

# STREETSCAPE AND LANDSCAPE STRATEGY - MARGINAL WAY TO LANCASTER

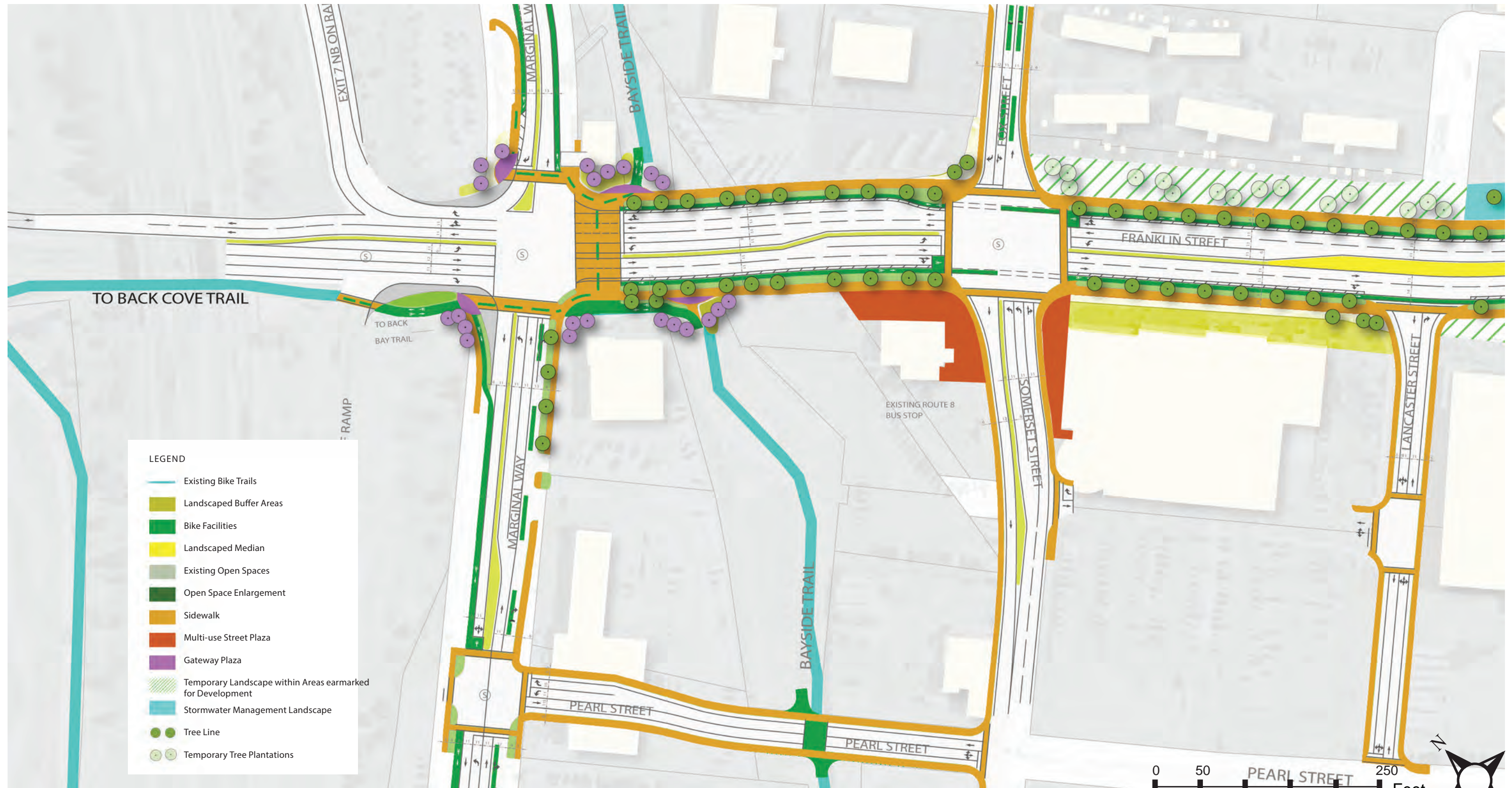


Exhibit 4.5 Streetscape and Landscape Strategy - Marginal Way to Lancaster





## STREETSCAPE AND LANDSCAPE STRATEGY - LANCASTER TO FEDERAL



Exhibit 4.6 Streetscape and Landscape Strategy - Lancaster to Federal St.

MARCH 2015



# STREETSCAPE AND LANDSCAPE STRATEGY - FEDERAL TO COMMERCIAL

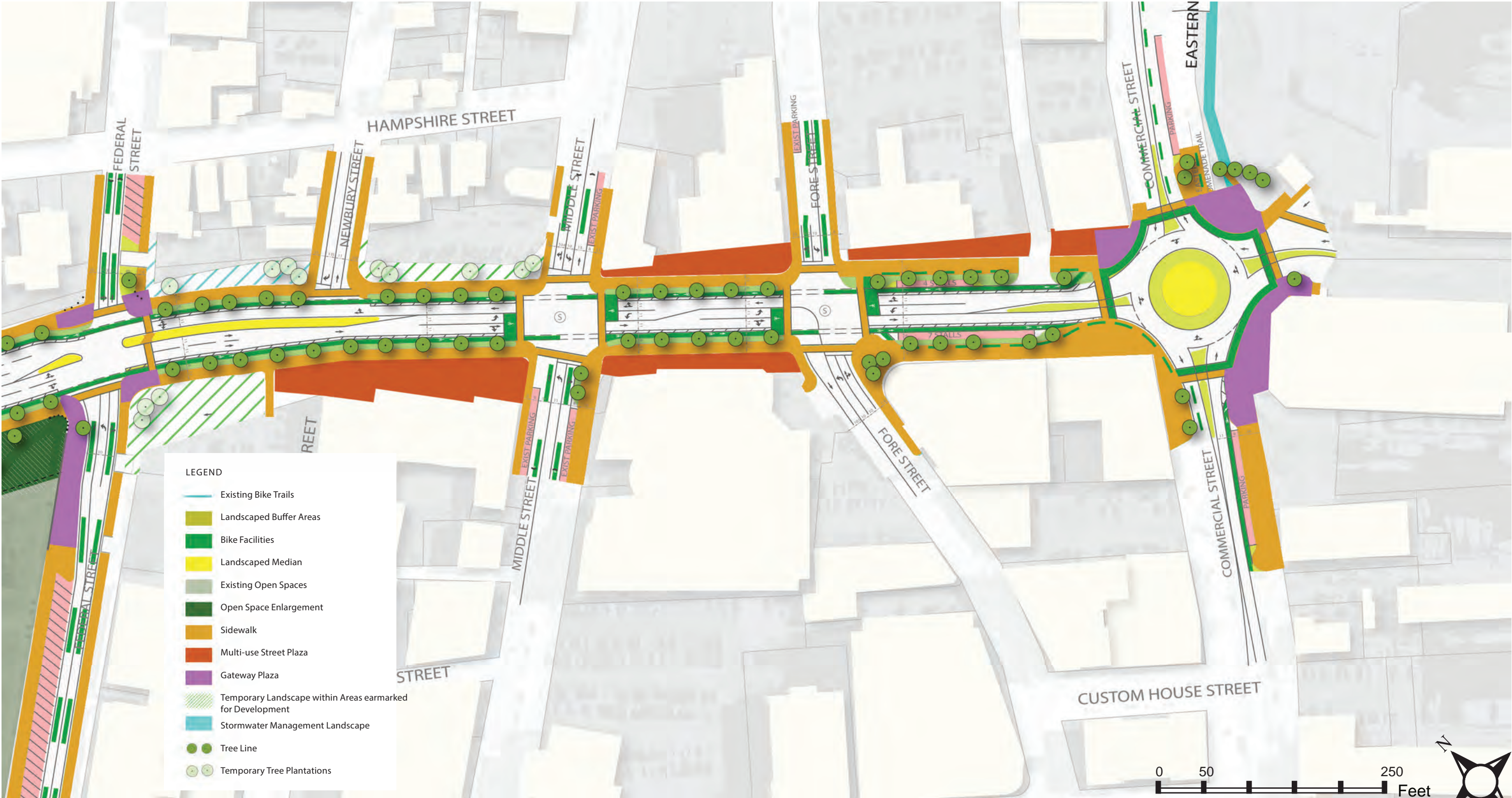


Exhibit 4.7 Streetscape and Landscape Strategy - Federal to Commercial





## RECOMMENDED STREET ALIGNMENT

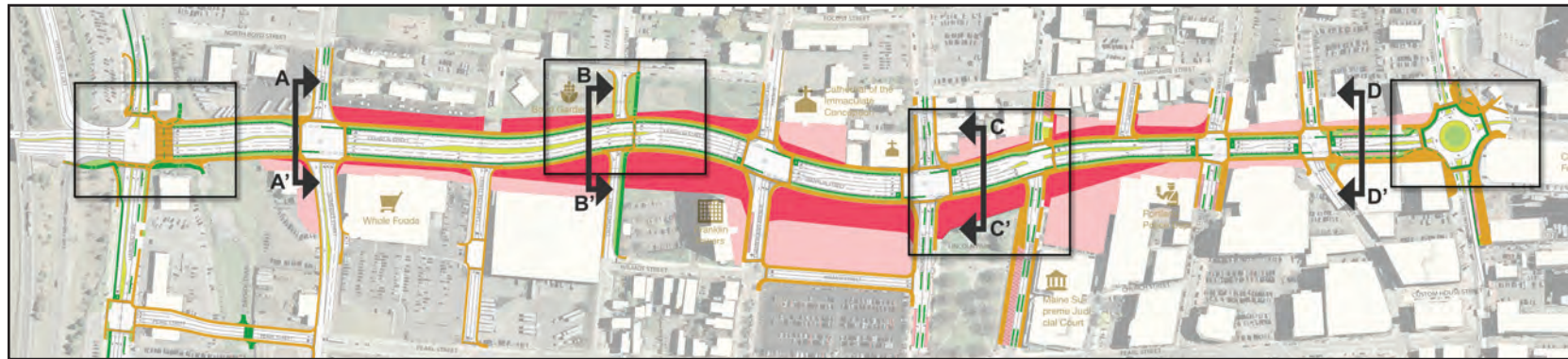


Exhibit 4.9 Plan



Exhibit 4.13 Typical view of street-sidewalk edge condition

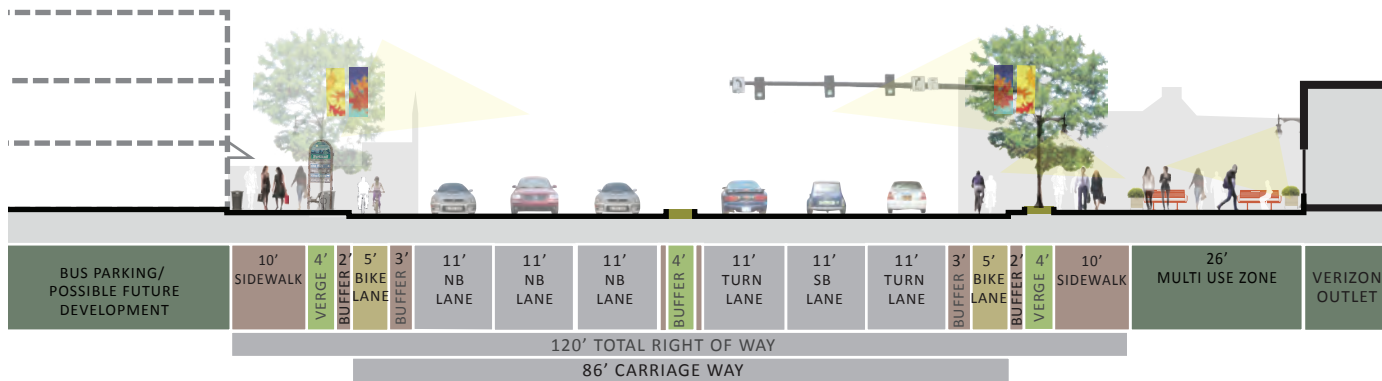


Exhibit 4.8 Section AA' Through Franklin Street Near Somerset St. Looking South

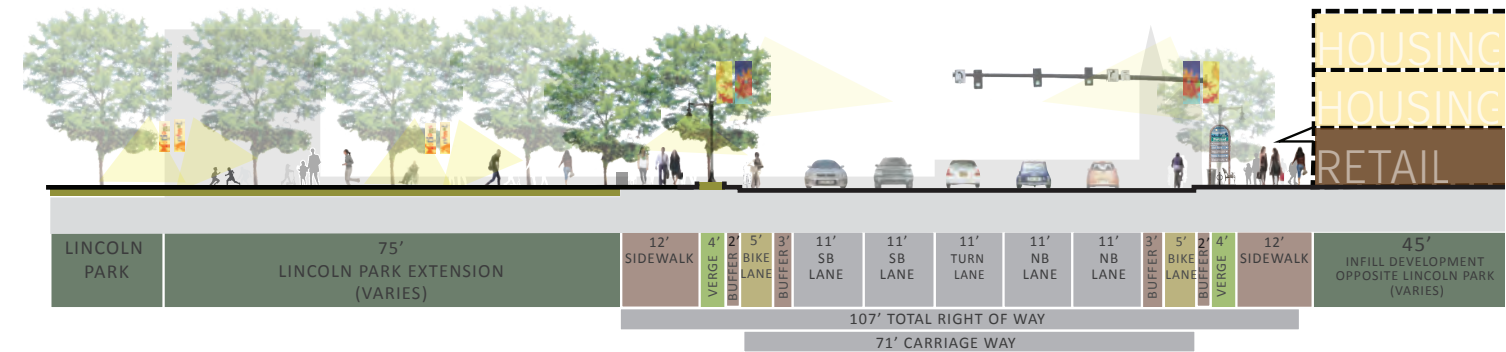


Exhibit 4.10 Section CC' Through Franklin Street Near Lincoln Park Looking North

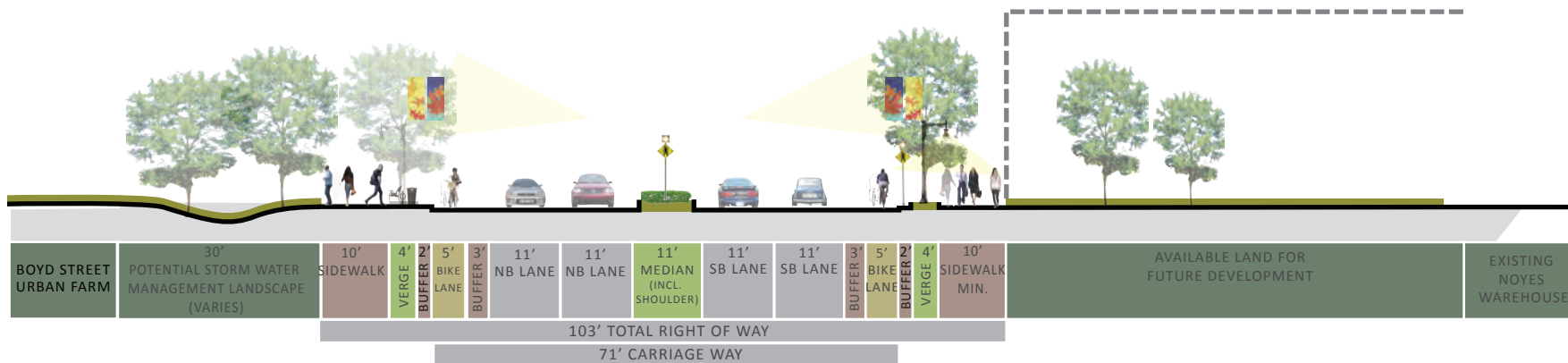


Exhibit 4.11 Section BB' Through Franklin Street Near Oxford St. Looking South

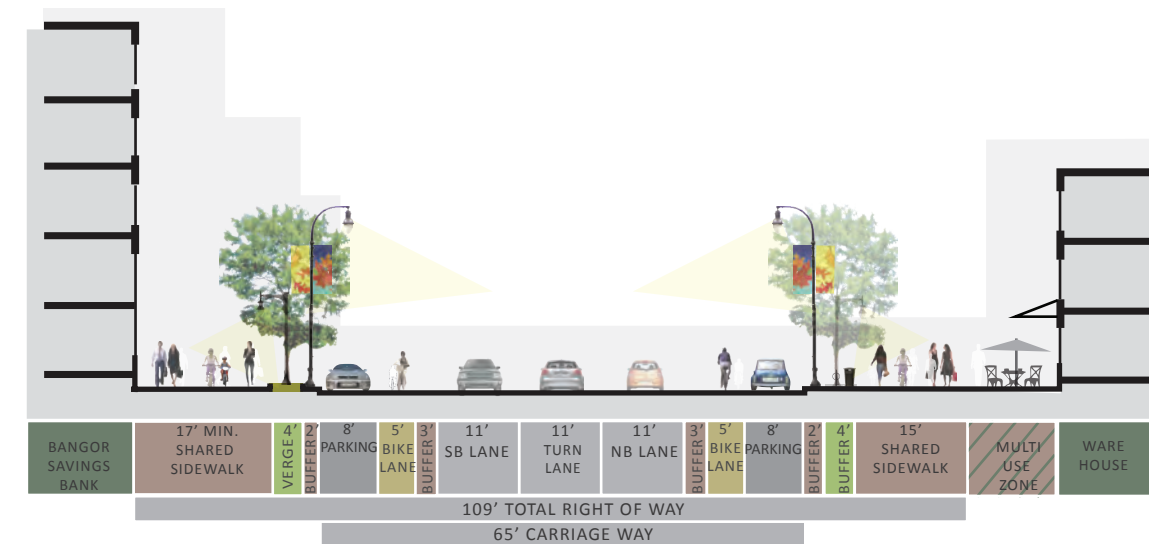


Exhibit 4.12 Section DD' Through Franklin Street Near Fore St. Looking North



# DEVELOPMENT AND PLACEMAKING STRATEGY



Passive Plaza in West Palm Beach, FL  
Image Source: www.wpb.org

Active Retail Frontage in San Francisco, CA  
Image Source: Matthew Roth/StreetblogSF

Active Plaza in Portland, OR  
Image Source: 'lesleyk'/Flickr

Exhibit 4.14 Development Strategy





### 4.3.3. Development Strategy

Six properties can potentially be released for immediate development. These are seen in Exhibit 4.14. The details of each of these properties is as under:

NO.	PARCEL SIZE	PARCEL AREA	POSSIBLE USES	RECOMMENDED SCALE
1	100' x 340'	34,000 sq. feet	Residential, Public Uses, Offices	Up to 4 stories
2	200' x 415'	93,000 sq feet	Mixed Use Development - Residential, Hotel, Offices - with Active Retail Edge	Up to 5 stories
3	230' x 170'	39,500 sq feet	Mixed Use Development - Residential, Hotel, Offices - with Active Retail Edge	Up to 5 stories
4	63' x 85'	5,725 sq feet	Residential with Active Retail Edge	Up to 3 stories
5	55' x 175'	9,500 sq feet	Residential with Active Retail Edge	Up to 3 stories
6	70' x 200'	14,000 sq feet	Residential with Active Retail Edge	Up to 3 stories

Besides the properties listed above, development opportunities can be created through parcel consolidation with adjoining properties. Most of the space created by realignment in the northern section of the corridor will become developable only after parcel consolidation.

### 4.3.4. Land Use and Zoning

As stated in the Existing Conditions Analysis Memo, the City of Portland currently follows a typical Euclidean zoning code that divides land into distinct zones based on land uses. Due to this, the Franklin Street corridor is divided along its length into various parts - the Industrial and Warehouse districts abut Franklin Street on the northern end while the downtown district and other business uses define its character on the southern end. A small amount of mid density apartments constituting the R6 zone lines Franklin street on the east between Fox street and Cumberland Avenue with an exception of Franklin Towers on the west.

In addition, Franklin Street acts as a divider between predominantly residential land use in the east in the form of East Bayside and India Street neighborhoods and commercial uses in the west in the Bayside and Downtown areas.

To achieve the primary objective of the study, that is to scale down the Franklin Street corridor making it more pedestrian friendly and to re-stitch the urban fabric that was disintegrated due to insertion of the Franklin street arterial, it is imperative to re-imagine the approach to land use and zoning.

To create an attractive and active pedestrian environment on Franklin Street will require changes to the regulatory structure currently governing the area. Although there are opportunities along the street, the street currently acts as a barrier between the two neighborhoods.

A combination of layered Euclidean zoning along with Form Based Code can achieve the desired vision of nodal development and gateway treatments. A mixed use overlay over the current zoning code would provide flexibility to add one or more

land uses over and above the existing land use to activate the street and to integrate the neighborhoods on the east and west of the Corridor. Associated development standards can further help in specifying the kind of land uses and control the density in this zone.

A Form Based Code (FBC) focuses more on achieving specific urban form. These codes address the scale and type of blocks and streets and relationship between buildings and public realms. The Development Nodes recommended in this study can be looked at from a FBC perspective to achieve the desired nodal development that would further act as catalysts for the redevelopment of the adjoining east – west neighborhoods.

For example, the nodal locations of Congress and Cumberland around Franklin Towers can be looked at as an opportunity of greater density with a vision of stepping down the urban form to the desired three to four-story development radiating away from Franklin Tower.

The layered Euclidean mixed use zoning can assist in continuing the land use across the corridor on the other side and help in stitching the neighborhoods back together. It can critically look at the defunct land use and under-utilized development along the corridor and innovatively redefine the development standards to adapt the same for today's needs.

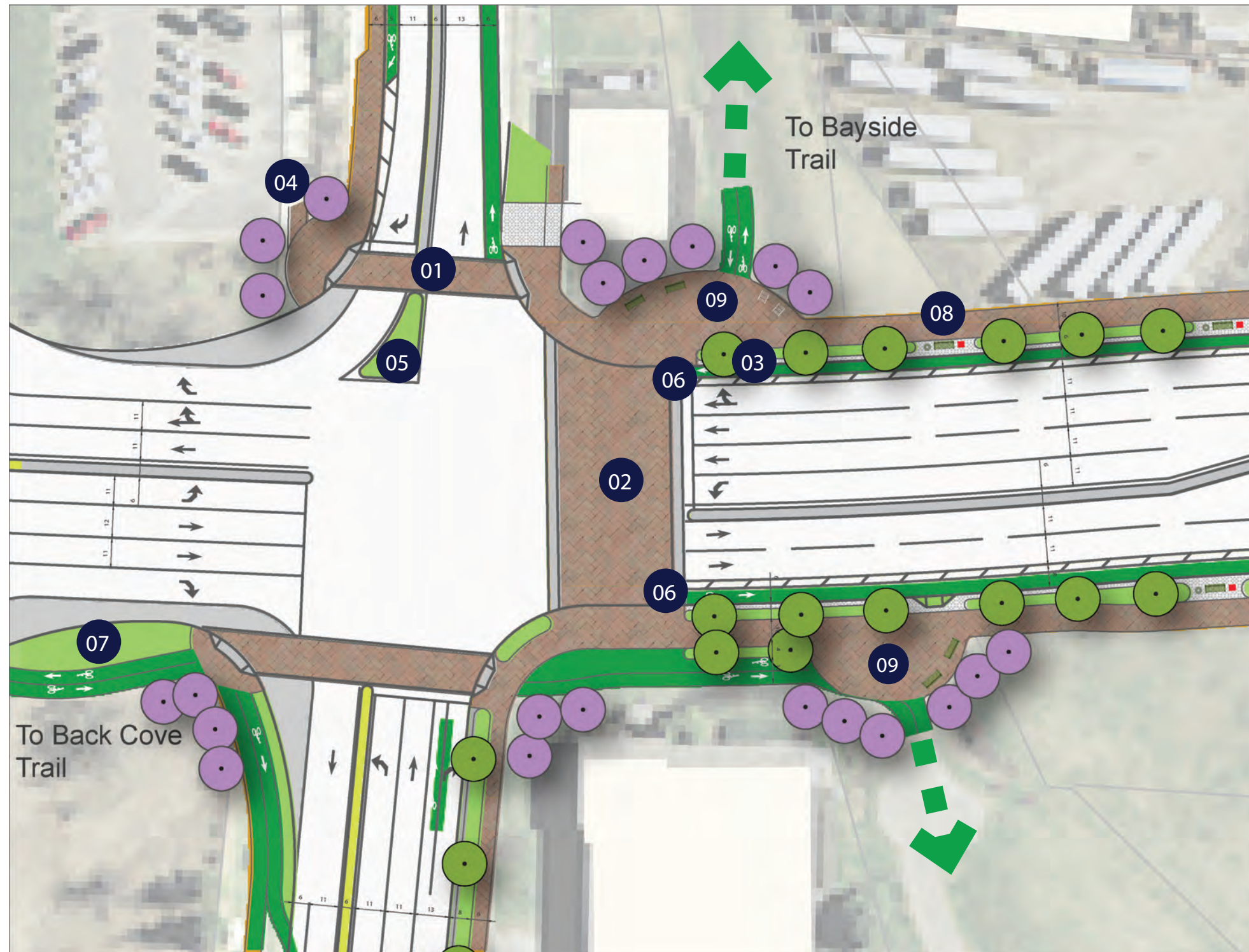
For example, the larger land parcels in the north west of the Franklin Street that comprises warehouses have great potential for larger mixed use developments, multi – family residential developments and offices.

#### Incentivizing Development

To ensure successful implementation of this vision of an active and integrated urban fabric it is necessary to incorporate various instruments that create incentives for desired developments. Some of the instruments are described below:

- Effective methods of land pooling through transfer of development rights and other tools can provide the needed incentive to create high density mixed use development.
- The combination of public realm improvements and mixed use developments provide opportunities for increased tax base by increasing the value of the surrounding real estate. Tax increment financing and other tools like setting up of a redevelopment trust fund for a definite period of time can help subsidize redevelopment.
- Effective tools like providing density bonus in designated nodal areas can ensure much needed public street services in exchange of added development rights.
- A one stop procedural tool for land assembly can be adopted as an incentive for the developer.
- Expediting the approval process for desired development along the corridor can act as an incentive for redevelopment. However, this may be difficult to implement in combination with a FBC, as the latter needs an extensive design review process for approvals.

### 4.3.5. Plan Enlargements - Marginal Way



#### KEY ISSUES

- INTRODUCE "COMPLETE STREETS" CONCEPT WHILE ACCOMMODATING TRAFFIC ISSUES RELATED TO I-295 ACCESS/OPERATION
- ENHANCE SAFETY AND CONVENIENCE FOR PEDESTRIANS AND CYCLISTS
- CELEBRATE AND LINK TRAIL CONNECTIONS
- PROVIDE WELCOME GATEWAY

- 01 New crosswalk connects parking lot with Franklin Street and Bayside Trail
- 02 Wide crosswalk (40' wide) of brick edged with granite and ornamental trees at corners announce entry into Franklin Street
- 03 Start of continuous street tree treatment along Franklin Street (trees at 40'O.C in curbed planter)
- 04 New walkway connects existing parking lot
- 05 New median allows right-turn only; no through traffic from west-bound side of Marginal Way
- 06 Start of dedicated bike lanes on both sides of Franklin Street
- 07 Enlarged landscape buffer between trail and roadway
- 08 Designated space for street furniture
- 09 Trail Entry Plaza with wayfinding/gathering/ bike "fix-it" opportunity





Continuous street tree treatment



Existing view of Marginal way Intersection



Ornamental trees at corners to announce entry



Tabletop brick crosswalk with granite edge



Proposed view of Pedestrian friendly Marginal way Intersection



### 4.3.6. Plan Enlargements - Oxford Street Reconnection



#### KEY ISSUES

- RESPOND TO STRONG PEDESTRIAN DESIRE LINE TO CROSS FRANKLIN
- ENHANCE SAFETY AND CONVENIENCE FOR PEDESTRIANS AND CYCLISTS
- LAY GROUNDWORK FOR FULL RECONNECTION IN THE FUTURE
- BEGIN TO RE-ESTABLISH STREETScape LINKAGE/IDENTITY BETWEEN ONCE SEVERED SIDES OF OXFORD

- 01 New sidewalks and street trees on both sides of extended Oxford Street.
- 02 New crosswalks connects pedestrians with East and West sides of Oxford Street
- 03 Temporary landscape of meadow grasses and a few trees in area earmarked for development.
- 04 Property earmarked for immediate development
- 05 Property earmarked for future development dependent on land parcel consolidation.
- 06 Existing Boyd Street urban farm to remain
- 07 Potential storm water management landscape
- 08 Planted median allows turns at Franklin street, does not allow through vehicular traffic on Oxford Street
- 09 Designated space for street furniture





Pedestrian crosswalks



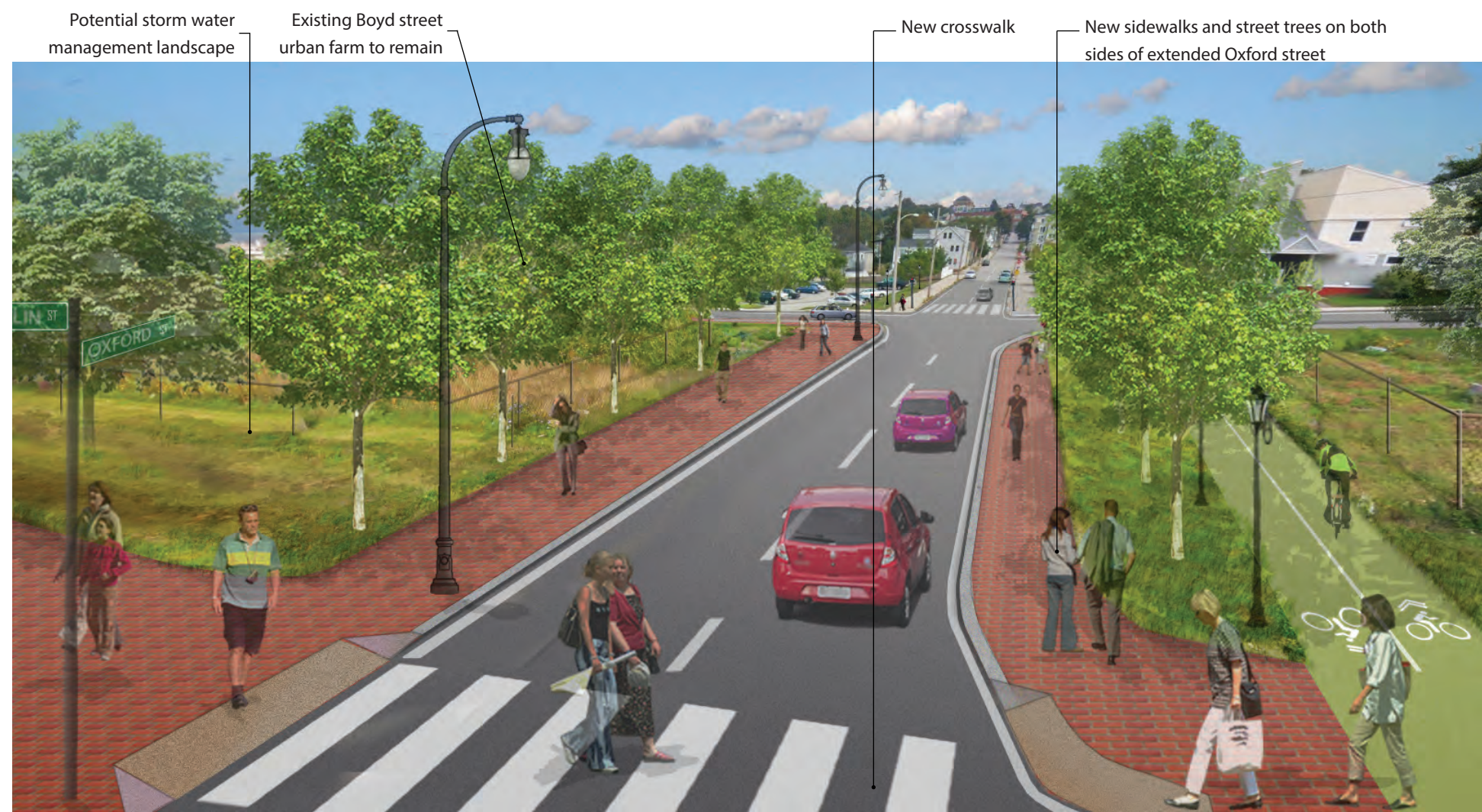
Storm water management landscape



Tree pits along street edge



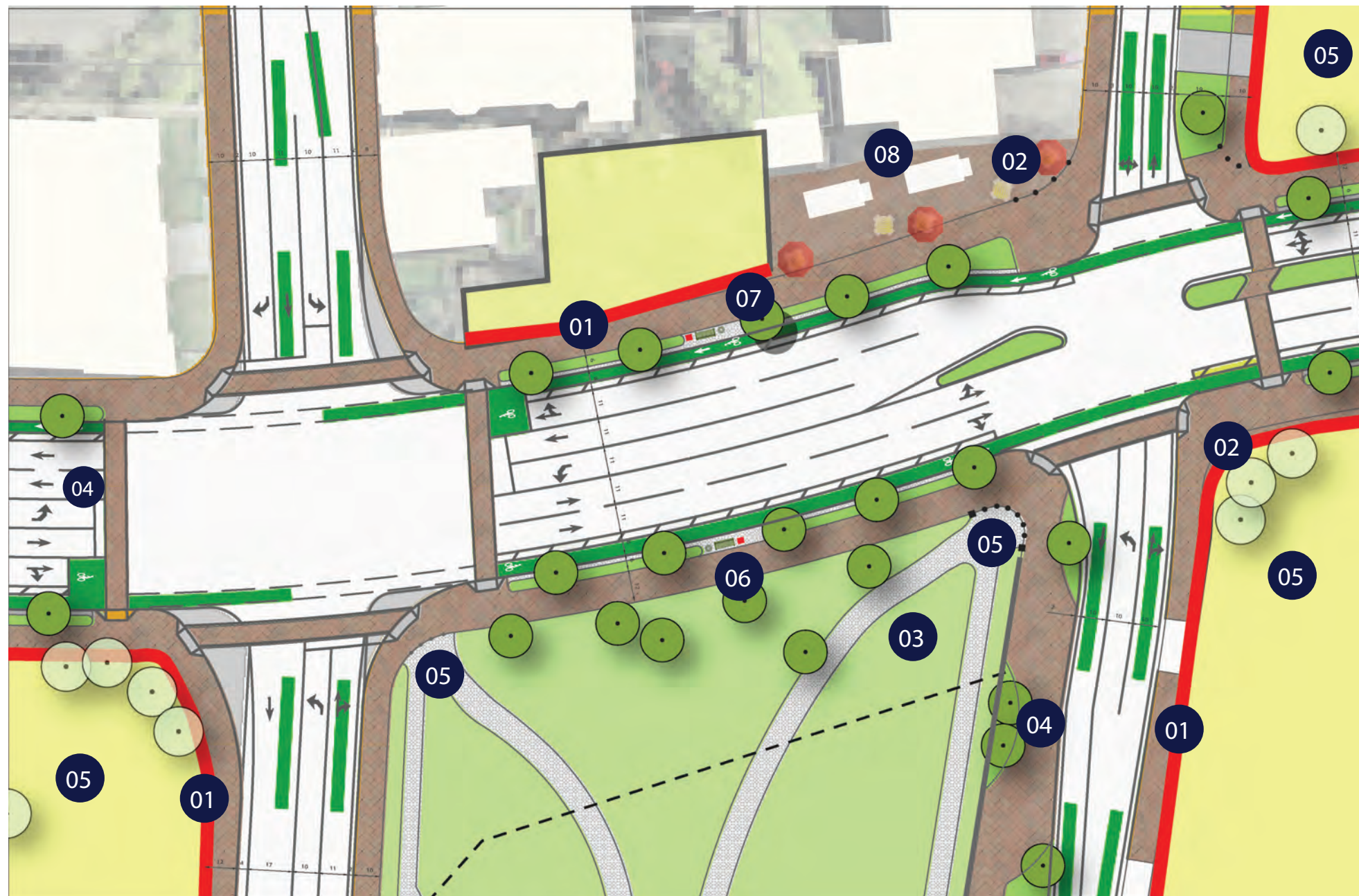
Existing view towards Oxford street



Proposed view of extended Oxford street connecting Franklin street



### 4.3.7. Plan Enlargements - Federal Street Reconnection



#### KEY ISSUES

- RE-ESTABLISH STREETScape/FULL RECONNECTION IN RESPONSE TO STRONG EAST/WEST DESIRE LINE
- ENHANCE SAFETY AND CONVENIENCE FOR PEDESTRIANS AND CYCLISTS
- PROVIDE MAXIMUM EXPANSION OF LINCOLN PARK
- SUPPORT INDIA STREET NEIGHBORHOOD DEVELOPMENT
- CREATE VIBRANT DESTINATION ANCHOR FOR FUTURE DEVELOPMENT

- 01 Active retail edges fronting Lincoln Park to create vibrant edges.
- 02 Streetscape of seating, planting and piers create small gathering nodes at the four corners of newly extended Federal Street and announce entry to Lincoln Park area
- 03 Lincoln Park expansion, to be planned in keeping with the historic shape
- 04 Planters and street furniture, space for street vendors create urban node along Federal Street
- 05 Areas earmarked for development - with temporary planting of meadow grasses in the immediate term.
- 06 New fence, piers and bollards at street edge of park expansion in keeping with historic precedent
- 07 Designated space for street furniture
- 08 Multi-use plazas in infill areas create space for flexible and informal uses





Corner plaza with landscaped edge



Active edges along Federal Street - Urban node



Landscaped intersection treatments



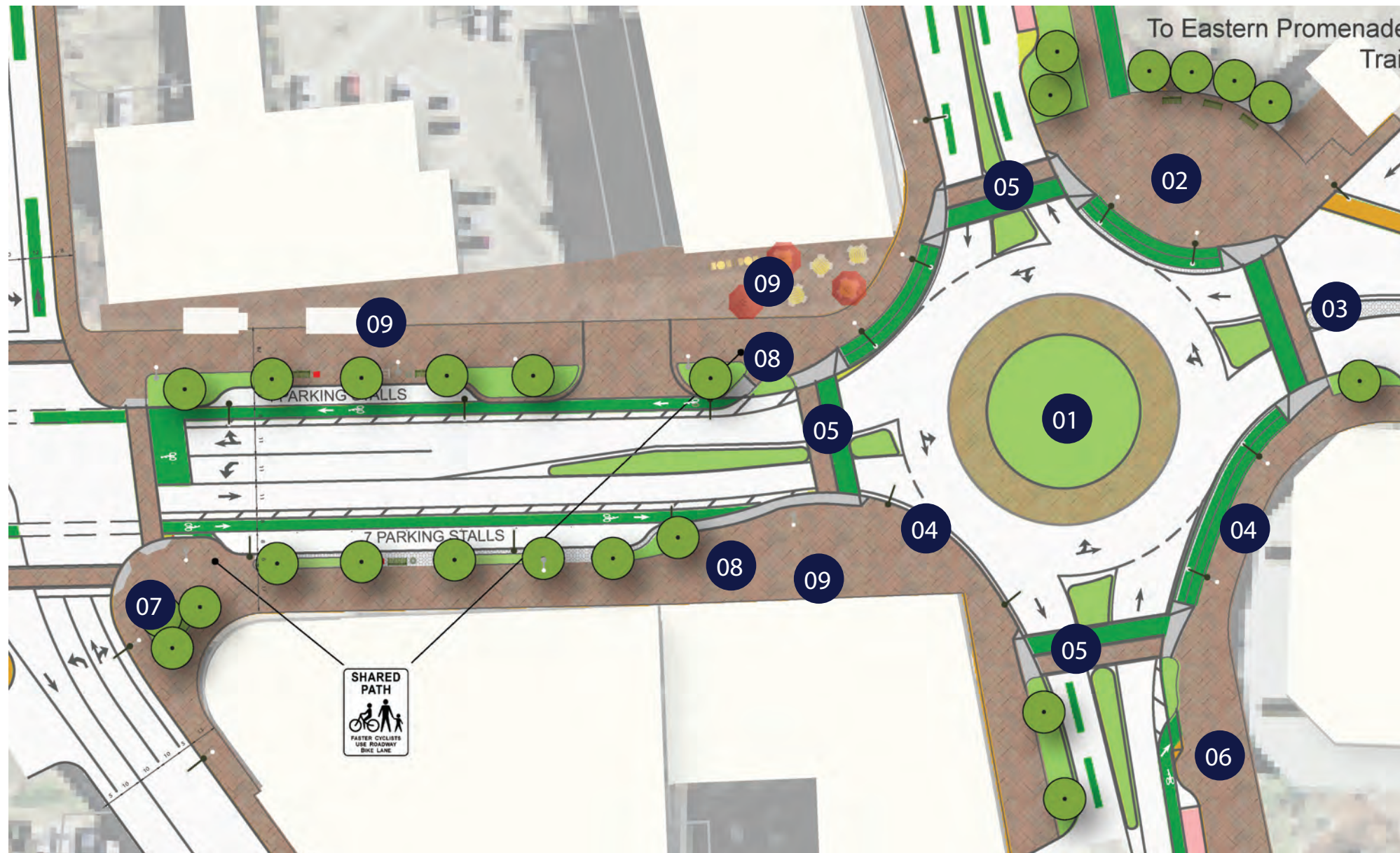
Existing view towards Federal Street and Lincoln Park



Proposed view of extension to Federal street along Lincoln Park



### 4.3.8. Plan Enlargements - Commercial Street Roundabout



#### KEY ISSUES

- ENHANCE SAFETY AND CONVENIENCE FOR PEDESTRIANS AND CYCLISTS
- CELEBRATE AND LINK TRAIL CONNECTIONS
- PROVIDE WELCOME GATEWAY
- SUPPORT NEIGHBORHOOD BUSINESS
- ACCOMMODATE WATERFRONT/FERRY ACCESS

- 01 Roundabout island as a showcase for Portland landscape/art
- 02 Enlarged plaza at entry into Eastern Promenade Trail with expanded pavement, seating
- 03 Cobble median allows vehicular entry into cruise terminal
- 04 Expanded sidewalk pavement on all corners of intersection allows for shared pedestrian/Bike movement
- 05 Brick crosswalks (edged with granite)
- 06 Expanded sidewalk created plaza space and connects to existing plaza/open space at Bell Buoy Park
- 07 Urban plaza at street corner: special planting, seating
- 08 Expanded sidewalk pavement (min. 17 wide) allows for shared pedestrian/bike movement within sidewalk
- 09 Multi-use plazas in infill areas create space for flexible and informal uses





Active multi-use plaza space for sit-outs/food trucks



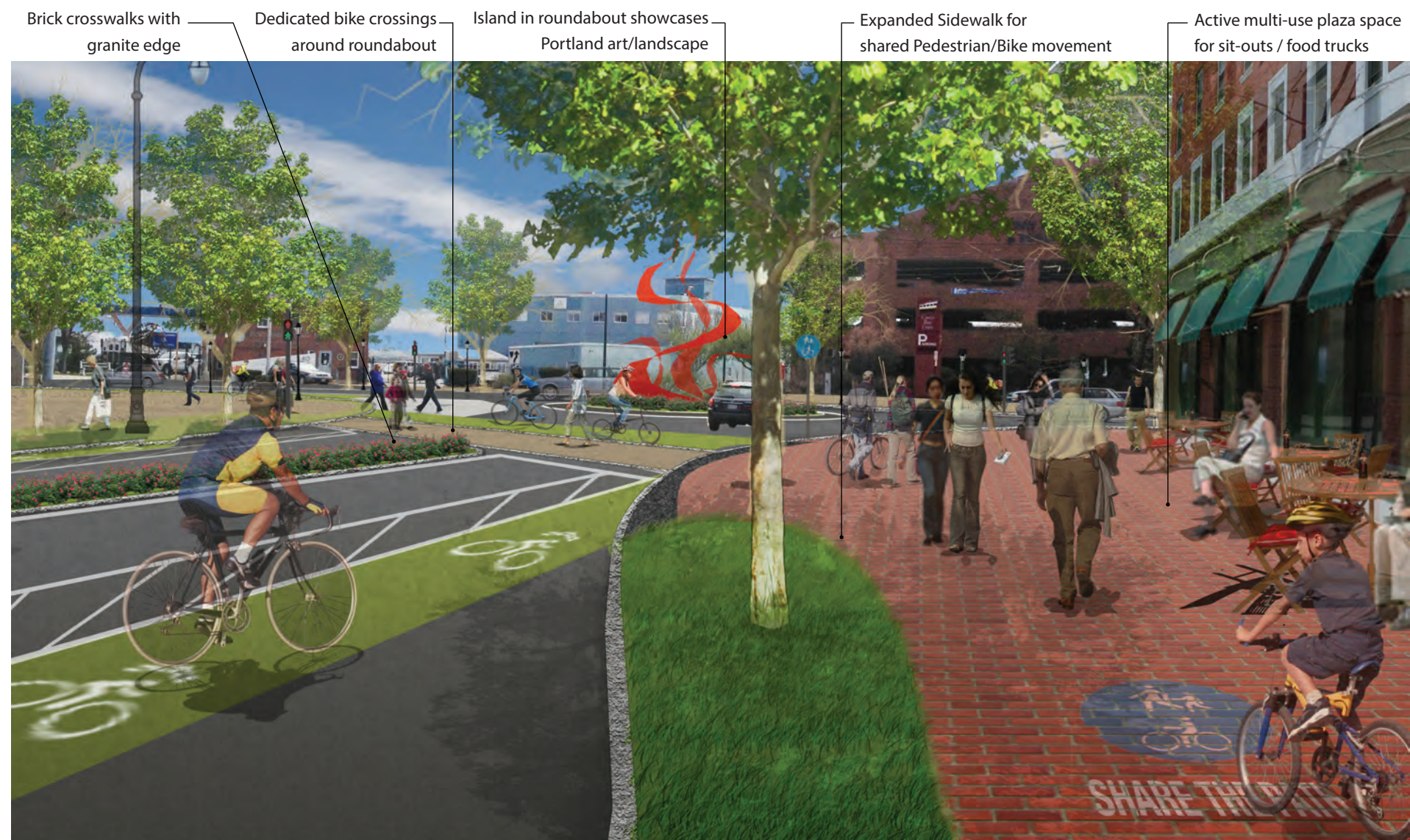
Paving treatments around roundabout



Landmark sculpture / art in roundabout



Existing view towards Commercial Street intersection



Proposed view of Commercial Street Roundabout