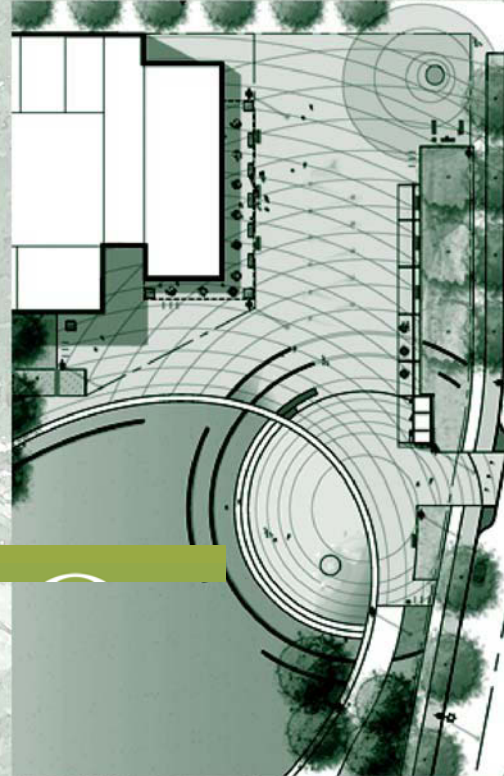


Gateway Redevelopment, Urban Plaza, and Neighborhood Park



Prepared for:

City of Portland:
Sam Adams, Mayor
Nick Fish, Commissioner

Portland Development Commission:
Bruce Warner, Executive Director

Portland Parks & Recreation:
Zari Santner, Director

Prepared by: Mayer/Reed

March, 2011



Mayer/Reed

Project Partners:

- Portland Development Commission
- Portland Parks and Recreation

Consultants:

- Mayer/Reed
prime consultant , landscape architecture and urban design
- Myhre Group Architects
urban design and architecture
- KemperCo. Development LLC.
- Leland Consulting Group
urban development strategy, economics, and implementation

Gateway community



Looking east on NE Halsey - 1954



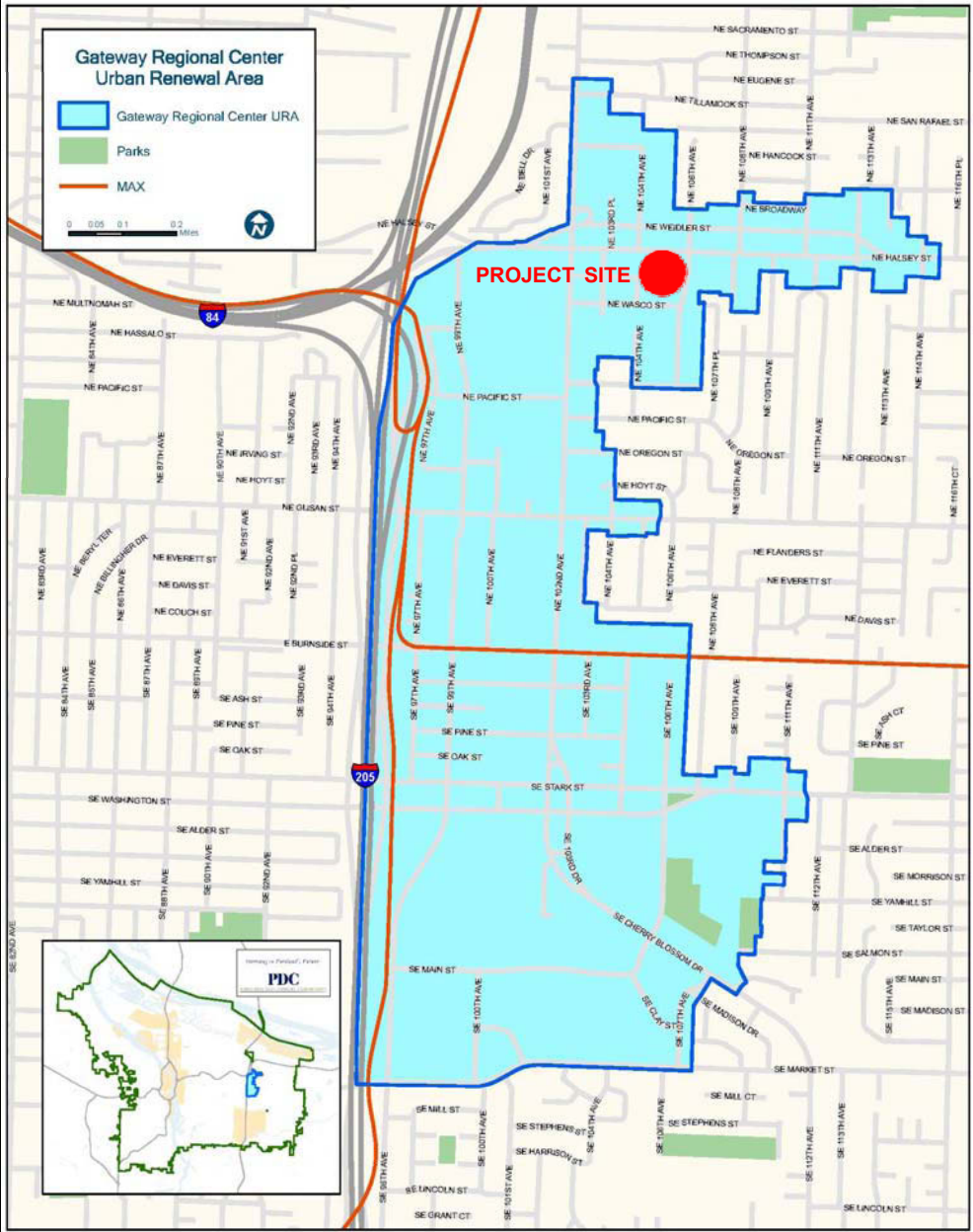
1954

Site

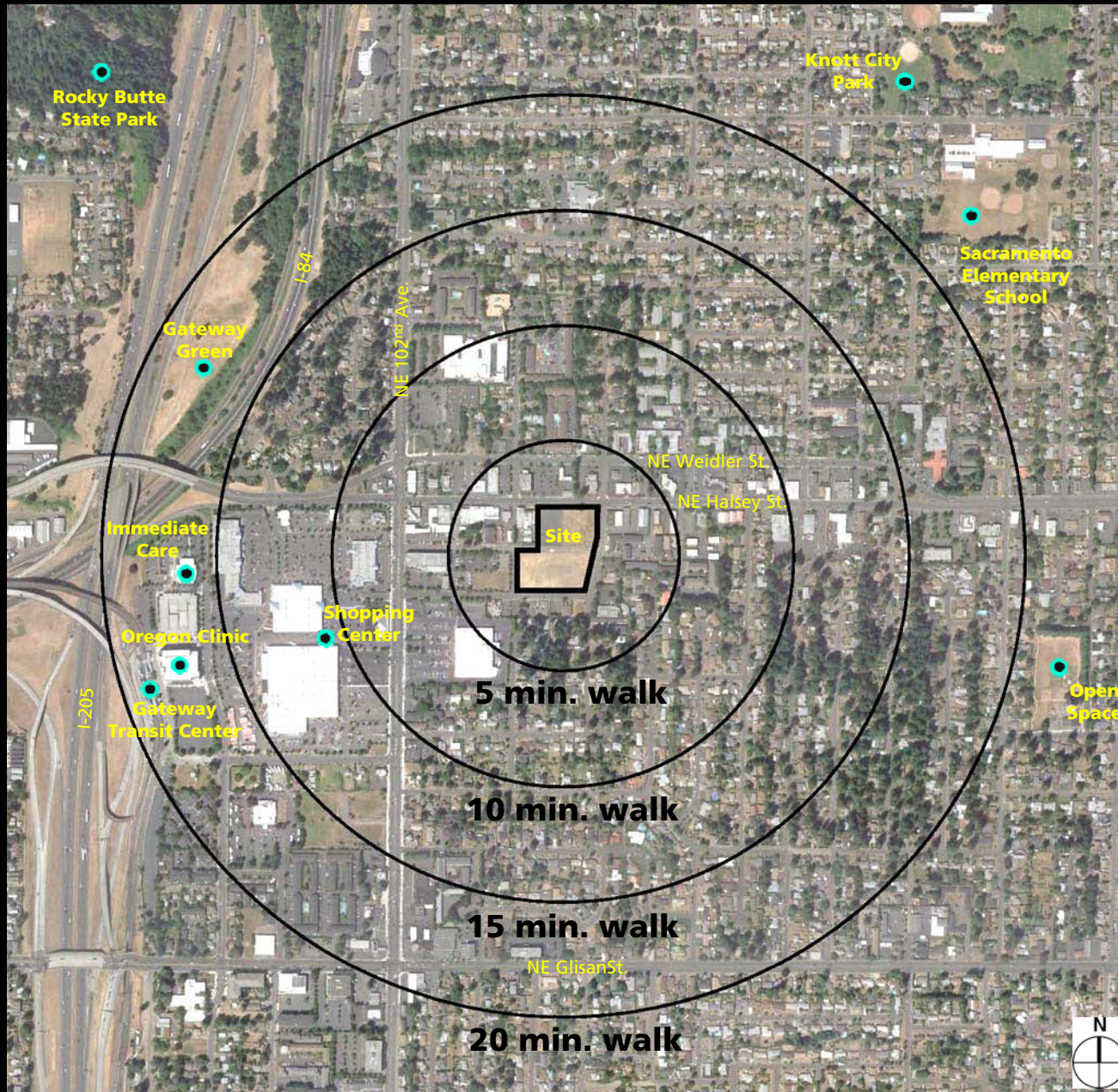
Looking east on NE Halsey – Present Day



Gateway Regional Center Urban Renewal Area



20-minute neighborhood - walking distances from the project site



Project Site



Existing Conditions – Project Site



1. View looking west across site with surrounding context



2. View northwest at NE Wasco St. and NE 106th Ave.



3. View south from NE Halsey St.



4. View north along NE 106th Ave.



5. View west along NE Clackamas St. to 102nd Ave.



6. View northwest to Rocky Butte

Developing Project Goals & Objectives



Early Thumbnail Studies



A

- PROS**
- 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.
- CONS**
- Limited park visibility from NE Halsey St.
 - Limited control of western park edge aesthetic quality.
 - Minimal park width at NE Halsey St.



E

- PROS**
- Retail frontage on NE Halsey St.
 - Development provides eyes on the park.
- CONS**
- 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.



B

- PROS**
- 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.
- CONS**
- Limited control of southwestern park edge aesthetic quality.



F

- PROS**
- 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
- CONS**
- Soil remediation prohibits development in SW corner of site.



C

- PROS**
- 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
- CONS**
- NE Clackamas St. bisects park, less continuous park space.
 - Limited control of southwestern park edge aesthetic quality.



G

- PROS**
- Maximum retail frontage on NE Halsey St.
 - Development provides eyes on the park.
 - Neighbors to the South and East provide eyes on the park.
- CONS**
- No park visibility from NE Halsey St.
 - Limited aesthetic control over western park edges.



D

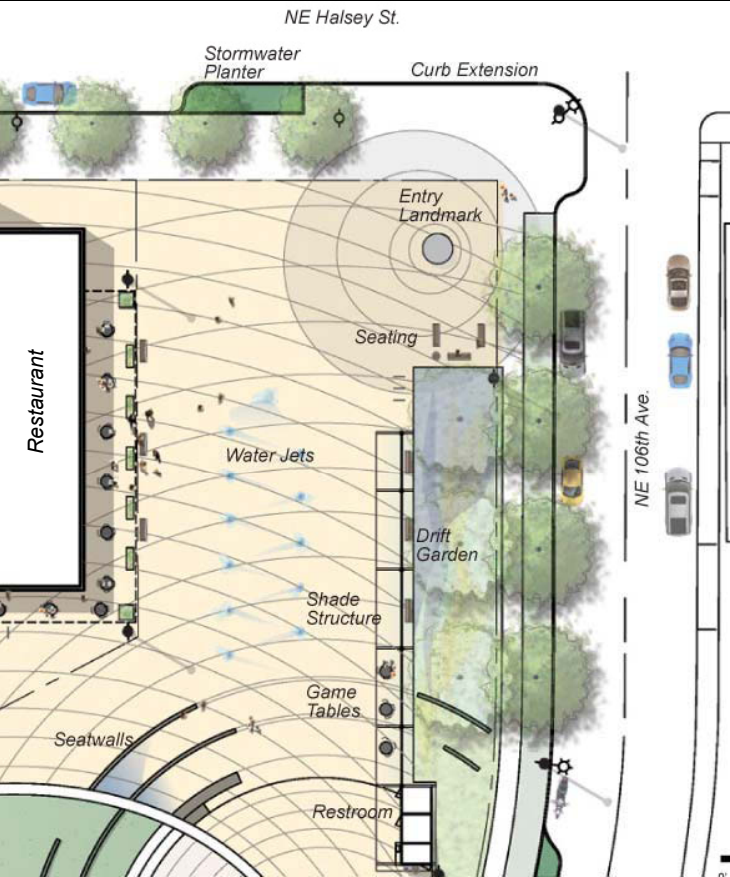
- PROS**
- Maximum park visibility.
 - Development provides eyes on the park.
 - Neighbors to the South and East provide eyes on the park.
 - Adjacent structures buffered by new development
 - Flexible development opportunities
- CONS**
- Limited control of southwestern park edge aesthetic quality.



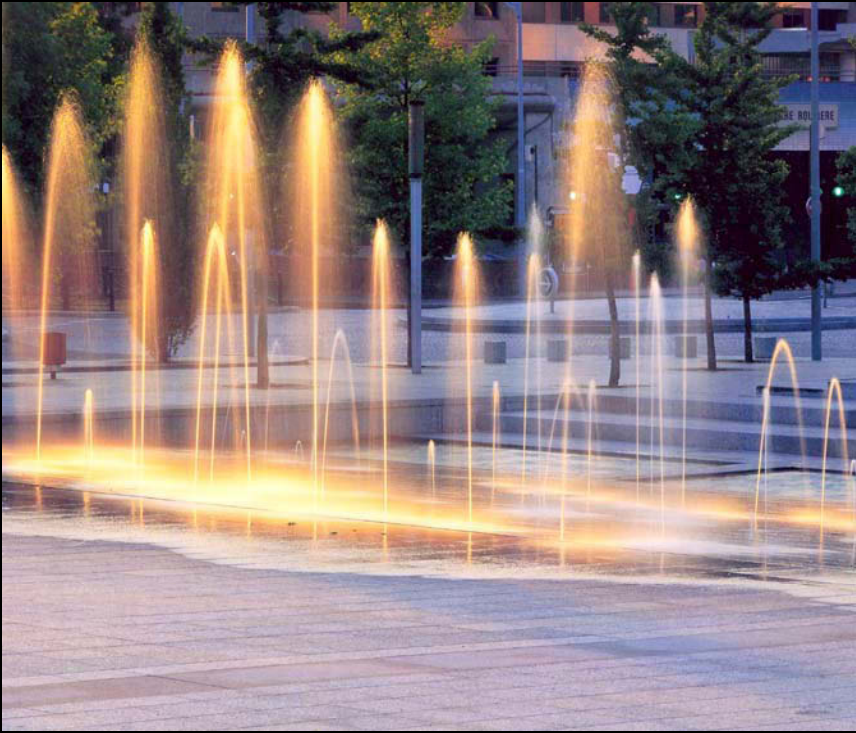
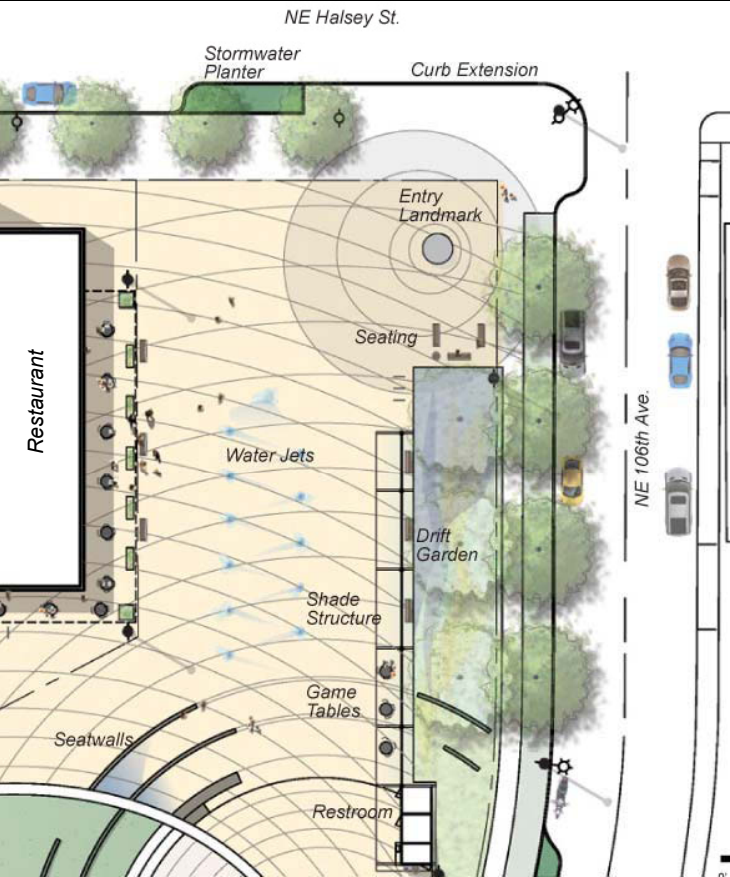
H

- PROS**
- Retail frontage on NE Halsey St.
 - Development provides eyes on the park.
- CONS**
- 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.

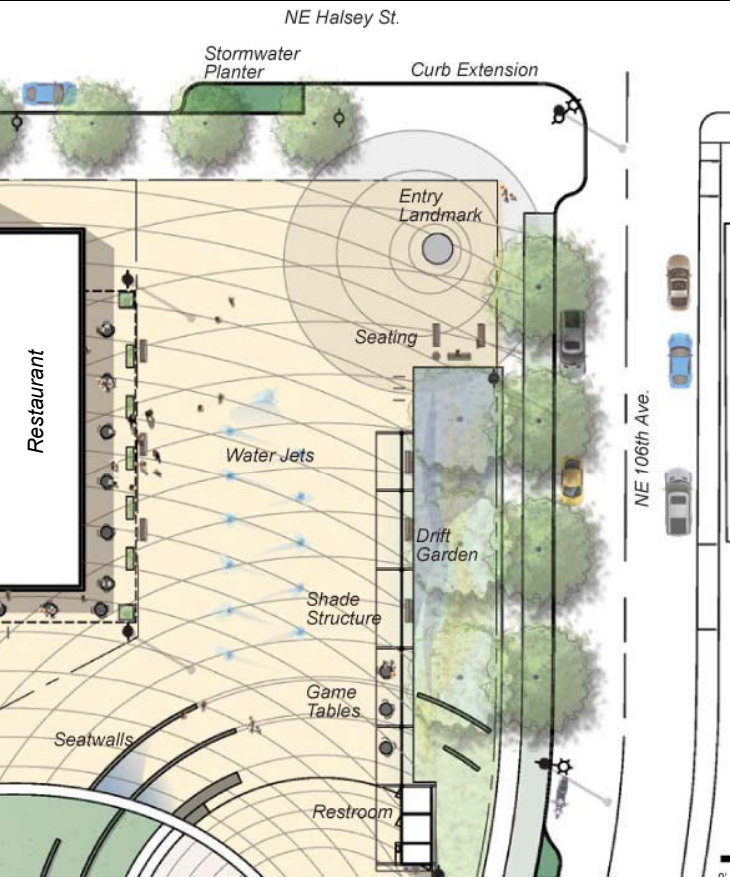
Multi-Use Plaza



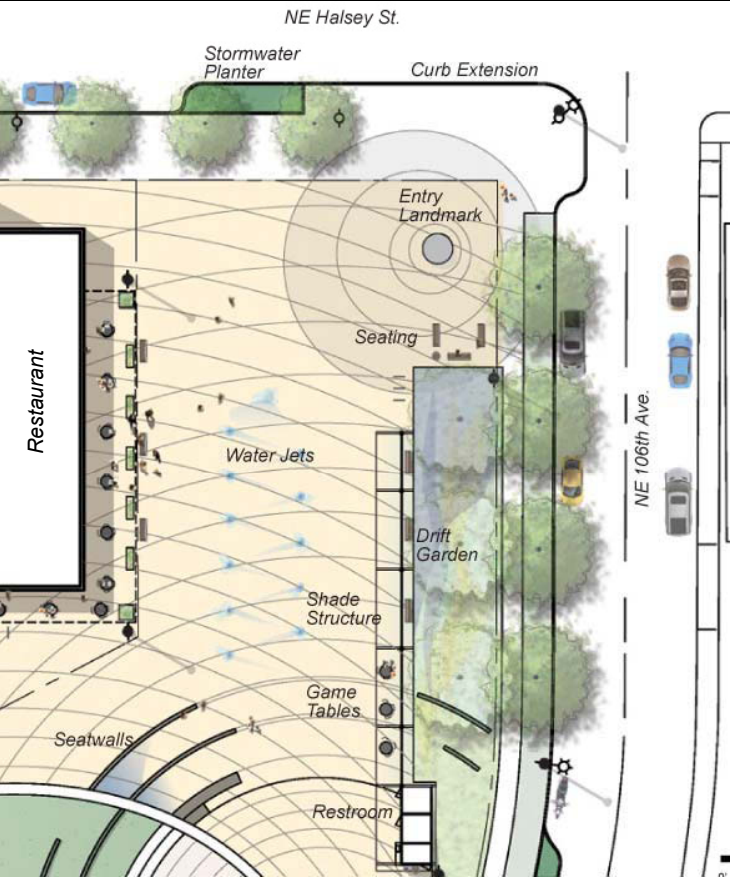
Multi-Use Plaza



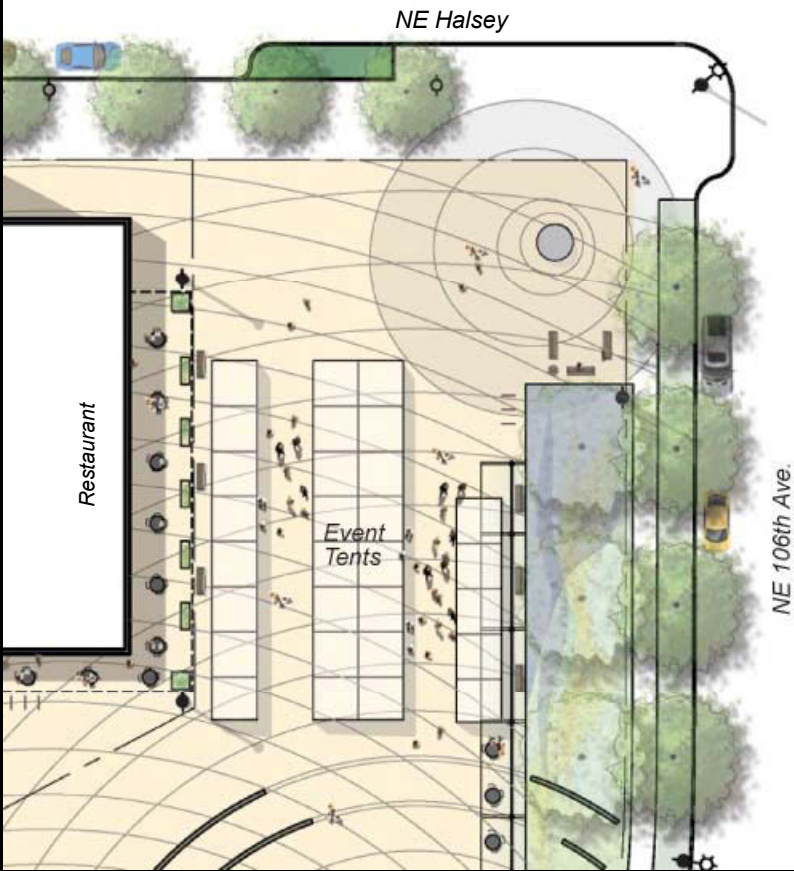
Multi-Use Plaza



Multi-Use Plaza



NE Entry Plaza With Festival Arrangement



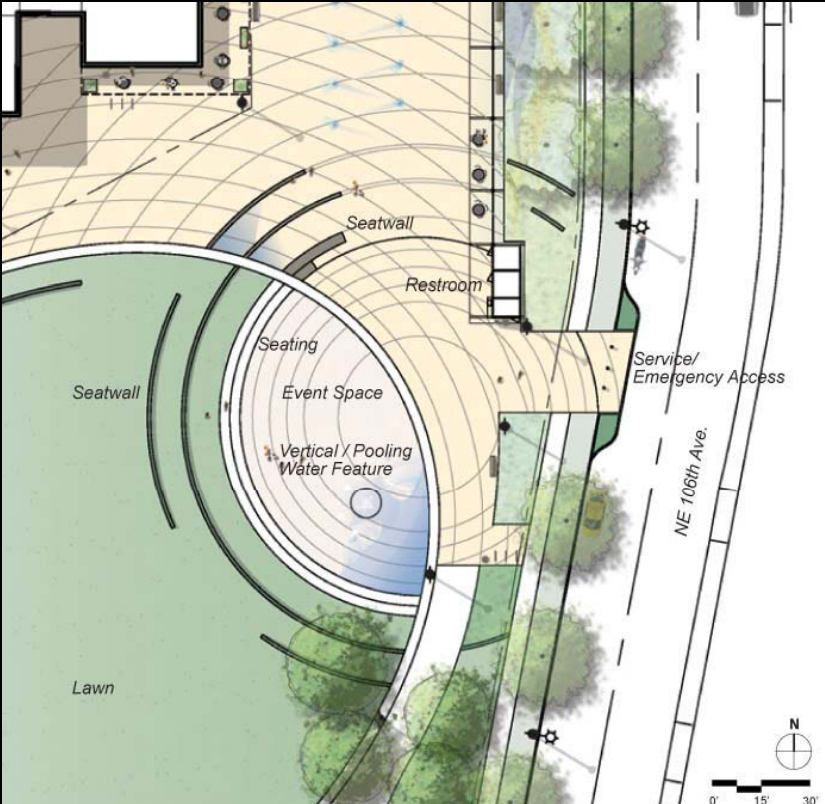
Section – View From NE Halsey St.



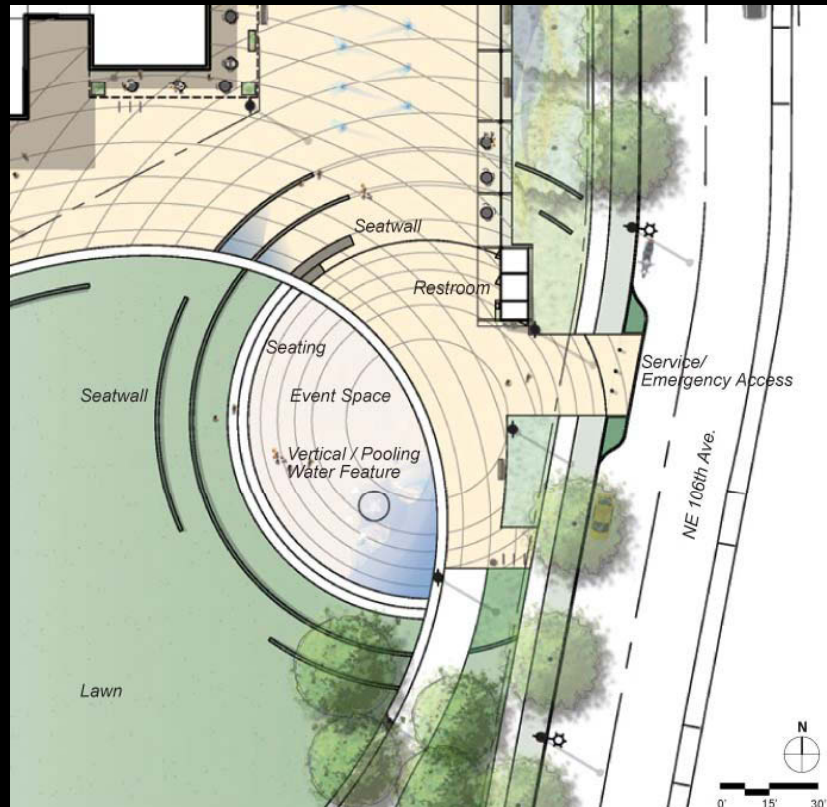
SECTION A - WITH MARKET SETUP

1" = 10'-0"

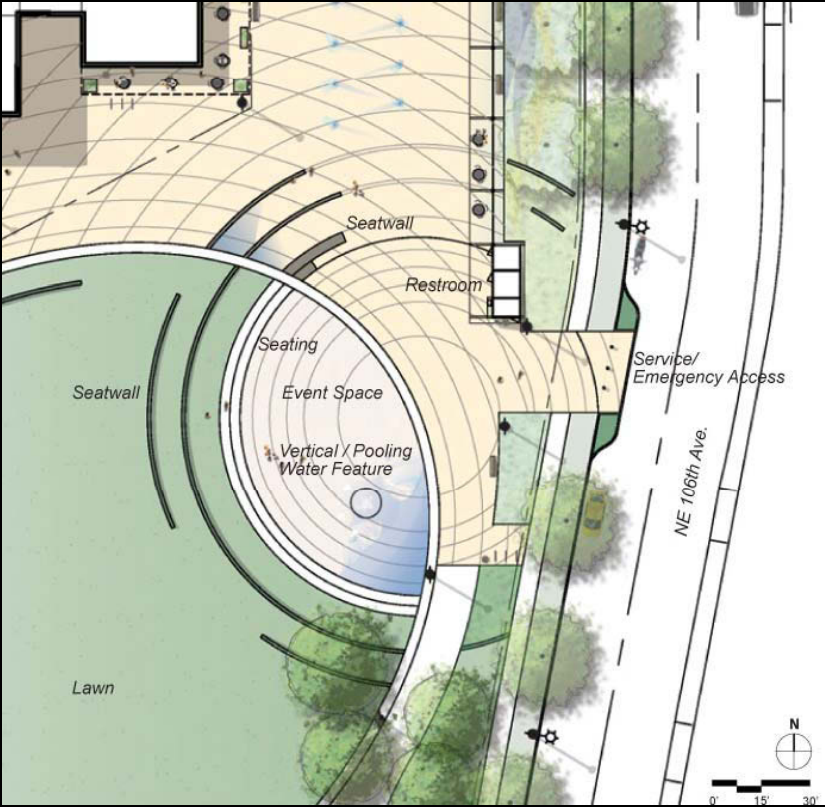
Park Event Space



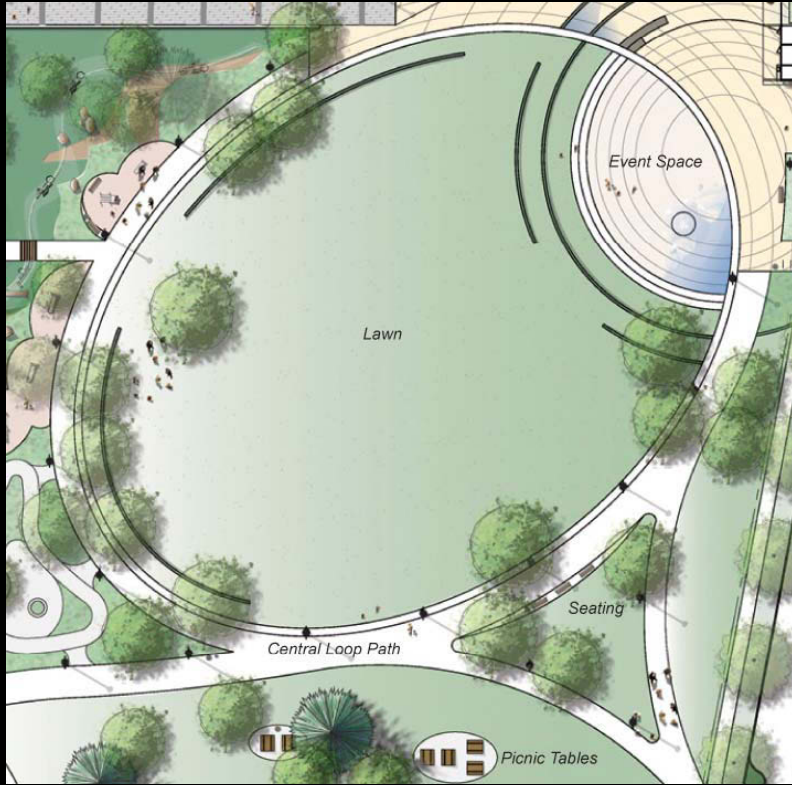
Park Event Space



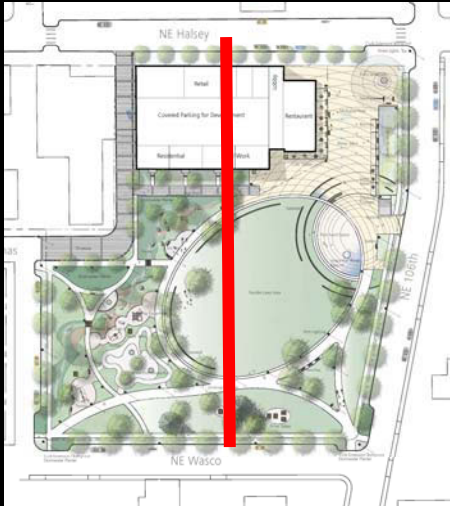
Park Event Space



Flexible Lawn Area



Section – Looking East



Children's Adventure Play Area



Children's Adventure Play Area



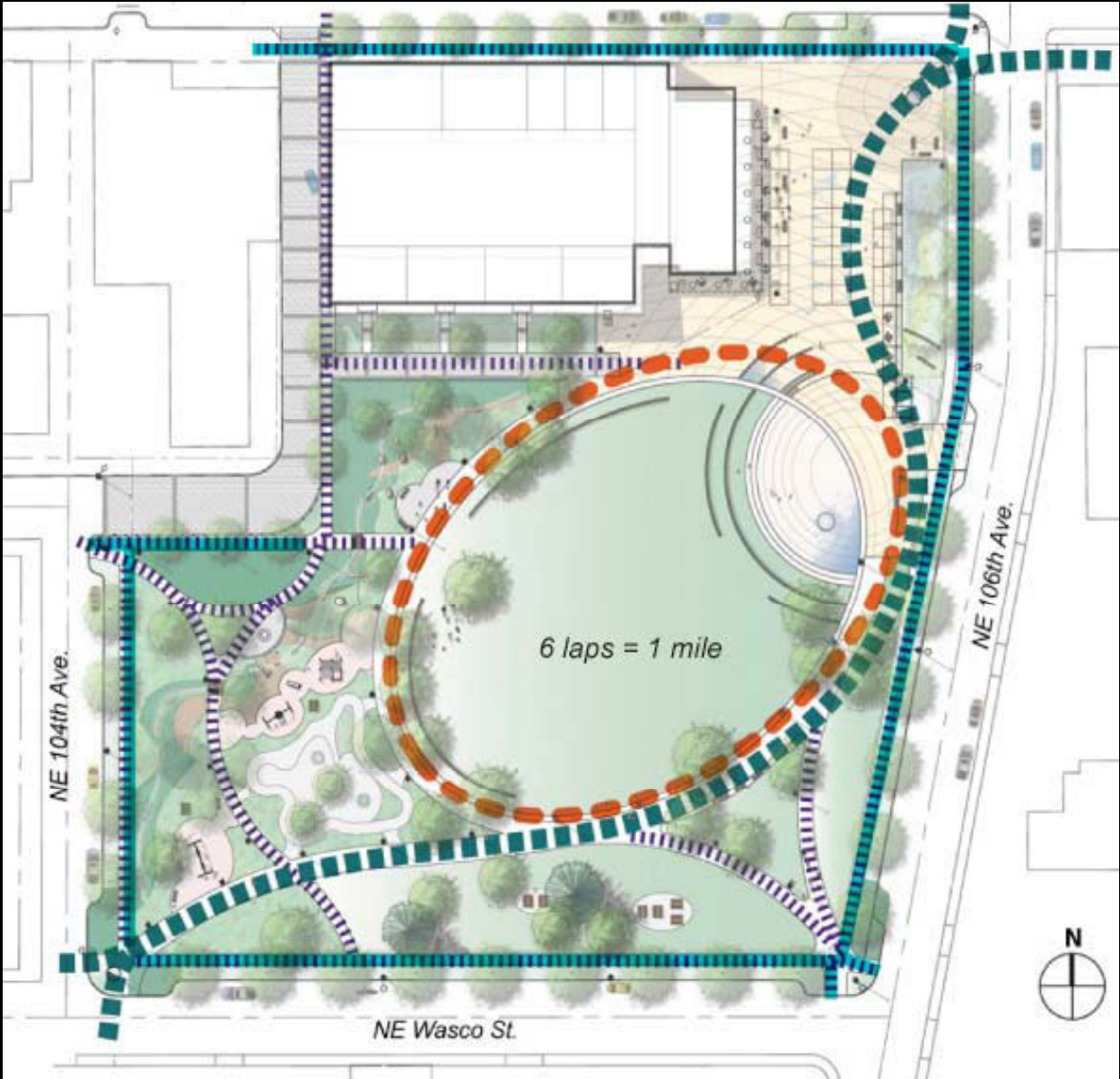
Children's Adventure Play Area



The Snake Run/ Skate Dot



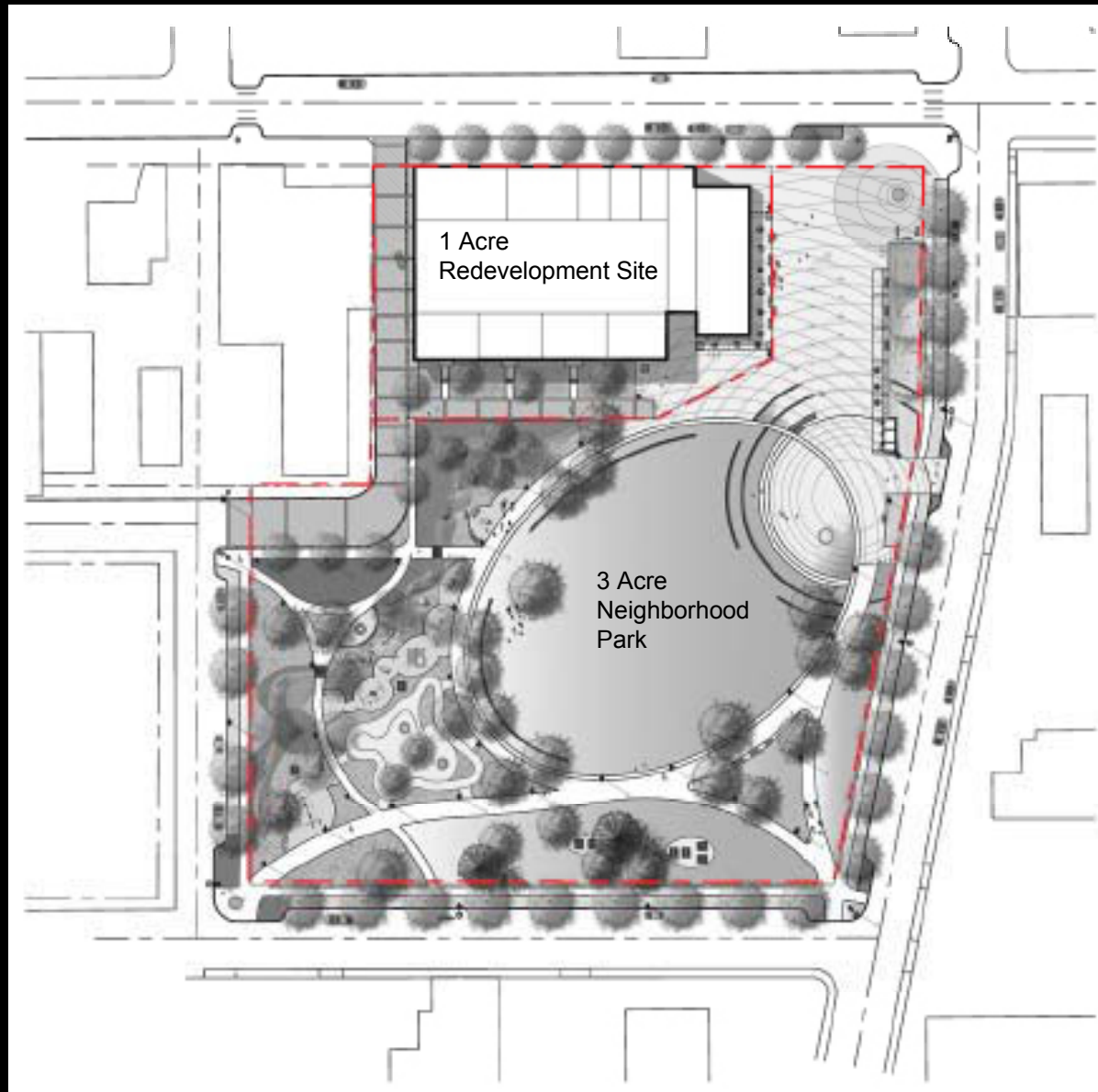
Pedestrian circulation through Gateway Park



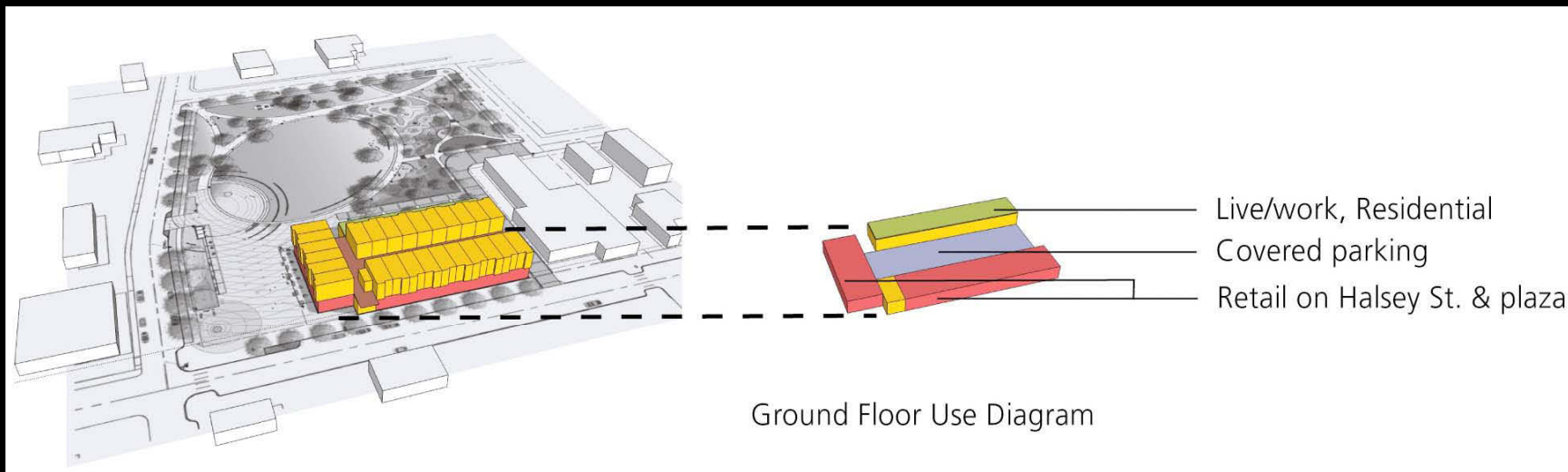
Improved stormwater treatment and pedestrian safety on public streets



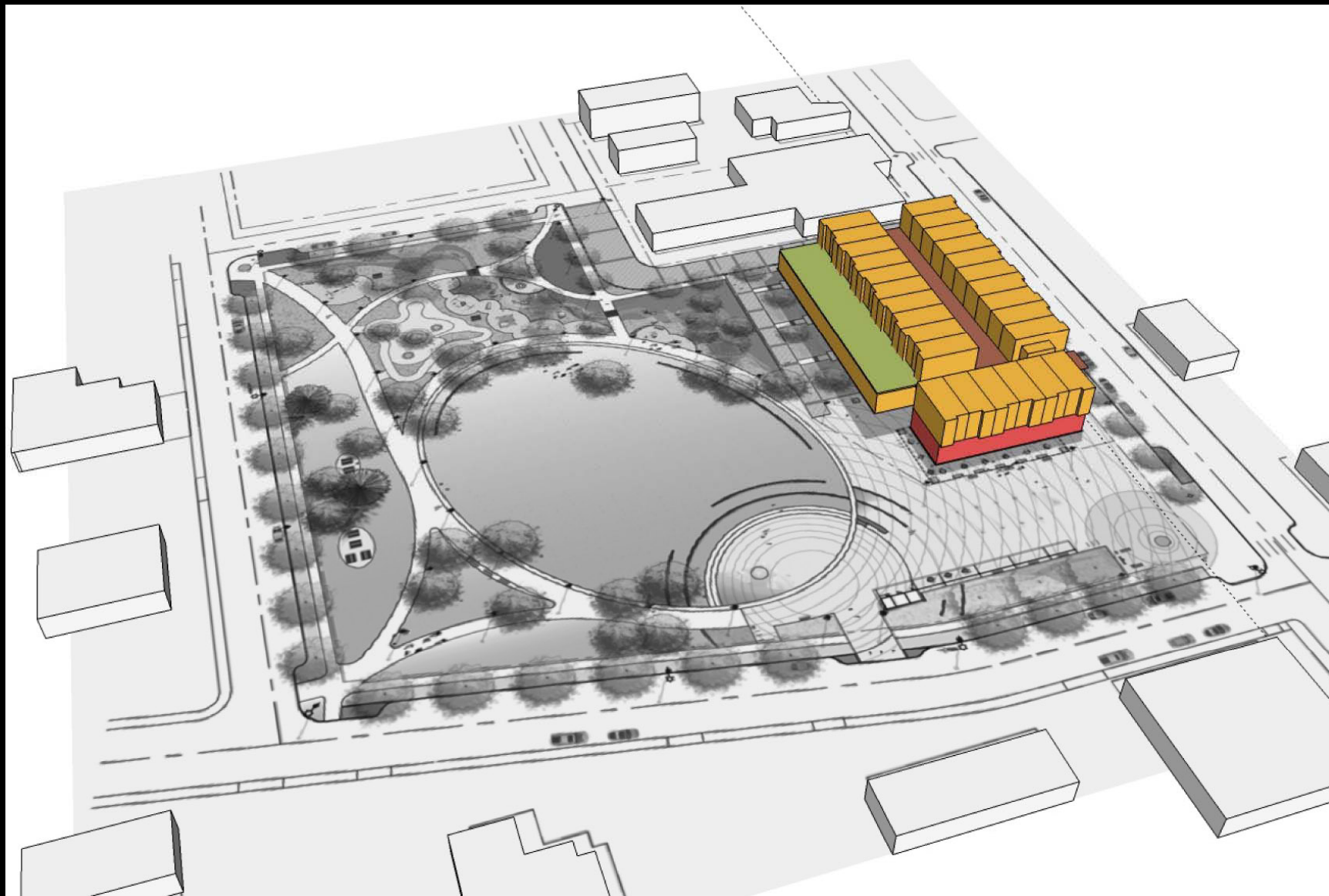
The Redevelopment – Proposed Property Lot Line Adjustment



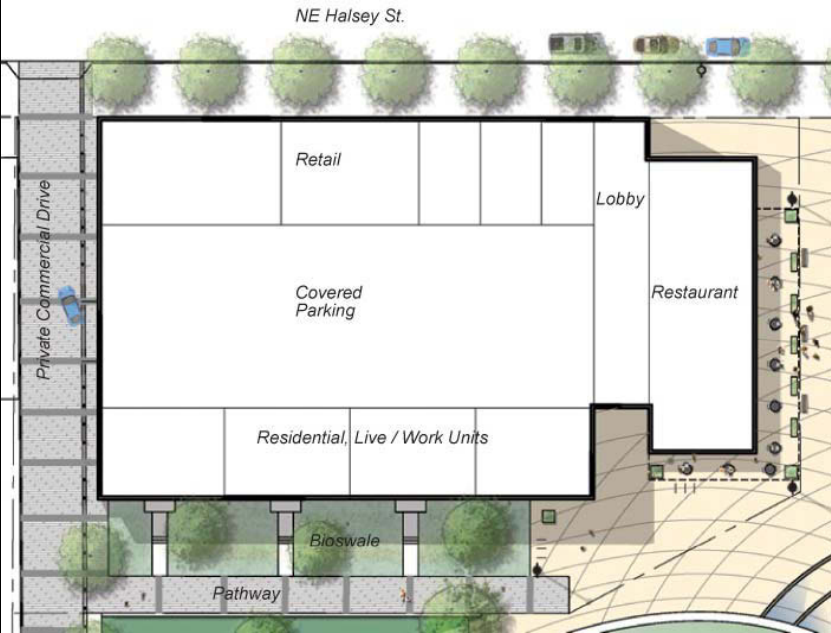
The Redevelopment– Looking South From NE Halsey St.



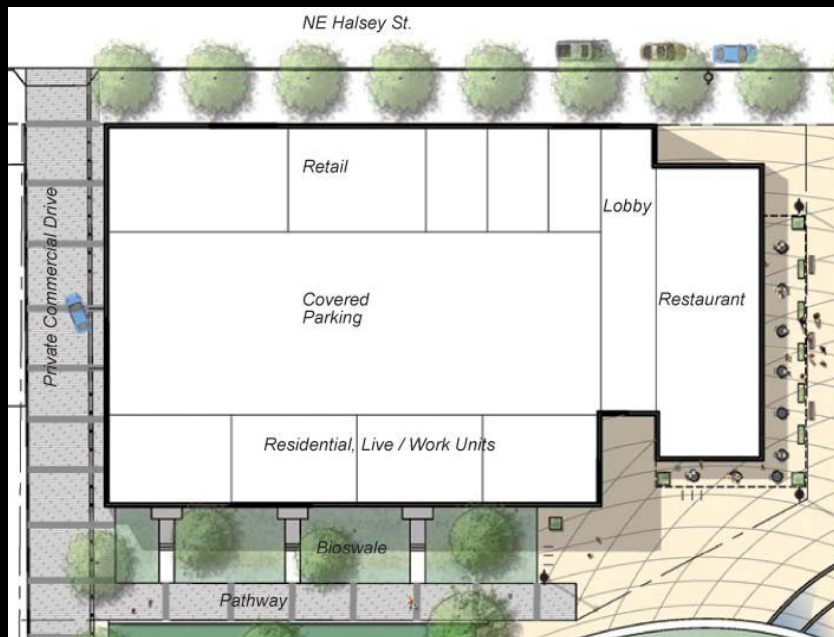
The Redevelopment- Looking West from NE 106th Ave.



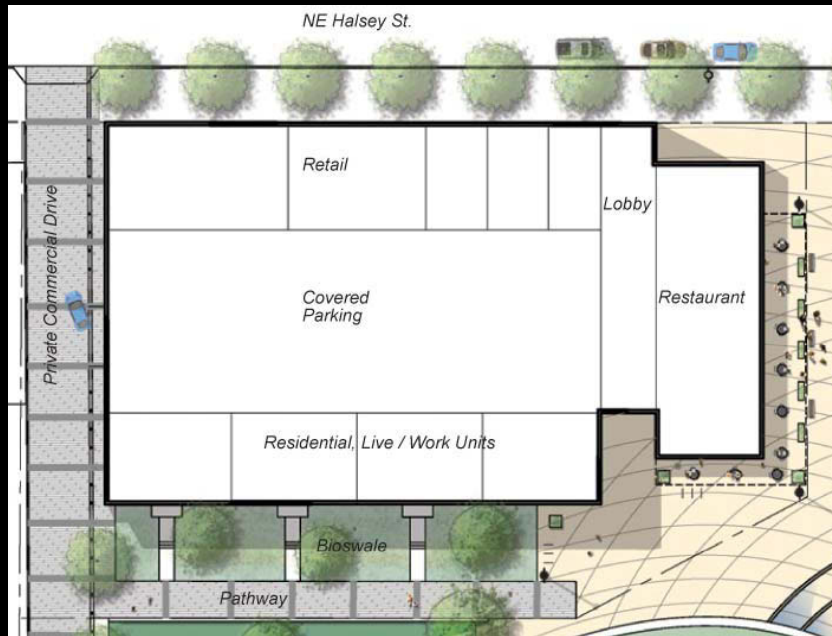
The Redevelopment



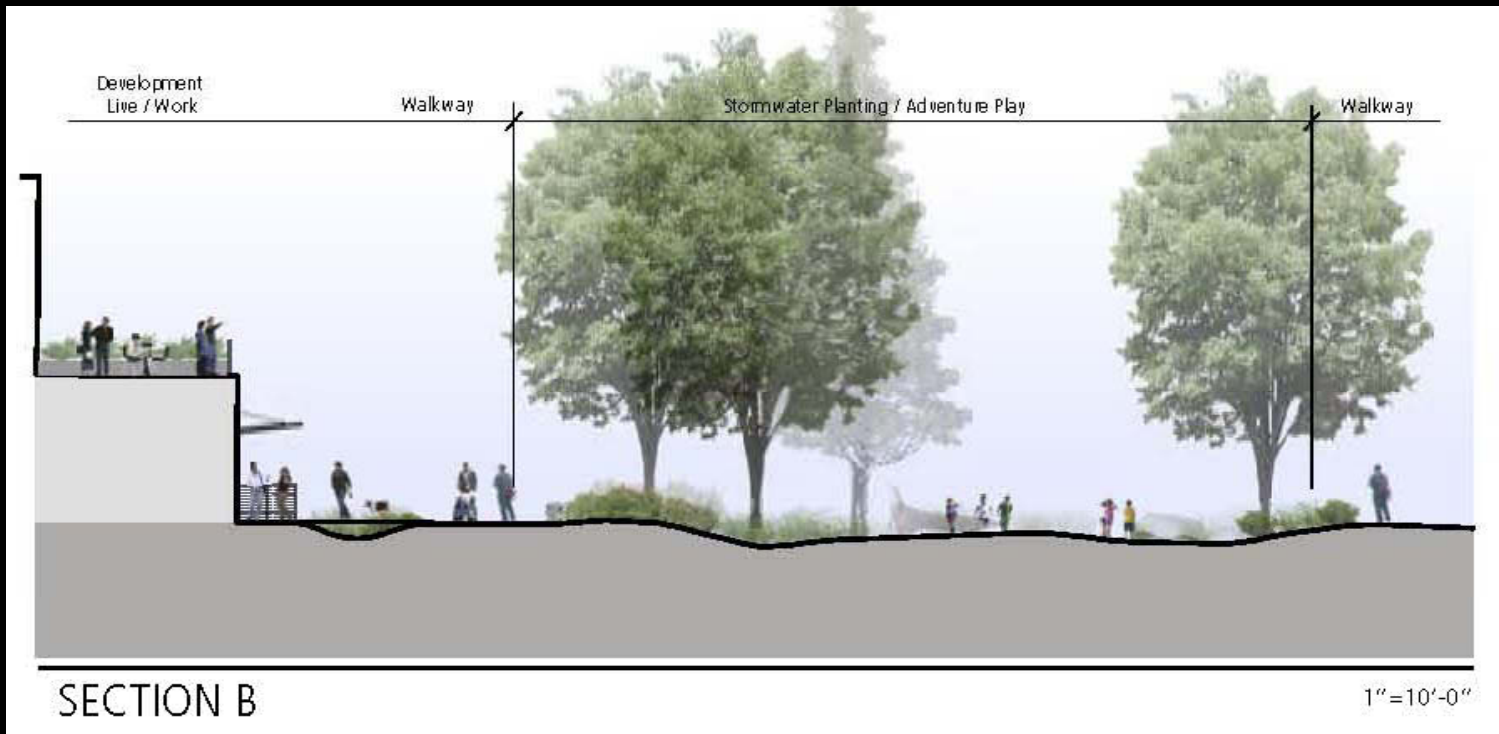
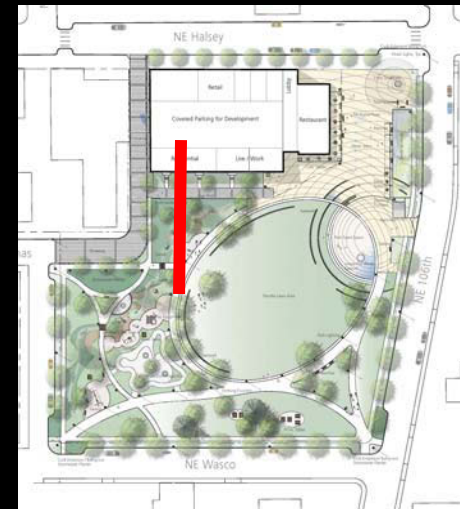
The Redevelopment



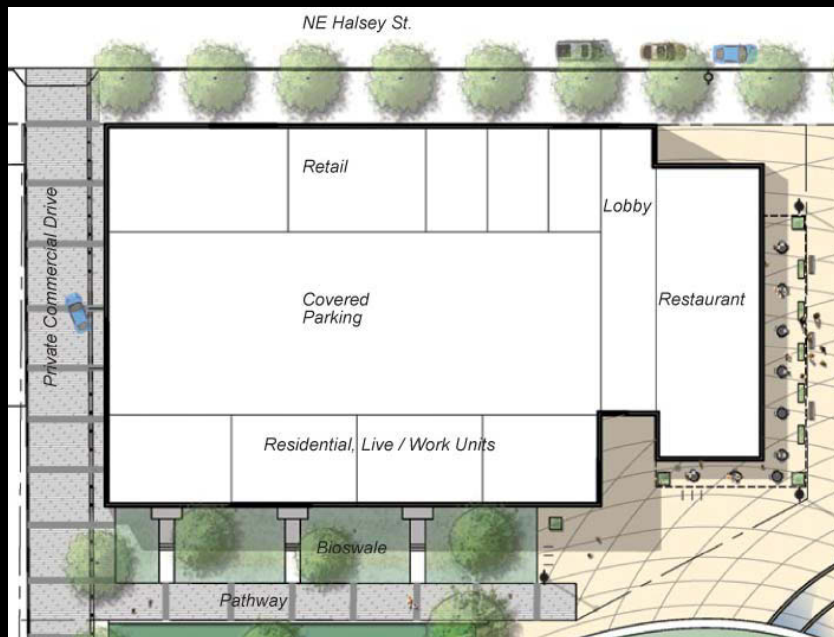
The Redevelopment



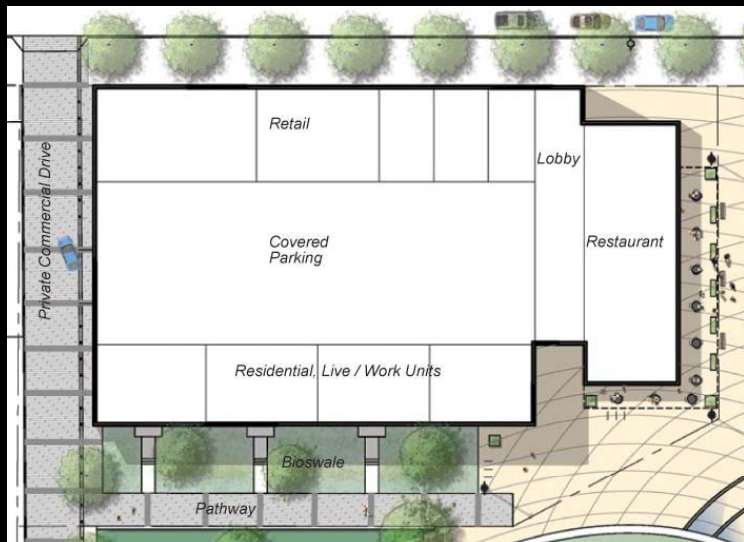
Section – Looking East



The Redevelopment



The Redevelopment



Imagine the potential to celebrate the Gateway community

