tower
Far 6:1
10,000 sq.ft. x 12 floors = 120,000 sq.ft.

Far 9:1
10,000 sq.ft. x 18 floors = 180,000 sq.ft.

Open Space: 11,000 sq.ft. (.25 acres)
Previous Planning Work

- Specific for Goose Hollow:
  - Central City Plan (1988)
  - Goose Hollow Station Area Community Plan (1996)
Previous Planning Work

- Other related work:
  - NW District Plan (relates to Burnside) (2003)
  - Bridge the Divide and Cap I-405 Vision Study (1998)
  - Goose Hollow/Civic Stadium Planning Committee (2000)
  - Lincoln High School Long Term Development Committee (2008 report)
  - Lincoln High School Redevelopment: PSU Center For Real Estate - BOMA Workshop Summer 2009
  - Portland Development Commission – Education Urban Renewal Area (2012)
  - GHFL Vision Realization Committee
Previous Planning Work
I-405 and Surrounding Area

Bridge the Divide and Cap I-405
Vision Study

FINAL REPORT

A Community Amenities Team Demonstration Project conducted by
The American Society of Landscape Architects and
Landscape Architecture Foundation

October 1998

Bureau of Planning and Sustainability
Previous Planning Work
Lincoln High School

Preliminary Site Analysis & Development Concepts

Overview

The section presents conceptual plans for the Lincoln upgrade. Although releasing LHS has been suggested, the LTDC has limited financial resources and has decided to focus on reimagining LHS on its current site because it knows this site will be under consideration when it is time to upgrade LHS.

These concept diagrams serve to help the community visualize different options and provide a foundation for future discussions. They are in no way prescriptive, and are not comprehensive; there are countless ways that the site could be redeveloped. These conceptual plans are intended to inspire us to think bigger than band-aid fixes for our schools and invite dialogue about what is best for our students, our educators and our city.

Development Capacity

The LHS site is zoned S-RH, high density residential with a design review overlay. Lincoln sits on an 11 acre site that has an allowable floor area ratio (FAR) of 4:1, and a height of 250 ft. With a 4:1 FAR the site can accommodate 1.5 million square feet of building area.

The FAR is the ratio of the total floor area of buildings to the size of the land that they sit on. Currently the LHS property has a 210,574 SF facility on a 477,000 SF site, which is an FAR of .45. There is approximately 1.7 million SF of excess development capacity on the site.

Furthermore, neighboring properties are also significantly underdeveloped. The graphic on the next identifies all of the surface parking lots in the vicinity, which are prime for redevelopment. In addition to those there are numerous sites with buildings that may be appropriate for redevelopment. This urban neighborhood could be redefined with a few key projects that add vitality and take better advantage of transit and downtown access.

Renditions courtesy of Group Mackenzie Architects
Previous Planning Work

PDC Urban Renewal Area and GHFL Vision

Goose Hollow is Portland’s most diverse, densely populated urban neighborhood, its most important gateway, a key cultural, commercial and civic center, and a core element of Portland’s unique ‘sense of self.’

The Goose Hollow Coalition (GHCL) would like to: (a) increase the neighborhood’s walkability, (b) draw more people to Goose Hollow, and (c) increase the cultural, recreational, entertainment, and commercial opportunities within Goose Hollow through:

1. Inclusion of Goose Hollow in the contemplated Innovation District URA to fund the reintegration of Goose Hollow, which is currently isolated by West Burnside and the 405 Freeway, with the Central City. Reintegration will come from (i) the ‘rewiring’ of West Burnside between 19th and 23rd avenues via implementation of a Burnside redesign, traffic calming and streetcar scheme, and (ii) the ‘rewiring’ of the 405 Freeway by creating an element of the Lincoln High School redevelopment opportunity, for example, a new urban park and commercial blocks bridging the Freeway between Alder and Columbia. Greening and rerouting will significantly increase the value and redevelopment potential of the more than 25 city blocks of zoned Goose Hollow property near 405 or West Burnside not currently benefiting Portland’s residents. Rerouting of high-speed bypasses and the creation of new commercial blocks under the Innovation District URA will ultimately pay for a portion of the ‘rewiring’ programs.
   a. Implementation of a Burnside redesign, traffic calming and streetcar scheme. A well-landscaped Burnside redesign will facilitate the reintegration of West Burnside, make walking on and across West Burnside more pleasant and less dangerous, add an additional public transportation link to downtown and the Freeway, and weave West Burnside into the fabric of the west side neighborhoods as something more than private auto transport infrastructure. Redesign should be extended to 19th Ave, at a minimum, with extension of the redesign to NW 23rd Ave strongly preferred.

b. Creation of a new public park and commercial blocks bridging the 405. The park and new commercial blocks will, with the community amenities afforded by a redeveloped Lincoln High School, transform the 405 from a barrier into a neighborhood park and commerce friendly recreational and cultural link to the West End without impeding the transportation benefits the Freeway provides.

c. Market based development of the blighted and underutilized areas around Lincoln High School and Jeld-Wen Field. Redevelopment will create an urban mix (pedestrian friendly ‘Main Street’) of medium to high density ground floor active use commercial and residential buildings (including integrated 30’ street parking facilities for visitors to Jeld-Wen Field and other Goose Hollow Institutions and attractions) in the central area between 19th and 23rd Avenues and Salmon and Alton Streets and a smaller, more service oriented ‘Main Street’ along Jefferson. With the barrier aspects of West Burnside and the 405 removed by the Burnside redesign and public park, and commercial blocks bridging 405, respectively, the area east of Jeld-Wen Field will become downtown’s most vibrant and accessible residential and commercial area, enabling greater enjoyment of Goose Hollow’s attractions, particularly Jeld-Wen Field.

2. Restoration of proper. ADA compliant sidewalks within and installation of attractive pedestrian friendly lighting throughout Goose Hollow, installation of street furniture at appropriate locations, and pedestrian focused redesign of the traffic cones at 19th and Jefferson.
What We’ve Heard
What We’ve Heard
Planning Workshop 12/5/12

1. Neighborhood Assets and Identity
2. Main Streets, Retail and Community Services
3. Open Space
4. Redevelopment Opportunities
5. Connections
6. Burnside Corridor
7. Jefferson/Columbia Corridor
8. Parking
9. Jeld-Wen Field
10. Transportation Issues
11. Safety
Case Studies

Vibrant Stadium Districts
Case Studies

Urban Schools
Case Studies

Gym Facilities at Urban Schools
Case Studies

Interesting and Usable Parking
Case Studies

Multi-functional public spaces
Case Studies

Characteristics of Districts and Streets

- Small scale (or grain) of development
- Incremental historical patterns
- Entrance frequency

Over the past century residential street grids in the U.S. have lost connectivity and walkability.
Case Studies

*Characteristics of Districts and Streets*

- Small scale (or grain) of development
- Incremental historical patterns
- Entrance frequency
Case Studies

Characteristics of Districts and Streets

- Small scale (or grain) of development
- Incremental historical patterns
- Entrance frequency
Organizing Concepts

- Gateways and attractions
- Open space
- Green systems
- Street character and connectivity
- Use clusters
- Form/scale/grain of development
- Parking
Big Planning Questions

- What is the land use mix that should be encouraged?
- What is the desired character and scale of development?
- Where should retail be encouraged?
- What are the community priorities for public spaces?
  - Examples: open space, streetscape, gateways, connectivity, safety
- What are the community priorities for private development that should be encouraged?
  - Examples: open space, desired uses, green/sustainable development
Central City 2035

**PORTLAND PLAN**
Strategic plan for a prosperous, equitable, educated and healthy city

**COMPREHENSIVE PLAN**
Long-range plan to manage expected growth and future public investments

**CENTRAL CITY 2035 PLANNING PROJECT**

**CONCEPT PLAN**
Provides high level guidance for the Central City

**QUADRANT PLANS**
NW  NNE  SW  SE

**RELATIONSHIP TO OTHER PLANS**

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West Quadrant Plan

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Bureau of Planning and Sustainability
What We’ve Heard
Planning Workshop 12/5/12

1. Neighborhood Assets and Identity
2. Main Streets, Retail and Community Services
3. Open Space
4. Redevelopment Opportunities
5. Connections
6. Burnside Corridor
7. Jefferson/Columbia Corridor
8. Parking
9. Jeld-Wen Field
10. Transportation Issues
11. Safety
Organizing Concepts

Tanner Creek

Two Hollows
Organizing Concepts

Magnetic Center

Neighborhoods

Magnetic Center: The Magnetic Center represents the heart of Goose Hollow, the point where major institutions intersect: Jeld Wen Field and Lincoln High School.

Neighborhoods: The Neighborhood concept represents different centers in Goose Hollow.
Discussion Areas

- Gateways and attractions
- Open space
- Green systems
- Street character and connectivity
- Use clusters
- Form/scale/grain of development
- Parking
Tanner Creek
Tanner Creek
Tanner Creek
Two Hollows
Magnetic Center
Magnetic Center
Neighborhoods
Neighborhoods
Case Studies and Smaller Areas

- Burnside Corridor
- Transit Mall area (The Flats)
- Freeway edges
- Lincoln High School
- Jefferson/Columbia area
- JELD-WEN Park and surroundings
Burnside Corridor
Freeway edges
Lincoln High School
Jefferson/Columbia area
JELD-WEN Park and surroundings
Group 1

- Freeway Edges
- Columbia/Jefferson
Group 2

- Lincoln HS
- JELD-WEN
Group 3

- SW Salmon
- Burnside
Group 4

- Burnside
- Freeway edges