

REED COLLEGE DISTRICT

Neighborhood Centers - Woodstock (on Woodstock Blvd between 43rd Ave and 50th Ave.)
- 39th Ave & Powell Blvd. (on the northeast, southeast, and southwest corners.)

Commercial Strips - Powell Blvd. (partially in Central Eastside District)

Other Commercial - Spots and clusters.

Market Trends - The southern and eastern portions of the district had substantial rates of population increase during the 1950-1960 decade. Since 1960, construction of single family homes north of Reed College plus construction of apartment buildings between Powell and Holgate Blvd's have resulted in continued district population growth.

Median incomes reach a very high level in the Eastmoreland Neighborhood, *almost everywhere else* elsewhere the median incomes are comparable to the City's median income level. Only the extreme northwestern section of the district, generally north of Holgate Blvd and west of 28th Ave, contains a larger low income group than ^{does} the remainder of the district. The Eastmoreland area displayed a pronounced loss in average real income over the 1950-60 decade.

In a sense the area becomes an area of reduced economic means, yet the figures are misleading as Eastmoreland remains one of Portland's exclusive residential areas. The decreased income level results from a large influx of lower high and upper middle income families during the last decade. Their incomes diluted the extremely high incomes of the few long-standing residents.

Commercial Activity - Recent commercial construction in the district has displayed several marked advances. The 39th Ave-Powell Blvd center is a relatively new development. Powell Blvd experiences frequent commercial development, ~~and~~ Woodstock center shows signs of a commercial rebirth, and several recent commercial developments have been built in the extreme northwest section. The lack of ^{more} ~~large~~ commercial centers and

~~major~~ arterial strips may be due to the absence of major arterials carrying heavy loads of through-district traffic. Also the high calibre residential land is partially ^{due to} ~~caused by~~ a favorable zoning ordinance which has been zealously guarded. To change the land use pattern even in a small way would be difficult in much of the district as well as unwise.

Commercial Conditions -

AREA	EXCELLENT	GOOD	AVERAGE	POOR	BAD	RATING
Woodstock	23.3%	20.0%	43.3%	13.3%	0.0%	2.5
39th-Powell	55.6	44.4	0.0	0.0	0.0	1.4
Powell Strip	18.2	38.6	29.5	11.4	2.3	2.4
Other Commercial	14.4	41.9	26.3	15.0	2.4	2.5
District Total	18.8	38.9	27.4	12.9	2.0	2.4

Woodstock Center - Many of the buildings are old, pre-1920 vintage not uncommon, yet structural conditions have not reached a state of dilapidation. A few buildings show signs of deterioration and several are not functioning as efficiently as would new commercial buildings. One new large-scale super market has expanded the district in breadth rather than length. A small number of establishments are occupying buildings unsuited for the type of activity being done. Vacancies are rare, in fact Woodstock center has one of Portland's lowest vacancy rates. Off-street parking is lacking for many of the establishments. Traffic flow on Woodstock is quite heavy but ^{the} absence of busy cross arterials and the generous width of the street minimizes traffic congestion. Commercial uses extend west from the center to 39th Ave. Most of the uses are service stations although a couple of establishments handle convenience goods.

39th Ave and Powell Blvd - Several new large scale super markets and variety stores plus supporting services make up this center. All parking is off-street. The signalized intersection of two busy arterials cause

backup congestion and exgress from the center becomes a bit difficult at times.

Powell blvd Strip - The status of a major arterial plus commercial zoning and free access at all points along the arterial has encouraged commercial ribbon development to take place along Powell. Patches of zoning allows light industrial and heavy commercial uses and a number of such uses have been built. A portion of the strip remains in residential use and these areas conform to the zoning pattern. However zone changes, residential to commercial, have been approved along the Blvd in recent years and possibly the strip will reach 100% nonresidential if no stand is taken. Structures are in most ~~many~~ instances sound but not exceptionally modern. The vacancy rate is approximately that of the City's average, several being vacated used car lots.

Other Comercial - Several clusters of commercial buildings are found north of Raymond St. Most are located along Gladstone and Holgate at intersections with arterial avenues. A wide range of commercial uses and structural conditions are found in these areas. Vacancies are prevalent in some of the commercial clusters while some clusters display sound economic health. Many of the buildings are old and functionally obsolete. Isolated spots of commercial uses can be found elsewhere in the district. One area of concentration being south and east of Berkeley Park.

Summary - Almost ~~upm~~ all of the districts population is economically in a middle or upper income bracket. The population is incfeasing and the growth potential is highm as a large vacant parcel of land is located north of Reed College and new apartment construction seems likely to prevail in the northern part of the district. Despite this favorable market demand the district has very little internal commercial land use considering its large size and comparing it to other areas in Portland.

Most of the recent commercial construction has been created out of demand necessity since no major ~~only a few~~ commercial ^{AREA} ~~spots~~ in the district have ^S been abandoned in a vacant state. If Woodstock center continues to undergo improvement without lengthening its boundaries, a sizable portion of the ^{COMM} demand ^{can} could be met. Selection of additional commercial sites, if deemed necessary, should be the object of careful study so that the excellent residential land is not adversely affected.

OTHER #2

CRP * COMMERCIAL REPORT * CHECK LIST FOR FIELD SURVEYS

STRUCTURES * SCALE

USE

CONDITION

AGE

MATERIALS

VACANCIES

CONVERSIONS

LAND USE MIXTURE

PARKING

LOADING

TRAFFIC * VEHICULAR

PEDESTRIAN

APPEARANCE * AESTHETIC

ECONOMIC

STREETS * WIDTH

PARKING

BLOCKS * SHAPE

SIZE

COMMENTS:

at 39m + holgate - 3 good - 12m

37m + Gladstone - dead + poor
↳ dry place.

WOODSTOCK #2

CRP * COMMERCIAL REPORT * CHECK LIST FOR FIELD SURVEYS

STRUCTURES * SCALE one large scale most small
USE everything
CONDITION nothing terrible but few really special
AGE lots of old
MATERIALS stucco frame mix

VACANCIES few if any
CONVERSIONS largely worn + staged worn
LAND USE MIXTURE solid - some light ind or heavy worn.
PARKING not good - End. provides off st park.
LOADING

TRAFFIC * VEHICULAR busy - one lighted (46th) intersec.
PEDESTRIAN busy at light

APPEARANCE * AESTHETIC not offensive but need to be cleaned
ECONOMIC looks sound

STREETS * WIDTH fairly wide
PARKING yes


BLOCKS * SHAPE
SIZE one superblock

COMMENTS:

4 gas stations at west end + grocery
~~at end~~
not really a center in great shape
lot apparently throwing
new super market is huge
most is small shops
" one story

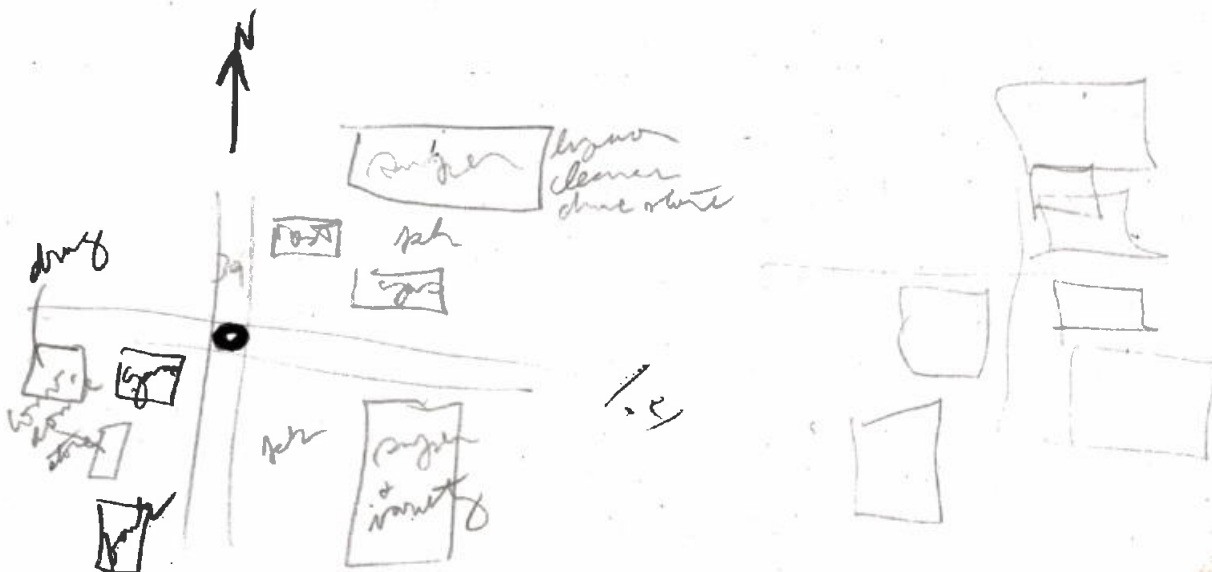
POWELL 392

CRP * COMMERCIAL REPORT * CHECK LIST FOR FIELD SURVEYS

STRUCTURES * SCALE *large*
USE *Bank, 2 gas, 2 super, restaurant*
CONDITION *good*
AGE *new for most*
MATERIALS *good*
VACANCIES *none*
CONVERSIONS *none*
LAND USE MIXTURE *none*
PARKING *good - off street*
LOADING
TRAFFIC * VEHICULAR *busy - accessibility prob.*
PEDESTRIAN *at junction interest but parking little thing*
APPEARANCE * AESTHETIC *garage but new*
ECONOMIC *very sound*
STREETS * WIDTH *wide*
PARKING *wide*
BLOCKS * SHAPE *large*
SIZE 

COMMENTS:

*floor space makes it a center but little
wholesomeness activity between corners*



POWELL #2

CRP * COMMERCIAL REPORT * CHECK LIST FOR FIELD SURVEYS

STRUCTURES * SCALE *mix*
USE *mix*
CONDITION *mix*
AGE *mix*
MATERIALS *mix*
VACANCIES *some (used com.)*
CONVERSIONS *some*
LAND USE MIXTURE *lots of gov, some ind.*
PARKING *mix*
LOADING
TRAFFIC * VEHICULAR *heavy*
PEDESTRIAN *poor*
APPEARANCE * AESTHETIC *poor*
ECONOMIC *?*
STREETS * WIDTH *4 lane*
PARKING *no*
BLOCKS * SHAPE *✓*
SIZE
COMMENTS: *a jumbled strip - growing
lots of heavy commercial
accessibility thru
many shabby bldgs*

REED

DIST 2

Dist -

—

Comm -

—

Neigh -

Woodstock (43 rd + 50th)

39th + Powell (NE SE SW corners)
(PT # 5)

Stripes

~~Woodstock~~

Powell (PT # 5)

Other

Oldstone

Molgate

39th

30th + 52 + Powell

Warren St - Dr.
Woodstock

REED DISTRICT

Residential land in the Reed District forms a concentric semicircle around the Reed College Campus and its spacious grounds. A gradual drop in elevation east to west affords most of the District with a visual limit to the grid street pattern and enables one to get frequent panoramas of the West Hills. Johnson Creek, Eastmoreland Golf Course and a band of concentrated industry form very pronounced boundaries on the south and west.

Few nonresidential intrusions are made into the District. Woodstock commercial strip provides much of the District with convenience goods and services. Several spots of neighborhood stores locate along, and north of, Holgate Blvd. Powell Blvd. on the District's northern border is solidly developed as a commercial strip.

Traffic loads are, in large part, diverted around the District; north-south traffic on McLoughlin Blvd. and east-west traffic on Powell Blvd. Woodstock Blvd and 39th Ave are heavy internal carriers of traffic. Minor arterials 26th-28th Aves., 41st Ave. and Holgate Blvd, Clinton and Steel St's. adequately handle local traffic. One particular area is endangered by filter traffic. Bybee Blvd empties into the District and its rather heavy load sprays out into Eastmoreland. Much of the traffic is destined for Woodstock Blvd. but it has several alternative routes to follow ~~and~~ thus more residential area is exposed to through-traffic.

Public facilities and improvements suffice for District needs. Improvements have not been made for all of the dedicated streets but it is doubtful that they are in urgent need of surfacing. Most ~~unimproved~~ streets do not serve private driveways and they offer excellent deterrents to filter traffic. Two ^{small} areas are isolated from their elementary schools. South of Johnson Creek children are bused to Lewis School. West of Powell Park and east of the Southern Pacific RR tracks children must get to

Brooklyn School by crossing over the tracks, ^{HOWEVER.} ~~on~~ a Pedestrian bridge. A ^{HAS BEEN CONSTRUCTED} school site has been acquired north of Reed College and when enrollment pressure is sufficient to warrant construction of a school it will be built.

Housing is excellent throughout most of the area. Eastmoreland is a prime residential neighborhood, Eastmoreland ~~Hts.~~ ^{Hts.} has fine housing quality, and north of Reed a new housing development is underway and it ^{CONSISTS} ~~in~~ ~~consists~~

^{OF DELUXE} ~~housing~~ housing stock. The housing in the above areas is expensive for the most part, in single family units, and is owner occupied. North of Holgate Blvd less expensive homes prevail and scattered older homes are found, a few structures display signs of deterioration. Also north of Holgate town house apartment developments are being built.

Two residential ^{AREAS} are showing advanced symptoms of blight. The homes abutting the industrial uses along 26th Ave. north of Gladstone and along 24th Ave. between Gladstone and Holgate are subject to adverse environmental conditions. Little buffer protection is given these dwellings from the industrial nuisances. ~~A~~ ^{by industrial land uses.} pocket of ~~prime~~ residential land in the extreme northwestern corner is cut-off from the rest of the District. Housing conditions are poor, over 50% of the units being in substandard condition. Though many homes are well maintained the undesirable environmental setting ^{without doubt} ~~could~~ cause an accelerating rate of decline in ^{THE AREAS} structural quality of housing.

DISTRICT #2

This district has ^{AS} for a ~~focal~~ core the Reed College campus. North of the campus is a large ~~area~~ ^{area} of open land. Along the ^{DISTRICTS} western edge is park and golf course land use south of Reed and industrial-railyard land use north of Reed. Powell Blvd commercial strip fringes the north boundary and Johnson Creek is located on the southern side of the district. Inside these periferal uses lies ~~one of Portland's finest residential areas.~~ ^{a large area of}

North and south bound traffic is carried by McLoughlin Blvd, but 28th and 39th aves handle ^{HEAVY} ~~moderate~~ loads. Where Bybee ave enters the district on the west, traffic disperses and there is a danger of an inadequate connecting link to Woodstock causing filter traffic in the northern section of Eastmoreland. Woodstock itself is a busy arterial and serves as the areas shopping strip.

Along 52nd ave. the eastern boundary of the district a ~~sharp contrast in~~ ^{the contrast is not so sharp} housing values ^{can be discerned.} ~~is discernable.~~ To the east is ~~low cost~~ ^{desirable} housing and to the west, in district #2, is ^{MORE} expensive housing. Structural conditions are excellent, only a few scattered blocks along the northern and eastern edges show indications of housing blight. ↑

Single family, owner occupied housing is the predominate residential use. ^{LAND}

Apartment do locate between Powell and Holgate blvds. (The residents command good incomes and have a high level of educational attainment.)

* An area of deep concern is found in the NWestern part of the district.

Industrial uses ~~could~~ ^{would} threaten the livability of surrounding homes. ^{IF ALLOWED TO EXPAND.}

A natural ^{RISE IN LAND} ~~ridge~~ should be used as a line halting the spread of the industrial uses. A pocket of extremely substandard housing is trapped by a wedge of RR tracks and industry south of Powell Park and by the Powell Blvd commercial strip. ⁴ Other than this small ^{NW} area the district is a healthy residential area and warrants close scrutiny for spots of blight and ^{THEN} immediately remove ~~at~~ the blighting ~~from~~ element.

Review: Pioneer must do work at NW end of it; automobile work is lost.

Reed College District

Neighborhood Centers - Woodstock (on Woodstock Blvd between 43rd & 50th Ave.)

- 39th Ave. & Powell Blvd. (on the NE, SE, SW corners)

Strips - Powell Blvd. (partially in dist#5)

Other - Spots and clusters

Woodstock Center - This center extends along both sides of Woodstock Blvd. ^{for nearly a mile + a wide range of uses} for seven blocks. Many of the buildings are old, pre 1920 vintage not uncommon, yet structural conditions have not reached a state of dilapidation. A few buildings show signs of deterioration and several are not functioning as efficiently as would new commercial buildings. ^{are now} Most ^{large scale super market has expanded the district in both length & breadth} establishments are small retail stores and service shops. ~~A few larger scale establishments exist and one new food market is built on a vast two block site.~~ A small number of structures are occupied by uses not originally intended for the buildings. Vacancies are rare, in fact Woodstock ~~city~~ has one of Portland's lowest vacancy rates. Off-street parking is lacking for many of the establishments. ~~The large food market offers excellent parking provisions.~~ Traffic flow on Woodstock is quite heavy but absence of busy cross arterials and the generous width of the street minimizes traffic congestion. A traffic light at 46th Ave protects pedestrians crossing from one side of the Blvd to the other. Commercial uses extend west from the center to 39th Ave. Most of the uses are service stations although a couple of establishments handle convenience goods.

39th Ave and Powell Blvd Center. - ^{See} ~~Several new large scale buildings make up the bulk of this center. Modern service stations locate on two of the three corners. Two large super markets and accompanying retail service uses are housed in large modern structures.~~ Off-street parking is provided by all of the establishments since no parking is allowed on the two busy arterials Powell and 39th. Because of the great volumes of traffic and lines of cars forming at the signalized intersection, express from the center becomes a

minor problem. The traffic does not constitute a grave danger to pedestrians because relatively few shoppers walk from one corner complex to another.

Powell Blvd Strip - Much of SE Portland is tied ~~transmission~~ to Downtown Portland by Powell Blvd which carries a large volume of traffic. In a few years the Mt Hood Freeway should lower traffic volumes appreciably. ~~on this arterial~~. The status of a major arterial plus commercial zoning and free access at all points along the arterial has encouraged commercial ribbon development along Powell. ^{Patches of} ~~Some of the~~ zoning allows light industrial and heavy commercial uses and a number of such uses have been built. A portion of the strip remains in Residential use and these uses conform to residentially zoned land. ^{However,} Zone changes, residential to commercial have been approved along the Blvd in recent years. A wide range of commercial activity is present on the strip as well as a mixture of larger and small scale establishments. Off street parking facilities are provided by many of the establishments, however, several small stores and shops depend on curb parking for their customers. Conditions of structures range from very good to quite poor, ^{structures are} ~~most~~ being sound but not exceptionally modern. The vacancy rate is close to the City's average rate, several ~~blocks~~ being vacated use car lots.

Other Commercial - Several clusters of commercial buildings are found north of Raymond St. Most are located along Gladstone and Holgate at intersections with arterial avenues. A wide range of commercial uses and structural conditions are found in these areas. Vacancies are prevalent in some of the commercial clusters while some clusters display sound economic health. Many of the buildings are old and functionally obsolete. Isolated spots of commercial uses can be found elsewhere in the district. One area of concentration being south and east of Berkeley Park.

Reed District - Much of the Reed district can be described as an area of high income households occupying high priced homes. Only the extreme northwestern portion, generally north of Holgate Blvd and west of 28th Ave., contains a larger low income group and less costly housing than does the remainder of the district. ⁴ The southern ^{portion} of the district, had a substantial rate of population increase during the 1950-60 decade. Since 1960, construction of single family homes north of Reed College plus construction of apartment buildings between Powell and Holgate Blvd's resulted in continued population growth. Median incomes in the ~~district are high in the Eastmoreland Neighborhood, elsewhere the~~ median incomes are comparable to City's. ^{the median income level.} The Eastmoreland area displayed a pronounced loss in average real income over the 1950-60 decade. IN a sense the area becomes an area of ^{reduced} lowering economic means, yet the ~~figures are misleading as Eastmoreland remains one of Portland's exclusive residential areas.~~ ~~area can in no way be termed a depressed area, and the general character~~ is that of an affluent neighborhood. The decreased income level ^{results} ~~is~~ ^{from a large} ~~owing to an~~ influx of lower high and upper middle ^{income} ~~class~~ families during the last decade. ^{their} ~~and these~~ incomes diluted the ^{extremely} ~~upper~~ high ~~class~~ incomes of ^{a few} long-standing residents.

Comm Trends

The Reed District has very little internal commercial land use considering its large size. Aside from the Powell strip boundary, only a few scattered clusters of commercial establishments and the Woodstock Center ~~which~~ are located within the district. ~~Furthermore recent commercial construction has not affected much of the District. Powell~~ ^{Recent commercial development in the district has been a pronounced advance.} ^{at 39th Ave. - Powell strip center is a relatively new development.} ^{center} ~~Powell~~ Blvd experiences frequent commercial development and Woodstock shows

some signs of a commercial rebirth, and several recent commercial developments have been built in the extreme northwest section. The

lack of large commercial centers and major arterials carrying heavy loads of through-district traffic have ^{discouraged extreme strip development} ~~caused few long distance trips~~ and the high calibre residential area is a result of ^{gradually} ~~gradually~~ ^{encouraged young families} ~~to the district for commercial purposes.~~ Almost all of the district's ~~attraction~~ ^{attraction} ~~to change this situation would be difficult as well as increase~~ commercial areas receive 40% of their trips from less than one mile away.

rather