



HOLLYWOOD AND SANDY PLAN



APRIL 2000



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BUREAU OF PLANNING

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HOLLYWOOD AND SANDY PLAN

Adopted by City Council, April 5, 2000
Ordinance No. 174325
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City of Portland
Bureau of Planning
Portland, Oregon



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Plan Adoption Process



Plan Adoption Process

Portland Planning Commission

The Portland Planning Commission held a public hearing and two work sessions in autumn 1999 and made the following recommendations to City Council:

1. Adopt the ordinance which:
 - Approves the *Hollywood and Sandy Plan* and its appendices;
 - Amends the *Portland Comprehensive Plan* vision, policies and objectives, and *Comprehensive Plan* map; and
 - Amends *Title 33: Planning and Zoning Code* and zoning map.
2. Adopt the resolution which:
 - Approves the urban design concept, and
 - Approves the action charts.
3. Direct the Bureau of Planning to work with primary implementing agencies (e.g. Parks and Recreation, Portland Development Commission, Portland Office of Transportation, Tri-Met) on identifying funding sources and strategies to implement projects, programs and activities over the next five, ten and twenty years.
4. Direct city bureaus identified as primary implementors of important actions to return to City Council with proposed funding mechanisms to implement plan action items.

Portland Design Commission

The Portland Design Commission held a public hearing in December 1999 and made the following recommendations to City Council:

1. Adopt the ordinance which:
 - Amends the Portland Personality Guideline P1 of the *Community Design Guidelines* document as described in the *Hollywood and Sandy Plan*. This amendment includes examples of Hollywood's vision for bright lights and the special character of the enhanced pedestrian streets.

Portland City Council

The Portland City Council held public hearings and listened to public testimony on the *Hollywood and Sandy Plan* in spring 2000. The City Council voted unanimously to adopt Ordinance No. 174325, the

Hollywood and Sandy Plan, with amendments, at a public hearing held on April 5, 2000 (Appendix A). Included in the adopted ordinance are amendments to *Title 33: The Portland Planning and Zoning Code*, and the *Community Design Guidelines*, which help implement the plan. Specific changes are listed in Chapter 3, Section D: Special Features of the Plan (page 73), and summarized in Appendix E of the plan.

The City Council also voted unanimously to adopt the *Hollywood and Sandy Plan* Implementation Action Charts by Resolution No. 35875 (Appendix A).

Along with the plan, the City Council also adopted Ordinance No. 174326. This ordinance amends Map 3.103-2, the boundary for property tax exemption for new transit supportive residential or mixed-use development (see Appendix B). This amendment changes the boundary for this tax exemption to include the entire Hollywood Plan District.

Chapter 1

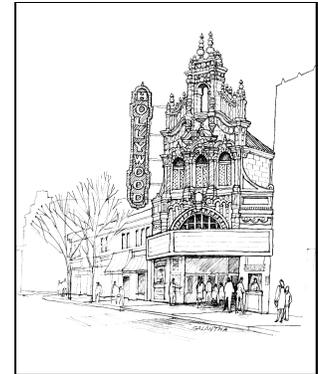
Introduction



A. Organization of the Plan

The *Hollywood and Sandy Plan* is the outcome of a comprehensive land use, transportation, and public services planning study for the Hollywood District and Sandy Boulevard areas of inner and central northeast Portland. The City of Portland Bureau of Planning, in coordination with the Office of Transportation, Portland Development Commission and other agencies, conducted the process, which started in November 1997.

This plan draws upon earlier Hollywood and Sandy Project documents – the *Existing Conditions Report*, the *Urban Design Charrette Report* and the *Opportunities and Constraints Analysis and Implementation Strategies Report*. Information produced in these previous reports is the foundation for the plan and proposed changes to Portland’s *Comprehensive Plan* and *Title 33: Planning and Zoning Code*.



The Hollywood Theatre

The *Hollywood and Sandy Plan* is organized in several chapters.

Chapter 1, Introduction, contains information about the plan process, public input, and relationship to other local, regional and state plans.

Chapter 2, Existing Conditions, contains information about the existing conditions for the study area.

Chapter 3, Elements of the Hollywood and Sandy Plan, contains the vision, urban design concept, *Comprehensive Plan* map, and a description of special design features of the plan.

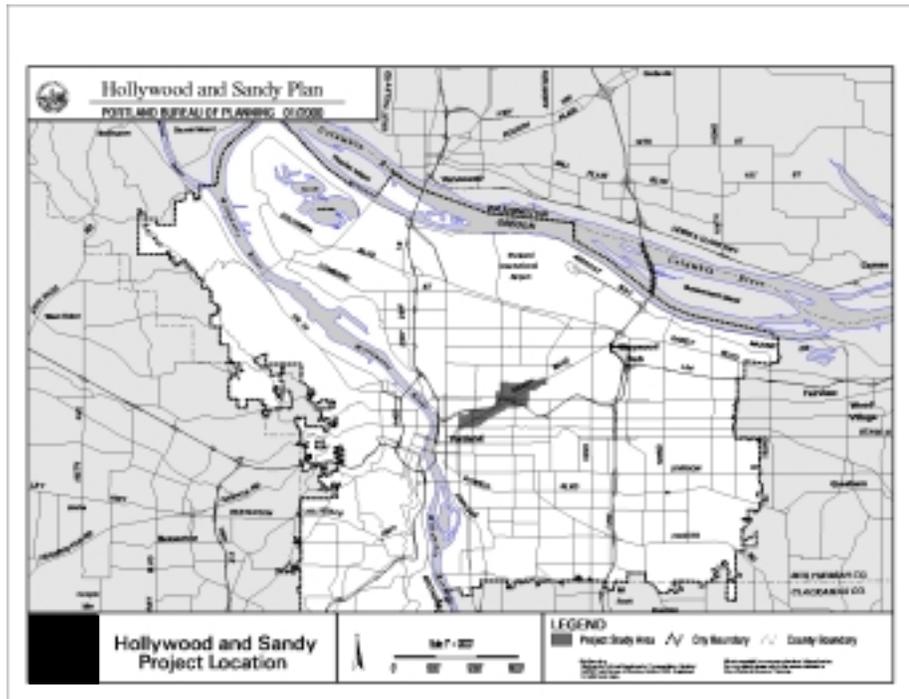
Chapter 4, Policies, Objectives and Actions, includes the policies and objectives that form the basis for plan implementation actions. Action charts detailing plan implementation actions and the entities that have agreed to carry them out are also included in this volume.

The **Appendices** contain a summary of code changes adopted to implement the plan; details of public outreach activity; implementation ideas for Hollywood’s “Bright Lights” area; information on the Transportation Concept and Major Intersection Design Guidelines; a list of action implementors; and a glossary of terms.

B. Project Overview

Sandy Boulevard and the Hollywood District have long served vital functions as centers of activity in Portland’s inner and central northeast district. As early as the 1920s, the Hollywood District was developing into a center of community activity - a “town center” - for fast-growing east side neighborhoods like Laurelhurst, Alameda and Rose City Park. Similarly, Sandy Boulevard, with its trolley line and paved auto lanes, served a vital function as both a transportation link with downtown Portland and as a location for community shopping and gathering. Sandy Boulevard was the “main street” for early northeast neighborhoods. Over the years, these places have evolved - the trolley lines are gone, and as population and auto travel has grown the areas serve a much larger market area. They have experienced both a rise and decline in popularity and investment. Yet these places serve many of the same functions that they did when they first developed over 70 years ago. They remain centers of community activity that play an important role in the daily lives of those who live, work or visit the area.

Figure 1.1: Project Location



How Did This Plan Develop?

The *Hollywood and Sandy Plan* is the final product of the Hollywood and Sandy Project. This two-and-one-half year process explored the

features that make Hollywood and Sandy Boulevard great places, considered issues affecting the areas now, and developed strategies to increase the long term vitality of the areas so that they become better places and community assets in the future. The project examined and analyzed land use, transportation, economic conditions, infrastructure and community facilities and services in the study area. This plan includes strategies designed to implement the community’s vision for the area as well as the region 2040-based town center, station community and main street concepts (see descriptions below).

Among other things, the project evaluated existing zoning code and *Comprehensive Plan* map designations and recommended amendments to them in order to promote compact, efficient, mixed-use, transit-supportive, and pedestrian friendly development. Transportation planning activities included circulation and congestion management analyses. Strategies for improving transportation access and circulation for all travel modes - pedestrian, bike, transit and auto – were developed, along with strategies for balancing parking needs in the area. Importantly, a broad-based public participation process and a program of coordinated agency involvement was conducted.

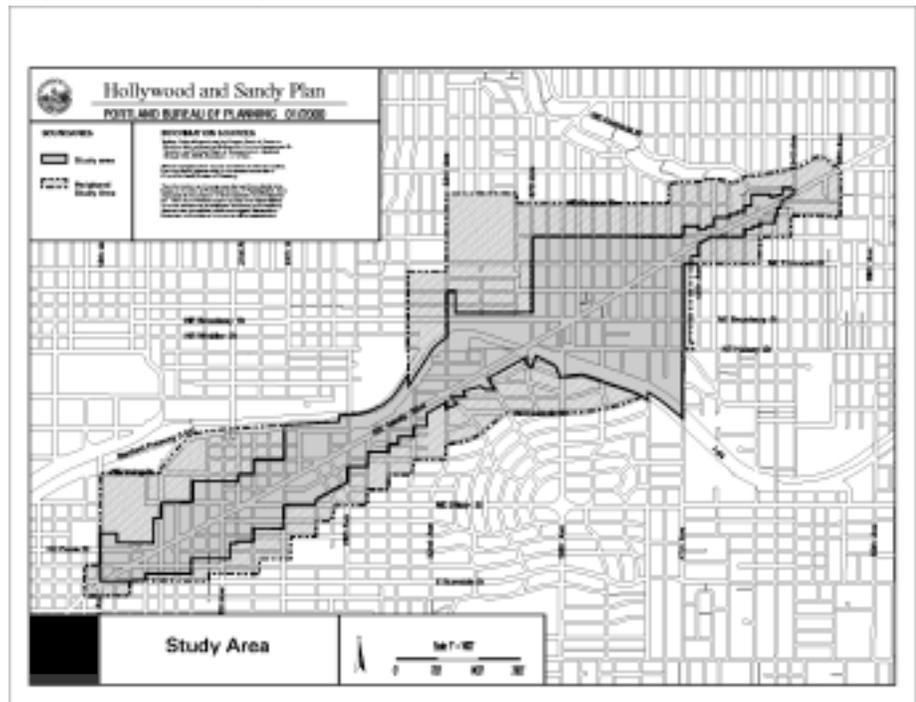
Why Plan for Hollywood and Sandy Boulevard Now?

Hollywood and Sandy Boulevard are important places in Portland’s urban fabric with great historic value and many community amenities. Both are currently places valued by the community, but both have the potential to become more vibrant places in the coming years. Hollywood and Sandy Boulevard are specifically highlighted in the *Region 2040 Growth Concept* for their importance in the city and the region. Their importance is based on location and accessibility via multiple travel modes. The *Region 2040 Growth Concept* designates Sandy Boulevard as a “main street,” and Hollywood, which is centered on Sandy Boulevard, as a “town center.” The project study area also includes a portion of the “station community” that surrounds the 42nd Avenue MAX light rail station. These designations mean that these areas are appropriate for mixed-use development and greater transportation facility and service options.

Project Boundary

The *Hollywood and Sandy Plan* encompasses a study area that includes the Hollywood District and areas north and south of Sandy Boulevard from 12th to 54th Avenues (Figure 1.2). The project includes a “study area” within which all of the efforts of this project are focused and a “peripheral study area” which has been studied for potential project impacts.

Figure 1.2: Study Area



Project Goals

- Identify community needs and desires, and public and private strategies and actions that will improve existing and future conditions of these areas.
- Address the quality and impacts of future development.
- Enhance the livability of the Hollywood District and Sandy Boulevard (from NE 12th to NE 54th Avenues).

Project Objectives

- Recognize what makes the Hollywood District and Sandy Boulevard great places today.
- Identify specific community needs and desires to make these places even better in the future.
- Develop strategies and actions that will improve the Hollywood District and Sandy Boulevard.
- Make these areas more amenable for walking, bicycling and using transit.
- Provide adequate and meaningful public participation throughout the project process.

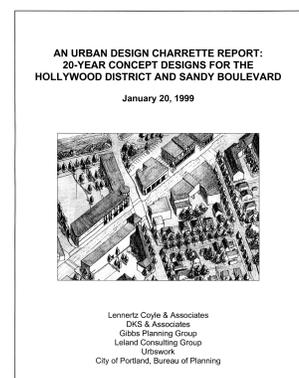
C. Project Process and Products

The Hollywood and Sandy Project was designed to identify the characteristics that make Hollywood and Sandy Boulevard great places, to examine the issues that currently affect the area, and to develop strategies to increase the long-term vitality of the Hollywood District and Sandy Boulevard areas. The project established a citizen working group (CWG), comprised of community residents, businesspeople and property owners, and a technical advisory committee (TAC), comprised of state, regional, county, and city agencies, as well as private sector utilities. The CWG and TAC worked closely with and provided valuable input and assistance to staff. Throughout the project process, extensive public involvement opportunities were provided to gather public input. Comments and suggestions gathered throughout the life of the project are recorded in eight separate public input documents. A “Public Meetings and Events Summary” can be found in Appendix A.

In the first phase of the project, staff focused its attention on collecting information about the existing conditions in the study area. This phase included research and compilation of data related to demographics, land use, and public facilities and services. The public provided key information on current study area conditions. In addition to conducting an open house and several public workshops, project staff held four neighborhood walks with area residents, property owners, and business owners during spring 1998. These walks generated a number of ideas for improvements. In the summer of 1998, an extensive canvassing effort was undertaken to gather input specifically from businesspeople and commercial property owners about their needs and desires. Information about the study area was also obtained through public meetings, discussion groups, and project questionnaires.



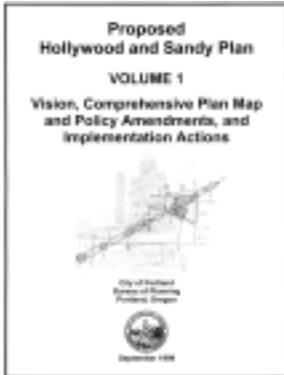
The *Existing Conditions Report* documents the data and input collected during the first phase of the project. The report includes information on transportation, land use, infrastructure, and community facilities and services in the study area. It also serves as an introduction to policies that guide the planning process, economic and market conditions affecting the area, and community organizations serving the area.



The second phase brought together members of the community and technical experts to discuss ideas regarding how the area might develop in the future. Based on the initial input from the community, the CWG and project staff drafted vision principles for the study area. A community vision workshop was held in September 1998 to further develop the vision principles with interested community members. A four-day urban design charrette was held in October 1998. This well

attended public event resulted in the development of future design concepts and drawings that illustrate the future vision for the Hollywood and Sandy study area. The ideas generated in this phase are captured in *An Urban Design Report: 20-Year Concept Designs for the Hollywood District and Sandy Boulevard*. Staff later used the same information to create a draft *Comprehensive Plan* map and a proposed urban design concept.

The third phase of the project analyzed the draft plans for the Hollywood and Sandy areas, and developed implementation strategies to help reach the community's vision and concepts for the future. A first draft of the plan, with options, was presented to the community during a series of events in May 1999. Based on the input that was received, the draft plan was revised into a proposed plan, and implementation strategies were crafted. The updated plan, including future actions, was presented to the community for review and comment at an implementation strategies workshop in August 1999. The *Opportunities and Constraints Analysis and Implementation Strategies Report* documents this phase by compiling analyses of preliminary land use and transportation alternatives considered and describing how they were refined to produce the *Proposed Hollywood and Sandy Plan*.



In fall 1999, the Portland Planning Commission held a public hearing and two subsequent work sessions to consider community testimony on the proposed plan, to make decisions on the plan and then to forward it to City Council for adoption. The Portland Design Commission held a public hearing on design issues during the same time frame. The decisions from the hearings, including the Design Commission's recommendations, were incorporated into the Planning Commission's *Recommended Hollywood and Sandy Plan*.

The Portland City Council listened to testimony on the *Recommended Hollywood and Sandy Plan* at public hearings on March 15, 2000, and March 29, 2000. On April 5, 2000, the City Council held their final public hearing on the *Recommended Hollywood and Sandy Plan*, voting unanimously to adopt it, with certain amendments. This plan incorporates Council's changes.

D. Public Input

Public participation has been a cornerstone of plan development since project initiation at the Kickoff Open House in November 1997. Oregon law requires a high level of public participation in land use planning. Broad based participation from community members is essential for developing a plan that reflects the wishes and desires of citizens while balancing public policy objectives.

A list of the formal public participation workshops and events held as part of the Hollywood and Sandy Project follows. Staff produced public input documents reflecting the opinions expressed at these events for use by staff and public in plan development. However, the scope of public involvement for the project is much broader. Over the two year process, project staff met with residents and other stakeholders at multiple neighborhood and business association meetings and meetings of other organizations, such as the Hollywood Development Corporation. In addition, staff made presentations to several other groups, including local service organizations, churches and groups with specific interests (property owners, Americans with Disabilities Act conformance, and others). See Appendix C for a list of staff participation at community events. Public participation has also been encouraged through staff participation at events such as the Hollywood Farmers Market, Hollywood StarFest and Kerns National Night Out Picnic. In addition, staff has continually welcomed written comments from interested parties. Media coverage has included features and articles by the Hollywood Star, Oregonian, Daily Journal of Commerce, Business Journal, KATU News, Public Access Cable Television (Mayor's Forum Show), and neighborhood and business association newsletters among others.

Open Houses

In February 1998, the first of three open houses was held in the project area. Input was gathered from more than fifty community members about the things they liked and disliked in the different geographic sections of the study area.

In August 1998, staff presented the public comments and ideas gathered during four neighborhood walks of the study area that were held earlier that spring (see below). Approximately eighty community members attended the presentation and provided additional input on issues and ideas for the project team to consider in their planning efforts for the area. Attendees were asked to write down locations, issues and ideas they felt were not addressed by the neighborhood walks presentation; participate in an open discussion after the



Participants consider issues at a project open house

presentation; and provide comments on the initial draft vision statements developed by the project's citizen working group.

Staff gained a greater understanding and appreciation of the study area's existing conditions from community input at the open house, the neighborhood walks and the project questionnaire.

In December 1998, the community was given the opportunity to review and respond to the work completed during the October urban design charrette. Approximately 110 community members attended, viewed, and responded to a slide show presentation of urban design concepts and boards displaying the proposed concepts. These urban design concepts are discussed in greater detail later in this section.

Neighborhood Walks

In May and June 1998, residents and businesspeople within the Hollywood and Sandy area participated in four neighborhood walks organized by the project staff and the citizen working group. The neighborhood walks were designed to:

- Provide a hands-on experience for neighbors (residents and businesses) and project staff to examine the study area in detail and gather information about what makes Hollywood and Sandy great places and what can be done to improve them;
- Provide neighbors with an opportunity to share their viewpoints and hear what other neighbors have to say; and
- Gather ideas from neighbors about their visions for the future to enhance Hollywood and Sandy as attractive, safe and thriving places.

Over 120 people attended the neighborhood walks. During the walks, project staff, project consultants, citizen working group members, and volunteer architects and designers accompanied participants to document their ideas and aspects of the built environment they liked and didn't like. Participants' ideas and visions for the future were also illustrated through sketches. The ideas and visions generated from the neighborhood walks were considered in development of vision principles, urban design concepts and plan proposals.

Community Visioning Workshop

The citizen working group and project staff worked together to prepare a draft set of vision statements at a meeting in July 1998. The statements represent the future Hollywood as a vibrant mixed-use town center and Sandy Boulevard as a lively neighborhood-serving main



*Neighborhood Walk #2,
June 1998*

street. They also describe the future physical character, mix of commercial and residential uses, transportation system, community services, parks, and infrastructure conditions of the study area.

Approximately fifty people participated in a public workshop in September 1998 to review and share their views about these draft vision statements. Staff revised the statements into vision principles based on comments from the workshop. These principles were then used to create draft urban design concepts generated during the October charrette. The principles and the design concepts were presented at the December 1998 open house for further public review and comment. The vision statements and principles that were finally generated based on comments received at this open house and subsequent public meetings are described in Chapter 3 of this plan.



Participants refined vision ideas at a September 1998 workshop

Business Canvassing

Between July and October 1998, project staff went door-to-door and visited hundreds of business tenants, business owners, and commercial property owners throughout the study area. In addition to providing information about the project, staff sought opinions about the basic characteristics of area businesses, the advantages of doing business in the area, and ideas for improving the area. A total of 300 businesses responded to the survey, the results of which were used by project staff to help create the initial draft of the plan proposal. Several follow-up meetings with business people were also held to gain additional input and share project details, including a business open house held in September 1998, which was attended by over fifty business and property owners from the study area.

Urban Design Charrette

Project staff hosted a focused four-day urban design workshop (charrette) from October 19 to 22, 1998. During the charrette, numerous concepts and drawings were created to illustrate visions for the study area's future, including factors such as building and streetscape designs, traffic flow, parking, and public gathering places. Specific urban design ideas and architectural drawings were also created for four areas (Sandy Boulevard at NE 18th, 28th and 52nd Avenues, and the Hollywood Transit Center area) with the greatest potential for enhancing the Hollywood District as a vibrant town center and Sandy Boulevard as a thriving main street. The charrette activities were arranged as follows:



Charrette meeting where early design concepts were discussed, October 1998

Day 1: Project staff and the consultant team met with property owners and the technical advisory committee to discuss issues and ideas. These meetings provided direction and a starting point for the architects

to begin sketching design concepts that illustrate what Hollywood and Sandy areas could look like in twenty years.

Day 2: Additional meetings were held with the project staff and other property owners in the study area. Ideas from these meetings and public comments from the kick-off event helped to refine the architectural drawings and design concepts. The refined sketches and possible traffic improvements for the study area were then presented to the public for review.



Charrette drawings depict future development possibilities; October 1998

Day 3: The project team continued to refine the design concepts based on community and property owners' input. A review of the latest sketches and a discussion of ways to increase on-street parking in the study area comprised the summary presentation.

Day 4: Design concepts and architectural drawings were finalized. The charrette ended with a final public presentation of all the sketches and ideas generated during the four days.

More than 200 people attended the events during the four days, many of whom returned on consecutive days in order to provide their thoughts and ideas. Reporters from the [Hollywood Star](#), [Oregonian](#) and [Daily Journal of Commerce](#) documented the event, along with the local cable access television which taped the third evening and final presentations for future public viewing. Chapter 3 of this plan provides a detailed look at the urban design concept that was finalized through this charrette process.

Placemaking Workshop

A Hollywood placemaking workshop, held in March 1999, was a bonus to the project process, funded by the Bureau of Planning, Livable Oregon, Inc. and a state grant. Fred Kent, Director of the New York-based Project for Public Spaces, led the event, which was attended by more than eighty community members. The focus of the workshop was the development of key public places in Hollywood. Community members were encouraged to provide suggestions on how to make these key locations better for residents, visitors and employees of the district. The ideas generated during the workshop are meant to be implemented by community members, ideally in partnerships between individuals, local organizations, and public agencies. As a result of this workshop, citizens in the area have begun partnering on projects such as improvements to Harold Kelley Plaza.

Review of Draft Plan and Actions

Project staff held a three-day series of public workshops in May 1999. Over the three days, draft plans and options were presented to the public for review, and opportunity was given for verbal and written commentary. On the first day, staff presented the draft plans and options, along with a project overview, to a group of approximately seventy citizens. Displays depicting proposed changes to the zoning code and ideas for transportation improvements were also presented in an open house format. The next day, staff made themselves available during the day at two locations in the project area to meet one-on-one with interested property owners and residents. On the final day, small group discussions were held to consider and discuss specific issues related to the draft plan.



Presentation of draft plans and options

In August 1999, the community was given the opportunity to review the revised draft plans and actions. Displays depicting the ideas for proposed changes to the zoning code and transportation facilities, as well as the proposed action and implementation strategies were presented. The workshop, which was attended by approximately eighty community members, was the final major event held by project staff in order to receive public input on the draft plan. Comments received from this event helped shape the proposed plan.

Economic Development Summit

In October 1999, project staff held an economic development summit to benefit the Hollywood and Sandy business community. Approximately fifty people attended the summit. Event speakers presented useful information that may lead to future private and/or public actions. Summit participants were asked to identify obstacles in meeting business community objectives and strategize about ways to overcome these issues through projects, activities, and/or partnerships. Appropriate solutions are included in the Business and Economic Development action chart of the *Hollywood and Sandy Plan*, along with identified willing implementors. Notes from the economic development summit were provided to all participants and follow-up with local business associations was encouraged.

E. Relationship to Other Plans

Planning for the Hollywood and Sandy Project was conducted within a framework of state, regional and local planning policies that guide future land use, key transportation and public facilities planning for this area. This chapter highlights some of the planning and policy framework considered in development of the plan.

This framework can be thought of as a hierarchy in which plans for smaller areas or jurisdictions must comply or be consistent with those for larger jurisdictions or more encompassing areas - from the neighborhood level to the state level. Hence, planning done for Hollywood and Sandy must be consistent with the City of Portland's adopted plans and policies, which must be consistent with regional plans and policies, which in turn must be consistent with state goals, laws and rules. A complete summary of the major rules, plans and policies that guide planning for the area may be found in the project's *Existing Conditions Report*.

Oregon's Statewide Planning Goals

Oregon's Statewide Planning Goals constitute the framework for a statewide program for land use planning. There are nineteen of these goals, incorporating state policies on land use, resource management, economic development, and citizen involvement among others.

State Transportation Planning Rule (TPR)

The Transportation Planning Rule is intended to foster the development of land use and transportation patterns that will reduce the number of vehicle miles traveled per capita, reduce overall reliance on the automobile, support developments that are less dependent on the automobile, and encourage other modes of travel.

To implement this rule, jurisdictions must adopt transportation plans that reduce the amount of miles driven and the amount of parking per person (on average) in order to reduce overall reliance on the automobile, promote other forms of travel, improve air quality, and reduce traffic. The intent is to avoid or minimize many of the livability problems that other urban areas face.



Oregon requires planning to reduce reliance on automobiles

Metropolitan Housing Rule

The purpose of this rule is to ensure the provision of adequate numbers of needed housing units and the efficient use of land within cities in the Portland region. It is also designed to provide greater certainty in the development process, which can lead to reduced housing costs.

Region 2040 Growth Concept

Developed by Metro, the Portland metropolitan area’s regional government, the *Region 2040 Growth Concept* establishes a general policy direction for managing growth in the region through the year 2040. The *Growth Concept* identifies “design types” such as regional centers, town centers and main streets, and maps them to implement the objectives of the Regional Urban Growth Goals and Objectives (RUGGOs).



Metro is the regional government for Portland

To accommodate future growth and development, Metro, along with the cities and counties in the region, jointly designated a number of mixed-use development areas that correspond to mapped “design types” region wide. The Hollywood and Sandy Project study area is considered a mixed-use development area. The Hollywood area is designated a “town center” and a portion is designated as a “station community.” Sandy Boulevard and Broadway west of NE 39th are designated as “main streets.”

- **Town Centers** are envisioned as areas with concentrations of employment and housing that provide access to a variety of goods and services. Town centers are the smallest of the “centers” and serve thousands of people. These are walkable areas, with mixed residential and commercial land uses and frequent transit service. They provide shopping and employment opportunities within a local market area.
- **Station Communities** are areas of housing, employment and supporting commercial activities centered on a light rail or high capacity transit station that feature a high quality pedestrian environment. A station community generally encompasses an area approximately one half mile from a station stop.
- **Main Streets** are envisioned as mixed-use corridors that provide neighborhood shopping with residential and some commercial and office uses along a street or at intersections. Main streets are walkable areas with frequent transit service.

Urban Growth Management Functional Plan

The *Urban Growth Management Functional Plan* (UGMFP) was created by Metro to allow early implementation of the *Region 2040 Growth Concept*. The UGMFP establishes specific actions local governments must take to adhere to regional growth management policies.

Among other things, the UGMFP requires local governments to change, if necessary, their policies and ordinances to:

- Apply minimum density standards for residential zones, allow accessory dwelling units, and establish 2040 “design type” boundaries (Title 1);
- Meet or exceed standards for parking minimums and maximums (Title 2);
- Demonstrate compliance with water quality standards and stream protection (Title 3); and
- Prohibit large-scale retail uses in most employment and industrial areas (Title 4).

The UGMFP also requires jurisdictions to increase street and pedestrian/bicycle connections, support boulevard design guidelines, and establish transportation mode split goals to encourage the use of alternatives to the automobile.

Most of the policy and ordinance changes mentioned above have been addressed by a citywide process in Portland. As a part of the Hollywood and Sandy Project, mode split targets and other benchmarks are established to monitor the performance of the transportation system and land use goals. Recommended transportation improvements and land use changes should help to achieve these targets and benchmarks and be consistent with transportation goals and policies for the state, region and city.

Portland’s Comprehensive Plan

In 1980, the Portland City Council adopted its *Comprehensive Plan* for the city, including goals, policies, objectives and a plan map, to guide the future development and redevelopment of the city over a twenty-year period. The *Comprehensive Plan* is intended to be dynamic, to inspire, guide, and direct growth in the city while also responding to change through amendment and refinement. Since adoption, the goals, policies and objectives of the plan have been amended to respond to new circumstances, special studies, new technology, and changes in state, regional and local plans and mandates. The Hollywood and Sandy Project will ultimately result in updates to the *Comprehensive Plan* text and *Comprehensive Plan* map.

The *Comprehensive Plan* contains goals and policies relating to land use plan review, transportation, housing, citizen involvement, economic development, energy, environment, urban design, public facilities and neighborhoods. Planning efforts for the Hollywood and Sandy Project

must ultimately be found to be consistent with the policies of the *Comprehensive Plan*.

Portland's Transportation Policies

Portland's *Comprehensive Plan* contains a set of transportation and transportation-related policies for the city. The intent of these policies is to coordinate transportation investments with land use and to create an efficient transportation network that supports economic development and neighborhood livability. In addition to transportation policies, the *Transportation Element* (the transportation component of the *Comprehensive Plan*) contains street classifications, descriptions of the classifications, and district policies. All of these provide guidance on how the transportation system should work.

F. Using Plans in Land Use Reviews

The *Comprehensive Plan* and neighborhood or area plans serve several purposes. Each plan is a statement of desired character. In addition, the plans may be used in certain land use reviews. Some land use reviews, such as conditional uses for institutions in residential zones, require that the land use proposal be consistent with neighborhood or area plans. Some land use reviews also require that the proposal be consistent with the *Comprehensive Plan*.

When a land use review requires a proposal to be consistent with a plan, staff looks at specific aspects of that plan. Each plan contains a set of elements that should be considered and balanced, some requirements that must be met, and some that are guidelines but are not required. Each goal and policy of the *Comprehensive Plan* and of this plan is designated as mandatory, balancing, or aspirational.

Mandatory policies are required elements. They must be followed and met, and exceptions are not allowed. Mandatory policies are usually specific statements that include a clear directive. Only a few of the policies in Portland's *Comprehensive Plan* are mandatory.

Balancing policies must be considered, but, rather than being rigid requirements, they are carefully weighed and balanced with other balancing policies. Decisions are made based on the cumulative weight of policy language and direction. A specific action may be approved even if it is not consistent with every applicable policy; the action may be approved if it is supported, on balance, by the greatest body of balancing policies. Most policies in the *Comprehensive Plan* and neighborhood or area plans are balancing policies. They must be considered, but do not have to be individually met.

Aspirational policies express a public desire, but are guidelines only. They do not have to be considered, but may be used to help understand an area or issue, to develop more detailed policy, or to guide a neighborhood in creating an action plan. They are not binding on the City, property owners, or neighbors.

All of the policies of the *Hollywood and Sandy Plan* are **balancing policies**. Because all of the policies of the *Hollywood and Sandy Plan* are balancing policies, they must all be considered against each other and weighed with the balancing policies of the *Comprehensive Plan*. They must all be considered, but do not have to be individually met.

Chapter 2

Existing

Conditions



This chapter highlights key information generated from the Hollywood and Sandy Project existing conditions data collection, and public input provided from surveys and workshops. A complete presentation of existing conditions can be found in the Hollywood and Sandy Project *Existing Conditions Report*.

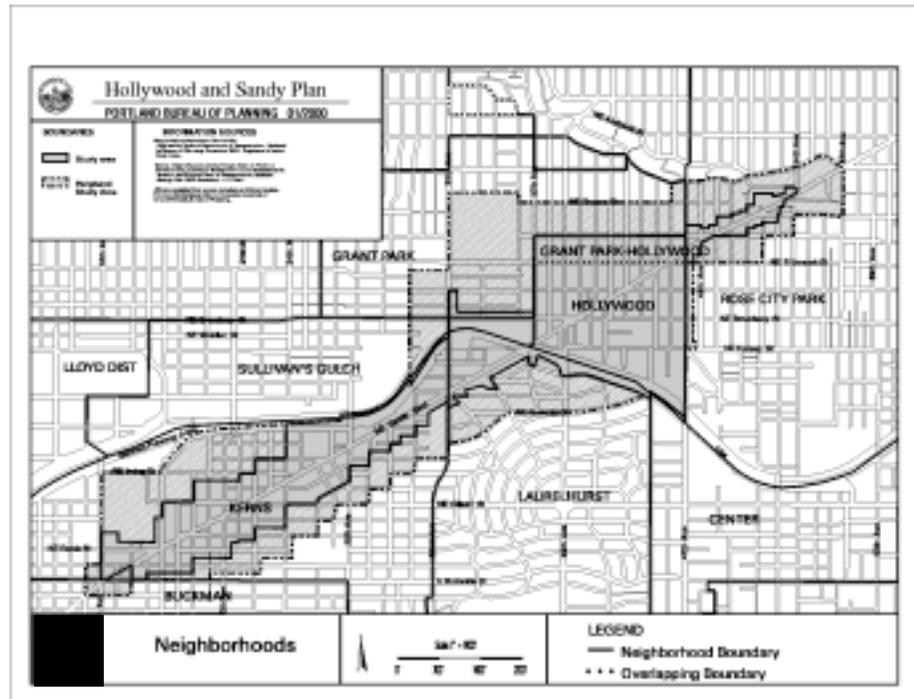
A. Demographics

The Hollywood and Sandy Project study area encompasses the entire Hollywood neighborhood, as well as parts of the Kerns, Laurelhurst, Grant Park and Rose City Park neighborhoods. In addition, the peripheral study area encompasses small portions of the Buckman and Sullivan's Gulch neighborhoods. Demographics for the study area are compiled at the neighborhood level, unless otherwise noted, and are based on 1980 and 1990 U.S. Census data. For some neighborhoods, 1996 population estimates are also available, providing a more current look at existing conditions. Highlights of demographic change are noted below. It is important to note that most of the data used here is almost ten years old. Portland experienced a period of substantial revitalization and change in inner neighborhoods in the early 1990s that is not captured in this data. However, many of the trends are evident in a comparison of the 1980 and 1990 data.

Population in most *Hollywood and Sandy Plan's* neighborhoods has been relatively stable. Overall, there was a small increase in population in the study area between 1980 and 1990 (34,176 vs. 34,439), but a reduction in the number of households in the study area (16,536 vs. 16,406). Of all neighborhoods studied, Buckman, which borders the plan area, featured the most dramatic population change, growing from 6,329 in 1980 to 7,928 in 1990, and to an estimated 8,502 in 1996. Within the plan area, the Kerns neighborhood has shown the greatest change in population, going from a high of 5,882 in 1980, dipping to 4,811 in 1990, and gaining back to 5,069 in 1996. In most neighborhoods, the number of households with two or fewer persons grew. Exceptions to this include Buckman (86% in 1980 vs. 81% in 1990) and Hollywood (88% in 1980 vs. 77% in 1990).

Between 1980 and 1990 there was a general increase in the number of people age 18 to 64 years in the study area, as well as citywide. In addition there was an overall decrease in people who were older than 65 years. During that time more seniors lived in Hollywood and Sullivan's Gulch than in other parts of the study area. With the exception of Hollywood, the total number of people less than 18 years old decreased in the plan study area. However, a quarter of the population in Grant Park, Laurelhurst and Rose City Park were under the age of 18 in 1990.

Figure 2.1: Neighborhood and Association Boundaries



The Hollywood and Sandy area is a fairly diverse place. There is a mix of people from different racial backgrounds, age groups and professions living in and around the plan study area. Although the percentage of Whites remained high, there was an overall increase in the number of Blacks, Asians, and Native Americans living in the study area in the last 18 years.

The 1990 median household income of the neighborhoods in the study area ranged between \$16,700 and \$42,300. Median household income in Hollywood, Buckman, and Kerns tends to be lower than the citywide average and lower than other neighborhoods in the plan area. Among other factors, the difference in median income may be attributed to a higher percentage of senior residents, lower educational attainment, fewer persons employed in manager/professional/technical fields, or fewer households with multiple wage earners.

Notably, the median household income (expressed in 1995 dollars) in the Hollywood neighborhood grew by 122 percent between 1980 and 1990. Among other factors, this increase may be attributed to a significant decrease in the senior population (46% in 1980 vs. 27% in 1990) and a possible increase in the number of households with two wage earners.

Between 1980 and 1990 the number of people that drove alone to work from the neighborhoods in study area increased. The percentage of people riding transit decreased with the exception of the Hollywood and Sullivan's Gulch neighborhoods, which show a slight increase (+4% and +2%, respectively, possibly attributable to the opening of the MAX line in 1986). The number of people who walked to work also decreased.

B. History and Urban Design



Hollywood in the 1950s (Oregon Historical Society Photo #CN 005881)

The modern-day Hollywood and Sandy areas are largely a product of geography and changing transportation technologies. Today's topography was largely created by the ancient Missoula Floods, several catastrophic events that sent torrents of water and debris from Montana through the Columbia Gorge and fanned across the inner eastside. These floods left thick gravel deposits throughout the area, and created Alameda Ridge and Sullivan's Gulch as hydrologic aftereffects.

Human settlement began with the Native American Klickitat and Multnomah tribes, who used the area largely when moving between superior hunting and fishing grounds elsewhere. Anglo-American settlers moved through the area on their way to Portland, which began as a settlement in 1840. After 1850, donation land claims on the east side of the river formed a loose grid of streets surrounding farmlands. Following a survey in 1851, portions of the inner eastside were sold and platted into the 200- by 200-foot block pattern that now makes up much of the study area.

Two railroads began operation, the Oregon and California Railroad along what is now the Southern Pacific main line south out of Portland and the transcontinental railroad east through Sullivan's Gulch toward the Columbia Gorge. This fueled a boom in inner eastside neighborhoods and led to the creation of East Portland, a 4.5 square mile city west of 24th Avenue, which in 1891 was incorporated into the city of Portland.

Evolution of the Sandy Wagon Road to Sandy Boulevard

The Sandy River wagon road ran diagonally through the five neighborhoods that comprise the Hollywood and Sandy area. Its evolution into Sandy Boulevard is integral to the development of these neighborhoods.

Originally a Native American trail, Sandy Road assumed importance during the Settlement Era. Cutting diagonally from Troutdale to East 16th Avenue, it provided overland access to Oregon Trail immigrants. The Sandy Road was also a prime farm to market route, serving the growing cities of Portland and East Portland.

Around 1890, landowners along Sandy Road petitioned Multnomah County to make it part of the highway system. The County assumed jurisdiction of the section of Sandy Road from the East Portland city limits (24th Street) to the top of Gravelly Hill (57th Street).

Owners of both streetcar lines and the land in newly platted neighborhoods developed many of the communities that make up the Hollywood and Sandy area. The East Ankeny line was the first streetcar to service the area, extending along East Burnside, 28th Avenue, and further east along Glisan Street to Montavilla. Later, in 1907 the Portland Railway Light and Power Company developed streetcar service along Sandy Road to the newly platted Rose City Park. The track ran down the middle of the unpaved Sandy Road.

Streetcar extensions not only sparked housing construction, but also led to the formation of unique, identifiable neighborhoods. The Kerns, Rose City Park and Hollywood neighborhoods started as streetcar communities with housing clustered around a retail core. Other neighborhoods like Laurelhurst, Grant Park and Alameda developed as streetcar residential suburbs that later successfully accommodated the automobile.

In 1909, Sandy became a city street from NE 28th to 82nd Avenues. It was paved in 1912-13, after which the streetcar track was doubled, and the road was redesignated a “boulevard.” Frequent turnout points permitted automobiles to pass the streetcars in opposite directions. Cement sidewalks were laid on Sandy at 41st and 42nd Avenues the same year, signifying the growing importance of the area.



Reconstruction of Sandy Boulevard in the 1930s (Oregon Historical Society Photo #OrHi 62401)

Sandy Road became Sandy Boulevard during the 1910s and 1920s, reflecting the eastside’s change from a streetcar suburb to a motor city. Over the years, the increasing use of the automobile led to redevelopment along Sandy Boulevard to better accommodate the car. During this time Sandy Boulevard became one of Portland’s first and most spectacular commercial strips with large billboards and buildings that took the forms of symbols of their functions and the merchandise they sold. Some of these buildings remain, providing a series of visual exclamation points to entertain visitors in the area. Today, the street’s character has been modified by the development of newer auto-oriented features such as parking lots, car sales businesses, service stations, and drive-through restaurants.

Development of the Hollywood and Sandy Area

The streetcar system also influenced the development of many streetcar-oriented commercial areas still found along Sandy Boulevard. Buildings from the streetcar era generally were built up to the front property line along the sidewalk, and were often two story structures. Later, as auto-oriented land uses developed, the character of these areas was transformed. Vacant lots were developed and some streetcar era buildings were replaced with buildings set back from the street

edge to accommodate automobile parking. Unlike much streetcar era commercial development along Sandy, Hollywood, which was initially a part of the Rose City Park plat, developed into a commercial hub during the auto era.



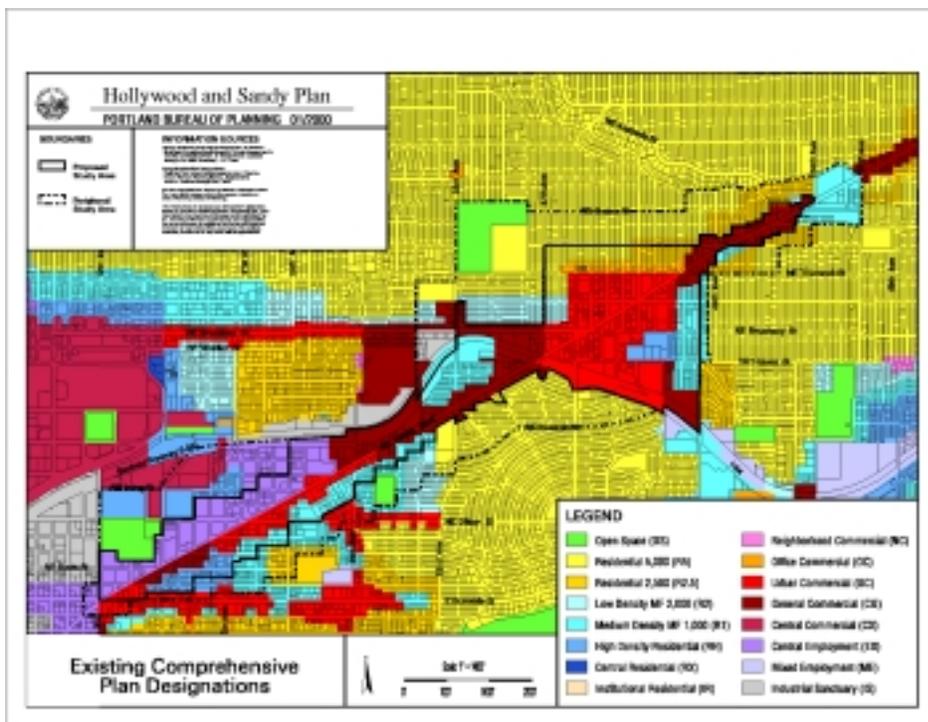
An example of a streetcar era building, located at NE 40th Avenue and Sandy Boulevard

Today, numerous historic buildings are located throughout the study area. These buildings serve as local landmarks because of their distinct locations, architecture or form, and are significant because they contribute to and enhance the character of the area. While many historic buildings add to the area's character, some other existing buildings could be improved to create a better image for people living, working and visiting this area.

C. Land Uses

Existing land uses within the Hollywood and Sandy Project area are the result of the evolution of the area from a streetcar suburb to automobile accessible commercial, employment and residential areas. The *Comprehensive Plan* designations in place at the time of existing conditions data collection were the result of the *Comprehensive Plan* adopted in 1980, and subsequent updates from the Transit Station Area Planning Project (TSAPP) in the early 1980s. See Appendix B for descriptions of *Comprehensive Plan* designations.

Figure 2.2: Existing Comprehensive Plan (January 2000)



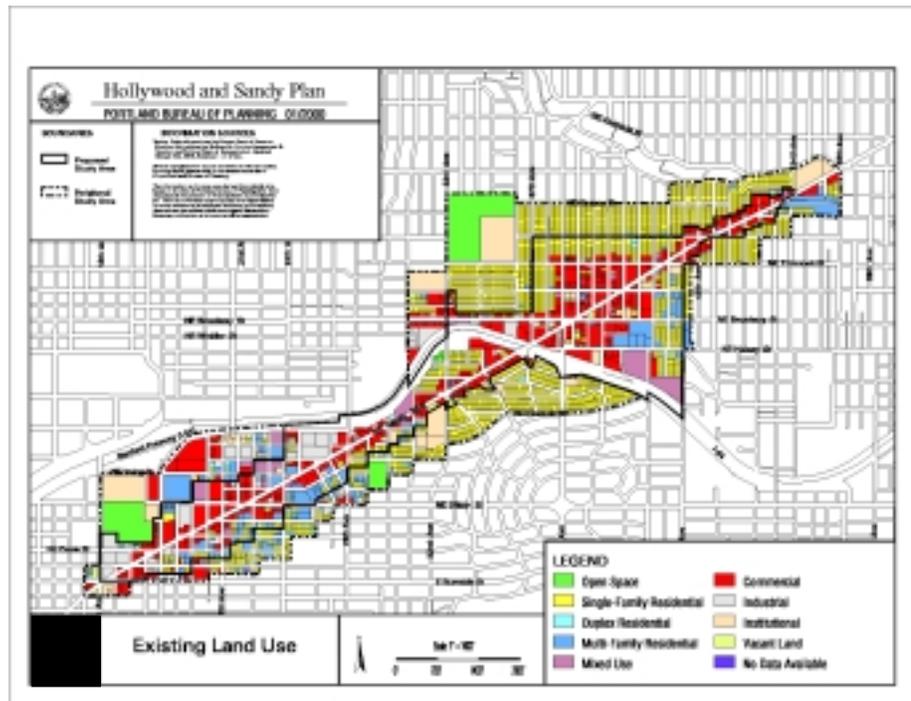
Most areas along Sandy are designated Urban Commercial or General Commercial on the *Comprehensive Plan* map. The area between Sandy and the Banfield Freeway in Kerns is designated for Central Employment (CX), which allows industrial uses. These commercial and industrial designations correspond to zones that also allow residential uses in addition to commercial and/or industrial uses.

The current mix of land uses along Sandy Boulevard includes industrial, auto-oriented commercial, and other nonretail activities, as well as some retail storefronts. Many of the existing commercial storefront buildings are located at major intersections and other locations that were one-time streetcar stops, and date to the streetcar

era. The plan area contains a substantial number of parking lots and underutilized sites. This mix does not, on the whole, contribute to a traditional “main street” environment.

The Hollywood District is predominately a commercial area, with a corresponding Urban Commercial (UC) *Comprehensive Plan* designation. Within Hollywood, the area along Sandy Boulevard and centered on 41st and 42nd Avenues north of Sandy has the highest level of retail commercial land uses. The area south of Sandy Boulevard and north of Halsey is home to a few larger commercial activities (Broadway Medical Clinic, 24-hour Fitness), churches, and some multifamily housing (Hollywood East, Hollywood Towne House). It also contains numerous surface parking areas and other underutilized sites. The area between Halsey and the Banfield has some large and land-intensive commercial uses (Davis Business Center, Copeland Lumber) as well as the Hollywood Transit Center, located at NE 42nd and Halsey. In many areas, land is underutilized, with low-density development or surface parking.

Figure 2.3: Existing Land Use (1997)



The project’s study area is surrounded by moderate density residential development. Areas around Hollywood and east Sandy are predominately designated single dwelling residential. Areas bordering west Sandy are predominately designated multidwelling residential. Within the study area, there are a small number of parcels in

residential use. Residential parcels within the study area tend to be low to moderate density multidwelling land uses, some of which cater to the needs of special segments of the population.

Little new development has occurred within the study area since 1980. New development that has occurred is generally constructed for convenient auto access. There has been no new development within the study area in proximity to the Hollywood Transit Center.

Overall, the Hollywood District and some areas along Sandy Boulevard have a mix of business and retail uses that work together to create a “critical mass.” These areas display great potential for becoming even better commercial centers. However, many have suggested that the amount of commercially designated land in the study area may be disproportionately high relative to supporting residential uses.

D. Housing



Housing prices in Portland have risen dramatically over the past decade

The existing housing stock within the Hollywood and Sandy Project area has changed as a result of the area's evolution over the past 100 years. However, because the plan's study area boundary loosely conforms to the edges of commercially zoned properties, the study area contains a limited number of housing units.

Housing within the study area is primarily in multifamily dwelling units while many of the surrounding neighborhoods are composed mostly of single dwelling detached units. Single dwelling detached houses account for 80%-90% of the housing in the Grant Park, Laurelhurst and Rose City Park neighborhoods. In 1990 the majority (60%-80%) of these units were owner-occupied. The western Sandy Boulevard area has a higher level of housing density (apartments and condominiums). Multidwelling units make up over 70% of the housing stock in the Buckman, Kerns and Sullivan's Gulch neighborhoods. Over 80% of the housing in these neighborhoods was renter-occupied in 1990. Housing in Hollywood in 1990 was about 50% single dwelling, 50% multidwelling.

Overall, the number of housing units in the entire study area increased between 1980 and 1990 (17,209 vs. 17,263). However, in the plan area the Kerns neighborhood and Hollywood District lost housing units between the period of 1980 to 1990 (-23% and -16% respectively).



The Rosewood Apartments on Sandy was previously a motel

Portland's housing costs increased dramatically after a slight downturn in the mid-1980s. Major price increases have occurred since 1990. A sampling of homes close-in northeast neighborhoods showed the nominal purchase price of single dwelling detached homes rose 122% between 1985 and 1995. When adjusted for inflation, the price rose 54% for the same period. This compares to tri-county area averages of 106% and 43%, respectively. However, the average price (nominal) of a sampling of homes close-in northeast still remained below the tri-county average (\$114,500 vs. \$145,700). Portland area housing rents have also risen substantially. Housing rent increased 81% (nominally) in the period between 1984 and 1994.

Wages have not kept pace with rising housing costs. Data indicates that nominal wages increased only 42.5% in the period from 1984 to 1994 statewide.

E. Multimodal Transportation

Transportation has long been of interest and concern in Hollywood and along Sandy Boulevard. Sandy Boulevard has multiple and sometimes conflicting transportation functions, including providing freeway access, serving as a state highway, linking the neighborhood to the Central City, acting as a regional destination for shopping and acting as a neighborhood destination for other needs. In addition, Hollywood has a transit center that serves four bus lines and MAX light rail.

Street Network

The following section looks at existing conditions on selected key routes and streets within the plan area.

Banfield Freeway

The Banfield Freeway, designated Interstate-84 (I-84), serves the east side of the Portland region, and runs near and passes through portions of the plan area. It consists of three lanes in each direction in the project area with an auxiliary lane in the westbound direction from NE 33rd Avenue to NE 16th Avenue.

East of the Hollywood District, I-84 carries about 89,300 vehicles per day eastbound and about 92,400 vehicles per day westbound (181,700 two-way). West of the Hollywood District, Interstate-84 carries approximately 85,100 vehicles per day eastbound and about 85,500 vehicles per day westbound (170,600 two-way). Freeway access is provided at eight locations in the project area. Figure 2.4 shows the daily traffic volumes for the study area freeway ramps.

Figure 2.4: 1997 Average Daily Volume at Freeway Ramps

Location	Approximate Daily Volume
NE 16th Avenue eastbound on-ramp	8,500
NE 16th Avenue westbound off-ramp	13,800
NE 33rd Avenue eastbound off-ramp	7,800
NE 33rd Avenue westbound on-ramp	7,500
NE 39th Avenue eastbound off-ramp	6,500
NE 39th Avenue eastbound on-ramp	10,000
NE Halsey Street westbound off-ramp	11,500
NE Sandy Boulevard westbound on-ramp	10,900

Oregon Department of Transportation, 1997

As one of the few I-84 locations with a full interchange, the Hollywood area is an attractive location for freeway users. Freeway access makes the area highly accessible; however, it also contributes to traffic volumes in the area and freeway access circulation issues.



Sandy Boulevard in Hollywood carries local and regional traffic

Sandy Boulevard

Sandy Boulevard generally consists of two lanes in each direction. It is classified as a major arterial, frequent bus route, regional corridor for bicycles, and a transit/mixed-use corridor for pedestrians by Metro's *Regional Transportation Plan*, with the function of carrying traffic from Northeast Portland to the central business district (CBD). Under Metro's classification scheme, Sandy, between 12th and 54th, is classified as a Regional Boulevard for street design purposes. Sandy Boulevard is classified as a Major City Traffic Street, a Major City Transit Street, City Bikeway, and a City Walkway (outside of the town center), and a Major Truck Street by the Portland's *Comprehensive Plan*. It is also part of the Hollywood Pedestrian District between NE 37th and NE 47th Avenues. Sandy is an ODOT route within a city public right-of-way (State Highway 123 or US 30-Business) with a district classification in terms of level of importance to the state highway system.

While Sandy Boulevard functions well for moving cars through the project area, left turns are prohibited at most major intersections between NE 12th and NE 43rd Avenues. This creates a barrier to accessing the Hollywood commercial district and encourages cars to cut through surrounding residential areas in order to travel north or south. Left turn prohibitions were put in place along Sandy in the early 1980s in conjunction with other transportation changes that addressed congestion and accidents. People traveling through the Hollywood District sometimes find the current traffic pattern confusing and problematic.

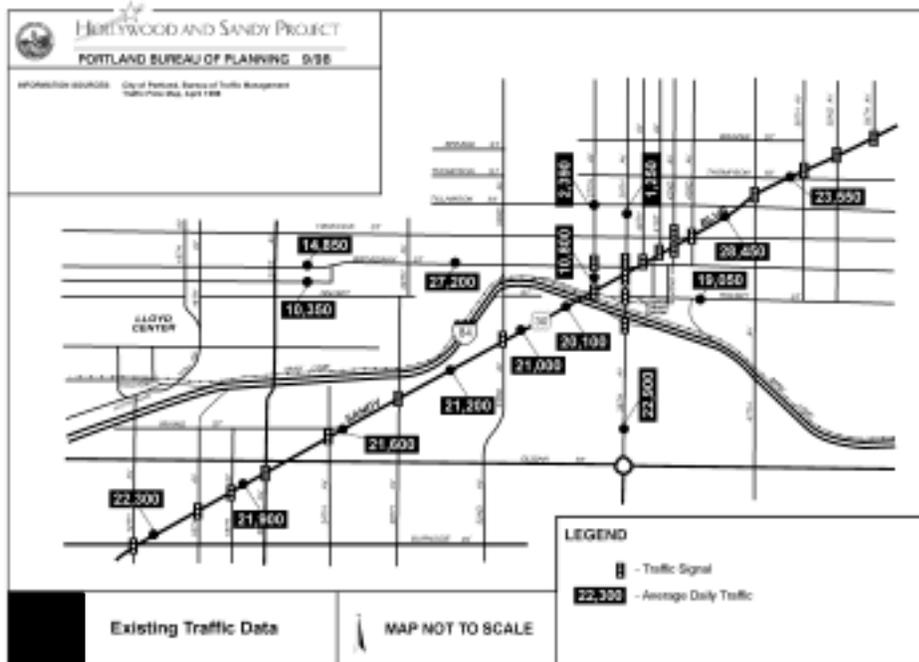
Northeast Broadway

Northeast Broadway is classified in the city's *Comprehensive Plan* as a Major City Traffic Street between the west end of the project area and Sandy Boulevard and as a Major City Transit Street throughout the project area. West of NE 37th Avenue, Broadway consists of two lanes in each direction. Eastbound traffic is routed to the south at NE 37th Avenue, to either Sandy Boulevard or Halsey Street. Eastbound left turns from Broadway are prohibited at both NE 36th Avenue and 37th Avenue. This circulation can be disorienting to drivers not familiar with the area. Between Sandy Boulevard and NE 37th Avenue, Broadway is a one-way roadway with two lanes in the westbound direction. Between NE 40th and NE 41st Avenues, Broadway is a one-way street with one eastbound lane; east of NE 41st, however, Broadway consists of one lane in each direction.

Northeast 39th Avenue

Northeast 39th Avenue is classified as a Major City Traffic Street and a Major City Transit Street between Burnside Street and Broadway. Northeast 39th Avenue is a Neighborhood Collector and City Bikeway between Broadway and Tillamook Street and is also part of the Hollywood Pedestrian District. The street consists of two lanes in each direction and a northbound right turn lane between the I-84 freeway ramps and Halsey Street (on the freeway overcrossing). Between Halsey Street and Broadway, it is a one-way street consisting of three lanes in the northbound direction. North of Broadway, NE 39th Avenue has one lane in each direction.

Figure 2.5: Existing Street Network and Traffic Volumes



Northeast 42nd Avenue

Northeast 42nd Avenue consists of one lane in each direction. It is classified as a Neighborhood Collector north of Halsey Street and is classified as a Major City Transit Street north of Halsey Street to Tillamook Street and as a City Bikeway south of I-84. Northeast 42nd Avenue is also part of the Hollywood Pedestrian District. The Hollywood Transit Center is located at the south end of NE 42nd Avenue at Halsey Street. As a result, bus activity is heavy along NE 42nd Avenue within the project area.

Northeast 47th Avenue

Northeast 47th Avenue is classified in the city's *Comprehensive Plan* as a Neighborhood Collector south of Sandy Boulevard, as a Minor Transit Street between I-84 and Broadway and as a City Bikeway throughout the project area. The street forms the eastern boundary of the Hollywood Pedestrian District. North of Sandy, NE 47th is a local service street with traffic calming devices. Northeast 47th Avenue consists of one lane in each direction throughout the project area. Traffic signals are provided at Halsey Street and Sandy Boulevard.

Parking

The availability of on-street parking varies along the length of Sandy Boulevard. A summer 1998 inventory of parking availability and restrictions revealed that the portion of Sandy west of NE 28th Avenue was posted primarily for one-hour parking and was characterized by frequent and large curb cuts and bus zones that prohibit parking. The area between NE 28th and 37th Avenues is characterized by stretches that prohibit parking because of lane configurations and bus zones. Where on-street parking is available, it is limited to thirty minutes to one hour. Parking is generally prohibited in the core of the Hollywood business district between NE 39th and 42nd Avenues. The wider sidewalks and lane configurations in this area do not allow space for on street parking except in two pullout areas. The part of Sandy between NE 43rd and 54th Avenues has more off-street parking, which supplements on-street parking. Two-hour parking zones are typical in this area. In other parts of Hollywood parking is available and heavily utilized during the day, with varying parking time restrictions.

Generally, availability is unbalanced in the project area, with some areas that have adequate on- and off-street parking, while other areas don't have enough parking spaces for visitors and employees. The public perceives an on-street parking shortage in some locations.

Transit

The project area enjoys excellent accessibility by bus and light rail. Frequent public transit is available along Sandy Boulevard and at the Hollywood Transit Center, which is located along the south side of Halsey Street at NE 42nd Avenue. Good bus service is available to downtown and the airport. The MAX light rail system provides excellent service linking Hollywood to downtown, Hillsboro, Gresham and points in between.

Transit service in the Hollywood District is comparable to many regional centers. There are four Tri-Met bus lines #12, #75, #77, #83, and MAX light rail that provide service to the Hollywood District and

the Hollywood Transit Center. The following table shows the peak period headways and daily boarding data for bus lines and MAX.

Figure 2.6: Transit Data at the Hollywood Transit Center

Route	Average Headways (min.)		Daily Number of Passengers Boarding at Hollywood Transit Center
	PM Peak	Mid-day	
MAX (Light Rail)	6	15	1,088
# 75 39th Ave.	10	15	580
# 77 Broadway	15	15	214
# 83 Hollywood	30	30	25
# 12 Sandy	8-9	15	364

Numbers are based on average weekday transit activity provided by the Tri-Met 1992 Passenger Census with MAX data from 1994.

Pedestrians and Bicyclists

Sidewalks are provided along both sides of Sandy Boulevard outside the Hollywood District and are typically ten feet wide, less than the city-recommended twelve feet. The environment is not particularly “pedestrian friendly,” with high volumes of traffic, few buffers between moving cars and pedestrians including a lack of street trees, and large crossing distances that create vehicle/pedestrian conflicts.

Hollywood is designated a pedestrian district by the city’s *Comprehensive Plan*. Sidewalks are generally provided on both sides of each street within the project area, but are usually less than the city’s recommended twelve to fifteen feet. The exception is Sandy Boulevard in the core of the district where sidewalks have been widened to sixteen feet to allow for large street trees and street furniture. Crosswalks and pedestrian activated signals are provided at all signalized intersections in the area. As a result, the Hollywood District is accessible to pedestrians, but could be improved by more convenient crossings with shorter crossing distances, wider sidewalks, and street furniture.

North-south access to the transit center is along NE 42nd which is a narrower street than most in the district, with slightly wider sidewalks, and relatively low traffic volumes. However, pedestrian crossing locations are not convenient and are off-set from desire lines, causing inconvenience to pedestrians and inadequate “landing” areas.

Designated bicycle lanes are provided in two places within the project area. Northeast 12th Avenue has bicycle lanes in both directions north of Burnside. Northeast Glisan Street has bicycle lanes in both directions east of Sandy Boulevard. Portions of Tillamook and

Hancock Streets are developed as an east-west bicycle boulevard with striped lanes in Hollywood. Portions of NE 42nd and NE 47th are developed with bike lanes in Hollywood. Sandy Boulevard is designated as a City Bikeway, but has no bicycle lanes.

The city's *Comprehensive Plan* classifies the following streets as City Bikeways within the project area:

- NE Sandy Boulevard throughout the project area
- NE 12th Avenue throughout the project area
- NE 16th Avenue throughout the project area
- NE 24th Avenue from Glisan to Irving Streets
- NE 28th Avenue throughout the project area
- NE 39th Avenue connecting along Senate Street to 42nd Avenue
- NE 42nd Avenue between Halsey and Tillamook Streets
- NE 47th Avenue throughout the project area
- NE Glisan Street east of NE 22nd Avenue
- NE Irving Street west of NE 24th Avenue
- NE US Grant Place west of NE 39th Avenue and Tillamook Street east of NE 39th Avenue

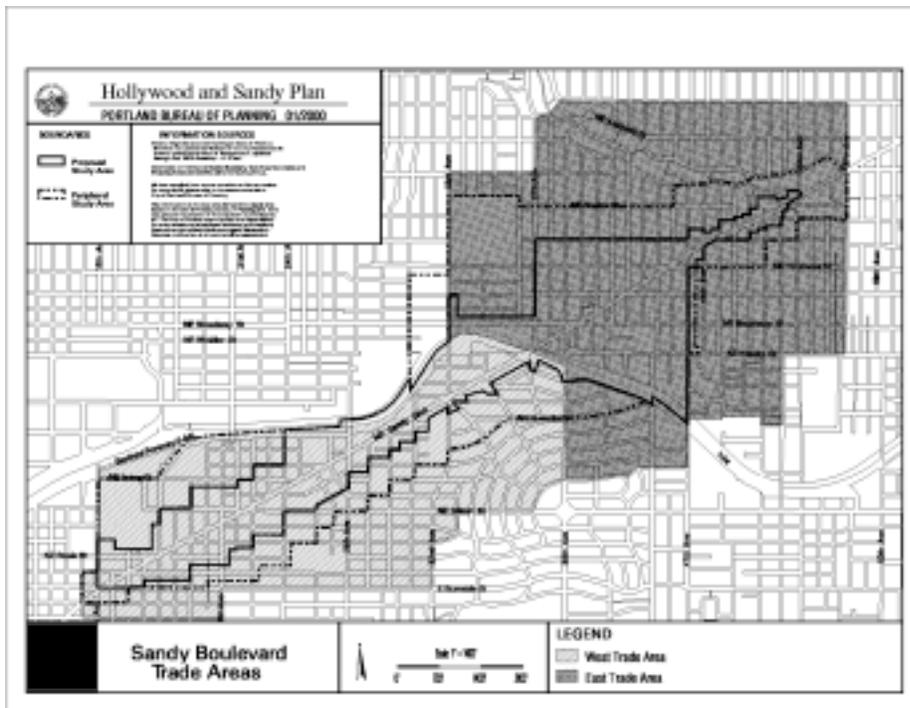
The *Portland Bicycle Master Plan* adopted in May 1996, recommends the following additional improvements for bicycle activity in the project area:

- Area running along I-84 as an off street path
- SE 12th Avenue south of Sandy Boulevard with bicycle lanes
- NE Sandy Boulevard with bicycle lanes
- NE 28th Avenue with bicycle lanes
- NE 39th Avenue south of Sandy Boulevard with bicycle lanes

F. Economic Development

To assess existing conditions, the plan study area was divided into three trade areas - “West Sandy,” “Hollywood,” and “East Sandy” - which were determined by convenient pedestrian and automobile access and transportation and land use barriers. The primary/local trade areas for East and West Sandy are the nearby neighborhoods (Figure 2.7). Due to its location and access characteristics, Hollywood has a broader trade area (Figure 2.8). The area is also home to businesses that do not depend on the local neighborhood trade areas for customers, but instead rely on regional and/or national trade areas.

Figure 2.7: Sandy Boulevard Trade Areas

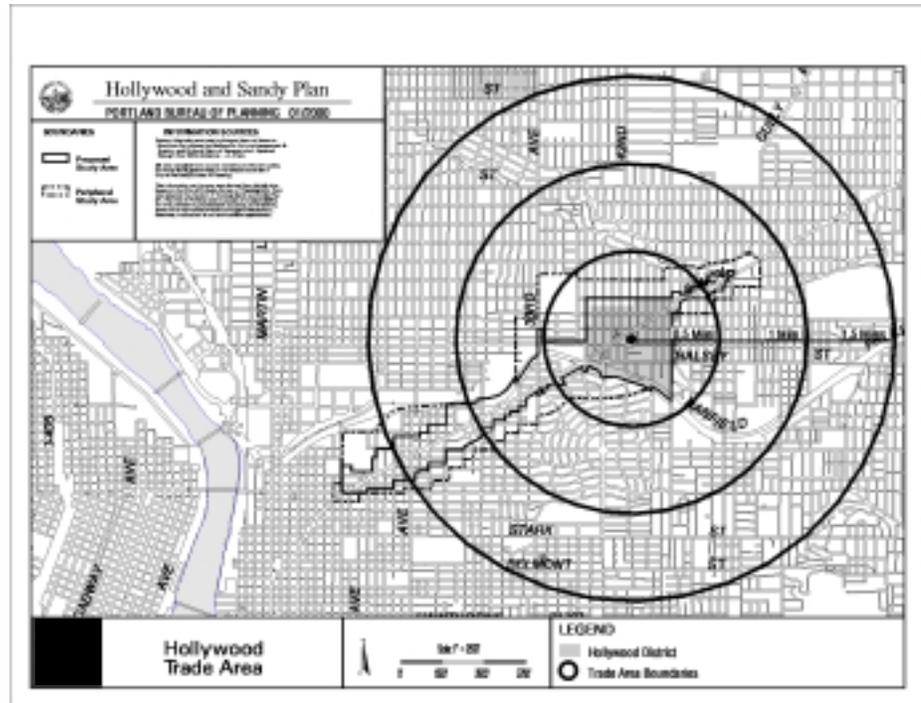


Trade Area Income

Overall, residents’ income levels near the Hollywood and Sandy Project area demonstrate a strong consumer-spending base that could be tapped by local businesses. The 1998 median household income for the West Sandy area was lower than the Portland household median (\$31,667 vs. \$37,265), while per capita income estimates were slightly higher than the overall per capita income rate for the entire city (\$23,173 vs. \$22,594). This per capita figure is consistent with the smaller household size found in the West Sandy trade area, and indicates the neighborhood has a significant single-person household population. The 1998 median household income for the East Sandy

trade area (\$53,759) exceeds the 1998 Portland household median, and indicates stronger levels of consumer spending than in the West Sandy trade area and the city in general. Per capita income estimates in the East Sandy area for 1998 are also higher than for the city (\$26,260 vs. \$22,594). The Hollywood trade area is similar to the East Sandy area, with its much stronger consumer spending levels.

Figure 2.8: Hollywood Trade Areas



Market Conditions

Retail

There are approximately 600 businesses, many of them retail operations, in the *Hollywood and Sandy Plan* area. Retail within the plan area is diverse, and includes most of the businesses found in the typical range of “local serving” businesses. However, there are some notable exceptions, such as a grocery store, hardware store or apparel store. The absence of these typical neighborhood-serving businesses within the project area may be explained by a number of reasons, including:

- Proximity to shopping at the Lloyd Center and in downtown Portland;
- The strength of competing neighborhood shopping districts such as NE Broadway, Belmont Street, Hawthorne Boulevard, Beaumont Village, and the Rose City/Roseway area east on Sandy; and

- Proximity to miles of “strip commercial,” auto-oriented retail development along 82nd Avenue and other corridors.

Since the plan area is close to these other centers, it is relatively easy for consumers to move outside the trade area for many of their purchases. In terms of access, Hollywood is well located as a shopping district for adjacent neighborhoods, but because of the nature of the traffic circulation system, a number of other major shopping areas are equally accessible and may be more attractive to consumers. As a result, a sizable portion of local consumer dollars are “leaking” out of the trade area to stores in competing retail areas.

Nonretail businesses also play an important role in the area’s economy. They attract customers and clients to the area; provide jobs for people in the neighborhood; and occupy buildings that might otherwise go vacant. Employees and clients of businesses in the *Hollywood and Sandy Plan* area constitute a potential consumer base for restaurants and shops in the area.

Western Sandy Boulevard is currently home to several major automobile dealerships as well as other independent auto retailers. However, automobile retailing has changed dramatically in the 1990s. Many dealers have joined forces in large regional auto malls. Industry statistics show that people increasingly prefer to lease cars rather than buy them. Consequently, used car-lease returns are supplanting new cars as the most profitable segment of auto sales. Additionally, many more people are shopping for information about and buying vehicles on the Internet. The Chrysler Corporation estimates that within four years twenty-five percent of their car sales will take place directly on the Internet. It appears likely that this trend will eventually reduce new car sales by local dealers. This could in turn reduce their land needs and create redevelopment opportunities.



Auto retailing on Sandy is likely to change in the future

Office

The majority of office space in North/Northeast Portland is located in the Lloyd District; however, there are numerous office buildings scattered throughout the Hollywood and Sandy project area. Most of the office buildings in the study are considered to be Class C office space, which normally has a higher vacancy rate and commands lower rent than either Class A or B space. The office vacancy rate for the project area is approximately the same as the rate for the city. Generally, office rents in the project area range from \$10 to \$14 per square foot per year. Research in the overall project area does not show a need for more office space in the future. However, the Hollywood District will likely have more offices as a component of future mixed-use development, refurbishing, or redevelopment.

Light Industrial

A substantial number of light industrial businesses are located in the Hollywood and Sandy Project area. This is particularly true in the northern half of the West Sandy trade area which is designated Central Employment in the city's *Comprehensive Plan*. Jantzen Swimwear, Portland Bottling Company, PepsiCo Bottling, and AT&T Cable Services (formerly Paragon) are the most prominent larger light industrial businesses located in the area. Other light industrial facilities can be found on NE Broadway and on NE Halsey.

Residential

As noted in the previous discussion on housing, the demand for single dwelling houses in the plan area has been strong throughout the 1990s and this is reflected in the price of the existing housing stock. With the exception of a seven-unit rowhouse project, there has been very little recent new single-family construction in the project area. This may be due to a lack of vacant land available in the project area suitable for single-family development.

The Portland metropolitan area apartment market has been strong in recent years, but in 1997 the region began to experience multifamily over-supply. The *Hollywood and Sandy Plan* area competes with other parts of the city and region for new multifamily development. Rent levels in the study area have not been sufficient to support more than a few isolated new projects. One major new multifamily development in the project area is the Buckman Heights Apartments on NE 16th Avenue, north of Sandy Boulevard. This project contains 144 affordable rental units and eight market-rate townhouses. A second phase, Buckman Terrace, is nearly completed and will add 113 market-rate units. The project is designed to complement the existing neighborhood and be transit-supportive. To encourage residents to reduce personal automobile use, there is reduced parking, additional bicycle parking and an on-site car-sharing program. The target market is middle-income households that desire close proximity to downtown jobs and urban amenities.

Other Factors Affecting Market Conditions

Access, Transportation and Parking

The area is well located, with its proximity to downtown Portland, access to the freeway and local street grid, sidewalks throughout, and frequent and accessible transit service from buses and the MAX light rail station in Hollywood. However, perceptions of high speed traffic on Sandy, a perceived lack of parking, problematic pedestrian crossings at many locations, and confusing traffic circulation patterns in Hollywood are all negative factors affecting consumer choice.

Sense of Place

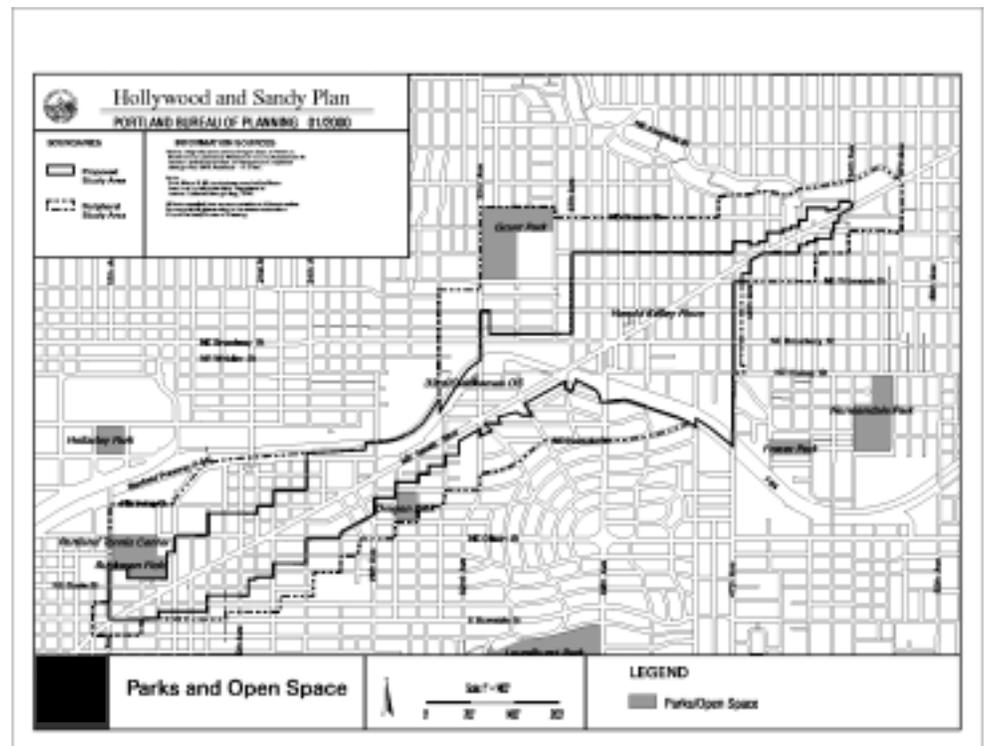
An identity that is meaningful to local residents, consumers and businesses helps to create a sense of place. Such qualities encourage neighborhood residents to spend their consumer dollars locally. Areas with a strong sense of place often draw more regional consumers, as well. An identifiable sense of place is an important component in marketing specific areas including the project area. The Hollywood and Sandy project area presents characteristics that positively contribute to its sense of place. These include active community organizations, historic buildings, and many well-established businesses.

G. Recreation and Open Space

An inventory of open spaces and recreational facilities within the Hollywood and Sandy study area suggests that additional outdoor places for community activities are needed. Three city parks – Grant Park, Buckman Field, and Oregon Park - are located within the project’s peripheral study area, but none are located within the core study area. While the Hollywood District features Harold Kelley Plaza, it lacks a significant green space or urban park.

Grant Park is the largest city park within the project’s peripheral study area. The twenty acre park is broken into several areas, with sporting fields along the southern edges and more bucolic, arboreal spaces along the northern border. Many of Grant High School’s athletic facilities are jointly developed and operated by Portland Parks and Recreation and the Portland School District. These include football, baseball and soccer fields, a running track, tennis courts, basketball courts, and a swimming pool. The park also has a children’s play structure, wading pool, restroom and picnicking facilities.

Figure 2.9: Parks and Open Spaces



Buckman Field and Portland Tennis Center are located just north of the study area. This nine-acre community park facility consists of

playing fields including lighted baseball/softball, soccer, football, and track and field facilities used primarily by Benson High School.

Portland Tennis Center is located adjacent to Buckman Field. The facility serves users from throughout the city. Four indoor and eight outdoor courts are available for a fee.

Oregon Park is a four-acre park in the Kerns neighborhood, just south of the study area near Sandy Boulevard at NE 29th Avenue. It includes a basketball court, wading pool, restroom and picnicking facilities.

Harold Kelley Plaza, the only public open space in the Hollywood District, was developed in the middle-1980s in the Hancock Street right-of-way, just east of NE 42nd Avenue, as an outcome of the 1979 Hollywood Transportation Study. When the plaza was formed it removed the sixth leg of a complicated and dangerous intersection. Portland Parks and Recreation maintains the site and the Hollywood Boosters install and maintain potted plants on the plaza. Though it is situated near the heart of the commercial district, the plaza is not well used. Few people gather in the space, and adjacent properties have not, to date, taken advantage of the amenity the plaza provides.

33rd and Clackamas Open Space is a parcel of landscaped greenery created after the expansion of the Banfield Corridor during the early 1980s. Owned and maintained by the Oregon Department of Transportation, it consists of a grassy central area with trees and shrubs around the edges.

The Everett Community Garden is located within one block of the peripheral study area at NE 27th Avenue and Everett Street. Portland Parks and Recreation staff acknowledges a high level of public demand for these facilities and is interested in pursuing opportunities for developing new community gardens.

The Northeast Family YMCA is located in the Hollywood District and provides private facilities for fitness, recreation, and exercise. Other private recreational facilities include bowling alleys and private gymnasiums. While the study area has many facilities fulfilling recreational needs, the community has also identified a need for a large community center or hall where events can be held.

Also notable is the general lack of greenery throughout much of the plan area. Several citizens that have participated in the project have noted the lack of uniform street tree plantings particularly in the Hollywood commercial core and areas along western and eastern Sandy Boulevard.

H. Public Safety



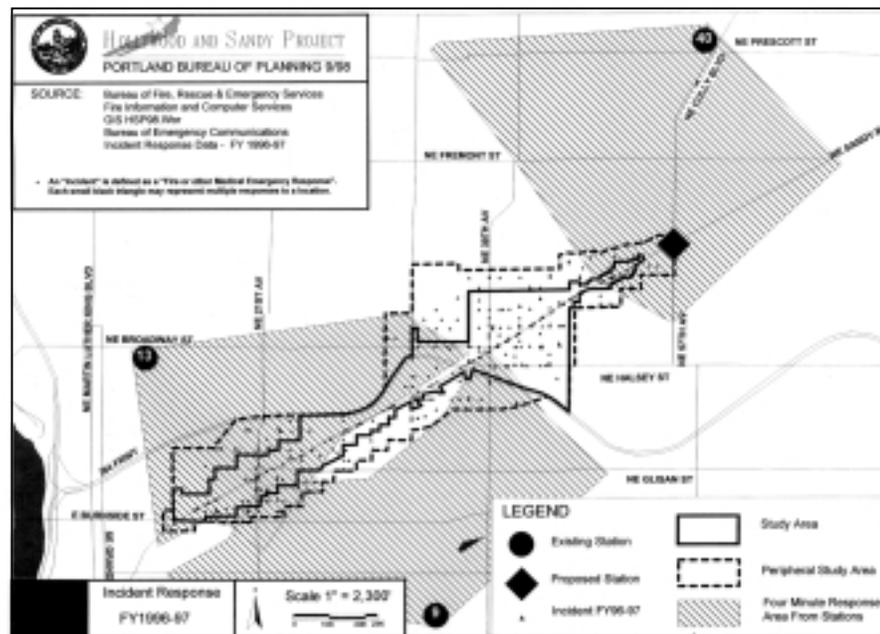
The area encompassed by the Hollywood and Sandy Project is generally considered a “safe” area. However, certain activities within the study area cause concern for neighbors. Features of the built environment could be enhanced to create greater safety, in perception and reality. This section discusses some of the main issues associated with safety that have been derived from the existing conditions in the study area and public comments received.

The presence of prostitution and illegal drug activity are concerns of both residents and business people throughout the study area, though there has been a decline in these activities of late.

Several places, including the light rail station, transit center area, Harold Kelley Plaza, and sidewalk areas throughout the study area, need enhanced lighting to improve perceived and actual safety at night and encourage people to use these places.

The entire Hollywood District and most of the portions of Rose City Park and Grant Park included in the study area failed to meet the Fire and Rescue Bureau's four-minute response time objective (Figure 2.10). The Fire and Rescue Bureau is considering ways to meet the response time objective, including locating a fire station in or near the study area.

Figure 2.10: Fire Bureau Incident Response, FY 1996-97



I. Facilities, Services, Infrastructure

A variety of urban facilities and services is provided in the Hollywood and Sandy study area. Several key issues emerge from the study of the existing infrastructure, facilities, and services.

The infrastructure for water distribution within the study area is fully developed and currently adequate. However, as more development occurs, existing smaller sized water lines (two-inch) may have to be replaced.

Excess surface runoff into the combined sewer basins within the study area causes street and basement flooding. As part of the recommendations made by the Bureau of Environmental Services for relieving basement flooding, green solutions and inflow control technologies need to be implemented.

The current Multnomah County Library space in Hollywood is not adequate for the number of patrons it supports, as well as for the kinds of programs it offers. A bond measure provided funds for developing a new larger (13,000 square foot) library in Hollywood. A new site for the Hollywood Branch Library was selected in 1998. It will be located on the south side of Tillamook Street between NE 40th and NE 41st Avenues. In addition, the County has committed to developing the library in the context of a mixed-use building (with housing) and is in the final design process for the facility.

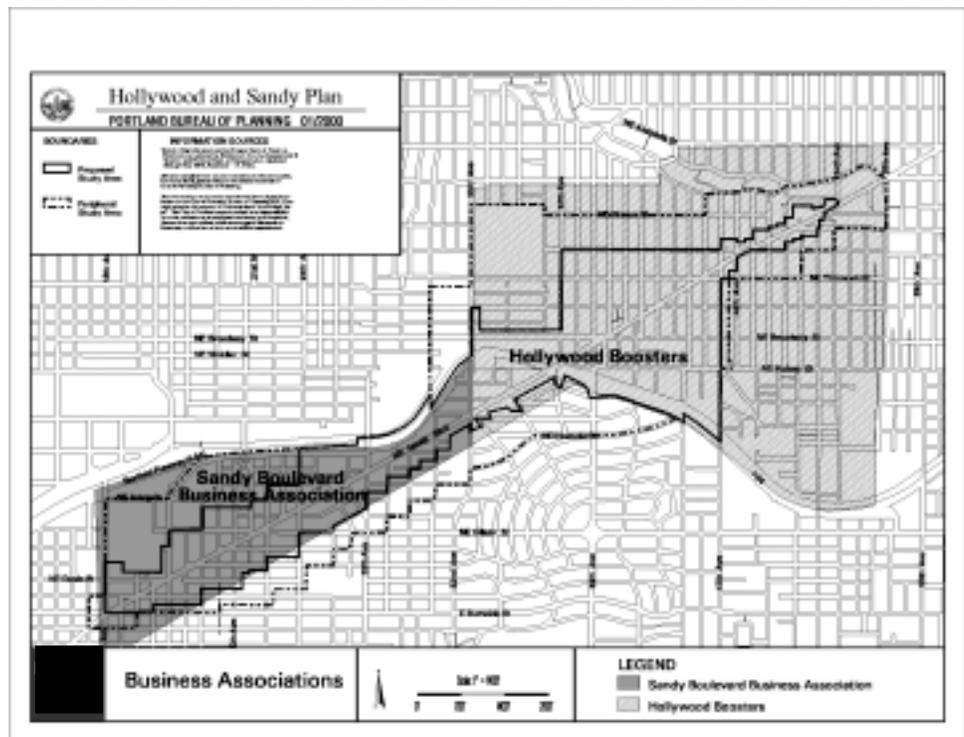
Portland General Electric (PGE) and Pacific Power and Light (PP&L) currently serve the electricity needs of the study area adequately. While most utility lines along Sandy Boulevard between NE 37th and NE 47th Avenues have been placed underground, other locations within the study area have overhead wires.

J. Community Organizations and Activities

The study area has a long history of residents, businesses, churches, and civic groups working to build community pride and to provide for the social, recreational and educational needs of their community.

There are five neighborhood associations (Grant Park, Hollywood, Kerns, Laurelhurst, and Rose City Park – see Figure 2.1) and two business associations (Hollywood Boosters and Sandy Boulevard Business Association, Figure 2.11) that serve portions of the Hollywood and Sandy Project study area. These organizations provide a forum for citizen input on community matters and sponsor activities that bring together residents, businesspeople and other individuals to enhance the area’s livability, prosperity and community pride.

Figure 2.11: Business Associations



Many community events, such as the Junior Rose Festival, StarFest, Kerns National Night Out Picnic, and Saturday Farmers Market, have been established on an annual basis. Local businesses, churches, nonprofits and residents have worked in partnership to carry out these events. Their efforts have strengthened pride in the community.

The Hollywood District has many community services, such as a library, a senior center and a YMCA facility. These amenities provide a place for community members to meet and are important community assets. Public services and gathering places enhance the vitality of the district.

There is a growing cultural diversity in the study area. This diversity brings new social customs and rituals that can enrich a community.



The Junior Rose Parade along Sandy Boulevard

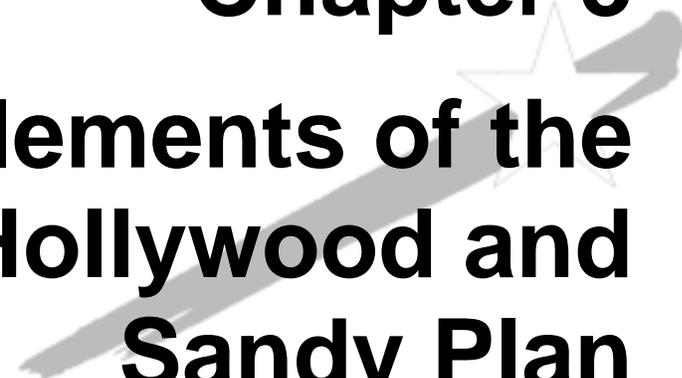
K. Previous Planning Efforts

The following list includes previous land use and transportation planning programs directed at portions of the Hollywood and Sandy study area. Detailed information about these efforts may be found in the Hollywood and Sandy Project *Existing Conditions Report*.

- *Proposed Rezoning of Hollywood District and Hollywood Report*, 1953
- *Hollywood Circulation Study*, 1969
- *Hollywood Transportation Study*, 1977-1979
- *Portland Comprehensive Plan*, 1980
- *Hollywood Development Program: A Preliminary Action Plan*, 1982
- *Banfield Light Rail Transit Station Area Planning Program: 1980-82 and 1983*
- *Kerns Neighborhood Action Plan*, 1987
- *Transit Station Area Planning Program Evaluation*, 1992
- *Hollywood Pilot Project*, Phase I, Livable Cities Program, 1993
- *Hollywood Pilot Project*, Phase II, 1995

Chapter 3

Elements of the Hollywood and Sandy Plan



A. Vision

The vision for the Sandy Boulevard and Broadway main streets, and the Hollywood Town Center will guide the future of the area. The vision is the product of an interactive process involving citizens, businesspeople and city and other agency staff. The principles below are the basis of the vision for the Sandy and Broadway main streets and the Hollywood Town Center. The vision is described in detail on the pages that follow.

Vision Principles

- Enhance business and economic vitality
- Reinforce the connection between the Hollywood Transit Center and the business core
- Promote housing and mixed-use development
- Enhance the pedestrian experience
- Enhance building character
- Improve and enhance the transportation system
- Maintain adequate parking
- Promote open spaces/gathering places
- Enhance community services and activities
- Maintain public and private infrastructure facilities

A Vision for Sandy Boulevard and Broadway Main Streets in the Year 2020

The Sandy Boulevard and Broadway main streets are thriving, well-maintained destinations with a balanced mix of regional and neighborhood serving commercial enterprises. The commercial uses provide a variety of goods and services and employment to nearby residents, while contributing to the diversity and activity of the streets.

Attractive multistory buildings contribute to the vitality of Sandy Boulevard and serve adjacent neighborhoods. Distinct neighborhood - serving commercial “nodes,” or centers, occur at key intersections of Sandy and 12th, 20th, 28th, and 33rd Avenues. These nodes are within a five-minute walking distance of the adjoining residential, employment and office areas. Buildings meet the edges of the sidewalk and special lighting, street trees, curb extensions, and other amenities, including outdoor places for dining, make the nodes friendly for pedestrians.

Between the Sandy nodes and along Broadway, many of the multistory buildings include residential uses that provide a range of housing choices and take advantage of frequent transit service along these streets. Some of these buildings have commercial uses on the ground level. Other developments are solely commercial or employment uses.

On Sandy Boulevard, some triangular parcels have been consolidated and redeveloped by vacating certain east-west streets. Newer buildings are designed with ground levels that contribute to the pedestrian environment. Existing light industrial, employment, and commercial uses continue to flourish or have expanded.

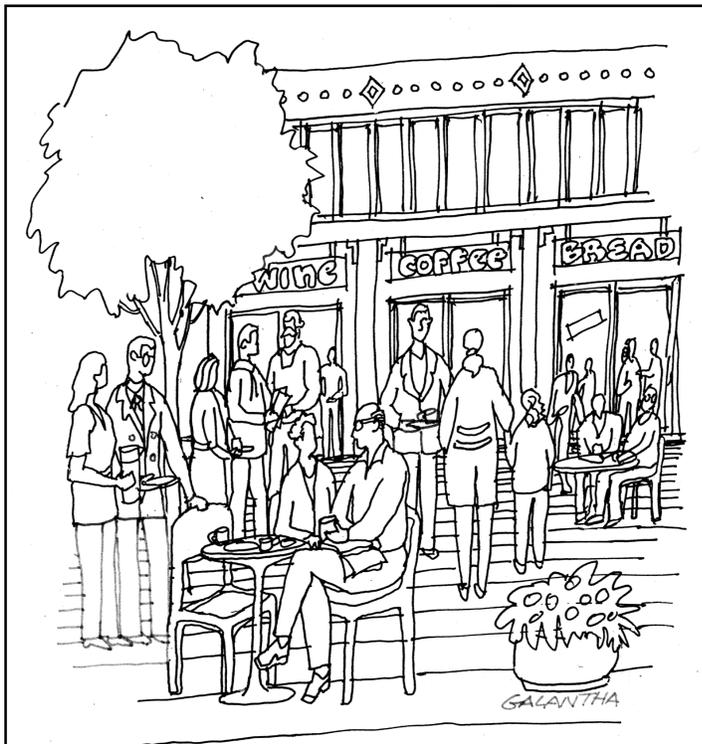
The north side of Broadway has a mix of neighborhood-serving commercial uses and residential uses, while the south side allows a broader range of activities, including employment and commercial uses and some larger-scale developments that contribute to an enhanced pedestrian realm. The scale and character of developments along Broadway are generally compatible on both sides.

In addition to an active business environment and mix of housing choices, Sandy and Broadway main streets include areas for shoppers, residents and employees to gather, such as small plazas, and pocket parks created as part of new development. An example might be a small park created as a triangle formed by intersecting streets at Sandy. The public and private infrastructure facilities and services support the community’s needs.

Both Broadway and Sandy Boulevard main streets are vital transportation routes that balance the needs of transit riders, pedestrians, wheelchair users, and bicyclists with the needs of auto and truck traffic. Pedestrians along these corridors feel safe as they cross the streets and walk along wider sidewalks with well-placed amenities, attractive storefronts, and landscaped areas. In most areas, pedestrians are separated from auto traffic by on-street parking that serves shoppers and businesses. On-site parking is easily available and accessible to people working, visiting or shopping in the area.

Buildings are set close to the streets and have frequent sidewalk-oriented entrances, to enhance the sense of connection between each main street and developments that support it. Newer developments with innovative designs and architectural appeal blend with the existing older buildings. Commercial buildings located next to residentially zoned areas are designed to transition well into the adjacent neighborhoods.

A strong sense of community pride and spirit is fostered along Sandy and Broadway by the active participation of neighborhood, business, and community organizations in activities that enhance these places.



Pedestrians enjoy the wider sidewalks with well-placed amenities, attractive storefronts, and landscaped areas envisioned in the plan.

A Vision for the Hollywood Town Center in the Year 2020

Hollywood is a distinct and thriving mixed-use center with a compact urban scale that includes a variety of housing and employment choices, as well as other recreational and community activities. The variety of services and activities, including arts and entertainment, attracts people from the surrounding neighborhoods as well as from around the region.

Developments in Hollywood provide a pedestrian-friendly façade, and car-oriented facilities like drive-throughs are prohibited. The tallest buildings contain individual uses or a mix of commercial, office and residential uses. These urban scale buildings are focused around the transit center/station, creating a vibrant mixed-use, transit-oriented neighborhood. Buildings transition in scale to relate to existing residential uses along 46th Avenue, south of Halsey. Access and visibility to and from the light rail transit station is improved. Moving north from the transit center node to Hollywood's commercial core, building heights diminish slightly while the mix of uses continues to make it a pedestrian-friendly area. In the areas surrounding the commercial core, the building heights echo the scale of adjacent residential neighborhoods.

Gathering places are safe, attractive, comfortable, accessible, and encourage interaction between people of all ages, promoting a sense of community. A public plaza called "Station Square" is located in the transit center node area and is used by area residents, employees, and other visitors. It contributes to the identity of the Hollywood District and is the focal place for community activities. Small plazas and pocket parks created as part of new development also serve as places for people to gather. The public and private infrastructure facilities and services in the town center also support the community's needs.

There is a strong physical and visual connection between the transit center node area south of Sandy Boulevard and the business core of the district north of and along Sandy Boulevard. This has been achieved by enhancements to the streetscape along 42nd Avenue between Tillamook and the transit center. This street and Sandy Boulevard between 37th and 47th Avenues have attractive buildings of multiple stories oriented to the street. They include shops, offices, building lobbies, and large windows at the ground level that create a visual connection between the inside and the outside. Wide sidewalks, landscaped areas, pedestrian amenities, urban parks and "greenspaces," and on-street parking enhance the pedestrian routes that serve the district. The pedestrian amenities include seating, street trees, enhanced street crossings, and limited driveways for vehicle access. The mix of uses and amenities provide for a safe, clean,

convenient, and pleasant experience for pedestrian, bicycle and automobile travel. Bikeways along Tillamook-Hancock, 42nd, and 47th Avenues have been a priority. Transportation into and around Hollywood has improved for transit patrons, bicycle riders and automobiles, as well as for pedestrians. Safe, visible, accessible, and well-placed, on-site parking facilities support all the uses in the town center.

The physical environment in Hollywood is an attractive mix of architecturally diverse buildings. They include older, well-maintained, and preserved buildings of historic significance, and well-designed newer development that reflects and enhances the character of the district. Structures along Sandy Boulevard around the 39th and 46th Avenue intersections function as gateways and enhance the entrance into the Hollywood Town Center.

Buildings that emphasize Hollywood as an active arts and entertainment district are found along Sandy Boulevard between 39th and 43rd Avenues. Dance studios, art galleries, small theaters, restaurants, cafes, and other district supportive retailers build upon the entertainment activity generated by the Hollywood Theatre and create a unique identity for this area. Street lighting provides ambient light along the sidewalks, and the architectural features of buildings are highlighted using a variety of accent lighting. The area is bright, well-lit, safe, festive, and full of pedestrian activity.

Physical connectivity in Hollywood is complemented by a strong sense of community spirit and common purpose. Neighborhood, business and community organizations support facilities, services, and events that enhance Hollywood's diversity and emphasize its special qualities.



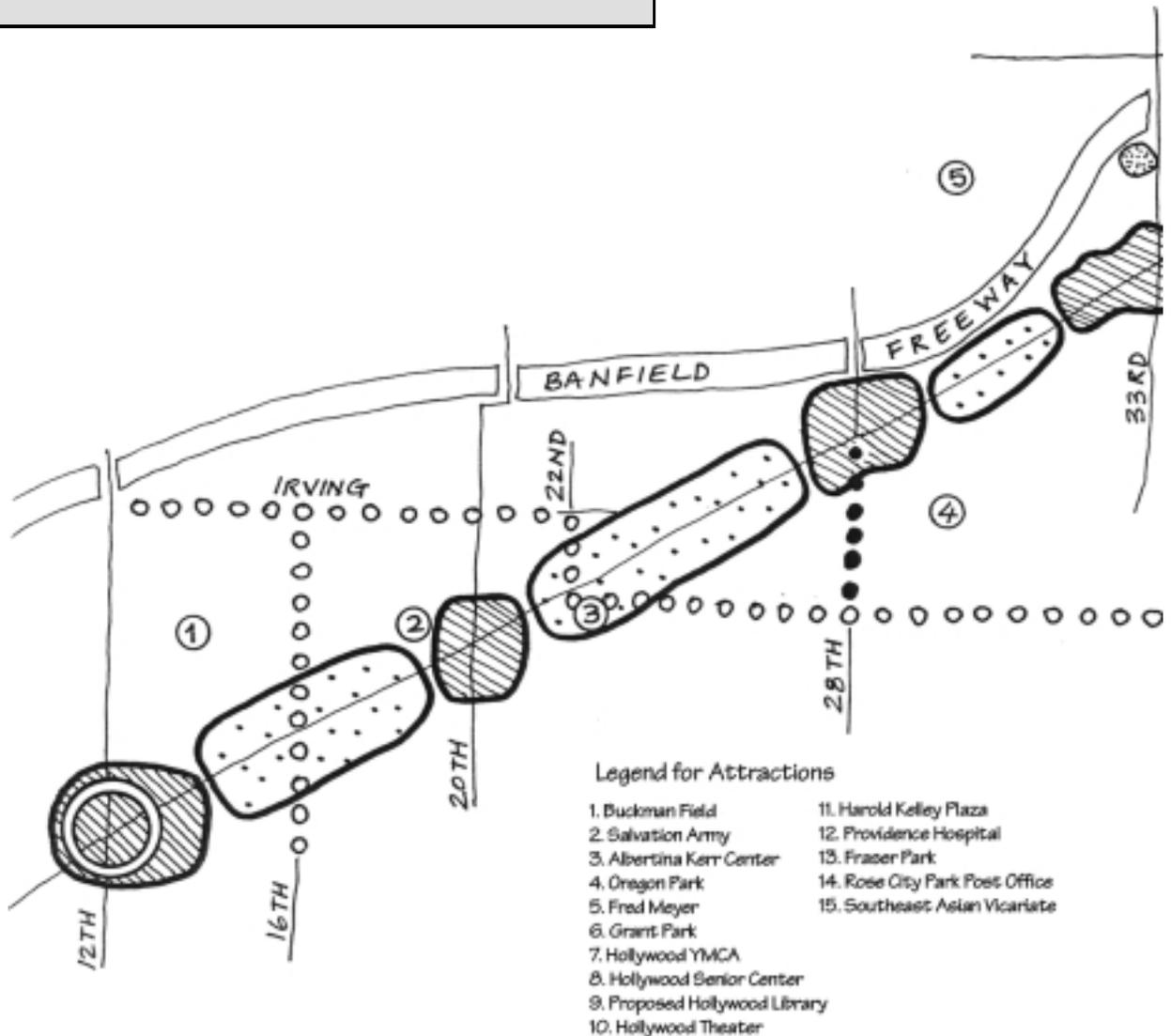
Wide sidewalks with buildings oriented to the street allow for pedestrian amenities.

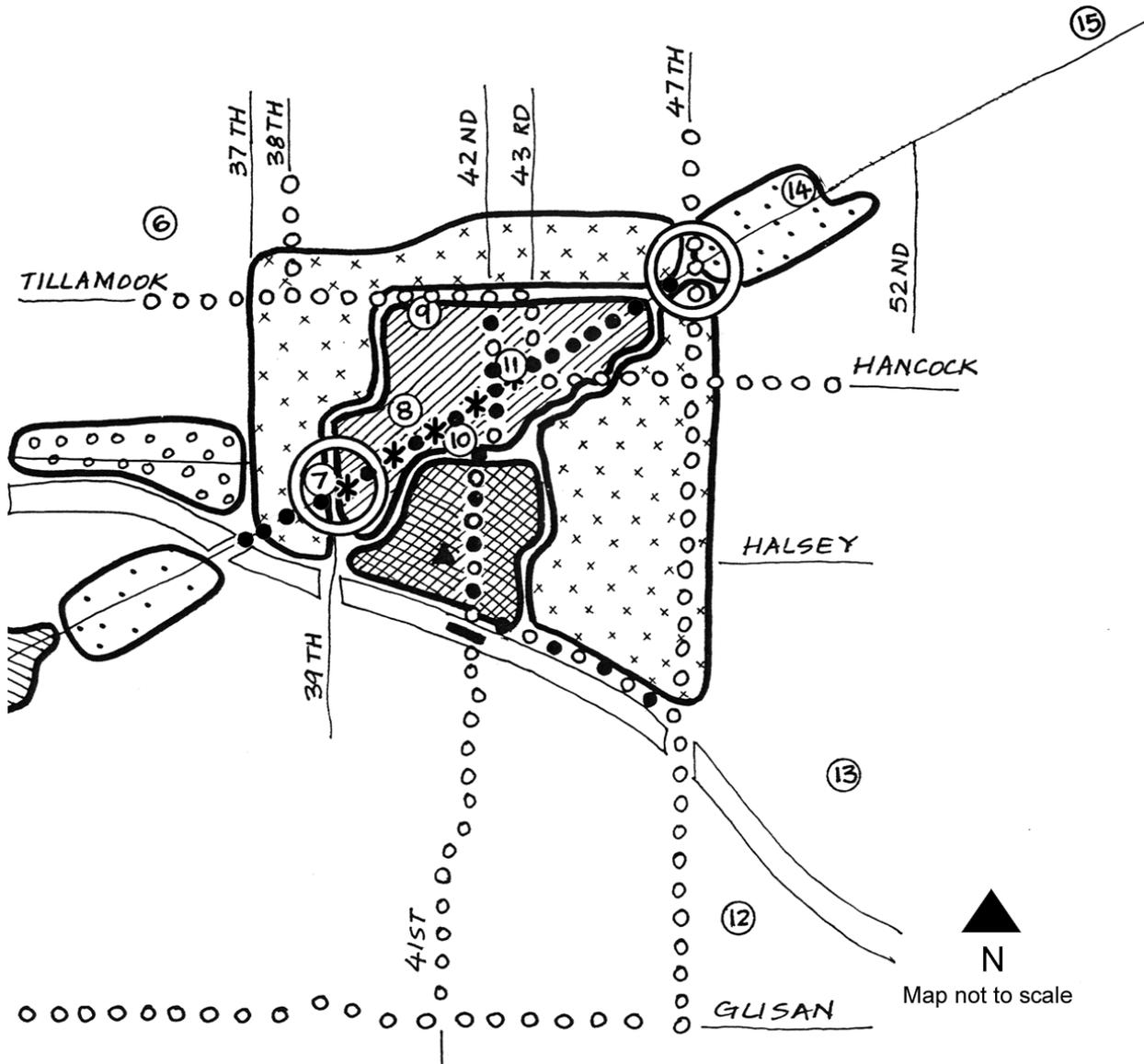
B. Urban Design Concept

The urban design concept illustrates graphically the vision for the *Hollywood and Sandy Plan* area. The concept is the basis for the Hollywood and Sandy *Comprehensive Plan* map, as well as implementation tools such as the main street node and main street corridor overlay zones, and the Hollywood Plan District. The urban design concept for the *Hollywood and Sandy Plan* area was developed over time through multiple interactions between city staff, property owners, and interested members of the public. For more details related to the concept, please refer to the *Urban Design Concepts Charrette Report*.

Urban Design Concept

Please refer to the following pages for a detailed concept description.





LEGEND	
	Neighborhood serving nodes along Sandy Boulevard
	Sandy Boulevard between the nodes
	Areas along Broadway
	Significant view corridor
	Pedestrianways and bikeways
	Bright lights area
	Hollywood's commercial core and enhanced pedestrian streets
	Transit station node
	Station square
	Areas supporting the commercial core
	Light rail transit station
	Major district gateways

City of Portland, Bureau of Planning, April 2000

Concept Plan Features: Sandy Boulevard and Broadway Main Streets

The vision for the Sandy Boulevard and Broadway main streets calls for making these more desirable places for neighborhood-serving and regional commercial, employment, and residential uses in an environment that makes it enjoyable to walk, use transit, and bicycle while accommodating motorized traffic.

The following describes the features that implement the concept for the Sandy Boulevard Main Street.



Sandy Boulevard Nodes

- The neighborhood-serving nodes along Sandy Boulevard are a series of pedestrian-friendly centers located within a five-minute walk of the surrounding neighborhood subareas. They are distinct places where a mix of retail uses is located to serve the adjoining residential, employment and office areas. Buildings meet the edges of the street and special lighting, street trees, curb extensions, and other pedestrian amenities make the “nodes” friendly for pedestrians. Newer commercial development transitions in scale when located adjacent to residentially zoned areas.



Sandy Boulevard Corridor

- Well-designed residential and mixed-use developments with ground levels contributing to a pedestrian-friendly environment are located along the corridor. Newer commercial development transitions in scale when located adjacent to residentially zoned areas. Established businesses of local and regional significance continue to play a key role in the corridor areas.



Areas along Broadway

- The north side of Broadway has a mix of neighborhood-serving commercial uses and residential uses, while the south side allows a broader range of activities including commercial and employment uses and some larger-scale developments that contribute to an enhanced pedestrian realm.



Major District Gateways

- The node at 12th Avenue and Sandy Boulevard serves as a gateway between the central city area and the Sandy Boulevard Main Street. Developments adjoining this intersection contribute in scale and character to the sense of entry by orienting their entrances towards the intersection.



Significant View Corridor

- The view of downtown Portland, with the west hills serving as a backdrop, from 57th Avenue looking southwest along Sandy Boulevard right-of way is preserved.



Public Attractions

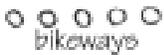
see legend

- Major Attractions: Places that draw people from throughout the city and beyond. No major attractions exist along Sandy Boulevard and Broadway main streets.
- Minor Attractions: Several uses/buildings near the Sandy Boulevard Main Street attract patrons from the surrounding neighborhoods. They include existing churches and other community facilities, e.g., the Salvation Army.



pedestrian

Pedestrianways and Bikeways



bikeways

- As designated in the *Bicycle Master Plan*, Glisan Street and 16th Avenue are made priority routes for bicyclists crossing Sandy Boulevard. Twenty-eighth Avenue also serves as an enhanced pedestrianway connecting the neighborhood focal point on Sandy Boulevard to the Burnside Main Street.

Concept Plan Features: Hollywood Town Center

The vision for the Hollywood District strengthens its role as a town center by recognizing and enhancing Hollywood's local and regional commercial focus while encouraging more residents. To achieve this, the concept plan calls for a compact core of retail, commercial and mixed-uses along and north of Sandy Boulevard. It also focuses commercial and residential activity to create a pedestrian-friendly area around the Hollywood Transit Center. It creates an enhanced connection between the transit center and the commercial core to provide easy access to people living in the vicinity and those visiting the area by transit, bicycle, foot and the automobile. A public gathering space near the transit center becomes the focus of community activities.

The following describes the major elements that implement the concept for the Hollywood Town Center.



Hollywood's Commercial Core



- Commercial activities are focused along Sandy Boulevard from 37th to 47th and along 42nd Avenue (dotted lines) where the height of buildings is less than in the area close to the transit center. The area offers a variety of attractive commercial and recreational services that include pedestrian-friendly facades. New commercial development transitions in scale when located adjacent to residentially zoned areas.



Transit Station Node

- The district's most highly developed mixed-use area is the transit station node. Additional residential and office uses to encourage pedestrian activity and take advantage of the high quality transit service. New commercial development transitions in scale when located adjacent to residentially zoned areas.



Station Square

- This public plaza/open space near the transit center is an active, pedestrian-friendly, gathering place, the focal point for community activities and enhances the identity and quality of life in Hollywood.



Areas Supporting the Commercial Core

- Developments in these areas support a mix of commercial and residential uses. New commercial development transitions in scale when located adjacent to residentially zoned areas.



Light Rail Transit Station

- The existing light rail transit station is located at the Hollywood Transit Center. Pedestrian access to and within the transit center, and visibility between the platform and the “Station Square” are improved.



Public Attractions

- Major Attractions: The Hollywood Theatre, which draws patrons and participants from throughout the city, is a major attraction in the Hollywood District.
- Minor Attractions: Several uses/buildings in the Hollywood Town Center attract patrons from the surrounding neighborhoods. They include existing churches and other community facilities, such as the Hollywood Library, the Hollywood Senior Center and the YMCA.



Pedestrianways and Bikeways



- The pedestrian realm along 42nd Avenue and Sandy Boulevard is enhanced with active ground levels and pedestrian amenities. A connection is developed between the Hollywood Transit Center and the retail/commercial core along and north of Sandy Boulevard. Bikeways are completed along Tillamook-Hancock, and 42nd and 47th Avenues and they provide bicyclists safer access to and through the town center area.



Major District Gateways

- Structures along Sandy Boulevard around the 39th and 46th Avenue intersections function as gateways and enhance the entrance into the Hollywood Town Center.

*** * * Bright Lights Area**

- Structures fronting Sandy Boulevard from 39th to 43rd Avenues are designed to include bright lights that help emphasize theater- related entertainment activities along Sandy Boulevard and create a unique identity for this area. Street lighting provides ambient light along the sidewalks and the architectural features of buildings are highlighted using a variety of accent lighting. The area is bright, well-lit, safe, festive, and full of pedestrian activity. See Appendix C for Bright Lights Implementation Ideas.

C. Comprehensive Plan and Zoning

The Hollywood and Sandy *Comprehensive Plan* map is the refinement of the urban design concept into *Comprehensive Plan* designations. Upon adoption, the *Comprehensive Plan* map for the Hollywood and Sandy area becomes a component of the citywide *Comprehensive Plan* map.

The Portland *Comprehensive Plan* map guides land use and development patterns. It specifies, by site, where various land uses can be located in the future. The *Comprehensive Plan* map designations both protect community livability and provide certainty for those wishing to develop or redevelop their land. The designations are tied to policy statements in the *Comprehensive Plan*. Refer to Appendix D for a description of *Comprehensive Plan* map designations.

Each *Comprehensive Plan* map designation corresponds with one or more “zones,” which are defined in *Title 33: Planning and Zoning Code*. Zoning is a tool that helps implement the *Comprehensive Plan* map. The zoning code contains regulations that specify the permitted development type, scale, and density on a given site. Zones include provisions that regulate the use of land and some aspects of design. Like the *Comprehensive Plan* map, there is also a zoning map that specifies which zone is applied to every site within the city. The *Comprehensive Plan* map is “superior” to the zoning map, meaning the zoning map should not allow development that is more intensive or different than that allowed by *Comprehensive Plan* map designations.

In addition to the “base” *Comprehensive Plan* map and zoning designations, sites may have further regulations through the application of “overlay” zones or plan districts. These regulations supersede the “base” designations, and may be more or less restrictive than the base designation. Overlay zones apply to specific circumstances rather than specific areas of the city and may deal with issues like design review, buffers, scenic resources, and environmentally sensitive areas. In contrast, a plan district is created and applied in only one area of the city to address unique characteristics and development issues. The *Hollywood and Sandy Plan* uses overlay zones as well as a plan district to implement the community’s vision for the area. The overlay zones and plan district are described in further detail in the section titled “Special Features of the Hollywood and Sandy Plan.”

Comprehensive Plan Designations and Zoning for the Hollywood and Sandy Plan Area

The Hollywood and Sandy *Comprehensive Plan* map achieves the urban design concept by applying *Comprehensive Plan* designations and corresponding zones to individual properties. The following section describes the *Comprehensive Plan* map and implementing zoning.

Sandy Boulevard

Along the Sandy Boulevard Main Street between NE 12th and NE 50th Avenues, the node concept is implemented by applying the Urban Commercial designation and corresponding Commercial Storefront (CS) zone to areas adjoining intersections of Sandy and major cross streets. The corridor concept for the main street is implemented by applying the Urban Commercial designation and corresponding Commercial Storefront (CS) zone in some areas and the General Commercial designation and General Commercial (CG) zone in others. Overlay zones further implement both of these areas (see next section).

The areas adjacent to Sandy Boulevard are primarily a mix of residential and employment areas, with some commercial land uses. Between Sandy and the Banfield Freeway, the Central Employment designation and Central Employment (EX) zone are applied in the area east to NE 31st Avenue. This designation and zone promotes an urban employment-related development pattern, while still allowing for a broad variety of commercial and residential uses. The area between NE 32nd and roughly NE 35th continues to transition from single dwelling to multidwelling residences, and is designated for Medium Density Multi-Family Residential uses, implemented by the Residential 1000 (R1) zone. South of Sandy in the western portion of the study area, Medium- and High-Density Multifamily Residential designations and respective Residential 1000 (R1) and High Density Residential (RH) zones are applied to provide for a variety of moderately dense living situations and to provide a transition to lower density residential areas. In a few instances designations have been changed from General Commercial (CG zone) to Neighborhood Commercial (CN1 zone) to better reflect current and desired future land uses, and access characteristics of the sites.

The eastern portion of Sandy Boulevard, between NE 47th and roughly NE 50th Avenues retains a General Commercial *Comprehensive Plan* designation and corresponding General Commercial (CG) zone. This reflects the current land use pattern and the desire to maintain areas that can support auto accommodating land uses. From roughly NE 50th to NE 54th Avenues the *Comprehensive Plan* designation has been changed from General Commercial to Urban Commercial, implemented with the

Commercial Storefront (CS) zone. This designation and zone better reflects the established building pattern in the area and will encourage pedestrian friendly neighborhood serving development in the future.

NE Broadway

The north side of NE Broadway between 33rd and 37th Avenues carries the Urban Commercial plan designation and Commercial Storefront (CS) zone. This allows for maximum flexibility in commercial and residential development on the small, shallow lots abutting the street. The south side of Broadway, which abuts the Banfield Freeway and has much larger parcels than the north side of the street, is designated Central Employment, and is zoned Central Employment (EX).

Hollywood

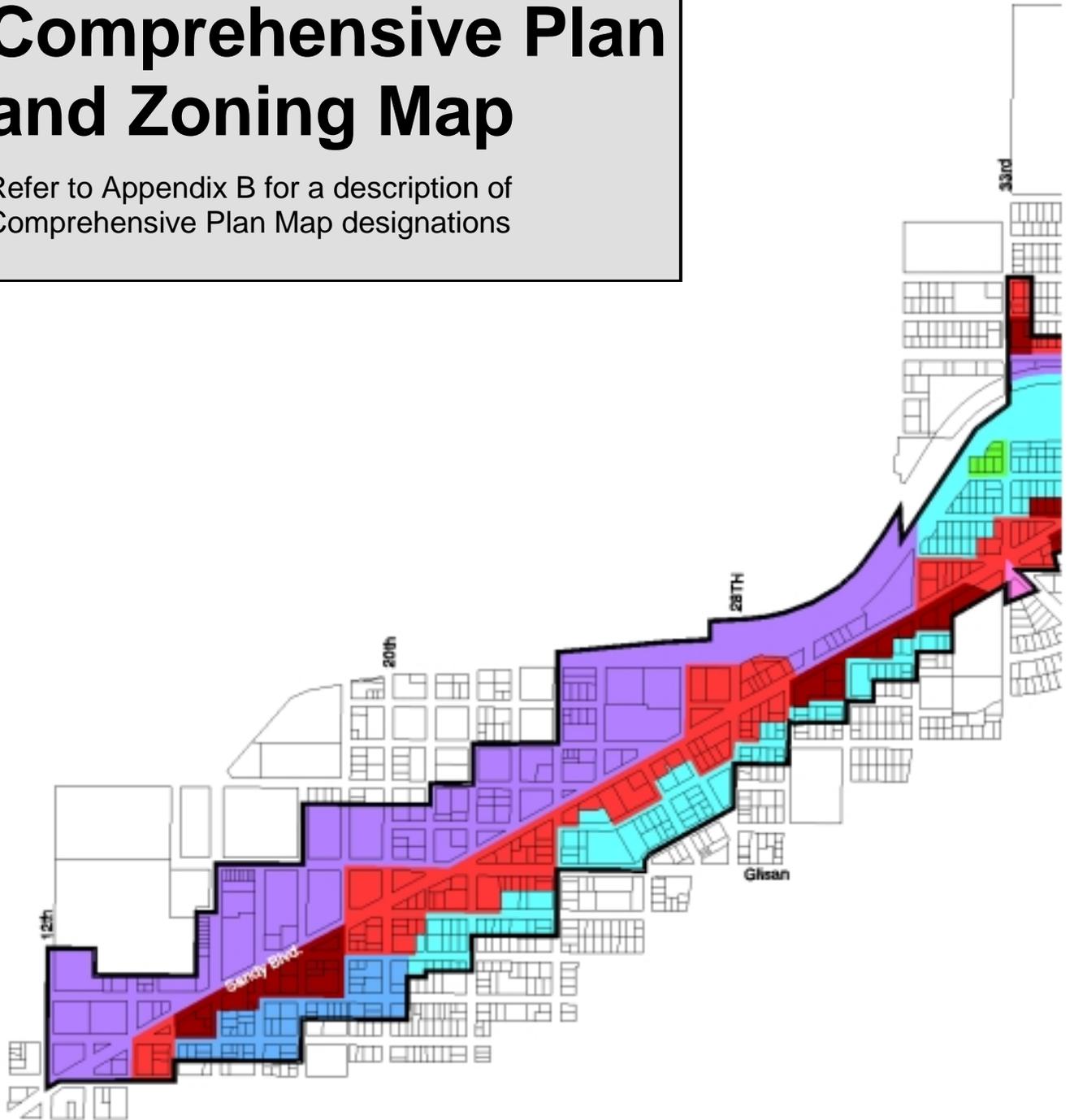
In Hollywood, the area generally south of NE Broadway to the Banfield Freeway has a Central Commercial plan designation and Central Commercial (CX) zone. Portions of the area between NE 42nd and NE 45th between Broadway and Halsey are designated and zoned Central Residential (RX). A small area along NE 45th Avenue is designated High-Density Multi-Dwelling Residential, implemented by the High Density Residential (RH) zone. These designations allow this area, near the Hollywood transit station, to become an intensely developed area of commercial activities and housing.

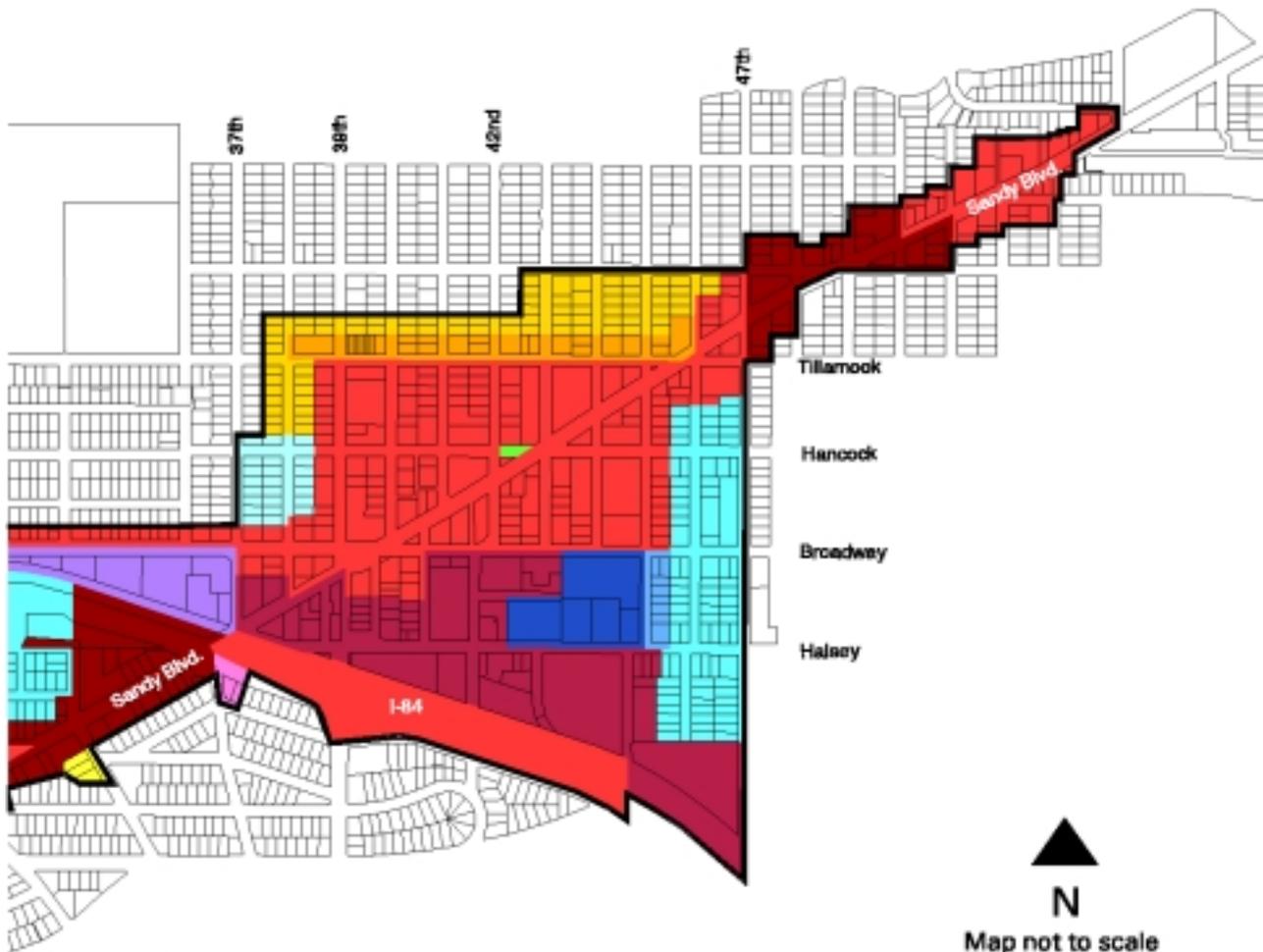
North of Broadway to Tillamook Street, Hollywood generally has an Urban Commercial plan designation, implemented by the Commercial Storefront (CS) zone, reflecting the existing and desired future character of the area. The Urban Commercial designation and corresponding Commercial Storefront (CS) zone is also applied to several lots between NE 46th and NE 47th Avenues between Tillamook and Thompson Streets. Harold Kelley Plaza, located at NE 42nd Avenue and Hancock Street is designated and zoned Open Space (OS). The area adjacent to Tillamook on the north side of the street has an Office Commercial plan designation and is zoned Office Commercial 1 (CO1).

To support the town center and provide a transition, the northern, eastern and western portions of Hollywood are designated residential. Properties just north of Tillamook Street are designated Attached Residential, with the corresponding Residential 2,500 (R2.5) zone. The eastern edges are designated Medium-density Multifamily Dwelling, with a corresponding Residential 1000 (R1) zone. The western edges are designated Low-density Multi-Family Dwelling Residential, with the corresponding Residential 2000 (R2) zone and Attached Residential, with the corresponding Residential 2,500 (R2.5) zone.

Comprehensive Plan and Zoning Map

Refer to Appendix B for a description of
Comprehensive Plan Map designations





LEGEND

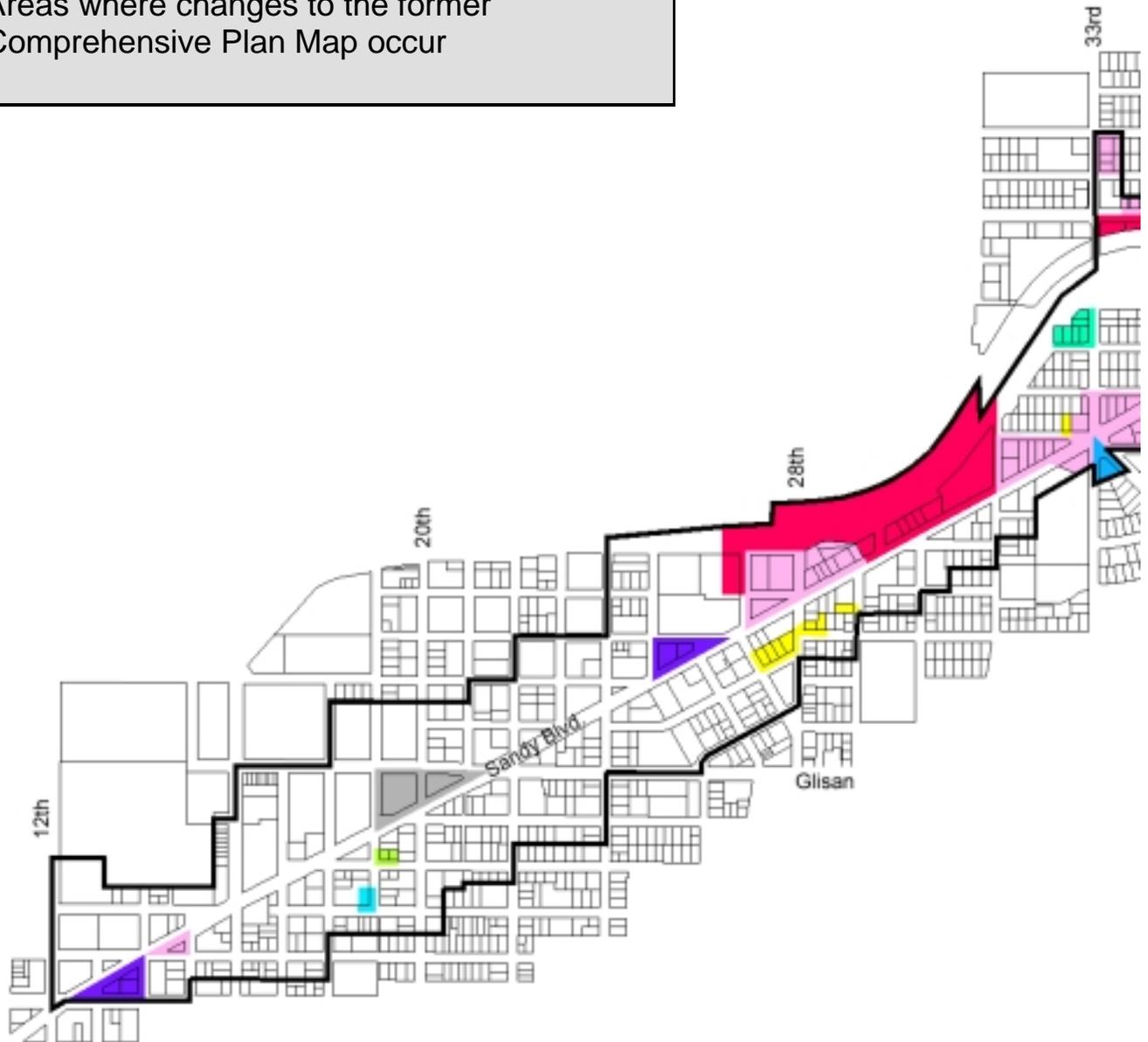
 Open Space (OS)	 Neighborhood Commercial (CN1)
 Residential 5,000 (R5)	 Office Commercial (CO1)
 Residential 2,500 (R2.5)	 Urban Commercial (CS)
 Low Density MF 2,000 (R2)	 General Commercial (CG)
 Medium Density MF 1,000 (R1)	 Central Commercial (CX)
 High Density Residential (RH)	 Central Employment (EX)
 Central Residential (RX)	

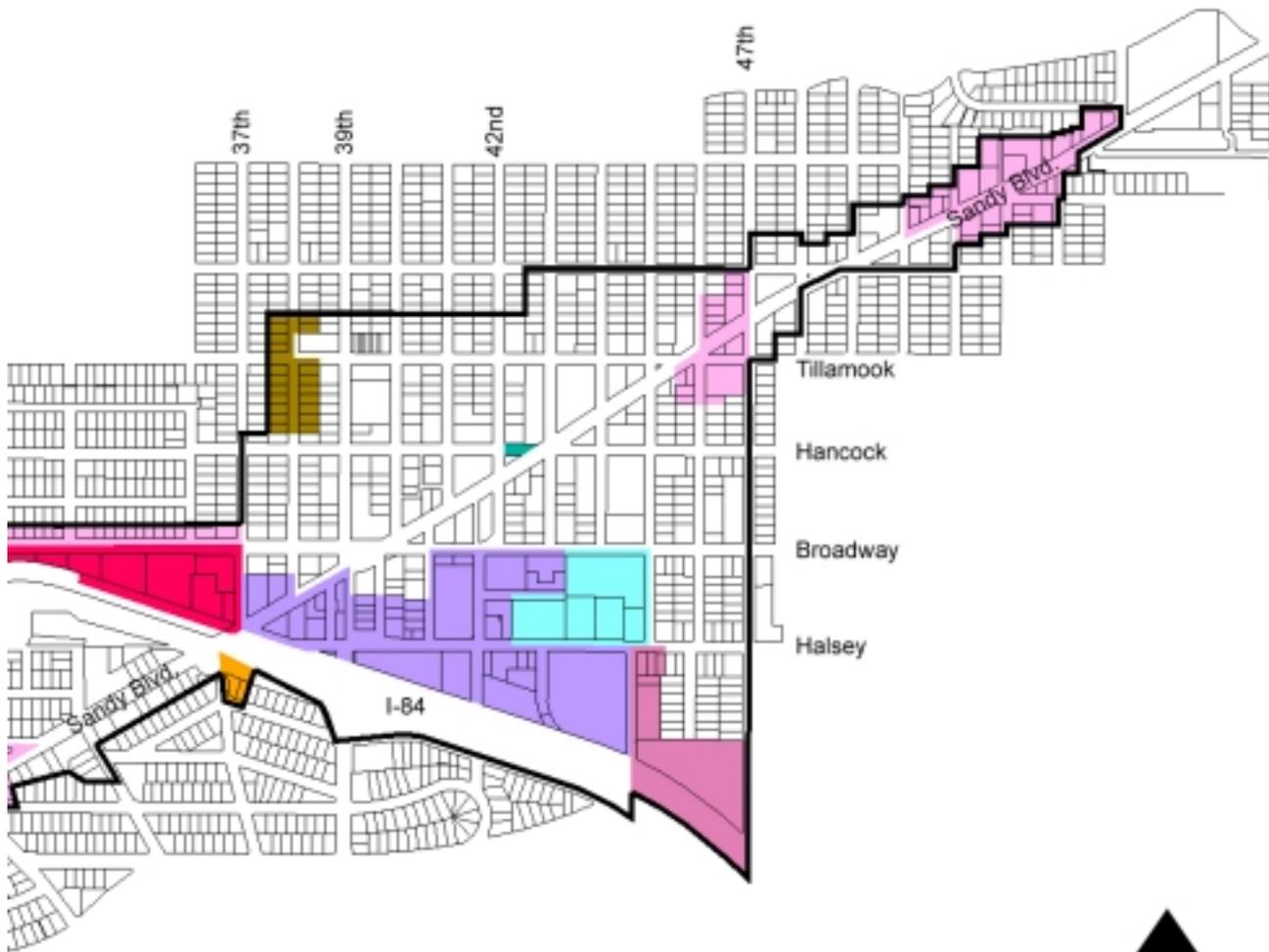
Parenthesis () indicate zoning designations

City of Portland, Bureau of Planning, April 2000

Comprehensive Plan Map Changes

Areas where changes to the former Comprehensive Plan Map occur





Map not to scale

LEGEND			
	CG(CG) to UC(CS)		R1(R1) to UC(CS)
	CG(CG) to CX(CX)		R1(R1) to OS(OS)
	CG(CG) to EX(EX)		CG(R5) to NC(CN1)
	CG(CG) to NC(CN1)		R5(R5) to R2.5(R2.5)
	UC(CS) to CX(CX)		RH(RH) to CG(CG)
	UC(CS) to EX(EX)		RH(RH) to UC(CS)
	UC(CS) to OS(OS)		RH(RH) to RX(RX)
	EX(EX) to UC(CS)		

Parenthesis () indicate zoning designations
 NOTE: Colors used do not represent specific zones

City of Portland, Bureau of Planning, April 2000

D. Special Features of the Plan

To better realize the vision for the plan area, special development incentives and regulatory features have been developed. These are applied to parcels in addition to base *Comprehensive Plan* map and zoning designations, and are incorporated into the *Title 33: Planning and Zoning Code* and the *Community Design Guidelines*.

In the zoning code:

- The “main street node overlay zone” and “main street corridor overlay zone” are applied to portions of Sandy Boulevard to achieve development objectives associated with main street situations;
- The “Hollywood Plan District” is applied to properties in Hollywood to achieve an urban, mixed use, pedestrian-oriented town center.

Special features of the main street overlay zones and the Hollywood Plan District are further detailed on the *Hollywood and Sandy Plan* “Special Features Map” (pages 74-75) and on subsequent pages (see pages 78-83).

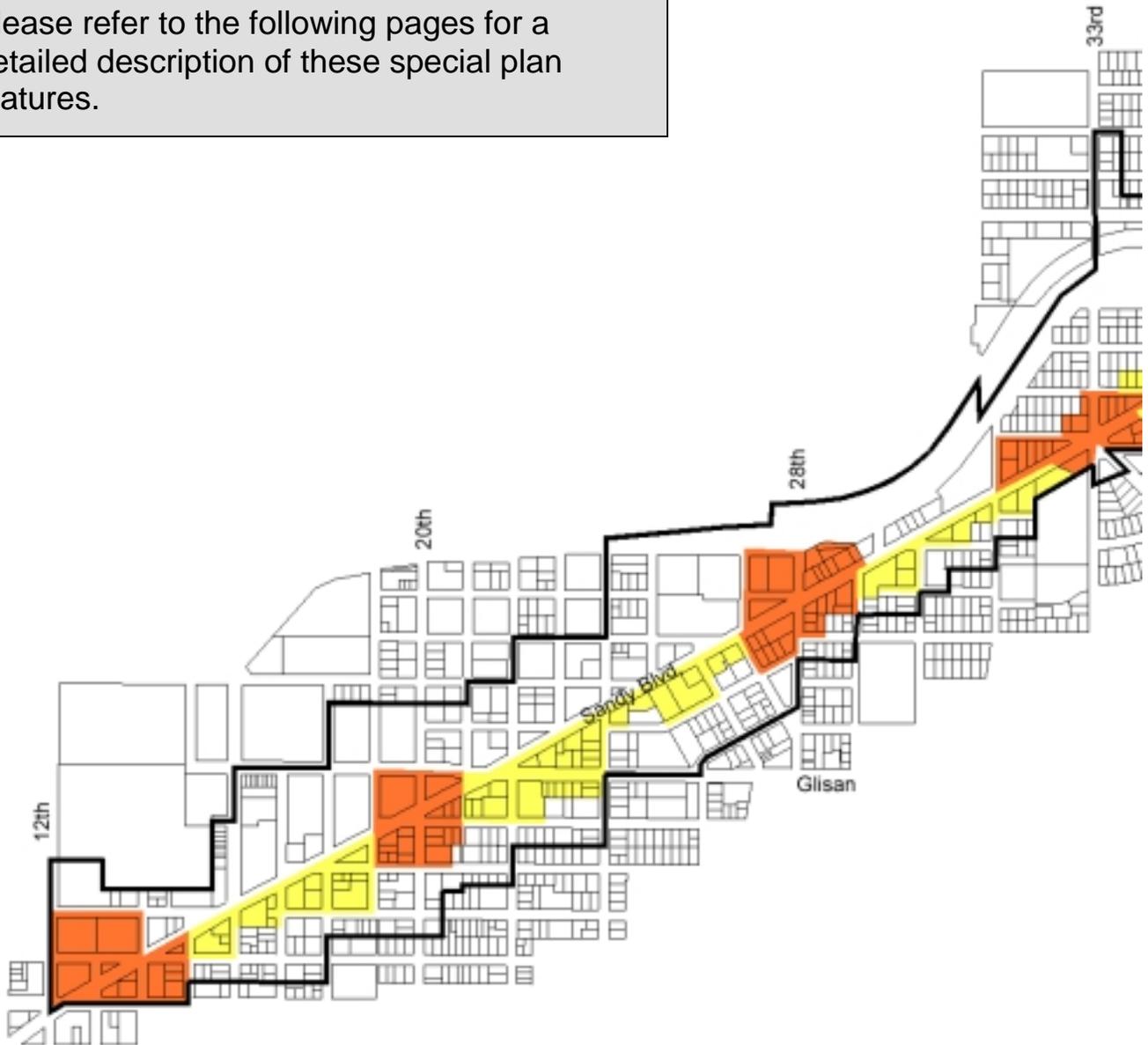
The following chapters of Portland’s zoning code implement the Hollywood Plan District, main street node overlay zone, main street corridor overlay zone, and other special design features, as adopted by City Council on April 5, 2000. A summary of these changes is included in Appendix E.

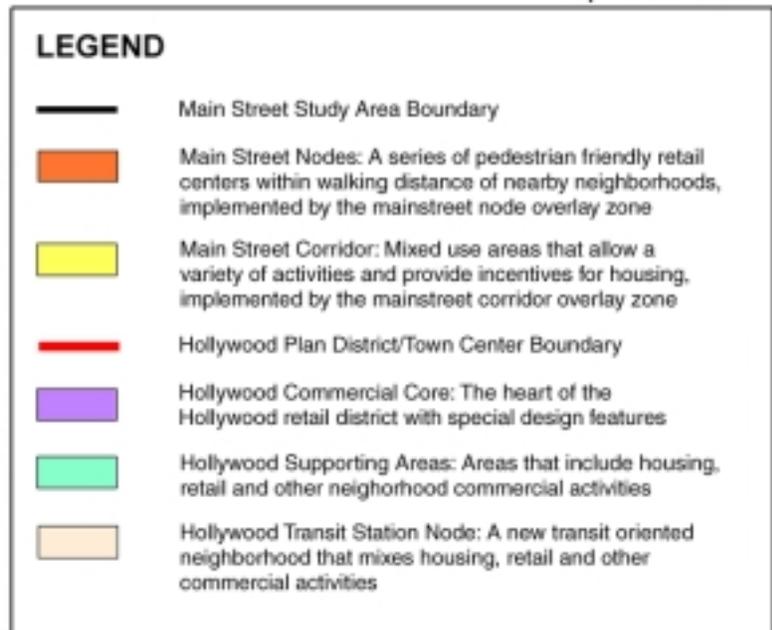
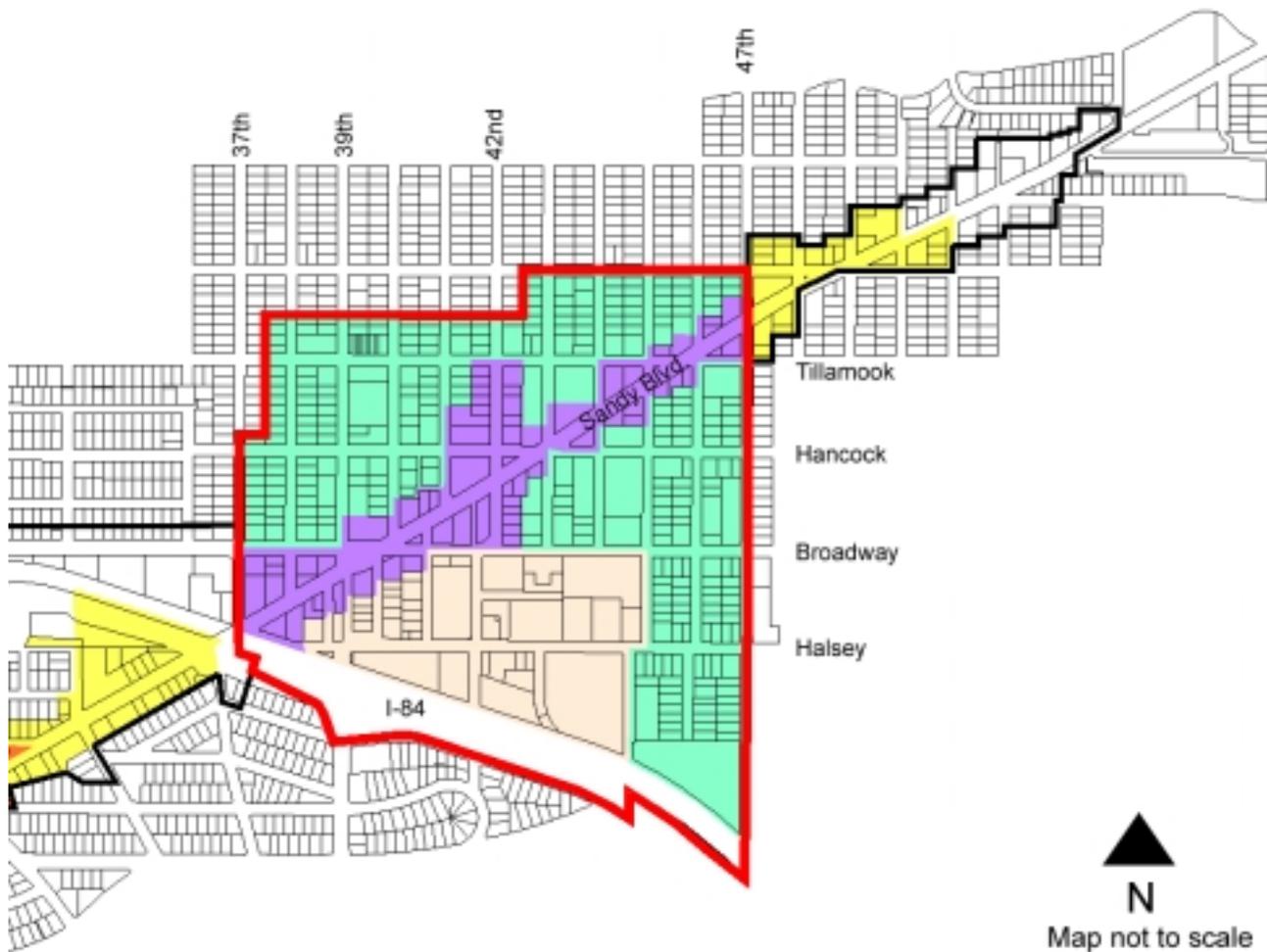
- Add Chapter 33.536, Hollywood Plan District
- Add Chapter 33.455, Main Street Node Overlay Zone
- Add Chapter 33.460, Main Street Corridor Overlay Zone
- Amend Chapter 33.218, Community Design Standards
- Amend Chapter 33.825, Design Review
- Amend Chapter 33.815, Conditional Uses
- Amend Chapter 33.540, Laurelhurst Plan District

In addition to the plan district and overlay zones, required design review is applied to many of the properties within the *Hollywood and Sandy Plan* area. See the map on pages 76-77 for details. To better tailor design review for specific areas, the *Community Design Guidelines* and more specifically the *Portland Personality Guidelines* have also been amended for Hollywood. Please refer to Appendix F for details.

Special Features of the Plan

Please refer to the following pages for a detailed description of these special plan features.

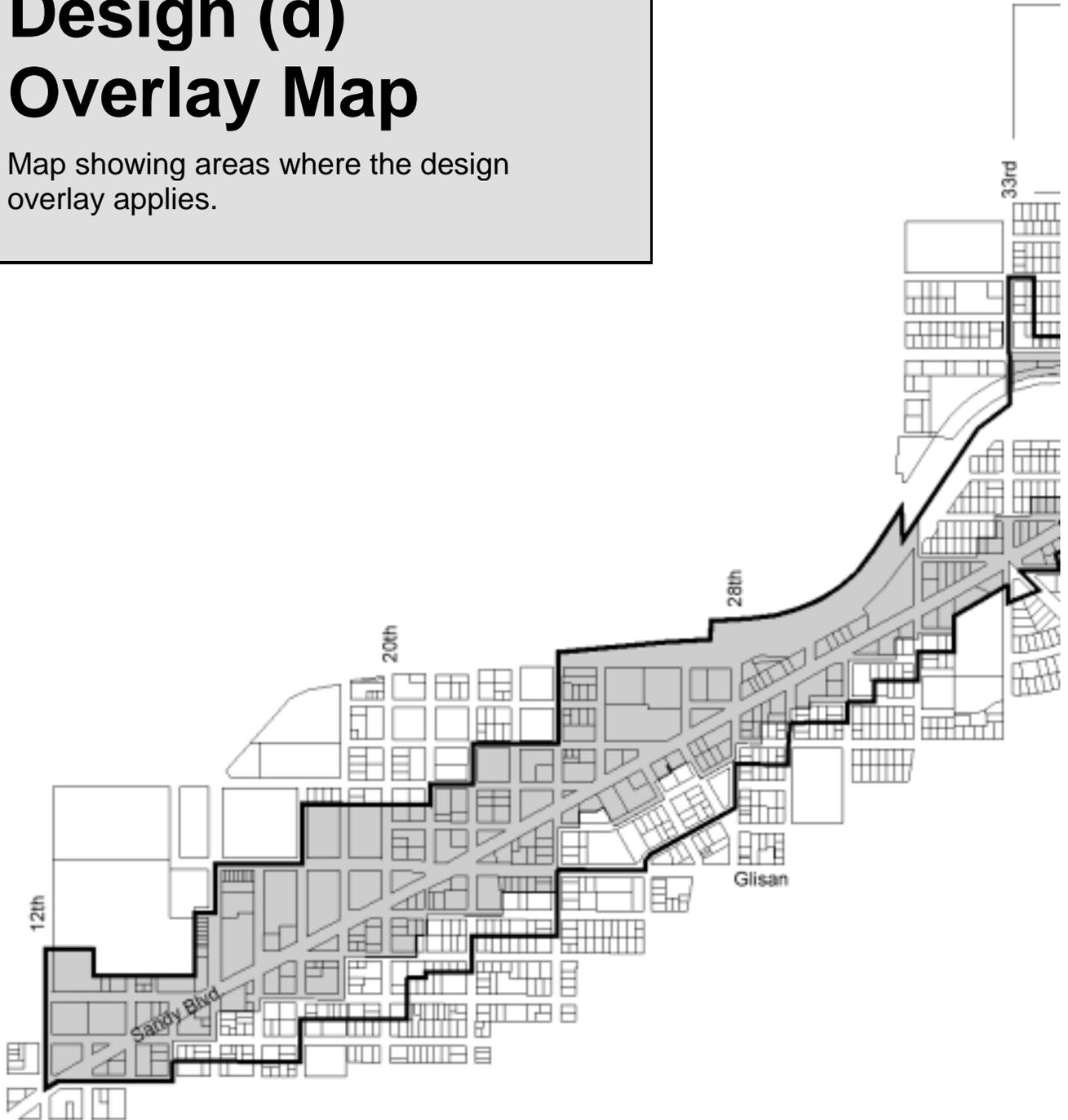


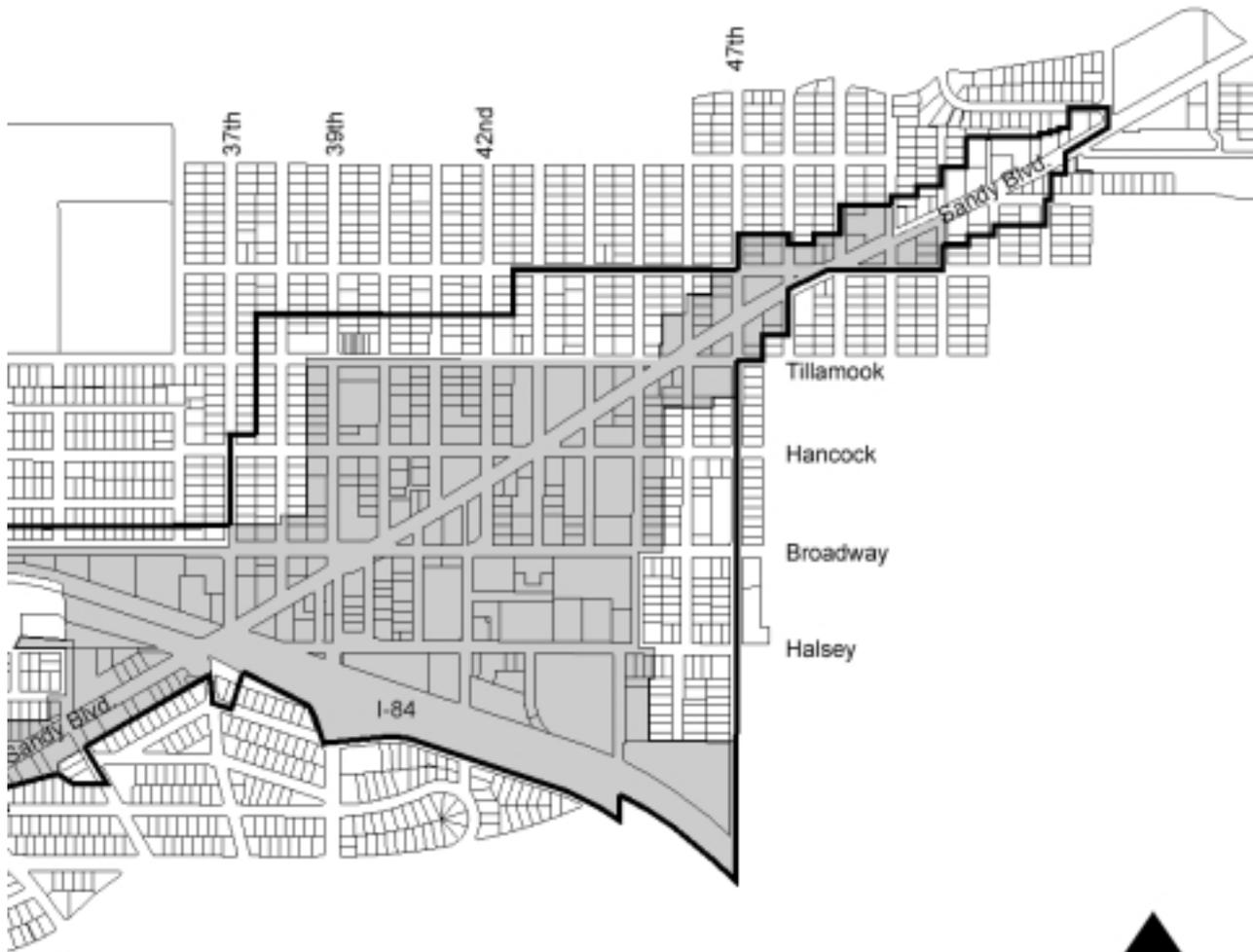


City of Portland, Bureau of Planning, April 2000

Design (d) Overlay Map

Map showing areas where the design overlay applies.





N
Map not to scale

LEGEND

- Area where the design overlay applies.
- Plan Boundary

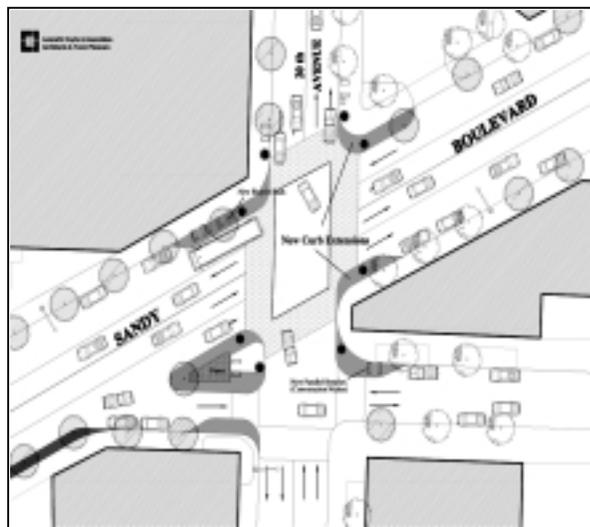
City of Portland, Bureau of Planning, April 2000

Sandy Boulevard: Main Street Nodes

The main street node overlay zone is applied to properties at the NE 12th, 20th, 28th, and 33rd Avenue cross streets along Sandy Boulevard. It promotes neighborhood serving retail uses on the ground floor of larger commercial and mixed-use buildings.



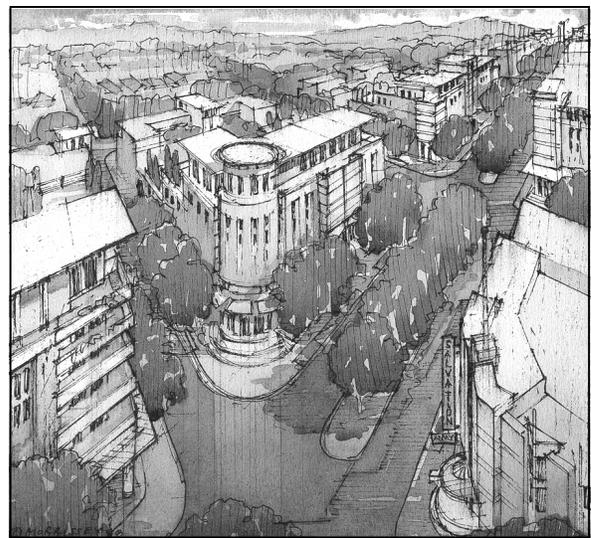
Development envisioned for the intersection of 12th Avenue and Sandy Boulevard frames the street and creates a gateway to the central city



Redesigned intersection at NE 20th Avenue and Sandy provides pedestrian amenities

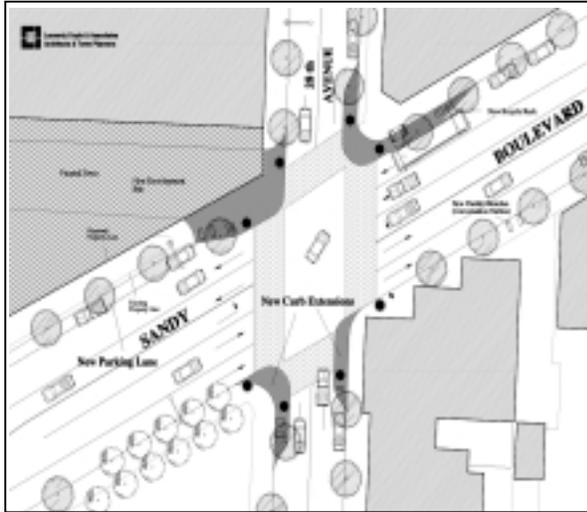
- At street level, special improvements are envisioned for the right-of-way, including wider sidewalks with curb extensions on Sandy Boulevard to facilitate pedestrian crossings and street furnishings such as benches and decorative street lighting.

- Buildings may be up to 65 feet tall, with offices or housing envisioned as the principal use above the ground floor.
- Buildings transition to nearby residential areas through a “step down” in height to match the lower height of adjacent residentially zoned properties.



A vision for the area around the NE 20th Avenue node (from the Urban Design Charrette)

© Michael Morrissey

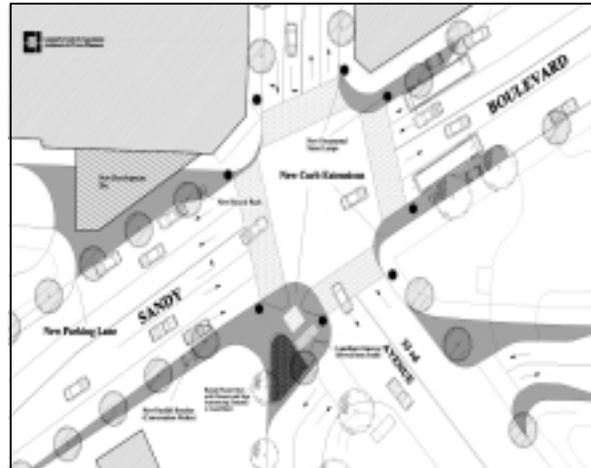


Redesigned intersection at NE 28th Avenue and Sandy provides pedestrian amenities

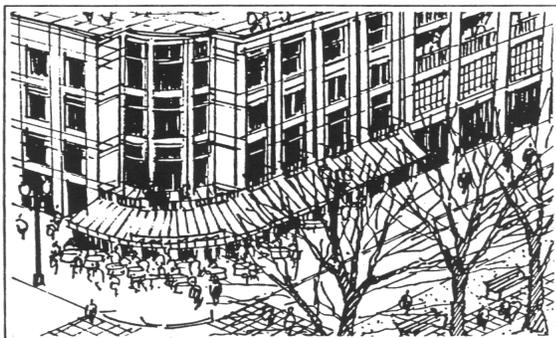


An example of a mixed use building (from the Urban Design Charrette)

- Buildings respect and reinforce the unique geometry along Sandy Boulevard and the unique triangle shaped sites created by the diagonal street crossing the regular city grid.
- Design review is required for all new development to ensure high quality structures that enhance the character of the area and the pedestrian environment.
- New off-street parking area regulations increase flexibility in design for sites with diagonal frontages in the CS zone.



Redesigned intersection at NE 33rd Avenue and Sandy provides pedestrian amenities



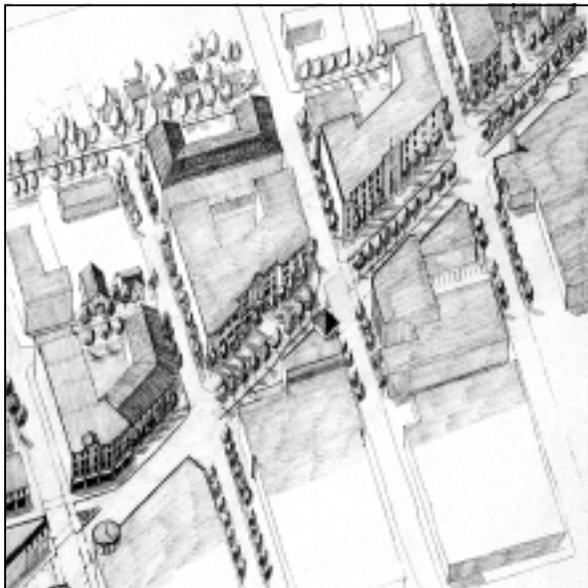
An example of urban scaled development with ground floor retail space



Future development visions for the NE 28th Avenue node (from the Urban Design Charrette)

Sandy Boulevard: Main Street Corridor

The main street corridor overlay zone is applied to properties between the nodes along the south side of Sandy Boulevard. The overlay is designed to promote additional housing opportunities along Sandy Boulevard, while allowing a variety of commercial enterprises.



Residential development is envisioned for parts of the main street corridor (from the Urban Design Charrette)

- Maximum building heights for commercial land uses are maintained at 45 feet, however building heights up to 65 feet are allowed when housing comprises at least 25% of the development.

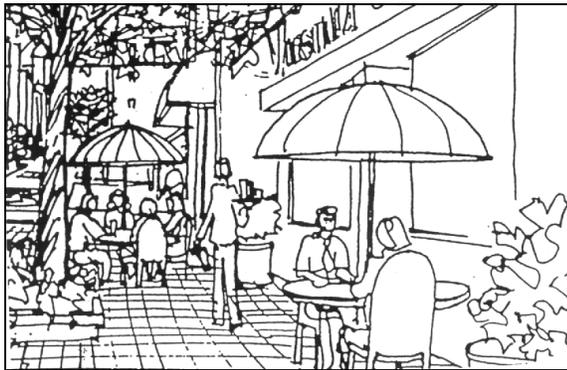
- Buildings respect and reinforce the unique geometry along Sandy Boulevard and the unique triangle shaped sites created by the diagonal street crossing the regular city grid.
- Buildings transition to nearby residential areas through a “step down” in height to match the lower height of adjacent residentially zoned properties.
- Design review is required for all new development to ensure high quality structures that enhance the character of the area and the pedestrian environment.



New residential development in the corridor may be built to a maximum height of 65 feet (drawing courtesy of Seattle Commons Draft Plan Map)

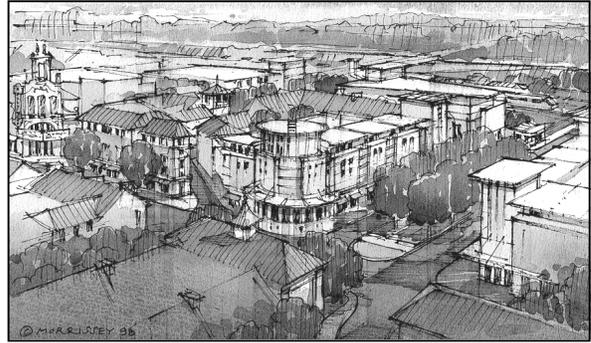
Hollywood: Commercial Core

Hollywood’s commercial core, located in subdistricts A and B of the Hollywood Plan District, centers on Sandy Boulevard and NE 42nd Avenue. The area continues as the retail heart of the Hollywood District, with high levels of amenities for pedestrians, and quality storefronts that intrigue and entertain passersby both on foot and in vehicles.



Sandy Boulevard and NE 42nd Avenue are designated “Enhanced Pedestrian Streets”

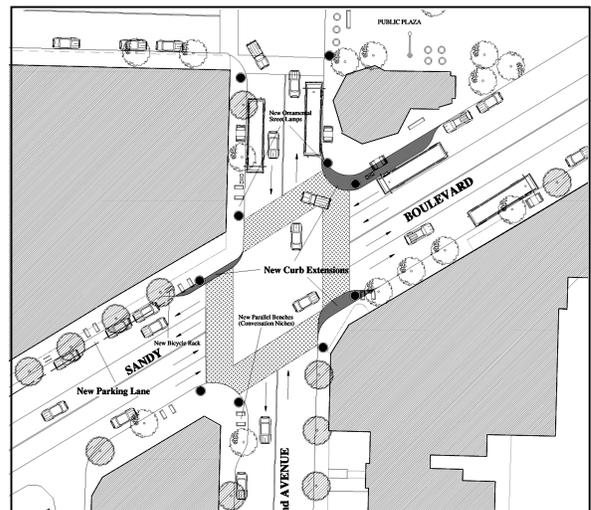
- Buildings in the CX zone are eligible for bonus floor area and building height by providing a minimum level of housing, open space, underground parking, or day care facilities in new developments.
- Additional height is allowed for buildings in the CS zone when housing comprises 25% or more of the development.
- Sandy Boulevard and NE 42nd Avenue are designated as Enhanced Pedestrian Streets, with improved pedestrian features like wider sidewalks, trees, benches and decorative street lighting.



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New development envisioned for the heart of the Hollywood District (from the Urban Design Charrette)

- Sandy Boulevard between NE 39th and NE 43rd Avenues is designated a “bright lights area” with special enhanced lighting guidelines for buildings (Appendix C).
- Design review is required for all new development to ensure high quality structures that enhance the character of the area and the pedestrian environment.



Redesigned intersection at NE 42nd Avenue and Sandy Boulevard provides pedestrian amenities

Hollywood: Transit Station Node

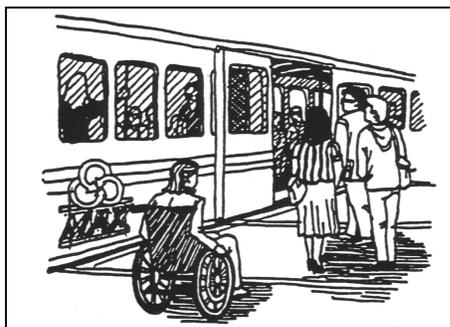
The transit station node, located in subdistrict A of the Hollywood Plan District, is the center of a vibrant new mixed-use neighborhood. The area is envisioned for the most intense future development in Hollywood.



© Michael Morrissey

Future vision for the Hollywood Transit Station Node (from the Urban Design Charrette)

- To develop a vital, transit-friendly neighborhood, housing is a required component of most new developments or expansions of existing buildings.



MAX connections make Hollywood a convenient location for a broad spectrum of people

- Buildings in the CX zone are eligible for bonus floor area and building height by providing a minimum level of housing, open space, underground parking, or day care facilities in new developments.
- New auto oriented uses such as gas stations and oil change facilities are prohibited in this pedestrian district.
- Northeast 42nd Avenue is designated as an Enhanced Pedestrian Street, with improved pedestrian features like wider sidewalks, trees, benches and decorative street lighting.
- Station Square - an urban plaza - is envisioned for the area near the transit center to provide open space for residents and visitors in the area.
- Design review is required for all new development to ensure high quality structures that enhance the character of the area and the pedestrian environment.



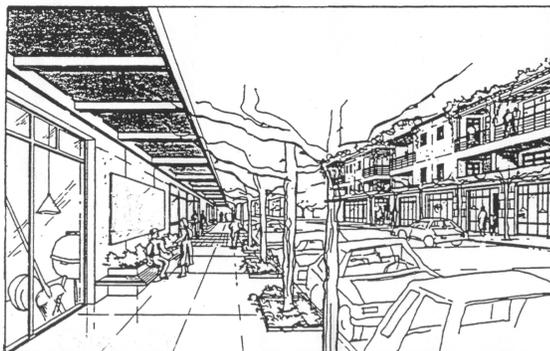
The vision for the Hollywood Transit Center area includes urban scale buildings and more greenery (drawing courtesy of Seattle Comprehensive Plan Citizens' Guide)

Hollywood: Supporting Areas

The supporting areas in Hollywood, located in subdistrict B of the Hollywood Plan District, are designed to provide enhanced opportunity for commercial, residential and mixed-use projects.

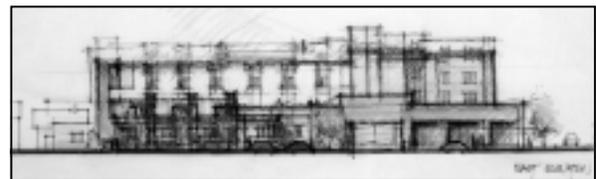


New residential buildings contribute to the vitality of the town center (drawing courtesy of Seattle Design Guidelines for Multifamily and Commercial Buildings)



Development in the supporting areas is less intense and includes residential and commercial development (drawing courtesy of University of Washington: Designing for Density)

- The areas closest to the commercial core allow a broad variety of commercial and residential uses in a traditional pedestrian-oriented storefront setting.
- Buildings in the CS zone are eligible for additional height when housing comprises 25% or more of the building.
- Additional site design flexibility is provided for 100% residential projects in the CS zone.
- Buildings transition to nearby residential areas through a “step down” in height to match the lower height of adjacent residentially zoned properties.
- Design review is required for all new development to ensure high quality structures that enhance the character of the area and the pedestrian environment.
- Farther to the east and west of the commercial core, the area and corresponding designations become increasingly residential.



The plan district provides additional flexibility for residential development in the supporting areas (from the Urban Design Charrette)

Chapter 4

Policies, Objectives, and Actions



Introduction

The policies, objectives and actions for the Sandy Boulevard and Broadway main streets, and the Hollywood Town Center help to achieve and implement the Hollywood and Sandy vision principles and urban design concept. A study of the existing conditions helped to identify the community’s concerns about aspects that worked and did not work in the Hollywood and Sandy Project study area. Public workshops and meetings generated many ideas for improving and enhancing the Hollywood and Sandy area. Based on these ideas, the following policies, objectives and actions were developed.

The policies and objectives are amendments to Portland’s *Comprehensive Plan* and are adopted by ordinance as part of the *Comprehensive Plan*. Once adopted, future land use changes in the Hollywood and Sandy areas are required to conform to these policies and objectives. Refer to the introduction of this plan for a description of how the *Comprehensive Plan* and the *Hollywood and Sandy Plan* would be used in land use reviews.



Sandy Boulevard in the Hollywood District

The policies, objectives and actions are organized by topic area such as housing, recreation and open space, and community services and activities. Within these topic areas policies and objectives are combined for the town center and main street areas. Action charts for each topic detail separate action items for Sandy Boulevard and Broadway, and Hollywood. A discussion of each topic area is included after the policies and objectives and before the action chart. See Appendix H for a list of action implementors.

The actions described in this section are advisory actions identified by the community to implement the vision and urban design concept. Their implementation depends on the ability of the identified implementors to secure funding and/or participate in completing the identified actions. The actions are adopted by resolution.

A final note, the *Hollywood and Sandy Plan* action charts include an additional column as compared to those found in previously adopted community and neighborhood plans. In the past the timeframe of six to twenty years was used. This plan separates the column into two: six to ten years and eleven to twenty years. The six to ten years column allows more specificity and corresponds to the timeframes in the City’s draft *Transportation System Plan* project list.

Policy 1: Land Use, Urban Design and Historic Preservation

1A: Promote a mix of employment, housing, and regional and neighborhood-serving retail uses to ensure an active, pedestrian-friendly and thriving main street environment along Sandy Boulevard and Broadway.

1B: Enhance Hollywood's identity as a vital and attractive town center, with a mix of housing, employment, retail, community services, recreation, and transportation opportunities serving the surrounding community.

Objectives

1. Implement the vision principles for the Sandy Boulevard and Broadway main streets, and the Hollywood District.
2. Create focused and distinct mixed-use activity nodes at the main crossroads of 12th, 20th, 28th, and 33rd Avenues along Sandy Boulevard.
3. Promote the development of a compact commercial core along Sandy Boulevard from 39th to 45th Avenues (refer to the urban design concept map).
4. Ensure strong links between the nodes on Sandy Boulevard by retaining commercial opportunities as well as encouraging new housing and mixed-use developments.
5. Facilitate development and encourage mixed-use activity along Broadway.
6. Encourage a safe, clean, convenient and attractive environment along Sandy Boulevard and Broadway.
7. Ensure that new commercial and mixed-use development along Sandy Boulevard and Broadway, and along the edges of the Hollywood District, step down and relate to the scale and character of the adjacent established residential areas.
8. Encourage commercial and residential development in the areas adjacent to Hollywood's commercial core to support the commercial activity.
9. Promote a mix of higher intensity residential and office uses around the Hollywood Transit Center, and a mix of lower intensity retail and residential at the edges of the Hollywood District.

10. Develop strong pedestrian-friendly links between the commercial core of Hollywood and the Hollywood Transit Center, while emphasizing 42nd Avenue as the primary north-south connection.
11. Encourage new development that fosters a pedestrian-friendly and attractive environment particularly along the Enhanced Pedestrian Streets of Sandy between 37th and 47th Avenues, and 42nd Avenue from Tillamook to the Hollywood Transit Center.
12. Enhance the appearance of and create a sense of identity for the Hollywood District to make it a vital business and recreational destination for visitors, residents and business people.
13. Promote good design in areas of the Hollywood District where higher intensity mixed-use development occurs.
14. Enhance Sandy Boulevard from 39th to 43rd Avenues to emphasize the area around the Hollywood Theatre as an active entertainment/shopping area.
15. Preserve and maintain the historic and architecturally significant buildings in the Hollywood District.
16. Encourage new development located at the gateways to contribute to the sense of entry into the Hollywood District (refer to the urban design concept).

Discussion

The Hollywood and Sandy areas are established places in the close-in east side of Portland. Both areas evolved from areas of mixed housing and commercial uses into developed commercial districts, increasingly oriented toward the automobile. Well-maintained single-dwelling neighborhoods surround the study area, and the western end of the study area also includes multidwelling housing in its mix of surrounding uses. Throughout the planning process, participants expressed interest in creating places that mix commercial, housing, employment, and community serving uses that cater more to people - neighbors and visitors – rather than cars. In addition, federal, state, and local directives encourage plans that reduce auto reliance and encourage transit use and walking. The Hollywood and Sandy land use plan encourages a return to these areas' mixed-use roots, enhances their attractiveness and vibrancy, and accommodates increases in population over the next twenty years.

The urban design concept for the Sandy Boulevard and Hollywood areas was developed and refined throughout this public planning process. The *Hollywood and Sandy Plan's* specific policy and map revisions to the *Comprehensive Plan*, and regulation and map revisions

to the zoning code, evolved in response to the urban design concept, as described below. Further, numerous action items were identified that will work to implement the plan’s vision. Several policies, map changes, regulations and actions were further modified during the past year in response to public input and Portland Planning Commission recommendations. Included in these recommendations is the provision that most commercially zoned properties will be subject to the two-track design review process.

Sandy Boulevard and Broadway

Sandy Boulevard will transform over time with the development of mixed-use “nodes” or centers of neighborhood-serving activity at several major intersections. Generally, these areas extend about a block in all directions from Sandy Boulevard’s intersections with NE 12th, 20th, 28th and 33rd Avenues. A main street overlay zone has been developed to encourage neighborhood commercial and mixed-use redevelopment in these areas. In the corridor areas between the nodes, new housing will be encouraged, rather than required, through incentives as part of a second main street overlay zone. Both overlay zones include provisions to limit the impacts of taller buildings on nearby residentially zoned properties. On Broadway, the concept also calls for mixed use, but with less emphasis on housing and no overlay zone for implementation.



An example of mixed-use development envisioned for Sandy Boulevard or Broadway

Hollywood

Hollywood will evolve further as a mixed-use town center that serves residents, employees and visitors through a variety of commercial, residential, employment, and community-oriented activities in an attractive, walkable environment. In this plan, Hollywood is conceived as a plan district with three geographically distinct subareas:

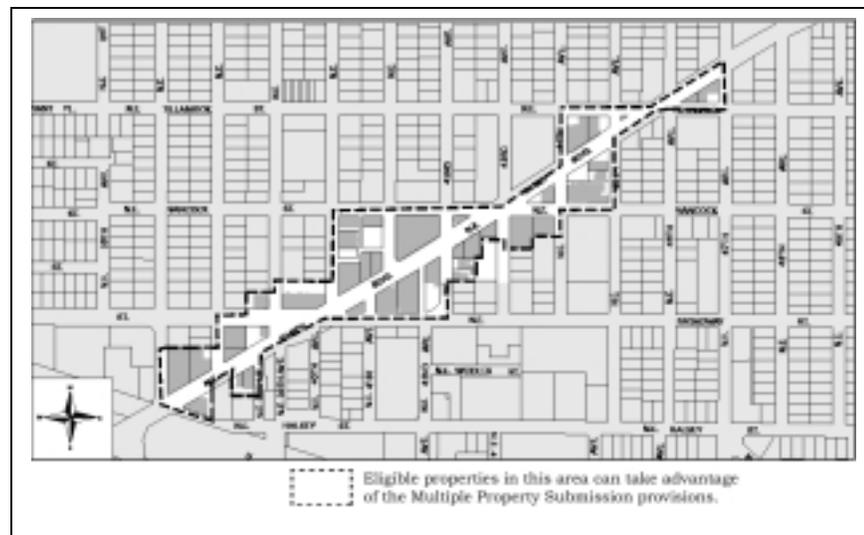
- The Hollywood Transit Center area in the south end of the district will be developed with the most intensity. Buildings as high as nearby 1960s residential towers will be allowed through bonus incentives that encourage provision of public amenities such as open space, residential units, underground parking, or children’s day care services.
- Hollywood’s commercial core area near and north of the intersection of 42nd and Sandy will continue to be the focus of pedestrian-oriented retail activity in the district.
- New development in portions of the district outside the above two areas will be expected to diminish in intensity and scale with proximity to the surrounding single-dwelling neighborhoods.

These places will continue to support the vitality of the commercial district.

- In addition, two streets have been designated for a high level of pedestrian amenity, Sandy Boulevard (37th to 47th Avenues) and 42nd Avenue between Tillamook and the transit center. New regulations will emphasize the importance of Sandy Boulevard as the major east-west pedestrian connection in the commercial core, and 42nd Avenue as the major north-south pedestrian connection between the commercial core and the transit center. Attractive, pedestrian-oriented, mixed-use environments will be promoted through ground floor window requirements, active uses on the ground floor of buildings, and vehicle access limitations.

The area along Sandy Boulevard is also recognized as an area of historic significance, and a National Register of Historic Places multiple property submission is proposed for Sandy-facing properties between 37th and 47th Avenues. This will help to preserve Hollywood's past while portions of the town center redevelop over time.

Figure 4.1: Multiple Property Submission Map Submitted to the National Register of Historic Places



Action Chart 1: Land Use, Urban Design and Historic Preservation

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Sandy Boulevard and Broadway PROJECTS/PROGRAMS							
Lsb 1	Develop and implement a Sandy Boulevard main street overlay zone with regulations for: <ul style="list-style-type: none"> ▪ Encouraging mixed uses at the nodes and along the main streets, and ▪ addressing the scale and character of commercial uses when adjacent to established residential areas. 	X					BOP
Lsb 2	Adopt changes to <i>Comprehensive Plan</i> designations to encourage a mix of commercial activities at the nodes. For example, at 12 th and Sandy adopt the Central Employment (EX) designation and at all other nodes adopt the Urban Commercial (UC) designation.	X					BOP
Lsb 3	Adopt changes to <i>Comprehensive Plan</i> designations to encourage mixed-use activity along Broadway. For example, to the north of Broadway adopt the Urban Commercial (UC) designation and to the south the Central Employment (EX) designation.	X					BOP
Lsb 4	Develop a plan and designs for new development adjoining the 12 th Avenue and Sandy Boulevard gateway intersection to enhance the sense of entry to the Central City area and the Sandy Boulevard Main Street.			X			KNA, SBBA, affected property owners
Hollywood PROJECTS/PROGRAMS							
Lh 1	Develop and implement a Hollywood Plan District with regulations for: <ul style="list-style-type: none"> ▪ promoting mixed-use development at the transit center and Hollywood's commercial core, ▪ addressing the scale and character of commercial development when adjacent to residential uses, ▪ ensuring pedestrian-friendly development with active uses accommodated in the ground floors of the enhanced pedestrian streets, and ▪ prohibiting auto-oriented uses in the town center. 	X					BOP
Lh 2	Adopt changes to <i>Comprehensive Plan</i> designations in the area close to the Hollywood Transit Center to ensure higher intensity mixed-use development.	X					BOP
Lh 3	Develop design standards and guidelines to ensure that new development relates to the character of Hollywood.	X					BOP

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Lh 4	Develop and implement design guidelines for a Bright Lights area along Sandy from 39 th to 43 rd Avenues (Appendix F and G).	X					BOP
Lh 5	Complete a redevelopment study of the Hollywood Transit Center that considers development opportunities as part of site redesign, in conjunction with redevelopment plans of adjacent properties.			X			Tri-Met, BOP, PDC, adjacent property owner(s)
Lh 6	Implement the recommendations of the "Hollywood Transit Center Study."				X		Tri-Met, PDC, adjacent property owner(s)
Lh 7	Encourage property owners of new development to incorporate plaques, historic markers, artwork or decorative elements that relate to Hollywood's historic activities, events, and people.			X			HDC, HB, HNA
Lh 8	Create a Bright Lights district by using creative exterior lighting techniques for buildings facing Sandy Boulevard (refer to Appendix G for suggested accent lighting techniques) and by working with the city to provide street lighting along the sidewalks.			X			HB, HDC; HNA; PDOT; affected property owners
Lh 9	Ensure that new development at gateway locations enhances the sense of entry into the town center.			X			HDC, HB, HNA, affected property owners
Lh 10	Submit a Multiple Property Submission (MPS) to the National Register of Historic Places. Properties that both are identified on the map and are eligible to apply for the MPS can take advantage of its provisions.		X				BOP, affected property owners

Notes:

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Policy 2: Housing

Maintain and enhance existing housing while encouraging new housing along and near the Sandy Boulevard and Broadway Main Streets, and in the Hollywood Town Center to foster an active place in an area with numerous amenities, including local and regional transportation access.

Objectives

1. Require a minimum amount of housing in the commercially zoned areas close to the Hollywood Transit Center to make it an active, safe and vibrant mixed-use area with “eyes on the street,” and to support transit services.
2. Provide incentives for new housing projects to ensure that housing is an attractive option and to encourage housing above commercial spaces along Sandy Boulevard and in Hollywood.
3. Support a mix of housing types, including housing for low and moderate incomes, to locate along and near Sandy Boulevard and Broadway and within the Hollywood District.
4. Provide new housing options for persons of all ages and incomes, including new elder housing opportunities in Hollywood.
5. Ensure that new or upgraded commercial developments along Sandy Boulevard and Broadway do not detract from the viability of adjacent residential structures.

Discussion

Over the next 20 years, the Portland area is expected to grow by over 500,000 people. Some of these residents will be newcomers to our area, but a large portion will be members of our own families who choose to live in the Portland area. Accommodating this growth without suburbanizing valued farm and forest lands is a regional priority. Making the best use of existing facility and service capacity and infrastructure in our urban areas also makes economic sense.

Project consultants found that new construction in the short-term is likely to depend on incentives (either financial or otherwise) provided by the public sector or on changed market circumstances. Long-term possibilities will depend on such issues as the health of the regional economy, rent levels, and the demand for multi-family housing.

Participants in the planning process have shared a desire to see the Hollywood and Sandy areas become even more vital than they are today, with new commercial spaces designed to serve neighbors and visitors, and new opportunities for living near work. The housing policy above and action items below are designed to balance these objectives by providing additional housing opportunities, within the context of other project objectives.

Sandy Boulevard and Broadway

Sandy Boulevard is conceptualized as a place where additional housing is encouraged through mixed-use redevelopment of underutilized sites. At the same time, opportunities for additional commercial development and expansion of existing commercial uses will be maintained. Additional housing, especially multifamily dwellings along or near Sandy Boulevard will help support existing and new retail uses, businesses and activities. Existing building height limits on Sandy constrain its potential for housing development, due to the economics of multi-dwelling residential and mixed use development. Two “main street overlay” zones have been developed to provide additional building height and enhanced opportunities for new housing development on Sandy while allowing existing and new commercial and employment activities to thrive. These overlay zones have been applied to those areas of Sandy Boulevard that today have 45’ building height limits, except in the case of the area near 52nd Avenue, which is perhaps the best example of a retail “node” outside Hollywood.

Along Broadway, housing is permitted under the base zone regulations. Enhanced opportunities for housing are not as great a priority here, due to existing employment and auto-commercial land uses on the south, and shallow lots abutting residential zones on the north.

Hollywood

Over the years, Hollywood has developed into a commercial district with a small amount of multi-dwelling housing. Many of the households within the district are located in two large apartment buildings. Beyond the town center boundary, the surrounding areas are established residential neighborhoods, primarily with single-dwelling houses.

Interest in additional housing in Hollywood was expressed before and during the planning process. As on Sandy Boulevard, additional housing, especially multifamily will help support existing and new retail uses, businesses and activities. The Hollywood Transit Center, with excellent bus and rail transit service, is designated as a Station

Community in the *Region 2040 Growth Concept*. This designation implies that more intense employment and residential uses should be located near the transit center to capitalize on public transit infrastructure investments. Also, economic and retail analyses suggested that additional households in the area could provide the demand for goods and services necessary to attract desired retailers and services to the district. Special provisions designed to foster housing in the town center while maintaining opportunities for commercial development are detailed in the action charts.



An example of housing envisioned for the supporting areas of Hollywood (drawing courtesy of Light Rail Station Studies)

Action Chart 2: Housing

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Sandy Boulevard and Broadway PROJECTS/PROGRAMS							
Hsb 1	Apply a main street overlay zone that provides higher building height limits for developments that contain a minimum percentage of residential units.	X					BOP
Hsb 2	Implement new provisions, as part of the main street overlay zone, that will diminish the impact of commercial uses on established residential areas and retain their viability. The provisions may include regulations for the design of the backs and sides of commercial buildings as they relate to adjacent residential uses.	X					BOP
Hsb 3	Consider applying the transit-oriented development property tax abatement to properties along Sandy Boulevard.			X			BOP, PDC, OFA
Hsb 4	Support programs that increase opportunities for low and moderate income housing along Sandy Boulevard and Broadway.		X				KNA, LNA, RCPNA, SBBA, HB, GPNA
Hsb 5	Explore opportunities for creating land trusts and developing low to moderate income home (condo) ownership along and near Sandy Boulevard.			X			BOP, BHCD, PDC, State Housing
Hsb 6	Identify key housing development sites and explore possible city acquisition and land-banking of these sites.			X			PDC, BOP, HAP
Hollywood PROJECTS/PROGRAMS							
Hh 1	Adopt a Hollywood Plan District with regulations that: Allow greater building heights for projects that include housing, and Ensure housing close to the Hollywood Transit Center to make it active during and after business hours.	X					BOP
Hh 2	Adopt regulations that require the developer to accommodate a minimum amount of housing within new development in the area bounded by 41 st Avenue, Halsey Street, 43 rd Avenue and Broadway.	X					BOP
Hh 3	Provide options and incentive programs for housing near the Hollywood Transit Center.	X					BOP
Hh 4	Adopt new provisions that regulate the backs and sides of commercial buildings as they relate to adjacent residential uses.	X					BOP
Hh 5	Conduct a market study to determine the types of housing that need to be supported in the town center.			X			PDC
Hh 6	Identify key housing development sites and explore possible city acquisition and land banking of these sites.			X			PDC, HAP, BOP

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Hh 7	Work with interested entities to develop housing in Hollywood.		X				HDC, YMCA, HSC, PDC, HAP, BHCD
Hh 8	Provide better marketing of the transit-oriented development tax abatement.		X				PDC
Hh 9	Explore opportunities for creating land trusts and developing low to moderate-income home (condo) ownership in Hollywood.			X			BOP, BHCD, PDC, State Housing
Hh 10	Study opportunities for additional housing development on the HAP Hollywood East site.			X			HAP, PDC

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The Hollywood Town Center offers a variety of housing choices

Policy 3: Economic Development

Build vital Sandy Boulevard and Broadway Main Streets and a vital Hollywood Town Center by retaining and strengthening existing businesses, attracting new businesses, and encouraging housing.

Objectives

1. Link focused and distinct neighborhood-oriented commercial activity areas located at the major Sandy Boulevard crossroads of 12th, 20th, 28th, and 33rd Avenues.
2. Enhance commercial diversity and activity by encouraging a business mix that provides goods and services to satisfy neighborhood needs and draw people from the greater region.
3. Promote Hollywood as a distinct and thriving town center by building upon the district's regional name recognition.
4. Attract a diverse population that can help support a variety of local businesses.
5. Promote businesses that offer safe and respectable daytime and evening activities and entertainment.

Discussion

This policy is intended to encourage economic development and to enhance the study area for the continued success of businesses and for the livability of surrounding areas. Throughout the Hollywood and Sandy planning process, both residents and the business community have emphasized the importance of viable commercial and employment areas. The project area contains numerous businesses, but not all goods and services required on a daily basis by local residents and shoppers are provided today. For example, there is a need for a grocery store in Hollywood.

When businesses flourish, the entire community benefits. As the employment and housing base strengthens, more local and regional shoppers will use the area. In turn, this will encourage more of the desired retailers and services to locate in the plan area.

Sandy Boulevard and Broadway

The Sandy Boulevard and Broadway Main Streets are currently places that support the community and region by providing a location for commercial development and jobs. They are also areas that residents

wish to see develop with additional neighborhood-serving retail and service activities. In some places these activities exist; in others, new development will have to occur to provide adequate space for new businesses to locate in the area. West of Hollywood, numerous land-intensive automobile dealerships serve regional consumer needs. Future trends toward automobile dealer consolidation and online automobile purchasing may create redevelopment opportunities for other desired uses and services.

The action items supporting the economic development policy provided below are designed to provide a starting place for developing a main street that serves local as well as broader needs. The plan retains a commercial mixed use zoning pattern to allow expansion of commercial and employment possibilities. At “node” locations, an overlay zone will promote mixed-use neighborhood-serving uses. Between these locations, overlay zone incentives will encourage new housing while allowing a wide variety of current and future businesses to flourish. Further study is recommended to better understand the market and develop a special identity for Sandy Boulevard. Finally, funding mechanisms are proposed that may be beneficial for main street development.

Hollywood

Like the main streets, the Hollywood Town Center provides a location for a host of commercial activities, from employers to retailers to professional offices. Yet, as with the main streets, the area still lacks some of the elements and features local residents would like to see provided in a town center setting. Many of these elements were located in Hollywood historically but have relocated outside the district or closed in the last four decades. New households in the district will help to support existing and new retail uses, businesses and activities. Plan proposals for improvements to the transportation system, especially better freedom of movement for vehicles, and adequate parking could have positive effects on market conditions in Hollywood.

The economic development policy highlighted above and the action items that follow this discussion are designed to build upon the strong retailing, service and employment mix that currently exists in Hollywood. The plan retains a commercial mixed use zoning pattern to allow expansion of commercial and employment possibilities. It also proposes further study to understand the market, develop a special identity for the Hollywood Town Center, and suggests funding mechanisms that may be beneficial for town center development and improvements.



New mixed use development - housing above neighborhood-serving retail – is envisioned throughout the plan area.

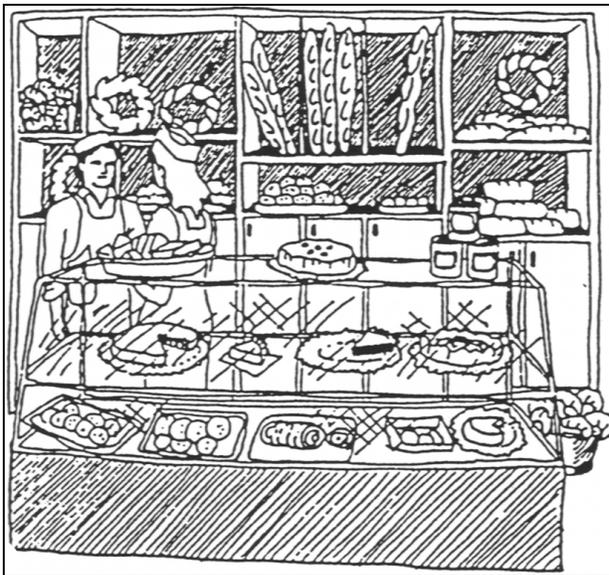
Action Chart 3: Economic Development

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
	Sandy Boulevard and Broadway PROJECTS/PROGRAMS						
Esb 1	Build on the efforts begun through the Storefront Improvement Grant Program to continue to improve business facades.		X				SBBA, HB, PDC
Esb 2	Encourage neighborhood-serving retailers to reach out to the community to increase local patronage and the sense of ownership through a variety of activities and events with local neighbors.			X			GPNA, KNA, LNA, RCPNA SBBA, HB
Esb 3	Explore innovative funding strategies with city or other agencies to assist in mixed-use property development.		X				SBBA, HB, HDC
Esb 4	Consider developing and implementing a Business Improvement District(s) to provide a funding source for business district needs such as safety and cleanliness.			X			SBBA, HB, PDC
Esb 5	Develop a detailed main street marketing plan that: <ul style="list-style-type: none"> ▪ identifies specific opportunity sites; ▪ suggests possible development programs and project financing strategies; ▪ designs a marketing strategy; and ▪ provides suggestions for structuring public-private development agreements. 			X			PDC, BOP, BHCD, SBBA, HB, OFA
	Hollywood PROJECTS/PROGRAMS						
Eh 1	Build on the efforts begun through the Storefront Improvement Grant Program to continue to improve business facades.		X				HB, PDC,
Eh 2	Encourage neighborhood-serving retailers to reach out to the community to increase local patronage and the sense of ownership through a variety of activities and events with local neighbors.			X			HB
Eh 3	Attract new businesses that complement the antique shopping, ethnically diverse and theatre/dining opportunities currently available in Hollywood.			X			HDC, HB
Eh 4	Continue the Hollywood Farmers Market, building upon its success.		X				HFM, HDC, HB
Eh 5	Explore innovative funding strategies with city or other agencies to assist in mixed-use property development.		X				HB, HDC
Eh 6	Consider developing and implementing a Business Improvement District to provide a funding source for business district needs such as safety and cleanliness.			X			HB, PDC

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Eh 7	Develop a detailed Hollywood marketing plan that: <ul style="list-style-type: none"> ▪ identifies specific opportunity sites; ▪ suggests possible development programs and project financing; ▪ designs a marketing strategy; and ▪ provides suggestions for structuring public-private development agreements. 			X			PDC, BOP, HB, HDC, OFA
Eh 8	Organize a volunteer committee to study successful examples of grocery stores and other amenities lacking in Hollywood for possible recruitment.			X			HB, HDC
Eh 9	Explore and implement funding opportunities for improvements in the Hollywood Town Center, including, but not limited to, tax increment financing and an urban renewal designation			X			PDC, BOP, HB, HDC, PDOT, PP&R

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Neighborhood retailers offer goods and services for neighbors and provide local employment opportunities.

Policy 4: Multimodal Transportation

4A: Support development of the Sandy and Broadway Main Streets as active mixed-use areas by improving access and safety along and to the streets and by improving the pedestrian environment.

4B: Enhance Hollywood’s role as a place to live, shop, work, and play by improving access for all modes of travel and using transportation improvements as a tool to add to the area’s vitality and success.

Objectives

1. Improve pedestrian crossing opportunities along Sandy Boulevard at commercial nodes, within Hollywood, and at other appropriate locations. Enhance the pedestrian environment on all Hollywood streets.
2. Create a strong north-south pedestrian link between the transit center and the rest of Hollywood along 42nd Avenue.
3. Improve vehicle access between Sandy and adjacent neighborhoods.
4. Throughout the Hollywood and Sandy areas, increase the supply of on-street parking to support existing and future businesses.
5. Support changes to the Hollywood Transit Center that will create a more convenient, safe and comfortable environment for transit users.
6. Improve traffic circulation to and within Hollywood.
7. Improve transit travel times on Sandy and also within and to Hollywood to make taking the bus more efficient.
8. Use improvements in the right-of-way to make Sandy and Broadway more attractive and convenient.
9. Widen sidewalks at neighborhood commercial nodes and within Hollywood to provide more area for pedestrians, street trees, and amenities.
10. Use access management measures, especially along Sandy Boulevard, to support transportation and land use objectives.
11. Encourage businesses and other property owners to share off-street parking.

12. Develop a system of bikeways that lead to Hollywood from adjacent neighborhoods.
13. Reduce reliance on the single-occupant vehicle by encouraging ridesharing, the use of transit, and walking and bicycling.

Discussion



The plan calls for an enhanced environment for pedestrian and bikes

This discussion is an overview of the transportation analysis, its methodology, and the recommended transportation concept, including policies and objectives highlighted above, and action items below, developed for the *Hollywood and Sandy Plan*. State grant funded transportation consultants considered a range of alternatives and their impacts to the transportation system over the next twenty years. The full analysis can be found in the Hollywood and Sandy Project *Opportunities and Constraints Analysis and Implementation Strategies Report*, released in summer 1999.

Throughout the Hollywood and Sandy Project process, participants expressed interest in a more pedestrian-friendly environment – rather than one that is weighted disproportionately toward automobile travel. Along with transportation changes to improve access for pedestrians and transit users, the community identified the need to support economic vitality, partially through adequate on- and off-street parking, and to simplify auto circulation within Hollywood and along Sandy Boulevard.

The *Hollywood and Sandy Plan* transportation concept was developed to meet the following three objectives:

- address community concerns related to transportation;
- support desired land use and zoning patterns; and
- meet state and regional needs and requirements.

Several alternatives were analyzed in developing the transportation concept. Elements of the transportation concept are reflected in the transportation policies, objectives and accompanying action items. As specific projects are developed in the future, the concept will be refined and modified as necessary with additional public input, to address public and agency concerns and to ensure consistency with state and regional requirements.

A detailed summary of the transportation concept and analysis can be found in Appendix I. Guidelines for the design and construction of improvements for specific intersections can be found in the “Major Intersection Design Guidelines,” located in Appendix J.

Sandy Boulevard and Broadway

Sandy Boulevard has evolved from a farm-to-market road, to a streetcar boulevard and, finally, to an auto-oriented state highway. The street has multiple and sometimes conflicting transportation functions, including providing freeway access, serving as a state highway, linking neighborhoods to the Central City, and acting as a regional destination for shopping and a neighborhood destination for other goods and services. Broadway is a main arterial leading into Hollywood from the west, although access was limited through circulation changes implemented in the early 1980s. The transportation concept envisions more frequent pedestrian crossings (every two to three blocks) along Sandy, enhanced transit stops, more opportunities to make left turns at key nodes, wider sidewalks, and more on-street parking.

Hollywood

People traveling through Hollywood by car often find the current traffic pattern confusing and the lack of parking a deterrent to stopping. While Hollywood is accessible by several bus lines and light rail, the transit center is located at the edge of the district and pedestrian connections to the rest of Hollywood are poor. Sandy Boulevard creates a barrier to travel between the north and south parts of the district that discourages walking trips.

The transportation concept is intended to address these concerns by simplifying circulation, particularly at the intersections of Broadway, NE 39th and Sandy, and improving signage to public parking. The concept includes changes to circulation that will reduce travel times for buses through the transit center and improve the pedestrian environment to and within the transit center. The transportation concept reinforces the Enhanced Pedestrian Streets by focusing the highest level of improvements along Sandy Boulevard and NE 42nd Avenue.

Action Chart 4: Multimodal Transportation

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
	Sandy Boulevard and Broadway PROJECTS/PROGRAMS						
	CIRCULATION AND PARKING						
Tsb 1	Implement an Intelligent Transportation Systems project along Sandy, including central traffic signal monitoring and traffic flow management.			X			PDOT, ODOT (\$5,000,000)
Tsb 2	33 rd /Sandy: Add eastbound (EB) left turn pocket, modify signal to allow EB, northbound (NB), and southbound (SB) left turns, restripe, change signage and eliminate some on-street parking. Build curb extensions as part of traffic calming project.			X			PDOT (\$350,000)
Tsb 3	Support access management measures that limit the number and size of curb cuts through the building permit process, street improvements and redevelopment opportunities, including encouraging property owners to share access where feasible.		X				PDOT, ODOT
Tsb 4	Add on-street parking to Sandy by consolidating and closing or narrowing driveways and restriping bus stops.		X				ODOT, PDOT
Tsb 5	Consider having the City assume control of Sandy from the State.				X		ODOT, PDOT
Tsb 6	18 th /Sandy: Convert pedestrian signal to full traffic signal.			X			PDOT (\$200,000)
Tsb 7	20 th /Sandy: Add curb extensions at all corners and enlarge island at southwest (SW) corner.			X			PDOT (\$200,000)
Tsb 8	22 nd /Glisan/Sandy: New alignment of intersection, installation of a full traffic signal, restriping and signage.			X			PDOT (\$250,000)
Tsb 9	28 th /Sandy: Evaluate long term need for protected left turn pockets in the SB & NB directions.				X		PDOT, ODOT (\$250,000)
Tsb 10	As redevelopment of property on Sandy between NE 27 th and NE 29 th Avenues occurs, explore opportunities to acquire adequate frontage along Sandy to provide new on street parking.				X		PDOT, BOP
Tsb 11	Selectively close streets that intersect Sandy at oblique angles to add on-street parking, create more pleasant transit stops, and decrease pedestrian crossing distances.				X		PDOT (\$400,000)
Tsb 12	Study and implement a full redesign of the 12 th /Sandy/Burnside intersection to improve traffic, pedestrian and bicycle safety and access, and improve transit operations.			X			PDOT, ODOT (\$4,000,000)
Tsb 13	Consider a shared parking structure in the area around 52 nd Avenue to serve nearby restaurants and other uses.					X	Private
Tsb 14	Consider angle-in parking on NE 19 th Avenue between Sandy and Glisan.			X			PDOT

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
TRANSIT							
Tsb 15	Re-evaluate bus stop spacing to align with new pedestrian plazas, pedestrian crossings, and nodes.			X			PDOT, Tri-Met
Tsb 16	Develop Tri-Met Route 12 bus as a frequent bus route with preferential transit measures.			X			PDOT, Tri-Met
Tsb 17	Add shelters at bus stop locations and include schedule information and lighting (where needed).			X			Tri-Met
PEDESTRIAN/BICYCLE							
Tsb 18	Develop "Major Intersection Design Guidelines" and standards for major intersections along Sandy Boulevard and Broadway.			X			PDOT, ODOT
Tsb 19	Reinforce 24 th as the north/south bicycle connection between the Ankeny and Glisan bike routes as part of the NE/SE 20's Bikeway, at least until the Glisan/22 nd Avenue/Sandy intersection is rebuilt.			X			PDOT (\$150,000)
Tsb 20	Add new signalized pedestrian crosswalks at 14 th , 31 st , and 35 th .			X			PDOT, ODOT (\$240,000)
Tsb 21	Add curb extensions or medians to improve pedestrian crossing opportunities at and between the nodes between 12 th and 37 th .			X			PDOT, ODOT (\$625,000)
Tsb 22	Add curb extensions or medians to improve pedestrian crossing opportunities in the 52 nd Avenue area.			X			PDOT, ODOT (\$1,000,000)
Tsb 23	Widen sidewalks along the length of Sandy as properties redevelop. Require these areas to be paved as extensions of the sidewalk.		X				PDOT, Private
Hollywood PROJECTS/PROGRAMS							
CIRCULATION AND PARKING							
Th 1	Add on-street parking on the north side of Sandy between 40 th and 42 nd .			X			PDOT, ODOT
Th 2	Improve enforcement of parking restrictions to better serve visitors and shoppers. Consider parking meters along Sandy as a way to keep newly created parking spaces available for shoppers.		X				PDOT
Th 3	Encourage businesses to share their parking with other uses during their off-peak times.		X				PDOT, HB, Businesses
Th 4	Maximize the efficiency of on-street parking by consolidating loading zones, combining or eliminating curb cuts, and simplifying parking restrictions.			X			PDOT
Th 5	Identify circulation changes that could be implemented as a pilot project within a relatively short time frame and at low cost.			X			PDOT

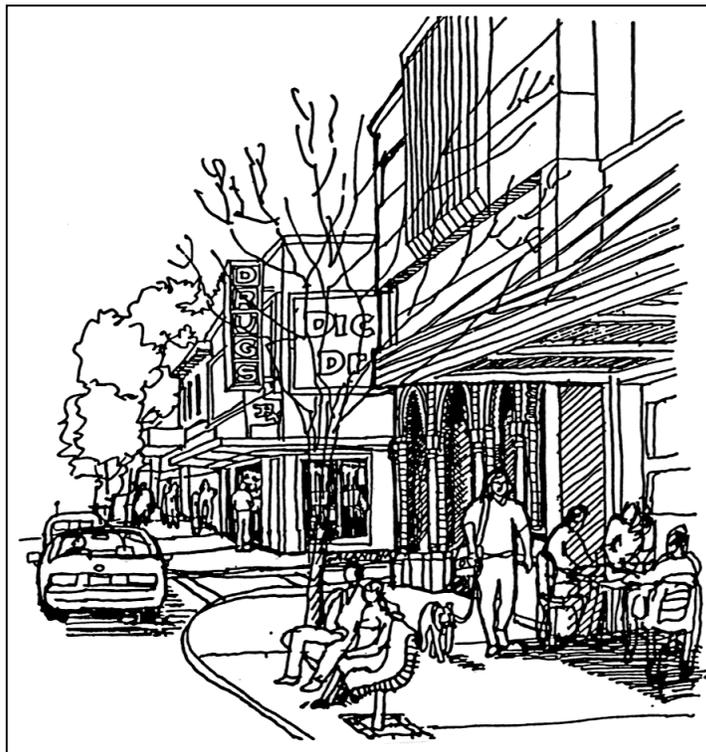
# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Th 6	Reconfigure, including changing vehicular flow from northward to southward, the public parking lot along NE 41 st between Broadway and Sandy. Consider metering these spaces to assure their use by shoppers.			X			PDOT
Th 7	Improve signage to reduce driver confusion at the “jug handle” slip-lane on the south side of Sandy at 40 th and show location of public off-street parking.			X			PDOT
Th 8	Implement the following circulation changes and improvements:						
Th 8a	37 th /Sandy: Restripe lanes from shared left/through, right/through and right only to left only, through only and right/through.			X			PDOT, ODOT (\$50,000)
Th 8b	45 th /Sandy: Install a full traffic signal, restriping and signage.			X			PDOT, ODOT (\$250,000)
Th 8c	47 th /Sandy: Create a left turn pocket at westbound approach, modify signals, restripe, change signage, and remove parking for westbound approach. In conjunction with parking removal, evaluate opportunity for creating angled parking on Tillamook between 46 th and 47 th			X			PDOT, ODOT (\$350,000)
Th 8d	39 th /Halsey: Add a westbound (WB) left turn lane, increase NB right turn radius, modify signals, restripe and change signage.					X	PDOT (\$5,000,000)
Th 9	Move left turns from today’s “jug handle” slip-lane on the south side of Sandy at 40 th to a center turn lane, and return on-street parking and new wider sidewalks in the former “jug-handle.”				X		PDOT, ODOT (\$800,000)
Th 10	Signalize the intersection of NE 41 st and Halsey to facilitate left turn bus movements into the transit center.			X			PDOT, Tri-Met (\$250,000)
Th 11	Open Broadway to eastbound traffic between 37 th and 39 th Avenues.				X		PDOT (\$350,000)
Th 12	Evaluate potential locations and financing for a public/private parking structure.					X	PDC, HB, Private
TRANSIT							
Th 13	Improve bus stops within Hollywood to add shelters, rider information, and amenities.				X		Tri-Met
Th 14	Increase the number of locations selling transit tickets and passes.			X			Tri-Met, Businesses
Th 15	Reroute Tri-Met Route 12 bus to remain on Sandy when MAX light rail is extended to the airport.			X			Tri-Met
Th 16	Improve signage along Sandy, NE 42 nd and Halsey to better identify the Hollywood Transit Center MAX stop and bus transfer points.			X			Tri-Met
Th 17	Add “real time” information boards at the Hollywood Transit Center.			X			Tri-Met
Th 18	Pursue opportunities for vendors and concessions at the transit center.		X				Tri-Met, HB

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Th 19	Reconfigure the Hollywood Transit Center to remove the circulation lane adjacent to Halsey and to improve passenger-boarding areas.				X		Tri-Met
Th 20	Add an additional access to the MAX light rail platform near 40 th and Halsey.					X	Tri-Met (\$1,000,000)
PEDESTRIAN AND BICYCLE							
Th 21	Add curb extensions at appropriate corners with on-street parking to increase visibility for pedestrians and shorten crossing distances.				X		PDOT
Th 22	Add curb extensions at 37 th and Sandy to reduce crossing distance of Sandy, improve access to transit, and improve visibility of and by pedestrians.			X			PDOT
Th 23	Replace all pedestrian-activated crossings with regular pedestrian phases.			X			PDOT
Th 24	Add audible signals to appropriate pedestrian crossings.				X		PDOT
Th 25	Develop "Major Intersection Design Guidelines" and standards for major intersections in the Hollywood District and for the Enhanced Pedestrian Streets (Sandy from 37 th to 47 th Avenues and 42 nd Avenue from the transit center to Tillamook Street).			X			PDOT, ODOT
Th 26	Add pedestrian improvements along 42 nd Avenue. Include streetscape improvements, traffic modifications, and pedestrian crossings.			X			PDOT, UF
Th 27	Add short-term bicycle parking on sidewalks or other locations.			X			PDOT
Th 28	Add short-term bicycle parking at business locations.			X			Private
Th 29	Build an off-street trail connection for pedestrians and bicycles between the Hollywood Transit Center and 47 th Avenue.			X			Providence Hospital, UPRR (\$1,000,000)
Th 30	As a part of redevelopment, increase the width of sidewalks along NE Sandy, NE 42 nd and other key pedestrian streets in Hollywood to 15'. Increase the width of all other sidewalks in Hollywood to 12' as redevelopment occurs.				X		PDOT, Private
Th 31	Implement NE/SE 50's Bikeway.			X			PDOT (\$770,000)
Th 32	Add curb ramps at all corners where they are currently missing.			X			PDOT
Th 33	Add more bicycle parking and lockers at the Hollywood Transit Center.			X			PDOT, Tri-Met
MULTIMODAL							
Th 34	Establish mode split goals for single-occupant car, rideshare, transit, walk, and bike.	X					PDOT
Th 35	Establish benchmarks to evaluate progress toward achieving the mode split goals.	X					PDOT

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Th 36	Develop a transportation management association to reduce the number of employee trips by auto and manage off-street parking to create more efficient parking for customers, visitors, and employees.			X			PDOT, Private, HB
Th 37	Evaluate the progress toward achieving the mode-split goals every five years.			X			PDOT

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Wide sidewalks, street trees, on-street parking and other pedestrian amenities make Sandy Boulevard pedestrian friendly.

Policy 5: Recreation and Open Space

5A: Maintain and enhance the existing park facilities and programs in the vicinity of the Sandy Boulevard and Broadway main streets and create new private and public open spaces to balance the proposed additional housing along these streets.

5B: Develop and enhance urban open spaces/parks and recreational programs in Hollywood and encourage other opportunities for public spaces or plazas as part of new development.

Objectives

1. Encourage landscaping or tree planting on small triangle parcels along Sandy Boulevard, where feasible.
2. Encourage new development or major redevelopment projects to provide open spaces for public use.
3. Make the existing and new open spaces attractive and useful for people of all ages.
4. Encourage street tree plantings in Hollywood, along the main streets and as a transitional element between commercial and residential uses.
5. Develop funding mechanisms and programs for creating additional urban open spaces in the town center.
6. Encourage additional green areas within the Hollywood District.
7. Ensure that existing and new open spaces accommodate activities and programs for people of all ages.

Discussion

The recreation and open space policies and objectives listed above and implementation actions identified below for the Hollywood and Sandy areas have been developed through this planning process with technical assistance provided by Portland Parks and Recreation staff. On a citywide level, funding for new park facilities has not kept pace with needs. Residents and businesspeople in the Hollywood and Sandy areas have expressed a strong desire for new and/or improved park facilities, but these desires do not necessarily compete well with local needs in other parts of the city. While this does not diminish the desires expressed by local residents, it places them in a broader context.

Sandy Boulevard and Broadway

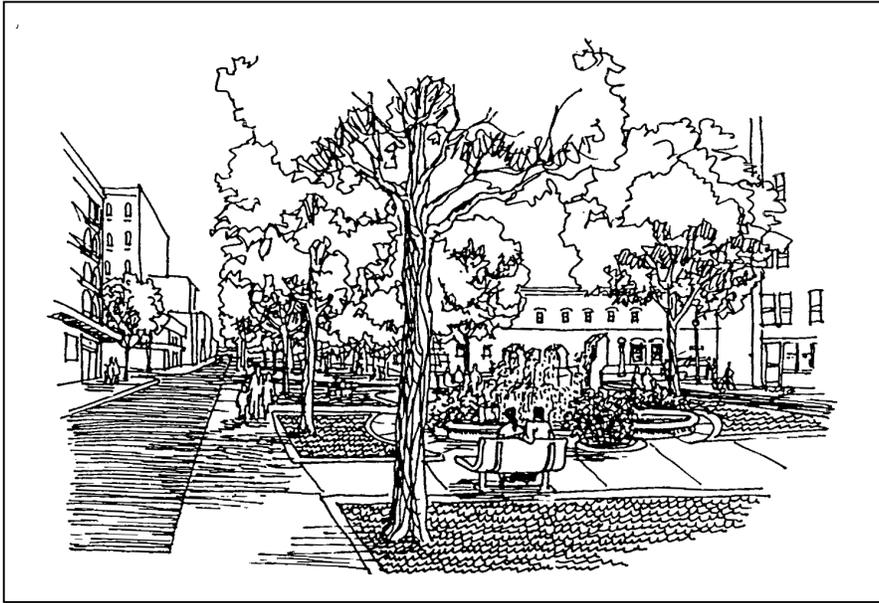
On Sandy Boulevard, much of the Kerns neighborhood is well served, both by Oregon Park and by Buckman Field, and the recreation facilities immediately west of there. Much of the interest in recreation and open space in this western end of the study area focuses on “greening” Sandy Boulevard, both through planting street trees and by closing little-used portions of triangular intersections to create landscaped refuges and “mini-parks.” There is a small publicly owned green space at NE 33rd Avenue and Clackamas Street that people have identified as a viable park space. Areas around Broadway are well served by nearby Grant Park. Normandale and Frazer Parks, both south of Halsey Street, serve the eastern end of the study area, along with Rose City Park further east.

Hollywood

The Portland *Comprehensive Plan* map (1981) designates Hollywood as park deficient. While Grant Park is within easy walking distance of the northwest corner of Hollywood, other parts of Hollywood have no nearby parks. The only open space located within Hollywood is Harold Kelley Plaza, a stretch of NE Hancock Street between NE 42nd Avenue and Sandy Boulevard that was redesigned as a plaza in 1985. A number of community volunteers have identified the plaza’s shortcomings and are currently working to implement changes to make it more attractive and useful. Further, bonus height provisions near the Hollywood Transit Center will allow higher buildings in exchange for publicly accessible open spaces provided on-site.

Many participants in Hollywood and Sandy events have expressed an interest in an additional public plaza or open space in Hollywood, especially considering the new development and redevelopment that is part of the vision for the Hollywood Town Center. There will be more residents, employees and visitors to Hollywood. The urban design concept map depicts an open space in the area north of NE Halsey Street near the Hollywood Transit Center. This is the part of the district with the greatest development potential. The challenge will be identifying a site and financing its acquisition and development. A major open space in Hollywood could be the gathering place for many community events and activities, including the eventual home of the Hollywood Farmers Market.

Other Hollywood items include greening the area in general. Street tree preservation and planting, the provision of private but accessible open space, and improved parking area designs are all priorities that have been identified through the Hollywood and Sandy process.



Open spaces with trees, greenery and other amenities like benches and fountains make attractive gathering places in Hollywood.

Action Chart 5: Recreation and Open Space

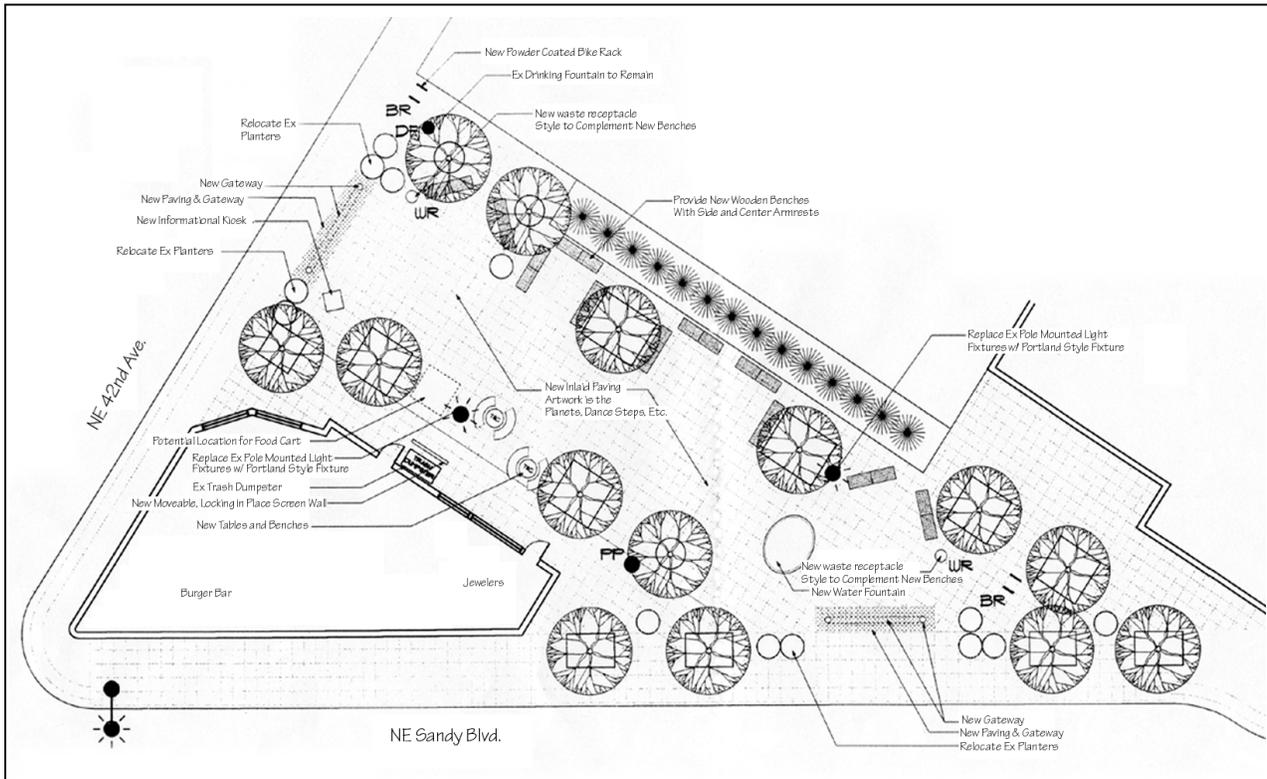
# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Sandy Boulevard and Broadway PROJECTS/PROGRAMS							
Rsb 1	Develop a street tree program for the main streets.			X			KNA, LNA, RCPNA, GPNA, SBBA, HB, UF
Rsb 2	Plant street trees and locate planters along the main streets.			X			KNA, LNA, RCPNA, GPNA, SBBA, HB, UF, FOT
Rsb 3	Organize community music programs in Oregon Park.			X			KNA, PP&R
Rsb 4	Ensure proper lighting and maintenance in Oregon Park.			X			PP&R
Rsb 5	Improve signage indicating entries to Buckman Field.			X			PP&R
Rsb 6	Develop an agreement between Parks and ODOT to make the green space at Clackamas and 33 rd a public open space for passive recreational use.			X			PP&R, ODOT, KNA
Rsb 7	Work cooperatively to identify locations for and plant trees in the right-of-way.			X			UF, PDOT
Rsb 8	Create a park or open space in the vicinity of 12 th and Sandy for public use.				X		KNA, affected property owners
Rsb 9	Include landscaping or plazas as part of new development at selected triangular areas along Sandy Boulevard.				X		KNA, LNA, SBBA, PP&R, HB, interested property owners
Hollywood PROJECTS/PROGRAMS							
Rh 1	Develop and implement plans and designs for improving and enhancing Harold Kelley Plaza. (See figure 4.2.) Clarify roles and ownership between Portland Parks and Recreation and PDOT.			X			HB, HDC, HNA, PDOT, PP&R
Rh 2	Design and build an information kiosk in Harold Kelley Plaza to provide directions to the transit center, library and other important community facilities in the town center.			X			HB, HDC, PDOT, PP&R, Tri-Met
Rh 3	Develop and implement a street tree program for Hollywood that seeks to preserve existing mature street trees and replaces them, when necessary, with trees of an appropriate species and caliper.			X			PP&R (forestry), FOT, HB, HDC,
Rh 4	Examine the opportunities for urban parks within the Hollywood Town Center, including, if appropriate, identifying potential locations, park programming and implementation funding mechanisms.			X			BOP, PP&R, PDC, HB HDC

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Rh 5	Develop programs with tax incentives for developers who dedicate land for a public open space.				X		BOP, PP&R
Rh 6	Consider the needs of the Hollywood Farmers Market for a permanent space when acquiring and/or designing larger public spaces.		X				PP&R, HFM
Rh 7	Equip existing or new plaza spaces with a variety of activities for all ages.			X			HB, HDC, HNA, PP&R
Rh 8	Develop partnerships with existing community organizations, including the YMCA, to add to the choice of recreational activities and programs available to residents in and around Hollywood.			X			PP&R, YMCA
Rh 9	Organize community music and theater programs in conjunction with the Hollywood Theatre.			X			HB, HDC, PP&R, OFVF
Rh 10	Consider capping Sullivan's Gulch for future park use and improved connections.					X	PP&R, ODOT, Tri-Met, UPRR
Rh 11	Examine the need and opportunities for a community center in the Hollywood Town Center, including potential locations, programming and implementation measures.			X			PP&R
Rh 12	Ensure that Harold Kelley Plaza remains developed as open space in public ownership, and continues to be maintained.		X				PP&R, PDOT

Notes:

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Figure 4.2: Proposed Plan for Improving and Enhancing Harold Kelley Plaza



Policy 6: Public Facilities, Services and Infrastructure

Enhance the Hollywood Town Center and Sandy Boulevard and Broadway main street areas by improving and creating amenities from public facilities, services and infrastructure.

Objectives

1. Ensure that the Hollywood, Sandy Boulevard and Broadway areas have adequate public and private infrastructure facilities and services.
2. Maintain police, fire and emergency services in the town center and main street areas that are adequate and responsive to the needs of the people.
3. Manage stormwater efficiently through innovative on- and off-site methods.
4. Enhance the public realm by improving and creating amenities from public utility and infrastructure facilities.
5. Educate citizens about public and personal safety.
6. Ensure that public facilities and services in the town center and main street areas maximize public benefits.

Discussion

Public facilities, services and infrastructure in the study area include water facilities, wastewater/stormwater facilities, schools, a library, private utility services, police, and fire, rescue, and emergency services. The Hollywood and Sandy areas are fully urbanized areas, featuring a complete array of urban services and infrastructure.

As in many cities, Portland's infrastructure bureaus provide new or upgraded infrastructure as needs arise. For that reason, Portland's infrastructure bureaus, involved in this project through its technical advisory committee, generally approach infrastructure provision on an "as needed" basis. This is true in the case of zoning changes that allow more development intensity as well. When new development that taxes the system's capacity is proposed, upgrades are made to the affected system either by the city or through private action, depending on the situation.

The *Hollywood and Sandy Plan's* primary intent in this topic area, after assuring adequate public facilities, services, and infrastructure, is

to encourage new public amenities as part of new infrastructure upgrades.

Project participants identified overhead utility wires as infrastructure facilities that would best be placed underground for aesthetic purposes. Action items provided below specifically identify several streets where this treatment is most appropriate.

Another issue that is addressed is innovative management of stormwater. The plan area is currently served by a combined sewer system. Heavy rains often result in combined sewer overflows (CSOs), affecting water quality in rivers and streams. Basement flooding may also occur. The action items recommend demonstration projects designed to better manage stormwater discharge.

The proposed new Multnomah County Library Hollywood branch is widely viewed as an opportunity to create a mixed-use facility with housing that people in Hollywood and from surrounding neighborhoods identify as the center of Hollywood public life.

Finally, the Portland Fire Bureau is currently pursuing a new fire station location, possibly within the study area, to better serve the Hollywood area.

Action Chart 6: Public Facilities, Services and Infrastructure

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
	Sandy Boulevard and Broadway PROJECTS/PROGRAMS						
Psb 1	Identify, acquire, and construct a multi-use fire station on or adjacent to Sandy Boulevard to better serve the area and meet response time goals.				X		FB, HDC, RCPNA, CNN
Psb 2	Continue and promote block watch programs.		X				PB, CNN
Psb 3	Enhance public education and awareness of life, safety and emergency preparedness issues.		X				FB, PB
Psb 4	Explore options, including funding sources, to underground or reroute overhead utility wires along the Sandy Boulevard and Broadway main streets.			X			PDOT, OFA, EO, PP&L, PGE, PDC, property owners
Psb 5	Place overhead utility wires underground and improve street lighting at Sandy Boulevard nodes in conjunction with planned street improvements.			X			PDOT, PP&L, PGE, ODOT, property owners
Psb 6	Implement stormwater inflow control pilot projects that quantify potential benefits.			X			BES , property owners
	Hollywood PROJECTS/PROGRAMS						
Ph 1	Construct a new mixed-use library facility in the Hollywood Town Center.			X			Multnomah County
Ph 2	Relocate the Hollywood Community Policing Contact Office to a more prominent Hollywood location.			X			PB, HB, HDC
Ph 3	Secure funding and hire a permanent Hollywood Community Policing Contact Office coordinator.			X			PB, HB, HDC
Ph 4	Explore options, including funding sources, to underground or reroute overhead utility wires in Hollywood.			X			PDOT, OFA, EO, PP&L, PDC, ODOT, property owners
Ph 5	Install decorative street lighting on Enhanced Pedestrian Streets (Sandy Boulevard between NE 37 th and NE 47 th and on NE 42 nd Avenue between Tillamook and the transit center) in conjunction with street improvements.				X		PDOT, PP&L, PDC, ODOT, property owners
Ph 6	Place overhead utility wires underground on 42 nd Avenue between Tillamook and the transit center in conjunction with planned street improvements.				X		PDOT, PP&L, PDC, property owners
Ph 7	Green Solutions – Develop a stormwater inflow control plan for Hollywood if determined to be cost-effective.			X			BES, PP&R, BOP, property owners
Ph 8	Implement stormwater inflow control pilot projects that quantify potential benefits.			X			BES , property owners

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Ph 9	Continue and promote block watch programs.		X				PB
Ph 10	Enhance public education and awareness of life, safety and emergency preparedness issues.		X				FB, PB

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Policy 7: Community Services and Activities

Organize and encourage appropriate private and public community activities necessary for the health, welfare, security and entertainment of residents, visitors and business people in Hollywood and along Sandy Boulevard and Broadway.

Objectives

1. Encourage and support private and public participation in community programs and activities that serve the main street and town center areas.
2. Expand programs, activities and events for people of all ages by partnering with businesses, neighborhood organizations and institutions in Hollywood and the Sandy Boulevard areas.
3. Recognize and support the continued participation of established community services in Hollywood, such as through the Hollywood Senior Center, the Hollywood branch of the Multnomah County Library, and the YMCA.

Discussion

The Hollywood and Sandy Boulevard areas have a rich history of active community organizations that sponsor a variety of activities. Objectives for community services and activities highlighted above and implementation actions which follow this discussion, focus on continuing and strengthening activities already taking place and promoting partnerships among various entities.

Sandy Boulevard and Broadway

Sandy Boulevard is well served by community institutions including the Salvation Army and several religious institutions located near the boulevard. The business community is actively engaged in expanding its membership. The Kerns neighborhood is undertaking a target area plan, with a focus on community-energizing activities and on physical improvements along and near the western end of Sandy Boulevard. The Kerns Neighborhood Association holds a National Night Out picnic annually at Oregon Park, typically attracting about 600 participants.

Grant Park and Laurelhurst neighborhoods both enjoy yearly visits from the Oregon Symphony to their respective parks. Laurelhurst also

organizes a neighborhood garage sale event each year. Rose City Park participates in annual tree planting events and has been a major sponsor of the area's annual multicultural fair.

Hollywood

One of Hollywood's strengths is its concentration of community services and activities, from its library branch (discussed in the last section) to the Northeast Family YMCA, the Hollywood Senior Center, and the several churches and their congregations located in Hollywood. The neighborhood's most identifiable landmark, the Hollywood Theatre, is also a magnet for community-oriented events. Further, the relatively recent addition of the Hollywood Farmers Market has added a weekly focal point and gathering place for nearby and more distant residents.

Perhaps the most frequently identified community need in the Hollywood District is public meeting space. Efforts are underway to retain the soon-to-be former Hollywood Library as a community gathering space. The soon-to-be-constructed Hollywood Library will have a meeting space that will be available for community use.

Organizations sponsor a variety of activities in the area, especially the Hollywood Boosters' events, which include the Junior Rose Festival Parade, StarFest, and an annual neighborhood clean up event.



Events like neighborhood tree planting projects and clean-ups bring neighbors together for the benefit of the community

Action Chart 7: Community Services and Activities

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
	Sandy Boulevard and Broadway PROJECTS/PROGRAMS						
Csb 1	Recruit more local business participation to implement projects that improve the appearance and vitality of Sandy Boulevard.		X				SBBA, HB
Csb 2	Hold programs, activities and events (such as Kerns National Night Out) that bring together area residents, business people, local organizations and others.		X				SBBA, HB, RCPNA, LNA, KNA, GPNA
Csb 3	Coordinate programs, activities and events among area institutions, organizations and associations.		X				KNA, GPNA, RCPNA, HNA, SBBA, HB, churches
Csb 4	Coordinate SBBA and Hollywood Boosters community projects that benefit Sandy Boulevard.		X				SBBA, HB
	Hollywood PROJECTS/PROGRAMS						
Ch 1	Continue to support the development of the Hollywood Theatre as a district location for community meetings, smaller classes, lectures, and graduations.		X				HDC, HB, HNA, OFVF
Ch 2	Seek a community focal point for dissemination of local information and as a comfortable gathering place.			X			HDC, HB, HNA
Ch 3	Establish a Hollywood Arts and Culture Center featuring community-based artists and entertainers.				X		HDC, HB, HNA, OFVF
Ch 4	Recognize the importance of the Hollywood Senior Center as a community facility and encourage its continued presence in Hollywood.		X				HSC, HDC, HB, HNA
Ch 5	Develop a program to promote Hollywood as a location for performing arts classes and activities. Identify existing and potential class locations.			X			HDC, HB
Ch 6	Organize a volunteer committee(s) to: <ul style="list-style-type: none"> ▪ Catalog and advertise the existing restaurants and cafes – entertainment opportunities – which would complement an evening at the theater. ▪ Set up a design competition to redesign the Hollywood emblem and invite local business people, residents and school children. ▪ Plant and maintain the existing planters along Sandy with native seasonal blooming plants. ▪ Identify areas in the town center which are missing street trees and work to plant new trees. 			X			HDC, HB
Ch 7	Continue the annual clean-up day, and provide facilities and assistance to encourage broader participation.		X				HB, HDC, HNA

# (3)	ACTIONS (1)	Time					Implementors (2)
		Adopt With Plan	Complete or Ongoing	Next 5 Years	6 to 10 Years	11 to 20 Years	
Ch 8	Develop and promote annual events, such as a music festival or a community fair, to improve the sense of community and to attract people to Hollywood. Try closing Broadway between 40 th and 42 nd on an event basis.		X				HDC, HB, HNA
Ch 9	Prepare a calendar of neighborhood events and make it available at key Hollywood public locations.			X			HDC, HNA, HB
Ch 10	Encourage year-round activities between Grant High School students and administration, businesses and residents.		X				HDC, HB, Grant H.S.
Ch 11	Work with architecture students or local architects to design and build food carts, which could be located at the transit center or in the triangular blocks along Sandy Boulevard. Identify vendors to operate the carts.			X			HDC, HB
Ch 12	Install planters along the 39 th Avenue viaduct to make it more attractive.			X			HB, HDC, LNA
Ch 13	Promote established community activities such as the StarFest and the Hollywood Farmers Market, which bring people together.		X				HB, HDC, HFM
Ch 14	Work with local businesses to create contests for seasonal storefront displays that could include historical, commercial or storytelling ideas.			X			HB, HNA, HDC, interested businesses

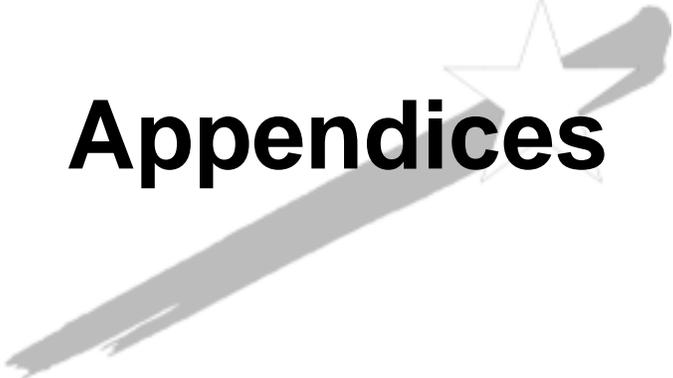
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The Hollywood Farmers Market offers a variety of goods and provides an opportunity for neighbors to interact (drawing courtesy of Allan B. Jacobs, Great Streets)

Appendices



Appendix A: Hollywood and Sandy Plan Ordinance No. 174325 and Resolution No. 35875

Ordinance No. 174325 As Amended

Adopt and implement the Hollywood and Sandy Plan (Ordinance)

The City of Portland ordains:

Section 1: The Council finds:

General Findings

1. Portland's Comprehensive Plan was adopted on October 16, 1980, acknowledged for compliance with Statewide Planning Goals on May 3, 1981, and updated as a result of periodic review in June 1988, January 1991, March 1991, September 1992, and May 1995.
2. Oregon Revised Statutes (ORS) 197.640 requires cities and counties to review their comprehensive plans and land use regulations periodically and make changes necessary to keep plans and regulations up-to-date and in compliance with Statewide Planning Goals and State laws. Portland is also required to coordinate its review and update of the Comprehensive Plan and land use regulations with State plans and programs.
3. Portland Comprehensive Plan Goal 10, Plan Review and Administration, states that the Comprehensive Plan will undergo periodic review to ensure that it remains an up-to-date and workable framework for land use development.
4. Portland Comprehensive Plan Policy 3.6 (Neighborhood Plan) encourages the creation of neighborhood plans to address issues and opportunities at a scale which is more refined and more responsive to neighborhood needs than can be attained under the broad outlines of the City's Comprehensive Plan. The *Hollywood and Sandy Plan* vision statement, policies, objectives, and zoning implementation measures will serve as a component of the City's Comprehensive Plan.

5. Neighborhood and area plans are intended to promote patterns of land use, urban design, infrastructure facilities and services that encourage and contribute to the economic, social, and physical health, welfare, and safety of the neighborhood and the city.
6. The area plan is an advisory document for directing and managing change over time. The adopted vision statement, policies, objectives, and zoning implementation measures of the *Hollywood and Sandy Plan* will serve as an official guide to decision-making, public deliberation, and investments.
7. The *Hollywood and Sandy Plan* was developed by the City of Portland Bureau of Planning in cooperation with other bureaus and agencies and with participation from residents, business persons and other interested citizens.
8. Information used for the formulation of the policies and objectives of the *Hollywood and Sandy Plan* was based on Portland land use, natural resource, and public infrastructure inventories, economic and transportation analyses, public comments from eleven workshop and open house events, and over fifty other meetings, presentations and events.
9. The five neighborhood and two business associations in the project study area each named a representative to the project's citizen working group (CWG). In addition, five "at-large" members were selected through an open application process to form the twelve-person working group. The group began meeting in February 1998 and has met eighteen times over the course of thirty months. Citizen working group members are listed at the beginning of the *Hollywood and Sandy Plan*. These representatives informed staff on neighborhood and business issues and other matters related to the project and reviewed components and drafts of the *Hollywood and Sandy Plan* throughout its formulation.
10. A technical advisory committee (TAC) composed of representatives from public service providers, city agencies, and other governments and organizations participated in the systematic and periodic review of components and drafts of the *Hollywood and Sandy Plan* throughout its formulation. Members of the TAC are listed at the beginning of the *Hollywood and Sandy Plan*.
11. The *Hollywood and Sandy Plan* provisions reinforce community development efforts by encouraging the involvement of residents, businesses, and organizations into activities that benefit the Hollywood and Sandy Boulevard commercial areas and their surrounding neighborhoods.
12. *Hollywood and Sandy Plan* provisions implement or are consistent with the Statewide Planning Goals, the Oregon Transportation Planning Rule, the Region 2040 Growth Concept Plan, the Metro Urban Growth Management Functional Plan, the Countywide Housing Affordable Strategy Consolidation Plan, the Portland Comprehensive Plan, and the Livable City Project. These rules, policies, plans, provide a basis for integrating new residential, commercial and employment activities into the study area.

13. Incorporation of the *Hollywood and Sandy Plan* into Policy 3.6 of the Portland Comprehensive Plan is consistent with the use of neighborhood plans to address localized issues, concerns, and opportunities within the framework of the citywide Comprehensive Plan.
14. The *Hollywood and Sandy Plan* includes action charts which are adopted by resolution. These action charts represent a commitment from public and private groups to help implement the policies and objectives of the *Hollywood and Sandy Plan*. Every listed implementor has agreed to the assigned action by verbal consent or by submitting a letter of support.
15. The Notice of Proposed Action and three copies of the *Hollywood and Sandy Plan* were mailed to the Oregon Department of Land Conservation and Development as required by ORS 197.610 on September 9, 1999.
16. It is in the public interest that the recommendations contained in the *Hollywood and Sandy Plan* be adopted to direct and manage change in the Hollywood Town Center, and the Sandy Boulevard and Broadway Main Street areas.

Statewide Planning Goals Findings

17. State planning statutes require cities to adopt and amend comprehensive plans and land use regulations in compliance with the state land use goals. Because of the limited scope of the amendments in this ordinance, only the state goals addressed below apply.
18. **Goal 1, Citizen Involvement**, requires provision of opportunities for citizens to be involved in all phases of the planning process. The preparation of the *Hollywood and Sandy Plan* and its amendments has provided numerous opportunities for public involvement. Portland Comprehensive Plan findings on Goal 9, Citizen Involvement, and its related policies and objectives also support this goal. The amendments are supportive of this goal in the following ways:
 - a) The Hollywood and Sandy Project has conducted eleven major public events. Attendance at these events has frequently exceeded 100 persons. Eight "Public Input Documents" chronicle the information participants provided at these events.
 - b) Project staff have visited entities such as neighborhood and business associations, church groups, social clubs, and the Hollywood Farmers Market more than one hundred times in the project's thirty-month timeframe (See Appendix A, *Hollywood and Sandy Plan* for a listing of events).
 - c) *The Oregonian*, the *Hollywood Star*, the *Daily Journal of Commerce*, *The Business Journal*, and local neighborhood and business association newsletters have all written features and updates about the project. In addition, the project has been featured in two television news broadcasts (KOIN and KATU) and twice on Portland Cable Access' Mayor's Forum program.

- d) Approximately 130 people attended the project's kickoff event in November 1997. Prior to the event, approximately 1,000 informational postcards were mailed to potentially interested persons (culled by address) from such sources as the Bureau of Planning and other City agencies' interested persons lists; interested persons from the two neighborhood coalitions' lists; and other outreach-oriented institutions, including nonprofit entities.
- e) The project's second major event, an Open House and Workshop in February 1998, focused on the characteristics of the study area today, the things that are important to preserve, and those that are in need of change. Approximately forty-five people attended the event.
- f) The five neighborhood and two business associations in the project study area each named a representative to the project's citizen working group. These representatives informed staff on neighborhood issues and other matters related to the project. In addition, five "at-large" members were selected through an open application process to form the twelve-person working group. The group began meeting in February 1998 and has met eighteen times over the course of thirty months. Citizen working group members are listed at the beginning of both Volumes 1 and 2 of the *Hollywood and Sandy Plan*.
- g) A technical advisory committee was formed to assure coordination and share information among government agencies and private utilities. The group began meeting in February 1998 and has met eleven times over the course of sixteen months. Technical advisory members are listed at the beginning of both Volumes 1 and 2 of the *Hollywood and Sandy Plan*.
- h) In May and June 1998, the project conducted four neighborhood walks, covering the study area from west to east. Approximately 140 people attended the walks. A summary presentation of the information gained during the walks was held in August 1998, and was attended by about sixty people. A fifth neighborhood walk was held in September 1998 to specifically consider accessibility issues for people with mobility and/or vision challenges. Eight members of the public participated. *Public Input Documents #2, #3 and #4* highlight information received from these public events.
- i) An outreach strategy for businesspeople was developed in June 1998 and was considered and endorsed by a group of business stakeholders. From July to September 1998, the project canvassed every business in the study area. The goal was twofold: to familiarize businesspeople about the Hollywood and Sandy Project, and to determine the most important issues the study could address for businesspeople. The results of this effort can be found in *Public Input Document #5*.
- j) An open house specifically oriented toward businesspeople was held in September 1998. Approximately forty people attended.
- k) A Visioning Workshop was also held in September 1998 and was attended by approximately fifty people. Notice was sent to every landowner and business tenant

within the project study area and to the project's interested persons list, encouraging attendance at the project's upcoming events.

- l) A four-day Urban Design Charrette (workshop) was held in October 1998 with about 200 attendees. Meetings were held with landowners as possible future designs were developed over the course of the event. Each evening, the public was invited to review the day's progress. The four-day event yielded urban design and transportation concepts that were then further refined by project staff into a report. See finding o) below.
- m) The project's *Existing Conditions Report* was released in November 1998. It was made available at the Hollywood Library, Central Northeast Neighbors coalition office, and the Bureau of Planning office.
- n) In December 1998, an Open House was held to update participants about the project's progress following the Urban Design Charrette and to gain feedback about charrette concepts. Approximately 110 people attended the event. Questionnaires were distributed to gain responses about specific charrette design concepts. This information allowed project staff to move forward with its land use planning process. Public Input Document #6 highlights public comments from this event.
- o) *An Urban Design Charrette Report: 20-year Concept Designs for the Hollywood District and Sandy Boulevard* was released in January 1999 and was made available at the Hollywood Library, Central Northeast Neighbors coalition office, and the Bureau of Planning.
- p) A "Placemaking Workshop" was conducted in March 1999 to focus on short-term and inexpensive improvements to public spaces in the Hollywood area. The workshop was made possible by a state Transportation Growth Management grant, Livable Oregon, and the Bureau of Planning and brought in Project for Public Spaces staff to lead the workshop. Approximately seventy-five people attended the event.
- q) The project unveiled its "Draft Plans" in May 1999 at a three-day event. A packet of materials detailing the Draft Plans was made available to meeting participants and at the Hollywood Library, Central Northeast Neighbors coalition office, and the Bureau of Planning. Approximately 140 people attended over the course of three days. Public notice about this event was mailed to all landowners within the study area, business tenants, and the project's interested persons list. *Public Input Document #7* highlights public comments from this event.
- r) The project's *Opportunities and Constraints and Implementation Strategies* report was released in August 1999. The report satisfied the requirements of the state Transportation Growth Management grant, and was a predecessor to the *Hollywood and Sandy Plan*. It was made available at the Hollywood Library, Central Northeast Neighbors coalition office, and the Bureau of Planning office.

- s) A “Plans and Actions Open House” was held in August 1999 to showcase refinements to the plan and the transportation concept. Draft action charts listing implementation strategies were made available for public review and comment. Approximately eighty people attended the event. Their comments can be found in *Public Input Document #8*.
 - t) Notices of the October 26, 1999 Planning Commission public hearing were sent more than thirty days prior to the event. Each landowner, business tenant, and person on the project’s interested persons list was sent this notice. In addition, a “Measure 56” notice was sent to all persons whose property was proposed to undergo a base zone change. Notice of the proposed plan amendments was also sent to the Oregon Department of Land Conservation and Development (DLCD) and Metro, forty-five days prior to the hearing.
 - u) The *Proposed Hollywood and Sandy Plan, Volumes 1 and 2*, were made available to the public at the Hollywood Library and the Bureau of Planning more than thirty days in advance of the October 1999 Planning Commission public hearing.
 - v) The Planning Commission public hearing was held on October 26, 1999. Approximately 120 people attended the hearing and many testified about the *Proposed Hollywood and Sandy Plan*.
 - w) The Planning Commission held two work sessions on November 9, 1999 and December 14, 1999. At the latter meeting, the Planning Commission approved the *Proposed Hollywood and Sandy Plan* with amendments and recommended that it be forwarded to the City Council for final adoption.
 - x) On February 11, 2000 notice of the City Council public hearing was mailed to those who presented oral and written testimony at the Planning Commission public hearing or expressed an interest in receiving a notice. This was over thirty days in advance of the City Council hearing.
 - y) The *Recommended Hollywood and Sandy Plan, Volumes 1 and 2*, were made available to the public at the Hollywood Library and Bureau of Planning office, more than thirty days in advance of the March City Council public hearing.
 - z) On March 15, 2000, the City Council held a public hearing and received public testimony on the *Recommended Hollywood and Sandy Plan*.
19. **Goal 2, Land Use Planning**, requires the development of a process and policy framework which acts as a basis for all land use decisions and ensures that decisions and actions are based on an understanding of the facts relevant to the decision. Portland Comprehensive Plan findings on Goal 1, Metropolitan Coordination, and its related policies and objectives meet this goal. The amendments are supportive of this goal because they provide specific standards to guide the development of land uses to meet the public policy objectives of the Portland Comprehensive Plan.

20. **Goals 3 and 4, Agricultural Lands and Forest Lands**, requires the preservation and maintenance of the state’s agricultural and forest lands, generally located outside of urban areas. The amendments are supportive of this goal because the *Hollywood and Sandy Plan* policies support the provision of additional housing, commercial, employment and recreational opportunities within an urbanized area, thereby reducing development pressure on agricultural and forest lands.
21. **Goal 5, Open Space, Scenic and Historic Areas, and Natural Resources**, requires the conservation of open space and the protection of natural and scenic resources. The amendments are consistent with this goal.
- a) Policy 1 (Land Use, Urban Design, and Historic Preservation) of the *Hollywood and Sandy Plan* contains an objective that calls for the preservation and enhancement of historic and architecturally significant buildings in the Hollywood District.
 - b) Policy 5 (Recreation and Open Space) contains objectives that call for funding mechanisms to create additional open spaces, encourage new development and redevelopment projects to provide public open spaces, and encourage urban open spaces and green areas that accommodate people of all ages.
22. **Goal 6, Air, Water and Land Resource Quality**, requires the maintenance and improvement of the quality of air, water and land resources. The amendments are consistent with this goal because the *Hollywood and Sandy Plan* policies and objectives encourage more compact mixed-use development of commercial and residential uses and emphasizes a balanced multimodal transit system by encouraging the use of alternative modes, such as walking and transit. Compact urban development emphasized in the *Hollywood and Sandy Plan* helps maintain natural resources by accommodating growth and development in urban areas and by protecting and conserving rural area natural resources. Compact mixed-use development with a balanced transportation system should reduce vehicle miles traveled in the study area and positively impact air quality. Portland Comprehensive Plan findings on Goal 8, Environment, and its related policies and objectives also support this goal.
23. **Goal 8, Recreational Needs**, requires satisfaction of the recreational needs of both citizens and visitors to the state. The amendments are consistent with this goal because Policy 5 (Recreation and Open Space) of the *Hollywood and Sandy Plan* encourages new development or major redevelopment projects to provide open spaces for public uses, identifies and ensures that existing and new open spaces accommodate activities and programs for people of all ages. The urban design concept and plan actions include the location and construction of an urban park in Hollywood.
24. **Goal 9, Economic Development**, requires provision of adequate opportunities for a variety of economic activities vital to public health, welfare, and prosperity. The amendments are consistent with this goal. Policy 3 (Economic Development) of the *Hollywood and Sandy Plan* contains objectives that call for enhanced commercial diversity and activity by encouraging a business mix that provides goods and services to

satisfy neighborhood needs and draw people from the greater region. Portland Comprehensive Plan findings on Goal 5, Economic Development, and its related policies and objectives also support this goal.

25. **Goal 10, Housing**, requires provision for the housing needs of citizens of the state. The amendments are consistent with this goal because Policy 2 (Housing) of the *Hollywood and Sandy Plan* requires maintenance and enhancement of existing housing while encouraging new housing. The Hollywood Plan District and the Sandy Main Street “Corridor” Overlay Zone also encourage housing through bonus height incentives. Portland Comprehensive Plan findings on Goal 4, Housing, and its related policies and objectives also support this goal.
26. **Goal 11, Public Facilities and Services**, requires planning and development of timely, orderly and efficient public service facilities that serve as a framework for urban and rural development. The amendments are consistent with this goal because Policy 6 (Public Facilities, Services and Infrastructure) contains objectives, which ensure that the Hollywood, Sandy Boulevard, and Broadway areas have adequate public and private infrastructure facilities and services. Portland Comprehensive Plan findings on Goal 11: A through I, Public Facilities, and related policies and objectives also support this goal.
27. **Goal 12, Transportation**, requires provision of a safe, convenient and economic transportation system. The amendments are consistent with this goal because a transportation concept has been developed in conjunction with the amendments. The amendments represent a transition to a less auto-dominated environment that will reduce pressure on the transportation system by encouraging additional transit, walking and bicycling trips.

The Transportation Planning Rule (TPR) was adopted in 1991 to implement State Goal 12. Section 660-012-0060(1) of the TPR requires “amendments to functional plans, acknowledged comprehensive plans, and land use regulations which significantly affect a transportation facility” to ensure that allowed land uses are consistent with the identified function, capacity and level of service of the facility. This requirement is met by “limiting allowed land uses” or “altering land use designations, densities or design requirements to reduce demand for automobile travel.” Analysis of the proposed amendments showed a decrease in the number of trips generated by development over the twenty-year planning period due to an emphasis on additional residential development and a reduction in commercially generated trips. This is accomplished by changing some areas to more transit-supportive *Comprehensive Plan* map designations and zoning such as Central Commercial (CX) and Commercial Storefront (CS) and by the Title 33 amendments that encourage additional density along the Sandy corridor and in Hollywood which are well-served by transit.

Section 660-012-0045 of the TPR requires local governments to adopt land use regulations that include “access control measures.” Access control on Sandy Boulevard is addressed by the amendments by not allowing motor vehicle access along the “Enhanced Pedestrian Streets” which include portions of Sandy Boulevard and NE 42nd

Street in Hollywood. In addition, other amendments prohibit vehicle areas between buildings and the (transit) street along Sandy Boulevard throughout the study area.

Section 660-012-0045 of the TPR requires local governments to adopt land use regulations that designate “types and densities of land uses adequate to support transit.” The amendments support this requirement because they include increases in allowed density for mixed-use projects and increases in floor area allowances in the immediate vicinity of the light rail station in Hollywood.

Section 660-012-0045 of the TPR requires local governments to adopt land use regulations “to reduce reliance on the automobile which allow transit-oriented developments on land along transit routes.” The amendments support this requirement because they include increases in allowed density for mixed-use projects along Sandy Boulevard, which is a Major City Transit Street.

Section 660-012-0045 of the TPR requires local governments to adopt land use regulations which “implement(s) a parking plan” or as an alternative, establish parking regulations including parking maximums. The amendments meet this requirement by including parking maximums within the Hollywood Plan District consistent with ratios established by Metro in its Urban Growth Management Functional Plan (UGMFP). In addition, most of the *Comprehensive Plan* map amendments change from zones that currently require off-street parking to zones that do not.

Portland Comprehensive Plan findings on Goal 6, Transportation, and its related policies and objectives also support this goal.

28. **Goal 13, Energy Conservation**, requires development of a land use pattern that maximizes the conservation of energy based on sound economic principles. The amendments are consistent with this goal because the *Comprehensive Plan* map and zoning code amendments, policies, and objectives of the *Hollywood and Sandy Plan* encourage compact, urban mixed-use development and better pedestrian and transit access, which encourages walking and transit and thereby reduces the dependence on energy. Portland Comprehensive Plan findings on Goal 7, Energy, and its related policies and objectives also support this goal.
29. **Goal 14, Urbanization**, requires provision of an orderly and efficient transition of rural lands to urban use. The amendments are consistent with this goal because the *Hollywood and Sandy Plan* supports providing additional development opportunities implements the town center, station community and main street concepts within the regional urban growth boundary, thereby helping to reduce long-term regional pressures for conversion of rural lands to urban uses. Portland Comprehensive Plan findings on Goal 2, Urban Development, and its related policies and objectives also support this goal.

Metro Urban Growth Management Functional Plan Findings

30. **Title 1, Requirements for Housing and Employment Accommodation**, requires that each jurisdiction contribute its fair share to increasing the development capacity of land within the urban growth boundary. This requirement is to be generally implemented through citywide analysis based on calculated capacities from land use designations. The amendments are not inconsistent with this title because the *Hollywood and Sandy Plan* increases the potential for new housing and employment development within the study area boundary. In many areas, employment potential is maintained through retention of Commercial Storefront (CS), General Commercial (CG), and Central Employment (EX) zoning designations. In some areas, additional employment capacity is added by designating properties Central Commercial (CX) and EX. In Portland, housing is a permitted use in all commercial zones and in the Central Employment zone. Additional opportunities for multidwelling housing are achieved through use of Sandy Boulevard main street overlay zones and a Hollywood Plan District that allow additional height above the base zone maximum building height for developments that include housing and/or commercial uses. In addition, the plan includes an area approximately six acres in size near the Hollywood Transit Center that is designated Central Commercial, but requires fifty percent of the floor area to be developed as residential uses. Overall, early analysis of the comprehensive plan and zoning proposal indicates a minimum ten to fifteen percent increase in the housing capacity in the plan area and roughly a thirty-percent increase in employment capacity.
31. **Title 2** of the Functional Plan regulates the amount of parking permitted by use for jurisdictions in the region. The amendments regulate parking in the Hollywood Plan District with maximum ratios for use categories that include the uses identified by Metro. The parking maximums meet the Title 2 requirements and encourage the use of transit while reducing congestion. Parking maximums will be applied citywide through a separate regulations that will affect the remainder of the study area.
32. **Title 3, Water Quality and Flood Management Conservation**, calls for the protection of the beneficial uses and functional values of resources within Metro-defined Water Quality and Flood Management Areas by limiting or mitigating the impact of development in these areas. The amendments are not inconsistent with this title. The City will be reviewing and updating local regulations to implement this title citywide.
33. **Title 4, Retail in Employment and Industrial Areas**, calls for retail development in Employment and Industrial areas that supports these areas and does not serve a larger market area. The amendments are not inconsistent with this title because they do not call for any amendments to use regulations of the Central Employment (EX) designation of the city's zoning code. The use regulations of the EX zone, along with other industrial and employment zones, were amended in April 1999 to meet Metro Functional Plan requirements.

34. **Title 5, Neighbor Cities and Rural Reserves**, defines Metro’s policy regarding areas outside of the urban growth boundary. This title does not apply to this plan because the project area is within the urban growth boundary.
35. **Title 6** of the *Functional Plan* addresses regional accessibility. It recognizes the link between mode split, levels of congestion, street design and connectivity in creating an effective transportation system and supporting the desired land use concept. The amendments are consistent with the intent of Title 6 because they focus development along main streets and in a town center where mode splits for non-single-occupant vehicles are relatively high. The transportation concept developed to support the amendments addresses the street design guidelines of Title 6, Section 2. The transportation concept also addresses street connectivity requirements of Section 3. Mode split targets were established for the main street and town center as part of the Hollywood and Sandy Project. These mode-split targets meet or exceed the targets established by the Regional Framework Plan. Based on the transportation concept developed to support the *Comprehensive Plan* map amendments, the transportation analysis showed that the levels of service established in Section 4B are not exceeded within the study area.
36. **Title 7, Affordable Housing**, recommends that local jurisdictions implement tools to facilitate development of affordable housing. This plan does not directly implement or apply to this title. The plan indirectly relates to this title because there are zoning map and *Comprehensive Plan* map changes proposed that will allow higher density residential development which may become affordable housing. Also, plan objectives relate to supporting a mix of housing types for people of all incomes and ages. This title will be addressed citywide. Further, housing projects within the portion of Hollywood within ¼-mile of the light rail platform qualify for a property tax abatement program to encourage affordable housing near transit, developed separately from this planning process.
37. **Title 8, Compliance Procedures**, outlines compliance procedures for amendments to comprehensive plans and implementing ordinances. The City submitted a *Compliance Report* in February 1999, an update report in June 1999, and a final *Compliance Report* update in December 1999.

Portland Comprehensive Plan Goals and Policies

38. Portland’s *Comprehensive Plan* was adopted by the Portland City Council on October 16, 1980, and was acknowledged as being in conformance with the Statewide Planning Goals by the Land Conservation and Development Commission (LCDC) on May 1, 1981. On May 26, 1995, the LCDC completed its review of the City’s final local periodic review order and periodic review work program, and reaffirmed the plan’s compliance with the Statewide Planning Goals.

39. **Goal 1, Metropolitan Coordination**, calls for the *Comprehensive Plan* to be coordinated with federal and state law and to support regional goals, objectives and plans. Coordination with state and regional planning efforts have been undertaken with the development of the proposed amendments. The Hollywood and Sandy Project planning process has included participation of representatives from city, regional, and state agencies, ensuring consistency with applicable local, regional, and state plans.
- a) **Policy 1.4, Intergovernmental Coordination**, calls for continuous participation in intergovernmental affairs with public agencies to coordinate metropolitan planning and project development and maximize the efficient use of public funds. The amendments support this policy because the Hollywood and Sandy Project identified and included a variety of local, regional, and state agencies in the plan development process. Individuals from each of these agencies formed a technical advisory committee (TAC), which participated in the local planning process and reviewed and commented on the *Hollywood and Sandy Plan*.
 - b) **Policy 1.5, Compliance with Future Metro Planning Efforts**, calls for the review and update of Portland's *Comprehensive Plan* to comply with the *Regional Framework Plan* adopted by Metro. The amendments support this policy because they implement portions of the Metro UGMFP. Compliance with this goal is stated in the Metro UGMFP findings above.
40. **Goal 2, Urban Development**, calls for maintenance of Portland's role as the major regional employment and population center by expanding opportunities for housing and jobs, while retaining the character of established residential neighborhoods and business centers. The amendments are consistent with this goal because the zoning pattern proposed for Hollywood, Sandy and Broadway areas increase the opportunities for more residential and commercial development in designated commercial and employment areas. In addition, the Hollywood Plan District and the Sandy Boulevard main street overlay zones provide incentives and bonuses for additional residential and commercial development above that permitted by the base zones, as well as compatibility regulations that protect the character of surrounding residential neighborhoods.
- a) **Policy 2.1, Population Growth**, calls for accommodating the projected increase in city households. The amendments support this policy because the zoning pattern proposed for Hollywood includes areas that have been changed from High Density Residential (RH) to Central Residential (RX) which allows more intense residential development. Other areas within Hollywood have been rezoned from R5 to R2.5 to allow for marginal increases in residential density within the town center area over time. In addition, the Hollywood Plan District offers height and commercial floor area bonuses for residential development in certain commercial zones, as an incentive for residential and mixed-use development in the commercial core of Hollywood. There is also an area near the Hollywood Transit Station where housing is required for fifty percent of new development or redevelopment. Finally, the Sandy Boulevard main street overlay zones include height bonuses for residential development in certain commercial zones along designated "corridor" areas of Sandy Boulevard. The

height bonuses in the plan allow for more development than is normally allowed by the base zones.

- b) **Policy 2.2, Urban Diversity**, calls for promotion of a range of living environments and employment opportunities for Portland residents. The amendments support this policy because the zoning pattern for Hollywood changes several blocks of land from Storefront Commercial (CS) zoning to Central Commercial (CX) zoning, which allows higher intensity commercial, residential, and mixed-uses. This change will provide opportunity for a greater variety of employment and living opportunities in Hollywood. In addition, the Hollywood Plan District provides incentives for residential development and prohibits the construction of single dwelling structures in the areas most appropriate for urban scale development. These regulations promote more multidwelling development and provide housing choices that are not available in the established single-dwelling neighborhoods that surround the study area. Similar incentives for multidwelling development are promoted along designated “corridor” areas of Sandy Boulevard through a main street overlay zone.

- c) **Policy 2.6, Open Space**, calls for the provision of opportunities for recreation and visual relief by preserving existing open space, establishing a loop trail that encircles the city and promoting recreational use of the city’s rivers, creeks, lakes and sloughs. The amendments partially apply to and support this policy because the zoning proposed includes changing a city-owned right of way in the heart of the Hollywood commercial district from CS to OS (Open Space) zoning and rezoning parcels near NE 33rd and Clackamas currently used as open space from R1 to OS. In addition, regulations proposed in the plan district offer incentives to developers to provide privately owned open space that is accessible to the public during business hours. The plan also identifies the need to locate, fund and develop an urban park in Hollywood.

- c) **Policy 2.9, Residential Neighborhoods**, calls for allowance of a range of housing types to accommodate increased population growth while improving and protecting the city’s residential neighborhoods. The amendments support this policy because both the Hollywood Plan District and the Sandy Boulevard main street overlay zones require special development standards such as lower building height and landscape buffering when adjacent to neighborhoods zoned RF through R2.5 along Sandy Boulevard and RF through R1 in Hollywood.

- d) **Policy 2.11, Commercial Centers**, calls for expanding the role of major established commercial centers that are well served by transit in a manner compatible with the surrounding area. The amendments support this policy because *Comprehensive Plan* map changes, and zoning code regulations and incentives facilitate the expansion of Hollywood as a transit-oriented commercial center. The amendments promote increased public and private investment and development in Hollywood, one of the important commercial centers outside of the Central City.

- e) **Policy 2.12, Transit Corridors**, calls for providing a mixture of activities along major transit routes and Main Streets that supports the use of transit and is compatible with the surrounding area. The amendments support this policy because they promote increased development that includes different commercial, employment and residential uses that are transit supportive along Sandy Boulevard and Broadway. Sandy and Broadway are classified by the City's transportation policies as Major City Transit Streets. Both streets are also designated "main streets" and transportation "corridors" on the Metro Region 2040 Growth Concept map.

- f) **Policy 2.13, Auto-Oriented Commercial Development**, calls for allowing auto-oriented commercial development to locate on streets designated as Major City Traffic Streets by the *Arterial Streets Classifications and Policies*; and calls for allowing neighborhood level auto-oriented commercial development near neighborhoods where allowed densities will not support transit- and pedestrian-oriented development. The amendments support this policy because they preserve large areas of Central Employment (EX) and General Commercial (GC) zoning along Sandy Boulevard, which is a Major City Traffic Street. The amendments also add additional EX zoning along Sandy Boulevard and Broadway in some areas by rezoning parcels currently zoned CG. These zoning designations allow for most types of auto-oriented retail and office development, as well as other auto-oriented use categories such as quick vehicle servicing and vehicle repair. In one instance a parcel has been rezoned from RH to CG to provide full block CG zoning.

- g) **Policy 2.15, Living Closer to Work**, calls for locating greater residential densities, including affordable housing, near major employment centers, including Metro-designated regional and town centers, to reduce vehicle miles traveled per capita and maintain air quality; and calls for encouraging home-based work where the nature of the work is not disruptive to the neighborhood. The amendments support this policy because they promote higher residential densities through zoning changes and plan district regulations and incentives in Hollywood, which is a Metro-designated "town center." Higher density residential is also permitted in the Sandy Boulevard main street overlay zone area, adjacent to the Central City, along the western portion of Sandy Boulevard study area.

- h) **Policy 2.16, Strip Development**, calls for discouraging the development of new strip commercial areas and focusing future activity in such areas to create a more clustered pattern of commercial development. The amendments support this policy because they concentrate opportunities for new commercial development in existing developed areas, such as the Hollywood Town Center and along the Sandy Boulevard and Broadway Main Streets. Along Sandy Boulevard this policy is supported through implementation of an urban design concept that focuses on clusters of neighborhood serving uses and the rezoning of these commercial "node" areas at major intersections, from current CG, EX, R1 and RH designations to CS. In areas near the main street but not fronting on Sandy or a major cross street, three properties have been rezoned from CG to CN1 to better reflect current and future-desired land uses, and because the properties do not have direct access to collector streets. Along

Broadway, zoning designations have been changed from CG to EX on the south side and CG to CS on the north side to provide for development patterns more suitable to the existing parcelization pattern and will not promote strip development.

- i) **Policy 2.17, Transit Stations and Transit Centers**, calls for encouraging transit-oriented development patterns at light rail transit stations and at transit centers to provide for easy access to transit service. The amendments support this policy because they provide opportunity and incentive for the most intense commercial and residential development to occur in areas adjacent to and in close proximity to the Hollywood Transit Center, which is served by several bus lines and MAX light rail. Many parcels on the north side of I-84 within ¼ mile of the transit center have been rezoned from CS to CX, CG to CX, and RH to RX to encourage transit-oriented land uses at appropriate intensities.

- j) **Policy 2.18, Transit Supportive Density**, calls for establishing average minimum residential densities of fifteen units per acre within one-quarter mile of existing and planned transit streets, main streets, town centers, and transit corridors, and twenty five units per acre within one-half mile of light rail stations and regional centers. Where existing development patterns preclude these densities, this policy calls for encouraging infill through accessory units or allowing increased density on vacant lots. The amendments support this policy because they increase the allowed residential density in selected areas near the Hollywood Transit Center to over 100 units per acre. Most of the zoning that is within one half mile of the Hollywood light rail station area is commercial and therefore does not require a minimum residential density. However, the amendments add incentives for residential development that have the potential to raise the overall average residential density in the commercial portions of the study area. In addition, the plan includes an area approximately six acres in size near the Hollywood Transit Center that is designated CX, but requires fifty percent of the floor area to be developed as residential uses. Increased housing opportunities exist along the Sandy Boulevard main street overlay zone “corridor” area through residential bonus height incentives and additional bonus height for commercial and mixed-use projects at the nodes.

- k) **Policy 2.19, Infill and Redevelopment**, calls for encouraging infill and redevelopment as a way to implement the Livable City growth principles and accommodate expected increases in population and employment. The amendments support this policy because they add development potential through a more urban zoning pattern and through the plan district and overlay zone standards and incentives. These changes make redevelopment and infill development more attractive in parts of Hollywood and along Sandy Boulevard. The amendments also permit additional infill and redevelopment opportunities along the south side of Broadway between NE 33rd and NE 37th.

- l) **Policy 2.20, Utilization of Vacant Land**, calls for providing full utilization of existing vacant land except in those areas designated as open space. The amendments

support this policy because they provide more opportunities to fully develop the limited supply of vacant land in the study area. In addition, the Hollywood Plan District regulations prohibit the construction of single dwelling structures or surface commercial parking lots and require that new developments include a minimum amount of floor area in key areas nearest the Hollywood Transit Center. These provisions will ensure that vacant lands are built to at least a moderate intensity.

- m) **Policy 2.21, Existing Housing Stock**, calls for providing full utilization of larger single dwelling homes with conditions that preserve the character of the neighborhood and prevent speculation. The amendments support this policy because they do not change existing regulations which allow the provision of accessory dwelling units or other allowed uses within larger existing single dwelling homes. Also, a majority of the study area is along a commercial corridor or in a commercial district and does not affect single family zoned property.
 - n) **Policy 2.22, Mixed-Use**, calls for continuation of a mechanism that will allow for the maintenance and enhancement of areas of mixed-use character where such areas act as buffers and where opportunities exist for the creation of mixed-use nodes. The amendments support this policy because they provide incentives for mixed-use development in both Hollywood and at key intersections along the Sandy Boulevard Main Street. In addition, the Hollywood Plan District includes requirements for design review for most of the town center and Sandy main street, to ensure that mixed-use development contributes to an attractive and pedestrian-friendly urban environment. Zone changes along Broadway (CG to CS and CG to EX) will allow better utilization of parcels and will permit mixed-use development to occur.
 - o) **Policy 2.23, Buffering**, calls for mitigating the impacts from non-residential uses on residential areas through the use of buffering and access limitations, in particular when residentially zoned lands are changed to commercial, employment or industrial zones. The amendments support this policy because in both Hollywood and along the Sandy Boulevard overlay zone areas, the regulations require special provisions when commercial lands are adjacent to or across the street from single-dwelling residential lands. Special development standards in these transition areas include a reduced building height limit on the commercial properties, required landscaping separation, and a requirement for windows above the ground floor to prevent large expanses of blank walls across the street from single-dwelling properties.
41. **Goal 3, Neighborhoods**, calls for preservation and reinforcement of the stability and diversity of the city's neighborhoods while allowing for increased density. The amendments are consistent with this goal. The Hollywood, Sandy Boulevard and Broadway areas are long-established commercial areas that are surrounded by housing and some employment land uses. In the Sandy area west of Hollywood, residences are a mix of multidwelling and single dwelling units. Near Hollywood and to the east, the housing is typically single dwelling with pockets of multi dwelling residences. Single family housing exists north of Broadway. The *Hollywood and Sandy Plan* supports this goal because it allows for increased commercial and residential development potential in

- the core town center and main street areas and does not address changes to land use and zoning patterns in the nearby existing developed neighborhoods. The stability of the areas will be increased as a result of this plan. The zoning will encourage additional mixed-use and residential development in the town center and along the main street which will provide an additional customer base for commercial development and other activities and may reduce the need for residential infill in adjoining neighborhoods. Maximum heights of new development have been tailored to transition smoothly into the surrounding stable neighborhoods.
- a) **Policy 3.3, Neighborhood Diversity**, calls for promoting neighborhood diversity and security by encouraging a diversity in age, income, race and ethnic background within the city's neighborhoods. The amendments support this policy because the zoning pattern will allow for a broad range of land uses and building types that may serve a diverse population. Objectives for the plan call for a variety of housing types for people of all incomes, ages and ethnic backgrounds.
 - b) **Policy 3.4, Historic Preservation**, calls for the preservation and retention of historic structures and areas throughout the city. The amendments support this policy. A plan action item calls for the submittal of a Multiple Property Submission to the National Register of Historic Places for the area along Sandy Boulevard between NE 37th and NE 47th Avenues. The plan calls for only minor adjustments to the development potential in this area and proposes design features and pedestrian-oriented transportation enhancements that support the historic structures. The plan focuses the most urban scale new development potential in areas near the transit center and along the Sandy Boulevard where there are relatively few historic properties.
 - c) **Policy 3.5, Neighborhood Involvement**, provides for the active involvement of neighborhood residents and businesses in decisions affecting their neighborhood. The amendments support this policy because an extensive neighborhood citizen involvement program was conducted as part of the plan. Hundreds of citizens participated in the process in various small and large group settings. Additionally, the process included a citizen working group (CWG) that included members from all neighborhood and business associations affected by the plan. See above finding for State Goal 1 Citizen Participation, for further detail.
42. **Goal 4, Housing**, calls for enhancing Portland's vitality as a community at the center of the region's housing market by providing housing of different types, tenures, density, sizes, costs and locations that accommodates the needs, preferences, and financial capabilities of current and future households. The amendments are consistent with this goal because they include provisions, including changes to the *Comprehensive Plan* map and zoning map and zoning code that provide for additional multi dwelling housing opportunities along the main streets and within the town center. Plan objectives and actions also seek to provide a variety of housing types, sizes, costs, etc., to meet the varied housing needs of the area.

- a) **Policy 4.1, Housing Availability**, calls for ensuring that an adequate supply of housing is available to meet the needs, preferences, and financial capabilities of Portland's households now and in the future. See finding for Goal 4 above.
- b) **Policy 4.2, Maintain Housing Potential**, calls for retaining housing potential by requiring no net loss of land reserved for, or committed to, residential, or mixed-use. The amendments support this policy because, on balance, the plan will result in a net gain of housing potential. Fifteen residential parcels have been re-designated from residential to commercial/mixed-use. Two properties currently used as open space have been re-designated from residential to open space. Twenty-one commercial properties have been re-designated as commercial with required housing. The plan also contains incentives to encourage more housing beyond that allowed in the commercial base zones.
- c) **Policy 4.3, Sustainable Housing**, calls for encouraging housing that supports sustainable development patterns by promoting the efficient use of land, conservation of natural resources, easy access to public transit and other efficient modes of transportation, easy access to services and parks, resource efficient design and construction, and the use of renewable energy resources. The amendments support this policy by promoting a mix of uses and multidwelling housing in the context of main street, station community and town center areas. Housing in these locations will take advantage of existing and planned investments in infrastructure and transit services to accommodate more people in an urban setting. The amendments, policies and actions encourage a variety of uses and activities in proximity to housing. Development in these locations will provide for an efficient use of urbanized land and, in turn, conserve resource lands.
- d) **Policy 4.4, Housing Safety**, calls for ensuring a safe and healthy built environment and assisting in the preservation of sound existing housing and the improvement of neighborhoods. The amendments partially apply to and support this policy because they are designed to foster more vital main street and town center areas, with a broader variety of commercial, housing and employment opportunities, which will support and improve the vitality of nearby established neighborhoods. Also, additional housing in the mixed-use areas may reduce some demand for infill residential and replacement housing in adjoining neighborhoods.
- e) **Policy 4.5, Housing Conservation**, calls for restoring, rehabilitating, and conserving existing sound housing as one method of maintaining housing as a physical asset that contributes to an area's desired character. The amendments support this policy because changes in development intensity that may encourage redevelopment are for limited existing commercial areas, and do not extend into established housing areas. Overall, the character of established residential areas will be maintained.
- f) **Policy 4.7, Balanced Communities**, calls for striving for livable mixed-income neighborhoods throughout Portland that collectively reflect the diversity of housing types, tenures, and income levels of the region. The amendments support this policy

because they will foster a broader range of housing types in the area. Existing policies related to housing development near light rail stations will foster a mix of affordable housing units to complement the existing market rate and below-market rate housing units in the area.

- g) **Policy 4.10, Housing Diversity**, calls for promoting creation of a range of housing types, prices, and rents to 1) create culturally and economically diverse neighborhoods; and 2) allow those whose housing needs change to find housing that meets their needs within their existing community. The amendments support this policy. See finding for Policy 4.7.
 - h) **Policy 4.11, Housing Affordability**, calls for promoting the development and preservation of quality housing that is affordable across the full spectrum of household incomes. The amendments support this policy. See finding for Policy 4.7.
 - i) **Policy 4.12, Housing Continuum**, calls for ensuring that a range of housing from temporary shelters, to transitional, and to permanent housing for renters and owners is available, with appropriate supportive services for those who need them. The amendments support this policy by applying zoning designations that will allow a broad range of housing choices and options. A plan action item will look at specific housing needs in Hollywood.
 - j) **Policy 4.13, Humble Housing**, calls for ensuring that there are opportunities for development of small homes with basic amenities to ensure housing opportunities for low-income households, members of protected classes, households with children, and households supportive of reduced resource consumption. The amendments support this policy. See finding for Policy 4.7.
 - k) **Policy 4.14, Neighborhood Stability**, calls for stabilizing neighborhoods by promoting: 1) a variety of homeownership and rental housing options; 2) security of housing tenure; and 3) opportunities for community interaction. The amendments support this policy. See findings for Policy 4.3 and 4.7.
 - l) **Policy 4.15, Regulatory Costs and Fees**, calls for considering the impact of regulations and fees in the balance between housing affordability and other objectives such as environmental quality, urban design, maintenance of neighborhood character, and protection of public health, safety, and welfare. The amendments support this policy. They balance enhanced opportunities for higher density residential development that will include affordable housing and other objectives including urban design and neighborhood character with requirements for design review and associated fees. A low-cost “standards” track for design review may be chosen in lieu of the more costly discretionary process.
43. **Goal 5, Economic Development**, calls for promoting a strong and diverse economy that provides a full range of employment and economic choices for individuals and families in all parts of the city. The amendments are consistent with this goal. Plan Policy 3,

Economic Development, calls for building a vital main street and town center by retaining and strengthening existing businesses, attracting new businesses and encouraging housing. The plan includes *Comprehensive Plan* map and zoning map changes that enhance opportunities for development for commercial, residential and employment land uses. The plan also calls for physical improvements to the area that will enhance it as a place to locate and conduct business. More residents in Hollywood and along the main streets will provide a larger consumer base and may prompt new businesses and services to support the growing population.

- a) **Policy 5.1, Urban Development and Revitalization**, calls for encouraging investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities. The amendments support this policy because plan zoning designations allow and encourage housing and employment opportunities. There are special regulations and incentives under the Hollywood Plan District and Sandy Boulevard main street overlay zones that may bring more housing and employment to this area. See finding for Policy 2.2.
- b) **Policy 5.2, Business Development**, calls for sustaining and supporting business development activities to retain, expand, and recruit businesses. The amendments support this policy. Plan action items under economic development call for business district development studies, activities and programs to strengthen the commercial districts in the Hollywood and Sandy areas over time.
- c) **Policy 5.4, Transportation System**, calls for promotion of a multimodal regional transportation system that encourages economic development. The amendments support this policy because transportation planning for Hollywood and Sandy Boulevard areas was done in the context of comprehensive land use planning where mixed-uses, pedestrian-oriented zoning regulations, and design considerations facilitate walking, bicycling and transit use. Proposed improvements to the transportation system were balanced with economic development goals and objectives. See transportation findings under Goal 6 for further discussion.
- d) **Policy 5.6, Area Character and Identity Within Designated Commercial Areas**, calls for promotion and enhancement of the special character and identity of Portland's designated commercial areas. The amendments support this policy. The vision, urban design concept and land use policy and objectives seek to enhance Hollywood and Sandy's identities along with economic development action items. New regulatory tools were developed to promote mixed-use development consistent with the character of town center and main street areas. Special design guidelines and standards are applied in portions of Hollywood to further promote the identity and character of this area.
- e) **Policy 5.7, Business Environment Within Designated Commercial Areas**, calls for promotion of a business environment within designated commercial areas that is conducive to the formation, retention, and expansion of commercial businesses. The

amendments support this policy because commercial and employment zoning designations are retained or expanded, along with bonuses for residential development. More residents should better support area businesses. In addition, improving traffic circulation, providing pedestrian amenities, creating more on-street parking spaces, and developing off-street parking strategies are implementation measures identified in the plan to better serve businesses and residents in the town center and along the Sandy Boulevard Main Street. Plan policies and action items also relate to strengthening existing businesses and attracting new businesses in the plan area.

- f) **Policy 5.8, Diversity and Identity in Industrial Areas**, calls for promotion of a variety of efficient, safe and attractive industrial sanctuary and mixed employment areas in Portland. The amendments support this policy as it relates to mixed employment areas because the area north of Sandy Boulevard is largely designated Central Employment (CX). Within this general area, a small number of parcels have been rezoned from CS to EX to provide more land for employment uses and to support the community’s vision and urban design concept for this area. Land on the south side of Broadway between NE 33rd and NE 37th has been rezoned from CG to EX, again providing more land zoned for employment opportunities and supporting the community’s vision and urban design concept.
44. **Goal 6, Transportation**, calls for providing and protecting the public’s interest and investment in the public right-of-way and transportation system by encouraging the development of a balanced, affordable and efficient transportation system. The amendments support this goal by focusing growth and redevelopment in an area with an existing street system and developed infrastructure and by recommending improvements to the transportation system to make it safer, and increase efficiency and use.
- a) **Policy 6.1, Intergovernmental Coordination**, supports coordinating long-range transportation planning activities and facilities with development activities and regional transportation and land use plans. The amendments meet this policy because transportation analysis utilizing the regional model was completed as part of the land use planning for the project. The amendments are consistent with the Region 2040 Growth Concept and the Regional Transportation Plan because they support the main street concepts for Sandy and Broadway, and the town center concept for Hollywood.
 - b) **Policy 6.4, Coordinate Land Use and Transportation Planning**, calls for coordinating land use planning and transportation planning consistent with the Transportation Element of the Comprehensive Plan. The amendments meet this policy because they are consistent with the street classifications contained in the Transportation Element and with its other policies as discussed in these findings.
 - c) **Policy 6.6, Urban Form**, supports a regional form composed of mixed-use centers served by a multimodal transportation system. The amendments are consistent with this policy because they make *Comprehensive Plan* map changes and zoning code changes that will help transform both of the main streets and the town center into

more mixed-use areas. The entire study area is already well served by a multimodal transportation system. Future transportation improvements are intended to support this mixed-use character by enhancing the environment for pedestrians and transit users while maintaining traffic circulation.

- d) **Policy 6.7, Public Transit**, supports enhancing access to transit along main streets and transit corridors and reducing transit travel times. The amendments support this policy by providing *Comprehensive Plan* map designations and the regulatory framework to encourage additional residential density, more employment and commercial uses along the main streets and in the town center that supports transit and the public's investment in transit improvements. The plan's transportation concept and plan action items include improvements to the Sandy Boulevard transit street and the Hollywood Transit Center and street system to improve access to transit and transit travel times.
- e) **Policy 6.9, Transit-Oriented Development**, reinforces the link between transit and land use by increasing residential densities on residentially-zoned lands and encouraging transit-oriented development along Major City Transit Streets as well as in activity centers. The amendments support this policy and are consistent with it because they implement *Comprehensive Plan* map changes and new zoning regulations will encourage and leverage additional residential development along with additional commercial and employment uses along the Sandy transit street and in Hollywood, especially near the transit center. A plan provision requires housing as part of new development and redevelopment projects for an area near the transit center.
- f) **Policy 6.11, Pedestrian Transportation**, supports development of a pedestrian network that increases the opportunities for walking to shopping and services, institutional and recreational destinations, employment and transit. The amendments support this policy. See finding for Policy 6.9 above. Also, the plan action items identify pedestrian improvements along Sandy Boulevard and in Hollywood that will make it safer and increase opportunities for walking.
- g) **Policy 6.12, Bicycle Transportation**, supports making the bicycle an integral part of daily life in Portland by implementing a bikeway network, providing end-of-trip facilities, improving bicycle/transit integration, encouraging bicycle use, and making bicycling safer. The amendments support this policy because they implement *Comprehensive Plan* map changes that are supportive of modes other than the automobile by orienting buildings to the street.
- h) **Policy 6.14, Parking Management**, supports implementing measures to reduce off-street parking spaces per capita to achieve Portland's share of the mandated ten percent reduction over the next twenty years. The amendments implement this policy in part because the plan district regulations limit the amount of parking in conjunction with development. In Hollywood this is done through establishing parking maximums and minimums and permitting commercial parking only as a Conditional

Use. The amendments also replace areas along Sandy and Broadway that currently require off-street parking with *Comprehensive Plan Map* designations like Urban Commercial that do not require off-street parking. The plan also seeks to add on-street parking to support businesses along Sandy and in Hollywood. These amendments will likely reduce the amount of parking built in conjunction with new development. Other projects underway will implement maximum parking ratios citywide.

- i) **Policy 6.16, Off-Street Parking**, supports the development of adequate, but not excessive off-street parking for all land uses. In areas well served by transit, with attractive biking and walking opportunities, off-street parking is considered less necessary. The amendments meet this policy. See finding for Policy 6.14.
- j) **Policy 6.18, Clean Air and Energy Efficiency**, encourages the use of all modes of travel that contribute to clean air and energy efficiency. The amendments are supportive of this policy because they will change *Comprehensive Plan* map designations and implement regulations to encourage and require higher density and mixed-use development that is more supportive of transit. This enables more walking and bicycling trips, lessens the use of automobiles (and reduces emissions), and promotes more energy efficient transit use.
- k) **Policy 6.25, Access Management**, requires the City to work with the Oregon Department of Transportation (ODOT) to develop access management measures for state highways. The amendments are supportive of this policy because they include regulations that do not allow access along streets within the heart of Hollywood including Sandy, and discourage or prohibit access on other segments of Sandy outside of Hollywood. Through the planning process the city has also identified opportunities along Sandy where existing driveways and curb cuts could be closed.
- l) **Policy 6.27, Adequacy of Transportation Facilities**, requires that amendments to the *Comprehensive Plan* or land use regulations that change allowed land uses and significantly affect a transportation facility are consistent with the identified function, capacity and level of service of the facility. A transportation analysis was done comparing the traffic generated by the existing *Comprehensive Plan* designations, Metro's 2020 travel demand forecast model, and the proposed plan. The plan will generate only slightly more p.m. peak hour vehicle trips in 2020 than the existing designations and significantly fewer trips than the Metro 2020 model. The transportation analysis conducted on the plan indicates adequate levels of service along Sandy at key intersections with some mitigation. The amendments therefore meet the requirements of this policy, which is based on the requirements of the Transportation Planning Rule provision 660-012-0060.
- m) **Policy 6.30, Street Vacations**, discourages street vacations except when there is no existing or future need for the right-of-way, the established city street pattern will not be significantly interrupted, and the functional purpose of nearby streets will be maintained. The study area contains several short, little-used street segments due to

the diagonal of Sandy Boulevard crossing the grid. The amendments include action items related to right-of-way closures in these locations to increase development opportunities. The amendments are consistent with this policy because each of these short segments serves little purpose today.

- n) **Northeast District Policy 1, Neighborhood Traffic Impacts**, supports controlling peak period traffic impacts to protect neighborhood livability. The amendments are consistent with this policy because the transportation analysis showed that the *Comprehensive Plan* map changes would generate less peak hour traffic than the Metro 2020 model predicts. Therefore, there should not be additional impacts that affect neighborhood livability based on this plan.
 - o) **Northeast District Policy 2, District Commercial Centers**, supports enhancing traffic and pedestrian access and improving transit service to regional and district commercial areas, including Hollywood. The amendments are supportive of this policy because they are intended to enhance the viability of the Hollywood District as a mixed-use center. Although not adopted, the transportation concept developed to support the amendments is intended to improve traffic circulation and pedestrian and transit access throughout Hollywood.
 - p) **Northeast District Policy 4, Transit Service**, supports maintaining transit service to the downtown, Lloyd Center and Hollywood areas. The amendments support this policy because they propose *Comprehensive Plan* map designations and zoning provisions that will encourage and support increased densities, and mixed-use development that will increase ridership and improve upon the high-quality transit service.
 - q) **Northeast District Policy 13, Sandy Boulevard**, supports retaining on-street parking in the Hollywood District as a high priority in street improvement projects. The amendments are consistent with this policy. The recommended transportation concept corresponds to the land use changes in the amendments, and recognizes the value of on-street parking and is designed to increase the amount of on-street parking in Hollywood.
 - r) **Southeast District Policy 1, Peak Period Nonlocal Traffic Impacts**, calls for reducing peak period traffic impacts in the Southeast District to protect neighborhood quality. The amendments are consistent with this policy because the transportation analysis shows that the *Comprehensive Plan* map changes generate less peak hour traffic than the Metro 2020 model predicts.
45. **Goal 7, Energy**, calls for promotion of a sustainable energy future by increasing energy efficiency in all sectors of the city by ten percent by the year 2000. The amendments are consistent with this goal because the *Hollywood and Sandy Plan* provides the opportunity for more people to live, work, shop and recreate in the area, and encourages the use of walking and mass transit, all of which decrease the need for energy dependent auto use.

- a) **Policy 7.6, Energy Efficient Transportation**, calls for providing opportunities for non-auto transportation and for reducing gasoline and diesel use by increasing fuel efficiency. The amendments partially support this policy because Policy 4 (Multimodal Transportation) supports non-auto transportation with improvements to access and safety along and to the streets by improving the pedestrian environment, developing a system of bikeways and improving transit facilities and services.

- 46. **Goal 8, Environment**, calls for maintenance and improvement of the quality of Portland's air, water, and land resources, as well as protection of neighborhoods and business centers from noise pollution. The amendments are consistent with this goal because they promote compact urban scale mixed-use development in locations that have excellent transit service and improved pedestrian facilities to encourage walking. This urban form will positively affect the quality of Portland's air and land resources since there will be less automobile use by residents, business people and users of the area. Also, the greater intensity of development permitted in this urban area helps to maintain the urban growth boundary instead of expanding it to accommodate this additional development.
 - a) **Policy 8.9, Open Space**, calls for protection of Portland parks, cemeteries and golf courses through an Open Space (OS) designation on the *Comprehensive Plan* map. The amendments support this policy because a public open space in Hollywood has been designated on the *Comprehensive Plan* and zoning maps to ensure its future viability as a public open space. A second parcel north of Sandy Boulevard near I-84 has been designated to retain its current open space use.

- 47. **Goal 9, Citizen Involvement**, calls for improved methods and ongoing opportunities for citizen involvement in the land use decision-making process. The amendments are consistent with this goal because the Hollywood and Sandy Project has enjoyed excellent public participation throughout the process. Eleven major public events have been held, with attendance exceeding 100 people several times. Further, a citizen working group helped to guide the process. Project staff made over 100 appearances before groups such as neighborhood and business associations, church congregations, schools, and community events. See previous finding for State Planning Goal 1 for further details.
 - a) **Policy 9.1, Citizen Involvement Coordination**, calls for encouraging citizen involvement in land use planning projects through coordination with community organizations, availability of planning reports and notice of public hearings. The amendments support this policy because the work program carried out for development of the *Hollywood and Sandy Plan* included the encouragement of citizen involvement, the notification of public hearings, and the availability of planning documents, as previously described in the finding for Statewide Planning Goal 1.
 - b) **Policy 9.3, Comprehensive Plan Amendment**, calls for allowing for the review and amendment of the adopted *Comprehensive Plan* which ensures citizen involvement opportunities for the city's residents, businesses and organizations. The amendments support this policy because the Hollywood and Sandy Project proposes, through a

legislative process, to amend the *Comprehensive Plan* map for the first time since 1984's Transit Station Area Planning Project and includes proposed new Comprehensive Plan policies and objectives. See findings for Policy 9.1 and Statewide Planning Goal 1 for further details.

48. **Goal 10, Plan Review and Administration**, requires that Portland's *Comprehensive Plan* undergo a periodic review. The amendments are consistent with this goal because this plan updates Portland's *Comprehensive Plan* for this area of the city.
- a) **Policy 10.2, Comprehensive Plan Map Review**, calls for implementing a community and neighborhood planning process for review and update of the *Comprehensive Plan* map. The amendments support this policy. This area plan is the current method the City of Portland is using to update the *Comprehensive Plan* map for specific geographic areas. Numerous public involvement opportunities were conducted as part of this planning process.
 - b) **Policy 10.3, Long Range Planning Framework**, calls for adopting the land use goals and policies as the long range planning framework and guide to the development and redevelopment of the city. The amendments support this policy. Long range goals and policies have been developed for the study area and included in the plan.
 - c) **Policy 10.5, Corresponding Zones and Less Intense Zones**, requires that base zones either correspond to the *Comprehensive Plan* map designation or be a zone less intense than the corresponding zone. The amendments support this policy. The amendments to the zoning map correspond to the proposed amendments to the *Comprehensive Plan* map.
 - d) **Policy 10.6, Amendments to the Comprehensive Plan Goals, Policies, and Implementing Measures**, requires that all proposed amendments to implementing ordinances be reviewed by the Planning Commission prior to action by the City Council. The amendments support this policy because the amendments were reviewed by the Planning Commission at a public hearing on October 26, 1999 and work sessions on November 9, 1999 and December 14, 1999, prior to City Council action.
 - e) **Policy 10.7, Amendments to the Comprehensive Plan map**, requires that amendments be supportive of the overall *Comprehensive Plan* and map, be consistent with the Statewide Planning Goals, and be consistent with any adopted applicable area plans. When the amendment is from a residential, or urban commercial, to another non-residential designation the policy requires that there be no net loss of housing units. The amendments support this policy because the map amendments are consistent with State Planning Goals, Metro Functional Plan, and the adopted Kerns Neighborhood Plan. The plan includes few instances where Residential or Urban Commercial designations are changed to another non-residential designation. The plan also includes several map changes and other regulatory provisions that increase the potential for residential development. Incentives for housing that allow

development to exceed the base zone maximum building heights where housing is provided are included in the plan. On balance, there is a net gain in housing unit potential within the plan area.

- f) **Policy 10.8, Zone Changes**, requires that base zone changes within a *Comprehensive Plan* map designation be to the corresponding zone stated in the designation. The policy also requires that such zone changes be granted when it is found that public services are sufficient. The amendments support this policy. Zone changes consistent with *Comprehensive Plan* designations are implemented through this legislative process at the time of adoption of the plan. See finding for Goal 11A, below.
 - g) **Policy 10.10, Amendments to the Zoning and Subdivision Regulations**, requires amendments to the zoning and subdivision regulations to be clear, concise, and applicable to the broad range of development situations faced by a growing, urban city. The amendments do not apply to citywide zoning or subdivision regulations, but some amendments to Title 33 may be applicable to other town center or main street areas and will be considered in future amendments. These amendments are clear, concise and intended to apply to a broad range of development situations in the plan area.
 - h) **Policy 10.13, Design Review**, calls for development of recommendations for Council consideration for additional areas where design review would be appropriate and preparation of design review standards for both existing and proposed areas. The amendments support this policy because most of the *Hollywood and Sandy Plan* area has been identified as a place where design review is appropriate, given the additional development potential and community vision/concept for the area. Standards and guidelines have been developed for the area.
49. **Goal 11 A, Public Facilities, General**, calls for provision of a timely, orderly and efficient arrangement of public facilities and services that support existing and planned land use patterns and densities. The amendments are consistent with this goal. Service bureaus have reviewed the plan, including changes in allowed land uses and densities, and have not indicated that services would be inadequate. Where necessary and appropriate, implementation actions for public facility provision over the next twenty years have been specified.
- a) **Policy 11.2, Orderly Land Development**, calls for urban development to occur only where urban public facilities and services exist or can be reasonably made available. The amendments support this policy because the plan area is an established urban area with full public services.
 - b) **Policy 11.4, Capital Efficiency**, calls for supporting maximum use of existing public facilities and services by encouraging higher density development and development of vacant land within already developed areas. The amendments encourage infill

development and redevelopment of underutilized sites in the plan area that have existing public facilities, and therefore support this policy.

50. **Goal 11B, Public Rights-of-Way**, supports preservation of Portland’s transportation system and protection of its investment in public rights-of-way. The amendments are not directly relevant to this policy; however, by focusing development in developed areas with existing infrastructure, there is less pressure on developing new infrastructure, including roads.
51. **Goal 11 C, Sanitary and Stormwater Facilities**, calls for an efficient, adequate, and self-supporting wastewater collection treatment and disposal system which will meet the needs of the public and comply with federal, state and local clean water requirements. The amendments are consistent with this goal. See finding for Goal 11A.
52. **Goal 11 D, Solid Waste**, calls for provision of adequate solid waste disposal. The amendments are consistent with this goal. See finding for Goal 11A.
53. **Goal 11 E, Water Service**, calls for an efficient, adequate, and self-sustaining water supply and delivery system that will meet the future needs of the community. The amendments are consistent with this goal. See finding for Goal 11A.
54. **Goal 11 F, Parks and Recreation**, calls for maximizing the quality, safety and usability of parkland and facilities through the efficient maintenance and operation of park improvements, preservation of parks and open space, and equitable allocation of active and passive recreation opportunities for the citizens of Portland. The *Hollywood and Sandy Plan* amendments are consistent with this goal because today’s open space designations are preserved. Further, newly designated open spaces are proposed in the Kerns neighborhood and in Hollywood. The need and general location for an urban park around the Hollywood Transit Center is identified, and funding for implementation of this urban park is sought. The plan also seeks to address community center needs through action items that seek cooperation of other agencies to provide such services.
 - a) **Policy 11.44, Maintenance**, calls for providing preventative maintenance to all city park and recreational facilities in a manner that reduces unplanned reactive maintenance and emphasizes the use of scheduled service delivery. The amendments support this policy because: 1) new policy language calls for maintaining and enhancing park land within the study area; 2) Harold Kelley Plaza, Hollywood’s only open space, has a short-term action devoted to clarifying the maintenance roles and ownership between city agencies; and 3) Oregon Park has an action item devoted to lighting and maintenance.
 - b) **Policy 11.47, New Parkland**, calls for increasing the supply of parkland, giving priority to particular areas. The amendments support this policy because Hollywood, a regionally designated town center, is in need of an urban plaza near the Hollywood Transit Center and a community center to ensure a high quality of life in this urban center, and because future parks allocation processes will consider forecasts for future employment and population.

- c) **Policy 11.52, Public/Private Opportunities**, calls for supporting private development and operation of single-use recreation facilities that meet an identified public need and the City's recreational objectives. The *Hollywood and Sandy Plan* amendments support this policy because one action item specifically calls for partnerships with community organizations to add to the choice of recreational activities and programs around Hollywood.
55. **Goal 11 G, Fire**, calls for the development and maintenance of facilities that adequately respond to the fire protection needs of Portland. The amendments are consistent with this goal. Policy 6 addresses fire protection in the plan area and action item Psb1 calls for construction of a new fire station facility to be built in or near the area to serve the area and improve response times. The Fire Bureau is moving forward on locating and constructing a fire station that will better serve this part of the plan area.
- a) **Policy 11.53, Service Level**, calls for providing a uniform level of fire protection throughout the city through a combination of both prevention and suppression activities. The amendments support this policy. See finding for Goal 11G, above.
56. **Goal 11 H, Police**, calls for the development and maintenance of facilities that allow police personnel to respond to public safety needs as quickly and efficiently as possible. The amendments are consistent with this goal. See finding for Goal 11A, above.
- a) **Policy 11.60, Crime Prevention**, calls for reducing citizen fear of and susceptibility to crime through increasing awareness of crime prevention methods and involving the entire community in crime prevention programs. The *Hollywood and Sandy Plan* supports this policy. Action items Psb2 and Ph9 call for continuation and promotion of block watch programs, and action items Psb3 and call for enhancing public education on safety issues.
57. **Goal 11 I, Schools**, calls for the enhancement of educational opportunities of Portland's citizens through assistance in planning educational facilities. The amendments do not address this goal because no new educational facilities are planned in the study area.
58. **Goal 12, Urban Design**, calls for the enhancement of Portland as a livable city, attractive in its setting and dynamic in its urban character by preserving its history and building a substantial legacy of quality private developments and public improvements for future generations. The amendments are consistent with this goal because they include adoption of special policies and objectives for the *Hollywood and Sandy Plan* area that support enhancement of the identity and special character of these areas through design controls in key areas, and preservation of historic and architecturally significant buildings. In addition, the amendments include zoning tools, such as design review, active building uses, and the addition of special design guidelines, for key areas in the commercial center of Hollywood. Design review is also required for portions of the Sandy Boulevard Main Street where the main street node and corridor overlay zones apply.

- a) **Policy 12.1, Portland’s Character**, calls for enhancing and extending Portland’s attractive identity by building on design elements, features and themes identified within the city. The amendments support this policy because they include special design guidelines for portions of the Hollywood District that require development to respect and echo the character of existing, architecturally significant buildings in the district.
- b) **Policy 12.2, Enhancing Variety**, calls for promoting the development of areas of special identity and urban character. The amendments support this policy because they include the creation of a “bright lights” area along Sandy Boulevard in the heart of Hollywood. The “bright lights” area builds upon the character of the historic Hollywood Theatre and requires new development to include exterior lighting that contributes to the theme of an arts and entertainment district.
- c) **Policy 12.3, Historic Preservation**, calls for enhancing the city’s identity through the protection of Portland’s significant historic resources. The amendments support this policy because they include a specific new objective for the Hollywood District that calls for preservation and enhancement of historic and architecturally significant buildings in the district. In addition, the amendments included new design guidelines for key areas in Hollywood that require development to respect and build off of the character of existing historic buildings by using similar siding materials and details such as cornices, windows, roof pitches, pilasters, and others.
- d) **Policy 12.4, Provide for Pedestrians**, calls for providing a pleasant, rich and diverse experience for pedestrians which includes comfortable, safe and attractive pathways. The amendments support this policy because they include policies and objectives that promote a pedestrian-friendly and attractive environment in the *Hollywood and Sandy Plan* area. In addition, the amendments include zoning provisions that require special treatment of the ground floor of buildings along several key pedestrian routes in the Hollywood District. These provisions require ground floor active uses (such as retail, offices, or other services) to create an active connection between the streetscape and the buildings. The provisions also require ground floor windows and limit motor vehicle access points to sites along these streets, to enhance the experience of the pedestrian. The *Comprehensive Plan* map and zoning map changes along Sandy Boulevard also promote storefront type development in many locations that will require buildings to be built close to the sidewalk.

Policy 12.6, Preserve Neighborhoods, calls for preserving and supporting the qualities of individual neighborhoods that help to make them attractive places. The amendments support this policy because they propose zoning provisions throughout the plan area that require new development to step down in height, and to include features such as windows above the ground floor and landscaped transition areas. These requirements create a transition between commercial and residential areas which helps minimize impacts of commercial development on surrounding residential neighborhoods. The amendments further support this policy by rezoning properties within existing neighborhoods to better reflect current and future desired land uses. In

three instances, properties have been rezoned from General Commercial (CG) to Neighborhood Commercial 1 (CN1) to reflect current and future desired lower intensity land uses in access-constrained locations on the edge of a residential neighborhood.

- e) **Policy 12.7, Design Quality**, calls for enhancing Portland’s appearance and character through development of public and private projects that are models of innovation and leadership in the design of the built environment. The amendments support this policy because they include requirements for design review for most of the Hollywood District and Sandy Boulevard Main Street area. A requirement for design review helps ensure that new development will contribute in a positive way to the built environment in the plan area.
- f) **Policy 12.8, Community Planning**, calls for considering urban design issues as part of area plans. The amendments support this policy because they include an urban design concept for the plan area that was developed with substantial involvement from the community and from design professionals. Also see findings for Goal 12, above.

Ordinance No.

NOW, THEREFORE, the Council directs:

- a. Adopt the Planning Commission’s recommendations on the Hollywood and Sandy Project as shown in the document titled “*Hollywood and Sandy Plan* (Volume 1 and 2),” dated February 15, 2000, attached to and incorporated in this ordinance as Exhibit A and B;
- b. Amend Ordinance No.150580, Portland’s *Comprehensive Plan*, to incorporate as part of the *Comprehensive Plan’s* vision statement, the vision for Sandy Boulevard, Broadway and Hollywood, as shown in Exhibit A;
- c. Amend Ordinance No. 150580, Portland’s *Comprehensive Plan*, to incorporate the *Hollywood and Sandy Plan* policies 1 through 7 and the objectives associated with each policy as shown in Exhibit A. The policies relate to land use and urban design, housing, economic development, multimodal transportation, recreation and open space, public facilities, services and infrastructure, and community services and activities;
- d. Use policies and objectives of the *Hollywood and Sandy Plan: Volume 1*, as balancing policies for future legislative changes to planning and zoning provisions of the *Comprehensive Plan* that relate to the Hollywood and Sandy areas, and for future quasi-judicial cases in the Hollywood and Sandy areas that require compliance with *Comprehensive Plan* goals and policies. Weigh and balance the Hollywood and

Sandy Plan policies and objectives with other applicable policies and objectives in the *Comprehensive Plan*;

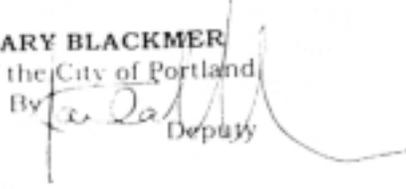
- e. Amend the Policy 3.6 (Neighborhood Plan) of the *Comprehensive Plan* to add the *Hollywood and Sandy Plan* to the list of neighborhood plans adopted by the City Council, based on the recommendations of the Planning Commission and the findings of this Ordinance;
- f. Amend Ordinance No. 171589, *Community Design Guidelines*, to incorporate changes as shown on pages 87 to 95 in the *Hollywood and Sandy Plan: Volume 1*, Exhibit B;
- g. Amend the Portland *Comprehensive Plan* Map and Official Zoning Maps of the City of Portland to reflect the *Comprehensive Plan* and zoning designations shown on page 68 in Exhibit A and pages 14 to 16 in Exhibit B;
- h. Amend Title 33, Planning and Zoning, of the Municipal Code of the City of Portland, to incorporate all code amendments approved by the Council in the *Hollywood and Sandy Plan: Volume 2*, Exhibit B.;
- i. Adopt the commentary for Title 33, Planning and Zoning Code changes in Exhibit B, as an expression of legislative intent and as further findings to support City Council's action;
- j. Direct the Portland Office of Transportation to include district policies and projects in the Transportation System Plan to implement the recommendations of the *Hollywood and Sandy Plan*, Exhibit A, and evaluate changes to street classifications consistent with proposed changes to transit circulation.

Passed by the Council,

APR 05 2000

Mayor Vera Katz
Debbie Bischoff
March 15, 2000

GARY BLACKMER
Auditor of the City of Portland

By 
Deputy

Resolution No. 3 5 8 7 5

Adopt and implement the Hollywood and Sandy Plan (Resolution)

The City of Portland resolves:

WHEREAS, neighborhood and area plans are intended to promote patterns of land use, urban design, infrastructure facilities and services which encourage and contribute to the economic, social, and physical health, welfare, and safety of the neighborhood and the City; and

WHEREAS, the *Hollywood and Sandy Plan* was developed by the City of Portland Bureau of Planning in cooperation with other City bureaus and agencies and with participation from residents, business persons and other interested citizens; and

WHEREAS, the area plan is an advisory document for directing and managing change over time, and as such the adopted vision statement, policies, objectives, and *Comprehensive Plan* map of the *Hollywood and Sandy Plan* are adopted by Ordinance and will serve as an official guide to decision-making, public deliberation, and investments; and

WHEREAS, the policy elements and *Comprehensive Plan* map of the *Hollywood and Sandy Plan* are adopted by Ordinance as part of the *Comprehensive Plan*, the action charts included in attached Exhibit A are not adopted as part of the *Comprehensive Plan*;

WHEREAS, the action charts describe the proposed implementation projects and programs of the *Hollywood and Sandy Plan*, and identify appropriate time frames for implementation and identify public, nonprofit and private agencies and partnerships to lead or oversee implementation of an action; and

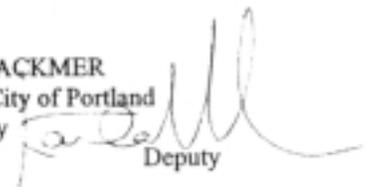
WHEREAS, the Portland Planning Commission recommends that the City Council adopt the action charts of the *Hollywood and Sandy Plan*;

WHEREAS, it is in the public interest that the recommendations contained in the *Hollywood and Sandy Plan* be adopted to direct and manage change in the Hollywood Town Center, Sandy Boulevard and Broadway Main Street areas;

NOW, THEREFORE, BE IT RESOLVED by the Council of the City of Portland, a municipal corporation of the State of Oregon, that the City Council adopt the action charts of the *Hollywood and Sandy Plan*, as shown in Exhibit A, and that:

- a. The implementation actions associated with the *Hollywood and Sandy Plan* action charts are approved by City Council as a starting place for projects and programs that will help implement the policies of the plan;
- b. All actions are adopted with the understanding that they may need to be adjusted or replaced with more feasible alternatives. Identification of an implementor for an action is an expression of interest and support with the understanding that circumstances will affect the implementation leader's ability to take action; and
- c. The City Council authorizes the City agencies identified on the action charts as implementors, to engage in activities aimed at implementing the projects and programs called for in the action charts of the *Hollywood and Sandy Plan*, specifically:
 - 1. The City Council directs the Bureau of Planning to work with primary implementing agencies (e.g. Parks and Recreation, Portland Development Commission, Portland Office of Transportation, Tri-Met) on identifying funding sources and strategies to implement projects, programs and activities over the next five, ten and twenty years;
 - 2. The City Council directs city bureaus identified as implementors to return to City Council with proposed funding mechanisms to implement plan action items.

Adopted by the Council, **APR 05 2000**
Mayor Vera Katz
Debbie Bischoff
March 15, 2000

GARY BLACKMER
Auditor of the City of Portland
By 
Deputy

Appendix B: Transit Oriented Development Tax Abatement Ordinance and Map

Ordinance No. 174326

Amend City Code, Property Tax Exemption for New Transit Supportive Residential and Mixed Use Development (Ordinance introduced by Mayor Katz; amend Code Chapter 3.103)

The City of Portland ordains:

The Council finds:

1. Chapter 3.103 provides for property tax exemption for new transit supportive residential and mixed use developments. The purpose of this property tax exemption is to encourage the development of high density housing and mixed use projects affordable to a broad range of the general public on vacant or underutilized sites within walking distance of light rail or fixed route transit service, and to enhance the effectiveness of the light rail or fixed route transit system.
2. Chapter 3.103.020 F provides that in connection with community planning initiatives that indicate a need to encourage housing development in transit oriented areas, the City may review the areas eligible for the exemption.
3. The *Hollywood and Sandy Plan* identifies the following policies and objectives that support the designation of the Hollywood Plan District as eligible for the exemptions provided by Chapter 3.103.
 - a. The “Vision for the Hollywood Town Center in the Year 2020” encourages the development of pedestrian-friendly, mixed-use development with strong physical connections to transit.
 - b. Policy 1 of the Plan is to “Enhance Hollywood’s identity as a vital and attractive town center, with a mix of housing, employment, retail, community services, recreation, and transportation opportunities, serving the surrounding community.” Objective 8 encourages commercial and residential development in the area adjacent to Hollywood’s commercial core to support commercial activity.
 - c. Policy 2 of the Plan is to “Maintain and enhance existing housing while encouraging new housing...in the Hollywood Town Center to foster an active place in the area with numerous amenities, including local and regional transportation access.” Objective 2 calls for providing “incentives for new housing projects to ensure that housing is an attractive option and to encourage

housing above commercial spaces along Sandy Boulevard and in Hollywood.” Objective 3 calls for supporting “a mix of housing types, including housing for low and moderate incomes, to locate along Sandy Boulevard and Broadway and within the Hollywood District.

4. State law authorizes tax exemptions for transit-oriented development in light rail station areas and transit-oriented areas as defined in state law and chapter 3.103. A portion of the Hollywood Plan District is within a light rail station area. The *Hollywood and Sandy Plan* identifies additional portions of the Hollywood Plan District as having excellent bus and rail service. It is appropriate, therefore, to extend the eligible area to include both light rail and transit oriented areas.

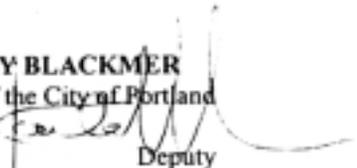
NOW, THEREFORE, The Council directs:

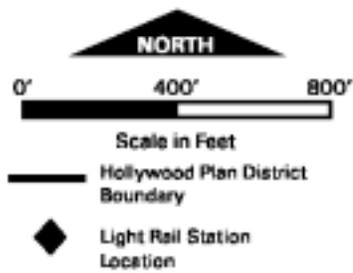
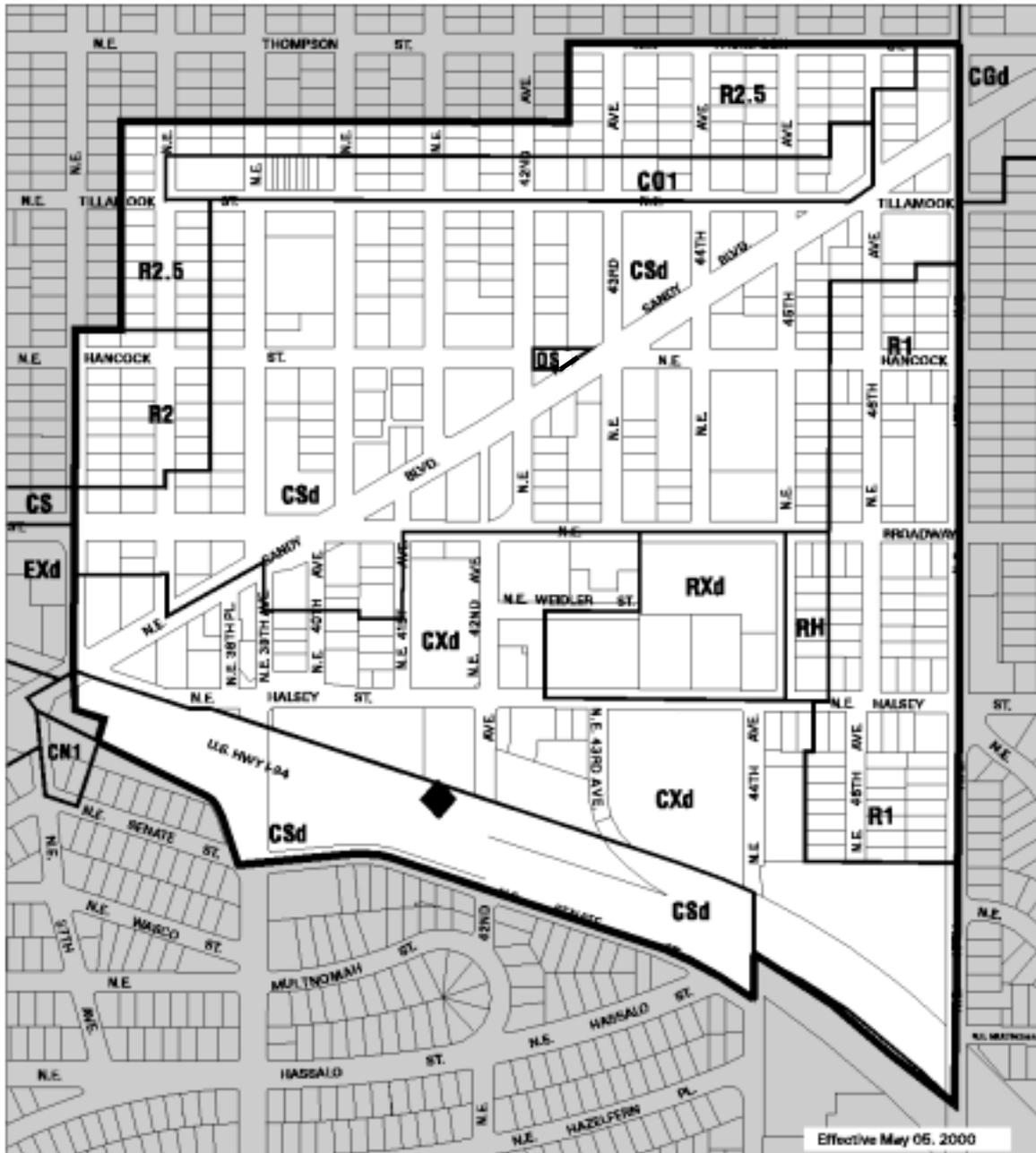
- a. Chapter 3.103 is amended by inserting in 3.103.020 C, the following:
 4. Transit Oriented areas within the Hollywood Plan District as delineated in Chapter 33, Map 536-1 and in the *Hollywood and Sandy Plan*, Map 536-1, and shown at the end of this chapter as Map 3.103-2 (attached as Exhibit A).
- b. Chapter 3.103 is further amended to delete the existing Map 3.103-2.

Passed by the Council,

APR 05 2000

Mayor Vera Katz
Debbie Bischoff
March 15, 2000

GARY BLACKMER
Auditor of the City of Portland
By 
Deputy



Map 3.103-2
Property Tax Exemption for New
Transit Supportive Residential
or Mixed Use Development

Hollywood Plan District

Bureau of Planning • City of Portland, Oregon

Appendix C: Public Meetings and Events Summary

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
11-20-97	Kickoff Event	Hollywood Senior Center	HNA	130	Project Overview	Project Team
12-10-97	Hollywood Develop-ment Corp. Meeting	Central Northeast Neighbors	HDC	~12	Project Update	GC
1-20-98	Hollywood Lions Meeting	Rheinlander Restaurant	Hollywood Lions	~30	Project Overview + What's Good/ Bad	BM/GC
1-28-98	Rose City Park Neigh-borhood Assoc. Mtg.	Rose City United Methodist Church	RCPNA	40	Project Overview	DB
2-3-98	Tillamook Bikeway Meeting	Caffe Uno	PDOT	12	Project Update	GC
2-7-98	Booth	Rose City United Methodist Church	Energy Office GNN	~300	'Fix It Fair' Project Overview	GC
2-10-98	Open House & Workshop	Immanuel Christian Fellowship	BOP	45	Study Area Today + What's Good/ Bad	APT
2-17-98	Citizen Working Group	Caffe Uno	BOP	7	Preliminary Citizen Working Group meeting	DB/GC
3-11-98	Technical Advisory Committee (TAC)	BOP	BOP	16	First TAC meeting; project overview, process, roles	DB
3-17-98	Presentation	Hollywood Senior Center	HSC	35	Project Overview	GC
3-18-98	Presentation	Rose City Park Presbyterian Church	RCPPC	12	Project Overview + What's Good/ What's Bad	GC
3-25-98	Citizen Working Group	NE Family YMCA	BOP	10	Project overview; group structure	DB/BS/ BM/GC
4-22-98	Citizen Working Group	Hollywood East	BOP	8	How to measure success; neighborhood walks planning	DB/GC
4-22-98	Booth	NE Family YMCA	YMCA	~ 16 passers by	Project Overview	GC
5-13-98	Hollywood Develop-ment Corp. Meeting	Central Northeast Neighbors	HDC	9	Project Update	GC
5-16-98	Neighborhood Walk 1	Lower Sandy & Kerns	BOP	25	Study area; look at issues; sketch ideas; distribute questionnaire	Project Team
5-19-98	Sandy Blvd. Business Association Meeting	Salvation Army Rose Center	SBBA	8	Project Overview	GC
5-19-98	Technical Advisory Committee Meeting	City Hall	BOP	16	Second meeting	DB
5-27-98	Hollywood Lions Meeting Presentation	Rheinlander Restaurant	Hollywood Lions	10	Planning update including Hollywood & Sandy Project	DK

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
5-27-98	Neighborhood Walk 3	Upper Sandy & Rose City Park	BOP	20	Study area; look at issues; sketch ideas; distribute question're	Project Team
5-28-98	Distribute neighbor-hood walk flyers	Hollywood District	BOP	~60 business es	Walks #2 & 4	RR
5-28-98	Presentation to high school students	Grant High School drafting/design class	Grant High School	~25	Project Overview, Neighborhood Walks; a few attended Walk #4	GC
5-30-98	Neighborhood Walk 4	Hollywood District	BOP	~70	Study area; look at issues; sketch ideas; distribute questionnaire; Com. Hales attended	Project Team
6-3-98	Neighborhood Walk 2	Kerns, Laurelhurst, Sandy	BOP	~25	Study area; look at issues; sketch ideas; distribute questionnaires	Project Team
6-10-98	Hollywood Develop-ment Corp Meeting.	Central Northeast Neighbors	HDC	9	Project Update	BM
6-17-98	Outreach Strategy	42nd Street Station	BOP	5	"Skeptics Test:" Business and Commercial Property Owner Outreach Strategy	DK/DB/ BM/GC
6-24-98	Citizen Working Group	Hollywood East	BOP	6	Business outreach strategy; transportation planning	DB/GC/ JH
7-1-98	Hollywood Boosters	Sylvia's Restaurant	HB	~35	Project Overview	DK, DB
7-4-98	Booth	Hollywood Farmers Market	HB	Spoke to ~40	Project Overview	GC
7-18-98	Booth	Hollywood StarFest	HB	Spoke to ~35	Project Overview	RR/DB/BM
7-21-98	Technical Advisory Committee Meeting	BOP	BOP	16	Reviewed neighborhood walks information., discussed existing conditions	DB
7-22-98	Citizen Working Group	Oregon Park	BOP	7	Neighborhood Walks results; vision statements	DB/GC
8-1-98	Booth	Hollywood Farmers Market	Hollywood Farmers Market	~50+	Project Overview + Talk Up Events	GC
8-4-98	Kerns Neighborhood National Night Out Booth	Kerns National Night Out at Oregon Park	KNA	~40+	Project Overview + Draft Vision Thing	GC
8-8-98	Presentation	Hollywood Theatre	BOP	~60	Walks input presentation	DB/BS/GC, RR/Al/Julie Crisp
8-12-98	Hollywood Develop-ment Corp. Meeting	Central Northeast Neighbors	HDC	6	Project Update	BM
9-2-98	Hollywood Boosters Meeting	Sylvia's Restaurant	Hollywood Boosters	30	Presentation and update on upcoming Charrette and background information	BM

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
9-2-98	Hollywood Community Policing staff meeting presentation	East Police Precinct Office at 47th and Burnside	Hollywood Community Policing Staff	~15	Overview of Project and discussion of Crime and safety issues	BS
9-5-98	Booth	Hollywood Farmers Market	Hollywood Farmers Market	~40	Project Overview + Talk Up Events	CWG
9-15-98	Grant Park Neighbor-hood Assoc. Mtg..	Fernwood Middle School	GPNA	8	Project Overview and plea for attendance at fall events	BS
9-16-98	Business Open House	Timberline Dodge	BOP	~40	Project overview; informational open house	Charlie Hales/DK, DB/BM/ GC
9-16-98	Laurelhurst Neighbor-hood Assoc. Meeting	All Saints School	LNA	11	Project Overview and call for attendance at fall events	GC
9-16-98	Kerns Neighborhood Assoc. Meeting	Evangel Baptist Church	KNA	10	Project Overview and call for attendance at fall events	GC
9-23-98	Workshop	Immanuel Christian Fellowship	BOP	49	Existing conditions overview; Vision Statements exercise	Project Team
9-26-98	Neighborhood Tour	(Hollywood Transit Center)	BOP	8	Neighborhood walk focused on accessibility and use-mix issues	DB/GC, Jean Senechal
10-3-98	Booth	Hollywood Farmers Market	Hollywood Farmers Market	~18	Project Overview + Talk Up Events	GC
10-6-98	Rose City Park Neigh-borhood Assoc. Mtg.	Rose City Park Methodist	RCPNA	50	Overview, Charrette announce-ment, answered questions	BM
10-13-98	Visualizing Portland Greenspaces	Hollywood Theatre	PP&R	130	Announced upcoming Charrette welcomed attendance to address greenery issues	DB
10-14-98	Hollywood Develop-ment Corp. Mtg.	Central Northeast Neighbors	HDC	6	Charrette Announcement	BM
10-19-98	Urban Design Charrette	Immanuel Christian Fellowship	BOP	45	Discussed issues and ideas with property owners and public	Project Team Consultants
10-20-98	Urban Design Charrette—Gibbs Presentation	Immanuel Christian Fellowship	BOP	37	Retail consultant presentation on ideas for improving business vitality in project area	Project Team Consultants
10-20-98	Urban Design Charrette	Immanuel Christian Fellowship	BOP	40	Concept ideas refined and additional public comments given, transportation ideas presented for comments	Project Team Consultants
10-21-98	Urban Design Charrette	Immanuel Christian Fellowship	BOP	45	Concept ideas refined and presented for public comment, on-street parking ideas offered	Project Team Consultants
10-22-98	Urban Design Charrette	Immanuel Christian Fellowship	BOP	100	Design concepts and architectural drawings finalized and final presentation	Project Team Consultants

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
11-4-98	Hollywood Boosters Meeting – Presentation	Sylvia's Restaurant	Hollywood Boosters	40	Provided project update, quick report on charrette results, invitation to 12/5 BOP event	DB with Consultant
11-11-98	Hollywood Develop-ment Corp. Mtg.	Central Northeast Neighbors	HDC	7	Project and Charrette update and discussion	GC
11-14-98	Discussion	Caffe Uno + Kelley Plaza	Interested parties	7	Discussion about short-term measures to improve Kelley Plaza	GC/Jean Senechal/ Louise Tippens
11-17-98	Rose City Park Neighborhood Assoc. Meeting	Rose City Methodist Church	RCPNA	40	Provided project update, quick report on charrette results, invitation to 12/5 BOP event	DB
11-18-98	Kerns Neighborhood Assoc. Meeting	Evangel Baptist Church	KNA	15	Project Update and announcement of 12/5 meeting	BM
11-18-98	Laurelhurst Neighbor-hood Assoc. Meeting	All Saints School	LNA	75	Project Update and announcement of 12/5 meeting	BM
11-19-98	Joint Citizen Working Group/Technical Advisory Committee meeting	HAP Hollywood East	BOP	32	Charrette debrief; Existing Conditions report distributed	APT
11-24-98	Sandy Blvd. Business Assoc. Meeting	Salvation Army Rose Center	SBBA	6	Urban Design Charrette update and invited to 12/5 Open House	GC
12-5-98	H & S Open House Event	Hollywood Theatre	BOP	110	Slide show presentation of urban design concepts, boards displaying concepts for public to review; public opinions on concepts sought and received	APT/JH/ Consultant
12-6-98	Rose City Park Presbyterian Church Meeting	Rose City Park Presbyterian Church	Rose City Park Presbyterian Church	~50	Presentation and discussion about urban design concepts	GSC
12-13-98	St. Michael of All Angels Meeting	St Michael of All Angels	SMAA	~25	Presentation and discussion about urban design concepts	GSC
12-15-98	Commissioner Meeting in Hollywood	Hollywood Senior Center	Jim Francesconi's Office	7	General Discussion	DB/GC/Jim Francesconi; Kevin Jeans-Gail
1-4-99	City County Advisory Commission on Disabilities	City Hall	MHRC	16	Discussion about September's Neighborhood Accessibility Tour and accessibility issues in general	DB/GC

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
1-13-99	Hollywood Development Corporation Meeting	CNN	HDC	6	Project update, discussed WA MU site/QFC; drive-through/parking issues	BM
1-20-99	Business Stakeholders Meeting.	Aunt Tillie's Restaurant	BOP	10	Review business outreach efforts and results to date, plan future activities	DB/BM/DK
1-26-99	Technical Advisory Committee Meeting	Portland Building Room 300	BOP	16		BM/DB/BS/JH
1-27-99	Citizen Working Group Meeting	Hollywood East	BOP	8	Opportunities and Constraints analysis overview	BM/DB
1-29-99	Broadway Medical Clinic Doc's Lunch	Broadway Medical Clinic	Broadway Medical Clinic	8	Project info/updates for doctors who own this property	BM
2-11-99	GNN Advisory Committee	Green Neighborhood Network office	CNN	11	Project Update & how HASP ties to GNN sustainability interests	GC
2-24-99	Citizen Working Group/Technical Advisory Committee Joint Meeting	Hollywood East	BOP	22	Opportunities and Constraints analysis: "20-year Plan" vs "Proposed Plan"	BM/DB/GC
3-3-99	Hollywood Boosters Meeting	Sylvia's Restaurant	HB	~33	Project Announcement; Kent Announcement	GC
3-3-99	Farmers Market Discussion	Caffe Uno	Hollywood Farmers Market/BOP	2	HFM is concerned about its future in the district and is interested in using HASP as platform.	GC
3-10-99	Hollywood Development Corp. Meeting	CNN	HDC	5	Project update	BM
3-18-99	Fred Kent Placemaking Workshop	Rose City Park Presbyterian Church	BOP/Livable Oregon	~75	Project for Public Spaces workshop focusing on 8 sites along 42 nd Avenue	MJ/DB/BM/BS/AI /GC
3-24-99	GNN Lighting Your Way to Profits, Security and Livability	Aunt Tillie's Restaurant	GNN and Pacificorp	8	Lighting seminar; was useful to HASP in discussion of streetlights and lighting spectra.	GC
3-25-99	Citizen Working Group Makeup Session	Laurelhurst Veterinary Clinic	BOP	4	Makeup for February meeting	GC
3-31-99	Joint Citizen Working Group/Technical Advisory Committee	Hollywood East	BOP		Opportunities and Constraints: Preliminary results of "20-year" vs "Proposed" plans	BM, DB, GC
4-7-99	Harold Kelley Plaza Brainstorm Meeting	42 nd St Station/ Kelley Plaza	PDOT Bike Prog.	7	Discussion of improvements to Kelley Plaza, esp. sign/kiosk	GC
4-11-99	School Meeting – Project Overview	Archdiocese School (St Rose Church)	Archdiocese School	55	Overview (30 minutes); long discussion + Q&A	GC

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
4-14-99	Hollywood Develop-ment Corp. Meeting	Central Northeast Neighbors	HDC	12	Placemaking workshop follow-up	DB/BM
4-20-99	Housing Direction Team	BOP	Housing agencies	8	Briefed agency staff on Hollywood and Sandy Project and housing issues for their input	DB
4-21-99	Kerns Neighborhood Assoc. Meeting	Evangel Baptist Church	KNA	15	Project Briefing	BM
4-27-99	Sandy Boulevard Business Assoc. Open House	Tonic Lounge	SBBA	22 (?)	Table/booth	BM
4-29-99	Citizen Working Group+Technical Advisory Committee Meeting.	Hollywood East	BOP	14	Presented and discussed draft plans and options	GC/DB
5-4-99	Citizen Working Group + Technical Advisory Committee Meeting	Hollywood East	BOP	14	Presented and discussed transportation analysis and results	GC/JG
5-5-99	Hollywood Boosters Meeting	Sylvia's Restaurant	HB	~35	Brief Project Update	GC
5-10-99	Proposed Historic District Workshop	Hollywood Senior Center	BOP (Policy Team)	9	Talked with property owners about historic districts and multiple property designation	MH/BS/CL
5-10-99	Technical Advisory Committee+Citizen Working Group meeting (make-up)	Orbanco Building	BOP	6	Presented and discussed draft plans and options and implementation strategies	GC/BM
5-11-99	Grant Park Neighborhood Meeting	Fernwood Middle School	Grant Park Neighborhood Association	6	Overview of draft plans and options and reminder of upcoming project events	GC
5-13-99	Draft Plan Workshop	Immanuel Christian Fellowship	BOP	90	Presentation of draft plans	Project Team
5-14-99	Meet the Planners – Open House	Hollywood Senior Center	BOP	35	Property owners dropped in to discuss the draft plan	Project Team
5-14-99	Meet the Planners – Open House	Immanuel Christian Fellowship	BOP	6	Property owners dropped in to discuss the draft plan	DB/BM/BS/ JG
5-15-99	Draft Plan Workshop	Immanuel Christian Fellowship	BOP	20	Small group discussions on topics/issues	Project Team
5-16-99	Church Meeting	Rose City Park Presbyterian Church	RCPPC	50	Update on Draft Plans and Options	GC
5-18-99	Rose City Park NA	Rose City United Methodist Church	RCPNA	40	Handed out materials and presented draft plan proposal, answered questions	DB

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
5-25-99	Sandy Boulevard Business Assoc. Meeting	Salvation Army Rose Center	SBBA	12	Project update with focus on Draft Plans and Options	GC
5-26-99	Citizen Working Group Meeting	Oregon Park	BOP	9	Debrief of May 13-15 events; Implementation Strategies overview	DB/GC
5-27-99	Technical Advisory Committee Meeting	Portland Building	BOP	15	Reviewed Draft Plan and Options and Implementation Strategies	BM/DB
6-2-99	Fred Kent Reception	City Hall	BOP/Livable Oregon	40, City Council, Planning Comms, PDC, CWG, others	Fred Kent presents Placemaking and Hollywood; Discussion	Project Team
6-2-99	Hollywood Boosters Meeting	Sylvia's Restaurant	Boosters	25	Brief Update & Announcement	GC
6-5-99	Booth	Hollywood Farmers Market	HFM	50+	Booth overview	GC
6-9-99	Hollywood Development Corp. Meeting	CNN	HDC	4	Project update and discussion, focused on transportation	GC
6-14-99	Beaumont Wilshire N-hood Meeting	Bethany Lutheran	BWNA	25	Project update and discussion	GC
6-23-99	Citizen Working Group Meeting	Oregon Park	BOP	9	Implementation Strategies and Transportation overview	DB/GC/JH
7-3-99	Booth	Hollywood Farmers Market	HFM	28	Booth overview	GC
7-7-99	Hollywood Boosters Meeting	Sylvia's Restaurant	Boosters	25	Keynote presentation	DB/GC
7-17-99	StarFest/Transportation Fair Booth	Washington Mutual Bank	HFM/GNN	Spoke to 25	Booth overview	SS/GC
7-27-99	Sandy Boulevard Business Assoc. Meeting	Salvation Army	SBBA	7	Project presentation and discuss.	DB/BM
7-27-99	Technical Advisory Committee Meeting	Portland Building	BOP	15	Reviewed Transportation and land use proposal, and Action Charts	BM/BS
7-28-99	Citizen Working Group Meeting	Oregon Park	BOP	6	Transportation and Actions	DB/GC
8-3-99	Kerns National Night out - Booth	Oregon Park	KNA	60+ (25+ attendance at booth)	Proposed concept, proposed comp. plan and transportation issues	BS
8-4-99	Hollywood Booster Meeting	Sylvia's Restaurant	HB	16	Brief update / announcement re 8/5	GC
8-5-99	Plans and Actions Open House	Rose City Park Presbyterian Church	BOP	80	Update re changes in land use proposal; explanation of transportation concept; actions open house	Project Team

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
8-7-99	Booth	Hollywood Farmers Market	Hollywood Farmers Market	25	Project overview, answered questions and received comments	DB
8-17-99	Business Outreach Meeting	Hollywood Senior Center	BOP	8	Focus group meeting to develop Economic Development Summit strategy	DB/GC/ BM
8-17-99	Business Outreach Meeting	Laurelhurst Veterinary Hospital	BOP	8	Focus group meeting to develop Economic Development Summit strategy	DB/GC/ BM
8-25-99	Citizen Working Group Meeting	Oregon Park	BOP	6	Reviewed and discussed land use proposal	DB/GC
8-26-99	Presentation	First American Title	First American Title	~28	Project overview for real estate profess'nl's	BS/GC
8-31-99	Citizen Working Group Meeting	Old World Pub and Deli	BOP	7	Continuation of previous week's land use proposal meeting	DB/GC
9-4-99	Booth	Hollywood Farmers Market	Hollywood Farmers Market	20	Project overview with proposals, and received comments	DB
9-15-99	Laurelhurst Neighborhood Meeting	All Saints School	LNA	50	Proposed Plan presentation	GC
9-15-99	Kerns Neighborhood Assoc. Meeting	Evangel Baptist Church	KNA	9	Proposed Plan presentation	GC
9-16-99	Urban Forestry Commission	City Hall	Urban Forestry Commission	20	Presented project proposals and answered questions, and received comments	BM
9-16-99	Hollywood Neighborhood Association Meeting	Hollywood Senior Center	HNA	25	Presented project proposals and answered questions, and received comments	DB/BS
9-19-99	Church Meeting	St Michael and All Angels Church	St Michael	25	Proposed Plan presentation; brief discussion about St Michaels parking issues	GC
9-22-99	Church Meeting	St Michael and All Angels Church	Parent Care	25	Proposed Plan presentation	BM
9-22-99	Event Preparation Meeting	Old World Pub and Deli	HDC	5	Discussion of upcoming 10-9-99 Harold Kelley Plaza charrette	BS/GC
9-28-99	Rose City Park Neighborhood Meeting	Rose City Park United Methodist Church	RCPNA	45	Proposed Plan presentation, questions and answers	DB
9-28-99	Grant Park Neighbor-hood Assoc. Meeting	Fernwood Elementary School	GPNA	90+	Proposed Plan Presentation	BS

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN-DANCE	COMMENTS	STAFF
10-6-99	Boosters lunch	Sylvia's	Boosters	28	Proposed Plan update; reminder of Planning Commission hearing	GC
10-9-99	Harold Kelley Plaza Charrette	Hollywood Senior Center	HDC and Boosters with help from BOP	16-18	Conducted charrette to design Harold Kelley Plaza	BS/GC
10-12-99	Citizen Working Group Meeting	Old World, Hollywood	BOP	8	Discussion about proposal and upcoming PC public hearing	DB/GC
10-14-99	Economic Development Summit	St. Michael and All Angels	BOP with help from HB and SBBA	50	Presentations and small group discussions	APT
10-25-99	Citywide Land Use Chairs Meeting	City Hall	ONI	10	Presented planning process and proposed plan concepts	DB
10-26-99	Planning Commission Public Hearing	Rose City Park Presbyterian Church	BOP	100+	Staff presentation then public testimony taken	Project Team, Steve Dotterer
11-8-99	Landmarks Commission Briefing	1900 SW 4 th , second floor	BOP	12	Staff presentation of the proposed plan, question / answer session for additional information/clarification	DB/BS/BM/ Michael Harrison
11-9-99	Planning Commission work session 1	1900 SW 4 th , second floor	BOP	15	Discussion of testimony, transportation presentation, direction to staff on issues for decision making	Project Team
11-14-99	Laurelhurst Presbyterian Church group monthly mtg	Private residence	LPC group	22	Overview of proposed plan; questions and discussion	GC
11-18-99	Design Commission Briefing	1900 SW 4 th , second floor	BOP	10	Presentation of Hollywood and Sandy Plan, discussion of design issues	DB/BS/GC
11-22-99	New Library Meeting	Hollywood Library	Multnomah County	20-25	Answered questions regarding the Hollywood & Sandy Plan	DB
12-1-99	Citizen Working Group Meeting	Old World, Hollywood	BOP	11	Design review issues, referred from Planning Commission	BS/GC
12-2-99	Design Commission Public Hearing	1900 SW 4 th , second floor	BOP	10	Presentation, discussion and commission recommendations on design-related items	DB/BS/JG
12-13-99	New Library meeting	Hollywood Library	Multnomah County	15-20	Answered questions about the Hollywood and Sandy Plan	BS
12-14-99	Planning Commission Work Session 2	1900 SW 4 th , second floor	BOP	10	Planning Commission made final decisions on the plan for City Council review and adoption	Project Team

Hollywood and Sandy Project: Public Meetings Summary						
DATE	EVENT TYPE	PLACE	SPONSOR	ATTEN- DANCE	COMMENTS	STAFF
1-10-00	New Library Meeting	Hollywood Library	Multnomah County		Answered questions about the Hollywood and Sandy Plan	BM
1-19-00	Laurelhurst Neighbor-hood Assoc. Meeting	All Saints School	LNA		Hollywood and Sandy Plan update, answered questions	BM
1-25-00	Rose City Park Neighborhood Meeting	RCP United Methodist Church	RCPNA	30-40	Hollywood and Sandy Plan update, answered questions	DB
1-27-00	Hollywood Neighbor-hood Assoc. Meeting	Hollywood Senior Center	HNA	25-30	Hollywood and Sandy Plan update, answered questions	DB/BS
1-31-00	New Library Meeting	Hollywood Library	Multnomah County		Table set-up and talked about plan	DB/BS
2-9-00	HDC Meeting	CNN	HDC		Overview of Recommended Plan; reminder of upcoming City Council hearing	GC
2-23-00	CWG Meeting	Old World, Hollywood	BOP		Overview of Recommended Plan; reminder of upcoming City Council hearing; final CWG meeting	DB/GC
3-1-00	Boosters Luncheon	Sylvia's	Boosters		Brief overview of Recommended Plan; reminder of upcoming City Council hearing	GC
3-15-00	City Council public hearing	Rose City Park Presbyterian Church	BOP		Recommended Plan public hearing	Project Team

Appendix D. Comprehensive Plan Designations

The following *Comprehensive Plan* map designations apply to land within the Hollywood and Sandy Project study area, including the peripheral study area.

Residential Designations:

High Density Single-Dwelling. This designation continues Portland's most common pattern of single-dwelling development. It is intended for areas with good public services and no development constraints. Single-dwelling residential is the primary use. The maximum density is generally 8.7 units per acre. The corresponding zone is R5.

Attached Residential. This designation is intended for areas with complete public services and without development constraints. It allows a mixture of housing types of a single-dwelling character, including attached houses. Allowed densities for attached houses are higher than for detached housing. The maximum density is generally 17.4 units per acre for attached housing. To allow the fulfillment of these densities, the allowed scale of these projects should be allowed to be greater than for other single-dwelling housing structure types. The corresponding zone is R2.5.

Low Density Multi-Dwelling. This designation continues a common development pattern for low density multi-dwelling mixed with single-dwelling housing types. It is intended for areas with good public services and no development constraints. It may be used on larger development sites, or on smaller sites near arterials, transit service, or commercial areas. The maximum density is generally 21.8 units per acre, but may go up to 32 units per acre in some situations. The allowed scale of the development is greater than for single-dwelling housing. The corresponding zone is R2.

Medium Density Multi-Dwelling. This designation continues a common development pattern for medium density apartments. It is intended for areas with good public services, including public transit, and no development constraints. It may be used for lands near arterials, transit streets, or commercial areas. The maximum density is generally 43 units per acre, but may go up to 65 units per acre in some situations. The scale of the development is intended to reflect the allowed densities while being compatible with nearby single-dwelling areas. The corresponding zone is R1.

High Density Multi-Dwelling. This designation allows high density multi-dwelling structures and structures of an intense scale. It is intended for areas with good public services including transit, no development constraints, and a close proximity to commercial areas. Maximum density is based on a floor area ratio, not on a units per square foot basis. Densities will range from 80 to 125 units per acre. The corresponding zone is RH.

Commercial Designations:

Neighborhood Commercial. This designation is designed to allow neighborhood oriented commercial uses in and near residential areas. The intensity of the use should be compatible with the housing nearby and oriented toward pedestrians, bicyclists and transit. Activities are intended to serve nearby residents and reduce the need to travel long distances. Neighborhood commercial uses are not expected to attract traffic or customers from long distances. The corresponding zones are Neighborhood Commercial 1 (CN1) and Neighborhood Commercial 2 (CN2).

Office Commercial. This designation is intended for situations where a range of office uses may be appropriate, but not a broader spectrum of commercial uses. It is intended for low intensity development on small sites in or near residential areas, and for low and medium intensity developments near arterial streets. The corresponding zones are Office Commercial 1 (CO1) and Office Commercial 2 (CO2).

Urban Commercial. This designation is intended for more developed parts of the city near relatively dense residential areas. A full range of retail, service, and business uses are allowed serving a local and a larger market area. It is intended primarily for areas which are served by transit. Development should have a strong orientation to pedestrians. It is also intended to allow commercial development in some areas while maintaining housing opportunities. The corresponding zones are Mixed Commercial/Residential (CM) and Storefront Commercial (CS).

General Commercial. This designation allows a full range of commercial uses having a local or regional market. Development will mostly have an auto-orientation, but along streets where high quality transit service is available, development will also be oriented to pedestrians, bicycles, and transit. It is intended for arterial streets and to be used for developing areas and for larger, older areas which already have an auto-oriented development style. The corresponding zone is General Commercial (CG).

Central Commercial. This designation is intended to provide for mixed-use areas in an overall industrial-type setting. The designation is intended for very developed parts of the city which have the highest levels of public services. It allows a full range of industrial and commercial uses. Residential uses are allowed but should be compatible with the surrounding nonresidential development. The intensity of development will be higher than in other employment designations and most commercial designations. The corresponding zone is EX. The design overlay zone will be applied in conjunction with the EX zone.

Employment and Industrial Designations:

Central Employment. This designation is intended to provide for mixed-use areas in an overall industrial-type setting. The designation is intended for very developed parts of the city which have the highest levels of public services. It allows a full range of industrial and commercial uses. Residential uses are allowed but should be compatible with the surrounding nonresidential development. The intensity of development will be higher than in other employment

designations and most commercial designations. The corresponding zone is EX. The Design overlay zone will be applied in conjunction with the EX zone.

Industrial Sanctuary. This designation is intended for areas where City policy is to reserve land for existing and future industrial development. A full range of industrial uses are permitted and encouraged. Non-industrial uses are limited to prevent land use conflicts and to preserve land for industry. The corresponding zones are General Industrial 1 (IG1), General Industrial 2 (IG2), and Heavy Industrial (IH).

Other Designations

Open Space. This designation is intended for lands that serve an open space function, primarily public lands, but also some private areas. Lands intended for open space designation include parks, natural areas, golf courses, and cemeteries. The corresponding zone is OS.

Appendix E. Summary of Code Changes

This section summarizes the intent of the regulations and the implementing zoning code provisions for both the Hollywood Plan District and the Sandy Boulevard Main Street areas.

HOLLYWOOD PLAN DISTRICT

The following provisions are applicable to the entire plan district:

Objectives	Implementation Measures
<ul style="list-style-type: none"> Limit commercial parking and auto-oriented uses to encourage pedestrian and transit activity. 	<ul style="list-style-type: none"> Prohibit new park and ride facilities. Prohibit accessory parking for uses outside of the plan district.
<ul style="list-style-type: none"> Ensure that new buildings in commercial zones reduce in height to relate to adjoining single family residentially zoned properties. 	<ul style="list-style-type: none"> Require that when new development is located in a commercial zone abutting a RF through R1 zone, for the first 25 feet the maximum height is the same as the abutting residential zone and for the next 25 feet, the maximum height is 45 feet. Require that when new development is located in a commercial zone across the street from a RF through R1 zone, for 15 feet from the lot line across the street from the residential zone, the maximum height is the same as the residential zone across the street.
<ul style="list-style-type: none"> Ensure that there is a transition in height when a commercial site where height bonuses are used is across the street from a less intense commercial zone. 	<ul style="list-style-type: none"> Require that when new development in the CS zone utilizing bonus building height is across the street from a CO1 zone, for the first 15 feet the maximum building height is 45 feet, and for the next 85 feet the maximum building height is 55 feet.
<ul style="list-style-type: none"> Minimize the impact of commercial properties on the pedestrian environment and the adjacent residential properties. 	<ul style="list-style-type: none"> Require that development in a commercial zone across the street from and within 50 feet of a RF through R1 zone have 15% glazing above ground level on the walls facing the residential zones.
<ul style="list-style-type: none"> Allow flexibility in design for sites with diagonal frontages in the CS zone. 	<ul style="list-style-type: none"> Prohibit vehicle areas between the building and Sandy Boulevard. Allow parking between the building and other streets except transit street frontages.
<ul style="list-style-type: none"> Respect and reinforce the unique geometry of blocks along Sandy Boulevard. 	<ul style="list-style-type: none"> Require facades of buildings on the triangular lots fronting Sandy Boulevard to be either parallel to Sandy Boulevard or with outside corners at equal distances from Sandy Boulevard.

Provisions applicable by subdistrict

The plan district contains two subdistricts, each with separate intents and implementing regulations (see Map 536-1: Hollywood Plan District and Subdistricts, page 51). The following is a summary of the intents and regulations for the subdistricts:

Subdistrict A

Objectives	Implementation Measures
<ul style="list-style-type: none"> Encourage residential/mixed-use in addition to commercial uses. 	<ul style="list-style-type: none"> Require a minimum floor area ratio (FAR) of 1:1. Residential development may be used to meet the minimum FAR, and will not count towards meeting the maximum FAR. Parking floor area will not count towards the minimum FAR. Prohibit new single dwellings.
<ul style="list-style-type: none"> Encourage structured parking in appropriate areas. 	<ul style="list-style-type: none"> Exclude structured parking from the FAR calculations.
<ul style="list-style-type: none"> Discourage auto-oriented uses. 	<ul style="list-style-type: none"> Prohibit drive-throughs, quick vehicle servicing and vehicle repair uses.
<ul style="list-style-type: none"> Ensure design quality of new and major redevelopment. 	<ul style="list-style-type: none"> Require the 2-track design review system for all new buildings and exterior alterations.
<ul style="list-style-type: none"> Ensure residential uses that support the commercial core of Hollywood, close to the transit center and the station square. 	<ul style="list-style-type: none"> Require new development or additions of more than 2,500 square feet within the Required Residential Area of Subdistrict A (shaded on Map 536-1 on page 51) to have residential uses for at least 50% of the building floor area.

Subdistrict B

Objectives	Implementation Measures
<ul style="list-style-type: none"> Encourage residential in addition to neighborhood-scaled commercial uses. 	<ul style="list-style-type: none"> Reduce the minimum lot coverage standards in the CS zone to 40% and require 15% landscaping for 100% residential projects.
<ul style="list-style-type: none"> Create limited opportunity for major mixed-use redevelopment to occur on sites while retaining existing drive-throughs under stringent conditions. 	<ul style="list-style-type: none"> Allow drive-through facilities to relocate on sites in the CS zone only if it meets certain conditions including: <ul style="list-style-type: none"> - applicant has proof that a drive-through legally existed at the time of the adoption of the plan; - redevelopment includes a major mixed-use project which has at least 25% of its floor area in residential use; - minimum FAR on the site is 1.5:1; - facility meets certain development standards or is enclosed in a building with useable space above it; - submittal of a complete design review application within 3 years after the adoption of plan; and - submittal of a complete building permit within three years after the adoption of the plan.
<ul style="list-style-type: none"> Ensure design quality of new and major redevelopment. 	<ul style="list-style-type: none"> Require 2-track design review system only in the CS zone for all new buildings and exterior alterations.

Incentives for Residential Uses in the CX, CS and CO1 Zones

Objectives	Implementation Measures
<ul style="list-style-type: none"> Encourage higher intensity new mixed-use development by providing bonus opportunities in the commercially zoned areas. 	<ul style="list-style-type: none"> Provide bonus height for projects in the CS and CO1 zone that include a minimum 25% of the floor area as housing. Bonus heights vary – refer to Map 536-2 on page 53. Provide bonus height and floor area for projects in the CX zone that utilize any of the following bonus options. Bonus heights vary – refer to Map 536-2 on page 53. <ul style="list-style-type: none"> Residential Bonus Option: Provide a bonus of one square foot floor area for each square foot of housing area for projects that includes a minimum 25% of the floor area as housing (75% in required residential area); Below-grade Parking Bonus Option: Provide a bonus of three square feet floor area for every square foot of below grade parking for projects that meet certain requirements for below-grade parking; Open Space Bonus Option: Provide a bonus of five square feet floor area for every square foot of open space provided, if the open space meets certain requirements, including a 1000 square foot minimum area; Daycare Bonus Option: Provide a bonus of three square feet floor area for every square foot of space committed to daycare use under certain requirements for the life of the building.

Enhanced Pedestrian Streets (Sandy Boulevard between NE 37th and 47th Avenues and NE 42nd Avenue between the transit center and NE Tillamook Street)

Objectives	Implementation Measures
<ul style="list-style-type: none"> Ensure a pedestrian-friendly relationship between the building and the street on primary pedestrian streets in Hollywood’s commercial core and near the transit center. 	<ul style="list-style-type: none"> Require ground floors of buildings to accommodate windows and active uses such as residential, retail, and other commercial uses, and not allow parking in active use spaces. Do not allow parking and loading access along these streets, unless the site does not abut another street. Require all new development to meet the ground floor window requirements of the CX zone. Prohibit free-standing signs.
<ul style="list-style-type: none"> Ensure design quality of new and major redevelopment along the Enhanced Pedestrian Streets. 	<ul style="list-style-type: none"> Require the 2-track design review system for all new buildings and exterior alterations along these streets.

Commercial Parking Issues in the CX, CS, and RX Zones

Objectives	Implementation Measures
<ul style="list-style-type: none"> Encourage commercial parking that serves visitors and shoppers in the Hollywood Town Center while providing a limited amount of commercial and accessory parking to encourage pedestrian and transit activity. 	<ul style="list-style-type: none"> Make commercial parking a conditional use, which must meet the following: <ul style="list-style-type: none"> The parking must be in a structure; and A parking demand analysis is required to show a need for Commercial Parking at this location. Establish certain conditional use approval criteria for commercial parking facilities. Establish maximum parking ratios for specific use categories for parking accessory to a primary use (implements regional mandate for Hollywood).

Amendments to the Portland Personality Guideline P1 of the Community Design Guidelines

Objectives	Implementation Measures
<ul style="list-style-type: none"> Enhance the sense of place and identity by incorporating site and building design features that respond to the area's desired characteristics and traditions. 	<ul style="list-style-type: none"> Provide examples and background information under Guideline P1 to illustrate different ways that the guideline may be accomplished. These include: <ul style="list-style-type: none"> Promoting a bright lights area along Sandy Boulevard from 39th to 43rd avenues; Ensuring that structures along the Enhanced Pedestrian Streets contribute to the desired character envisioned in the plan; and Respecting the character of the Hollywood Theatre and emphasizing it as a neighborhood focal point.

SANDY BOULEVARD MAIN STREET NODE AND CORRIDOR OVERLAY ZONES

Provisions Applicable by Subareas

For zoning purposes, Sandy Boulevard through the study area is considered as three separate subareas:

- Hollywood, where implementing regulations are incorporated into the Hollywood plan district (previous pages);
- Main Street Node, where regulations are intended to encourage neighborhood-serving commercial uses at the major crossroads of Sandy Boulevard and are implemented through a Main Street Node overlay zone (j); and
- Main Street Corridor, where regulations are intended to encourage new housing, commercial, and mixed-use development that takes advantage of and supports the activity at the nodes and the frequent transit service along Sandy Boulevard. This is implemented by a Main Street Corridor overlay zone (m).

Provisions applicable to the Sandy Boulevard Main Street Node and Corridor overlay zone areas

Objectives	Implementation Measures
<ul style="list-style-type: none"> • Allow flexibility in design for sites with diagonal frontages in the CS zone. 	<ul style="list-style-type: none"> • Prohibit vehicle areas between the building and Sandy Boulevard. • Allow parking between the building and other streets except transit street frontages.
<ul style="list-style-type: none"> • Ensure that new buildings in commercial zones reduce in height to relate to adjoining single family residentially zoned properties. 	<ul style="list-style-type: none"> • Require that when new development is located in a commercial zone abutting a RF through R1 zone, for the first 25 feet the maximum height is the same as the abutting residential zone and for the next 25 feet, the maximum height is 45 feet. • Require that when new development is located in a commercial zone across the street from a RF through R1 zone, for 15 feet from the lot line across the street from the residential zone, the maximum height is the same as the residential zone across the street.
<ul style="list-style-type: none"> • Minimize the impact of commercial properties on the pedestrian environment and the adjacent residential properties. 	<ul style="list-style-type: none"> • Require that developments in a commercial zone across the street from and within 50 feet of a RF through R1 zone meet the following standards: <ul style="list-style-type: none"> - Include a 5 foot landscaped area, which complies with at least the L2 standard described in the current code. - Have 15% glazing above ground level on the walls facing the residential zones. • If all frontages are within 50 feet of an applicable residential zone, then one frontage is exempt from the above standards.
<ul style="list-style-type: none"> • Respect and reinforce the unique geometry of blocks along Sandy Boulevard. 	<ul style="list-style-type: none"> • Require facades of buildings on the triangular lots fronting Sandy Boulevard to be either parallel to Sandy Boulevard or with outside corners at equal distances from Sandy Boulevard.

Main Street Node Overlay Zone (j)

Objectives	Implementation Measures
<ul style="list-style-type: none"> Encourage transit-supportive levels of residential uses in addition to commercial uses at the mixed-use activity centers. 	<ul style="list-style-type: none"> Allow a maximum building height of 65 feet for all uses. Allow a maximum FAR of 4:1 for all uses.
<ul style="list-style-type: none"> Ensure design quality of new and major redevelopment along the Enhanced Pedestrian Streets. 	<ul style="list-style-type: none"> Require the 2-track design review system for all new buildings and exterior alterations along these streets.

Main Street Corridor Overlay Zone (m)

Objectives	Implementation Measures
<ul style="list-style-type: none"> Encourage transit supportive levels of residential uses in the areas of the main street between centers of commercial and mixed-use activity. 	<ul style="list-style-type: none"> Allow a maximum height of 45 feet for buildings with commercial uses. Allow a maximum building height of 65 feet for buildings with residential uses for at least 25 % of the floor area ratio. Allow a maximum building height of 65 feet where additions to an existing building are in residential uses. Reduce the minimum lot coverage standards in the CS zone to 40% for 100% residential projects.
<ul style="list-style-type: none"> Ensure design quality of new and major redevelopment along the Enhanced Pedestrian Streets. 	<ul style="list-style-type: none"> Require the 2-track design review system for all new buildings and exterior alterations along these streets.

Appendix F. Adopted Amendments to the Community Design Guidelines

How to read this section

This section describes the changes to the *Community Design Guidelines* (adopted September 10, 1997 and effective on November 1, 1997). The changes were adopted by Ordinance 174325 as part of the Hollywood and Sandy Plan.

Odd-numbered pages show design guidelines language with proposed changes and/or additions. Language added to the *Community Design Guidelines* is underlined (example). Language deleted is shown in strikethrough (~~example~~).

Even-numbered pages contain staff commentary on the proposed changes.

Portland Personality Guidelines (Commentary)

Plan Area Character

The Bureau of Planning is no longer conducting planning projects geographically by the Community Plan Areas as adopted by the Community Planning Program in 1994. The title "Community Plan Area Character" is amended to "Plan Area Character" to allow inclusion of other plan areas outside the Central City, such as those identified in the *Region 2040 Growth Concept Plan*. This includes areas such as the Gateway Regional Center, the town centers of Hillsdale, West Portland, Lents, Hollywood and St. Johns, and all main streets outside the Central City Plan Area.

Background

The *Hollywood and Sandy Plan* has identified portions of the Hollywood District and Sandy Boulevard Main Street that will be subject to the 2-track design review system. Therefore the background statement is amended to include the Hollywood and Sandy Plan Area as one of the plan areas outside the Central City. The Hollywood District, a part of the Hollywood and Sandy Plan Area, is designated as a town center and Sandy Boulevard is designated as a main street in the *Region 2040 Growth Concept Plan*. The Hollywood District in particular has unique historic characteristics that are of value to the community. These characteristics should be taken into consideration when developing new buildings in the town center.

NOTE: At this time other plan areas such as Hillsdale, West Portland, Lents, and St. Johns have not been included in this statement because no examples have been developed for these places.

Guideline P1:

The existing guideline P1 can be met in several ways in each plan area outside the Central City. Examples have been added to this guideline, to describe the unique characteristics of the Hollywood District and illustrate the different ways Guideline P1 may be met in the Hollywood and Sandy Plan Area.

This guideline may be accomplished in the Hollywood and Sandy Plan Area by:

A. This suggestion helps emphasize the special character of the "bright lights" area as envisioned by the community and described in the urban design concept found in the *Recommended Hollywood and Sandy Plan*: Volume 1.

PORTLAND PERSONALITY GUIDELINES

Community Plan Area Character

Background

There are ~~community plan areas~~ Plan Areas outside of the Central City: which have areas with the design overlay include **Albina, Outer Southeast, and Southwest Community Plan areas, and the Hollywood and Sandy Plan Area.** Each of these areas has ~~unique~~ distinct historic, cultural, and geographic characteristics that should be taken into consideration when developing in the area. New development blends into established areas by reflecting the architectural styles and site design of the surrounding buildings and responding to views, topography, and nearby amenities such as parks, schools, and community centers.

Guideline P1:

Enhance the sense of place and identity of ~~community plan areas~~ by incorporating site and building design features that respond to the area's unique desired characteristics and neighborhood traditions.

This guideline may be accomplished in the Hollywood and Sandy Plan Area by:

- A. Promoting the *Hollywood and Sandy Plan's* vision for a bright lights area along Sandy Boulevard from NE 39th to 43rd Avenues. Property owners are encouraged to provide storefront facades that create a well-lit and festive pedestrian environment. This can be done by providing large transparent glazed areas, or lighted display windows at ground level--beyond the requirements of the base zone standards--to allow internal light to illuminate the sidewalks. Providing accent lighting or decorative wall mounted lighting that highlights the architectural features of buildings and/or building profiles also improves the pedestrian environment. The Oregon State Bank Building at 4200 NE Sandy Boulevard has large glazed arched windows with a row of lights highlighting them. Refer to the Appendix G in the *Hollywood and Sandy Plan* for more examples of accent lighting techniques.



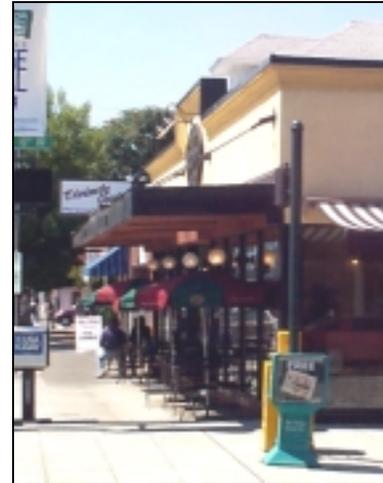
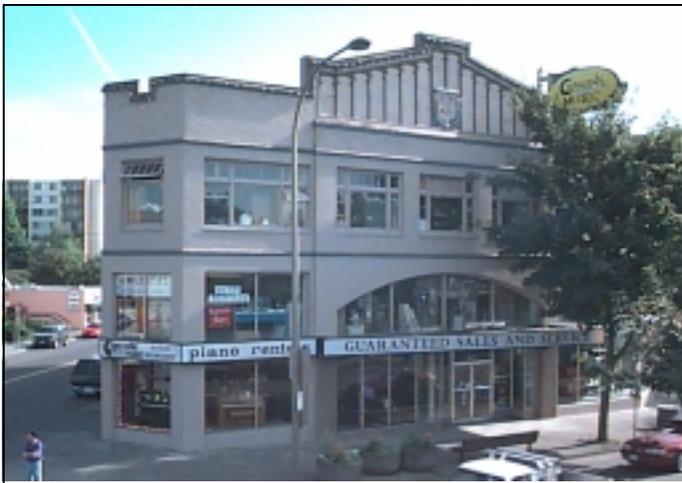
Portland Personality Guidelines (Commentary continued) Plan Area Character (continued)

Guideline P1: (continued)

This guideline may be accomplished in the Hollywood and Sandy Plan Area by:

B. This suggestion helps emphasize the special character that has been envisioned by the community for the Enhanced Pedestrian Streets and described in the urban design concept found in Volume 1 of the *Recommended Hollywood and Sandy Plan*.

B. Ensuring that structures along the Enhanced Pedestrian Streets (Sandy Boulevard between NE 37th and 47th Avenues, and NE 42nd Avenue from the Hollywood Transit Center to Tillamook Street) contribute to the desired character envisioned in the *Hollywood and Sandy Plan*. This can be done through use of architectural details and materials found in surrounding buildings. Hollywood has buildings with a mix of architectural styles ranging from the streetcar era commercial building to art deco and Mediterranean styles. Common architectural details include distinct cornices, pilasters, arched (segmented or rounded) window heads, arched entryways, distinct belt courses, low-pitched hipped or gable roofs and modest parapet walls. The predominant materials used in the area include concrete, stucco or stucco-like siding, brick exterior with decorative brick tiles and brickwork. Most streetcar era buildings are designed to orient entrances and fronts to Sandy Boulevard. An example of a building that orients its retail base, with large window openings and transparent glazing, and front entrances facing Sandy Boulevard is the Cascade Music-Kelley Building (4160 NE Sandy).



Portland Personality Guidelines (Commentary continued)

Plan Area Character (continued)

Guideline P1: (continued)

This guideline may be accomplished in the Hollywood and Sandy Plan Area by:

- C. This suggestion helps emphasize the Hollywood Theatre as a focal point in Hollywood and ensures that new buildings in the vicinity of the Hollywood Theatre respect its history and character.

C. Respecting the character of the Hollywood Theatre and emphasizing it as a neighborhood focal point. The Hollywood Theatre, a National Historic Landmark, is the centerpiece of the neighborhood and new development should respect its history and architectural character.



Appendices (Commentary)

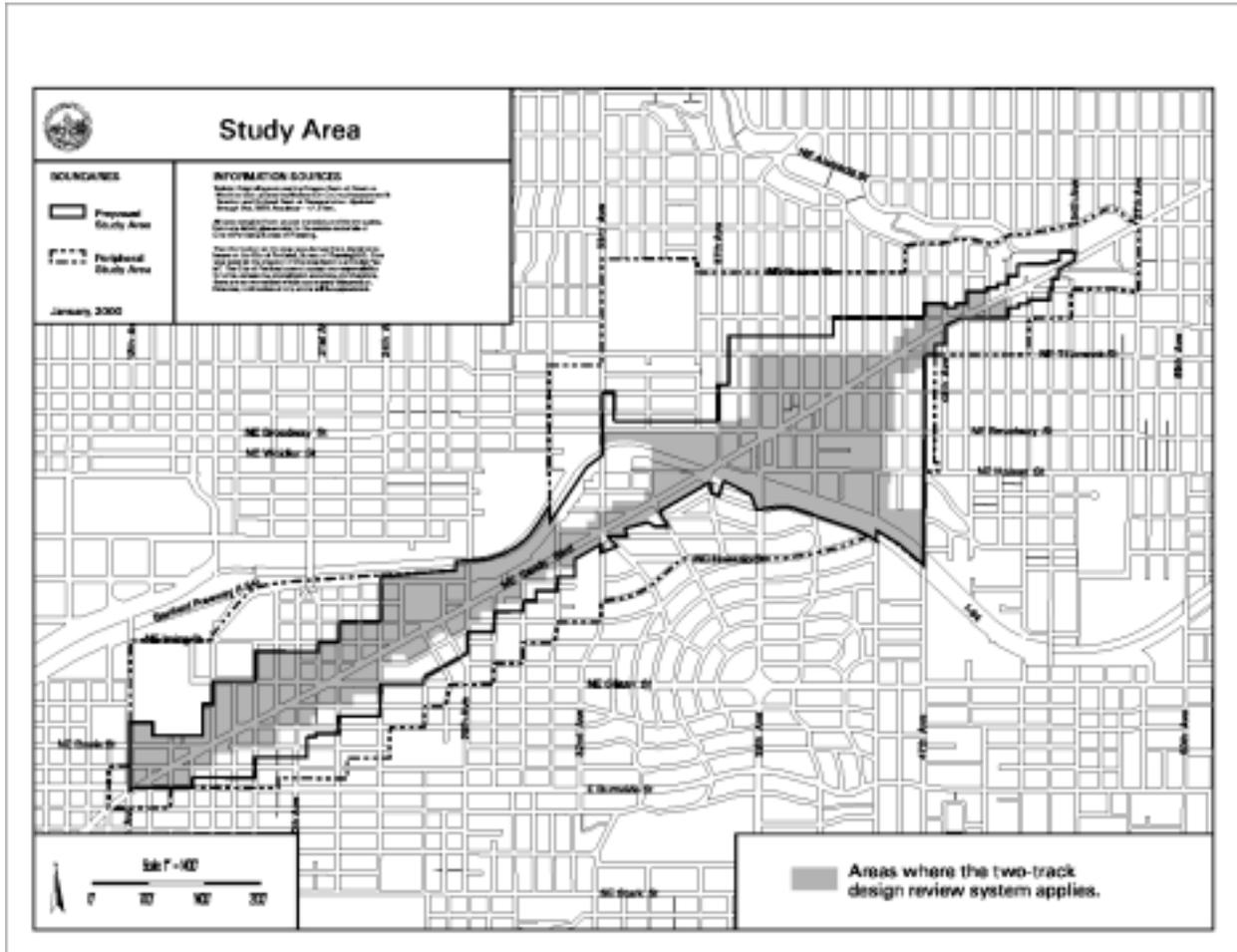
Appendix G: Map of the Hollywood and Sandy Plan Area (also showing the areas where the design overlay applies)

The Hollywood and Sandy Plan Area map is added to the Appendices of the Community Design Guidelines Document to show the areas where the design guidelines are applicable.

All new development and alterations in the shaded area shown in the map are subject to the 2-track design review system. Projects that do not meet the Community Design Standards of the zoning code must go through a discretionary design review process to meet the Community Design Guidelines.

APPENDICES

Appendix G: Map of the Hollywood and Sandy Plan Area (also showing the areas where the design overlay applies)



Appendix G: Implementation Ideas for Hollywood's Bright Lights Area

This Appendix provides examples for implementing the bright lights concept in Hollywood as described in the vision and urban design concept found in the *Hollywood and Sandy Plan*. The bright lights concept helps implement the community's desired character for Sandy Boulevard and helps enhance the sense of place and identity of Hollywood.

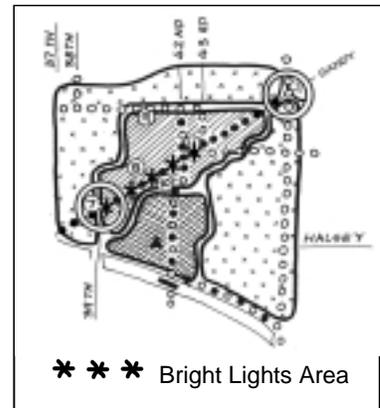
Vision for the Bright Lights Area in Hollywood

What is the Bright Lights Concept?

The bright lights concept for Hollywood originated from the presence of the Hollywood Theatre and the notion of reinforcing the portion of Sandy Boulevard closest to the theatre as an arts and entertainment district. This concept promotes a bright lights district along Sandy Boulevard between 39th and 43rd Avenues.

Vision

Imagine the portion of Sandy Boulevard closest to the Hollywood Theatre, between 39th and 43rd Avenues, as an active arts and entertainment district. It is a place with dance studios, art galleries, small theaters, restaurants, cafes, and other district supportive retailers. These uses build on the entertainment activity generated by the Hollywood Theatre and create a unique identity for this area. Street lighting provides ambient light along the sidewalks and architectural features of buildings are highlighted using a variety of accent lighting. The area is bright, well-lit, safe, festive and full of pedestrian activity. This describes the "bright lights" district in Hollywood.



Implementation Ideas

The *Hollywood and Sandy Plan* contains an action item for implementing the bright lights concept. The Community Design Guideline P1 that focuses on Plan Area Character calls for enhancing the sense of place and identity by incorporating site and building design features that respond to the area's desired characteristics and traditions. The bright lights concept is one of many ways this guideline may be met.

The concept may be implemented by having structures fronting Sandy Boulevard along this stretch of Sandy Boulevard designed to include bright lights that help emphasize the theater related entertainment activities. Street lighting may be used to provide ambient light along the

sidewalks. Typically, metal halides or color corrected high-pressure sodium lamps are recommended for lighting sidewalk areas in business districts. Depending on the brightness of the area, or the reflective nature of building materials used, the number of foot-candles recommended for sidewalk lighting ranges from 1 1/2 to 3 foot-candles.

Architectural features of buildings may be highlighted using a variety of accent lighting. The following examples and photographs illustrate different ways business and property owners may use bright lights or accent lighting in the design of their buildings to enhance the character of Sandy Boulevard from 39th to 43rd avenues.



Marquee lights or continuous lighting may outline the profile of a building. Marquee lights may be placed around window openings on the ground floor, cornice lines, and rooflines if different from the highest cornice line.



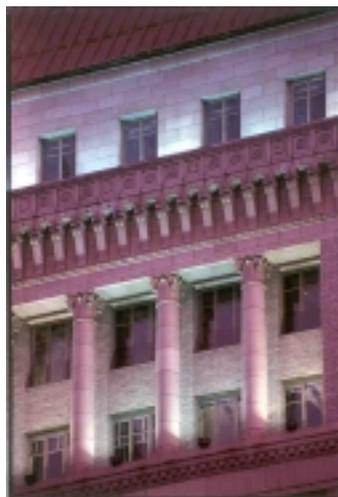
Marquee lights may be placed along the edge of a canopy or awning to light an entryway or sidewalk area underneath.



Decorative wall mounted lights or wall sconces provide special lighting along sidewalks and contribute to the building character.



Narrow beam spotlights using metal halide or high-pressure sodium sources may shine upward highlighting pilasters with “stripes” and strongly emphasizing the rhythm of the building structure.



Lighting of architectural components of buildings helps emphasize building structure. Lighting of ornamental features of buildings creates a lively and visually interesting nighttime environment for people to walk along the street.



Special lighting may be used to highlight information and make signs distinctive.



Lighted display windows or large transparent glazed areas at the ground level of buildings allow light from inside the building to illuminate the sidewalk. They also contribute to the street level festivity and activity.

Acknowledgements

Special thanks to Lloyd Lindley, ASLA, for helping with examples and photographs of lighting techniques in the downtown area of Portland used in this document. Thanks to Jim Benya, Benya Lighting Design, for providing description of different lighting techniques. Thank you to Julie Wells-Proksch, Carlton Hart Architecture, for assisting with the examples of lighting techniques outside the downtown area used in this document.

Appendix H: List of Action Implementors

The following are the explanations of the abbreviations used in the report.

BES	Bureau of Environmental Services*
BHCD	Bureau of Housing and Community Development*
BOP	Bureau of Planning*
CNN	Central Northeast Neighbors
EO	Energy Office*
FB	Fire Bureau*
FOT	Friends of Trees
GPNA	Grant Park Neighborhood Association
HAP	Housing Authority of Portland
HB	Hollywood Boosters
HDC	Hollywood Development Corporation
HNA	Hollywood Neighborhood Association
HSC	Hollywood Senior Center
KNA	Kerns Neighborhood Association
LNA	Laurelhurst Neighborhood Association
ODOT	Oregon Department of Transportation
OFA	Office of Finance and Administration*
OFVF	Oregon Film and Video Foundation
PB	Police Bureau*
PDC	Portland Development Commission*
PDOT	Portland Office of Transportation*
PGE	Portland General Electric
PP&L	Portland Power and Light
PP&R	Portland Parks and Recreation*
RCPNA	Rose City Park Neighborhood Association
SBBA	Sandy Boulevard Business Association
Tri-Met	Tri-County Metropolitan Transportation District of Oregon
UF	Urban Forestry (Portland Parks and Recreation)*
UPRR	Union Pacific Railroad
WB	Water Bureau*
YMCA	Young Men's Christian Association

* indicates City of Portland agency under jurisdiction of Portland City Council.

Appendix I: Hollywood and Sandy Project Transportation Concept

The Hollywood and Sandy Project transportation concept addresses the local needs of the study area in the context of regional transportation system needs and the regional and state regulatory environments. Several workshops provided residents and businesspeople with the opportunity to offer ideas and concerns about the existing transportation system and to offer ideas for improvement.

For greater detail about the transportation concept and the analysis that produced it, please refer to the Hollywood and Sandy Project *Opportunities and Constraints Analysis and Implementation Strategies Report*.

Transportation Concept Principles

Several overarching principles guided the development of the transportation concept. These principles were developed in response to public participation through the planning process.

1. All transportation modes should move safely and efficiently.
 - Increase access to and from adjacent neighborhoods, where appropriate;
 - Minimize conflicts among modes and “rationalize” circulation;
 - Emphasize local access and circulation over regional through traffic; and
 - Make on-street and off-street parking more efficient.
2. The pedestrian experience should be improved.
 - Improve pedestrian crossings;
 - Implement streetscape treatments; and
 - Improve connections to the Hollywood Transit Center.
3. Transit options should be more attractive and efficient.
 - Redesign the Hollywood Transit Center;
 - Improve bus stops and their amenities; and
 - Change transit routes as appropriate.

Evolution of the Transportation Concept

The transportation concept combines background travel predictions (what’s happening elsewhere and the impact on the Hollywood and Sandy areas) with the proposed plan and the housing and employment patterns it is expected to generate over the next twenty years. Each proposed change was evaluated against regional travel needs. For example, new left turn pockets and protected signals mean that less “green time” is available for through travel. Limits to “green time” may be acceptable at lower-traffic intersections, but can create critical system delays in

more congested areas, such as Sandy’s intersections with NE 12th and 39th Avenues. This process was iterative – if the proposed plan appeared to create unacceptable traffic situations, the concept was refined to produce a satisfactory situation.

Three land use scenarios were considered: 1) today’s existing condition; 2) the likely buildout under today’s *Comprehensive Plan* designations; and 3) the projected buildout under the *Proposed Hollywood and Sandy Plan*. Table 1 documents the outcomes of this work.

Table 1: Hollywood and Sandy Area Land Uses: Existing and Projected

Scenario	Housing Units	Retail Employees	Non-Retail Employees
Existing Conditions*	1,900	1,750	Not available
Existing Portland <i>Comprehensive Plan</i> (20-year forecast)	2,454	2,247	5,332
Proposed Plan (20-year forecast)	3,290	1,834	6,089

* - Based upon City data for housing (1998) and Metro data for employment (1994).

The proposed plan generates more residences and non-retail employees and reduces the number of retail employees. The distinction between retail and non-retail employees is important because retail land uses generate the greatest number of vehicle trips. Table 2 compares the vehicle trip generation between the proposed plan and the existing *Comprehensive Plan*. The proposed plan generates about two percent more evening peak hour trips than the existing *Comprehensive Plan* land uses. Compared to the Metro 2020 base travel demand forecast model, the proposed plan generates 33 percent fewer trips than projected in the regional travel model.

Table 2: Trip Generation Comparison

Scenario	Estimated 2020 PM Peak Hour Vehicle Trips
Existing Portland <i>Comprehensive Plan</i>	6,744
Metro 2020 Travel Demand Forecast Model	10,280
Proposed Plan	6,928

Competing Demands for Limited Space

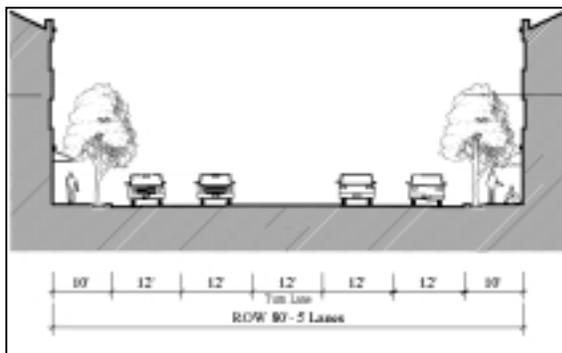
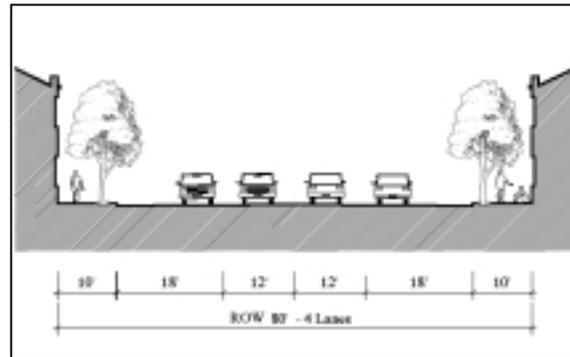
People have expressed divergent needs for the limited Sandy Boulevard right-of-way, which is generally 80 feet wide. On-street parking is important to achieving one of the project’s main objectives – economic vitality. On-street parking is available on most blocks outside the Hollywood core. But the eighty foot right-of-way results in competing needs for wider sidewalks, bicycle lanes, through and turning travel lanes, and on-street parking. While not all needs can be met in such a constrained environment, the transportation concept alternatives

attempt to balance these competing needs in the best way possible. Figure 1 illustrates some existing and possible cross sections for Sandy Boulevard.

Figure 1: Existing Conditions -- Sandy Boulevard Right-of-way Cross-sections

Sandy Corridor – Existing Condition

- Four through travel lanes
- Wide outside lanes allow on-street parking
- 10-foot sidewalks

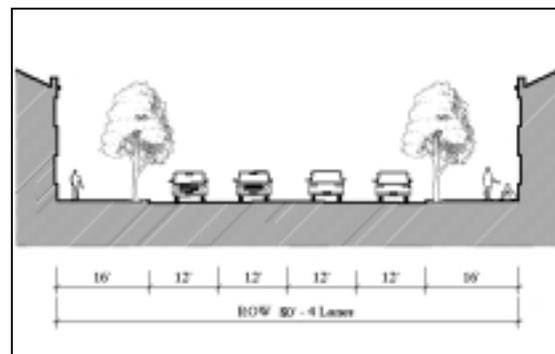


Major Intersections with Sandy Boulevard (28th Avenue)

- Four through travel lanes
- Center turn lane
- 10-foot sidewalks
- No on-street parking

Hollywood Commercial District Core (39th – 42nd avenues): Existing Condition

- Four through travel lanes
- 16-foot sidewalks
- On-street parking only in pull-out sections

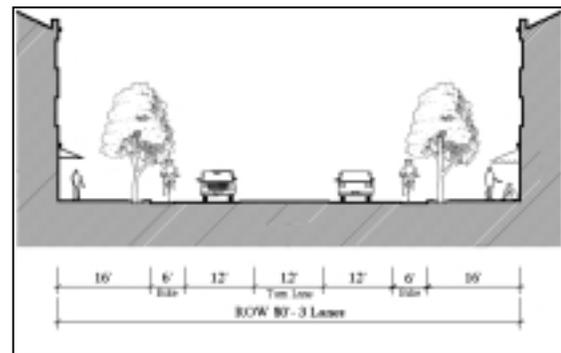


The Four Alternatives

Residents and businesspeople shared their issues and concerns about the transportation system during several open houses early in the project. Several alternatives for addressing transportation facilities were developed looking at options such as additional turn lanes, one-way streets, three-lane options and system improvements. The Hollywood and Sandy Project transportation study considered the following four concept alternatives for changes to Sandy Boulevard. For greater detail, please consult the Hollywood and Sandy Project *Opportunities and Constraints and Implementation Strategies Report*.

Alternative 1: Three-lane Sandy Boulevard

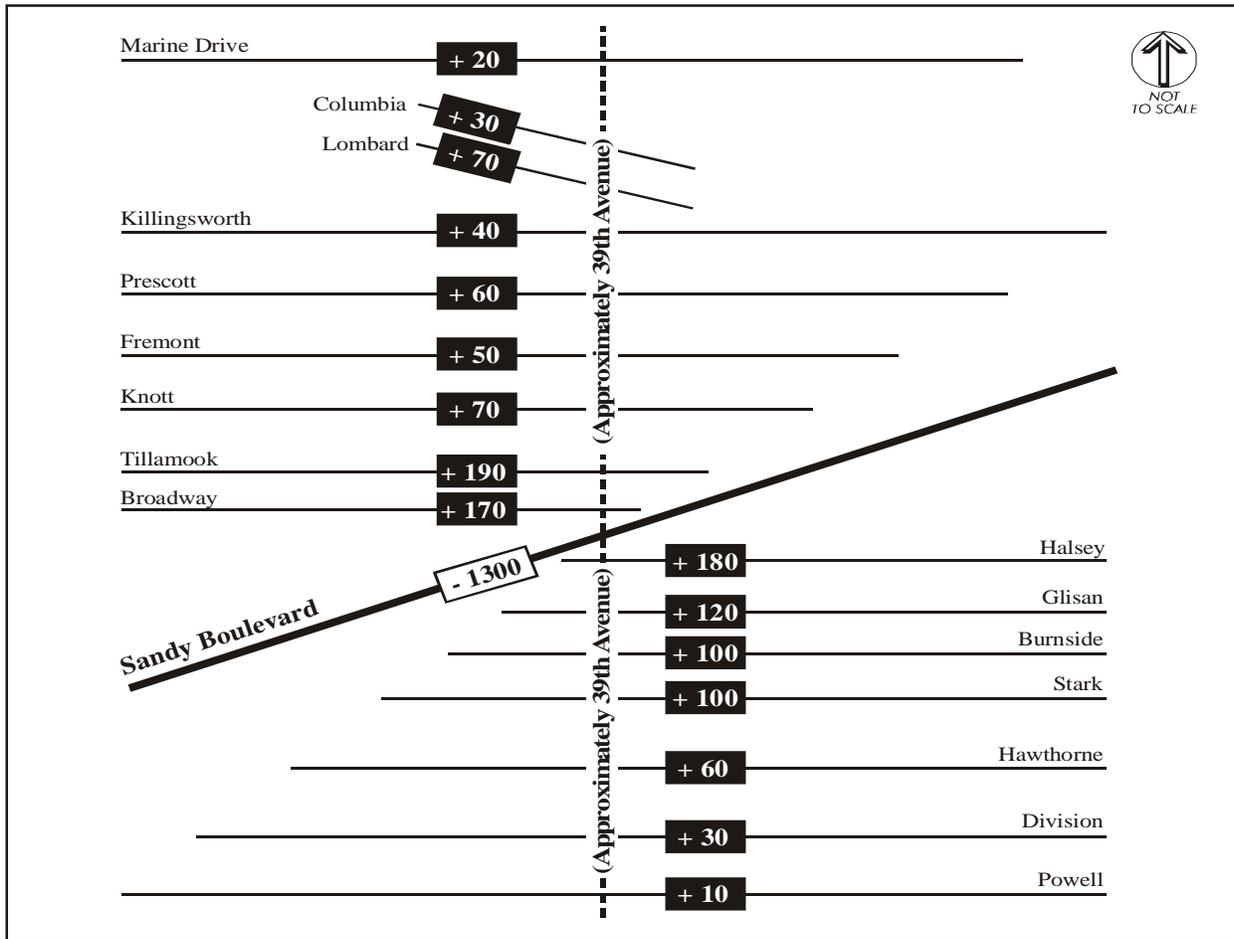
- Two through travel lanes
- Continuous center turn lane
- Freed-up space could be allocated to on-street parking, bike lanes, or wider sidewalks



The first alternative considered a three-lane cross-section for Sandy Boulevard between NE 12th and 54th Avenues. One travel lane would be removed in both directions, and the new street cross-section would include one single through lane in either direction, a continuous left turn lane, and a combination of the following three options: on-street parking, bicycle lanes and/or wider sidewalks.

This alternative has the advantage of allowing left turns at virtually all street intersections, smoother traffic flow in the remaining through lanes, and a significantly improved streetscape (including improvements to transit, bicycle, and pedestrian facilities). Figure 2 describes the biggest challenge with this concept – the diversion of traffic from Sandy Boulevard to other east-west arterials on Portland’s east side. The high level of traffic diversion occurs because most of these other east-west arterials are expected to be operating at or near capacity in the year 2020 without the extra daily trips depicted in Figure 2.

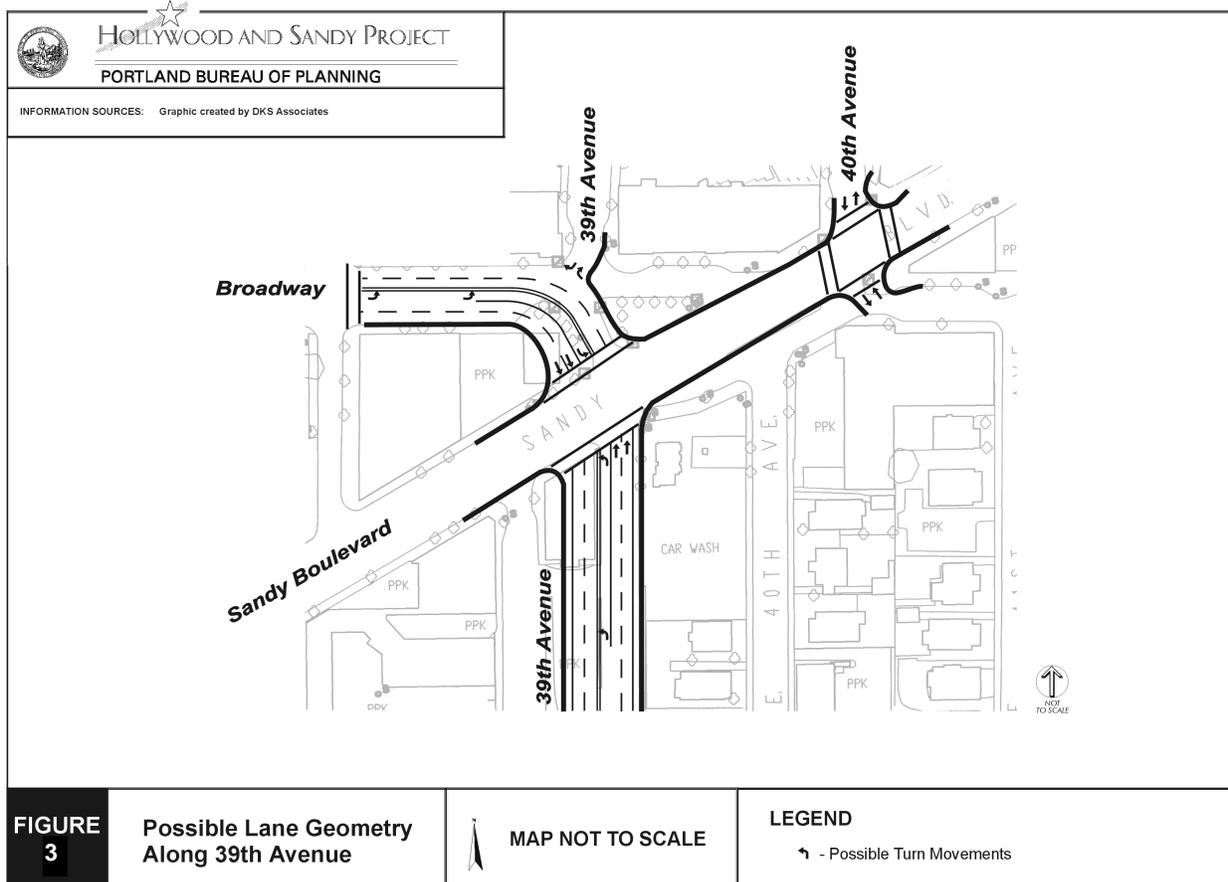
Figure 2: Diversion Caused by Three Lane Alternative (2020 PM Peak Hour Compared to Four Lane Option)



Alternative 2: Left turns from Sandy Boulevard and two-way connectivity within Hollywood

The second alternative proposed increased left turn opportunities from Sandy Boulevard, improved pedestrian crossings at several locations, and a more intuitive, two-way traffic flow through Hollywood. The most dramatic changes under this concept include realigning the intersections of NE 39th and 40th Avenues with Broadway and Sandy Boulevard, as depicted in Figure 3, below.

Figure 3: Two way circulation within Hollywood



The most costly element in this alternative, the rebuilding of NE 39th and 40th Avenues at their intersections with Broadway and Sandy Boulevard, attracts a large volume of traffic from other routes, causing the intersection to fail. Given the expensive nature of the two-way conversion of the intersection, an operationally inadequate result (level of service F) is not acceptable. Further, the impacts of such a large intersection and the traffic flows it would facilitate may create unacceptable pedestrian conditions.

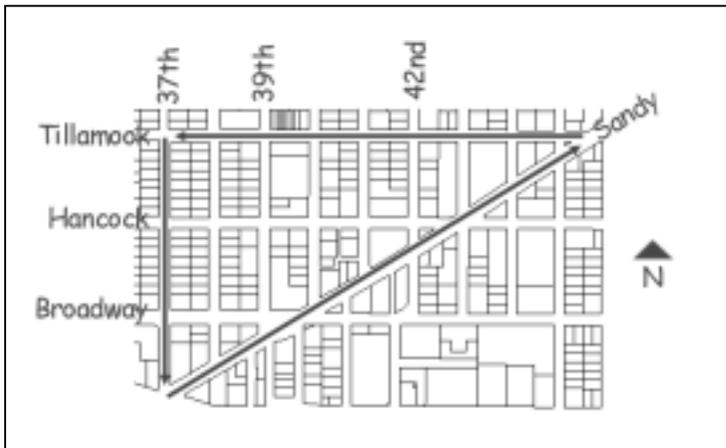
Alternative 3: One-way couplet within the Hollywood District

The third alternative considers a couplet system through the Hollywood district that relieves congestion on Sandy Boulevard by moving westbound traffic to Tillamook Street and NE37th Avenue; eastbound traffic would remain on Sandy Boulevard. The original concept was developed in the late 1970’s as part of the Hollywood Transportation Study.

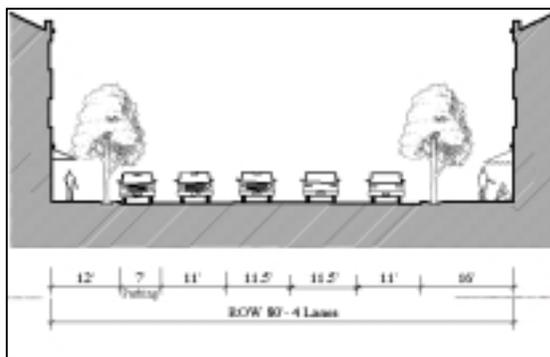
This alternative had the advantage of freeing up the congested intersection at NE 39th/Broadway/Sandy, while allowing for left turns from Sandy Boulevard without the conflict of oncoming vehicles. However, the couplet alternative includes two difficult shortcomings: it

creates traffic impacts on residential neighborhoods at the north and west edges of Hollywood, and it creates significant out-of-direction travel for westbound traffic. The intersection of NE 37th and Tillamook Street was forecast to experience a 10,000 vehicle per day increase over today’s traffic levels, nearly tripling the number of vehicles at this intersection. Figure 4 illustrates the one-way couplet alternative.

Figure 4: One-way couplet alternative



Alternative 4: Existing network with time restricted left turns



Hollywood Commercial District Core (39th – 42nd avenues)

- Four narrowed through lanes
- On north side, sidewalk narrowed between NE 40th and 42nd Avenues to allow on-street parking
- On south side, “jug handle” turn lane (39th to 40th) eliminated and replaced with center turn lane; widened sidewalk and on-street parking

The fourth alternative adjusts the existing roadway network by allowing more left turns from signalized Sandy Boulevard intersections. Many signalized intersections would gain new time restricted left turns¹ from Sandy Boulevard, as left turns would be allowed from the left through lane when a gap in oncoming traffic allows it. To limit the safety risk associated with these “opportunistic” left turns, left turns would be disallowed during peak travel hours. This option decreases the left-turning traffic that today cuts through neighborhoods to avoid left turn-

¹ Left turns allowed except during peak hours (7AM –9AM and 3PM-6PM).

restricted signals. Intersections with high turning demand would gain left-turn refuge lanes and signals for turns from Sandy Boulevard.

Additionally, Broadway would be extended as a two-way street from NE 37th to 39th Avenue to provide improved local travel options into the Hollywood commercial district. The combination of minor adjustments to traffic operation, along with the pedestrian improvements (curb extensions, medians, added crossings, closed triangular roadway areas), are intended to balance the impact of improved accessibility for vehicle movements.

Transportation Concept: the Preferred Alternative

The transportation concept balances the needs of the community without significant increases in right-of-way widths or levels of congestion. As explained above, each alternative was analyzed according to the project's transportation principles and in accordance with regulatory requirements including overall transportation system efficiency. Each of the first three alternatives (three-lane Sandy, NE 39th-Broadway connection, and one-way couplet in Hollywood) contained flaws so great that localized mitigation measures could not compensate for them. Only the fourth alternative performed at acceptable levels.

Table 3 (see next page) summarizes the recommended changes (*in italics*) to the public right-of-way under the transportation concept. The fourth alternative retains the existing transportation network and allows for new off-peak² left turns at several signalized locations (NE 16th, 20th, 24th, 43rd and 45th Avenues). Protected signals and left turn lanes will be available at four Sandy Boulevard signalized intersections (turns will be allowed from one Sandy Boulevard direction at NE 33rd, 40th and 47th Avenues; NE 28th Avenue will have these in both Sandy Boulevard directions). The "jug-handle" slip lane allowing traffic to enter Hollywood northbound at NE 40th Avenue will be eliminated and replaced with a center left turn lane. Further, a two-way traffic connection will be provided, linking NE 40th Avenue with Broadway at Sandy Boulevard. On-street parking will increase through the closure of unused driveways, shorter bus stop parking prohibitions, and street changes (see Table 4).

Pedestrian safety will be improved, with new pedestrian crossing signals at NE 14th, 31st, and 45th Avenue intersections with Sandy Boulevard. Further, curb extensions will shorten crossing distances every several blocks along Sandy Boulevard.

² Left turns allowed except during peak hours (7AM -9AM and 3PM-6PM).

Table 3: Transportation Concept Recommended Right of Way Improvements

Intersection	Existing Condition	Concept Recommendation (<i>italics indicate changes</i>)
12 th /Sandy/ Burnside	Full traffic signal – no lefts from Sandy	Full traffic signal – no lefts from Sandy; <i>follow-up traffic study to concentrate on solutions for this intersection</i>
14 th /Sandy/ Couch	No signal	<i>New pedestrian signal; curb extensions at NW and SW corners; eventual closure of Couch between NE 13th and 15th Avenues</i>
15 th /Sandy/ Davis	No signal	<i>Eventual realignment of NE 15th Avenue and Davis Street intersections on the north side of Sandy</i>
16 th /Sandy	Full traffic signal - no lefts from Sandy	Full traffic signal -- <i>left turns permitted from Sandy off-peak; curb extensions at all corners</i>
18 th /Sandy/ Everett	Pedestrian signal	<i>Full traffic signal - left turns permitted from Sandy off peak; curb extensions NW and SW corners; eventual Everett r-o-w closure both sides of Sandy</i>
19 th between Sandy and Glisan	Parallel on-street parking both sides of the street	<i>Consider angle-parking on one side of the street</i>
20 th /Sandy/ Flanders	Full traffic signal - no lefts from Sandy	Full traffic signal -- <i>left turns permitted from Sandy off peak; curb extensions NW and SW corners; eventually close Flanders r-o-w west of Sandy</i>
22 nd /Sandy/ Glisan	No signal	<i>Full traffic signal – no lefts from Sandy; reconfigured intersection with Glisan Street</i>
24 th /Sandy/ Irving	Full traffic signal - no lefts from Sandy	Full traffic signal - <i>left turns permitted from Sandy off peak; curb extensions NE and SW corners; Irving St one-way between NE 24th Avenue and Sandy</i>
26 th /Sandy/ Oregon	No signal	<i>Close Oregon St. r-o-w between NE 26th Ave. and Sandy</i>
28 th /Sandy/ Pacific	Full traffic signal – eastbound and westbound protected left turns	Full traffic signal; <i>consider eventual northbound and southbound left turn pockets; close NE Pacific Street between NE 27th and 28th Avenues</i>
30 th /Sandy	No signal	<i>Curb extensions NW and SW corners of intersection</i>
31 st /Sandy	No signal	<i>New pedestrian signal; median pedestrian refuge east side of intersection</i>
33 rd /Sandy/ Multnomah	Full traffic signal - no lefts from Sandy	Full traffic signal -- <i>add eastbound, northbound, and southbound left turn pockets, eliminating some on-street parking. Close Multnomah at NE 33rd Avenue. Curb extensions as part of ongoing traffic calming project</i>
35 th /Sandy/ Imperial	No signal	<i>Pedestrian signal and median pedestrian refuge on east side of intersection</i>
37 th /Sandy	Full traffic signal - no lefts from Sandy	Full traffic signal - no lefts from Sandy. <i>Curb extensions at NE and SE corners. Change southbound NE 37th Avenue lane configuration.</i>
Broadway 37 th – 39 th	One-way westbound	<i>Reconfigure to accommodate single eastbound local-service lane; replace south side angled parking with parallel parking</i>

Table 3: Transportation Concept Recommended Right of Way Improvements, continued

Intersection	Existing Condition	Project Recommendation (<i>italics indicate changes</i>)
39 th /Sandy/ Broadway	Full traffic signal - no lefts from Sandy	Full traffic signal - no lefts from Sandy – <i>reconfigure to accommodate two-way NE Broadway. Curb extension and westbound Sandy right-turn lane and separate signal replace two westbound lanes.</i>
39 th /Halsey	Full traffic signal	Full traffic signal – <i>reconfigure to add new westbound left turn lane (in the interim, restripe center westbound turn lane as shared left and right turn lane); cantilever out at SE corner of intersection to allow wider radius turn movement, especially for buses.</i>
39 th /Senate	No signal	<i>Close NE Senate Street at NE 39th Avenue</i>
40 th /Sandy/ Broadway	Full traffic signal - “Jug handle” eastbound left turn	Full traffic signal – <i>reconfigure to accommodate protected eastbound left turn lane in center of Sandy; extend south side’s sidewalks and new on-street parking between NE 39th and 40th Avenues.</i>
41 st /Sandy	Full traffic signal - no lefts from Sandy	Full traffic signal - no lefts from Sandy; <i>narrowed sidewalks north side and new on-street parking on north side between NE 40th and 42nd Avenues</i>
41 st /Halsey	No signal	<i>Protected left turn signal for westbound buses only, to allow redesign of Hollywood Transit Center</i>
42 nd /Sandy	Full traffic signal - no lefts from Sandy	Full traffic signal - no lefts from Sandy; <i>curb extensions NE and SE corners; infrared pedestrian detection and signal prolongation</i>
42 nd /Halsey	Full traffic signal	Full traffic signal -- <i>improved pedestrian safety at SW corner of intersection, as buses will enter further west; infrared pedestrian detection and signal prolongation</i>
42 nd / Broadway	Full traffic signal	Full traffic signal -- <i>eventual intersection realignment to simplify traffic and pedestrian movements, including curb extension NW corner</i>
43 rd /Sandy/ Hancock	Full traffic signal - no lefts from Sandy	Full traffic signal - <i>left turns permitted from Sandy off-peak</i>
45 th /Sandy/ Tillamook	No signal	<i>Full traffic signal - left turns permitted from Sandy off-peak; curb extensions NE and SW corners</i>
47 th /Sandy	Full traffic signal - permitted left turns	Full traffic signal -- <i>add turn pocket for protected left turns from westbound direction</i>
49th/Sandy/ Thompson	No signal	<i>No signal, but closure of NE Thompson Street both east and west of Sandy</i>
50 th Avenue	Pedestrian signal	<i>Pedestrian signal and curb extensions NW and SE corners</i>
52 nd /Sandy/ Sacramento	Full traffic signal - permitted left turns	Full traffic signal - permitted left turns; <i>median pedestrian refuge west side of intersection; possible future traffic calming efforts on NE Sacramento Street</i>
54 th Avenue	Pedestrian signal	<i>Pedestrian signal; curb extension south side of intersection</i>

The tie between the allocation of Sandy Boulevard’s right-of-way and the health of its businesses is important. The project’s retail consultant stated that every on-street parking space can support 1,000 square feet of retail business. Because a thriving business environment along Sandy Boulevard is one of the project objectives, the transportation concept maximizes the availability of on-street parking. One way to achieve net parking gains is to reconsider parking restrictions (hourly restrictions, truck loading zones, etc.) in a holistic manner. The following table represents a summary of potential on-street parking gains and how they can be achieved.

Table 4: Sandy Boulevard On-street Parking Supply

Location	Method of gaining on-street parking					Total
	Change sidewalk and curb edges	Close abandoned or non-permitted curb cuts	Shorten bus stops	Reduce asphalt triangle areas	Narrow driveways	
12 th to 16 th	0	0	0	10	0	10
16 th to 18 th	0	1	2	0	0	3
18 th to 20 th	0	4	1	2	0	7
20 th to 22 nd	0	0	1	6	0	7
22 nd to 24 th	0	3	1	0	0	4
24 th to 28 th	0	0	2	3	0	5
28 th to 31 st	0	3	5	0	4	12
31 st to 33 rd	0	0	1	2	0	3
33 rd to Imperial	0	0	0	0	0	0
Imperial to 37 th	0	0	1	0	3	4
37 th to 39 th	0	0	0	0	0	0
39 th to 42 nd	10	0	0	0	0	10
42 nd to 45 th	0	0	0	0	0	0
45 th to 49 th	0	0	0	5	0	5
49 th to 52 nd	0	0	2	2	1	5
52 nd to 54 th	0	0	2	0	1	3
Totals	10	11	18	30	9	78

Appendix J: Hollywood and Sandy Project Major Intersection Design Guidelines

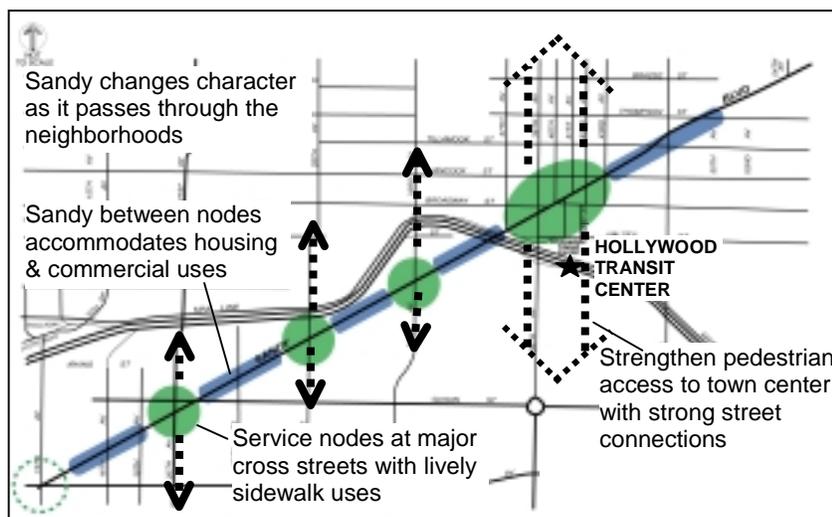
By Lennertz Coyle & Associates 1999

To observe pedestrian activity along streets, the sociologist William H. Whyte suggests that the best place to look is at street intersections. “As a general rule,” he writes, “conversations are spotted at the busiest crossroads locations.” Because intersections tend to attract activity, their design is crucially important to the success of the entire corridor.

The purpose of the major intersection design guidelines for the Hollywood Town Center and Sandy Boulevard Main Street is twofold: to provide safe and convenient connections from Sandy Boulevard to the neighborhoods (see illustration below), and to create special mixed use activity centers, or “nodes,” at the major intersections within the project study area. The goal is to leverage the existing commercial activity and focus public improvements in these areas to generate attractive centers. In time, the nodes will serve as centers for the surrounding neighborhood – a place to purchase convenience goods and frequent local merchants, such as coffee shops, pubs, and hair salons. Ultimately, each node will have its own sense of place that reflects the character and image of the surrounding neighborhoods.

These guidelines build upon the work already done in the *Hollywood and Sandy Plan*. According to the Portland Bureau of Planning,

The ‘nodes’ are distinct places along Sandy where a mix of retail uses are located to serve the adjoining residential, employment and office areas. Development at the ‘nodes’ have retail and services at the ground floor and either residential or small offices above. Outdoor places for dining and other public activities are encouraged. Commercial developments transition in scale and character to relate to adjoining residential areas. Special lighting, street trees, curb extensions, and other pedestrian amenities make the ‘nodes’ friendly for pedestrians. Drive through and quick vehicle servicing uses are prohibited. The environment for bicycle, auto and transit users is improved. Buildings have adequate parking either on-site or on-street.



Major Connections from Sandy Boulevard to the Neighborhoods

The following guidelines identify the elements of successful corners and establish design standards for public improvements at intersections within the study area. The street corners within the nodes should be safe and inviting to pedestrians and easily accommodate a concentration of activity, such as conversations, accessing transit, waiting to cross streets, relaxing on benches, or simply strolling by storefronts.

Much of the following was drawn from the City of Portland's *Pedestrian Design Guide*. According to this plan, there are five characteristics of good street corners:



© Michael Morrissey

Rendering of a mixed-use node on Sandy Boulevard

Clear Space – Corners should be clear of obstructions, and have enough space to accommodate the typical number of pedestrians waiting to cross. They should also have enough room for curb ramps, for transit stops where appropriate, and for street conversations.

Visibility – It is critical that pedestrians on the corner have a good view of the travel lanes and that motorists in the travel lanes can easily see waiting pedestrians.

Legibility – Symbols, marks, and signs used at corners should clearly indicate what actions the pedestrian should take.

Accessibility – All corner features, such as ramps, landings, call buttons, signs, symbols, marks, textures, etc., must meet accessibility standards.

Separation from Traffic – Corner design and construction must be effective in discouraging turning vehicles from driving over the pedestrian area.

These guidelines apply to the following four major intersection with Sandy Boulevard: 20th, 28th, 33rd, and 42nd avenues. These intersections were selected because they represent the major north-south routes across Sandy Boulevard. Furthermore, by focusing on these nodes, it is more economically feasible to implement the plan rather than propose a high degree of improvements on the entire thirty-block corridor.

Existing city policies, particularly the Portland's *Pedestrian Design Guide*, continue to shape design of the portions of Sandy Boulevard between these major north-south intersections.

1. STREET LIGHTING



Pedestrian-Scale Lighting – Specially designed street lights are required at each corner of the five major intersections, and along special pedestrian routes such as 42nd Avenue.

- **20th/Sandy:** Eight specially designed street lights; two near each corner.
- **28th/Sandy:** Eight specially designed street lights; two near each corner.
- **33rd/Sandy:** Eight specially designed street lights; two near each corner.
- **42nd/Sandy, Hollywood Town Center:** Specially designed street lights are recommended on both sides of 42nd Avenue from the Hollywood MAX Station north to Tillamook, and two near each corner of the intersection of 42nd Avenue and Sandy. Spacing of lights along 42nd Avenue should be every 100-feet, with at least 15’ space between street tree canopy and lights, as per the Urban Forestry standard.

Cobra Style Sodium Vapor Lighting – These lights will remain on Sandy Boulevard at corners where ornamental lights are not located and at mid-block locations with a spacing of roughly every 150-feet.

2. BENCHES

Six-foot long benches are recommended within fifteen feet of each corner and should be located in the Furnishing Zone perpendicular to the curb wherever possible (i.e. sidewalk is at least 15-feet wide). Also, two benches facing each other to create a conversation niche is desirable.

On narrower sidewalks, 6 to 8-foot long benches should be located in the Furnishing Zone parallel to the curb and facing the building. An exception to this guideline includes bus zones where bus shelters will replace the bench.

- **20th/Sandy:** New conversation niche benches on the island at the SW corner and adjacent to the bus stop at the NW corner.
- **28th/Sandy:** No change
- **33rd/Sandy:** New conversation niche benches at the SW corner and at the NW corner where the street is vacated.
- **42nd/Sandy, Hollywood Town Center:** New conversation niche benches at the NW, SW and SE corners.



3. PAY PHONES

Each major intersection should include a sheltered pay phone, located on the corner with the greatest unobstructed area. Shelters can consist of either booths or permanent awnings or overhangs from the adjacent building.

4. GARBAGE RECEPTACLES



Garbage receptacles should be located wherever people are expected to congregate, including bus zones and near benches and pay phones. Adjacent business owners or the area business association should be required to empty the receptacle when full.

5. PLANTERS



Ground-level planters are recommended in the Furnishing Zone near corners where the through-pedestrian zone is at least six-feet wide. Hanging flower baskets from the specially designed street light posts are also encouraged. Adjacent business owners or the area business association should be required to maintain the planters and flower baskets.

6. STREET TREES

Columnar-type street trees are required within the Furnishing Zone and spaced every 30-feet with at least 15' space between the tree canopy and street lights, as per the Urban Forestry standard. An exception to this guideline are areas where the combined furnishing zone and sidewalk width are less than 9-feet. Sensitivity should be given to existing business signage and window displays to maintain adequate visibility from the street.

Tree grates are required and should be roughly 4-feet by 4-feet, flush with the sidewalk, and located adjacent to the curb. Note: tree grate sizes may need to be adjusted where the through pedestrian zone is less than 6-feet.

The following columnar trees are allowed under the City’s Street Trees Planting Guidelines:

Tree Name	Description	Mature Height	Canopy Spread
Columnar Norway Maple - Compact	Narrow upright in habit – Dark green foliage – Yellow fall color	35’	15’
Flowering Ash	Pyramid to round in habit – Medium green foliage – Off white fragrant flowers – Yellow fall color	30’	15’
Tschonoski Crab	Upright in habit – Silvery green foliage – White flowers – Orange red purple fall color – Green fruit but sparse	28’	14’
Columnar Sargent Cherry	Fastigate in habit – Green foliage – Deep pink flowers – Orange red fall color	30’	10’
Capital Pear	Columnar in habit – Medium green foliage – White clusters, flowers – Orange-red fall color	35’	12’
Cleveland Select Pear	Upright, pyramidal in habit – Glossy green foliage – White flowers – Purplish red fall color	30’	18-20’

7. BICYCLE RACKS

Bicycle racks are recommended within thirty feet of each corner of major intersections. Bicycle racks should be located within the Furnishing Zone and parallel to the curb. The racks should be at least 2’6” from the curb and 1’6” from the through pedestrian zone. Where sufficient area can’t be found, additional ROW or an easement should be acquired within the frontage zone



- **20th/Sandy:** No change
- **28th/Sandy:** New bicycle racks at the NE, SE and SW corners.
- **33rd/Sandy:** New bicycle racks at the NW and SE corners.
- **42nd/Sandy, Hollywood Town Center:** New bicycle racks at the NW corner. Decorative bike racks that reinforce the character of Hollywood are encouraged.

8. DRINKING FOUNTAINS

At least one drinking fountain should be located at a major intersection. A controlled-flow single or multiple head Benson Bubbler is preferred. Fountains should be located in the Furnishing Zone within 15 feet of the corner.



9. CROSSWALKS

All signalized crosswalks should be distinguished with parallel pavement markings. The width of crosswalks across Sandy should be at least 15-feet. Where possible, textured paving at corners and across major intersections is recommended to highlight crosswalks and draw attention to the pedestrian realm. Each corner should include two curb ramps that align as closely as possible with the Through Pedestrian Zone of the Sidewalk Corridor.



10. CURB EXTENSIONS

Curb extensions, or “curb bulbs,” allow pedestrians to move safely beyond a lane of parked cars to a position where they can see and be seen as they begin their crossing. Extensions also provide an area for accessible transit stops and other pedestrian amenities and street furnishings. Curb extensions are recommended wherever possible on corner curb faces along Sandy Boulevard. Extensions are also recommended at major crossing points along 42nd Avenue in the Hollywood Town Center area. The minimum length of curb extensions is 20’ at corners without a bus stop and 40’ at corners with a bus stop. Extensions can be longer, but should be limited to preserve on-street parking spaces.

- **20th/Sandy:** Curb extensions at each corner and the island at the SW corner extending across Sandy Blvd.
- **28th/Sandy:** Curb extensions on the north side of Sandy extending across both Sandy Blvd. and 28th Avenue. Curb extensions on the south side of Sandy extending only across 28th Avenue.
- **33rd/Sandy:** Curb extensions at each corner extending across Sandy Boulevard. Curb extension on SW corner extending across 33rd Avenue.

- **42nd/Sandy, Hollywood Town Center:** New curb extensions on the NW, NE, and SE corners extending across Sandy Blvd. only.



11. TRANSIT SHELTERS

Transit shelters are recommended at each transit stop at the major intersections along Sandy Boulevard. The shelter should be located in the Furnishing Zone. Standard shelters (4'6" x 8'6") should be used in areas where sidewalk is at least 12-feet wide. Shelters with a narrower footprint should be used in areas where the sidewalk is less than 12-feet, so as to maintain a Through Pedestrian Zone of at least 6-feet. Decorative transit shelters that reinforce the character of Hollywood are encouraged in the Hollywood Town Center area.



Appendix K: Glossary of Terms

Bureau of Planning:

The professional staff responsible for providing the Portland Planning Commission with the research and information necessary for the Commission's recommendations to the Portland City Council.

Corridor:

A three- to five-block wide area running along the length of a major transit street which is designated for medium density apartment and commercial land uses.

Density:

The average number of persons, households or dwellings per acre of land.

Floor Area Ratio (FAR):

A method for determining the maximum gross floor area permitted for all buildings or building on a given site through the use of an assigned ratio. For example, given a ratio of 6:1 on a downtown city block of 40,000 square feet, the maximum floor area permitted would be 240,000 square feet. This might translate into a 30-story apartment building with each floor containing 8,000 square feet.

Infrastructure:

The utilities and basic services, such as roads and sewers, essential for the development, operation and growth of a city.

Land Use:

The way in which land is used. Land use is generally described in terms of such things as the size of the lot, the size and location of the structure on the lot and the activities that take place within the structure. Activities not directly associated with land, such as housing construction, population growth, traffic flow and job development are influenced by the way land is used.

Overlay Zone:

Special "supplementary" restrictions on the use of land beyond the requirements in the underlying zone, which are applied in specific circumstances. A parcel of land may have more than one overlay zone.

Plan District:

Special "supplementary" restrictions on the use of land beyond the requirements in the underlying zone, which are applied in a specific area of the city.

Zoning:

In general, the demarcation of a city by ordinance into zones and the establishment of regulations to govern the use of the land and the location, bulk, height, shape, use and coverage of structures within each zone. Zoning is a tool that implements the *Comprehensive Plan* designations.

