



GOOSE HOLLOW FOOTHILLS LEAGUE
2257 NW RALEIGH STREET PORTLAND, OR 97210 503-823-4288

May 14, 2012

Patrick Quinton, Executive Director
Portland Development Commission
222 NW Fifth Avenue
Portland, Oregon 97209

Dear Chairman Andrews:

The Goose Hollow Foothills League (GHFL) lends its strong support for the proposed creation of the Education Urban Renewal Area and its inclusion of the Lincoln High School campus and adjoining airspace over I-405. We encourage PDC and the Portland City Council to seize the opportunity to leverage tax increment financing with other public and private resources to accelerate Lincoln's and PSU's continued advancement into the ranks as model urban educational institutions.

The GHFL Board comprises long-standing neighborhood residents, local business owners and large institutional representatives who are committed to better integrating Goose Hollow with downtown per our recently completed Visioning Statement (see attached). To this end, we wish to explore how to enhance partnerships which not only bring new taxable development to land near PSU, but to do so in a manner that is driven by strategies for improved retail and other amenities that are important to attract more pedestrian and business activity from the central core downtown Portland. Our group is particularly focused on better connecting our neighborhood to the rest of the city: whether by fostering partnerships between Lincoln High School and other institutions, by capping at least portions of I-405 to mitigate the effects of transportation infrastructure which ripped through our neighborhood in the 1960's, or by "greening" the I-405 corridor with urban parks and commercial blocks to significantly increase the value and redevelopment potential of areas that are not benefiting the Portland residents to their full potential.

Thank you for pursuing this new urban renewal area and providing a specific focus which advances your strategies for research, commercialization and entrepreneurship. We are excited about the possibility of establishing successful partnerships with PDC, with PSU and with Lincoln High School to fulfill the goals of the area.

Sincerely,

Linda G. Cameron, GHFL Secretary
On behalf of the GHFL Board of Directors

Cc: GHFL Board of Directors

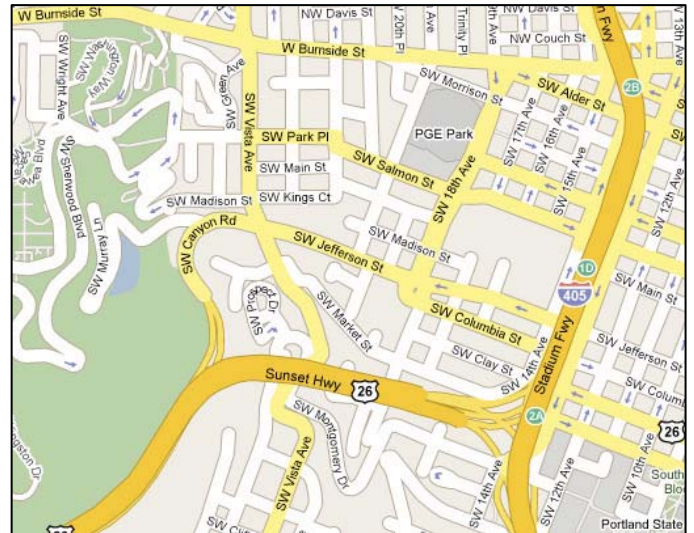
Charting Goose Hollow's Future

Goose Hollow is Portland's most diverse, densely populated urban neighborhood, its most important gateway, a key cultural, commercial and civic center, and a core element of Portland's historic sense of self.

The Goose Hollow Foothills League ("GHFL") would like to: (a) increase the neighborhood's walkability, (b) draw more people to Goose Hollow, and (c) increase the cultural, recreational, entertainment and commercial opportunities within Goose Hollow through:

1. Inclusion of Goose Hollow in the contemplated Innovation District URA to fund the reintegration of Goose Hollow, which is currently isolated by West Burnside and the 405 Freeway, with the Central City. Reintegration will come from (i) the "greening" of West Burnside between 13th and 23rd avenues via implementation of a Burnside redesign, traffic calming and streetcar scheme, and (ii) the "greening" of the 405 Freeway by creating (as an element of the Lincoln High School redevelopment opportunity, for example) a new urban park and commercial blocks bridging the Freeway between Alder and Columbia. Greening and reintegration will significantly increase the value and redevelopment potential of the more than 25 city blocks of blighted Goose Hollow property near 405 or West Burnside not currently benefiting Portland's residents. Redevelopment of blighted properties and the creation of new commercial blocks under the Innovation District URA will ultimately pay for a portion of the greening programs.

- a. Implementation of a Burnside redesign, traffic calming and streetcar scheme. A well-executed Burnside redesign will facilitate the redevelopment of West Burnside, make walking on and across West Burnside more pleasant and less dangerous, add an additional public transportation link to downtown and the Pearl, and weave West Burnside into the fabric of the west side neighborhoods as something more than private use transport infrastructure. Redesign should be extended to 19th Ave. at a minimum, with extension of the streetcar to NW 23rd Ave. strongly preferred.
- b. Creation of a new public park and commercial blocks bridging the 405. The park and new commercial blocks will, with the community amenities afforded by a redeveloped Lincoln High School, transform the 405 from a barrier into a seamless pedestrian and commerce friendly recreational and cultural link to the West End without impacting the transportation benefits the Freeway provides.
- c. Market based redevelopment of the blighted and underutilized areas around Lincoln High School and Jeld-Wen Field. Redevelopment will create an urban mix pedestrian friendly "Main Street" of medium to high density ground floor active use commercial and residential buildings (including integrated off-street parking facilities for visitors to Jeld-Wen Field and other Goose Hollow institutions and attractions) in the level area between 18th and 14th Avenues and Salmon and Alder Streets and a smaller, more service oriented "Main Street" along Jefferson. With the barrier aspects of West Burnside and the 405 removed by the Burnside redesign and public park and commercial blocks bridging 405, respectively, the area east of Jeld-Wen Field will become downtown's most vibrant and accessible residential and commercial area, enabling greater enjoyment of Goose Hollow's attractions, particularly Jeld-Wen Field.



2. Restoration of proper, ADA compliant sidewalk widths and installation of attractive pedestrian friendly lighting throughout Goose Hollow, installation of street furniture at appropriate locations, and pedestrian focused redesign of the traffic circle at 18th and Jefferson.