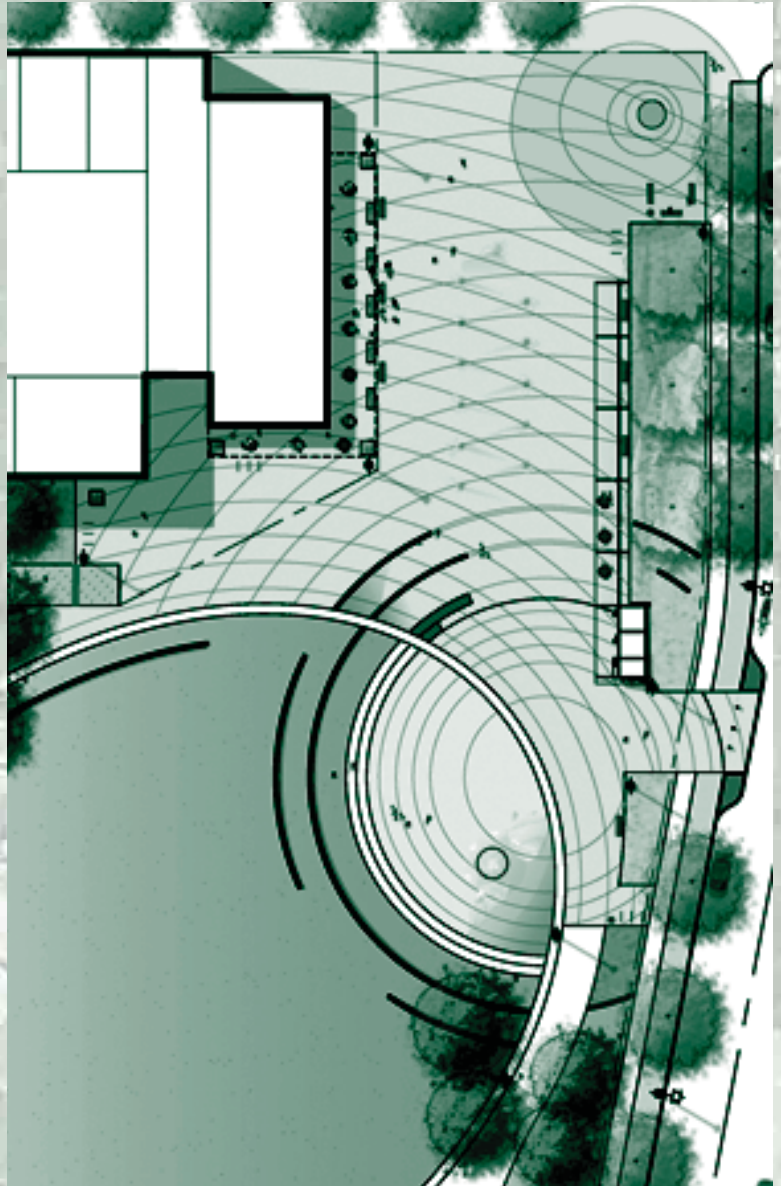


Gateway Redevelopment, Urban Plaza, and Neighborhood Park



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February, 2011

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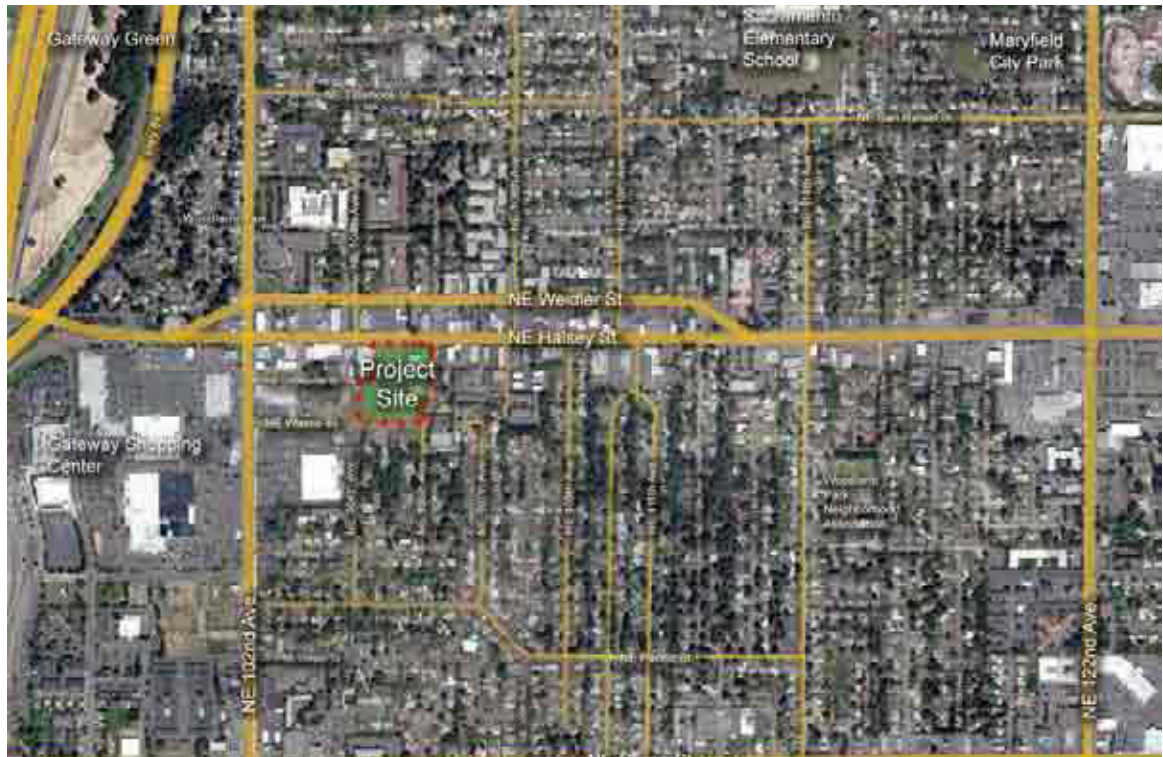
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Context Map

The Gateway community has long desired a public space to cherish and enjoy in the heart of the neighborhood. The Gateway neighborhood park and redevelopment project will promote and reinforce the identity of Gateway as a family friendly, multi-generational, and multi-cultural place to live.

The Gateway Redevelopment and Neighborhood Park Project posed a unique opportunity to concurrently design a park with a complementary mixed-use development. It is envisioned to be a catalytic addition to the Halsey/Weidler commercial corridor and the entire Gateway community. The site, located within the Gateway Regional Center Urban Renewal Area (Gateway URA), is located near two interstate freeways, three MAX light rail lines, and the Halsey/Weidler couplet. Over time, the Gateway URA is expected to become a higher density urban mixed-use center that offers housing, services, and amenities within walkable neighborhoods (Gateway Plan 2000). The Gateway community is more diverse than the City of Portland as a whole and has a higher percentage of families, children, and seniors. Since Gateway has long been identified as one of the city's most park-deficient districts, acquisition of property in Gateway for a park has been a priority for the Gateway URA. This project offers a strategic opportunity to provide a park in the core of the Gateway community.

In 2010, the Portland Development Commission (PDC) and Portland Bureau of Parks and Recreation (PP&R) purchased three adjacent properties totaling 4.2 acres in size. PDC and

EXECUTIVE SUMMARY

PP&R share joint title of the parcels. Based on community input and previous planning efforts it was determined that the site should become a three acre neighborhood park and one acre of complementary real estate development.

The park design, developed to a schematic level, has community support and is ready to move into design-level drawings when funding is identified. The private redevelopment component is presented as a conceptual predevelopment feasibility analysis. The timing of the redevelopment project is dependent on market and financial conditions. The private redevelopment parcel's layout, access, and configuration needs to contribute to the positive identity of the park and foster a new commercial focus in the district. By putting active uses in place, the private redevelopment will increase visibility and promote safety in the park.

The park will contribute to the Gateway Ecodistrict and provide public amenities that are currently lacking in the neighborhood. The park design is made up of overlapping spaces that are flexible and adaptive to activities that vary throughout the seasons. The park will function as Gateway's "living room" with spaces and activities for all age groups through a multi-use plaza on the north that transitions to a green park space on the south. The plaza is sized to accommodate an interactive water feature, seating, dining, conversation, and a variety of events, festivals or a farmers market. Flexible green spaces will provide opportunity for family activities, strolling,



Aerial Photo looking west



Aerial photo looking east, 1954

fitness trail loops, seating areas, and event spaces for concerts and outdoor movies. Amenities include group and individual picnic areas, active play features, beginning-level skate and bike terrain, swing sets, play equipment and nature play areas. Lighting will be provided throughout. Perimeter areas are open in order to maximize visibility into all parts of the park from surrounding streets.

The preferred design concept is the product of an eight-month effort including input, review and comments by the Citizens Advisory Committee (CAC), the Technical Advisory Committee (TAC), the Public Advisory Committee (PAC), and members of the community online and at public workshops. The Portland Development Commission, Portland Parks and Recreation, and the consultant team are pleased to recommend the final design concept to Portland City Council. The preferred design and report will be useful to PDC and PP&R in the pursuit funding sources.

PURPOSE OF MASTER PLAN

The purpose of this master plan study is to describe the preferred concept in order to guide the future development of the neighborhood park and mixed-use redevelopment, develop costs and phasing strategies, and support future funding efforts. A property lot line adjustment will divide the site into a one-acre PDC-owned parcel for redevelopment and a three-acre PP&R-owned park based on the preferred design. The ultimate redevelopment project and park implementation phases will be subject to PDC and PP&R funding and market conditions.



Site

PURPOSE OF MASTER PLAN

This master plan was developed with substantial stakeholder and public involvement to ensure that it represents the values and goals of the Gateway community. The report provides a summary of the planning process, project goals, program for development, preferred design and recommendations, cost estimate, and other supporting information that informed the design.



Nearby Gateway arch prior to demolition, circa 1991

PLANNING PROCESS AND PUBLIC INVOLVEMENT

The planning and design process extended from May through December 2010. PDC staff, PP&R staff, and the consultant team met regularly with the Citizens Advisory Committee (CAC), the Technical Advisory Committee (TAC), and the Public Advisory Committee (PAC) for review and feedback. Graphics and meeting summaries were posted on the city website. Community input was gathered at three open houses and through online comment forms.

First, the consultant team completed an opportunities and constraints analysis of the site and surrounding area. Then a list of key project goals and programmatic elements was developed with stakeholder and community input. Next, the consultant team created three design concept alternatives that embodied the project goals and programmatic elements in distinctly different ways. A preferred design was created by combining the most positive attributes of the three alternatives. The preferred design was presented to the stakeholders and the community at the final open house. A cost estimate was developed for the preferred design. This report was completed for recommendation to Portland City Council in January 2011.



Open house participants



VISION AND GOALS

This overall park and redevelopment project presents opportunities to transform a vacant site into an important gathering place that will elevate Gateway's identity while achieving key goals of the community and the Gateway URA. It has long been a goal of the Gateway URA to eliminate the blight on this property and to invest in and deliver catalytic projects that stimulate additional public and private investment. This project will enhance the available mix of amenities, goods and services to help complete a "20-minute neighborhood," where desired activities and amenities are within a safe 20 minute walk for most residents. The project will further contribute to the Gateway Ecodistrict through demonstration of sustainable design practices and positive social outcomes.



Existing site conditions

VISION AND GOALS

PDC, PP&R and the consultant team engaged stakeholders and community members to generate the following overall project goals:

- Promote public safety throughout the project by maximizing visibility and encouraging safe and convenient street crossings.
- Provide “eyes on the park” through the relationship of project elements and sightlines.
- Design the park and private development to complement each other and be a focal point in the community.
- Capitalize on potentials for the park and development to become catalysts for neighborhood growth and change.
- Design the park for a broad range of users and age groups.
- Provide flexible use spaces that accommodate multiple activities in the park.
- Ensure that the private redevelopment generates activity and creates jobs.
- Capitalize on Halsey Street retail frontage, support surrounding retail, complement surrounding businesses, and be economically viable.
- Incorporate elements of nature in the park design.
- Incorporate elements that promote a walkable community, healthy lifestyles and fitness.
- Demonstrate and achieve sustainable design principles and be an important part of the Gateway EcoDistrict.
- Maximize connectivity to multi-modal transportation systems and transit.
- Promote universal design principles and meet all federal and local accessibility standards.
- Promote and reinforce the identity of Gateway.
- Create a public open space that celebrates the diverse cultures of the Gateway community.

PARK / REDEVELOPMENT DESIGN PROGRAM

The following is a list of programmatic elements for the project:

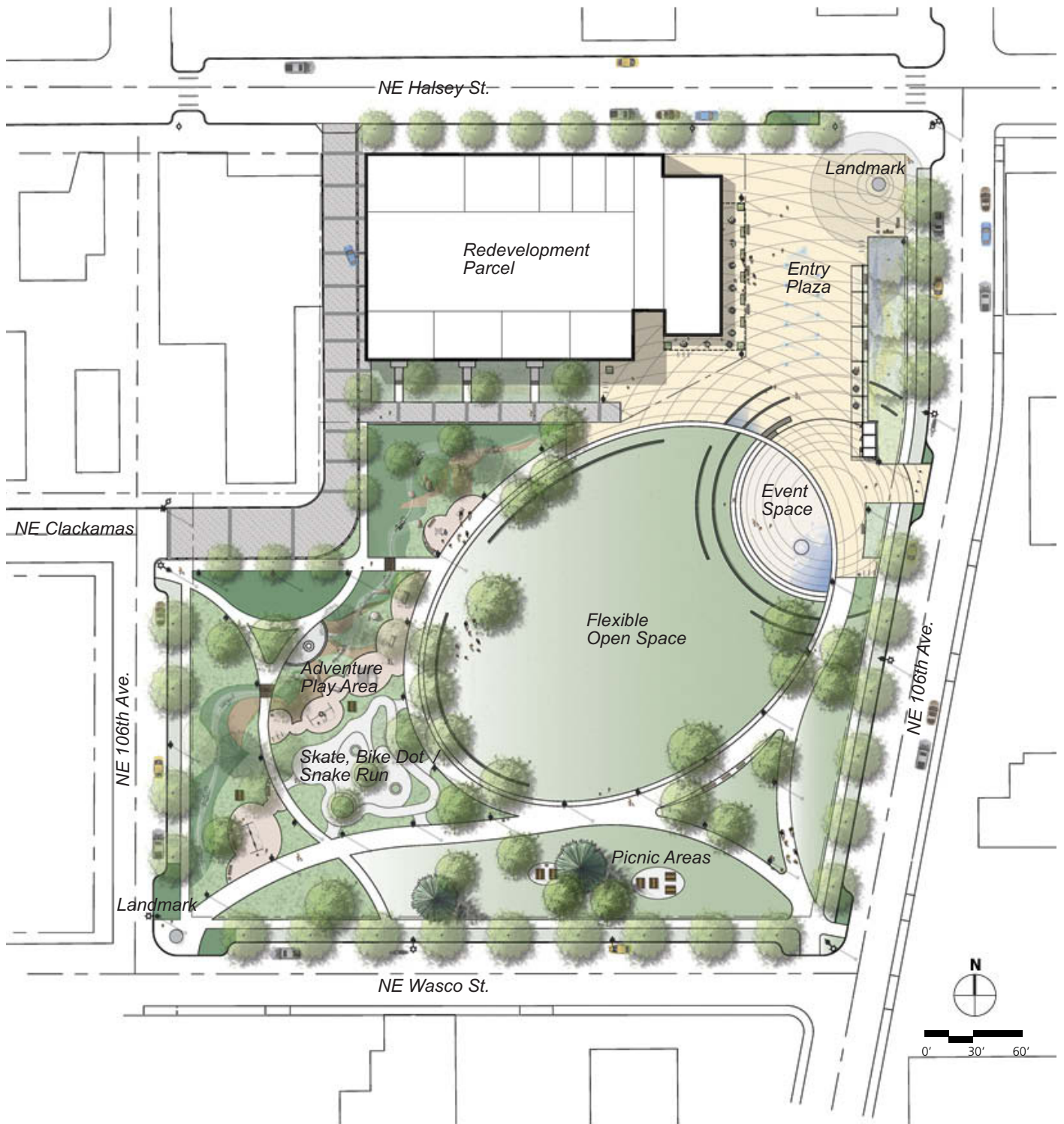
Park

- Children's play area
- Skateboarding
- A space for a farmers market
- Interactive fountain or water feature
- Comfortable seating areas
- Multi-generational activities
- Flexible uses that can vary by time of day and season
- Loop trails
- Natural elements
- Passive recreation facilities
- Group and individual picnic facilities
- Flexible performance space (free concerts, open air cinema, dance)

Multi-Story Mixed-Use Development

- Café or coffee shop with healthy food opportunities
- Retail on Halsey frontage
- Successful/ vibrant retail component that helps activate the park
- Residential component
- Internal parking, not facing the park

PREFERRED PARK DESIGN



PREFERRED PARK DESIGN

This neighborhood park and redevelopment project will promote and reinforce the identity of Gateway as a safe, family friendly, multi-generational, and multi-cultural place to live. The park and the redevelopment parcels are designed to be built concurrently or implemented on different timelines due to phasing, budget, or market conditions.

The park and redevelopment project are planned to activate and support one another, enhancing the success of both components. They are seamlessly integrated without separation by vehicular roads or parking areas. This direct relationship eliminates conflicts with vehicles, allowing both parcels to share and benefit from exchanged levels of activity and the safe flow of pedestrians throughout. The design capitalizes on the adjacency to NE Halsey Street by maximizing the development's retail frontage and maintaining a strong park presence with an urban plaza in the northeast corner. The configuration strives to put eyes on the park from the proposed multi-story residential units, adjacent streets, and existing businesses around the perimeter. Parking for the development is internal to the building with access through a commercial driveway off Halsey. On-street parking for approximately fifty cars will be available around the project perimeter.

The park will provide Gateway with multi-use spaces where all age groups can gather. Adaptive to the seasons, activities will move freely among the park elements. The northern portion of the park is an urban plaza that allows for activities along NE Halsey Street and adjacent to the redevelopment project. The urban park character transitions to green park space toward the southern portion of the site.

A wide curved pedestrian path will connect park elements and accommodate the daily pattern of pedestrian flow from the northeast to southwest corners observed on the existing site. Vertical landmarks will anchor each end of the path to call attention to the key park entries. The plaza is scaled to incorporate interactive water features, seating areas, dining, performance, and a variety of events or festivals including a farmers market. Restaurant or café dining in the redevelopment



PREFERRED PARK DESIGN

project will combine with park use in the plaza to create a critical mass of activity and a vibrant public space.

Park visitors may attend concerts and outdoor movies, occupy perimeter seating areas, and explore fitness trail loops. Six laps around the central loop path constitutes one mile in length. Group and individual picnic areas will give families and different age groups spaces to gather, while placing an adult presence in all corners of the park. Beginning-level skaters and bikers can utilize the “snakerun/ skate dot” for developing skills. In addition to play equipment, adventure-inspired play areas bring children into contact with nature while accommodating supervision by parents.

A restroom is sited in a visible location between the plaza and green space. Drinking fountains, bike racks, litter receptacles and benches will be provided at key areas. Stormwater management facilities and other sustainable concepts will be integrated throughout the park and development.



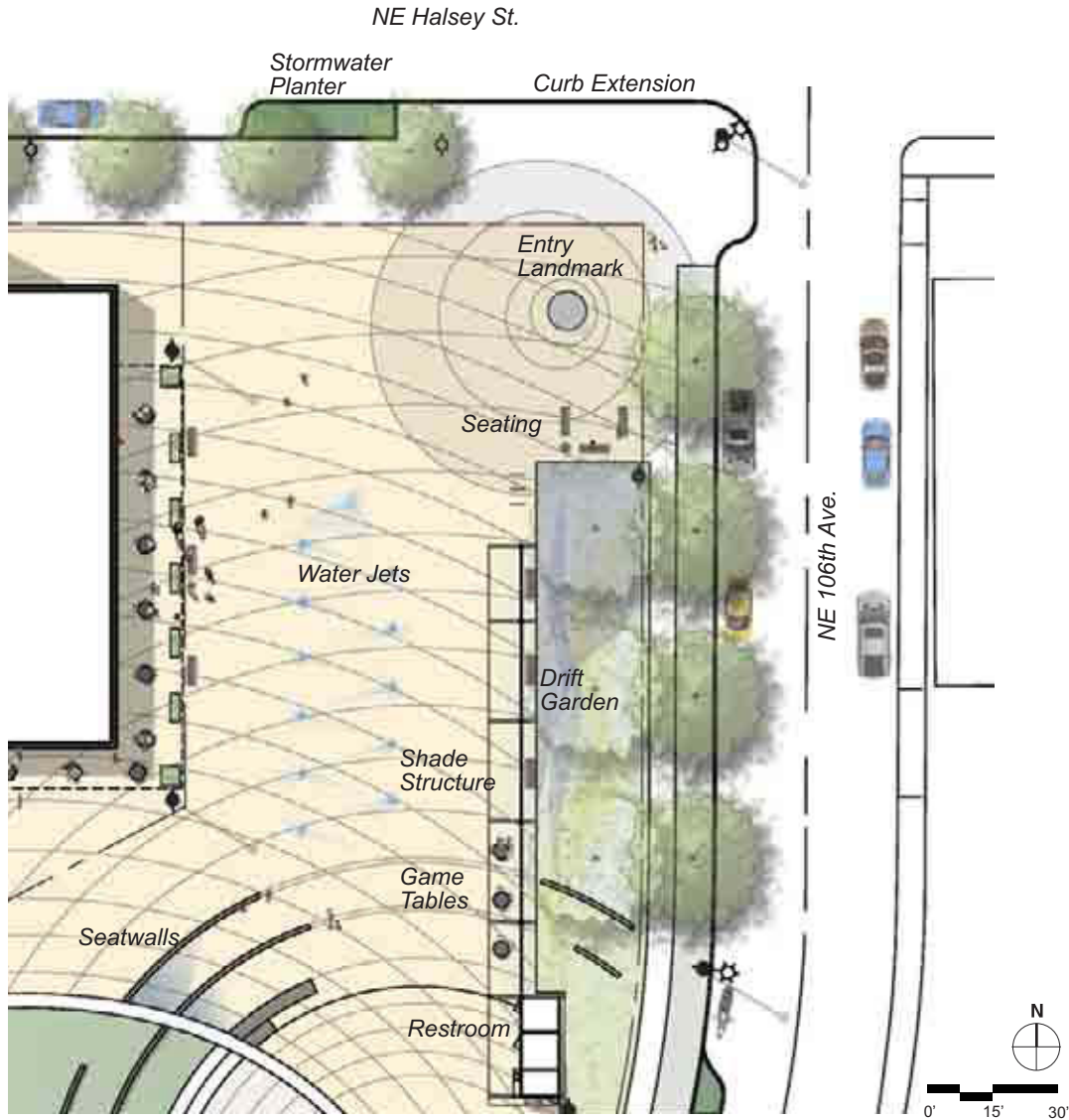
PREFERRED PARK DESIGN

Safety was continually emphasized as a community priority during the planning and design process. Park lighting, low vegetation, and open sight lines will maximize visibility between park elements and the perimeter areas. Paths will be accessible for maintenance and police patrol vehicles. Curb extensions on the public streets will increase pedestrian safety at perimeter street crossings, especially at the northeast corner of NE Halsey St. and NE 106th Ave. Park components will meet or exceed local and federal accessibility standards.

The following paragraphs provide a more detailed description of key project elements.



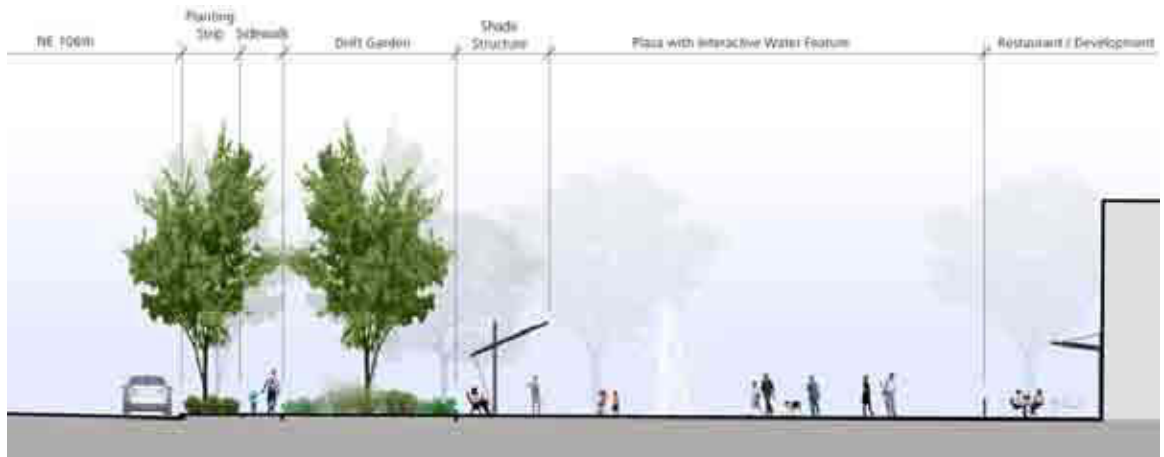
NE ENTRY PLAZA



The northeast entry plaza will provide a strong public presence on NE Halsey Street, elevating the park's visibility in the community. A vertical landmark will serve an important role in park identity and wayfinding, calling attention to the northeast corner as a key entry. Curb extensions create will safer street crossings on NE Halsey Street. The relationship of the plaza and the café or restaurant will create a critical mass of activity.

The plaza design is flexible to accommodate a variety of uses that will adapt to various seasonal activities. It will funnel pedestrian circulation into the park and provide a place for dining, conversation, and a variety of both programmed and spontaneous activities. Flush plaza jets activated on warm days or evenings will transform the plaza paving into an interactive water feature with arcing streams of water reminiscent of the Gateway arches. Plaza paving accentuated with arcing bands of pavers will visually weave the plaza together with the park event space and the elliptical central loop path.

NE ENTRY PLAZA

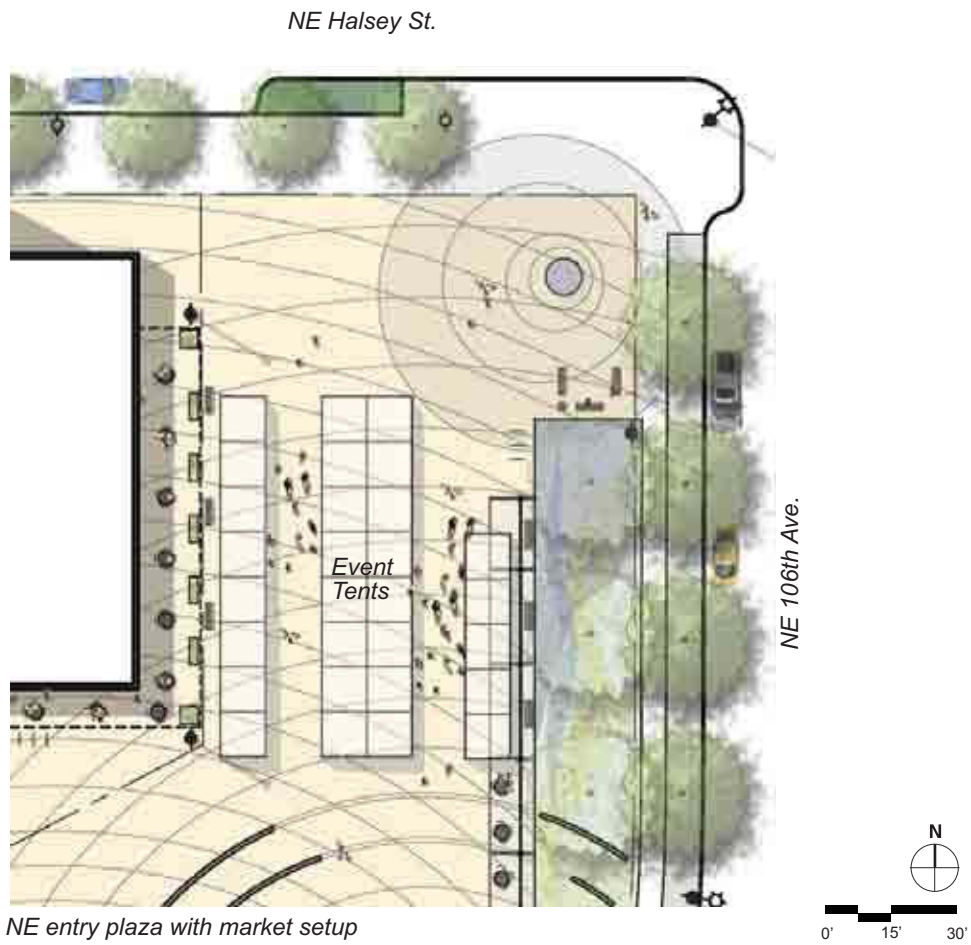


Section looking south through plaza



A painted steel shade structure will frame the eastern edge of the plaza and provide spatial organization for festival booth layout. The design character of the spatial frame gives reference to the mid-century modern architecture throughout the neighborhood. Wood benches with back rests are arranged to facilitate conversation or observation of social activities in the plaza area. Game tables provide opportunities for different age groups to interact in games of chess, checkers, or cards.

NE ENTRY PLAZA



NE entry plaza with market setup

A public restroom will integrate with a shade structure. The architectural style is envisioned to be in keeping with the character of mid-century modern architecture. The building will incorporate an ecoroof. The restroom will have two accessible stalls and exterior space for washing hands and picnic utensils. It will also house storage, mechanical space, water feature pumps, and park event space utilities. The restroom will be locked at night.



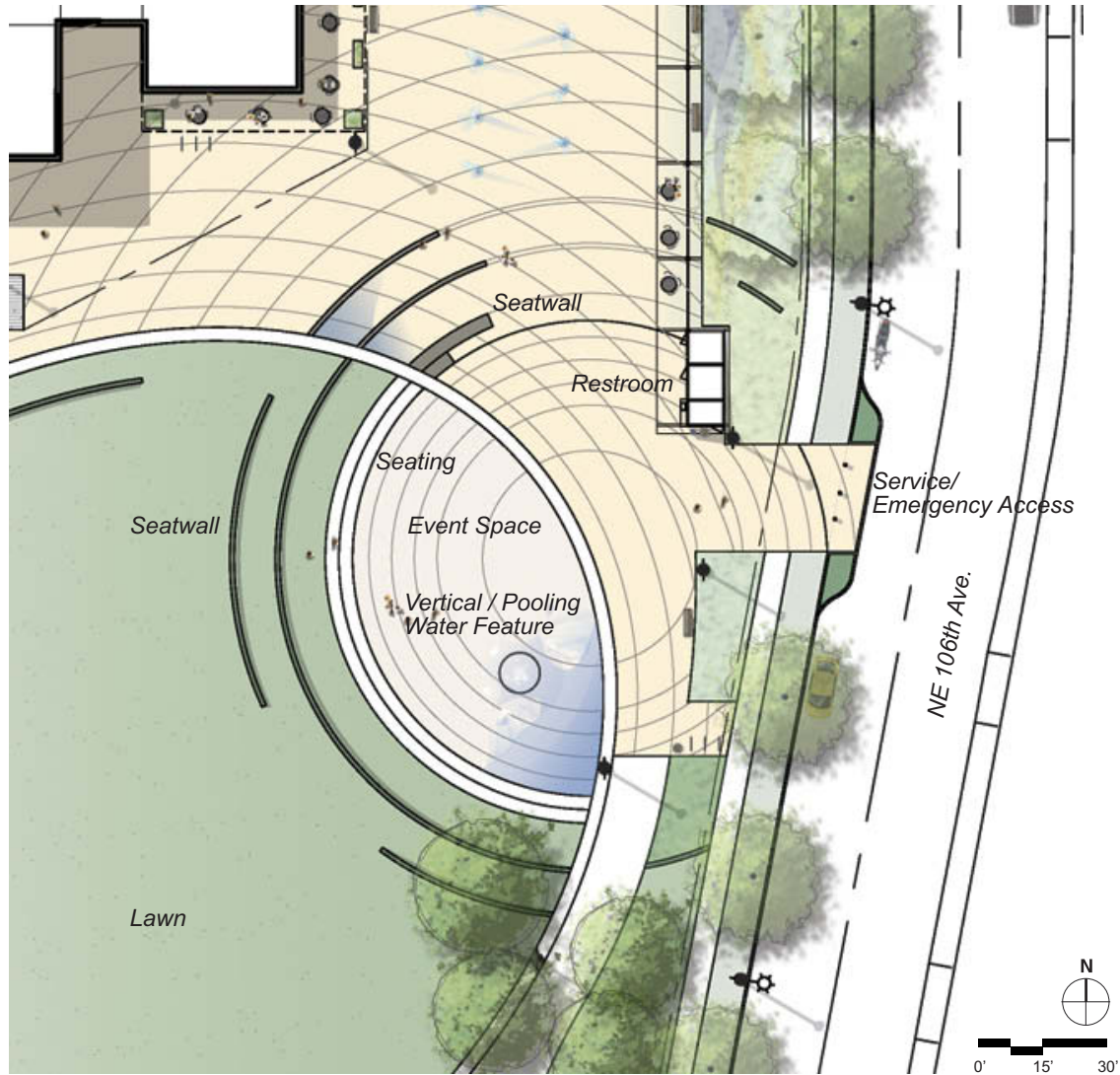
NE ENTRY PLAZA



Section looking south through plaza with market setup

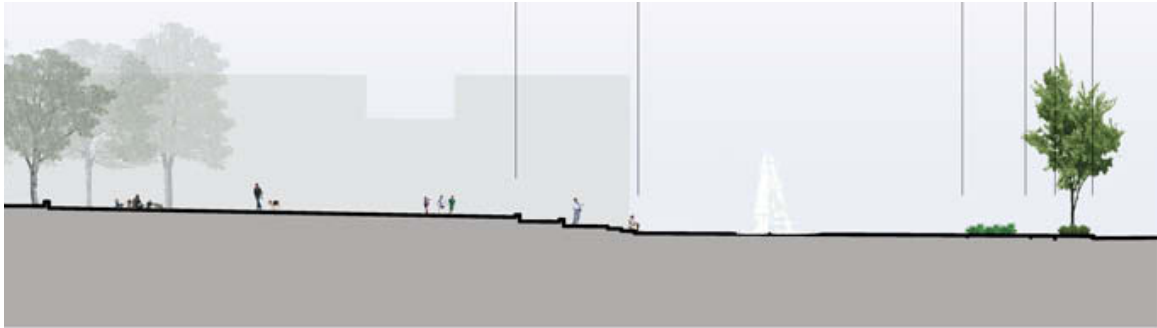


PARK EVENT SPACE



PARK EVENT SPACE

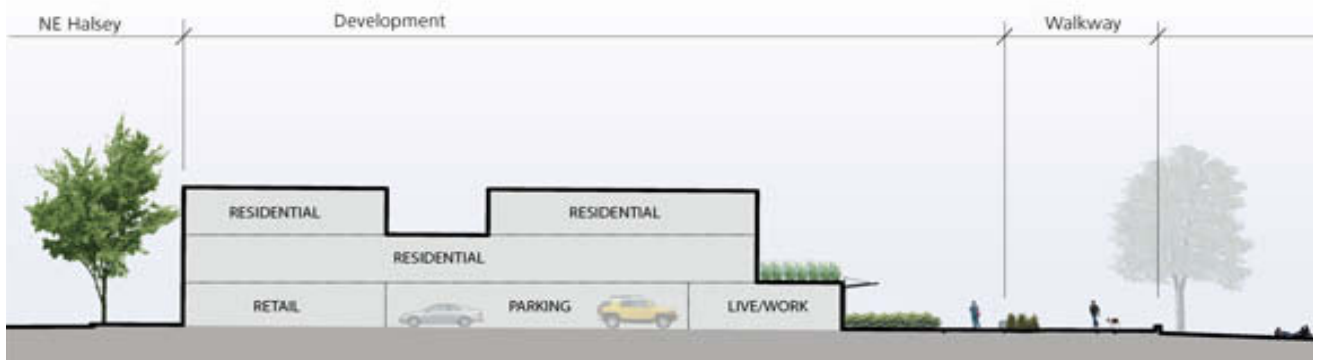
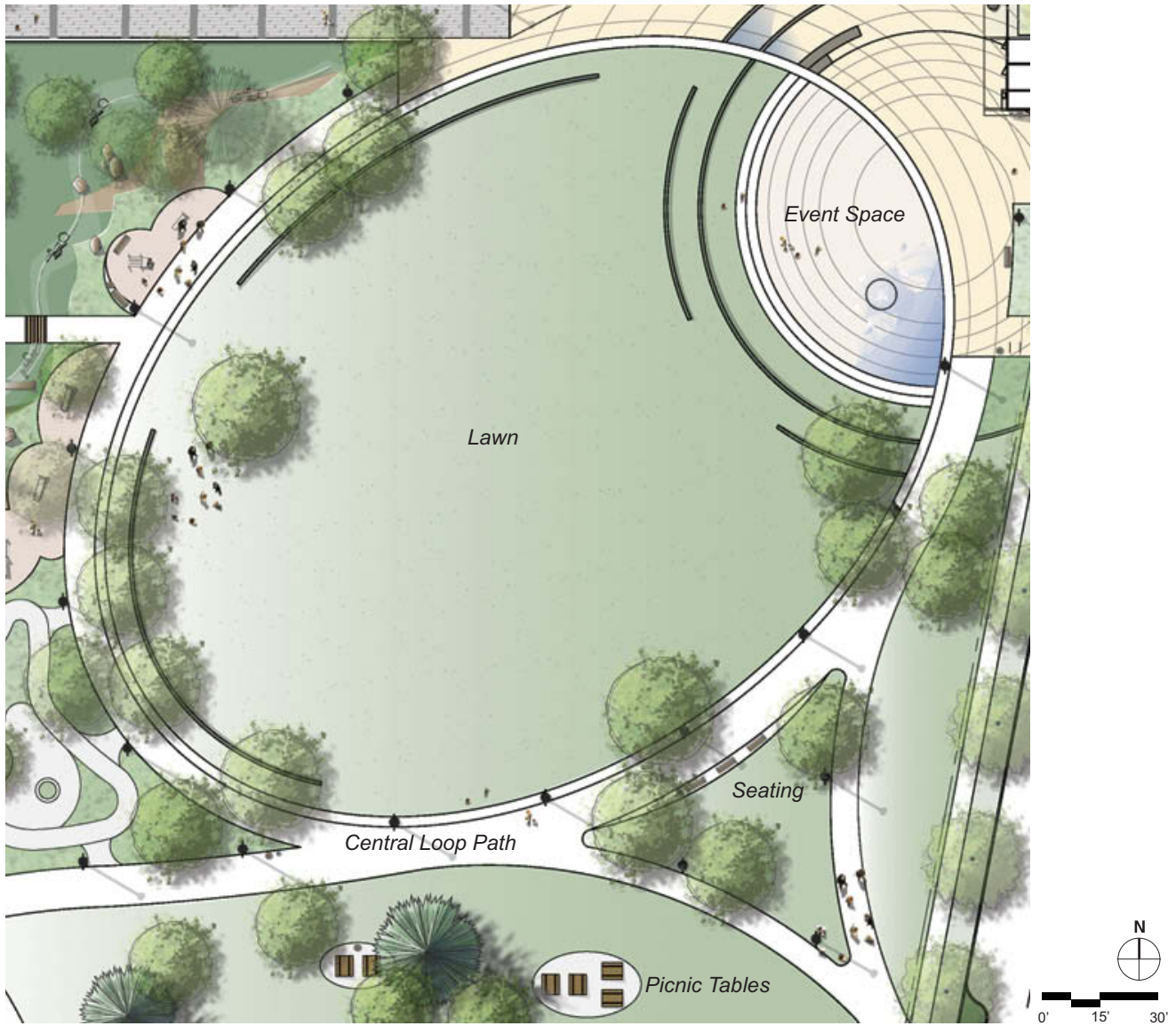
The park event space is designed to serve multiple functions. It is configured to host programmed neighborhood gatherings, small concerts, dance, outdoor movies, and other spontaneous events that can spill out into the flexible lawn. Low stone walls radiate around the perimeter providing seating areas and a cascading source of the interactive water feature. In the absence of events, a large-scale vertical fountain jet may be activated to transform the plaza into a spectacular play feature on hot days. The fountain rises up as a beacon or focal point at the intersection of key view corridors from NE Halsey Street, NE 102nd, and NE Clackamas Street.



Section looking north through lawn and park event space



FLEXIBLE LAWN



Section looking east through flexible lawn area

FLEXIBLE LAWN

The core of the park area features a generous lawn that will provide a much-needed space for a variety of park activities. These include picnicking, frisbee, yoga, sunbathing, on-leash dog walking, and informal games such as badminton, volleyball, or kicking a soccer ball. The topography of the flexible lawn area will slope toward the park event space. Stone seat walls will define the edges of the elliptical space providing seating opportunities for spectators, supervising parents, and rest areas for loop trail walkers. The site grading will allow clear site lines throughout the park, enhancing safety and visibility.

The group picnic areas are envisioned to provide another space for people to gather. Additional picnic tables are distributed throughout the park including within the children's play area. The tables will be installed on concrete pads for ease of mowing and maintenance. Strategically placed trees will provide both shaded and sunny places for picnics in the park.



ADVENTURE PLAY AREA



One key project goal is to bring children into contact with nature, an opportunity that is currently lacking in the neighborhood, especially for children living in apartments. In the spirit of adventure, the children's play area will provide nature-inspired habitats for children to explore. Play terrain will include climbing boulders, logs, and root wads. A dry creek bed will stitch the play areas

ADVENTURE PLAY AREA

together. A dry creek bed will contain dry laid stone and coarse sand to reduce the mud and compaction. Small foot bridges will pass over it. Low, hardy, native and ornamental plantings will give the children a sense of different spaces, while allowing views for safety and supervision by parents and caregivers.



Section looking east through adventure play area



ADVENTURE PLAY AREA

Tot-appropriate play zones are located in the northern areas while play areas geared for older children are in the southern end. Some children may choose to enjoy more traditional steel frame play equipment including climbing nets, slides, and swings over resilient play surfacing. Benches and picnic tables will provide parents with a comfortable place to converse and supervise their children if not explore the dry creek bed themselves. Drinking fountains, and litter receptacles will be located nearby for convenient use. Planted areas around the perimeter will treat and detain stormwater from the park while buffering children from the street.



WALKWAYS AND TRAILS

A hierarchy of pathways is planned for the park. Park users may stroll, jog, and bike the network according to their destinations and interests. With entries at every corner, it is anticipated that people will arrive from all directions to visit the park or commercial services. The primary twelve foot wide curved path connects the plaza to the SW corner facilitating the movement of bikes and pedestrians through the site. The perimeter of the central lawn offers a loop within the park. Secondary six-foot wide paved paths will meander through the play areas. New sidewalks will be constructed on the park perimeter.



“SNAKE RUN / SKATE DOT”

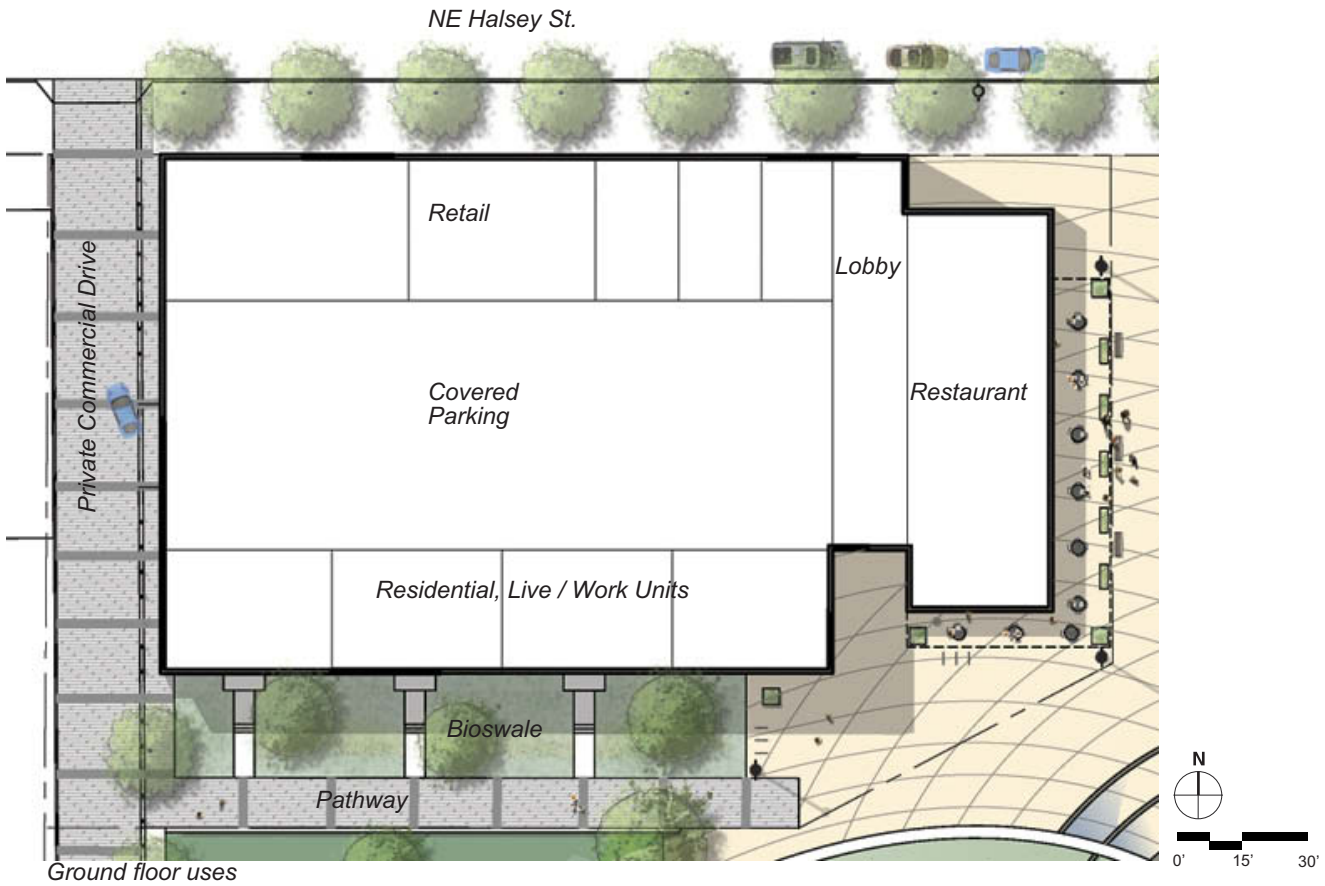


The “snake run / skate dot” provides beginner-level skaters and bikers with a space to gather and develop their skills. The “snake run/ skate dot” is intended to appeal to beginner-level users and lacks extreme or steep terrain. The facility is not identified in the Portland Skatepark Systems Plan, which locates “skate parks” and “skate spots” that intend to draw more skilled participants from adjacent neighborhoods or regionally.

At Gateway, the flowing, organic layout of the terrain provides a linear experience through smooth small, sculpted concrete swales and bowls. A small island of street-style terrain in the middle of the snake run provides seating for observers and doubles as a skateable element to practice individual skills. Mounds of hardy ornamental grass are designed to catch errant skateboards and buffer the park from adjacent paths. The character of the space will complement the nature-based play area. The facility is located away from proposed residential units and existing businesses on NE Wasco Street and 106th Ave. It is buffered with low vegetation that will allow views into the snake run from its perimeter.



THE REDEVELOPMENT PARCEL



Recommendations for the proposed redevelopment project include a three story mixed-use building located between the one-way, east bound traffic on NE Halsey and the new neighborhood park to the south. The proposed building has ground floor retail, secure enclosed parking, single level live/work units facing the proposed park and 26 residential townhouses located on the upper two levels.

Storefront retail with a canopy on the first level stretches 162' along Halsey providing a 35' tenant depth. On-street parking with a 12' wide sidewalk will provide a pedestrian-oriented environment. Retail storefronts will activate the public environment. The main residential lobby, with elevator and stair circulation to the upper level, is located along the street providing access to the upper level residential units.

Possible restaurant space will be located on the east side of the building facing the public urban plaza. The storefront will allow for wide openings to open up as weather allows, activating the plaza with outdoor dining. Canopies attached to the building or a freestanding rain/sun cover will allow users to have flexibility during the day based on solar orientation.

South facing single level residential units will abut the park and provide opportunity for ground floor live/work units. The residential user can change the front entry or have more or less visual privacy depending on the amount of landscape desired between their unit and the park.

THE REDEVELOPMENT PARCEL

Secure enclosed residential parking will be provided at the ground floor within the building. Vehicle access will be provided off of the existing curb cut located between the proposed building and the existing hardware store along Halsey. A 24' wide private drive will connect to NE Clackamas Street. This drive will allow flexibility for residential entry / exit, provide for service vehicle circulation, and give access to utility and emergency vehicles. Special paving, signage, and furnishings will distinguish the private street from the standard public rights-of-way.



Aerial perspective from the northeast



Aerial perspective from the southeast



THE REDEVELOPMENT PARCEL

The upper level townhouses will have individual front doors off an open secure courtyard. The townhouses will be two levels served by an internal stair. The units facing south will have additional opportunity to connect to the live/work units below on the ground floor and access to greenroofs overlooking the park.

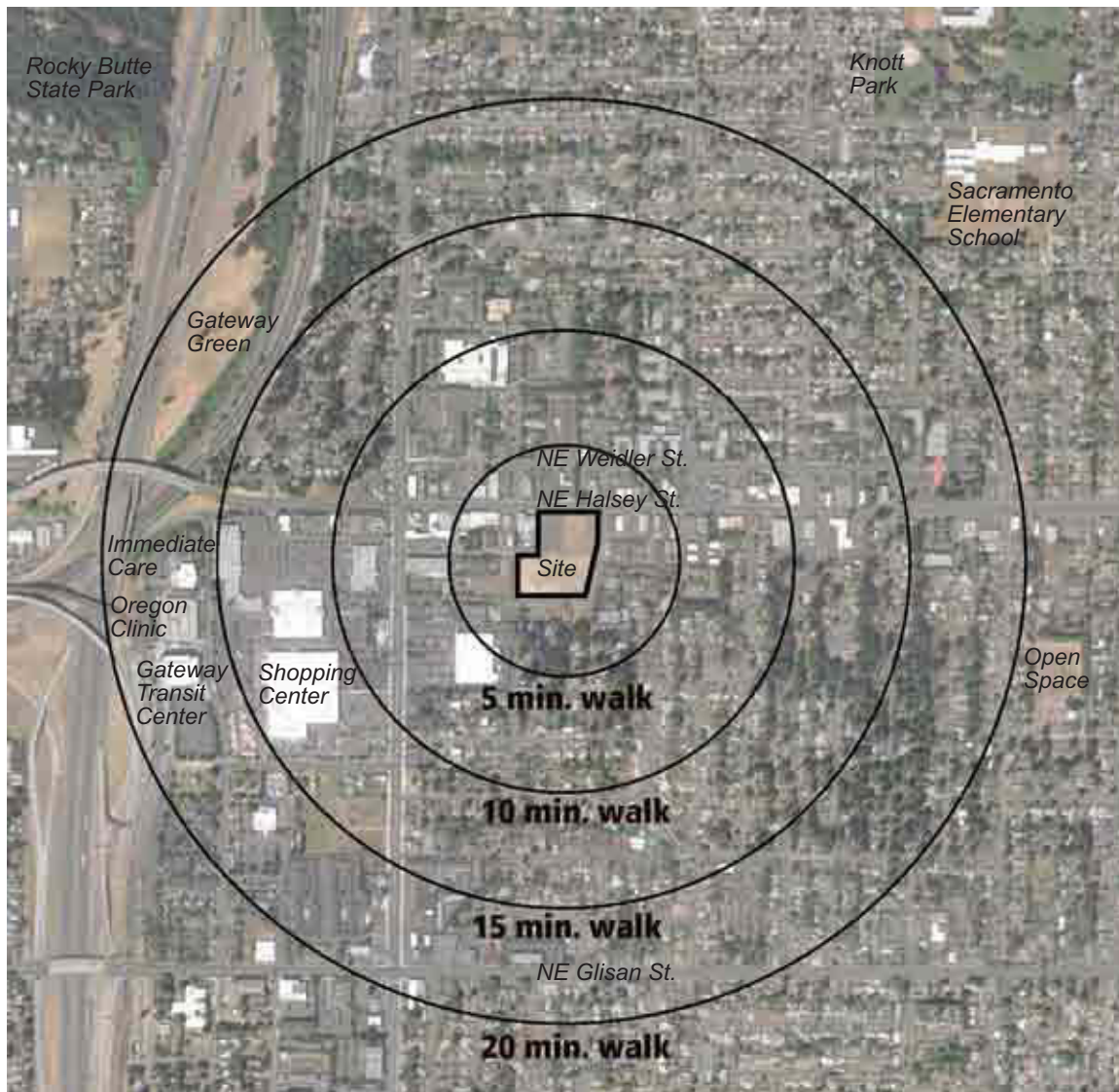


IMPLEMENTATION

The overall project is envisioned as a three-acre neighborhood park and a one-acre mixed-use redevelopment project. A property lot line adjustment will effectively divide the parcels into one PDC-owned parcel for redevelopment and one PP&R-owned park site. Separating the parcels allows for the two projects to move forward on an independent basis. The timing and implementation of the redevelopment parcel is subject to PDC funding, private developer interest, and market conditions. Park implementation is subject to various PP&R funding sources.



SUSTAINABILITY FRAMEWORK



20-minute neighborhood

This project offers a number of ways to enhance and contribute to the Gateway EcoDistrict and the surrounding neighborhood. A glimpse at the area accessible on foot within 20-minutes reveals a deficiency of parks and public open space in the Gateway district. The addition of this neighborhood park and redevelopment project provides residents a long anticipated public open space within easy walking and biking distance. The redevelopment project will add more commercial activity that will help revitalize existing businesses on the Halsey/ Weidler couplet in addition to providing housing, retail, dining and other conveniences. Services and housing will be particularly important for an expanding senior population in the neighborhood. The private redevelopment building will be required to meet LEED Gold certification. The redevelopment project will feature green roofs and treat stormwater in bioswales on the south face of the building. Short footbridges over the swale will link building occupants to the pedestrian path while highlighting stormwater treatment as a design feature.

The Gateway Neighborhood Park will contribute to the quality and success of the Gateway Eco-District in a number of ways. The park will demonstrate sustainable watershed management principles including stormwater management and an ecoroof on the restroom. Stormwater swales containing low native plant material will treat site runoff from paved surfaces and, in some cases, integrate the nature-inspired play area. The restroom will utilize high-efficiency water conserving toilets, fixtures, etc. Low-energy lighting and/ or solar powered fixtures will be used to illuminate spaces within the park. Drought tolerant native and adaptive vegetation will be selected to minimize irrigation needs. Regional and recycled materials will be incorporated throughout the park design.



Stormwater planting and nature-based play



Exercise opportunities



Stormwater curb extensions



Stormwater planter

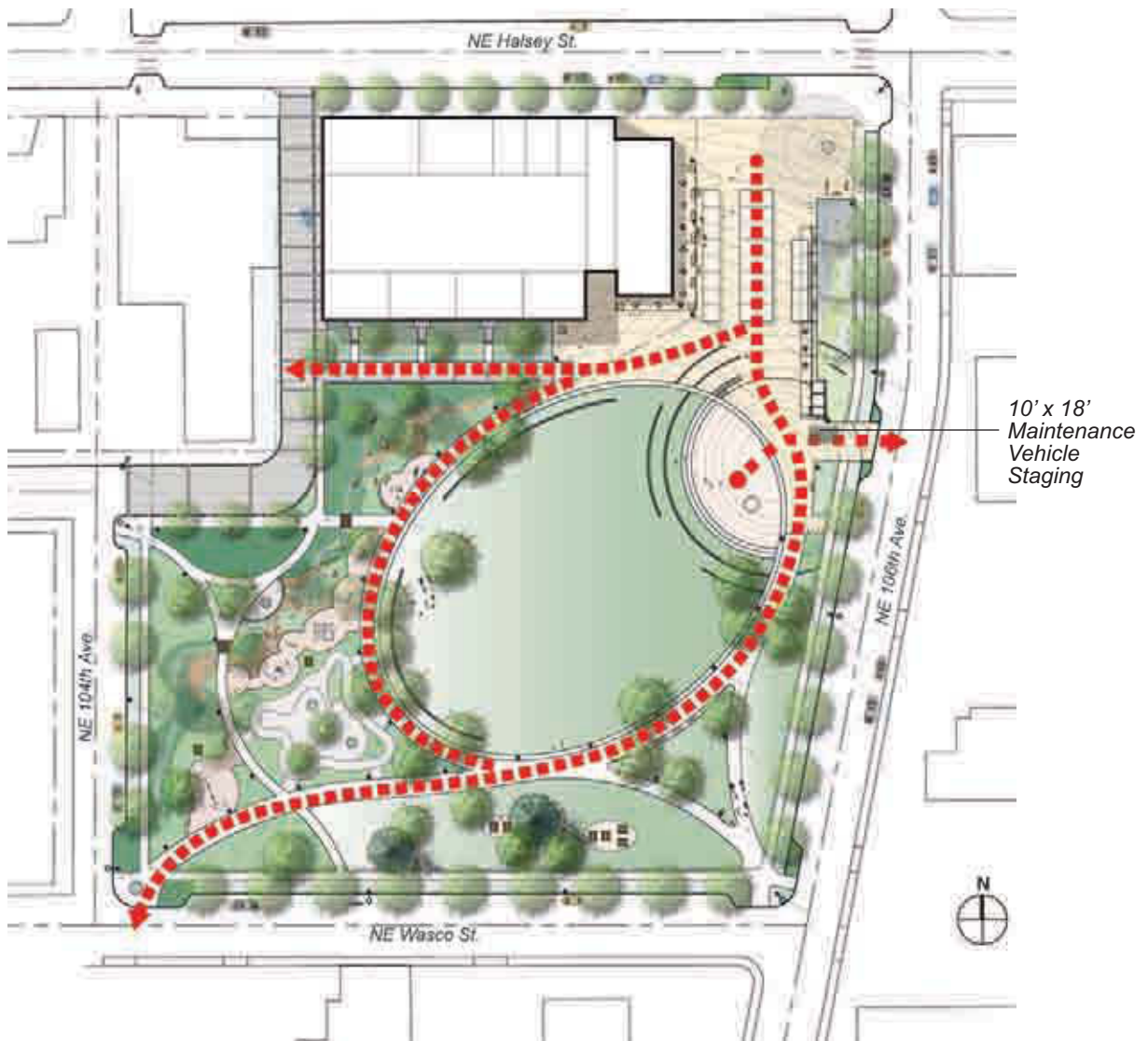
SUSTAINABILITY FRAMEWORK

The park will contribute to the social sustainability and the identity of the community. Gathering spaces for concerts, outdoor movies, farmer's markets, and festivals will give local residents an opportunity to meet and establish relationships within the community and strengthen the social fabric of the district. Increased levels of activity and eyes on the park will increase safety in the area. The nature-inspired adventure play area will give children access to elements of nature close to home. The park's open space amenities will offer ways for people to exercise, play, and relax, all contributing to a healthy and fit lifestyle. Efforts to increase safety at key street crossings with curb extensions will be steps toward creating a more enjoyable, family-friendly, walkable district.



VEHICULAR ACCESS

During the park planning process, it became very apparent that the general public did not support the idea of a street dividing the parcel on the NE Clackamas right-of-way as shown on the district transportation plan. The only vehicular use of the park is for police patrol, maintenance and emergencies. The primary point of vehicular access will be at the midblock curb cut on NE 106th near the park event space. Curb extensions will provide a safe pick-up/ drop-off area for park users and a relocated school bus stop. Stormwater planters will collect and treat runoff from NE 106th on the north and south edges. Removable bollards will prevent unauthorized vehicular entry. Maintenance vehicles with trailers may stage in a space beside the restroom without blocking pedestrian circulation. Event vehicles may drive into the plaza to set up market booths or performance stages and equipment. A twelve foot wide pathway south of the building development will connect maintenance and police vehicles to the private commercial driveway. To service play areas, maintenance vehicles will drive along the central loop path.



Maintenance and vehicular access shown in red.

OPINION OF COST SUMMARY

OPINION OF COSTS

The following estimate outlines the construction and associated project costs for the Gateway Neighborhood Park and Redevelopment Project.

REDEVELOPMENT PARCEL

Housing	\$4,200,600
Retail	\$453,600
Parking services	\$540,000
Courtyard deck & D	\$91,800
Development site work	\$487,196
DIRECT CONSTRUCTION COST	\$5,773,196
Hard cost contingency	\$577,320
Soft costs Construction D	\$1,863,792
PROBABLE ASSOCIATED COSTS	\$2,441,112
PROBABLE TOTAL REDEVELOPMENT COST	\$8,214,307

Note: This is a preliminary opinion of costs for park development and building redevelopment. Estimate assumes a construction date of Spring 2011. Upon completion of construction documents, a revised project budget may be finalized.

OPINION OF COST SUMMARY

OPINION OF COSTS

The following estimate outlines the construction and associated project costs for the Gateway Neighborhood Park and Redevelopment Project.

NEIGHBORHOOD PARK PARCEL

ITEM

Site Demolition.....	\$48,822
Earthwork.....	\$89,000
Paved Surfaces	\$534,751
Site Walls.....	\$105,000
Adventure Play Area.....	\$194,880
Water Features.....	\$764,400
Site Furnishings.....	\$50,950
Site Structures.....	\$155,800
Landscape Planting & Irrigation.....	\$197,957
Utilities.....	\$312,500
Direct Contingency/ Contract costs.....	\$1,237,365
PROBABLE TOTAL CONTRACT COST	\$3,691,425
Probable Mandatory Program Obligations.....	\$104,031
Probable External Soft Costs.....	\$366,245
Probable Internal Soft Costs.....	\$586,119
PROBABLE TOTAL CITY OSTSC	\$1,056,395
PROBABLE TOTAL PARK OSTC	\$4,748,000
Estimated Annual Park O&M Costs.....	\$142,440

Note: This is a preliminary opinion of costs for park development and building redevelopment. The estimate assumes a construction date of Spring 2011. Upon completion of construction documents, a revised project budget may be finalized.

SITE ANALYSIS, OPPORTUNITIES AND CONSTRAINTS

The site is flat and open with views to Rocky Butte and adjacent groves of Douglas fir trees. The perimeter contains an adjacent hardware store, a mix of small medical office buildings across the street, and parking on NE Halsey St., NE 104th Ave., NE Wasco St., and NE 106th Ave. The southern half of the property was formerly used for a bowling alley, bingo hall, and a dry cleaner, but remained vacant since a building fire in the early 2000's. The northern half was home to a variety of buffet restaurants over the years, the last of which went out of business in 2008. Even as a vacant lot, a noticeable volume of pedestrians flow through the site daily en route to other neighborhood destinations and transit.

Circulation Patterns:

A daily pattern of pedestrian flow is evident moving through the site from the northeast to the southwest en route to other neighborhood destinations.

Perimeter Land Uses:

Adjacent neighbors include 6 medical office buildings, a Teamsters building, a vacant parcel, a hardware store, and consignment shop.

Redevelopment Prospects:

Opportunities for future redevelopment are present in the northwest corner and the vacant lot across NE 104th.

Slopes:

The site is generally open and very flat with a slight pitch towards the southwest corner.

Soils:

Soils in the southwest corner of the site have been remediated. Stormwater infiltration and/or proposed covered structures at the remediated area are prohibited.

Streets:

The site perimeter is defined by NE Halsey St., NE 106th Ave., NE Wasco St., and NE 104th Ave., with abundant opportunities for visibility, access, and on-street parking. Vehicular traffic volume and speed on NE Halsey St. are currently unsafe pedestrian crossing conditions.

Utilities:

Existing street lights and overhead utility lines are present around the perimeter.

Vegetation:

Several ornamental trees and shore pines exist on site.

Views:

Open views to Rocky Butte State Park and existing neighborhood groves of Douglas fir trees are present.





THUMBNAIL SITE STUDIES

The following thumbnail studies weighed the pros and cons of alternate redevelopment and park configurations.

A		<p>PROS</p> <ul style="list-style-type: none"> - Maximum continuous retail frontage on NE Halsey St. - Development provides eyes on the park. - Neighbors to the South and East provide eyes on the park. - Adjacent structures buffered by new development. - Flexible development opportunities. <p>CONS</p> <ul style="list-style-type: none"> - Limited park visibility from NE Halsey St. - Limited control of western park edge aesthetic quality. - Minimal park width at NE Halsey St.
B		<p>PROS</p> <ul style="list-style-type: none"> - Retail frontage on NE Halsey St. - Development provides maximum eyes on the park. - Neighbors to the South and East provide eyes on the park. - Adjacent structures buffered by new development - Flexible development opportunities. - Allows generous park dimensions. <p>CONS</p> <ul style="list-style-type: none"> - Limited control of southwestern park edge aesthetic quality.
C		<p>PROS</p> <ul style="list-style-type: none"> - Retail frontage on NE Halsey St. - Flexible pavilion retail - Maximum integration w/ park plaza area. - Maximum park visibility. - Development provides eyes on the park. - Neighbors to the South and East provide eyes on the park. - Adjacent structures buffered by new development - Flexible development opportunities <p>CONS</p> <ul style="list-style-type: none"> - NE Clackamas St. bisects park, less continuous park space. - Limited control of southwestern park edge aesthetic quality.
D		<p>PROS</p> <ul style="list-style-type: none"> - Maximum park visibility. - Development provides eyes on the park. - Neighbors to the South and East provide eyes on the park. - Adjacent structures buffered by new development - Flexible development opportunities <p>CONS</p> <ul style="list-style-type: none"> - Limited control of southwestern park edge aesthetic quality.

Conclusions:

The most desirable location for a feasible redevelopment parcel is the northwest corner of the site on NE Halsey Street. This maximizes retail opportunities on the Halsey Street frontage and strengthens the continuous strip of existing retail and small businesses to the west. This creates a well-proportioned park space with significant presence on Halsey and maximum visibility around the site perimeter.

E		<p>PROS</p> <ul style="list-style-type: none"> - Retail frontage on NE Halsey St. - Development provides eyes on the park. <p>CONS</p> <ul style="list-style-type: none"> - Gap in retail along NE Halsey St. frontage. - No control of western park edge aesthetic quality. - Minimal park width at NE Halsey St. - Limited street views to park from perimeter. - Park views cut off from neighbors.
F		<p>PROS</p> <ul style="list-style-type: none"> - Retail frontage on NE Halsey St. - Development provides maximum eyes on the park. - Neighbors to the South and East provide eyes on the park. - Maximum control of western park edge aesthetic quality. - Adjacent structures buffered by new development. - Flexible development opportunities. - Opportunity for phased, market driven development <p>CONS</p> <ul style="list-style-type: none"> - Soil remediation prohibits development in SW corner of site.
G		<p>PROS</p> <ul style="list-style-type: none"> - Maximum retail frontage on NE Halsey St. - Development provides eyes on the park. - Neighbors to the South and East provide eyes on the park. <p>CONS</p> <ul style="list-style-type: none"> - No park visibility from NE Halsey St. - Limited aesthetic control over western park edges.
H		<p>PROS</p> <ul style="list-style-type: none"> - Retail frontage on NE Halsey St. - Development provides eyes on the park. <p>CONS</p> <ul style="list-style-type: none"> - Soil remediation limits development in southern half of site. - Limited eyes on park from perimeter and adjacent neighbors. - Development in NE corner blocks desire line of existing pedestrian circulation through site. - NE Halsey retail opportunities not continuous with existing retail. - No control of aesthetic quality of western park edges.

DESIGN ALTERNATIVES

The following design alternatives were developed and presented to the stakeholders and community. They illustrate three distinctly different ways to incorporate the vision, goals, and design program. After collecting feedback, the design team combined attributes of each alternative and created the final design.

Alternative A:

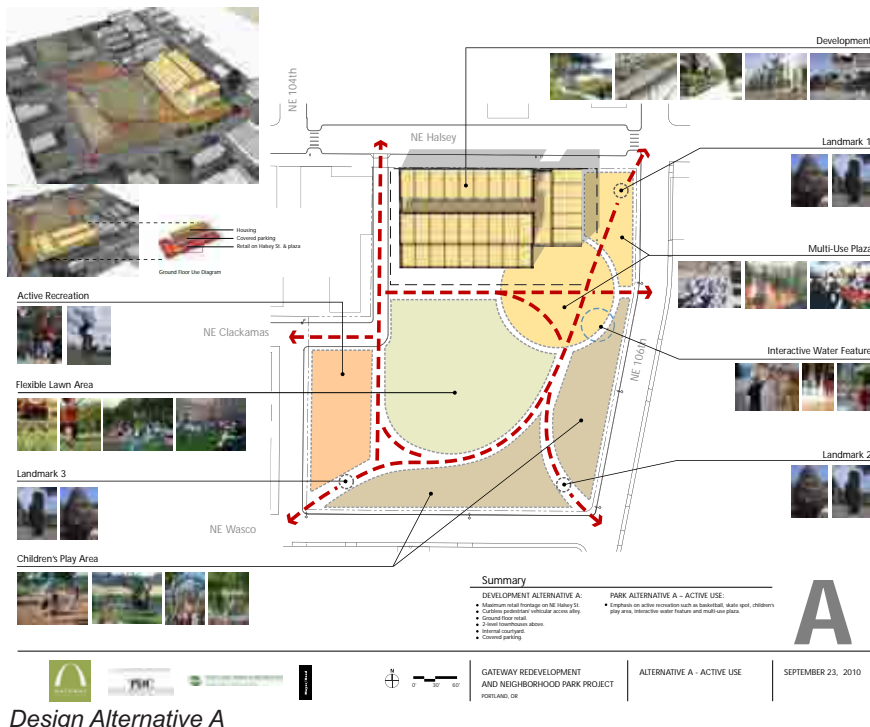
- The most favorable redevelopment configuration with maximum retail frontage on Halsey, maximum residential “eyes on the park” and a strong dialogue with the northeast park plaza.

Alternative B:

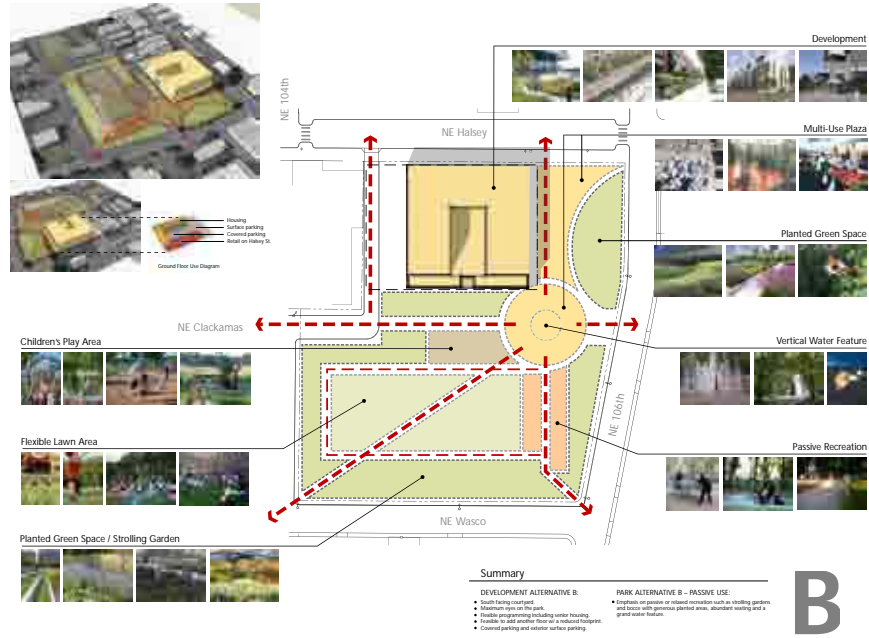
- Strong park event space at the axis of key site lines and circulation routes.

Alternative C:

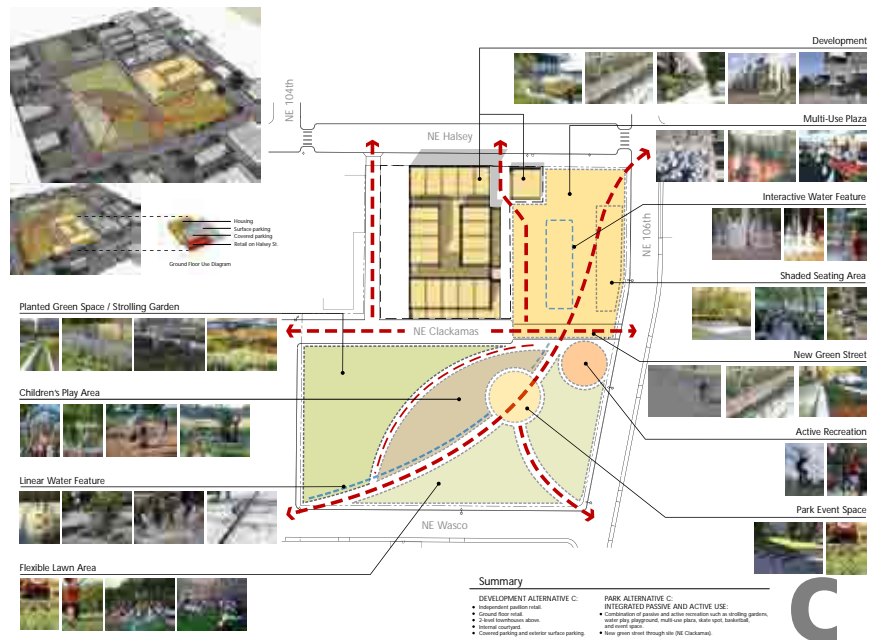
- Favorable for its mix of both passive and active recreation.
- Excellent flexible plaza space on Halsey.
- Strong arcing path that mimics existing pedestrian flow from NE to SW corner.
- Strong public opposition to the extension of NE Clackamas Street as a vehicular route through the park.



Design Alternative A



Design Alternative B



Design Alternative C