

Gateway Analysis & Recommendations

*Presented to:
Gateway Stakeholders*



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ACKNOWLEDGEMENTS

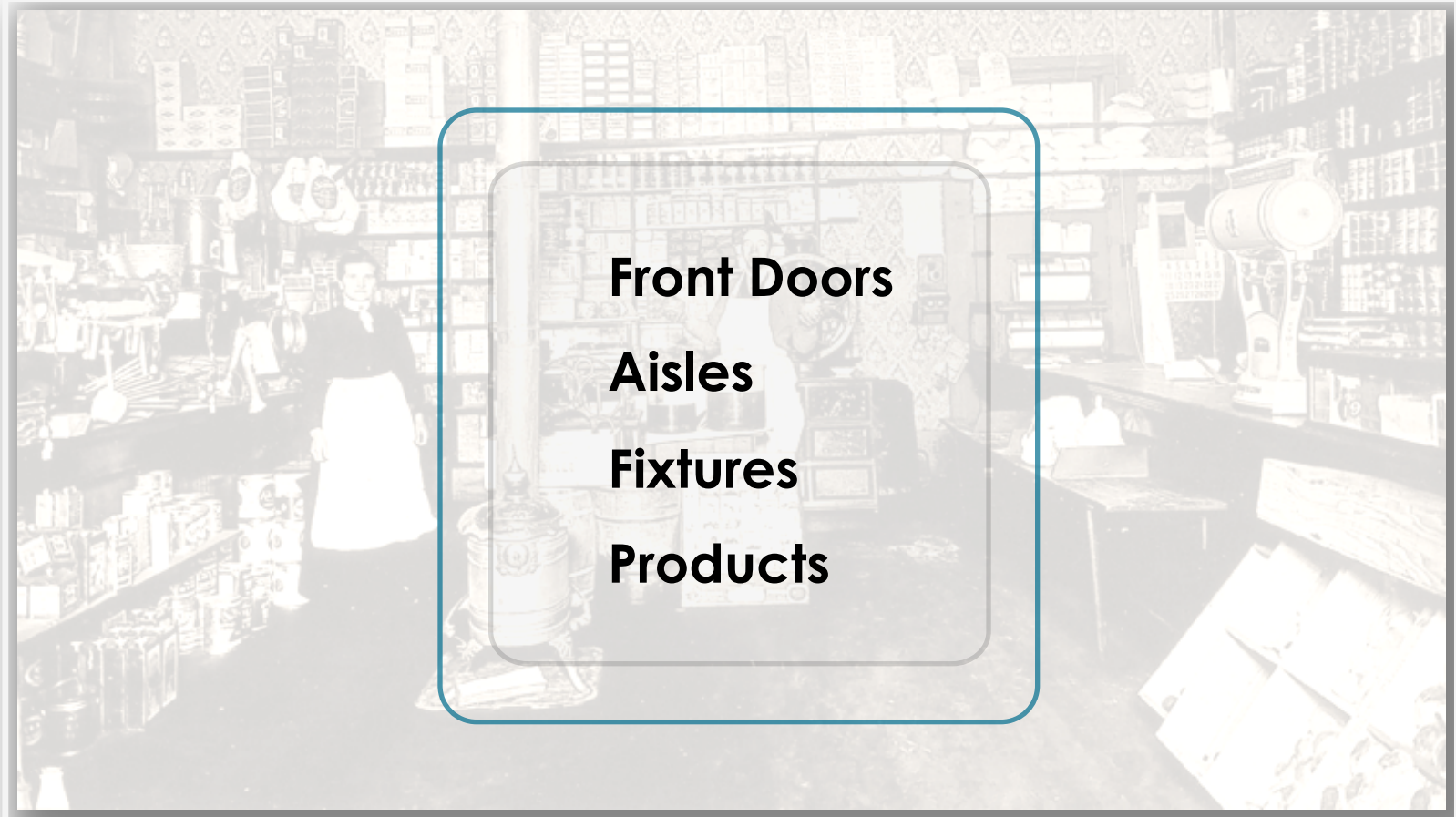


A huge thank you to the **Portland Development Commission, Nevue Ngan Associates, Little Chapel of the Chimes,** and all of **YOU** for being here today!

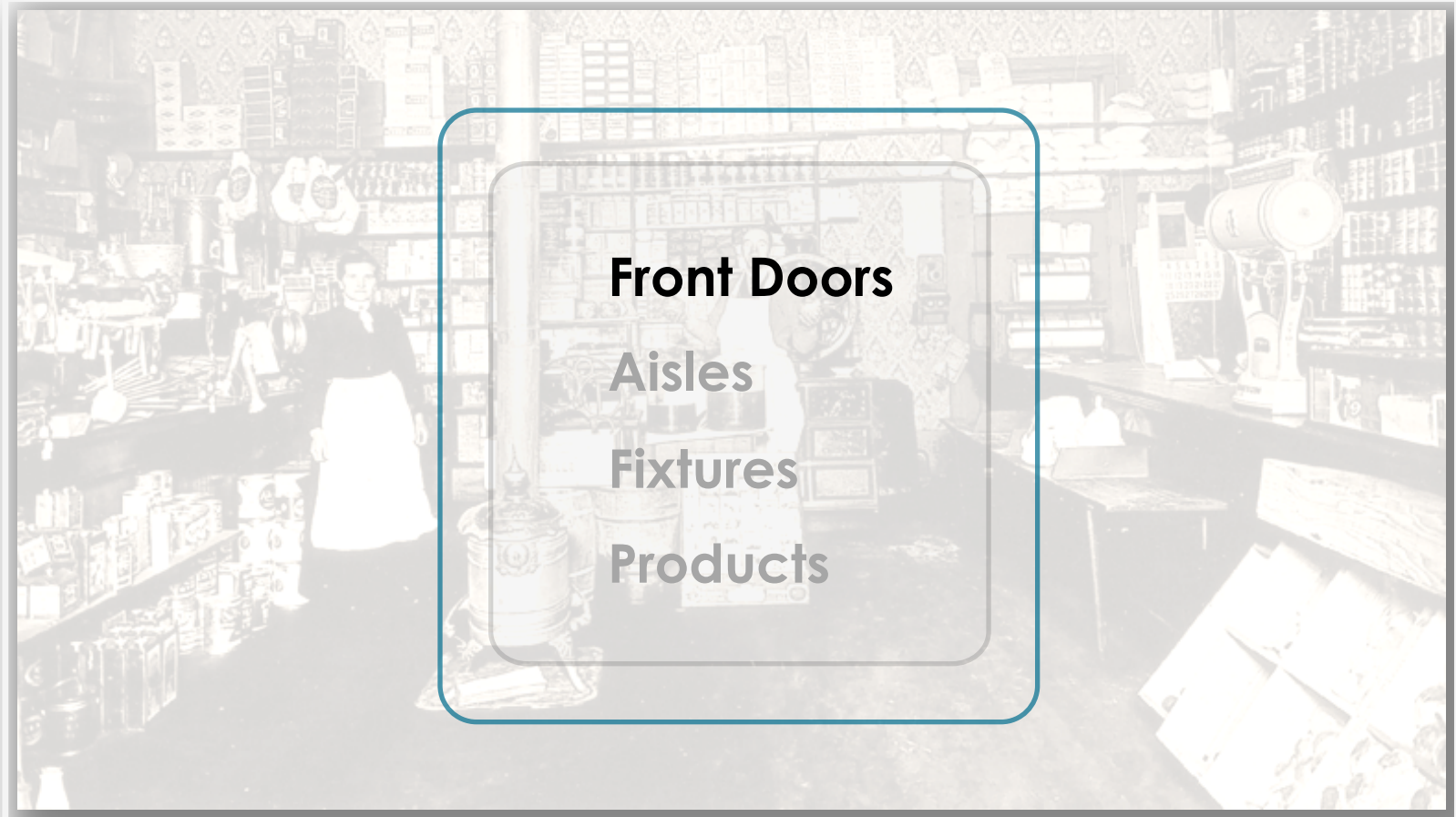
INVESTIGATIONS

- Small Format Group Interviews
- Identity Workshop
- District Walkaround
- Mapping

DISTRICT AS STORE



DISTRICT AS STORE



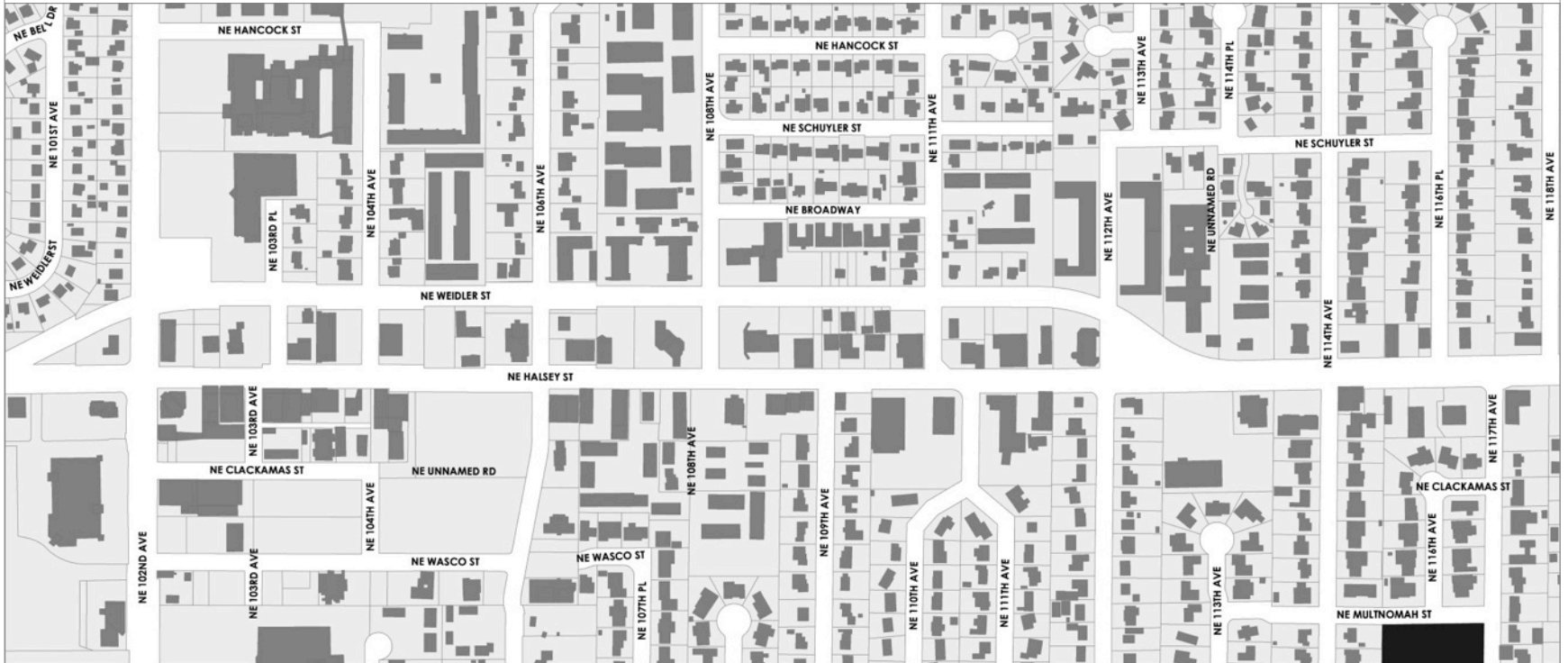
WHERE IS THE STORE?



WHERE IS THE STORE?



HERE IS THE STORE!



HERE IS THE STORE!



HERE IS THE STORE!



TRIANGLE TO TRIANGLE

HERE IS THE STORE!



Image Courtesy of Google Streetview

TRIANGLE TO TRIANGLE

HERE IS THE STORE, TRIANGLE TO TRIANGLE



Image Courtesy of Mid Century Modern League of Portland, mcmleague.org

Originally Began Developing Commercially

HERE IS THE STORE, TRIANGLE TO TRIANGLE



Image Courtesy of stumptownblogger.typepad.org

Biggest Sense of Nostalgia

HERE IS THE STORE, TRIANGLE TO TRIANGLE



Fewer Lanes of Traffic

HERE IS THE STORE, TRIANGLE TO TRIANGLE

Business Breakdown Numbers Per Side of Street

Halsey South	
Halsey Ceter (set way back)	Office
Gateway Veterinary Hospital	Medical Vet
Guide and Onyx CPA	Office
Maria Mexican Store	Food Grocery
Davenport Tax Service	Office
MCB	Office
West Coast Business Communications	Office
El Indio Restaurant	Food Restaurant
INW Source Joseph's Deli and Lottery	Food C-Store
A Better Toy	Service Personal
WV Senior Management Services: Elder Care	Special
Realty Brokers (Fred Sanchez)	Office
Bruce McCain LLC	Office
Jimmy Mattos Accrual Sports Timing	Office
ERA Motors	Auto
Kustom Video	Office
Rec Basketball	Social
MC LLC	Office
One On One	Medical Alt
Shamrock Dental (Vacant?)	Medical
Simply Elegant / Nova Tatoo	Personal Services
Postal Place (on back parking lot)	Office
Frankies Franks	Food Cart
PAC'S 2 thrift stores and food bank	Retail
Fit Shop / MI Winston Rod Co.	Retail
Far East Acupuncture	Medical Alt
Joseph's Cafe Deli Lottery	Food Restaurant
No Name (entrance in back)	Office (?)
Dr. Phil Doliac Orthodontics	Medical
Center for Environmental Medicine LLC	Medical
Rein and Associates Farmers Insurance	Office
Laughlin Insurance	Office
Colonial Village Apts.	Residential
Castellano Custom Furniture	Retail - Thrift
VIP Property Management / PSBO Realty	Office
Curves	Service Personal
Phone Xchange	Retail
Hearns Decor Consignment Store	Retail
Gateway Hardware Tree Value	Retail
SCS Auto Parts	Auto
Coppers Oil Change	Auto
Bradford Sports Lounge	Food Rest/Bar
JTs Hairstyling	Personal Service
Salon Moisture	Service Personal
Devine's Destiny Spa	Service Personal
Neurotics Anonymous	Social
Credible Cleaners	Service Personal
1 Line Motors	Auto
Oakley Signs and Prints	Service Professional
Time Solution	Office (?)
West Coast Loaders	Industrial
Tobacco and Food for Less	Food C-Store
Gateway Liquor	Food Grocery
Electric Castle's Wunderland - Gateway	Entertainment
Furniture Plus	Retail
Pro Am Sports	Retail
CLP Skilled Trades Solutions	Social
Original Joes	Food-Deli

Halsey North	
Chase Bank	Office
Rose City Urgent Care	Medical
McGillivray's	Food Restaurant/Bar
Grocery Store	Food Grocery
Ladies Bridal	Retail
International Market	Food Grocery
C Bombay Boutique	Retail
Color Authority	Personal Service
Benjamin Moore Paint	Retail
Backin and Robins	Food Restaurant
Ely Market	Food Grocery
Shoe Repair	Personal Service
Jack Boxing	Personal Service
Day Cleaners	Personal Services
108 Bar and Grill	Food Restaurant Bar
Clammy Joe's Bar & Grill	Food Restaurant Bar
Columbia Bank	Office
King Omlet	Food Restaurant
The Outer Rim Bicycles	Retail
Wig Gallery	Retail
The Little Chapel of the Chimes	Service Personal
Jeffrey Tyler MD	Medical
Riverview Bank	Office
Plaid Panty	Food C-Store
Wells Fargo ATM	Office
Jackson Hewitt Tax Services	Office
State Farm Insurance	Office
Stam Grill	Food Restaurant
Gateway Dental Clinic	Medical
McDonalds	Food Restaurant
Jiffy Lube	Auto
Car Toys	Retail

Weidler South	
7-11 Convenience Store	Food C-Store
Cascade Cleaners	Service Personal
Vacant Restaurant	Food Restaurant
Chase Bank	Office
State Farm Insurance	Office
Urgent Care Clinic	Medical
Jiffy Lube	Auto
Lily Market Food and Gifts	Food Deli
Brentano's Upholstery	Personal Service
Residential	Residential
odd fenced building - TCI cable?	Industrial
108 Bar and Grill	Food Restaurant/Bar
Clammy Joe's Bar & Grill	Food Restaurant/Bar
Columbia Bank	Office
King Omlet	Food Restaurant
Wig Gallery	Retail
Little Chapel of the Chimes	Personal Service
108 Block	Office
Rental Housing Association of Greater PDX	Office
Riverview Bank - drive-thru	Office
Vacant, Stam Grill (South Blvd Pantry)	Food Restaurant
Alternative Pharmacy OMM	Medical Alt
McDonalds	Food Restaurant
Jiffy Lube	Auto
Car Toys	Retail

Weidler North	
Dr. Kevin Chang / Dixie L. Young LAC	Medical Alt
Kaiser	Medical
Buhen / Menzies	Office
Oregon Baptist Conventine	Religious
Gateway Breakfast House	Food Restaurant

Additional Park Border	
Bridge City Family Medical Cntr	Medical
1320 NE 106th	Medical
Tranmission Local #223	Office
Chester Investments	Medical
Ronald Trotman LLC	Medical

Good Collection of Great Small Businesses

HERE IS THE STORE,
TRIANGLE TO TRIANGLE



This Is Unique

HERE IS THE STORE, TRIANGLE TO TRIANGLE



Image Courtesy of Wikimedia User M.O. Stevens Under Creative Commons License

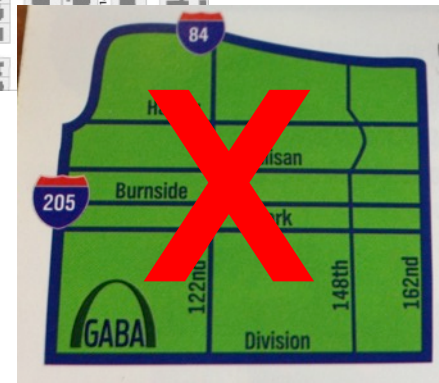
This Is Not Unique

1: FOCUS FOCUS FOCUS

Recommendation

Recommendation

1: FOCUS FOCUS FOCUS



Recommendation

DISTRICT AS STORE



FRONT DOORS



FRONT DOORS



FRONT DOORS



Image Courtesy of Google Streetview

FRONT DOORS

SHOW, DON'T TELL

FRONT DOORS



What Are People of Gateway Passionate About?

FRONT DOORS



What Do People of Gateway Most Want to Feel?

2: ESTABLISH COMMUNITY GARDEN FRONT DOOR



Recommendation

2: ESTABLISH COMMUNITY GARDEN FRONT DOOR



Recommendation

2: ESTABLISH COMMUNITY GARDEN FRONT DOOR



Image Courtesy of 1+1>2 Architecture

2: ESTABLISH COMMUNITY GARDEN FRONT DOOR



Image Courtesy of Wikimedia User Roland zh Under Creative Commons License

FRONT DOORS



Image Courtesy of Google Streetview

[illegible][illegible]

3: BRING BACK SOME ARCHES!



Recommendation

3: BRING BACK SOME ARCHES!



Image Courtesy of Google Streetview

Recommendation

DISTRICT AS STORE



DISTRICT AS STORE



AISLES



DISTRICT AS STORE



AISLES



DISTRICT AS STORE



AISLES: STREETS



TWO LANES!

AISLES: STREETS

➤ Log Flume/Pass Through District

Couplets



AISLES: STREETS

Couplets

AISLES: STREETS

- Log Flume/Pass Through District
- Create a Front/Back to Streets

Couplets

AISLES: STREETS

Front



Back

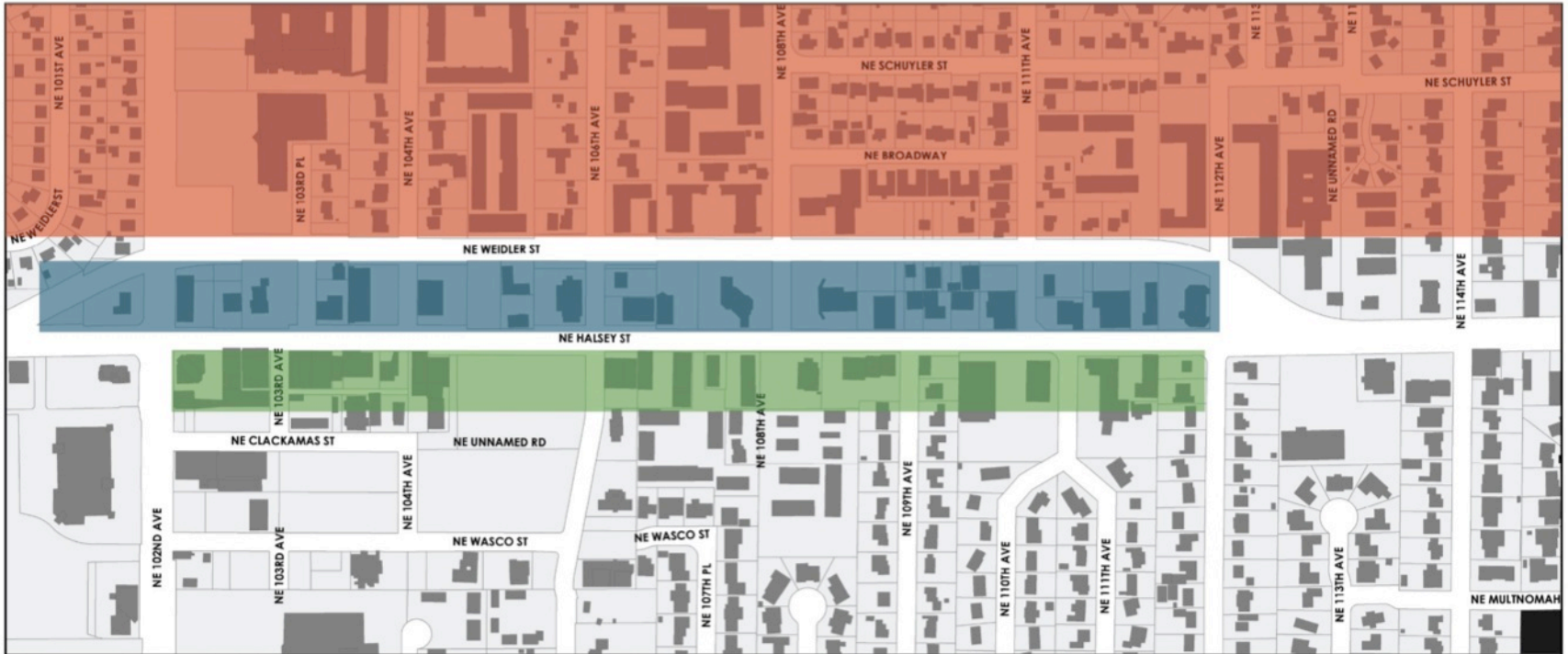
Couplets

AISLES: STREETS



Couplets

AISLES: STREETS



AISLES: STREETS

- Log Flume/Pass Through District
- Create a Front/Back to Streets
- Encourage Speeding

Couplets

AISLES: STREETS



Couplets

AISLES: STREETS

- Log Flume/Pass Through District
- Create a Front/Back to Streets
- Encourage Speeding
- Discourage Circulation

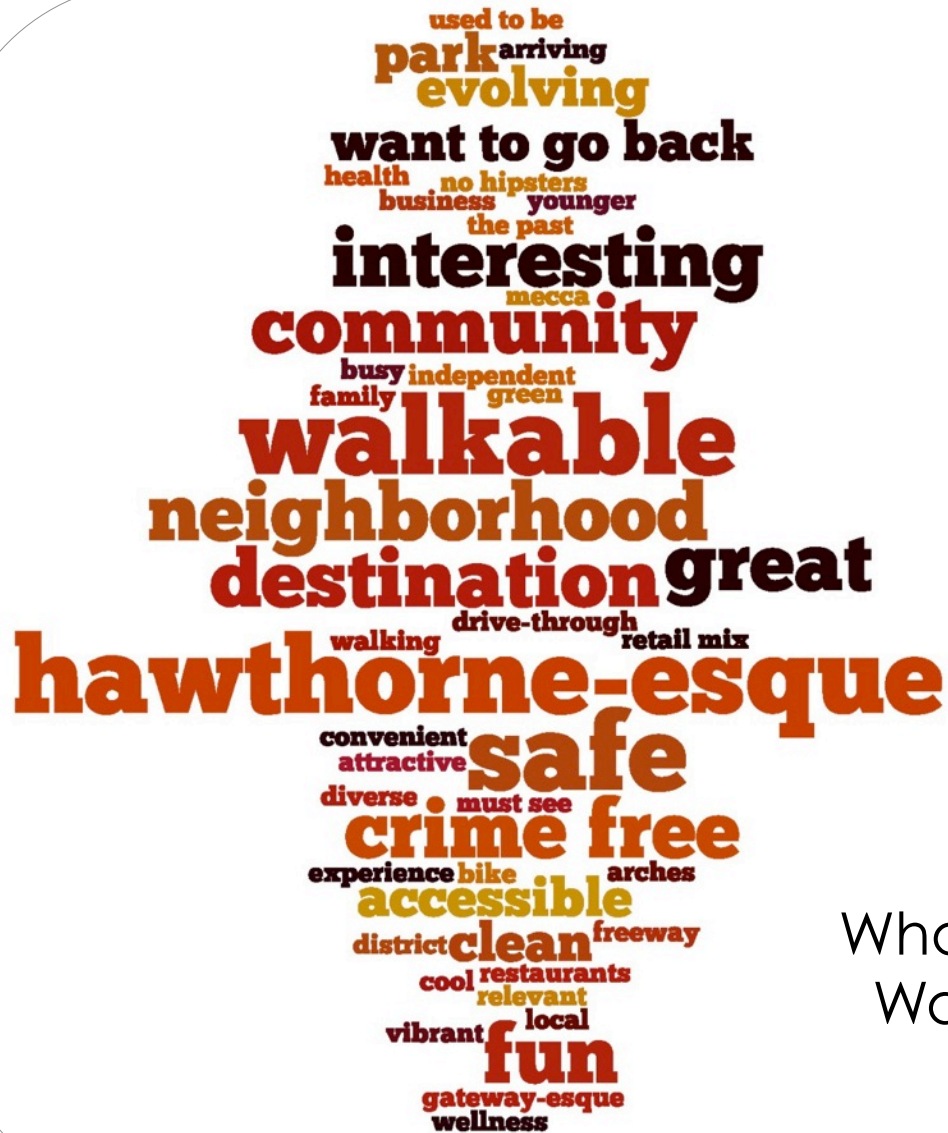
Couplets

AISLES: STREETS

Couplet

Couplet

AISLES: STREETS



What Words Do You Most
Want to Hear Describe
Halsey/Weidler?

4: CREATE A SANCTUARY!




Recommendation

4: CREATE A SANCTUARY!



Recommendation

4: CREATE A SANCTUARY!

- 
- Crosswalks
 - Parking Stripes
 - Bike Lanes
 - Bump Outs
 - Street Trees
 - Art
 - Light Fixtures
 - Street Furniture

Recommendation

4: CREATE A SANCTUARY!



Recommendation

4: CREATE A SANCTUARY!



Recommendation

4: CREATE A SANCTUARY!



Recommendation

4: CREATE A SANCTUARY!



Recommendation



4: CREATE A SANCTUARY!

Recommendation

4: CREATE A SANCTUARY!



Recommendation

4: CREATE A SANCTUARY!



Recommendation

5: PARTICIPATE IN THE HALSEY-WEIDLER GROUP!



**Good
News!**

Recommendation

6: DESIGN FOR ONE WAY LINE OF SITE



Recommendation

6: DESIGN FOR ONE WAY LINE OF SITE



Recommendation

[illegible]



GATEWAY PARK & PLAZA MASTER PLAN



6: DESIGN FOR ONE WAY LINE OF SITE

Recommendation

6: DESIGN FOR ONE WAY LINE OF SITE



6: DESIGN FOR ONE WAY LINE OF SITE



Recommendation

DISTRICT AS STORE



Front Doors

Aisles

Fixtures

Products

Streets

Sidewalks

DISTRICT AS STORE



AISLES: SIDEWALKS



AISLES: SIDEWALKS



AISLES: SIDEWALKS



AISLES: SIDEWALKS



AISLES: SIDEWALKS



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AISLES: SIDEWALKS



AISLES: SIDEWALKS



AISLES: SIDEWALKS





SHOW, DON'T TELL

SHOW, DON'T TELL



AISLES: SIDEWALKS



7: TELL GREAT STORIES FROM THE SIDEWALK



Recommendation

7: TELL GREAT STORIES FROM THE SIDEWALK



Recommendation

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Recommendation

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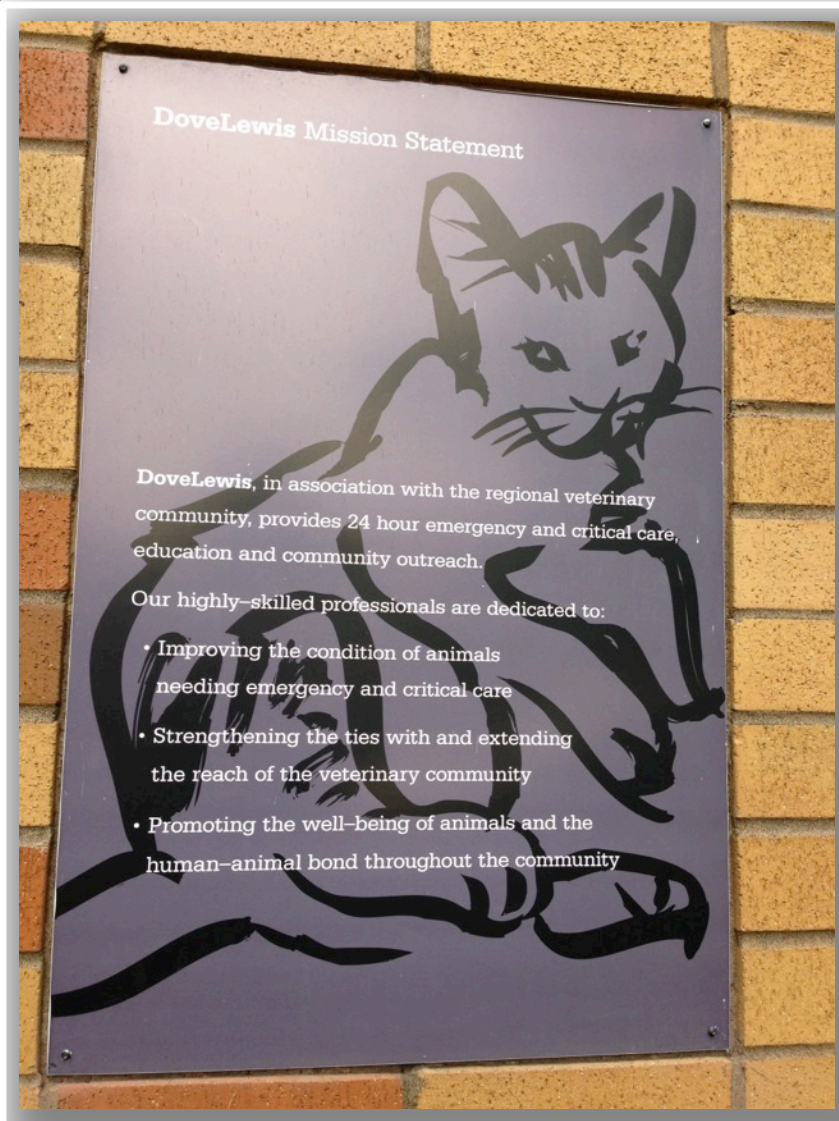


Recommendation

7: TELL GREAT STORIES FROM THE SIDEWALK



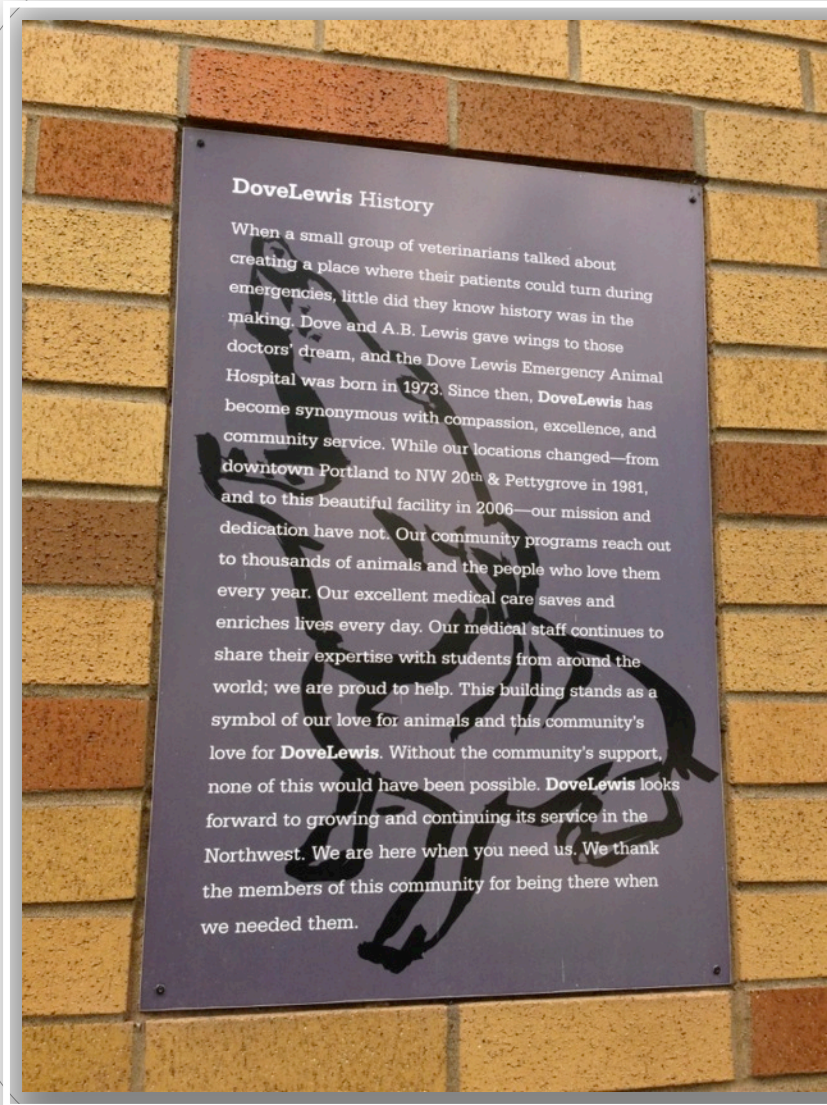
Recommendation



7: TELL GREAT STORIES FROM THE SIDEWALK

Recommendation

7: TELL GREAT STORIES FROM THE SIDEWALK

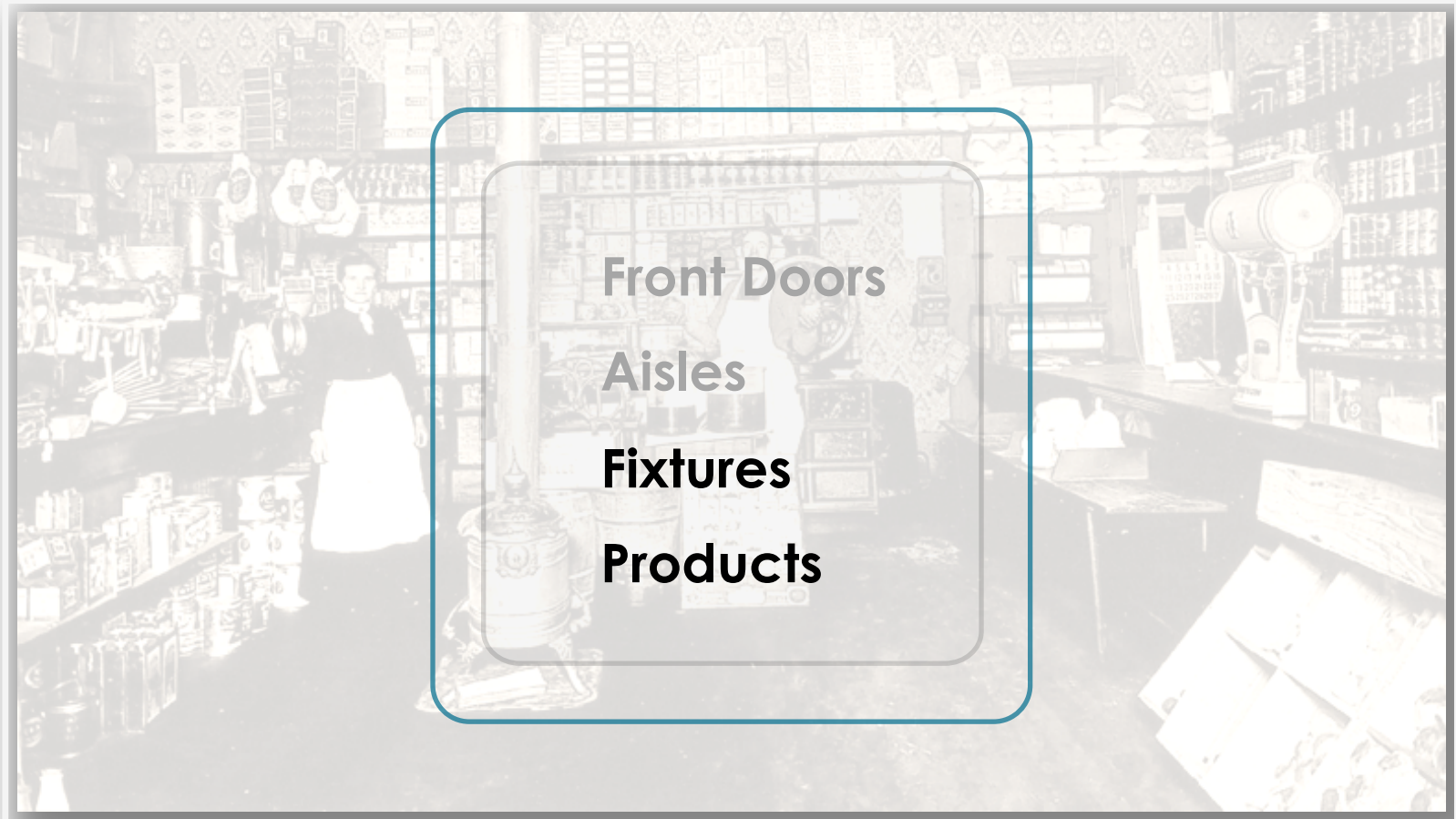


Recommendation

DISTRICT AS STORE



DISTRICT AS STORE



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Emerick Architects

FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



DISTRICT AS STORE



Legend

- Vacant (Green)
- Inactive (Red)
- Active (Blue)



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



This map displays the NE 103rd Ave area, with buildings color-coded by status: Green for Vacant, Red for Inactive, and Blue for Active. The map includes a legend in the bottom right corner. The area is bounded by NE 102nd Ave to the west and NE 118th Ave to the east. Major streets shown include NE Hancock St, NE Schuyler St, NE Broadway, NE Weidler St, NE Halsey St, NE Clackamas St, NE Unnamed Rd, NE Wasco St, NE 103rd Ave, NE 104th Ave, NE 105th Ave, NE 106th Ave, NE 107th Ave, NE 108th Ave, NE 109th Ave, NE 110th Ave, NE 111th Ave, NE 112th Ave, NE 113th Ave, NE 114th Pl, NE 115th Ave, NE 116th Pl, NE 117th Ave, and NE Multnom. The map shows a high concentration of red buildings along NE 103rd Ave and NE 104th Ave, and a mix of red and blue buildings along NE 105th Ave through NE 117th Ave. Green buildings are scattered throughout the area, with a notable cluster along NE 103rd Ave and NE 104th Ave.



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Ground Floor Activation Map

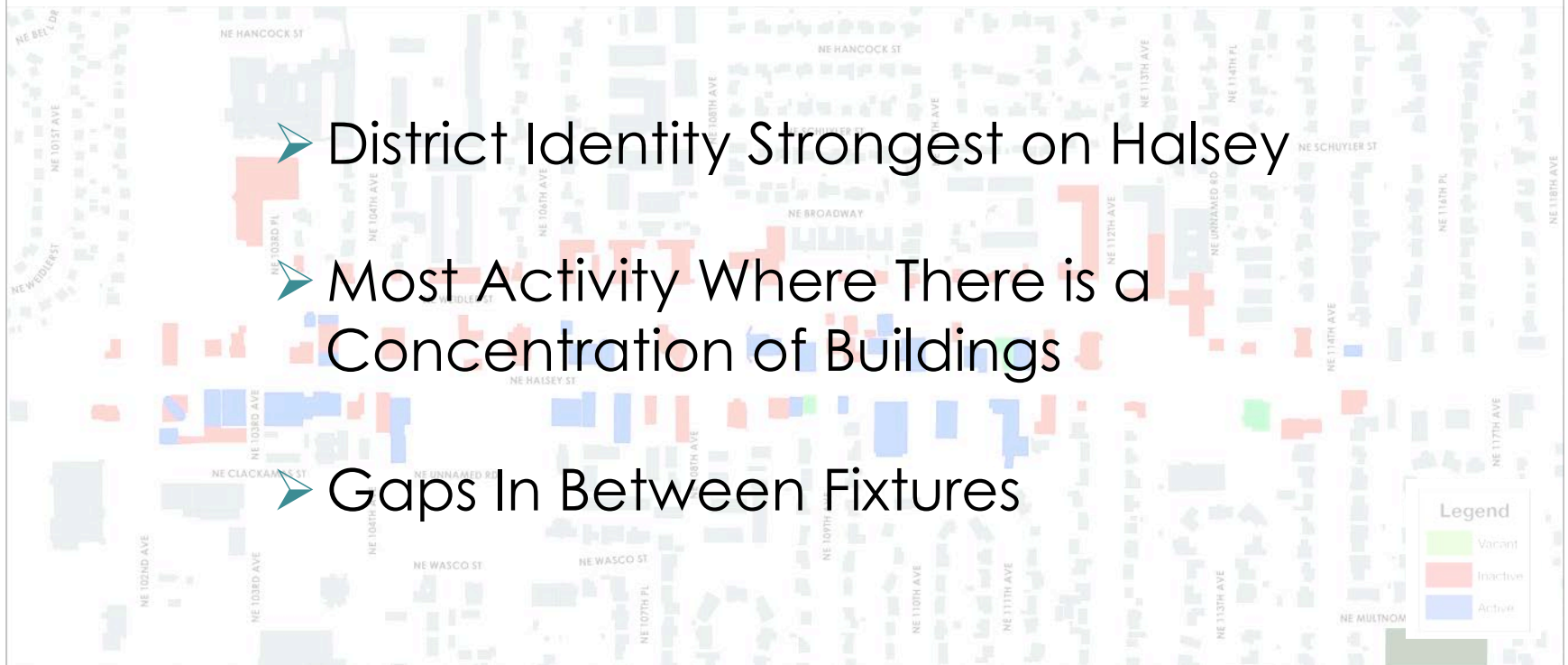
FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Ground Floor Activation Map



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Ground Floor Activation Map



NO GAPS!

NO GAPS!



NO GAPS!



FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Ground Floor Activation Map

FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Parking Lot Blanks

FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



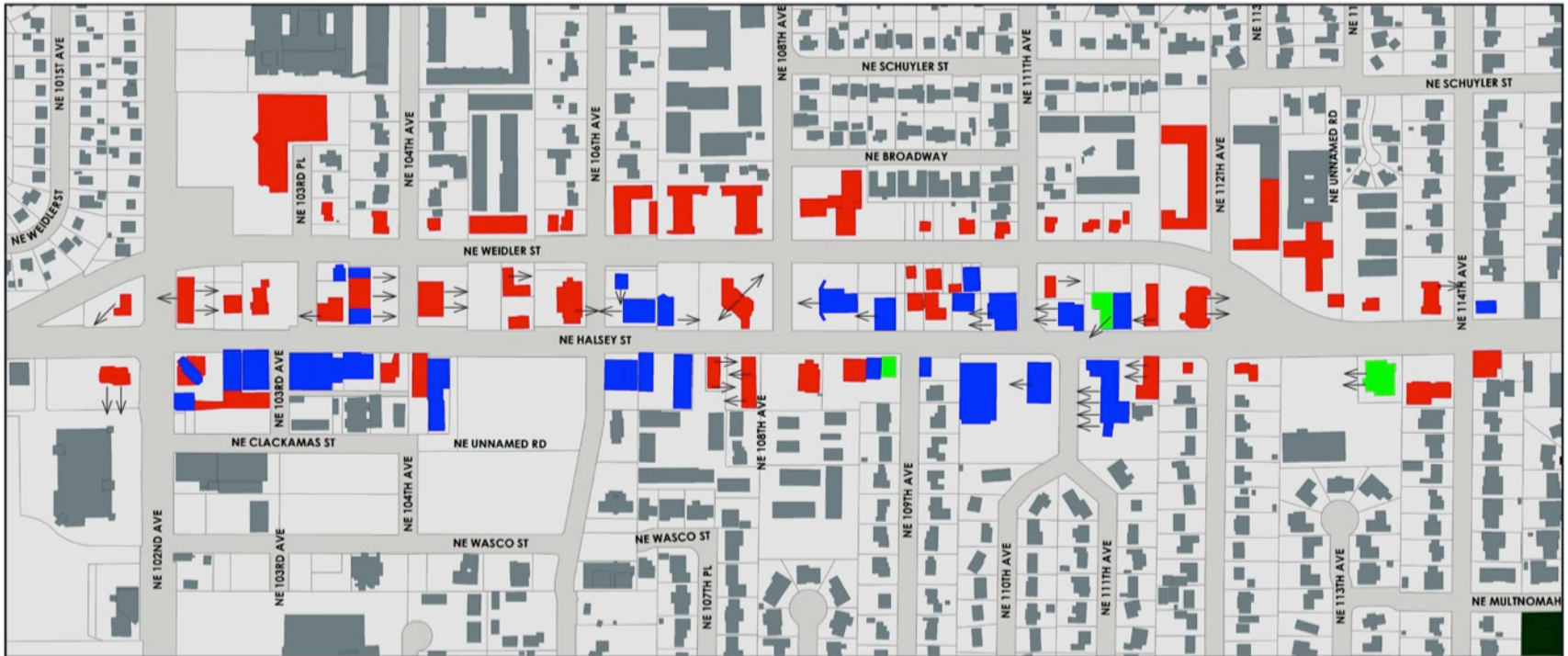
Empty Wall Blanks

FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Invisible Building Blanks

FIXTURES/BUILDINGS & PRODUCTS/BUSINESSES



Side Entry Blanks

8: MITIGATE BLANKS

➤ Light and Decorate Walls

Recommendation

8: MITIGATE BLANKS



Recommendation

8: MITIGATE BLANKS

- Light and Decorate Walls
- Use Parking Lots For Activity

Recommendation

8: MITIGATE BLANKS



Recommendation

8: MITIGATE BLANKS



Image Courtesy of Google Streetview

Recommendation

8: MITIGATE BLANKS



Image Courtesy of Google Streetview

Recommendation

8: MITIGATE BLANKS



Recommendation

8: MITIGATE BLANKS

Project Movies/Sports
Light-based Skateboard Course
BEACH VOLLEYBALL
Live Bands
Temporary Sculpture Installation
Dancing Lessons/Dances
Temporary Skateboard Ramp

Recommendation

8: MITIGATE BLANKS

- Light and Decorate Walls
- Use Parking Lots For Activity
- Orient Spaces Toward a Street

Recommendation

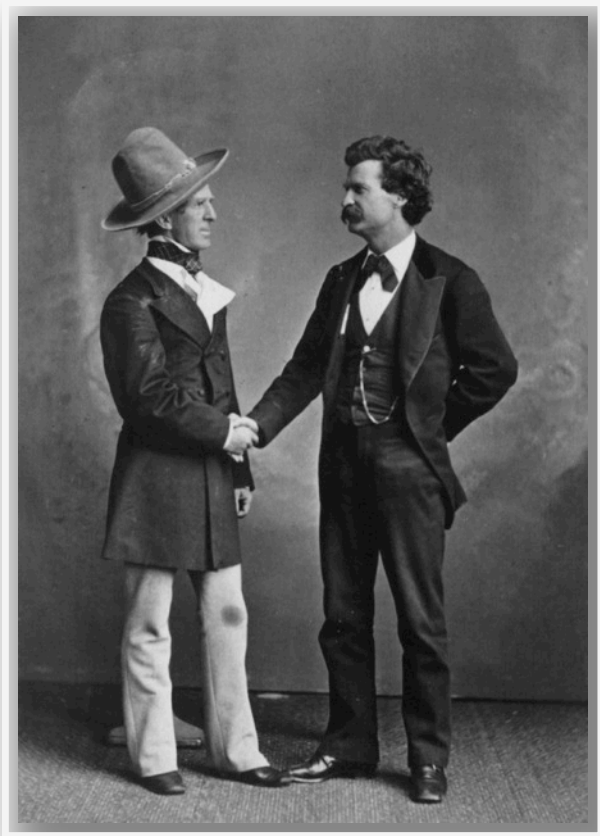
8: MITIGATE BLANKS



Work with PDC
to Create Outdoor
Activity Storefront Grant

Recommendation

8: MITIGATE BLANKS



GABA Take the Lead!

Recommendation

8: MITIGATE BLANKS

- Light and Decorate Walls
- Use Parking Lots For Activity
- Orient Spaces Toward a Street
- Decorate/Landscape Parking Lots

Recommendation

8: MITIGATE BLANKS



Recommendation

8: MITIGATE BLANKS

- Light and Decorate Walls
- Use Parking Lots For Activity
- Orient Spaces Toward a Street
- Decorate/Landscape Parking Lots
- Look for Partners!

Recommendation

8: MITIGATE EMPTY LOTS

PSU School of Architecture Seminar: Look at vacant/underutilized/parking sites in urban environments and think creatively how these spaces can be leveraged for temporary/low cost short-term uses that might instigate more permanent/higher cost investment, long-term uses.

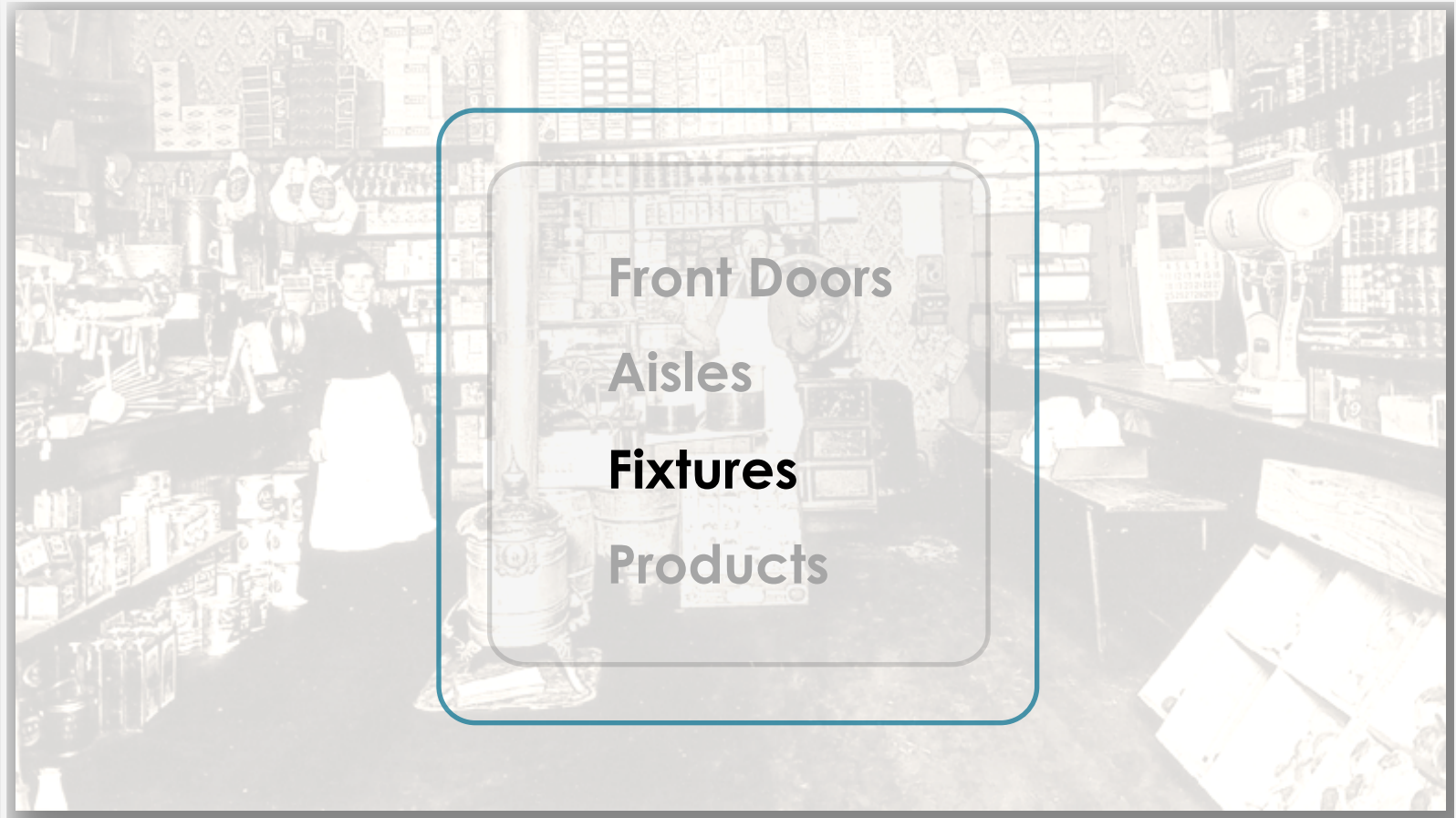
*B.D. Wortham-Galvin, Ph.D.
Assistant Professor
Department of Architecture*

Recommendation

DISTRICT AS STORE



DISTRICT AS STORE



FIXTURES/BUILDINGS

no identity
gateway
small business
shopping center
dated
traffic
begging
main street
thoroughfare
rough
arches
independent
blue-collar
boring
flyover
tired
diverse
groceries
busy
small businesses
forgotten
satellite
restaurant
doors
needs
new
halsey
mcdonald's
old town
crowded
updating
bars
clinic
needs softening
uplifting
healthcare
not welcoming
interstate 205
front
parking lots
convenience
unfinished
fast
exit 7
drive-through
area
crosswalks
empty
one way
oregon
transition oriented

What Words Describe Gateway/Halsey Today?

What Words Describe Gateway/Halsey Today?

FIXTURES/BUILDINGS

THE RETAIL EXPERIENCE BEGINS LONG BEFORE WE WALK IN THE DOOR OF A STORE

9: UPDATE FIXTURES

➤ Remove/Replace Awnings



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES

- 
- Remove Awnings
 - Ban Beige!

Recommendation

9: UPDATE FIXTURES



Images Courtesy of Emerick Architects

Recommendation

9: UPDATE FIXTURES



Images Courtesy of Emerick Architects

Recommendation

9: UPDATE FIXTURES



Image Courtesy of Google Street View

Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Image Courtesy of Google Street View

Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation



9: UPDATE FIXTURES

Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES

- Remove Awnings
- Ban Beige!
- Building Lighting

Recommendation



9: UPDATE FIXTURES

Recommendation



9: UPDATE FIXTURES

Recommendation



9: UPDATE FIXTURES

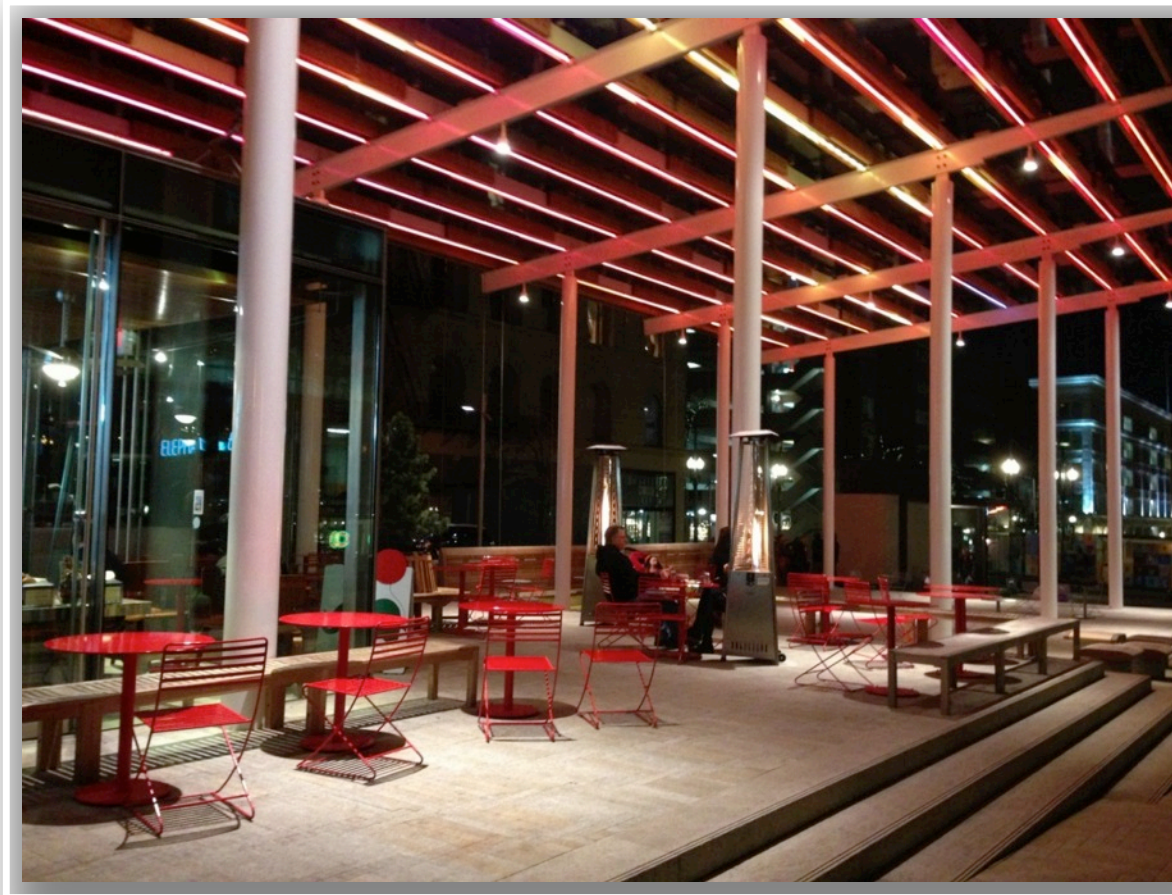
Recommendation



9: UPDATE FIXTURES

Recommendation

9: UPDATE FIXTURES



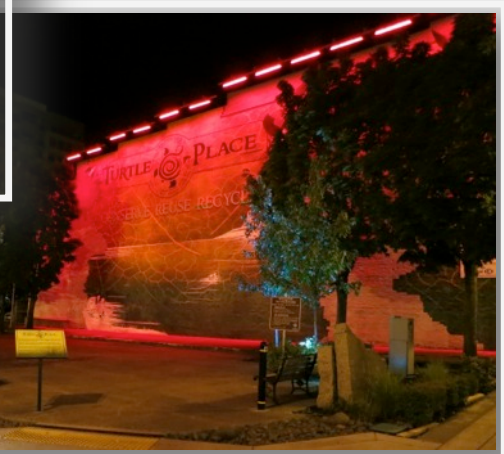
Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



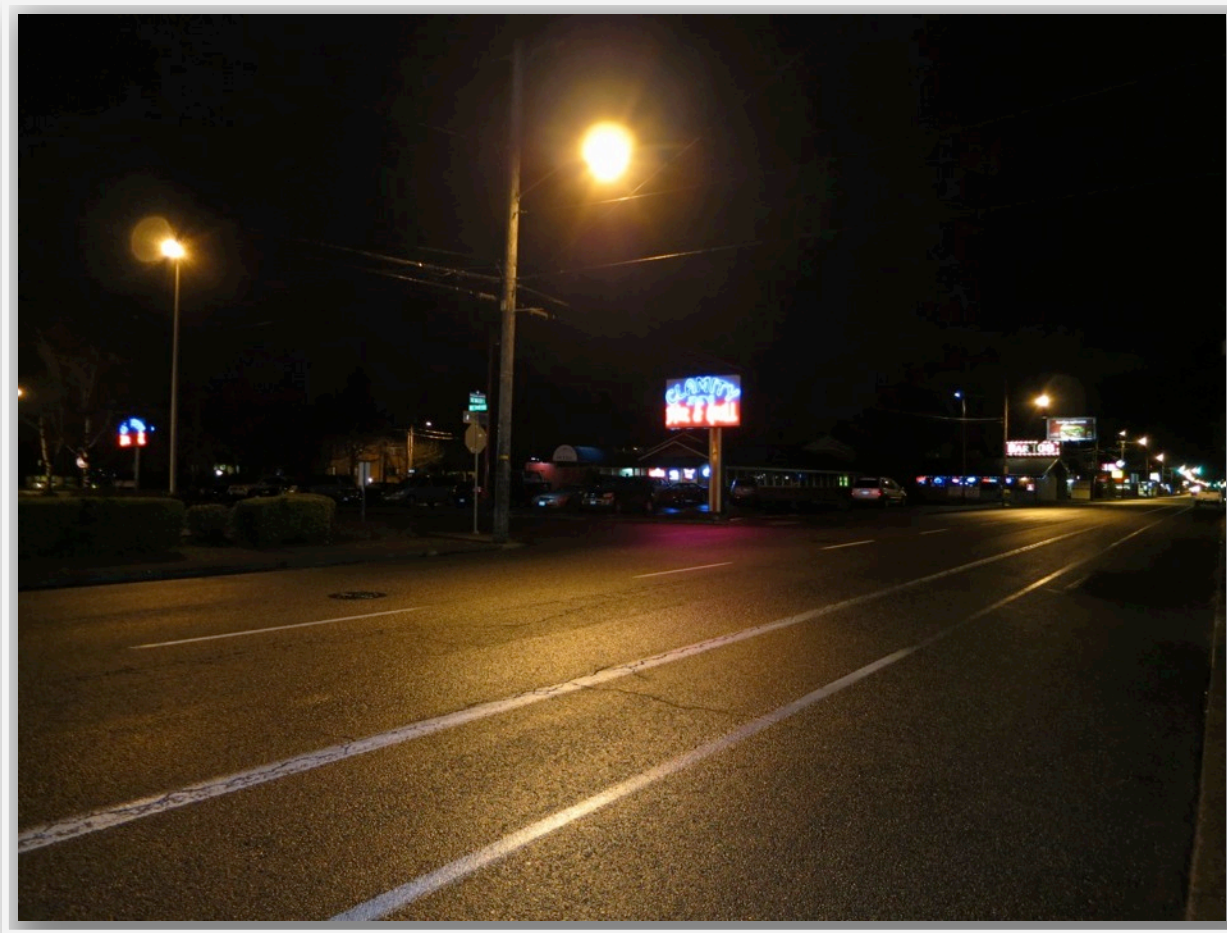
Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Recommendation

9: UPDATE FIXTURES



Courtesy of Google Maps, ©Google

Recommendation

9: UPDATE FIXTURES



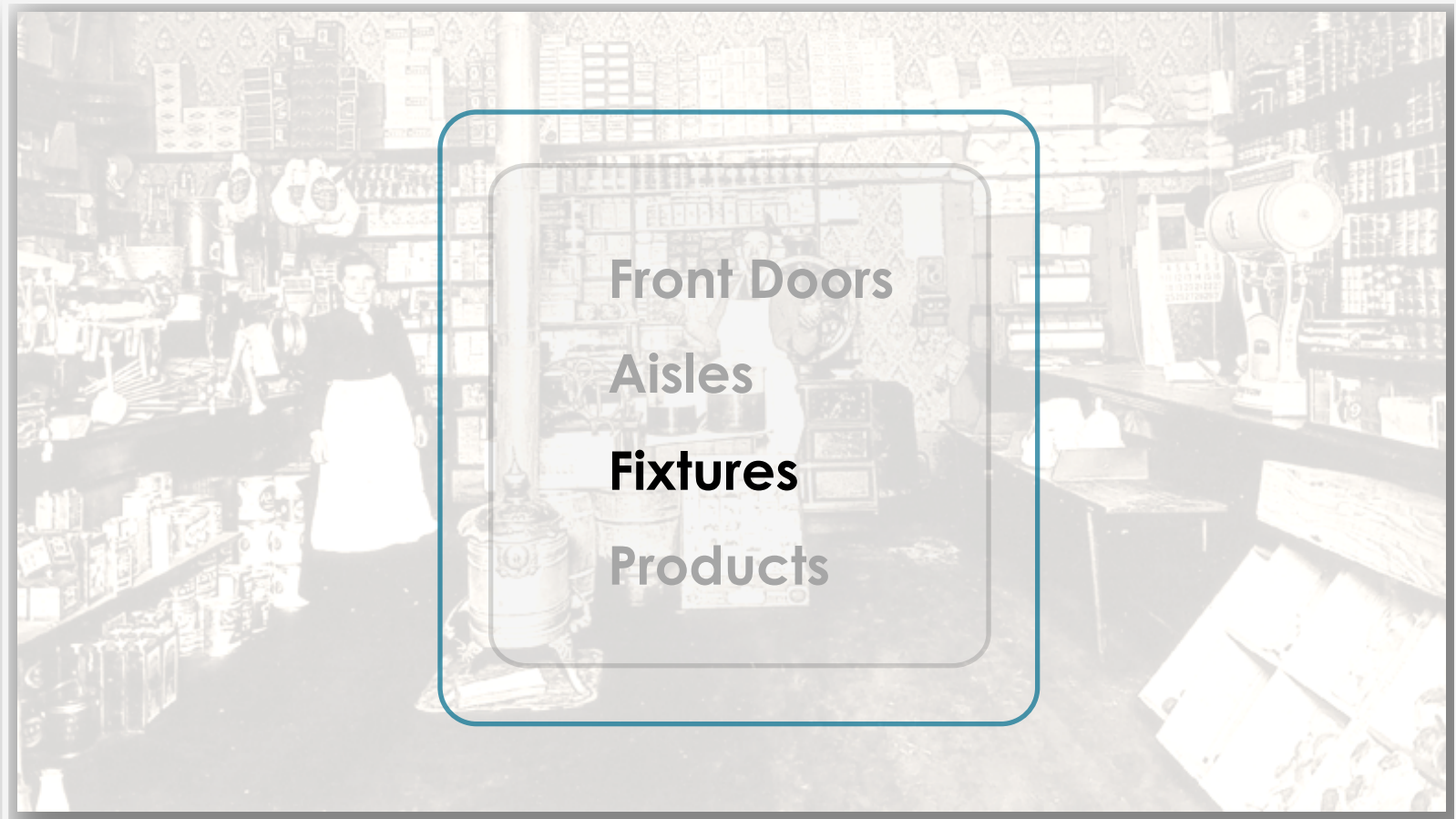
Recommendation

10: RIGHT SIZE SPACES



Recommendation

DISTRICT AS STORE



DISTRICT AS STORE



EXPERIENCE





EXPERIENCE



EXPERIENCE



EXPERIENCE



EXPERIENCE



EXPERIENCE

EXPERIENCE



EXPERIENCE

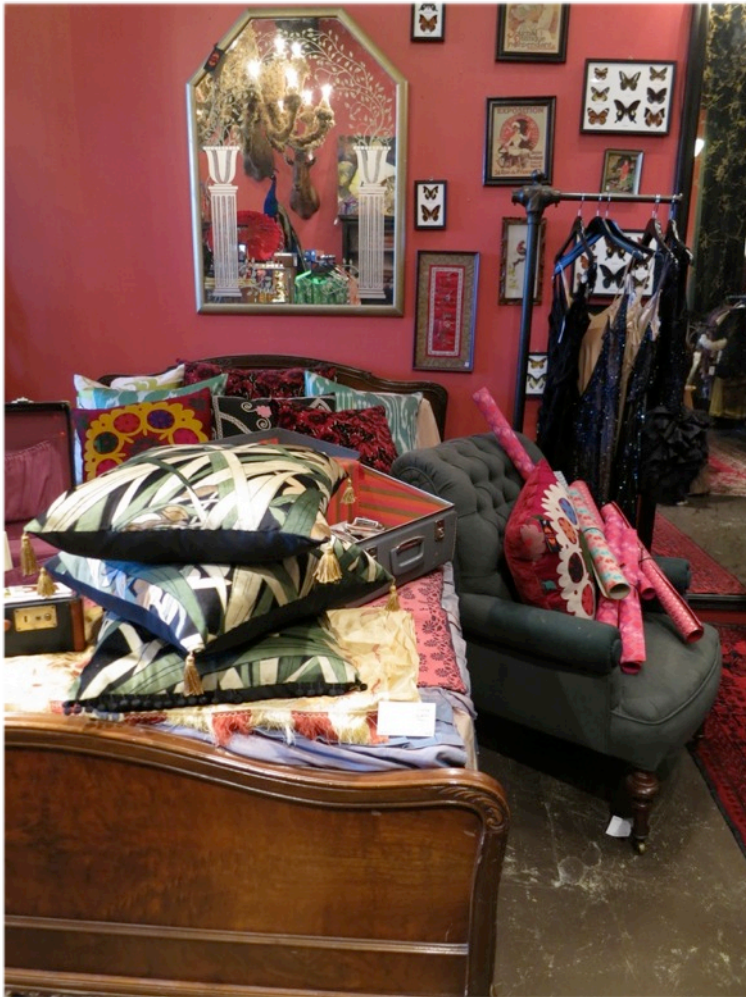




EXPERIENCE

EXPERIENCE





EXPERIENCE

EXPERIENCE



PRODUCTS/BUSINESSES



If Gateway/Halsey Were a Person, What Is He/She Feeling?

11: IMPROVE RETAIL EXECUTION

- Engage the Sidewalk



Recommendation

11: IMPROVE RETAIL EXECUTION

- Engage the Sidewalk
- Great Storefront Windows

Recommendation



11: IMPROVE RETAIL EXECUTION

Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

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Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation



11: IMPROVE RETAIL EXECUTION

Recommendation

11: IMPROVE RETAIL EXECUTION

- Engage the Sidewalk
- Great Storefront Windows
- Highlight Local Businesses



Recommendation

11: IMPROVE RETAIL EXECUTION



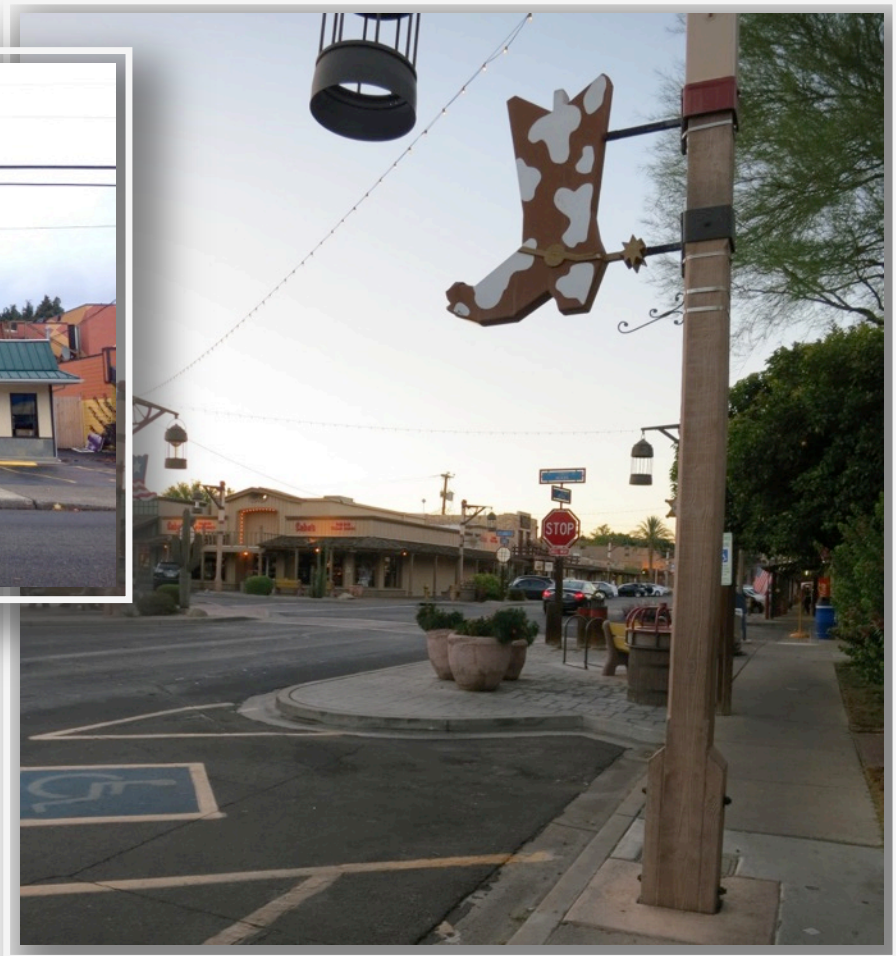
Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION

- 
- Engage the Sidewalk
 - Improve Windows
 - Highlight Local Businesses
 - Create Multisensory Experiences

Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation

11: IMPROVE RETAIL EXECUTION



Recommendation



12: EXPLORE ADJACENCIES

Recommendation

12: EXPLORE ADJACENCIES

➤ Emotional Adjacencies

Recommendation

12: EXPLORE ADJACENCIES



Recommendation

12: EXPLORE ADJACENCIES



Recommendation

12: EXPLORE ADJACENCIES

- Emotional Adjacencies
- Physical Adjacencies

Recommendation

12: EXPLORE ADJACENCIES



Recommendation

12: EXPLORE ADJACENCIES



Recommendation

12: EXPLORE ADJACENCIES

- Emotional Adjacencies
- Physical Adjacencies
- New Events!

Recommendation

12: EXPLORE ADJACENCIES



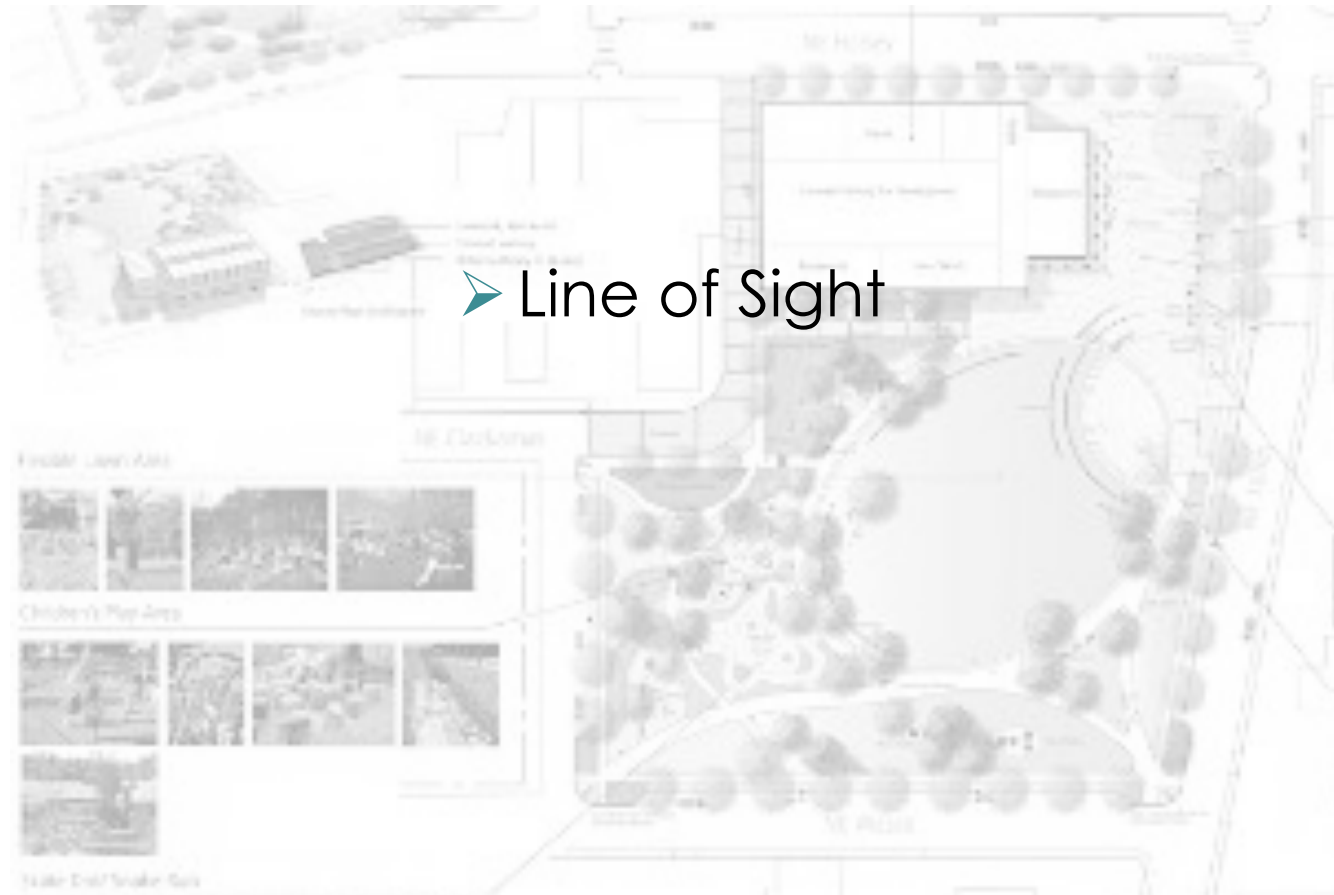
Recommendation

GATEWAY PARK & PLAZA MASTER PLAN



SPECIAL
PRODUCT!

SPECIAL PRODUCT!



SPECIAL PRODUCT!

The map displays a grid of streets in a residential area. The vertical streets (running north-south) are labeled from left to right: NE 102nd Ave, NE 103rd Ave, NE 104th Ave, NE 105th Ave, NE 106th Ave, NE 107th Pl, NE 108th Ave, NE 109th Ave, NE 110th Ave, NE 111th Ave, NE 112th Ave, NE 113th Ave, NE 114th Pl, NE 115th Ave, NE 116th Pl, NE 117th Ave, and NE 118th Ave. The horizontal streets (running east-west) are labeled from top to bottom: NE Belton Dr, NE 101st Ave, NE Widener St, NE Hancock St, NE Schuyler St, NE Broadway, NE Weidner St, NE 103rd Pl, NE Clackamas St, NE Unnamed Rd, NE Wasco St, NE 107th Pl, NE 110th Ave, NE 111th Ave, NE 113th Ave, NE 114th Ave, NE 116th Ave, and NE Multnomah St. A red oval is drawn around a large lot located at the intersection of NE 104th Ave and NE Unnamed Rd. A red arrow points from this lot towards the left, extending across the map.

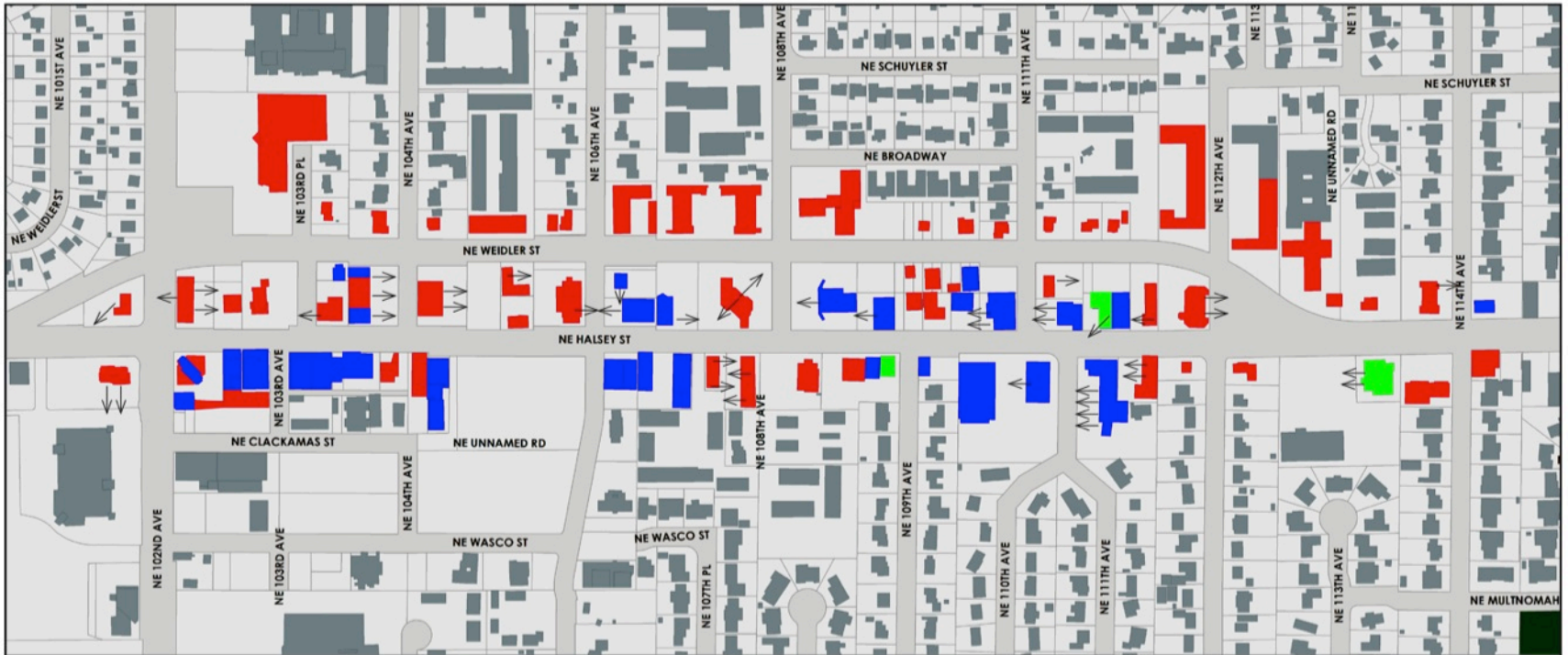
SPECIAL PRODUCT!



SPECIAL PRODUCT!



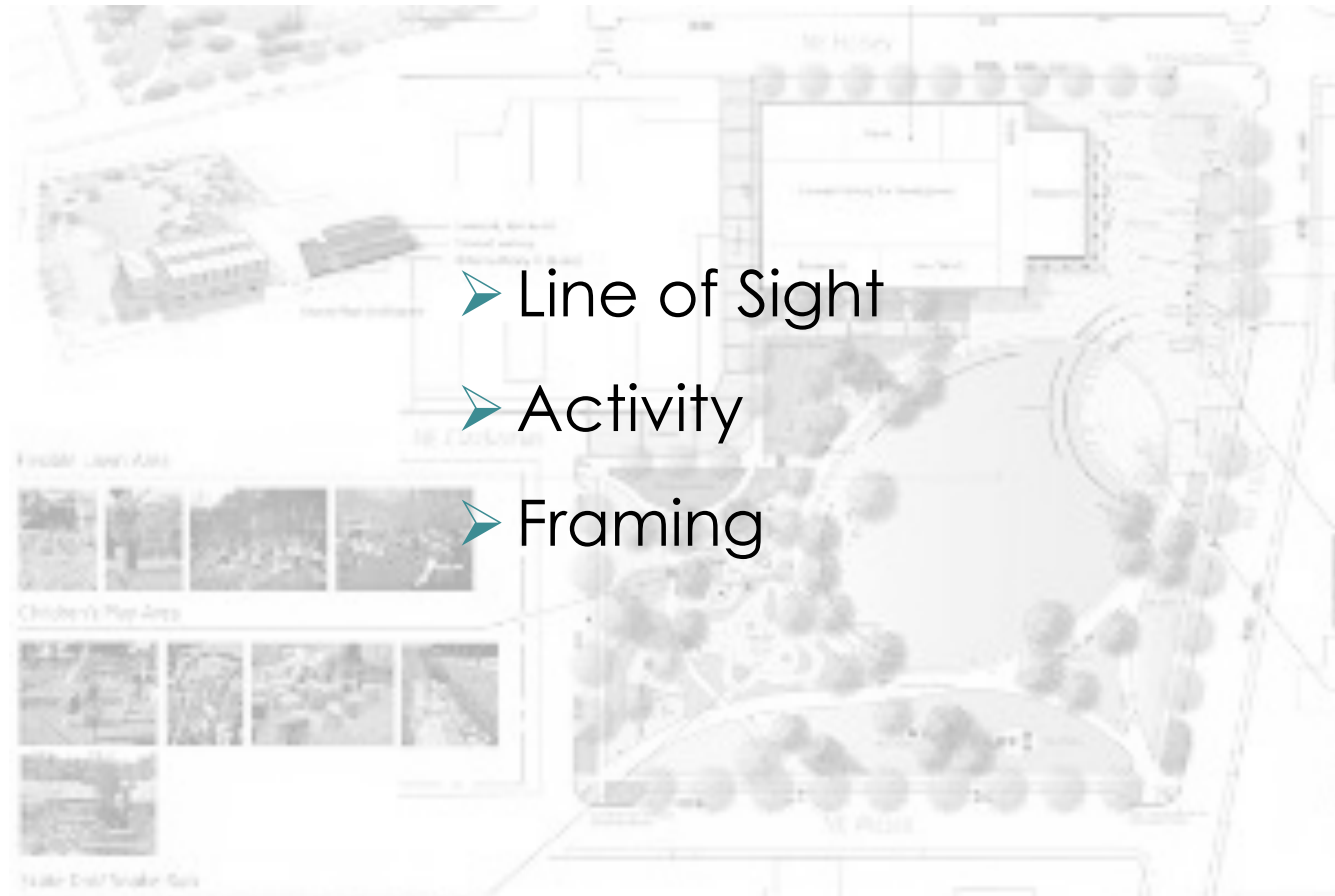
SPECIAL PRODUCT!



SPECIAL PRODUCT!



SPECIAL PRODUCT!



SPECIAL PRODUCT!



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SPECIAL PRODUCT!



SPECIAL PRODUCT!



12: REVIEW PARK PLAN



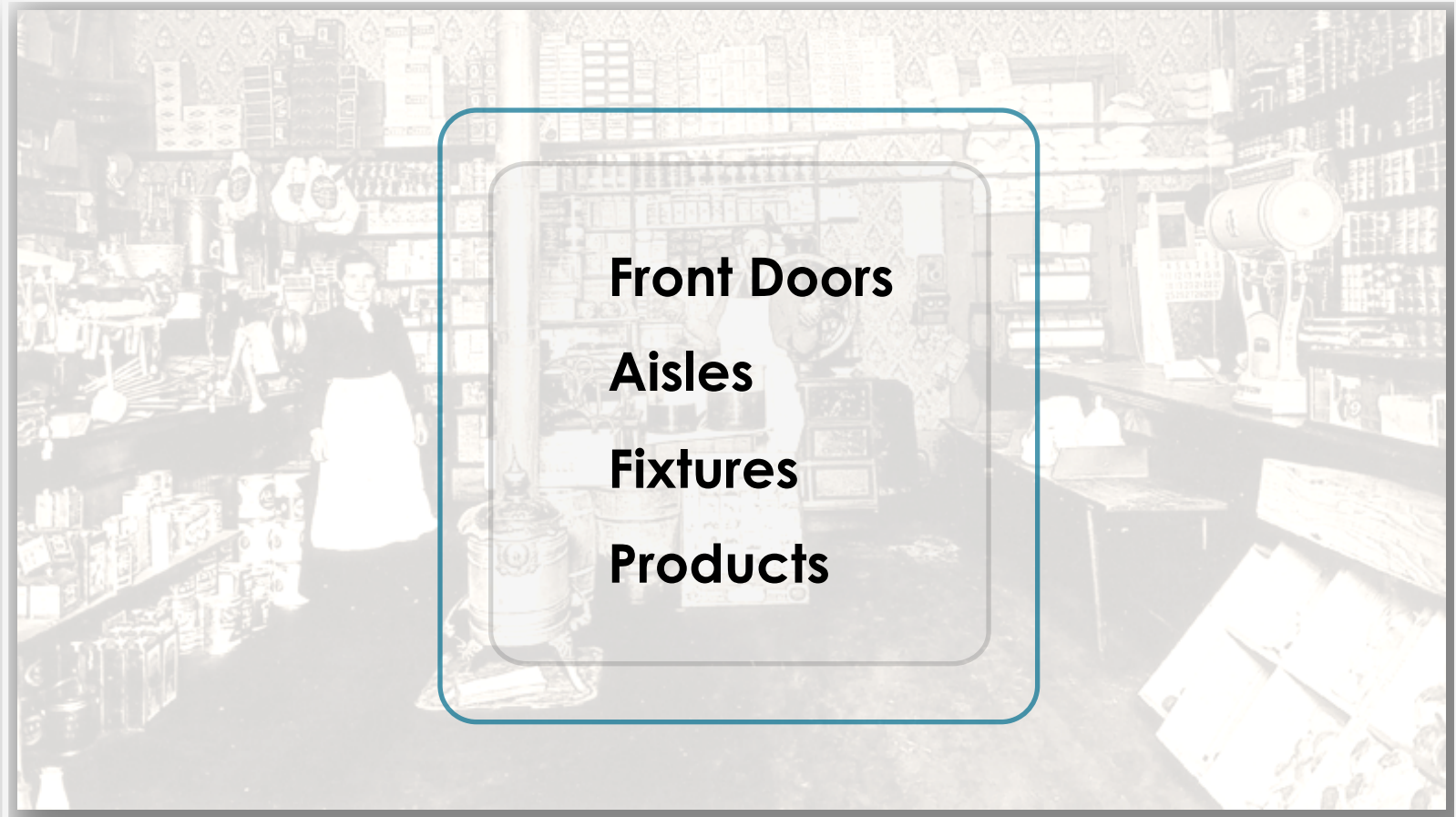
- Line of Sight/Building Placement
- Activation
- Framing
- Safety

Recommendation

DISTRICT AS STORE



DISTRICT AS STORE



Gateway Analysis & Recommendations

*Presented to:
Gateway Stakeholders*



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