



## N/NE Quadrant and I-5 Broadway/Weidler Plans

### **AGENDA** **SAC Joint Land Use and Transportation Subcommittee Meeting** **February 9, 2010 5:00pm – 7:00 pm**

**ODOT Region 1 Headquarters, 123 NW Flanders  
Conf Room A&B, 1<sup>st</sup> Floor**

<b>Time</b>	<b>Min</b>	<b>Item</b>	<b>Lead</b>
5:00	5	Welcome, Introductions, and Agenda Review	Chairs
5:05	10	Process Overview - Developing preliminary concept alternatives	Karl
5:15	10	Introduction to Brainstorming Exercise	Karl/Nicholas
5:25	90	Small Group Discussion - Brainstorm ideas to inform upcoming charrette	All
6:55	5	Next Steps	Karl
7:00	0	Adjourn	

## Simplified “We Are Here” Timeline v. 2-9-11

We Are Here



Dates	Sept-Nov 2010	Nov 2010- Jan 2011				Feb-May 2011			May-Aug 2011			Sept-Dec 2011		
Phase	Existing Conditions		Goals, Scope, Issues				Developing Preliminary Concepts			Preferred Concept			Quadrant & Freeway Plans	
SAC Meetings	#1 9/16	#2 10/11	#3 12/9	#4 1/20		#5 3/10	#6 April	#7 May	#8 June	#9 July	#10 Aug	#11 Sept	#12 Nov	
Sub-Committees	-		Tran #1 12/1	LU #1 12/2	Tran #2 4/5	LU #2 4/6	LU/UD/LT Charrette & SC Mtgs Feb	Freeway Integration Workshop March/April	LU & Trans	As needed			As needed	
Events	Walks 9/25 & 9/29		Open House #1 11/15				Public Event #2 May			Public Event #3 July			Public Event #4 Nov	

<b>Subcommittee Meetings</b>	LU/Tran #2 (Joint) Feb 9	LU/Tran #3 (Joint) Mar 2
<b>Charrette/ Workshop</b>	Feb. 22-23	

**N/NE Quadrant Project  
Proposed Concept Development Process  
Overview and Phase I Scope**

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**Purpose and Overview**

The N/NE Quadrant and I-5 Broadway/Weidler Plans process just completed the review of existing conditions and will establish goals to guide the planning process shortly. The project team has also collected input from a variety of sources to identify issues, opportunities, and constraints within the planning area. The next phase will be to translate these into preliminary alternative concepts for public review and discussion. Following public review and refinement, a recommended preferred concept will be developed.

This document outlines the proposed phased and iterative process for generating concept alternatives. The work will take place in four phases:

- Phase I will generate preliminary land use, urban design, and local transportation concepts.
- Phase II will generate preliminary freeway improvement concepts and integrate them with the land use, urban design, and local transportation concepts developed in Phase I.
- Phase III will allow for broad public review and refinement of the preliminary concepts.
- Phase IV will evaluate the concept alternatives and determine a preferred concept that will ultimately guide the development of recommended policy changes and actions for consideration by decision-makers.

**Summary of Proposed Process to Develop Concept Alternatives**

<b>Phase</b>	<b>Description</b>	<b>Events</b>	<b>Timeline</b>
I	Develop Preliminary Land Use/Urban Design/Local Transportation Concepts	Subcommittee Mtgs; Charrette	Jan – March 2011
II	Develop Preliminary Freeway Concepts and integrate with Land Use/Urban Design/Local Transportation Concepts	Subcommittee Mtgs; Charrette	March – May 2011
III	Public review & refinement of Preliminary N/NE Quadrant and I-5 Concept Alternatives	Public Workshop	May – June 2011
IV	Evaluate Preliminary Concept Alternatives and develop a recommended Preferred Concept	TBD	June – Oct. 2011

**Phase I: Develop Preliminary Land Use, Urban Design, and Local Transportation Concepts**

**Process and Structure**

Phase I will create preliminary land use, urban design, and local transportation (LU/UD/LT) concepts. The products generated in this phase will address project goals and issues identified in the planning process to-date and will inform the work that will occur in Phase II.

The process of generating land use, urban design and local transportation concept alternatives will consist of three primary steps: 1) assembling information and input; 2) generating preliminary concept alternatives (charrette); and 3) review and comment on preliminary concepts. These steps are outlined below.

**Step 1: Assemble Information and Gather Additional Input** (January - Mid-February)

In this stage, staff and the consultant will assemble a **Workbook** containing background documents, policies, maps and data, and information generated by the SAC and subcommittees, such as the Project Goals and Issues, Opportunities and Constraints Report. The workbook will be used to inform the development of concept alternatives during the charrette. In addition, project staff will solicit additional input through the following:

**Subcommittee Meeting (Feb 9):** Staff will meet with the land use and transportation subcommittees in a joint meeting to review existing information and the Workbook, gather ideas and elicit input that will assist in the development of the System Concept Maps (see the “Work Products” section, below).

**Property Owner/Stakeholder Interviews:** In preparation for the charrette, staff will hold a series of focused interviews with a representative cross-section of property owners and stakeholders to discuss their needs, concerns and potential development plans that could inform concept development. This will include interests/stakeholders that do not have representation on the SAC and/or have not participated directly in the process so far. Please let the project team know if you would like to be interviewed or if you have ideas about specific stakeholders that should be contacted.

**Step 2: Generate Preliminary Concept Alternatives - 2-Day “Charrette”** (Feb 22-23)

This stage will involve a focused, two-day effort by project staff and urban design consultants to review and synthesize information gathered to date and to generate preliminary land use, urban design and local transportation concept alternatives for the SAC to consider in the form of draft System Concept Maps (see “Work Products” section below). No final decisions will be made at the charrette.

Primary participants will be the design consultants, project staff, and other agency staff. Members of the N/NE Quadrant SAC and other stakeholders are welcome to observe these sessions and comment at the designated times. A comment period will be provided the morning of the first day and the charrette will end with a review and discussion period on the second day (see agenda for specific times).

**Step 3: Review and Comment on Preliminary Concepts** (March 2 – Joint Subcommittee  
March 10 – SAC meeting)

Following the charrette, additional input will be solicited from the subcommittees and SAC on the preliminary concept alternatives. Those meeting will also set the stage for the development of freeway alternatives and the land use-transportation integration that will occur in Phase II.

## **Phase I Work Products**

A Series of **N/NE Quadrant System Concept Maps** will be developed. Below is a preliminary list:

- A. Local Transportation System:** street hierarchy/diversity, modes, transit
- B. Open Space and Parks:** types and function, trails, habitat, riverfront
- C. Sustainability/Eco-Districts:** storm and waste water, district energy, solar orientation
- D. Use Clusters:** employment/industrial, residential, event/entertainment, retail
- E. Urban Form:** height, bulk, views

## **Phase II: Develop Freeway Concepts and integrate with Phase I Land Use/Urban Design/Local Transportation Concepts**

A proposed schedule and scope for Phase II will be presented at the March SAC meeting. The scope of the Phase II charrette will be to develop preliminary freeway concept alternatives for possible reconfigurations of the Broadway/Weidler Interchange and other freeway overcrossings and integrate them with the LU/UD/LT concepts developed during Phase I.

## **N/NE Quadrant Project Concept Development Charrette**

Date/Time: February 22 and 23, 2011, 9 am – 5 pm

Location: Memorial Coliseum (300 N. Winning Way), Fountain Conference Room

Purpose: A focused, two-day effort by project staff and urban design consultants to review and synthesize information gathered to date and to generate preliminary land use, urban design and local transportation concept alternatives for the SAC to consider in the form of draft System Concept Maps. Subsequently, draft freeway concepts will be developed for the SAC's consideration and the two elements will be merged for further exploration. No final decisions will be made at the charrette. The draft concepts will be presented at the March 2 Subcommittee and March 10 SAC meetings.

Participants: Primary participants will be the design consultants, project staff, and other agency staff. Members of the N/NE Quadrant SAC and other stakeholders are welcome to observe these sessions and comment at the designated times below.

### **Preliminary Agenda**

#### **Day One Tuesday, February 22, 2011**

- 9:00 Introductions and Background  
*Consultants and staff review charrette objectives, background materials, input from the pre-charrette Subcommittee meeting, and results of stakeholder interviews.*
- 10:30 Stakeholder Input  
*Opportunity for stakeholders to provide input on additional ideas or issues that should be considered during the charrette.*
- 11:00 Begin Concept Development (*consultant/staff work time*)
- 12:00 Lunch Break
- 12:30 Continue Concept Development (*consultant/staff work time*)
- 5:00 Adjourn

#### **Day Two Wednesday, February 23, 2011**

- 9:00 AM Review work from Day One; Continue concept development and refinement  
(*consultant/staff work time*)
- 12:00 PM Lunch Break
- 12:30 Continue concept development and refinement (*consultant/staff work time*)
- 4:00: Review of Products; Discussion and Comment  
*Consultant and project staff review and discuss the preliminary concepts developed with SAC and other interested stakeholders. Charrette products will also be presented at the March 2 Subcommittee and March 10 SAC meetings.*
- 5:00 Adjourn

## **Charrette Work Products**

### **1. Series of Draft N/NE Quadrant System Concept Maps Outlining Options for:**

#### **A. Local Transportation System**

- Street hierarchy/diversity
- Modes
- Transit

#### **B. Open Space and Parks**

- Types and function
- Trails
- Habitat
- River

#### **C. Sustainability/Eco-Districts**

- Storm and waste water
- District energy
- Solar orientation

#### **D. Use Clusters**

- Employment
- Residential
- Event/Entertainment
- Retail

#### **E. Urban Form**

- Height
- Bulk
- Views

Other possible elements, layers, or maps: civic amenities, schools, institutions, public services/infrastructure, landmarks/icons, nodes, gateways, etc.

### **2. Support Materials: Descriptions, Illustrations, Examples (as needed):**

- Street Sections/Designs
- Sustainability Systems Diagrams
- Precedent Graphics
- Others as appropriate

N/NE Quadrant Plan Joint Subcommittee Meeting, February 9

## **Proposed Small Group Discussion/Brainstorming Exercise**

Main exercise: 60 minutes (three 20-minute sessions) or 75 minutes (three 25-minute sessions)

Debrief: 15 minutes

### Room set-up and organization

- **3 tables (or groups of tables) each capable of seating 12-15 participants**, with room for large maps and drafting paper to record visual input. Each table has one flip-chart on easel to record verbal input
- **Each table will focus on a specific area constituting 2 subareas combined:**
  - A. Subareas 1 (Lower Albina) and 2 (Vancouver/Williams)
  - B. Subareas 3 (Rose Quarter) and 5 (Central Lloyd)
  - C. Subareas 4 (Broadway/Weidler & Irvington/Eliot Transitions) and 6 (Lloyd Center, Office Core, Holladay Park and Sullivan's Gulch Transition)
- Each table will have **one facilitator, one note-taker and one staff designer/drafter** (see staffing section below).
- Participants will be divided evenly among the three tables. There will be **three 20 – 25 minute sessions with participants rotating twice; everyone has a session at each table.**
- Following the small group exercise there will be a **15 minute large group debrief** with each table reporting out big ideas that came from the discussions.

### Staffing (need to discuss more):

- Facilitators: Iwata, Lisle, Starin
- Note-takers: Hale, Beckman, Morehead
- Designer/drafters: Raggett, P. Tillett (ZGF), C. Kelley (ZGF)
- Floaters/as-needed experts/observers: LeClerc, Wilson, Juhasz
- Other staff options: Manning, Bischoff, Lillard, Lum

### Materials for each table:

- Base map of specific areas under discussion (on table)
- Aerial photo of specific areas under discussion (on table)
- Trace paper to fit base and aerial maps to record ideas
- Easel with flip chart to record ideas
- Pens, pencils, stickies, etc.
- Single copies of selected reference documents and maps (discuss)

### Maps and materials for center of room/wall (shared by all tables) or on walls/easels at each table:

- Jimmy Buffett map
- Aerial photo of entire quadrant
- Zoning, FAR and height maps
- Local transportation system map(s)

### Materials for each participant:

- Issues Summary (revised to include comments received post SAC 4)
- Workbook (maybe just a few copies at tables?)
- Existing policy and action item status/relevance summary table
- Prompting questions drawn from Issues Summary (maybe just facilitators have this?)

## **General Quadrant-Wide Issues**

### **1. Urban Vibrancy and Vitality**

- Encourage **increased development**, particularly on current **surface parking lots**
- Diverse **range of new uses** to help overcome the highly episodic nature of activity in parts of quadrant
- Create **new amenities** like open spaces and pedestrian routes
- Improve **public safety**

### **2. Economic Prosperity**

- Increase **employment and business growth** – particularly by building on existing businesses and existing major attractors
- Locate a new **major hotel** near the Convention Center
- Create **stronger identities** – more “there there”

### **3. Human and Environmental Health**

- Support the **Lloyd Green pilot EcoDistrict**
- Improve **habitat conditions and access to parks and natural areas**; find opportunities for urban gardens
- Improve **air quality and reduce noise** pollution
- Pioneer **green building technologies** in new and existing buildings
- Improve **jobs to housing ratio** to improve environmental performance through **commute trip reduction**

### **4. Balance and Equity**

- Find room for **new people, business, and development, while retaining existing** residents, businesses, culturally/historically significant buildings, and affordable housing
- Minimize or mitigate negative impacts on **surrounding areas**
- Build new **affordable and middle-income/workforce housing**
- Create **multi-cultural gathering places**, e.g. community centers and marketplaces

### **5. Connectivity and Access**

- Maintain and improve **access to, within, and through** the quadrant **for all modes** of transportation including pedestrian, bicycle, auto, transit, and truck/freight
- I-5 and I-84 are significant **pedestrian/bike barriers**
- Improve and create **trails**
- Improve safety across all transportation modes and reduce **conflict between modes**
- Consider a variety of ways to **improve connectivity** for bicycles and pedestrians
- Increase overall **efficiency** of transportation system while reducing **emissions and climate impact**
- Increase trips by **bicycle, walking and transit**
- Consider eliminating vehicles from certain areas, improving signage, and increasing the use of alternative fuel vehicles.
- **Regional access** to, and parking for, major **regional attractors** is important, but conflicts between local **resident parking and event parking** may increase
- Consider new parking facilities for MAX riders and minimum parking requirements for new development



N/NE Quadrant Plan Joint Subcommittee Meeting, February 9: Small Group Discussion/Brainstorming Exercise  
**Issues to Consider**



## **Subareas 1 (Lower Albina) and 2 (Vancouver/Williams)**

### Issues, Opportunities and Constraints

#### **Subarea 1: Lower Albina and Russell Street**

1. Preserve and enhance the **industrial viability of Lower Albina:**
  - Improve **freight access, capacity, movement** and parking, including truck-friendly street/intersection design and freeway access
  - Continue **industrial sanctuary** policies, though possibly with some increased flexibility with regards to allowed office uses
2. Support **Russell Street historic area and main-street:**
  - Renovate/reuse historic structures and increase retail and restaurant activity and more mixed use development (possibly including housing)
  - Develop vacant parcels adjacent to the **MAX light rail station**; consider mixed-use, transit-oriented development in a limited area around the station (**zoning issue**)
  - **Improve connections** from Russell Street to N. Mississippi Street and to Emanuel Hospital
3. Additional issues:
  - Poor access to the **Willamette River** and potential future greenway trails
  - Opportunity to do more with lands under the elevated I-5/I-405 freeway interchange
  - Improve **pedestrian and bicycle conditions** and connectivity
  - Some interest in reexamining industrial zoning between Interstate Avenue and I-5, and allowing wide-spread redevelopment including tall residential towers, those voices seem to be a minority.

#### **Subarea 2: Vancouver/Williams Corridor**

1. **Support gradual redevelopment**, while preserving important historic and **culturally-significant buildings**.
2. **Consider more flexible zoning or incentives for some blocks currently zoned for residential** to encourage mixed use redevelopment that includes significant non-residential uses and remove non-conforming uses.
  - **Preserving existing and encouraging new residential** construction continues to be important to the Eliot Neighborhood.
  - **Lower scale development** to help transition from the single family character in Eliot to the taller buildings in the Rose Quarter and Lloyd District.
3. **Access** is important, particularly as potential **reconfigurations the over-crossings** at Flint, Broadway, Vancouver, and Williams are considered:
  - Multiple, pedestrian- and bike-friendly access options are desirable - including access from this area to the Eastbank Esplanade and future greenway trail.
  - Could there be an additional bike/ped crossing at Hancock?
4. **Views** from the area across Lower Albina and the Rose Quarter to the west side issue, in particular, the current public view from the southwest corner of Lillis Albina Park:
  - Currently this view is obstructed by trees and could be impacted by some development scenarios under consideration in the Rose Quarter/Blanchard Building area.
  - How important is this viewpoint? Should it be improved or relocated? New views?

## **Issues to Consider**

### Selected Existing Policies, Direction and Actions

#### **Central City Plan: Lower Albina Policies**

- Strengthen as industrial employment area while preserving historic blds. and providing pedestrian connections to river
- Preserve riverbank for water-dependant industrial
- Russell St.: preserve historic bldgs. and allow mix of uses
- Provide improvements to attract industrial and remove barriers to freight movement
- Provide connections for adjacent neighborhoods to district and river

#### **Central City Plan: Lower Albina Action Items**

- Establish music center or public attractions on Russell near Interstate
- Build gateways as per map
- Establish riverbank access on public property north of Fremont Bridge w/ fishing and river taxi
- Establish pedestrian connection along Russell from Eliot/Humbolt/Boise to district and river
- Develop traffic circ. plan that allows employee parking, industrial loading on industrial streets, incl. piggyback loading
- Encourage water-dependant uses on riverfront
- Study Russell as a historic district
- Continue Industrial Sanctuary over most of district
- Target bonus FAR for housing along Russell
- Permit superblocs for industrial in areas as per map

#### **Albina Community Plan/Eliot Neighborhood Plan Policies and Actions**

- Williams/Vancouver Corridor: Support higher density housing and conforming commercial uses
- Williams/Vancouver Corridor: Establish a gateway or transition at Broadway and Vancouver Williams
- Lower Albina: Create a public walkway connecting neighborhoods to the east and north to the waterfront
- Lower Albina: Create a new overpass and rail crossing to eliminate truck-rail conflicts for waterfront sites
- Lower Albina: Create a gateway at Russell and interstate celebrating Russell entertainment district
- Lower Albina: Use street vacations to create superblocs and large developable industrial sites
- Lower Albina: Allow light industrial activities that reinforce entertainment theme of Russell
- Lower Albina: Allow loft housing by right along part of Russell

## **Subareas 3 (Rose Quarter) and 5 (Central Lloyd)**

### Issues, Opportunities and Constraints

#### **Subarea 3: Rose Quarter**

1. Support and coordinate with the **Rose Quarter Development Project**, including:
  - Considering redevelopment at the **School District's Blanchard** site (zoning issue)
  - Strengthening role of **Memorial Coliseum and Rose Garden** arena while encouraging **new uses**
2. **Willamette riverfront** is key opportunity:
  - **Better access** to and along the river (both physical and visual);
  - Increase **water recreation and transportation** opportunities
  - Create **riverfront habitat**; challenge of heavy rail lines and grain terminal
3. **Dreyfus grain terminal** assumed to remain for the foreseeable future, a challenge to redevelopment in the area. If no longer in use as a grain terminal, presents opportunity for preservation and repurposing
4. **Need for Safe, multi-modal access** to and through the Rose Quarter, particularly to the river and Eastbank Esplanade and across I-5. Current configuration of the I-5/Broadway/Weidler "Box" is dangerous and unpleasant. Consider:
  - **New separate bike/ped bridge** over I-5 (possibly at Clackamas)
  - Bringing **N. Dixon St.** across I-5 to connect to Flint
  - Reversing direction or decoupling on **N Vancouver and N Williams** to improve the flow in the "Box"
  - Improving pedestrian and bicycle **connections under I-5** (with an emphasis on Holladay Street) through streetscape and strategic development
  - Maintaining **freight access** to the Rose Garden and Memorial Coliseum
5. Improvements or reconfiguration of the **Rose Quarter Transit Center** could:
  - Reduce **distance between the MAX platforms** and create a safer environment
  - Create **new development areas** and increase multi-modal **access** to the area
6. Consider eventual realignment of the **heavy rail line** along the riverbank inland to reduce S-curve bottleneck and allow public access to the river, habitat restoration, and future development along the river

#### **Subarea 5: Central Lloyd**

1. Support success of the **Oregon Convention Center**, develop a headquarters hotel and new entertainment-related uses
2. **Support the office core** by considering opportunities presented by:
  - **Superblocks** with unique potential for distinctive building forms and amenities
  - The need for a stronger **district identity** and improved **public safety**
3. **Lack of residential development.** Streetcar is a major opportunity to encourage more residential construction, but questions remain about market-readiness of the area for housing
  - Desire for new housing at a wide **range of affordability levels**, to roughly match the employment profile of the area. Some questions to think about include:
    - Are the **limited parks and open space amenities** in the area sufficient to support large-scale residential construction?
    - Is the **current zoning** working to encourage housing?
    - What **parking strategies** are appropriate? Some residents would like a residential parking permit program

## Issues to Consider

4. **Improved pedestrian and bike access** on MLK and Grand and across/under I-5 is desired as is **maintaining efficient truck access** to the Rose Quarter, Convention Center and surrounding office buildings.
  - Consider **controlled intersections** every 2 blocks along MLK/Grand, **new pedestrian crossings** to the Rose Quarter at Clackamas and to the Central Eastside at 7<sup>th</sup> Avenue (over I-84)
5. Other issues:
  - Lack of clear **urban form and street hierarchy**. What are the main streets? How can other streets in the area evolve to serve multiple purposes? The **proposed Holladay green street** improvements were cited as a positive example.
  - The many **large blocks** and buildings present a challenge to access and connectivity, but are also a unique opportunity in the Central City with typically much smaller blocks. Including **pocket parks** in new development is a way to achieve new green/open space amenities incrementally.

### Selected Existing Policies, Direction and Actions

#### **Central City Plan: Lloyd District Policies**

- Reinforce Lloyd Center as eastern Central City retail anchor and locate highest density in areas served by light rail
- Recognize district as major entrance to Central City
- Improve pedestrian environment and regional facilities campus
- Promote uses supportive of OCC and Coliseum

#### **Central City Plan: Lloyd District Action Items**

- Create connection from OCC to riverbank
- Ped. Improvements: MLK, Grand, Holladay, Multnomah, Broadway, 7th, 9th, 16th.
- Establish Sullivan's Gulch trail linking S.G. neighborhood and river.
- Create boulevards: MLK, Grand, Lloyd, Weidler, Broadway, 16th.
- Build district "gateways" as per map
- Buffer Sullivan's Gulch neighborhood from through-traffic
- Establish vintage trolley line linking Lloyd and Downtown
- Improve Broadway east of 7th as neighborhood shopping street
- Foster superblock formation throughout district south of Weidler
- Promote housing incentive programs in required housing areas

#### **Lloyd District Development Strategy (2001)**

- 24-hour mixed use: office, retail, entertainment, hospitality, housing, open space, cultural
- Unique amenities, e.g. OCC and nearby hotels, restaurants and shopping; multi-purpose destination
- High density employment and housing, incl. affordable housing
- Easy access to bluff overlooking river and to riverbank and esplanade
- Provide wayfinders: signs, cues and features

## **Subareas 4 (Broadway/Weidler & Irvington/Eliot Transitions) and 6 (Lloyd Center, Office Core, Holladay Park and Sullivan's Gulch Transition**

### Issues, Opportunities and Constraints

#### **Subarea 4: Broadway/Weidler Corridor and transition to Irvington and Eliot neighborhoods**

1. Improve **main street character** of corridor and achieve a **respectful transition** from the Central City to the Irvington Historic District to the north
  - Existing main street qualities along eastern portion of NE Broadway should be extended west to the Broadway Bridge.
2. Several **difficult pedestrian crossings** (without signals) and bicycle safety issues along the length of the corridor; consider controlled intersections every two blocks
3. Some stakeholders are interested in examining changes to the current **one-way street traffic configuration on Broadway and Weidler**.
4. Other transportation issues:
  - Improve multi-modal safety at the **intersections of Broadway/Weidler at MLK/Grand and at 15<sup>th</sup>/16<sup>th</sup>**
  - Reduce the number of **driveways on Weidler**; and
  - Untangle the situation at the **"Box"**

#### **Subarea 6: Lloyd Center Mall, Office Core, Holladay Park and Sullivan's Gulch transition**

1. The poor quality of the **pedestrian experience** and limited street-level activity a major challenge. **Increasing vitality** through redevelopment and new development is a common desire.
  - Improve the **outside face of the Lloyd Mall** with more windows and obvious entrances facing outward
  - Develop the **Lloyd Cinema parking lot** with a mix of uses, including possibly residential, retail and other uses
2. Predominance of **large property owners** and **large blocks** is both a challenge and an opportunity
3. Existing residential development in this area is limited and typically has little or no parking. Residents are interested in residential permit programs.
4. Public safety concerns exist in **Holladay Park**. Consider near-term actions like increased tree trimming and more active programming and longer-term solutions, such as **improving surrounding development conditions with new buildings** facing (embracing) the park and adding additional features to the park to attract a wider variety of users.

Increase **pedestrian connectivity and safety** both within area and to adjacent areas. Consider:

- New **pedestrian bridge across I-84** to the Central Eastside (somewhere around NE 9<sup>th</sup> Ave)
  - Adding **bicycle lanes to the 12<sup>th</sup> Avenue bridge**
  - Continuing **bike lanes on Multnomah** all the way to NE 21<sup>st</sup> Ave.
5. Properties at the SW corner of **NE Multnomah and NE 21<sup>st</sup>** present a development opportunity, although there are concerns about demolition of existing older homes and what the appropriate scale of development would be. This area could also provide a convenient access point to the potential future Sullivan's Gulch Trail.

## **Issues to Consider**

### Selected Existing Policies, Direction and Actions

#### **Central City Plan: Lloyd District Policies**

- Reinforce Lloyd Center as eastern Central City retail anchor and locate highest density in areas served by light rail
- Recognize district as major entrance to Central City
- Improve pedestrian environment and regional facilities campus
- Promote uses supportive of OCC and Coliseum

#### **Central City Plan: Lloyd District Action Items**

- Create connection from OCC to riverbank
- Ped. Improvements: MLK, Grand, Holladay, Multnomah, Broadway, 7th, 9th, 16th.
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- Create boulevards: MLK, Grand, Lloyd, Weidler, Broadway, 16th.
- Build district "gateways" as per map
- Buffer Sullivan's Gulch neighborhood from through-traffic
- Establish vintage trolley line linking Lloyd and Downtown
- Improve Broadway east of 7th as neighborhood shopping street
- Foster superblock formation throughout district south of Weidler
- Promote housing incentive programs in required housing areas

#### **Albina Community Plan/Eliot Neighborhood Plan Policies and Actions for Broadway Corridor**

- Encourage uses that build on OCC and Lloyd District while serving Eliot residents and businesses
- Ensure development compatibility with Eliot historic areas to north and Lloyd District to south
- Reduce Broadway as a pedestrian barrier
- Protect Eliot from congestion and parking impacts from Broadway and areas to the south
- Install 2-lantern ornamental lighting or develop unique fixture design
- Redesign and landscape bridgehead as a gateway to the East Side, OCC, Albina and Eliot

#### **Lloyd District Development Strategy (2001)**

- 24-hour mixed use: office, retail, entertainment, hospitality, housing, open space, cultural
- Unique amenities, e.g. OCC and nearby hotels, restaurants and shopping; multi-purpose destination
- High density employment and housing, incl. affordable housing
- Easy access to bluff overlooking river and to riverbank and esplanade
- Provide wayfinders: signs, cues and features