



CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES



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Bureau of Planning
Portland, Oregon
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*View looking north on SW 5th Avenue, c. 1915
(Image courtesy of the Oregon Historical Society)*

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Many of the concepts and guidelines presented in this document are based on the original *Downtown Design Guidelines* (adopted 1980) and *The Identity of Place* (copyright 1977) both by Michael S. Harrison, FAICP.

This document is based upon the discussion draft of the *Central City Plan Design Guidelines* (dated October 1989) produced by Leo Dean Williams, AIA, Senior Planner.



THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS

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ABOUT THIS DOCUMENT

This document presents the *Central City Fundamental Design Guidelines* as updated in 2001. These design guidelines were originally adopted as the *Central City Plan Fundamental Design Guidelines* on August 1, 1990.

The 2001 update made five changes to the 1990 document. It:

1. Illustrated the guidelines and presented them in a format similar to that used in the *Downtown Design Guidelines* and the *Community Design Guidelines*;
2. Incorporated content from the *Downtown Design Guidelines* document, (adopted November 1980), and retired the *Downtown Design Guidelines*;
3. Developed design guideline applicability charts to reduce the application and findings burden for some smaller projects;
4. Addressed long-standing concerns of the Portland Design Commission about rooftop elements and exterior lighting; and
5. Improved the overall language of the document.

The Portland Design Commission approved the many photographic examples as accurate representations of the city's urban design intentions for each design guideline. These illustrations provide applicants with several different examples of how the urban design character desired for the Central City may be achieved.

This document has three parts:

Part I, Introduction, explains the city's design review process and design guideline system.

Part II, Central City Fundamental Design Guidelines, lists the *Central City Fundamental Design Guidelines*.

Part III, Appendix, contains enlarged maps and the adopting ordinance.

PORTLAND'S CENTRAL CITY

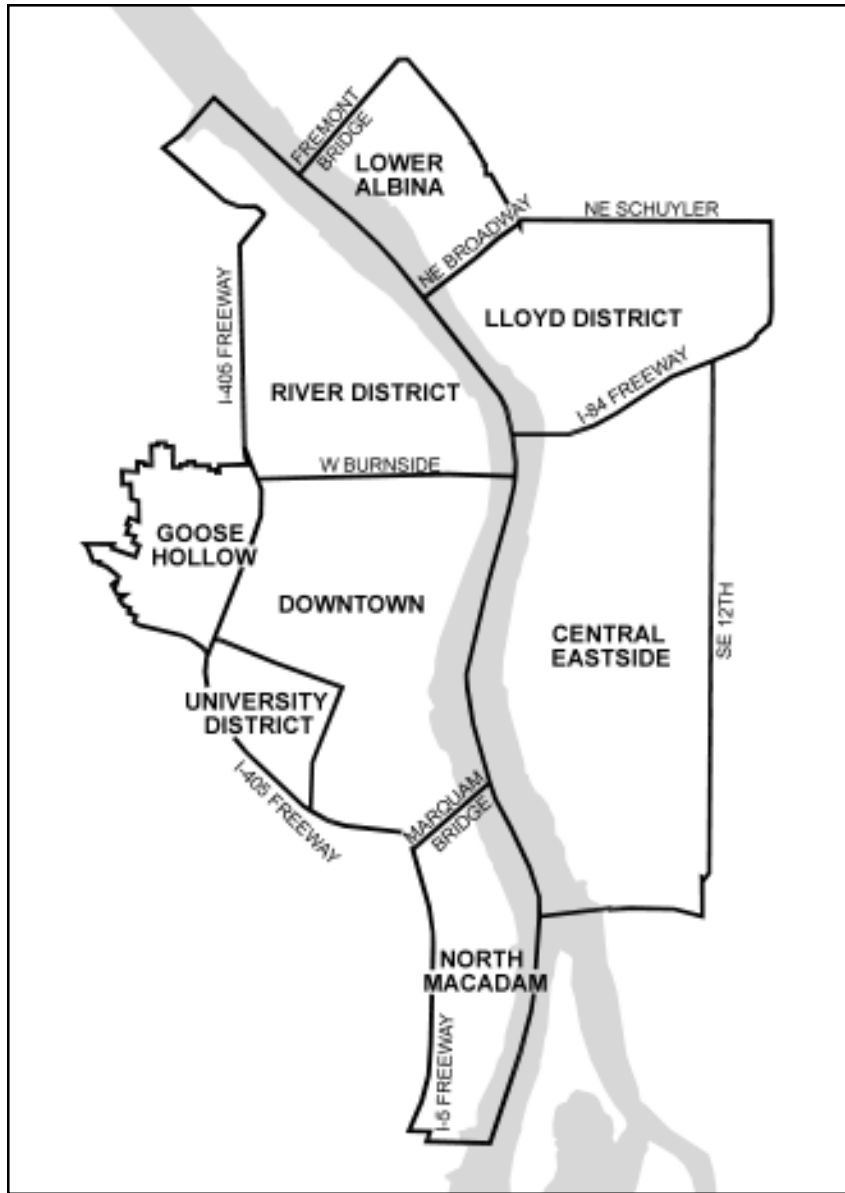


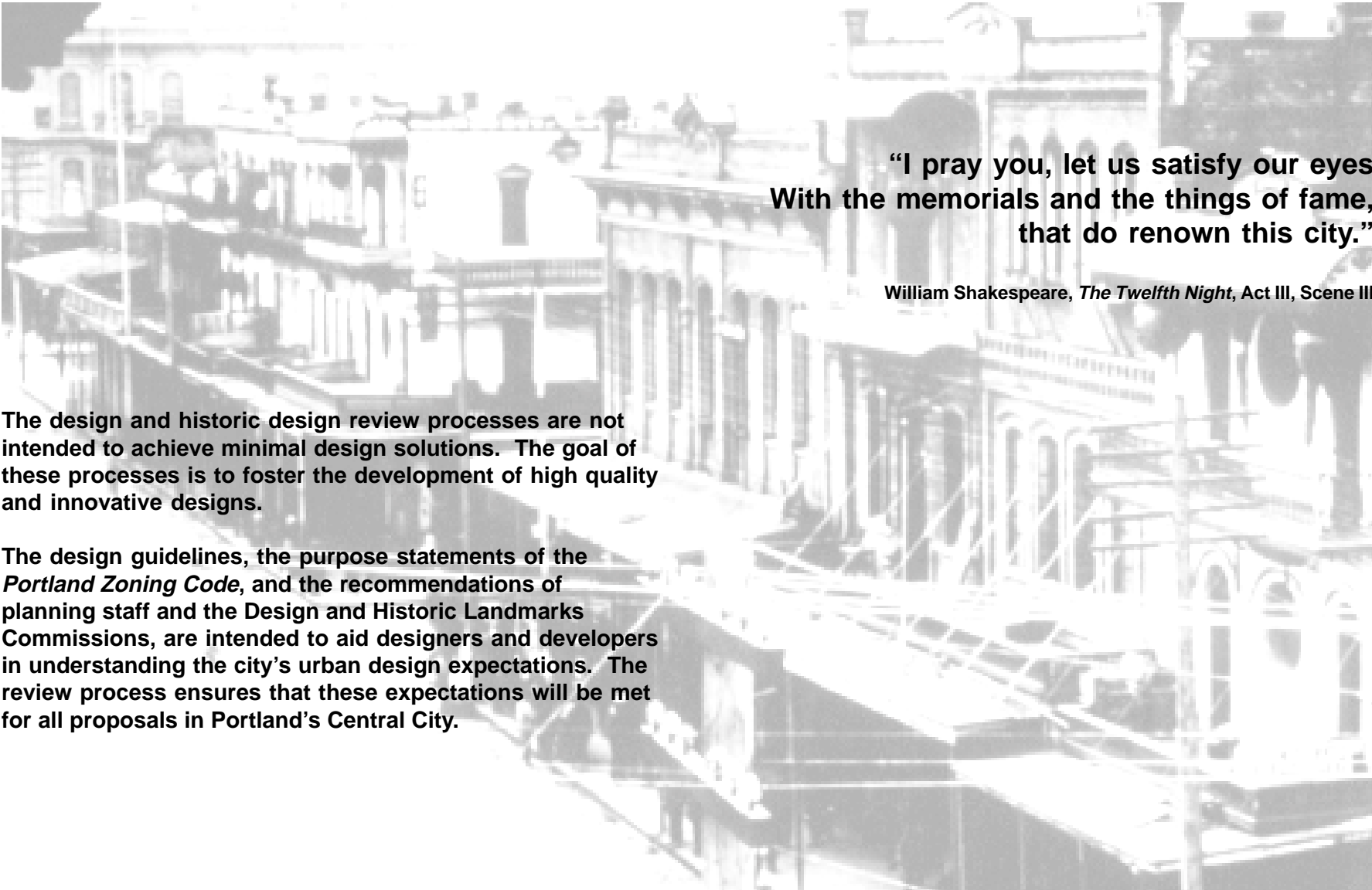
Figure 1. Portland's Central City Plan District and Subdistricts

Portland's Central City encompasses 4.3 square miles, bisected by the Willamette River. The river is the Central City's most significant geographic feature and acts as the binding element that links its east and west bank communities. The Willamette occupies 13 percent of the Central City's area and has approximately seven miles of shoreline (on two sides) within the Central City's boundary. Six of the eight Central City subdistricts include Willamette riverfront area.

The boundaries of the eight subdistricts follow previously adopted planning study boundaries, neighborhood boundaries, arterials, or geographic features. The eight subdistricts are: Downtown, University District, Goose Hollow, River District, Lower Albina, Lloyd District, Central Eastside and North Macadam. Other subdistricts are expected to emerge as the Central City evolves over time.

Portland's Central City has been shaped by a history of successful planning efforts. From the vision of the Olmsted brothers at the turn of the century, who foresaw the need for Washington Park, Terwilliger Parkway, and the 40-mile Loop, to the 1972 *Downtown Plan* and 1981 *Comprehensive Plan*, the Central City's growth has been nurtured and developed through thoughtful planning. The 1988 *Central City Plan* continued the tradition of implementing a long-range vision, reinforcing the Central City's role as the region's commercial and cultural center. The *Central City Plan* encourages vigorous, balanced growth, building on the city's strengths, and maintaining Portland's cherished livability and human scale.

Part I INTRODUCTION



**“I pray you, let us satisfy our eyes
With the memorials and the things of fame,
that do renown this city.”**

William Shakespeare, *The Twelfth Night*, Act III, Scene III

The design and historic design review processes are not intended to achieve minimal design solutions. The goal of these processes is to foster the development of high quality and innovative designs.

The design guidelines, the purpose statements of the *Portland Zoning Code*, and the recommendations of planning staff and the Design and Historic Landmarks Commissions, are intended to aid designers and developers in understanding the city’s urban design expectations. The review process ensures that these expectations will be met for all proposals in Portland’s Central City.

Part I INTRODUCTION



View looking north from Marquam Hill

URBAN DESIGN IN PORTLAND

Portland's collective needs and aspirations shape its urban design efforts. Urban design then shapes the city's physical form, giving it personality and enhancing its character. The urban design vision for Portland's Central City emphasizes a livable, walkable, urban community that focuses on the Willamette River. The *Central City Fundamental Design Guidelines* implement this urban design vision by providing a framework for how Central City development should look, function, and feel.

DESIGN AND HISTORIC DESIGN REVIEW IN THE CENTRAL CITY

The design and historic design review processes are important tools in the implementation of the city's urban design goals. Portland requires design and historic design review for areas and individual buildings that are important to the city's character. Design and historic design review evaluate proposals against the design guidelines applicable to the area and type of proposal.

The planners within the Office of Planning & Development Review (OPDR) and the citizens appointed to serve on the Portland Design Commission and the Portland Historic Landmarks Commission conduct the design and historic design review processes. Both commissions are volunteer boards, and include members with expertise in design and development. The Portland Historic Landmarks Commission also includes members with extensive experience in historic preservation. Members of the commissions are nominated by the mayor and confirmed by the City Council.

Design and historic design review consider many aspects of a given proposal; building siting, landscaping, exterior materials, and the location of parking are some of the elements considered. Remodeling of a historic landmark's significant interior rooms may also be subject to historic design review.

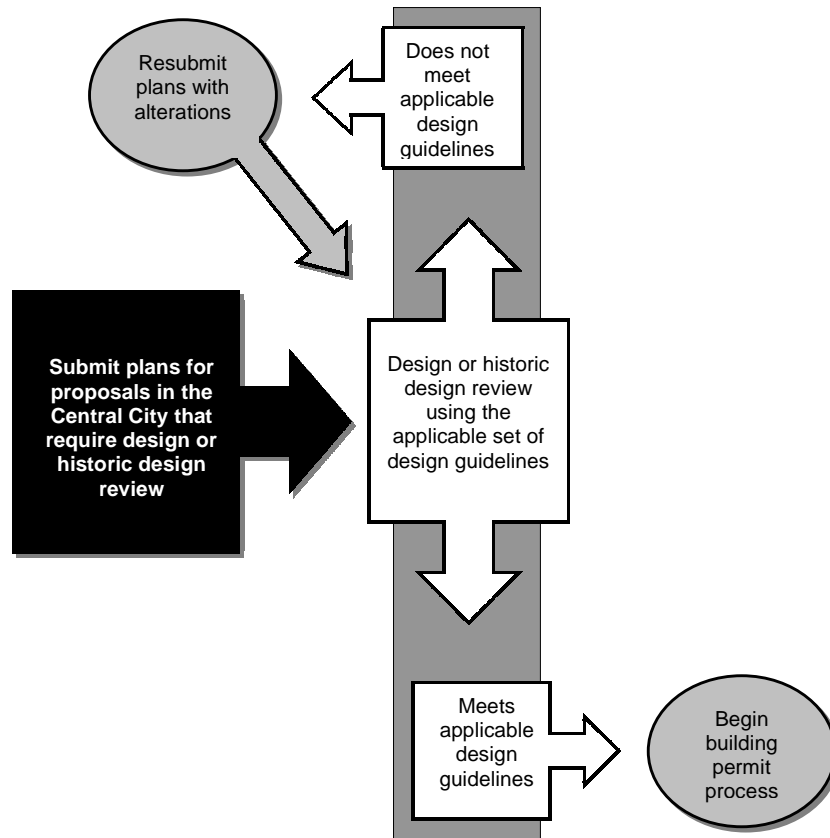
Design and historic design review ensure that new development and alterations to existing buildings maintain the integrity and enhance the quality of the Central City. These reviews give designers flexibility, while ensuring the compatibility of new development with the desired character of the area.

Design and historic design review provide opportunities for the public evaluation of new construction as well as other changes to buildings and sites. During the design and historic design review processes, a proposal is evaluated against the applicable set of design guidelines and those development regulations being proposed for modification or adjustment.

The review process varies with the type, size, and location of the proposal. Smaller proposals are initially reviewed by staff and the process generally takes two to three months. Larger proposals are reviewed at a public hearing with a process of about three to four months. Owners of nearby property are notified and testimony from individuals, organizations, and neighborhood associations is encouraged.

Areas subject to Central City design review are identified on zoning maps by the lower case letter "d". The Central City Overlay Zones map in the Appendix identifies these areas with a grey shade. Proposals subject to historic design review are located in areas identified as "historic districts" by the chart on page 9. Additional information on the type of review process for each proposal is available from the city's **Development Services Center** located at 1900 SW 4th Avenue, Suite 1500, Portland Oregon, 97201, or by calling 503-823-7526.

Figure 2. DESIGN REVIEW PROCESS FOR PROPOSALS IN THE CENTRAL CITY



GOALS FOR CENTRAL CITY DESIGN REVIEW

The goals for design review are intended to preserve the Central City’s heritage, enhance its livability, and maintain its design quality. These goals were first presented in the *Downtown Design Guidelines* of 1980; they were updated and augmented with the *Central City Plan Fundamental Design Guidelines* of 1990. The goals are:

1. Encourage urban design excellence;
2. Integrate urban design and preservation of our heritage into the development process;
3. Enhance the character of the Central City’s districts;
4. Promote the development of diversity and areas of special character within the Central City;
5. Establish an urban design relationship between the Central City’s districts and the Central City as a whole;
6. Provide for a pleasant, rich and diverse experience for pedestrians;
7. Provide for the humanization of the Central City through promotion of the arts;
8. Assist in creating a 24-hour Central City which is safe, humane and prosperous; and
9. Ensure that new development is at a human scale and that it relates to the scale and desired character of its setting and the Central City as a whole.

THE DESIGN GUIDELINE SYSTEM OF THE CENTRAL CITY

The design guideline system of Portland's Central City is built of multiple layers of design guidelines. The *Central City Fundamental Design Guidelines* make up the fundamental set of design guidelines upon which this system is based. **The design guidelines contained in this document also serve as the subdistrict design guidelines for the Downtown and University subdistricts of the Central City.** These fundamental guidelines are augmented by additional sets of design guidelines specific to Central City subdistricts, historic districts, and unique parts of the city such as the Willamette River Greenway.

Each set of design guidelines has been drafted to avoid conflicting requirements. However, should a conflict arise, the more local or area-specific set of design guidelines takes precedence. For example, subdistrict design guidelines or historic district design guidelines take precedence over conflicting *Central City Fundamental Design Guidelines*.

Map 1 and Table 1 on pages 8 and 9 identify the sets of design guidelines that apply to proposals based on their locations. Table 2 on page 17 identifies which of the *Central City Fundamental Design Guidelines* apply to different types of proposals.



View of the downtown skyline from the Steel Bridge

DESIGN GUIDELINE LAYERS

The *Central City Fundamental Design Guidelines* are mandatory approval criteria for design review in all design zones of the Central City. They serve as the base layer of design guidelines. In areas with location-specific design guidelines, the *Central City Fundamental Design Guidelines* are used in conjunction with the location-specific design guidelines, which are also mandatory approval criteria. Location-specific design guidelines serve as a second layer of design guidelines, and are described in the following paragraphs.

In Central City subdistricts, the *Central City Fundamental Design Guidelines* are augmented by subdistrict design guidelines. For example, a proposal in Goose Hollow would have to meet both the *Central City Fundamental Design Guidelines* and the *Goose Hollow District Design Guidelines*.

There are four special areas in the Central City. They are the Park Blocks, the South Waterfront Area, the Broadway Unique Sign District, and the New China / Japantown Unique Sign District. The map on page 141 identifies the boundaries of these parts of the Central City. In the special areas, the *Central City Fundamental Design Guidelines* contained in Sections A, B, and C, are augmented by the special area design guidelines located in Section D. The special area design guidelines apply only within the identified special areas and augment both the *Central City Fundamental Design Guidelines* and subdistrict design guidelines. For example, a proposal at the intersection of Burnside and NW Fifth Avenue would have to meet the *Central City Fundamental Design Guidelines*, the *River District Design Guidelines*, and design guideline D3 Broadway Unique Sign District.

Most, but not all, Central City historic districts have their own design guidelines. Where such guidelines exist, they augment the *Central City Fundamental Design Guidelines*. Historic district design guidelines address specific design concerns. In the Central City, historic district design guidelines are the second layer on top of the *Central City Fundamental Design Guidelines*. Subdistrict design guidelines do not apply within historic districts that have their own design guidelines. For example, a proposal in the NW 13th Avenue Historic District is subject to the *Central City Fundamental Design Guidelines* and the *NW 13th Avenue Historic District Design Guidelines*. The *River District Design Guidelines* do not apply to proposals in the NW 13th Avenue Historic District.

In contrast, proposals located in Central City historic districts that lack design guidelines must meet the approval criteria for historic resources found in Section 33.846.140 (C) of the *Portland Zoning Code*. These criteria augment subdistrict design guidelines and the *Central City Fundamental Design Guidelines*. The zoning code criteria take precedence over conflicting subdistrict or fundamental design guidelines.

DESIGN GUIDELINE LAYERS, continued

In the greenway overlay zone, the *Central City Fundamental Design Guidelines* are augmented by subdistrict design guidelines, the *Willamette Greenway Design Guidelines* (contained in the *Willamette Greenway Plan*) and any special area design guidelines. Proposals that are wholly or partially within the greenway overlay zone are also subject to the greenway review process. For example, a proposal in North Macadam within the greenway overlay zone is subject to the *Central City Fundamental Design Guidelines*, the *Special Design Guidelines for the North Macadam District of the Central City Plan*, and the *Willamette Greenway Design Guidelines*.

In the Russell Street Conservation District, the *Central City Fundamental Design Guidelines* do not apply. Proposals in the Russell Street Conservation District are subject to the *Community Design Guidelines*, available from the city's **Development Services Center**, 1900 SW 4th Avenue, Suite 1500, Portland, Oregon, 97201; phone 503-823-7526.



Ira Keller Fountain

Central City proposals that involve historic landmarks or conservation landmarks are reviewed similarly to proposals in historic districts. Proposals involving landmarks located in historic districts that have their own design guidelines must meet the *Central City Fundamental Design Guidelines*, the historic district design guidelines, and the approval criteria for historic resources found in Section 33.846.140 (C) of the *Portland Zoning Code*. Proposals involving landmarks located in other parts of the Central City, or in historic districts that do not have their own design guidelines, must meet the *Central City Fundamental Design Guidelines*, the subdistrict design guidelines, and the approval criteria for historic resources found in Section 33.846.140 (C) of the *Portland Zoning Code*. The zoning code criteria take precedence over conflicting historic district, subdistrict or fundamental design guidelines.

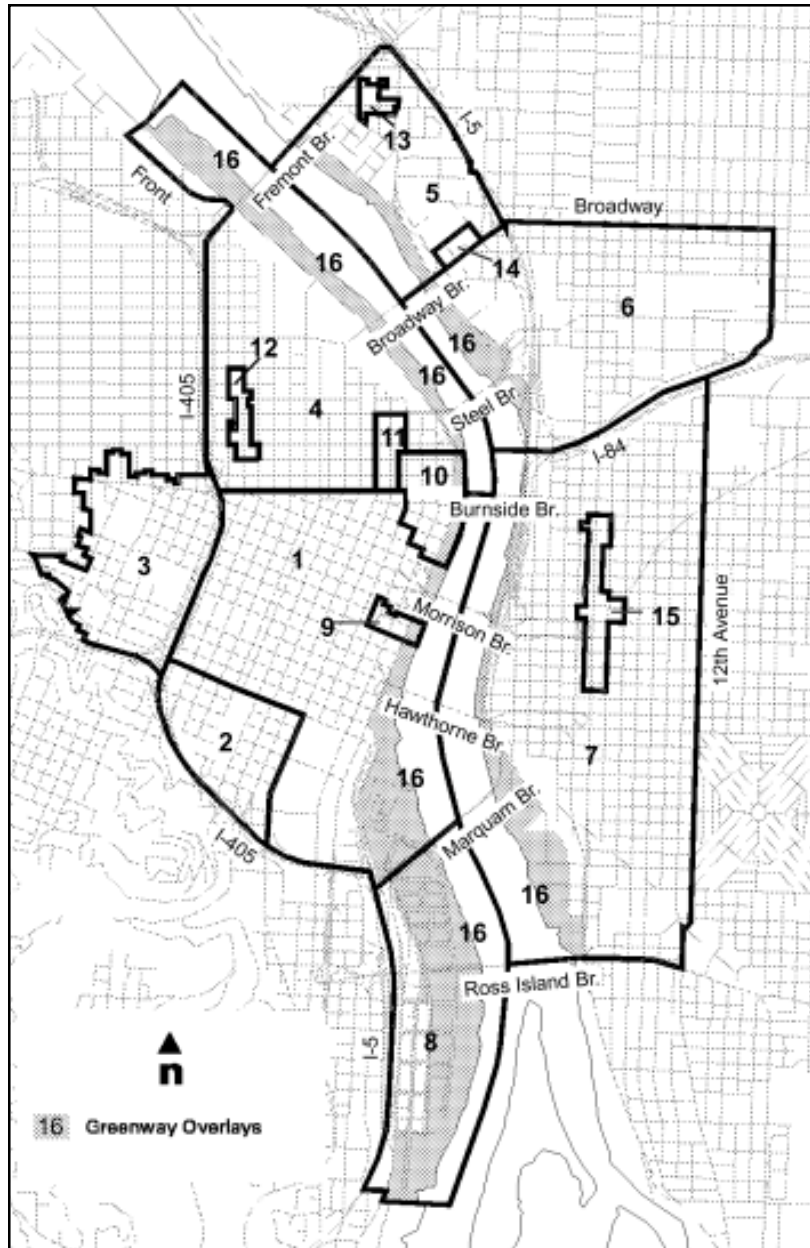


Vintage Trolley in the Skidmore/Old Town Historic District

Some portions of the Alphabet Historic District and the King's Hill Historic District are in the Central City. The maps on pages 164 and 165 identify these areas. Proposals in the Alphabet Historic District must meet the *Central City Fundamental Design Guidelines* and the *Historic Alphabet District: Community Design Guidelines Addendum*. Proposals in the King's Hill Historic District that overlap with the Central City Plan District must meet the *Central City Fundamental Design Guidelines*, the *Goose Hollow District Design Guidelines*, and the approval criteria for historic resources found in Section 33.846.140 (C) of the *Portland Zoning Code*.

Proposals on blocks that front Broadway between N Interstate and N Wheeler Streets are in the Lower Albina subdistrict. However, proposals in the areas zoned as Central City Commercial (CXd) and within 300 feet of Broadway use the *Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan* in addition to the *Central City Fundamental Design Guidelines*.

Map 1. / Table 1. DESIGN GUIDELINE APPLICABILITY BASED ON PROPOSAL LOCATION





The applicable sets of design guidelines in addition to the *Central City Fundamental Design Guidelines* are listed below. Special areas of the Central City are identified by the map on page 141.

1. None
2. None
3. *Goose Hollow District Design Guidelines*
4. *River District Design Guidelines*
5. None
6. *Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan*
7. *Special Design Guidelines for the Design Zone of the Central Eastside District of the Central City Plan*
8. *Special Design Guidelines for the North Macadam District of the Central City Plan*
9. *Design Guidelines for the Yamhill Historic District*
10. *Design Guidelines for the Skidmore / Old Town Historic District*
11. *River District Design Guidelines*, and the design criteria stated in Section 33.846.140 (C) of the *Portland Zoning Code*
12. *NW 13th Avenue Historic District Design Guidelines*
13. *Community Design Guidelines only* *
14. *Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan*
15. *Design Guidelines for the East Portland / Grand Avenue Historic Design Zone*
16. *Willamette Greenway Design Guidelines*, (also indicated by a grey shade)

* The *Central City Fundamental Design Guidelines* are **not** applicable approval criteria in the Russell Street Conservation District.

PROPOSAL LOCATION	1. Downtown	2. University	3. Goose Hollow	4. River District	5. Lower Albina	6. Lloyd District	7. Central Eastside	8. North Macadam	9. Yamhill Historic District	10. Skidmore / Old Town Historic District	11. New China / Japantown Historic District	12. NW 13th Avenue Historic District	13. Russell Street Conservation District	14. Specific sites along Notheast Broadway Boulevard	15. East Portland / Grand Avenue Historic District
Central City Fundamental Design Guidelines															
Goose Hollow District Design Guidelines															
River District Design Guidelines															
Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan															
Special Design Guidelines for the Design Zone of the Central Eastside District of the Central City Plan															
Special Design Guidelines for the North Macadam District of the Central City Plan															
Design Guidelines for the Yamhill Historic District															
Design Guidelines for the Skidmore / Old Town Historic District															
Design criteria stated in Section 33.846.140 of the Portland Zoning Code															
NW 13th Avenue Historic District Design Guidelines															
Design Guidelines for the East Portland / Grand Avenue Historic Design Zone															
Willamette Greenway Design Guidelines	*			*	*	*	*	*	*	*					
Community Design Guidelines															

 Indicates applicable design guidelines

 * Indicates that applicable *Willamette Greenway Design Guidelines* are approval criteria for proposals on sites that are wholly or partially within the greenway overlay zone (shown with a grey tone on the map on the facing page)

USING DESIGN GUIDELINES IN THE DESIGN REVIEW PROCESS

The layering system of design guidelines is intended to create a consistent and dependable Central City design review process. All projects within the Central City's design zones must meet the *Central City Fundamental Design Guidelines* and the applicable design guidelines as designated by the subdistrict, historic district, or zoning code.

Design guidelines are mandatory approval criteria that must be met as part of design review and historic design review. They inform developers and the community as to what issues will be addressed during the design review process. The guidelines state broader concepts than typical development standards in order to provide flexibility to designers, yet they are requirements. Applicants are responsible for explaining, in their application, how their design meets each applicable guideline.

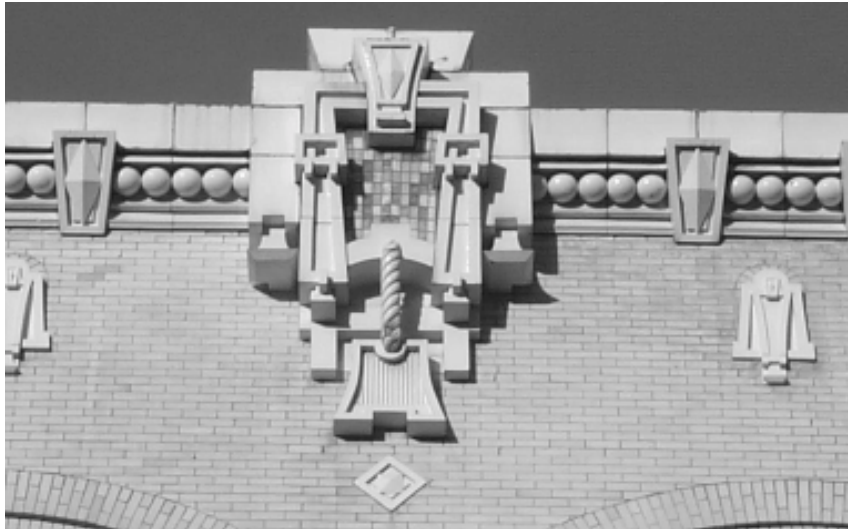
The design review process is flexible. It is intended to encourage designs that are innovative and appropriate for their locations. For this reason design guidelines are qualitative statements. Unlike objective design standards, there are typically many acceptable ways to meet each design guideline. It is not the City's intent to prescribe any specific design solution through the design guidelines.



View looking east over Tom McCall Waterfront Park during the Blues Festival

During the design review process, the review body must find that the proposal meets each of the applicable design guidelines. Proposals that meet **all** applicable guidelines will be approved; proposals that do not meet **all** of the applicable guidelines will not be approved.

If the review body approves the proposed design, they may add conditions to their approval to ensure the proposal's compliance with the guidelines. If the review body does not approve the proposed design, they would prefer that the applicants revise the design to address deficiencies rather than have the city impose a specific solution through conditions. The review body may also address aspects of a project's design that are not covered in the design guidelines. They may find that such action is necessary to better achieve the goals and objectives for design review in the Central City.



Cornice decoration at the Governor Hotel

All development projects are subject to the development standards contained in the *Portland Zoning Code*. The design review process may include the approval of proposed modifications to some development standards. The applicant must show that the development proposal meets the approval criteria stated in the *Portland Zoning Code*.

However, some development standards may not be modified. Standards that can not be modified may be eligible for an adjustment review process and must meet the criteria for an adjustment review.

WAIVER OF DESIGN GUIDELINES

In some cases, a design guideline may be waived during the design review process. An applicable guideline may be waived as part of the design review process when the proposed design better meets the goals of design review than would a project that had complied with the guideline. If a waiver is requested, the applicants must explain, in their application, how the goals of design review are better met in the proposed design than would be possible if each guideline being considered for waiver was followed. Allowing the waiver of one or more guidelines during the design review process reflects the City's concern that the design guidelines not become a rigid set of requirements that stifle innovation.

Part II THE CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES

“Unless heart and idea are attuned, there can indeed be no good results.... From the deepest recesses of the heart should come the power that propels the brush to action.”

The Mustard Seed Manual, Book of the Bamboo

The *Central City Fundamental Design Guidelines* implement urban design policies contained in the *Central City Plan*. The cumulative effect of these design guidelines emphasizes the participation of the public and private sectors in a cooperative urban design partnership. This partnership is an essential component to the successful realization of the design intentions embodied in the design guidelines.

Part II

THE CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES



View looking south from the US Bancorp Tower

THE FRAMEWORK OF THE GUIDELINES

Section A, **PORTLAND PERSONALITY**, addresses design issues and elements that reinforce and enhance Portland's character.

Section B, **PEDESTRIAN EMPHASIS**, addresses design issues and elements that contribute to a successful pedestrian environment.

Section C, **PROJECT DESIGN**, addresses specific building characteristics and their relationships to the public environment.

Section D, **SPECIAL AREAS**, provides design guidelines for the four special areas of the Central City.

USING THE GUIDELINES

Design guidelines are qualitative statements that address the desired character of development. Their qualitative nature is intended to provide flexibility for designers and developers in achieving the city's urban design goals. This flexibility must not be construed as rendering the guidelines merely advisory or otherwise diminish their legal effect as mandatory approval criteria.

Each design guideline has a title, background statement, guideline language, and examples of projects that have successfully met the guideline or exhibit qualities that the guideline addresses. Only the guideline language is adopted by ordinance.

The title is in ALL CAPS and uses an alpha-numeric prefix that relates to the three-section framework described on the preceding pages. For example, guideline A 4 USE UNIFYING ELEMENTS is the fourth guideline of Section A, PORTLAND PERSONALITY.

The background statement outlines the reasons for the design guideline and the goals that the City wishes to achieve. The background statement also provides clarification among related or similar design guidelines or adds more detail to the guideline language. The background text is not adopted and can be adjusted and/or updated as new design issues arise.

The guideline language is presented in **bold** type following the word, "**GUIDELINE**". As previously mentioned, this language is adopted and represents the approval criteria against which the review staff make findings.

The examples are provided to illustrate each guideline. They are preceded by captions that describe the way the guideline is, or could be, met as shown by the example. The examples must **not** be considered as the **only** possible design solutions. They are intended to stimulate new ideas and provide direction for designers and developers. The captions and examples are not adopted and can be easily updated as new proposals get built.

DESIGN GUIDELINE APPLICABILITY


Not all proposals must meet all the guidelines. Development proposals vary in size, scale and complexity. Large proposals, such as multi-building developments on multiple blocks face different design considerations than smaller proposals, such as changing the sign system on a commercial storefront. The set of applicable design guidelines is tailored to the size, scale and complexity of the proposal.

Table 2 on the facing page identifies which guidelines apply to different proposal types.

The proposal types used in Table 2 are defined in the *Portland Zoning Code* except for 'Storefront Remodel'. A Storefront Remodel is an exterior alteration that affects an area of a building facade that is no more than 50 feet wide and 25 feet high, measured from grade.

Table 2.

**DESIGN GUIDELINE
APPLICABILITY
BASED ON
PROPOSAL TYPE**

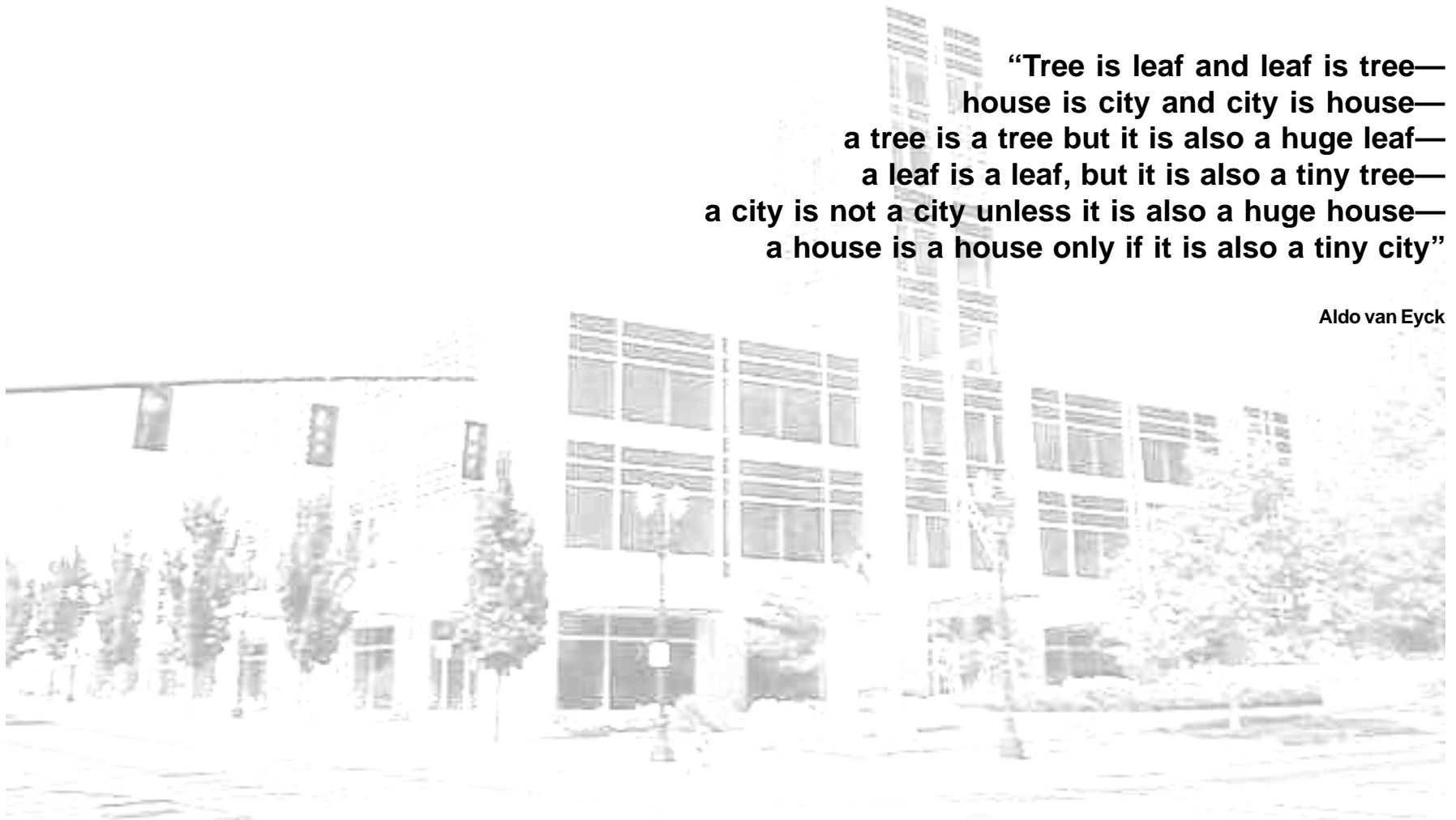
 Indicates applicable design guideline

DESIGN GUIDELINE	PROPOSAL TYPE	New Development	Exterior Alterations	Storefront Remodel	Parks and Open Areas	Sign and/or Awning
A PORTLAND PERSONALITY						
A 1 Integrate the River						
A 2 Emphasize Portland Themes						
A 3 Respect the Portland Block Structures						
A 4 Use Unifying Elements						
A 5 Enhance, Embellish and Identify Areas						
A 6 Re-Use / Rehabilitate / Restore Buildings						
A 7 Establish and Maintain a Sense of Urban Enclosure						
A 8 Contribute to a Vibrant Streetscape						
A 9 Strengthen Gateways						
B PEDESTRIAN EMPHASIS						
B 1 Reinforce and Enhance the Pedestrian System						
B 2 Protect the Pedestrian						
B 3 Bridge Pedestrian Obstacles						
B 4 Provide Stopping and Viewing Places						
B 5 Make Plazas, Parks and Open Space Successful						
B 6 Develop Weather Protection						
B 7 Integrate Barrier-Free Design						
C PROJECT DESIGN						
C 1 Enhance View Opportunities						
C 2 Promote Permanence and Quality in Development						
C 3 Respect Architectural Integrity						
C 4 Complement the Context of Existing Buildings						
C 5 Design for Coherency						
C 6 Develop Transitions Between Buildings and Public Spaces						
C 7 Design Corners that Build Active Intersections						
C 8 Differentiate the Sidewalk-Level of Buildings						
C 9 Develop Flexible Sidewalk-Level Spaces						
C 10 Integrate Encroachments						
C 11 Integrate Roofs and Use Rooftops						
C 12 Integrate Exterior Lighting						
C 13 Integrate Signs						

Part III APPENDIX

**“Tree is leaf and leaf is tree—
house is city and city is house—
a tree is a tree but it is also a huge leaf—
a leaf is a leaf, but it is also a tiny tree—
a city is not a city unless it is also a huge house—
a house is a house only if it is also a tiny city”**

Aldo van Eyck



Part III, APPENDIX

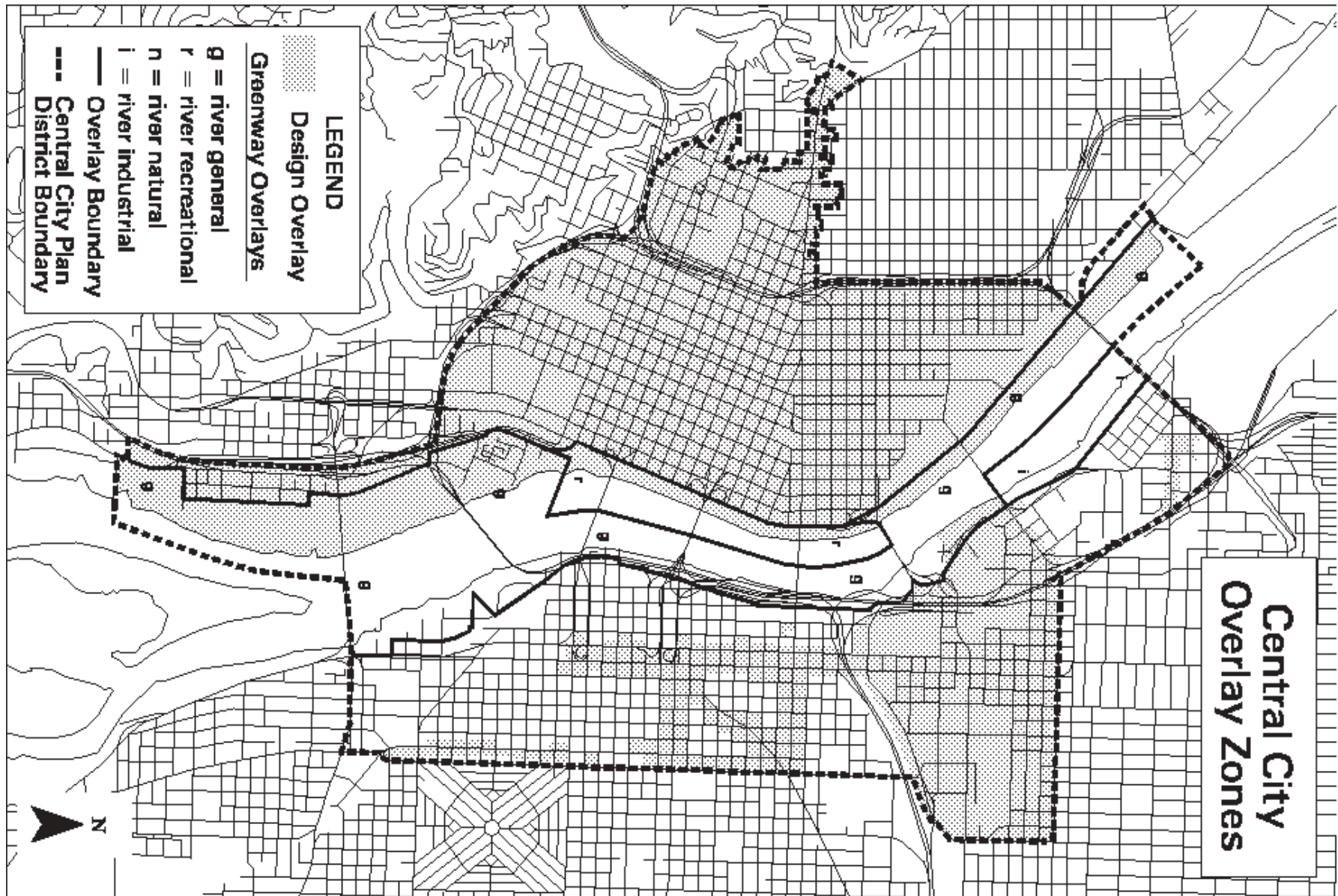
This appendix on the following pages contains maps described in the introductory portion of this document. Because this document and its content is more suited to a “landscape” format of presentation, some of these maps had to be reduced to fit the pages.

The maps in this appendix should be considered as generalizations. Those requiring current, accurate information concerning the zoning applicable to a given property should contact planning staff of the Office of Planning and Development Review at the **Development Services Center**, located at 1900 SW 4th Avenue, Suite 1500, or call 503-823-7526.

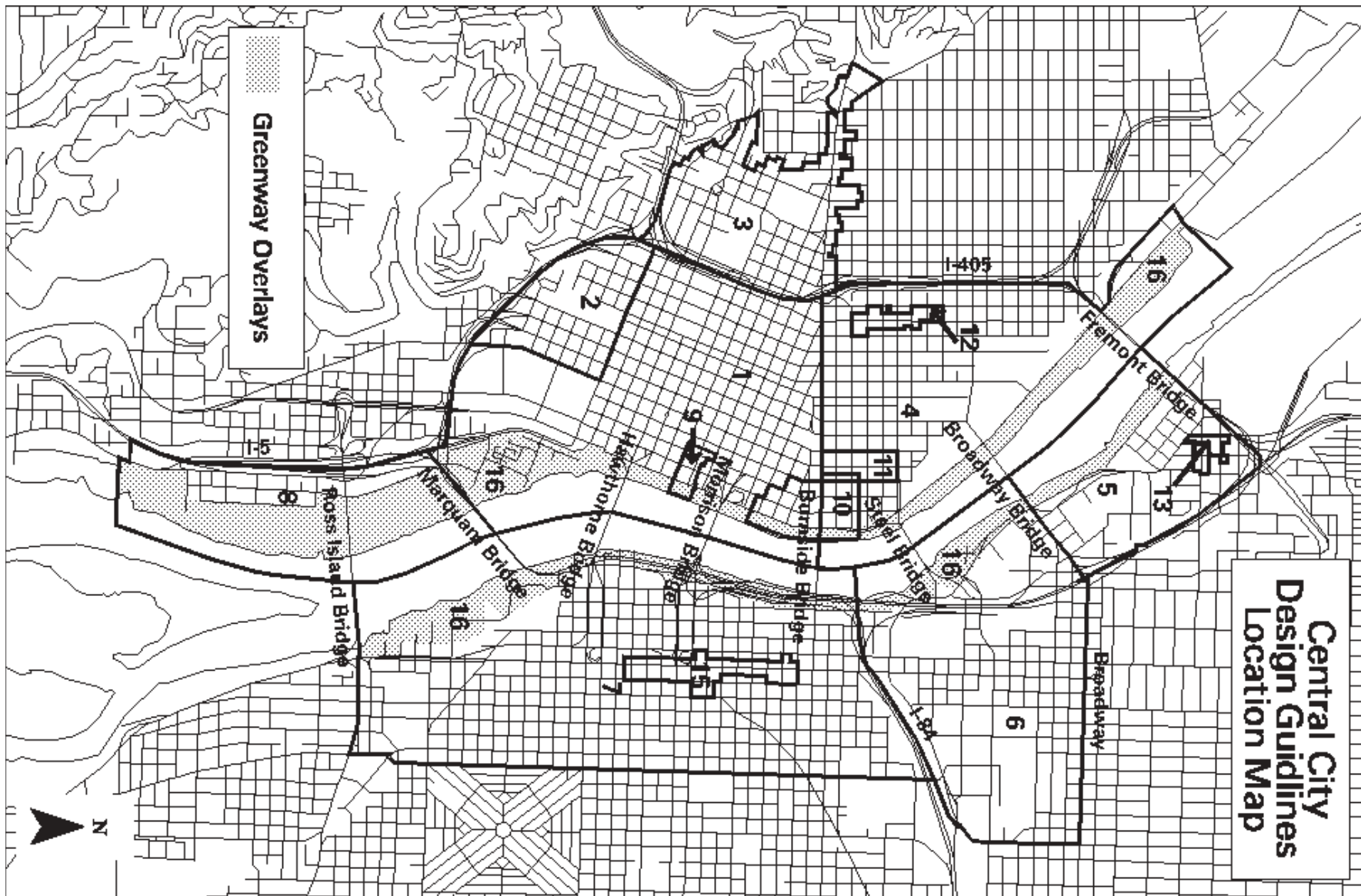
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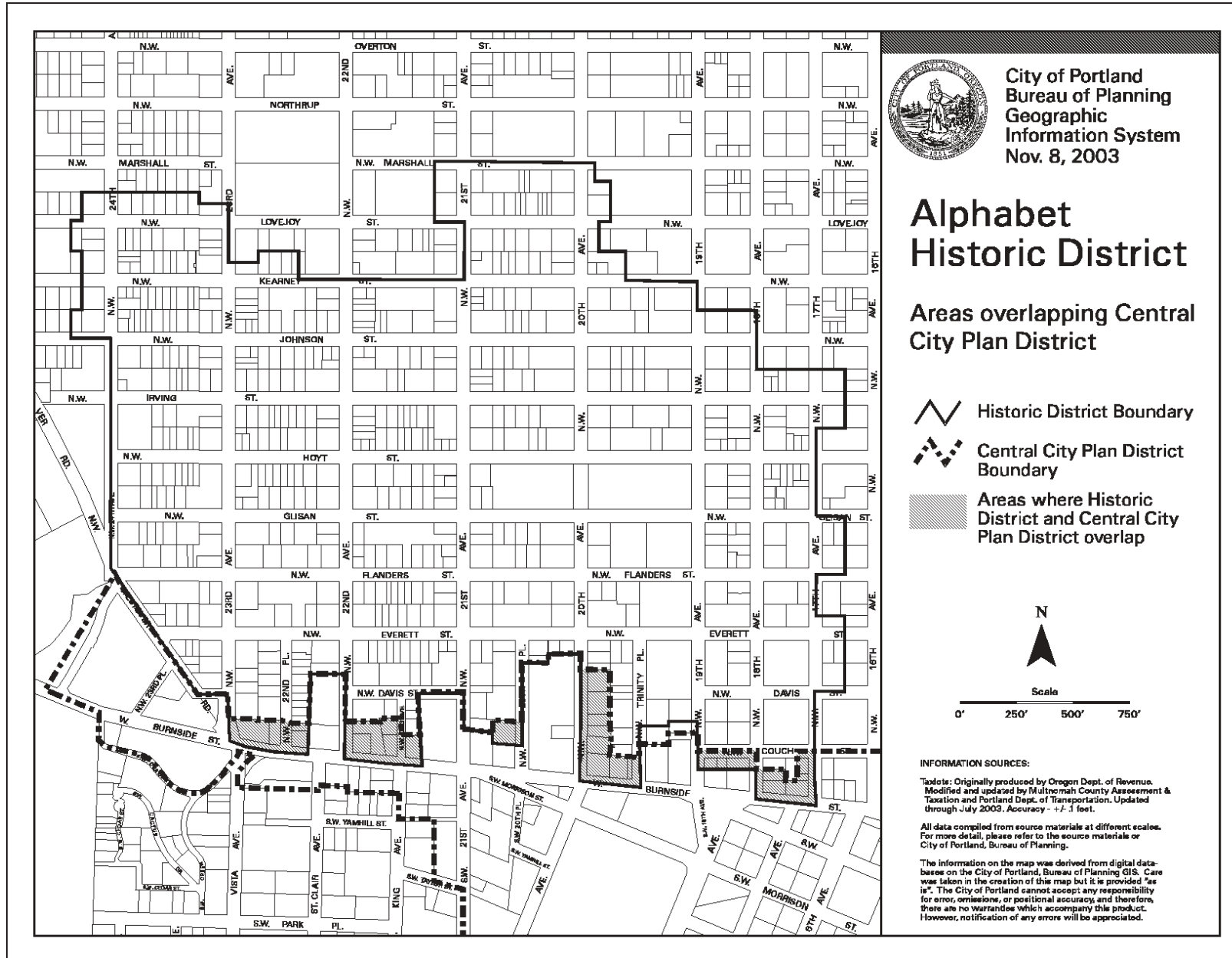
Map 1. Central City Overlay Zones



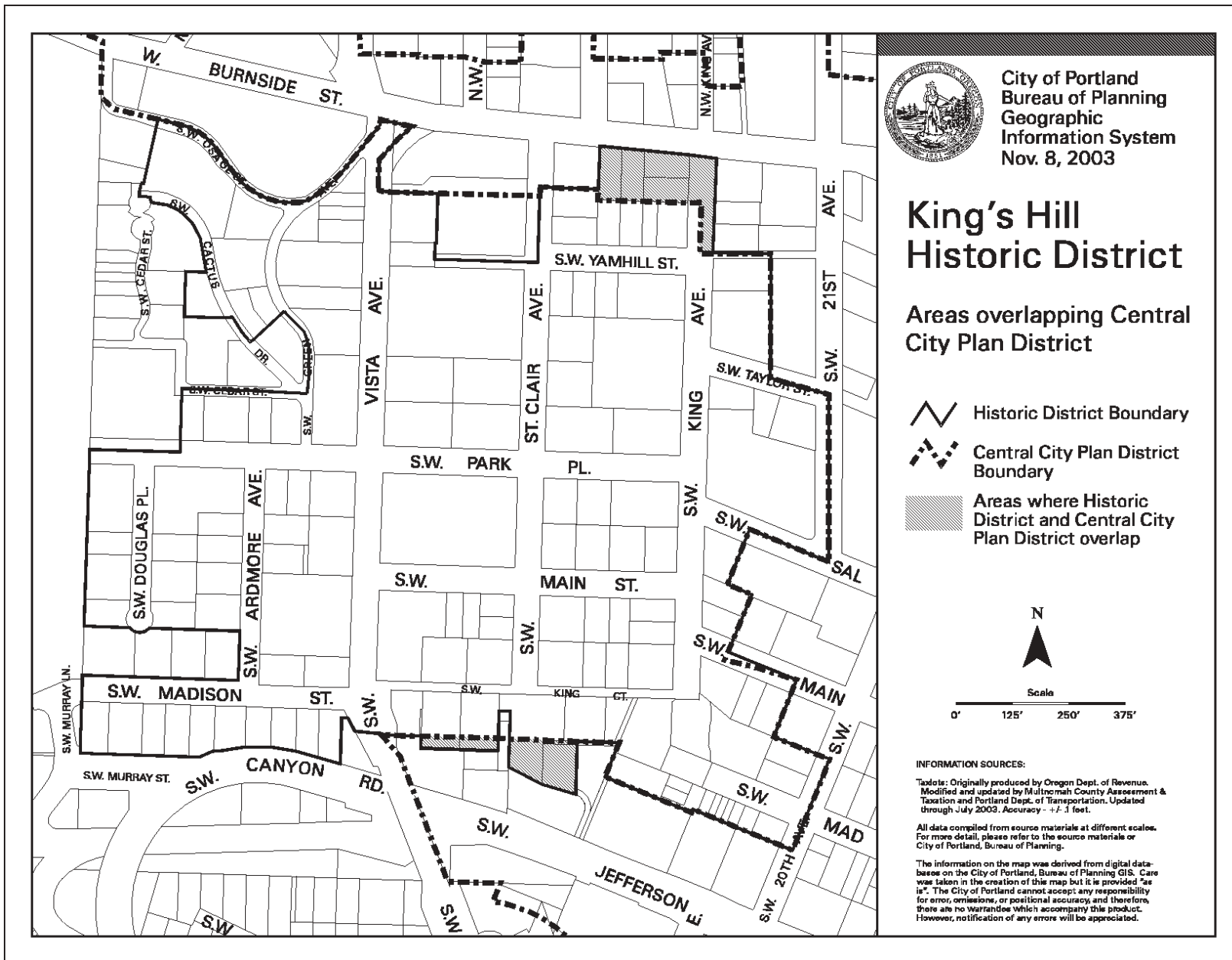
Map 2. Central City Design Guidelines Location Map



Alphabet Historic District Boundary Map



King's Hill Historic District Boundary Map



Adopting Ordinance #175340

Ordinance No. 175340

Amend the *Central City Plan Fundamental Design Guidelines*. (Ordinance; amend Ordinance 163325)

The City of Portland Ordains:

Section 1. The Council finds:

1. Oregon Revised Statutes (ORS) 197.640 requires cities and counties to review their comprehensive plans and land use regulations periodically and make changes necessary to keep plans and regulations up-to-date and in compliance with Statewide Planning Goals and State law.
2. On December 28, 1972, the Portland City Planning Commission adopted the *Planning Guidelines/Portland Downtown Plan*. In October 1980, the Portland City Council updated and adopted the *Goals and Guidelines /Portland Downtown Plan*.
3. On November 19, 1980, the City Council adopted the *Downtown Design Guidelines* by Ordinance 150762. The guidelines were developed and adopted to provide clear statements of the guidelines of design acceptability for proposals subject to design review within the area of Portland's *Downtown Plan*. Although they are discretionary in nature, the *Downtown Design Guidelines* were adopted as the mandatory approval criteria for Downtown Design Review.
4. On March 24, 1988, by Ordinance 160606, the City Council adopted the *Central City Plan* and made the *Central City Plan* a part of the City's acknowledged comprehensive plan. The *Central City Plan's* area included all of the area included in the 1972 *Downtown Plan* plus roughly 2200 acres in seven subdistricts adjacent to the *Downtown Plan's* area. The *Central City Plan* specifically identified the *Goals and Guidelines /Portland Downtown Plan* as part of the City's Comprehensive Plan by reference in *Comprehensive Plan Policy 2.10* and by reference under *Central City Plan Policy #14*. Both policies call for the implementation of the *Goals and Guidelines /Portland Downtown Plan*.
5. As part of their adoption of the *Central City Plan*, the City Council directed that design guidelines be developed for all areas of the Central City that were made subject to design review by the adoption of the *Central City Plan*. On an interim basis, the Council directed that the *Downtown Design Guidelines* were to be used as the mandatory approval criteria for design review throughout the Central City.
6. On August 1, 1990, the City Council adopted the *Central City Plan Fundamental Design Guidelines (CCFDG)* by Ordinance 163325. The guidelines incorporated the bulk of the content of the *Downtown Design Guidelines* and applied that content to the entire Central City. However, guidelines within the *Downtown Design Guidelines* that addressed specific subareas of the Downtown were not reflected in the *CCFDG*. In adopting the *CCFDG* the City Council directed that *Downtown Design Guidelines* remain fully in effect within the Downtown, and that each of the Central City's other subdistricts have special district design guidelines developed for them. These special district design guidelines were to supplement and be used in conjunction with the *CCFDG*.
7. The published version of the Central City Fundamental Guidelines was intended to include illustrative examples, in photos and drawings, of projects that had been built that were in conformance with the new guidelines. Due to a lack of funding, the development of the proposed illustrated version of the *Central City Plan Fundamental Design Guidelines (CCFDG)* was delayed.
8. Special district design guidelines were developed through the 90s for the following subdistricts of the Central City: North Macadam, the Central Eastside, the Lloyd District, Goose Hollow, and the River District. Guidelines for Lower Albina were created with the *Albina Design Guidelines*, and later updated and incorporated into the *Community Design Guidelines*. Special district design guidelines were also adopted for the East Portland/Grand Avenue and NW 13th Avenue Historic Districts. These historic district design guidelines were also intended to supplement and be used in conjunction with the *CCFDG*.
9. As part of the development of the *River District Special District Design Guidelines*, a successful effort was made to streamline the design review process. The streamlined process was achieved through the creation of an applicability chart that specified which of the guidelines are applicable, and must be addressed for different scales of proposals. Since enactment of the *River District Special District Design Guidelines* applicability chart, the City has been interested in creating a similar streamlining method for all areas of Portland that are subject to design review.
10. Although the bulk of the content of the *Central City Fundamentals Design Guidelines* and the *Downtown Design Guidelines* is the same, individual findings are required for each of the guidelines in both documents. In 1997 the Development Review Section of the Bureau of Planning, now part of the Office of Planning and Development Review (OPDR), requested that the remaining content of the *Downtown Design Guidelines* be added to the *CCFDG*. The addition would eliminate the need for duplicate findings and address potential confusion that could emerge from minor language differences in the two documents allowing the retirement of the *Downtown Design Guidelines* and reducing the number of design guidelines documents that the City must maintain and distribute. The proposed revisions transfer the remaining content of the *Downtown Design Guidelines* to the *CCFDG*, and consequently allow the *Downtown Design Guidelines* document to be retired.
11. Over the last two years, the proposed revisions have been developed. Staff consulted with a variety of interest groups including: the Association for Portland Progress (APP), the American Institute of Architects Urban Design Committee (AIA), the Portland Development Commission (PDC), and neighborhood associations as well as the design staff in the Office of Planning and Development Review (OPDR) who administer design review cases on a daily basis. Extensive discussions were held with the Design Commission related to the content of the new rooftop guidelines, the transition of content from the *Downtown Design Guidelines* to the *CCFDG*, the development of applicability charts, the refinement of guideline language and the images to be used to illustrate each guideline.

12. During the last two years, the conversations amongst the various participants involved in the revision process have led some to call for a more comprehensive review of the *CCFDG*. While such a review may be appropriate, it was not possible to expand the scope and funding of this current project to the level necessary to allow such a review. The revisions recommended by the Design Commission to the City Council in this project are limited to those intended to carry out commitments made by City Council when the *Central City Plan Fundamental Design Guidelines* were adopted: to illustrate the guidelines; to streamline the Downtown Design Review process; to improve the language of the guidelines; and to address the Design Commission's long standing desire to create guidelines that will inform applicants of the public's concerns related to rooftop design. The revisions proposed in this project are minor. In sending the revised *CCFDG* to the City Council, with their recommendation for City Council approval, the Design Commission also requests that a more comprehensive reexamination of the *CCFDG* be undertaken in the future.
13. The Portland Design Commission participated in the development of these guidelines. Formal briefings provided an arena where the commissions' comments and suggestions were solicited. Throughout the process the commissioners were encouraged to contact staff with comments and suggestions. Staff received numerous suggested changes from the Commission's members and their OPDR staff.
14. The *Central City Plan Fundamental Design Guidelines* will continue to be the mandatory approval criteria for design review and historic design review cases within the Central City. In most areas of the Central City they are supplemented by either special district design guidelines or historic district design guidelines. Where historic districts have their own special design guidelines, design review is conducted using the historic district's guidelines and the *CCFDG*.
15. The amendments to the *Central City Plan Fundamental Design Guidelines* are intended to simplify design review by: minimizing the multiple layers of design guideline documents required for projects within the Downtown; clearly identifying the applicable design guideline documents and design guidelines based on project location and project type, respectively (the applicability charts as shown on Table 1 and Table 2); providing increased guidance through the addition of images and explanatory captions of successful projects that meet guidelines; and clarifying the language of the background statements and the guidelines.
16. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* were reviewed by the Portland Design Commission. The Portland Design Commission held a public hearing on October 5, 2000. On this date, the Portland Design Commission took final action and recommended approval by City Council of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*.
17. It is in the public interest and critical to the successful administration of design review in the Central City to approve the proposed revisions and amend the *Central City Plan Fundamental Design Guidelines*.

Statewide Planning Goal Findings

18. State planning statutes require cities to adopt and amend comprehensive plans and land use regulations in compliance with the state land use goals. Because of the limited scope of the amendments in this ordinance, only some of the state goals apply. State goals that do not apply include **Goal 3 - Agricultural Lands**; **Goal 4 - Forest Lands**; **Goal 7 - Areas Subject to Natural Disasters and Hazards**; **Goal 11 - Public Facilities and Services**; **Goal 16 - Estuarine Resources**, **Goal 17 - Coastal Shorelines**, **Goal 18 - Beaches and Dunes**, and **Goal 19 - Ocean Resources**. State goals that apply are enumerated below.
19. **Goal 1 -- Citizen Involvement**, requires opportunities for citizens to be involved in all phases of the planning process. The preparation of the revisions to the *Central City Plan Fundamental Design Guidelines*, from 1999 through 2000, included numerous opportunities for citizen involvement:
 - On March 30, 2000, the Bureau of Planning published the *Working Draft of the Central City Plan Fundamental Design Guidelines*. A memorandum outlining the project goals and two copies of the draft were mailed to Central City neighborhood and business associations and other interested persons and organizations.
 - On April 20, July 20, and September 21, 2000 Bureau of Planning staff briefed the Portland Design Commission on the progress of the revisions to the *Central City Plan Fundamental Design Guidelines*. In this meetings the Design Commission provided direction to staff in the form of comments and suggestions.
 - On June 9, 2000, the Association for Portland Progress, upon request, was briefed on the revisions proposed in the *Working Draft of the Central City Fundamental Design Guidelines*.
 - On May 15, 2000, the American Institute of Architects Urban Design Committee, upon request, was briefed on the revisions proposed in the *Working Draft of the Central City Fundamental Design Guidelines*.
 - On July 18, 2000, the Pearl District Neighborhood Association, upon request, was provided with a general briefing on the intent of the project and its relevance to new development in the Pearl District.
 - On July 31, 2000, Bureau of Planning staff met individually with Charlie Sax, former president of the Portland Design Commission, to discuss the revisions to the *Central City Plan Fundamental Design Guidelines*.
 - On July 31, 2000, Spencer and Kupper, under contract with the Portland Development Commission, provided the Bureau of Planning with a detailed set of comments and suggestions on the design guidelines and proposed revisions. Bureau of Planning staff responded to each of the comments and suggestions in the same format and provided both the Portland Development Commission and Spencer & Kupper with a memorandum of response.
 - On September 5, 2000, notice of the Portland Design Commission hearing was mailed to all parties that had provided comments and suggestions on the *Working Draft of the Central City Fundamental Design Guidelines*.

Adopting Ordinance, continued

- On September 8, 2000, the Bureau of Planning published the *Proposed Revisions to the Central City Fundamental Design Guidelines*. The availability of this draft was included in the notice for Portland Design Commission hearing that was sent to all parties that had provided comments and suggestions on the *Working Draft of the Central City Fundamental Design Guidelines*.
 - On October 5, 2000, the Portland Design Commission held a public hearing on the *Proposed Revisions to the Central City Fundamental Design Guidelines*. The Portland Design Commission recommended adoption of the *Proposed Revisions to the Central City Fundamental Design Guidelines* by the Portland City Council.
20. **Goal 2 -- Land Use Planning**, requires the development of a process and policy framework which acts as a basis for all land use decisions and assures that decisions and actions are based on an understanding of the facts relevant to the decision. The Portland Comprehensive Plan is consistent with Statewide Planning Goal 2. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* provide improved guidance for the siting and design of land uses to meet the public policy objectives of the *Portland Comprehensive Plan* and comply with the statewide goal. The introduction of applicability charts for design and historic design review case will help identify the applicable documents and the applicable design guidelines based on location and project type, respectively. This change will streamline the process for both applicants and design review staff and will be an effective tool for implementing the goals and policies of the *Portland Comprehensive Plan*.
21. **Goal 5 -- Open Space, Scenic and Historic Areas, and Natural Resources**, calls for the conservation of open space and the protection of natural and scenic resources. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this goal. The revised design guidelines will ensure that development in historic areas is compatible with and complementary to the existing historic character of the area. The *Central City Plan Fundamental Design Guidelines* will continue to be used as approval criteria for design review in historic areas. Because Portland has been designated as a Certified Local Government by the US Department of Interior, the Secretary of Interior's standards for historic design review are also applicable to individually listed properties and to properties within historic districts that are listed in the National Register of Historic Places.
22. **Goal 6 -- Air, Water, and Land Resources Quality**, calls for maintenance and improvement of the quality of these resources. On December 9, 1994, the LCDC approved the City's final periodic review work order and program for air quality which is being addressed citywide in coordination with the State Department of Environmental Quality. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this goal. In general, the *Central City Plan Fundamental Design Guidelines* promote a compact city form supported by a transit system of buses and light rail and an enhanced pedestrian environment as well as policies that encourage bicycling as an important transportation option. The compact city form, a part of the City's urban design vision (see Policy 12 Urban Design, from the *Central City Plan* and Goal 12 Urban Design, from the *Comprehensive Plan*) has the potential to reduce vehicle miles traveled. In addition, the revision of guideline C11 -- **Integrate Roofs and Rooftops** encourages the development of eco-roofs that will result in better on-site storm water management and potentially improve the water quality of our creeks and rivers.
23. **Goal 9 -- Economy of the State**, calls for diversification and improvement of the economy of the state. If the City is to achieve the goals of the Region 2040 Plan for new jobs and residents, we must ensure that new development increases, rather than decreases, the quality and attractiveness of Portland for investment. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this goal. The design guidelines will promote high quality commercial and residential development in Portland's Central City that will attract new tenants and residents. The introduction of applicability charts also supports high quality commercial and residential development through the streamlining of the design review process.
24. **Goal 10 -- Housing**, calls for providing for the housing needs of citizens of Oregon. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this goal. The design guidelines encourage innovative medium to high-density residential development in the market rate and below market rate segments of the housing market in established and emerging neighborhoods, providing a wide range of housing choices for citizens.
25. **Goal 12, Transportation**, calls for a safe, convenient and economic transportation system. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this goal. Revisions to the design guidelines promote pedestrian-friendly, transit-supportive development that encourage alternatives to automobile use and reduce vehicle miles traveled. Therefore, these revisions are supportive of this goal and of the State Transportation Planning Rule (OAR 660-12). The findings on *Comprehensive Plan Goal 6 -- Transportation*, also support this goal.
26. **Goal 13, Energy Conservation**, calls for a land use pattern that maximizes the conservation of energy. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this goal. They promote a compact city that will reduce vehicle miles traveled, provide guidance in the development of eco-roofs, encourage rehabilitation, restoration and adaptive re-use of existing buildings, and encourage the use of high performance architecture. The guiding principles embodied in the design guidelines promote a reduction in the consumption of energy and natural resources.
27. **Goal 14, Urbanization**, calls for the orderly and efficient transition of rural lands to urban use. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support the regional urban growth boundary by encouraging infill development inside the urbanized area and, consequently, reducing potential need for conversion of rural lands to urban uses. The revisions enhance the City's compliance with this goal by streamlining the design review process through an introduction of applicability charts thus promoting the most intense development opportunities in the Central City.
28. **Goal 15, Willamette River Greenway**, calls for the protection, conservation, and maintenance of the natural, scenic, historic, agricultural, and recreational qualities of land along the Willamette River. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this goal. The revised guideline, **A1 -- Integrate the River**, supports an integrative approach to design as the urban edge of the Central City meets the natural edge of the Greenway. This guideline highlights the importance of visual and physical connections to the River and Greenway to enhance its scenic and recreational qualities. Locations within the boundaries of the Willamette River Greenway are also subject to the *Willamette River Greenway Design Guidelines*.

Portland Comprehensive Plan Goal Findings

29. The City's *Comprehensive Plan* was adopted by the Portland City Council on October 16, 1980, and was acknowledged as being in conformance with the statewide planning goals by the Land Conservation and Development Commission on May 1, 1981. On May 26, 1995, the LCDC completed its review of the City's final local periodic review order and periodic review work program.
30. **Goal 1 -- Metropolitan Coordination**, says the *Comprehensive Plan* must be coordinated with federal and state law and support regional goals, objectives and plans to promote a regional planning framework. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this goal, specifically the development of the applicability charts. The charts identify the relevant documents, based on location, and design guidelines, based on project type, necessary for design review in historic areas and helps to meet **Statewide Goal 5 -- Open Space, Scenic and Historic Areas, and Natural Resources**.
31. **Goal 2 -- Urban Development**, calls for maintaining Portland's role as the major regional employment and population center by increasing opportunities for housing and jobs while retaining the character of established residential neighborhoods and business centers. Livability plays a critical role in making the city an attractive housing and employment center. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this goal. They are tools for encouraging quality infill and redevelopment that have a positive effect on livability and would significantly increase the attractiveness of Portland for commercial and residential investment. The introduction of applicability charts also support high quality commercial and residential development through the streamlining of the design review process.
32. **Policy 2.1 -- Population Growth**, calls for accommodating the projected increase in city households. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. In order to achieve our housing goals under the Region 2040 Plan, the established and emerging neighborhoods in Portland's Central City have been identified as a significant area for the accommodation of Portland's share of regional residential growth. The design review process encourages high quality construction and design methods that work to promote higher density residential development in the Central City. Well-executed high-density residential development in the Central City that houses the full range of the city's residents can foster acceptance of increased density development in established and emerging neighborhoods in Portland's Central City and throughout the city.
33. **Policy 2.2 -- Urban Diversity**, calls for a range of living environments and employment opportunities for Portland residents in order to attract and retain a stable and diversified population. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revised guidelines encourage creative design approaches to both residential and commercial developments as well as the adaptive reuse of existing historic structures. This flexibility provides for a variety of different living environments that can meet the needs of different income and age groups.
34. **Policy 2.6 -- Open Space**, calls for the provision of opportunities for recreation and visual relief by preserving Portland's parks, golf courses, trails, parkways and cemeteries. It also calls for the establishment of a loop trail that encircles the city, and promotes the recreational use of the city's rivers, creeks, lakes and sloughs. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revisions to the guideline language of guidelines **A1 - Integrate the River**, **B5 - Make Plazas, Parks and Open Spaces Successful** and **C11 - Integrate Roofs and Rooftops** as well as some of their visual examples of how to meet the guideline encourage park development and maintenance in the dense Central City as both visual relief and a stage for recreational, cultural and social interaction.
35. **Policy 2.7 -- Willamette River Greenway Plan**, calls for the implementation of the Willamette River Greenway Plan that preserves a strong working river while promoting recreation, commercial and residential waterfront development along the Willamette south of the Broadway Bridge. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revisions to the guideline language of **A1 - Integrate the River** promotes a design vision that strives to integrate the river and Greenway. This can be accomplished through the use of design features that promote visual and physical connections to the river and Greenway and that capitalize on characteristics of the urban to natural transition.
36. **Policy 2.9 -- Residential Neighborhoods**, calls for a range of housing types to accommodate increased population growth while improving and protecting the City's residential neighborhoods. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The promotion of innovative design approaches in residential development and the revisions of guideline language pertaining to issues of compatibility and context, guidelines **C3 - Respect Architectural Integrity**, **C4 - Complement the Context of Existing Buildings**, and **C5 - Design for Coherency**, support the development of a diversity of housing types that improve and build on the positive characteristics of the area.
37. **Policy 2.10 -- Downtown Portland**, calls for reinforcing the downtown's position as the principal commercial, service, cultural and high density housing center in the city and the region. It also calls for maintaining the downtown as the city's principal retail center through implementation of the *Downtown Plan*. Livability plays a critical role in making the city an attractive housing and employment center. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this goal. The revised design guidelines will continue to be used as tools for encouraging quality infill and redevelopment as well as new construction. The inclusion of images with captions, in this version of the *Central City Plan Fundamental Design Guidelines*, that meet the intent of the guidelines provide another layer of guidance to designers and developers. Developments that meet the intent of the design goals will have a positive effect on livability and may significantly increase the attractiveness of Portland's Central City for commercial and residential investment.

Adopting Ordinance, continued

38. **Policy 2.11 -- Commercial Centers**, calls for strengthening commercial centers with retail, office, service and labor-intensive industrial activities which are compatible with the surrounding area and encouraging the retention of existing medium and high density zoning adjacent to these centers. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. Revisions to the guidelines include the encouragement of quality design and construction of all buildings (**C2 – Promote Quality and Permanence in Development**) as well as complementing the context of buildings in which new developments occur (**C4 - Complement the Context of Existing Buildings**). The revisions to the *Central City Plan Fundamental Design Guidelines* continue to protect investments and encourage new development that is transit and pedestrian oriented.
39. **Policy 2.12 -- Transit Corridors**, calls for the provision of a mixture of activities along major transit routes and Main Streets to support the use of transit, the encouragement of development of commercial uses, the allowance of labor-intensive industrial activities which are compatible with the surrounding area, the increase of residential densities on residentially-zoned lands within one-quarter mile of existing and planned transit routes to transit-supportive levels, and the requirement of development along transit routes to relate to the transit line and pedestrians and to provide on-site pedestrian connections. The Central City is the transportation hub of the region with multiple bus lines and the light rail corridor. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. Revisions to the guideline language of **B1 - Reinforce and Enhance the Pedestrian System**, **C7 – Design Corners That Build Active Intersections** and **C9 - Develop Flexible Sidewalk Level Spaces** encourage pedestrian activity, emphasizes building orientation to transit streets and promotes a mixture of activities along the Central City streets.
40. **Policy 2.15 -- Living Closer to Work**, calls for locating greater residential densities near major employment centers, including Metro-designated regional and town centers. The Central City is a major employment center for the City and in the region as well as the focal point of the public transit system. It is also a growing residential center. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. Guidelines from **Section C: Project Design** emphasize design compatibility and context sensitivity. In addition, the emphasis on the pedestrian environment and connections to transit support City efforts to make living closer to work an attractive and desirable option. This design approach advances the concept that sensitive design can effectively promote vital and functional mixed-use developments that accommodate higher densities.
41. **Policy 2.19 -- Infill and Redevelopment**, calls for infill and redevelopment as a way to implement the Livable City growth principles; accommodate expected increases in population and employment; encourage infill and redevelopment in the Central City, at transit stations, along Main Streets; and as neighborhood infill in existing residential, commercial and industrial areas. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The revisions to the guideline language and the addition of images with explanatory captions provide an increased level of guidance to designers and developers. The development of applicability charts also function to assist quality infill and redevelopment by streamlining the review procedures for developers and the City's Design Review staff from the Office of Planning and Development Review.
42. **Policy 2.25 - Central City Plan**, calls for continued investment within Portland's Central City while enhancing its attractiveness for work, recreation and living. It also calls for the coordination of development, the provision of aid and protection to Portland's citizens, and the enhancement of the Central City's special natural, cultural and aesthetic features through the implementation of the Central City Plan. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The design and historic design review procedures and the design guideline system are important tools in the implementation of the Central City Plan. The revised design guidelines function as the mandatory approval criteria in the design review procedures. They offer a guiding framework for how the City should look, function and feel are central to ensuring Portland's future livability.
43. **Goal 3 -- Neighborhoods**, calls for reinforcing and preserving the diversity and stability of the city's neighborhoods while allowing for increased density that insures residential quality. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are in compliance with this goal. The revised design guidelines continue to function as the approval criteria for design review for all projects within the Central City design zone. The layering system of design guidelines, from the *Central City Plan Fundamental Design Guidelines* to the specific district design guideline document, promotes the development of unique identities for the sub-districts and sub-areas of the Central City.
44. **Policy 3.2 - Social Conditions**, calls for the provisions and coordination of programs that promote neighborhood interest, concern and security and minimize the social impact of land use decisions. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. Revisions to the guideline language promoting: façade articulation (**C8 – Differentiate the Sidewalk Level of Buildings**), directional lighting at the sidewalk level (**B1 – Reinforce and Enhance the Pedestrian System**) and visual connections from and into buildings that create interest (**C6 -- Develop Transitions Between Buildings and Public Spaces**) provide a level of security that improves the social conditions of the Central City.
45. **Policy 3.3 -- Neighborhood Diversity**, calls for encouraging diversity in age, income, race, and ethnic background within the City's neighborhoods. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. Design review is a discretionary process that encourages flexibility and innovation in the attainment of the City's design goals. This level of discretion promotes development that can result in the creation of a variety of housing opportunities for people of different ages, income levels, races and ethnic backgrounds.

46. **Policy 3.4 -- Historic Preservation**, calls for preserving and retaining historic structures and areas throughout the city. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The revised guidelines clarify issues of compatibility and context (**C3 - Respect Architectural Integrity, C4 - Complement the Context of Existing Buildings, and C5 - Design for Coherency**). These are important guiding principles for areas that are rich in historic resources yet may be outside of a recognized Historic District. The revised guidelines also place a special emphasis on the adaptive re-use, rehabilitation and restoration of historic resources (**A6 – Reuse/Rehabilitate/Restore Buildings**). In addition, the revisions clarify the applicability of design guideline documents as well as specific design guidelines to both historic landmarks and projects within historic districts. Because Portland has been designated as a Certified Local Government by the US Department of Interior, the Secretary of Interior’s standards for historic design review are also applicable to individually listed properties and to properties within historic districts that are listed in the National Register of Historic Places.
47. **Goal 4 -- Housing**, encourages diversity in the type, density and location of housing within the city in order to provide an adequate supply of safe and sanitary housing affordable to people of different means. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this goal. Design review is a discretionary process that encourages flexibility and innovation in the attainment of the City’s design goals. This level of discretion promotes development that can result in the creation of a variety of housing opportunities for people of different ages and income levels.
48. **Policy 4.1 -- Housing Availability**, calls for the availability of an adequate supply of housing to meet the needs, preferences, and financial capabilities of Portland’s households now and in the future.
- Objective B of this policy identifies the development of new relationships and mechanisms that increase private investment in, and production of, housing as a means to meet the intent of the policy. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy by meeting this objective. The development of the applicability charts and the retirement of the *Downtown Design Guidelines* are intended to streamline the design review process for developers and for design review staff of the Office of Planning and Development Review (OPDR). The applicability charts identify the relevant design guideline documents and design guidelines applicable to a project dependent on location and project type, respectively. The retirement of the *Downtown Design Guidelines* removes the third document layer of design review for projects located within the boundaries of the *Downtown Plan*.
 - Objective E calls for housing design that supports the conservation, enhancement, and continued vitality of areas of the city with special scenic, historic, architectural or cultural value. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy by meeting this objective. Revisions to the guideline language of **A2 - Emphasize Portland Themes, A3 - Respect the Portland Block Structure, A5 – Enhance, Embellish, Identify Areas, A6 - Reuse/Rehabilitate/Restore Buildings, C1 - Enhance View Opportunities, C3 - Respect Architectural Integrity, C4 - Complement the Context of Existing Buildings, C5 - Design for Coherency, and the Special Area sections** impact the design of housing in a manner that requires acknowledgement of the history and context of the different areas that make up the Central City.
49. **Policy 4.3 - Sustainable Housing**, calls for housing that supports sustainable development patterns by promoting the efficient use of land, conservation of natural resources, easy access to public transit and other efficient modes of transportation, easy access to services and parks, resource efficient design and construction, and the use of renewable energy resources. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The revision of the guideline language of **C11 – Integrate Roofs and Rooftops** encourages resource efficient design and construction. The development of eco-roofs is encouraged and can result in improved on-site storm water management. Revisions to the guideline language of **B1 - Reinforce and Enhance the Pedestrian System, C7 – Design Corners That Build Active Intersections and C9 - Develop Flexible Sidewalk Level Spaces** emphasizes building orientation to transit streets and promotes access to transit and other efficient modes of transportation.
50. **Policy 4.4 - Housing Safety**, calls for a safe and healthy built environment and assistance in the preservation of sound existing housing and the improvement of neighborhoods. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revisions of the guideline language of guidelines in **Section B - Pedestrian Emphasis, and Section C - Project Design** promote the development of a healthy and safe pedestrian and built environment.
51. **Policy 4.5 - Housing Conservation**, calls for the restoration, rehabilitation, and conservation of existing sound housing as one method of maintaining housing as a physical asset that contributes to an area’s desired character. **Objective B** encourages the adaptive reuse of existing buildings for residential use. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy by meeting this objective. Guideline **A6 - Reuse/Rehabilitate/Restore Buildings** highlights the effectiveness and desirability of the adaptive re-use, rehabilitation and restoration of commercial structures into residential use as well as the maintenance of residential structures.
52. **Policy 4.6 - Housing Quality** calls for the development of housing that exceeds minimum construction standards. All development within the design zone of the Central City requires design review. The design review process encourages housing developers to go beyond the minimum standards set by the Uniform Building Code. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. Revisions to the guideline language meet the intent of **Objective A** which states that housing provide air quality, access to sunlight, and be well protected from noise and weather.
53. **Policy 4.7 - Balanced Communities**, calls for livable mixed-income neighborhoods throughout Portland that collectively reflect the diversity of housing types, tenures (rental and ownership) and income levels of the region. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revised guideline language continues to encourage creative design approaches to residential development as well as the adaptive re-use of existing structures to a residential use. This flexibility provides for a variety of different housing types and floor plans that can meet the needs of different income and age groups within neighborhoods.

Adopting Ordinance, continued

54. **Policy 4.8 -- Regional Housing Opportunities**, calls for opportunities for economic and racial integration throughout the region by advocating for the development of a range of housing options affordable to all income levels throughout the region. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revised guideline language continues to encourage creative design approaches to residential development as well as the adaptive re-use of existing structures to a residential use. This flexibility provides for a variety of different housing types and floor plans that can translate into opportunities for different income, ethnic, racial and age groups within the Central City neighborhoods.
55. **Policy 4.10 -- Housing Diversity**, calls for the creation of a range of housing types, prices, and rents to 1) create culturally and economically diverse neighborhoods; and 2) allow those whose housing needs change to find housing that meets their needs within their existing community. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revised guideline language continues to encourage creative design approaches to residential development as well as the adaptive re-use of existing structures to a residential use. This flexibility provides for a variety of different housing types and floor plans that can translate into opportunities for different income, ethnic, racial and age groups within the Central City neighborhoods.
56. **Policy 4.11 -- Housing Affordability**, calls for the development and preservation of quality housing that is affordable across the full spectrum of household incomes. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* support this policy. The revised guideline language continues to encourage creative design approaches to residential development as well as the adaptive re-use of existing structures to a residential use. This flexibility provides for a variety of different housing types and floor plans that can translate into housing opportunities for different income groups within the Central City neighborhoods.
- Objective C encourages the development and use of housing construction technologies that streamline the housing construction process, reduce development costs and environmental impacts, and produce sound and durable housing. The revision to the guideline language of **C2 - Promote Quality and Permanence in Development** in addition to the use of images and captions that identify ways in which the intent of the design guideline have been met meet this objective and are supportive of this policy. This design guideline encourages the use of quality design programs and durable construction methods that support the City's long-term investment in the built environment of the Central City.
 - Objective D promotes conservation programs and energy-efficient practices and programs that reduce housing operating costs for energy, sewer, and water usage. The revision to the guideline language of **C11 -- Integrate Roofs and Use Rooftops** in addition to the use of images and captions that identify ways in which the intent of the design guideline have been met meet this objective and are supportive of this policy. This design guideline encourages the development of eco-roofs. Eco-roofs have been identified as an effective and environmentally sound method of managing storm water on-site and their use are supportive of the City's sustainability programs.
57. **Policy 4.14, Neighborhood Stability**, calls for the stabilization of neighborhoods by promoting: 1) a variety of homeownership and rental housing options; 2) security of housing tenure; and 3) opportunities for community interaction. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy.
- Objective B promotes housing opportunities that build a sense of community, civic involvement and neighborhood pride. The revised guideline language encourages design flexibility in residential development. In particular, the revisions to the guideline language of **B5 -- Make Plazas, Parks and Open Spaces Successful and Special Area -- Park Blocks** support the development and improvement of parks and open spaces that serve local neighborhoods. These proposed revisions continue to support the development of community, civic involvement and neighborhood pride.
 - Objective K calls for the enhanced quality of the design of new infill residential development. The revised guideline language continues to encourage high quality design while maintaining the flexibility needed to allow designers and developers multiple design avenues for the meeting of the design goal. Neighborhood stability is addressed through the design review process and the flexibility of this process provides for a variety of different housing types and floor plans that can translate into housing opportunities for different income, ethnic, racial and age groups within the Central City neighborhoods.
58. **Goal 5 -- Economic Development**, strives to foster a strong and diverse economy that provides a full range of employment and economic choices for individuals and families in all parts of the city. In general, the proposed amendments to the *Central City Plan Fundamental Design Guidelines* are supportive of this goal. The guideline revisions and the creation of applicability charts streamlines the design review process supporting a development environment that protects existing investments and encourages new development that maintains the Central City as the major regional employment, population and cultural center.

59. **Policy 5.1 -- Urban Development and Revitalization**, encourages investment in the development, redevelopment, rehabilitation and adaptive reuse of urban land and buildings for employment and housing opportunities. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The revisions to the guideline language of **A6 - Reuse/Rehabilitate/Restore Buildings**, **C3 - Respect Architectural Integrity**, **C4 - Complement the Context of Existing Buildings**, **C5 - Design for Coherency**, and the **Special Area** sections continue to support Central City efforts to preserve historic structures and areas through adaptive reuse, rehabilitation, and restoration efforts.
- Objective B calls for programs and policies that serve to maintain Downtown Portland and the Lloyd District as the major regional employment, cultural, business, and governmental center, the implementation of the Central City Plan and the carrying out of the urban development goals of the Comprehensive Plan. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* meet Objective B of this policy through the development of applicability charts that streamline the design review process for both developers and OPDR Design Review staff. A streamlined design review process protects existing investments and encourages new development that maintains the Central City as major regional employment, cultural, business, and governmental center.
 - Objective D calls for a diversity of housing types and price ranges to meet the varied needs of Portland citizens, including market, moderate and low income housing. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* meet Objective D because the design review process encourages flexibility and discretion on the part of designers and developers. This flexibility provides for a variety of different housing types and floor plans that can meet the needs of different income and age groups within neighborhoods.
 - Objective E calls for the definition and development of Portland's cultural, historic, recreational, educational and environmental assets as important marketing and image-building tools of the city's business districts and neighborhoods. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* meet Objective D, specifically the revised design guidelines of **Section A – Portland Personality**.
60. **Policy 5.4 -- Transportation System**, calls for the promotion of a multi-modal regional transportation system that encourages economic development. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The emphasis on the design of the pedestrian system, **Section B- Pedestrian Emphasis**, supports access to transit through the development of a consistent and attractive pedestrian system that is integrated with private development and public open spaces.
- Objective F calls for the provision of a wide range of goods and services in each commercial area in order to promote air quality and energy conservation. The revision to the guideline language of **C9 - Develop Flexible Sidewalk Level Spaces** supports this objective and, as a result, is supportive of this policy.
61. **Policy 5.6 -- Area Character and Identity Within Designated Commercial Areas**, promotes and enhances the special character and identities of Portland's designated commercial areas. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The layering system of design guidelines, from the *Central City Plan Fundamental Design Guidelines* to the specific district design guideline document, promotes the development of unique identities for the sub-districts and sub-areas of the Central City.
62. **Goal 6 -- Transportation**, provides for and protects the public interest and investment in the public right-of-way and transportation system by encouraging the development of a balanced, affordable and efficient transportation system consistent with the Arterial Streets Classifications and Policies. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this goal. The emphasis on the design of the pedestrian system, **Section B- Pedestrian Emphasis**, supports access to transit through the development of a consistent and attractive pedestrian system that is integrated with private development and public open spaces. Revisions to the guideline language of **C7 – Design Corners That Build Active Intersections** and **C9 - Develop Flexible Sidewalk Level Spaces** encourage pedestrian activity, emphasizes building orientation to transit streets and promotes a mixture of activities along the Central City streets.
63. **Policy 6.6 -- Urban Form**, calls for a regional form composed of mixed-use centers served by a multi-modal transportation system. It also states that new development should be served by interconnected public streets which provide safe and convenient pedestrian, bicycle and vehicle access and that street and pedestrian connections should be provided to transit routes and within and between new and existing residential, commercial, and employment areas and other activity centers. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The emphasis on the design of the pedestrian system, **Section B- Pedestrian Emphasis**, supports access to transit through the development of a consistent and attractive pedestrian system that is integrated with private development and public open spaces. The balance of the revised guidelines of the *Central City Plan Fundamental Design Guidelines* encourages a balanced, efficient and affordable transportation system because the guidelines strive to promote design that is pedestrian and transit supportive.
64. **Policy 6.7 -- Public Transit**, calls for the development of transit as the preferred form of person trips to and from the Central City, all regional and town centers, and light rail stations and the enhancement of access to transit along Main Streets and transit corridors. It also states that transit shall not be viewed simply as a method of reducing peak-hour, work-trip congestion on the automobile network, but shall serve all trip types, reduce transit travel times on the primary transit network, in the Central City, and in regional and town centers, to achieve reasonable travel times and levels of reliability, including taking measures to allow the priority movement of transit on certain transit streets. Finally, the policy supports a public transit system that addresses the special needs of the transportation disadvantaged. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The emphasis on the design of the pedestrian system, **Section B- Pedestrian Emphasis**, supports access to transit through the development of a consistent and attractive pedestrian system that is integrated with private development and public open spaces. The balance of the revised guidelines of the *Central City Plan Fundamental Design Guidelines* encourages a balanced, efficient and affordable transportation system because the guidelines strive to promote design that is pedestrian and transit supportive.

Adopting Ordinance, continued

65. **Policy 6.10 -- Barrier-Free Design**, calls for the provision of transportation facilities accessible to all people and states that all improvements to the transportation system (traffic, transit, bicycle and pedestrian) in the public right-of-way shall comply with the Americans With Disabilities Act of 1990. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy. The revision of guideline language in **B3 - Bridge Pedestrian Obstacles** and **B7 - Integrate Barrier Free-Design** promotes design concepts that emphasize accessibility for all people.
66. **Policy 6.11 -- Pedestrian Transportation**, requires planning for and providing a pedestrian network that increases the opportunities for walking to shopping, services, institutional and recreational destinations, employment, and transit. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this policy and its objectives. The emphasis on the design of the pedestrian system, **Section B- Pedestrian Emphasis**, supports access to transit through the development of a consistent and attractive pedestrian system that is integrated with private development and public open spaces.
67. **Goal 7 -- Energy**, promotes a sustainable energy future by increasing energy efficiency in all sectors of the city by ten percent by the year 2000. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* continue to support this goal and its policies. The development of applicability charts that streamline the design review process encourages residential and commercial development in the Central City thus encouraging a compact city form that has the potential to reduce vehicle miles traveled. A variety of revised guidelines promote conservation; **A7 - Reuse/Rehabilitate/Restore Buildings** promotes adaptive reuse of existing structures thus mitigating the need for additional resources, **C2 – Promote Quality and Permanence in Development** encourages the use of construction methods or materials that increase the life cycle of resources used in the construction of new buildings; and **C11- Integrate Roofs and Use Rooftops** encourages the development of eco-roofs that can result in improved on-site storm water management.
68. **Policy 7.5 -- Energy Efficiency in Commercial and Industrial Facilities**, encourages energy efficiency in existing commercial buildings and institutions by facilitating utility, local, state, and federal financial and technical assistance.
- Objective F calls for the provision of information and guidance from the City to developers, architects, builders, and others interested in improving energy efficiency in new construction. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* continue to support this policy and its objectives. The design review process provides for the introduction of new building practices through the exchange between the developer or designer and the Design Review staff of OPDR. The design review process also ensures public involvement, another source of information concerning energy efficient commercial and industrial design programs.
 - Objective I call for the exploration of opportunities that promote solar energy use and daylighting in commercial buildings. The design review process provides for the introduction of new building practices through the exchange between the developer or designer and the Design Review staff of OPDR. The design review process also ensures public involvement, another source of information concerning energy efficient commercial and industrial design programs.
69. **Goal 8, Environment**, provides for maintaining and improving the quality of Portland's air, water, and land resources, as well as protecting neighborhoods and business centers from noise pollution. In general, the proposed revisions to the *Central City Plan Fundamental Design Guidelines* are supportive of this goal and its policies. The development of applicability charts that streamline the design review process encourages residential and commercial development in the Central City thus encouraging a compact city form that may reduce vehicle miles traveled. A variety of revised guidelines promote resource conservation: **A7 - Reuse/Rehabilitate/Restore Buildings** promotes adaptive reuse of existing structures thus mitigating the need for additional resources; **C2 – Promote Quality and Permanence in Development** encourages the use of construction methods or materials that increase the life cycle of resources used in the construction of new buildings; and **C11- Integrate Roofs and Use Rooftops** encourages the development of eco-roofs that can result in improved on-site storm water management.
70. **Goal 9, Citizen Involvement**, calls for improved methods and ongoing opportunities for citizen involvement in the land use decision-making process. The preparation of proposed revisions to the *Central City Plan Fundamental Design Guidelines* has been supportive of this goal as indicated in the findings for **State Goal 1 - Citizen Involvement**.
71. **Goal 10, Plan Review and Administration**, states that Portland's Comprehensive Plan will undergo periodic review to ensure that it remains an up-to-date and workable framework for land use development. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* do not affect this goal because they propose no changes to the Comprehensive Plan.
72. **Policy 10.13, Design Review**, calls for the preparation of design review standards for existing and proposed areas subject to design review. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this policy because they will continue to function as the approval criteria for all projects within the Central City design zone.
73. **Goal 11, Public Facilities and Services**, calls for a timely, orderly and efficient arrangement of public facilities and services that support existing and planned land use patterns and densities. The City is in compliance with this goal because the transportation, sanitary and storm sewer, water and other leading public facilities are in place and the City is committed to a program of maintenance and upgrading facilities as part of the annual capital improvement programming and budgetary process. These proposals do not change this process.

74. **Goal 12, Urban Design**, calls for promoting Portland as a livable city, attractive in its setting and dynamic in its urban character by preserving its history and building a substantial legacy of quality private developments and public improvements for future generations. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this goal because they will continue to function as the approval criteria for all projects within the Central City design zone. The design review and historic design review process promotes quality development and protects the integrity of historic resources.
75. **Policy 12.1, Portland's Character**, calls for enhancing and extending Portland's attractive identity and extending the use of city themes that establish a basis of a shared identity reinforcing the individual's sense of participation in a larger community. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this policy because they will continue to function as the approval criteria for all projects within the Central City design zone. The design review and historic design review process promotes quality development and protects the integrity of historic resources.
76. **Policy 12.2, Enhancing Variety**, calls for promoting the development of areas of special identity and urban character. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this policy because they will continue to function as the approval criteria for all projects within the Central City design zone. The design review and historic design review process promotes quality development and protects the integrity of historic resources. The layering system of design guidelines, from the *Central City Plan Fundamental Design Guidelines* to the specific district design guideline document, promotes the development of unique identities for the sub-districts and sub-areas of the Central City. The development of applicability charts that streamline the design review process maintains the unique identities of different areas of the Central City that have special characteristics such as sub-districts, Historic Districts, and Special Areas.
77. **Policy 12.3, Historic Preservation**, calls for enhancing the City's identity through the protection of Portland's significant historic resources. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this policy because they will continue to function as the approval criteria for all projects within the Central City design zone. The design review and historic design review process promotes quality development and protects the integrity of historic resources in historic and conservation districts and for conservation landmarks. The guidelines will ensure that new development in historic areas is compatible with the existing historic character of the area and that modifications to conservation landmarks do not adversely affect their historic qualities. The layering system of design guidelines, from the *Central City Plan Fundamental Design Guidelines* to the specific district design guideline document, ensures that the location-specific design guidelines govern in case of conflicts with the district or the *Central City Plan Fundamental Design Guidelines* documents. The layering system supports the development of unique identities for the sub-districts and sub-areas of the Central City.
78. **Policy 12.4, Provide for Pedestrians**, calls for the provision of a pleasant and safe environment for pedestrians. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this policy because they promote a safer, more convenient, comfortable, and attractive pedestrian environment. Each guideline in **Section B - Pedestrian Emphasis** focuses on the design of the urban environment for pedestrians. The guidelines in **Section A - Portland Personality** and **Section C - Project Design** also promote integrated design programs that enrich the human apprehension of the urban environment.
79. **Policy 12.7, Design Quality**, calls for enhancing Portland's appearance and character through development of public and private projects that are models of innovation and leadership in the design of the built environment. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* comply with this goal because they will continue to function as the approval criteria for all projects within the Central City design zone. The design review and historic design review process promotes quality development and protects the integrity of historic resources. The layering system of design guidelines, from the *Central City Plan Fundamental Design Guidelines* to the specific district design guideline document, promotes the development of unique identities for the sub-districts and sub-areas of the Central City. The development of applicability charts streamline the design review process and promotes the exploration of design solutions that meet the intent of the guideline statements.

Central City Plan Findings

80. The City Council adopted the Central City Plan (CCP) and made the CCP a part of the City's acknowledged comprehensive plan. The City submitted the CCP to the Oregon Department of Conservation and Development (DLCD) in compliance with the post acknowledgement review procedures. DLCD acknowledged the CCP as in compliance with the statewide planning goals and as part of the City's comprehensive plan. The City also submitted to DLCD implementation measures for the CCP, including the establishment of new Design Zones in the Central City and a directive calling for the development of design guidelines in each zone. The adoption of the *Central City Plan Fundamental Design Guidelines* on August 1, 1990 stipulated that the *Downtown Design Guidelines* remain in effect in the original Downtown Plan design review area. The *Central City Plan Fundamental Design Guidelines* were not illustrated as originally intended. In addition, the majority of the content of the *Downtown Design Guidelines* is covered in the *Central City Plan Fundamental Design Guidelines*. The proposed revisions to the *Central City Plan Fundamental Design Guidelines* include illustrations and the full content of the *Downtown Design Guidelines*.
81. The content of the issue and guideline statements of Guideline 1 of the *Downtown Design Guidelines*, **200-Foot Block Structure**, is covered in the background and guideline statements of Guideline A3 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Respect the Portland Block Structures**.
82. The content of the issue and guideline statements of Guideline 2 of the *Downtown Design Guidelines*, **Protect the Pathway System**, is covered in the background and guideline statements of Guideline B3 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Bridge Pedestrian Obstacles**.
83. The content of the issue and guideline statements of Guideline 3 of the *Downtown Design Guidelines*, **Protect the Pedestrian**, is covered in the background and guideline statements of Guideline B1 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Reinforce and Enhance the Pedestrian Pathway System**.
84. The content of the issue and guideline statements of Guideline 4 of the *Downtown Design Guidelines*, **Maintain the Street Wall**, is covered in the background and guideline statements of Guideline A7 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Establish and Maintain a Sense of Urban Enclosure**.

Adopting Ordinance, continued

85. The content of the issue and guideline statements of Guideline 5 of the *Downtown Design Guidelines*, **Reinforce the North-South Orientation**, is covered in the background and guideline statements of Guideline A3 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Respect the Portland Block Structures**.
86. The content of the issue and guideline statements of Guideline 6 of the *Downtown Design Guidelines*, **Differentiate the Ground Level**, is covered in the background and guideline statements of Guideline C8 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Differentiate the Sidewalk Level of Buildings**.
87. The content of the issue and guideline statements of Guideline 7 of the *Downtown Design Guidelines*, **Unifying Elements**, is covered in the background and guideline statements of Guideline A4 of the proposed revisions to *Central City Plan Fundamental Design Guidelines*, **Use Unifying Elements**.
88. The content of the issue and guideline statements of Guideline 8 of the *Downtown Design Guidelines*, **Continuity and Compatibility**, is covered in the background and guideline statements of Guideline C4 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Complement the Existing Context of Buildings**.
89. The content of the issue and guideline statements of Guideline 9 of the *Downtown Design Guidelines*, **Special Feature**, is covered in the background and guideline statements of Guideline C8 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Differentiate the Sidewalk Level of Buildings**.
90. The content of the issue and guideline statements of Guideline 10 of the *Downtown Design Guidelines*, **Entrance to the Downtown**, is covered in the background and guideline statements of Guideline A9 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Strengthen Gateways**.
91. The content of the issue and guideline statements of Guideline 11 of the *Downtown Design Guidelines*, **Flexible Ground-Level Space**, is covered in the background and guideline statements of Guideline C9 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Develop Flexible Sidewalk Level Spaces**.
92. The content of the issue and guideline statements of Guideline 12 of the *Downtown Design Guidelines*, **Upper Floor Access at Mid-Block**, is covered in the background and guideline statements of Guideline C7 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Design Corners That Build Active Intersections**.
93. The content of the issue and guideline statements of Guideline 13 of the *Downtown Design Guidelines*, **Corners That Build Active Intersections**, is covered in the background and guideline statements of Guideline C7 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Design Corners That Build Active Intersections**.
94. The content of the issue and guideline statements of Guideline 14 of the *Downtown Design Guidelines*, **Connecting Across Edges**, is covered in the background and guideline statements of Guideline B2 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Protect the Pedestrian**.
95. The content of the issue and guideline statements of Guideline 15 of the *Downtown Design Guidelines*, **The Stage and The Action**, is covered in the background and guideline statements of Guideline A8 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Contribute to a Vibrant Streetscape**.
96. The content of the issue and guideline statements of Guideline 16 of the *Downtown Design Guidelines*, **Cityscape and Landscape**, is covered in the background and guideline statements of Guideline C6 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Develop Transitions Between Buildings and Public Spaces**.
97. The content of the issue and guideline statements of Guideline 17 of the *Downtown Design Guidelines*, **Extensions**, is covered in the background and guideline statements of Guideline A5 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Enhance, Embellish and Identify Areas**.
98. The content of the issue and guideline statements of Guideline 18 of the *Downtown Design Guidelines*, **Stopping Places**, is covered in the background and guideline statements of Guideline B4 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Provide Stopping and Viewing Places**.
99. The content of the issue and guideline statements of Guideline 19 of the *Downtown Design Guidelines*, **Plazas and Parks**, is covered in the background and guideline statements of Guideline B5 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Make Plazas, Parks and Open Spaces Successful**.
100. The content of the issue and guideline statements of Guideline 20 of the *Downtown Design Guidelines*, **Structure over the Right-of-Way**, is covered in the background and guideline statements of Guideline C10 of the proposed revisions to *Central City Plan Fundamental Design Guidelines*, **Integrate Encroachments**.
101. The content of the issue and guideline statements of Guideline 21 of the *Downtown Design Guidelines*, **Roofs**, is covered in the background and guideline statements of Guideline C11 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Integrate Roofs and Use Rooftops**.
102. The content of the issue and guideline statements of **Special District - Park Blocks** of the *Downtown Design Guidelines* is covered in the background and guideline statements of Guideline D1 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Park Blocks**.
103. The content of the issue and guideline statements of **Special District - Broadway** of the *Downtown Design Guidelines* is covered in the background and guideline statements of Guideline D3 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **Broadway Unique Sign District**.
104. The content of the issue and guideline statements of **Special District - Chinatown** of the *Downtown Design Guidelines* is covered in the background and guideline statements of Guideline D4 of the proposed revisions to the *Central City Plan Fundamental Design Guidelines*, **New China / Japantown Unique Sign District**.

105. The content of the issue and guideline statements of **Special District – South Waterfront** of the *Downtown Design Guidelines* is covered in the background and guideline statements of Guideline D2 of the proposed revisions to *Central City Plan Fundamental Design Guidelines, South Waterfront*.
106. It is in the public interest to adopt the update to the *CCFDG* because they streamline the design review process, clarify the language of the guidelines, illustrate the guidelines with examples that local developers and designers can consider, eliminate the need for duplicative work in creating findings, and address long standing issues related to rooftop design.

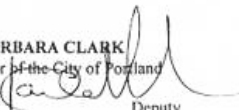
NOW, THEREFORE, the Council:

- a Adopts the Design Commissions' Recommended Draft on the Proposed Revisions to the *Central City Plan Fundamental Design Guidelines* (Attachment A), including the applicability charts as shown on Table 1 and Table 2, as mandatory approval criteria to be applied to proposals subject to design in the Central City.
- b Directs that the revised *Central City Fundamental Design Guidelines* be used by the Design and Landmarks Commissions as mandatory approval criteria for design and historic design review cases subject to design review within the Central City, including historic design review of proposals related to Historic Districts and Historic Landmarks within the Central City.
- c Repeals Ordinance No. 150762, which adopted the *Downtown Design Guidelines*, sunsetting those guidelines and superceding them with the updated *Central City Fundamental Design Guidelines*.
- d Amends Ordinance No. 166787 to repeal *Central City Plan Fundamental Design Guidelines* and supercede them with the *Central City Fundamental Design Guidelines*.
- e Directs staff to publish a finalized version of the *Central City Plan Fundamental Design Guidelines* and keep the document current by adding examples, illustrations and appropriate background language as new issues arise.
- f Directs staff to facilitate an on-going monitoring program of *Central City Fundamental Design Guidelines*. After the guidelines have been in affect two years, evaluate projects that have used them and bring recommendations for improvements to the Landmarks and Design Commissions. Include in this evaluation input from Landmarks and Design Commissioners, design professionals, developers, and neighborhood associations.
- g Directs that in order to allow adequate time to prepare implementation materials and to train staff, this ordinance shall be in full force and effect on April 1, 2001.

Passed by the Council,

Mayor Vera Katz
M. Raggett
January 31, 2001

FEB 14 2001

BARBARA CLARK
Auditor of the City of Portland
By  Deputy

Section A PORTLAND PERSONALITY

A 1 INTEGRATE THE RIVER

BACKGROUND

The Willamette River is the Central City's most significant geographic feature. The bridges that cross the river reinforce the river's role as the binding element of the Central City. The river occupies 13 percent of the *Central City Plan* area and has four miles of shoreline. All but one of the Central City's subdistricts front on the river's edge.

The city's commitment to the creation of physical and visual connections to the Willamette River and greenway is evident in Portland's downtown riverfront. Buildings that orient design elements to the river and greenway reflect the importance of these vital open spaces. Building elements including, but not limited to, lobbies, windows, balconies, rooftop terraces, and common outdoor spaces that are oriented to the river and greenway, create view and physical connection opportunities that enhance the overall quality of the project. Visual links to the river are expressed through the placement of entryways, window openings, terraces, and balconies. Well-marked crossings and the consistent application of paving materials to the public and private rights-of-way enhance physical connections to the river and greenway.



View of the Willamette River looking south

Pedestrian access to the river and greenway is of primary importance to the success of riverfront development. Incorporating public connections to the river and greenway through or along riverfront sites strengthens the pedestrian network and enhances the overall connectivity of the Central City. Access connections to the river and greenway should be clearly marked and provide safe and convenient passage. Creating new pedestrian connections, and improving the existing connections between the east and west sides of the river, strengthens the city's system of bridges and further binds the two sides of the Central City.



Floating portion of Eastbank Esplanade trail

GUIDELINE

Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway.

Develop accessways for pedestrians that provide connections to the Willamette River and greenway.

This guideline may be accomplished by:

1. Taking advantage of the river's linear quality. The orientation of balconies, windows, and rooftop terraces at the McCormick Pier apartment complex provide the majority of residents with visual connections to the Willamette River and Greenway Trail.



This guideline may be accomplished by:

2. Connecting the urban fabric to the water's edge. The RiverPlace community, in the foreground, is positioned between the Willamette River and the southern part of downtown. The development has built itself around an extended Central City street grid that ends at the foot of SW Montgomery Street, adjacent to South Waterfront Park.



3. Incorporating integrated water access points. This stepped series of platforms is located at the westside landing of the Burnside Bridge and provides different river viewpoints as well as access to Willamette River boat traffic.



This guideline may be accomplished by:

4. Restoring or enhancing riverbank ecology. Sections of riverbank through the Central City provide opportunities for the restoration and/or enhancement of riverbank, floodplain, and in-water habitats for fish and native wildlife. This can be accomplished by a variety of methods including, but not limited to, laying the bank back to create a gentler slope, incorporating large woody debris such as fallen trees, and planting trees close to the water's edge that provide shaded shallow water environments.



5. Enhancing pedestrian access to and along the Willamette greenway. The waterfront esplanade that serves as the Greenway Trail at the eastern edge of RiverPlace is well connected to the Greenway Trail segments to the north and south. The buildings along this stretch of trail feature retail shops, restaurants, and other services at the ground level.



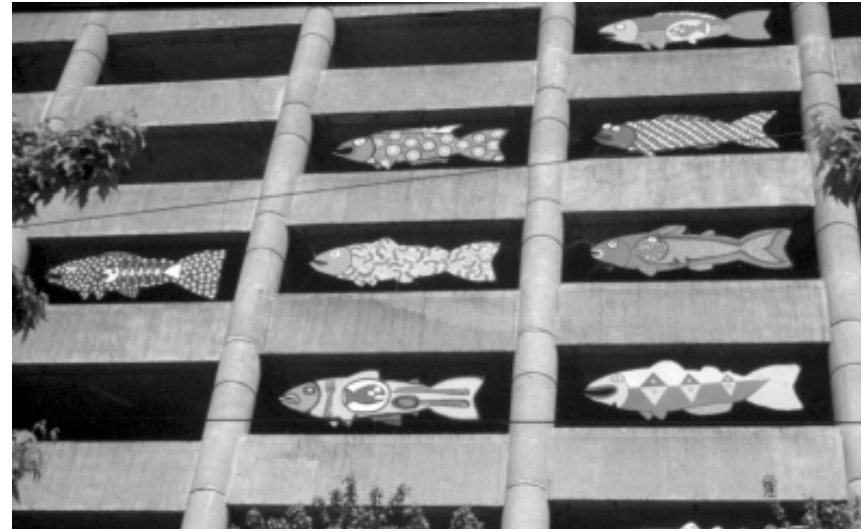
A 2 EMPHASIZE PORTLAND THEMES

BACKGROUND

There are many themes unique to Portland's culture and geography that promote the city's identity and image. Examples of elements that identify Portland include the rose (the city flower), the great blue heron (the city bird), water features, bridges, trees, mountain views, rain, and the natural environment. Development proposals that integrate roses as part of the overall design help to reinforce the rose as Portland's most recognizable theme.

Several distinctive water fountains and sculptures have been built in Portland over the past century. The Salmon Street Springs, Lovejoy, Ira Keller, O'Bryant Square, and Skidmore fountains, among others, reflect Portland's tradition of philanthropy and design excellence. Unique to these water features is the manner in which they allow the user to participate and become a part of the fountain as an event.

The Simon Benson and Nellie Robinson drinking fountains provide a consistent historic theme throughout the downtown area. Water features are located along the bus and light rail transit malls and are part of the city's palette of unifying elements. In addition, smaller-scale and/or non interactive water features included as part of new development can identify the transition from public to private areas. Water features have the opportunity to reflect the significance of the Willamette River through Portland and the general importance of water to the natural environment.



Painted salmon at the 3rd and Alder Smart Park Garage

GUIDELINE

When provided, integrate Portland-related themes with the development's overall design concept.

This guideline may be accomplished by:

1. Incorporating themes at building access points. This leaping salmon fountain is located at the south entrance of the Lloyd Center Shopping Mall.



2. Using themes to enhance the character of the downtown. This salmon sculpture represents a continuation of the bronze statue theme present in the Park Blocks, and is located at SW Salmon and 9th.



3. Emphasizing Portland's commitment to healthy river corridors. This painted great blue heron can be found on the front facade of the Sullivan Pumping Station in the Lloyd District.



This guideline may be accomplished by:

4. Integrating themes into building details. The rose-inspired light fixture, on the left, is located on the facade of the Westin Hotel at SW Alder and Park. The rose standards, on the right, sit atop the Pioneer Place shopping mall.



5. Incorporating one of Portland's historic water fountains. The water fountain on the left was designed by Nellie Robinson while the fountain on the right is the more common Simon Benson design.



This guideline may be accomplished by:

6. Using fountains to celebrate building access points. On the left is the fountain at the Fountain Place Apartments in the downtown; the fountain helps to separate the public sidewalk from the semiprivate space of the court and building entry beyond. On the right is the fountain at the Village at Lovejoy Fountain apartment complex, effectively providing a related, but different form of entry celebration and sequence.



7. Integrating themes with the local context. The roses at the top of the columns ringing Pioneer Courthouse Square (inset image) are carved out of terra cotta, a building material common in the nearby buildings, such as the Meier and Frank Building (to the right) and the American Bank Building (to the left).



A 3 RESPECT THE PORTLAND BLOCK STRUCTURES

BACKGROUND

Within the Central City, Portland's block structures are a combination of the historic 200-foot block grid, the larger superblock system, and unique block patterns developed by special locations. Downtown Portland's 200-foot block length is small in comparison to other cities; typical block lengths range from 280 feet in Seattle to 800 feet in New York City. Portland's pattern of small blocks with frequent intersections results in a high ratio of open space to built space and emphasizes the city's human-scale and visual structure. The 200-foot block pattern is a critical part of Portland's urban personality and setting.

The 200-foot block structure maximizes natural light to buildings and open spaces, produces frequent intersections, and contributes to the creation of a vibrant pedestrian experience. It also frames the city's architecture, helps to disperse traffic, and elevates the status of the pedestrian as the primary actor in the urban drama. Portland's 200-foot block pattern encourages the creation and maintenance of a human-scale urban environment and produces a rich urban fabric.

Superblocks and other larger block sizes offer the potential to contribute to an area's special character and the Central City's overall urban diversity. Consideration should be given to interweaving the urban fabric where superblocks or other larger blocks meet the traditional 200-foot blocks.



*Historic drawing of downtown grid as viewed from the east
(Image courtesy of the Oregon Historical Society)*

GUIDELINE

Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space.

Where superblocks exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.

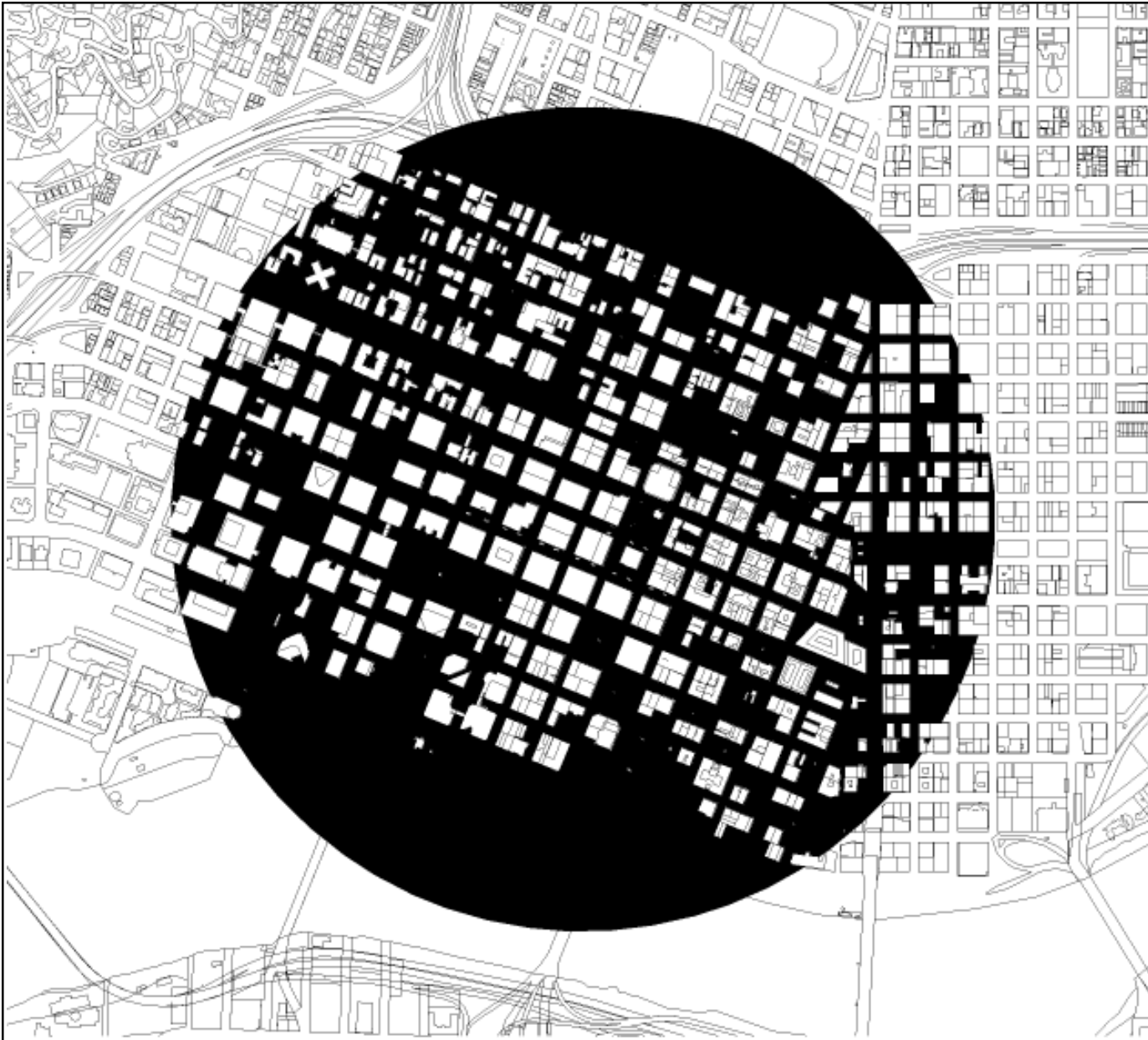


Figure 3.
The 200-foot Block Structure

Downtown Portland's frequent streets and small blocks have produced a city with a high proportion of open space, light and air to built space.

This guideline may be accomplished by:

1. Providing connections that enhance the space between buildings. This sculpture garden between the Portland Art Museum and the Masonic Temple has incorporated a pedestrian access path that connects SW 10th with 9th Avenue and the South Park Blocks.



2. Connecting through superblocks. This landscaped accessway through the Oregon Square office complex in the Lloyd District connects a light rail stop with nearby office buildings and integrated open spaces within the complex.



This guideline may be accomplished by:

3. Reestablishing rights-of-way through superblock development. This right-of-way uses concrete paving with brick accents at the pedestrian crossing to both visually and physically connect the Liberty Centre office tower to its accessory parking garage at the left.



4. Developing flexible designs for accessways that maintain the 200-foot block structure. These images are examples of pedestrian accessways between housing complexes in the River District's Hoyt Street Yards neighborhood. The upper example allows automobiles to access parking while the lower model is designed to accommodate pedestrians and bicycles only.



A 4 USE UNIFYING ELEMENTS

BACKGROUND

Within the Central City, individual buildings and areas are linked by unifying elements. The Simon Benson and Nellie Robinson fountains, sidewalk and street paving materials, street lighting, street furniture, street trees, awnings, exterior building materials, and color form threads that unite different areas of the Central City.

Portland's rich history of architecture has employed different unifying design elements over time. For example, many buildings in the downtown office core used terra cotta tiles as exterior cladding or decorative highlights.

Portland's equally rich history of transportation systems has also used (and still uses) different combinations of unifying elements throughout the different networks. The transit mall, the MAX corridor, the Portland Streetcar loop, the Willamette Greenway Trail, the 40-mile Loop, and the string of Park Blocks are some examples of the Central City's public transportation systems. Unified sets of design elements such as street furniture, trees, and paving materials are used along these transportation facilities to help identify them throughout the Central City.



Sidewalk furniture along the transit mall

Development that fronts onto these routes has special opportunities to develop unifying design expressions. Architectural elements on buildings should enhance street furniture, paving materials, or other right-of-way improvements to strengthen bonds between the different parts of the Central City. Unifying elements on buildings function as a system that binds Central City architecture and districts across historic periods of time, while transportation facilities thread the different buildings and districts together across geography.



Wide sidewalks and generous planting strips in the RiverPlace community

GUIDELINE

Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

This guideline may be accomplished by:

1. Using the street as a unifying element. The part of SW Main between the Portland Center for the Performing Arts and the Arlene Schnitzer Concert Hall has a unique brick paving pattern that is used on both adjacent sidewalks and the street itself. On event occasions, this part of SW Main is closed off and the bollards are removed to create an outdoor space for intermissions or other related gatherings.



This guideline may be accomplished by:

2. Identifying unifying elements of Portland. The Tanner Creek route through the Central City has been marked by a series of sidewalk stones such as this one at the Mackenzie Lofts development in the River District.



3. Linking areas of the Central City with similar elements. The fence design, in the upper image, can be found on the majority of the I-405 overpasses. The bus shelters, in the lower image, are just one of the unifying elements employed in the transit mall street design. These particular shelters are located at SW 6th and Burnside, adjacent to the US Bankcorp Tower.



This guideline may be accomplished by:

4. Maintaining a consistent streetscape through the use of established downtown street elements. The historic light standards and street trees have been integrated with the awnings and other ground-level building elements of the ODS Tower along SW 3rd Avenue.



Central City Fundamental Design Guidelines

5. Integrating elements from existing buildings in new development. The Yamhill Market Building, at SW 2nd and Taylor, complements the Mann Building, to the left, by incorporating similar window styles.



A 5 ENHANCE, EMBELLISH, AND IDENTIFY AREAS

BACKGROUND

Areas of the Central City are enhanced, embellished, and/or identified through the integration of distinct landmarks or special features with new development. Visual focal points inspire the observer and enrich the design context that gives identity to an area.

Unique elements in the right-of-way, such as street lights and special paving materials, enhance the character of an area and can help to orient pedestrians. Building elements such as roof forms, awnings, attached exterior lighting or signs that have been designed to reflect the local character of an area, embellish that area. The integration of local features such as heritage trees, historic structures, or other unique elements helps to identify them as important to the area's character. Public art, as well as water sculptures or fountains can also help to identify an area when successfully integrated with new development.

In addition, unique sign districts, such as Broadway or New China / Japantown, draw their identities from a collection of similarly-styled elements such as signs, streetlights, banners, or roof forms.



Restaurant and phone booth in New China / Japantown

GUIDELINE

Enhance an area by reflecting the local character within the right-of-way.

Embellish an area by integrating elements in new development that build on the area's character.

Identify an area's special features or qualities by integrating them into new development.

This guideline may be accomplished by:

1. Enhancing the character of an area by integrating the right-of-way with new development. This image shows an adaptively re-used warehouse building that faces the Portland Streetcar alignment on SW 10th Avenue. Maintaining the existing warehouse building's orientation to the street and streetcar line enhances the area's industrial railyard character.



2. Embellishing areas with markers to commemorate significant landmarks, individuals, events, or establishments. Clockwise from upper left: a plaque along SW 9th Avenue commemorating the planting of a heritage tree by Sylvester Farrel in 1880; engraved quotations along SW Yamhill on the MAX mall; carved title of the Imperial Building at SW Washington and Broadway; and the carved title of the Dekum Building at SW 3rd and Washington.



This guideline may be accomplished by:

3. Identifying and integrating important area features. Heritage trees are significant reminders of communities' past histories. The image on the left shows a heritage tree which has been maintained as a central feature of a retail complex in the Lloyd District. The image on the right shows the heritage tree that the Millar Library has incorporated on the Portland State University campus in the South Park Blocks.



4. Embellishing building elements. This doorway in the Central Eastside Industrial District has been highlighted with ornate classical decoration, marking the main entry to the building and adding to the area's character.



5. Celebrating and/or remembering historic downtown features. This wrought-iron entry gate to the historic Portland Hotel was incorporated into the design of Pioneer Courthouse Square.



This guideline may be accomplished by:

6. Using established downtown features. The incorporation of hanging flower baskets is a common sight in the Central City. These examples of flower baskets can be found at (clockwise from upper left): the First Congregational Church on the South Park Blocks; SW 9th and Taylor; Starbucks coffee house on Pioneer Courthouse Square; and the main entrance to Union Station.



7. Using ornamentation to reflect the functions of adjacent buildings. This sculpted bollard cap is part of a series that celebrate the entertainment/cultural area around the Portland Center for the Performing Arts.



8. Using imaginative designs for necessary building features or functions. This downspout at a Goose Hollow District housing complex has been cleverly developed as a rosebud-style water sculpture.



This guideline may be accomplished by:

9. Integrating materials characteristic of the area into new projects. The 24-Hour Fitness Center in the River District was an adaptive reuse project that has integrated a metal canopy reflecting the industrial history of the area.



10. Maintaining, replacing, or renewing identifying elements of the district. The covered loading docks along NW 13th Avenue are important symbols of the area's industrial past.



This guideline may be accomplished by:

11. Recognizing important historic buildings of the neighborhood. The Mackenzie Lofts building, on the right, reflects the facade treatment of projecting balconies utilized by the Oregon Transfer Company building, on the left, now the Chown Pella Condominiums.



12. Integrating important historic themes. In the Old Town/Skidmore Historic District, remnants of the cast-iron architecture were applied to the wall that encloses the parking area for the Fire Hall.



A 6 REUSE / REHABILITATE / RESTORE BUILDINGS

BACKGROUND

Conservation and preservation have been significant forces in the revitalization of Portland's Central City. The Central City currently includes five historic districts listed on the National Register of Historic Places, one conservation district, and numerous historic landmarks. Various financial incentives at the local, state, and federal levels are available for the redevelopment of older buildings. Though these incentives have helped to make some projects economically viable, they are not solely responsible for the conservation and preservation ethic of Portland's developers and designers.

Even though an existing building is not a designated historic landmark, or located within a historic district, it may still be a good candidate for upgrading and/or adaptive reuse. Incorporating building elements from existing structures in new development, such as construction materials, windows, doors, or facade ornamentation, is one way to respect the craftsmanship of the past when using contemporary design and construction techniques. In some cases, it may be feasible for some development projects to reuse even entire building facades. These approaches are valuable for preserving buildings or building elements that contribute to an area's character.



The New Market Theater building

GUIDELINE

Where practical, reuse, rehabilitate, and restore buildings and/or building elements.

This guideline may be accomplished by:

1. Respecting the original building while adapting it for a new use. The Metro Regional Center in the Lloyd District is an effective reuse of a former Sears retail building.



2. Adding new components while maintaining the original building. The North Park Lofts project, a renovation of an old warehouse building in the River District, was structurally upgraded to include four new floors.



This guideline may be accomplished by:

3. Emphasizing the character of a historic area by adaptively reusing existing buildings. The NW 13th Avenue Historic District maintains its unique character because many developers and property owners have reused the existing buildings for new office, retail, and housing opportunities.



4. Renovating or restoring existing neighborhood buildings. This historic warehouse in the Central Eastside Industrial District, which has become a fixture within the community, was renovated to become a Rejuvenation Hardware store.



This guideline may be accomplished by:

5. Rehabilitating the existing building to add a penthouse level. The Morton, Cole, and Weber Building in the downtown area has been upgraded and remodeled to include a penthouse level of additional office space.

6. Maintaining important historic buildings. City Hall at SW 5th and Madison underwent a significant seismic renovation that also included the restoration of many interior spaces. The renovation process successfully maintained the structure's important character in downtown Portland.



A 7 ESTABLISH AND MAINTAIN A SENSE OF URBAN ENCLOSURE

BACKGROUND

Public rights-of-way, “the rooms of the city”, are defined by the buildings that enclose them. The articulation of building facades develops the character of the public rights-of-way. A consistent series of building facades creates a defined street wall that focuses attention on the street’s pedestrian activities.

Central City cafes, restaurants, and other sidewalk-level retail activities benefit from the enclosure created by buildings built to the sidewalk. Successful enclosure creates an urban space for residents, shoppers, and workers alike to bask in the sun, window shop, promenade, picnic, and celebrate. This enclosure contrasts with Central City open spaces and contributes to the city’s diverse pedestrian experience.



View looking south on NW 13th Avenue

GUIDELINE

Define public rights-of-way by creating and maintaining a sense of urban enclosure.

This guideline may be accomplished by:

1. Responding to the scale of the surrounding context. This is a view looking south on SW Park Avenue. The buildings on either side of the street have recognized a common scale and proportion, creating a balanced street volume.



2. Emphasizing the urban qualities of the Central City's parks and plazas. This is a view looking southeast across Pioneer Courthouse Square that shows the buildings along SW Yamhill and the colonnade on the southern edge of the square. The colonnade serves as an urban edge that lowers the scale of the adjacent buildings to the human scale of the square.



This guideline may be accomplished by:

4. Designing new additions to reinforce Portland's urban character. The addition to Powell's World of Books at NW 11th and Couch is built out to the property lines on both streets to provide a strong built edge.



5. Articulating the urban edge. The RiverPlace condominiums in the South Waterfront Area provide an urban edge to the Greenway Trail that incorporates a variety of projecting and recessed elements including balconies, bay windows, awnings, and terraces.



This guideline may be accomplished by:

6. Reinforcing the urban character of the Central City. This screening system along NE Martin Luther King Jr. Boulevard separates the surface parking lot of the Courtyard Marriott Hotel from the sidewalk. The system works through a combination of design elements, including: a change in elevation, a low seating wall, a planting strip, and the trellis itself.



7. Adaptively reusing or developing new building components to maintain a sense of enclosure. These images are (clockwise from upper left): the facade of the Simon Building; the integrated low wall at the Chamber of Commerce; enclosure shielding a substation in the Lloyd District; and a wall developed from adaptively reused materials at the Fire Hall in Old Town.



A 8 CONTRIBUTE TO A VIBRANT STREETScape

BACKGROUND

Portland's Central City is a place of concentrated human activity and social interaction. It is the regional center of commercial and cultural activities, incorporating residential, recreational, educational, governmental, and commercial uses. Historically, settings that accommodate diverse activities such as working, playing, meeting, living, shopping, and celebrating are thriving urban centers.

The integration of residential and commercial uses in the Central City's core is a fundamental component of the ideal 24-hour city. This mix of uses ensures human activity in the Central City throughout the day and into the night. Office workers and downtown visitors provide a regular market for Central City commercial/retail establishments. Local residents provide an economic incentive for Central City retailers to extend their hours of operation. Commercial businesses such as markets, restaurants, cafes, galleries, and theaters are more attractive to patrons when they develop interesting window displays, large sidewalk-level openings onto public-rights-of-way, outdoor seating opportunities, and eye-catching night-lighting systems.



Festival at the Standard Insurance Building

Sidewalk-level areas that include public artwork, a variety of seating options, or space for sidewalk vending and outdoor cafes promote the gathering of pedestrians. Buildings that integrate public works of art, visible from the sidewalk, attract pedestrian interest and encourage movement into the interior spaces of buildings. Concentrations of diverse activities create vital and interesting pedestrian streetscapes.



Large garage-door openings at a coffee house in the Lloyd District

GUIDELINE

Integrate building setbacks with adjacent sidewalks to increase the space for potential public use.

Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks.

Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

This guideline may be accomplished by:

1. Developing the sidewalk level of the project to encourage the use of adjacent public space. The restaurants in the background along SW Morrison Street, between 10th and 11th Avenues, take advantage of the heavy pedestrian use of this corridor. The restaurants provide direct visual and physical connections to the adjacent sidewalk by incorporating large windows and doors on their storefronts.



This guideline may be accomplished by:

2. Integrating building setbacks with adjacent sidewalks to create stopping and viewing places. This coffee shop on Grand Avenue in the Lloyd District has developed the ground level by pulling back from the property line to create protected places for tables and chairs.



3. Capitalizing on sidewalk opportunities. This florist's shop, in the ground level of the Rosefriend Apartments building, has taken advantage of the building frontage zone of the sidewalk to display flowers and place umbrellas.



This guideline may be accomplished by:

4. Orienting residential development to the sidewalk. The Johnson Street Townhomes in the River District have developed good connections to the sidewalk by creating outdoor transition areas, placing large windows to face the street and developing a vertical change in grade so that the houses are above the sidewalk level.



Central City Fundamental Design Guidelines

5. Incorporating flexible seating space at the sidewalk level. The sidewalk level of the 200 Market Building, in the South Auditorium District area, provides a variety of staging spaces that together act as an effective transition from the street into the building.



A 9 STRENGTHEN GATEWAYS

BACKGROUND

Gateways provide a sense of transition to or from different parts of the Central City. The *Central City Plan* identifies a series of gateways into the Central City and among its subdistricts. Formal gateways such as the Chinatown gateway and the Ankeny Park cast iron arches create expressive portals that reflect the each area's unique atmosphere. Gateway locations also provide adjacent buildings with opportunities for architectural statements that emphasize the character of the area.

The size and placement of traditional building elements such as arches, arcades, columns, fountains, or sculptural art contribute to the development of gateways. Other building elements such as signs or marquees can be utilized to emphasize gateways. Augmenting building elements with landscape features such as clustered street trees provide another opportunity to strengthen gateways. New or reused buildings developed at gateway locations that influence, enhance, or work in concert with adjacent development, rights-of-way, and open spaces strengthen the area's character.



Gateway to Chinatown at SW 4th and Burnside

The City of Portland has been referred to as the “City of Bridges”. Portland’s Central City has eight bridges within its boundaries that span the Willamette River and connect the east and west sides of the city. In addition to these formal bridges, there are also numerous overpasses, viaducts, or other types of smaller bridges that span various freeways, industrial areas or natural sanctuaries. Development sites located at or adjacent to the landings of these features often possess gateway characteristics. Special consideration of the specific site, gateway, and bridge qualities in the design of new buildings is encouraged at these locations.



Gateway connecting Old Town/Skidmore Historic District with Tom McCall Waterfront Park and the Willamette River Greenway

GUIDELINE

Develop and/or strengthen gateway locations.

This guideline may be accomplished by:

1. Using new projects at area boundaries to create gateways with older buildings. Both of these buildings at the foot of N Russell Street are part of the Widmer Brothers Brewing Company complex. The Smithsonian Block, on the left, is a historic building and was built in 1893, while the newer structure, on the right, has responded to the character of the Smithsonian Block to develop a distinctive gateway into the Russell Street Conservation District.



This guideline may be accomplished by:

2. Developing gateway buildings at intersections. The Ritzdorf housing complex is at an identified Central Eastside Industrial District gateway location, SE 12th and Belmont. The building's forms rise from the lower volume to the higher, projecting corner piece, creating a transition that is expressive of the different scales of development on either side of the gateway.



3. Developing gateways for large project sites. This image shows one of the gateways into the Oregon Square commercial complex in the Lloyd District. The gateway is marked by a speed table, decorative flower pedestals that serve as unifying elements for the complex, and matching signs attached to the gateway buildings.



This guideline may be accomplished by:

4. Using historic markers to highlight important areas. These sidewalk markers from two historic districts add character and strengthen the sense of entry and/or exit.



5. Developing formal neighborhood or community gateways within the right-of-way. This is one of the many formal gateways (this one is at SE 39th and Stark) for the Laurelhurst residential community located in southeast Portland.



This guideline may be accomplished by:

6. Recognizing significant structures as contributing gateway elements. This is a view looking east under the Vista Bridge from the western edge of the Goose Hollow District. The bridge structure itself creates a formal gateway to the Central City, and development on nearby sites has the opportunity to take advantage of this impressive feature.



7. Taking advantage of overpasses such as these over the Interstate 405 Freeway as gateway opportunities. The buildings framing the landings of each one of these bridges have the potential to serve as gateways to either the Goose Hollow or West End neighborhoods.



This guideline may be accomplished by:

8. Designing buildings at bridgeheads to highlight entry or exit. The Justice Center, on the left, and One Main Place, on the right, provide a powerful sense of entry to Portland's downtown office core at the western foot of the Hawthorne Bridge.



9. Emphasizing the bridges of the Central City as important gateway elements. The Steel Bridge connects the River District, the Skidmore / Old Town Historic District, and the greater west side of the river with the east side and the Lloyd District. Union Station is adjacent to the westside landing of this bridge and presents westbound traffic with a handsome symbol of Portland's history. The Rose Garden sports arena greets eastbound traffic and symbolizes the vitality of the Lloyd District.



Section B PEDESTRIAN EMPHASIS

B 1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM

BACKGROUND

Portland's Central City contains a set of diverse environments. These diverse environments are connected and activated by a convenient and effective pedestrian system. The emphasis of the pedestrian system within the Central City as a primary means of transportation is critical to the development of vibrant streetscapes at the sidewalk level. The siting and overall design of buildings, the articulation of sidewalk-level facades, and the use of a consistent palette of materials in the public right-of-way enhance pedestrian movement within and among different areas of the Central City. It is largely the continuity of the system, as well as the visual connections from one area to another, that binds different areas together and encourages pedestrian movement.

The sidewalk is the primary pedestrian zone in the public right-of-way. The sidewalk is used for a variety of functions, including walking, stopping, shopping, and talking. Sidewalks can be divided into four different zones (moving from the building to the curb): the building frontage zone, the movement zone, the street furniture zone, and the curb. The demarcation of these different zones through the application of different elements, patterns and/or materials helps to identify the different functions of the sidewalk. Private development primarily reinforces and enhances the pedestrian system through the design and articulation of the building frontage zone. Variations in facade planes and detailed openings are examples of articulation at the sidewalk-level of buildings.



Outdoor dining along SW Morrison between 10th and 11th Avenues

The traditional 200-foot block structure and contrasting larger blocks provide variety for the pedestrian system. The provision of public pedestrian connections through superblocks and other large blocks maintains a consistent pedestrian system. Additionally, these larger blocks provide development with a special sidewalk-oriented character. Because the street frontages between intersections can be longer, there are more opportunities to face main entries, lobbies, large windows, and other pedestrian-oriented building elements to the sidewalk.



Defined pedestrian zones along SW Morrison at the American Bank Building

GUIDELINE

Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed.

Develop and define the different zones of a sidewalk: building frontage zone, street furniture zone, movement zone, and the curb.

Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.

This guideline may be accomplished by:

1. Defining and enhancing the different zones of the sidewalk. This is a view looking east on NE Broadway in the Lloyd District. Moving from the left side of the image to the right, the different zones are: building frontage zone, movement zone, street furniture zone, and curb. In addition, the on-street parking, bicycle lane, and motor vehicle lanes to the right of the curb are clearly identified, helping to distinguish the pedestrian environment from those areas intended to accommodate other uses.



This guideline may be accomplished by:

2. Providing a variety of experiences within the adjacent sidewalk space. This section of sidewalk, located on SW 6th in front of the Equitable Building, has incorporated furnishing elements that include planters, street trees, benches and a public fountain. These elements provide many different options for stopping, resting, or simply enjoying the sidewalk experience.



3. Articulating the building wall at the ground level. The image on the left shows the integration of large windows, canopies, and directional lighting in the building frontage zone of the Safeway grocery store in the Irvington neighborhood. The image on the right shows display windows at the Justice Center, that can function as small gallery spaces adjacent to the sidewalk.



This guideline may be accomplished by:

4. Designing buildings to encourage the use of the sidewalk. The Portland Steak and Chophouse at SW 3rd and Ash has good visual and physical connections to the sidewalk. Large window and door openings encourage the use of the sidewalk. The incorporation of sheltered spaces that do not obstruct the movement zone successfully add to the pedestrian network.



5. Incorporating pedestrian access routes through sites larger than the 200-by-200-foot block structure. This pedestrian pathway (aligned with SW 2nd Avenue) is part of the South Auditorium District's network of pedestrian paths that connect the area with the downtown's street grid.



B 2 PROTECT THE PEDESTRIAN

BACKGROUND

Successful right-of-way design must recognize the implications of mixing pedestrians, bicyclists, and motor vehicles. The curb is the edge between the sidewalk and street that acts to separate the pedestrian environment from vehicular areas. Street furniture elements such as trees, streetlights, benches, and bollards within the street furniture zone create physical barriers between pedestrian and vehicular traffic. In addition, on-street parking provides an effective separation between the sidewalk area and vehicular movement. The placement and location of street furniture and on-street parking enhances building access points, stopping and viewing locations, and display windows.

The provision of exterior lighting for the building frontage zone of the sidewalk enhances pedestrians' perception of safety during the evening hours. Wall-mounted lighting fixtures in the frontage zone also contribute another layer of facade articulation at the sidewalk level of the building.



Sidewalk along SW 5th Avenue adjacent to the PSU Urban Center

Building mechanical equipment that produces offensive odors, noise, and/or air movement, should be located so as not to negatively impact the pedestrian environment. These components include, but are not limited to, heating, ventilating, and air conditioning equipment (HVAC), and natural gas, electric or water meters. Building service areas for large vehicle access should also be located where they will not negatively impact the pedestrian environment. These areas include loading areas, recycling and trash dumpsters, and parking access locations. All of these necessary building components are most successfully incorporated in building and site designs when they are considered in the early stages of the design process.



Refuge island on SW Front Street

GUIDELINE

Protect the pedestrian environment from vehicular movement.

Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian.

Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.

This guideline may be accomplished by:

1. Emphasizing the protected pedestrian area. This image shows a protected pedestrian and light rail-only section of SW Yamhill Street between 1st and 2nd Avenues. This area is distinguished from the typical right-of-way design through the use of traditional bollards, densely planted street trees, and a special brick paving pattern.



This guideline may be accomplished by:

2. Taking advantage of on-street parking. Parked cars, such as these along NW 23rd Avenue, are very effective at separating pedestrians from vehicular traffic, as well as maintaining a human scale within the right-of-way.



3. Building on an area's historic approach to the sidewalk and/or right-of-way. There are several examples of buildings like these that front onto E Burnside between the Grand / Martin Luther King Jr. corridor and Sandy Boulevard. The integrated covered arcades along the sidewalk protect the pedestrian from Burnside's high volume, high speed traffic, as well as from inclement weather.



This guideline may be accomplished by:

4. Incorporating an integrated sign and lighting system into the building's overall design. This series of signs is a part of the design concept at the Liberty Centre that provides human scale and continuity to the pedestrian environment.



Central City Fundamental Design Guidelines

5. Integrating mechanical equipment into the overall building design when they are not at the roof or penthouse levels of the building. This image shows HVAC equipment at the Paramount Hotel that has been screened approximately one and one-half stories above the sidewalk. The screen for the equipment has been developed from elements related to the overall design concept.



B 3 BRIDGE PEDESTRIAN OBSTACLES

BACKGROUND

An effective and convenient pedestrian network requires connectivity and ease of movement. Fragmented pathway systems, wide streets, high traffic volumes or speeds, and changes in grade create obstacles to pedestrian movement. Design solutions that connect or bridge these different obstacles enhance the pedestrian environment.

Street designs that include pedestrian-crossing aids such as refuge islands, curb extensions, or mid-block crossings help to bridge obstacles such as wide streets with high traffic volumes or speeds. Refuge islands provide safe stopping places in the vehicular right-of-way that allow the crossing of traffic lanes in two discrete movements. Curb extensions help to reduce traffic speeds and shorten crossing distances by physically narrowing the distance between curbs. Mid-block crossings along large blocks increase the number of pedestrian crossing opportunities. All of these examples work to enhance the pedestrian's perception of safety, and act as parts of a recognizable and consistent sidewalk system.



Elevated Greenway Trail at OMSI

GUIDELINE

Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.

This guideline may be accomplished by:

1. Physically connecting separate areas. This pedestrian and bicycle bridge is part of the Yards at Union Station housing complex in the River District. It spans from Union Station itself to the housing complex over the railyards providing an easy connection to the northern end of the transit mall on 5th and 6th Avenues.

2. Providing safe, easy pedestrian access through large development sites. The image on the left shows a pedestrian and bicycle pathway in the Lloyd District that connects the Sullivan’s Gulch community to activities at the Lloyd Center. The image on the right shows an accessway through part of the Yards at Union Station housing complex.



This guideline may be accomplished by:

3. Creating speed tables to minimize curb cuts and ramps. Speed tables are effectively large speed bumps that maintain the level of the adjacent sidewalk at identified pedestrian crossings. This speed table at the Liberty Centre in the Lloyd District is also marked by two bollards. They reverse the typical situation in which a pedestrian must enter the zone of moving vehicles to cross the street--instead, cars rise to the sidewalk level to pass through.



4. Incorporating pedestrian refuge islands. This refuge island in the South Auditorium District is located in the median of SW Harrison and provides shorter crossing distances across four lanes of vehicle movement.



This guideline may be accomplished by:

5. Sharing parking access locations. The Hamilton West apartment building, on the left, and the Peter Paulson Apartments, in the background, share this parking access location on SW Columbia and another one on SW 12th Avenue. Sharing these locations helps to reduce the amount of curb cuts in the sidewalk, which in turn reduces opportunities for pedestrian / motor vehicle conflicts.



6. Enhancing pedestrian crossings over freeways. Freeways and highways are significant barriers to pedestrian movement. Developing connections that provide safe, convenient pedestrian passage across these obstacles is important for a successful network. This wide sidewalk is part of the Yamhill overpass between the West End and Goose Hollow over the Interstate 405 Freeway.



B 4 PROVIDE STOPPING AND VIEWING PLACES

BACKGROUND

In urban environments, “people-watching” is a common activity. Generally, this activity occurs in settings where others are sitting or walking, rather than in secluded locations. People-watching, socializing, and eating are restful and pleasurable activities for pedestrians. The provision of stopping and viewing places adjacent to buildings makes these activities possible.

Stopping and viewing places should be developed so that the seating opportunities do not conflict with the movement zone of the sidewalk. Seating opportunities do not necessarily have to take the form of actual benches; they might be integrated as widened windowsills, the edges of landscape planters, or wide steps. Integrated seating for pedestrians should be oriented to the active edge of the site, the main entry of the building, at a nearby public open space, or at the corner. Buildings that incorporate ground-level commercial spaces can create successful outdoor seating or stopping places near takeout food establishments and sidewalk food vendors by developing recessed windows or small alcoves in the building’s facade.

Other elements such as water features, large display windows, specially designed street furniture, special landscaping, and public art enhance stopping and viewing places and add texture to the pedestrian environment.



Built-in seats at Columbia Square between SW 1st and 2nd Avenues

GUIDELINE

Provide safe, comfortable places where people can stop, view, socialize, and rest.

Ensure that these places do not conflict with other sidewalk uses.

This guideline may be accomplished by:

1. Incorporating seating opportunities in the design of planters and/or low walls. These built-in benches at the Central Library are facing transit-oriented SW Yamhill Street.

2. Providing different seating options facing public gathering places. The amphitheater-like seating at Pioneer Courthouse Square is a favorite location for downtown office workers, shoppers, and tourists.



This guideline may be accomplished by:

3. Incorporating plants and small trees adjacent to the seating. These benches at PacWest Center have planters designed into their construction.



4. Developing sheltered seating opportunities. These planters with integrated benches are located in New China / Japantown at One Pacific Square. The seating opportunities are set back from the sidewalk and are sheltered from the weather by the building's overhang.



This guideline may be accomplished by:

5. Incorporating display windows to enhance stopping and/or viewing places. While it is preferable to incorporate ground-floor windows that offer views into active-use spaces, display windows such as these at the 1001 SW Fifth Avenue Building along 6th Avenue provide opportunities for pedestrians to view graphic advertisements and interpretive exhibits.



6. Incorporating ground floor windows adjacent to stopping and viewing places. Large windows facing stopping and viewing places provide a sense of security for those using the seating opportunities. The ground level of this parking garage at SW Madison and 1st Avenue is used by a printing business that has large windows facing the low wall and sidewalk.



B 5 MAKE PLAZAS, PARKS AND OPEN SPACE SUCCESSFUL

BACKGROUND

Plazas, parks, and open spaces are crucial amenities of the Central City. These open spaces provide visual and physical relief from the built environment. Public open spaces, including parks and plazas, can accommodate a variety of uses that range from contemplative pursuits to structured athletic activities. The orientation and articulation of adjacent building elements, public art, water fountains, and landscape elements can emphasize and enhance the different uses and characters of adjacent open spaces.

When new development proposals are located adjacent to dedicated public spaces, height, bulk, and shadow regulations protect the public spaces from excessive shadow during anticipated high use periods. These mechanisms are intended to ensure that new construction and/or additions to existing buildings will not negatively impact access to sunlight for public open spaces.



Children playing at Lovejoy Fountain

“Pocket parks” are small-scale, locally-oriented open spaces that provide nearby residents or workers with opportunities to relax and socialize. Publicly or privately developed pocket parks augment the pedestrian system of the Central City and balance the formal treatment of the downtown park system.

Pocket parks are typically framed by buildings on at least two sides and are not separated from development by a right-of-way. Pocket parks located in residential communities should include play spaces for children, as well as amenities for adults. Pocket parks, developed as part of a commercial proposal, should provide amenities such as seating, picnic tables, water features, and weather protection.



Outdoor plaza at the Standard Insurance Building

GUIDELINE

Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces.

Where provided, integrate water features and/or public art to enhance the public open space.

Develop locally-oriented pocket parks that incorporate amenities for nearby patrons.

This guideline may be accomplished by:

1. Orienting incorporated open spaces to receive sunlight. The plaza at the Liberty Centre in the Lloyd District is positioned to face the south for the highest amount of sunlight. One of the building's main entrances also directly faces the plaza, giving the open space an anchoring focal point. The provision of access to sunlight, as well as the integration of focal points that orient pedestrians, is critical for the success of public open spaces.



This guideline may be accomplished by:

2. Orienting main entries to face dedicated public parks. The Federal Courthouse (upper image) and Keller Auditorium have developed arcades that formally face the parks across SW 3rd Avenue. Main building entries that face public parks strengthen adjacent parks by providing focal points and character.



3. Developing incorporated open spaces adjacent to buildings that can accommodate a variety of programmed functions. This music recital is being held in the outdoor courtyard of One World Center near the intersection of SW Salmon Street and 1st Avenue.



This guideline may be accomplished by:

4. Developing open spaces that provide different functions at different times of the week. The upper image shows the Skidmore Market area during its weekly use as a surface parking lot. The lower image shows the same area on the weekend, filled with the kiosks and active uses of the Skidmore Market.



5. Creatively taking advantage of “leftover” open spaces. Both the Saturday Market and the Burnside Skatepark are successful utilizations of areas under the Burnside Bridge that were not originally intended for public use. What these areas lack in location desirability they make up for with the provision of year-round weather protection.



This guideline may be accomplished by:

6. Developing locally-oriented pocket parks. This park at the Oregon Square office complex in the Lloyd District provides workers from the different buildings with opportunities to rest and relax.



7. Creating pocket parks that provide amenities for both children and adults alike. Pettygrove Park, in the South Auditorium District, offers a series of grassy mounds that are popular play-spaces for children. The park also provides ample seating opportunities for adults that work in nearby office buildings.



This guideline may be accomplished by:

8. Developing urban pocket parks where there are buildings directly abutting on at least two sides. Adjacent buildings provide a good sense of enclosure for the park and offer special opportunities to activate the outdoor space. Pocket parks can be as intimate as this small space for outdoor dining near NW 1st and Couch.



9. Developing pocket parks to take advantage of adjacent residential buildings. The Village at Lovejoy Fountain apartment complex directly abuts the park at Lovejoy Fountain. The apartments, in the background, are partially screened by large trees from the fountain, yet offer many window and balcony openings facing the open space that provide an indirect level of security to the park area.



B 6 DEVELOP WEATHER PROTECTION

BACKGROUND

The design of buildings and their relationships to the sidewalk environment are critical factors in the development of an active and vital pedestrian environment. This relationship is enhanced when the effects of environmental factors such as rain, wind, glare, shadow, reflection, and sunlight on pedestrian movement are engaged in the design process. Developing buildings with sidewalk-level facades that balance the different aspects of these environmental factors strengthens the pedestrian environment.

The size and placement of building elements such as awnings, arcades, trellises, recessed windows or entries, and landscaping contribute to the successful engagement of environmental factors at the sidewalk-level of a building. In addition, at higher building elevations, the incorporation of exterior sun-shading components that respond to different facade orientations can significantly reduce a building's overall energy costs. The successful integration of these and other building elements with the building's design concept provides weather protection for the pedestrian, enhances the character of the building, and adds to the overall diversity of Central City development.



Entry canopy to Pioneer Place at SW 5th and Morrison

GUIDELINE

Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian environment.

This guideline may be accomplished by:

1. Incorporating comprehensive weather protection. This section of canopy is only part of the entire system that has been designed into the overall concept of Union Station. This canopy not only provides complete rain protection at the main entrance to the building, but it also creates deep shade in the summer and has incorporated hanging flower baskets.



2. Providing weather protection at and near building access points. This trellis at the Starbucks coffee shop on Pioneer Courthouse Square acts as a transition from the outdoors into the building, and vice versa. On the eastern side of the building (inset images) the trellis provides an excellent framework for the growth of vines. The vines provide different types of weather protection depending on the season; the upper image was taken in the summer, while the lower image was captured in the winter.



This guideline may be accomplished by:

3. Incorporating multifunctional weather protection. These two examples of different awning systems (at the South Park Restaurant on the left, and at Pioneer Place on the right) provide weather protection for the different seasons.



4. Creating a framework for future shading. This trellis at the Courtyard Marriot Hotel in the Lloyd District can serve as the structure for a system of vines and/or hanging plants.



This guideline may be accomplished by:

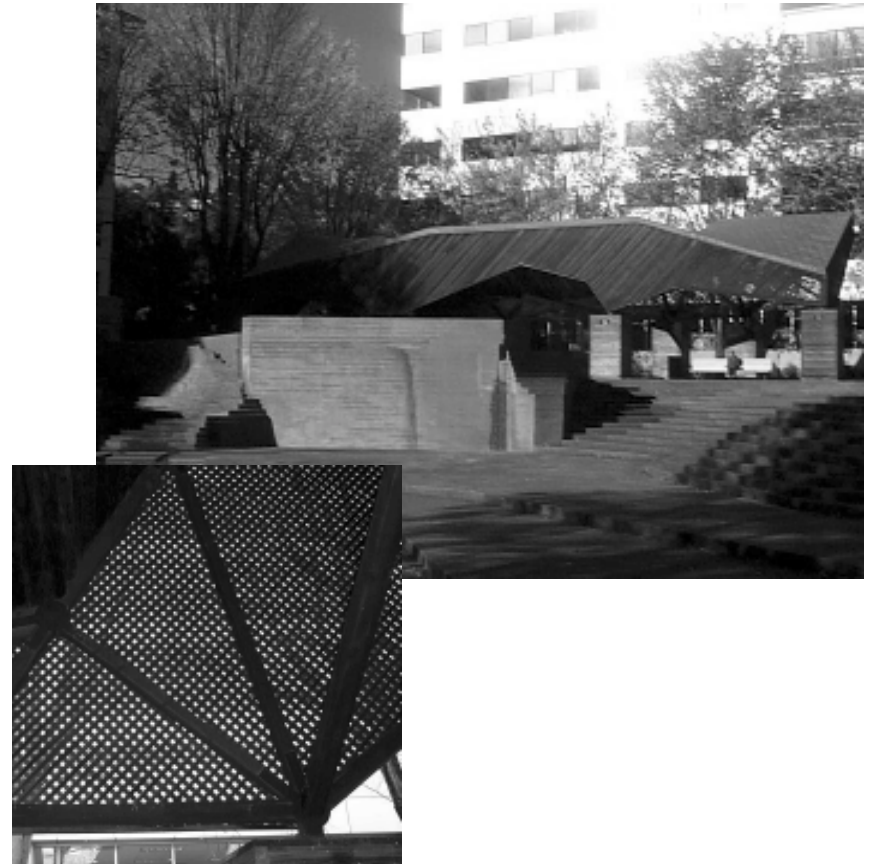
6. Orienting accessory outdoor areas to take advantage of the sun. One Financial Center at SW 2nd and Morrison offers workers in the building with a break location that is oriented to the southeast.



7. Incorporating shading devices at upper building elevations. These sunshades at the Port of Portland reduce unwanted glare for the building's workers, while lowering the building's energy costs.



8. Incorporating creative screening techniques. The western edge of Lovejoy Fountain in the South Auditorium District has a unique enclosure with a roof screen that has been built up by layering pieces of wood (inset image). The roof of the enclosure provides obvious weather protection, while the screen serves to mitigate excessive amounts of sun and glare.



B 7 INTEGRATE BARRIER-FREE DESIGN

BACKGROUND

The pedestrian system is successful only when all people are able to move from one place to another with ease. In the past, the design of pedestrian paths, street crossings, grade changes, building entries, and public spaces for the safe, pleasant, and efficient use by everyone was not considered. Today, barrier-free design is addressed with specific building code regulations.

Barrier-free design is most successfully incorporated when it is addressed in the early stages of the design process. This ensures that the different elements that facilitate movement for all people, such as elevators, lifts, and ramps are well-integrated into the new development's overall design concept. Rehabilitation or adaptive reuse proposals present unique challenges to designers and provide opportunities to distinguish the new interventions from the original structure.



Integrated stair and ramp at the Rose Garden

GUIDELINE

Integrate access systems for all people with the building's overall design concept.

This guideline may be accomplished by:

1. Incorporating accessibility into building renovations or adaptive reuse projects. This ramp is part of a remodel of the Fifth Avenue Building at SW 4th and Columbia that includes a fitness center. The ramp has been integrated into the fitness center's overall design concept.



2. Integrating access at main building entries. This ramp at the Central Library's main entry on SW 10th Avenue has been designed and detailed to reflect the institutional character of the library's architecture.



Section C PROJECT DESIGN

C 1 ENHANCE VIEW OPPORTUNITIES

BACKGROUND

Significant existing public views of both the natural and built environments are preserved in the Central City through building height limitations and other mechanisms adopted as a part of the city's *Scenic Resources Plan*. The protection and enhancement of these views, as well as the creation of new views from public open spaces and/or buildings, helps to orient pedestrians moving through the Central City. New views can be created or enhanced through the placement of windows, balconies or terraces of new buildings. In addition, small-scale views can be developed from the pedestrian environment into the interior public spaces of buildings, such as entry halls, lobbies, or other active use areas.

Where buildings are highly visible from public areas, articulating the building facades creates visual interest and enhances views from the adjacent public area. In addition to developing different sidewalk-level treatments, visual interest on building facades can be created by developing rhythms of recessed window openings. Elements at higher building elevations that add to visual interest for the pedestrian include, but are not limited to, belt-courses, cornice lines, and roof forms.



View looking north from the U.S. Bancorp Tower

It is recognized that as the Central City evolves, views can also be positively altered and additional views can be created. New buildings alter existing views only to the extent allowed by the city's development standards. New viewpoints are created when windows, balconies, and outdoor terraces are oriented toward important points of interest such as public open spaces, the Willamette River, Mt. Hood, or the West Hills. Taking advantage of the surrounding view opportunities increases the desirability of living, visiting, and working in the Central City. In addition, developing new, small-scale views into the active-use spaces of buildings strengthens the physical and visual connections between these buildings and the adjacent sidewalk.



View looking east over the Pioneer Courthouse

GUIDELINE

Orient windows, entrances, balconies, and other building elements to surrounding points of interest and activity.

Size and place new buildings to protect existing views and view corridors.

Develop building facades that create visual connections to adjacent public spaces.

This guideline may be accomplished by:

1. Creating retail view opportunities. This coffee shop in the Lloyd District at NE 15th Avenue and Broadway has large garage-door-style openings that allow pedestrians passing by to see easily into the cafe. The openings also give the patrons on the inside an easy connection with the sidewalk.



This guideline may be accomplished by:

2. Taking advantage of locations that front onto public spaces for new view opportunities. This is a view from outdoor seating at Starbucks's coffee house on Pioneer Courthouse Square. This view capitalizes on the activity of the nearby open space by providing additional viewing opportunities for the coffee house's patrons.



3. Developing buildings to incorporate visual connections with adjacent public spaces. The Village at Lovejoy Fountain apartment complex located in the South Auditorium District has many window openings and balconies on its facade, as well as a corner entrance. Users of the park in this mixed-use area benefit from the passive surveillance offered by these visual connections from the building to the park.



This guideline may be accomplished by:

4. Creating new small-scale views into building lobby spaces or entries. The Public Services Building on SW 6th Avenue has large sidewalk-level windows that provide pedestrians on adjacent sidewalks with easy views into the building's lobby space.



5. Enhancing views to significant features. This view, looking west, shows the change in grade along SW Jefferson Street and the development at Collins Circle that frame and guide views to the Vista Bridge.



C 2 PROMOTE QUALITY AND PERMANENCE IN DEVELOPMENT

BACKGROUND

The quality of building design and the permanence of the materials used in their construction define the Central City's built environment. Portland's Central City is fortunate to be graced with many historic buildings that have lasted through inclement weather and multiple renovations. The longevity of these buildings (many are over one hundred years old) is a testament to the quality and flexibility of their designs, as well as the durability of their construction. Together, these buildings contribute to the Central City's urban atmosphere of quality and permanence. This tradition of design quality and permanent construction is the legacy of Portland's fine architects and craftsmen.

Building designs that successfully incorporate permanent building materials and specify quality construction techniques are appropriate for the Central City's urban setting and complement the context of existing buildings. Permanent structural systems for buildings in the Central City have included load-bearing masonry, heavy timber, and cast-iron or steel frames. These structural systems have been augmented with exterior-cladding materials such as bricks, metal, or stone.



Engaged column at the U.S. National Bank Building

In parts of the Central City, several buildings have used the same high-quality exterior materials that are expressive of specific architectural styles from different time periods. For example, glazed terra cotta tiles were used as an exterior-finish material on several large downtown buildings, such as the American Bank Building and the Meier and Frank Building. The use of these tiles on several buildings is representative of a different time in the history of American building development. The exceptional design and craftsmanship expressed in other downtown buildings, such as the Dekum Building, the University Club, the Equitable Building (originally the Commonwealth Building), and Portland State University's Urban Center continue the Central City's commitment to development quality.



Ornately-carved facade of the Charles F. Berg Building on SW Broadway

GUIDELINE

Use design principles and building materials that promote quality and permanence.

This guideline may be accomplished by:

1. Designing remodels or renovations to incorporate permanent construction materials. These columns, supporting the loggia facing the South Park Blocks at the First Congregational Church, were replaced as part of a structural upgrade. The new columns incorporated carved capitals and marble cladding that reflected the heavy masonry construction and attention to detail of the original church building's design.



This guideline may be accomplished by:

2. Developing buildings using methods and materials that promote permanence and express skilled craftsmanship. The use of high-quality, modular construction materials on Central City buildings creates a human-scale layer of texture that can be experienced by pedestrians at the ground level of buildings as well as by those observing from other vantage points.

The following three sets of captions and images illustrate the emphasis on quality and permanence in Central City development over time.

2a. Meier and Frank Building, SW Morrison and 6th, 1909

The extensive use of glazed terra-cotta tiles on the exterior of this building has created a high level of textural detail that can be appreciated from a variety of distances.



2b. PacWest Center, SW 5th and Madison, 1986

The metal and glass panel system used to clad this downtown office tower reduces its scale at the ground level and incorporates recessed windows, outdoor seating opportunities, and a marble base.



2c. Portland State University Urban Center, SW 5th and Mill, 2000

The Urban Center complex uses a variety of exterior materials including brick, stone, concrete, metal, and glass to create building facades that provide a range of visual experiences and promote a sense of permanence.



C 3 RESPECT ARCHITECTURAL INTEGRITY

BACKGROUND

Central City development often involves the rehabilitation and/or remodeling of existing structures, as well as the construction of new building additions. During the design phases of a rehabilitation or remodel proposal, it is important to recognize and respect the architectural integrity of existing buildings as products of their own time. Designing compatible additions to existing older buildings enhances the Central City's evolving urban fabric and connects different periods of Portland's history. Development proposals involving historic landmarks or located in historic districts require increased levels of design sensitivity.

A building's distinguishing qualities are important aspects of its character and should be maintained as a part of rehabilitation and remodel work. Vertical lines of columns and piers, as well as the horizontal banding of spandrels and cornices, are examples of facade elements that are expressive of a building's original structural system. When a building has been neglected, or previous alterations have obscured them, these design elements should be redefined.



Addition to the Historic Firehouse Museum in Old Town

Developing new building additions that are compatible with the architecture of the original structure enriches the overall proposal's character. New building additions that include distinctive stylistic features or examples of skilled craftsmanship, both characteristic of older structures, strengthen relationships with the existing building. New additions to older buildings are compatible when they respect the older building's use of scale, proportion, and construction materials.



Remodel to include sidewalk-level retail at the corner of SW Morrison and 9th

GUIDELINE

Respect the original character of an existing building when modifying its exterior.

Develop vertical and horizontal additions, that are compatible with the existing building, to enhance the overall proposal's architectural integrity.

This guideline may be accomplished by:

1. Incorporating additions that echo the original building's design. The Commonwealth Building at SW 6th and Washington had two stories added to the top that reflected the design of the existing structure.



This guideline may be accomplished by:

2. Integrating new additions that contrast stylistically with the original building. The distinctly modern penthouse level of the Weiden and Kennedy Headquarters in the River District contrasts with the historic character of the original warehouse building. However, the addition has been set back from the building edge, has been modestly articulated, and left unpainted so that the construction materials themselves provide the exterior color.



3. Distinguishing between old and new portions of the development while maintaining a similar scale, proportion, and quality of construction. The new addition to Millar Library on the Portland State University campus, in the foreground, is stylistically distinct from the original library building in the background.



This guideline may be accomplished by:

4. Preserving the character of the original building. The building that is now the Honeyman Hardware Lofts, at NW Park and Hoyt in the River District, changed its use from industrial to residential, and in doing so, added an upper level. The upper level has been set back from the building edge and is painted to maintain the dark red color of the brickwork on the building's exterior.



5. Respecting the architecture of the existing building. On the left is an image of the Mann Building at SW 2nd and Yamhill prior to its renovation. The image on the right shows the Mann Building after its renovation in 1980. The renovation added a new upper level that incorporated condominiums and a rooftop terrace. The new level has been designed to reflect the window styles, structural expressions, and overall proportions of the original building.



C 4 COMPLEMENT THE CONTEXT OF EXISTING BUILDINGS

BACKGROUND

A consideration in the design of a new building is to complement the local context of existing buildings. Portland's Central City is made up of a diverse set of buildings characterized by the architecture of different periods. Together, existing buildings contribute to the built context in which new buildings are developed.

Within the Central City, there are localized groups of buildings that share similar design characteristics. In some instances, these areas have been recognized as historic districts. These areas often exhibit a common expression of design themes and/or details that distinguish the local architecture from that found in other parts of the Central City. This common expression of design themes and/or details can be referred to as a "design vocabulary".

The design vocabulary of existing contextual buildings offers developers and designers a set of design characteristics to build upon. Design characteristics reflected in an area's design vocabulary include building proportion, scale, rhythm, and construction materials, as well as smaller-scale elements, such as window and/or door styles, color, and roof shape(s). Designers can complement existing buildings through the innovative use of the local design vocabulary.



Historic buildings in the Central Eastside Industrial District

However, the design of a new building need not mimic or imitate the context of existing buildings to be complementary. Steel-framed buildings with large expanses of glass can complement an existing context of masonry-walled buildings with smaller window openings by recognizing and building on the proportion, scale, and orientation of nearby buildings. Designers and developers who propose significantly different building styles and/or materials must be able to prove that the new design builds on and complements the existing design vocabulary, without dominating or retreating from it. The successful incorporation of new qualities into an existing design vocabulary adds to the palette of design characteristics available to future designers and developers.



Pioneer Place shopping center with the Pioneer Courthouse in the background

GUIDELINE

Complement the context of existing buildings by using and adding to the local design vocabulary.

This guideline may be accomplished by:

1. Integrating new construction with the existing fabric. The Portland Center for the Performing Arts, located at SW Main and Broadway, uses similar proportions, roof shapes, exterior styles and materials to complement without dominating the First Congregational Church on the adjacent site.



This guideline may be accomplished by:

2. Using design elements that are common to the area's design vocabulary. West Park Place (in the center) is flanked by two older apartment buildings on the South Park Blocks, the Cumberland Apartments (in the foreground) and Jeanne Manor (in the background). Design elements in common with the two older buildings include the roof parapet, projecting balconies, and the use of brick exterior cladding.



3. Using materials that are common to the area's historic construction methods. The two columns in the foreground are part of the colonnade that runs along the north side of Pioneer Courthouse Square. The columns have been clad in glazed terra cotta tiles, a material used extensively on many buildings in the area, including the one in the background, the American Bank Building.



This guideline may be accomplished by:

4. Using new buildings to strengthen existing buildings. The newer parking structure (on the right) has been built with permanent construction materials, has incorporated large window openings at the sidewalk and mezzanine levels, and has lined up its second floor with the Electric Building on the left.



5. Unifying related buildings with a similar design vocabulary. The Mallory Hotel's parking structure (images on the left) and the Mallory Hotel itself (images on the right) use a similar design vocabulary that includes the brickwork, decorative brackets, and paint scheme. The parking structure is a new building located directly across SW Yamhill from the hotel structure, which has been renovated and rehabilitated.



C 5 DESIGN FOR COHERENCY

BACKGROUND

Buildings in Portland's Central City accommodate residential, commercial, institutional, and industrial uses. These buildings are typically multistory, mixed use developments. The many different and often conflicting programmatic considerations present challenges to the designer or developer that must be integrated together to achieve a coherent design. The mixture of proposed uses for a building can affect decisions regarding the different systems of design components that stem from the building's overall design concept.

Examples of typical components in a building design proposal include, but are not limited to, building structural systems, exterior cladding materials, roof systems, window and door materials and their placement, and smaller-scale elements such as ground-level exterior lighting fixtures or signs. Buildings that have balanced all of the competing design considerations create coherent compositions. This design coherency can be experienced and appreciated by pedestrians at the sidewalk-level, users of the building, and those viewing the development from afar.



Johnson Street Townhomes in the Pearl District

GUIDELINE

Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.

This guideline may be accomplished by:

1. Developing coherent compositions. The Liberty Centre in the Lloyd District uses an integrated system of building materials that include brick panels, aluminum window frames, and tinted glazing. These elements are used not only on the office tower, but also in the courtyard, the parking structure, and as part of the exterior sign and lighting systems.



2. Integrating existing buildings in new building compositions. The Metro Regional Center in the Lloyd District has built upon the old Sears retail building by incorporating a mixture of new and old building elements. The building uses aluminum curtain wall systems in conjunction with the original building's masonry walls, clad in glazed white bricks.



This guideline may be accomplished by:

3. Developing an integrated strategy at the sidewalk-level of the project. Pacwest Center in the downtown is a high-rise office tower with rounded corners that is clad in metal panels and dark horizontal bands of window glazing. These elements are augmented at the sidewalk level with a smooth marble base, a rounded awning system, and large, inset windows.



4. Incorporating unifying elements. The Mackenzie Lofts condominium building in the River District uses multi-paned windows, balconies, brick exterior cladding, and other details to create a coherent composition that evokes the industrial character of the River District.



This guideline may be accomplished by:

5. Integrating different building volumes with similar materials. The Federal Courthouse, at SW 3rd and Salmon, has two distinct volumes: a nine-story lower wing and a sixteen-story tower. Both components of the project use a combination of limestone panels, blue-tinted windows, and stainless steel.



Central City Fundamental Design Guidelines

6. Using a common system of building forms. The Fox Tower, at SW Broadway and Yamhill, has combined rectilinear and curvilinear building forms at both the lower and upper levels of the building. A large portion of the tower component uses a curving volume on its eastern facade, while the roof of the lower part of the building uses a similar vaulted form.



C 6 DEVELOP TRANSITIONS BETWEEN BUILDINGS AND PUBLIC SPACES

BACKGROUND

It is important for public spaces to remain public in character. Buildings should develop transitions from private spaces to public spaces to strengthen the character of the Central City's urban environment. Buildings form successful transitions with public spaces by incorporating physical and visual connections to the public space from the different levels of buildings. Often, building elements that contribute to the distinction between private and public spaces include arcades, large window openings, building forms that step back, changes in grade, landscaping, and spaces for active retail use.

Typically, buildings develop three types of transitions with the different public open spaces of the Central City. First, most buildings are directly adjacent to the sidewalk segment of a public right-of-way. In this situation, the building frontage zone functions as the transition zone. Graceful transitions can be accomplished through the use of recessed entries and the articulation of the building facade fronting the public-right-of-way. Second, a different type of transition occurs when a building is pulled back from the property line creating a transition zone in the form of a privately-owned open space that is accessible to the public. In these situations, the open space complements the building components of the development and typically shares the same design vocabulary and/or concept.



Entry to the Belinki and DuPrey art gallery on SW Broadway

And third, a less frequent yet equally significant transition space is necessary where private development directly abuts a publicly-owned open space without a public right-of-way separating the two. In these situations, it is critical that the open space remains public in character. This is often accomplished by the development of small gathering areas, movement zones, landscaping, and/or seating that function together as a buffer between the public and private spaces.



Fountain at the entry to the South Park Apartments

GUIDELINE

Develop transitions between private development and public open space.

Use site design features such as movement zones, landscape elements, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.

This guideline may be accomplished by:

1. Using gathering areas and/or landscaping to define transition areas. McCall's Restaurant, in the foreground, directly abuts the open space of the Willamette River Greenway. The outdoor seating, landscaping, and trellis incorporated in the building's design define the transition space between the building and the greenway.



This guideline may be accomplished by:

2. Incorporating recessed entries along sidewalks. The main entries to these downtown buildings (the Director Building on the left, and the Auditorium Building on the right) are set back from the edge of the sidewalk. The setback creates a semi-public/semi-private transition area, a shelter from the weather, and an opportunity for seating and/or landscaping.



3. Developing open spaces that serve as transition spaces to the building. The design of the Cornerstone Apartments building, in the Lloyd District, has incorporated a courtyard that is not physically separated from the sidewalk. The courtyard serves as the semi-public transition from the public space of the sidewalk to the private space of the building.

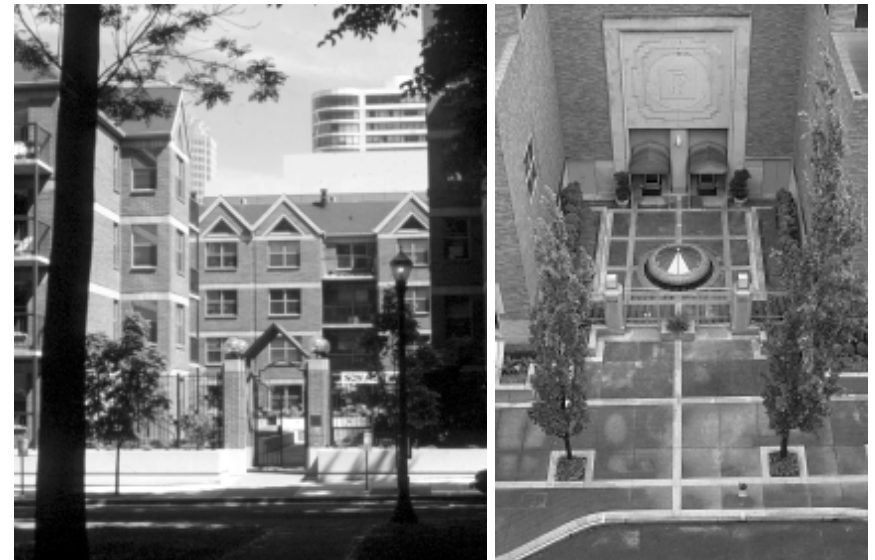


This guideline may be accomplished by:

4. Developing a sequence of transition spaces to the building. Between its 4th Avenue doorway and the sidewalk, City Hall has developed a sequence of transition spaces from the sidewalk that includes a public open space defined by low walls, and a covered loggia underneath the curving Council Chambers.



5. Incorporating private outdoor spaces as transitions to public space. The planted private courtyard of the University Apartments complex, on the left, provides a transition for residents from the adjacent South Park Blocks. The symmetrical entrance to the Fountain Plaza Condominiums at the Koin Center utilizes a formal fountain as part of its entry sequence and transition from the sidewalk on SW 3rd Avenue.



This guideline may be accomplished by:

6. Using the scale of the building to emphasize the transition. The west facade of the 1900 SW Fourth Building directly abuts Lovejoy Fountain in the South Auditorium District. This side of the building has developed a transition zone between it and the public open space by incorporating landscaping planters at different levels, benches, and a lower building volume facing the park. The building has also integrated a long band of windows facing the park, increasing the connections from inside to outside.



7. Providing clear transitions from public to private spaces. The Campbell Townhouses in northwest Portland use several design elements to transition gracefully from the private zones of the house to the public character of the adjacent sidewalk. They include; a raised entry porch, a building setback, and large windows and door openings that face the street.



This guideline may be accomplished by:

8. Including human-scale elements at areas of transition. This house in the Lloyd District has been converted into a commercial building that provides space for a restaurant, a retail boutique, and some office uses. The entry to the retail boutique (at the lower right) is set back from the sidewalk. A small entry court, special paving materials and patterns, and a small trellis over the entry create a human-scaled transition into the interior space of the boutique.



9. Creating large openings in the walls of the ground level of the building. This partially enclosed seating area of the New Market Theater, located at SW 1st Avenue and Ankeny, acts as a transition from the outdoor area, to the right, and the fully enclosed stores to the left.



C 7 DESIGN CORNERS THAT BUILD ACTIVE INTERSECTIONS

BACKGROUND

The Central City's 200-foot block structure creates many street intersections and subsequent building corners. These frequent intersections and building corners create unique spaces of concentrated activity where pedestrians, bicyclists, and motorists come together.

Enhanced building corners can include characteristics such as large windows, canopies, marquees, or signs. The location of stairs, elevators, and upper-floor access toward the middle of the block frees sidewalk-level building corners to be activated by retail opportunities.

Buildings that are set back from property lines at corner locations create spaces for active outdoor uses such as café seating, sidewalk vending, or the provision of public art or water features. Active intersections developed by building corners on opposite sides of public rights-of-way also provide a framework for gateways. A cohesive design strategy that integrates the building design with the right-of-way design adds to these corner environments. Enhanced building corners and their adjacent right-of-way systems contribute to the vitality of the Central City's pedestrian network.



Thiele's Square at the intersection of W Burnside and 23rd

GUIDELINE

Use design elements including, but not limited to, varying building heights, changes in facade plane, large windows, awnings, canopies, marquees, signs, and pedestrian entrances to highlight building corners.

Locate flexible sidewalk-level retail opportunities at building corners.

Locate stairs, elevators, and other upper floor building access points toward the middle of the block.

This guideline may be accomplished by:

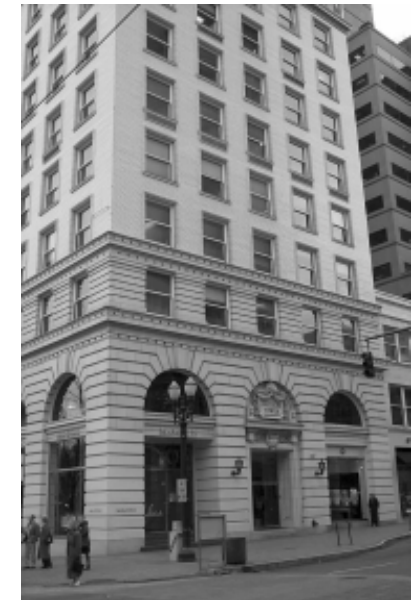
1. Orienting building corners toward transit alignments. This corner of the Nordstrom's department store (in the background) at SW Morrison and Broadway, is set back from the intersection and faces a primary downtown MAX stop at Pioneer Courthouse Square.



2. Emphasizing the corner with signs or marquees. The Kitchen Kaboodle retail store, at the corner of SW 6th Avenue and Washington, creates a point of interest with its unique sign.



3. Locating upper floor access toward the middle of the block. Upper floor access at Jackson Tower is located in the middle bay, freeing up space at the corner for retail opportunities.



This guideline may be accomplished by:

4. Responding to other corner buildings. These images show the four corner buildings at the intersection of NE Broadway and 15th Avenue. All of the buildings possess corner entries under accentuated building volumes and/or forms. Together, they form a distinctively cohesive intersection environment in the Lloyd District.



5. Re-emphasizing building corners with adaptive reuse projects. The design of the 24 Hour Fitness center, at the intersection of SW 4th Avenue and Columbia, has adaptively reused the one-story portion of the Fifth Avenue Building. It has developed a corner entry that has integrated a stair, ramp, glass awning, contemporary sign, and a variety of different building materials.



This guideline may be accomplished by:

6. Incorporating distinctive paving treatments and right-of-way elements in building corner setback areas. The corner of the Koin Center at SW 3rd and Clay, along with its associated right-of-way, has used an integrated design theme that adds character to this corner and variety to the overall pedestrian network. Though the building is set back, the corner is defined by a combination of a landscaped low wall, theater marquee, and outdoor seating.



7. Integrating a unique design to highlight the corner and enhance retail opportunities. This glass-enclosed atrium is located at the southwest corner of the ODS Tower at SW Morrison and 3rd Avenue. It provides the retailer with a dramatic, highly visible location to display merchandise or advertisements.



C 8 DIFFERENTIATE THE SIDEWALK-LEVEL OF BUILDINGS

BACKGROUND

Many of Portland's buildings follow the tripartite architectural division of base (sidewalk-level), middle, and top. Expressing the sidewalk-level of buildings differently than the upper levels of the building is representative of the evolution of building design and the separation of building uses. This demarcation acknowledges the often varying uses in a building and reinforces the human-scale emphasis of the Central City's built environment.

Different building materials and facade elements, such as masonry belt-courses, large window openings, awnings, signs, and canopies are used to differentiate the sidewalk level of the building from the other building sections. These elements develop human scale on the street-wall and create a rhythm when coordinated with similar elements on adjacent buildings. Building facades that step back above the base of the building create visual stopping points along the vertical plane, and are most effective where the height of the typical street-wall is exceeded by the building's total height.



Differentiated sidewalk-levels along SE Grand and SE Stark Avenues

GUIDELINE

Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.

This guideline may be accomplished by:

1. Using building elements to create scale.

The Rock Bottom Brewery, in the ground level of the Centennial Block at SW Morrison and 2nd Avenue, has integrated awning, sign, and lighting systems, in addition to large windows at the sidewalk-level of the building, to create a human scale for pedestrians on the adjacent sidewalk.



2. Differentiating the sidewalk-level while maintaining the exterior materials used at the upper sections of the building. The sidewalk-level of the Pacific Building, along SW Yamhill Street between 5th and 6th Avenues, uses larger pieces of the same stone cladding used on the rest of the building's exterior. The bays between the structural columns have been infilled with wood and glass to provide pedestrians with good views into the retail stores.



C 9 DEVELOP FLEXIBLE SIDEWALK-LEVEL SPACES

BACKGROUND

Active building uses at the sidewalk-level are critical to the development of an active pedestrian environment. Sidewalk-level spaces maintain their utility over time when they are designed to be able to accommodate a variety of uses and tenants. The development of usable sidewalk-level floorplans, the use of well-integrated structural members, and the incorporation of good physical and visual connections to the sidewalk provide for the flexibility of sidewalk-level spaces. These spaces significantly contribute to the vitality of the Central City's pedestrian network by accommodating a variety of active uses including, but not limited to, retail shops, cafes, restaurants, and galleries.



Retail shops in the ground floor of the Medical Arts Building

GUIDELINE

Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.

This guideline may be accomplished by:

1. Developing parking structures with flexible floor plans. This design of this parking structure, on SW Broadway near Portland State University, has integrated a flexible sidewalk-level floor plan, large window openings at the ground level, and awnings covering much of the sidewalk to create a functional retail opportunity.



2. Developing compartmentalized retail opportunities. This series of small retail shops along SW Morrison between 10th and 11th Avenues are in the ground level of an apartment building. Integrating spaces like these in new buildings provides a flexible system of cartridge-like retail spaces that can be easily changed from one tenant to the next.



C 10 INTEGRATE ENCROACHMENTS

BACKGROUND

Building encroachments are elements that project beyond the property line into the public right-of-way. Encroachments include, but are not limited to, items such as works of art, signs, balconies, bay windows, marquees, landscape elements and awnings. These elements are important in the development of a human-scaled and pedestrian-oriented streetscape. Encroachments in the public right-of-way should be placed so that they do not detract from the pedestrian environment or public views within, from, and into the Central City. Special policies for encroachments have been adopted and are intended to enhance their integration with Central City development.

Skybridges are encroachments that block views and significantly affect street character and identity. Skybridges should be located toward the middle of the block, be as transparent as possible, be level, and not be interpreted as dominant architectural elements. They should never detract from the pedestrian network and should not replace on-grade improvements.



Animal sculptures in the right-of-way next to the Pioneer Courthouse

GUIDELINE

Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment.

Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.

This guideline may be accomplished by:

1. Integrating projecting elements within the public right-of-way. This clock at the American Bank Building has been sized and placed so as not to detract from the pedestrian areas below.



Central City Fundamental Design Guidelines

2. Incorporating integrated balconies. These balconies are attached to recessed openings and are part of an adaptively reused warehouse building in the River District. The balconies add visual texture and depth to the facade of the condominium building, without dominating the street or pedestrian environment below.



This guideline may be accomplished by:

3. Incorporating multifunctional encroachments within the right-of-way. This is an image of the bronze elk statue located on SW Main Street between 3rd and 4th Avenues. The statue is located in the middle of SW Main Street, between two moving lanes of traffic, and serves both as an attractive work of public art and as a device to decrease the speed of vehicles moving through town.



4. Developing signs and/or marquees as successful encroachments. The “Portland” sign and its marquee at the Arlene Schnitzer Concert Hall, on the left, and the Guild Theatre sign, on the right, exhibit the best qualities of urban signs; vertical alignments, integrated structural systems, and brightly-lit lettering.



This guideline may be accomplished by:

5. Maximizing the visual and physical unobtrusiveness of skybridges where they are permitted. This skybridge, that spans across SW 4th Avenue at Pioneer Place, is located at the mid-block, is two stories above the sidewalk-level, and is constructed mostly of glass, significantly reducing the impacts of this encroachment over the pedestrian environment.



6. Developing encroachments that reflect the character of the community. The Chinatown gateway at the intersection of W Burnside and 4th Avenue is one of downtown Portland's many landmarks and is a special symbol of the Chinatown community.



C 11 INTEGRATE ROOFS AND USE ROOFTOPS

BACKGROUND

Rooftop design has evolved throughout history. Historically, many designers were inspired by the classical treatment of rooftops. Detailed eaves, projecting cornices, jutting parapets, and other sculptural elements at the tops of the buildings make bold statements about the convergence of building and sky. In Portland, building roofs create visual interest and work together to form the Central City's skyline. Design elements at the rooftop enhance views from the street to the roof-sky transition. Conversely, developing rooftops as habitable spaces offers special view opportunities from the rooftops. Portland's Central City is unique because much of it can also be viewed from above; panoramic viewpoints at OHSU or along the West Hills provide views that highlight the roofs of downtown buildings.

It is common practice, in the development of contemporary multistory buildings, to locate necessary building functions such as; heating ventilating and air conditioning systems (HVAC), elevator penthouses, and various antennae at the tops of buildings. Visual impacts and/or views of this equipment can be mitigated by a holistic design concept that includes parapets, screens, and other rooftop devices.



Aerial view of Union Station and the Yards at Union Station in the River District

Central City roofs also offer many opportunities for the development of additional open spaces such as rooftop gardens or terraces, and/or integrated roof-level stormwater management systems, such as eco-roofs. Rooftop gardens or terraces provide the public and/or building tenants with easily accessible open space that offers special views of the city. The utility and atmosphere of outdoor rooftop spaces are enhanced by the provision of seating and landscaping.

Eco-roofs are a type of permeable roofing system that use vegetative and lightweight soil layers to retain the majority of a building's accumulated stormwater onsite. Eco-roofs and other types of rooftop stormwater-mitigation systems are being incorporated in new Central City buildings to help achieve the City's goals for enhanced development sustainability.



Distinctive roofs of the Classical Chinese Garden

GUIDELINE

Integrate roof function, shape, surface materials, and colors with the building's overall design concept.

Size and place rooftop mechanical equipment, pent-houses, other components, and related screening elements to enhance views of the Central City's skyline, as well as views from other buildings or vantage points.

Develop rooftop terraces, gardens, and associated landscaped areas to be effective stormwater management tools.

This guideline may be accomplished by:

1. Developing integrated rooflines and cornices. Many landmark Portland buildings, such as the Odd Fellows Building, have intricate rooflines or cornices that create striking silhouettes against the sky when one looks up toward the roof of the building.



This guideline may be accomplished by:

2. Respecting the significance of nearby historic roofs. These historic roofs offer character to the local context. Clockwise from upper left: the bell tower of the First Congregational Church on the South Park Blocks; the tower at the Ballou Wright Building in the River District; the Union Station clock tower; and Jackson Tower facing Pioneer Courthouse Square.



3. Integrating rooftop materials and types. The gabled roof shapes of this glass-covered walkway at the Convention Center in the Lloyd District reflect the center's trademark twin glass spires.



4. Integrating rooftop mechanical equipment with the building's overall design. The rooftop mechanical equipment at Koin Center has been incorporated into the tower's distinctive, symmetrical top.



This guideline may be accomplished by:

5. Integrating rooftop gardens. This rooftop garden on the 1200 Salmon Building, at SW Salmon Street and 12th Avenue, uses many different-sized species of plants and trees to create a building rooftop that is pleasing to the eye when viewed from different locations in the downtown.



6. Incorporating stormwater management with rooftop terraces or gardens. Hamilton West, at SW 12th Avenue and Clay Street, has effectively combined a rooftop terrace for the residents with an eco-roof, a system of stormwater management that uses various species of groundcover to reduce the building's stormwater runoff. In addition, the terrace on top of the 12-story building provides excellent views of the downtown skyline to the north.

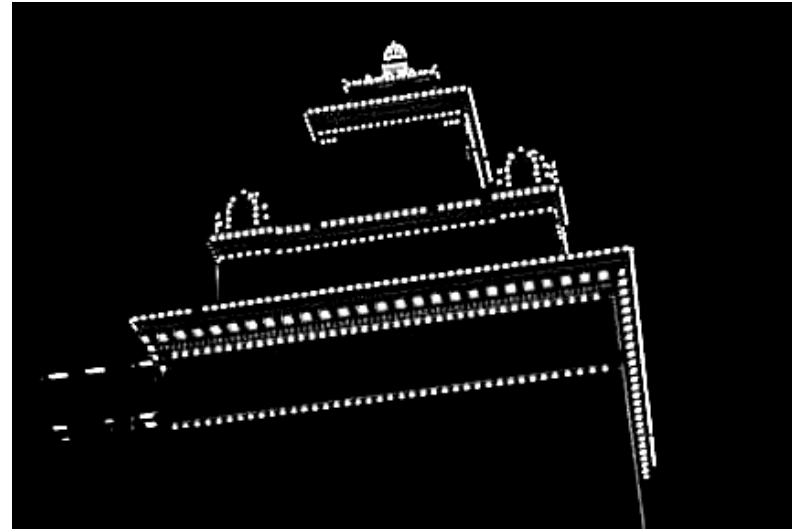


C 12 INTEGRATE EXTERIOR LIGHTING

BACKGROUND

Exterior lighting is an important component of Central City building designs. It is employed at the sidewalk level to enhance the nighttime pedestrian environment, and at upper building elevations, including the roof(s), to highlight important architectural features. Lighting at the sidewalk-level provides a sense of security and encourages pedestrian activity in the Central City during the evening hours.

Incorporated exterior lighting at upper building elevations or at the roof that highlight architectural elements should not dominate the night sky. The lighting should complement the building design and enhance views of the building from near and far vantage points. The staging equipment and/or support structures for exterior lighting should be integrated so that by day or night, the building's architecture remains the primary visual attraction. Successful exterior lighting balances form, intensity, color, technology, and energy-efficiency, contributing to the Central City's overall nighttime character.



Exterior lighting on Jackson Tower

GUIDELINE

Integrate exterior lighting and its staging or structural components with the building's overall design concept.

Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.

This guideline may be accomplished by:

1. Using exterior lighting to enhance the pedestrian environment. RiverPlace at the South Waterfront Area, on the left, and the Fox Tower, on the right, have incorporated exterior lighting systems that are oriented to the sidewalk area adjacent to the buildings. Both exterior lighting systems reflect the overall design concept of each building.

2. Highlighting structural bays and/or important architectural elements of the building. The design of the Governor Hotel, at SW 10th Avenue and Alder Street, has incorporated exterior lighting to reflect the rhythm of the structural bays.



C 13 INTEGRATE SIGNS

BACKGROUND

Signs on buildings are intended to convey identity. At upper building elevations, signs can provide visual interest and character, while at lower elevations, they can provide human-scale to the pedestrian environment. These signs should be integrated within the overall design to function as accessories or additions to the building's architecture, not as a part of it. These signs should be sized and placed so that they complement the skyline by day and night.

Signs for buildings should balance intensity, color and technology. Their style, scale, and proportions should be integrated with the building's overall design concept and other associated building systems such as the proposed exterior lighting. The staging equipment and/or sign structures should be developed with the signs so as not to create visual clutter at the skyline or pedestrian levels by day or by night.



Zell Bros sign at intersection of SW Morrison and Park Avenue

GUIDELINE

Integrate signs and their associated structural components with the building's overall design concept.

Size, place, design, and light signs to not dominate the skyline.

Signs should have only a minimal presence in the Portland skyline.

This guideline may be accomplished by:

1. Using indirectly-lit signs. The torch logo sign at the top of the Liberty Centre building in the Lloyd District is lit from below at night. This method of lighting does not create unnecessary glare or visually dominate the downtown at night, but does create a striking statement when viewed from nearby parts of the city.



2. Developing raised-letter signs. The Pioneer Place sign uses raised letters and overhead lighting to “float” the letters off the wall at night.



Section D SPECIAL AREAS

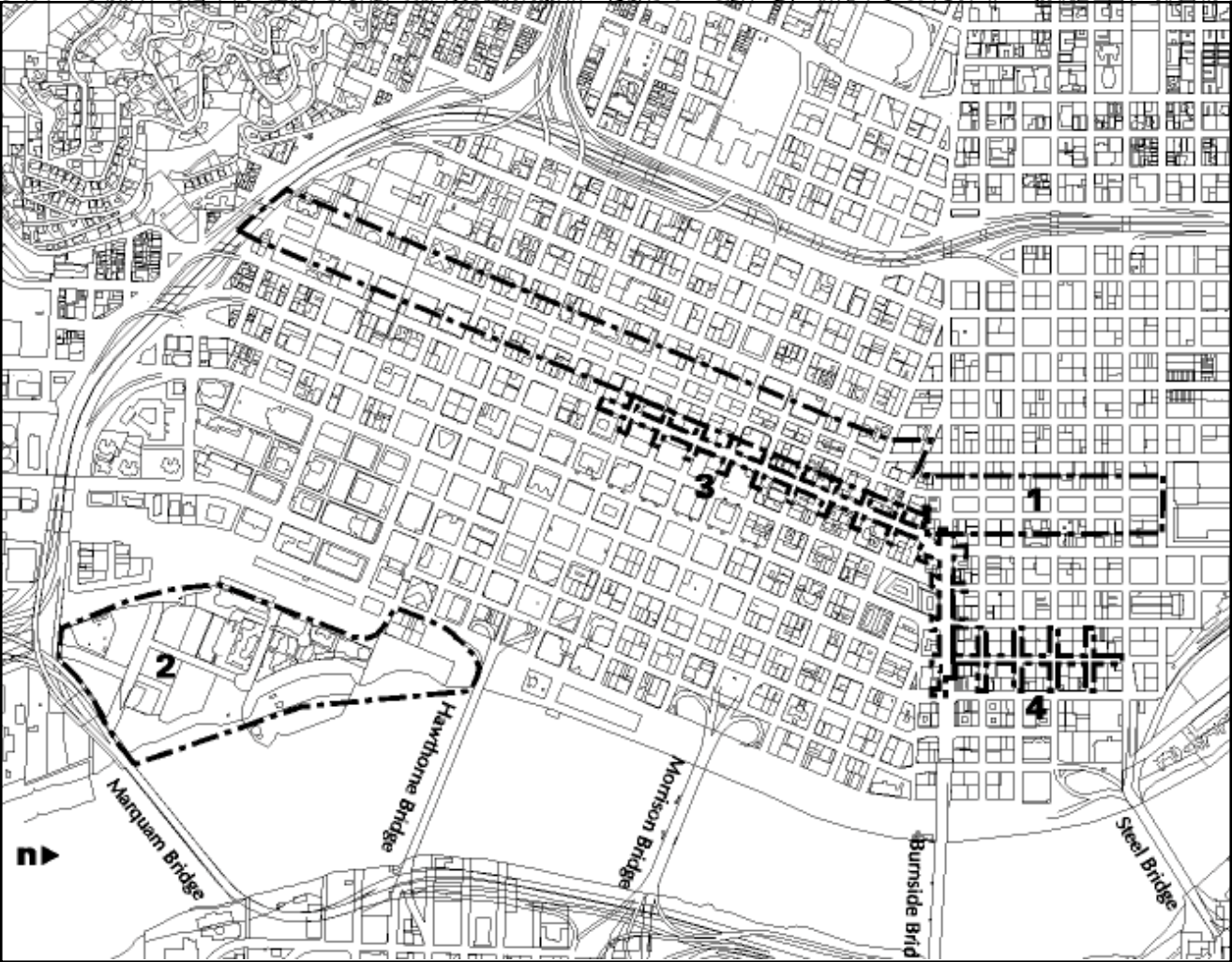
SPECIAL AREAS

In the Central City there are four special areas set apart by their unique identities; the Park Blocks, the South Waterfront Area, the Broadway Unique Sign District, and the New China / Japantown Unique Sign District.

The Park Blocks provide multiple functions. They serve as an important pedestrian promenade, a binding element between the University District and the River District, and as the city's cultural spine. The South Waterfront Area continues to develop around the RiverPlace community, taking advantage of the opportunities that are presented by the location's riverfront geography. The Broadway Unique Sign District is special particularly for its historic use of brightly lit and decorative signs. The New China / Japantown Unique Sign District possesses many extravagant and colorful features that create a sense of local character.



Farmer's Market at northern end of South Park Blocks



Map 2. The Special Areas

- 1. Park Blocks
- 2. South Waterfront Area
- 3. Broadway Unique Sign District
- 4. New China / Japantown Unique Sign District

D 1 PARK BLOCKS

BACKGROUND

The chain of Park Blocks through the Central City provides a unique environment and a special amenity for downtown residents, workers, and visitors. The Park Blocks provide opportunities to eat, shop, exercise, learn, and relax. During Portland's history, the influences of different individuals, governments, and development markets subdivided the chain of Park Blocks, and today the Park Blocks can be identified in three sections: the South Park Blocks, the Midtown Park Blocks, and the North Park Blocks.

New development, adjacent to or facing the Park Blocks, has special opportunities to enhance the unique qualities of the different sections of Park Blocks. The South Park Blocks are part of Portland's Cultural District. Institutional, residential, and commercial developments are located adjacent to the South Park Blocks and are highlighted by the Portland Art Museum, Portland State University, and the Portland Center for the Performing Arts.

The character of the Midtown Park Blocks is unique because these Park Blocks have been commercially developed. The narrow streets and consistent street walls of the Midtown Park Blocks help to develop a strong sense of urban enclosure and create an effective contrast to the rest of the Park Blocks.

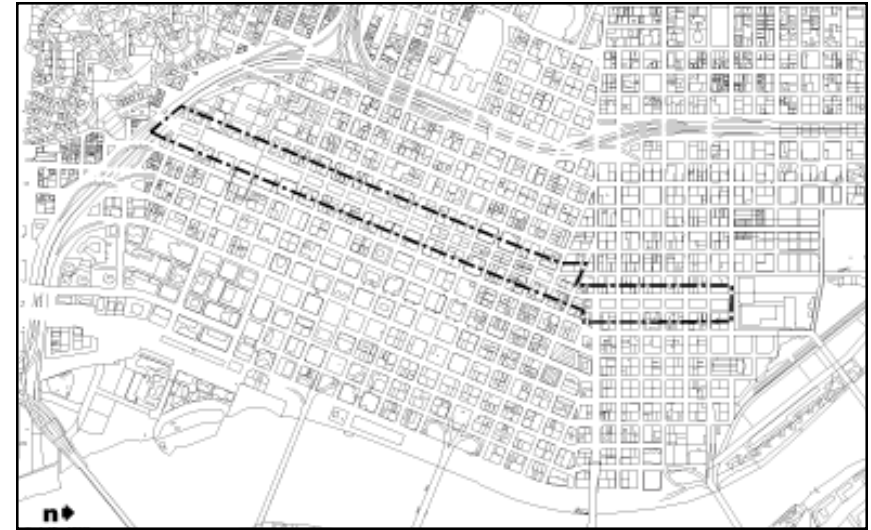


Sculpture in the South Park Blocks

The North Park Blocks are located in the Pearl District neighborhood of the River District. Buildings adjacent to the North Park Blocks use physical and visual linkages, such as balconies, large windows, and entries to connect to these Park Blocks. Rehabilitated or redeveloped industrial warehouse buildings facing the North Park Blocks have integrated bold architectural forms with new residential uses.



The United States Custom House on the North Park Blocks



Map 2-1. The Park Blocks

GUIDELINE

Orient building entrances, lobbies, balconies, terraces, windows, and active use areas to the Park Blocks.

In the South Park Blocks, strengthen the area's emphasis on history, education, and the arts by integrating special building elements, such as water features or public art.

In the Midtown Park Blocks, strengthen the connection between the North and South Park Blocks by using a related system of right-of-way elements, materials, and patterns.

In the North Park Blocks, strengthen the area's role as a binding element between New China / Japantown and the Pearl District.

This guideline may be accomplished by:

1. Strengthening the emphasis on culture and the arts along the South Park Blocks. Clockwise from upper left: the main entrance to the Portland Art Museum is lined up with this statue of Theodore Roosevelt; the relief carvings of trees on the South Park Apartments building evoke the tree-lined Park Blocks; this sculpted metal screen along Neuberger Hall at Portland State University depicts native species of plants; and artistic tiles that have been integrated into the fence at the University Apartments.



2. Enhancing connective elements along the Midtown Park Blocks. The upper image shows a view looking north along SW Park Avenue and the enclosure created by the narrow street. The flower baskets in the lower image can be used with other right-of-way elements such as historic light standards and street tree-grates, as well as paving materials and patterns, to strengthen the connection between the north and south sections of Park Blocks.



This guideline may be accomplished by:

3. Re-using existing buildings to reinforce the binding qualities of the North Park Blocks. Flanders Lofts is one of many warehouse buildings facing the North Park Blocks that has been renovated and structurally upgraded to include residential uses.



4. Enhancing the North Park Blocks as a local destination for families and office workers. The playground and basketball courts in the North Park Blocks are used frequently by residents and visitors and provide a central location for children who live in the area.



D 2 SOUTH WATERFRONT AREA

BACKGROUND

The South Waterfront Area is a 73-acre portion of the Central City between the South Auditorium District and the Willamette River. A primary objective for development in the area is to strengthen the downtown's relationship with the Willamette River. This part of the Central City possesses unique opportunities for visual and physical connections to the water not available elsewhere. Development in this area should respond to the formality and openness of Tom McCall Waterfront Park, as well as the urban scale, form, and texture of the south downtown area. The South Waterfront Area also plays a vital role in linking the downtown to the North Macadam subdistrict, south of the Marquam Bridge.



The Esplanade at RiverPlace

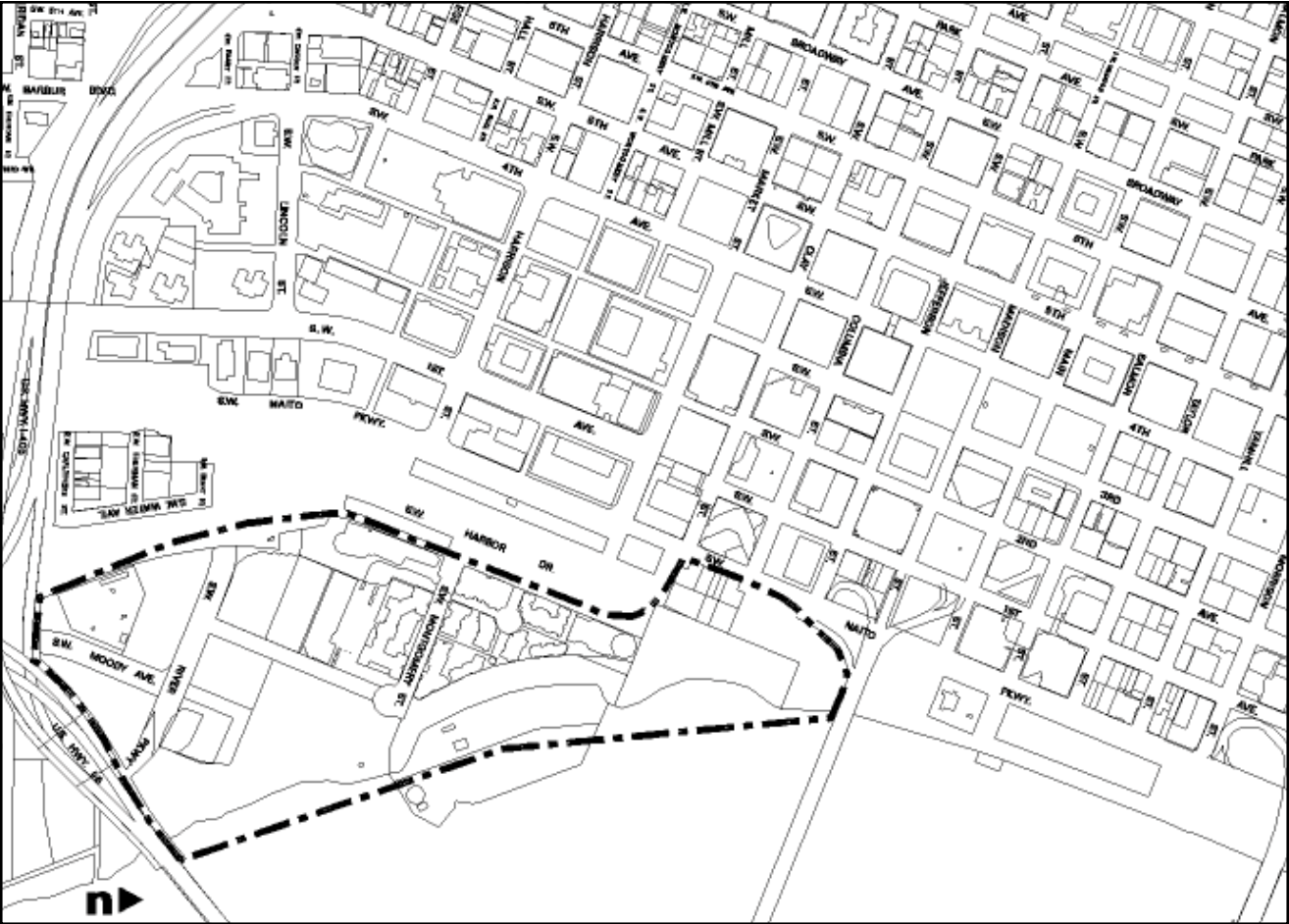
GUIDELINE

Develop a pedestrian circulation system that includes good connections to adjacent parts of the city and facilitates movement within and through the area.

Size and place development to create a diverse mixture of active areas.

Graduate building heights from the western boundary down to the waterfront.

Strengthen connections to North Macadam by utilizing a related system of right-of-way elements, materials, and patterns.



Map 2-2.
The South Waterfront
Area

This guideline may be accomplished by:

1. Graduating building heights from the western boundary to the waterfront. This view of the RiverPlace community, in the foreground, was captured from the east side of the Willamette River and shows how the Central City buildings step down in height toward the Willamette River.



2. Developing a system of public streets and service streets. The upper image looks west on SW Montgomery Street and shows the urban character created by the street-orientation of the buildings. The lower image shows a semi-private service street that provides a good level of security, a hard-scaped surface, and a special paving pattern to differentiate it from the public sides of the building.



This guideline may be accomplished by:

3. Developing connections with adjacent communities. This is a view looking north at RiverPlace from North Macadam through the structural columns of the Marquam Bridge. Connections to this area and other adjacent communities are critical for the South Waterfront's function as a link between the waterfront, the downtown, and inland communities.



4. Developing a variety of pedestrian routes. The Greenway Trail through this area (this portion is adjacent to South Waterfront Park) provides an excellent pedestrian and bicycle alternative to the nearby routes more heavily used by automobile traffic.



D 3 BROADWAY UNIQUE SIGN DISTRICT

BACKGROUND

Broadway is the brightest and busiest entertainment street in downtown. From the turn of the century through the 1940's, movie and live theaters, nightclubs, hotels, and restaurants dominated Broadway Avenue. These same uses continue to thrive along Broadway, especially south of Burnside. The entertainment emphasis extends north from SW Madison Street along Broadway to West Burnside. The area also includes four blocks of West Burnside, east of its intersection with Broadway.

West Burnside, beginning with the White Stag (now "Made in Oregon") sign above the foot of the Burnside Bridge, has traditionally been a brightly lit boulevard leading west to "auto row", a small district of automobile dealerships and services to the west of downtown. Signs on both Broadway and Burnside have historically been larger, brighter, and more flamboyant than those found in the rest of downtown. The vital and festive atmosphere in this area has been maintained through the development of new signs that reflect the area's roots as an entertainment district.

The Portland Design Commission has identified portions of these two streets as the Broadway Unique Sign District, affording opportunities for signs that contribute to the Broadway entertainment atmosphere, yet may be at variance with the regulations regarding signs contained in the *Portland Zoning Code*.



Arlene Schnitzer Concert Hall at night

GUIDELINE

Provide opportunities for the development of large, vertically-oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment.

Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured.

Ensure that all signs receive proper maintenance.



Map 2-3.
The Broadway Unique
Sign District

This guideline may be accomplished by:

1. Developing vertically-oriented signs that are mounted close to the building's facade, integrating the sign's structural system. The sign on the left, at 42nd Street Station in the Hollywood District, uses neon lighting and old-style script to recall the historic styles of sign-making. The Office Depot sign, on the right, at SW 6th Avenue and Stark, echoes the vertical-orientation of historic signs and has successfully camouflaged its structural system against the building wall.



2. Using neon lighting to augment the lit signs. This example of neon tubing is under the canopy of the entry to the Broadway Metroplex at the 1000 Broadway Building. Neon is an easily-manipulated type of lighting that can convey a sense of energy and excitement through its implementation.



This guideline may be accomplished by:

3. Integrating elaborate displays that evoke the historic character of Broadway. The freestanding clocks on SW Broadway between Washington and Alder Streets echo Jackson Tower's clock, in the background, and act as advertisements for the jewelry shops located within the ground floors of the adjacent buildings.

4. Designing distinctively new signs or re-using old signs. Clockwise from upper left; the Roseland Theater sign, the Saucebox restaurant and bar sign, the Broadway Metroplex sign, and the Paris Theatre sign.



D 4 NEW CHINA / JAPANTOWN UNIQUE SIGN DISTRICT

BACKGROUND

New China / Japantown is the downtown's only identifiable ethnic district. It is recognized as such because of its residents' roots in Portland's history. New China / Japantown is unique because of the distinct atmosphere created by applied ornamentation and decoration, rather than specific architectural forms. Awnings, medallions, and roof modifications have become important defining elements for the area. Signs advertising restaurants or other local businesses also play an important role in unifying and enhancing the unique atmosphere.

The Portland Design Commission has identified New China / Japantown as a unique sign district, affording opportunities for signs that contribute to the festive New China / Japantown atmosphere, yet may be at variance with the regulations regarding signs contained in the *Portland Zoning Code*.



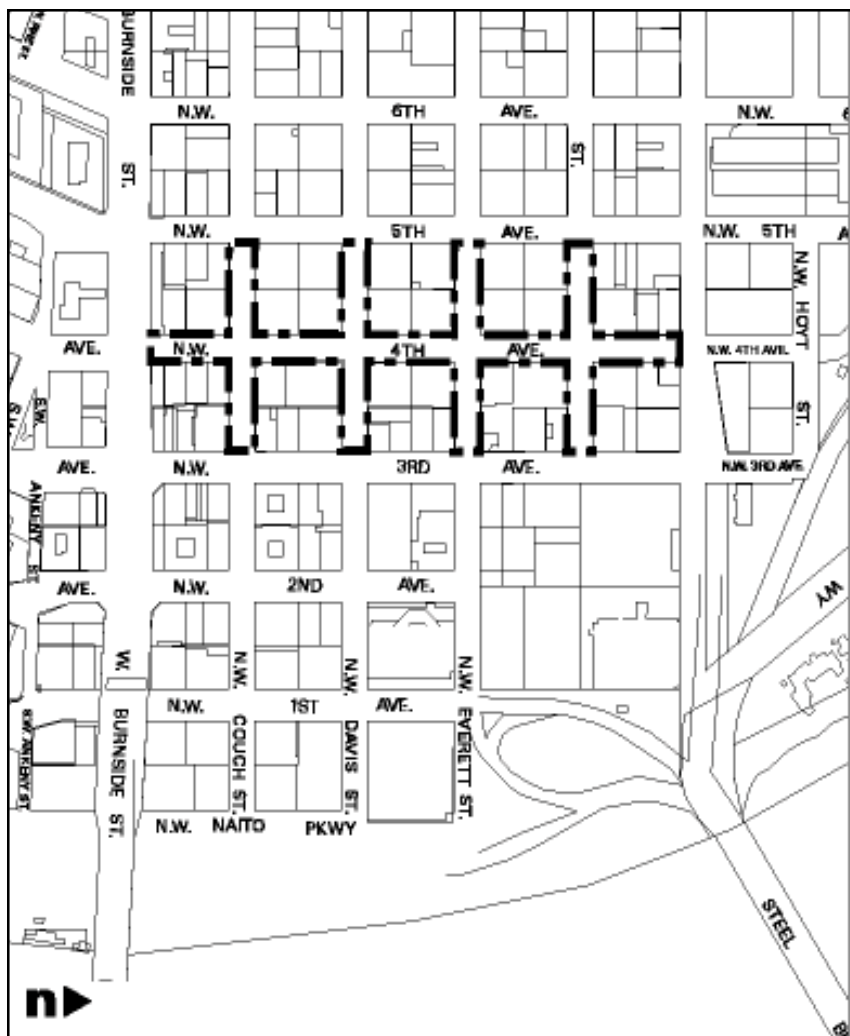
Gateway to New China / Japantown during a festival

GUIDELINE

Provide opportunities for the development of suitably ornate signs, using motifs, symbols, bright colors, and celebrative forms that add to the atmosphere and character of New China / Japantown.

Size and place signs and their structural support systems so that significant architectural or historical features of the building are not concealed or disfigured.

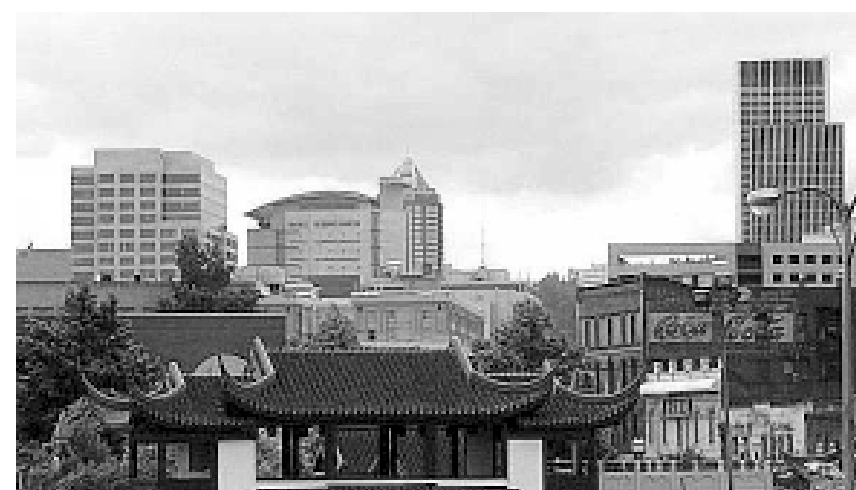
Ensure that all signs receive proper maintenance.



Map 2-4. The New China / Japantown Unique Sign District

This guideline may be accomplished by:

1. Developing identifiable roof shapes that will add to the character of this area. This is a view looking south across the roofs of the Classical Chinese Garden. The roofs add character to the New China / Japantown Historic District and work in conjunction with the development of signs in the unique sign district to create a unique identity for the area.



This guideline may be accomplished by:

2. Developing signs that are unique to the area. The sign for this building, at NW 3rd and Couch, is made up of characters from the Chinese language and does not project from the building's facade.



3. Incorporating sign design elements that reflect the diversity of New China / Japantown. The sign for the Republic Cafe uses sign design styles, symbols, and language from both America and Asia.



This guideline may be accomplished by:

4. Utilizing the top of the building for more than signs. The roof covering the loggia on the Tung Sung Building, at the corner of NW 4th and Everett, uses design elements such as ceramic tile roof shingles and ornamental statues along the ridge to enhance the atmosphere of this downtown community.



5. Augmenting the signs with other decorations. The House of Louie restaurant on SW 4th Avenue has several of these ornamental roundels along the exterior walls of the building. It also has heavily decorated columns at the entry and large neon signs on two sides of the building that all together evoke a strong character.



EPILOGUE

The Central City is the most dense, most used, and most active area in Oregon. It contains the highest level of city life and architectural sophistication. The City of Roses is Oregon's premier urban setting, graced with culture, elegance, and style.

Design guidelines encourage a partnership between the public and private sectors aimed at complementing the urban setting with excellent design. This has been and continues to be a Portland tradition.

All projects are encouraged to develop to the full potential of the property as is permitted by the *Central City Plan* and any plan district regulations that deal with land use, land density, project height, development bonuses, etc.

All projects are encouraged to be urban in character and of the highest quality. The preceding design guidelines that deal with Portland's personality, pedestrian emphasis, project design, and designated special areas are primary tools for ensuring that the desired levels of character and quality are achieved.

As a quality environment, natural and man-made, Portland is one of the finest cities in the country. Since the mid-sixties, Portland's urban design consciousness has grown and, as a result, the city's built environment is admired both nationally and internationally. The people of Portland have a commitment to quality. It is this broad-based public support and shared commitment that has resulted in the rich urban fabric and culturally-enlivened city that is enjoyed and shared as a community.