



# HOLLYWOOD AND SANDY PLAN

ABRIDGED VERSION



JULY 2000



CITY OF PORTLAND, OREGON  
BUREAU OF PLANNING



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# HOLLYWOOD AND SANDY PLAN

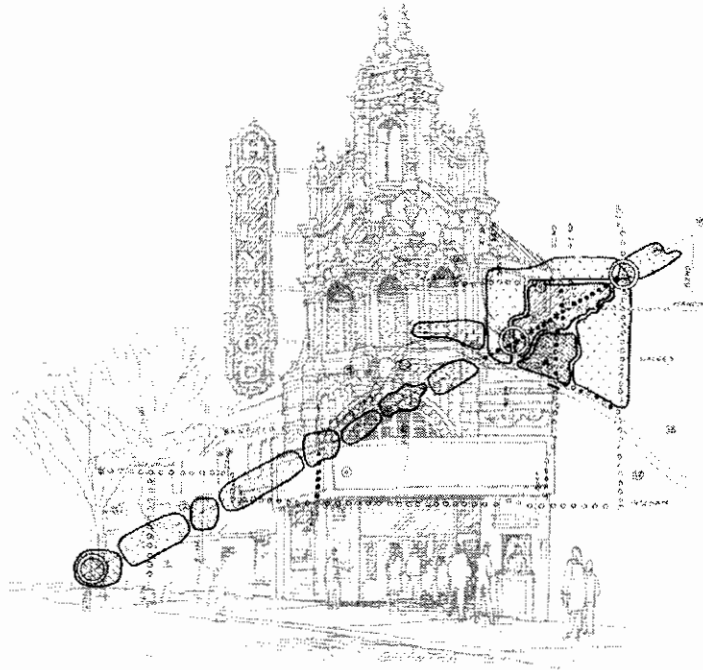
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## ABRIDGED VERSION

ADOPTED BY CITY COUNCIL, APRIL 5, 2000

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CITY OF PORTLAND, OREGON  
BUREAU OF PLANNING



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## Preface

This is a shortened version of the adopted *Hollywood and Sandy Plan*. It contains key information related to the study area: Sandy Boulevard from 12<sup>th</sup> to 54<sup>th</sup> Avenues, the Hollywood District, and NE Broadway from 33<sup>rd</sup> to 37<sup>th</sup> Avenues. Sandy and Broadway are designated as main streets in the *Region 2040 Growth Concept Plan* and Hollywood is designated as a town center and station community in the regional plan.

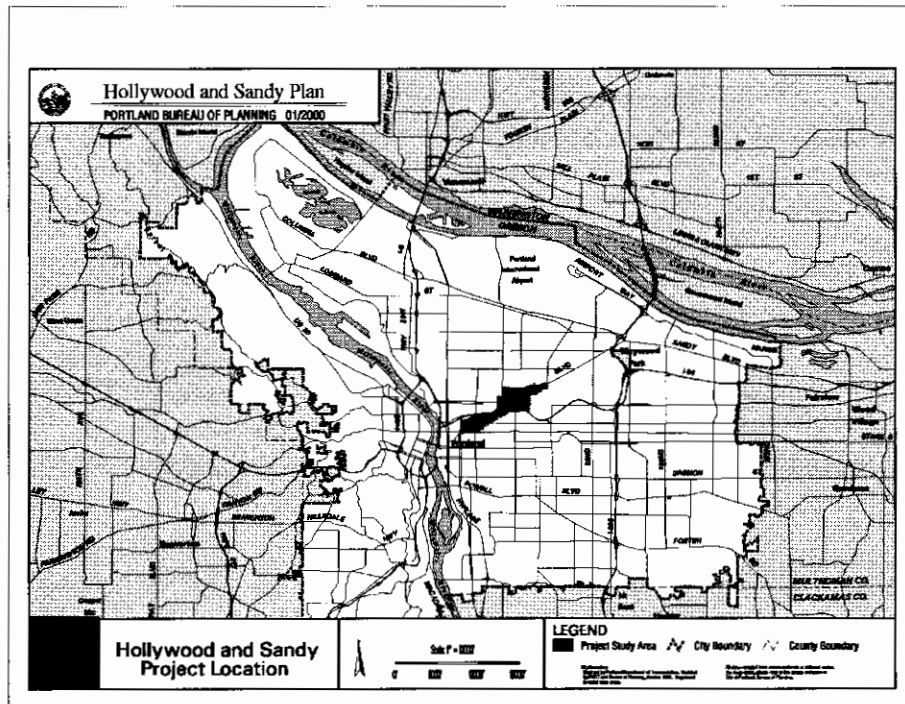
The *Hollywood and Sandy Plan* implements the regional designations through the community's vision which was translated into an urban design concept. The vision and concept for these places focuses on a mix of uses and activities that can be reached by walking, transit and other modes of travel. Implementation regulations, incentives and action plan activities were developed in the plan to achieve the community's vision and concept in the next twenty years.

For a complete version of the *Hollywood and Sandy Plan*, contact the Bureau of Planning, 1900 SW 4<sup>th</sup> Avenue, Suite 4100, Portland, or call 823-7700. For implementing zoning regulations see *Title 33: Planning and Zoning Code*. For updated zoning designations for this area, see the *Portland Zoning Atlas*.

## A. 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.

### 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?**

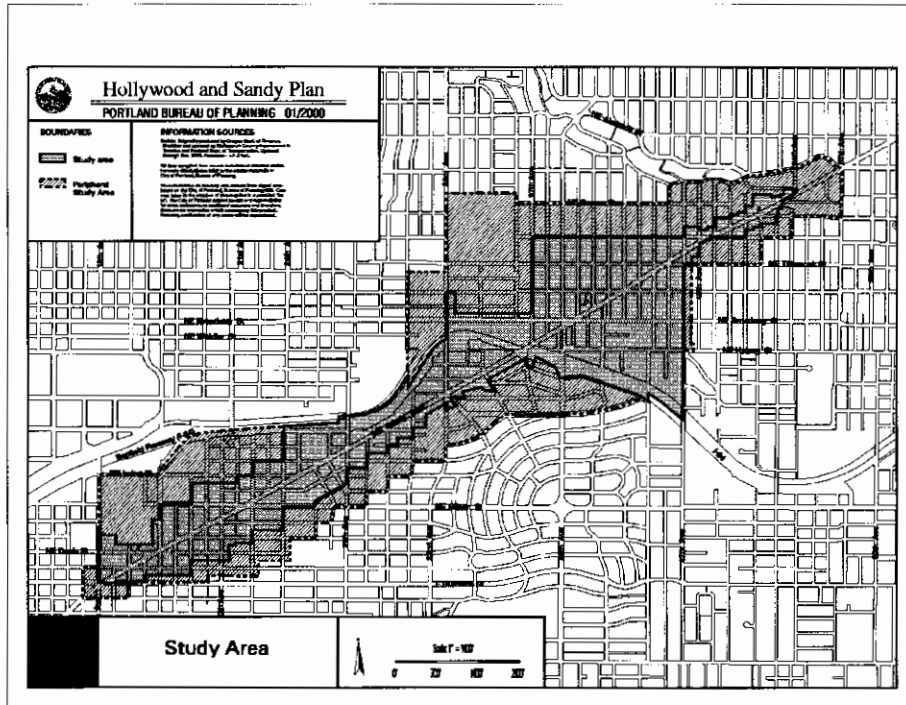
Hollywood and Sandy Boulevard are important places in Portland’s urban fabric with great historic value and many community amenities. Both are currently places valued by the community, but both have the potential to become more vibrant places in the coming years. Hollywood and Sandy Boulevard are specifically 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 the Hollywood District, areas north and south of Sandy Boulevard from 12th to 54th Avenues, and NE Broadway between 33<sup>rd</sup> and 37<sup>th</sup> Avenues. The plan includes a “study area” where all of the land use, transportation and public services planning efforts are focused, and a “peripheral study area” which was studied for potential impacts.



## Plan Study Area



## Hollywood and Sandy Plan 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).*

## Plan 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.*

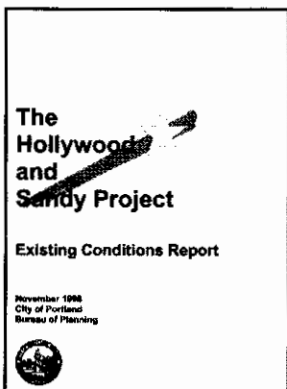
## B. Project Process and Products

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.

Planning was conducted within a framework of state, regional and local policies that guide future land use, key transportation and public facilities planning for this area. 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 adopted *Hollywood and Sandy Plan*.

Early on, 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.

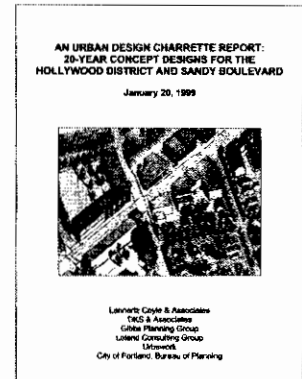
In the first phase of the project, staff focused its attention on collecting information about the existing conditions in the study area. This phase included research and compilation of data related to demographics, land use, and public facilities and services. The public provided key information on 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. 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.



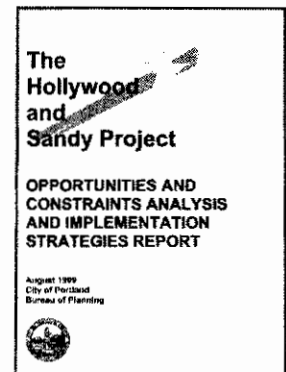
The *Existing Conditions Report* documents the data and input collected during the first phase of the project. The report includes information on transportation, land use, infrastructure, and community facilities and

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.

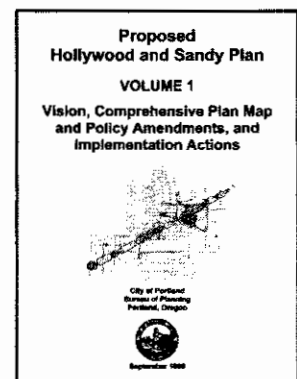
The second phase brought together members of the community and technical experts to discuss ideas regarding how the area might develop in the future. Based on the initial input from the community, the CWG and project staff drafted vision principles for the study area. A community vision workshop was 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*.



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.

## C. 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. However, the scope of public involvement for the project is much broader. Over the two-year process, project staff met with both individuals, and groups of citizens to contact an array of stakeholders in a variety of situations. For a full account of public involvement activities, see the adopted Hollywood and Sandy Plan.

### 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. 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.

In December 1998, the community was given the opportunity to review and respond to the work completed during the October 1998 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.

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



*Participants consider issues at a project open house*



*Neighborhood Walk #2, June 1998*

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

Approximately fifty people participated in a public workshop in September 1998 to review and share their views about draft vision statements developed by the Citizen Working Group and staff. Project staff later 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.

## 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. A business open house held in September 1998 concluded the process and 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 charrette (workshop) in October 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 areas with the greatest potential for enhancing the Hollywood District as a vibrant town center and Sandy Boulevard as a thriving main street.

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. This document provides a detailed look at the urban design concept that was finalized through this charrette process.



*Charrette meeting where early design concepts were discussed, October 1998*

## **Placemaking Workshop**

A Hollywood placemaking workshop attended by more than eighty community members was held in March 1999. 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. 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 to review draft plans and options. 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 hosted 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.

## **D. Vision for the Area**

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***

### **Sandy Boulevard and Broadway 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 12<sup>th</sup>, 20<sup>th</sup>, 28<sup>th</sup>, and 33<sup>rd</sup> 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.

## **Hollywood 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 46<sup>th</sup> 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 42<sup>nd</sup> Avenue between Tillamook and the transit center. This street and Sandy Boulevard between 37<sup>th</sup> and 47<sup>th</sup> 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, 42<sup>nd</sup>, and 47<sup>th</sup> 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 39<sup>th</sup> and 46<sup>th</sup> 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 39<sup>th</sup> and 43<sup>rd</sup> 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.

## E. Urban Design Concept

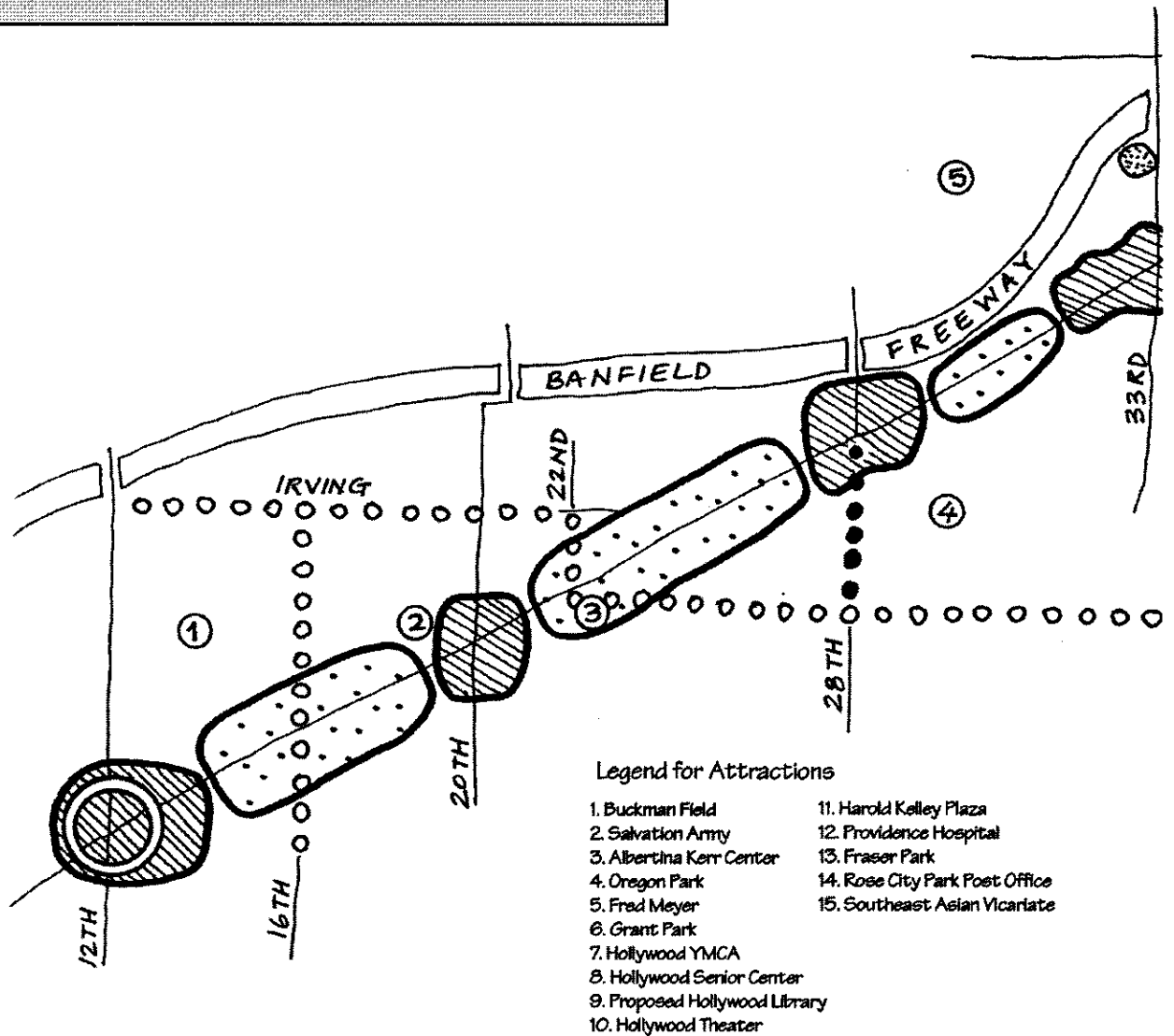
The urban design concept illustrates graphically the vision for the *Hollywood and Sandy Plan* area. The concept is the basis for the *Hollywood and Sandy Comprehensive Plan* map, as well as implementation tools such as the main street node and main street corridor overlay zones, and the Hollywood Plan 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.

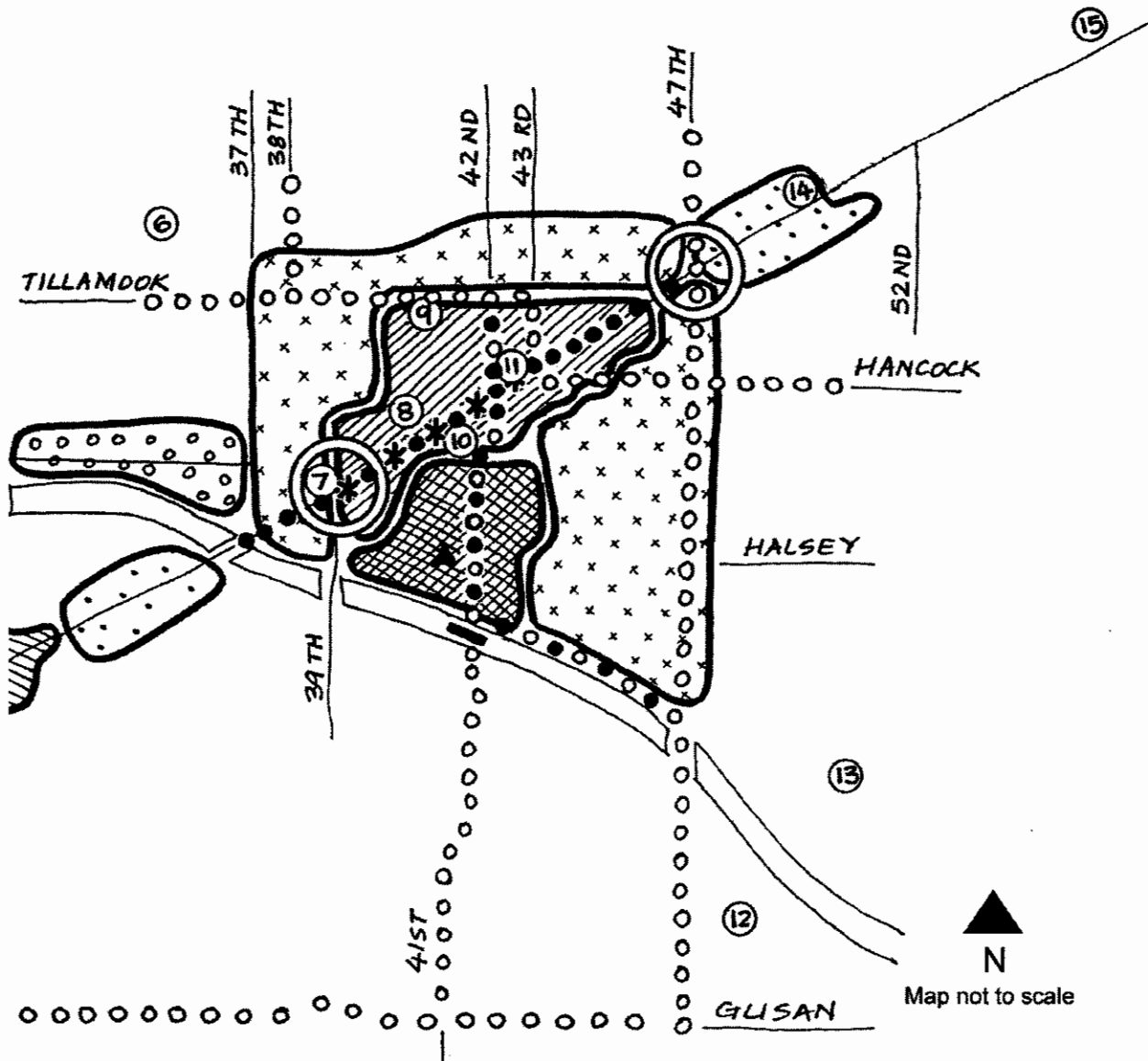


*In the future, pedestrians enjoy the wider sidewalks with well-placed amenities, attractive storefronts, and landscaped areas envisioned in the plan.*

# Urban Design Concept

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





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

City of Portland, Bureau of Planning, April 2000

## Concept Plan Features: Sandy Boulevard and Broadway Main Streets

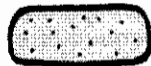
The vision for the Sandy Boulevard and Broadway main streets calls for making these more desirable places for neighborhood-serving and regional commercial, employment, and residential uses in an environment that makes it enjoyable to walk, use transit, and bicycle while accommodating motorized traffic.

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



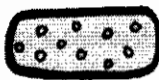
### Sandy Boulevard Nodes

*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 12<sup>th</sup> 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 57<sup>th</sup> Avenue looking southwest along Sandy Boulevard right-of way is preserved.*

①

see legend

## Public Attractions

*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



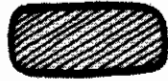
bikeways

*As designated in the Bicycle Master Plan, Glisan Street and 16<sup>th</sup> 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 37<sup>th</sup> to 47<sup>th</sup> and along 42<sup>nd</sup> 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**

*see legend*

*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.*





pedestrian

### **Pedestrianways and Bikeways**



bikeways

The pedestrian realm along 42<sup>nd</sup> 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 42<sup>nd</sup> and 47<sup>th</sup> Avenues and they provide bicyclists safer access to and through the town center area.

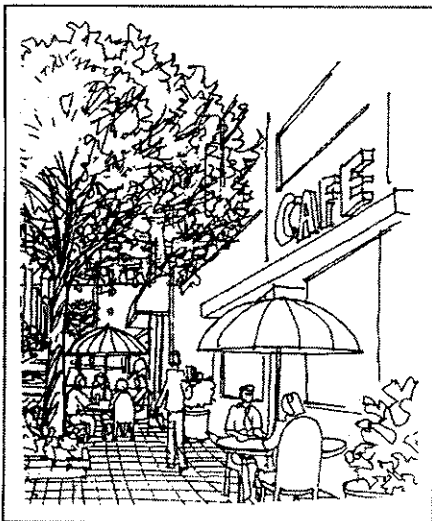


### **Major District Gateways**

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

### **\* \* \* Bright Lights Area**

Structures fronting Sandy Boulevard from 39<sup>th</sup> to 43<sup>rd</sup> 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.



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

## F. Comprehensive Plan and Zoning

The Hollywood and Sandy *Comprehensive Plan* map is the refinement of the urban design concept into *Comprehensive Plan* designations. The *Comprehensive Plan* map for the Hollywood and Sandy area, shown on pages 30-31, is 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*.

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.

### **Sandy Boulevard**

Along the Sandy Boulevard Main Street between NE 12<sup>th</sup> and NE 50<sup>th</sup> 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 31<sup>st</sup> 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 32<sup>nd</sup> and roughly NE 35<sup>th</sup> 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 47<sup>th</sup> and roughly NE 50<sup>th</sup> 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 50<sup>th</sup> to NE 54<sup>th</sup> 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 33<sup>rd</sup> and 37<sup>th</sup> 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 42<sup>nd</sup> and NE 45<sup>th</sup> between Broadway and Halsey are designated and zoned Central Residential (RX). A small area along NE 45<sup>th</sup> 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 46<sup>th</sup> and NE 47<sup>th</sup> Avenues between Tillamook and Thompson Streets. Harold Kelley Plaza, located at NE 42<sup>nd</sup> Avenue and Hancock Street is designated and zoned Open Space (OS). The area adjacent to Tillamook on the north side 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.

## G. 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” and on subsequent pages.

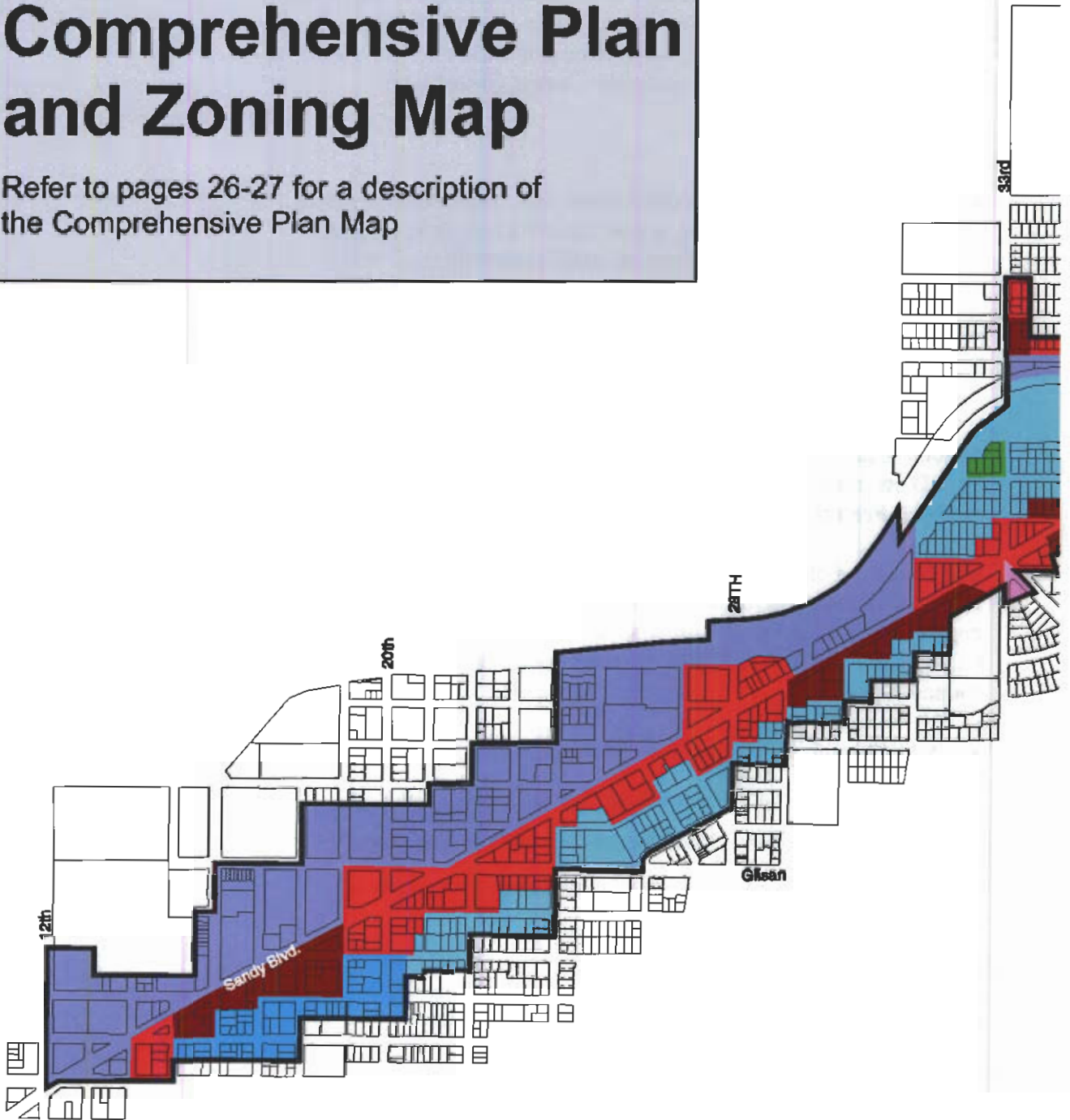
The following chapters of Portland’s zoning code implement the Hollywood Plan District, main street node overlay zone, main street corridor overlay zone, and other special design features, as adopted by City Council on April 5, 2000. A summary of the code changes can be found on page 42.

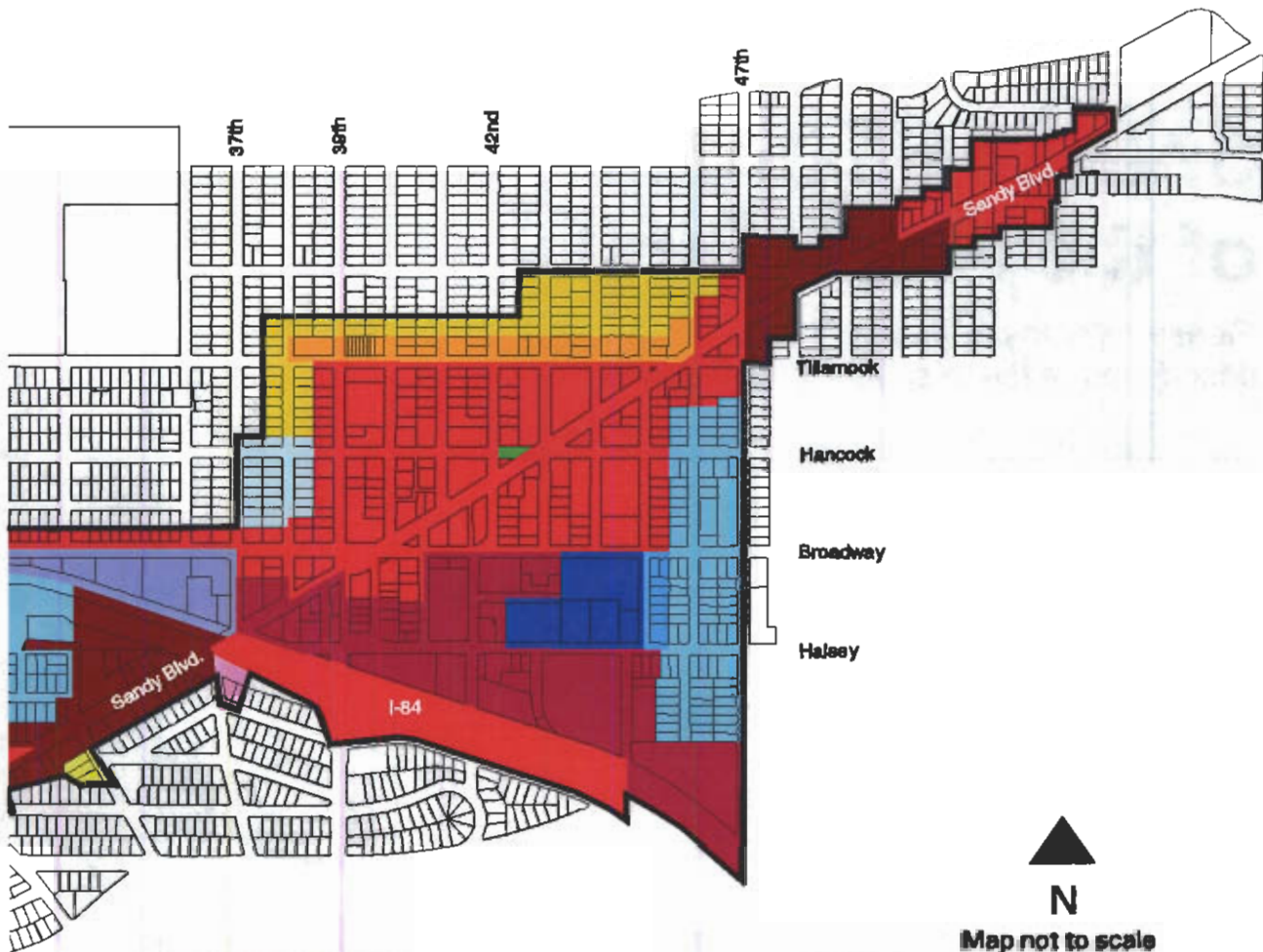
- Add Chapter 33.536, Hollywood Plan District
- Add Chapter 33.455, Main Street Node Overlay Zone
- Add Chapter 33.460, Main Street Corridor Overlay Zone
- Amend Chapter 33.218, Community Design Standards
- Amend Chapter 33.825, Design Review
- Amend Chapter 33.815, Conditional Uses
- Amend Chapter 33.540, 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 34-35 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.














# Comprehensive Plan and Zoning Map

Refer to pages 26-27 for a description of  
the Comprehensive Plan Map





**LEGEND**

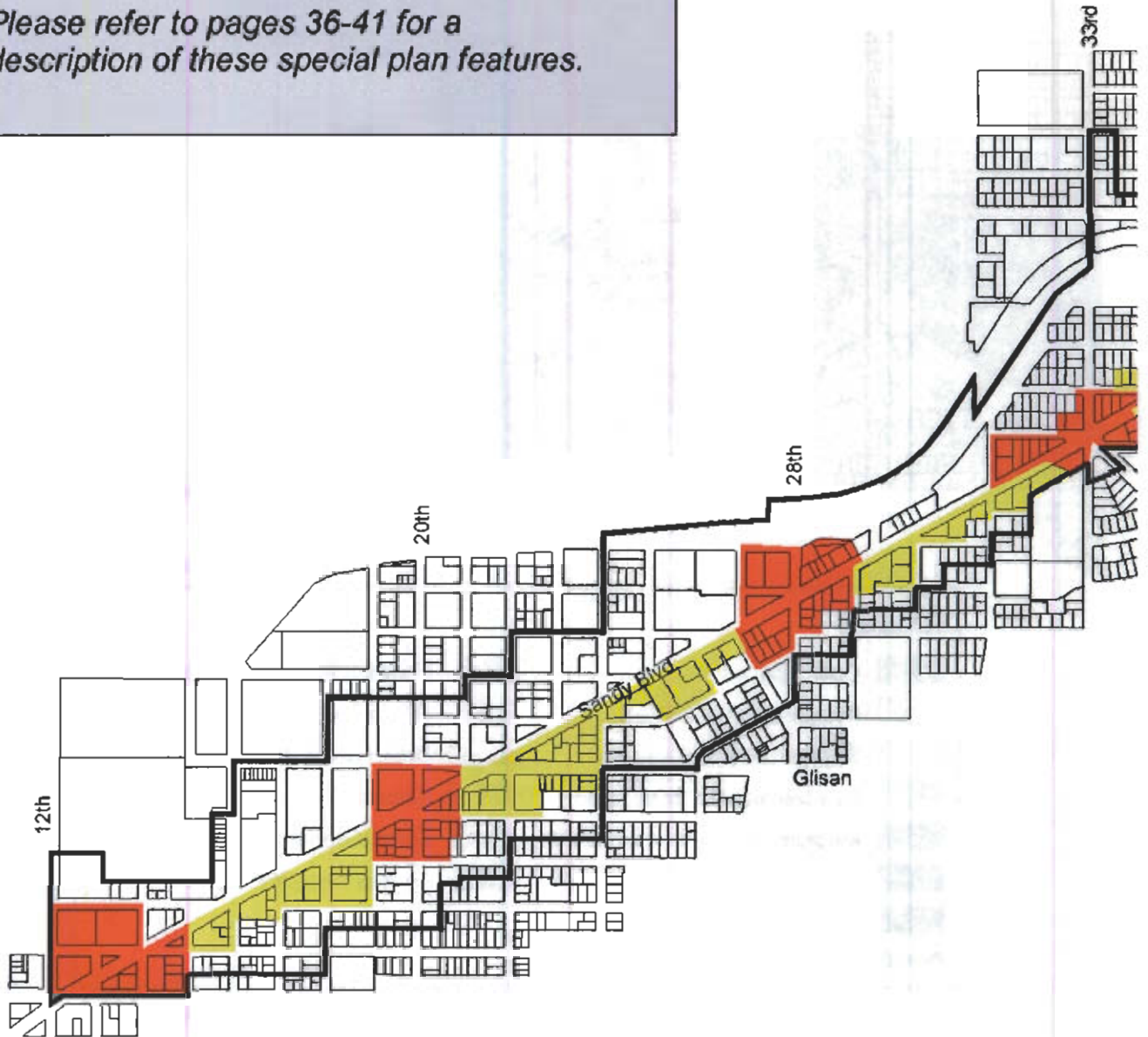
 Open Space (OS)	 Neighborhood Commercial (CN1)
 Residential 5,000 (R5)	 Office Commercial (CO1)
 Residential 2,500 (R2.5)	 Urban Commercial (CS)
 Low Density MF 2,000 (R2)	 General Commercial (CG)
 Medium Density MF 1,000 (R1)	 Central Commercial (CX)
 High Density Residential (RH)	 Central Employment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

Parenthesis ( ) indicate zoning designations

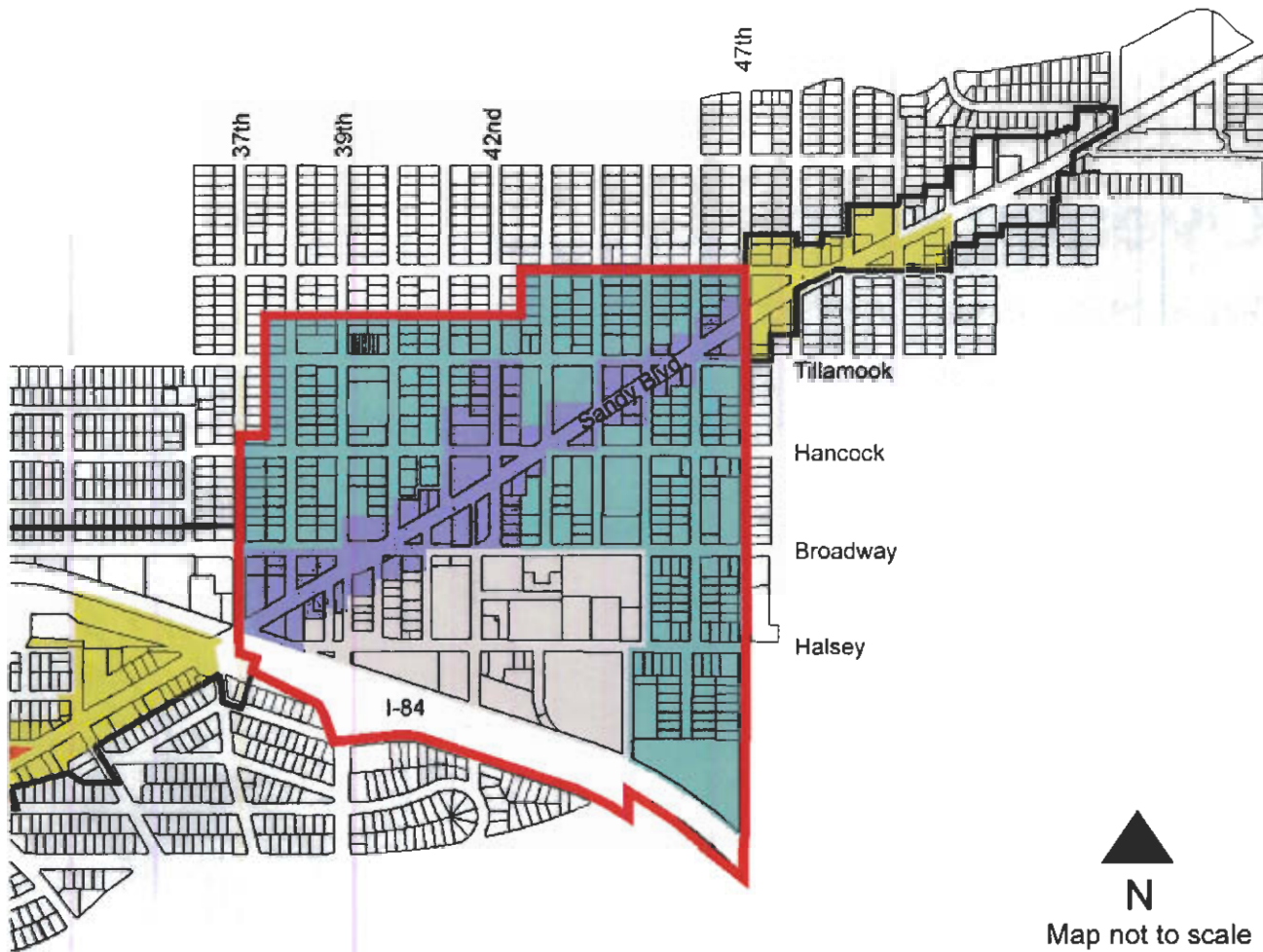
City of Portland, Bureau of Planning, April 2000

# Special Features of the Plan








*Please refer to pages 36-41 for a description of these special plan features.*







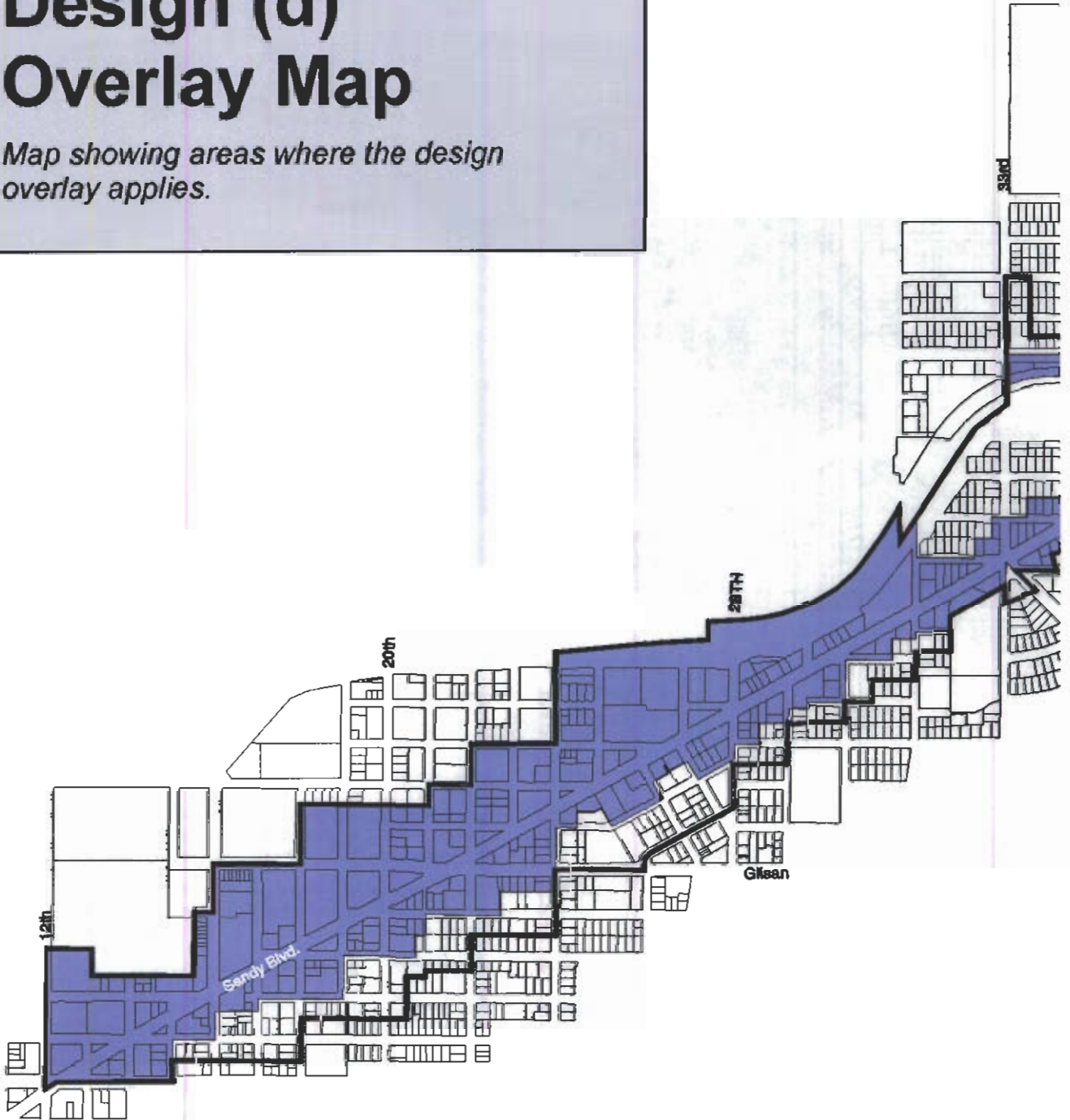
**LEGEND**

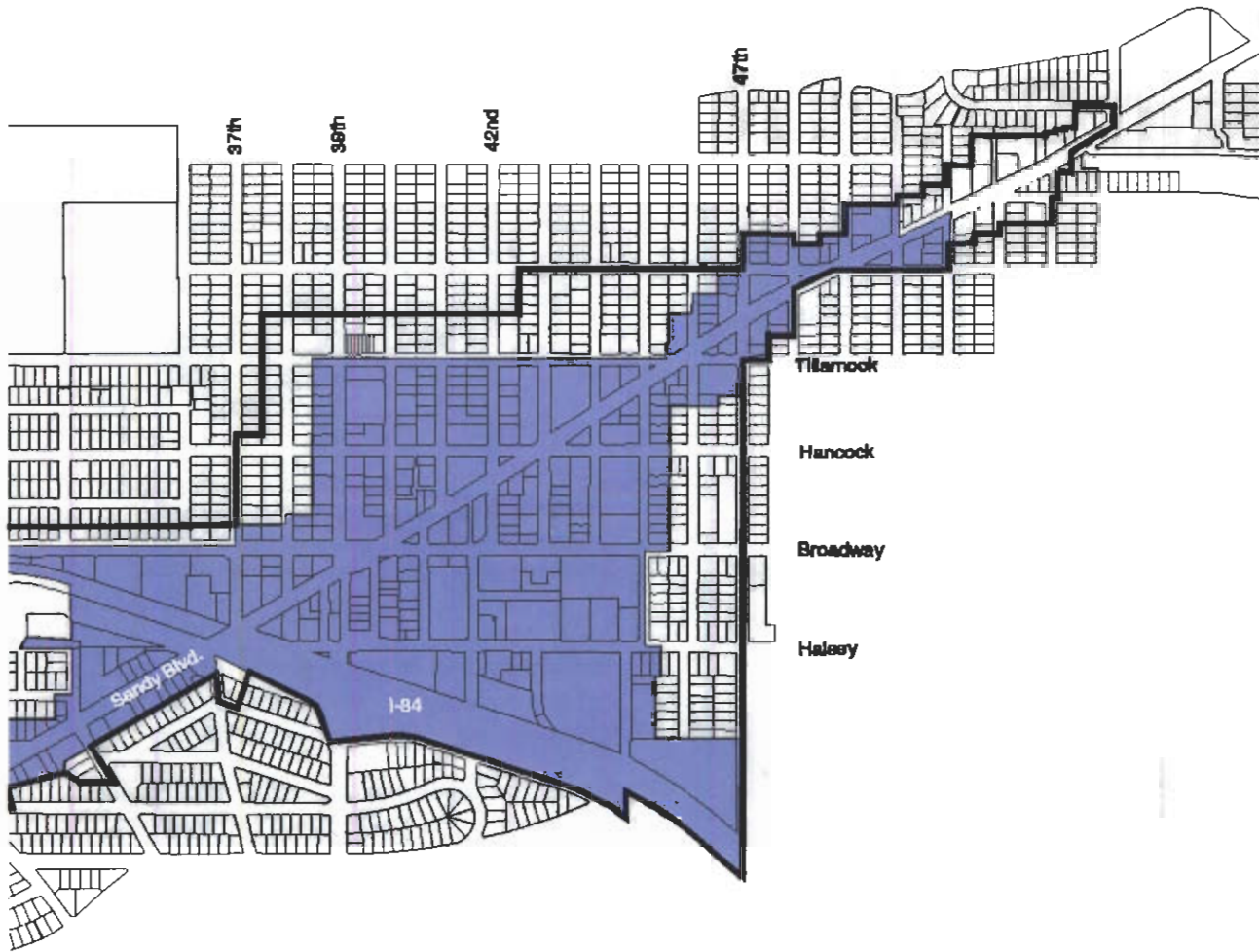
-  Main Street Study Area Boundary
-  Main Street Nodes: A series of pedestrian friendly retail centers within walking distance of nearby neighborhoods, implemented by the mainstreet node overlay zone
-  Main Street Corridor: Mixed use areas that allow a variety of activities and provide incentives for housing, implemented by the mainstreet corridor overlay zone
-  Hollywood Plan District/Town Center Boundary
-  Hollywood Commercial Core: The heart of the Hollywood retail district with special design features
-  Hollywood Supporting Areas: Areas that include housing, retail and other neighborhood commercial activities
-  Hollywood Transit Station Node: A new transit oriented neighborhood that mixes housing, retail and other commercial activities

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

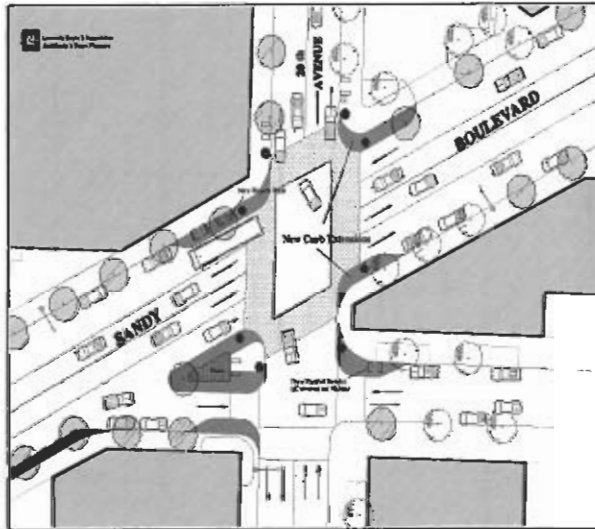
**LEGEND**

-  Area where the design overlay applies.
-  Plan Boundary

City of Portland, Bureau of Planning, April 2000

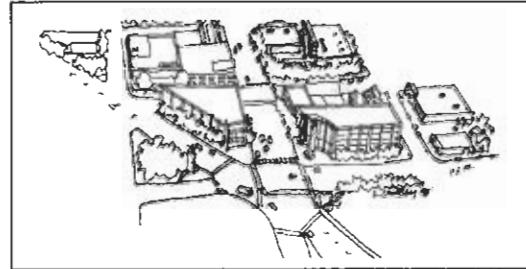
# Sandy Boulevard: Main Street Nodes

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.



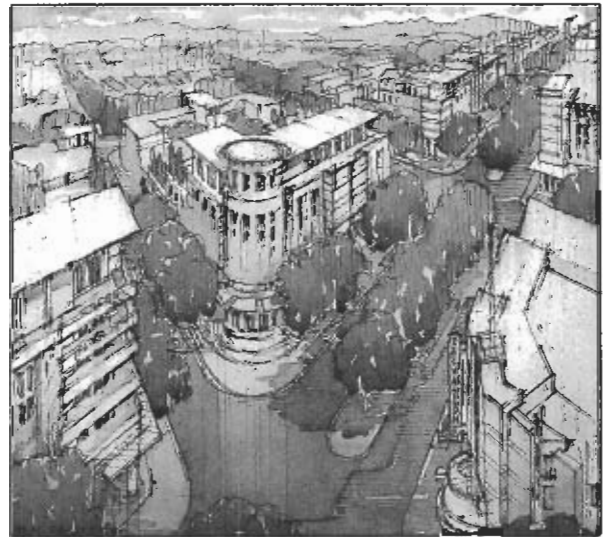
*Redesigned intersection at NE 20th Avenue and Sandy provides pedestrian amenities*

- 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.

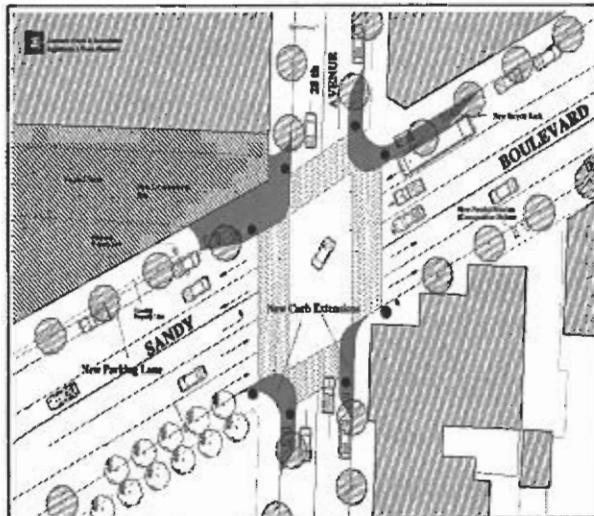


*Development envisioned for the intersection of 12<sup>th</sup> Avenue and Sandy Boulevard frames the street and creates a gateway to the central city*

- 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.

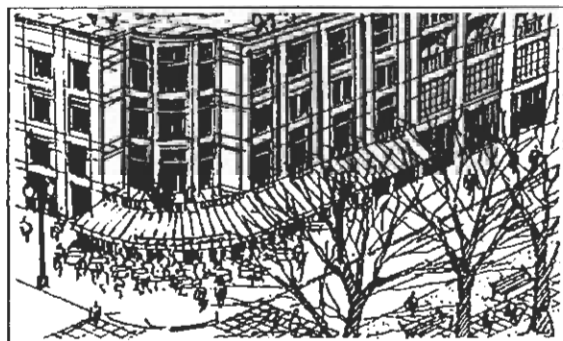


*A vision for the area around the NE 20<sup>th</sup> Avenue node (from the Urban Design Charrette)*



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

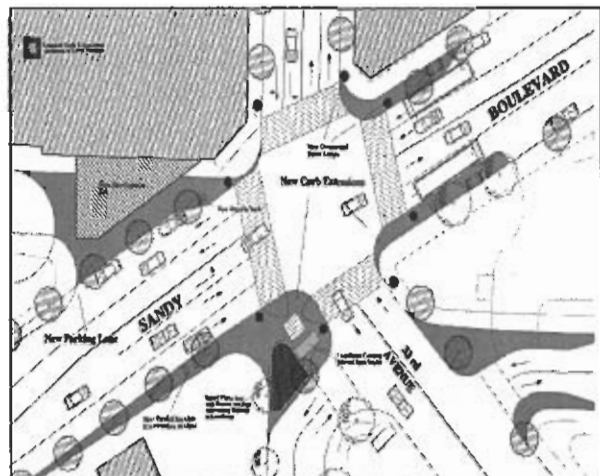
- Buildings respect and reinforce the unique geometry along Sandy Boulevard and the unique triangle shaped sites created by the diagonal street crossing the regular city grid.
- Design review is required for all new development to ensure high quality structures that enhance the character of the area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



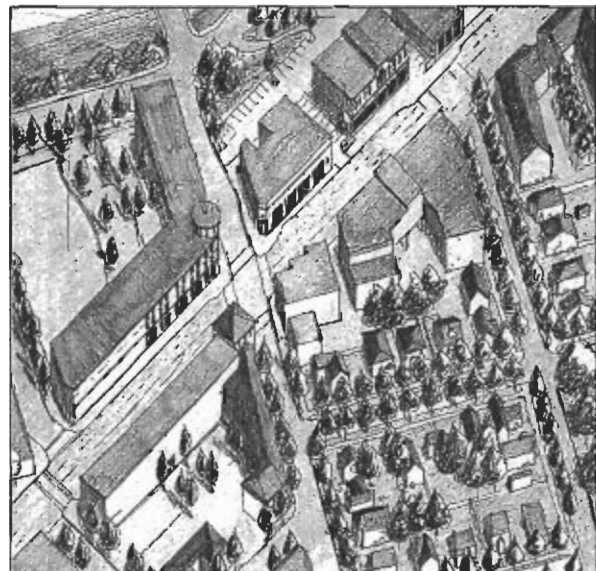
An example of urban scaled development with ground floor retail space



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



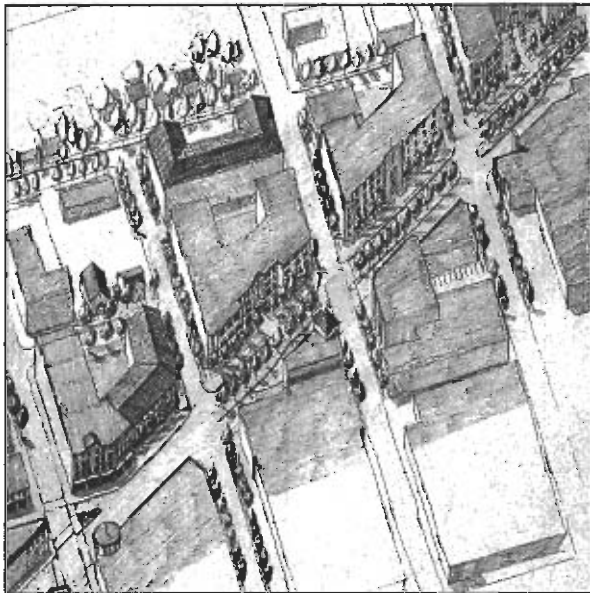
Redesigned intersection at NE 33rd Avenue and Sandy provides pedestrian amenities



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

# Sandy Boulevard: Main Street Corridor

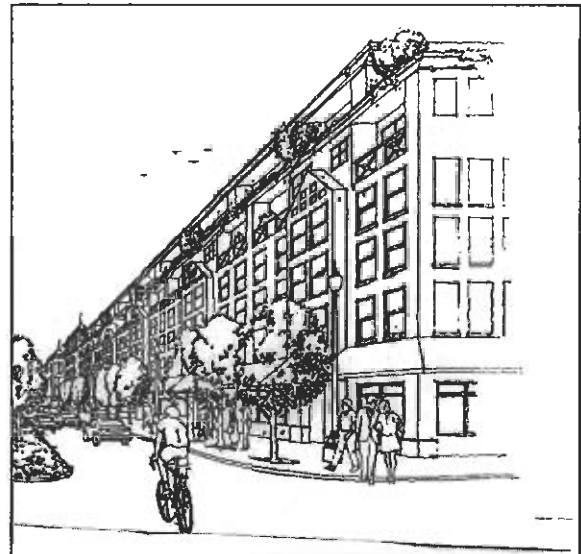
The main street corridor overlay zone is applied to properties between the nodes along the south side of Sandy Boulevard. The overlay is designed to promote additional housing opportunities along Sandy Boulevard, while allowing a variety of commercial enterprises.



*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.

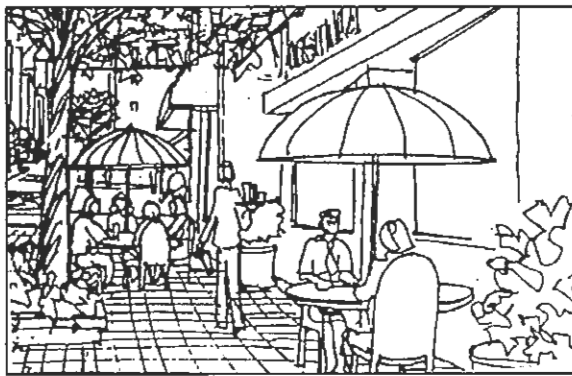
- Buildings respect and reinforce the unique geometry along Sandy Boulevard and the unique triangle shaped sites created by the diagonal street crossing the regular city grid.
- Buildings transition to nearby residential areas through a “step down” in height to match the lower height of adjacent residentially 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 42<sup>nd</sup> 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 42<sup>nd</sup> Avenue are designated “Enhanced Pedestrian Streets”*

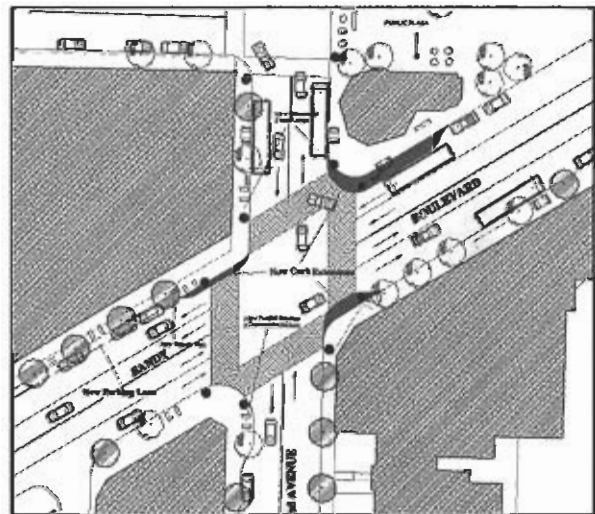
- Buildings in the CX zone are eligible for bonus floor area and building height by providing a minimum level of housing, open space, underground parking, or day care facilities in new developments.
- Additional height is allowed for buildings in the CS zone when housing comprises 25% or more of the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



© Michael Morrissey

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

- Sandy Boulevard between NE 39<sup>th</sup> and NE 43<sup>rd</sup> 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 42<sup>nd</sup> Avenue and Sandy Boulevard provides pedestrian amenities*

# Hollywood: Transit Station Node

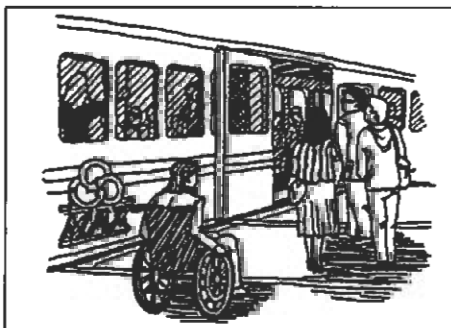
The transit station node, located in subdistrict A of the Hollywood Plan District, is the center of a vibrant new mixed-use neighborhood. The area is envisioned for the most intense future development in Hollywood.



© 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 42<sup>nd</sup> 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.

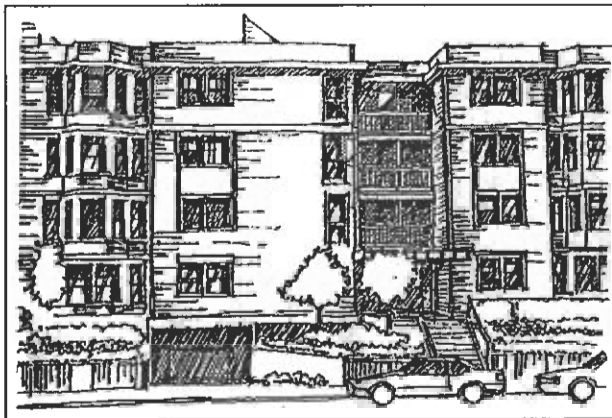


*The vision for the Hollywood Transit Center area includes urban scale buildings and more greenery (drawing courtesy of Seattle Comprehensive Plan Citizens' Guide)*

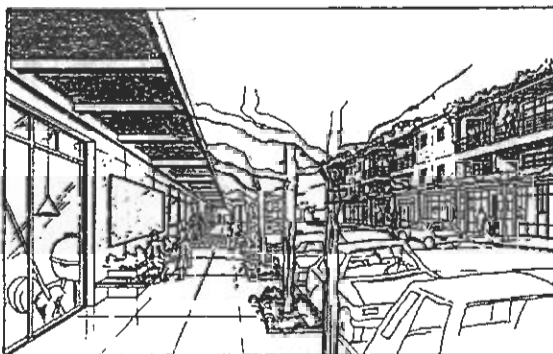


# Hollywood: Supporting Areas

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.

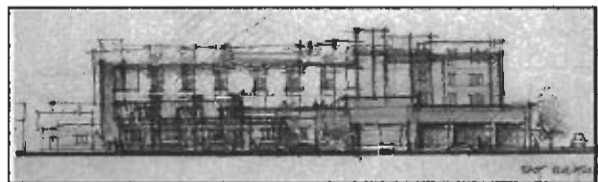


*New residential buildings contribute to the vitality of the town center (drawing courtesy of Seattle Design Guidelines for Multifamily and Commercial Buildings)*



*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)*

## H. 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"> <li>Limit commercial parking and auto-oriented uses to encourage pedestrian and transit activity.</li> </ul>	<ul style="list-style-type: none"> <li>Prohibit new park and ride facilities.</li> <li>Prohibit accessory parking for uses outside of the plan district.</li> </ul>
<ul style="list-style-type: none"> <li>Ensure that new buildings in commercial zones reduce in height to relate to adjoining single family residentially zoned properties.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>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.</li> </ul>
<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<ul style="list-style-type: none"> <li>Minimize the impact of commercial properties on the pedestrian environment and the adjacent residential properties.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>
<ul style="list-style-type: none"> <li>Allow flexibility in design for sites with diagonal frontages in the CS zone.</li> </ul>	<ul style="list-style-type: none"> <li>Prohibit vehicle areas between the building and Sandy Boulevard.</li> <li>Allow parking between the building and other streets except transit street frontages.</li> </ul>
<ul style="list-style-type: none"> <li>Respect and reinforce the unique geometry of blocks along Sandy Boulevard.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>

### **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**

<b>Objectives</b>	<b>Implementation Measures</b>
<ul style="list-style-type: none"> <li>Encourage residential/mixed-use in addition to commercial uses.</li> </ul>	<ul style="list-style-type: none"> <li>Require a minimum floor area ratio (FAR) of 1:1.</li> <li>Residential development may be used to meet the minimum FAR, and will not count towards meeting the maximum FAR.</li> <li>Parking floor area will not count towards the minimum FAR.</li> <li>Prohibit new single dwellings.</li> </ul>
<ul style="list-style-type: none"> <li>Encourage structured parking in appropriate areas.</li> </ul>	<ul style="list-style-type: none"> <li>Exclude structured parking from the FAR calculations.</li> </ul>
<ul style="list-style-type: none"> <li>Discourage auto-oriented uses.</li> </ul>	<ul style="list-style-type: none"> <li>Prohibit drive-throughs, quick vehicle servicing and vehicle repair uses.</li> </ul>
<ul style="list-style-type: none"> <li>Ensure design quality of new and major redevelopment.</li> </ul>	<ul style="list-style-type: none"> <li>Require the 2-track design review system for all new buildings and exterior alterations.</li> </ul>
<ul style="list-style-type: none"> <li>Ensure residential uses that support the commercial core of Hollywood, close to the transit center and the station square.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> </ul>

#### **Subdistrict B**

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

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

<b>Objectives</b>	<b>Implementation Measures</b>
<ul style="list-style-type: none"> <li>Encourage higher intensity new mixed-use development by providing bonus opportunities in the commercially zoned areas.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>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"> <li>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);</li> <li>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;</li> <li>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;</li> <li>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.</li> </ul> </li> </ul>

### ***Enhanced Pedestrian Streets (Sandy Boulevard between NE 37<sup>th</sup> and 47<sup>th</sup> Avenues and NE 42<sup>nd</sup> Avenue between the transit center and NE Tillamook Street)***

<b>Objectives</b>	<b>Implementation Measures</b>
<ul style="list-style-type: none"> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>Do not allow parking and loading access along these streets, unless the site does not abut another street.</li> <li>Require all new development to meet the ground floor window requirements of the CX zone.</li> <li>Prohibit free-standing signs.</li> </ul>
<ul style="list-style-type: none"> <li>Ensure design quality of new and major redevelopment along the Enhanced Pedestrian Streets.</li> </ul>	<ul style="list-style-type: none"> <li>Require the 2-track design review system for all new buildings and exterior alterations along these streets.</li> </ul>

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

Objectives	Implementation Measures
<ul style="list-style-type: none"> <li>• 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.</li> </ul>	<ul style="list-style-type: none"> <li>• Make commercial parking a conditional use, which must meet the following:                             <ul style="list-style-type: none"> <li>- The parking must be in a structure; and</li> <li>- A parking demand analysis is required to show a need for Commercial Parking at this location.</li> </ul> </li> <li>• Establish certain conditional use approval criteria for commercial parking facilities.</li> <li>• Establish maximum parking ratios for specific use categories for parking accessory to a primary use (implements regional mandate for Hollywood).</li> </ul>

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

Objectives	Implementation Measures
<ul style="list-style-type: none"> <li>• Enhance the sense of place and identity by incorporating site and building design features that respond to the area's desired characteristics and traditions.</li> </ul>	<ul style="list-style-type: none"> <li>• 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"> <li>- Promoting a bright lights area along Sandy Boulevard from 39<sup>th</sup> to 43<sup>rd</sup> avenues;</li> <li>- Ensuring that structures along the Enhanced Pedestrian Streets contribute to the desired character envisioned in the plan; and</li> <li>- Respecting the character of the Hollywood Theatre and emphasizing it as a neighborhood focal point.</li> </ul> </li> </ul>

## **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***

<b>Objectives</b>	<b>Implementation Measures</b>
<ul style="list-style-type: none"> <li>• Allow flexibility in design for sites with diagonal frontages in the CS zone.</li> </ul>	<ul style="list-style-type: none"> <li>• Prohibit vehicle areas between the building and Sandy Boulevard.</li> <li>• Allow parking between the building and other streets except transit street frontages.</li> </ul>
<ul style="list-style-type: none"> <li>• Ensure that new buildings in commercial zones reduce in height to relate to adjoining single family residentially zoned properties.</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul>
<ul style="list-style-type: none"> <li>• Minimize the impact of commercial properties on the pedestrian environment and the adjacent residential properties.</li> </ul>	<ul style="list-style-type: none"> <li>• 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"> <li>- Include a 5 foot landscaped area, which complies with at least the L2 standard described in the current code.</li> <li>- Have 15% glazing above ground level on the walls facing the residential zones.</li> </ul> </li> <li>• If all frontages are within 50 feet of an applicable residential zone, then one frontage is exempt from the above standards.</li> </ul>
<ul style="list-style-type: none"> <li>• Respect and reinforce the unique geometry of blocks along Sandy Boulevard.</li> </ul>	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

**Main Street Node Overlay Zone (j)**

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

**Main Street Corridor Overlay Zone (m)**

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