Background
As part of the West Quadrant Plan, there were two early events in December 2012 focused on the Goose Hollow District of the Central City. The workshop and concept development charrette helped to identify issues and opportunities and generate ideas for the future of the area. Those ideas are documented in a Summary Report which is available online: http://www.portlandoregon.gov/bps/article/435506

The ideas generated at the Goose Hollow events were used to develop draft urban design principles and concept layers, which are included in this packet. These materials were shared with the Goose Hollow Foothills League Vision Realization Committee in February 2013 and were revised to reflect community comments. The draft urban design principles and concept layers, as well as issues and opportunities identified at the December events, will serve as a starting place for the discussion of the future of Goose Hollow in the larger West Quadrant planning process. This information will be reviewed by the West Quadrant Stakeholder Advisory Committee, which began meeting in March and will feed into the quadrant-wide charrette planned for June.

For more information about the West Quadrant Plan, visit the project website at: www.portlandoregon.gov/bps/cc2035

Draft Urban Design Principles
Five urban design principles are proposed for the Goose Hollow District of the Central City. They are intended to provide organizing principles and convey the big picture direction for the district. The draft principles include:

- Build on Activity Centers
- Better Connections
- Benefit from Large Institutions
- Get a Park
- Celebrate the Character

Draft Concept Layers
Draft concept layers were developed based on the ideas that came out of the December 2012 events. Once refined as part of the West Quadrant planning process, the Goose Hollow concept will provide the basis for developing a draft district plan that updates policies and regulations and directs future investment in the area. The concept layers include: land use, street character, open space and green systems.

Land Use
Each “bubble” on the draft land use concept reflects the predominant land uses that would be encouraged or expected under that development type.

The following uses are shown on the maps:

- **Urban mixed institutional**: Urban school development with a mix of other complementary uses. Medium to high-density.

- **Mixed use with residential above**: Ground floor retail or service uses with residential in upper floors. Scale varies depending on location.

- **Regional attraction and entertainment**: Uses with a regional draw and characterized by large footprint buildings. Complementary uses, such as restaurants and services, could also be expected on these sites.

- **High-density mixed use core**: A mixture of office, retail, and residential uses. Infill development is expected to be high density with taller buildings.

- **Residential**: Predominant residential use. Scale varies from single-family to high-rise depending on location.
Street Character
The draft street character concept outlines a more intentional approach for the street network, uniting streetscape design with adjacent land uses and building forms. It is not intended to imply changes to the City’s existing system of modal classifications that define the functional roles streets play in moving people and goods.

The concept includes the following street types:

- **Retail Commercial Streets**: Busiest streets with high visibility by motor vehicles, transit, bikes and pedestrians and generally consistent ground level retail storefronts. These corridors have two scales in Goose Hollow: “civic,” which make connections to other parts of the city; and “district,” which are important within the boundaries of the district.

- **Boulevard Streets**: These corridors can also be some of the busiest in the district – they can be the “second” street of a couplet or define a district edge -- but they offer a more landscaped, green character, with fewer retail storefronts than the retail/commercial type. These corridors have two scales in Goose Hollow: “civic,” which make connections far beyond the district or to important landmarks; and “district,” which are important within the boundaries of the district.

- **Flexible Streets**: These streets and spaces make up a system of local, pedestrian-friendly connections through the district that offer quieter, “low-stress” experiences distinctly different from the busier streets serving the area. The character of these connections can vary considerably – some can be typical streets and others could connections or pathways through open spaces or large sites. Visible green features are encouraged where appropriate to the setting. Local streets within the flexible network would continue to meet the access needs of adjacent residents and businesses.

Open Space
The draft open space concept illustrates a potential framework for parks and open space within the district. The concept envisions a new open space within the district that would serve a neighborhood park function. This could be included within a redeveloped Lincoln High School site or in another central location. Including new open space on a series of caps over the I-405 freeway is also shown as a possibility. The concept also suggests repurposing existing open spaces and plazas to make them more functional and engaging.

Green Systems
The draft green systems concept illustrates how green infrastructure could be integrated to improve environmental performance and long-term resiliency.

The concept includes the following green system components:

- **Tree Canopy/Water Quality Corridors**: Corridors that provide enhanced tree canopy and stormwater management through large trees and vegetated stormwater facilities such bioswales and planters. Streets not designated as tree canopy/water quality corridors will still have these features, although they may not be as prominent.

- **District Energy**: A system that could facilitate shared energy production and distribution between different uses and facilities within the district.

- **Rainwater Harvesting**: A system that would facilitate capture and reuse of rainwater. A water feature that highlights the historic presence of Tanner Creek is suggested.
BUILD ON ACTIVITY CENTERS
Build on emerging centers of activity to strengthen identity, attract users and facilitate growth and development.

Stadium District (18th and Morrison): Regional focus

- Incorporates front door of Jeld-Wen Field, LRT station/plaza, small retail node, Fire Fighter’s park
- Draws on and supports activity on Burnside and other large attractions
- Opportunity to extend energy into surrounding area to create vibrant “Stadium District”

Collins Circle (18th and Jefferson): Local focus

- Intersection of important transporation corridors, plus LRT station and Collins Circle gateway
- Build on existing retail node to create neighborhood focused main street
- Opportunity to redesign and repurpose Collin’s Circle to act as community gathering space
BETTER CONNECTIONS

Improve connections to and through the district.

Connections between Goose Hollow and other areas

- Seek ways to form better connections to/from key destinations: West End, PSU, Pearl District, Northwest Portland
- Enhance relationship to major parks with pedestrian and bike-friendly green connections through the district

Connections within Goose Hollow

- Better connections through large sites and blocks
- Improve the pedestrian environment by activating ground floor facades, improving streetscapes and calming traffic
BENEFIT FROM LARGE INSTITUTIONS
Integrate large uses into the fabric of the community and capitalize on the activity they bring to the district.

• Encourage institutions to interact with the surrounding community in a positive and engaging way
  o Better connections through sites
  o Activate plazas and blank walls

• Capitalize on activity with complimentary uses that encourage visitors to stay and do business in the district

• Encourage a broader range of uses/events at Jeld-Wen Field

• Encourage redevelopment of LHS to support community goals:
  o Add new uses and life
  o Street presence and connections
  o Open space and recreation
GET A PARK
Additional open space amenities are needed to make a desirable and livable neighborhood.

- Add new open space to the district that functions as a neighborhood park (children's play area, greenspace, community interaction)
- Seek opportunities to repurpose and redesign existing open spaces to make them usable, engaging spaces (Collins Circle, Firefighters Park, stadium plazas)
- Integrate with the larger park system by creating visible connections between Goose Hollow and major parks outside the district
CELEBRATE THE CHARACTER

Embrace the diversity and unique character of Goose Hollow.

• District is very diverse, including wide range of uses, building types, ages and scales

• Seek ways to bring new uses and energy into the district while maintaining positive characteristics of existing buildings

• Encourage new development to respond to and celebrate the district’s character and diversity

• Celebrate and enhance natural features such as the varied topography, views, trees and vegetation
LAND USE

legend

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<tr>
<th>Color</th>
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<tr>
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<tr>
<td>Blue</td>
<td>Residential (Scale Varies)</td>
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West Quadrant: Goose Hollow

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STREET CHARACTER

legend

- Existing Open space or plaza
- Retail “Commercial” Streets
- Civic Streets
- District Streets
- “Boulevard” Streets
- “Flexible Streets”
- Connection
- Trail/Pathway
- Staircase
- Additional Study Required

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West Quadrant:
Goose Hollow

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GREEN SYSTEMS

legend

- Existing Open space or plaza
- Existing Tree Canopy
- Building Footprints (Large Institutional)
- Water quality, tree canopy corridors
- Harvest rain water, reuse in district
- Water catchment system
- Tanner Creek water feature
- District Energy Spine
- District Energy Node

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