

Reimagining FERRY PARK

FRAMEWORK PLAN
APRIL 2021



ROSSETTI

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This plan was prepared for NW Goldberg Cares by ROSSETTI in April 2021. Visit www.nwgoldbergcares.com for updates on this project and other neighborhood initiatives.



01

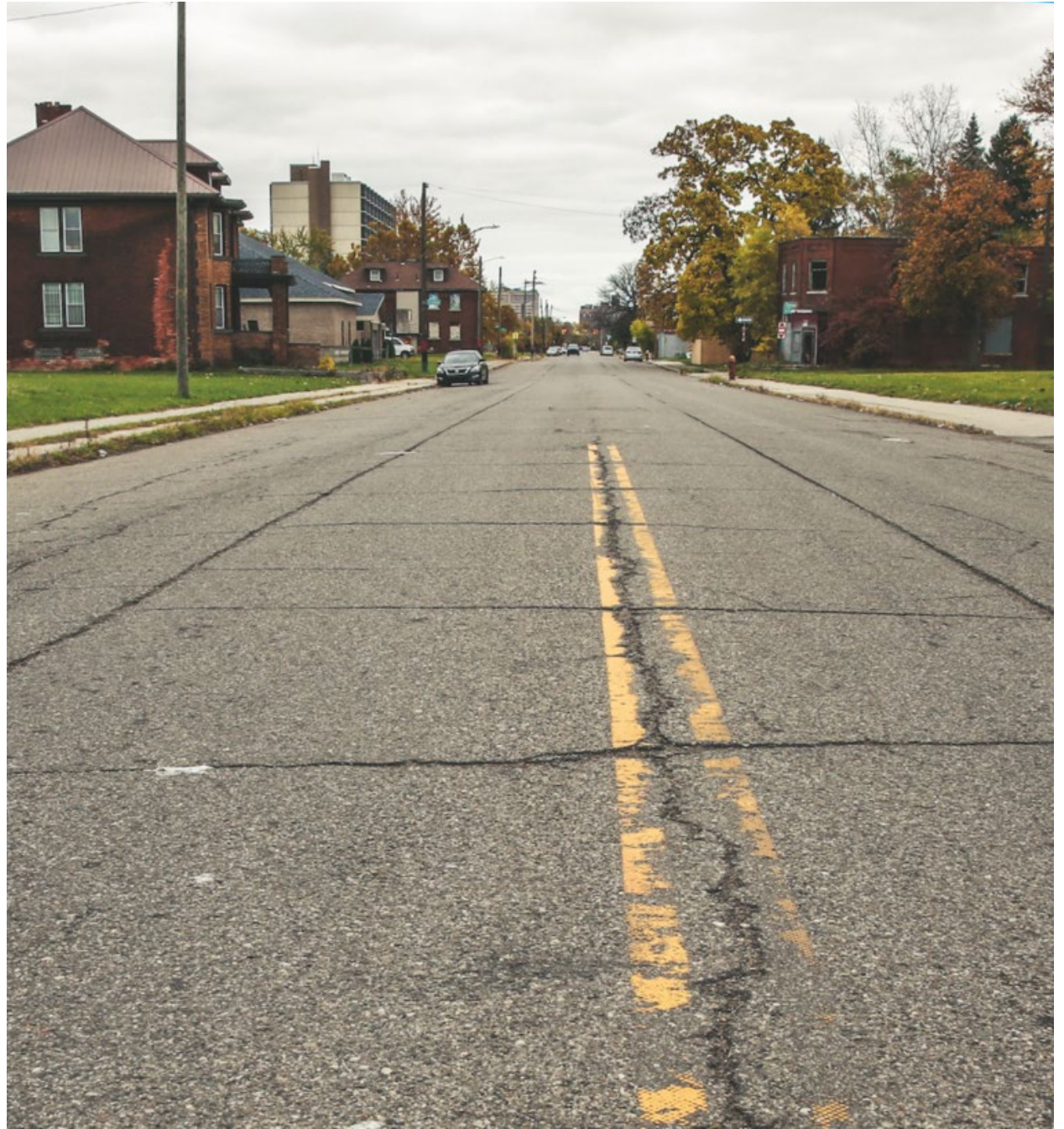
PROJECT PURPOSE, GOALS, & PROCESS

PROJECT PURPOSE

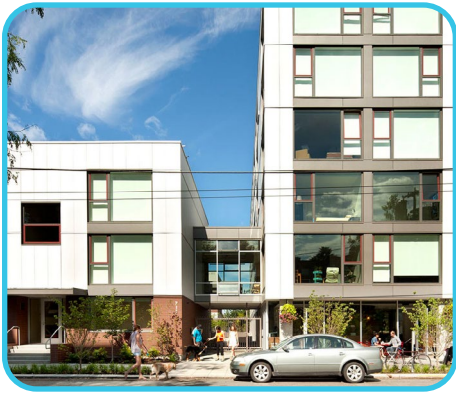
CREATE A PLAN TO SPUR AND INFLUENCE DEVELOPMENT ALONG FERRY PARK AVENUE TO ENHANCE THE LIVES OF RESIDENTS

through strategies for walkability, neighborhood amenities, physical form and design, and a strong identity for the corridor.

Through this effort, we will **DISCOVER** and **VISUALIZE** the community's vision for Ferry Park Avenue.



PROJECT GOALS



SPUR ECONOMIC ACTIVITY

Influence economic activity, like new businesses and housing, along the corridor that fits the character of the NW Goldberg community.



IDENTIFY NEIGHBORHOOD AMENITIES

Provide neighborhood goods and services, entrepreneurial opportunities, and cultural attractions.



IMAGINE PUBLIC SPACES

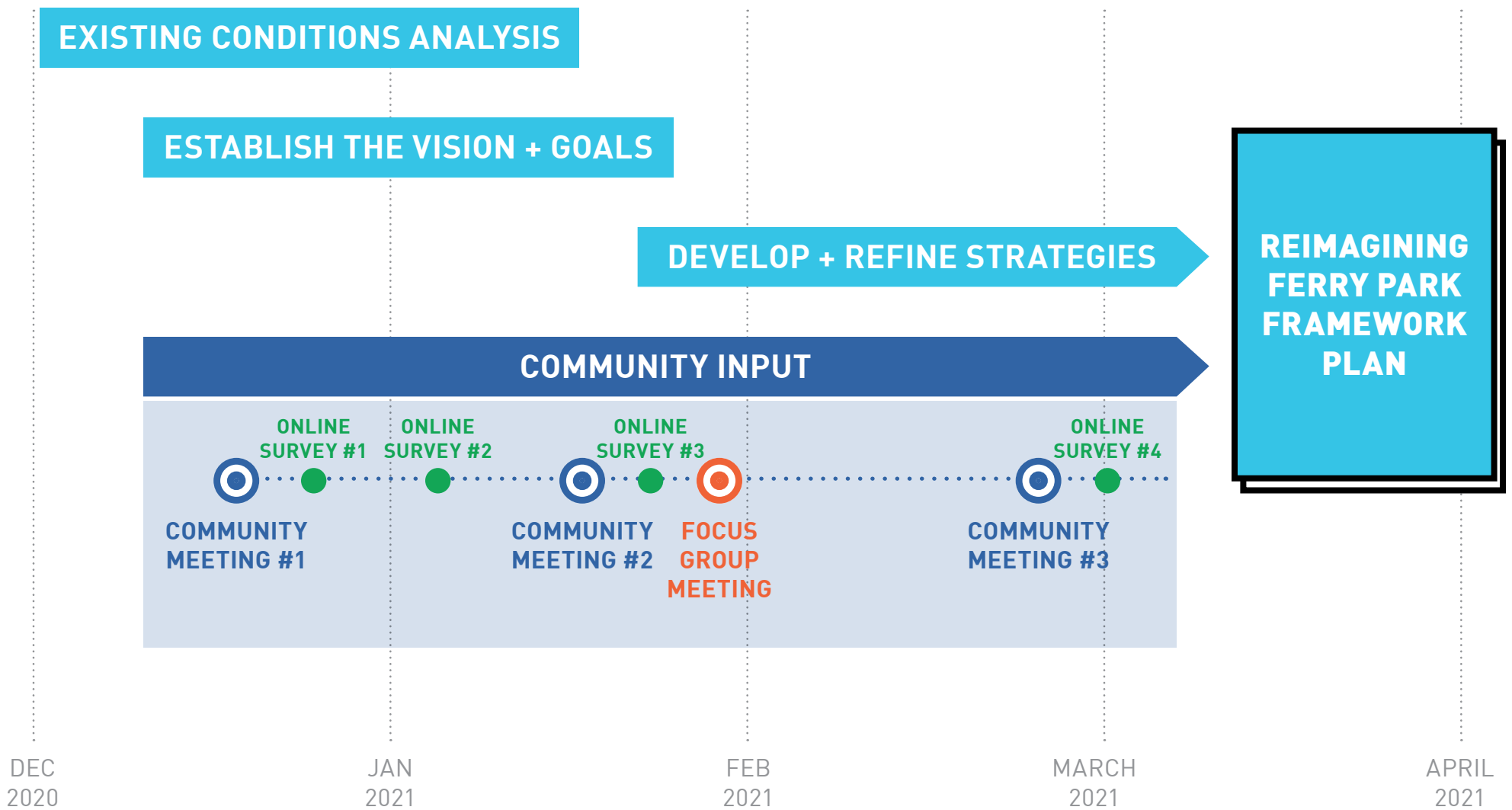
Envision new public spaces and improvements to existing streets, sidewalks, and bus stops.



PRESERVE EXISTING ASSETS

Preserve existing assets, and identify opportunities for rehab, renovation, and adaptive re-use.

PLANNING PROCESS



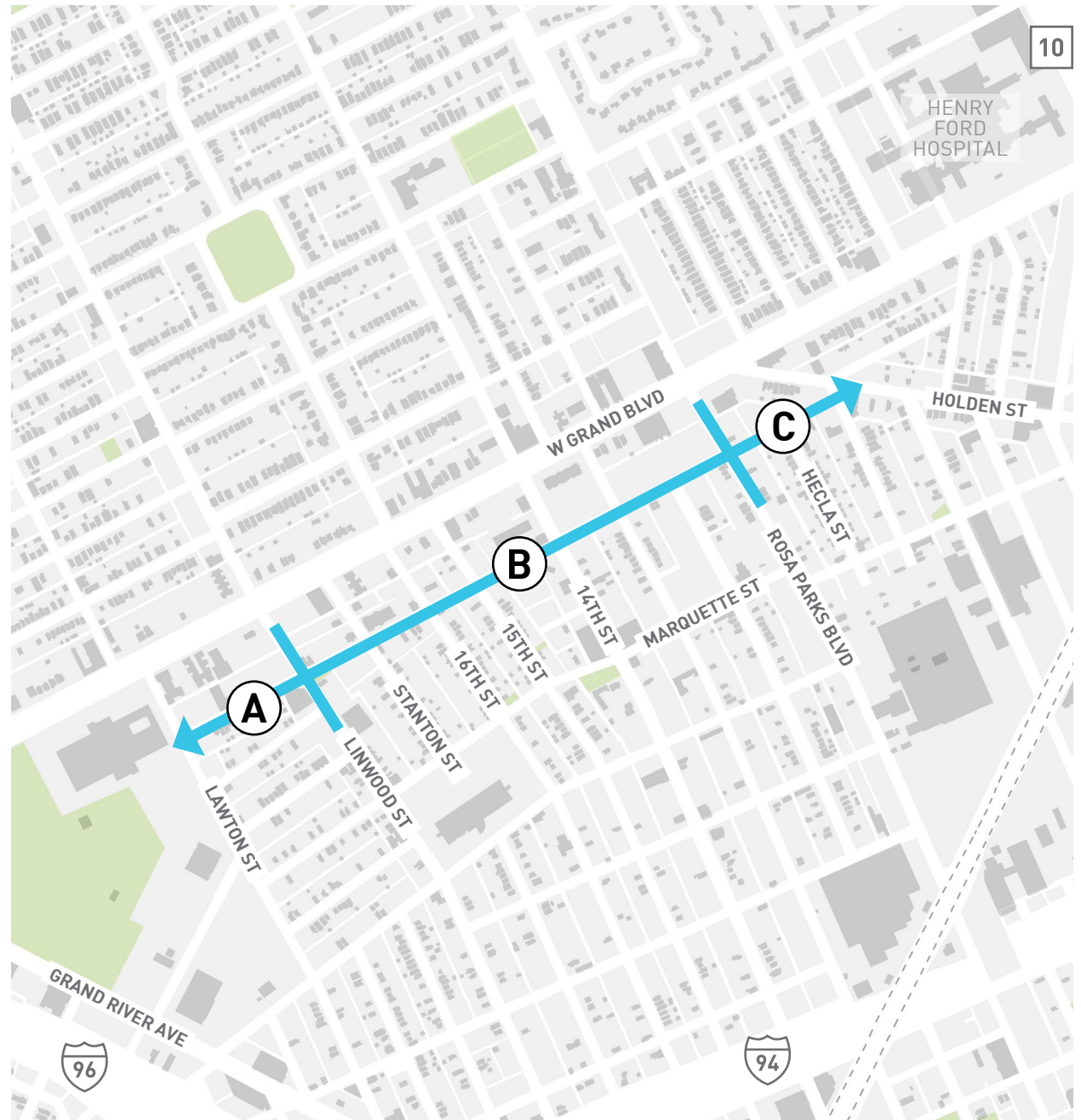


04

STREETSCAPE
RECOMMENDATIONS

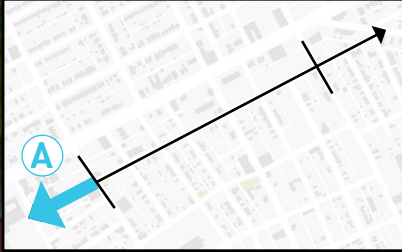
STREETSCAPE EXISTING CONDITIONS

FERRY PARK AVE. DATA	
CORRIDOR LENGTH	0.8 miles (4,200 ft; 10 blocks)
PARCEL-TO-PARCEL DIMENSION	54-56 ft
CURB-TO-CURB DIMENSION	varies
SIDEWALKS	varies
PLANTED AREA/ STREET TREES	varies

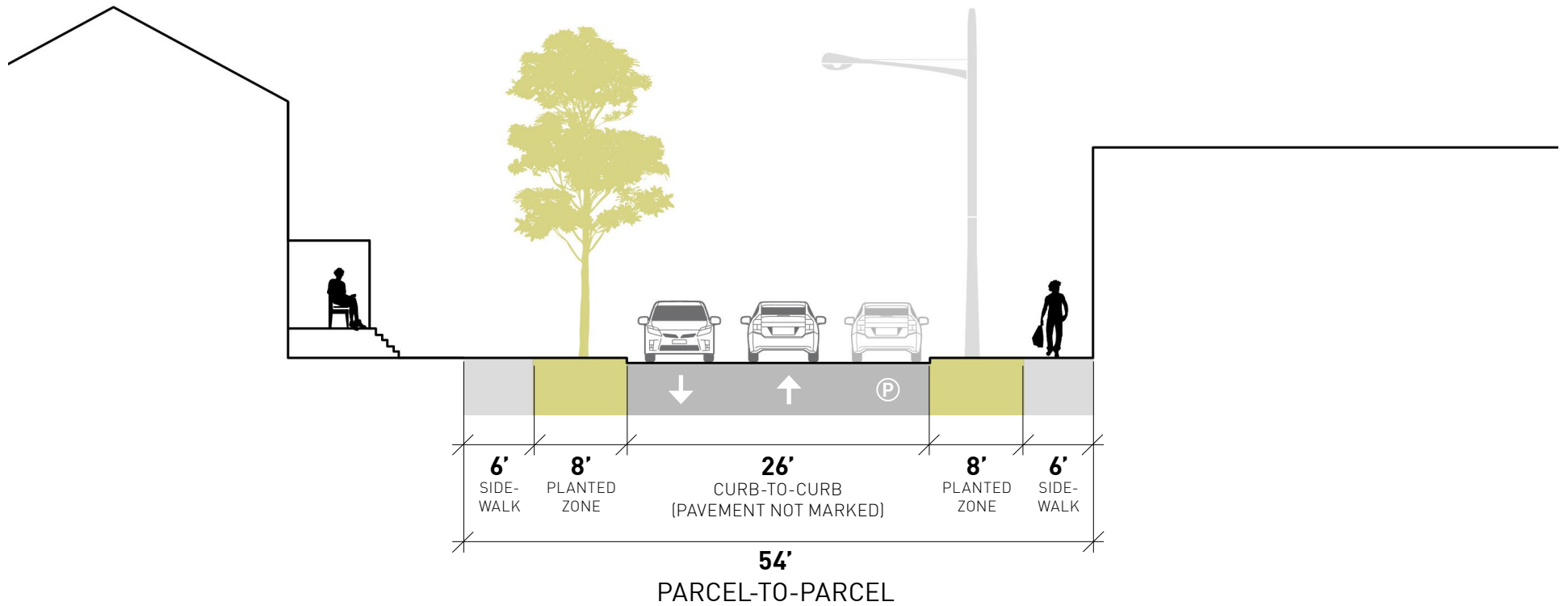


Various street segments along Ferry Park Avenue. Source: ROSSETTI

EXISTING FERRY PARK SEGMENT A LAWTON TO LINWOOD



EXISTING SECTION



SEGMENT A

LAWTON TO LINWOOD

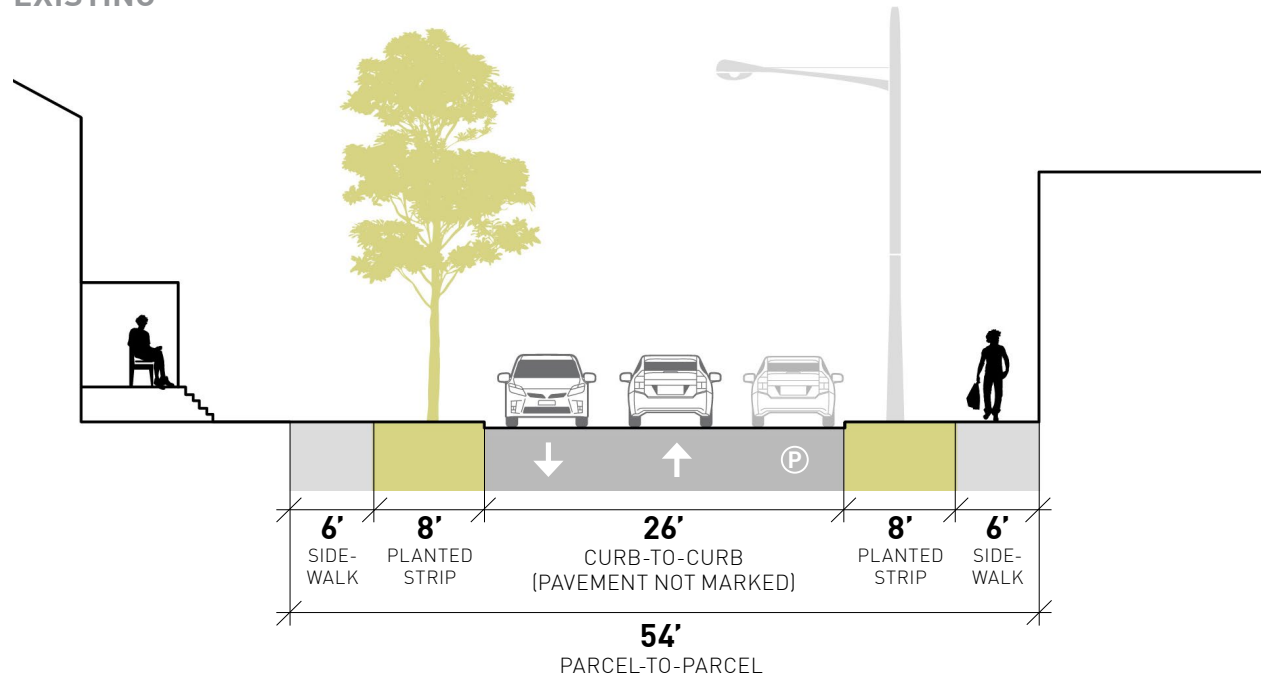
HIGH PRIORITY

- » **Street trees:** Plant additional medium-stature trees consistent with the existing tree species and planting style (open tree trenches).
- » **Lighting:** Replace existing roadway lighting with pedestrian scale lighting alone or in combination with updated roadway lighting.
- » **Restripe lane markings:** Roadway pavement is currently not marked.

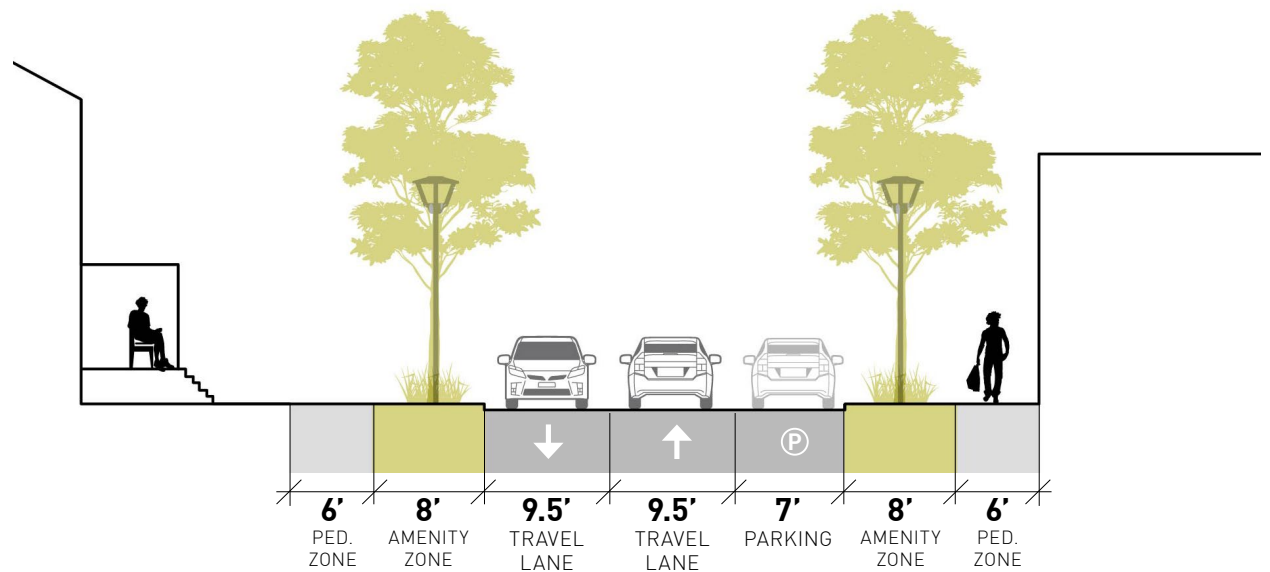
SECOND PRIORITY

- » **Green stormwater infrastructure:** Consider installing green stormwater infrastructure such as stormwater planters (bioswales) or rain gardens within the Amenity Zone.
- » **Street furniture:** Consider adding benches, bike racks, and/or waste receptacles in the Amenity Zone near businesses.

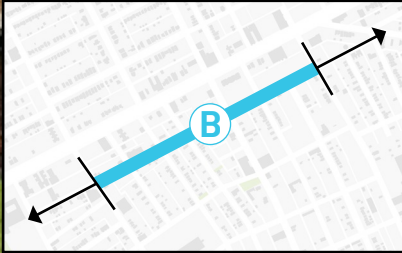
EXISTING



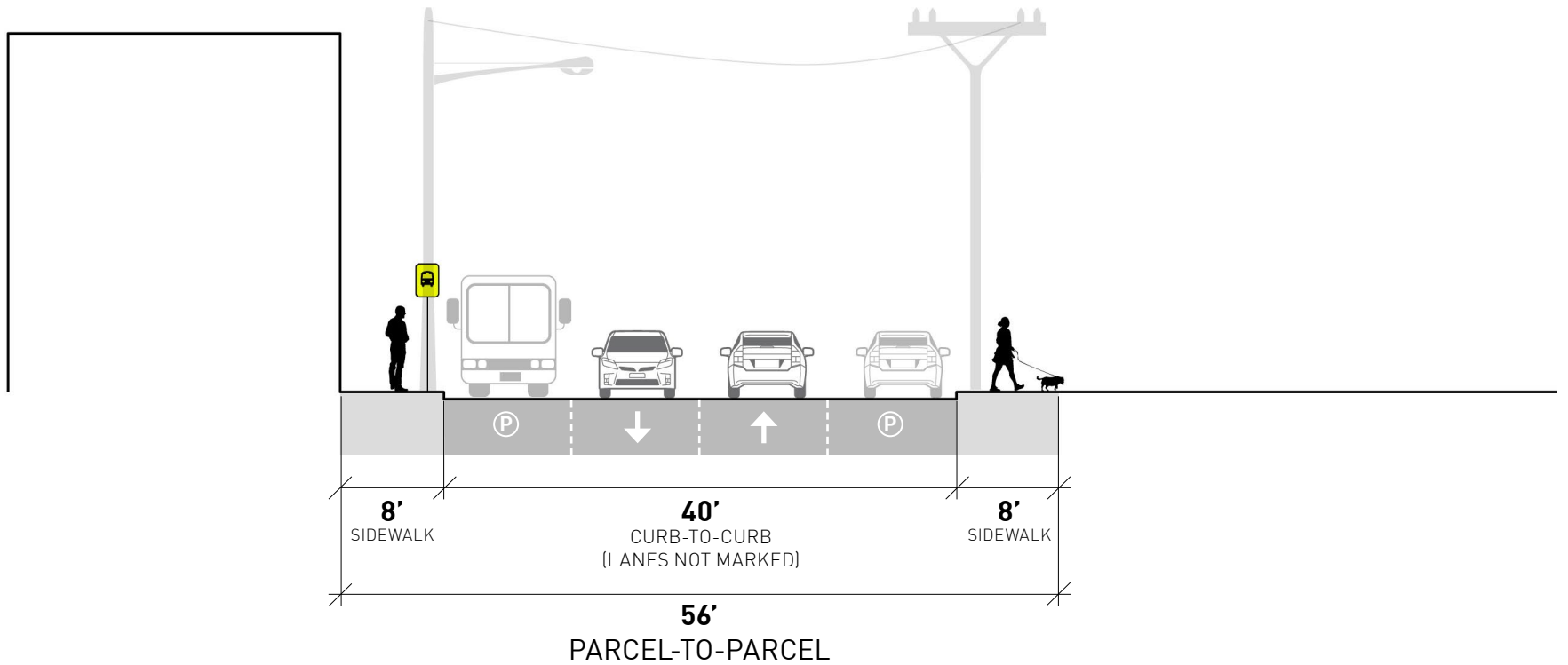
PROPOSED



EXISTING FERRY PARK SEGMENT B LINWOOD TO ROSA PARKS



EXISTING SECTION



SEGMENT B

LINWOOD TO ROSA PARKS

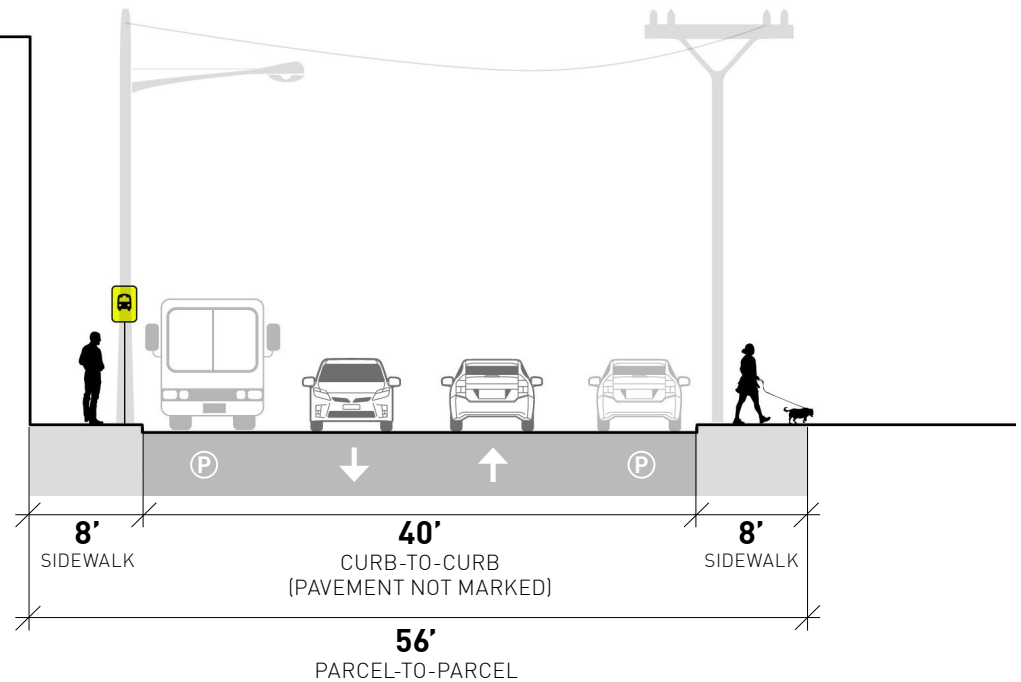
HIGH PRIORITY

- » **Relocate curbs:** Reduce the roadway width from 40' to 36'.
- » **Reduce parking lane widths:** Reduce parking lane widths from 10' to 8'.
- » **Widen sidewalks:** Increase sidewalk widths from 8' to 10'.
- » **Street trees:** Plant short-stature trees (under wire species) in grate.
- » **Lighting:** Replace existing roadway lighting with pedestrian scale lighting alone or in combination with updated roadway lighting to support existing utilities while reducing pole clutter.
- » **Restripe lane markings:** Roadway pavement is currently not marked.

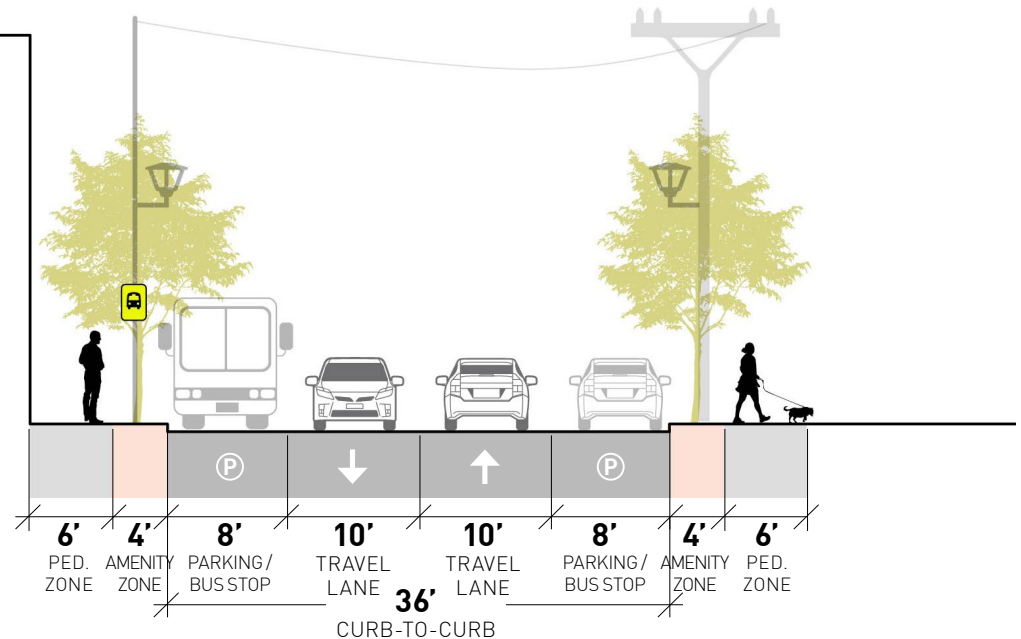
SECOND PRIORITY

- » **Street furniture:** Install benches (esp. near bus stops), bike racks, and/or waste receptacles in the Amenity Zone.
- » **Green stormwater infrastructure:** Consider installing stormwater planters (bioswales) inside curb extensions.
- » **Sidewalk materials:** Consider decorative or permeable unit pavers for the Amenity Zone; thematic elements such as markers and plaques can be embedded.

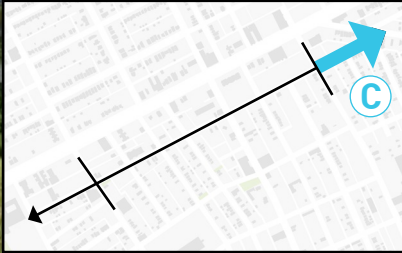
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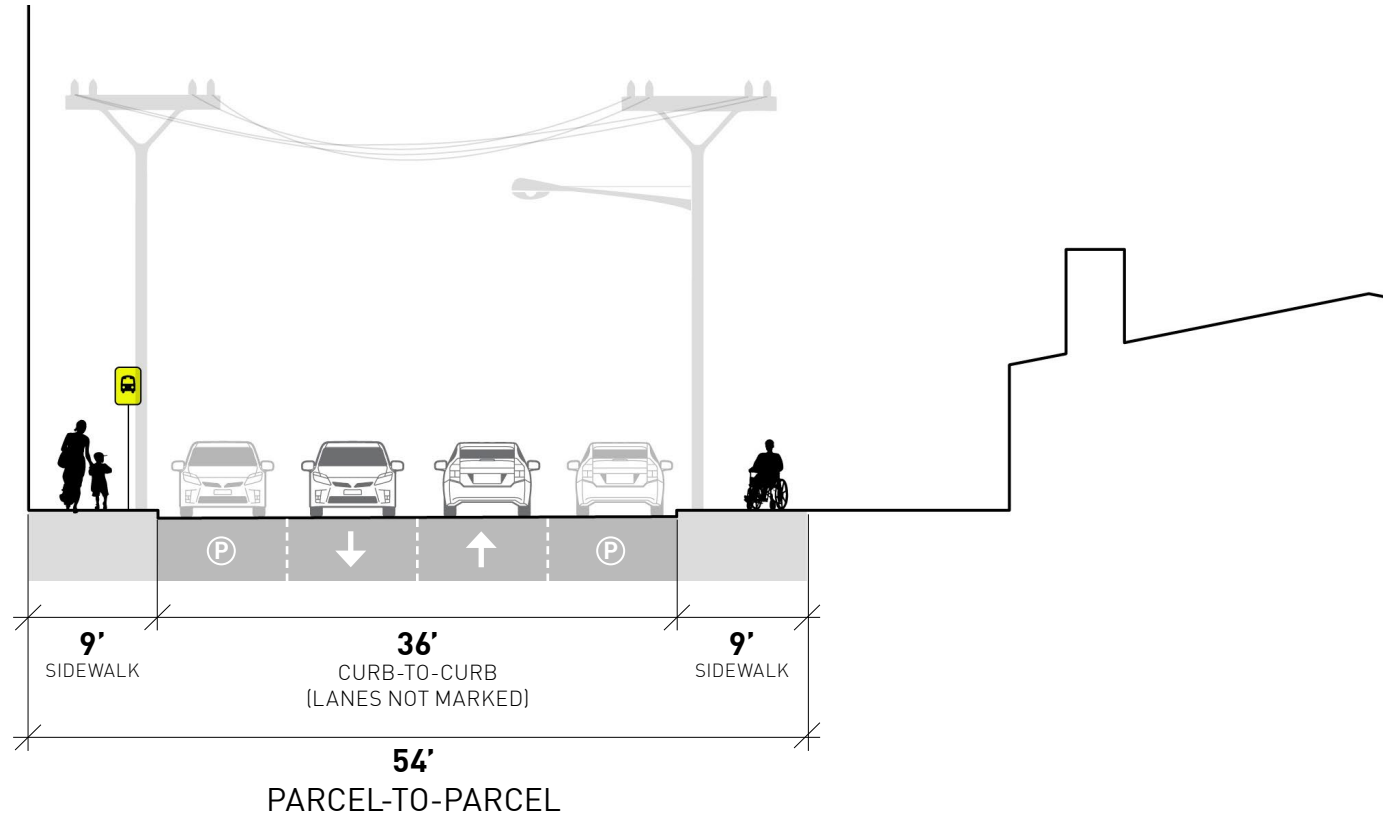
PROPOSED



EXISTING FERRY PARK SEGMENT C ROSA PARKS TO HOLDEN



EXISTING SECTION



SEGMENT C

ROSA PARKS TO HOLDEN

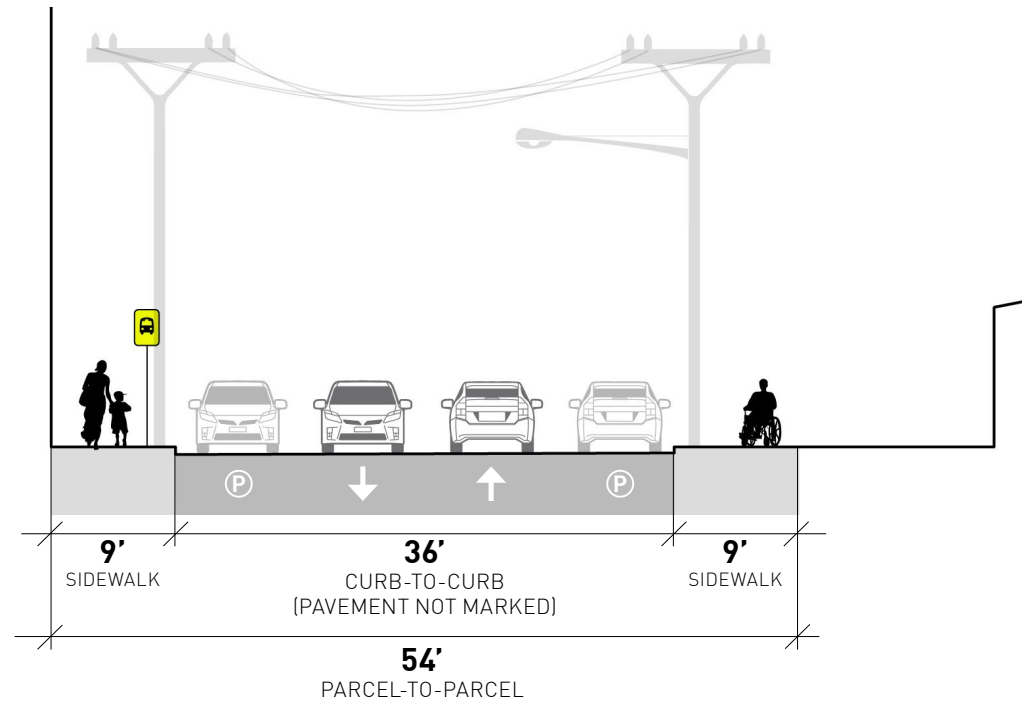
HIGH PRIORITY

- » **Street trees:** Plant short-stature trees (under-wire species) in grate.
- » **Lighting:** Replace existing roadway lighting with pedestrian scale lighting alone or in combination with updated roadway lighting to support existing utilities while reducing pole clutter.
- » **Restripe lane markings:** Roadway pavement is currently not marked.

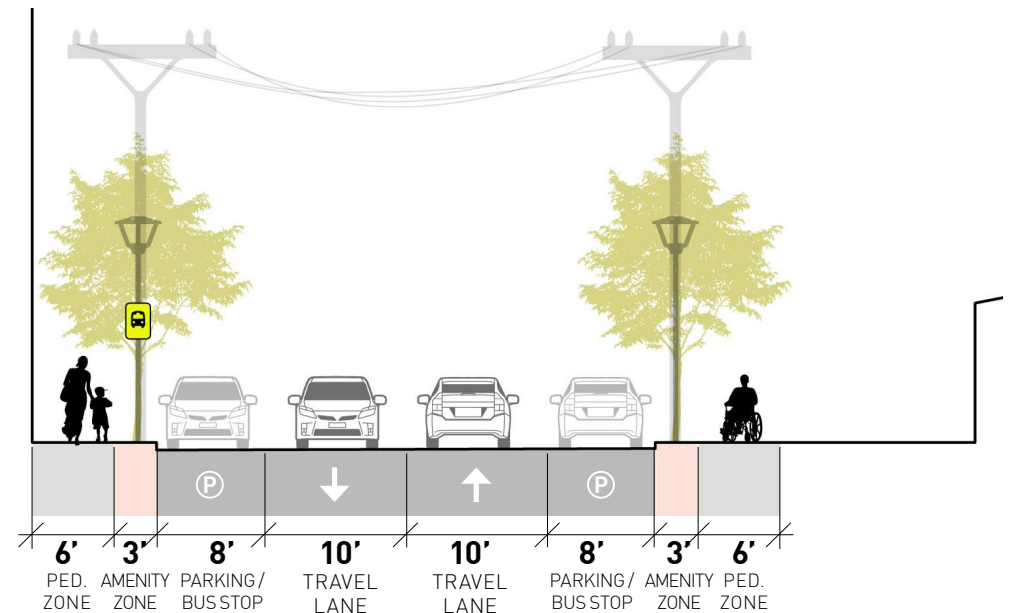
SECOND PRIORITY

- » **Street furniture:** Install benches (especially near bus stops) and/or bike racks in the Amenity Zone.
- » **Green stormwater infrastructure:** Consider installing stormwater planters (bioswales) inside curb extensions.
- » **Sidewalk materials:** Consider decorative or permeable unit pavers for the Amenity Zone; thematic elements such as markers and plaques can be embedded.

EXISTING

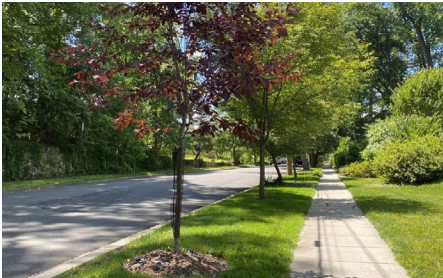


PROPOSED



STREETSCAPE COMPONENTS

STREET TREES



SEGMENT A: MEDIUM-STATURE TREES IN OPEN TREE LAWN



SEGMENTS B+C: SHORTER TREES (UNDER WIRE SPECIES) IN GRATE

STORMWATER MGMT.



SEGMENT A: STORMWATER PLANTER/RAIN GARDEN IN LAWN/AMENITY ZONE



SEGMENTS B+ C: STORMWATER PLANTER IN AMENITY ZONE



ALL SEGMENTS: STORMWATER PLANTER WITHIN CURB EXTENSIONS

LIGHTING



ALL SEGMENTS: PEDESTRIAN SCALE LIGHTING



ALL SEGMENTS-ALT.: PEDESTRIAN + ROADWAY LIGHTING COMBINATION

STREET FURNITURE



ALL SEGMENTS: BENCHES + WASTE RECEPTACLES NEAR BUSINESSES



ALL SEGMENTS: BIKE RACKS IN AMENITY ZONE



SEGMENTS B+C: DECORATIVE OR PERMEABLE PAVERS IN AMENITY ZONE



05

CATALYST SITE RECOMMENDATIONS

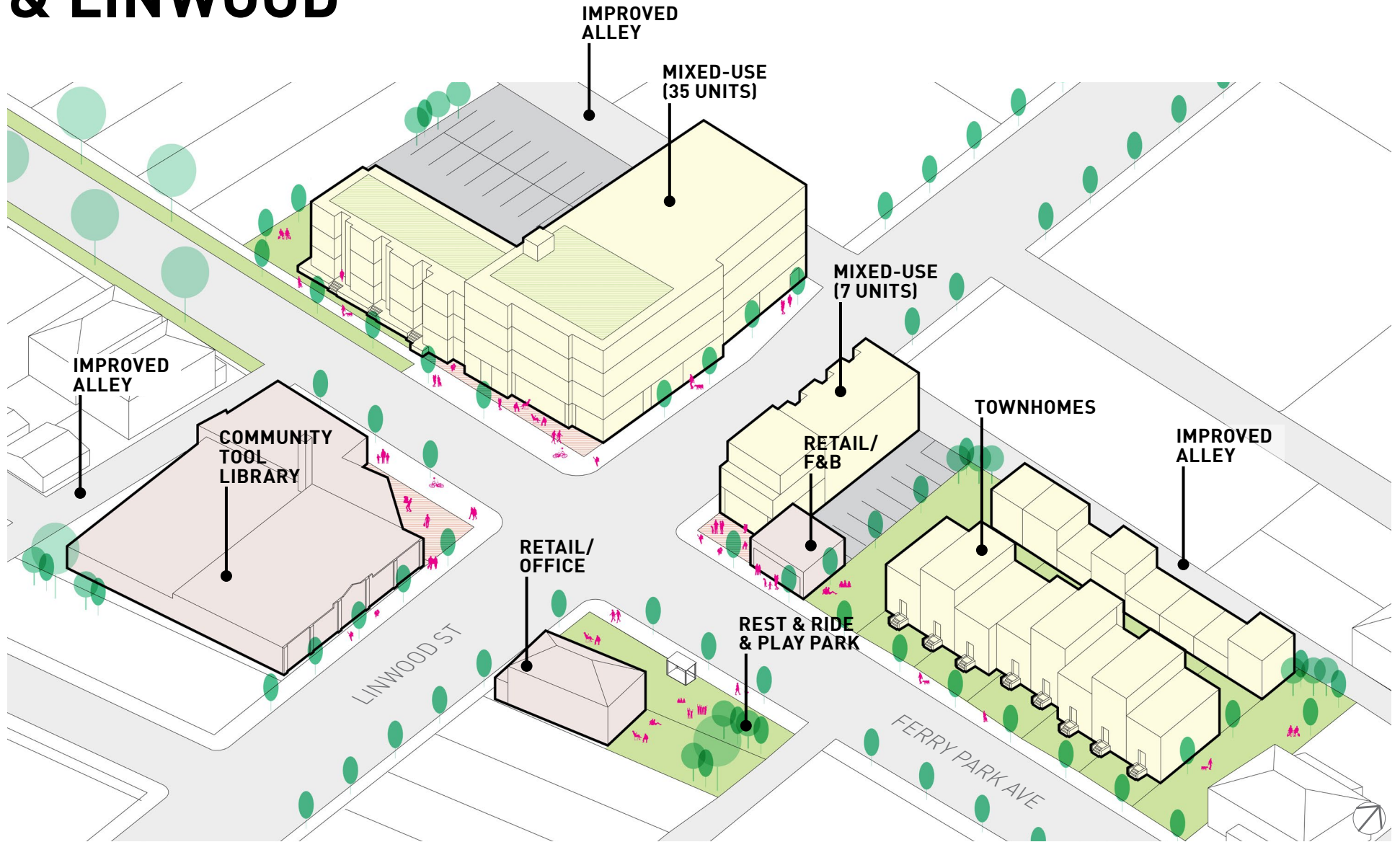
EXISTING CONDITIONS

FERRY PARK & LINWOOD



CATALYST SITES

FERRY PARK & LINWOOD



CATALYST SITES

SITE PLAN

STREET-LEVEL ACTIVATION

- █ RETAIL/F&B FRONTAGE
- █ TOWNHOMES / WALK-UP UNITS
- █ COMMUNITY USE FRONTAGE
- █ GREEN SPACE
- ▨ PLAZA

NEW BUILDINGS

- A** MIXED-USE APTS/RETAIL (35 UNITS)
- B** MIXED-USE APTS/TH/RETAIL (7 UNITS)
- C** TOWNHOMES + GARAGES (8 UNITS)

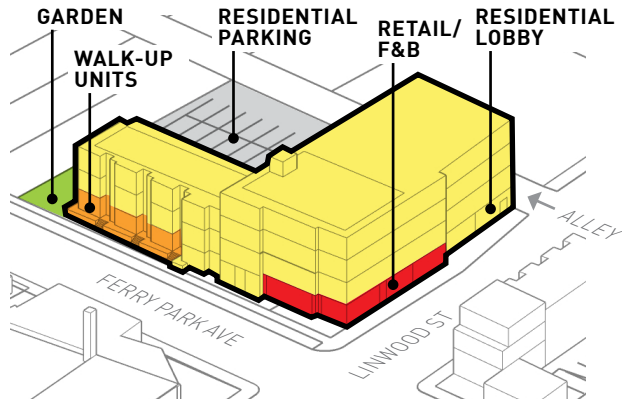
ADAPTIVE RE-USE OF EXISTING BUILDINGS

- D** RETAIL/F&B
- E** RETAIL/F&B/OFFICE
- F** COMMUNITY TOOL LIBRARY

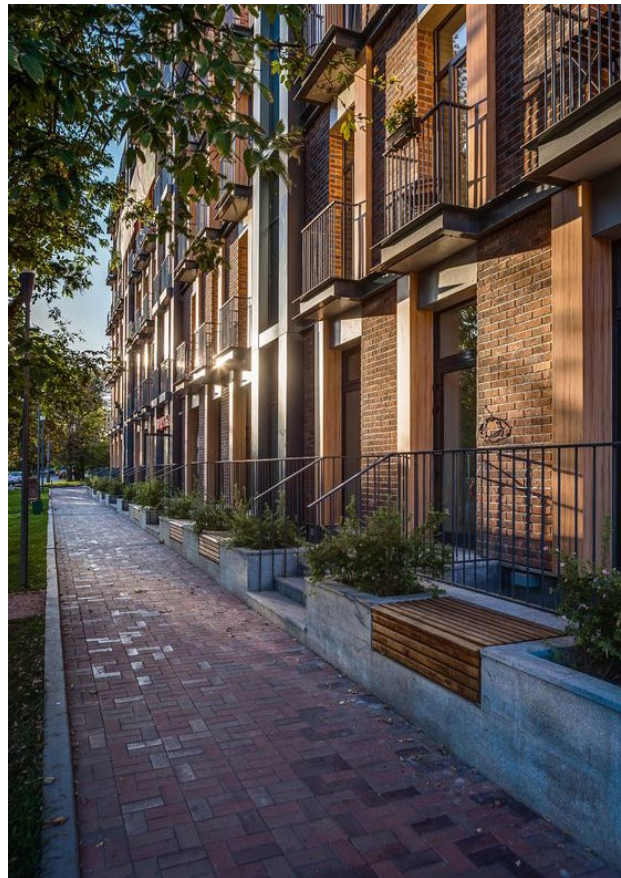


CATALYST SITES

NORTHWEST MIXED-USE

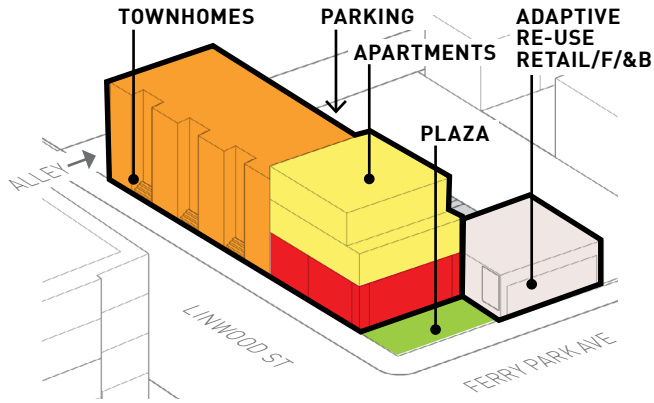


PROGRAM	
Building Type	3-4 story apartment bldg. • Possibly mixed-income and/or senior living
Retail	5,000 SF @ ground-floor
Residential	35 total units @ 600-950 sf • 32 apartments • 3 walk-up units
Parking	35 spaces (1 per unit), located behind the bldg., accessed via alley
Open Space	<ul style="list-style-type: none"> • 1,100 SF garden • Potential green roof • Potential rooftop terrace
Zoning Compliance (B4)	May require variance for building height



CATALYST SITES

NORTHEAST MIXED-USE

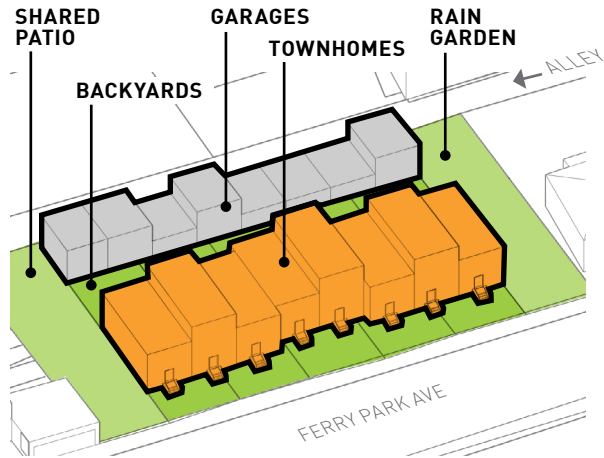


PROGRAM	
Building Types	3-story building w/ Apartments, Townhomes, and Commercial space
Retail/F&B	1,000 SF @ ground-floor
Residential	7 total units <ul style="list-style-type: none"> • 3 apts @ 500-900 SF • 4 townhomes @ 1200 SF
Parking	7 spaces (1 per unit), located behind the bldg., accessed via alley
Open Space	450 SF plaza for outdoor seating/dining
Zoning Compliance (B4)	Compliant

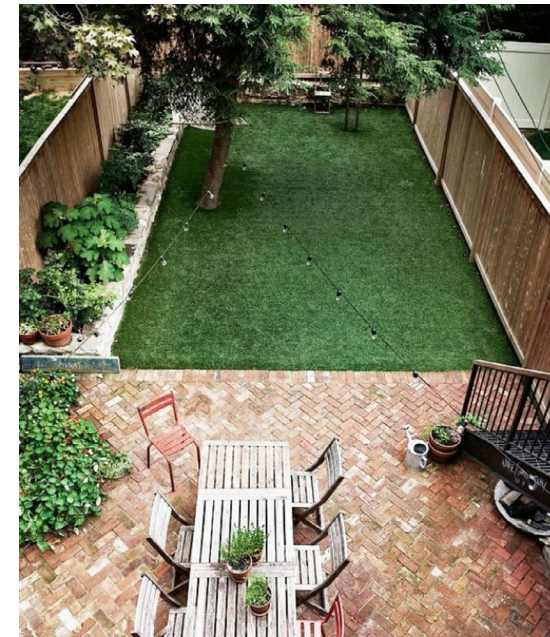


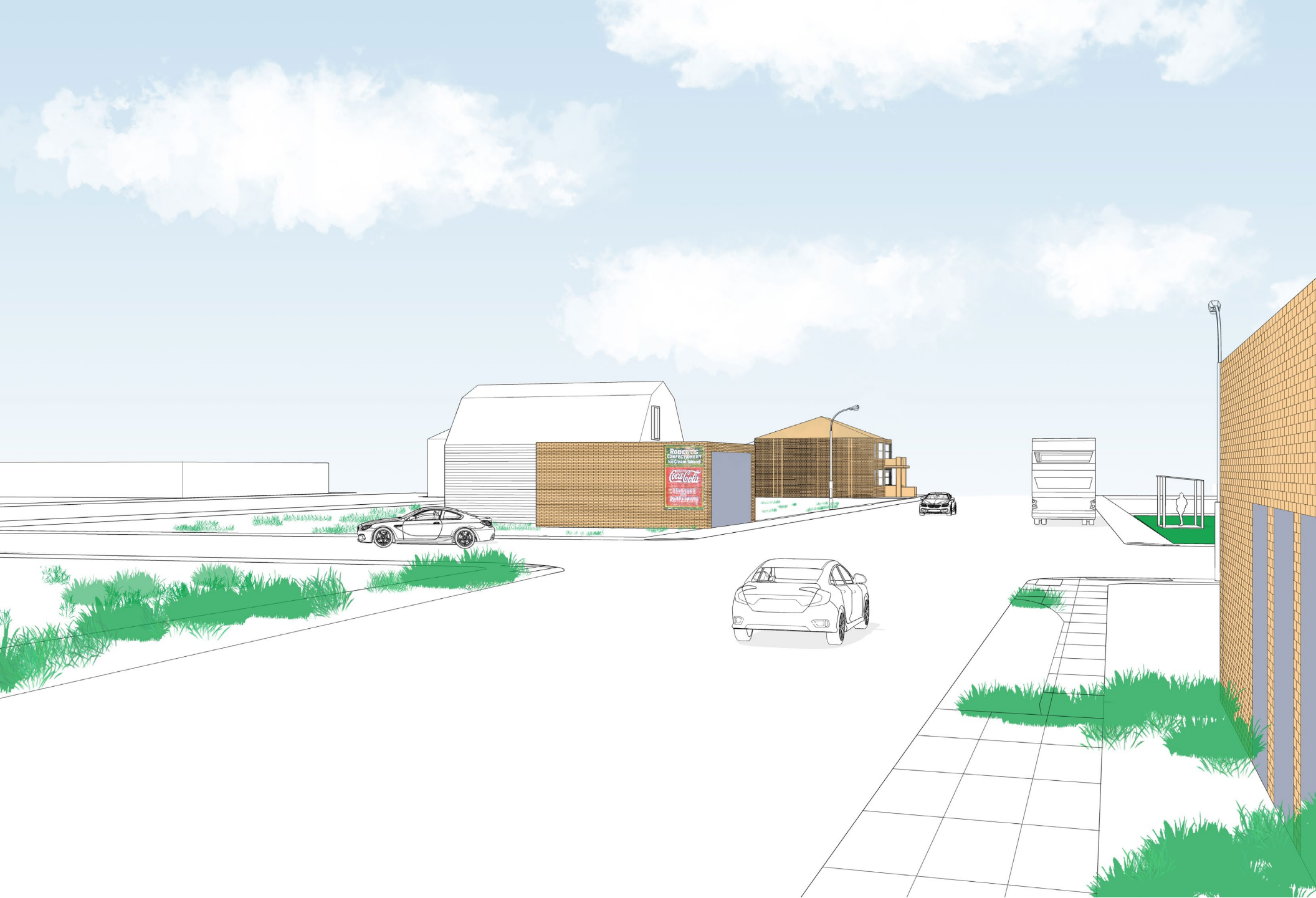
CATALYST SITES

TOWNHOMES



PROGRAM	
Building Type	2-3 story townhomes with detached garages
Residential	8 townhomes <ul style="list-style-type: none"> • 2 stories @ 1600 SF • 3 stories @ 2400 SF
Parking	Detached 2-car garages (2 spaces per unit), located behind the bldg., accessed via alley <ul style="list-style-type: none"> • Potential for "bonus space" or apartment above garage
Open Space	<ul style="list-style-type: none"> • Private individual backyards • Shared side yards
Zoning Compliance (R2)	May require conditional use permit





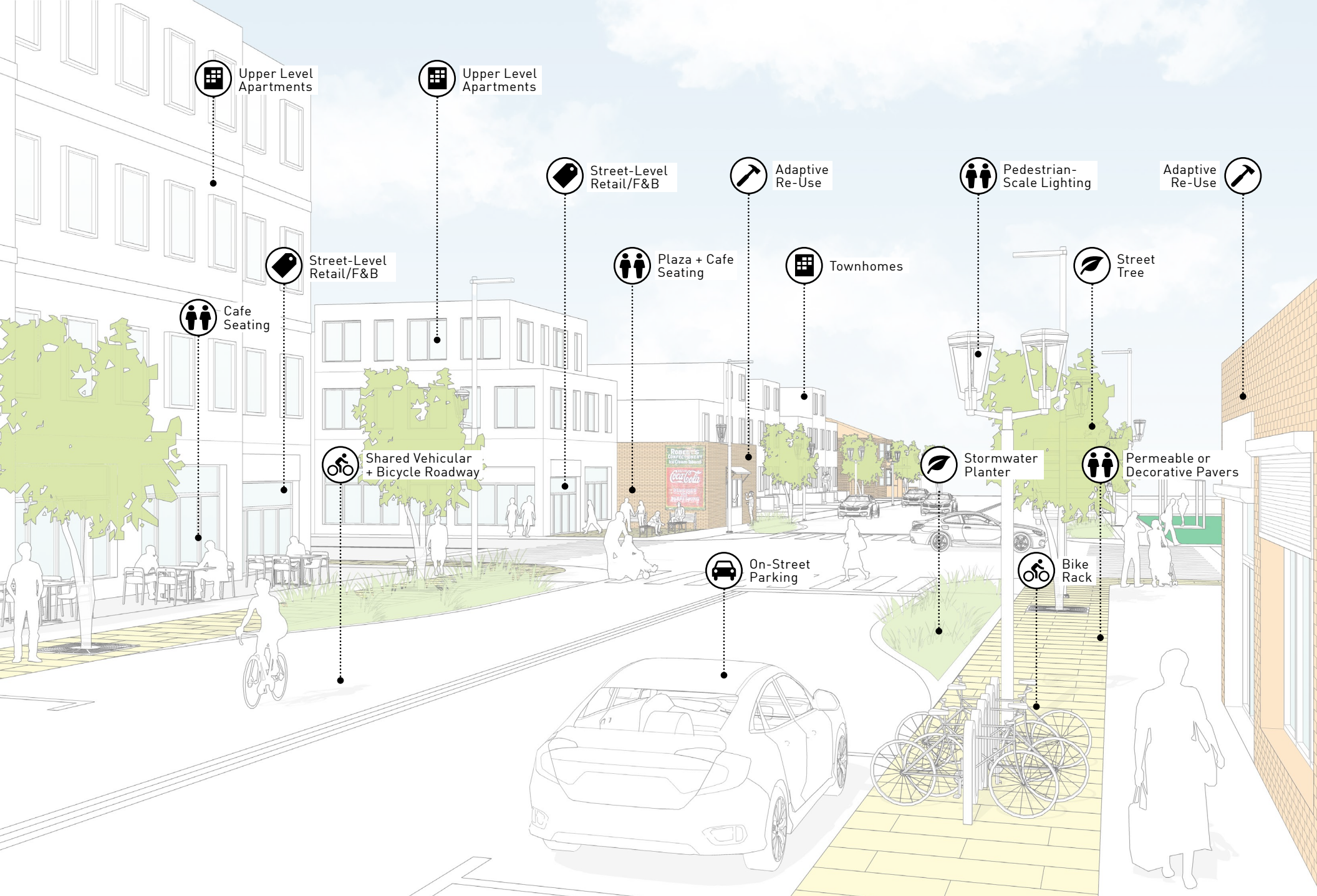
Existing conditions on Ferry Park Avenue near Linwood Street, looking east.



Proposed streetscape improvements on Ferry Park Avenue near Linwood Street, looking east.



Proposed new development and streetscape improvements on Ferry Park Avenue near Linwood Street, looking east.



Proposed new development and streetscape improvements on Ferry Park Avenue near Linwood Street, looking east.

A photograph of a tall brick building under construction, with the word "CHEERS" overlaid in white text. The building has a distinctive pyramidal roof and many windows. In the foreground, there are bare trees and a street. The entire image has a blue tint.

CHEERS