

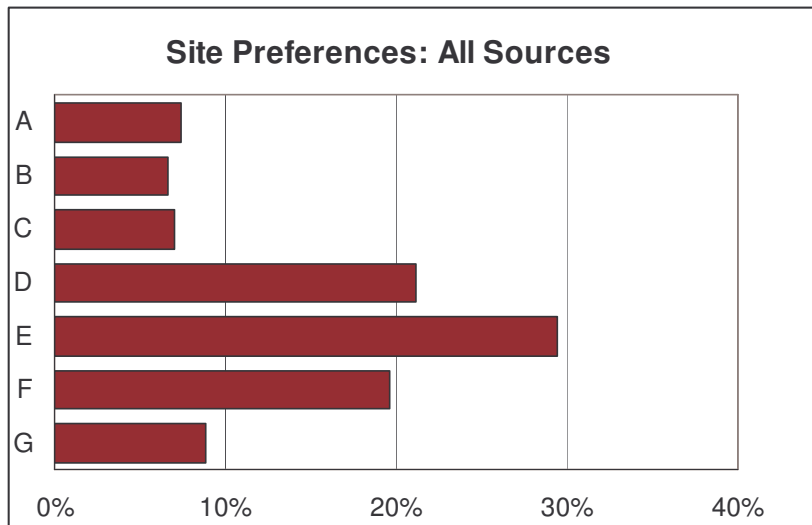
Portland Saturday Market Permanent Home Study

Public Participation

	First Open House	Second Open House	Vendor Meeting / Comments	Website
Participants	25	250	30	430
Responses	14	142	35	430

Site Preferences

	First Open House	Second Open House	Vendor Meeting / Comments	Website	Overall
A	7%	9%	12%	6%	7%
B	7%	4%	7%	7%	7%
C	8%	5%	1%	8%	7%
D	20%	22%	24%	20%	21%
E	29%	30%	33%	29%	29%
F	19%	21%	16%	19%	20%
G	10%	8%	7%	10%	9%



SITE KEY:

A. U&R Blocks
B. NW Hoyt & Fifth Blocks
C. Rose Quarter/Coliseum
D. Waterfront Park
E. Current Site/Market District
F. Morrison Bridge Blocks
G. South Park Blocks

Site A: U & R Blocks

Open Houses

- Good access to site from multiple modes of travel
- Union Station tower creates attractive setting
- Uncertain character and timing of redevelopment
- Light rail development is too far in the future
- Undesirable neighborhood

Vendor Meeting and Comments

- PDC ownership is an advantage
- Good potential
- Obscure, out-of-the way location

Website Responses

- Responses were very mixed regarding locations in NW Portland

TAC Meeting

- Hoyt is not a designated festival street
- Hoyt may end up with higher traffic volumes once light rail is constructed
- There is too much uncertainty in the future development of the area for the Market to drive development decisions
- There have been problems developing the site in the past, adding Market space as another programmatic requirement may be an impediment to development

Site B: Hoyt / 5th Ave Blocks

Open Houses

- Uncertain character and timing of redevelopment
- Light rail development is too far in the future
- Undesirable neighborhood
- Not centrally located

Vendor Meeting and Comments

- Obscure, out-of-the way location

Website Responses

- Responses were very mixed regarding locations in NW Portland

TAC Meeting

- Latest proposed light rail alignment precludes the use of one block
- Recommend eliminating this area from consideration

Site C: Rose Quarter / Coliseum

Open Houses

- Area is already congested
- Conflicts with other events
- Parking is a problem
- Not walkable from other city attractions
- Received the most “no” votes

Vendor Meeting and Comments

- Site is too far from the central city and current site
- There is no activity in the immediate area
- Conflicts with other weekend events
- Character of the site is too commercial
- Setting has no natural features
- Received the most “no” votes

Website Responses

- Access to transit is good
- Very mixed opinions, but lots of strong negative feelings

TAC Meeting

- Potential underwriting of Market costs by Rose Quarter management

Site D: Waterfront Park

Open Houses

- Very visible site
- Natural setting is desirable
- Proximity to current site is an advantage
- Green spaces need to be protected
- Crossing Naito is difficult / dangerous
- Conflicts with other events

Vendor Meeting and Comments

- Proximity to current site is an advantage
- Loading / access / storage are challenging
- Crossing Naito is difficult / dangerous

Website Responses

- Proximity to current site is an advantage
- Keeps the Market in the same neighborhood
- Lots of resistance to using park space for the Market

TAC Meeting

- Any use of the space north of the bridge is unlikely because of the Japanese Memorial
- Paving / hard surface is an environmental concern and inconsistent with the Waterfront Master Plan
- There is an additional plaza planned for the park, which would be located between the Morrison and Hawthorne bridges, which would be used for festivals and could conflict with the Market
- If Market relocation affects the Master Plan, a public process would be needed to revise the plan
- A linear Market configuration is more acceptable to Parks
- Multnomah County does not foresee any problems with Market use under the bridge, but would raise red flags to any permanent changes to the bridge structure
- The bridge is also a historic structure, which would complicate any modifications
- A 20-year lease with Parks may be possible, at a cost
- Park Master Plan did indicate this area should be energized, just not at this intensity, and the Market could provide that energy

Site E: Current Site / Market District

Open Houses

- Strongly preferred
- Lots of resistance to relocation

Vendor Meeting and Comments

- Strongly preferred
- Vendors would like to see some improvements and long-term lease

Website Responses

- Strong resistance to relocation
- Old Town / Chinatown location is critical

TAC Meeting

- Market District could change the configuration of the Saturday Market
- The Public Market study released this week suggests two potential configurations which intrude into some of the existing Market space

Site F: Morrison Bridge Blocks

Open Houses

- Proximity to current site is an advantage
- Central location is an advantage
- Site perceived by some as dark and dirty
- Site is not visible from MAX

Vendor Meeting and Comments

- Conflicts with Waterfront events
- Site is not visible from MAX
- Site access is perceived as difficult / dangerous, particularly for pedestrians
- Storage may be difficult

Website Responses

- Proximity to current site is an advantage
- Bridge cover viewed as advantageous

TAC Meeting

- County has declared this land surplus and is actively looking to sell it
- County wants to sell four blocks, including Site F, as a package and is giving priority to private parties
- Redevelopment of these blocks in the near term is unlikely
- Site is somewhat isolated
- If the lots remain undeveloped, this site will continue to create dead space on Naito Parkway
- Market design would need to consider the relationship of the site to Waterfront Park, First Avenue and Naito Parkway
- Loss of parking currently used by vendors and for other events

Site G: South Park Blocks

Open Houses

- Too far from central city and existing site
- Conflict with residents likely
- Conflicts with other events
- Parking is a problem
- Too far from MAX line

Vendor Meeting and Comments

- Attractive, natural setting
- Conflicts with other events
- Parking is a problem
- Too far from MAX line

Website Responses

- Strong resistance to using park space for Market (including some residents)

TAC Meeting

- Parks does not want any additional hardscape in this Park
- Museum would be opposed to the removal of planters
- The northernmost Park Block has existing leases for other events
- There may be resistance from residents
- Street closures are problematic and the reduction in on-street parking could create conflicts with other nearby uses
- Vendor access and parking would be difficult

List of Alternate Site Suggestions:

Montgomery Building (near North Park Blocks)

Vanport Project (NE MLK)

USS Ranger (Willamette River, NW Portland)

Old Fire Station and surrounding streets

Substructure of the Burnside Bridge

Produce Row / OMSI / Eastbank Esplanade

Pioneer Square

Centennial Mill

Expo Center

Galleria

Burnside Bridgehead Project

“Ankeny Arcade” (Ankeny Street from Naito Parkway to 5th Ave)

Lloyd Center Parking Lot

A combination of existing site and Waterfront Park