The Goose Hollow District is envisioned to be a predominantly urban residential, transit-oriented community located on the western edge of the Central City between Washington Park and downtown Portland. When riding light rail through the West Hills tunnel to the Central City, it is the first neighborhood experienced before entering downtown Portland. The Urban Design Vision celebrates the sense of arrival from the west at the Jefferson Street Station and Colusa Circle, and from the north at the Civic Stadium Station and Firefighter’s Park. This is done by integrating the history of the community with its special natural and formal (man-made) characteristics.

Such as a relatively dense urban residential community, Goose Hollow has three stations: the Civic Stadium station; Kings Hill/Salmon Street station; and Jefferson Street/Goose Hollow station. All three stations have areas of mixed use developments around them, with pedestrian amenities. Each station has its own identity, and together they create a transit-oriented station community. The Civic Stadium and Jefferson Street stations are two main neighborhood focal points. They are characterized by urban piazzas and special Tanner Creek daylighting features, making them important and active centers. SW Jefferson Street is served as a boulevard, connecting Washington Park in the east to the Park blocks in downtown. West Burnside Street is a linear edge and a focus that attracts people from both the Goose Hollow community as well as the adjacent Northwest neighborhood. Baskets of green parks nestle into the dense mid- and high-rise residential developments that surround the stations, providing for the much needed neighborhood park spaces.

Urban Design Vision for Goose Hollow

The Goose Hollow community is unique because of its diversity in population, land uses and building character. It supports a diverse residential population with various family structures. The District is interwoven with large activity centers such as the Civic Stadium, Lincoln High School, churches, and retail/entertainment nodes that draw people from the inside and make it a lively, active place. The Vision for this area also conserves or restores historically significant buildings and emphasizes the community’s special architectural character through compatible infill developments.

Light rail integrates the distinct activity centers and retail/commercial cores of the community with its residential parts, to make it an active pedestrian-friendly whole. Therefore, the Goose Hollow District is pictured as a place for people to not only live, but also work and play.

GOOSE HOLLOW
LIGHT RAIL STATION COMMUNITY

Urban Design Plan

Urban Design Plan Legend

Urban design features included in this map help implement the District's policies and objectives. They are not part of the City's Comprehensive Plan unless noted.

- Open Spaces are areas that are publicly owned or have been contributed by their owner to open space use. All the sites designated here are open spaces in the City's Comprehensive Plan, except the Lincoln High School grounds.
- Public Parks are locations where development of additional public open space is proposed in the form of a park. They may be developed by meeting lot requirements for private open space/plaza developments.
- Pocket Parks are locations where the Plan calls for future development of small parks at or near the designated locations. They may include development of parks through partial street closures and incentives for private open space and private play areas.
- Light Rail Transit Corridors are identified in the Transportation Element of Portland's Comprehensive Plan as "Regional transit corridors." They run as a light rail transit corridor in Metro's 2040 Plan.
- Major and Minor Districts are gateway points to a large district, and in some cases, to the City of Portland, which have a high degree of visibility and a distinct sense of transition. They may include landscaping, public art, gateway structures, special lighting and signage.
- Tanner Creek daylighting features are water features that expose the underground Tanner Creek at significant public places along the historic route. The historic course may be represented by artwork or murals. The daylighting of the Creek is part of the City's combined sewer overflow program.
- Historic Courtyard/Colonia Court: began in the West Hills, followed what is now SW Canyon Road into the hollow near Colina Court, and runs further along the site of the present Civic Stadium. It then traverses through the flats in the northern part of the Goose Hollow District into the Willamette River.
- Existing Historic Districts are areas where the concentration of historically and/or architecturally significant structures and sites are preserved and enhanced. Protection of these historic areas is a potential implementation action for Portland's Comprehensive Plan.
- Major Attractions draw patrons and participants from throughout the City, Region or State. The attractions identified here include existing and proposed facilities and public open space development.
- Minor Attractions draw patrons from an area smaller than the entire City. The attractions identified here include existing and proposed facilities and public open space development.
- Decks Over Freeway provide for both public open space and development opportunities. In this plan, location of the deck over I-5 may be changed depending on the construction feasibility or locations of new development.
- Boulevards are arteries having large street trees and wide pedestrian rights. They often have a continuous and continuous formal landscape treatment.
Central City Plan Policy for Goose Hollow

Protect and enhance the character of Goose Hollow by encouraging new housing, commercial development, and mixed-use development which retains or enhances a sense of community while improving the urban infrastructure to support a more pleasant and livable community.

Further:
A. Create opportunities for 1,000 new households within the District over the next 20 years. Housing created should provide for those who enjoy a central city location with a neighborhood feel, as well as encourage diversity by attracting families.
B. Encourage retail and commercial development in mixed-use projects centering on the Civic Stadium and Jefferson Street light rail stations which support the needs of the residential community.
C. Improve the pedestrian and bicycle connections to light rail and throughout the neighborhood.
D. Emphasize linear corridor boulevards on SW 18th Avenue, Burnside and Jefferson Streets to provide active retail, plazas and other urban amenities.
E. Provide neighborhood amenities by including small pockets of open space in conjunction with new, high density development.
F. Create a local streetscape that places importance on the continuity of pedestrian pathways, building lines, street corners, and other important physical design qualities.