

Central City 2035: West Quadrant Plan

Plan Development Phase Feedback Summary

To collect community feedback on the West Quadrant Plan District Drafts, project staff presented materials at the March 10 Open House at City Hall; created an online virtual open house which remained open for the two weeks following the event at City Hall; and attended numerous neighborhood association and community meetings over several months. In total, staff reached nearly 700 people. A summary of feedback highlights by district and/or subject area is below.

Highlight Summary

Districts to be discussed at April 21 SAC Meeting:

Goose Hollow:

District Map changes: add Collins Circle as a “special place” and think about a different name for the “Jefferson Residential” area

- Rebrand the “Flats.” One suggestion is “Lownsdale.”
- Reconsider a blanket rezone of the “Flats” to CX.
- Reexamine the incentive/bonus system for FAR and height.
- Improve pedestrian environment on Salmon Street.
- Improve I-405 crossings.
- Improve bicycle access from Washington Park and Washington County.
- Support streetcar on Jefferson/Columbia.
- Route more traffic on 18th to relieve traffic on 20th.
- Concern about the siting of affordable housing development. It should be throughout the district, not all in the Flats.
- Collins Circle improvements are a high priority (new plaza/park space, intersection redesign, pedestrian safety).
- Historic preservation is important.
- Cap I-405 for neighborhood connectivity, but also to protect adjacent neighborhoods from air and noise pollution.

Outreach at a Glance...

Date	Meeting	Attendance
1/27	Downtown NA LUT	11
2/5	Old Town/Chinatown CA	45
2/20	Goose Hollow FL	45
3/3	West End @ Eliot	50
3/4	Pearl District NA	25
3/5	South Portland NA	25
3/10	OPEN HOUSE	75
3/12	Downtown Retail Council	20
3/19	Northwest District Assoc.	20
3/24	VIRTUAL OPEN HOUSE	
	Feedback forms	10
	Views*	330
3/24	Downtown NA LUT	35
4/1	South Downtown @ AP	5

** Number of views for the virtual open house main page. The total number of page views was 2,850.*

South Downtown/University

- Create a more vibrant university-oriented urban district.
- It's not all about PSU. People live here. Provide a stronger emphasis on the neighborhood framework – livability, cohesiveness, neighborhood amenities and services.
- Encourage the development of a small hotel (particularly if University Place redevelops), grocery store, community center, senior center, family housing.
- Protect, promote, and emphasize the Halprin Sequence – tie into the Green Loop.
- Protect historic properties around PSU, particularly those that serve affordable housing functions.
- Prioritize safety.
- Be careful about University Place development: impact on views, development complementary to Lincoln Street station area. Concern about area feeling like a giant “bus mall.”
- Continue the western Halprin path (SW 3rd) through the University Place site to connect with the future Green Loop.
- Work on traffic challenges, access to/from PSU.
- Leverage growth of PSU in support of mixed use infill redevelopment on blocks both east and west of I-405.
- Improve area west/southwest of RiverPlace. It is undeveloped, unlandscaped, and confusing for pedestrians.

Old Town/Chinatown

- City should fund programs for existing business preservation.
- Promote market-rate housing.
- Promote an Asian “night market” one night a week.
- Support cultural, heritage, arts development and related tourism; develop mechanisms to support the restoration of historical buildings/properties.
- Respect existing height limits in historic districts, especially around LanSu Garden.
- Rehabilitate significant buildings in Chinatown as is being proposed in Skidmore.
- Create a “cultural village of historical uniqueness.”
- Develop major mixed use building(s) on the underutilized blocks around Ankeny Fountain that activate and complement Saturday Market. Could be a “micro” retail space for Saturday Market “graduates.”
- Need to include social services in discussion.
- Address surface parking lots.
- Re-evaluate traffic closures; look at traffic challenges, focus on Burnside.
- Tear down hazardous, abandoned buildings.
- Address drug dealing/usage areas (e.g., abandoned buildings, bus station).

Districts to be discussed at May 19 SAC Meeting:

Pearl District

- In goal, be more specific about the district. Talk about the art scene, night life, restaurants, historic industrial assets, diversity of development.

- Add pieces about attracting tourism and creative businesses to Regional Center policies.
- Move forward with USPS site redevelopment as soon as possible; focus on employment, don't make it all open space.
- Improve transit service.
- Need more emphasis on I-405. Cap where appropriate and think about new uses for under I-405: skateboarding, dog park, food cart cluster. Build bicycle/pedestrian bridge over I-405 at Flanders.
- Improve waterfront access via infill sooner rather than later.
- Develop a public boat house to bring visitors to the Pearl waterfront. This activity could support new commercial/retail development in the area.
- Refresh the North Park Blocks. Need more sunny areas. Look for new park/plaza opportunities.
- Homeless camps in the district are a major problem.
- Be more specific about environmental pieces.

Downtown

- Activate Front/Naito with mid-rise mixed use and housing development on the west side; encourage housing in Yamhill Historic District.
- Activate Waterfront Park and the river's edge (e.g. small scale buildings, docks).
- Consider small, iconic buildings in Waterfront Park near bridgeheads to activate space.
- Create a "Wine District."
- Support the James Beard Public Market.
- Promote a diversity of street "types."
- Improve pedestrian facilities on bridges to better connect Waterfront Park to East Bank.
- Mitigate eastside impacts on Waterfront Park (e.g., noise, pollution, views).
- 3rd and 4th are important retail streets.
- Area needs dog park, community center, more active park amenities.
- Promote arcade-style development over sidewalks and/or covered market arcades in the right-of-way with travel lanes on either side (on flexible streets).

West End

- Emphasize diversity of building types (e.g., age, use, scale).
- Move Salmon zoning differentiation line to Taylor with residential character to the south, mixed use character to the north; alternatively, remove differentiation line completely.
- Consider form based code; think horizontal mixed use, not just vertical; get rid of FAR, establish max height only.
- Lower height limits to < 120.
- Encourage family, affordable, student housing.
- The southern portion of the district could serve as a more dynamic "college town" area for PSU.
- Allow office-only development.
- Cap I-405.
- Improve pedestrian connections to the river and Goose Hollow.
- Address surface parking lots; explore shared parking options.
- Develop policies to address air and noise pollution from traffic impacts.

- Redesign SW 12th Avenue: widen sidewalks, eliminate an auto travel lane, and install bioswales, bike lanes, and larger tree wells.
- Support a state historic rehabilitation tax credit.

South Waterfront

- Complete the Greenway.
- Work on multi-modal connectivity, including water modes.
- Promote habitat enhancement.
- Establish an outdoor maritime display along the North Greenway.
- Concern about developing a major attraction due to transportation constraints.
- Improve public access to water.
- Connect Bond Street.
- Connect streetcar to Sellwood Bridge and Lake Oswego.
- Address retail needs.
- Develop additional school options.
- Connect the bridge(s) to the Greenway.
- Ensure better parking options.
- Improve architectural interest, diversity of building scales/designs.
- Implement bird-friendly building design requirements.

“Green Loop”

- Eliminate a row of parking along the South Park Blocks to make space for bike boulevard.
- Provide additional ecosystem services using native vegetation to support native insects and wildlife.

Transportation

- Separate bicycles and pedestrians.
- Identify areas where bicycles can and cannot ride on sidewalks.
- Look at “wall to wall” European street model in park blocks.
- Improve pedestrian safety throughout.

Central Reach

- Develop designated storage/maintenance space.
- Develop a public boathouse, training facilities for rowers/paddlers.
- Keep heights low by open space, gardens, parks, south sides of bridgeheads.
- Improve Steel Bridge on-ramps, clean up the area and make it safer for pedestrians.
- Encourage community gardens and mixed uses in north Waterfront Park and McCormick Pier.
- Establish a water taxi system.
- Encourage more interesting architecture in Waterfront Park.
- Encourage dual entrance structures at bridge heads.
- Move/bury east freeway.
- Keep commercial uses out of the Waterfront Park.