



# Goose Hollow District Planning Events

December 5 and 12, 2012

## Summary of Results



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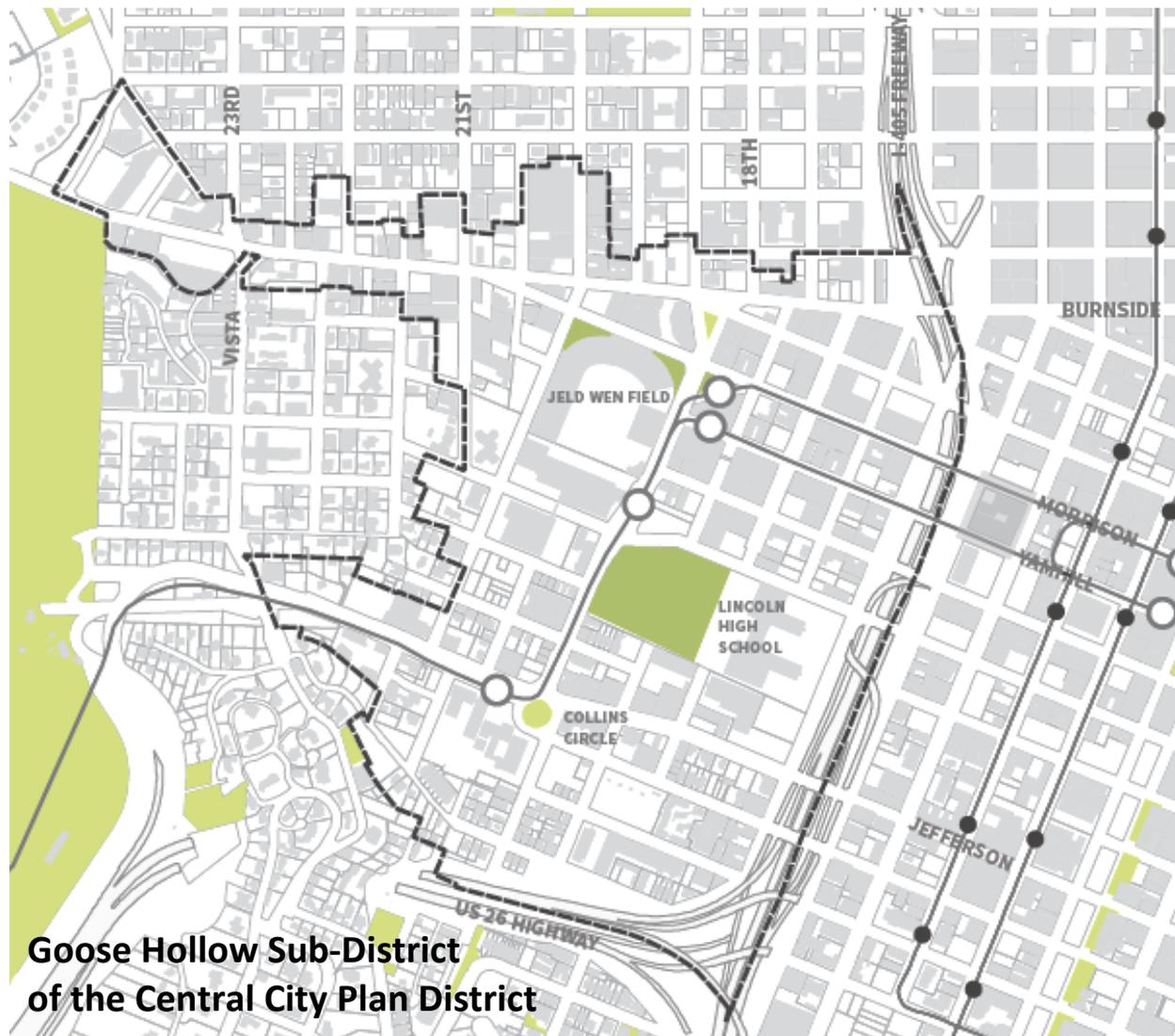
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## I. Introduction

The City of Portland Bureau of Planning and Sustainability (BPS) is beginning work on the West Quadrant Plan, which will provide detailed planning for Central City areas on the west side of the Willamette River. This effort is part of the broader Central City 2035 project to update the 1988 Central City Plan.

As part of the West Quadrant Plan process, BPS is doing early planning work and outreach in certain areas, including Goose Hollow, to get input on neighborhood needs and the desired character of future development. This effort will build on the work of the Goose Hollow Foothills League Vision Realization Committee (VRC), which was formed by the neighborhood as a means of providing meaningful input during the Central City planning process. The VRC has been meeting since September 2011 to discuss past plans, their current neighborhood vision and how to implement it.

This document summarizes the results of two events held in early December 2012 focused on the Goose Hollow District.



## **Purpose**

The goal of both Goose Hollow District events was to work with the community to identify issues to be addressed in the planning process and generate ideas about how the area should change and grow over the next 25 years. The products of these events will be used in the preparation of preliminary concept diagrams that illustrate future scenarios for the district, as well as potential policy and implementation action recommendations to be included in the West Quadrant Plan.

## **Planning Process**

Goose Hollow community members and stakeholders were invited to attend two events in December 2012. Both events were held at the Hotel deLuxe, located in the Goose Hollow District.

### ***Planning Workshop***

The first event was an evening workshop held on December 5<sup>th</sup> from 5:30 to 7:30 p.m. Approximately 30 people attended, including a broad representation of residents, property owners, area businesses and institutions.

The focus of the workshop was identification of issues and opportunities that should be considered during the planning process. The workshop began with a staff presentation about the planning process, a review of existing conditions and a virtual tour of the district. The remainder of the workshop was devoted to small group discussions where participants sat at one of five tables, each staffed by a facilitator and a notetaker. Base maps, markers and sticky notes were available for participants to make comments or highlight discussion items directly on the map. To kick off the discussion, staff asked “big picture” questions about community assets, aspects of the district that should be preserved and enhanced, and aspects that should be changed or improved. The input from the workshop was incorporated into the summary of issues and opportunities located in section II of this report.



### ***Concept Development Charrette***

The second event was a concept development charrette held on December 12<sup>th</sup>. The charrette included a focused work session from 1 to 6 p.m., and following a break, a public open house from 7 to 8 p.m. The event was attended by 33 people, including neighborhood residents, property owners, area businesses, institutions and public agency staff. In addition to BPS staff who hosted the event, a broad spectrum of public agency staff attended, including individuals from the Portland Bureau of Transportation, Bureau of Environmental Services, Portland Parks and Recreation, Portland Housing Bureau, Portland Development Commission, TriMet, Oregon Department of Transportation and Portland Public Schools.

The charrette began with a presentation by staff and consultants from DAO Architecture that reviewed background information about the district, input from the December 5<sup>th</sup> planning workshop, and case studies/examples of other places to be considered when thinking about the future of Goose Hollow. The remainder of the charrette was broken into three work sessions during which participants worked in small groups to generate ideas about how Goose Hollow

could look and feel in the future. Each table was assigned a notetaker and an urban designer to facilitate the discussion and sketch ideas. A number of rough diagrams were produced at the charrette, which have been compiled along with the notes in an appendix to this report (available under separate cover). DAO Architecture used those original sketches and notes to develop the diagrams in section III of this report, which illustrate common themes and ideas generated at the charrette.

### Next Steps

The results of the December 2012 events will be used to develop draft concepts for the Goose Hollow District. The concepts will illustrate areas where there appears to be a shared vision and will pose alternatives in areas where additional discussion is needed. These draft concepts will be developed and shared with the community in Winter/Spring 2013, feeding into the larger West Quadrant planning process that kick-offs in March 2013.

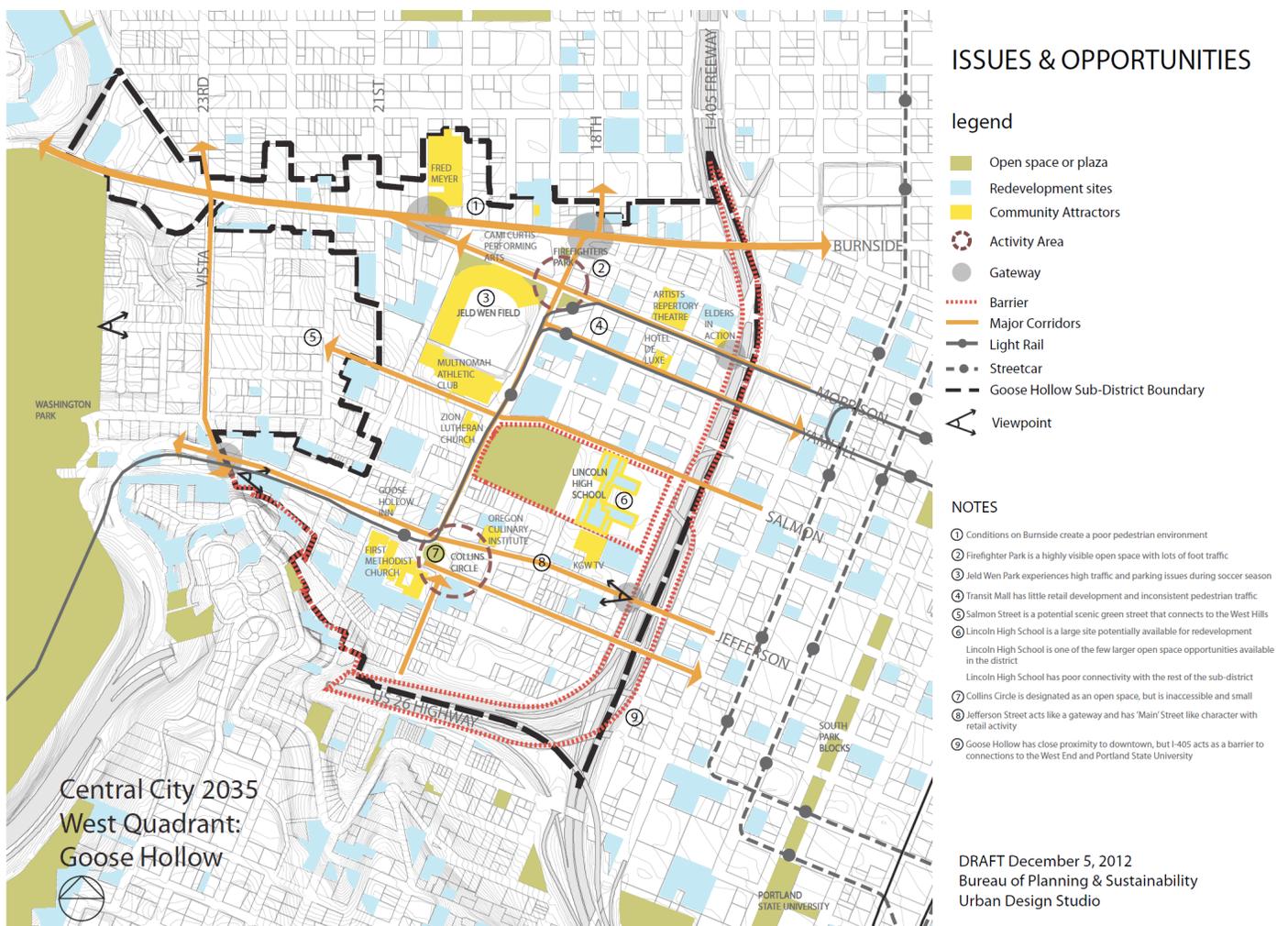


## II. Issues and Opportunities

To begin the Goose Hollow planning process, Bureau of Planning and Sustainability staff compiled information about existing conditions and worked with community members and stakeholders to identify issues and opportunities that should be considered in the planning process. The existing conditions information prepared is available on the project website: [www.portlandoregon.gov/bps/cc2035](http://www.portlandoregon.gov/bps/cc2035). Identified issues and opportunities are also presented below.

### Issues and Opportunities Map

Based on preliminary input, staff prepared a Draft Issues and Opportunities map to serve as a starting point for discussion at the December 5, 2012 workshop. The map highlights key features or places that draw people, contribute to district identity, or represent future opportunities or challenges.



## Summary of Identified Issues and Opportunities

Below is a summary of issues and opportunities identified for the Goose Hollow District. These were compiled by staff based on a number of sources, including input from the December 5 workshop, interviews with area stakeholders, meeting minutes of the Goose Hollow Foothills League Vision Realization Committee, and those identified by staff.

### 1. Neighborhood Assets and Identity

*Goose Hollow's numerous, existing neighborhood assets and the defining elements of its 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. While Goose Hollow has convenient light rail and freeway access to Westside communities such as Beaverton and Hillsboro, local walkability is impacted by significant barriers.
- 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 the uptown urban feel in "the Flats" and south Jefferson's smaller scale Victorian homes and apartments. There is also a desire to revive and showcase the district's historic connection to Tanner Creek.
- 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 both the Downtown core and the West Hills is also important. The topography of Goose Hollow has shaped the neighborhood's development and continues to define its character.
- Goose Hollow's 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

*Locating retail and entertainment needs, as well as community services*

- There is no clear center or retail main street in the district and there are many large blank walls in the district making it a less engaging place for pedestrians and shoppers. 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 18<sup>th</sup> 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 18<sup>th</sup> only has potential to add significant retail on the east side of the street. Some comments suggested that portions of SW 18<sup>th</sup> could have potential as a main street, for example between Lincoln High School and Jefferson.
- 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, calming traffic 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” have a rich mix of building types and ages that make the area visually interesting, however many of the older buildings have limited opportunities for active ground floor uses, such as retail.
- Several participants expressed a desire for workforce housing in the district, particularly to provide affordable housing opportunities for Lincoln High School teachers and other staff.

### **3. Open Space**

*Access to existing open space and the need for additional open space*

- There is a desire for more usable open space in the area. Priorities for open space were noted as a dog park, kid’s play area, and space for community interaction. 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 than as places 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 provide opportunities for active recreation, but are heavily programmed and not open to the public at all times.
- 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 19<sup>th</sup>, 20<sup>th</sup>, 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**

*Key redevelopment opportunities within the district*

- The need for a significantly remodeled or new school on the Lincoln High School (LHS) campus has 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 potential future uses on the site: whether it should remain entirely in public/education use, or whether a mix of uses (e.g., commercial, residential) 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 bounded by SW 16<sup>th</sup>, 18<sup>th</sup>, Yamhill and Taylor and the TriMet owned property, which is currently used for surface parking, at 18<sup>th</sup> and Salmon.

## 5. Development Atmosphere

*Concerns about the slow pace of new development in the district*

- Goose Hollow has seen relatively little development compared to other Central City Subdistricts in recent years. There have only been about 800 housing units developed in the district since 1997 and there has been very little new commercial development, although several residential projects have included ground floor retail. Some commercial buildings, such as the Hotel deLuxe, have also been recently renovated.
- Concerns have been expressed that there is not enough flexibility in the zoning and that this could be discouraging development.
- There have also been questions about whether zoning entitlements are too high, causing property owners to wait until there is a market for larger buildings.

## 6. Connections

*Connections between the district and surrounding areas and circulation within the district*

- 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 as well as pedestrian and bicycle improvements. A need for better vehicular access from Burnside into the district (left-turns) was noted, as was a need for better bicycle connections from the district into adjacent neighborhoods.
- Several participants expressed an interest in developing a pedestrian-friendly “green connection” linking Washington Park, the South Park Blocks, and Waterfront Park.
- 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 pedestrians and bicyclists in the district. There is a desire for improved north-south connections, particularly through the Lincoln High School site.

## 7. Burnside Corridor

*Challenges on Burnside and suggestions for improvement*

- Burnside is an important commercial corridor that provides access to the district and shopping opportunities for area residents. However, 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 destinations located in Northwest.

- Suggestions for improvements include redevelopment along the corridor to create a more urban feel, wider sidewalks, and additional trees and landscaping to provide a buffer from cars and improve the appearance of the street. The intersection at 20<sup>th</sup> near the Fred Meyer was stated to be in particular need of safety improvements.

## **8. Jefferson/Columbia Corridor**

*Challenges in the Jefferson/Columbia Corridor and suggestions for improvement*

- Jefferson was noted 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 traffic.
- The idea of redesigning Collins Circle to be more pedestrian friendly and/or to act as a usable gathering space was raised by numerous participants. A flat plaza, rather than the current rock sculpture, was suggested as an alternative.
- There is interest in exploring a redesign of the intersection at Jefferson and Columbia and potentially removing the couplet to provide a better main street environment and slow traffic.
- The possibility of adding streetcar to this corridor was noted as an exciting opportunity.

## **9. Parking**

*Parking for both neighborhood and large institution needs*

- Residential areas have a parking permit system. Comments were mixed about how well this system works, with some saying parking is always a problem and others saying it isn't bad considering the close-in location. City of Portland parking staff reports 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 had a long-standing desire for additional member parking. 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 additional parking would bring more 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 20<sup>th</sup>, behind JELD-WEN Field; SW 18<sup>th</sup> 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 20<sup>th</sup> behind JELD-WEN Field rather than on Block 7.

## **10. JELD-WEN Field**

*Issues and opportunities related to 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 each year, with

attendance averaging 7,500 people. The events are good for area businesses when they occur but are too sporadic.

- It was suggested that large facilities like JELD-WEN Field should be embraced by adding nightlife and entertainment uses nearby to complement it. Redevelopment of *The Oregonian* site as an entertainment center was suggested.
- The Timbers have been relatively successful in encouraging event goers to use alternate modes of transportation and to park in Downtown parking garages. However, parking near the stadium is still in demand and many lots throughout the district are rented out on game days. Concern was expressed that this could make surface parking appear more desirable to property owners.
- Numerous participants expressed a desire to have better community access to the field.

## 11. Transportation Issues

*Challenges for pedestrians, bicyclists, motorists, transit riders and residents*

- SW 18<sup>th</sup> is difficult to cross for both pedestrians and bicyclists because the light rail tracks run down the center of the street. In addition, poor facilities for these users limits access to the western part of the district.
- Traffic is a concern on SW 20<sup>th</sup> between Jefferson and Burnside as it connects two major corridors. Motorists also cut through the neighborhood from Vista to SW 20<sup>th</sup> or 18<sup>th</sup>.
- Desire was expressed for an additional light rail station on 14<sup>th</sup> or 15<sup>th</sup>. It was felt that this new station would fill an existing gap in the system and improve safety in the area.
- The surrounding large transportation infrastructure has an impact on livability of the neighborhood. A sound barrier and landscaping has been suggested along Highway 26.
- Improvements geared toward MAX riders were suggested, including locating a “bike and ride” facility in Goose Hollow and closing the King’s Hill Station to improve travel times.



## 12. Safety

*Public safety issues and lighting*

- 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.

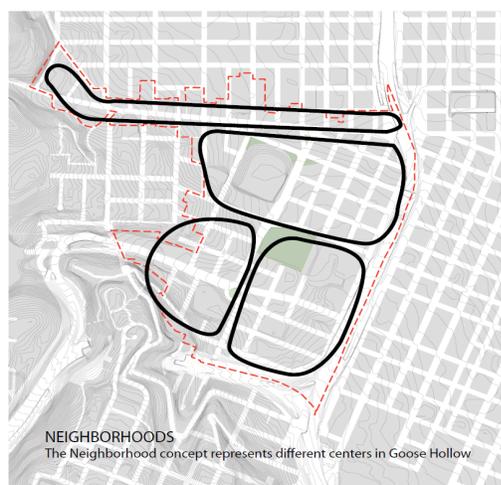
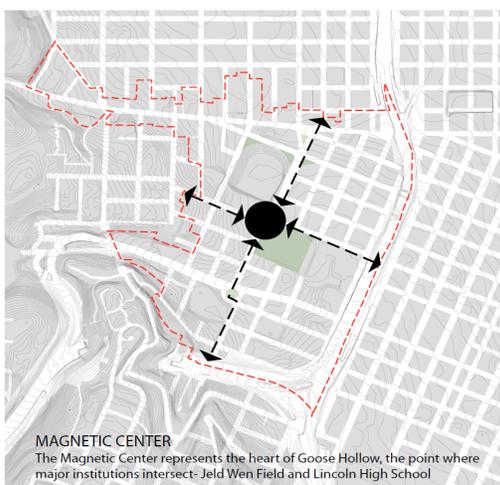
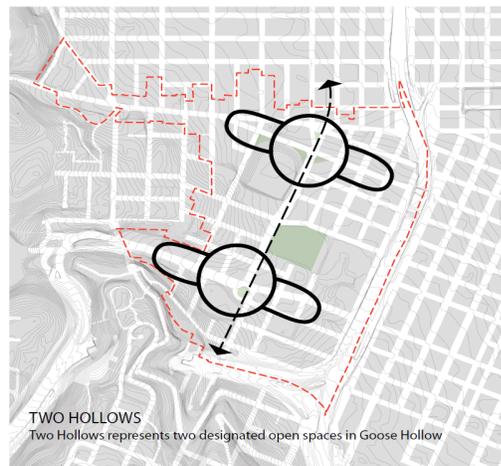
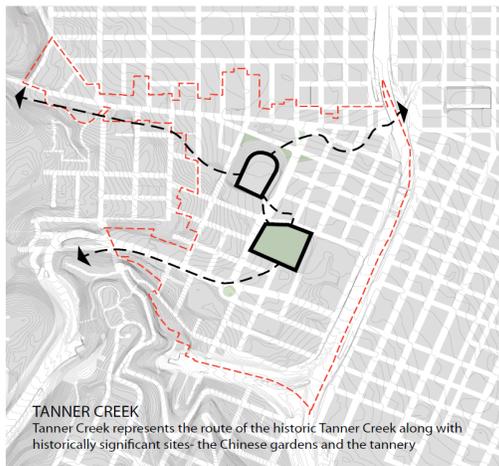
### III. Charrette Ideas and Concepts

The Goose Hollow concept development charrette held on December 12, 2012 was broken into three work sessions where participants worked in small groups with a facilitator/urban designer and a notetaker. In the first two work sessions, the discussion focused on the whole district and how it could grow and develop over time based on different “organizing concepts”. In the last session, the participants chose subareas, or smaller geographic areas, to discuss. In all of the discussions, participants were asked to keep the following big picture planning questions in mind:

- 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

#### Organizing Concepts

The organizing concepts were intended to serve as a starting point for discussion and perhaps suggest new ways of looking at the district. Topics of discussion considered for each of the different concepts included: use clusters, gateways and attractions, form/scale/grain of development, street character and connectivity, parking, open space, and green systems.



## Charrette Results

The diagrams presented in this section were developed based on the rough sketches and discussion notes produced at the charrette held on December 12, 2012. They were created by grouping common themes and ideas that were generated during small group discussions during the event. A compilation of the original charrette diagrams and notes are available in the appendix to this report (available under separate cover).

The diagrams are organized into two categories: 1) district-wide concept diagrams that cover overarching themes for the whole district and 2) subarea diagrams that illustrate more specific ideas for smaller geographic areas.

The diagrams include:

### District-Wide Concept Diagrams

- Subareas and District Centers
- District Connections
- Open Space and Green Systems

### Subarea Diagrams

- JELD-WEN Field and Transit Mall
- Jefferson/Columbia Corridor and Lincoln High School
- Burnside and Salmon



### District-Wide Concept Diagrams: Subareas and District Centers



**Subareas and District Centers:** This diagram identifies subareas within Goose Hollow, recognizing their predominant land use patterns and character, notes opportunities to enhance or create new district centers, and outlines issues to consider in reinforcing the identity of these areas. Main ideas include:

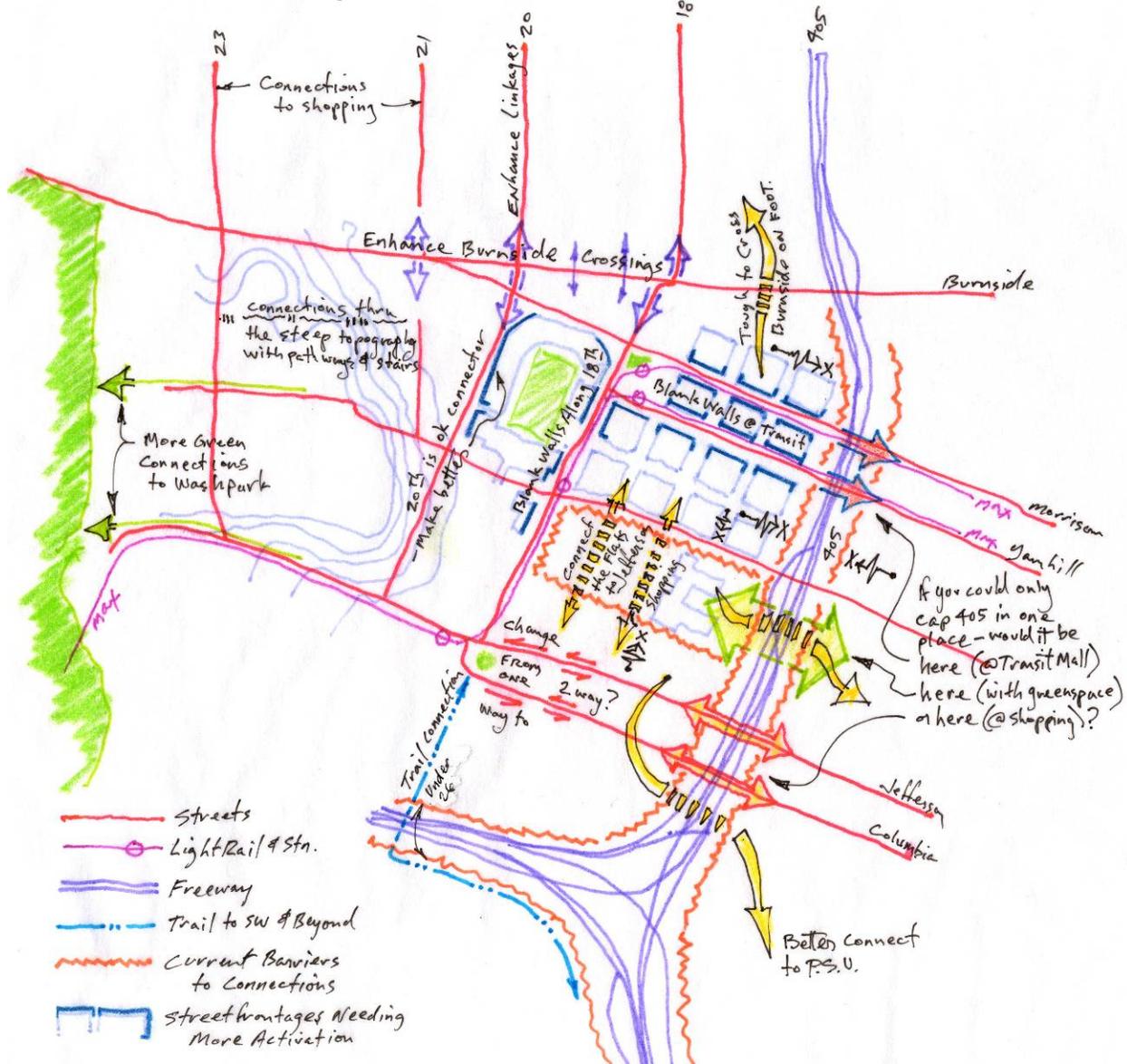
#### Vibrant neighborhood centers

- Develop a neighborhood-oriented main street on Jefferson between 14<sup>th</sup> and Collins Circle serving adjacent residential areas; calm traffic and improve pedestrian environment
- Encourage redevelopment of the Lincoln High School site
- Activate "the Flats", by concentrating retail development on Morrison or Yamhill, allowing a mix of uses, and potentially infilling with taller buildings. Encourage art and entertainment uses, such as music performance and other activities to generate nightlife
- Recognize JELD-WEN Field and the Multnomah Athletic Club as important attractions that bring people to the district. Consider more flexibility for a mix of uses west of JELD-WEN to activate the stadium area and provide a potential location for shared parking
- 18<sup>th</sup> is an important street that should be emphasized and improved (not necessarily for retail)

#### Identity and gateways

- Enhance important gateways to provide better access to the district and enhance its identity

**District-Wide Concept Diagrams: District Connections**



**District Connections:** This diagram focuses on the transportation system within Goose Hollow. It identifies existing challenges and opportunities for creating better connections. Main ideas include:

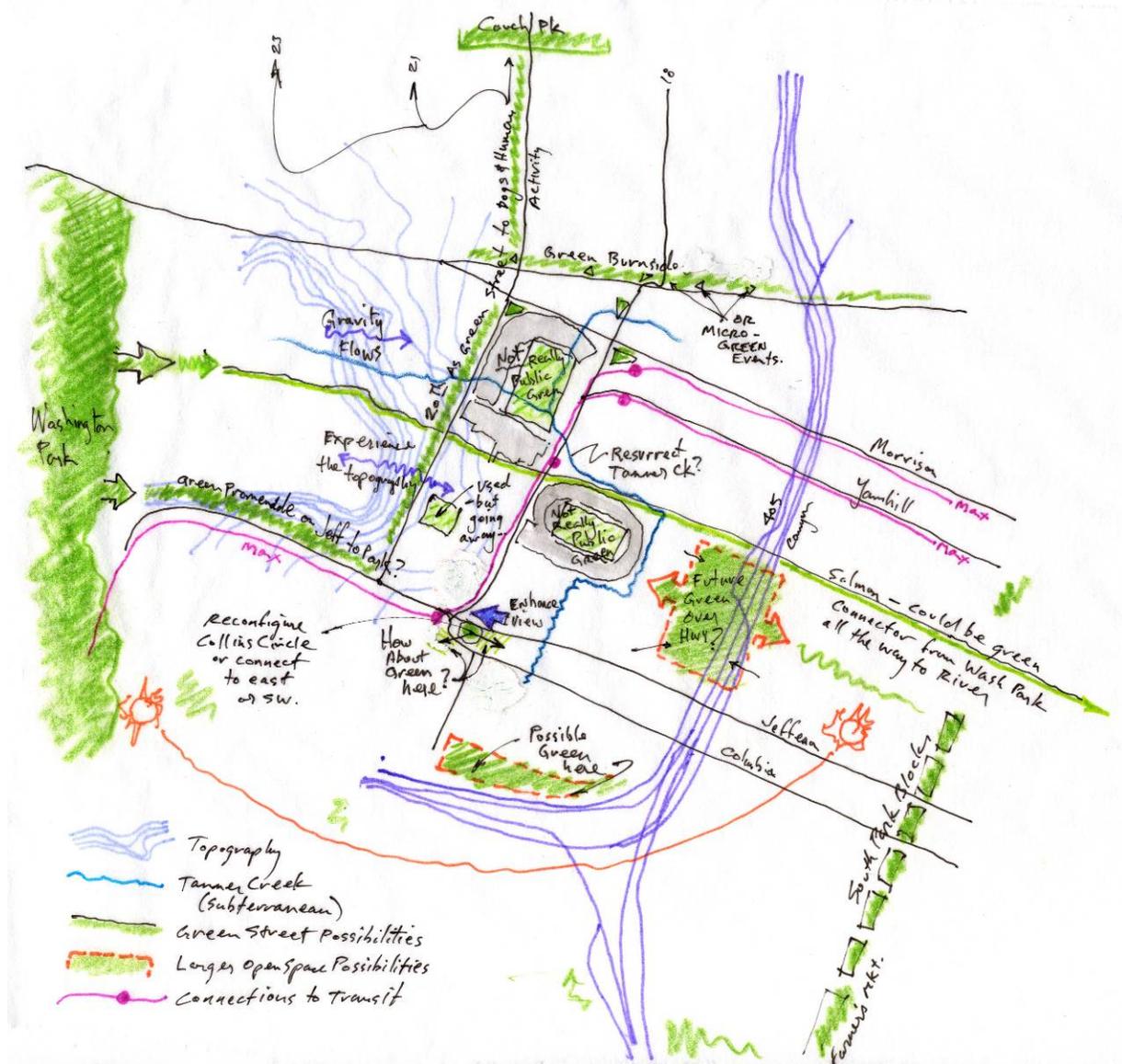
Connections between Goose Hollow and other areas

- Improve pedestrian crossings on Burnside, particularly to reach important destination such as Fred Meyer, Couch Park and the NW shopping district
- Provide more vehicle access to cars traveling west on Burnside
- Improve connections to Portland State University as a means of attracting student and faculty housing and other University supportive uses
- Mitigate the barrier created by the I-405 freeway through capping at key gateway locations

Circulation within the district

- Increase north-south connections through the Lincoln High School site to improve overall walkability and better integrate the site into the district
- Enhance the pedestrian environment through traffic calming at key locations (Jefferson/Columbia)
- Create active and engaging streets by improving ground floor building conditions (fewer blank walls) throughout the district

## District-Wide Concept Diagrams: Open Space and Green Systems



**Open Space and Green Systems:** This diagram looks at existing parks, open spaces, topography and other natural features and seeks opportunities to expand or enhance these systems within the district. Main ideas include:

### Open space and parks

- Redesign Collins Circle park, potentially incorporating adjacent street area east or south of the circle to provide a usable space for the community. Adjust traffic patterns as needed
- Include a community park, or other recreation opportunities, as part of the potential Lincoln High School site. New open space or potentially school-related sports fields could also be included on a freeway cap adjacent to Lincoln site
- Explore the possibility of repurposing existing greenspace next to Hwy 26 for community use

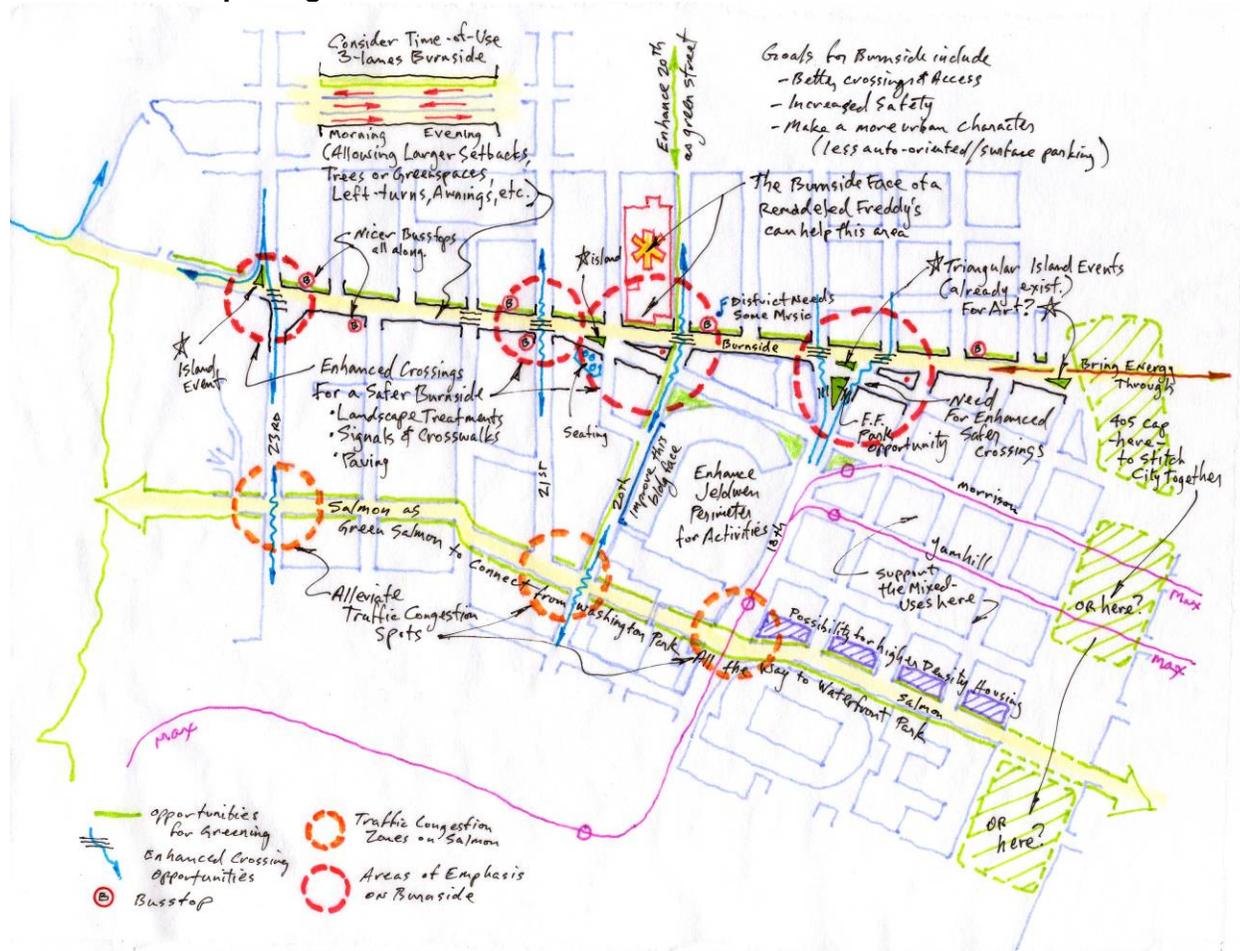
### Green systems

- Provide pedestrian and bike-friendly green connections as linkages to major parks and to improve the character and stormwater function of streets. Opportunity sites include Salmon, as well as Jefferson and 20<sup>th</sup>. There was also a desire to add green elements to West Burnside
- Make use of topography and natural features in stormwater systems. Capture stormwater flows from the hills for reuse in the district and highlight the historic route of Tanner Creek





## Subarea Concept Diagrams: Burnside and Salmon



**Burnside and Salmon:** This diagram focuses on the Burnside and Salmon corridors that run east-west through the district. It suggests improvements to safety and the overall experience for both pedestrians and motorists as a means to mitigate the barrier that Burnside currently represents and better integrate it into the neighborhood. Opportunities to improve and capitalize on the important role of Salmon Street, which provides access to Lincoln High School, the Multnomah Athletic Club, and Washington Park, are also suggested. Main ideas include:

### Burnside's pedestrian environment, development character, safety, and traffic

- Provide larger setbacks for greenery, seating, awnings and enhanced bus stops
- Enhance pedestrian crossings and islands where appropriate
- Reorient major development to Burnside (like Fred Meyer)
- Bring energy from Downtown across I-405
- Support mixed use development and enhance the urban character
- Improve the perimeters of large uses (like JELD-WEN Field)
- Reconsider traffic flow patterns along Burnside
- Alleviate problem intersections and high traffic locations

### Salmon's green connections, housing, congestion and mode conflicts

- Develop Salmon as a green connector between Washington Park and Waterfront Park
- Encourage high density housing adjacent to Lincoln (possible housing for teachers)
- Examine options to address traffic congestion and safety conflicts between pedestrian/bikes and vehicles at key intersections



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