



Woodstock Community Center, 5905 SE 43rd Avenue, Portland, Oregon 97206

March 12, 2015

City of Portland
Planning and Sustainability Commission
1900 SW 4th Avenue
Portland, OR 97201

RE: 2035 Comprehensive Plan Comments

Dear Planning and Sustainability Commissioners:

The Woodstock Neighborhood Association (WNA) has been actively engaged in the city's comprehensive plan revision process for the past two years, especially with respect to recommended and proposed changes that will impact the Woodstock Neighborhood Center, the commercial corridor of SE Woodstock Blvd. between SE Cesar E. Chavez Blvd. and SE 57th Ave.

Last fall, the Woodstock Neighborhood Association and other neighborhood interest groups—business owners represented by the Woodstock Community Business Association, commercial property owners represented by the Woodstock Stakeholders Group, and Reed College representatives—collaborated on a neighborhood-wide visioning event. The Woodstock Charrette, as it was called, held over four intensive days, October 23, 24, 25, and 27, 2014, was facilitated by the National Charrette Institute (NCI), a locally based nonprofit organization. Several city staff with expertise in planning, transportation, and economic development provided technical support. A public recap, or finale, held on November 4, 2014, gave the neighborhood an additional opportunity to weigh in on key questions concerning proposed zoning changes and design elements for the district.

We hereby submit the final Woodstock Charrette Report (WCR), "The Woodstock Boulevard Community Vision," as part of our testimony to the Comp Plan. WNA would like to emphasize the following points, some of which emerged from this public process, in which over a hundred neighbors were engaged.

Maintenance of Woodstock's Small Village Character

It is very important to Woodstock Neighbors that the small village character of the district be maintained so that Woodstock, as a destination, is distinct from other mixed-use districts. Several public sessions of the charrette focused on height and scale of buildings, which neighbors feel is an important element in "keeping Woodstock, Woodstock." Through the charrette process, many neighbors came to accept the idea that three- and perhaps even four-story buildings would contribute

to creating a livelier main street with a better mix of small retail shops and restaurants. However, keypad polling (see WCR, p. 29) reflects strong support for requirements such as setbacks and step backs to help soften the impacts of taller buildings.

Need for Street Improvements

The number of east-west unimproved street segments adjacent to and parallel to SE Woodstock Boulevard is an impediment to realizing the full potential of the Woodstock Boulevard Corridor as a Neighborhood Center. We need to also consider the neighborhood's desire to retain what it values as positive aspects of the unimproved streets, i.e., they work well for traffic calming and for discouraging unnecessary cut-through traffic. Design concepts for street improvements in the Neighborhood Center presented at the Woodstock Charette appeared to have wide support among participants, and the charrette report notes that it is "the community's vision that these streets retain the nature of a quiet lane." The options prioritize use by bicycles and pedestrians but they also suggest a narrow lane for vehicle access and some additional parking (see WCR, pp. 27-28). These options are supported in Portland's 2035 Comprehensive Plan draft:

Policy 9.6 Transportation hierarchy for people movement. Implement a hierarchy of modes for people movement by making transportation decisions according to the following prioritization:

1. Walking
2. Cycling

Woodstock Neighborhood Association members have consistently advocated for an overall plan for street segment improvements. It makes sense to prioritize planning for the unimproved streets closest to the neighborhood center. With customized design, these streets could effectively serve as a buffer between blocks of mixed-use development and adjacent blocks of residential development.

Additional Traffic and Parking Concerns

The Woodstock Charrette process tried to deal with the topic of parking. It came up in posted comments and in discussions about possible design of future commercial development. There was a consensus that the look and feel of large, street-facing parking lots interferes with a more desirable pedestrian-friendly shopping district. At the same time, many residents expressed concern about the potential for overflow parking on residential streets which has become the norm in popular eastside main street neighborhoods such as Hawthorne and Division and Alberta, and advocated for city code that would require more parking to be included in mixed-use developments that will eventually increase both residential and commercial density. We feel the Woodstock Charrette Report does not adequately address these concerns and we recommend the city continue to study and refine overall regulations related not only to parking but transportation and congestion as well. As an east-west commute corridor, Woodstock boulevard often feels "maxed out" traffic-wise, during commute times. It is of utmost importance that an overall

transportation plan work to relieve this congestion, if Woodstock is to continue to develop more density.

Expansion of Commercial (future Mixed Use) Zoning

The NCI team made a case that in order to achieve the character the neighborhood says it wants— a livelier mix of businesses on the main street and increased vitality and night life, while maintaining the Woodstock Corridor as a multigenerational and affordable place to live—there would need to be expansion of both retail space and residential density in and around the Neighborhood Center.

At the final public charrette meeting on December 4, 2014, attendees were asked to consider zoning changes proposed for the Woodstock Neighborhood Center as part of the Draft 2035 Comprehensive Plan. Specific questions regarded expansion of mixed-use zoning, both east-west along SE Woodstock Blvd., and south of SE Woodstock Blvd. (See keypad polling results, WCR, p. 29.)

On the attached zoning map, presented at the Woodstock Charrette, green dots indicate proposed changes to current zoning, which had previously been reviewed and discussed by the Woodstock Neighborhood Association's Land Use Committee. The changes include the following zoning changes from R5 to Mixed Use:

- Two parcels adjacent to and south of Otto's (MapApp proposal #441)
- One parcel adjacent to and south of Woodstock Hardware Garden Center (MapApp proposal #732)
- The southern half of the entire block behind The Joinery (MapApp proposal #55)

Charrette participants overwhelmingly agreed to these proposed changes on the basis that local businesses were likely to need to expand in the next 20 years and the neighborhood would like to make that possible in order to keep them here.

In addition, the neighborhood supports the following two zone changes proposed for the purpose of map "clean up":

- The small strip of property behind Grand Central Bakery and Portland Fish Market (MapApp proposal #54)
- The parcel south of Woodstock Library currently used as the library's parking lot (MapApp proposal #739)

In keypad polling at the December 4, 2014 Woodstock Charrette finale, nearly 80% of participants supported a proposed zone change from R1 to Mixed Use for properties facing SE Woodstock Blvd. (on both sides of the boulevard) between SE 50th Ave. and SE 52nd Ave. (see WCR, p. 29).

Alternative Proposal for Further Expansion of Woodstock's Mixed Use Zone

At Woodstock's February 18, 2015 Land Use Committee (LUC) meeting, attendees took a closer look at the map of proposed zone changes for our Neighborhood Center, and a new idea emerged—to fill in the gap-toothed nature of the southern half of the block between SE Woodstock Blvd. and SE Martins within the current commercial corridor. While they debated what the best boundaries of such expansion might be best — SE 41st to SE 49th or SE 40th to SE 52nd — the committee began to envision the full block along that entire one block strip as solidly and consistently rezoned for Mixed Use.

When the Land Use Committee shared this idea at the subsequent Woodstock Neighborhood Association general meeting on March 4, 2015, a substantial majority of 23 attendees supported expanding mixed-use zoning between SE 40th and SE 52nd in a straw poll. However, this is a relatively recent proposal, and hasn't had time for full study, let alone vetting by the larger neighborhood community. In further study, we may want to consider similar expansion north on certain blocks between SE Woodstock Blvd. and SE Knight. But until the city's final definitions and regulations for the new mixed-use zone designations are finalized, we cannot make a fully informed recommendation on further expanding outright or designated MU zoning north and south of Woodstock Boulevard.

Request for Lower Intensity MU Zone; Especially Adjacent to Residential Zones

In considering the most appropriate mixed-use zone designation for Woodstock's small Neighborhood Center, and especially the expansion of the MU designation as discussed above, we cannot overemphasize the importance of ensuring good transitions to buffer and soften the impacts of increased mixed-use development on residential areas closest to Woodstock's Neighborhood Center. When a zone change from Residential to Mixed Use is proposed for properties adjacent to or across a local street from existing residential zoning, it makes sense to apply the lowest intensity Mixed-Use Zone possible—likely MU1, which according to the latest proposal would allow buildings up to 35 feet in height. We would also request lower profile (MU1) designation for parcels being transitioned from R1 along Woodstock Blvd.

Support for Proposed Residential Zone Change North of Reedway

The Woodstock Neighborhood Association's Land Use Committee proposed and supports down zoning to R5 of all parcels designated R2.5 from SE Reedway to SE Ellis, between SE Cesar E. Chavez and SE 40th, and the half block just east of SE Cesar E. Chavez from SE Ellis to include one parcel north of SE Harold (i.e., MapApp proposal #427). Increased development in that area would simply be inappropriate due to the terrain—an unimproved road that runs through a deep gully—and apparent slope instability. Also we would request that the one block area from SE Reedway to SE Woodstock, which is currently designated R 2.5, retain the designated status in order to increase

the possibility of preserving some historic homes in that stretch along SE Chavez.

Value and Importance of Neighborhood Planning

Woodstock Neighborhood Association visioning sessions have consistently drawn good numbers of local residents and business people interested in helping determine the shape of future development in the Woodstock Neighborhood Center.

We strongly desire tools that will give our neighborhood as much local control as possible in guiding the future shape of our village center. The people who live and work in Woodstock know our neighborhood best, and we have its best interests at heart, including an interest in seeing local businesses thrive and grow. The community desires more proactive involvement in the decision-making process around the design of both commercial and residential developments in our neighborhood; currently we are only notified when there are discretionary approvals (adjustments, zone changes, etc).

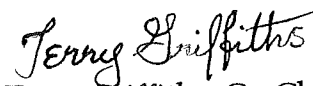
Whether a Centers Overlay Zone, a Neighborhood Plan Update, or some other mechanism, we wish to have the ability to make recommendations and give constructive feedback in regard to development that will inevitably impact Woodstock. We will welcome the opportunity to have input to the city's study of code changes that might slow the current trend of demolitions and oversized homes that threaten not only the character, but also the affordability of our neighborhood.

Lastly, we request that the plan not inadvertently erode or weaken Portland's unique and highly valuable neighborhood association and coalition system by deleting references to or definitions of neighborhood associations from the comprehensive plan. Rather, the draft comprehensive plan should be amended in a way that not only retains, but expands the existing role of the neighborhood associations. Involvement in planning and land use matters of those who have the best knowledge of and the biggest stake in their neighborhood makes sense on many different levels.

We thank you in advance for your time and attention to this matter. We believe the future of Woodstock is bright and are excited about the options and work that lay ahead. Please do not hesitate to contact us if we can provide more detail or be of assistance in your decision making process.



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Terry Griffiths, Co-Chair
WNA Land Use Committee
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97202

Woodstock Stakeholder Group
4410 SE Woodstock Blvd. Suite #250
Portland, Oregon 97206

March 12, 2015

Dear Portland Planning and Sustainability Commission,

The Woodstock Stockholders Group is comprised of commercial property owners in the Woodstock business district. Today, we are providing testimony toward the 2035 Portland Comp Plan.

In the fall of 2014, the Woodstock neighborhood participated in an intense charrette process in order to help form community ideas on the future of the business district. The Woodstock Stakeholders, Woodstock Community Business Association, Woodstock Neighborhood Association and Reed College commissioned the expertise of the National Charrette Institute, which included urban planners, an economist and architect to guide this process. Other participants were City of Portland planners and non-profits leaders. Even Mayor Hales dropped in to see our progress and give feedback.

The main purpose for this project was to find a collective voice and vision that the Woodstock Community could support development and for future growth of the Woodstock business district.

As a result, the following recommendations, as indicated with green dots on the enclosed zoning map, were supported by the Woodstock Community which included the neighborhood Land Use Committee, residents, businesses and stakeholders and as indicated by Charrette polling completed on December 4, 2014. The polling results can be found on page 29 of the Charrette Report. Specifically;

- The community supported businesses who own their land and the residential property adjacent to their business to expand with a change of the residential property to mixed-use zone. MapApp proposal #'s 441, 732 and 55.
- The community supported small unbuildable residential zoned parcels (often just a part of a parking lot) to be cleaned up with a change to mixed-use zoning consistent with the adjacent commercial property zone. MapApp proposal #'s 54 and 739.
- The community supported that the R1 zoned property on the north side of Woodstock and east of SE 50th to be rezoned mixed-use which will connect the business district and support increased residential density in the district. MapApp proposal #355.
- In addition, there are two properties on the enclosed map that are marked with blue dots. These properties were not included in the polling and are still being discussed. The Stakeholders support a mixed-use zone change for these properties if the Portland Planning Commission agrees with the property owners' proposals.

Subsequent to the final Charrette Report, the Stakeholders learned that the Woodstock Neighborhood Association's Land Use Committee supported a change to mixed-use zone for a full block depth south of

Woodstock Blvd (Woodstock Blvd to Martins St) for all properties from SE 40th to SE 52nd. If this proposal is considered, The Woodstock Stakeholders support this change for the following reasons:

- The change to mixed-use will provide opportunities for the business district to expand and attract new businesses for a more complete neighborhood. With zero vacancy and high leakage as described on pages 13 to 15 in the report, additional commercial space and higher density near the business district will increase the vitality of the business district.
- This expansion of the mixed use zone would also provide opportunities for SE Martins to be improved through redevelopment since Martins is a mostly unimproved roadway and not passable in many sections. This is detrimental to the business district as drivers find it difficult circle the blocks and reenter the business district. Businesses identified this as a challenge in their individual charrette meetings. This would also increase value to the residents who live along unimproved sections of Martins St.
- Improvements of SE Martins south of the business corridor could also provide a connection for bicycle commuters with bike lanes that are currently lacking on Woodstock from SE 41st to 52nd Ave. Improvements to Martins would further enhance the attraction of Woodstock and could be designed with built-in buffer elements by using non-traditional street improvements. See illustrations on pages 27-28 of the Charrette Report.
- The expansion of the mixed-use from Woodstock to Martins would clean up the gap toothed line of commercial zoning adjacent to residential homes that does not easily allow for adequate or attractive buffering that a full street separation would.

Thank you for considering this testimony. We are proud to have been a part of the Woodstock Charrette and visioning of Woodstock's future. The Woodstock Neighborhood Association was invaluable in this process. As a result, we find that the charrette report accurately depicts the challenges and concerns of our entire community. We understand that this testimony is specific to zoning, but we would welcome the opportunity to engage with the City of Portland on future matters in shaping our business district.

Respectfully,

Representatives of Woodstock Stakeholders Group



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Portland OR 97206



Eugene Dieringer
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Portland OR 97202



4207 Southeast Woodstock Boulevard, PMB #130
Portland, Oregon 97206

March 12, 2015

City of Portland
Planning and Sustainability Commission
1900 SW 4th Avenue
Portland, OR 97201

RE: 2035 Comprehensive Plan Comments

Dear Planning and Sustainability Commissioners:

When Portland began talking about "Twenty minute neighborhoods" several years ago, Woodstock was already on its way. We already have many of the goods and services that meet people's daily needs. Groceries, hardware, gas station, bike shops, library, coffee shops, even a world class college -- we have all of this, surrounded by a solid, established neighborhood.

Yes, we think Woodstock is pretty terrific -- and now so do many others. Woodstock, like many neighborhoods in Portland, is changing rapidly. New houses are going up and new businesses are moving in. Exciting businesses like New Seasons and Grand Central Bakery are now or will be sitting next to more established businesses like

Papaccino's and Bi-Mart. Combined with an almost zero commercial vacancy rate, we are under market pressure to create more out of less.

The proposed changes under the new Portland Comprehensive Plan would take Woodstock Boulevard from Commercial Storefront - and in some cases Residential - to Mixed Use and would create a more continuous business district with many more opportunities for new businesses and residents to become part of our neighborhood.

In order to respond to the Portland Comprehensive Plan with a clear voice, the WCBA teamed with the Woodstock Stakeholder's Group, the Woodstock Neighborhood Association, and Reed College to commission the National Charrette Institute (NCI), to facilitate a conversation between the many different stakeholders in our neighborhood. With the goal of creating a workable vision for the future of our business district, City of Portland planners were also invited to help anchor the discussion in current zoning realities and anticipated changes.

The Woodstock Charrette was a success on many levels. Work sessions were held for the many diverse interest groups including residents, business owners, non-profit leaders, and commercial property owners. Unique to this process was the use of keypad polling to quantify the conclusions of the work sessions. The attached report with its supporting data is the result of this work, and in light of it, we feel we are able to support the proposed zoning changes as suggested by the current draft of the Comprehensive Plan.

It is, however, difficult to have this conversation in a vacuum and the comprehensive plan is just one piece of the puzzle. At the same time we are discussing the question of mixed use zoning, the codes determining what that means are also up for redefinition. Before making final recommendation on whether to support a wholesale change in our business district's zoning, we must know what that zoning will mean. Much of the Woodstock Charrette Report focuses on appropriate building heights, building massing transitions in context of surrounding buildings and residential zones, and desired development of unimproved roads. In addition, the report also addresses current and future parking needs in creative ways that resolve access issues in the near future and not only after optimum density is reached in the distant future.

We need the City to work hand in hand with us -- to partner with us -- using the comprehensive plan as just one tool to revitalize *and* protect our business district and

neighborhood, in essence to “keep Woodstock Woodstock,” while managing growth and increased density. By writing a mixed-use code that creates a toolbox of choices that right sizes development for the size of property, the width of the right of way, and the aesthetics of the neighborhood, the City can ensure that our neighborhood continues to retain it’s historical flavor while taking advantage of growth opportunities. We look forward to continuing the conversation with the City of Portland as the rezoning process continues, and we will continue to work within our community to strengthen the valuable partnerships we have created with the Woodstock Neighborhood Association and Woodstock Stakeholder’s Group.

Sincerely,

Ann Sanderson
Woodstock Community Business Association

September 19, 2014

City of Portland, Oregon
Bureau of Planning & Sustainability
Geographic Information System

Woodstock Blvd 40th Ave to 57th Ave

Changes to Comprehensive Plan Designations

- Single-Dwelling 7,000
- Single-Dwelling 5,000
- Multi-Dwelling 2,000
- Institutional Campus
- Mixed Use - Neighborhood
- Mixed Use - Dispersed
- Zoning Lines
- Comp Plan lines
- Parks
- School Sites
- Right-of-Way



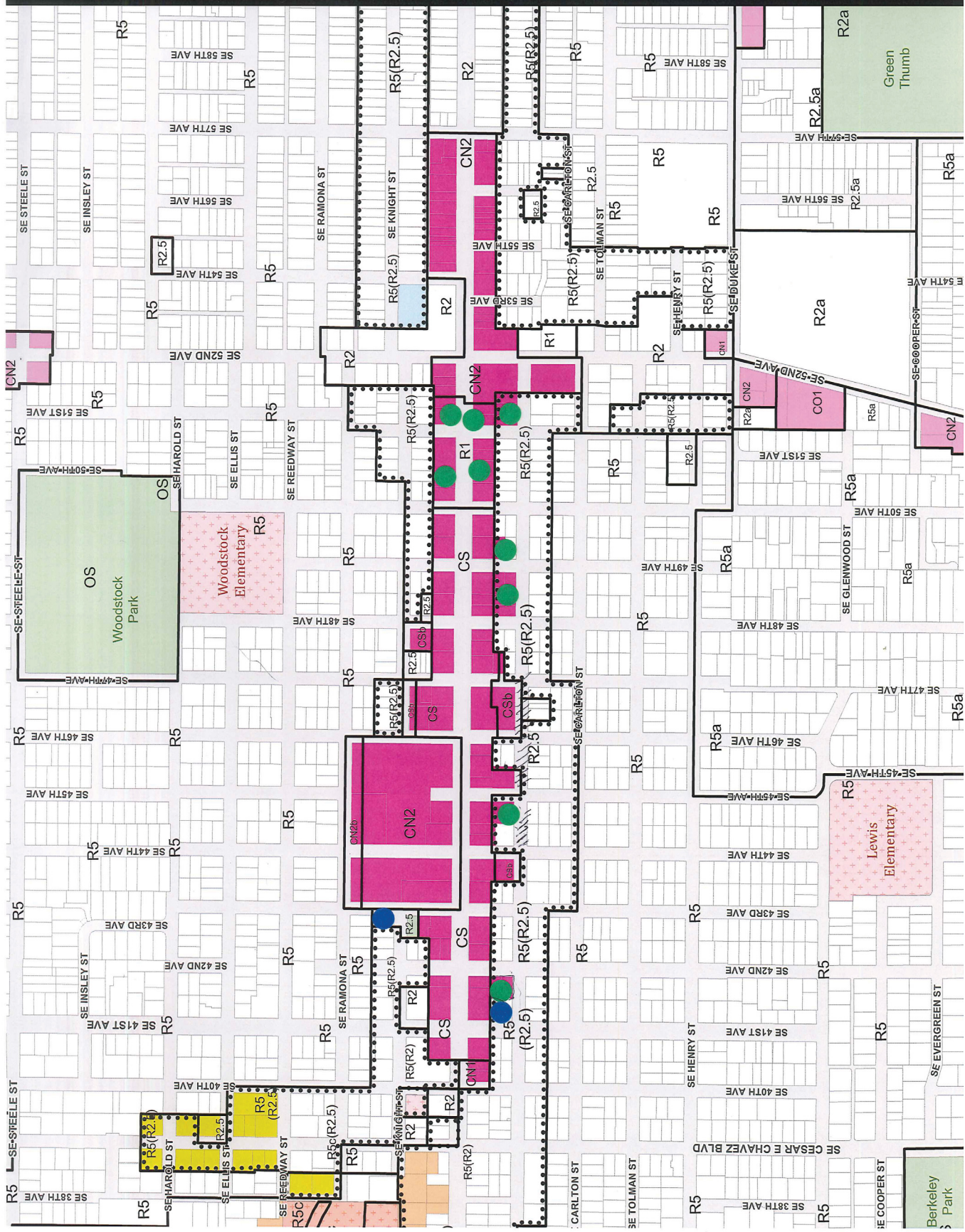
The information on this map was derived from City of Portland GIS databases. Care was taken in the creation of this map but it is provided "as is". The City of Portland cannot accept any responsibility for error, omissions or positional accuracy.



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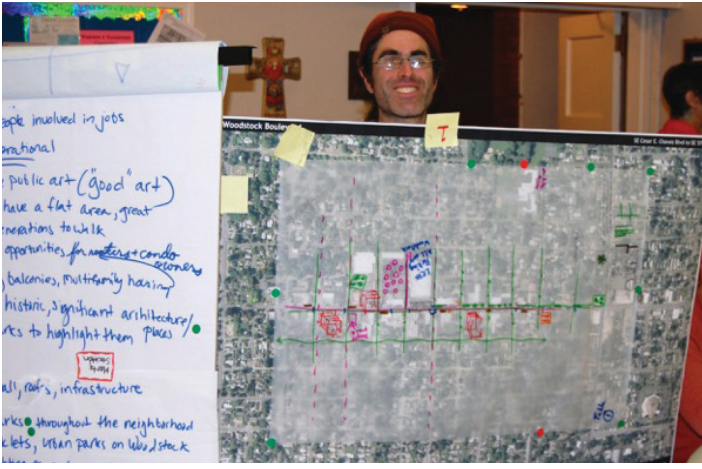


City of Portland, Oregon
Charlie Hales, Mayor • Susan Anderson, Director



THE WOODSTOCK BOULEVARD COMMUNITY VISION

CHARRETTE REPORT



January, 2015

THE WOODSTOCK BOULEVARD VISION CHARRETTE REPORT

Sponsors:

Woodstock Community Business Association
Woodstock Neighborhood Association
Woodstock Stakeholders Group
Reed College
Individual members of the Woodstock community

Project Committee

Angie Even
Becky Luening
Gene Dieringer
Terry Griffiths
Kevin Myers
Ann Sanderson
Krista Connerly
Mike Teskey

City of Portland:

Marty Stockton, Bureau of Planning and Sustainability

Charrette Team

Bill Lennertz, National Charrette Institute
Ed Starkie, Urban Advisors
Marcy McInelly, Urbsworks
Joseph Readdy, Urbsworks
Laurence Qamar, Qamar Associates
Carol Maurey Bellows

TABLE OF CONTENTS

Introduction 1

Comments by Kevin Myers, Reed College 1

Woodstock: One Neighborhood, Many Voices 2

About the Portland Comprehensive Plan Update 4

The Woodstock Vision Charrette Summary 9

Market and Development Analysis by Urban Advisors 12

Strong Places/Weak Places 18

Influencing the Character and Scale of Woodstock Main Street through Design 18

Unimproved Streets 26

Keypad Polling 29

Site Specific Studies 30

Executive Summary 34

Appendix 37

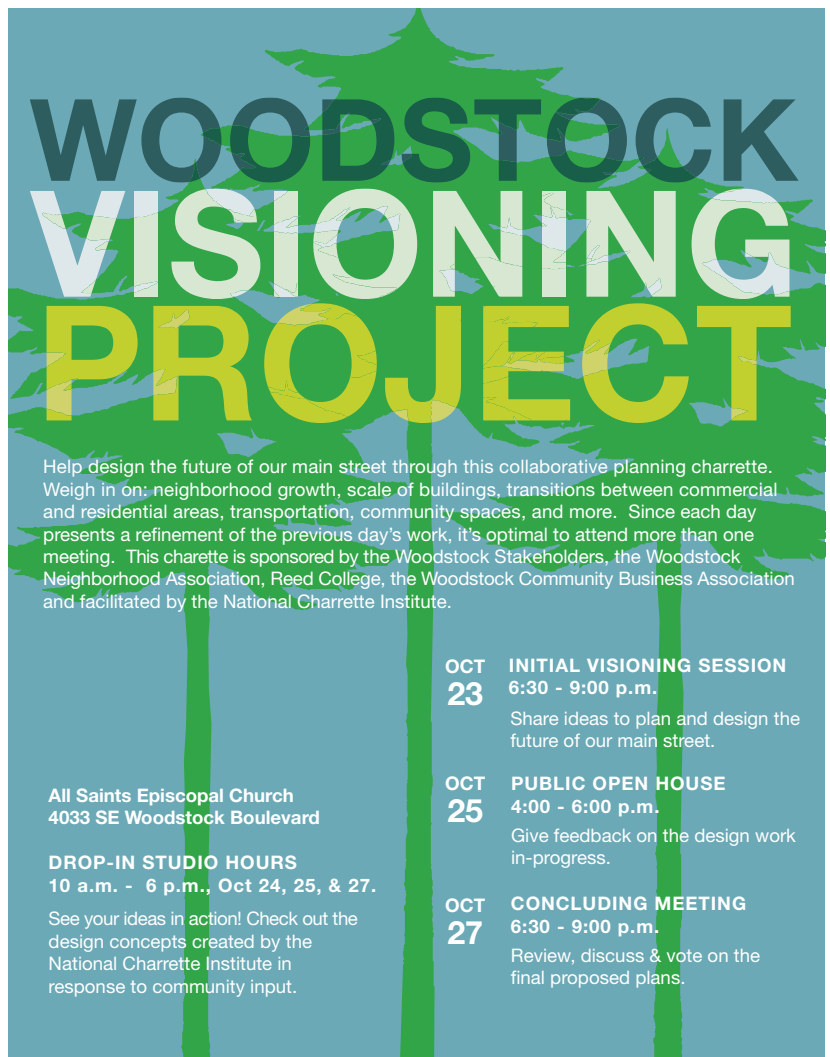
Appendix A - Meetings 37

Appendix B - Charrette Comments 41

Appendix C - Strong/Weak Places 46

Appendix D - Table Visioning 49

Appendix E - Vision Wall Comments 53



**WOODSTOCK
VISIONING
PROJECT**

Help design the future of our main street through this collaborative planning charrette. Weigh in on: neighborhood growth, scale of buildings, transitions between commercial and residential areas, transportation, community spaces, and more. Since each day presents a refinement of the previous day's work, it's optimal to attend more than one meeting. This charrette is sponsored by the Woodstock Stakeholders, the Woodstock Neighborhood Association, Reed College, the Woodstock Community Business Association and facilitated by the National Charrette Institute.

OCT 23 INITIAL VISIONING SESSION
6:30 - 9:00 p.m.
Share ideas to plan and design the future of our main street.

OCT 25 PUBLIC OPEN HOUSE
4:00 - 6:00 p.m.
Give feedback on the design work in-progress.

OCT 27 CONCLUDING MEETING
6:30 - 9:00 p.m.
Review, discuss & vote on the final proposed plans.

All Saints Episcopal Church
4033 SE Woodstock Boulevard

DROP-IN STUDIO HOURS
10 a.m. - 6 p.m., Oct 24, 25, & 27.

See your ideas in action! Check out the design concepts created by the National Charrette Institute in response to community input.

INTRODUCTION

In early 2014, the Woodstock Stakeholders Group, Woodstock Community Business Association, Woodstock Neighborhood Association and Reed College contacted the Portland based National Charrette Institute seeking advice on a visioning project for the core business district along Woodstock Boulevard. The intent was to bring the residential and business community together to create a vision for how Woodstock Boulevard should grow. The Portland Bureau of Planning and Sustainability saw the visioning as an opportunity to engage the community in the current Comprehensive Plan Update. In late summer it was decided to conduct a vision charrette or community design workshop. The public visioning charrette was held on October 23, 24, 25 and 27, 2014 at the All Saints Episcopal Church on Woodstock Boulevard. A wrap-up public meeting was held on December 4th. Members of city staff attended multiple meetings before, during and after the charrette. In all, over 100 people participated in the meetings with over half attending multiple events.

This report is meant to serve as a resource for the Woodstock community to use in providing input and testimony to the Comprehensive Plan Update and in seeking to influence future developers.

Comments by Kevin Myers, Reed College

There are people on the visioning planning team that have been working to make Woodstock a better place for decades. They have worked, lived and raised their children in Woodstock, and put in thousands of hours of community service to put on parades, picnics, movies in the park, and holiday events. They've written grants, and petitions, organized meetings and testified before city hall—they've fought to get crosswalks, improve unimproved roads, get planters in the median strips, worked to make things more bike and pedestrian friendly, they negotiated to preserve the Woodstock Community Center and they work equally hard to keep it open--all to make Woodstock a great place to live, raise families, and do business. For me, these folks symbolize everything I love about Woodstock. I've been attending meetings with these people for the last 5 or 6 years.

So I was very happy for this community when things along the boulevard really started to pick-up. We were all excited following last summer's announcement that New Seasons was coming, and then Grand Central Bakery, Portland Fish Market, and Dick's Kitchen—all great additions to the neighborhood. Then came the talk, rumor, and fear that next would be Pet Co, Walgreens, and 45-foot-tall, boxy buildings like those that have popped up on streets like Division, and that those would push up rents and push out family owned businesses and middle-income families—and frankly change the character of Woodstock.

That's when we started meeting with the City to see what we could do to help manage the growth while retaining the diverse demographics and character of the neighborhood, and open up new spaces for the types of business that were desired—allowing growth for existing business we love that anchor the neighborhood like Otto's and the Joinery. What would that look like as Portland grows? In other words, how do we accommodate growth in a way that still feels like Woodstock?



Woodstock: One Neighborhood, Many Voices

By Becky Luening, Chair of the Woodstock Neighborhood Association; Ann Sanderson, President of the Woodstock Community Business Association; and Angie Even, Chair of the Woodstock Stakeholders Group

A neighborhood is made up of many different voices. Residents, business owners, property owners, schools and community organizations; each group has its own unique needs and concerns. In times of rapid change, how can a whole community come together to help shape the future of its business district, ensuring that each group is well represented while recognizing that individuals often have differing opinions?

Woodstock recently took up this challenge, as local leaders recognized the need to get out in front of the changes affecting our commercial district rather than just waiting to see what market forces would bring. Reed College representatives spoke of wanting a vibrant "downtown." Neighbors spoke of their desire for buildings and businesses that were different from the new ones suddenly popping up on main streets in nearby neighborhoods like Division Street.

Community advocates began to focus on two strategies for shaping changes in Woodstock's town center. One would be the development of a plan or a set of guidelines which could then be used to make recommendations that might influence the decisions of property owners and those undertaking commercial development projects in our district. The other would be to provide strong collective input to the City of Portland's Comprehensive Plan, a document that will influence Portland's growth and development for the next two decades.

Both of these strategies would require extensive community input, and thus the Woodstock Charrette was born. Facilitated by the National Charrette Institute (NCI), an internationally recognized nonprofit organization led by Bill Lennertz and based in Portland, the Woodstock Charrette (also referred to as the Woodstock Visioning Project) brought all the different neighborhood interest groups together in a community design process. Included were commercial property owners (represented by the Woodstock Stakeholders Group), business owners (represented by the Woodstock Community Business Association), neighborhood residents (represented by the Woodstock Neighborhood Association), Reed College representatives, and City of Portland staff with expertise in planning, transportation, and economic development.

The primary work of the Woodstock Charrette with the greatest intensity of public participation was held for four intensive days and evenings of October 23, 24, 25, and 27, 2014. A final recap and finale was held on the evening December 4th. The visioning process engaged hundreds of Woodstock neighbors, and the results of their collective consideration and discussion has the potential to strongly influence the shape of future development of the Woodstock neighborhood's commercial district. NCI team members worked with neighborhood volunteers to gather ideas from attendees and facilitate whole-neighborhood conversations around specific topics, which are reflected in this final report. Some of the questions considered included:

- How far and in what direction (north, south, east, west) should commercial zoning be expanded?
- How big should multi-story buildings that may be constructed in the future be, and what kinds of zoning options should guide commercial development?
- How can we soften transitions between commercial and residential sections of our neighborhood?
- How important is it to include community gathering places, pocket parks or art features in our business district?
- How does traffic flow and transportation issues—auto, pedestrian, bicycle, public transport, parking play into the design of the commercial district?

The Woodstock Charrette grew out of conversations between Kevin Myers, Director of Strategic Communications at Reed College; Mike Teskey, head of Alumni Relations at Reed, who has a background in historic preservation; and commercial property owners Angie Even and Gene Dieringer, who head up the Woodstock Stakeholders Group that represents commercial property owners in our district. Woodstock Neighborhood Association's Land Use Chair Terry Griffiths was also involved in these early conversations about how to get ahead of, and help shape, the changes that were already coming to our neighborhood.

Teskey had a connection with Bill Lennertz, Executive Director of NCI, and when Lennertz led a charrette training in Portland attended by city planners and community organizers from around the world, Reed sponsored the participation of two Woodstock residents, Dan "DK" Chin and Kenny Heggem. Additionally, NCI used Woodstock as one of the case studies for that training.

The Woodstock Charrette was funded by old-fashioned grassroots fundraising. Each interest group contributed financially, creating an atmosphere of shared "skin in the game" and added commitment to the success of the project. Volunteers from all these groups were involved in planning, preparation, hosting and facilitation roles. In addition, many businesses made in-kind donations to support the effort. All of the public meetings were held at All Saints Episcopal Church on Woodstock. We are deeply grateful to all who contributed, including the many residential neighbors who turned out to participate in the process.

As with any project that creates a shared vision, implementation is the plan's most important element. The Woodstock Visioning Project brought together and energized a neighborhood around considerations of the future of its business district. We were able to demonstrate that people really care about their neighborhood, and while we didn't address or settle every question and concern that was brought to the table, we were able to consider and vote on several key questions. The outcome of the process will be used to influence those constructing future development in our community and the city departments that guide and regulate that development. We are confident that our work on this project has already influenced that future.

ABOUT THE PORTLAND COMPREHENSIVE PLAN UPDATE

By Marty Stockton, Bureau of Planning and Sustainability

The Comprehensive Plan is a 20-year plan for the growth and development of Portland. It provides a framework for the City to create opportunities for more jobs, affordable housing, a low-carbon economy, a clean environment, increased mobility and greater equity among Portlanders.

What are the parts of the Plan?

The Comprehensive Plan includes the components that work together to guide the City of Portland's land use and infrastructure investment decisions.

- **Goal and Policies**
Long-term aspirations for Portland and descriptions of the work that must be done to achieve them.
- **List of Significant Projects**
Planned public facility investments.
- **Comprehensive Plan Map**
Land use designations for growth, development and conservation.
- **Transportation System Plan**
Transportation policies, street classifications and street plan maps.

Goals and Policies – Chapter 3: Urban Form within the Comprehensive Plan

The draft Comprehensive Plan policies call for fostering a network of mixed-use centers across Portland that will be a focus of activity, services, and housing and employment growth. Centers will range in scale from the Central City's downtown to small neighborhood centers, providing local access to services and allowing Portlanders across the city to live a healthy, active lifestyle. Examples of existing centers include the Hollywood, St. Johns, Hillsdale, and Lents town center.

What are centers?

Centers are compact places that serve as anchors to connect neighborhoods, providing concentrations of:

- Neighborhood businesses, including grocery stores and other essential goods and services
- Community services, libraries, schools, community centers, places of worship, etc.
- Housing
- Employment opportunities
- Parks or other public gathering places

Centers will be priorities for improvement as connected, accessible places that are:

- Hubs for active transportation (walking, bicycling and transit)
- Physically accessible for people of all ages and abilities
- Connected to other centers and to key destinations by frequent transit
- Linked to surrounding neighborhoods by quality pedestrian and bicycle connections.

Why centers?

Clustering destinations within compact, walkable centers makes access by transit, walking, wheelchair, and bicycle more practical and reduces the amount of driving needed to access services. Creating a citywide network of centers will be critical to achieving Portland Plan goals for making it possible for the majority of Portlanders (80%) to live in complete neighborhoods by 2035, and for achieving sustainability goals for increasing travel by transit, walking, and bicycling.

Neighborhood Center: Neighborhood centers are hubs of commercial services, activity, and transportation for surrounding neighborhoods. They typically include small parks or plazas that support local activity and gathering. These smaller centers provide housing capacity within a half-mile radius for about half the population needed to support a full-service business district (surrounding neighborhoods provide the rest of this population base).

Neighborhood Corridor: Neighborhood Corridors are narrower main streets that connect neighborhoods with each other and to other parts of the city. They support the viability of neighborhood business districts and provide locations for additional housing opportunities close to local services, amenities and transit lines.

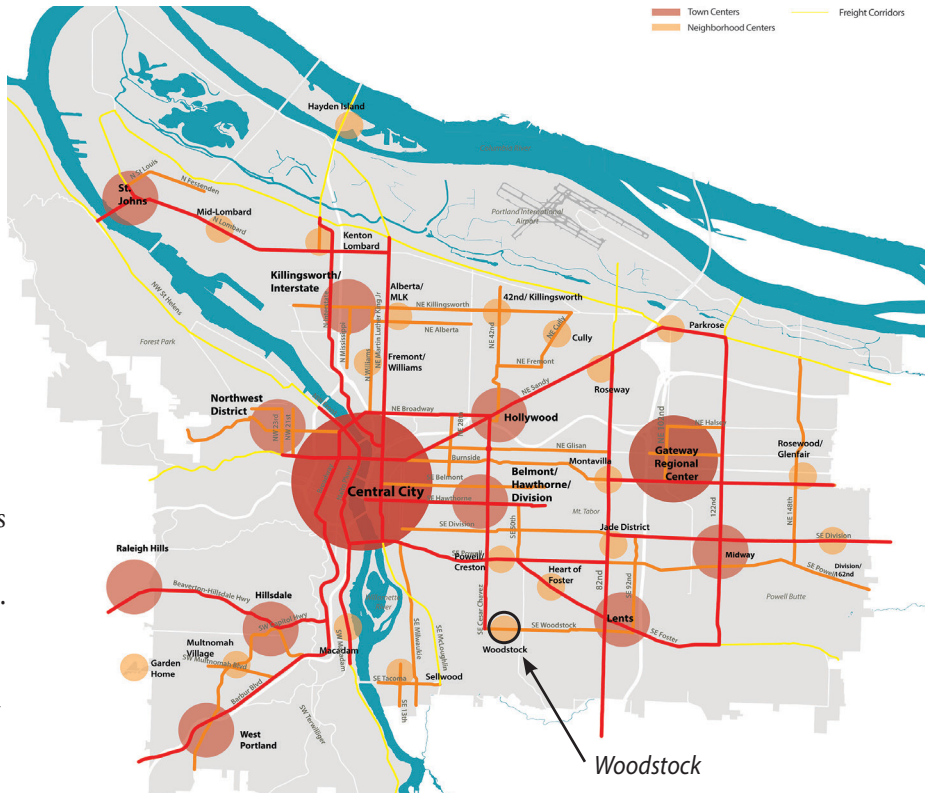
The Comprehensive Plan Map

This map establishes land use designations for all land in Portland's Urban Services Boundary. It shows desired development intensity and where various uses (residential, mixed-use, employment, etc.) will be allowed. It is the basis for the Zoning Map.

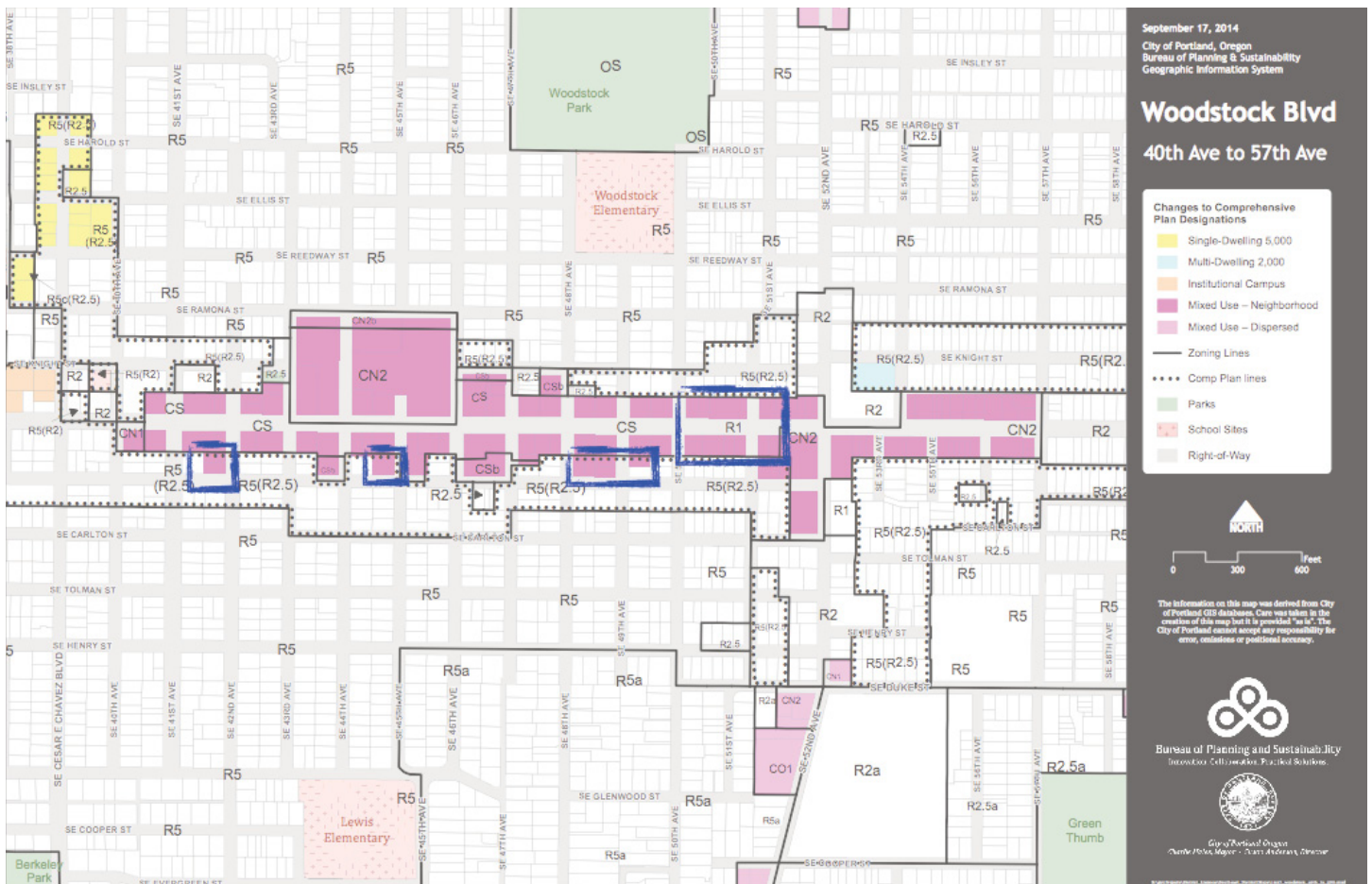
Proposed Comprehensive Plan Map Changes

Proposed map changes carry out draft goals and policies of the Plan, and respond to community input. The purpose of the proposed map changes along Woodstock Boulevard:

- Increase housing opportunity in transit-accessible neighborhoods close to the Central-City
- Emphasize new neighborhood center and corridor designations
- Address nonconforming-use issues and split designated parcels in several corridors
- Add mixed-use designations in selected locations



The Woodstock core area is proposed as both a Neighborhood Center and a Neighborhood Corridor as illustrated in the Centers and Corridors Diagram.



The circled areas in the map above show the areas that are proposed to change from residential to mixed-use neighborhood zoning.

Proposed Zoning Map Changes

The proposed draft of the Comprehensive Plan is currently under review by the public and the Planning and Sustainability Commission (PSC). The new Comprehensive Plan Map proposes land use changes for a number of properties across the city, and many people are eager to talk about the zoning details for those places – particularly in the mixed-use zones.

The Mixed Use Zones Project will revise Portland’s Commercial and Central Employment zoning codes applied outside the Central City. These zones (CN1/2, CO1/2, CM, CS, CG, CX, EX), in which mixed uses are allowed, were created over 20 years ago when auto-oriented uses and low intensity commercial uses were more common.

The Bureau of Planning and Sustainability is considering a new framework of zones to replace the city’s existing Commercial and Central Employment zones. The working concept would reduce the current array of nine zones to a set of four. The new framework would include zones that allow small (CM1), medium (CM2) and large (CM3) scale commercial mixed-use development, as well as a medium-scale zone that would allow a broader array of employment uses (CE).

- Commercial Mixed-Use 1 (CM1)
- Commercial Mixed-Use 2 (CM2)
- Commercial Mixed-Use 3 (CM3)
- Commercial Employment (CE)

One of four Mixed Use Zones will be specifically assigned to each area designated mixed-use on the Comprehensive Plan Map.

Table 1: Preliminary Zoning Concept: Comprehensive Plan and Zoning Relationships (dated November 2014)

New Comp Plan Designation	Future Implementing Zones	Existing Implementing Zones
Mixed-Use Dispersed	CM1, CE	CN1, CN2, CO1, CO2, CM, CS, EX
Mixed-Use Neighborhood	CM1, CM2, CE	CN2, CO2, CM, CS, EX
Mixed-Use Civic Corridor	CM1, CM2, CM3, CE	CN2, CO2, CM, CS, CG, CX, EX
Mixed-Use Urban Center	CM1, CM2, CM3, CE	CN1, CO1, CM, CS, CG, CX, EX

The new zones will be initially be applied to properties based on a combination of factors, including the Urban Design Framework (UDF, Comprehensive Plan designation and current zone. The Mixed Use Zones Project will propose a conversion system that recommends mapping/application of new zones. As shown in the preliminary concept table (dated November 2014) below, in most cases the new recommended zone for a particular parcel will be the most similar to the current zone, in terms of scale and general use allowances, In some cases more than one option exists. New zones will have new development and design standards that result from the Mixed Use Zones Project.

Table 2: Preliminary Zoning Concept Conversion (dated November 2014)

Proposed Comp Plan Designation	Current Zone						
	CN1/2	CO1/2	CM	CS	CG	EX	CX
Mixed Use Dispersed	CM1	CM1	CM1	CM1	CM1 [#] CE [#]	CM2	n/a
Mixed Use Neighborhood	CM1	CM1	CM1* CM2*	CM1* CM2*	CM2 [#] CE [#]	CM2	n/a
Mixed Use Civic Corridor	CM1 [^] CM2 [^]	CM1 [^] CM2 [^]	CM2	CM2	CM2 [#] CE [#]	CM3	CM3
Mixed Use Urban Center	CM1	CM1 ⁺ CM2 ⁺	CM2	CM2	CM2 [#] CE [#]	CM3	CM3

- * CM1 may be proposed for UDF Neighborhood Corridors; CM2 may be proposed for UDF Neighborhood Centers
- ^ CM1 may be proposed for isolated locations; CM2 may be proposed for areas contiguous to larger scale mixed-use zones
- + CM1 may be proposed for CO1 zones; CM2 may be proposed for CO2 zones
- # TBD: CM zones may be applied to UDF Centers; CE may be applied to UDF Corridors.

What this means for Woodstock

The Woodstock Core Area is designed a Neighborhood Center and the boulevard is designated a Neighborhood Corridor. Using Table 2 above, existing CN2 and CS zoning would convert to CM1 and CM2 respectively.

The Mixed Use Zones Project will work closely with the City's District Liaisons to publish a map of the proposed zoning. This process will help fine tune the mapping/application of new zones where specific circumstances may warrant application of different zones than recommended through the conversion table. Examples of these circumstances could include areas: of unique topography or natural resource impacts; with significant resources; where transitions to a different development pattern may be desired (e.g., less auto-oriented or more employment focused).

The Planning and Sustainability Commission will hold public hearings on the new zoning codes, proposed conversion table approach, and proposed Zoning Map in mid-2015. Adjustments may be made based on public testimony. The PSC recommendations will be forwarded to City Council for final public hearings and adoption in late 2015 to early 2016.

Where basic infrastructure is not in place to accommodate the desired intensity indicated on the Comprehensive Plan Map, the property will be shown as "designated" for the desired future zone. The desired zoning will be allowed when the necessary infrastructure is in place or is guaranteed to be in place at such time as the desired use will be allowed.

What is the difference between the Comprehensive Plan Map and Zoning?

The Comprehensive Plan Map is about the future: It depicts a long-term vision of how and where the city will grow and change over the next 20 years to accommodate expected population and job growth. The comprehensive plan map identifies what land can generally be used for (e.g., residential, employment, open space). Should it be light industrial or manufacturing? Multi-family or single-family? Specific rules about how buildings can look or how tall they can be are developed once these general land uses are defined and mapped.

The Zoning Map is about what is allowed today: Decisions about the Comprehensive Plan Map guide decisions about zoning. The City's Zoning Map tells us how land can be used and what can be built on any given property today. Zones are more specific than the Comprehensive Plan designations and come with a set of rules described in the City's zoning code. The zoning code addresses the details; height, setbacks, floor-area ratio (FAR) and other design characteristics for each property.

What happens next?

Step 1: Planning and Sustainability Commission

Starting in September 2014, the Planning and Sustainability Commission (PSC) hosted a series of public hearings. The PSC will review and listen to public input, including all letters, map comments and in-person testimony. This feedback will help the PSC develop a better and more complete plan to recommend to City Council for adoption.

Step 2: City Council

City Council is expected to hold hearings and vote on the new Comprehensive Plan by mid-2015. They will likely hold hearings and vote on related zoning changes by the end of 2015.

Step 3: State of Oregon

After City Council adoption, the new plan must be approved (Acknowledged) by the State of Oregon. That process can take as long as a year.

To read the full Comprehensive Plan, its goals and policies, project list and comprehensive plan map, please visit: www.portlandoregon.gov/bps/pdxcompplan or call the Bureau of Planning and Sustainability at (503) 823-7700.

THE WOODSTOCK VISION CHARRETTE SUMMARY



A charrette is a series of design-based meetings held over multiple consecutive days. The Woodstock Vision Charrette kicked off on the morning of Thursday, October 23, 2014 with a walking tour of Woodstock’s commercial strip for the NCI charrette team, led by members of the neighborhood’s project committee. A team comprised of architects, urban designers and economists began the visioning process by listening to the community at a kick-off meeting held that evening at All Saints Episcopal Church. Over subsequent days, members of the community participated in the charrette through a series of topical meetings. People also participated by dropping by the design studio at the church to view and discuss the work with members of the design team. During the charrette there were three formal public meetings, seven topical meetings, two technical reviews, a public open house and three public meetings. In total, the charrette provided over 40 hours of meeting time with community members.



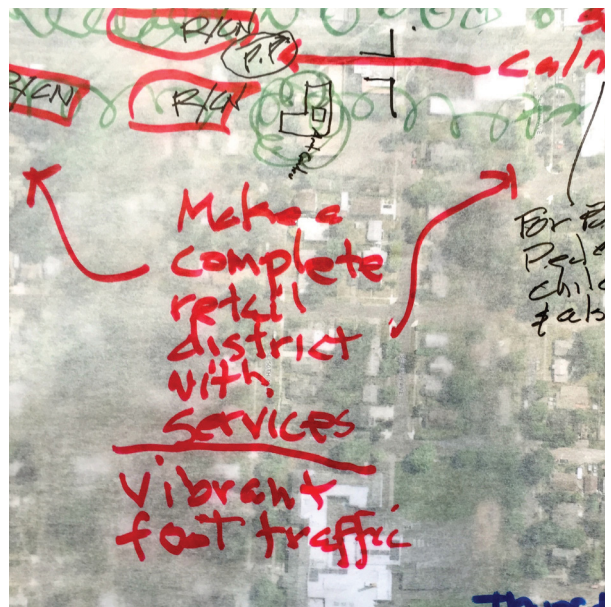
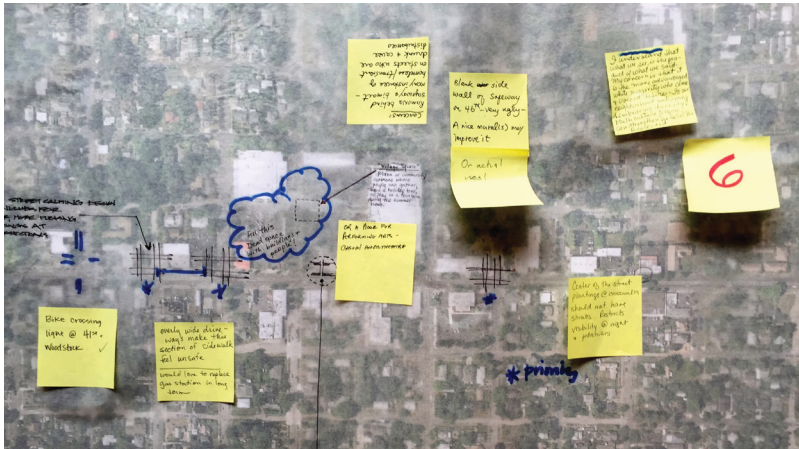
Charrette Activities

On the evening of October 23rd approximately 90 people gathered at the All Saints Church for the opening public meeting of the charrette. The meeting began with a presentation by the charrette team about the project purpose and process. The central activity of the evening was a set of exercises that engaged the community in describing aspects of a vision for the future of Woodstock Boulevard. People worked in small groups on a “hands-on” exercise to draw ideas on an aerial photograph of the study area. At the end of the evening a representative from each group reported on their top vision items. This exercise allowed all participants to see the common vision ideas as well as the disagreements. This information was then given to the charrette design team as a starting point for the development of design alternatives starting the next day.

Woodstock Blvd. Charrette Schedule					
TEAM SCHEDULE (9/30/14)					
Location: All Saints Episcopal Church, 4033 SE Woodstock Blvd.					
Charrette studio open open to the public: Friday, Saturday, Monday 10 AM - 6:30 PM					
	Thursday, October 23 DAY ONE	Friday, October 24 DAY TWO	Saturday, October 25 DAY THREE	Sunday, October 26 DAY FOUR	Monday, October 27 DAY FIVE
9:00 AM	Walking Tour: Designers and Committee 9-11am	Meeting with City 9-10:30am			Meetings as needed: City, committee, property owners 9-10:30am
10:00 AM		Meeting with neighborhood reps., churches, community advocates 10:30am-12pm	Meeting with nearby neighbors 10:30am-12pm		
11:00 AM					
12:00 PM	Lunch Out	Lunch In	Lunch In		Lunch In
1:00 PM	Meeting with realtors, property owners, Reed 1-2:30pm	Meeting with business owners 1-3pm			Presentation Preparation
2:00 PM	Meeting with property owners		Design in Studio		
3:00 PM	NCI Charrette 101 Lecture 3:30-5pm	Team Design in Studio		Day Off - No Activities	
4:00 PM	Meeting with property owner		Public Open House 4pm-6pm		
5:00 PM	Facilitator Training				
6:00 PM	Dinner In				Set-up for Presentation Pizza In
7:00 PM	Public Kick-off Meeting 6:30pm-9pm		Design in Studio		Public Results Meeting 6:30pm-9pm
8:00 PM					
9:00 PM					

Table Drawings from Thursday Workshop

Drawings by small groups of community members completed at the Charrette Public Kick-off Meeting:



One-word Card Responses: Now

During the charrette, community members filled out “one-word surveys.” This diagram shows the most common words used to describe “Woodstock Boulevard now.”



One-word Card Responses: Future

This diagram shows the most common words used to describe “Woodstock Boulevard in the future.”



The above “word clouds” give greater prominence to words that appear more frequently in the source text. Larger words= more frequent responses, small words= less frequent responses.

Topical Meetings

Members of the charrette design team conducted a series of meeting with community members and city staff during the charrette. The purpose of these meetings was to gather comments and ideas from the participants about vision and design concepts for Woodstock Boulevard. The meetings were held with:

- Commercial property owners
- Neighborhood representatives
- Churches and community advocates
- Business owners
- Reed College
- Nearby neighbors on SE Martins and SE Ramona
- City of Portland staff

See appendix A for meeting results.



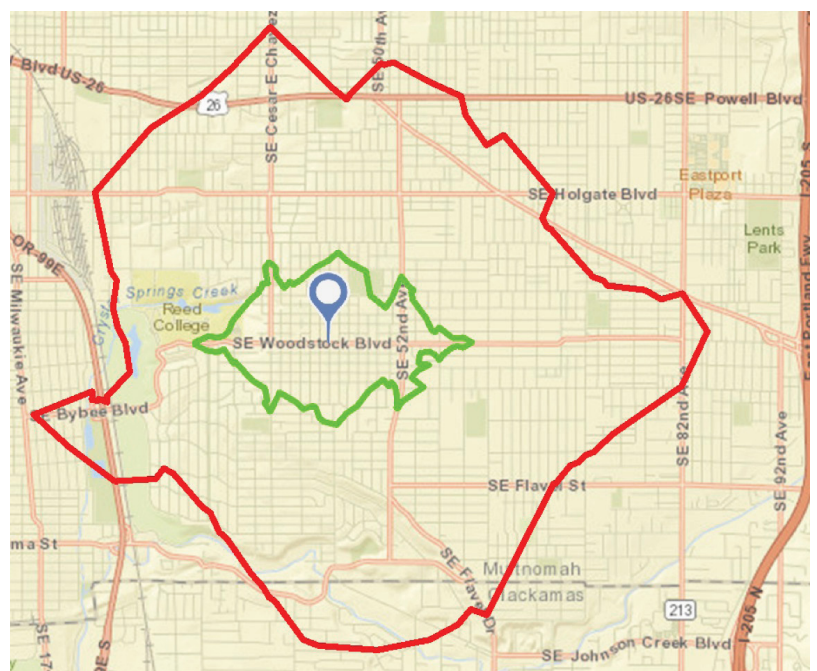
Market and Development Analysis by Urban Advisors

Context

Woodstock Street between SE Cesar E Chavez Boulevard and SE 52nd Avenue is a historic main street for the Woodstock neighborhood. The Woodstock neighborhood started as the town of Woodstock with its own post office and remained a town until 1912. The existing commercial district was centered on the streetcar line that traveled from the Hawthorne district and that served the neighborhood from 42nd Avenue to 57th Avenue where the line terminated.

This historic main street is in the center of an area of perceived barriers that define its market area (see the map at right) including: the railroad to the west; I-205 to the east; Powell Boulevard to the north; and, Johnson Creek to the south. (More historical context at: www.pdxhistory.com/html/portland_neighborhoods.html)

The goal for the project team was to evaluate the potential for better retail and services in the area. To evaluate the potential for change on the Woodstock corridor we mapped local drive times. A two-minute drive, shown with the green boundary in the map,



Map of Drive Times

Source: ESRI Business Information Services

corresponds roughly to a walk shed for the retail district from SE 45th and SE Woodstock. A five-minute drive time, shown with the red boundary, corresponds roughly to the actual physical barriers that define the Woodstock local market.

Market Demographics

Demographic estimates and trend-based projections for the two drive-time areas in the map are shown in the following tables.

SE Woodstock and SE 45th

2 Min. Drive (Walk Shed)	2014	2019	Change
Population	3,160	3,289	129
Households	1,325	1,384	59
Families	751	779	28
Non Families	574	605	31
Average Household Size	2.28	2.28	0
Owner Occupied Housing Units	961	1,001	40
Renter Occupied Housing Units	364	384	20
Median Age	38.2	39.2	1.0
Median Income	\$67,537	\$79,164	\$11,627

Within the very local market, the walk shed, there are slightly over 1,300 households. Owner occupied units are approximately 73 percent of the occupied units in this area.

SE Woodstock and SE 45th

5 Min. Drive	2014	2019	Change
Population	44,946	46,724	1,778
Households	18,651	19,429	778
Families	9,893	10,246	353
Non Families	8,758	9,183	425
Average Household Size	2.34	2.34	0
Owner Occupied Housing Units	10,838	11,286	448
Renter Occupied Housing Units	7,813	8,143	330
Median Age	36.7	37.4	0.7
Median Income	\$50,930	\$58,436	\$7,506

The five-minute drive time in which Woodstock is centered contains over 18,600 households. As compared to the Woodstock walk shed, median incomes are approximately 25 percent lower and the proportion of owned homes is lower, approximately 58 percent as opposed to 73 percent.

A Note About Projections

The projections shown in the demographic tables are trend based; they do not take into account the planning in the proposed comprehensive plan for the city. The comprehensive plan allocates future growth and density to specific nodes or town centers, and to specific corridors. Woodstock is one of the corridors chosen for neighborhood mixed-use that will accommodate future retail, services, jobs and housing over the next 20 years. As such, trend-based projections do not reflect the likely outcome that the Woodstock corridor will add housing and retail. Trend-based projections only reference past growth, while the comprehensive plan dictates where growth can occur, making past trends an unreliable indicator of the location of new housing. New housing will also act as an incentive for new retail space in proximity.

The Current Market for Retail

Woodstock has a very small market in its walk shed, but a rather large market in the area contained within the physical

boundaries noted above. For instance, the area within walking distance contains only about one-third of the households necessary to support a grocery. The major businesses located on the corridor, such as Safeway, Bi-Mart, and New Seasons are relying on the wider market area rather than the walk shed. With that in mind, we looked at leakage within a five-minute drive.

Leakage in the following table is equal to sales less demand. When sales are less than area demand, then the excess demand is being spent elsewhere. For the five-minute drive from 45th and Woodstock there is currently about \$151 million in demand, not including motor vehicle or gasoline and oil sales, that is not being supplied with the five-minute drive. The table “Woodstock and 45th Drive Time Leakage’ on the following page lists each retail category, but among them are candidates for main street retail businesses that could add to the vitality of the Woodstock neighborhood, including:

- Clothing: \$20 million
- Restaurants, all types: \$15.7 million
- Shoes, Jewelry, Other Shop types: \$11.9 million
- Electronics, Appliances: \$9.4 million
- Building Materials, Supplies: \$7.8 million
- Special Food Services: \$1.8 million

Altogether, there appears to be short-term demand for retail space of between 100,000 to 150,000 square feet.

Woodstock and 45th Drive Time Leakage	Leakage in Black	
	2 Minute	5 Min Total
Department Stores Excluding Leased Depts.	2,829,822	36,004,479
Other General Merchandise Stores	(15,099,720)	12,255,932
Clothing Stores	1,337,717	20,064,983
Food Services & Drinking Places	(4,112,717)	13,917,232
Limited-Service Eating Places	(52,070)	9,168,846
Electronics & Appliance Stores	383,644	9,442,806
Full-Service Restaurants	(2,144,979)	6,571,112
Bldg Material & Supplies Dealers	(598,371)	7,841,800
Nonstore Retailers	(1,696,744)	4,899,851
Auto Parts, Accessories & Tire Stores	563	5,676,270
Office Supplies, Stationery & Gift Stores	288,751	4,219,990
Other Motor Vehicle Dealers	528,108	3,891,193
Electronic Shopping & Mail-Order Houses	(2,051,197)	1,115,943
Jewelry, Luggage & Leather Goods Stores	175,218	2,987,899
Sporting Goods/Hobby/Musical Instr Stores	743,650	3,335,564
Other Miscellaneous Store Retailers	4,722	2,338,018
Shoe Stores	341,475	2,427,724
Special Food Services	170,384	1,826,923
Used Merchandise Stores	(528)	1,553,712
Lawn & Garden Equip & Supply Stores	228,550	1,549,882
Book, Periodical & Music Stores	176,294	145,136
Florists	(265,476)	(533,558)
Specialty Food Stores	(359,767)	(956,250)
Drinking Places - Alcoholic Beverages	(2,086,051)	(3,649,649)
Beer, Wine & Liquor Stores	320,683	(1,253,485)
Home Furnishings Stores	(901,113)	(3,278,511)
Furniture Stores	335,191	(5,780,577)

Furniture & Home Furnishings Stores	(565,922)	(9,059,087)
Health & Personal Care Stores	1,509,255	(17,846,623)
Grocery Stores	(36,599,128)	(71,946,726)

Source: ESRI BIS

There are two other factors that will affect the market viability for retail on Woodstock—the fact that there is currently no vacant retail space, and the fact that most of the current building stock, even if it were vacant, is outdated for modern retailing. Because of the lack of vacancy, new space will need to be built and new space will cost more than existing space and will require higher sales per square foot to enable feasibility.

To summarize, the challenges beyond retail demand include:

- Current retail vacancy close to zero
- Most space in retail zones is obsolete
- Households within retail walk shed only ±1300
- Street acts as commuter corridor, not pedestrian corridor

To meet these challenges, new space is needed, but to support new space:

- Retail capture needs to increase
- Foot traffic to raise sales needs to increase
- Residential intensity on the corridor needs to increase to raise capture
- Woodstock needs traffic calming to ±20 mph (which can increase business revenue by ±15%) to increase capture
- A more complete retail district is needed to increase the value as a destination neighborhood

Making the retail district more complete means providing a mix of goods and services that satisfy most community needs in a walkable compact district. A more complete district:

- Has higher value as a destination
- Draws from a wider radius
- Achieves higher market capture
- Makes property more valuable

Woodstock can, by careful programming of mixed-use, achieve market support for this, but it requires all of the elements: a better street for walking, more aggregated retail to make a higher utility walking district, and more residential on the corridor to create a higher capture local market.

Finally, it is very important that the small village character of the district is maintained so that Woodstock, as a destination, is distinct from other mixed-use districts. Retaining its historic quality through careful design of buildings and street amenities will be critical in differentiating Woodstock as a desirable location.

Woodstock Capacity for Change

If Woodstock could redevelop, how much building square footage can be added, while maintaining village character without costly or ugly parking solutions and at a scale achievable by local owners and developers or businesses?

Right now, Woodstock is an auto-oriented location and the ability to add retail will depend in part upon parking. With this in mind the team looked at the potential for adding new parking without adding structures or large lots in addition to what is there now. We determined that Woodstock, with managed on-street parking, could support an urban form that yields 150,000 square feet of new storefront commercial parked on-street, and 1,000 new housing units with on-site and on-street parking.

Parking solutions, as recommended by the charrette team, can include:

- Head-in parking on SE Martins, one side of street only = up to 160 spaces (pertains to full-block commercial areas, see illustration page 31)
- Improving parallel parking on Woodstock with elective curb cut removal = ±38 to 76 spaces
- Parallel parking that can be accommodated for one block along the north/south side streets off Woodstock = ±550 spaces
- New project on-site parking = ±1,000 spaces
- Total new spaces available for new development = ±1,600 to 1,700

Trade Offs

During the charrette, the community proposed goals to achieve a more vital district for the future of the corridor. Each of these goals has a number of trade-offs, and sometimes the trade-offs are in conflict.

A major goal was increasing the viability of the retail district, but residents also expressed a desire to keep the current scale of buildings. Achieving this goal with the current one- to two-story auto-oriented model:

- Requires much more parking since everyone arrives by car, which...
- Requires a choice between business intensity or residential intensity due to parking removing development space, and...
- Fails to increase residential density due to new height restrictions and ensures auto orientation for the future and thus
- Increases traffic problems, and
- Also removes existing property rights

The last point on removing property rights is not trivial. Most of this corridor has been zoned for four-story buildings for the last thirty years. In the past, the market did not support that, but in the future it will without question. Removing the current right to build structures up to 45-feet in height will require compensation for property owners as a taking.

Another desire expressed during interviews and at the public workshop was to increase vitality and nightlife. Any adding of retail and services requires an increase in businesses, which...

- Requires new space—old space is full, which...
- Will raise space cost, which must be offset by...
- Higher local density to raise capture, which...
- Ensures mixed-use buildings higher than two stories

A goal desired by both businesses and residents was to calm traffic and convert pass-through trips to destination trips that might increase local business revenue and provide better services for residents walking on Woodstock. This goal requires a shift from auto orientation to a walkable orientation which:

- Requires higher local use and capture, which...
- Requires increase of walk shed population, and more business clustered in walk shed, which...
- Requires three to four-story mixed-use buildings in central location, and two- to three-story apartments as infill around central location

Another major goal from interviews and public meetings was the desire to maintain the Woodstock corridor as a multigenerational and affordable place to live and work. Achieving this goal requires:

- The most feasible density for getting the most affordable leasing
- Walkable retail/services for seniors
- Buildings with elevators
- Calm traffic, walkable district
- Night occupation for public safety

Evaluating building performance with community goals in mind is complicated because of the many factors involved in any urban setting for each differing use type to achieve feasibility not just by itself but in concert with all of the uses together as a working neighborhood. In regard to affordability and feasibility, we looked at building feasibility at various heights by building type and use. Five story mixed-use was tested and yielded less feasibility and less affordability than three and four story, and was dropped from the table

We have summarized the factors that interact with building type and neighborhood viability in the following tables:

Mixed Use Table

Goal	2 Story MU	3 Story MU	4 Story MU	2 story Com'l
Support Retail Market	Red	Yellow	Green	Red
Increase Vitality at Night	Red	Yellow	Green	Yellow
Retail Needs Auto	Red	Yellow	Yellow	Red
Retail Traffic Impact	Red	Yellow	Green	Red
Parking Impact	Yellow	Green	Green	Green
Rent at Median Income	Red	Yellow	Yellow	NA
Disabled Access	Yellow	Green	Green	NA
Feasibility Now	Red	Yellow	Green	Yellow
Future Feasibility	Red	Yellow	Green	Red

These tables show that 3- to 4-story mixed-use development is both supported by the market and supports the community goals.

Infill Apartment Table

Goal	2 Story Apt	3 Story Apt	4 Story Apt	Horizontal MU*
Support Retail Market	Yellow	Green	Green	Green
Increase Vitality at Night	Yellow	Green	Green	Green
Retail Needs Auto	NA	NA	NA	NA
Retail Traffic Impact	Yellow	Green	Green	Green
Parking Impact	Green	Green	Yellow	Yellow
Rent at Median Income	Green	Green	Yellow	Green
Disabled Access	Green	Green	Green	Green
Feasibility Now	Green	Green	Yellow	Green
Future Feasibility	Yellow	Yellow	Green	Green

Performance by criteria ratings

- Red = poorest performance
- Yellow = neutral
- Green = best

* Horizontal mixed-use (MU) means retail and residential side-by-side, not stacked.



Pre-World War II photos of Woodstock Boulevard

Woodstock Boulevard has a history of modest, utilitarian main street buildings. Key features are buildings built to the sidewalk with expansive retail storefronts. As with many Portland neighborhood main streets, these simple storefronts had high ceilings and operable transom windows to allow light and circulation into the retail spaces. These storefronts were designed to provide maximum exposure for goods and services to the customers passing by on Woodstock.

Not much has changed in the world of storefront retail since these pictures were taken. The most successful storefronts are built to the sidewalk and feature high ceilings with plenty of glass. During the charrette, community members repeatedly said that this tradition of Woodstock retail storefront building should be continued. “Keep Woodstock, Woodstock.”



Woodstock Boulevard in 1911



Strong Places/Weak Places

During the charrette community members participated in an exercise to identify the strong and weak places along Woodstock Boulevard.

Top three strong places were:

- The business area along Woodstock between 44th and 45th
- The Library
- Otto's

Top three weak places were:

- The corner of 52nd and Woodstock
- The convenience store/gas station at 43rd and Woodstock
- The unimproved streets off Woodstock

Influencing the Character and Scale of Woodstock Main Street through Design

Parking Analysis

When asked what they would like to see improved on Woodstock Boulevard's retail main street, charrette participants said that the boulevard works better for drivers than for pedestrian shoppers walking along the boulevard. Some said that it had a little of



Blue dots indicate strong places, red dots indicate weak places

82nd Avenue’s auto-oriented feel, and needs more of a slow-moving, pedestrian character.

One of the most effective ways to enhance the pedestrian experience for shoppers is to reduce the amount of parking lots exposed to the main street along the sidewalk, and replace them with storefronts to establish a continuously stimulating retail experience of storefronts, shops, cafes, and restaurants.

Currently parking lots take up about 31% of all block faces within the commercial study area from SE 41st to SE 57th. The remaining approximately 69% of block faces consist of existing shop fronts and house fronts. All of these parking lots have curb cuts that allow driveways to cross the pedestrian sidewalks so that pedestrians not only cross streets every 200 feet but also need to watch for cars entering and leaving parking lots in the mid-blocks.

The highest valued commercial shopping districts have a few basic attributes in common. Above all, they function as a complete sensory experience that keeps shoppers engaged and entertained to linger longer than only fulfilling a single commercial exchange. Rather than merely a collection of stores, Woodstock needs to come together as a cohesive shopping and entertainment experience.

By filling in existing parking lots with new, vibrant shop fronts, the commercial businesses on the whole will see an increase in retail sales and combined success.



- Key:
- Parking lots fronting onto Woodstock Boulevard
- Building front facing onto Woodstock Boulevard
- Block faces/street rights-of-way

- Data:
- 6,000 lineal feet of parcels fronting onto Woodstock Boulevard
- 1,840 lineal feet of parking lots fronting onto Woodstock Boulevard
- 4,160 lineal feet of buildings fronting onto Woodstock Boulevard
- 31% (30.66%) of the block faces along Woodstock in the study area are occupied by parking lots
- 69% (69.33%) of the block faces along Woodstock in the study area are occupied by buildings



Building Form along Woodstock Boulevard

Zoning has been in place for over 30 years that would allow most Woodstock Boulevard commercial property owners to build up to 45 feet straight up from the sidewalk property line.



While charrette participants expressed concern over the “bulky, looming and boxy” new buildings that have been developed along other east-west streets like Division, these buildings result from the same Storefront Commercial (SC) zoning that currently exists on much of Woodstock Boulevard.



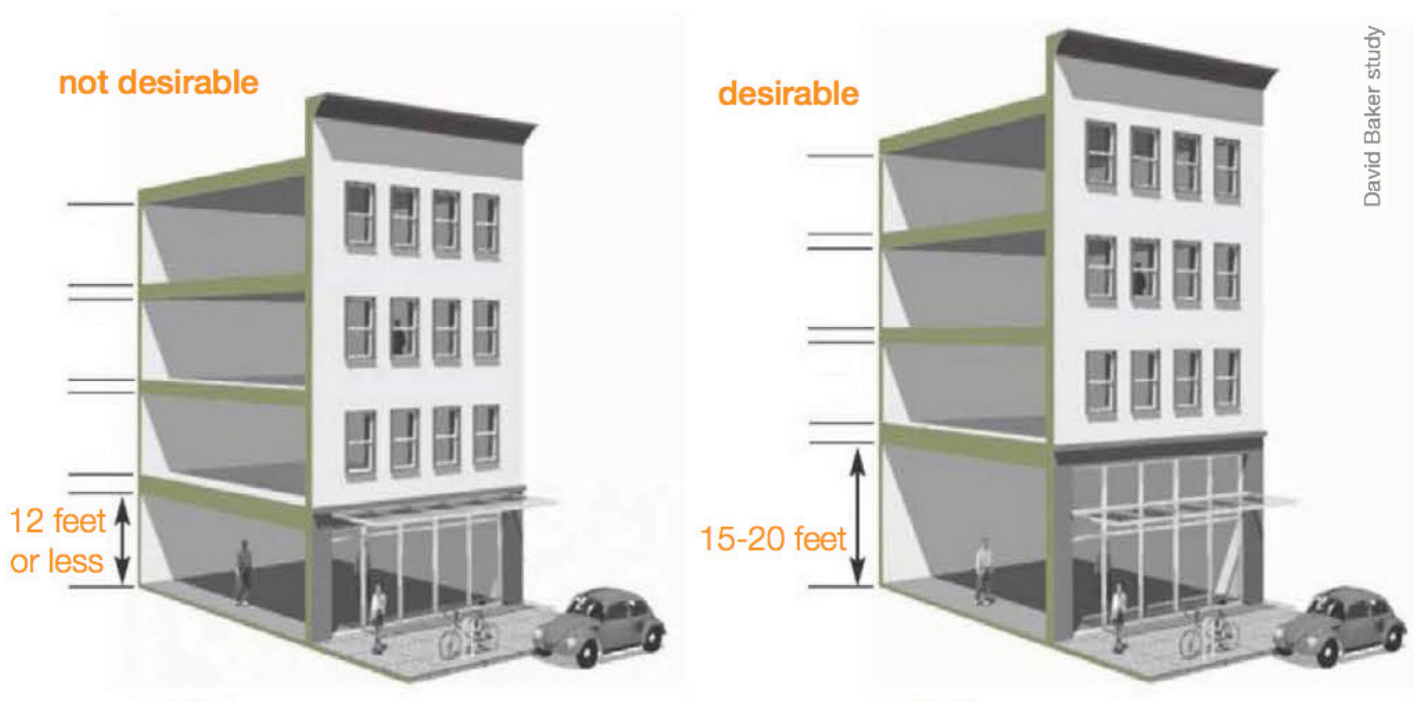
The New Seasons on Woodstock is just over 40 feet at the highest point.



This view of current development along another Portland main street with the same zoning show 45-foot buildings.

High Quality Four-story Mixed-use Buildings

As shown in the market analysis tables starting on page 12, four-story mixed-use buildings are economically supported and provide the needed amenities that the neighborhood hopes for. The trade-off of the 45-foot height limit is that it can result in short first floor retail ceiling height. For desirable residential and desirable retail, it is better to focus on the number of stories rather than overall building height.



Fitting four stories within the current 45-foot height limit requires short ceiling heights.

Zoning according to number of stories allows more generous ceiling heights required for quality retail.

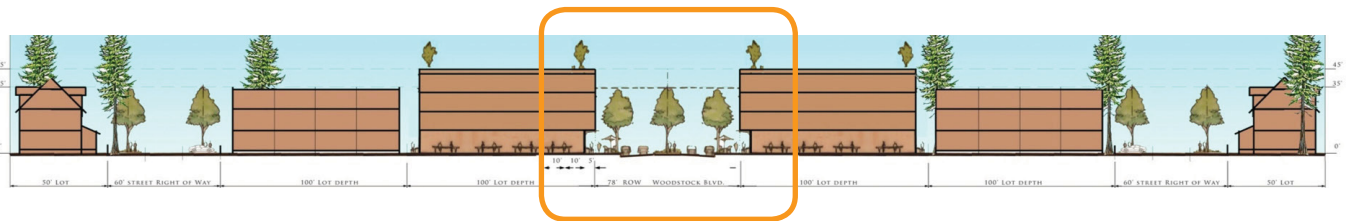
Stepbacks can Soften Height

In response to the community’s concerns over the potential for a 45-foot street facade on Woodstock, the charrette team illustrated an alternative for shaping new buildings’ heights in a way that would reduce the appearance of buildings when viewed from the surrounding sidewalks, while still maintaining the commercial property owners’ long-vested rights to build to the 45-

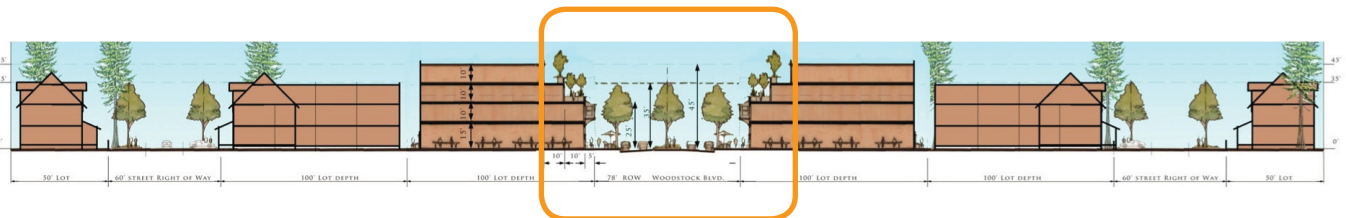


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foot maximum height. The above perspective rendering shows a proposed adjustment to the City’s mixed-use building height maximum. Instead of allowing building front facades to be 45-feet at the street front, “stepbacks” of the upper stories of the building would be required along the main street.



The circled area in the above drawing shows how buildings along Woodstock could be built according to current code.



The circled area above shows the proposed stepbacks.



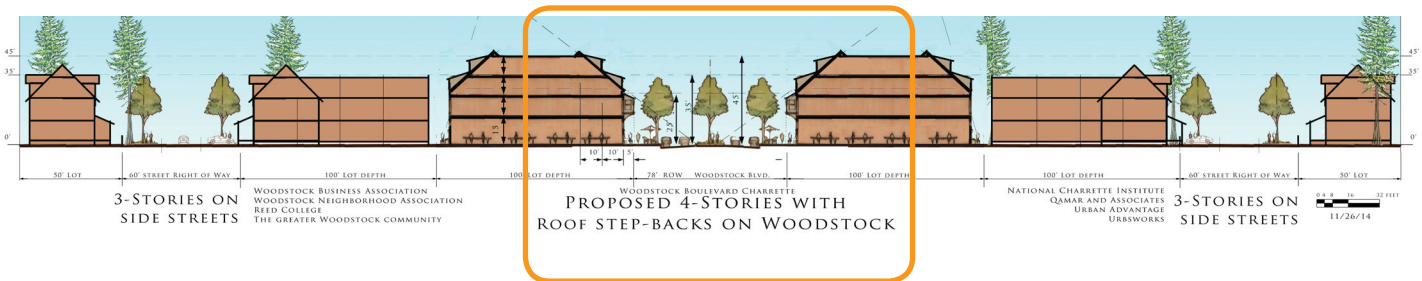
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Similar stepback with upper story decks can be seen on Sellwood's lofts and library building constructed in the past decade on SE 13th Avenue by developer Laurence Waxman.



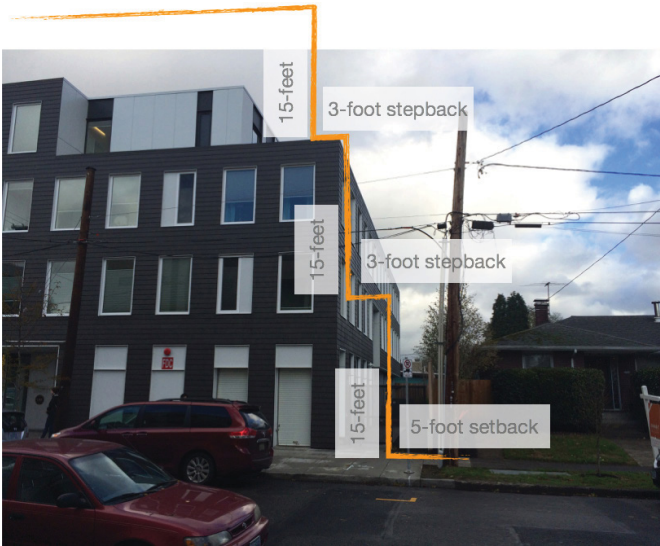
Four-story mixed-use building with third- and fourth-story stepback

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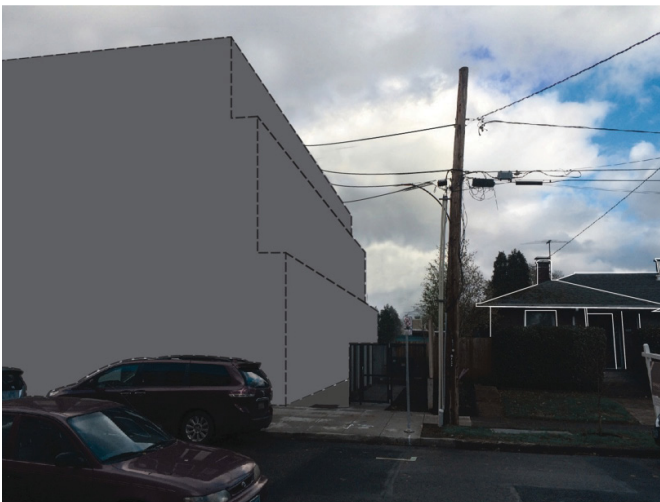


The illustration above shows a third and fourth floor stepback above the second story. The upper story stepbacks could be regulated as a 45-degree angle above the top of the second story. So, if the third and fourth floors were 10-feet tall, then the building facades would also step back 10-feet as exterior roof decks. Alternately, those upper stories could be stepped back into a sloped roof with dormer windows as a more cost effective method compared to waterproofed decks.

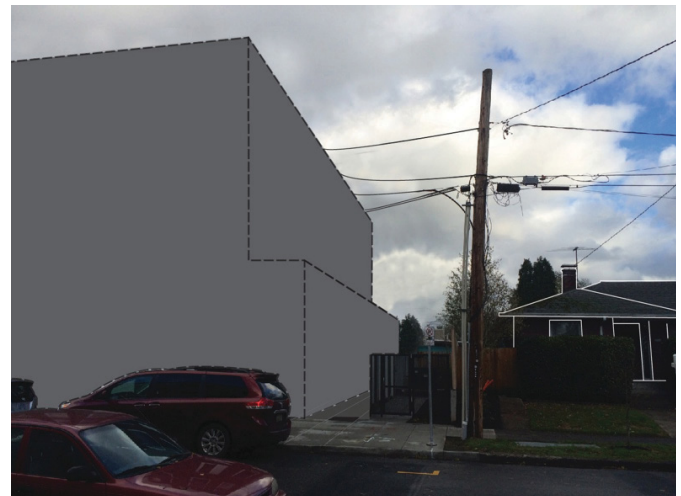
The community also expressed interest in methods for creating a compatible transition between the mixed-use and single-family-residential zone at the mid-block. These drawings show how setbacks and setbacks can ease the main street-to-residential transition when zone change is on the same block.



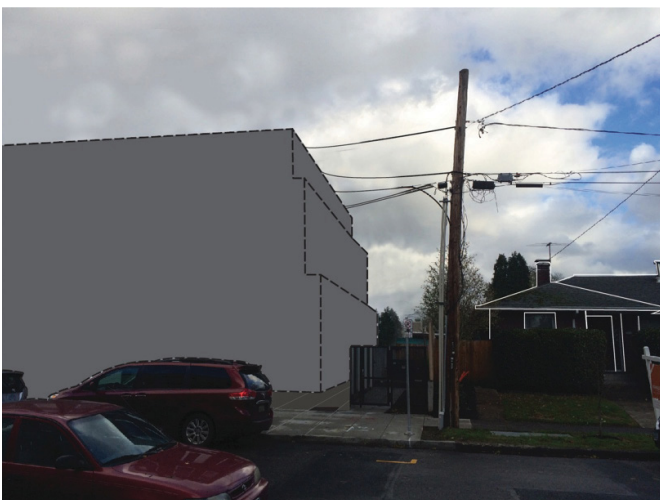
Current zoning requirements.



This drawing shows the effect of a deeper setback at the rear.

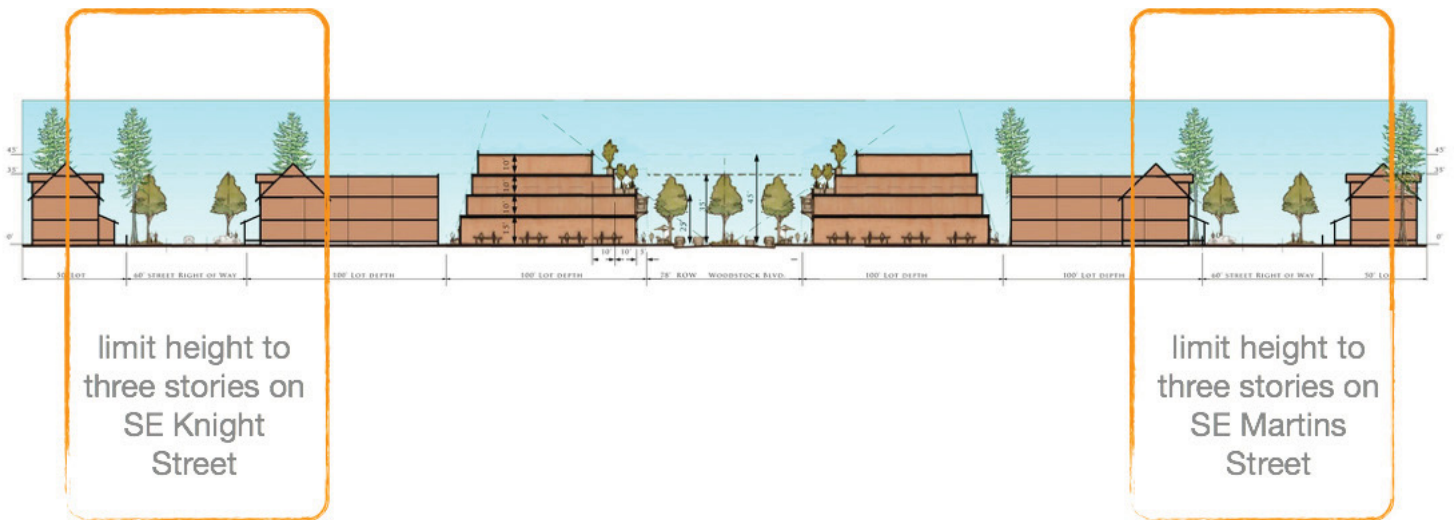


This drawing shows the effect of the deeper setback plus a deeper setback at the rear.



This drawing shows the cumulative effect of deeper rear and side setbacks plus a deeper setback.

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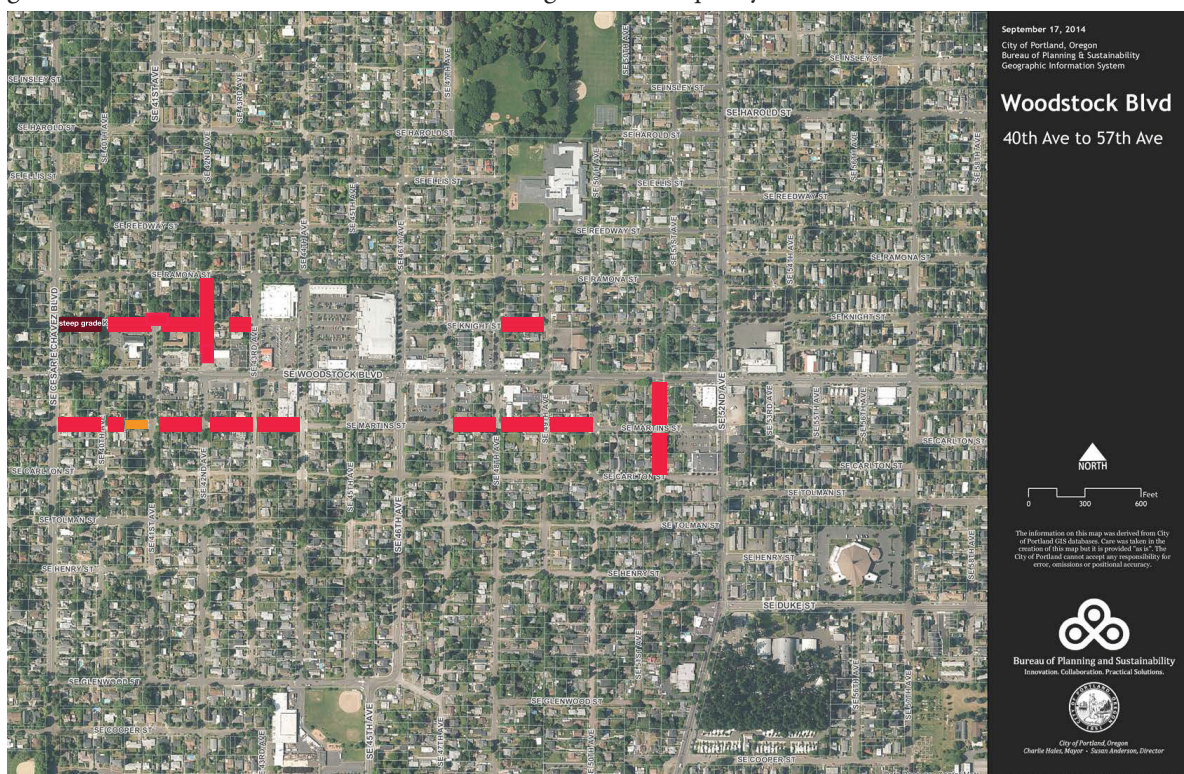
Setbacks, stepbacks and height limits can ease transitions between commercial and residential zones across the street as on SE Knight and SE Martins.

Unimproved Streets

The community listed the unimproved streets as a top issue. During the charrette the design team investigated the options for improving these streets. The team referred to the City's Street by Street Initiative which offers some creative solutions to unimproved streets. Another reference was the study conducted by PSU in collaboration with the Woodstock Neighborhood Association titled "Roadway Not Improved" at www.roadwaynotimproved.com.

A set of optional street designs was presented at a special meeting for local residents held on Saturday morning, October 25, 2014. Outreach for this meeting especially targeted people who live on SE Martins and SE Knight Streets. See page 38 for meeting notes.

The following options reflect the community's vision that these streets maintain the nature of a quiet lane. Each option contains a narrow 16-foot wide paved road. Roads this wide encourage a mix of pedestrian, bike and auto traffic. Motorists must yield to allow others to pass. These lanes may also meander through the block further slowing traffic. The minimal pavement also allows greater storm water infiltration which benefits regional water quality.



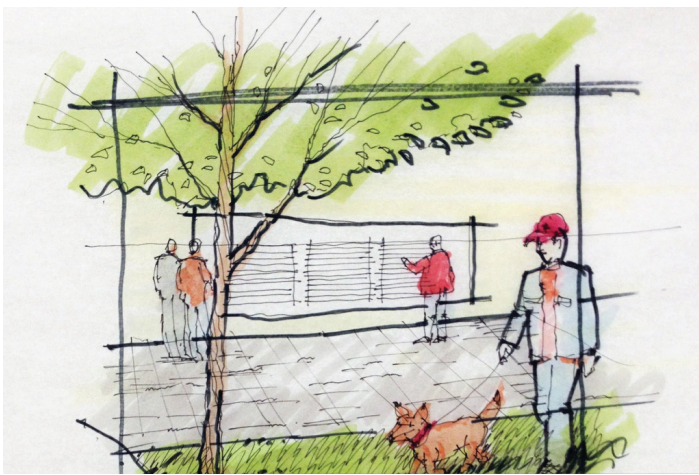
Areas of unimproved roads closest to Woodstock in the study area



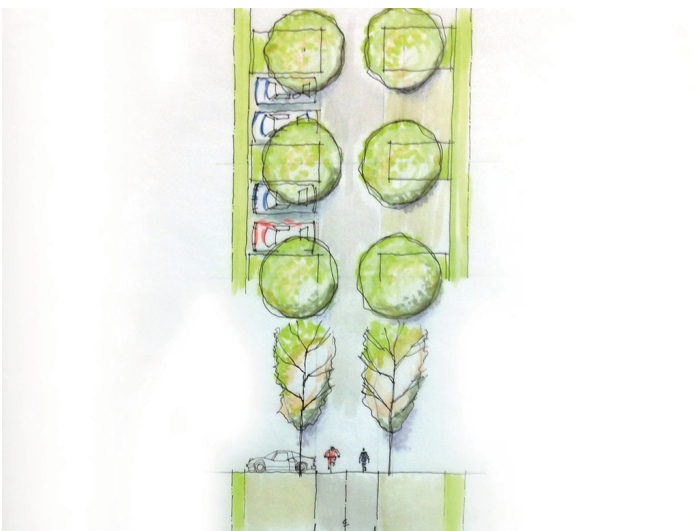
Unimproved street option: 16-foot paved lane and sports court



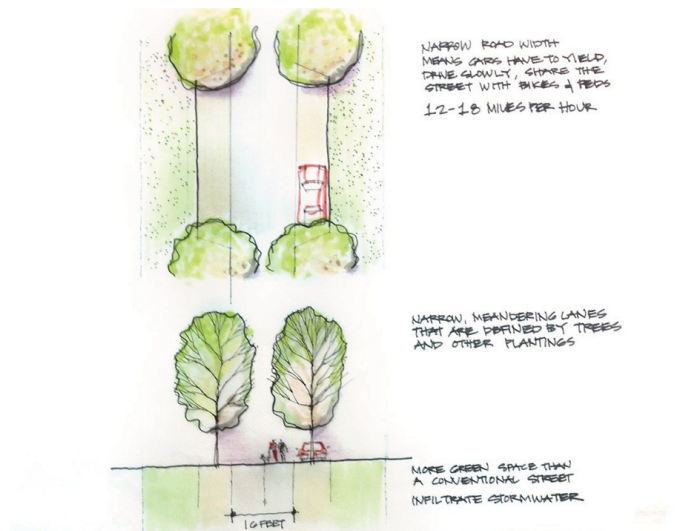
Unimproved street option: 16-foot paved lane and garden areas



Unimproved street option: Community bulletin board along 16-foot paved lane

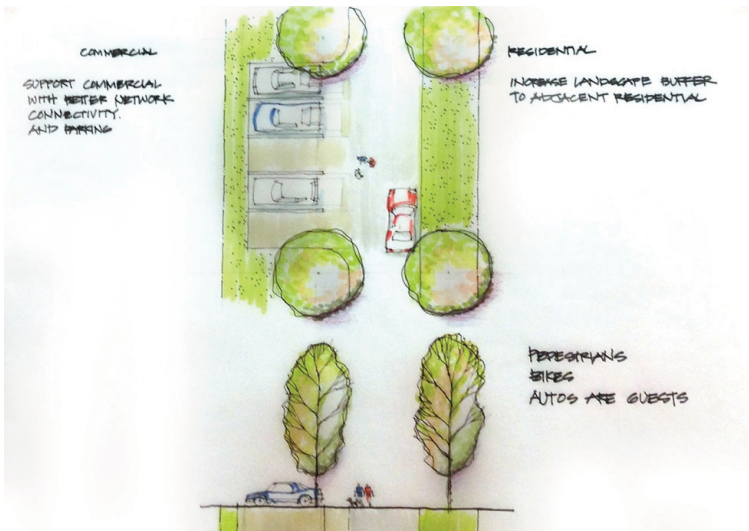


Unimproved street option: 16-foot paved lane with head-in parking and multi-use path

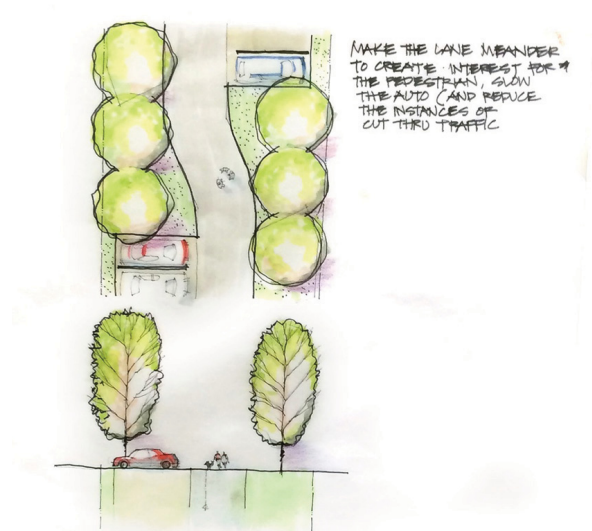


Unimproved street option: 16-foot paved lane with parallel parking and multi-use path

All images this page: Urbsworks, Inc.



Unimproved street option: Head-in parking on commercial zoned side and planter area on residential side of the street



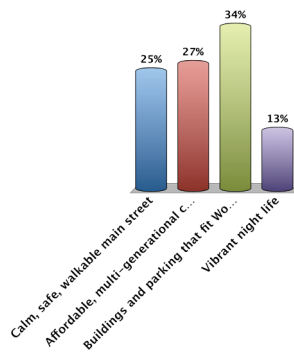
Unimproved street option: The meandering lane increases interest for the pedestrian, slow auto traffic and reduces cut-through traffic

Keypad Polling

The public meeting held on Thursday December 4, 2014 started with a presentation of the above material. Next community members discussed the zoning questions and the proposals for controls over building form at their tables. Members of the neighborhood committee and charrette design team helped to facilitate the discussion. Zoning and economic experts were available to answer questions. Anonymous keypad polling was conducted after about 40 minutes of discussion. See map on page 6 for zoning references.

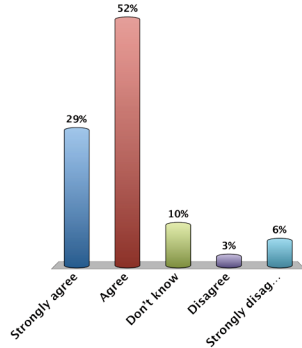
What most important to you?

1. Calm, safe, walkable main street
2. Affordable, multi-generational community
3. Buildings and parking that fit Woodstock
4. Vibrant night life



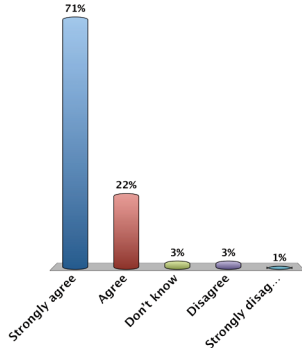
Do you support the proposals by local businesses to expand their commercial zoning?

1. Strongly agree
2. Agree
3. Don't know
4. Disagree
5. Strongly disagree



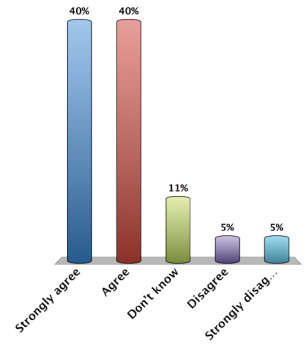
Should buildings be required to stepback at upper floors along Woodstock?

1. Strongly agree
2. Agree
3. Don't know
4. Disagree
5. Strongly disagree



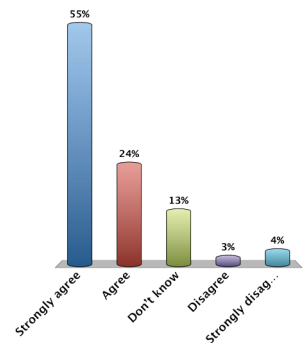
Should local business owners have the ability to expand?

1. Strongly agree
2. Agree
3. Don't know
4. Disagree
5. Strongly disagree



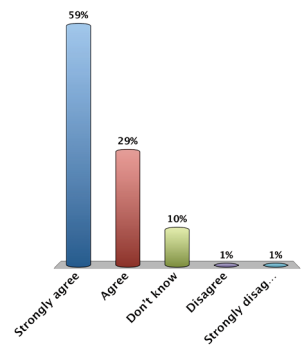
Do you support the proposed zoning change from Multi-Dwelling R1 Zone to Mixed-Use from 50th to mid-block between 51st, 52nd?

1. Strongly agree
2. Agree
3. Don't know
4. Disagree
5. Strongly disagree



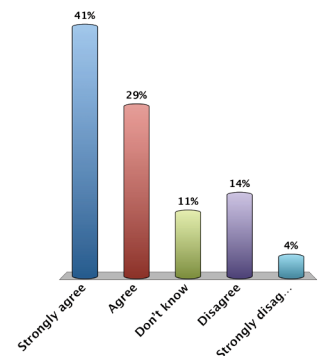
Should additional setbacks and setbacks be required between commercial and residential at the mid-block?

1. Strongly agree
2. Agree
3. Don't know
4. Disagree
5. Strongly disagree



Should commercial buildings across the street from residential be limited to three stories?

1. Strongly agree
2. Agree
3. Don't know
4. Disagree
5. Strongly disagree



Site-specific Studies

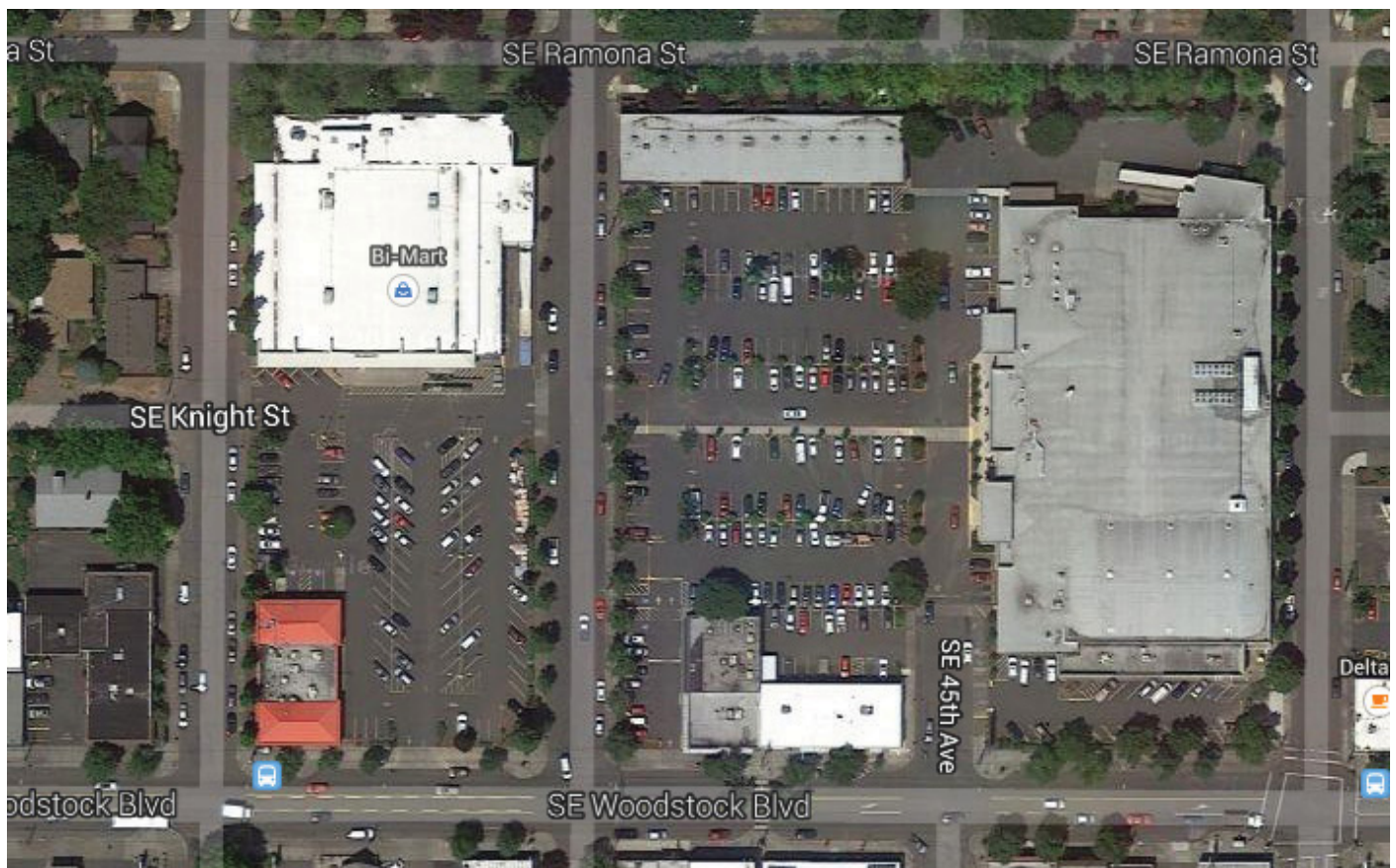
During the charrette the design team created a set of plans to illustrate how three important sites could be developed in line with the community vision for a vibrant, walkable main street. These studies were completed purely as hypothetical illustrations. The designer did consult with the owners of the properties during the design process. However the plans do not represent any actual proposals by the property owners.

The Bi-Mart and Safeway Blocks

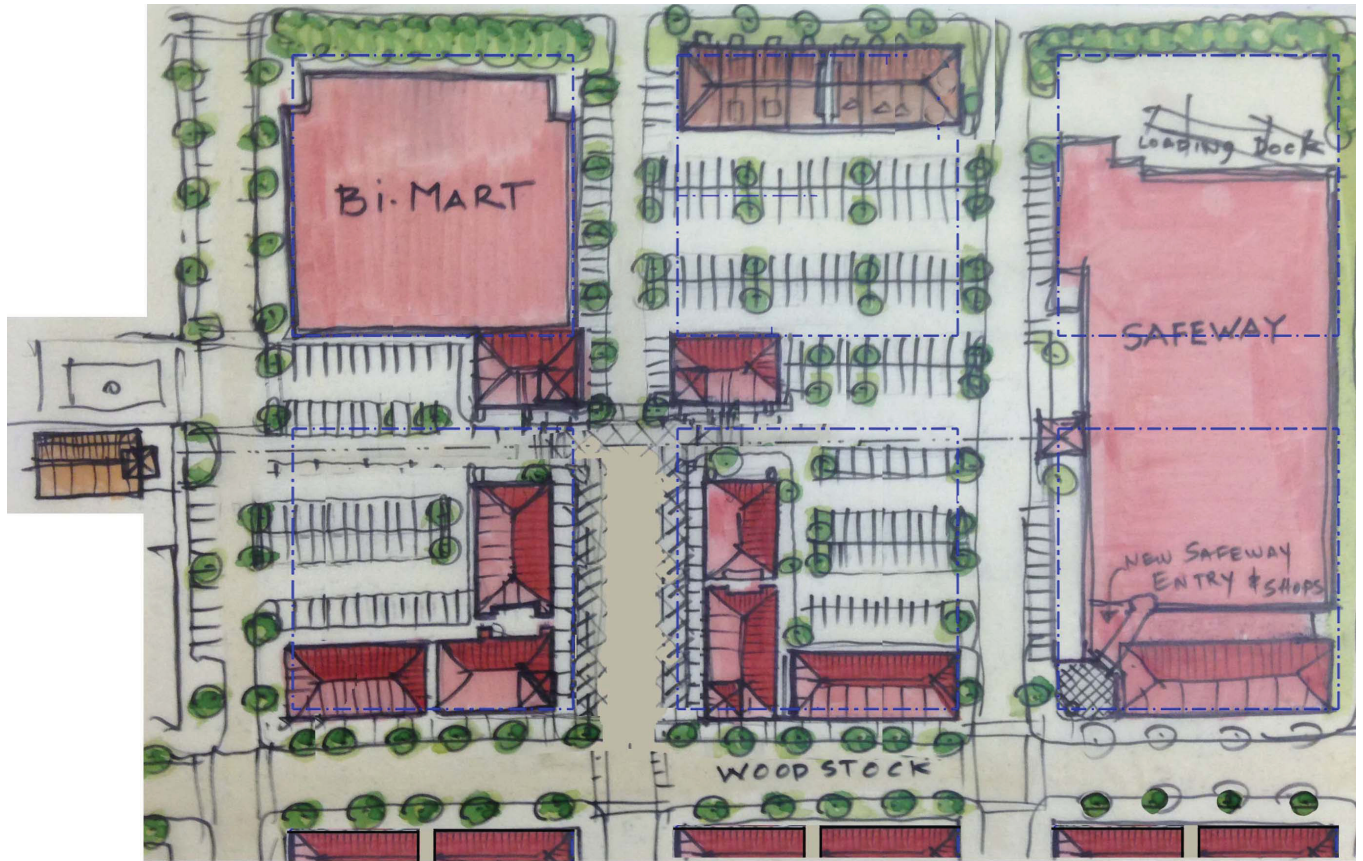
The Bi-Mart and Safeway sites offer a unique opportunity under one ownership to significantly improve the pedestrian character, retail viability, and residential livability of the Woodstock District. These two “big-box” stores are valuable anchors to the retail main street. The addition of New Seasons directly across from Safeway will offer even greater variety of grocery choice for a broader demographic.

From a site planning standpoint, this four-block, mid-century development functions as an auto-oriented shopping center. Redevelopment could include elements that have main street appeal. Recommendations by the charrette team are for future additions and redevelopment of this unique four-block “super-block” should at a minimum:

1. Reduce visual dominance of parking lots from Woodstock as a primary main street, and SE Ramona as a residential street
2. Develop new mixed-use storefront buildings facing continuously along Woodstock
3. Locate surface or structured parking in the middle of the super-block
4. Develop new residential townhomes or apartments on the south side of SE Ramona Street between SE 43-46th Avenues
5. If full redevelopment of the entire site is not currently an option, incremental short-term phases could be implemented, such as infilling temporary one-story retail facing Woodstock between SE 43-46th Avenues, and replacing the retail and loading docks that backs SE Ramona between SE 44th-46th with new townhomes or apartments to match the existing residential across SE Ramona.



Bi-Mart and Safeway Site, Existing



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Bi-Mart Safeway Concept Drawing A. Drawing showing the an extension of the retail mainstreet north to Bi-Mart.



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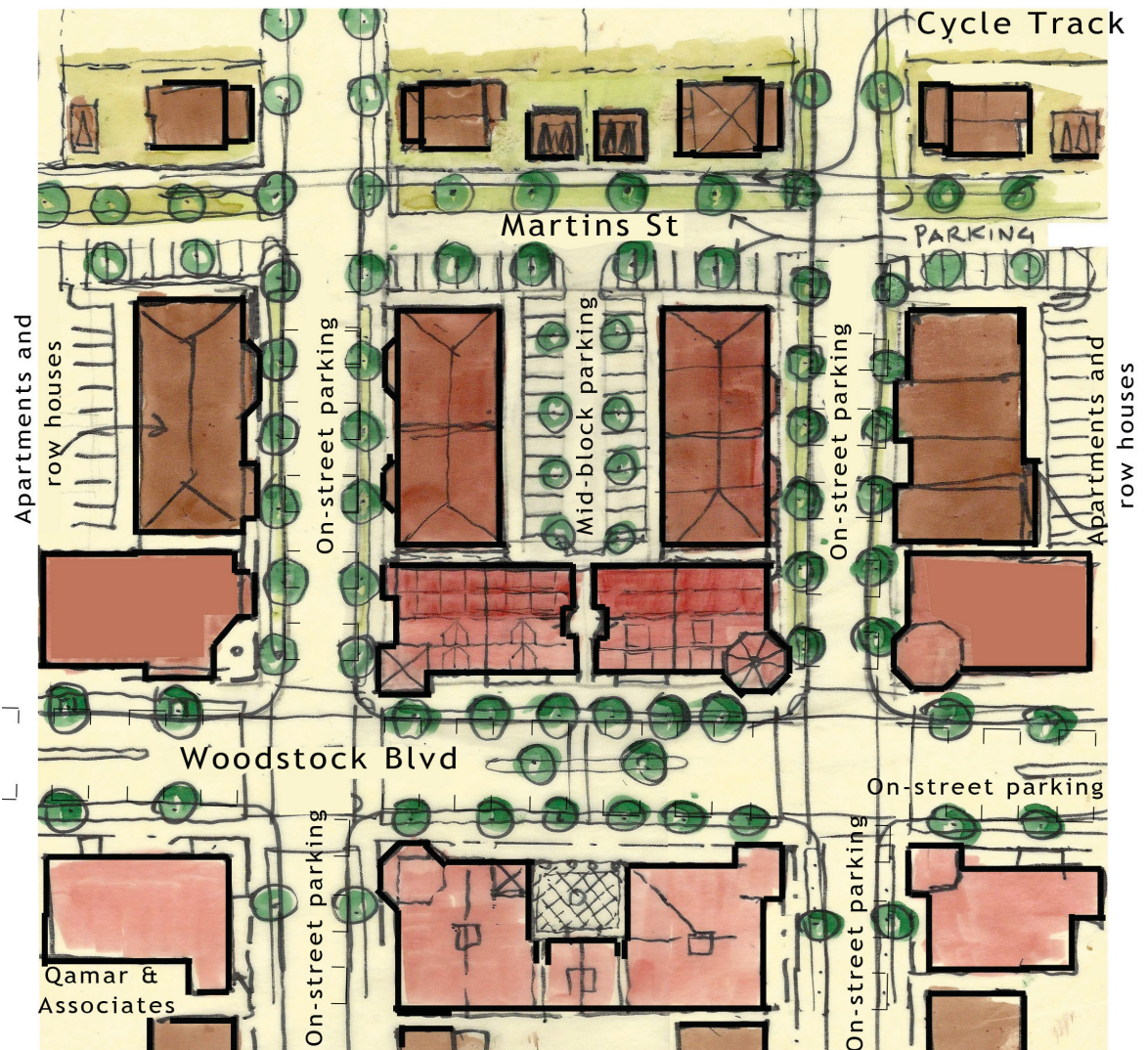
Bi-Mart Safeway Illustrative Concept Drawing B. Drawing showing filling in the storefront commercial retail along the Woodstock main street.

Full-block Redevelopment Analysis

Most of the blocks along Woodstock are standard 200-square-foot Portland blocks. Several blocks could be fully or partially redeveloped. The “U-block” building layout shown in the diagram consists of mixed-use retail with residential/office above, facing Woodstock, as well as two buildings on the back half of the block that could be residential apartments or town houses transitioning into the existing residential on the adjacent blocks. This layout would leave the center of the block for parking in an open or covered mid-block courtyard.

Parallel on-street parking should be maximized on the three sides of the block on Woodstock and the adjacent side streets.

Treating key portions SE Martins and SE Knight streets as alleyways in the heart of the main street would help to both support Woodstock retail and buffer the residential. Additional head-in parking can occur in the street rights-of-way on SE Martins and SE Knight on the sides backing up to Woodstock. The other sides of those two streets are residential, so a plus-or-minus-20-foot green buffer that includes a cycling track would help to transition between the retail backs and residential. See page 31.



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All images this page: Carol Maurey Bellows

The above images show how a plaza could be created in front of the Subway, Cloud City Ice Cream, Cricket and WS Tax Service by sidewalk extensions into the parking areas. Similar urban interventions have proved successful in similar contexts, like the Hillsdale Shopping Center.

EXECUTIVE SUMMARY

By Joseph Readdy of Urbsworks, Inc.

Context for Planning the Vision Document

Woodstock is one of Portland's oldest neighborhoods. It is also one of the corridors designated for neighborhood mixed-use in the 2015 Portland Comprehensive Plan that will guide existing and new commercial and residential growth and development over the next 25 years. For some time the Woodstock Stakeholders Group, Woodstock Community Business Association, Woodstock Neighborhood Association, and Reed College recognized the value of creating a vision for the Woodstock Boulevard business district and neighborhood. Recognizing that change is constant and with the expectation of proactively engaging in creating a successful future, representatives of these groups contacted the Portland-based National Charrette Institute in early 2014. They sought advice on bringing residents, businesses and commercial property owners together to articulate a clear vision for growth on Woodstock Boulevard. As a result of multiple conversations, the Woodstock Main Street Design Charrette was adopted as the strategy most appropriate to deliver the high-quality results that these stakeholders expected.

The Portland Bureau of Planning and Sustainability also saw the visioning exercise and design charrette as an opportunity to engage the community in the current Comprehensive Plan update. Their support of the project and the process is intended to immediately inform the next draft of the Comprehensive Plan. The support of the Bureau for the charrette process was also grounded in their mission of making all neighborhoods more successful, more accessible, more diverse, and more equitable for all residents.

A design charrette is a series of loosely-scripted, design-based engagements with individuals and groups held over multiple consecutive days. Design charrettes empower their participants to inform the discussion and share their experience and expertise with others. For the Woodstock Charrette, a multi-disciplinary design team responded to input by generating specific design proposals to which the community offered additional comments and suggestions. The Woodstock Community Vision charrette included seven topical meetings, two technical reviews, a public open house and three public meetings. In total, the charrette provided more than forty hours of meeting time with diverse community members. This community visioning charrette was held in October 2014 at the All Saints Episcopal Church on Woodstock Boulevard. A final public meeting was held on Thursday, December 4, 2014 as the ultimate charrette wrap-up prior to generating this report. One of the essential elements of the December presentation was a community survey on the issues emerging from the design charrette. See page 29.

In the proposed Portland Comprehensive Plan, the Woodstock core area is proposed as both a Neighborhood Center and a Neighborhood Corridor as illustrated in the City's Centers and Corridors Diagram. Woodstock, like all neighborhood centers, is a hub of commercial services, retail shops, and activity for its surrounding neighborhood. Neighborhood centers typically include small parks or plazas that support local activity and gathering—something that Woodstock residents felt was an important part of their vision plan. Neighborhood corridors are the main streets that connect neighborhoods with each other and to other parts of the city. When well-designed, they support neighborhood business districts, provide housing opportunities close to local services and amenities, and connect people to each other by transit. As such, neighborhood corridors serve two purposes: they connect people to regional destinations and they also provide a distinct sense of place that supports a local economy. Currently Woodstock Boulevard serves its function as an element in the regional transportation system more effectively than, and at the expense of, its place making role as an important component of the public realm.

Woodstock Street Network and Street Design

Charrette participants are eager to see improvements to Woodstock Boulevard that preserves its village character while also making significant upgrades that support its sense of place. Participants imagine a pedestrian paradise: a vibrant street with broad sidewalks shaded by mature trees with well-designed lighting that brings character to the night while making people of all ages feel safe and welcome. On this future Woodstock Boulevard, pedestrian crossings will be frequent, safe, and convenient. Volumes of automobile traffic will continue to be robust, but speeds will be slowed by a 20 mph zone and drivers will have to yield to other cars accessing on-street parking spaces, to TriMet buses serving transit stops, pedestrians at crosswalks, and cyclists riding

in traffic. The Woodstock Boulevard of the future meets the needs of residents before serving the desires of the system of regional transportation.

Streets like Woodstock Boulevard are critical links in a complete street network. When the network of streets is complete, the street system is also more effective, efficient, and resilient. Unfortunately, the street grid in close proximity to Woodstock Boulevard is severely disrupted by numerous unimproved street segments. Where they occur, unimproved streets limit effective emergency response, encourage cut-through traffic on adjacent, paved streets, and result in periodic flooding. The unimproved streets fail to support the businesses on Woodstock Boulevard because discouraged drivers find it difficult to navigate around a block to their commercial destination. “Fixing” the unimproved streets in Woodstock is not a single, isolated task. The charrette proved that a better solution for these streets is the implementation of a set of context-specific, targeted, individual design solutions that remedy the existing deficiencies without compromising the neighborhood character.

The higher density (R2.5) housing designated by the now 30-year-old current Comprehensive Plan for areas within two blocks of Woodstock fails to be actually zoned and developed at that desired higher density because the required infrastructure—an improved street—is not in place. The charrette team drew up potential solutions that would provide adequate infrastructure to accommodate increased density close to the Boulevard, while at the same time encouraging only limited, slow, and local traffic. The actual roadways of these proposed streets would be quite narrow, and they could be “shared streets,” meaning that the “active transportation” modes of walking and bicycling would be prioritized. Since the roadways of these streets would be narrow by design, remaining space in the designated right-of-way could be used to accommodate diagonal parking where needed for local businesses and destinations, or for providing the linear or pocket parks called for in the charrette process. The customized design of these street improvements could serve yet another purpose—they could serve as an effective buffer between entire blocks of commercial (or mixed-use) development and adjacent blocks of residential development.

Charrette participants were very concerned about managing increased traffic, congestion, and parking that future development such as the New Seasons store will bring to Woodstock Boulevard. Nearby residents are worried about the extent to which parking demand on the main street will spill over into their neighborhood. Streets are resources of the commons: they are built and maintained by the communities they serve. In addition to the mobility they provide, they also serve as the temporary storage for the cars of customers and residents as they complete their activities of daily living. The charrette team demonstrated, and charrette participants agreed that the current urban form of auto-oriented buildings, parking lots, and curb cuts diminished the overall quality of the Woodstock main street. The charrette team looked at the potential for incorporating new parking without adding costly structured parking or large surface parking lots. They determined that Woodstock Boulevard, with well-designed and targeted on-street parking, could support the urban form that allows 150,000 square feet of new storefront commercial parked on street, and 1,000 new housing units with on-site and on-street parking.

Neighborhood Business

The Woodstock Business District prides itself on being an accessible location serving the daily needs of all households in its market area. Woodstock is a paradox because there is not a sufficient number of residents to support a chain grocery store, yet there will soon be two (Safeway and New Seasons). These stores draw customers to Woodstock from outside of its local retail service area. At the same time that Woodstock is drawing more distant customers to its main street for groceries, there are numerous goods and services that residents can only find outside of its market area. The earliest visioning exercise of the Charrette revealed a powerful desire for a greater variety of lively and interesting retail and entertainment choices on the boulevard that eliminate as much of the retail “leakage” as possible.

There are two other factors affecting the market viability for retail on Woodstock: there is currently no vacant retail space, and the fact that most of the current building stock, even if it were vacant, is outdated for modern retailing. This lack of vacancy means that new retail space must be built to serve new retail businesses and the new space will cost more, rent for more, and have to generate higher sales per square foot, than existing space. Finally, it is very important that the village character of the district is maintained so that Woodstock, as a destination, is clearly distinct from other mixed-use districts in Portland. Retain-ing its historic quality through careful design of buildings and street amenities will be critical in differentiating Woodstock as a desirable location.

The Woodstock main street meets the daily needs of neighborhood residents in an accessible location with a distinctive character that suits the personality of the neighborhood. Many of the daily needs of households can be met on Woodstock Boulevard. From the earliest visioning exercise of the charrette, however, a desire for greater variety of lively and interesting retail and entertainment options was frequently expressed. This expectation for increased variety also included extending the activity on the main street into more hours of the evening.

The current zero vacancy rate for commercial buildings on the boulevard makes it extremely difficult for new and innovative businesses to locate in the neighborhood. New commercial development will meet the immediate demand for additional space and stimulate new residential development.

Design

In addition to more hours and increased commercial choices, there was a strong demand expressed by charrette participants for attention to design: streetscape design; the design of parks, plazas, and pocket parks; and architecture and urban design. Whether new construction or renovation of existing buildings and storefronts, there is a consistent voice for high-quality design that reflects the qualities unique to the Woodstock neighborhood. Woodstock Boulevard has a history of modest, low-scale, utilitarian main street buildings. The buildings built to the sidewalk with active and expansive retail storefronts. Consistent with this era of neighborhood main streets development, these simple storefronts had high ceilings and transom windows that allowed natural light into the retail spaces. These storefronts were designed to provide maximum exposure for goods and services and engage the customers passing by on Woodstock.

In the initial stages of the charrette, many of the nearly 100 participants expressed a desire that future development along Woodstock Boulevard be no taller than one or two stories, “Keeping Woodstock Woodstock” to them means preserving the streetcar village commercial scale of one- and two-story buildings. Many opponents to taller buildings, permitted under the current zone, cited their aversion to the type of development becoming increasingly common in nearby inner SE neighborhoods, like Division Street, where four-story mixed-use buildings built up to the sidewalk loom over both sides of the street.

After four days of looking at Woodstock from a variety of perspectives—from the values and aspirations of those for whom it is the center of their “village,” to the current zoning and the future zoning likely to be assigned through the Comprehensive Plan update, to economic feasibility models for different types of mixed-use development—it became more and more apparent that mixed use development with building heights of up to three to four stories and increased surrounding residential density would be a good thing for the overall health of Woodstock Boulevard and its surrounding community. High-quality design is the key to community acceptance.

As to the need for greater residential density, the Charrette team posits that to support the aggregate of businesses and activities the community desires, there will need to be a greater number of people in the Woodstock Boulevard “walk shed.” In addition, economic analysis by Ed Starkie of Urban Advisors showed that three- to four-story mixed-use buildings were more feasible to develop than one- to two-story buildings.

Next Steps

This report is meant to serve as a resource for the Woodstock community to use as it provides input and testimony to the Comprehensive Plan Update. We expect the Woodstock Community Vision Plan to succeed because it began as a community-based initiative, was supported throughout the Woodstock Main Street Design Charrette by the active participation of residents and businesses, and the follow-up after the charrette has equaled the intensity of the charrette with ongoing input, engagement, and passion.

APPENDIX

Appendix A - Meetings

Neighbors, churches, community advocates meeting 10/24/14, 10:30 AM

What is your vision for Woodstock?

- Concern- 2 Portlands. Want diversity (income, population) increase housing, housing choice and affordability
- Rose CDC would be interested in developing in Woodstock
- Affordable- 30% of income to housing
- Transportation choice is a factor too
- Find, identify tools to preserve, create affordable housing choice
- Community- physical spaces/places that support community interaction, build on what we already have
- Tear downs of affordable units, replacing w/3,000 sf \$500k and up homes
- Adult care industry is currently booming but tail is coming as pensions disappear
- Woodstock supportive/app. For senior care facilities
- Environmental justice issues need much more attention
- Infill is currently destroying affordable housing instead of promoting affordability
- Promote social, cultural and environmental resilience
- Walkable, bikable Woodstock
- Keep Woodstock \$ in Woodstock
- What would Woodstock look like if it was designed around community rather than the car (the car as a tool not as a design determinant)
- Vision zero- streets safe for pedestrians 8 to 80
- Aging in public
- Urban garden zones (scaled to population and density)
- Entertainment- find/identify places for performance space at multiple scales
- Entertainment is an element in community building and culture
- Entertainment extend hours into the evening on Woodstock (Woodstock on Woodstock)
- Places for multiple generations to gather
- Homes w/out parking- cost of parking as an impact on affordability (ties into robust transit)
- Access for the disabled
- Support for the disenfranchised
- Community gardens/healthy food
- Active transportation
- Family oriented Woodstock (nuts and bolts)
- Draw people up the hill from Eastmoreland

General comments on Woodstock building concept drawings

- Don't make too generic- Lake Oswego/Orenco Station
- Step back residential above commercial for sound/noise
- Could imagine seeing some tall buildings in higher density areas along the boulevard
- Narrow (25-30') modules are great. Can we apply design standards to enforce that?
- I really like the idea of 2-stories at sidewalk plus 2-stories stepped back above
- More multi-story mixed use buildings would be great
- Basement parking!
- Needs permanent food cart space
- Mixed use buildings are fine but would like different heights, not all boxy
- No historicist architecture
- Love the density but worry about the cuteness factor. Maybe regulating materials could allow for stylistic variety, setbacks could provide "mini squares" in each block
- Ditto the cuteness factor! Take into consideration that a busy main street will impact homeowners on adjacent street- esp. parking- mutual respect
- Vertical setbacks are key to keeping pedestrian scale good! Prefer the shorter scale solution
- Architecture needs to match Woodstock's native architecture so that the neighborhood retains its sense of place.
- Would love to see more architectural diversity including a mix of modern buildings. Feels a little suburban development
- At least 1 multi-modal transportation station: car parking, bike rental, bus station, train or trolley
- If the south buildings are 4-stories will that shadow the road
- This but Woodstock- keep the quaint dated look
- Nice drawing especially favor middle one but it looks like Paris. Hard to believe Woodstock . Like building articulation but less might be more
- I hope Woodstock can have infill which maintains modest character. 3-4 stories would work well but borrowing architecture from the past seem inauthentic
- 4-5 story mixed use buildings are fine especially w/setbacks at the 4-5 floors
- Balconies and courtyards where renters/condo owners can grow food are important
- Green roofs and green walls and distributed energy are important. Let's get these buildings connected to a district energy system that is powered by renewable or waste energy

Neighbors meeting, 10/25/14, 10:30 am

- Speed bumps
- Buttons at intersections and stop signs
- Parking permits
- Parking district idea. Biggest problem- no enforcement- 1 hr at library
- Dangerous at 49th around library
- People have inserted private "things" in right of way
- How about neighbors who object? Can they block?
- Concern re: parking control discouraging visitors

- Diverters as traffic calming devices
- What are the costs to property owners? Maintenance costs- who?
- Like trees, plants to slow traffic
- Community gardens, basket ball courts, how could corporations bear costs?
- How about some 1-ways to manage retail traffic? But faster? SE Martins 1-way for a few blocks?
- Safeway exit rt. or left only or stop light
- Outside places to sit, eat
- Like ideas: don't see a lot of cars now, dedicated areas for bikes
- Concerned about safety, pedestrian features
- More bio swales
- 51st traffic cut through- light too long
- Noise at night from night spots
- Sidewalk gaps
- Concern re: Harleys at night now on improved streets
- Like them but ped only?
- Add proper lighting like gas lights
- A lot of this expensive
- Painting lanes
- Can't park cars on trees

Business Meeting Notes

Businesses:

- Otto's
- Portland Fish Market
- Red Fox Vintage
- Pace Setter Athletic
- The Joinery
- Grand Central Bakery
- El Gallo Taqueria
- Angie Even, Property Owner
- Heller Chiropractic
- New Seasons Market
- Odanga Salon
- Dieringer Properties, Owner of BiMart and Safeway sites

Priorities	Comments
Traffic calming, 20 mph 39th to 57th	13
Define identity with:	
Pedestrian Lighting	13
Consistent Landscaping	9
Drywells	1
Street Trees	6
Pedestrian Wayfinding	13
Bike Wayfinding	10
Defined Gateways 39th, 57th	10
Increased Bike Racks	13
More nightlife	3
Coordinated Hours for night	6
Improved bicycle ways (SE Martins)	9
Parking management:	
Better use of existing	13
New on side streets	13
New on SE Martins	13
Lighting in medians	13
Hanging Flowerpots	6
Community Policing to reduce crime	13

Appendix B - Charrette Comments

Written Comments by Community Members during the Charrette

General Comments

- Speed bumps on 45th- Glenwood and Woodstock
- Make the unimproved streets into picturesque lanes. Automobiles can hardly navigate now, do they need to in the future? Lanes where people could go on evening walks without navigating puddles would be nice
- Access to the businesses on bike where we can stop and shop at will. Consider a design concept such as cycle tracks on both sides of Woodstock to connect to 52nd and 41st down to Reed College. This may require compromises for a complete street removing parking from one or both sides. We have a lot of parking around Woodstock w/much under utilized space. Might require space wise a little shrinking of sidewalks 12-15 ft down to 9-10. Cycling on SE Martins is great for just riding or destinations not on Woodstock but when you bike is your transportation the best design is where the commerce is located. Cycle tracks would serve the whole populous: kids, elderly, wheel chair, etc. calmer w/separation from the road. Bike lanes is second choice as long as where services are actually located.
- Bike facilities on Woodstock
- Decrease speeds on Woodstock to 15-20

Most exciting ideas	Vision for future character of blvd.	Additional comments
Pedestrian-centric Woodstock (& bikes), perhaps car-free Woodstock park/courtyard space	Community oriented Independent businesses Purveyors of everything you need to live here, including arts & recreation	Thanks!
Traffic calming on Woodstock; limits to cut-through traffic Protected bike lanes	Continues accessibility for low/middle-income residents Convenient transit connectivity to the river Public space with water, benches & greenery	
Greater diversity of businesses Low & moderate-income housing Active public space	A place where pedestrians are welcomed, primary, and numerous, with lots of places to live, work, shop, socialize, or hang out.	
Shared plaza where people of all ages can rest, meet, enjoy outdoors/art	Village feel: self-contained; amenities; day & night Supporter of local business & arts Diverse population—ages/demographics/ethnicity	
Movie theater Shops with local products (boutique/gifts) Outdoor public gathering space Water feature in park	More cohesive building fronts with planters, benches, etc. along the boulevard Small and compact but filled with a great variety of businesses & services. Two-story buildings, mixed-use spaces. Underground parking where possible (or above buildings)	

Most exciting ideas	Vision for future character of blvd.	Additional comments
Creative architectural vision More trees		
Bike access, lanes or cycle tracks More crossings, particular at the Bike Gallery/gas station Movie theater Plaza at Safeway, with dense business, underground parking Plaza on adjacent street with Reed Plaza, with benches for sitting, art, water feature Pocket parks, particularly at 50th Storefronts instead of parking at street level	Multi-modal—bike lanes, cycle tracks, streetcar Far more tree cuts Stage, City Repair benches, kids’ play area at 50th, with holiday tree lighting on the two big trees Homes between around 52nd through 46th, mixed use retail (Alberta-like scale mixed use buildings with apartments) Less banks and beauty shops	Parking lots need businesses, and some underground parking Bimart & Safeway and street in between as theatre, plaza, “places to be” More food options Electric car charging station maybe at Shell or on 52nd @ Woodstock
Central plaza with water feature including covered area for winter farmers market, benches, tables, trees, etc. Multi-use 2-3-story buildings with nice architecture More restaurants, less banks and parking lots	Big hopeful of better pedestrian crosswalks and traffic lights Small businesses—local, diverse Parking—underground?!	Attract different cultures somehow.
Public gathering space, fronted by cultural center, movies, pub Chain of green spaces, pocket parks (maybe following stream trails through Insley, Harold from Woodstock Park to Reed)	Smaller businesses Less asphalt Some unifying architectural style Pedestrian district?	“Stakeholders” have too much influence. Money does not have to equal speech.
Condense the business area to 3x8 blocks Enforce/encourage NW vernacular architecture, with 2-3-story buildings, coherent trees cape Repurpose bank parking lots	My vision is pessimistic if the political class is unwilling to confront developers and monied interests.	A much better library could serve as a cultural center, immigrant uplift center, democracy-building center, etc. See University City, MO.
Overarching feel/architecture—unified with trees, lights, flower baskets Movie theater Good restaurants, brew pub, outdoor eating space Central plaza, outdoor gathering place	Businesses (stores) and community areas that will draw people here Community events	
Brew pub Theater Live music venue	More little, independent businesses More little & local satellite businesses like Grand Central (i.e., Powell’s Books, Lucky Lab, Lompoc pub)	

Most exciting ideas	Vision for future character of blvd.	Additional comments
Central plaza More cohesive look for boulevard from 39th to 55th	More multi-ethnic/cultural influence to represent diversity in our area.	
Central plaza Gaslight on Woodstock and side streets where there's lots of pedestrian activities Safer, better pedestrian crossings on SE 52nd & Woodstock Woodstock is fully pedestrian—no cars Movie theater	Gaslight-lined streets with full pedestrian access to Woodstock without cars A cohesive “look” to buildings on Woodstock with mixed use, no taller than 35-foot buildings AND required parking for any new residential.	Turn the near-empty church that's on SE 50th & Woodstock into a community center Big, bold, lit crossings in middle of all blocks and including VERY unsafe SE 52nd, which is a freeway!
Making Woodstock more green (street trees, landscaping, pocket parks)	Abundant greenery—street trees, landscaping, pocket parks, fountains Attractive signage regs. Walkability: bike paths, pedestrian friendly Quality architecture	
Thoughtful multi-use, community friendly, pedestrian scale, multi-modal development, i.e. “not Division”	Vibrant, community/family-friendly day and night, walkable place with an “authentic” character	Use green infrastructure, traffic calming, franchise design guidelines and under grounding of utilities to enhance character and livability.
Bicycle/pedestrian improvements Community Movie theater Year-round farmers market Community gardens / food forests	More community	
Smarter designs of the streets for better traffic control More green space, especially for community gardens	More pedestrian/community-friendly area	
Street planning Green space planning Limit autos	Well groomed and walkable Local businesses that provide for our needs Senior/elder friendly	Thanks for putting this together!
Community garden/orchard Designing for walkable neighborhood (less cars)	Our community's needs are met locally in a way that is harmonious with the environment, avoiding pollution and imports. Local economy	Local credit union please.
A carless Woodstock! (Never imagined a pedestrian/bike-only idea. Kooky, but exciting to imagine!)	SAFE unique character Economically diverse Family friendly “Full Service” as opposed to “Boutique”	Nicely hosted and organized event. BIG thanks to sponsors (some of whom had their names in the dislike columns, but it was an honest audience!)

Most exciting ideas	Vision for future character of blvd.	Additional comments
Community space—green and entertainment Redo traffic for bike safety	Vibrant village I'd like it to LOOK better—more trees & plantings	
Mini parks/gathering spaces along Woodstock	Pedestrian friendly main street Bike friendly (dedicated) side streets (SE Ramona? SE Martins?) NO McMansions Beautiful apartments along Woodstock (NOT like Division/Williams...no stark yellow plastic/rust faddish architecture)	
Multi-amenity “downtown” main street Sidewalk cafes More parks A more walkable/bikeable neighborhood	A walkable, bikeable commercial center surrounded by a family friendly neighborhood	We need a viable bikeway through Woodstock! Woodstock Blvd. is not viable for biking, and the adjacent streets from Cesar Chavez to 52nd are knotted/unimproved/too narrow.
Designated bike road on Ellis Mixed-use—businesses on bottom, residential top Town center (outdoor square) Family friendly brew pub Safer crosswalks	Safe, family friendly Walkable	
Town square/meeting space/pocket park	Trees, lots of trees (maples) Walkability Mixed-use buildings Bike lanes and bike parking	A TRUE VILLAGE feel
Green space Bike lane Mixed use building that invites diverse populations Town square	Local Green Inviting Diverse	Enjoyed the process.
	Family friendly, mix of ages (old and young) Small businesses that employ people	
Making Woodstock bike friendly	A place where I can walk and bike with my family day and night, even in the dark and rain.	
Art/cultural center Public plaza More green spaces Maintain character or at least tree canopy of unimproved roads	A vibrant, green, culture and design district Multicultural / socio-economic diversity Still affordable for small business owners and all families	
Restaurant district / community friendly nightlife Vibrant foot traffic Art center	Vibrant foot traffic	

Most exciting ideas	Vision for future character of blvd.	Additional comments
<p>More diverse businesses and restaurants (mixed use)</p>	<p>Vibrant business Pedestrian and bike friendly Nice pocket parks as gathering and stopping places</p>	
<p>Brewery (like Gigantic Brewing) Breakfast place Less driving, more walking & biking—street car and bike lanes Less chain stores and banks Improve side alley streets Movie theater Less parking lots, maybe a parking structure Outdoor patio spaces</p>	<p>That I won't have to leave to get anything, and I won't have to drive a car.</p>	

Appendix C - Strong/Weak Places

See page 18

Strong Places

# of comments	Comment
1	Woodstock Community Center
2	Bike lanes
2	Ace hardware
2	Ace Picolina/Bakery/Fish market
2	Bike Shop
2	Food carts
2	Hardware store
2	New Seasons
4	Cloud City Ice cream
4	Papaccino's
6	Farmer's market
6	Ottos
9	Grand Central Bakery
12	Library
13	Joinery/ Food carts
	The area between 39th and 45th
	Village feel
	Library
	Accessibility of services at Library
	BiMart
	Coffee Cat
	Fish Market
	Safeway
	Two supermarkets
	Wellness center
	First Cup
	Mezza
	Tani's
	Toast- Resto
	Tom Yum
	Large residential lots
	Nearby parks
	Park
	Woodstock Park'Plentiful parking by BiMart/Safeway
	accessibility
	Established Crosswalks
	Low traffic areas for walking/ biking
	Median near Ace Hardware (which was an idea from the community

safe walking
 Store accessiblitiy (in close)
 Walkability
 Gravel road at Reed- slows traffic
 Lewis Elementary
 Woodstock Elementary
 Cozy

Weak Places

# of comments	Comment
1	Fenders Restaurant & bar
1	Unimproved roads
2	Empty church at SE 50th
2	Gental Dental
2	Liquor Store
2	Tanning salon
2	Too many banks
2	Bimart parking lot
2	unpaved side roads
3	Shell station
3	Safeway Parking lot
4	Plaid Pantry
4	Zoomcare
5	East of Library block
7	52nd corner (murder, 711, Vacancy, poor gateway Bank parking lots Building across from library Concern about big, new building potential Improve stripmalls by Safeway Vacant lot at 50th lack of public buildings-- swimming pools, other amenities, recreation Need more pedestrian activities in evening Bike route on Woodstock lack of bike parking More bike lanes not a safe way to ride bike from east to west convenience store East of 48th needs development more Empty storefronts west of Lutz

Gap beyond 50th
gentle dental
Lutz
No businesses farther east
Storage bldg at 54th
need more restaurants est of 45th
Empty lot at 49th & Woodstock
Apartments at 51st
Insensitive Infill of housing
Big parking lots
Large expanses of parking lots
Street parking @ library
52nd St. Not walkable
Crosswalk by Papacinos
Pedestrian Danger, lack of safety at 52nd
Street crossing at 42nd and Woodstock
Sidestreet access to Woodstock
Unpaved streets
46th AT by Safeway
Driveway at Safeway off Woodstock
Improve unimproved roads for safety
intersection at 32nd by shoe store (north side of Woodstock)
left turn @ 52nd st.
Unpaved area by community center
Unsafe traffic
Awkward Public transportation
SE Martins

Appendix D - Table Visioning

# of comments	Comment	Category
1	Architecture with nice large windows	architecture & design
1	Diverse architectural styles	architecture & design
1	Eliminate derelict buildings	architecture & design
1	Gaslit walkway 52nd to 41st or 39th	architecture & design
1	New neighborhood signage-- rebranding	architecture & design
1	regulated, quality signage	architecture & design
2	revitalize 49th to 52nd	architecture & design
2	Streetscape of two story buildings with mature trees	architecture & design
2	Turn area between Delta and Lutz into Mixed Use	architecture & design
5	complete retail district and & services	architecture & design
8	Mixed use/ midlevel	architecture & design
	Better use of Bank blocks	architecture & design
	Buildings height limit 35'	architecture & design
	Community Plaza and buildings	architecture & design
	Nods to historic, significant architecture/ places	architecture & design
	Revitalize area near super torta	architecture & design
	Vary architecture, aesthetically pleasing	architecture & design
1	Bigger community center that is open	arts & culture
1	Festive events	arts & culture
2	Open artists' studios	arts & culture
2	Park with covered amphitheater for free concerts	arts & culture
2	yoga/ dance studios	arts & culture
3	Arts center	arts & culture
3	Distracting, beautiful things- art, store windows	arts & culture
3	Pioneer Square type venue	arts & culture
4	Public artwork	arts & culture
5	Musical venue	arts & culture
6	Community Plaza and buildings	arts & culture
9	movie theater	arts & culture
	Auditorium, art community center	arts & culture
	Community performance center	arts & culture
	Cultural Arts Center @ Presbyterian church	arts & culture
	Interactive public art	arts & culture
	Performance space/ venu	arts & culture
1	bike/ pedestrian way on unimproved roads	bicycling
2	Bike friendly	bicycling
2	bike streets	bicycling
2	Dedicated east-west bike blvd (Ellis)	bicycling
3	Bicycle blvd on Ramona and Carlton	bicycling

# of comments	Comment	Category
1	Arts and crafts stores	business
1	Change gas station into restaurants- Italian and dessert place	business
1	fill in gap in retail (49th to 52nd)	business
1	More variety of shops	business
2	Fitness Center	business
2	Practical businesses	business
2	Year round farmer's market	business
3	No franchises	business
3	Small specialty stores- books, antiques, quilt	business
	boutique shops of locally handmade goods	business
	E-charging stations	business
	farmer's market	business
	More retail	business
	North Woodstock commercial center (42nd/43rd)	business
	People opportunity to stop, eat shop	business
	Pet supply store	business
	Toy and Book Store	business
1	Family friendly restaurants	dining
2	breakfast café	dining
3	More brew pubs (near library)	dining
5	Community friendly nightlife	dining
5	Restaurant district	dining
	brew pub with good food	dining
	brew pub with good food	dining
	jazz club	dining
	More night time activity- bars, restaurants	dining
	Multicultural influence in food, shops, art	dining
	Vibrant restaurants	dining
1	business courtyard development	Green spaces
1	Street trees	Green spaces
2	Gardening opportunities for renters and condo owners	Green spaces
2	healthy, beautiful street trees	Green spaces
2	Planted median of trees, flowers,	Green spaces
3	European plaza at liquor store-café seating,	Green spaces
3	Play area for kids by community center	Green spaces
3	Rain gardens- native trees/ plantings	Green spaces
	Central outdoor meeting place replacing Plaid Pantry & gas	
4	station	Green spaces
6	Green blvd- trees fountains, places to stop	Green spaces
6	Pocket park	Green spaces
7	Turn Keybank into an outdoor community plaza/ center	Green spaces

# of comments	Comment	Category
11	Open green space	Green spaces
	Art parks	Green spaces
	Green and wild spaces throughout neighborhood	Green spaces
	Green infrastructure	Green spaces
	Green places to sit outside	Green spaces
	Maple trees/ hanging flower baskets	Green spaces
	Planters that are maintained	Green spaces
	Sheltered public space	Green spaces
1	No McMansions	Housing
2	more housing options (multi-family)	Housing
3	Affordable housing	Housing
3	Livestock (goats)	Housing
	Apartments on Woodstock have been replaced by mixed use bldgs	Housing
	Commercial/residential buffer	Housing
	Courtyards, balconies, multifamily housing	Housing
	Economic diversity	Housing
	Eldery services	Housing
	Live/ work housing	Housing
	Multi-family on boulevard	Housing
	Multigenerational	Housing
	Residential courtyard by 54th At.	Housing
	Single family adjacent	Housing
3	no parking lots facing the street	parking
3	off street parking structures (LEED certified)	parking
	Sufficient parking	parking
	Underground parking at Safeway	parking
1	More crosswalks/ flashing signs	pedestrian
1	Vibrant foot traffic	pedestrian
1	Walkable commercial center with amenities	pedestrian
2	safer crosswalks	pedestrian
2	sitting benches	pedestrian
5	Accessible pedestrian crossings	pedestrian
5	Peds from Cesar Chavez & 52nd	pedestrian
	Lighting for pedestrians	pedestrian
	Meander through permeable neighborhood	pedestrian
	Public facilities	pedestrian
	Safe Crosswalk between Safeway & New Seasons	pedestrian
1	Better traffic volume	traffic & streets
2	Streetcar	traffic & streets
3	Safe, calm traffic	traffic & streets

# of comments	Comment	Category
4	No unpaved streets	traffic & streets
4	Stop car traffic on Woodstock 2 days a week	traffic & streets
4	Woodstock one-way east/ Ramona one-way west	traffic & streets
	Electric transportaion- individual	traffic & streets
	Neighborhood friendly transportation	traffic & streets
	Regular bus	traffic & streets
	Traffic calming/ speed bumps	traffic & streets
	Outdoor pool	youth & education
	Young people involved in jobs	youth & education
1	Fitness Center	
2	diversity of age sex culture	
	lucky to have a flat area, great for all generations to walk	
	Peaceful, thriving, multigenerational, equity	

Appendix E - Vision Wall Comments

of comments Comment

- 10 Movie theater
- 10 Stress free, safe Bike lanes on Woodstock
- 7 Gathering spaces, town square, plaza
- 6 Limit upward expansion to 2 or 3 stories
- 6 No Division St. highrises
- 5 Brew Pub with great food
- 5 High quality locally owned dining options
- 5 More safe crosswalks
- 4 Encourage & attract more “basic” services and businesses (including laundromat)
- 4 Encourage arts projects, music, art shows, public arts offerings
- 4 Increase foot and bike friendly traffic
- 4 More trees/ better canopy/ as canopied as Eastmoreland
- 3 Bring back the parade
- 3 Develop east/west of 52nd Ave to integrate with more dense commercial areas/ make more pedestrian friendly
- 3 Don't fix the unpaved streets; they are traffic calming/ green and unique
- 3 Encourage diversity of age, income and cultures
- 3 More green space between buildings
- 3 Pave unimproved streets/ add sidewalks
- 3 Pocket parks (on unimproved streets)
- 2 Art and cultural Center
- 2 Bigger, year round Farmer's Market
- 2 Breakfast spot
- 2 Calm traffic to reduce speeds (especially on Steele and 41st)
- 2 develop for community connections, low impact, encourage bikes and walking
- 2 Green Streets with native plants and trees (stormwater infrastructure)
- 2 Identify with design (expand look of Otto's)
- 2 More stores to walk to
- 2 More traffic control, left turn signals and lighted pedestrian crossing
- 2 Multiuse buildings
- 2 small and /or local businesses
- 1 Accessible spaces for an aging or disabled populations
- 1 Artists' lofts, apartments above businesses
- 1 Boutique/antique store
- 1 Business district designed around a courtyard with businesses who can use the public space
- 1 Clarify/ enforce housing and building codes and regulations
- 1 Create walking/biking paths on unimproved streets



- 1 Design shops
- 1 Disaster planning & training businesses
- 1 Discourage bike use on Woodstock. Build, encourage parallel bike routes and use diverse signage
- 1 Encourage business owners to allow pets or provide pet tie-ups near shops
- 1 encourage youth employment
- 1 Fewer convenience stores- 2 max
- 1 Find ways to encourage Eastmoreland/ Woodstock interaction
- 1 Fix “flooded “areas where pedestrians are walking
- 1 Gateway to Woodstock- more
- 1 I have a lot of through traffic on Marins and 51st where people are trying to avoid the traffic light on 52nd & Woodstock. People do 40+mph. Very dangerous
- 1 Improve crime control in neighborhood
- 1 Kid/ family friendly businesses
- 1 Limit development to no more than 2 houses per infill
- 1 Montessori school Pre-K to 6th
- 1 More connection with Reed- a place to interact with their cultural programming
- 1 More quirky/ unique businesses with affordable food choices
- 1 Natural, organic, sustainable business
- 1 no more tatoo parlors or beauty salons
- 1 Outdoor space for restaurants
- 1 Parklets
- 1 Performing Arts Center
- 1 Redesign unpaved streets as orchards or walkng path loop through the neighborhood
- 1 sidewalk cafes
- 1 Stop housing demolition
- 1 Storm sewer improvements
- 1 Townhouses must have off street parking
- 1 Toy/ book store
- 1 Transition areas between business and residential areas
- 1 Walkability to businesses: not setback