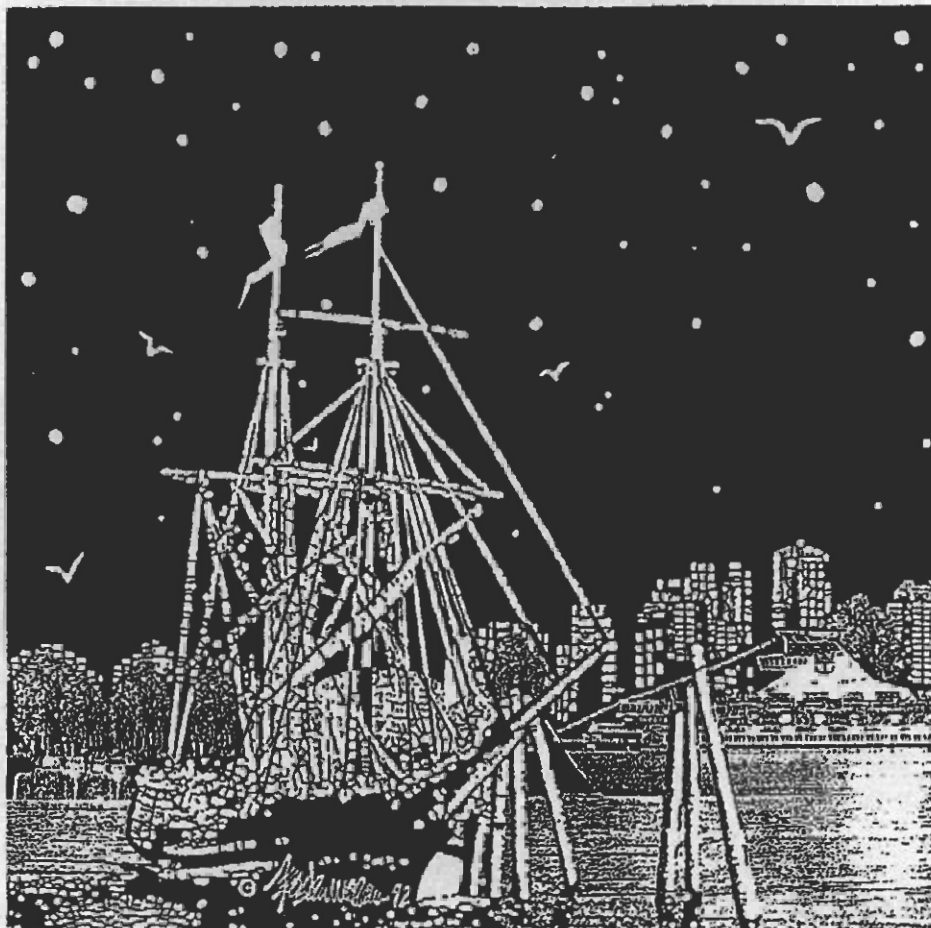


SPECIAL DESIGN GUIDELINES for the NORTH MACADAM DISTRICT of the CENTRAL CITY PLAN



**ADOPTED BY THE PORTLAND CITY COUNCIL SEPTEMBER 9, 1992
AMENDED BY THE PORTLAND CITY COUNCIL SEPTEMBER 19, 1997**



**BUREAU OF PLANNING
PORTLAND, OREGON**

AMENDED BY THE PORTLAND CITY COUNCIL SEPTEMBER 9, 1997

ACKNOWLEDGEMENTS

1992

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PROJECT STAFF

Leo Dean Williams, Project Director, Urban Designer
Marge Hamlin, Word Processing Operator
Linda Birth, Word Processing Operator
LaDonna Slack, Word Processing Operator

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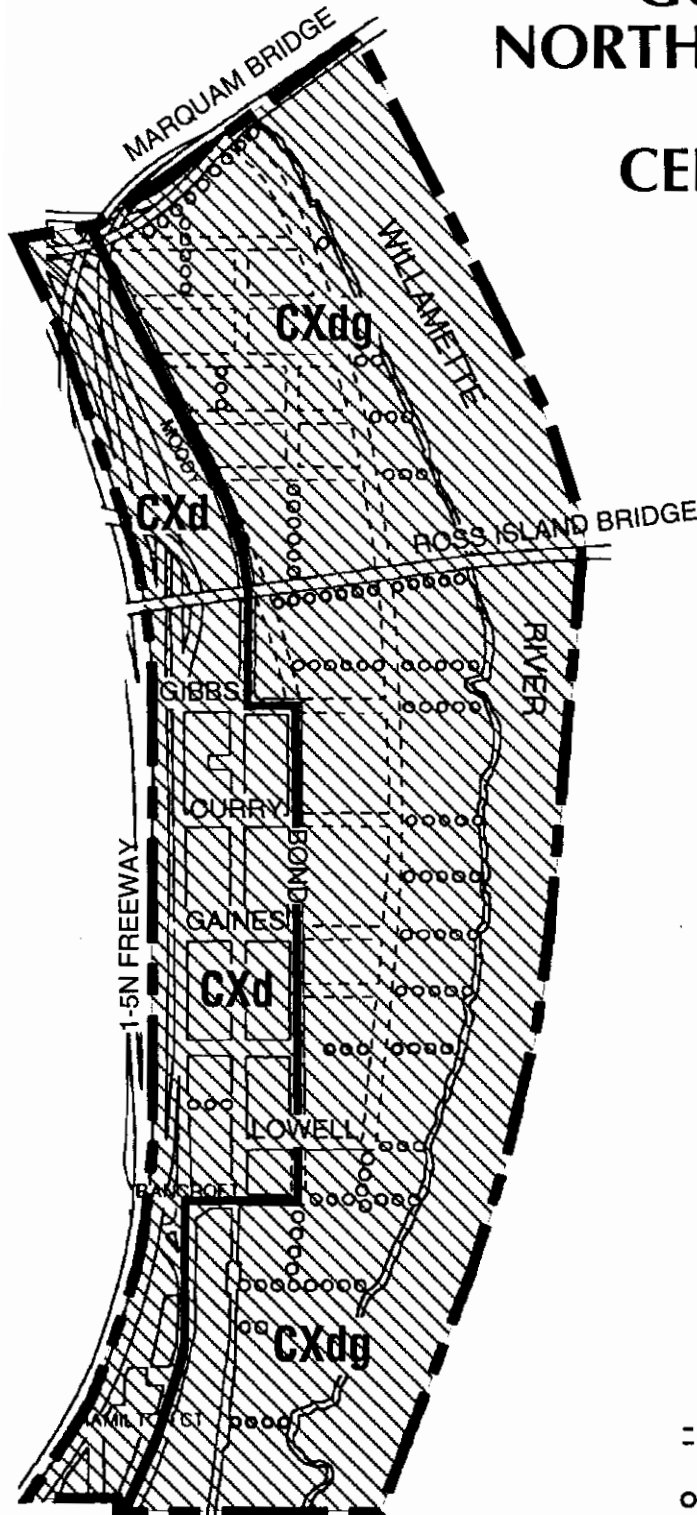
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Charlie Hales, Commissioner-in-Charge
David Knowles, Planning Director

PROJECT STAFF

Debbie Bischoff, City Planner
Jeff Joslin, Senior Planner
Cary Pinard, Program Manager
Geoff Sauncy, Graphic Illustrator

SPECIAL DESIGN GUIDELINES for the NORTH MACADAM DISTRICT of the CENTRAL CITY PLAN



LEGEND

Central City Base Zones

OPEN SPACE ZONE

OS Open Space

RESIDENTIAL ZONES

R1 Residential 1000

RH High Density Residential

RX Central Residential

COMMERCIAL ZONE

CX Central Commercial

EMPLOYMENT ZONES

EG1 General Employment 1

IH Heavy Industrial

Central City Overlay Zones

d Design Zone

g River General

i River Industrial

n River Natural

r River Recreational

s Scenic Resource overlay is shown

on Map J, *Established View Corridors*

Possible zone change areas

..... Current zoning may be changed in this area if services are adequate:

(EG2) General Employment

(EX) Central Employment

(CX) Central Commercial

(RX) Central Residential

----- Proposed right-of-way

ooooo Accessway

NORTH MACADAM DISTRICT SPECIAL DESIGN GUIDELINES

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I. PROLOGUE

THE RELATIONSHIP BETWEEN THE NORTH MACADAM DISTRICT SPECIAL DESIGN GUIDELINES AND THE CENTRAL CITY PLAN FUNDAMENTAL DESIGN GUIDELINES

This document contains the North Macadam District Design Guidelines. These guidelines are intended to serve as a supplement to the Fundamental Design Guidelines of the Central City Plan. The “Fundamentals” provide a basic framework to guide and encourage development throughout the Central City. The North Macadam District Guidelines build on the basic framework, addressing design issues and opportunities which are specific to the North Macadam area. The Special District Guidelines will assist in the review of proposed development projects as well as provide urban design guidance in the preparation of a District Development Plan.

Projects must respond to both the Fundamentals and the District guidelines. For convenience, the titles of the Fundamentals are listed here with the District guidelines. Copies of the complete text of the Fundamentals are available at the Bureau of Planning.

Compliance with the District guidelines can take many forms for a given project, and discussion and negotiation between the applicant, Design Commission and design review staff is encouraged. The District guidelines are meant to state broad design objectives and shall not be construed to be prescriptive standards.

DISTRICT POLICIES/GOALS/OBJECTIVES

Policies

The Central City Plan calls for the development of the North Macadam District as a mixed use neighborhood with significant residential development along the river bank and commercial development along S.W. Macadam Avenue and the rail transit corridor along S.W. Moody Street. Specific policies call for orienting new development to pedestrians and providing frequent links to the river; keeping waterfront development low rise and allowing taller buildings along the light rail corridor; completing the Willamette River Greenway Trail riverbank connection between John’s Landing and River Place; and improving road access and transit service within the District.

The Central City Plan also identifies the need for study of the feasibility of a North Macadam Renewal District. The plan promotes the creation of housing incentive programs by public agencies in the area of required housing. Additionally, public agencies should provide incentives within the District that stimulate actions by property owners and developers which promote public policy in areas of transportation, housing densities, public amenities, and the environment.

Since the adoption of the Central City Plan in 1988, the North Macadam Development Council (NMDC) has further explored the need for a policy statement regarding the development of the North Macadam District. This District is largely under-developed although it contains a number of active businesses. The NMDC's policy statement has addressed four policy areas: vision, transportation, design guidelines, and development strategy.

Although the NMDC's policy statement has not been revised to the point necessary for City support and approval, it has provided guidance in the development of this special design guidelines document in two of the policy's four parts: vision, and design guidelines. Therefore, these two subject areas are articulated in the remainder of this document.

The City Council accepted the North Macadam District Street Plan in November, 1996. It identifies the approximate location, dimensions and right-of-way requirements of future public streets in the district as well as accessways to the Willamette Greenway. The Plan is based on providing increased multi-modal connectivity for the entire district through new east-west and north-south roads and accessways, that are located east of Moody-Bond. The Street Plan provides for smaller block formation that is consistent with the street grid network in the central city. A new north-south pedestrian-oriented corridor known as River Parkway will provide primary local access including street car service through the district near the Willamette Greenway. The parkway will be designed as a special amenity to the district that reflects the character of the surrounding area and primarily serves local residents.

Goals/Objectives

The following goals and objectives define the urban design vision for new development and other improvements in the North Macadam District.

Encourage the special distinction and identity of the North Macadam District by:

- Utilizing the District's location and space to create a city within a city.

- Recognizing the Native American and pioneer history of the area through interpretive signs and urban design features.
- Designing special identity giving gateways into and out of the District.
- Emphasizing the river-related linear quality of the District while adding to the scenic qualities of the river and the Willamette Greenway Trail.
- Enhancing the District's relationship to the Willamette River, to emphasize the river as the District's most distinctive, attractive, and publicly enjoyed feature.
- Creating a public destination with a special atmosphere and ambiance that is festive, social, educational, and entertaining, and which fosters public use of the District.
- Recognizing the maritime, milling and light industrial history of the District and by creating a corresponding theme for the District that is reflected in the design of buildings and urban design features including but not limited to district gateways, rights-of-way, public/pedestrian pathways, and street furniture.
- Developing a major public attractor related to the history and importance of the Willamette River.
- Treating the visual form and appearance of the District as a transitional link between the generally suburban commercial character abutting its southern edge and the highly urban character of the Downtown.
- Encouraging significant open spaces of the District to be landscaped in a manner that is ecologically supportive of native wildlife and which is visually cohesive with the river and Ross Island.
- Providing convenient and logical accessways that lead pedestrians to the river and the Willamette Greenway.
- Developing a density that fully utilizes the District's relationship to the urban core and mass transit.

Improve the safety, convenience, pleasure, and comfort of pedestrians by:

- Establishing a 24-hour population that supports the functional relationship between employment and housing.
- Maximizing the potential of transit services--including rail, bus, and water taxi--to provide access to the District, and reinforcing the visibility of transit through urban design.
- Providing a mix of support uses that will serve the needs of the District's residents, workers, and visitors.
- Reducing conflicts between vehicles, bicycles, and pedestrians through comprehensive transportation planning which considers the basic design requirements of all modes.
- Assuring the ease of access and safe circulation in and between all areas of the District for pedestrians, bicyclists, transit and traffic.
- Making parking and access to and from the District attractive and convenient.
- Locating parking in a manner that minimizes traffic movement and pedestrian conflict within the District.
- Locating service and loading areas to minimize conflict with vehicles and with pedestrians.
- Providing pedestrian scale buildings along walkways with allowance for higher buildings where height and shadows will not negatively impact the major pedestrian routes.
- Acknowledging and responding to the effects of weather, especially by providing weather protection for pedestrians at walkways adjacent to retail sales areas.
- Enriching the pedestrian environment with quality materials and design features that reflect the District's special character.
- Creating and enhancing pedestrian linkages to and from the river, and to and from surrounding neighborhoods.

- Incorporating public art in the rights-of-way.
- Encouraging the street level development adjacent to public sidewalks to be active with multi-use opportunities.
- Creating a quality environment that is appealing to workers, residents and visitors.
- Promoting the use of roof tops for various housing, recreational, and commercial activities.

Provide continuity between the North Macadam District and the South Waterfront and John's Landing areas by:

- Implementing the North Macadam District Street Plan for pedestrians, bicyclists, motorists, and transit services that link these modes to areas physically and visually.
- Providing continuity of street furniture, street lighting, landscape design, color, materials, signage and other threads of the urban design fabric which give cohesion and distinction to the North Macadam District.
- Reinforcing the North Macadam District with commercial services which support and attract patronage from the South Waterfront, John's landing, and other nearby neighborhoods.
- Reinforcing the Moody-Bond transit corridor as the primary north-south circulation element linking adjacent districts.
- Reinforcing development of River Parkway as an important north-south local corridor and district amenity with special design features within and adjacent to the right-of-way that enhance pedestrian and motorist experiences and incorporate Willamette Greenway features, connections to the greenway and streetcar service.
- Concentrating density on the western edge of the District adjacent to the Moody-Bond transit corridor and away from the river.
- Designing gateways at the north and south entrances of the District that consider the scale and character of the adjacent areas.

- Continuing opportunities for public use and enjoyment of the waterfront.
- Promoting visual and functional compatibility of new development with the river, surrounding uses, and the neighborhood.

DISTRICT CHARACTER/IDENTITY--AN URBAN DESIGN VISION

The North Macadam District represents a special opportunity for future high density, urban development in the Central City. Much of the land mass is undeveloped, and many of the few existing buildings are of little commercial and architectural value. The District offers tremendous opportunities for a fresh approach in redeveloping for uses including but not limited to:

- Office and commercial space for users requiring significant amounts of space, particularly for *signature, landmark* or *headquarters* office buildings.
- Retail space for support and service to office tenants, neighborhood residents, and visitors to the District.
- Institutional uses and large public attractors such as an amphitheater, museum, or a unique and distinctive retail center.
- Multifamily, residential development for sale and rent.
- Open space.

Unlike other Central City districts, the North Macadam area offers greater flexibility in creating a district with a distinctively “new” personality. The District’s linear quality and its relationship to the Willamette River represent the most important sources for establishing the “new” District character and identity. The preceding policies/goals/objectives frame the basic urban design vision for the redevelopment of the District. The vision focuses on taking advantage of the District’s proximity to the river. The enhancement, improvement, and relationship of redevelopment to the riverfront is key to the District’s success.

II. SPECIAL DESIGN GUIDELINES

A. PORTLAND PERSONALITY (NORTH MACADAM DISTRICT)

A1 INTEGRATE THE RIVER

A1-1 CONTRIBUTE TO THE CREATION OF RIVER EDGE VARIETY

BACKGROUND

Completing the Greenway Trail in the North Macadam District will link the trail between the South Waterfront and John's Landing areas. Many qualities and opportunities exist along this District's extensive shoreline. Providing variety, interest, and appropriate uses will make it one of the most enjoyable segments of the entire Willamette Greenway.

Frequent, active pedestrian uses are encouraged that will contribute to the success of this new link. A variety of river edge treatments is also encouraged, ranging from wharf decks, river bank terracing, sea walls, and natural riparian embankments. Water based activities (docks, marinas, etc.) should be clustered in order to leave unobstructed areas for natural river edge habitats. The natural segments should be more in character with the District's original cottonwood-willow-riparian habitat. The challenge is to create a greenway composition that has continuity with counterpoint.

GUIDELINE

Contribute to creating variety in the river edge treatments which provide interest and enjoyment for pedestrians using the Greenway trail.

A2 EMPHASIZE PORTLAND THEMES

A2-1 RECOGNIZE THE WILLAMETTE RIVER'S MARITIME/ NAUTICAL HISTORY AS AN IMPORTANT DEVELOPMENT THEME

BACKGROUND

Since the days of the first settlers, the Willamette River has provided Portland with pleasure and profit. A variety of commercial endeavors have contributed mightily to the establishment and growth of the city: the mining of aggregate in Ross Island; the saw mills; the barges and floating log rafts that ply the river; the industrious tug boats; the ship yards whose workers helped make this nation the "arsenal for democracy"; and the dismantling of vessels, to allow for the re-use of their materials. This river orientation should be respected and honored by introducing and supporting appropriate maritime/nautical themes and uses in the North Macadam District.

There are a variety of ways to build, stimulate, and support a maritime/nautical theme concept. They might include major development commitments such as creating and establishing a permanent docking port for luxury cruise ships, thereby including Portland in this lucrative economic market. Additionally, the District could provide the location for a major centerpiece--a maritime/nautical museum, including internal and external exhibits. More localized, the District could provide docks, waterways, etc. for pleasure boats and river transit. Detailing the District's image should be generally nautical. Re-using or incorporating former industrial artifacts such as the gantry cranes, the ways, barges, ships, etc. would give integrity and authenticity to the District's theme. Naming streets, parks and other features after historic uses/users would lend to the permanence of the District's history.

All together, a variety of ideas and methods will give homage to the river and ultimately will yield a very special character for the North Macadam District.

GUIDELINES

Recognize the maritime, nautical history as an important development theme for North Macadam.

Create opportunities for maritime public attractors.

Incorporate interpretive signing of the District's historical importance into the built environment.

Incorporate maritime/nautical thematic elements into the urban design.

A3 RESPECT THE PORTLAND BLOCK STRUCTURES

A3-1 PROVIDE CONVENIENT PEDESTRIAN LINKAGE TO AND FROM THE RIVER AND TO AND FROM ADJACENT NEIGHBORHOODS

BACKGROUND

Pedestrian access to the river's edge can be focused along a series of east-west oriented walkways and accessways. They can provide direct connections to major transit stops within the District. These pedestrian corridors should be direct, connect to adjacent land uses, and designed with pedestrian safety and a pleasurable pedestrian experience in mind. They may also include ground level activities, and be designed as interesting sequences of spaces for pedestrian experiences and views. These pedestrian corridors could be visually similar to the Park Blocks, with view corridors that use large trees and natural colors to draw pedestrians to and from the river.

Landscape treatment on pedestrian "accessways" could incorporate ponds, marsh areas, boardwalks, and forested patches.

It is important to improve the safety, convenience, pleasure, and comfort of pedestrians by creating and enhancing pedestrian linkages to and from adjacent neighborhoods.

GUIDELINES

Provide safe, well-lit, attractive and convenient walkways and accessways connecting the Moody-Bond Corridor to the river's edge.

Incorporate landscaping and open space into the east-west pedestrian corridors, especially along accessways.

Provide the walkways and accessways identified in the North Macadam District Street Plan.

Provide pedestrian linkages to and from adjacent neighborhoods.

A4 USE UNIFYING ELEMENTS

A4-1 INCORPORATE INDIGENOUS/ECOLOGICAL CONCEPTS IN THE URBAN LANDSCAPE

BACKGROUND

The pending renaissance of North Macadam offers a unique opportunity to balance and enhance the District's urban/natural context. As the future built environment will be highly urban, it can utilize and benefit from an indigenous and ecological landscaping approach which will bond it with its adjacent habitat assets. It is important to relate to the riparian landscape integrity of the area. The landscape context of this district should promote the transitional nature of the highly urbanized district, lying between the forested West Hills and the Willamette River.

The Black Cottonwood, the predominant tree on Ross Island, is the largest broad-leaf tree in the forests of the Pacific Northwest and has the greatest proportions of any American Poplar. It seeds and grows easily in this river area. On the island, bottomlands, flats, benches, and banks of the great Columbia River system, it dominates the landscape. The Willamette River is this system's largest tributary. Other trees typical of the riparian community, and equally important, include the Oregon Ash, several species of Willow, Red Alder, and Western Red Cedar.

In the North Macadam District, it is appropriate to re-establish natural greenspace environments that act as buffers and filters between buildings creating diversity and interest for the District's overall development. Black Cottonwoods, and other typical riparian trees planted alone or in partnership, and in concentrations with other indigenous plants, will establish ecologically diverse and wildlife friendly "thickets" as counterpoints in juxtaposition to the new urban development. Additionally, incorporated "wet land/gardens", forest patches, and meadows into landscape design can add to the ecological diversity and landscape integrity of the District.

The future River Parkway and accessways that lead to the Willamette Greenway are appropriate places to enhance and unify the urban/natural context. One way to accomplish this is through landscape designs and treatments that incorporate indigenous plants and are linked with the greenway.

GUIDELINES

Incorporate indigenous/ecological landscaping as an integral element of district/project design. This guideline may be accomplished by:

- **The use of typical native riparian trees to provide visual and ecological linkage with the Willamette River and Ross Island.**
- **Re-establishing vegetation species sought by area wildlife into natural forested greenspaces.**
- **Diversifying within plant groupings a variety of indigenous species that provide habitat value in terms of food, nesting and weather protection.**
- **Diversifying the natural water regime of the District with wetland/marsh areas and open water, creating water features which add to district quality, both functionally and aesthetically.**
- **Linking outdoor spaces with native vegetation which provides color and seasonal interest in order to create a strong visual identity that evokes the natural processes of the District's landscape.**

A4-2 COORDINATE THE MOODY-BOND RIGHT-OF-WAY DESIGN TREATMENT WITH THE SOUTH WATERFRONT AREA

BACKGROUND

The South Waterfront Redevelopment Area, which includes the mixed use, urban community of RiverPlace, is the northern neighbor of the North Macadam District. South Waterfront is a gateway into the District. Plans for the expansion of the RiverPlace community call for the development of a street network that will serve the South Waterfront area and interconnect the North Macadam area to the downtown as envisioned in the Central City Plan.

When the road system is complete, a major extension of S.W. Moody Avenue will primarily provide east/west access into the North Macadam area. Southwest River Drive, which connects into the Circle at S.W. Montgomery Street will provide north/south access from the North Macadam area into the RiverPlace community.

The extension of Moody Avenue will begin at Harbor Drive in the South Waterfront area and connect to the existing S.W. Moody Avenue at Sheridan Street. The four-lane thoroughfare will include landscaped parking, median strips, and street trees. Uniform and consistent street lighting created by bronze "cobra head" fixtures will be used on S.W. Moody Avenue to distinguish the major thoroughfare

from the smaller scale, local streets -- S.W. River Drive and the future S.W. River Parkway. Standard design bus shelters will also be included in anticipation of future Tri-Met service in the South Waterfront and North Macadam Districts. Adequate sidewalks and cross walks will be included to reduce conflicts between pedestrians and vehicles.

GUIDELINE

Establish a consistent streetscape design in the right-of-way for the "Spine Boulevard" through the North Macadam District by coordinating with common elements and standards of the South Waterfront Redevelopment Area, including sidewalks, median strips, landscaping, street trees, street lighting, and transit stops.

A4-3 COORDINATE WITH THE ESTABLISHED MACADAM AVENUE BOULEVARD TREATMENT

BACKGROUND

The Macadam Avenue Improvement Project established a right-of-way treatment pattern that has converted Macadam Avenue into one of the City's most attractive boulevards. The Central City Plan calls for improving the appearance of Macadam Avenue in the North Macadam District by extending boulevard treatment north to the Marquam Bridge. However, this segment of Macadam Avenue currently is very restricted in right-of-way width and does not allow for exact duplication of the Macadam Avenue system to the south. Nevertheless, when changes and/or improvements are being evaluated for this segment, coordination with the established Macadam Avenue boulevard system is needed in order to provide continuity and to improve its image and appearance.

GUIDELINE

Coordinate with the established Macadam Avenue boulevard treatment throughout its alignment in the North Macadam District in order to improve its image and appearance.

A4-4 COORDINATE WITH RIVER PARKWAY TREATMENT

BACKGROUND

The North Macadam District Street Plan identifies a new north-south pedestrian, transit and local street between Bond/Moody and the

Willamette River. River Parkway will be a main corridor for local residential activity, including neighborhood shopping and ground-level pedestrian supportive uses, between Lowell to the south and Harbor Drive to the north. River Parkway will also be used for vehicular and pedestrian travel to and from key local destinations. Its proximity to the Willamette River and Greenway, especially to the north, will require sensitivity in parkway construction and the incorporation of special design features in the parkway right-of-way that take into account and enhance the parkway's compatibility with the surrounding area and Willamette Greenway Trail.

River Parkway will serve local automobile traffic through increased access to local services, on-street parking and limited access to off-street parking. River Parkway will serve pedestrians through enhanced amenities such as continuous sidewalks with tree-lined native landscaping, crosswalks, and transit stops that have benches and shelters. Pedestrians may also benefit from a streetcar that travels on River Parkway to destinations north in the Central City. Bicyclists who use area accessways and bikeways in the district to arrive at shopping or residences along River Parkway will have safe and convenient bicycle parking along the corridor.

GUIDELINES

Establish a consistent and distinctive streetscape design in the right-of-way for River Parkway through the North Macadam District by incorporating common elements and standards for sidewalks, landscaping, street trees, street lighting, curb cuts, signs, paving, bicycle parking and transit stops.

Recognize the Parkway's proximity to the Willamette River. This guideline may be accomplished by:

- **Coordinating a theme or themes that characterize an aspect of the river.**
- **Implementing the theme(s) through special treatments at street intersections and accessways.**
- **Implementing the theme(s) through special treatments at the northern entranceway into the district.**
- **Implementing special design "gateway" treatments at the northern end of the parkway.**
- **Ensuring river views are provided along the parkway.**
- **Implementing special design treatments that enhance the greenway trail.**

A5 ENHANCE, EMBELLISH, & IDENTIFY AREAS

A5-1 RECOGNIZE THE SPECIAL HISTORY OF THE AREA

BACKGROUND

The district has a rich native American and pioneer history. Macadam Avenue was once an Indian trail and the Willamette River was part of a 1500-mile waterway system for the Indian canoes. Later, these systems were used by trappers. In 1842, William Johnson chose a site along the Macadam trail near what is now Curry Street, for the construction of the first log cabin within the current boundaries of the City of Portland. Johnson stayed in this location for only a few years. However, Elizabeth and Finice Caruthers (mother and son) established their homestead on nearly the same site and filed claim to the surrounding land when they arrived here from Tennessee in 1847. According to early records, the Caruthers built their home on a rise overlooking the river, then cleared and farmed the more fertile land on the floodplain below.

Later, the North Macadam District became a major industrial district until it was rezoned as part of the Central City Plan in 1988 to a commercial zone. The industrial character of the District dates back to the previous century. This low-lying expanse along the Willamette River, next to Portland's core area, made the North Macadam District an excellent location for a variety of industries.

The Willamette River was an important natural highway to and from the Willamette Valley. Logs transported on the river were sawn at mills located along the banks to make lumber and plywood. Ships and barges transported the finished product down river to the sea. In addition to wood products, the river provided the aggregate for the District's sand and gravel operations that was the source for concrete production and other construction building materials for the metropolitan area.

The natural floodplain forming the bank for the Willamette River furnished the right slope for the (gravity-slide) ways to the river used by the early shipbuilding industry that continued throughout the twentieth century in various forms. North Macadam became the site of several scrap metal and steel fabrication operations in the early 1900s. The shipbuilding industry was reversed in more recent times when World War II Liberty ships and war ships were brought up stream and docked at Zidell's wharf for dismantling and salvage for the scrap.

Industry continued in the North Macadam District due to the proximity to Portland's central core and its location at the hub of Oregon's highway system, but its history there will come to a close with the 20th century as the District is transformed into a more urban and diversified land use.

In John Steinbeck's classic novel, The Grapes of Wrath, there is a dialogue, in the early part of the book, that is revealing about the importance which people place on their past. The wives of the Oklahoma tenant farmers are chatting among themselves as they pack for their family's move to California anticipating a new and better life. As they pack they find they must leave behind many of their possessions, and they reminisce about memories and the significance of the doomed items. The dialogue's last line sums up the attitude about loss -- "How can we live without our lives? -- How do we know it is us without our past?"

It is important that as districts transform, recognition is given to their former roles and significance. This may be accomplished in a variety of ways that provides interest and pride, and which gives a sense of an area's heritage.

GUIDELINE

Recognize the District's special history in its urban design and redevelopment.

A5-2 DEVELOP SIGNIFICANT IDENTIFYING FEATURES

BACKGROUND

In addition to the small scale features encouraged in the Fundamental Guideline (A5), large scale and/or significant expressions that help identify and define the District are also encouraged. These might "showcase" significant industrial statements from the District's past such as ships, port gantry/cranes, wharfs, or new bold statements in terms of art, special landscaping, "signature" architecture, etc. This guideline serves to encourage the incorporation of major and creative features that help exhibit significance and image for the District.

GUIDELINE

Incorporate into District design, significant features that give it a sense of identity and importance.

A5-3 INCORPORATE WATER FEATURES AND ENVIRONMENTS

BACKGROUND

Water features are one of the trademarks of Portland. Several have garnered international recognition for their design excellence and people-involvement aspects. Water features such as pools, sprays, jets, fountains and sculpture are spread throughout the Downtown contributing to the quality of our outdoor spaces. People respond positively to such features. The attraction of running water is one of the most enjoyable elements in a dense pedestrian environment.

Extending this Portland tradition to the North Macadam District is an ideal way to enhance the quality of the District's pedestrian spaces. Water features should be provided in outdoor public spaces where appropriate. These features should not be isolated elements in the urban landscape, but rather they should be functionally and visually integrated with the overall design of plazas, parks, and courtyards. This improvement and enhancement concept is especially appropriate and complementary to superbblock development. Water features should be designed to be attractive with or without water.

Unlike any other Central City District, North Macadam has a unique opportunity to incorporate water environments into its landscape. One authentic industrial water feature was the use of waterways to launch ships to the river. Their re-establishment may be a possibility. Wetland/marsh and open water areas which attract and support wildlife is another way to incorporate water use for human interest/enjoyment and aesthetic value.

Developers are encouraged to review the water features or public fountains bonus provisions of the Central City Plan District, Section 33.510.210 (Item C-7) Floor Area and Height Bonus Provisions. These bonuses are offered for the construction of water features in private developments.

GUIDELINE

Enhance the quality and character of the District with water features and/or environments.

A5-4 INCORPORATE WORKS OF ART

BACKGROUND

Portland has a long-standing commitment to public art. The prominence of public art demonstrates the City's cultural maturity and sophistication. Works of art integrated into buildings add a human dimension to functional structures and make them stimulating places to experience. Glass work, sculpture, banners, murals, etc., have increased the use and enjoyment of Downtown. This tradition should extend into the North Macadam District.

Works of art should be included in the development of outdoor and indoor spaces accessible to the public. District and subdistrict gateways, passageways, plazas, parks, waiting places, the furniture zone, transit platforms, and other unique sites offer numerous opportunities to integrate artwork into the District.

The Metropolitan Arts Commission (MAC) is the steward of Portland's cultural environment. It oversees the City's and Multnomah County's Percent for Public Art Program. MAC also plays important roles in the FAR Bonus Program for private developers and the view of Blank Wall treatments. The Commission helps make aesthetic and material decisions, and assists in the selection process for suitable art. Public art can best be integrated into North Macadam District development by including artists and arts professionals at the earliest possible opportunity. The Metropolitan Arts Commission can assist in identifying artists with appropriate expertise and in the selection process.

There should be representation from the North Macadam District when there is a MAC review involving the North Macadam District.

Art should be selected based on:

- artistic excellence
- appropriateness to site and project
- meaningfulness to community served
- scale
- location within the District
- form and materials
- relationship to other art
- safety of installation
- maintenance requirements

Developers are encouraged to review the “percent for art” bonus provisions of the Central City Plan District, Section 33.510.21 (Item C-6) Floor Area and Height Bonus Provisions. These bonuses are offered to projects that commit to public art.

GUIDELINE

Incorporate works of art into development projects.

A7 ESTABLISH & MAINTAIN A SENSE OF URBAN ENCLOSURE

A9 STRENGTHEN GATEWAYS

A9-1 INCORPORATE HISTORICALLY RELEVANT THEMES INTO DISTRICT GATEWAYS.

BACKGROUND

Maritime, milling, and industrial uses have been significant forces in the District’s development history. Relevant themes should be incorporated at gateways to emphasize the historic importance of the District.

GUIDELINE

Incorporate themes into the design of district gateways which recognize the District’s historical importance.

B. PEDESTRIAN EMPHASIS

B1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM

B1-1 PROVIDE PEDESTRIAN SCALE TO BUILDINGS ALONG WALKWAYS

BACKGROUND

Tall buildings immediately adjacent to walkways should minimize their impact on the pedestrian environment. Stepping back upper building floors should let as much sunlight reach the streets as possible. In order to give a strong sense of urban enclosure to the street and create a human scale, building bases at the street property line should be at least two stories high before stepping back to the upper floors of tall buildings.

Additionally, window and wall treatment adjacent to pedestrian ways should relate and contribute to pedestrian interest and enjoyment. Large expanses of mirrored glazing and blank flat walls are discouraged due to their impersonal character. Variation and sensitive detailing, related to the pedestrian environment, is especially encouraged within building bases.

GUIDELINE

Provide pedestrian scale and interest to buildings along walkways.

B1-2 ORIENT BUILDING ENTRIES TO FACILITATE TRANSIT CONNECTIONS

BACKGROUND

The circulation plan for North Macadam is based upon a Moody-Bond "spine boulevard" that extends the length of the District. the boulevard concept is contained in the Central City Plan and helps to define its linear form. This street will provide both the vehicular access route and bus service route for the District. Future light rail transit service is being considered within the current Willamette Shore Trolley line (originally called the Jefferson Street Trolley).

The alignment for these transit services is within walking distance to the River and is consistent with the planned patterns of development densities in the District. These alignments conform to established transit corridors, as well as with the South Waterfront Subdivision

plan, and have distinct operational advantages. Alternative alignment locations for Central City Street Car service within the District have not yet been identified, but will likely use either the LRT corridor or perhaps a parallel alignment in a location east of Moody-Bond.

In any event, in order to minimize the real or perceived distances between future buildings in the area east of the Moody-Bond corridor and planned future transit services, it is important to have direct and active pedestrian linkages. The location of building entries therefore is critical to facilitate pedestrian accessibility to transit.

GUIDELINE

Orient primary building entries at pedestrian circulation points which conveniently and effectively connect pedestrians with transit services.

B2 PROTECT THE PEDESTRIAN

B3 BRIDGE PEDESTRIAN OBSTACLES

B4 PROVIDE STOPPING & VIEWING PLACES

B4-1 CREATE A PUBLIC VIEW SITE OF MT. HOOD

BACKGROUND

A view of Mt. Hood is a highly valued asset in Portland. This is borne out in the value of properties with views of the mountain. Portlanders have come to associate the scenic view of Mt. Hood with the City's identity.

It is important to take advantage of the District's limited viewing opportunity of Mt. Hood. As a scenic resource from the North Macadam District, the District's north end provides the only logical site possibility. Generally south of the Ross Island Bridge, Mt. Hood is screened from view by forested Ross Island. Therefore, a development plan for the District should incorporate a public view site of Mt. Hood between the Marquam and Ross Island Bridges from the Greenway Trail. City Council Resolution No. 34828, dealing with new scenic resources for inclusion in the Scenic Resources Protection Plan, directs consideration of this view resource location because of its importance to the aesthetic environment of Portland.

GUIDELINE

Create a public view site of Mt. Hood from the North Macadam District between the Marquam and Ross Island Bridges from the Greenway Trail.

B5 MAKE PLAZAS, PARKS & OPEN SPACE SUCCESSFUL

B6 CONSIDER SUNLIGHT, SHADOW, GLARE, REFLECTION, WIND & RAIN

B6-1 PROVIDE PEDESTRIAN RAIN PROTECTION

BACKGROUND

For much of the year, exposure to rain can be a major deterrent to walking in Portland. This is an important factor in the design of pedestrianways in our urban areas. To encourage use of pedestrianways during inclement weather, rain protection should be provided. Although rain protection can be intermittent, it should be generally continuous when related to building projects. A variety of design solutions have been used in the past, such as awnings, exterior building arcades, galleries, and covered walkways.

GUIDELINE

Rain protection is encouraged at the ground level of all new and rehabilitated commercial buildings located adjacent to primary pedestrian routes.

B6-2 PROVIDE OUTDOOR LIGHTING WHICH ENCOURAGES EVENING PEDESTRIAN ACTIVITY

BACKGROUND

Street level lighting of public areas is encouraged to provide a sense of community, activity and security and, thus, stimulate pedestrian use of the District during the evening hours throughout the year. Light fixtures should be used that direct light to buildings and ground surfaces, where light is desirable, and which shield light from neighbors and the sky.

GUIDELINE

Provide outdoor lighting which encourages evening pedestrian activity.

C. PROJECT DESIGN

C1 RESPECT ARCHITECTURAL INTEGRITY

C1-1 INTEGRATE PARKING

BACKGROUND

Surface parking lots in many cases represent real estate in transition. Parking lot design should address the appearance from the surroundings, from both street level, and elevated vantage points. Appropriate and skillful landscape design can break the monotony of the parking surface of lots and soften the visual impact of parked cars.

The design of parking structures should relate to the design context of the area as expressed in the design of nearby buildings and other features. Exterior walls of parking structures should be designed with materials, colors, and architectural articulation in a manner that provides a visual compatibility with the adjacent buildings and environment. Exterior design solutions which expose or express the sloping floors of the interior parking are discouraged. Active uses in the sidewalk level of parking structures is encouraged. However, if active uses cannot be initially incorporated, the design of the sidewalk level of parking structures should be done in such a manner that allows for future conversion for active uses.

The siting and location of parking should be done so as to minimize traffic movement and circulation throughout the North Macadam District in order to lessen pedestrian conflict. This is especially true in proximity to the Willamette Greenway and with accessways that lead to it.

GUIDELINES

Integrate parking in a manner that is attractive and complementary to the site and its surroundings.

Design parking garage exteriors to visually respect and integrate with adjacent buildings and environment and screen views of cars from pedestrian areas.

Design the sidewalk level of parking structures to accommodate active uses.

Locate parking in a manner that minimizes: impact on the Willamette Greenway, accessways leading to the greenway, traffic movement, circulation, and pedestrian conflict within the District.

C1-2 INTEGRATE SIGNS

BACKGROUND

Signs exist in a shared environment that competes for the attention of viewers. Unlike most other communication devices, a sign is influenced by its location in relation to and with buildings, traffic arteries, other rights-of-way and by its proximity to other signs. Signs share with architecture an ability to characterize entire sections of a city as well as single establishments. The street is a gallery for the many forms of sign art, which can be seen by everyone. Therefore, for visual harmony, signs should be complementary and respectful to the visual integrity and architecture of buildings. Inappropriate signage can defeat the purposes of other design considerations or detract from the land uses within an area. On the other hand, signage that respects and enhances an area can be a powerful tool for achieving the results intended by the land use and design process.

Signing and identification should be considered as an integral design element of any improvement/development project. When supporting structures of signs are exposed, they should be considered as important and integral elements of the sign design.

To achieve compatibility in the design of signs for a building storefront, developers and their architects are encouraged to establish a design system for building signage. Signage should therefore be delineated as part of the required permit and approval process. This will help ensure that signage is well integrated into the project and provide certainty as to the allowable signage for the project. This program of signage criteria should be included in tenant leases. Initial review and approval by the City of a sign system for a building will facilitate sign additions and changes in the future for new and different tenants because individual signs which comply with an approved sign system would not require further design review.

GUIDELINES

Carefully place signs, sign supports, and sign structures to integrate with the scale, color and articulation of the building design, while honoring the dimensional provisions of the sign chapter of the Zoning Code. Avoid large, excessively illuminated or freestanding signs that contribute to visual clutter.

Demonstrate how signage is one of the design elements of a new or rehabilitation project and has been coordinated by the project designer/architect. Submit a master signage program as a part of every design review application.

C3 DESIGN FOR COMPATIBILITY

C3-1 LOCATE BUILDINGS TO ALLOW FOR FUTURE INFILL ON SURFACE PARKING AREAS

BACKGROUND

The North Macadam District is an area of the Central City that will witness significant changes in development character in the near future. In contrast to the rest of the Central City, this district generally features an existing low level of development intensity with an abundance of land that is either vacant or potentially redevelopable. It is likely that redevelopment of this district will occur in stages over a significant time interval in reaching “build-out”. Also, the level of service of transit access to the District will vary over time, and may ultimately include street car service and/or LRT.

Because of these factors, the interim market demand may result in inefficient land use patterns and development densities given the long-term goals for urban scale development in the District. Whereas a relatively high level of parking may be necessary in early stages of redevelopment, transit will provide a greater access role in later stages allowing for a “second generation” of development. To maximize this future opportunity it is important to carefully locate new buildings in a manner that will allow infill development on the surface parking areas. This should be done in order to facilitate the overall development compatibility of the District in the future.

GUIDELINES

Locate buildings in a way that allows for future infill development on surface parking areas and which will achieve compatibility with the District's guidelines, goals and objectives for long term development.

- C4 ESTABLISH A GRACEFUL TRANSITION BETWEEN BUILDINGS & OPEN SPACES
- C5 DESIGN CORNERS THAT BUILD ACTIVE INTERSECTIONS
- C6 DIFFERENTIATE THE SIDEWALK LEVEL OF BUILDINGS
- C7 CREATE FLEXIBLE SIDEWALK-LEVEL SPACES
- C8 GIVE SPECIAL DESIGN ATTENTION TO ENCROACHMENTS
- C9 INTEGRATE ROOFS & USE ROOF TOPS
- C10 PROMOTE PERMANENCE & QUALITY IN DEVELOPMENT.

III. OTHER CONSIDERATIONS

A. PREPARE A DEVELOPMENT PLAN FOR THE NORTH MACADAM DISTRICT

The preceding district policies/goals/objectives and urban design vision establish the intent for the renaissance of the District. The specially developed design guidelines give guidance as to the preferred quality and character of the District's future development. A development plan is also needed to establish and acknowledge the following components:

- Implementation of the North Macadam District Street Plan that addresses pedestrian, transit, auto, and bicycle circulation
- A land use and mix system including open space based on market analysis and the Central City Plan
- Public incentives necessary to carry out the District's policies and goals regarding transportation, housing density, public amenities, and the environment
- A landscape master plan
- Major theme design
- Identification of any additional gateways
- Right-of-way design criteria for guiding capital improvements

B. IMPLEMENT THE NORTH MACADAM DISTRICT STREET PLAN WHICH RECOGNIZES THE DISTRICT'S UNIQUE FORM AND NEEDS

The District is shaped by the bank of the Willamette River on the east, and the Macadam Avenue Corridor and I-5 on the west. In addition, the curved riverbank and angular bridge crossings combine to provide additional elements which guide the District's pattern for development.

The North Macadam District Street Plan confirmed that primary vehicular access to/from the District is limited to the northwest and southwest corners, with minor access points also provided along the western edge. Major traffic, and bicycle and transit movements occur in a north-south direction, and will be concentrated within the general alignment of Moody and Bond Avenues. The identification of a new north-south corridor, River Parkway, will serve local transportation needs on the east side of the district. The street plan also locates future

east-west streets that will provide more transportation connections to land uses in the district. These streets with walkways will further link to pedestrian accessways along the Willamette Greenway within the North Macadam District.

As the District redevelops from industrial and land extensive use to more dense urban uses supportive of the Central City Plan, it will be essential to create an effective pedestrian network. Through the combination of many individual factors, the historic 200-foot-block grid in Portland lends itself to a pleasurable pedestrian environment. The updated street network and accessways identified in the street plan will provide a comparable pedestrian environment. It is important to provide a pedestrian network that is attractive, safe, and direct.

Therefore, it is important to implement the North Macadam District Street Plan which: recognizes the District's unique form and location, facilitates internal pedestrian circulation, minimizes on-site pedestrian/vehicle conflicts, connects to pedestrian destinations on adjacent parcels, and provides pedestrian access to the Willamette Greenway.

IV. DESIGN REVIEW THRESHOLDS AND PROCEDURES

A. DESIGN REVIEW THRESHOLDS

The decision as to whether an application for design review requires a major review or a minor review is based on the concept of thresholds. Projects below the prescribed thresholds are considered minor and are processed through a Type II procedure. Projects above the thresholds are considered major and are processed through a Type III procedure.

The Zoning Code identifies three primary thresholds which are assigned to design review areas. The three sets of thresholds have different points at which a major review is required. The thresholds are stated in 33.825.030 of the Design Review chapter of the Zoning Code.

For the North Macadam District, threshold 2 applies. Threshold 2 states: New development or exterior alterations, either of which exceed \$1,000,000 in 1990 dollars require major design review. All other items are minor design reviews.

B. DESIGN REVIEW PROCEDURES

Design review applications are either processed as a Type II procedure (minor) or as a Type III procedure (major).

The Type II procedure is an administrative process, with the opportunity to appeal the Planning Director's decision to the Design Review Commission. The procedure is described in 33.720.020 of the Administration and Procedures chapter of the Zoning Code.

The Type III procedure requires a public hearing before the Design Review Commission. This procedure is described in 33.720.030.