



Goose Hollow District Planning Events

December 5 and 12, 2012

Summary of Results – Appendix Original Event Products



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Central City 2035: West Quadrant Plan Goose Hollow District Planning Events December 5 and 12, 2012

Summary of Results Appendix: Original Event Products

This document contains the original products from two West Quadrant Plan events focused on the Goose Hollow District. These events were a planning workshop held on December 5, 2012 and a Concept Development Charrette held on December 12, 2012. Products below include notes from the small group table discussions at both events and the sketches produced at the charrette. For more information about the events and a summary of results, see the report: “Goose Hollow District Planning Events, December 5 and 12, 2012: Summary of Results”.

Goose Hollow Planning Workshop, December 5, 2012 Small Group Discussion Table Notes

Table 1

Staff: Elisa Hamblin and Kathryn Hartinger

General Issues & Opportunities

- Goose Hollow needs visible community gateways
- Dislike strip mall feeling on Burnside
- Desire for wider sidewalks or buffers on Burnside (pedestrians get splashed by traffic when it's raining)
- Streetcar on Jefferson is an exciting opportunity
- I-405 cap is desired, though little agreement on potential use of new space (e.g., retail shops, park, etc.)

Green Space

- Need publicly accessible green space
- Green space priorities: dog park, kid park/play park, space for community members to meet one another
- Potential locations: (i) open space near MAC; (ii) redeveloped Collins Circle; (iii) more active and accessible JELD-WEN
- Interest in facilitating conversation between MAC and JELD-WEN to open up field for more active use by community

Main Street, Retail, and Community Services

- Jefferson makes sense as a community main street; 18th might make sense with future development, particularly if LHS was moved to front on 18th or if open plaza was placed there
- Businesses that should be thriving don't seem to be (e.g., yogurt shop)
- Interest in an entertainment district near JELD-WEN MAX plaza
- Retail and other services community members leave Goose Hollow for:
 - Sports bar
 - Services for young, single people

- Bagel shop
- Bank
- Dry cleaners
- Fried chicken
- Library
- Live music venues – one would be desired as long as it's not adjacent to homes (could Scottish Rite Masons building be used for this?)

Transportation

- Jefferson
 - Make Collins Circle area more pedestrian friendly, particularly East toward Jefferson
 - Desire to slow traffic on Jefferson
 - Question of whether or not Jefferson should be a two way street – and how that would connect to the West End across I-405
- Bike and pedestrian access
 - Topography is a challenge for bikes and pedestrians
 - Desire for bikes to be able to turn left onto Madison when traveling north on 18th
 - Little bike access up into neighborhoods
 - 18th should be better for bikes and pedestrians
 - Crossing Vista at far west of district is dangerous
- Parking
 - Parking issue is exacerbated by events but exists all the time
 - Want parking in residential areas – want to be able to park in front of house
 - Improved transit frequency would cut the need for people to have cars and alleviate parking issue
 - Incentivize car sharing
 - Desire to look at parking ratio requirements for new construction - .8 and higher are desirable

Lincoln High School

- “Portland’s high school”
- Locating school to front on 18th would be good for the neighborhood; portion closer to I-405 could be redeveloped
- Develop school in a more urban style, as opposed to current suburban style
- Provide pedestrian access through site

Table 2

Staff: Stephanie Beckman and Grant Morehead

General Opportunities and Issues

- Feels like a neighborhood distinct from surrounding areas
- Like older buildings and fabric in north flats area. Older, smaller structures should be preserved; new development should be compatible with existing (scale, materials, etc)
- Proximity to Downtown and Northwest
- Lots of large blank walls in district (Oregonian, parking garages, MAC, even Zion Church isn't great)

Current Activity Areas

- Retail nodes and destinations identified are not contiguous. They include:
 - Zupans area at 23rd and Burnside; has outdoor seating, etc
 - The Hof on SW 19th (between Jefferson and Madison)
 - JELD-WEN entrance/Civic retail area
 - Retail at 18th and Jefferson

Potential Main Streets

- 18th between Jefferson and Lincoln High School has good “main street” potential
- 18th may have too many large blocks (LHS, JELD-WEN) to function effectively as a main street
- Jefferson has potential as Main Street, but is wide and traffic is moving fast.
- On way to downtown, like to walk through transit mall area (Morrison/Yamhill) because the building are more interesting making them nicer pedestrian streets
- Grade issues may funnel people to the north end of the district

Parking

- Multnomah Athletic Club (MAC) needs more parking
- Focus efforts for new parking for MAC as part of mixed-use development on SW 20th and Alder (currently owned by MAC)
- Parking garage at 18th and Salmon (current location of surface lot)
- Portland Timbers could be funding partner for new parking structure
- Is there potential for a City/SmartPark garage in the district?
- More parking could interrupt pedestrian environment
- Need more enforcement in permit parking area during events at JELD-WEN. There is a 90 minute limit in Zone A, which is the same amount of time as a game so people take advantage of the lack of enforcement. No guest parking should be allowed during Timbers games.

JELD-WEN Field

- Opportunity for area around JELD-WEN Field to be an entertainment district; destination that would draw people. Oregonian site could be redeveloped as an entertainment center.
- Would like more small-scale retail in the district instead of large destination uses like entertainment district described.
- Need for more activity when there are not events at JELD-WEN

Lincoln High School

- Potential partnership between LHS/PSU; both financial and educational
- Broken street grid and lack of active street frontage create dead zone at LHS;
- Ideas for a redeveloped Lincoln:
 - Include community open space
 - Reduce barrier with more accessible spaces - either connection through the site or perhaps a large front yard.
 - Reconnected street grid north/south
 - Parking located under field
- LHS serves more than just Goose Hollow. Need to preserve potential for younger grades on site and make sure any other uses on site benefits students.

- PPS may include Lincoln in master planning that was funded as part of new bond measure

Freeway Edge

- Desire for cap over I-405 freeway
- What improvements or other opportunities exist on the freeway that could make capping more feasible? Are all of the ramps needed?

Open Space

- Firefighters Park is not an attractive place to hang out. It is negatively affected by proximity to Burnside and it is used by the wrong people.
- Would like to see Collins Circle redesigned. It doesn't work for the neighborhood. Was it actually intended to be used or just a traffic circle?
- Ideas for Block 7 bounded by 19th, 20th, Main and Madison (owned by MAC):
 - Stay as open space, community park, greenspace
 - 2-4 story residential
 - Residential with portion kept as open space
 - CX zone

Traffic

- Traffic turns off Vista on to residential streets (Main, Market, etc) rather than going all the way to Burnside.
- 20th is a pretty busy street. Gets traffic between Jefferson and Burnside as cut-through from Hwy 26, including truck traffic and hazardous materials
- Traffic calming is needed on Jefferson. People are speeding up as they get closer to the freeway entrance.

Other

- New MAX stop at SW 14th
- Area behind JELD-WEN on SW 20th should be zoned CX

Table 3

Staff: Leslie Lum and Marc Asnis

Stormwater Issues

- 17th and Columbia is particularly bad
- Bio swales could be used to mitigate the storm water

Lincoln High

- They do not find it a problem that it blocks connectivity but actually prefer it this way
- Residents don't want the general public walking through the school campus
- Generally, safety is not an issue
- School is falling apart/ Not attached to existing structure
- Good view of track off of 18th – could be applied to the side streets
- Expand fields and public park space by capping HW 405
- Low Level open space is good

- Residents like Lincoln in the neighborhood and believe that a large public school should have a downtown presence
- Block 7 could provide subsidized Housing nearby for teachers
- Develop Jefferson and Salmon in lieu of opening up Lincoln
- Create a public promenade/plaza on Lincoln campus

Pocket Parks

- Pocket Parks are non-existent
- Residents want to see more parks/green space
- A parcel located at SW Market between 17th and 18th could be a possible location for a dog park.

Parking

- Residents love to provide parking
- [Parking – Retail – Living] – a good outline for planning mixed use development
- Not opposed to parking structures.

Jefferson Street

- Columbia and Jefferson are the major gateways.
- Jefferson Street is a viable main street
- The couplets are preventing development
- Jefferson is wide enough for 2-way
- Retail Dead-zone
- Max Line hasn't help commercial activity
- Not enough critical mass
- 2-way could lead to congestion from cars leaving downtown

Collins Circle

- A major problem for traffic
- Trains and Vehicles not synched well at Collins Circle
- Trains don't stop at red lights
- Lots of bus/car congestion
- Dangerous for pedestrians
- Drug Dealers congregate over there
- Relocate Collins Circle to Esquire Motors site
- Make Collins Circle – Collins Square
- Bring down the rock wall

Burnside

- Undesirable due to noise/traffic
- Possible construction of pedestrian bridge
- Change in grade of sidewalk so that pedestrians are separated further from the cars
- More street trees
- Redo paving of the street
- Change in color/materiality of the paving

Firefighter Park

- Homeless Hangout
- Useless
- Not desirable because its across the street from a McDonalds
- Add public art and trees
- Re-work the land; Relocate to another lot

JELD-WEN

- Plazas could be a 24 Hour Social Space with food carts, etc.
- Need more parking

Alder Street

- Should be expanded as a Bike/Pedestrian Pathway
- Busy Traffic and Unsafe at Night
- It could be a neighborhood link to the Pearl
- Add a Max Stop on 15th and Yamhill to help with safety

Lack of Safety

- Problem Areas: Transit Mall, JELD-WEN, Triangle at Salmon St.
- JELD-WEN could open to the street
- Create a secure way to open JELD-WEN gate to allow more retail during the off season
- Mental Health Rehab Facility
 - Brings in an undesirable group of people
 - Unhappy that it is located so close to Lincoln High
- Drug Dealers

Oregonian Building

- An eyesore, monolith cement building
- Contributes to the retail dead zone in the area
- Eminent domain was suggested
- Promote historical walk

Salmon Street

- Horrible pavement/potholes between 14th and 18th
- Needs to be a better cyclist route
- Jefferson is still a priority for redevelopment

Table 4

Staff: Karl Lisle and Troy Doss

Positive Attributes in the Neighborhood

- Amazing location with great access to Central City as well as Beaverton/Hillsboro.
- Connections to Downtown, PSU & Transit.
- Significant history and historic resources.
- Jefferson a kind of main street but needs work.

- Two different Goose Hollows – Locals (homes/businesses) & Attractions (LHS, JELD-WEN, MAC, Theater, Churches)
- Neighborhood in center of Westside (true hub), extremely walkable – can walk everywhere on Westside from Goose Hollow. But walkability impacted by number of significant barriers.

Favorite places and valued assets

- Vista Bridge (both on and view of from under)
- Neighborhood south of Jefferson: Great Character – good mix of ownership & rental (ownership is important)
- 18th St. between JELD-WEN could be neighborhood Main Street.
- The Flats: Uptown urban feel.
- Goose Hollow Inn and the Leaky Roof Pub.

Issues

- Lack of Activity can result in activities and camping that are not desirable
- Need to activate under utilized areas and make stronger connections to downtown and adjacent districts.
- Desire to make connections through the LHS site on existing access ways (adjacent activation and PPS Security an issue).
- New development must be sensitive to views.
- Area has number of public and private athletic uses (LHS, MAC, JELD-WEN). Too many, for size of the area?
- Transients at Lincoln – near the field.
- Social Services clustered around 13th and 14th draw unpleasant crowd that use less active areas around Goose Hollow for hanging around and drugs – particularly bad drug/crime areas are the Historic Steps, 18th St. HWY 26 underpass, and Ho Chi Minh Trail.
- Traffic safety issues trying to cross Burnside near 20th (near Fred Meyer). Also crossing near Collins Circle. Consider changing the paving materials in Burnside near the Fred Meyer – it would slow traffic and make drivers more aware of pedestrians.
- Collins Circle is a very poor open space amenity. More of a sculpture – not usable. There has been some camping on the circle.
- KGW building/site has negative character that impacts neighborhood – combines with Lincoln to create a huge superblock.
- Jefferson & Columbia:
- Speed and Safety on Columbia impacts livability.
- Density and Activities shift between the two streets. High density living along Columbia... could be more walkable.
- Both streets could benefit from wider/safer sidewalks. Possibly with barriers to protect pedestrians from traffic. Allow for cars and active uses on Jefferson.

Parking

- Impacts of student parking and rental housing parking. Institutional and former student housing without adequate parking is attracting many tenants to higher density projects who are parking multiple cars on neighborhood streets. Many older homes have no off-street parking.
- Combined with impacts from JELD-WEN events and late night activities, parking becomes a major problem.

- Specifically, the (former?) PSU student housing tower at 17th and Clay is poorly managed and tenants increasingly add to issues with drugs, squatting and parking problems for adjacent properties.

Neighborhood Needs

- Parks and playgrounds for children.
- Commercial focal point(s). Center/sense of place/main streets.
- Sound wall/barrier/landscaped space on the N side of HWY 26th needs to be addressed. Could be an opportunity for neighborhood parking, or parks or both.

Ideas

- Difficult to make 18th a true main street. Maybe Morrison and Jefferson are better streets to focus on?
- Preserve historic mid-rise/ residential in the flats and Victorian single family homes at the south end.
- More residential ownership would increase sense of pride and desires to invest in community.
- Shared event/attractor parking for MAC and JELD-WEN. Look around 20th and 21st.
- Parts of façade of JELD-WEN dated and bland, could be updated.

Table 5

Staff: Mark Raggett and Nicholas Starin

Neighborhood Assets

- Goose Hollow Inn
- JELD-WEN
- Artists Rep
- Churches
- Lincoln HS and its sports field (add a community center there)
- Diversity of incomes
- Interactive community, we know each other
- Topography, views
- Trees
- Trail to PSU “Wormhole”
- Proximity to Washington Park (but has connectivity issues)
- Neighborhood has a strong sense of enclosure, but only a few good linkages/connections
- Gilda’s (?)
- Small market/Subway
- Transit connections
- MAX line is actually more useful locally (e.g. to Downtown) vs. regional connection. Eventually repurpose tracks for streetcar.

Issues and desired changes

- North-south connectivity is problem
- No left turns off of Burnside is problem
- Space at 21st and Burnside is useless
- Make Collins Circle area more pedestrian friendly, cars too fast

- Area behind Lincoln is a dead zone
- GH is disconnected from Downtown, not as much of an issue south of Lincoln where the hollow is, north of Lincoln was once a part of Downtown
- Burnside is/should be the major retail corridor for GH, but needs wider sidewalks. It's a barrier to NW
- Need more workforce housing
- Need a community center offering fitness, other activities
- Need public parks
- If we add more housing we need neighborhood serving retail to support it
- We should embrace the large uses like JELD-WEN, e.g. by adding nightlife/entertainment to complement it
- Redevelop Lincoln
- Should new development be mid-rise or high-rise?
- Some of the older buildings are underutilized. Some of the undistinguished mid-century stuff north of Lincoln could be ripe for redevelopment
- Do we need an elementary school?
- Rumor that KGW is thinking about relocating—opportunity site
- There are safety issues at Lincoln at night
- Create a green corridor N_S through Lincoln site
- Pedestrian access to MAX station at Collins Circle is a problem, people cutting across traffic, safety issue
- Redesign Collins Circle as a Plaza with through paths
- Area around light rail, especially around Oregonian buildings, create a dead zone, sketchy
- Southern edges of GH, adjacent to 26, Path to PSU/freeway area is dead zone, sketchy
- The area west of JELD-WEN and Bank is underutilized, sketchy but also an opportunity area, there is a good view of downtown from SW 21st there above the soccer field
- District needs a stronger identity; people don't really know where Goose Hollow is. Gateways?
- Don't need any additional designated view corridors
- JELD-WEN and the MAC are not really retail but institutional, we are loaded-up with institutions, not enough space for real retail
- Retail is scattered, no strong clusters. Jefferson is opportunity for reviving storefronts
- Lack of usable open space, but they do have visual appeal
- Future streetcar on Jefferson and Columbia is a great idea
- College Housing NW owns housing south of Lincoln HS
- Part of Burnside near I-405 sketchy
- Signal at 18th and Madison "bad" (map)
- Clusters of single-family houses along southern edge of GH in good shape, should remain, good for development mix character of district

Parking and Transportation

- Some issues during events, soccer not as bad as PSU football. Overall the JELD-WEN parking situation is working
- Rasmussen employees take on-street spots
- Need to find incentives for employees to use alternative modes
- MAC is underparked, especially after 5:00 PM
- Ample parking in the metered area during the day
- Group agrees parking issues not really that bad, esp. compare to NW

- Need turn signal at Burnside and 20th
- Lots of traffic diverted onto 20th going to Vista from westbound freeway exit after MAX change circulation
- Park Place/Salmon street route from Washington Park to Downtown is great.

Historic Districts

- Nearby historic districts are asset, but may limit redevelopment
- Allowed heights may be too much adjacent to historic districts
- More sensitive transitions may be needed to historic districts

Comment Cards

- Meeting with public is great! You should do it more often.
- Goose Hollow needs parking garage by Burnside to fulfill Timbers and the Alphabet District.
- Goose Hollow needs more park/greenspace. Washington Park is a hike. Couch Park is a hike across Burnside. Lincoln High School is not usable.

Goose Hollow Concept Development Charrette, December 12, 2012 Focused Work Session Table Notes

Table 1

Facilitator: Joanne Le

Notetaker: Karl Lisle

Magnetic Centers Organizing Concept Group #1

General

- There currently isn't a neighborhood center. There could be a future center at a redeveloped Lincoln High School (LHS) site.
- In terms of commercial and pedestrian activity there are two primary centers:
 - A *neighborhood-oriented* main street center emerging on Jefferson around Collins Circle and stretching a block or two to the east and west.
 - A *regional attraction* center around the stadium and MAC club with a center on 18th at Morrison.
- New parks or open space, or even a more-accessible version of the LHS field could be seen as a development-orienting center in the future - the location of that center was most often discussed as part of a redeveloped LHS site.
- It was thought that if full- scale freeway capping were considered along the length of I-405, that feature could become a magnetic center between Goose Hollow and the West End.
- Ongoing discussion revealed that the Goose Hollow Subdistrict and Neighborhood boundaries are largely dictated by the I-405 and US26 freeways and that really much of the area north of LHS and east of the stadium has more in common with Downtown than with the residential neighborhood-focused Jefferson Street. A district "identity" map would likely distinguish these two areas. One would have a center on Jefferson, the other possibly on Morrison and Yamhill.

LHS Site

- There was nearly unanimous support for the idea of redeveloping the LHS site with a new high school, relocated field (perhaps without the track), and room for other (private?) development to help with costs and diversify uses. There are several scenarios for how to arrange these uses. There was a lot of interest in seeing a new high school on 18th. Though it could go elsewhere as well – including one scenario that placed it on top of the freeway.
- There is considerable frustration with being able to move through the LHS campus today. There are also public safety issues on and around the campus.
- In all cases, the desire would be to increase N/S connections (definitely pedestrian/bicycle, possibly vehicle) through the site. Depending on the configuration of uses, 16th could be opened up, or potentially 15th and 17th.
- One participant seemed to favor the current configuration of LHS and did not support parking or private development there (Steve Pinger).
- The groups all acknowledged that LHS redevelopment is many years away and wanted a strategy that would allow incremental progress in the meantime.
- There was some interest in a LHS phasing strategy.
- A desire was expressed to see more PSU involvement in the future of the site. Joint programs?

Magnetic Centers Organizing Concept Group #2

Main Streets

- The group unanimously agreed that the current policy goal of turning SW 18th into a neighborhood retail main street is not working, faces huge challenges because of the large land uses (particularly the MAC, churches, LHS and the stadium) and that alternatives should be considered.
- Jefferson is seen as the strongest and most obvious neighborhood retail main street. Ideas to make Jefferson work better in this capacity included:
 - Decoupling Jefferson and Columbia and letting them both be two-way streets.
 - Slowing traffic through landscaping, stop signs, signals, curb extensions, etc.
 - Collins Circle could become more of a community gathering space (see below) to help promote main street activity.
 - Efforts should be made to encourage continuous ground-floor retail along both sides of Jefferson – particularly between 16th and Collins Circle.
- In the flats, Morrison and Yamhill were most often suggested as possible main streets. This part of the district is more likely to be influenced by activity across the freeway in the West End.
- Burnside near the Fred Meyer at 20th is also seen as an opportunity to get more street-level activity going.
- Gateways into the Goose Hollow area should be improved at Burnside and at the freeway, particularly at main streets.

Connectivity

- There are the beginnings of a pedestrian system in Goose Hollow (at LHS, at the Civic, at the JELD-WEN Field MAX station.) perhaps that can be tied better together.
- SW 20th provides a good local connection from Jefferson to Burnside, but it's negatively impacted by cut-through auto traffic.

Parks, Open Space and Recreation

- Collins Circle provides no parks benefit to the neighborhood in the current configuration. Options should be considered that increase the usability of the area, perhaps by connecting the circle to adjacent properties by converting portions of the right of way to park space:
 - If Columbia and Jefferson are decoupled, then look at converting the street between the circle and the church to park space.
 - If Columbia and Jefferson are not decoupled, then consider converting the street between the circle and buildings to the east (across 18th).
 - There are concerns about the bus waiting area at the circle and general traffic/pedestrian safety.
 - There was little interest in preserving the current design of the circle – even when noted that it was designed by a well-known local landscape architect.
- There was general agreement that there is a need for a neighborhood-oriented park space. The current combination of public open spaces is mainly fragmented hardscapes. Potential locations for neighborhood park space include:
 - an expanded Collins Circle park
 - new park space as part of a LHS redevelopment
 - the MAC's block 7
- The LHS field is considered a community asset, but there was less interest in retaining the track.

- There is a desire to get more community access to JELD-WEN Field. Why can't the field be used more by high school and other community users? It's city-owned, and empty most of the time.

Other

- There is generally a high level of interest in increasing parking in the neighborhood that would serve a variety of major users including: The MAC,
- Small moves could make some of the neighborhood's blank walls more interesting. Lighting, signage, art, etc? Particularly at the Oregonian buildings. Project images of the newspaper front page on the building?
- Farmers market? Night food market? (Around the stadium)
- Food cart pods?
- LU mix – still interested in residential focus, maybe less rigid than current regulations. Flexibility around the stadium (E and W) okay. Other elements: student housing, arts studios, high-rise okay.

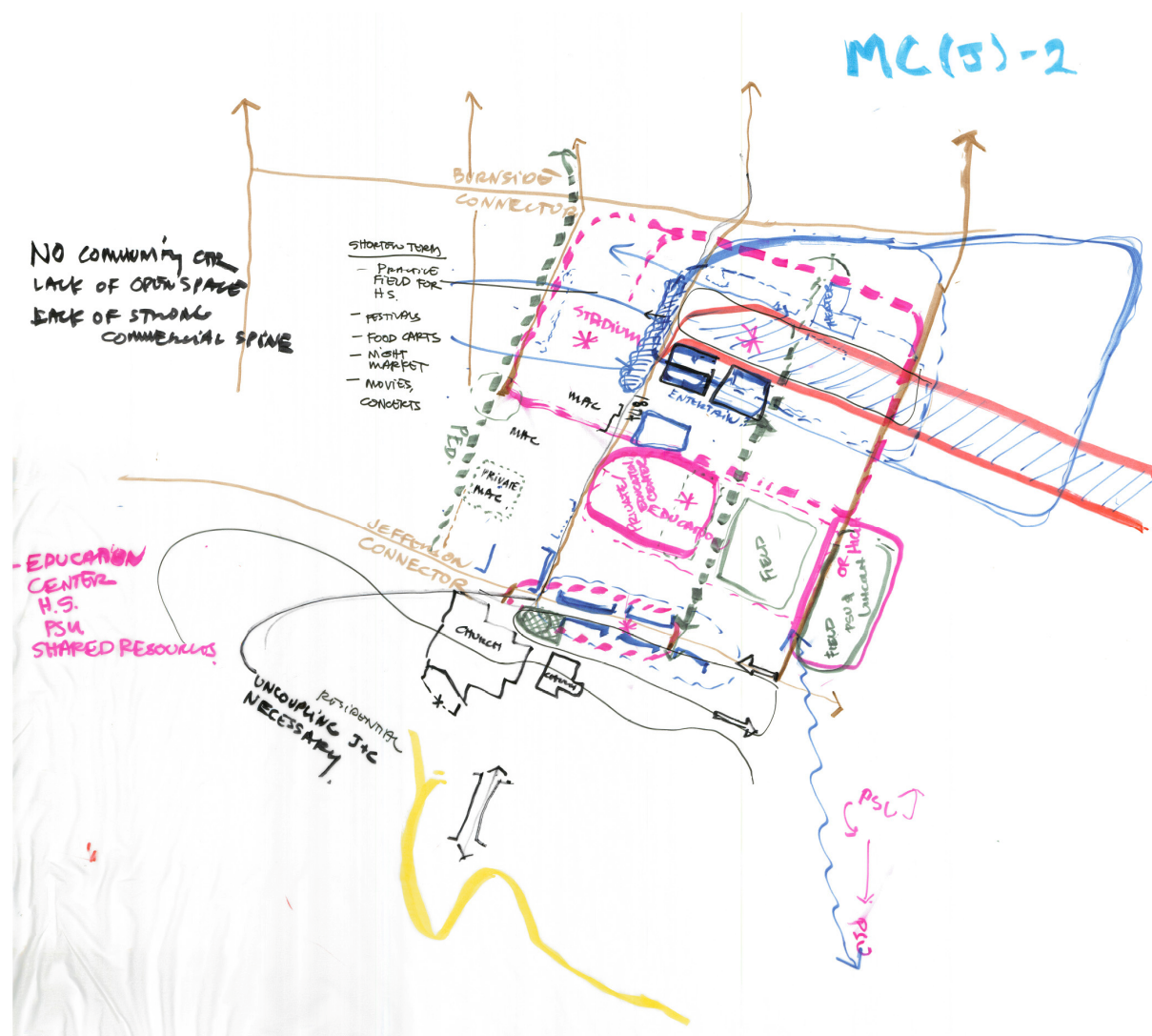


Table 1, Sketch 2: Magnetic Center Organizing Concept Group #2

Smaller area discussion: Burnside and Salmon Subareas

Burnside

- The Fred Meyer remodel on Burnside is seen as a major opportunity.
- Numerous small opportunities for “moments” along Burnside. All opportunities to create relief from the narrow street and traffic volumes. Need to take advantage of these. See WBEEP.
- Better/safer crossings are needed at 22nd, 21st, 20th and 20th Place.
- Is there some way to establish an overcrossing/elevated crossing of Burnside at the Fred Meyer?
- The urban fabric gap at the 405 is pretty bad. Need to try and stitch things together better here.

Salmon

- Difficult retail street without complete redevelopment of LHS site with lots of retail opportunities (unlikely). Greenstreet with bicycle focus a better option.
- Connects Salmon Street Springs at Waterfront Park to Washington Park. Makes sense as a green spine with great landscaping features. Great walking/biking amenity street, while still allowing traffic.
- Desire to look at shifting the current couplet return at 15th to the east to allow Salmon to be two-way throughout Goose Hollow.
- Pursue high-density residential development on the north side of the street.
- Salmon doesn't need lots of retail.



Table 2

Facilitator: David Horsley

Notetaker: Troy Doss

Neighborhoods Organizing Concept Group #1

Defining and Unique Elements of GH

- Major facilities such as Lincoln High School and the fields, the Multnomah Athletic Club (MAC Club), Oregonian, JELD-WEN Field...these act as dividers and create barriers.
- Building character and type, the scale of development, and age of structures help to define some unique places in district. Collections of land uses as do this (residential, retail, etc.)
- The layout of the Lincoln High School site defines areas to the north and south ends of the district, but also divides and keeps good connections from occurring between these spaces.
- Lincoln's Field is also a significant community asset and gathering place.
- Field is heavily programmed for PPS purposes as well as youth sports, which can benefit community, but makes the space not always accessible raising need for access to other large public recreation facilities.
- If schools are redeveloped there are opportunities to restore some of the connections by extending portions of the adjacent grid through the site. There are also ways in which school and field could be relocated on site and still create opportunities for additional new development.
- Jefferson Street has the potential to be a main street and includes retail, residential and other uses, but retail / commercial uses may need to be more consistent along length of street.
- Several commercial buildings along Jefferson have been used for start-up or incubator businesses.
- Underutilized buildings, under-developed lots, and areas with surface parking along Jefferson present opportunities for new contributing uses.
- There is a need for additional neighborhood serving parks spaces as none exist in district and private spaces (like the MAC Club "dog park") are disappearing.

Neighborhood Retail, Nodes, Main Street

- Segments of Jefferson feel like a retail street, but it is too fragmented.
- Sections of Morrison also have a retail feel, but mostly on game days when there is a lot of pedestrian activity.
- There is an opportunity to use vacant buildings (like the old Bitter End) along Burnside to create an intimate, small-scale music and entertainment cluster.
- Be nice to see energy along Burnside closer to the Brewery Blocks be extended north to NW 23rd.
- Improvements along Burnside that increase pedestrian safety in cross streets, as well as enhanced pedestrian experience when traveling east-west on Burnside needed.
- Perhaps "the flats," especially along Morrison, could be used to create a retail and entertainment cluster that builds off the flow of people going from downtown to JELD-WEN Field but is also active when there are no events at the field.
- Seems like Goose Hollow needs more residents, and maybe offices, to support more active neighborhood serving retail. Maybe better connections between Goose Hollow

and the West End's growing residential areas could help to support retail and commercial uses in Goose Hollow.

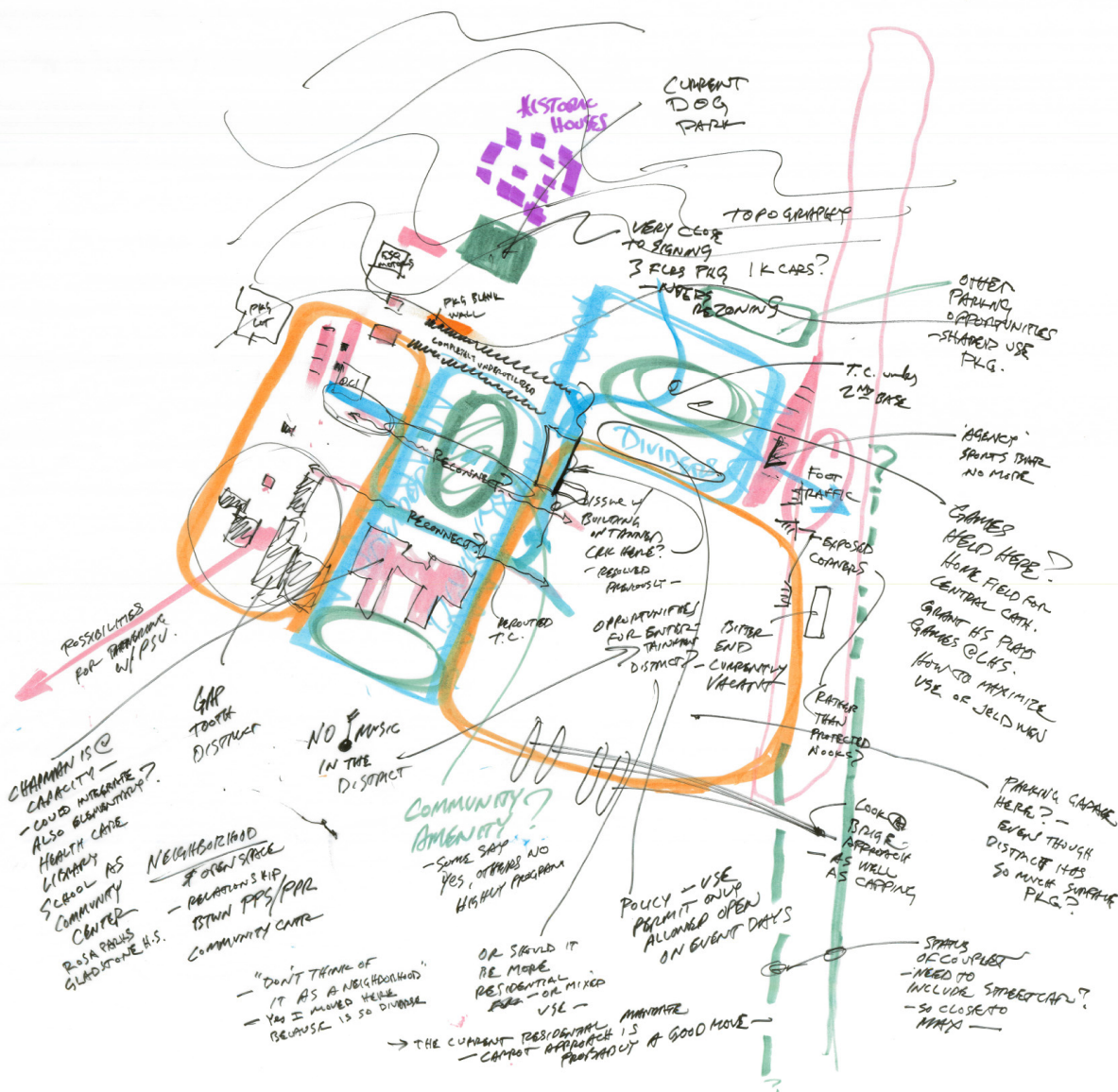
- 18th Street might be able to in part be a retail street, but uses / buildings would need to be reoriented toward street face.
- Existing uses along 18th (Lincoln field, MAC Club, JELD-WEN) present dead walls and negative pedestrian experience along most of street frontage. As a result, people who live on hill choose to go into more active retail environments in NW District than support retail in Goose Hollow.
- District-wide there needs to be a parking strategy that removes surface parking and replaces it with structured parking (maybe a new Smart Park).
- Seems like the residential overlay affecting the Central Commercial (CX) zoning is not working as intended and better tools to incent residential development are needed. This could help retail.

Freeway Capping

- Some interest but original proposal seems like it would be too expensive, not feasible, and more than is necessary. More strategic approach is needed. Focus on key streets or crossing that would make the strongest connections between Goose Hollow and West End.
- Perhaps rather than capping wider bridges with retail fronting uses are used to bridge the freeway (Pont de Vecio).
- Some still think capping larger sections to create new open space should still be considered.

Group Questions

- Appears that other high schools may use field for games, is this true, how often, and which schools?
- Could JELD-WEN be used by Lincoln as well as other PPS schools for games and events?
- Does the location and depth of Tanner Creek make development more difficult, especially when it comes to developing below grade parking?
- If Lincoln is redeveloped could a joint PPS / Portland Parks community center be part of the project (similar to Rosa Parks School and Gladstone Community Center)?
- Could school be developed as a K-12 facility serving the entire west side of the Central City?
- What opportunities could also exist to include daycare and neighborhood serving retail and commercial services?
- Are there opportunities for shared parking agreements between major uses (JELD-WEN, MAC Club, Lincoln High School) that make existing and new parking facilities more efficient?



Neighborhoods Organizing Concept Group #2

Missing Elements

- Urban Winery
- Beer Garden
- Tanner Fountain

Neighborhood Feel

- Doesn't feel like a neighborhood, GH Board is trying to create greater awareness and identify things that contribute to neighborhood character as well as things missing.
- District often feels like four separate places, due to barriers like Lincoln High, and the collection / mix of uses unique to each area. Make establishing a cohesive neighborhood difficult.
- The physical barriers created by large facilities and institutions make improved physical and personal community connections hard to establish.
- In parts of district dominated by renters, it is hard to generate community involvement and connections because people are too busy and not rooted.

Physical Barriers

- Topography of west hills / "the slope".
- Highway 26, Interstate 405, and West Burnside.
- JELD-WEN Field
- Lincoln High School
- Oregonian facilities
- MAC Club and adjacent church.

Overcoming Barriers

- Redevelop Lincoln with a mix of uses (public and private) with a new master plan that improves and reestablishes visual and physical connections through campus on 16th and 17th.
- Maybe connections through campus not the problem as it may not result in better community connections between southern residential areas and "the flats". Maybe more important to consider stronger east-west connections (Note: this seemed like a minority opinion).
- There is a need to activate the façade of JELD-WEN with retail and other uses that make it active when nothing happening at field.

Elements necessary to make GH a Complete Community

- Goose Hollow is not consistent with Portland Plan goal of creating walkable complete communities where all your needs are accessible by foot within your district. Thus, district needs retail and commercial uses ranging from grocers to butchers, to dry cleaners all within Goose Hollow.
- Some believe that the above desire could be achieved with improved connections to NW District, West End, Downtown, and PSU, where many of these services already exist.
- Some believe that triangle above JELD-WEN (framed by Burnside and 20th) could be better used for residential uses.

- Southern residential areas (south of Jefferson) have potential to be better, more complete residential area, but barriers like PGE Substation are in the way (perhaps substation could be moved to open space area fronting Highway 26).
- More useable public open space. Collins Circle is not useable and more of a barrier than anything.
- Farmers Market at JELD-WEN or near Collins Circle (although this might compete with adjacent markets at PSU, Park Blocks, and NW District).

Main Streets

- Jefferson and Columbia both have potential, but fragmented retail face, including lack of double loaded retail, and poor pedestrian facilities make these difficult to establish as true main streets.
- Dead building facades along 18th as well as lack of retail double loading also make this a difficult main street.

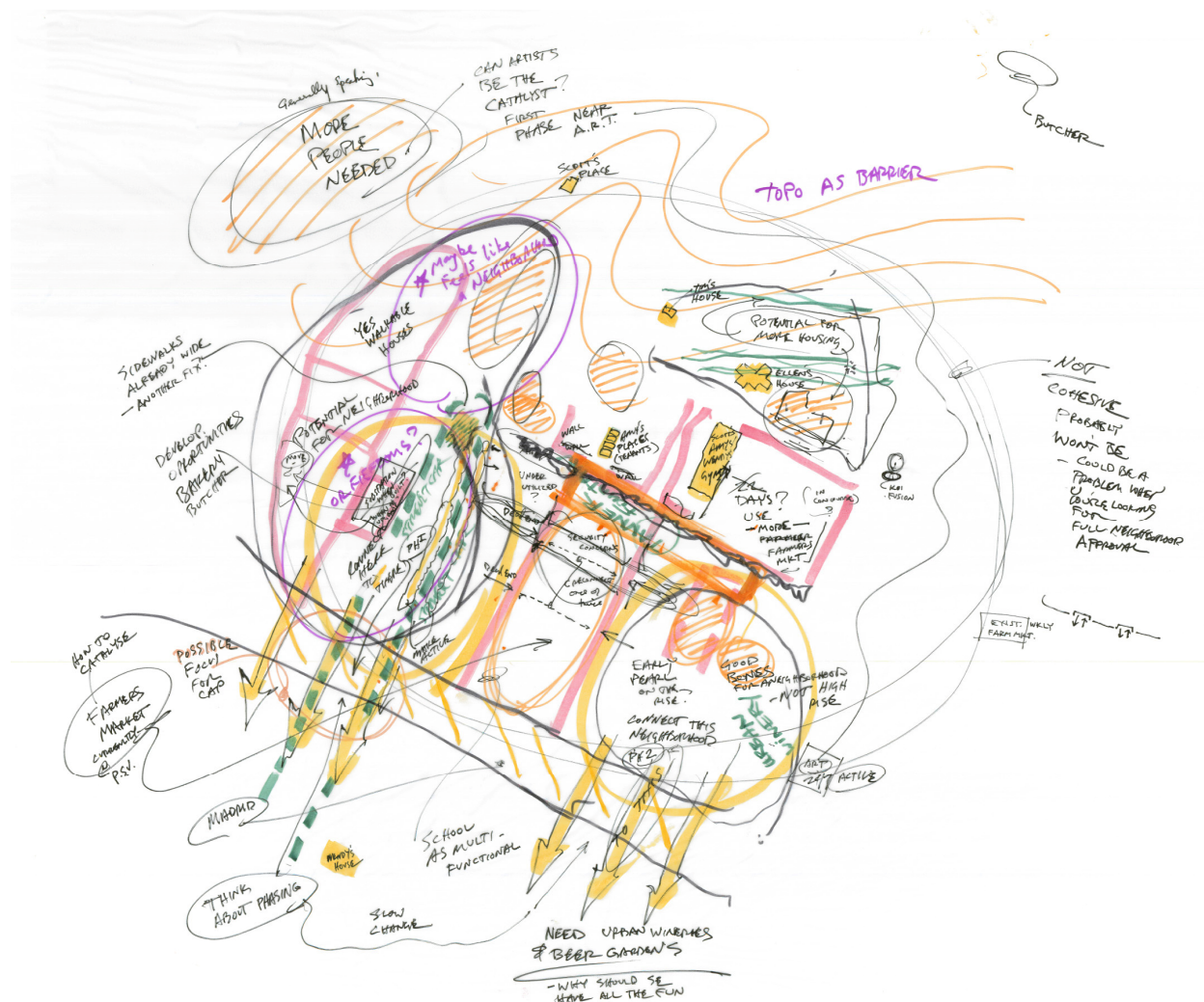


Table 2, Sketch 2: Neighborhoods Organizing Concept Group #2

Smaller area discussion: West Burnside and Freeway Edge Subareas

West Burnside

- Could the use of arcades on south facing facades of streets like Burnside and Morrison be used to create better opportunities for cafes and retail?
- Can additional pedestrian improvements be considered for West Burnside above 18th, such as crosswalks with rumble strips or other markings that slow cars but not emergency vehicles?
- What broader mix of uses might improve the pedestrian experience along Burnside?
- What steps can be made to slow traffic speed on Burnside?
- Could new sculptures, art work, or other open space improvements be made within the “triangles” and other open space areas on the south side of Burnside to slow traffic and improve the pedestrian experience?
- Should additional setbacks for new development along Burnside be considered?
- Could the streets one block to the north and south of Burnside be made into stronger east-west pedestrian routes that connect with Burnside where key crossings improvements can be made?

Freeway Edges & Covers

- Additional landscaping improvements along the edges of Interstate 405 and Highway 26 could be pursued, as well as additional trees and landscaping along the streets fronting these routes?
- Opportunities to use URA or other funding to cap freeway where URA boundary crossing over to Goose Hollow should be prioritized.
- The open space area along the North frontage of Highway 26 could be used to provide public recreation / open space facilities as well as public parking for the district.



Table 3

Facilitator: Leslie Lum

Notetaker: Elisa Hamblin

Tanner Creek Organizing Concept Group #1

General

- 405 and exit by Lincoln High School as gateway
- Coming from downtown
- Obvious boundaries defined by 405, hills, Burnside
- Jefferson from west under Vista Bridge profound entry
- Collins Circle visual cue for Vista Bridge – concentrate on in future
- Gateways as overpasses from Downtown
- 18th and 19th as couplets, joined back together at 18th – gateway
- Historical buildings as markers at entry by transit mall
- Confusion near JELD-WEN and Firefighters Park
- JELD-WEN has nothing to do with function and needs of neighborhood
- LHS also a barrier – no access through
- Activity at JELD-WEN and LHS can create natural draw, otherwise black hole for neighborhood
- Grid alone doesn't mean there is vibrancy
- 405 as canyon – difficult – push to cap
- Firefighters not an attractor, history interesting
- Entry into GH – Burnside – arrival to city itself dynamic but pedestrian experience is bad
- Fence at JELD-WEN real barrier – could be so much more – open up for activity in neighborhood
- Large potential of public realm clustered around firefighters park and other at other side of JELD-WEN – potential with redevelopment of Fred Meyer
- Significant grade change on west side of JELD-WEN not necessarily a detractor with solid wall
- Visually a lot of dead street walls with activity
- Jefferson/Columbia as couplet – major transportation corridor – develop sidewalk for better pedestrian environment
- Idling buses cause livability concerns near Collins Circle
- Cluster of uses and activity starting to happen near Collins, build off of that – concept of a main street
- Potential development along LHS on 18th – retail vibrancy
- Tanner Creek is not emotionally part of the neighborhood
- Creek influence why Portland became part of City
- Park with daylighting water at LHS – as heart of neighborhood – green open space center
- Stormwater and other green systems – gravity flow of water at JELD-WEN Field or Lincoln High School – make use of natural features
- Storefront at MAC at Salmon & 18th
- With redevelopment at Oregonian and LHS a large stretch of SW 18th has the opportunity for better pedestrian environment
- Substation as potential for other development
- Center for neighborhood at 18th and Taylor – multiple large users could help support

- With Tanner Creek – orientation and commercial focus on SW 18th recognizes that significance
- Children's water feature – example: Salmon Street Springs at Firefighters or somewhere else in neighborhood
- Physical access is limited at opened spaces – therefore limits activity
- Redevelopment at Oregonian should be potential open space
- Public squares along 18th – TriMet and LHS corners
- Water feature that connects with Tanner Creek, example: JELD-WEN
- Reorganization and different landscaping – maintain visual connections
- Potential to shift Collins Circle and reroute streets for more efficient traffic patterns
- Jefferson = neighborhood main street
- Need to preserve historic single family houses
- Prevent disproportionate development (don't want a skyscraper to dwarf a little house)
- How are the public funds going to be distributed?
- Make connections with brewery blocks and Pearl District
- Water feature more feasible at Lincoln High School (there are drainage problems) – take off the fill at that location (like Forecourt fountain)
- Tanner springs water flowing
- Tunnel under freeway – connection across 26 – similar character
- Drug dealing a concern – need eyes on street and not necessarily traffic
- 18th – center building on Tanner Creek – entertainment if with water feature along
- Jefferson neighborhood main street
- Natural area, drainage at JELD-WEN and LHS – have water fountain linking to creek here, pull of stormwater

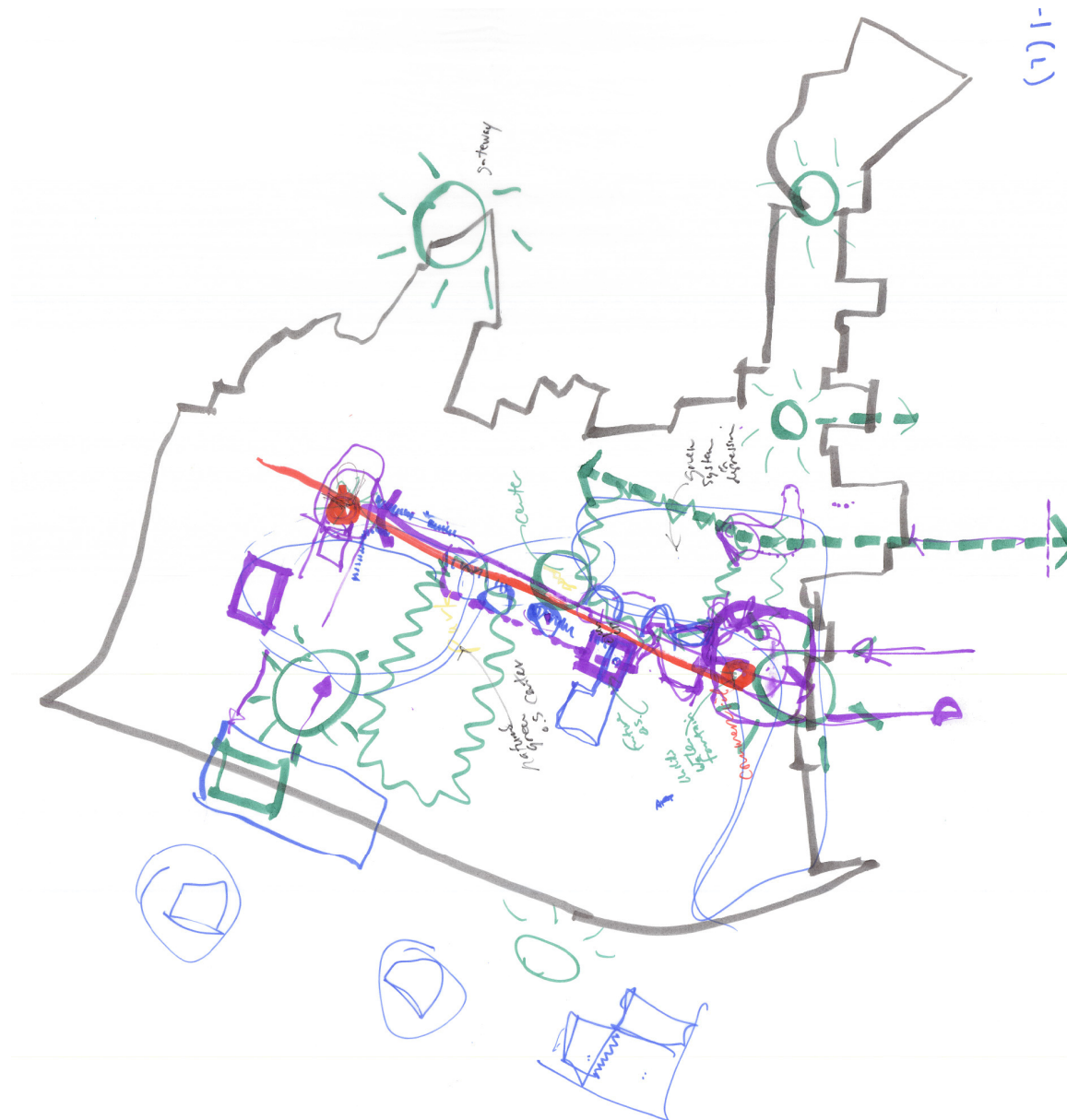


Table 3, Sketch 1: Tanner Creek Organizing Concept Group #1

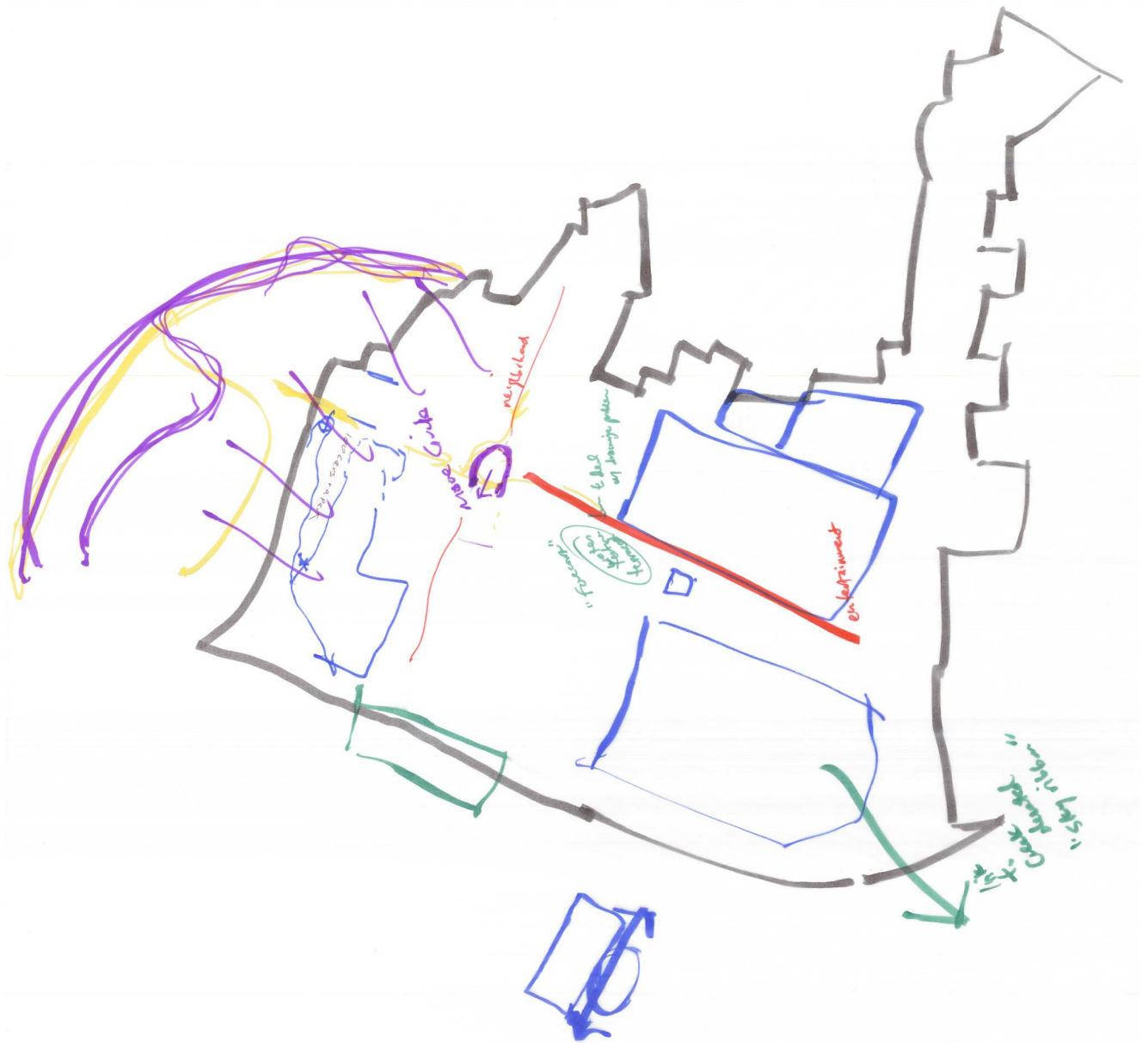


Table 3, Sketch 2: Tanner Creek Organizing Concept Group #1

Tanner Creek Organizing Concept Group #2

General

- Tanner Creek was once free flowing stream – basin without as much contamination issues, there are still free-flowing headlands, outfall at Centennial Mills & MPU padlock, separate sewer and stormwater (1995) – Tanner Springs park in NW Pearl, manhole covers with note springs underneath, removed/piper creek at 16th
- Jefferson as major gateway from west also as corridor
- Triangle along Burnside near JELD-WEN as gateway
- Major thoroughfare at transit mall and Jefferson/Columbia
- Where traditional Tanner Creek exit at Burnside and 405
- Retail or something else as attractor along 18th
- Focus LHS on 18th and create open space where creek is piped along 16th – need iconic gesture
- Major entries to field could now be entry to open space
- Mixed along 405 edge of LHS and cap freeway – transit mall and Jefferson/Columbia
- Sidewalk elements, storefronts, along SW 18th
- Eliminate couplet at Collins to create connection either with next block or church block – church can still allow for future streetcars and buses
- Create Columbia as bike/pedestrian route
- Transit services should correlate with adjacent retail – locate together for increased vitality
- Creating use and area along Morrison at JELD-WEN – canyon now
- Need auto access at 18th for people come into neighborhood – big thoroughfare and connection to NW District
- Close off road next to JELD-WEN more permanently not just during Timbers games – salvage triangle for pedestrians
- Green systems
 - Need neighborhood park, not just a field at LHS
 - Could use freeway caps as park or put LHS field on cap and use LHS site as park
 - Parks on cap would harm continuity of retail/commercial along Jefferson and linkage to West End
 - Take parts of LHS site for neighborhood use
 - 18th and Jefferson area serves as small business incubator – want to support that with other pieces of puzzle – PSU, etc.
 - Tanner Creek – use parking revenue near Washington Park area to clean up Tanner Creek area
 - Connection from Washington Park to Park Blocks to Waterfront Park – green connection, make pedestrian friendly
 - If Burnside Couplet comes about, you could green Burnside
 - 20th near Burnside – needs green infrastructure to invigorate, right now its an ugly back door to Goose Hollow
 - Bury parking between 20th and 21st near Burnside
 - Mixed use development on site just west of JELD-WEN – again help with back door feel of area
 - Re-examine entrance/loading dock for MAC

- Use Clusters

- Some zoning near historic district is too high (Jefferson and 20th) – design is big – build high on north edge, leave south edge as park – set back height so buildings can relate to street
- Build height along corridors, not near single family homes
- Need more active spaces – look at (for CX and EX zoning): upper Jefferson, east end of LHS and KGW, upper Alder – but keep fine grained
- Need small, flexible places for small businesses, live/work development – more like the Jefferson to incubate small businesses
- Can you connect the Tanner Creek points? Like a Tanner Creek walking tour with markers – so you can walk Tanner Creek again – build right into sidewalk, grated sidewalk so you could lookdown into creek, move water features to mark path
- Example: San Francisco Market Street, closing off triangle

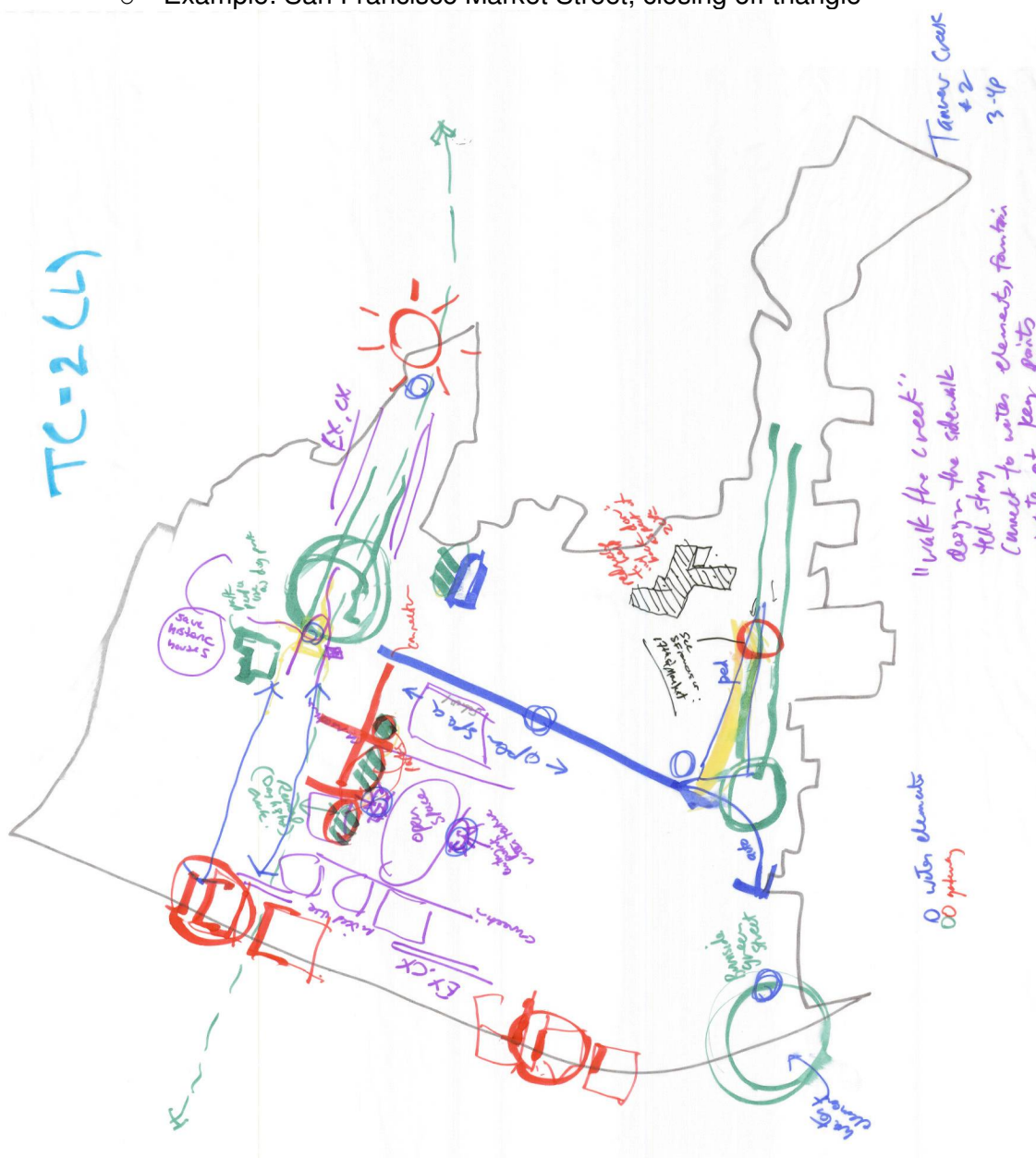


Table 3, Sketch 3: Tanner Creek Organizing Concept Group #2

Smaller area discussion: Jefferson Gateway and Freeway Edge Subareas

- Jefferson gateway
 - Better connection to West Park: more eyes on street, wider sidewalks, more maintenance (lights, leaf removal, ivy) – who owns city or ODOT?
 - Replace jersey barriers with more transparent fencing – issues with transient camps
 - Tunnel on 18th under 26 – city or ODOT? More lighting needed
 - Old staircases as tourist draw? More signage, maintenance- use as features to connect between redevelopment sites and connection to PSU
 - Move substation to area between 405/26 interchange ramps
 - Lighting on Vista Bridge
 - Consistency in stop sign spacing – current is unpredictable and dangerous for pedestrians, need traffic counts for freeway ramp
 - 2-way traffic on Jefferson would support main street concept (it's very wide, can we draft some street section concepts?)
 - Reconnect 18th thru Collins Circle by realigning intersection
- Freeway edges
 - Improvement to 405 overpass (pedestrian scale – more like Morrison/Yamhill), more plantings
 - Housing on the freeway cap – Madison to Columbia, more active uses along freeway edge
 - Close the Taylor ramp, it doesn't serve Goose Hollow and is therefore completely useless
 - Consider impacts of cap ventilation system: 600 ft tunnel – ventilation study, 900 ft tunnel – ventilation required
 - Can features be added to 18th Street tunnel to discourage transients? Classical music, flooding, moving sidewalk/roadway (joking?)
 - What about 3 lanes, reversible lanes on Burnside? Embed lights in street to show direction, how to indicate to people accessing from N-S Streets – fatal flaw
 - Left turns off Burnside into neighborhood are needed



Table 3, Sketch 4: Jefferson Gateway and Freeway Edge Subareas

Table 4

Facilitator: Mark Raggett

Notetaker: Nicholas Starin

Two Hollows Organizing Concept Group #1

General

- Need to re-knit a community broken up by 405 and large land uses
- Open-up 2 streets through Lincoln, 15th and 17th, create new development sites, move field to center
- KGW is a terrible building, include in Lincoln redevelopment
- Create freeway caps just N and S of Lincoln site
- Streetcar running on Jefferson and Columbia reconnects neighborhoods and organizes two new main streets
- Create a pedestrian promenade on upper Jefferson/Canyon Rd connecting to Washington park
- Need to be bolder with lid, like the Madrid example with a mega-park—cover most of the freeway in GH
- Ramps are problems for lid—are there any ramps we could get rid of or move to accommodate larger lid?
- Collins Hollow: Collins Circle should be redesigned as a usable public park/plaza/meeting place, need to protect it from traffic—close 18th and redirect traffic (See map?)
- Place activating uses, retail, around new Collins park/plaza
- Other hollow to the north is more difficult to conceive, requires making Burnside much better experience, this hollow not as much of a clear center or node
- Link the two hollows by activating 18th—medium scale new development
- A clear place is the business center along Morrison/Yamhill/Alder, a place passed through from Downtown to JELD-WEN
- The Collins Circle node would complement the surrounding area with smaller-scale, more neighborhood focused businesses and retail on Columbia and Jefferson to match the quieter residential near there
- Need to improve connections to PSU area
- Figure out how to move the substation, e.g. on land next to the freeway

Scale of development (many differing views at table)

- Maximum heights for new buildings in GH should be around 18 stories
- Three to eight stories more appropriate, think Paris, or Chelsea in NY
- Buildings need to be human scaled at street level, 5-6 stories max in places where you want an active street life
- Bottom third of a building is the most important part
- There should be choices in terms of residential building heights and forms
- Change the way we zone—allow a few large towers in an area then no more
- Keep the mid-rise older and historic buildings in the flats area, with infill at the same scale—compatibility

Open Space

- Lincoln redevelopment will need to create some kind of open space
- Reconfigure Collins to make it usable

- Any freeway lids should have new open space
- Make 20th a green street

Gateways (black circles on map show gateway locations)

- Light rail tracks (speed of trains?) make the gateway where Canyon Rd. turns into freeway unusable
- Create a new MAX station there to slow the trains and draw people
- Focus should not so much be on creating monumental gateways as creating better connectivity at these locations

Continuing topics

- 18th: add trees, better lighting and draw commercial uses, activate the backsides of the buildings that face 18th, like the MAC
- Put shops in JELD-WEN along 18th that face the street as well as the interior of stadium
- Lincoln should be multi-functional, an innovative urban high school, include: senior housing, TV studio, community center, community theater
- 21st is an important connection for GH to the restaurants and other things in NW
- GH has a large concentration of social services, don't add any more

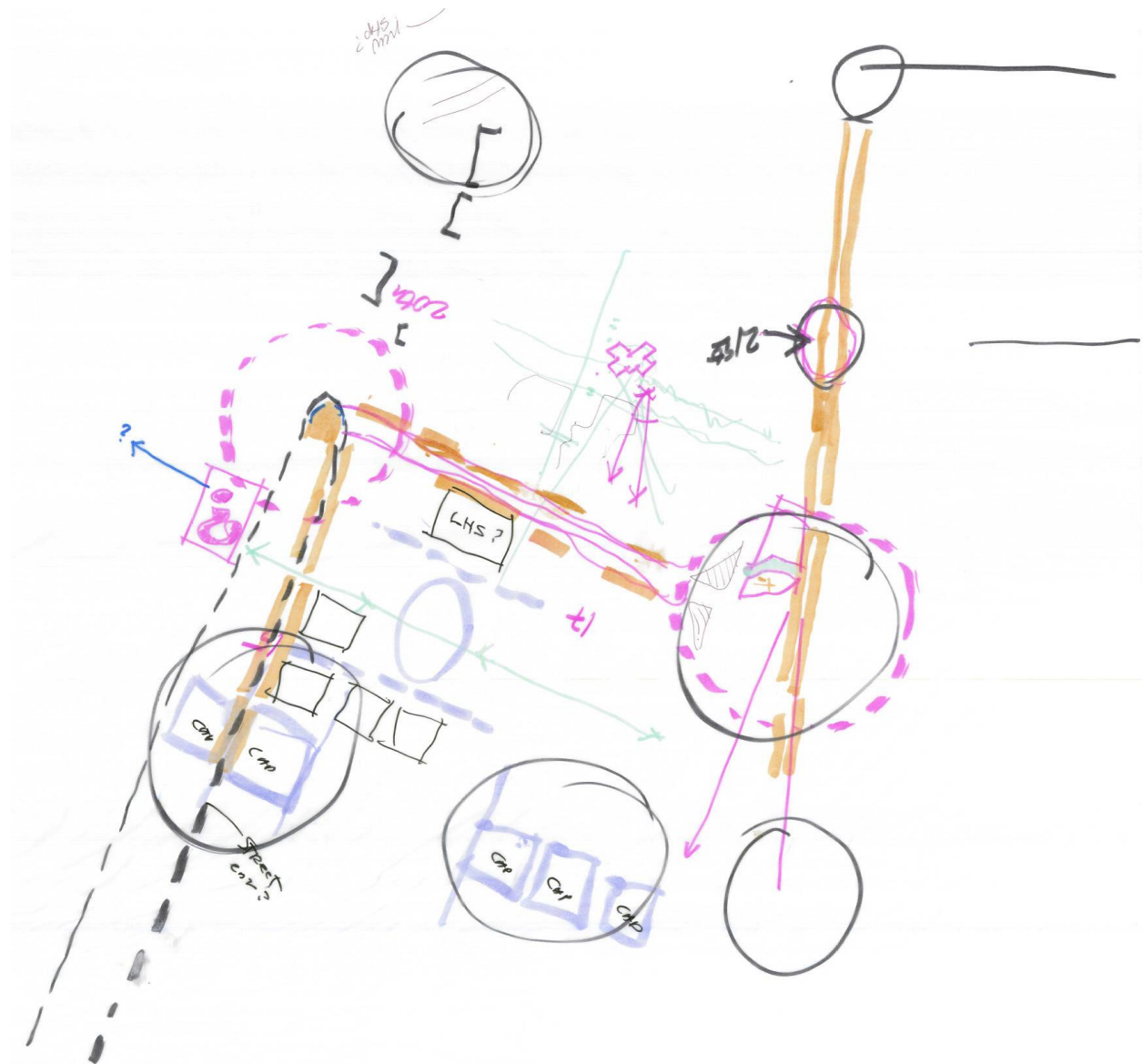


Table 4, Sketch 1: Two Hollows Organizing Concept Group #1

Two Hollows Organizing Concept Group #2

General

- The open spaces at the two hollows are monuments as opposed to usable parks --- work with that
- The distances between buildings and corners at Collins Circle are too great, kills it as a good retail/commercial node
- To fix it, make Jefferson two-way, create new park, make frontages more usable (see drawing/talk to mark about specifics of this idea)
- MAC loading dock on 18th a problem—could it be undergrounded—MAC says no. Could be architecturally improved but not moved or submerged
- Create parking underground at Lincoln, perhaps under playing fields, to serve schools and nearby uses
- Burnside environment is awful—small independents go out of business and big guys move in (PETCO coming)
- The 2 nodes notion may not be a good concept, instead focus on single opportunity—Lincoln
- The hollows don't need to be thought as super active, commercially-packed places, but improve their character—quieter, nice places
- Don't worry about Burnside too much, it will always be a commercial street with good and bad
- It's not intuitive how to get to GH, except by light rail. 20th and Salmon may be opportunities for new linkages, make them pleasant enough and people may be willing to go out of direction a bit to get to GH
- GH has lots of barriers, to help overcome this need freeway caps, improve Burnside (safer, left turns)
- Do something with small pie-shaped lots along Burnside, make into little open spaces
- Extend Burnside/Couch couplet to 19th, create more left turns
- Move the hollow at the fireman's memorial further to east (see map)
- If you want to do all these things to bring development and people to GH, you need to address the parking problem
- Should there be a new public parking structure?
- Underground parking with open space on top?
- [lots of circular discussion about parking]
- Missing teeth in GH should be filled-in at the scale of whatever is nearby
- Bring more music performance to GH, Jazz and Blues for older generation to complement the more youth oriented entertainment center in Old Town
- Eco-roofs on new developments in the flats will make views from the hill more pleasant
- Taller buildings are OK on the flats, part of the mix, won't ruin views
- 5 over 1 pencils as long as you don't need to provide much parking, if you provide parking you have to go a lot higher

Smaller area discussion: Lincoln and Stadium Area Subareas

General

- Lincoln site program elements: school, office and/or residential, ground floor retail, community center with swimming pool, open space, parking
- Double duty kitchens to serve school and community center
- Don't rebuild the track or full size athletic field with bleachers, students can use JELD-WEN
- Allow mixed-use on RX property owned by MAC west of JELD-WEN
- Add something near stadium to bring more consistent night-life, a movie theater?
- Historic Pennoyer bldg. on 20th place, preserve?

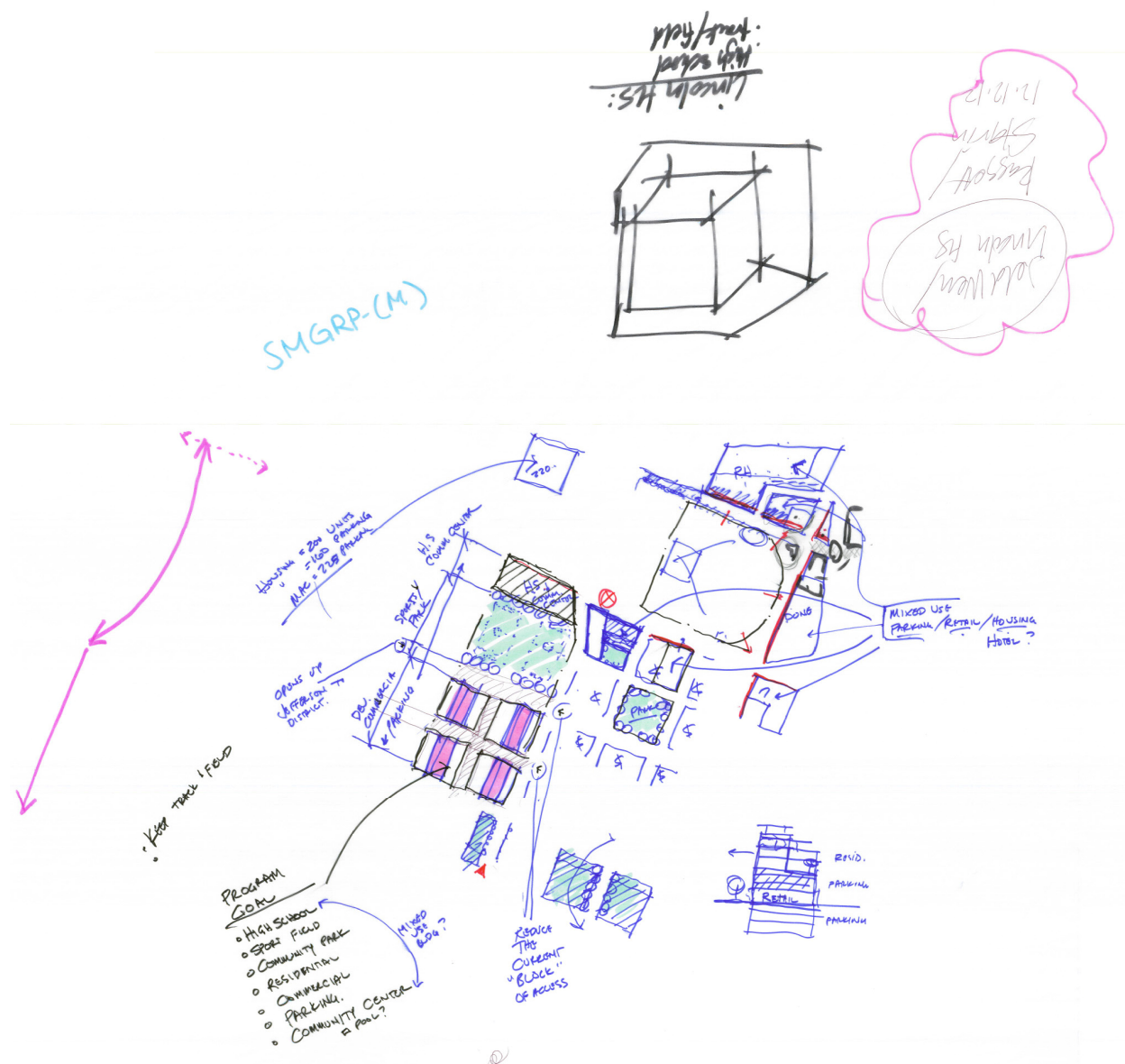


Table 4, Sketch 3: Lincoln and Stadium Subareas

Other Comments

Email comments received 12/12/12 from Tracy Prince, tprince@pdx.edu

1) Massing--If all sites are built out to their currently zoned amounts, Goose Hollow will be a sea of point towers. What will prevent that from happening?

2) Ground Floor Active Use--We need vitality at the street level, which is currently missing throughout much of the neighborhood. However, the current zoning seems to support this.

3) We don't need more parking--The MAC and JELD-WEN Field will argue that they need more parking. However, for JELD-WEN Field, game day works perfectly as is--with lots of folks walking, using public transportation, and stopping in our local establishments to spend money along the way. If they drive in and drive out, then they will not spend money in Goose Hollow. For over 100 years, the MAC has been buying up houses and tearing them down to make room for more parking. Now they want even more parking to accommodate their desire to host more events such as wedding, conferences, etc. (I know because I'm a MAC member.) There has to come a point when the neighborhood's livability and prime land next to the urban core are not sacrificed in order to keep accommodating the MAC's desire to expand. Parking structures, no matter how well disguised, deaden urban spaces and pollute the air of our neighborhoods.

4) Better attention to design review requirements to acknowledge the historic path of Tanner Creek--Since 1996, when the City Council adopted the Goose Hollow District Design Guidelines, the city has called for developments to "recognize the course of the historic Tanner Creek and emphasize the district's connection with the creek on site developments ... including and immediately adjacent to the historic course of the creek." This has been very loosely interpreted, allowing developers to install a fountain and call it a day. Since Tanner Creek still runs underground and still drains the area as it has for hundreds of years, it is important to add more specificity to the development requirement.

5) Display original pulley from the cable car that once ran from Union Station to Portland Heights--When the MAX line was being dug; the pulley from a cable car turn table at 18th and Jefferson was uncovered. This enormous pulley is still in city storage. It would be wonderful to have this mounted as a sculptural figure near the intersection where it was dug up, with historical panels telling this cool story.

http://www.oregonlive.com/portland/index.ssf/2011/03/a_streetcar_trestle_was_once_p.html

Comment cards

- We don't need more parking. JELD-WEN game day traffic works well. Lots of people walk and stop for dinner/beers at local restaurants. If they drove in for games they would not spend \$ in Goose Hollow. The MAC wants more parking to keep expanding. Goose Hollow shouldn't have to accommodate MAC growth. Parking structures deaden neighborhoods. The blight from parking structures is felt for years.
- Many neighbors will fight changing the zoning at 18th and Salmon from residential (the current zoning). The difference between a parking lot at that location and condos/apartments is huge. A major corner in our neighborhood would be deadened.
- Goose Hollow is one of Portland's oldest neighborhoods. New development in the neighborhood should be required to incorporate historical elements in the design – Tanner

Creek, the Chinese Vegetable Gardens, the cable car, the story about the geese “A War about Geese” etc.

- There’s a huge cable car pulley in city storage that should be displayed near where it was found at 18th and Jefferson. The story of the old cable car line (from Union Station to Portland Heights) is an interesting part of Portland history. The cable trestle was frequently depicted on Portland postcards from 1870s to 1905. Cable Avenue in Goose Hollow is in the canyon where the trestle bridge went up the hill.
- Capping 405