

West Quadrant Plan Issues and Opportunities Summary Report

DRAFT

June 3, 2013



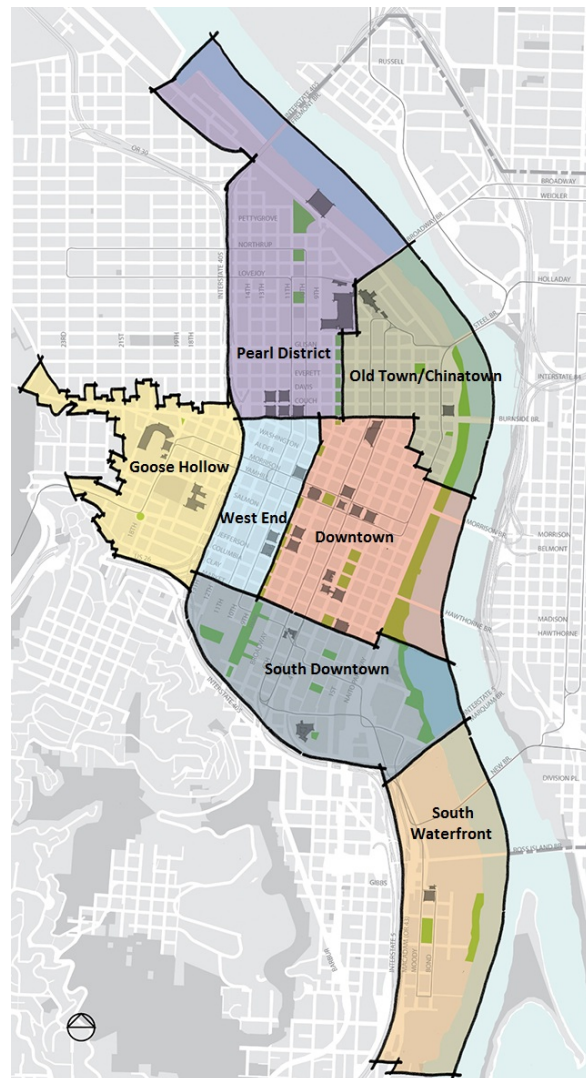
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Contents:

Section	Page
1. Introduction	1
2. West Quadrant-wide	2
3. The Pearl District	4
4. Old Town/Chinatown	6
5. Goose Hollow	8
6. The West End	10
7. Downtown	12
8. South Downtown	14
9. South Waterfront	16



Introduction:

The West Quadrant Plan process includes identification of issues and ideas by participants in public workshops, events, and stakeholder and neighborhood meetings, from December 2012 through May 2013, as well as public comments and an online survey. This Issues and Opportunities Summary Report serves to inform the West Quadrant Plan Charrette in June 2013. The issues and ideas listed here are not recommendations, but a report on what staff has heard through outreach efforts to date. The charrette will create concepts and alternatives, for further concept development.

This report summarizes the information by geography, combining issues into common policy topics which are the same as those in the Central City 2035 Concept Plan.

The following is a list of sources for the issues identified in this report:

1. BPS Hosted Community Events
 - a. Goose Hollow Planning Workshop (December 5, 2012)
 - b. Goose Hollow Community Development Charrette (December 12, 2012)
 - c. Old Town/Chinatown Forum (March 8, 2013)
 - d. West Quadrant Q&A and Social (March 11, 2013)
 - e. Old Town/Chinatown Charrette (March 15, 2013)
 - f. Downtown Work Session (May 2, 2013)
2. BPS Attended Community Events
 - a. Goose Hollow Foothills League (VRC – February 19 and 26, 2013) (March 21, 2013)
 - b. Pearl District Neighborhood Association Land Use and Transportation Committee (March 19, 2013)
 - c. Downtown Neighborhood Association Land Use and Transportation Committee (April 8, 2013)
3. West Quadrant Stakeholder Advisory Committee
 - a. Meeting 1 (March 11, 2013)
 - b. Meeting 2 (April 1, 2013)
 - c. Meeting 3 (April 22, 2013)
 - d. Meeting 4 (May 20, 2013)
 - e. SAC Worksheet Responses
4. Stakeholder Interviews, Submitted Comments and Public Testimony (# individuals in the first half of 2013)

In addition to these events, an on-line Issues and Opportunities Survey resulted in 101 responses collected between March 5 and May 10, 2013. The survey results are attached as an addendum to this report; those responses are not included in this summary document.

West Quadrant-Wide

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy; Parking; Equity

- Emphasize economic development as the catalyst to make all good things happen
- Re-instituting fareless square needs to be done; has created impacts on many levels
- The “no minimum parking” policy for new development may not make sense for all of downtown. It may be more or less appropriate in different areas
- Need to capitalize better on greenspace opportunities downtown for economic vitality (e.g., year round uses at Waterfront Park, Park Blocks, future Green Loop)
- Waterfront Park presents a great opportunity for the West Quadrant from an economic and recreation standpoint, but there are mixed opinions on how the space should be used, particularly during the summer festival season. Implementing the Waterfront Park Master Plan is desired.

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Need more housing diversity - affordability, housing type, worker and family market-rate housing
- Schools should serve a dual purpose for education and active recreation use
- Active and passive parks and recreation for residents of some districts (Downtown/West End, Goose Hollow) is lacking and needs to be addressed to attract and retain families

Willamette River

River health, economy, form and character; Public access

- Need more water-related recreational opportunities (e.g., swimming, canoeing, kayaking); explore the Bowl as a potential location for an expanded beach area
- There need to be stronger connections between the west and east sides of the river: think dynamically (e.g., art, water taxis)
- The Willamette Greenway needs to be completed
- Need to reconnect the West Quadrant with the river. Pedestrian connections across Naito are poor, particularly at bridgeheads
- Remember the river is also an economic amenity
- Look at opportunities for environmental improvements (e.g., bank layback, fish hotels)

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Need to increase access to green space for all users. Some ideas: increase building setbacks; create alternative green spaces, not necessarily at ground level; develop new parks; plan for a park on a future I-405 cap; create 24/7 park spaces to complement adjacent, interesting, active streets
- Downtown needs to be more walkable and have more transit friendly elements
- The Willamette Greenway should connect all the way down to Sellwood Bridge
- Need to better connect with the quadrant’s rich past, make sure history is part of the experience, possibly through signage and the use of native naming

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- City needs bird-friendly development standards (e.g., light dimming, building design)
- Need more trees, fruit trees, orchards and urban farming in the City; need to meet tree canopy targets
- There are too many pedestrian barriers downtown (e.g., freeway interchanges, Burnside, etc.)
- The Central City needs a pair of native plant-dominated greenway/wildlife corridors connecting river through West Quadrant to other parts of the City

The Pearl District

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy; Parking; Equity

- More employment is needed in the district to balance out the residential opportunities
- Develop more offices, but continue to support downtown as the City's employment center
- Retail everywhere can't be supported by current population, develop a location strategy
- Preserve existing industrial lands and explore compatibility issues, freight routes, access
- Keep both the Pearl District and Downtown economically vital even considering competition with one another
- The district lacks a Main Street with an identified heart
- Create better traffic enforcement, address transportation safety issues and parking needs
- Post Office redevelopment – should be employment/industrial development or incubator/innovation campus
- The North Pearl is not safe to walk around at night
- Mass transit could be improved for all income levels. While the streetcar is vital for moving people around, bus service in most of the neighborhood has been severely reduced.
- There is a lack of diversity in the community
- Encourage business and retail diversity, there is a need for more 18-20 hour businesses to serve residents and visitors on nights and weekends
- Foster the Pearl as an entertainment district

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Evaluate how many low-income people can feasibly live in the neighborhood even if affordable housing is provided – investigate ability to shop and meet daily needs
- Many basic public amenities and services are lacking in the Pearl and adjacent neighborhoods: churches, library, preschools, daycares, public elementary school, public middle school, community center, cultural center, and public gathering spaces
- Consider the whole Central City and what should be located in the Pearl, neighborhoods need to be balanced and stitched together
- Need more middle-income/workforce housing; senior housing/assisted living; and affordable market rate family-friendly housing
- Need more “woonerf” spaces: public mixed-mode areas that feel safe and quiet(er), yet vital

Willamette River

River health, economy, form and character; Public access

- The riverfront lacks density and the “urban experience.” Look to Vancouver, BC, New York, Paris
- The river feels disconnected from downtown and other districts, consider trails and a water-taxi service; also, explore green connections into the City from the water
- Need diverse development on the river, such as restaurants and entertainment venues
- Balance and consider overall health of river – we need more native plants and animal habitat but also consider potential conflicts with natural habitat and urban environment
- Address barriers to the river (e.g., rail, Naito, freeway, east-west connections)
- Create opportunities to sit and watch maritime traffic – people need better access if they're going to care about the future of the river
- Consider building mass on the river; there needs to be room for people, many tall buildings could create a barrier rather than connect

- Need development on both sides of the river (Rose Quarter and Lower Albina as well as Pearl) – create Broadway Bridge bookends
- Centennial Mills should be an attractor of some kind
- Need to celebrate Tanner Creek outfall at Centennial Mills

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Create more efficient system for preservation and transfer of development rights to protect shorter, historic buildings
- Skyline should influence thinking – height, massing, light; some taller buildings in southern half of Pearl could fill in skyline
- Eastern boundary of district is awkward; PNCA will likely change this
- Area should integrate better with West End, create connections
- Flexibility of mixed use zoning creates greater demand for development over other areas with less flexible zoning
- District lacks the authenticity of OTCT
- Concern about loss of industrial roots/identify in new, non-industrial development

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- Burnside, I-405, and the UPRR are difficult bike/ped barriers
- Need better east-west bicycle connections
- Consider rooftop garden food production to help with future food availability issues
- Density can bring air quality issues

Old Town/Chinatown

See also the *Old Town/Chinatown Planning Events Summary* document for additional issues and ideas: <http://www.portlandoregon.gov/bps/61673>

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy; Parking; Equity

- Harness creative energy, especially along NW Couch and NW Broadway, with higher education institutions as lasting anchors to attract creative companies
- Support the nightlife district, but manage and buffer it well to increase positive impact and reduce negatives
- Build on rich history, create “living” museum in district
- Reexamine the preservation framework in New Chinatown/Japantown to recognize the district's unique cultural significance. Identify key resources, and develop a more flexible and attractive development framework for other sites
- Focus the cultural hub of the district between NW Everett to W Burnside and NW 4th and NW 3rd
- Seismic and other building rehabilitation incentives needed for existing structures
- Develop and implement a parking management strategy to meet growing demand that encourages surface-lot redevelopment and rehabilitation of historic buildings. Need centralized parking structure
- Street closures are challenging
- Need to activate Union Station, Post Office site
- Decide whether Chinatown as a historic district concept is viable or not – either do something or let it go
- Public safety is major issue here; as is perception of public safety
- Opportunities for development aren't happening with current zoning. Development regulation flexibility – remove barriers (do we need rigid height and design requirements everywhere?)
- Normalize growth and preservation parking ratios
- Lots of vacant buildings and absentee owners
- MAX station under Burnside bridge still doesn't feel safe except on Saturdays
- Not enough restaurants to draw people in
- Consider expanding the TIF district
- Figure out Block 33 and the rest will follow
- Marketing is needed for the area – change image and perception
- Get nightclubs to activate storefronts during the day
- Organizational capacity – consider establishing a business improvement district, someone needs to manage the district
- Land assembly assistance on difficult blocks
- Explore foreign investment

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Pursue housing goals to balance the district housing mix, especially student, workforce and market-rate
- Consider high-density housing north of NW Everett along the NW Glisan corridor
- Need to focus on home ownership

- Risk of gentrification fairly low since most affordable housing is owned by non-profits and much has been rehabilitated and preserved
- Grocery/supermarket would transform neighborhood
- Balance the social service concentration with neighborhood livability; need to address homeless situation for livability
- Work/live and loft space needed

Willamette River

River health, economy, form and character; Public access

- Improve access to Waterfront Park and the Willamette River at Everett/Flanders – consider removal/reuse of unused or unneeded Steel Bridge ramps
- Large events in Waterfront Park are a challenge
- Need more activity, more of the time on the waterfront such as access, moorage, buildings
- More development on Naito will connect it better to Waterfront Park
- Proximity to the river is a significant element for many occupants of OT/CT

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Recognize the Skidmore District as a national architectural gem and continue to prioritize restoration and complementary infill at a comparable scale
- Improve connections into and out of the district from the west and south
- Bike connections at Burnside bridgehead are poor- in particular, westbound cyclists have a difficult “entry” at bridgehead and limited ability to turn south
- Not obvious that historic district exists
- Don’t look at different historic districts as micro-districts; they should all be integrated
- Capitalize on uniqueness in Portland: treat the two historic districts differently (i.e., 4th Ave restaurant corridor is key to Chinatown)
- Work with historic preservation groups, but provide flexibility for redevelopment
- Union Station could be the link between the Pearl and OT/CT
- Create linkages through art
- Anything over 75 feet should be residential
- Preserve visible symbols, e.g. Chinatown Gate, signage
- Need gathering space (or to use the festival streets more)

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- Convert some of the wide ROW on 3rd south of Burnside into green space
- Put public exercise equipment in Waterfront Park

Goose Hollow

See also two documents from specific events for Goose Hollow for additional issues and ideas.

Goose Hollow Event Report: <http://www.portlandoregon.gov/bps/article/435506>

Goose Hollow Urban Design Principles and Concept Layers:

<http://www.portlandoregon.gov/bps/article/450997>

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy; Parking; Equity

- Recent development is lagging in comparison with other areas of the Central City; existing zoning may be one cause
- Main street or streets needed to focus retail activity
- Area lacks vitality due to institutions, superblocks, lack of retail density
- Area should be a large event magnet with entertainment district around Jeld-Wen
- Explore streetcar on Jefferson and on Burnside
- Work with Multnomah Athletic Club on parking provisions
- Freeway ramps, Burnside, 405 are barriers and safety issues

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Need more student, family and workforce housing
- Higher density residential tied into the West End - physically and energetically
- Need Community Center, elementary school, park
- Emphasize PSU connection and attract student housing
- Emphasize connection to Washington Park
- More neighborhood services needed to support more residential density

Willamette River

River health, economy, form and character; Public access

- Salmon or Morrison Streets could connect Waterfront Park to Washington Park; green spine with landscaping features; ped/bike amenity street, with vehicular traffic

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Need better connections across Burnside and I-405
- Large blocks throughout district create barriers and poor pedestrian environment
- Freeway capping for retail, open space, enhanced connection to downtown
- Lincoln High School: Currently a barrier; also public safety issues on and around the campus, in the future increase N/S connections (pedestrian/bicycle, possibly vehicle) -need strategy for incremental progress given redevelopment is years away
- Need stronger gateways/"portals" – Jefferson from east and west, Burnside, 405
- Need more active ground floor uses, instead of residential which dampens vibrancy
- Improve upon Collins Circle as open space opportunity, anchor
- Main street opportunities: Jefferson, Morrison/Yamhill for mixed residential/retail
- Disjointed land uses and transportation
- Reexamine height limits
- Increase open space

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- Opportunity for Open Space and tree canopy with Lincoln High School redevelopment
- Need better bike/ped circulation within district as well as into/out of it, to downtown, west side, Washington Park
- Need for neighborhood-oriented park space, existing public open space is mainly fragmented hardscapes. Potential locations: enhanced/expanded Collins Circle; part of Lincoln redevelopment; MAC block 7; community access to Jeld-Wen Field

The West End

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy

- Area is more of a “pass through” area than a place you want to stay and shop
- Need to attract jobs into older buildings without TIF – capacity is there but cost of upgrades (e.g. seismic) keeps it from happening
- People don’t feel safe walking around certain areas (e.g. O’Bryant Square, surface parking lots, the library, Safeway corners, north end of South Park Blocks)
- Need better street lighting, holiday lighting when appropriate
- Need more events as well as better marketing/promotion and wayfinding for tourists
- Need more bars/restaurants/delis
- 10th and Yamhill parking garage must be improved and/or redeveloped
- The cultural district is a bit of a “mono culture” with less street level vibrancy
- Renovate guild and musical arts building as active performing arts center that uses Director Park and makes connections to library
- Streetcar is slow, consider dedicated lanes to reduce headways
- Additional MAX stops might improve retail and on-street vibrancy in some areas
- Consider reinstating “Fareless Square”, but if too expensive or hard to enforce, consider doing it just on weekends or with the purchase of an event ticket, etc.
- Connections with Goose Hollow are poor. A cap over the freeway would help. It could have park or retail on top of it to stitch two neighborhoods together
- Eliminate and redevelop surface parking but retain and encourage structured parking
- Require underground parking for new developments - needed to attract families and business/restaurant patrons
- Need to slow traffic to boost retail: consider making some one-way streets two-way

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Need to develop mixed use and family housing for middle income; workforce; senior housing
- Not enough families in West End – need parks, schools and affordable housing
- Concern about viability of churches without additional residents
- Services/amenities needed: community center, post office, schools, community gardens, latrines, bakery, community arts center
- Greater mix of uses needed: commercial office, institutional, ground floor retail, all supported by middle income and market rate housing
- Community amenities and services serving the West End can be within adjacent residential neighborhoods as long as accessible

Willamette River

River health, economy, form and character; Public access

- Need a green street connecting neighborhood to river

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Preserve RX zoning - affordable, dense, building heights of 8-10 stories ensures livability
- Zoning amendments in north part of West End are working – need to be expanded south of Salmon into the PSU area

- Concern that infill will be too tall, impacting sunlight and livability
- Area could be denser; showcase innovative design
- Relax zoning to allow more housing diversity
- Preserve late 19th/early 20th century buildings; need to know how to identify additional buildings worth preserving – work with owners to preserve area’s fabric
- Need new master plan (like Waterfront Park) for South Park Blocks
- West End needs better connections to the Pearl; crossing Burnside is scary
- Redevelopment of Lincoln High School must be designed to improve connections between Goose Hollow and West End
- 12th and 13th Avenues feel isolated from rest of downtown
- I-405, 13th, 14th, and many bridge overcrossings represent significant physical and visual barriers between the West End and Goose Hollow

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- Need for mature trees to connect with the rest of downtown
- Need for greater use of native plants in urban forests, greenways, parks, parkways, etc.
- Need standardized bike infrastructure that isn’t confusing to use; need access between West End, Goose Hollow, and beyond
- Freeway ramp areas are not pedestrian friendly
- Need children’s play areas and amenities in parks

Downtown

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy; Parking; Equity

- Downtown is increasingly competing with the Pearl, and losing some energy
- Cover pedestrian mall, make car-free
- Create retail corridor on Morrison from Waterfront Park to Jeld-Wen
- Designate Burnside up 12th Avenue for retail
- Make Alder and Taylor more successful retail streets
- Improve access to cultural institutions - drop off zones for museums
- Safety issues at Waterfront Park, Pioneer Square, O'Bryant and Ankeny areas
- Need to address large number of street people – make people feel unsafe – particularly tourists
- Bring back Fareless Square
- Three City-owned parking garages (3rd and Alder, 4th and Yamhill and 10th and Morrison) are key opportunities for redevelopment
- Don't forget about freight access and connectivity
- Build public market
- Well-served by transit
- Short blocks on interior - good for retail

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Need more affordable, family, workforce housing
- Need better balance of housing - need more residents with discretionary spending to support restaurants/retail
- Redevelop 1st and 2nd Avenues for residential use to attract workers
- Needed services/amenities: public restrooms, community center, pocket parks, dog park, post office, medical services, office, school, community gardens
- Needed recreation opportunities: playgrounds, basketball courts, volleyball courts, trails, indoor 24/7 recreation spaces
- Need covered parks for year-round use
- Consider park option for a future I-405 cap
- Need to maintain small, older churches and services

Willamette River

River health, economy, form and character; Public access

- Naito: surface parking lots need to be redeveloped for housing/mixed use
 - Balance with mix of office and residential
 - Public market
 - Existing buildings have potential but need ground floor activation
 - More development, amenities on Naito will better connect river to downtown
- Waterfront Park: many issues
 - Improve ped crossings over Naito, more direct access from downtown; existing connections uninviting
 - Focus on different areas within park for different activities
 - Need more direct access to river; Portland Spirit access is only for patrons
 - Take back Waterfront Park from the festivals – limit festivals in size and number
 - Waterfront Park is overprogrammed

- Waterfront Park is fine as it is – casual and not overprogrammed
- Park not accessible during summer due to large festivals – equity issue
- Festivals create disincentive to develop on Naito
- Execute WFP Master Plan
- Activate Waterfront Park
- Waterfront Park is not on the way to anything

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Need to focus on preservation of historic buildings
- Can the park blocks get a historic designation?
- Rehab old buildings for more than residential
- How can we better utilize upper floors of existing buildings?
- 1st and 2nd Avenues have beautiful buildings for reuse but they are dilapidated
- Need better access along and across Naito, Burnside, I-405 and connections between all West Quadrant areas
- Burnside turns its back to the street - look to East Burnside for example of good design
- Need a stronger connection to east side
- Area should be high density; reevaluate height/FAR limits along waterfront
- Bike planning necessary – better and safer bike access
 - Bike Share is going to have huge impact on DT – lots of riders who aren't used to riding in traffic, DT, with families, etc
- Continue to encourage redevelopment of surface parking lots

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- Improve walkability - Burnside is major barrier. Crossing at 3rd and 10th Avenues is particularly challenging
- Improve bike access from west via Jefferson, Salmon, Burnside needs improved infrastructure like east side; need to do this ahead of bike share program start
- Make more pedestrian only zones
- Sidewalks need to be designated for pedestrians and wheelchairs, not bikes and skateboards; sidewalks could be wider
- We need to incorporate nature, but we need *urban* nature - keep commerce in mind
- Need a green corridor connecting Washington Park to Waterfront Park

South Downtown

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy; Parking; Equity

- Halprin area not safe at night; public safety throughout South Downtown needs improvement
- PSU needs more retail and a strong Main Street - College? 4th? Montgomery?
- Shopping strip at SW 1st and Lincoln - dead, quiet, needs redevelopment
- Relocate gas stations elsewhere
- Redevelop Market/10th blocks
- Improve retail at RiverPlace
- Research wet lab access needed; locations for business accelerator, incubator
- Don't like surface parking
- Provide for portal freeway capacity for autos and freight
- Lots of modal conflicts around university – can be confusing – bikes, peds, transit, auto – hierarchy not always clear
- 6th Avenue is “vehicle impaired” due to turning restrictions

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Don't concentrate one type of housing
- Redevelop PGE substation for housing
- Demand for housing - flexible types for students, studio, market rate other - connections with PSU, OHSU, South Waterfront
- Reactivate Lincoln to I-405, 4th to Naito with grocery store
- Need public community center
- Relocate playground at south end of South Park Blocks farther north
- Residential mix needed for activity in dead areas; area needs to be 24/7
- Need grocery store
- PSU campus is underutilized by the rest of the City – community uses of PSU facilities?
- Need to think about aging population and amenities they will need

Willamette River

River health, economy, form and character; Public access

- Need public docks, access to river
- Need stronger access, connection to river
- Connect park systems to the river and Waterfront Park
- Development on river feels disconnected with lack of grid
- Need more boats on the river; develop a high-rise moorage

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Need better connections to the South (across I-405) – to South Downtown, OHSU, and South Waterfront
- No east-west connection between PSU, Halprin blocks and RiverPlace
- Need strong gateways
- Need better access under Marquam Bridge

- Better connect South Park Blocks with Broadway
- Need to be better connected with adjacent neighborhoods
- Increase zoning flexibility – more mixed use, less exclusively residential
- Need incentives to get rid of many blank facades
- Broken street grid and lack of east-west connections creates superblocks
- Clear transition to institutional use (PSU) is good, but maintain seamless physical connection
- Need more active ground floor use
- Activate Broadway
- Improve connection to Terwilliger – offers a great green space
- Reinforce historic grid connections where possible
- Transportation network has destroyed urban fabric

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- Need bike/ped infrastructure connecting RiverPlace, PSU, South Waterfront, other areas south of I-405; also through the South Park Blocks
- Harrison should have complete bike infrastructure; need to reduce bike/bus conflicts between 4th and 6th during peak hours
- Bikes at RiverPlace are a nuisance
- Better define the Green Loop

South Waterfront

Regional Center: Economy and Innovation

Economic development; Arts and culture; Public safety; Transit/street hierarchy; Parking; Equity

- Schnitzer land donation to OSHU and tax exempt status creates a serious funding issue
- Reevaluate URA plan based on actual anticipated revenues
- Leverage opportunities with new streetcar connections
- More employment needed; strengthen OHSU and PSU and bio-high tech presence
- Larger sites should be used to attract businesses that want proximity to downtown but need a little more space

Housing and Neighborhoods

Neighborhood services, amenities and livability; Human and health service needs; Housing types, needs and affordability

- Achieving desired diversity is difficult with all new buildings - doesn't have mix of older/newer buildings that provide housing affordability diversity - everything basically built from ground up recently
- Neighborhood is a work in progress, only ¼ of potential is built so far
- Lack of basic services makes area's livability tenuous – need grocery store, schools, better housing mix
- Need more art (e.g., outdoor maritime display)

Willamette River

River health, economy, form and character; Public access

- Need to capitalize on opportunity for greenway natural resource restoration, including habitat restoration and access
- Lacking water recreation/interaction (e.g., kayak share, water taxis)

Urban Design

Building and public realm design; Regional corridors and connections; Bridgeheads; Open space; Historic resources; Street diversity

- Difficult to access; need better connections to Downtown, RiverPlace, Sellwood Bridge, Springwater Corridor (after bridge is complete), Lair Hill, Macadam
- Lack of design variety - everything is uniform and sterile. There is not enough ground floor activity – area feels dead
- Architecture should be CRAZY. It's new, why not be bold - then you would have a more unique place
- Towers are too tall; setbacks too small. Need to improve human scale feel
- Look at building heights/FARs tapering down to the river - looking long term, are we building high enough?

Health and the Environment

Buildings and energy; Green infrastructure; Watershed health; human health; Bike/Ped

- Greenway needs to be finished - this would help connect area to downtown
- Need better bike/ped connections to PSU
- Barnes Landing Slip could be an opportunity for open space
- So much wildlife on Ross Island - need bird friendly building design
- Up to 1/3 of greenway is paved for bikes - is this the right way?