

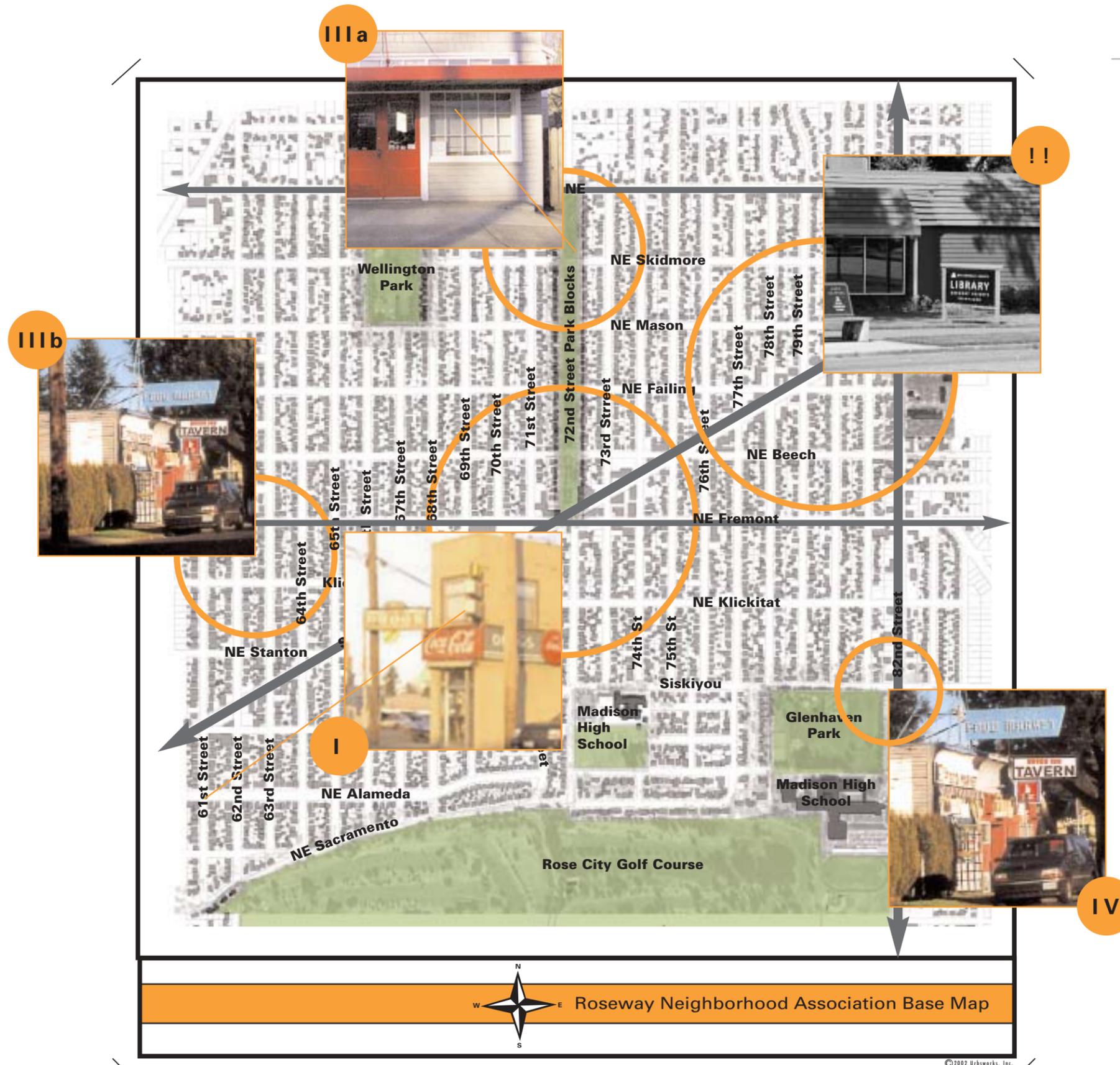


CHAPTER TWO

FOCUS AREAS IN DETAIL

- Proposals by Area
- Vision Chart
- Existing Conditions

Introduction



- I SANDY FROM 68TH TO 77TH** neighborhood center and a lively pedestrian-oriented commercial main street
- II SANDY FROM 77TH TO 82ND** mixed use commercial area centered on the Gregory Heights branch library, which serves as a civic anchor
- IIIA PRESCOTT & 72ND** small-scale mixed use hubs of activity that are oriented to surrounding residences
- IIIB FREMONT & 62ND** small-scale mixed use hubs of activity that are oriented to surrounding residences
- IV THE 82ND & SISKIYOU** area is a neighborhood gateway that provides a sense of arrival to Roseway neighborhood and Northeast Portland.

Focus Area I

Focus Area I Detailed Vision

Sandy from 68th to 77th serves as the neighborhood center for Roseway. This area is known throughout the city for its history, cultural diversity, and wealth of ethnic restaurants and grocery stores. It is a place that welcomes those from the neighborhood and those from outside it to visit, shop, conduct business, enjoy a meal, or stroll. This combination makes Sandy from 68th to 77th a memorable Main Street with a unique character.

This section of Sandy is pedestrian-oriented, while still accommodating local automobile and bus traffic, similar to NE Broadway through Irvington and the Lloyd District. Sidewalks are wide, bus stops are all fully improved, and there are better and more frequent crossings. The central neighborhood intersection and sidewalks at Sandy and 72nd have been improved to make pedestrians feel safer, and trips across the street shorter and more inviting. Automobile speeds have been reduced through curb extensions, street trees, improved pedestrian crossings, and more frequent lights. At the same time, travel time through the neighborhood hasn't increased significantly due to improved signal timing and traffic light controls.

The link between the commercial area and the 72nd park blocks is strengthened, and the park blocks have become an active neighborhood focal point, while providing a visual connection to the region.



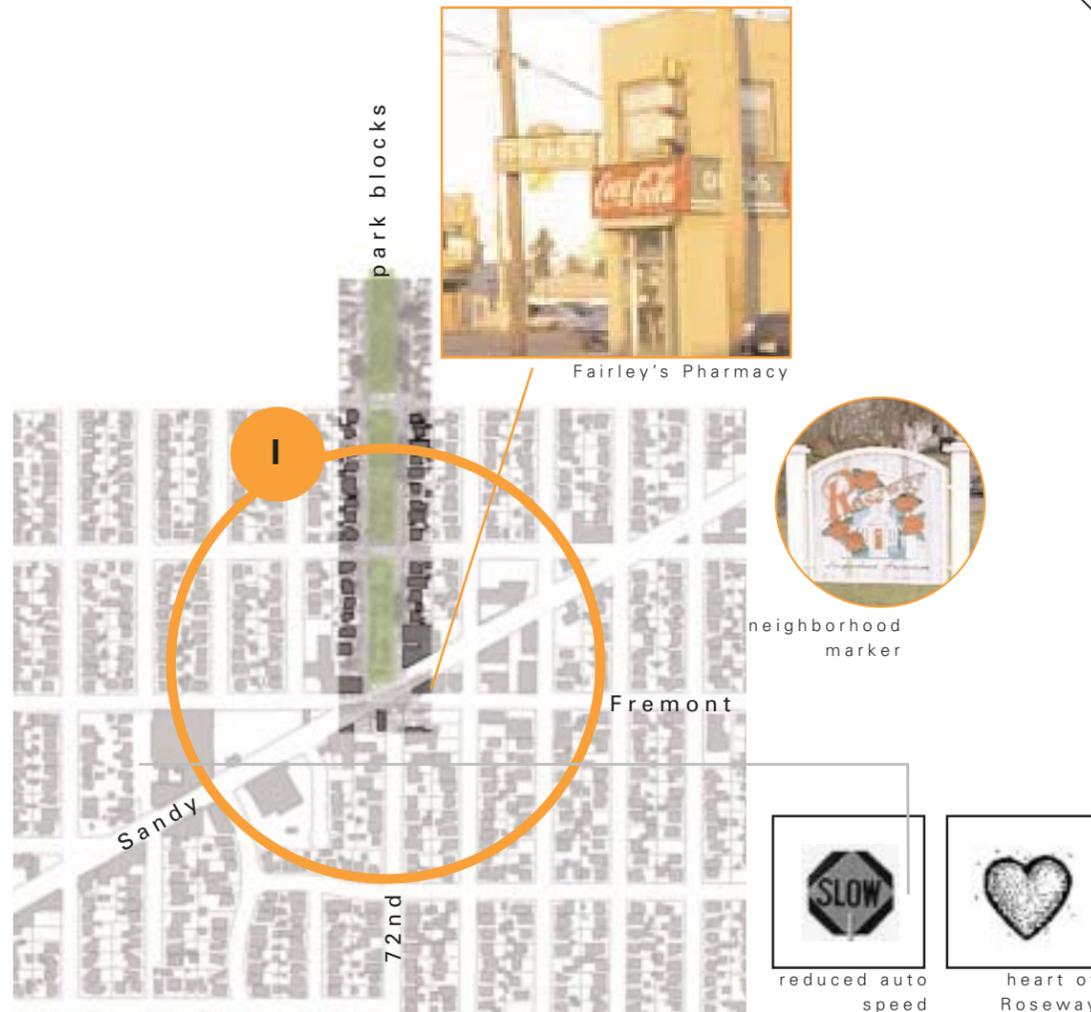
improved sidewalks



western gateway



neighborhood gathering spot



Building on the historic development pattern along Sandy, new development and redevelopment include storefronts and are compatible with the traditional pattern. Existing storefronts have taken advantage of storefront loans and are "spruced up". Windows are filled with wares, and awnings and attractive signage invite customers. A mix of businesses also helps makes the storefronts lively, attractive, and active at all hours. The Southeast Asian business community has grown even stronger. Residential uses are interspersed along Sandy, located above the ground floor. New buildings create an attractive edge on the street. Wider sidewalks encourage strolling, window shopping, and sidewalk cafes. Housing above retail adds to the diversity of housing types available in the neighborhood. This housing also adds to the customer base that can conveniently access stores on foot.

A well-organized shared parking program maximizes the utility and benefit of surface parking to support many neighborhood uses. Centrally located, but not predominant, these lots encourage visitors to walk a way and enjoy the neighborhood storefronts. Signage and banners let visitors know that they are in the "heart of Roseway".

Sandy from 68th — 77th

INCLUDING PARK
BLOCKS

VISION:

Roseway's neighborhood center and a lively pedestrian-oriented commercial main street



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A great movie theater is both a shelter and a shrine, where we can tune out our troubles by tuning into worlds of make-believe. True, most Portland theaters are operated by a Tennessee corporation more concerned with profits than majestic movie watching. Thankfully, however, vintage theaters like the Roseway continue to survive, offering cheerful service.

• Brian Libby. Willamette Week

Focus Area I

Sandy from 68th — 77th

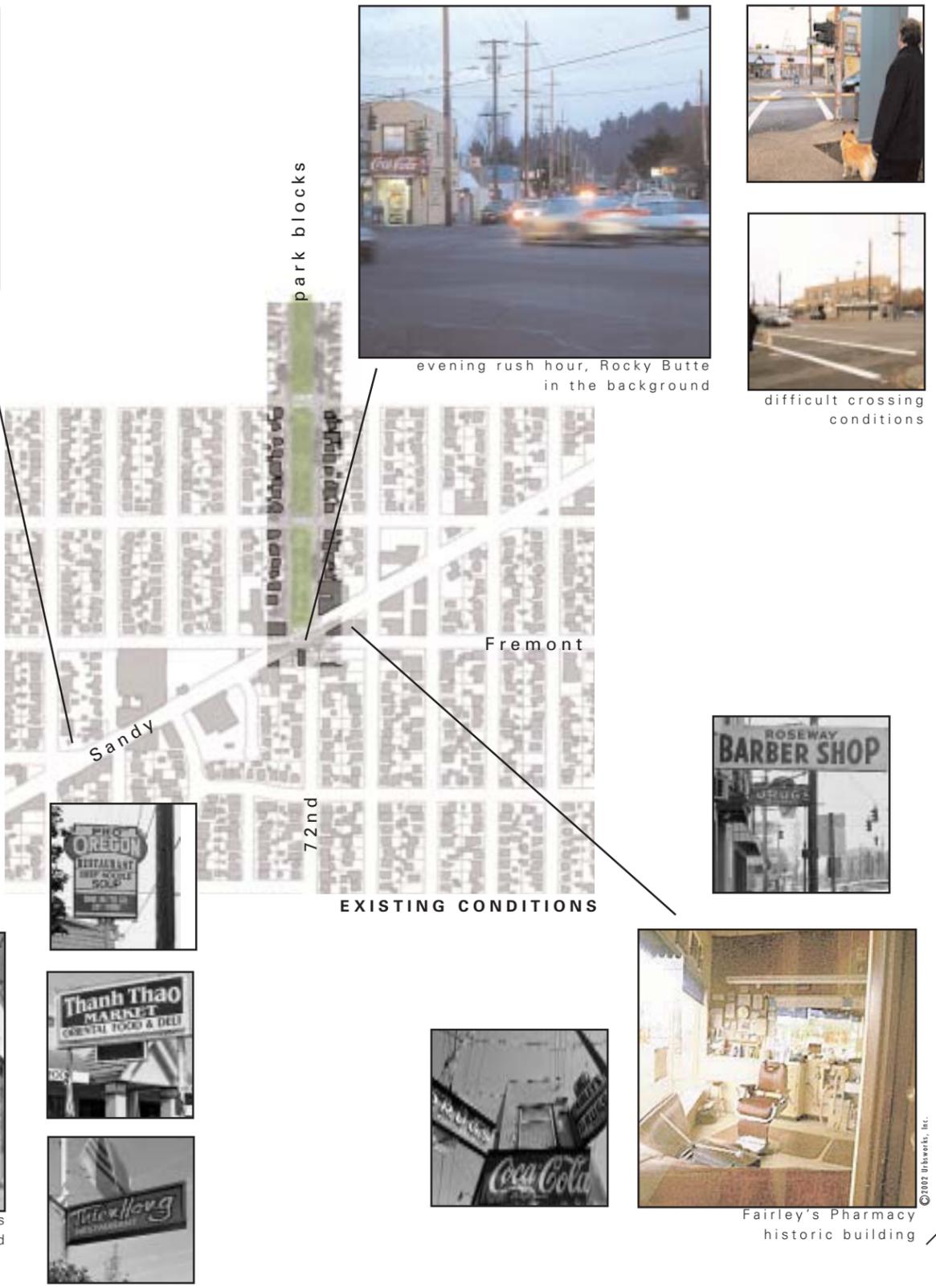
INCLUDING PARK BLOCKS

ZONING ISSUES:

CG zoning. Much of the CG zoning and associated parking requirements along Sandy Boulevard discourages storefront type commercial and/or housing above retail.

R2.5 zoning. While the Vision Committee supports attached housing, without design controls that limit the orientation of garages to the street, the R2.5 zoning that predominates north and south of Sandy may lead to certain types of housing designs that are incompatible with adjacent residential buildings,

The Action Chart lists the Roseway Vision Committee as implementer of future design workshops that would explore these and other zoning issues.



residences along the park blocks



Southeast Asian businesses along Sandy Boulevard



Fairley's Pharmacy historic building

Focus Area II

Sandy from 78th—82nd INCLUDING SHRINERS SITE

VISION:

a mixed use commercial area centered on the Gregory Heights branch library, which serves as a civic anchor

Focus Area II Detailed Vision

Sandy from 77th to 82nd is a mixed use commercial area, with Sandy functioning as a Main Street. The library located within this focus area is a civic anchor, and a center of neighborhood activity. The intersection of 82nd and Sandy in this focus area serves as a major gateway to Roseway and to greater Portland. A gateway structure has been constructed to celebrate and demark this historic entry point to the city.

The area of Sandy from 77th to 82nd includes a variety of commercial and office uses that complement but do not compete with the main neighborhood center further west on Sandy. In the future, this area has more intensive development than it currently does, with more people living, working, and shopping here. More housing is incorporated into the new and redeveloped buildings on Sandy.

Bus stops on Sandy are all fully improved. Pedestrian crossings are frequent, allowing neighborhood residents easy access to the library. Automobile speeds have been reduced by street improvements, improved crossings, and more frequent lights. At the same time, travel time through the neighborhood hasn't increased significantly due to improved signal timing and traffic light controls. Curb cuts have been consolidated and moved off Sandy. On-street parking is well-used, and parking lots are located behind or to the side of buildings.



eastern gateway



fantastic views



spruced up



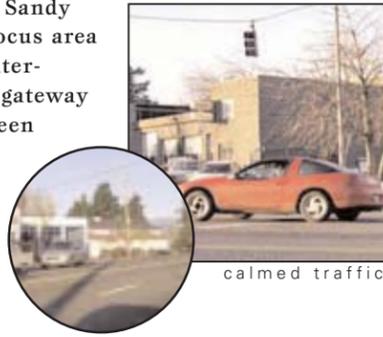
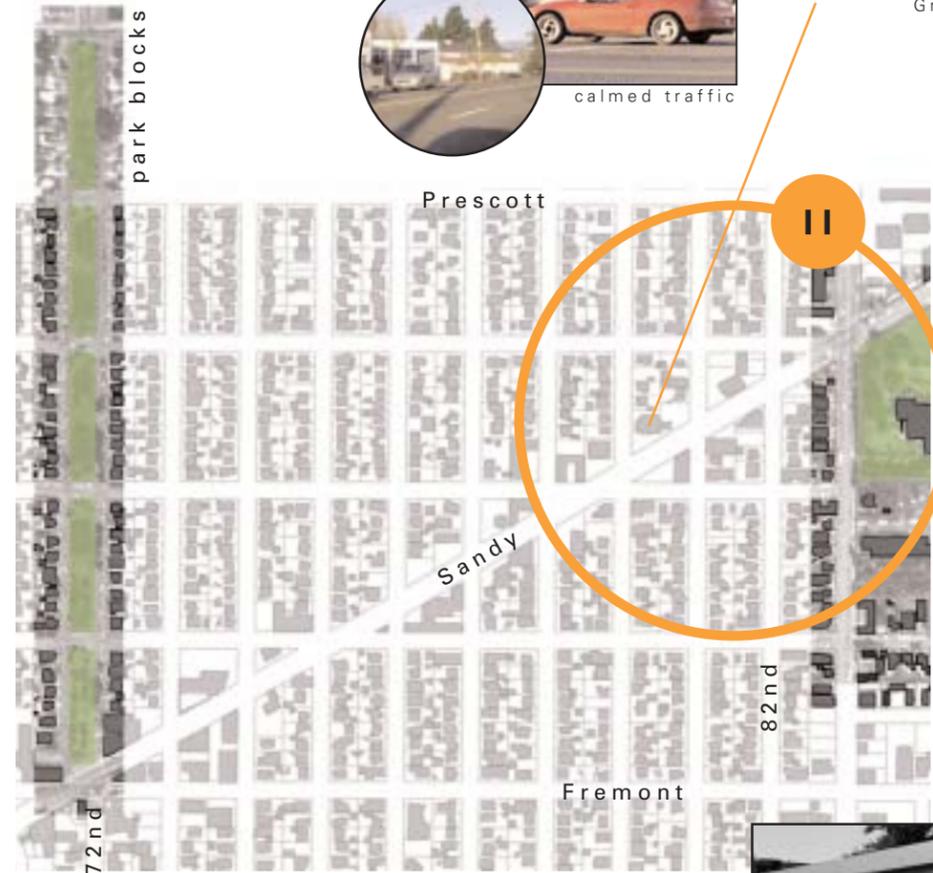
more neighborhood businesses



historic Shriners Hospital

The former Shriner's hospital was visited by numerous celebrities during its heyday, from President Franklin Delano Roosevelt and Babe Ruth, to Jack Dempsey and Rin Tin Tin.

- Kristina Brenneman, The Business Journal



calmed traffic



Gregory Heights branch library



improved bus stops



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C2. Area Two

Sandy from 78th— 82nd

INCLUDING
SHRINERS SITE



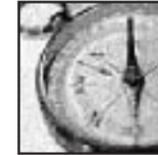
local employment
along Sandy



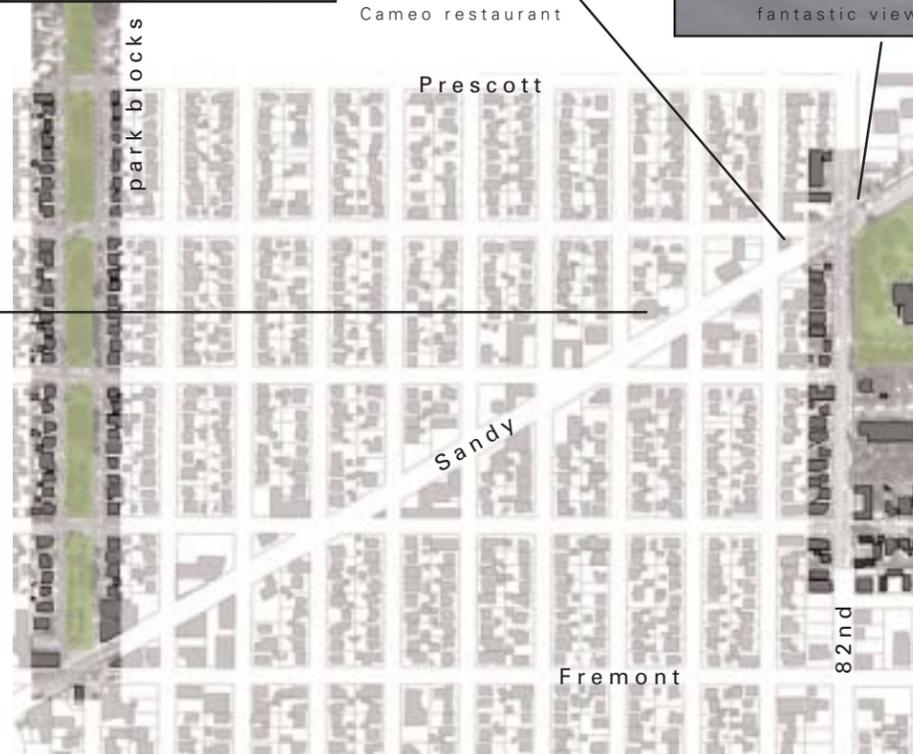
Cameo restaurant



fantastic views beyond
the signs



orientation to
places beyond



landmark iconic
architecture



auto oriented commercial along Sandy Boulevard

EXISTING CONDITIONS



bus service along 82nd

ZONING ISSUES:

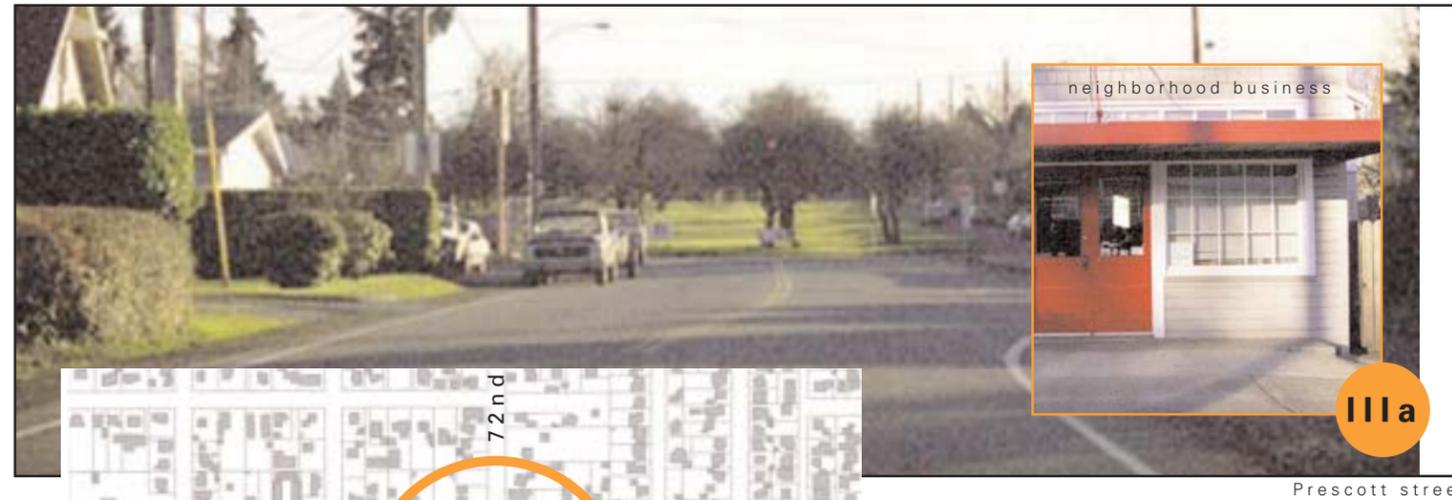
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The Action Chart lists the Roseway Vision Committee as implementer of future design workshops that would explore these and other zoning issues.

Focus Area III.a

Prescott/72nd



Prescott street

Focus Area III.a Detailed Vision

Prescott & 72nd and Fremont & 62nd are both neighborhood-oriented mixed use centers. These two focus areas provide small-scale hubs of activity that are oriented to surrounding residences. The uses, design, and intensity of these focus areas are compatible with residential development. These places provide an opportunity for people to live and work in the neighborhood. A person could have both a home and an office at these locations, with both fitting in to the neighborhood context. In addition to smaller scale office use, these focus areas can provide places where people can meet daily needs, such as small markets, coffee shops, or possibly even neighborhood-scale cafes or pubs. Both locations have a history of neighborhood-scale commercial uses, and the vision for the future is to build on that history. The Prescott and 72nd focus area has a strong pedestrian and visual link with 72nd and Sandy through the improved 72nd Street park blocks.



coffee shop

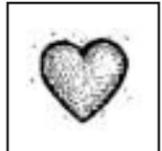
potential neighborhood business

Harvey Scott Elementary School

Wellington Park



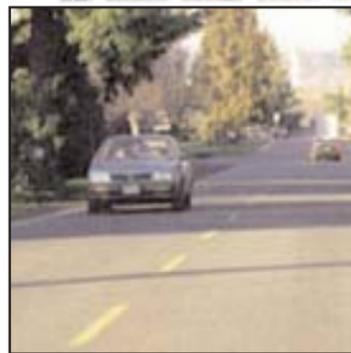
neighborhood business



heart of Roseway



Roseway identity



Sandy

Fremont



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VISION:

a small-scale mixed use hub of activity that is oriented to surrounding residences

I worked for a number of chain stores until 1935 when I was fired by Piggly Wiggly for being too old. Herb Fairley said not to worry, that he would add 36 feet onto the drugstore and I could have a store of my own. That was the beginning of George's Food Market, opened April 6, 1935 with \$400.00 of 30 day borrowed money.

•George Denfield

C2. Area Three B

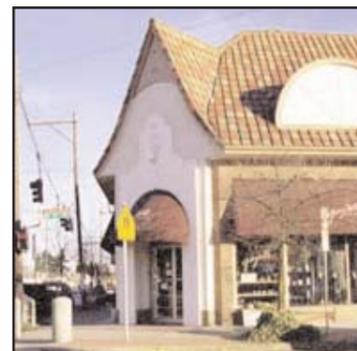
Fremont/
62nd



Fremont/Irvington neighborhood commercial



Fremont/Irvington neighborhood commercial



Fremont/Beaumont



62nd

Fremont

Sandy

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neighborhood business



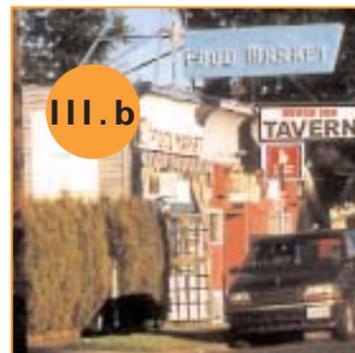
spruced up



III.b Detailed Vision

Fremont & 62nd

is a neighborhood-oriented mixed use center that is oriented to surrounding residences. This area continues the pattern of small-scale hubs of activity that occur along NE Fremont Street, at historic crossroads. At Fremont and 13th/14th Streets, for example, a cluster of shops and cafes serves the Irvington neighborhood. At Fremont and 24th, a group of shops serves the Beaumont neighborhood. The uses, design, and intensity of this focus area is compatible with residential development. A person could have both a home and an office at this location, with both fitting in to the neighborhood context. In addition to smaller scale office use, these focus areas can provide places where Roseway residents can meet daily needs, at a small market, coffee shop, or neighborhood-scale cafes or pubs.



III.b

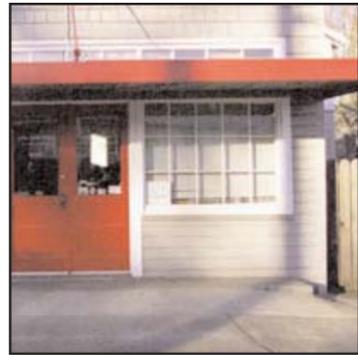
Fremont/Roseway neighborhood commercial



11



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Jump Jump music store on Prescott



"home occupation"



Prescott residential



ZONING ISSUES:

Neighborhood scaled commercial. Many of the sites identified by the Vision process as ideal for small scale, neighborhood-serving retail are currently zoned "multi-dwelling residential," which may limit or prohibit such commercial uses.

Some changes to the City's Home Occupation permitting process might have the desired effect, without rezoning. For example, Home Occupations located on collectors or transit streets might be modified to allow a slightly more intense commercial activity, thereby allowing such establishments as cafes or coffee shops. Currently, Home Occupation permitting restricts the permit-holder to either one employee **or** up to eight clients per day.



watershed marker



82nd Avenue looking north toward Siskiyou

Focus IV Detailed Vision

The 82nd & Siskiyou area is a neighborhood gateway that provides a sense of arrival to Roseway neighborhood and Northeast Portland. This area of 82nd has street trees, better quality pedestrian-scale lighting, and frequent and easily accessible pedestrian crossings. Transit stops on this popular bus route are improved, with shelters and benches. Curb cuts have been consolidated to provide a better pedestrian experience and less automobile conflict. Future development and redevelopment includes buildings that respond to and respect the street, and are more pedestrian-oriented. Parking lots are located behind and to the side of buildings, and buildings are built out to street with windows, doors, and other features that are scaled to people, not to automobiles.

The businesses located in this area include youth-oriented businesses that attract and serve the high school and middle school students from Madison High and Gregory Heights. Glenhaven Park remains a significant open space feature, helping to welcome one to Roseway, and its existing parking lot provides some parking that can be shared with new infill commercial development.



82nd at Fremont, looking north to Washington state



Glenhaven Park



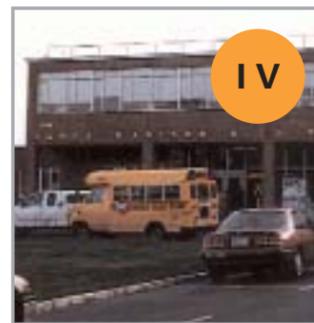
southern gateway



fantastic views



hidden treasure



James Madison High School

Focus Area IV

82nd from Siskiyou

INCLUDING FILL SITE

VISION:

a neighborhood gateway that provides a sense of arrival to Roseway neighborhood and Northeast Portland.



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