The Goose Hollow District is envisioned to be a predominantly urban residential, transit-oriented community located on the western edge of the Central City between Washington Park and Downtown Portland. When rolling light rail through the West Hills Tunnel to the Central City, it is the first neighborhood experienced before entering downtown Portland. The Urban Design Vision celebrates the sense of arrival from the west at the Jefferson Street Station and Cathedral Park, and from the north at the Civic Stadium Station and Firefighter’s Park. This is done by integrating the history of the community with its special natural and formal (man-made) characteristics.

Goose Hollow Station: All Stations have areas of mixed-use developments around them, with pedestrian amenities. Each station has its own identity, and they all create a transit-oriented community. The Civic Stadium and Jefferson Street stations are two main neighborhood focal points. They are characterized by urban parks and special Tabor Creek.datlighting features, making them important and active centers.

Jefferson Street Station: SW Jefferson Street is also a boulevard, connecting Washington Park in the south to the Park Blocks in downtown. West Burnside Street is a linear edge and a focus that attracts people from both the Goose Hollow community as well as the adjacent Northwest neighborhood. Baskets of green parks nestled in the dense mid and high-rise residential developments that surround the stations, providing for the much needed neighborhood park spaces.

The Goose Hollow community is unique because of its diversity in population, land uses and building character. It supports a diverse residential population with diverse family structures. The district is interwoven with large activity centers such as the Civic Stadium, Lincoln High School, churches, and retail/entertainment nodes that draw people from the outside and make it a lively, active place. The Vision for this area also conserves or reuses historically significant buildings and emphasizes the community’s special architectural character through compatible infill developments.

Light rail integrates the distinct activity centers and retail/commercial cores of the community with its residential parts, to make it an active pedestrian-friendly whole. Therefore, the Goose Hollow District is pictured as a place for people not only to live, but also to work and play.

Urban Design Vision for Goose Hollow

Jefferson Street Station: All stations have areas of mixed-use developments around them, with pedestrian amenities. Each station has its own identity, and together they create a transit-oriented station community. The Civic Stadium and Jefferson Street stations are two main neighborhood focal points. They are characterized by urban parks and special Tabor Creek daylighting features, making them important and active centers. SW Jefferson Street is also a boulevard, connecting Washington Park in the south to the Park Blocks in downtown. West Burnside Street is a linear edge and a focus that attracts people from both the Goose Hollow community as well as the adjacent Northeast neighborhood. Baskets of green parks nestled in the dense mid and high-rise residential developments that surround the stations, providing for the much needed neighborhood park spaces.

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Urban Design Plan

Urban Design Plan Legend

- **Open Spaces**: Areas that are publicly owned or have been rezoned for public open space use. The sites designated here are public open spaces in the city’s Comprehensive Plan, except the Lincoln High School grounds.
- **Public Parks**: Where development of additional public open space is proposed in the form of a park. They may be developed by rezoning for public or private open space or private open space use.
- **Parks**: Developed Parks are locations where the park calls for future development of small parks at or near the designated locations. They may include development of parks through public use or private open space and private open space development.
- **Light Rail Transit Corridors**: Identified in the Transportation Element of Portland’s Comprehensive Plan as “light rail corridors.” They are designated as light rail transit corridors in Metro’s 2040 Plan.
- **Light Rail Transit Stations**: Identified in the Transportation Element of Portland’s Comprehensive Plan.
- **Pedestrian and Bicycleways**: Priority routes where future improvements will enhance safety and quality for pedestrians and bicyclists. Some routes designated by the Transportation Element of the Comprehensive Plan are shown in this map.
- **Scenic Viewpoints**: Identified and protected by Portland’s Scenic Resource Protection Plan, a part of the Comprehensive Plan. They are in the city’s inventory of significant scenic resources and are reviewed and regulated by the existing code protections used to implement the plan.
- **Major and Minor Districts**: Gateways to large islands, and, in some cases, to the city’s Portland, which have a high degree of visibility and a distinct sense of transition. They may include landscaping, public art, gateway structures, special lighting and signage.
- **Tabor Creek Daylighting Water Features**: Water features that expose the underground Tabor Creek at significant public places along the historic course. The historic course may be represented by artwork or murals. The daylighting of the Creek is part of the City’s combined sewer overflow program.
- **Historic Route of Tabor Creek**: Began in the West Hills, followed what is now SW Canyon Road into the hollow near Columbia Park and then further along the site of the present Civic Stadium. It then reemerged through the flats and in the northern part of the Goose Hollow District and into the Willamette River.
- **Neighborhood Focus Points**: Have a clear identity as landmarks and serve as meeting places for the residents of one or more neighborhoods. They often include small parks or plazas and may have public art to enhance the pedestrian environment.
- **Existing Historic Districts**: Areas where the concentration of historically significant and architecturally significant buildings and sites are preserved and enhanced. Protection of these historic areas is a potential implementation action for Portland’s Comprehensive Plan.
- **Major Attractions**: Draw patrons and participants from throughout the city, region or state. The attractions identified here include existing and proposed hotels, restaurants, and other community centers.
- **Minor Attractions**: Draw patrons from an area smaller than the entire city. The attractions identified here include existing and proposed restaurants, retail, and other community centers.
- **Decks Over Freeways**: Provide for both public open space and development opportunities. This plan, located on the deck over I-5, may be changed depending on its construction feasibility or locations of new development.
- **Boulevards**: Are streets having large street trees and wide pedestrian lane. They often have a continuous concrete walkway and landscaped strip.
Protect and enhance the character of Goose Hollow by encouraging new housing, commercial development, and mixed-use development which retains or enhances a sense of community while improving the urban infrastructure to support a more pleasant and livable community.

Further:
A. Create opportunities for 1,000 new households within the District over the next 20 years. Housing creation should provide for those who enjoy a central city location with a neighborhood feel, as well as encourage diversity by attracting families.
B. Encourage retail and commercial development in mixed-use projects centering on the Civic Stadium and Jefferson Street light rail stations which support the needs of the residential community.
C. Improve the pedestrian and bicycle connections to light rail and throughout the neighborhood.
D. Emphasize linear corridor boulevards on SW 18th Avenue, Burnside and Jefferson Streets to provide active retail, plazas and other urban amenities.
E. Provide neighborhood amenities by including small packets of open space in conjunction with new, high density development.
F. Create a local streetscape that places importance on the continuity of pedestrian pathways, building lines, street corners, and other important physical design qualities.