

GATEWAY REGIONAL CENTER DESIGN GUIDELINES



CITY OF PORTLAND, OREGON
BUREAU OF
Planning
Effective June 18, 2004

ACKNOWLEDGEMENTS

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ACKNOWLEDGEMENTS

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Section I

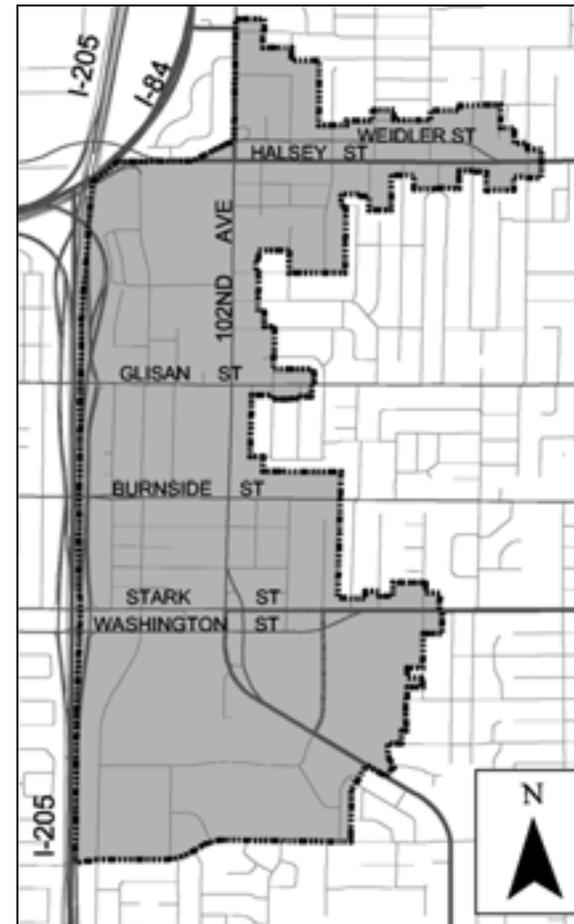
Introduction

THE GATEWAY REGIONAL CENTER

The Gateway Regional Center is the City of Portland's only designated regional center. The area is envisioned to redevelop into a highly-urbanized, pedestrian-oriented center, with an overall built size and scale second only to Portland's Central City. The boundaries of the regional center are shown in the adjacent diagram.

The approximately 650-acre site sits at the intersection of two interstate freeways, I-205 and I-84, and two existing light rail lines, the blue and red lines. A third light rail line is proposed to extend from the regional center's transit hub, the Gateway Transit Center, south to the regional center anchored by the Clackamas Town Center shopping mall.

Gateway is home to two major retail centers, the complex anchored by a Fred Meyer grocery store in the north and Mall 205 to the south. There is one major hospital in the southern part of the area – the Adventist Medical Center – as well as several medical office buildings scattered throughout the regional center. The two retail centers, the hospital, and the East Portland Community Center comprise the major employment and visitor attractions to the regional center.



THE GATEWAY REGIONAL CENTER AND DESIGN DISTRICT

INTRODUCTION



Russellville apartment complex



MAX at the Gateway Transit Center

Almost all of the development in the Gateway Regional Center was built after World War II, after the emergence of the automobile as the primary mode of transportation for residents, workers and visitors in the area. The effects of this timing are clearly expressed in the suburbanized qualities of the area's automobile-oriented street infrastructure and development. Major streets (Stark/Washington, 102nd, and Glisan) accommodate high vehicle volumes and speeds. Minor streets, such as 100th, Ash, and Irving, are often discontinuous and lack standard improvements like curbs, sidewalks, and street trees.



View east along Halsey

The majority of development in the regional center is also suburban in character, typically defined by a surface parking area between the low-density building(s) and the sidewalk.

Gateway's transition from its current suburban form to an active, urban, pedestrian-oriented environment will not happen overnight. The design guidelines in this document are intended to work together, in conjunction with other tools, to help shape new sites and buildings as they redevelop one proposal at a time.



Fred Meyer grocery store c. 1950

URBAN DESIGN IN THE GATEWAY REGIONAL CENTER

As redevelopment is anticipated to occur incrementally throughout the regional center over a long period of time, it will be necessary to guide short-term redevelopment in a way that is consistent with the long-term vision. To most effectively guide short-term redevelopment, the regional center was divided into four subareas: the Halsey / Weidler Corridor, Gateway Station, 102nd / Burnside, and the Southern Triangle. Each of these subareas has its own unique set of characteristics that offers opportunities while presenting challenges to new development.

This “finer-grain” of growth requires a directed and coordinated approach by the city to link the different areas of the regional center together. As the land (and existing structures) transition to denser development, demand will increase for new open spaces as well as new streets and/or enhancements to the existing network. These unifying components are part of the long-term development strategy, segments of which will be implemented as different parts of the subareas transition.

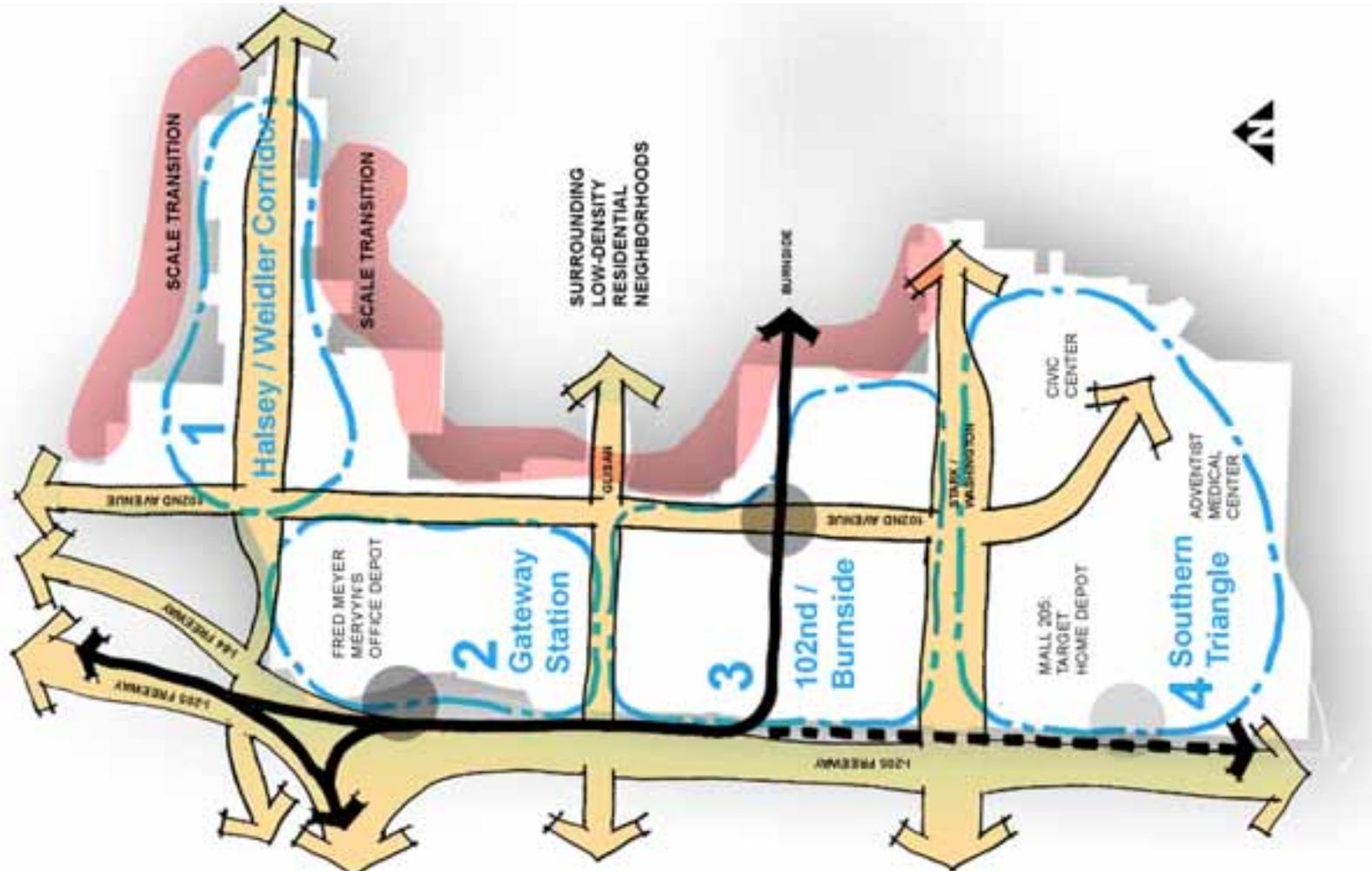
The Urban Design Concept proposes a future for Gateway as an exciting, urban regional center. To achieve this goal, it will be necessary to develop and enhance the following three elements:

- A Hierarchy of Streets
- An Urban System of Parks and Open Spaces
- Focused Areas of Density

Due to the relative certainty of the existing street network and based on its relevance to new development proposals, “A Hierarchy of Streets” is described more on page 10.

The framework diagram on the facing page identifies the four subareas, the existing major transportation network, and some of the edge transition challenges.

SUBAREAS DIAGRAM



A HIERARCHY OF STREETS

A hierarchy of streets in the regional center has been identified to help clarify where the city wants what kind of development. This street hierarchy is shown on the Urban Design Concept on the facing page, and serves as a reference for several guidelines in this document.

102nd Avenue: While its transportation functions are not expected to change, 102nd Avenue is planned to become a “place-making” boulevard for the regional center. 102nd's new look is likely to include new landscape plantings and trees, some of which may be in a median.

Automobile-oriented streets: The existing streets that facilitate automobile movement include Glisan, Stark / Washington, and the ends of Halsey / Weidler and 102nd. Similar to the situation on 102nd, the transportation functions of these streets are not envisioned to change, placing an emphasis instead on enhancements to pedestrian mobility and safety.

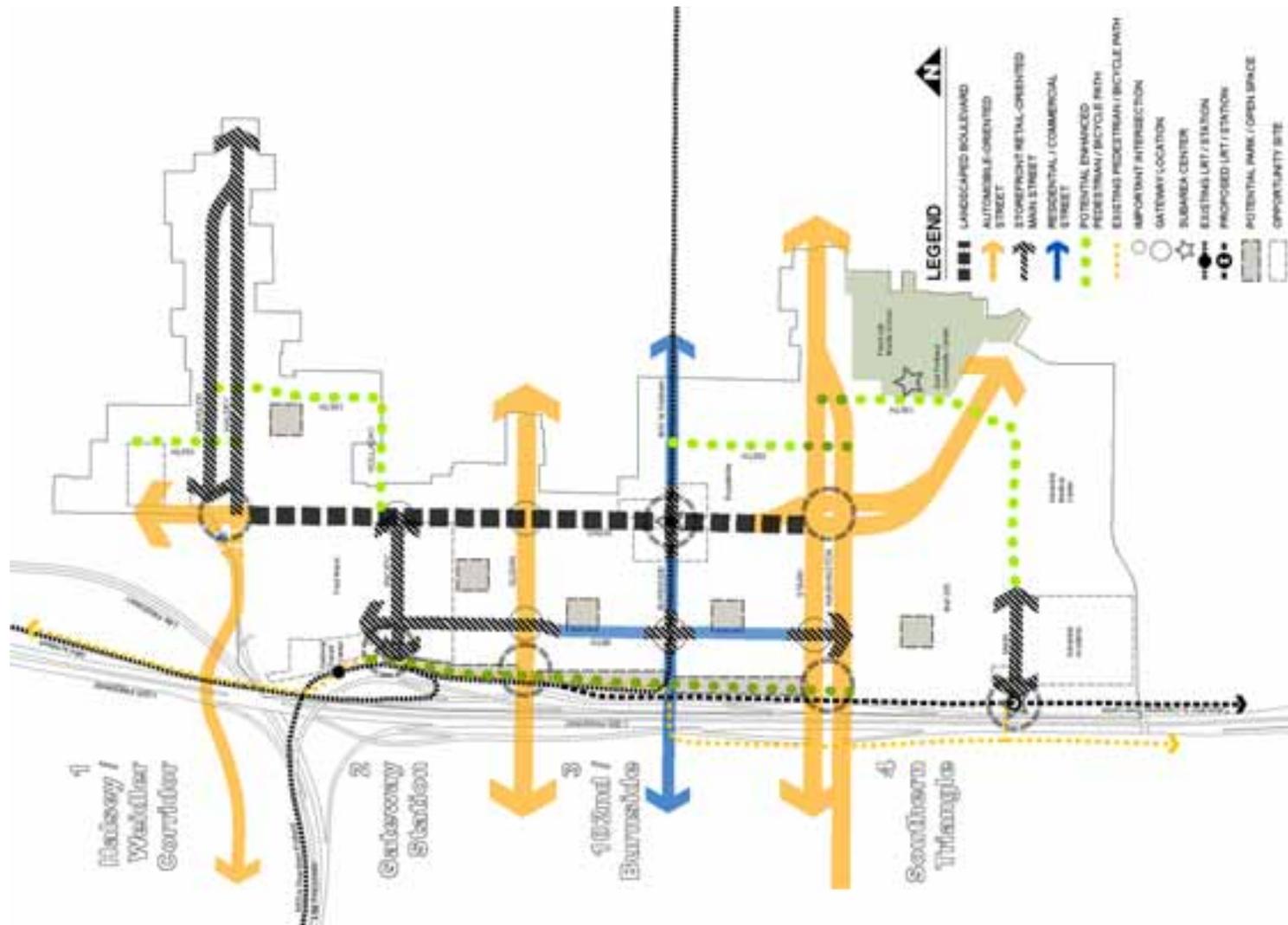
Storefront retail-oriented main streets: Portions of Halsey / Weidler, 99th Avenue, Pacific and Burnside offer the best potential for additional enhancements to create streets supportive of storefront-retail types of uses. Because of their existing connectivity, their traffic volumes and speeds, or the facilities they accommodate, these streets provide real possibilities for the creation of sidewalk-oriented buildings that contribute to a pedestrian environment.

Potential enhanced pedestrian / bicycle paths: Some streets are identified on the Urban Design Concept as “enhanced pedestrian / bicycle paths”. Enhancements to pedestrian and bicycle movement on these streets, paths or trails will complement the lower motor vehicle volumes and connectivity between activity centers they already exhibit.

Minor streets: Other streets not called out on the diagram are minor streets, and due to their less-intense use and local level of service, provide access to more introverted sections of the regional center. They may provide a variety of functions, and are generally quieter in character than the primary system described previously.

A master street plan for the regional center has been adopted and incorporated into the Transportation Element of the *Comprehensive Plan* (see page 78 of the Appendix). As this plan identifies the city's desired street network for the regional center, proposed new streets and accessways must be consistent with it. Portland's Office of Transportation (PDOT) determines the timing and extent of improvement required for the development of new streets. Specific information on the required development standards for the regional center's streets is available from PDOT (see page 77 of the Appendix).

URBAN DESIGN CONCEPT



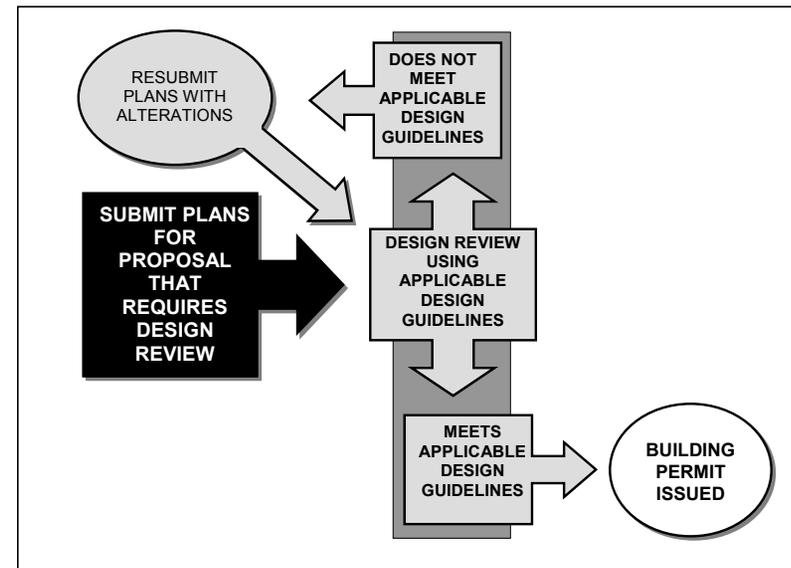
INTRODUCTION

DESIGN REVIEW IN PORTLAND

Design review is an important tool in the implementation of Portland's urban design goals. Design review is required for areas and individual buildings that are important to the city's character. The design review process is flexible, giving designers the ability to explore innovative site and building designs.

The design review process considers regulations in the *Portland Zoning Code* and design guidelines in the review of a given proposal. The combination of regulations and guidelines set the baseline standard for acceptable development in an urban setting. Areas subject to design review are identified on zoning maps by the lower case letter "d."

The planners within the Bureau of Development Services (BDS) and the citizens appointed to serve on the Portland Design Commission conduct the design review process. The Design Commission is a volunteer board and includes members with expertise in design and development. Members of the commission are nominated by the Mayor and confirmed by the City Council.



Design review process diagram

Those conducting design review consider many aspects of a given proposal, such as building siting, landscaping, the quality of materials, and the location of parking. The design review process evaluates proposals against specific design guidelines for the area and any development regulations being proposed for modification or adjustment. The design review process also provides the public with opportunities to evaluate proposals for new construction, as well as some alterations to existing buildings or sites.

All development proposals in the City of Portland are subject to the development standards contained in the *Portland Zoning Code*. The design review process may include the review of proposed modifications to some development standards. For a modification to be approved, the applicant must show that the resulting development will better meet the design guidelines and be consistent with the purpose of the standard being modified. Not all standards may be modified.

The review body may add conditions to an approved proposal, to ensure compliance with the guidelines. If a proposal is not approved, the applicant is encouraged to revise the design to address deficiencies.

USING DESIGN GUIDELINES IN THE DESIGN REVIEW PROCESS

Design guidelines play a significant role in the design review process. They state the desired design objectives and inform designers, developers, and the community about issues that will be addressed during design review. Design guidelines are mandatory approval criteria that must be met as part of design review. Proposals that meet all applicable guidelines will be approved; proposals that do not meet all applicable guidelines will not be approved. The number of applicable design guidelines varies depending on the size and scope of the proposal; see the table on page 17. Applicants are responsible for explaining how their design meets each applicable guideline.

Unlike objective design standards, there are many acceptable ways to meet each design guideline. Rather than prescribing specific design solutions with design guidelines; the intent is to guide designers and developers toward achieving the broad design objective addressed by the guideline.

DESIGN REVIEW IN THE GATEWAY REGIONAL CENTER

The design review process in the Gateway Regional Center will vary with the type, size, and location of the proposal. Most proposals will initially be reviewed by staff in a process that generally takes less than two months (Type II procedure). Other proposals, in certain locations or over certain thresholds, are reviewed at a public hearing in a process of about three to four months (Type III procedure). Owners of nearby property are notified and testimony from individuals, organizations, and neighborhood associations is welcome.

GOALS FOR DESIGN REVIEW IN THE GATEWAY REGIONAL CENTER

Ten goals for design review in the Gateway Regional Center have been established to enhance the area's design quality, support its livability, and guide its transition to a pedestrian-oriented, active, urban regional center. They are:

1. Encourage urban design excellence.
2. Ensure that new development is at a human scale and that it relates to the scale and desired

character of its setting and the Gateway Regional Center as a whole.

3. Provide for a pleasant, rich, and diverse experience for pedestrians.
4. Assist in creating a regional center that emphasizes a mix of active uses and experiences and is safe, lively, and prosperous.
5. Provide for the humanization of the Gateway Regional Center through the promotion of parks, plazas, open spaces, public art, and trees.
6. Integrate and honor the diversity and history of Gateway.
7. Integrate sustainable principles into the development process.
8. Encourage the development of a distinctive character for subdistricts within the regional center, and link them.
9. Encourage and incorporate transit orientation and usage.
10. Enhance the physical and visual linkages between the Gateway Regional Center and adjacent neighborhoods.

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 for design review (previous page) 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 stifle innovation.

FOR MORE INFORMATION

Please see the *Portland Zoning Code* for complete information on the applicable approval criteria. For additional information on approval criteria, design guidelines, and design review procedures in the Gateway Regional Center, or for more copies of this document, please contact:

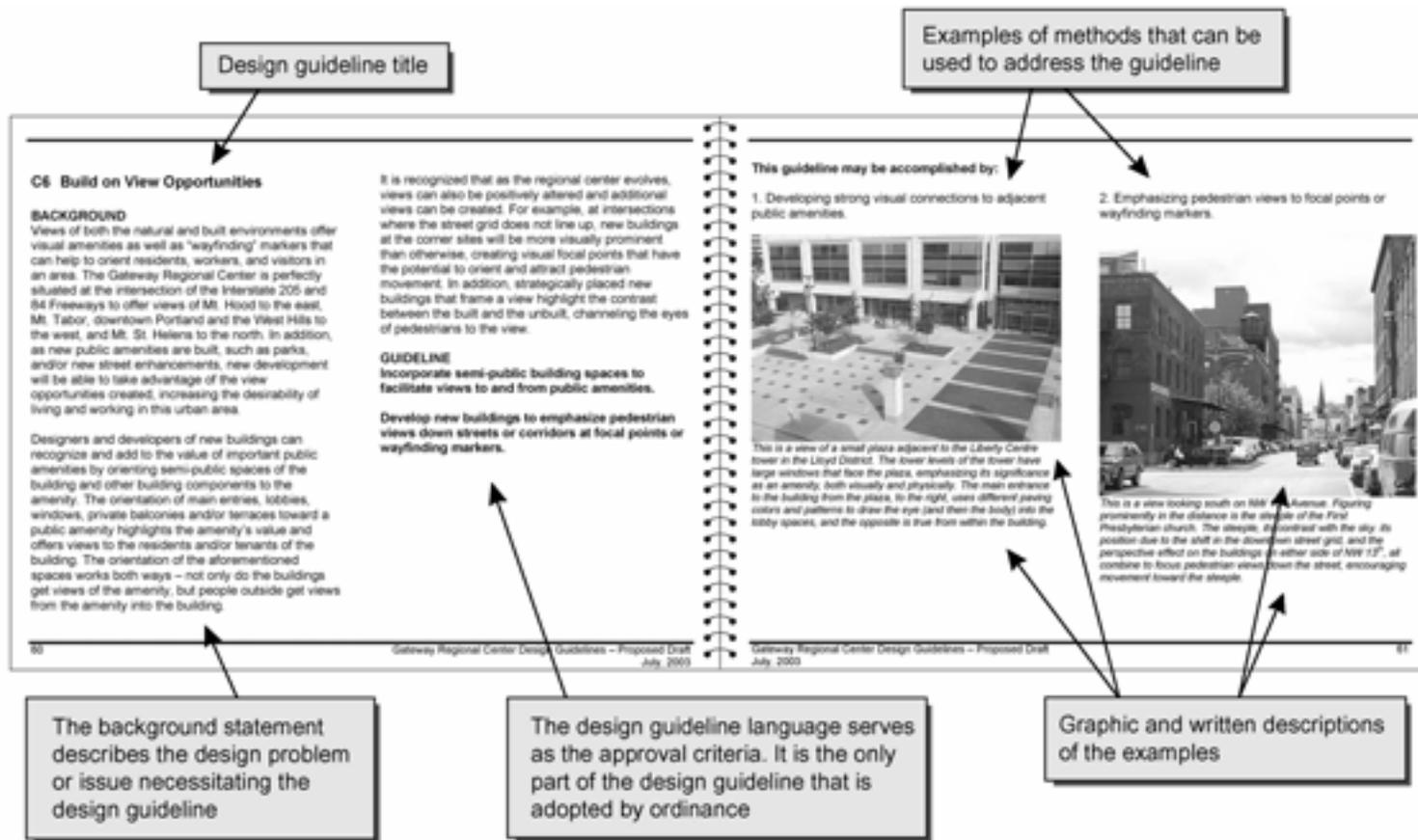
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www.planning.ci.portland.or.us

STRUCTURE OF DESIGN GUIDELINES

Each design guideline addresses a single issue and has the same structural components.



DESIGN GUIDELINE APPLICABILITY

PROPOSAL	New Development	Exterior Alteration	Storefront Remodel	Sign and/or Awning
DESIGN GUIDELINE				
A PEDESTRIAN EMPHASIS				
A1 Strengthen the Relationships Between Buildings and the Street				
A2 Enhance Visual and Physical Connections				
A3 Integrate Building Mechanical Equipment and Service Areas				
B DEVELOPMENT DESIGN				
B1 Convey Design Quality and Building Permanence				
B2 Integrate Ground-Level Building Elements				
B3 Design for Coherency				
B4 Integrate Encroachments				
B5 Integrate Roofs, Rooftop Lighting, and Signs				
B6 Integrate Ecological / Sustainable Concepts	*	*	*	
C CONTEXT ENHANCEMENT				
C1 Provide Opportunities for Active Uses at Major Street Intersections	*	*	*	
C2 Enhance Gateway Locations	*	*		
C3 Support Open Spaces with New Development	*	*		
C4 Develop Complementary Parking Areas				
C5 Transition to Adjacent Neighborhoods	*	*		
C6 Build on View Opportunities				
C7 Strengthen the Regional Center's Western Edge	*	*		



Indicates applicable guideline

*

Dependent upon development proposal and/or location

Section II

Gateway Regional Center

Design Guidelines

Gateway Regional Center Design Guidelines

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B2	Integrate Ground-Level Building Elements	36	C6	Build on View Opportunities	68
B3	Design for Coherency	40	C7	Strengthen the Regional Center's Western Edge	72
B4	Integrate Encroachments	42			
B5	Integrate Roofs, Rooftop Lighting, and Signs	46			
B6	Integrate Ecological / Sustainable Concepts	50			

A PEDESTRIAN EMPHASIS

A1 Strengthen Relationships Between Buildings and the Street

BACKGROUND

One of the Gateway Regional Center's defining characteristics is its existing street infrastructure. Included among these streets are historic main streets (Halsey / Weidler), a north-south commercial spine (102nd), some high volume-vehicle streets (Glisan, Stark / Washington), and a light rail transit street (Burnside). In addition, segments of 99th, Pacific, Burnside, and Main offer opportunities for new storefront retail businesses as well as other commercial and residential uses (please refer to the urban design concept diagram on page 11 for street designations). Different responses by new development, and associated setbacks, adjacent to each of these streets will emphasize the different functions of each street and add to the diversity of the regional center.

Between Halsey and Stark, 102nd is planned to be significantly enhanced with improvements for pedestrian safety and additional landscaping. Because its function as a high-volume transportation corridor is not expected to change as the regional center develops, it will play a more important role as a "place-making" street, visually signaling the presence of the regional center's commercial spine. New development adjacent to 102nd should support the improved street by incorporating a setback with landscape plantings and trees between the building and sidewalk.

Proposed new development adjacent to the high-volume vehicle streets must accomplish multiple functions. Incorporating building setbacks that include some landscape plantings can provide a distance buffer between the building and excessive vehicle noise and emissions. Orienting larger building volumes to the street, creating a multistory built edge, increases opportunities for the development of quieter private or community outdoor spaces on the building's other side. It may also be possible to develop commercial components of the proposal that are oriented toward the street with additional uses (such as residential) either pushed back behind a parking area or behind and above the commercial uses.

New development proposals along existing main streets or potential new main streets should exhibit a strong pedestrian-orientation. Larger building volumes should be oriented to the main street to emphasize and enclose the street. Setback areas between the building and sidewalk should be designed as extensions of the sidewalk, offering public places for people to sit and gather, or space for tables and chairs, associated with a café or restaurant. Incorporating large ground floor windows allows for increased visibility into retail storefronts.

Buildings along residential/commercial streets are expected to exhibit the same type of sidewalk orientation as the main street buildings, only they are not expected to have storefront retail space at the ground level. Along these streets, other uses, such as office or residential, may also be located at the ground level, still encouraging pedestrian use, but not necessarily a continuous storefront-retail building edge. Generally, building setbacks along these streets should follow the same principles as those for the main streets, although setbacks adjacent to ground-level residential uses may benefit from incorporated landscape plantings and/or trees.

In general, where building setbacks incorporate landscape groundcovers, plants or trees, these areas should be considered as offering building and/or site stormwater management capabilities. Please also refer to guideline B6, and page 77 of the Appendix for contact information on development sustainability. It is important to coordinate the design of new development concurrently with improvements to adjacent streets. Please refer questions on the street standards to the Portland Office of Transportation (see page 77 of the Appendix).

GUIDELINE

Integrate building setback areas with adjacent streets.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

1. Integrating building setback areas that function as extensions of the sidewalk along main streets.



This is a view along NW 23rd Avenue in Northwest Portland. The café's outdoor seating has been integrated adjacent to the sidewalk and is effectively demarcated by the building's column spacing and signage.

2. Incorporating landscape plantings and/or trees along 102nd or high volume streets.



This office building along 102nd, between Burnside and Glisan has incorporated trees, shrubs and groundcovers into its setback facing 102nd. In addition, its main entrance faces 102nd and is highlighted by different window systems and a taller recession in the building façade.

This guideline may be accomplished by:

3. Setting back incorporated residential uses from streets with high motor vehicle volumes and speeds.



The Barcelona Apartments building has incorporated three levels of residential use above the commercial-use space on the ground level. The upper levels of the building have been pulled back from the façade plane of the ground level, increasing the privacy of the dwelling units, reducing noise and emissions impacts from the adjacent street, and providing space for associated outdoor terraces.

4. Developing a strong street orientation along residential or commercial streets.



This development in Northwest Portland along Thurman Street offers live-work residential opportunities. The “work” spaces along the ground level provide potential space for emerging businesses, small shops, or even additional residential space.

A2 Enhance Visual and Physical Connections

BACKGROUND

Strong visual and physical connections between the sidewalk and adjacent development are critical components to the success of the pedestrian environment. Usually, visual connections between a building and the sidewalk are ground-floor windows, and physical connections are doorways, although in either case, there may be others.

Ground-floor windows that are oriented to the sidewalk are multifunctional. One function is an opportunity for pedestrians to “preview” interior spaces of a building. Generally, people are more comfortable entering places they have had an opportunity to see first. Another function is that items, activities, and/or building spaces on display to passing pedestrians provide a rich collection of different things to look at, enhancing any walking trip. Large ground-floor windows also provide copious amounts of daylight to interior spaces of the building, reducing a given building’s potential energy needs.

Doorways allow pedestrians to move easily from the public exterior environment on the sidewalk to a private set of interior building spaces. This type of physical access should be integrated with incorporated ground-floor windows.

Larger buildings often have a series of semi-public spaces at the ground-level that tenants of, or visitors to, the buildings move through en route to more private locations within. These spaces include main entries, lobbies or atriums and are often larger-volume spaces that have lots of windows or glass associated with their design(s). When oriented to the sidewalk and street, these types of spaces support the pedestrian environment by developing views into and out of the grandest and most dynamic spaces of the building, subsequently encouraging movement to and from the sidewalk.

GUIDELINE

Enhance visual and physical connections between buildings and adjacent sidewalks.

Orient semi-public building spaces to the sidewalk and street.

This guideline may be accomplished by:

1. Incorporating large ground floor windows facing the sidewalk.



This image of a historic Streetcar Era building (c. 1920s) clearly illustrates the difference in design treatment between the ground and upper building levels. The ground level of this facade is almost entirely in windows, with only the structural system remaining opaque, while the upper level expresses a higher percentage of wall than window area.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

2. Developing flexible wall systems adjacent to the sidewalk.



This coffee shop in Northeast Portland employs garage door-like openings along its sidewalk frontage, significantly increasing the visual and physical connections between the coffee shop's interior and the sidewalk space outside.

3. Expanding the “sidewalk level” of the building.



The 1900 SW Fourth building in the South Auditorium District has stretched its sidewalk-level windows up to the 2nd level of the building. Expanding the use of large windows, typically used only at the sidewalk level, to the 2nd and 3rd levels of a building increases the apparent transparency of the building to pedestrians and the visual connections to the sidewalk from the building's upper levels.

This guideline may be accomplished by:

4. Emphasizing permeability at the ground level.



The Public Services Building on SW 6th Avenue in downtown Portland has large windows and a prominent main entrance adjacent to the sidewalk, offering easy views and access into the building's lobby.

5. Orienting main entrances and/or lobbies to the sidewalk.



The main entrance of this residential building in Northwest Portland is called out by projecting off the main volume of the building. It faces the street and has a strong relationship with the adjacent sidewalk – the small roof covering the entry provides a transition from the public street into the private lobby spaces of the building.

A3 Integrate Building Mechanical Equipment and Service Areas

BACKGROUND

Generally, a larger building needs a certain amount of mechanical equipment and/or service areas that are necessary for day-to-day operations. While these components are necessary elements, they must be carefully incorporated within the overall design, as their placement and operation have the potential to negatively affect the pedestrian environment.

Often much of the mechanical equipment is incorporated on the exterior of the building. The bulk of this equipment is typically used for heating, ventilating and air conditioning (HVAC) the interior. Such equipment has the ability to produce offensive odors, noise, and/or air movement, and should be located so that it does not detract from the pedestrian environment. Other mechanical equipment, such as water or natural gas meters, can benefit from sensitive incorporation in the building's design.

Areas intended for vehicular access should also be located where they will minimize impacts to the pedestrian environment. Examples of these areas include loading areas, storage for recycling and trash dumpsters, and parking access locations. There are many impacts to the pedestrian environment that these necessary building areas can create. They can require extended or numerous curb cuts, which increases the potential for pedestrian-vehicle conflicts. They have the potential to create excessive odor and/or noise. In addition, they create building edges that are not contributory to an active urban environment. Similarly to the mechanical equipment, these areas are most successfully incorporated in overall site and building designs when they are considered in the early stages of the design process.

GUIDELINE

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

This guideline may be accomplished by:

1. Consolidating and/or sharing motor vehicle access points.



This multimodal service road in the RiverPlace community provides access to the parking garages for several different residential buildings in the complex. Consolidating these service roads among multiple projects reduces the amount of curb cuts necessary to provide vehicular access to each of the buildings.

2. Integrating mechanical equipment where it will not impact the pedestrian environment.



The Hollywood branch of the Multnomah County Library is part of a mixed use building that has integrated its mechanical equipment into the structure above and facing the building's parking area. This location, behind its street frontage, effectively positions the equipment in a location where it will not negatively impact the pedestrian environment.

B DEVELOPMENT DESIGN

B1 Convey Design Quality and Building Permanence

BACKGROUND

The quality of a building's design and the permanence of the materials used in its construction contribute significantly to the character of the built environment. For example, the first buildings built in downtown Portland are over one hundred years old, and their existence to this day is a testament to the quality and flexibility of their designs, as well as the durability of their construction. Today, new design principles, together with new construction materials and techniques, present new opportunities and challenges for the future of the built environment. The development of new buildings that are of high design quality and built with exceptional construction materials is symbolic of individuals and groups investing or "putting down roots" in the community, and encourages others to do similarly.

Buildings that are designed to be flexible ensure their longevity and an area's permanence as the times, owners, uses and tenants change. Concentrating vertical chase systems, for building components such as heating, ventilating and air conditioning (HVAC) ductwork, electrical and telecommunications systems, and plumbing, reduces costs and increases the flexibility of the remaining floorspace for other changing uses. Developing building structural systems that allow for the insertion of non load-bearing walls to define different areas enhances the building's ability to be reconfigured to suit different uses. Specifying exterior cladding systems that allow for the natural ventilation of the interior also increases the building's flexibility over time.

The incorporation of high-quality, durable building materials in new development is important to foster a building's sense of permanence, and the maintenance of its value over time. New buildings should employ structural systems that effectively balance the development's durability and flexibility.

In addition to the structural systems, there are many choices of materials available to designers and developers of contemporary buildings. Exterior cladding systems, roofing, and windows are just three examples of the many building components that merit consideration regarding their material quality. Developing buildings that use high-quality materials helps to maintain the significance of the building over time, and enhance experiences in and around it.

GUIDELINE

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

This guideline may be accomplished by:

1. Developing residential buildings that provide foundations for new communities.



This is a residential building from the “Arbutus Village” redevelopment in Vancouver, BC. Rather than attempting to mimic any particular architectural style, the building’s exterior can perhaps be interpreted as expressing a solidity reflective of the residents of the redeveloping community.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

2. Employing a palette of building materials that conveys a high level of craftsmanship and attention to detail.



The Belmont Dairy rowhouses off of Belmont Street in Southeast Portland are wood frame buildings that exhibit a high level of craftsmanship. The exterior wood siding on the rowhouses is similar to that on houses in the surrounding neighborhood, some of which have been standing for 90 years or more.

3. Making design decisions involving the building's exterior that increase the building's "visual texture."



On the left, the Hollywood branch of the Multnomah County Library employs recessed windows on its exterior facades, increasing the depth and contrast of the shadows at windows with the smooth walls. On the right is a closeup of some of the Meier and Frank building's terra cotta tiles, each one (roughly) 12 inches by 12 inches with a relief pattern on it. The cumulative effect of thousands of these tiles yields a visual richness as one gets closer and closer to the building, as light reflecting off the bright white color contrasts with shadows created by the relief patterns and joints.

This guideline may be accomplished by:

4. Incorporating permanent structural systems.



This four-story mixed use building at the intersection of SE 34th and Hawthorne employs a structural system of concrete block and steel, increasing the likely lifespan of the building and signaling to the community a commitment of durability.

5. Designing buildings to be flexible.



The Weiden and Kennedy headquarters offices are located in the NW 13th Avenue Historic District in a building that used to be a paint warehouse. The simplicity of the original building design, coupled to strategic adaptive reuse design decisions, have resulted in a subtle, yet significant, addition to the River District.

B2 Integrate Ground-Level Building Elements

BACKGROUND

The relationships of buildings to the sidewalk are critical to the development of a vibrant pedestrian environment. Building elements at or near the ground-level, such as awnings or canopies, trellises, and exterior lighting and/or signs, are the building elements that are closest to the people adjacent to the building, and therefore the most likely to impact the pedestrian environment. They are able to reduce the building's scale and offer weather protection, nighttime security, and information, among other benefits, to pedestrians.

Often, a building will have a series of lights, signs, awnings, and even landscape plantings at or near its ground level. It is easy to leave these types of building elements to be resolved at later stages of the design process. This method can often result in their appearance as transient afterthoughts. The early consideration of these elements' integration with each other and the building's architecture can add to the building's perceived quality of permanence.

GUIDELINE

Integrate the different ground-level building elements with the building's architecture.

This guideline may be accomplished by:

1. Integrating signage systems that are consistent with the building's overall design.



These signs advertising interior retailers are along NE Holladay Street at the Liberty Centre in the Lloyd District. While the actual sign can change as the tenants do, the signs' metal support structures are well integrated with the building's architecture.

2. Using integrated systems of building elements to provide a human scale at the ground level.



PacWest Center in downtown Portland employs a cohesive landscape, awning, sign, and lighting system that reflects the building's rounded-corner design. The unified system of ground level elements breaks the scale of the large building down, and strengthens the pedestrian's understanding to the architecture.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

3. Utilizing building elements to help transition pedestrian space.



This image shows a view of the entry to Gateway Arbors' office entrance. The combination of the raised planters, providing a horizontal setback, and the relatively low roof over the door work together to create a transitional experience from the public space of the sidewalk into the private space of the building.

4. Considering the design(s) of ground-level building elements early in the design process.



The awnings at this corner of the Pioneer Place shopping mall (SW Morrison and 5th Avenue) are glass and supported by a sturdy steel structure evocative of the trusses supporting the central atrium's skylight on the interior of the building.

This guideline may be accomplished by:

5. Designing landscaping into the building.



These landscaped planters in the River District create an edge that, in conjunction with a building setback and a change in grade, effectively separates the private living spaces of the rowhouses with the public environment of the street.

6. Integrating works of art into a building or site design.



Works of art that have been considered and integrated early in the design process, such as this sculpture at the Russellville apartment complex, can add another layer of visual, tactile and intellectual interest to pedestrians.

B3 Design for Coherency

BACKGROUND

New development in the Gateway Regional Center will accommodate a variety of uses. This will typically be in multistory, mixed-use buildings. Different uses in a building present challenges to the designer and/or developer in achieving a design “coherency.”

Although architectural styles come and go, most buildings still have three basic compositional parts: a base, a middle and a top. A coherent design often exhibits the different functions of these three basic parts, while resolving them through shared qualities with smaller-scale components.

Examples of the smaller-scale components include exterior cladding materials, roof systems, window and door materials (and their placement), as well as ground-level lighting fixtures and signs. Integration of these elements throughout the design process strengthens their relationships with the other parts of the building, and can bring coherency to the overall design. A coherent design can be appreciated by pedestrians at the ground level, users inside the building, and those viewing it from afar.

GUIDELINE

Integrate the different parts of a building to achieve a coherent design.

This guideline may be accomplished by:

1. Accentuating the different programmatic functions in a building.



This six-story building's exterior clearly expresses that the lower two floors serve a different function (office/retail) than the upper four (residential). This particular design uses the corner treatment to accomplish multiple objectives: uniting the upper and lower parts of the building, highlighting the main entrance to retail space on the ground level, and accentuating (subtly) the most visible part of the building.

2. Expressing the base, middle and top of a building.



This is a four-story mixed use building in the "Arbutus Village" redevelopment area in Vancouver, BC. The building's base has been dedicated to retail use, while the upper three floors are residential. The middle two floors are restrained, while the upper level steps back from the façade plane and uses a shed roof system, creating deeper shadows and emphasizing the top.

B4 Integrate Encroachments

BACKGROUND

Encroachments are elements of a development that are either inserted within the public right-of-way or project beyond the property line into it. Examples of encroachments are works of art, signs, balconies, bay windows, marquees, canopies, and skybridges, among others. Many of these contribute to the development of a successful pedestrian environment, and need to be integrated with the building's design and the affected right(s)-of-way.

Generally, encroachments should be incorporated where they do not detract from the pedestrian environment or important public views. Special policies for encroachments have been adopted and are intended to guide their integration with adjacent development and the surrounding context.

Skybridges are encroachments that significantly affect street character and identity. While they may improve the function(s) of a given development, they also redirect pedestrian traffic that would otherwise use the sidewalk, decreasing the potential activity on the street. Where necessary, skybridges should be level, transparent, located toward the middle of the block, away from an intersection, and not interpreted as dominant architectural elements. They should never detract from the pedestrian environment and should not replace on-grade improvements.

GUIDELINE

Size and place encroachments to enhance the pedestrian environment.

Where permitted, integrate skybridges that are visually level and transparent toward the middle of the block, where they will be most unobtrusive.

This guideline may be accomplished by:

1. Integrating works of art.



These brightly-colored totems wrap poles holding the overhead wire for the Portland Streetcar where it runs through the River District on 11th Avenue. They have been incorporated between the curb and the movement zone of the sidewalk, offering visual, tactile, and interpretive experiences to the pedestrian environment.

2. Integrating permitted skybridges to be visually and physically unobtrusive.



This image is of the skybridge at Pioneer Place that spans SW Yamhill Street between 4th and 5th Avenues. It is located at the middle of the block, is two stories above the ground level, and appears to be made mostly of glass, reducing its visual and physical impacts on the street below.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

3. Developing larger-scale encroachments that are expressive of the community.



The exuberant gateway on SW 4th Avenue proudly heralds the entrance into the New China / Japantown Historic District, and with its design reflects many of the architectural styles and traditions of a rich culture.

4. Integrating building elements that project into the public right-of-way.



This multistory building on NW 23rd Avenue in Northwest Portland has employed projecting bay windows along its street-facing façade. Projecting bay windows offer residents with unique views and increased access to daylight while enhancing the sense of urban enclosure for pedestrians.

This guideline may be accomplished by:

5. Integrating projecting balconies with the building's design.



The Hawthorne Condominiums building at SE 34th and Hawthorne has a series of balconies projecting over the sidewalk. The balconies help to emphasize the undulating rhythm of the building's façade, projecting out of the recessed space between the alternating large bays.

6. Developing encroachments that emphasize transitions.



This image is of one of the many gateway structures at the edges of the Laurelhurst neighborhood. These are paired structures (one on both sides of the street) that span the sidewalk and clearly signal to pedestrians (as well as other modes) that a threshold is being crossed.

B5 Integrate Roofs, Rooftop Lighting, and Signs

BACKGROUND

Building rooftops play important roles in new development. Often a roof contributes much more to a building than the simple protection of interior spaces from the weather. Historically, many designers were inspired by classical treatment of rooftops, where detailed eaves, projecting cornices, jutting parapets, and other sculptural elements at or near the tops of buildings make bold statements about the convergence of building and sky.

It is common practice, in the development of contemporary multistory buildings, to locate necessary building components such as heating, ventilating, and air conditioning (HVAC) equipment; elevator penthouses; staging and/or structural equipment for lights or signs; and various antennae at or near the tops of buildings. Visual impacts and/or views of these components can be mitigated by a holistic design that strategically employs parapets, screens, and other devices.

Building roofs also offer many opportunities for the incorporation of additional open spaces, such as rooftop gardens or terraces, and/or roof-level stormwater management systems, such as eco-roofs. Rooftop gardens or terraces provide the public and/or building tenants with easily accessible open spaces that offer special views of the surrounding community. The utility and atmosphere of rooftop open spaces are enhanced by the provision of seating opportunities and landscaping, and these in turn enhance views of the roof from nearby locations.

LIGHTING. Exterior lighting at or near the roof should be directed to highlight architectural features of the building without contributing to “light pollution.” The lighting should complement the building’s design and enhance views of the building from both near and far. Any staging equipment and/or support structures for this lighting should be incorporated so that by day or night, the building’s architecture remains the primary visual attraction. Successful lighting balances form, intensity, color, technology, and energy-efficiency, contributing to a special nighttime character.

SIGNS. Signs on buildings are intended to convey identity. At or near the tops of buildings, modest signs can provide visual interest and character, especially at night. They should be integrated with the building's architecture to function as accessories to it, not as significant parts of it. Such signs should be scaled to enhance building identity, while not dominating or detracting from the surrounding environment.

Rooftop signs' style, scale, intensity, color, technology and proportions should be integrated with the building's design and other related building components, such as any lighting proposed near the roof of the building. Similar to rooftop lighting, any necessary staging equipment and/or structures should be incorporated so that the building's architecture remains the primary visual attraction.

GUIDELINE

Integrate rooftop components, functions and related screening elements with the building's architecture.

Integrate exterior lighting, signs and any related structural equipment at or near the roof with the building's architecture. Orient lighting to highlight the building's architecture.

This guideline may be accomplished by:

1. Developing rooftop terraces or gardens.



The upper image shows the rooftop terrace at the Yamhill Market building in downtown, while the lower image shows a roof garden at PacWest Center, also in downtown. Both examples offer unique spaces in the building where people can gather or perhaps find a quiet spot to read a book.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

2. Integrating rooftop screening with the building's overall design.



The screening shrouding the rooftop mechanical equipment for the Port of Portland building has been set back from the building edges and colored to match the building, reducing its visual prominence from both ground level and distant viewpoints.

3. Incorporating signs that are “back-lit” or that employ shadows to reveal the sign.



The sign on the Liberty Centre building in the Lloyd District uses simple impressions within a plane to create the company's sign. This graphic sign employs shadows created by natural light during the daytime, and is lit from beneath at night.

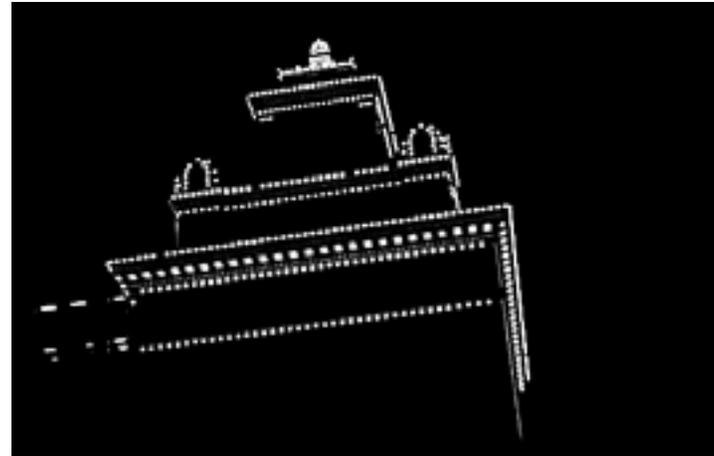
This guideline may be accomplished by:

4. Using lighting to reveal the building's architectural systems.



The Governor Hotel in downtown Portland uses a series of "uplights" to emphasize the vertical components of the building's structure at night.

5. Using lighting to highlight special features of the building.



Jackson Tower, a historic building facing Pioneer Courthouse Square, has a distinctive roof that tapers in a series of steps. Its lighting highlights the stepping roof and creates a focal point for the square at night.

B6 Integrate Ecological / Sustainable Concepts

BACKGROUND

The redevelopment of the Gateway Regional Center offers a special opportunity to integrate urban and ecological environments. It is important for the area's urban development to build strong relationships with the surrounding ecological landscape. There are many ecological or sustainable design principles to potentially incorporate in new development. It is the integration of these principles with the building's other functions that needs special (and early) consideration during the design process.

There are many different ways to incorporate ecological or sustainable principles at the site design level. Generally, increasing the amount of plantings between buildings, in transition areas or adjacent to parking areas increases the amount of pervious surface area able to absorb stormwater on site, decreasing the amount of water entering the city's stormwater treatment systems. Building setbacks incorporating landscape plantings in response to a given street environment can also be used proactively as retention facilities for stormwater captured elsewhere on the building or site. The city encourages new development to exceed the required landscaping standards to increase the stormwater management potential and ecological diversity on site.

Rainwater can also be captured and stored on site (for example, in cisterns or roof ponds) and reused to irrigate landscape plantings. In addition, pervious paving systems can be implemented in areas intended for pedestrian and low-volume vehicle traffic areas.

In addition to these site-oriented principles, new buildings in the Gateway Regional Center will also benefit from the implementation of ecological design principles. One way “green” or “high-performance” buildings can complement the landscapes around them is by integrating within the building some of the ecological concepts and/or plantings used outside. Examples of other techniques used to incorporate ecological concepts in new buildings include the creation of multipurpose sunspaces, developing passive heating and cooling systems, employing sun-shading and trellis systems, incorporating eco-roofs, using recycled or salvaged building materials, among many others.

Please refer to page 77 of the Appendix for contact information on development sustainability and stormwater management.

GUIDELINE
Integrate ecological/sustainable features or concepts with site and development designs.

This guideline may be accomplished by:

1. Developing multifunctional stormwater management systems.



This is a view of the courtyard at the Buckman Terrace Apartment complex. The courtyard's planted areas have been designed to function as stormwater retention facilities. In addition, and typical of most courtyards, it offers visual and physical relief for the residents of the building.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

2. Integrating eco-roofs, or similar permeable building roofing systems.



This is the eco-roof at the Hamilton West apartment building in the West End of downtown. Eco-roofs offer not only something pleasing to the eye when viewed from nearby locations, but also a significant reduction in the amount of stormwater allowed to enter the city's storm sewer system, and eventually, the river.

3. Incorporating stormwater management systems into surface parking areas.



This is one of the landscaped swales, at the Southeast campus of Portland Community College, to which stormwater from the surrounding surface parking areas is directed. The plantings in the swale are young in this image, but as they mature, in addition to providing stormwater management functions, they will offer visual relief from the site's surface parking.

This guideline may be accomplished by:

4. Celebrating the otherwise mundane functions of typical building elements.



These scuppers at the Water Pollution Control Laboratory have been developed to cascade water from the building's roof into the wetland garden at the northern end of the site. This is a rather poetic and celebratory solution to a typical building element that could otherwise function unnoticed.

5. Adaptively reusing buildings or building materials.



The Southeast campus of Portland Community College adaptively reuses what was a "big box" retail store at the intersection of SE 82nd and Division. Working with the existing building reduces lifecycle costs of the project and recycles a significant amount of refined materials that would otherwise be landfilled.

C CONTEXT ENHANCEMENT

C1 Provide Opportunities for Active Uses at Major Street Intersections

BACKGROUND

Major street intersections create unique spaces of concentrated activity where pedestrians, bicyclists, and motorists come together. Buildings adjacent to the intersection shape the streets that are coming together, and at their ground-levels, have special opportunities to enhance the intersection for the benefit of the pedestrian environment.

Because intersections are generally characterized by increased transportation activity, adjacent building corners should generally be built out to the sidewalk. Incorporating spaces for active uses at the building corners provides opportunities for retail or similar commercial, providing different spaces where pedestrians can stop and watch the activity. However, there may be situations where building corners pulled back from the intersection create places for the provision of seating, artwork or water features, and/or landscaping. An important consideration is the positioning of upper-floor building access, such as stairs or elevators, toward the middle of the block, allowing the corner(s) to be programmed with active uses.

The specific designs of building corners at active intersections will usually include many of the elements discussed in other guidelines (weather protection, signs, landscaping, large windows, etc.), and depending on the intersection, these might be augmented with embellished canopies, elaborate marquees, or more flamboyant lighting schemes.

Please refer to the urban design concept diagram on page 11 for the identification of major street intersections.

GUIDELINE

Integrate flexible, active-use space opportunities at building corners facing major street intersections.

Locate access to the upper floors of buildings at these intersections toward the middle of the block.

This guideline may be accomplished by:

1. Developing a design that enhances opportunities for retail.



The Hawthorne Condominiums building at SE 34th and Hawthorne has incorporated a two-story retail space at the building's corner at 35th Avenue. This space offers a large, highly visible location for special tenants to capitalize on the area's high levels of pedestrian and retail activity.

2. Emphasizing the higher visibility of the corner location.



This is one of four buildings at the intersection of NE Broadway and 15th Avenue that work together to highlight the intersection. This particular building has created a small tower-like element with large windows and doors for increased visibility and easy access to the retail space within.

C2 Enhance Gateway Locations

BACKGROUND

Gateway locations offer opportunities to highlight transitions to or from different areas. The transitions can be accentuated with elements in the public right-of-way, adjacent buildings or structures, or a combination of both. The urban design concept diagram on page 11 identifies the gateway locations for the Gateway Regional Center.

A gateway created using elements in the public-right-of-way is often explicit, formal, and probably what most people would define as a “real” gateway. The structures can express the character(s) of the communities they represent. Gateways formed by adjacent buildings are often more subtle than those created by elements within the public right-of-way. The gateway in this situation is typically not a physical structure; rather, it is a space made prominent by the form(s) of adjacent buildings. Gateways created through combinations of elements in the right-of-way and adjacent buildings benefit from the strengths of each method.

Typically, gateways occur at street intersections, and can be considered as more aggressive major street intersections. Due to the increased visibility provided by elements in the public right-of-way, on adjacent buildings, or both, incorporating active use space at the ground-level of buildings adjacent to some gateways may strengthen the sense of transition and offer potential tenants desirable space.

Other components, such as signs, lighting systems, marquees, public art, or landscaping, can be used to further emphasize gateway locations. In addition, reused buildings (or parts of significant older buildings) can be integrated into a contemporary gateway design to express and respect the history of an area while embracing its future.

GUIDELINE

Enhance transitions at gateway locations.

This guideline may be accomplished by:

1. Using formal gateways to emphasize transitions.
2. Developing gateway buildings.



The formal gateway to New China / Japantown at NW 4th Avenue and W Burnside is probably the city's most expressive example of a gateway emphasizing a transition from one place to another. The structure's combination of a rich palette of high-quality materials, distinctive detailing, and the fact that it spans the right-of-way, all work together to inform those passing beneath it that they have entered a special place.



The Ritzdorf Court apartment building is at an identified Central City gateway, the intersection of SE Belmont Street and 12th Avenue. Instead of constructing an arch or similar structure within the right-of-way, the designer has stepped the mass of the building up from the lower-scale residential buildings (to the right) toward downtown Portland (to the left).

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

3. Incorporating works of art and/or fountains as gateways.



The Skidmore Fountain (in the foreground), in conjunction with the historic columnnade (in the background), together create a strong bridge between Tom McCall Waterfront Park and Ankeny Plaza.

4. Integrating sidewalk markers.



Sidewalk markers, like this one in the Skidmore / Old Town Historic District, are subtle but effective pedestrian-oriented signs that signal when they are moving from one area to another. These can be implemented by themselves or in conjunction with more overt gateway symbols.

This guideline may be accomplished by:

5. Incorporating special landscape plantings and/or arrangements at gateway locations.



This is an image of a large heritage tree in the Irvington neighborhood. The building behind it has pulled itself back from the corner and framed the tree, further emphasizing the importance of the tree to the community and highlighting it as a marker.

6. Emphasizing transitions at sites adjacent to freeway overpasses.



The three-story Merchants Bank building, on the west side of the Stark Street overpass of I-205 has a subtle curve in its south façade. This slight curve in the façade plane helps to accentuate the transition from the overpass back to grade, emphasizing the gateway to destinations west of the freeway.

C3 Support Open Spaces with New Development

BACKGROUND

Open spaces, including parks or plazas, are critically important to any urbanized area, as they offer necessary visual and physical relief from the built environment. These spaces accommodate a variety of uses that range from quiet, contemplative pursuits to active team-sport competitions. The orientation and articulation of adjacent buildings can significantly affect the desired function(s) of an open space.

By orienting itself to, or facing, an adjacent open space, a new building is contributing to a healthy, symbiotic relationship. The proximity of the open space offers the building's tenants, residents, and visitors with a significant visual and physical amenity. The orientation of the building's primary semi-public spaces, including main entries, lobbies, and ground-level active use spaces toward the open space, encourages pedestrian movement to and from the open space. This type of focus contributes to the indirect surveillance of the open space. In addition, orienting components of the building's private spaces, including windows or balconies, toward the open space responds to the amenity and emphasizes the importance of the open space within the community.

Privately-owned "pocket parks" or plazas can be developed as part of new buildings and are usually smaller, intimate open spaces that offer specialized amenities based on adjacent building uses. They are typically framed by buildings directly abutting them on one or more sides. Pocket parks located in predominantly residential areas should include play spaces and/or structures for children. Those developed in commercial or office-use areas should provide elements such as seating opportunities, tables, and water features.

GUIDELINE

Develop buildings that are oriented to adjacent open spaces.

This guideline may be accomplished by:

1. Orienting the main entrances of buildings to face adjacent parks.



The main entrance of the University Apartments faces the South Park Blocks and is accessed after passing through a private courtyard. The courtyard reflects the significance of the adjacent open space amenity, and provides a transition space for the building's residents as they move to and from interior building spaces.

2. Considering the park's purpose in the design and functions of proposed adjacent buildings.



Lovejoy Plaza, in the South Auditorium District, is a sculptural fountain that, like most of the other large public fountains in Portland, is intended to be interactive. These fountains are powerful attractions for the city's residents, as their unique designs provide an ever-changing playscape for children of all ages.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

3. Developing small plazas along pedestrian routes.



This small gathering space adjacent to the Southeast Police Precinct is part of a pedestrian path that connects several civic facilities along SE 106th (of which the police precinct is one) to one of the regional center's large retail centers. Locating these intimately-scaled spaces along pedestrian routes provides people with places to gather, rest, or socialize.

4. Integrating elements within pocket parks to serve adjacent uses.



Pettygrove Park in the South Auditorium District is used almost exclusively by workers taking breaks from their offices in the adjacent buildings. Its design incorporates a series of grassy mounds ringed with large trees, lots of benches and a quiet fountain, that together create a good place for workers to read a book, eat lunch, or take a nap.

This guideline may be accomplished by:

5. Developing new buildings that are oriented to adjacent open spaces without dominating them.



Tanner Place condominiums, in the River District, has incorporated a symmetrical façade and a main entrance that faces Jamison Square (in the foreground). The building faces the open space without dominating it.

6. Developing privately-owned open spaces that are supportive of adjacent uses, streets and buildings.



This entry plaza is located along the downtown transit mall, on 5th Avenue between Madison and Main Streets. This location is within the heart of the downtown office core, and sees large numbers of people (mainly workers) between the hours of 8am and 6pm. The plaza has good access to sunlight, offers many different seating opportunities, and is activated by multiple retail spaces, a main building entrance, and several bus stops.

C4 Develop Complementary Parking Areas

BACKGROUND

Parking areas, by their very nature, do not contribute to an active, urban environment. Parking areas do not provide “eyes on the street” or incentives to use alternative modes of transportation. However, cars are a part of urban environments and most new development, and the designs of their parking areas must be considered.

Surface parking areas are land intensive, do not provide street enclosure, and have the potential to create “heat islands.” They should be located so that they are not adjacent to the sidewalk, and developed to manage their stormwater runoff on site. Where it is unavoidable that they be located adjacent to the sidewalk, they should be screened with a combination of landscape plantings and built structures.

Structured parking uses land available for development more efficiently than surface parking. Where practical, below-grade structured parking is preferable to above-grade structured parking. The design of the parking should complement the area by responding to the uses, orientations, street functions, and materials of the surrounding context. Exterior facades of parking structures should not expose or express sloping floors, and where they occur, views of parked cars should be screened from the pedestrian environment with elements such as artwork or landscape plantings.

Coordinating the location of parking access with the locations of other vehicle access points (for building service areas, etc.) reduces the amount of curb cuts and subsequently the potential for pedestrian/vehicle conflicts. Wherever possible, parking areas should be wrapped with spaces habitable by people – residential, commercial or institutional uses – to increase the amount of “eyes on the street,” contribute to the pedestrian environment, and emphasize alternate modes of transportation.

GUIDELINE

Develop, orient and screen parking areas to complement adjacent buildings and the pedestrian environment.

This guideline may be accomplished by:

1. Incorporating complementary above-grade structured parking.



The structured parking for the Mallory Hotel on SW Yamhill Street in downtown Portland has been developed to complement the architecture of the adjacent hotel. In addition, the parking structure has incorporated ground-level active use space for office or retail tenants, used regular openings on the façade that do not expose the garage's sloping floors, and exhibits a high level of material quality.

2. Developing integrated screening systems for surface parking areas that are adjacent to the sidewalk.



This combination trellis, seating, and landscaped planter system screens the parking for a hotel in the Lloyd District. The set of elements masks views of the parked cars, and provides stopping and viewing places along the sidewalk.

C5 Transition to Adjacent Neighborhoods

BACKGROUND

The Gateway Regional Center is a large area. Along its boundaries, it must interface with existing residential neighborhoods that were not developed as densely as what is anticipated for the regional center. Where new development in the regional center is proposed along these edges, it will be important to transition to the scale of the existing neighborhoods.

The existing buildings (generally single-family detached houses) outside the regional center are typically on small lots, limited in height to one or two stories, and representative of a variety of architectural styles from different time periods, generally post-World War II. New development in the regional center is expected to include bigger buildings on larger lots. Proposed new buildings will create a transition to these adjacent neighborhoods by being oriented to higher-density areas and active streets within the regional center, helping to enclose and activate these areas while reducing impacts to the smaller-scale adjacent neighborhoods.

Generally, new development along the edges of the regional center should orient their semipublic and active spaces (main entries, lobbies, atriums, etc.) away from the edge neighborhoods. This strategy locates these potentially larger-scale building spaces along streets within the regional center and reduces the scale of the facades facing the neighborhoods, to better transition to the outlying smaller residences.

GUIDELINE

Orient the building mass of new development toward the higher-density areas and/or active streets of the regional center.

This guideline may be accomplished by:

1. Breaking the building mass into multiple volumes.



Irvington Place along NE Broadway in the Lloyd district has a five-story mass facing Broadway, and a two and three-story bank of rowhouses facing the adjacent neighborhoods (lower image). A parking area separates the two building volumes, helping to break down the scale of a fairly large development.

2. Developing buildings that transition up to active areas and/or streets.



The Ritzdorf Court apartments, at the intersection of SE Belmont and 12th Avenue, transitions from a two and three-story mass, facing the surrounding residential neighborhoods (to the right), to a five-story volume facing the busy intersection.

C6 Build on View Opportunities

BACKGROUND

Views of both the natural and built environments offer visual amenities as well as “wayfinding” markers that can help to orient residents, workers, and visitors in an area. The Gateway Regional Center is perfectly situated at the intersection of Interstates 205 and 84 to offer views of Mt. Hood to the east, Mt. Tabor, downtown Portland and the West Hills to the west; and Mt. St. Helens to the north. As new public amenities are built, such as parks, and/or new street enhancements, new development will be able to take advantage of the view opportunities created, increasing the desirability of living and working in this urban area.

Designers and developers of new buildings can recognize and add to the value of important public amenities by orienting semipublic spaces of the building and other building components to the amenity. The orientation of main entries, lobbies, windows, private balconies and/or terraces toward a public amenity highlights the amenity’s value and offers views to the residents and/or tenants of the building. The orientation of the aforementioned spaces works both ways – not only do the buildings get views of the amenity, but people outside get views from the amenity into the building.

It is recognized that as the regional center evolves, views can also be positively altered and additional views can be created. For example, at intersections where the street grid does not line up, new buildings at the corner sites will be visually prominent, creating visual focal points that have the potential to orient and attract pedestrian movement. Strategically placed new buildings that frame a view highlight the contrast between the built and the unbuilt, channeling the eyes of pedestrians to the view.

GUIDELINE

Incorporate semipublic building spaces to facilitate views to and from public amenities.

Develop new buildings to emphasize pedestrian views down streets or corridors at focal points or wayfinding markers.

This guideline may be accomplished by:

1. Developing building elements that offer new wayfinding markers.



The clock tower on the Courtyard at Russellville building rises approximately six stories above East Burnside. The tower helps to orient people getting on and off the trains at the nearby 102nd and Burnside light rail station.

2. Emphasizing pedestrian views to focal points or wayfinding markers.



This is a view looking east on Washington at its intersection with 102nd. Figuring prominently to the left is the clock tower of the Bank of America, a new-made-to-look-old Philadelphia-style building. The clock tower is one of Gateway's few existing visual landmarks, and guiding views to it – allowing pedestrians to orient themselves – with new development will help to enhance the pedestrian environment.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

3. Considering the potential effects of interior electric lighting on the exterior spaces adjacent to the building.



The Buckman Terrace Apartments' lobby is well-lit at night, and while the unique window pattern may not be as noticeable during the day, at night it provides a characteristic lantern-like form to help orient and guide pedestrians moving nearby.

4. Developing buildings that are rich in material quality and articulation.



The La Stella apartments in SE Portland have integrated a rich palette of building materials, colors, and forms. The variety of colors, and the contrasting smooth surfaces and recessed openings allows this building to contribute visual interest to pedestrians without necessarily dominating the view.

This guideline may be accomplished by:

5. Using landscape plantings to embellish views down streets or from building spaces.



This office building in the South Auditorium District has incorporated a generous building setback that has been aggressively landscaped with plants, trees and other materials. The resulting green environment enhances not only views for pedestrians walking on the sidewalk, but also for building tenants working within the structure.

6. Emphasizing local wayfinding markers with new development.



The Gateway Plaza Apartments building at the intersection of 99th and Glisan stands in front of Gateway's water tower, one of the only distinguishable visual landmarks in the regional center. The tower component of the apartment building emphasizes the important intersection while also suggesting (and leading the eye to) the water tower that overshadows it from behind.

C7 Strengthen the Regional Center's Western Edge

BACKGROUND

The western edge of the Gateway Regional Center – the I-205 Freeway – poses a significant challenge to new development. Impacts from the freeway include vehicle noise and exhaust emissions, both having deleterious effects on the values of adjacent properties. An aggressive approach to mitigating the freeway's impacts is necessary to overcome some of the obstacles it presents.

The fact that the freeway presents a large challenge also provides new development with some unique opportunities. Some uses, such as general office, medical, research and development, and institutional, might benefit from the highly-visible locations along the I-205 corridor. Residential uses become more feasible as the buildings get taller, elevating residents to good views and reducing the freeway's traffic to a more tolerable, more distant activity below. Different qualities and opportunities exist along the freeway edge, allowing for a variety of building responses.



Pedestrian / bicycle path east of I-205 in Maywood Park

Setting new buildings back from the freeway could accomplish multiple functions. First, the setback could provide space for a landscaped buffer capable of mitigating a significant amount of the visual, breathable and audible impacts of the freeway. Second, the landscaped setback area, if coordinated with parcels to the north and south, could become part of a “linear park” along the freeway. The City of Maywood Park, immediately to the north of Gateway, has successfully implemented such a park within a relatively narrow (approximately 60 feet) width. And third, the simple act of moving the buildings back from the freeway decreases the effects of freeway's impacts and subsequently has the potential to raise the values of adjacent properties.

Conversely, there are locations along the Gateway's western edge where prominent buildings at the freeway's edge would create highly visible, identifiable landmarks. These locations have been identified on the urban design concept diagram, shown on page 11, as "gateways" and occur roughly at the locations where the major east-west arterials (Stark / Washington, Glisan, etc.) meet the freeway. The presence of highly-visible buildings along this edge could contribute to the creation of a "sentinel" effect, where the built character of the regional center appears to face downtown Portland, and signal the "gateway" to outer East Portland.

Lower levels of new buildings facing the freeway should not be treated as compromised space supporting the view-rich leasable spaces above. New development along this edge should incorporate freeway-facing ground floor spaces capable of accommodating active uses, such as commercial, residential, or even retail.

GUIDELINE

Contribute to the creation of a variable edge facing the I-205 freeway, by varying the footprint and façade plane of new development.

This guideline may be accomplished by:

1. Using a series of buildings to create an undulating built edge.



The Russellville apartment complex on 102nd south of Burnside covers a large area with a number of different buildings. Along the complex's perimeter, the siting of the different buildings creates an undulating edge that alternately projects and recedes, providing small open space buffers like the one shown above between the street and building.

GATEWAY REGIONAL CENTER DESIGN GUIDELINES

This guideline may be accomplished by:

2. Incorporating building setbacks within single buildings.



This graphic shows a proposed residential building for Denver, Colorado. This view shows a building corner that has been pulled back from the sidewalks, appearing more dramatic for nearby onlookers while offering the potential residents with more diverse opportunities for lighting and outdoor terraces or balconies.

3. Developing new buildings to exhibit a strong orientation westward.



These long, thin buildings are in Helsinborg, Sweden, and face the city's harbor. They could be interpreted to be acting as sentinels, orienting themselves to incoming visitors, residents and workers to the city. New buildings along Gateway's western edge might consider reflecting the regional center's literal function as a gateway through which visitors, residents and workers pass on their way to and from destinations in outer east Portland.

Section III

Appendix

CONTACT INFORMATION:

Street Plan, Street Standards, Projects

Portland Office of Transportation (PDOT)
1120 SW Fifth Ave., Room 800
Portland, OR 97204
503-823-5185
www.trans.ci.portland.or.us

Urban Renewal Area Status, Projects

Portland Development Commission (PDC)
1900 SW Fourth Ave., Suite 7000
Portland, OR 97201
503-823-3200
www.pdc.us

Development Sustainability

Office of Sustainable Development (OSD)
721 NW 9th Ave., Suite 350
Portland, OR 97209
503-823-7222
www.sustainableportland.org

United States Green Building Council (USGBC)
1015 18th Street NW, Suite 805
Washington, DC 20036
202-828-7422
www.usgbc.org

Stormwater Management

Bureau of Environmental Services (BES)
1120 SW Fifth Ave., Room 1000
Portland, OR 97204
503-823-7740
www.cleanrivers-pdx.org

Color Versions of Guideline Examples

Bureau of Planning (BOP)
1900 SW Fourth Ave., Suite 4100
Portland, OR 97201
503-823-7700
www.planning.ci.portland.or.us
(navigate to the .pdf file of the design guidelines document)

Applicable Development Regulations, Review Procedures, etc.

Bureau of Development Services (BDS)
Development Services Center
1900 SW Fourth Ave., Suite 1500
Portland, OR 97201
503-823-7526
www.bds.ci.portland.or.us

GATEWAY MASTER STREET PLAN



Adopting Ordinance

1 78423

ORDINANCE No. 1 78423

As Amended

Adopt and implement the Gateway Planning Regulations Project (Ordinance; amend Portland Comprehensive Plan and Outer Southeast Community Plan; amend Title 33)

The City of Portland Ordains:

Section 1. The Council finds:

1. Portland's Comprehensive Plan was adopted on October 16, 1980, acknowledged for compliance with Statewide Planning Goals on May 3, 1981, and again on January 25, 2000, and updated as a result of periodic review in June 1988, January 1991, March 1991, September 1992, and May 1995.
2. Oregon Revised Statutes (ORS) 197.628 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 laws. Portland is also required to coordinate its review and update of the Comprehensive Plan and land use regulations with State plans and programs.
3. Portland Comprehensive Plan Goal 10, Plan Review and Administration, states that the Comprehensive Plan will undergo periodic review to ensure that it remains an up-to-date and workable framework for land use development.
4. Portland Comprehensive Plan Policy 10.2, Comprehensive Plan Map Review, establishes a community and neighborhood planning process for the review and update of the Portland Comprehensive Plan Map.
5. The Bureau of Planning developed the Gateway Planning Regulations Project with participation from interested neighborhood and business associations, property owners, business persons and citizens and with cooperation from other bureaus and agencies.
6. Public involvement and outreach activities included regular consultation with citizen and technical advisory groups, neighborhood walks, workshops, and open houses. Staff also attended neighborhood and business association and neighborhood meetings as requested meetings and convened special-purpose advisory groups to assist in drafting and evaluating plan proposals.
7. The Program Advisory Committee (PAC) guides the Gateway Regional Center urban renewal area; the PAC established the Design and Development Subcommittee (D&D Committee) to be the primary advisory body on the Gateway Planning Regulations Project. D&D Committee members are listed at the beginning of the Gateway Planning Regulations Project. These representatives informed staff on neighborhood, business, and property owner issues and other matters related to the project and reviewed components and drafts of the project before it went to Planning and Design Commission.
8. Technical representatives from city agencies and other governments and organizations participated in the review of components and drafts of the Gateway Planning Regulations Project throughout its formulation. Technical advisors are listed at the beginning of the Gateway Planning Regulations Project.
9. The Gateway Planning Regulations Project provisions implement or are consistent with the Statewide Planning Goals, the Oregon Transportation Planning Rule, the Region 2040 Plan, the Metro Urban Growth Management Functional Plan, and the Portland Comprehensive Plan, as explained in the Recommended Gateway Planning Regulations Project: Findings Report attached as Exhibit D and incorporated as part of this ordinance.
10. The Gateway Planning Regulations Project includes an urban development concept and implementation action sheets, which are adopted by resolution. The action sheets represent a commitment from public and private groups to help implement the Gateway Regional Center Subarea Policy of the Outer Southeast Community Plan.
11. The Notice of Proposed Action and copies of the Gateway Planning Regulations Project were mailed to the Oregon Department of Land Conservation and Development as required by ORS 197.610 on August 7, 2003.
12. Written notice of the September 30, 2003 Portland Planning Commission and September 18, 2003 Portland Design Commission public hearings on the Proposed Gateway Planning Regulations Project was mailed to interested parties on August 15, 2003. Mailed 56 notification of the September 30, 2003 Portland Planning Commission and September 18, 2003 Portland Design Commission public hearings on the Proposed Gateway Planning Regulations Project was mailed to all property owners affected by changes to the base zone or allowed uses of property on September 9, 2003.
13. On September 18, 2003, the Portland Design Commission held a public hearing on the Proposed Gateway Planning Regulations Project. The Design Commission discussed the Plan at public meetings on February 5, 2004 and February 19, 2004, and recommended that City Council adopt the Recommended Gateway Regional Center Design Guidelines.
14. On September 30, 2003, the Portland Planning Commission held a public hearing on the Proposed Gateway Planning Regulations Project. The Planning Commission discussed the Plan at public meetings on December 9, 2003, January 27, 2004, and March 9, 2004. On March 9, 2004, the Planning Commission recommended that City Council adopt the Recommended Gateway Planning Regulations Project.
15. Written notice of the April 21, 2004 City Council public hearing on the Recommended Gateway Planning Regulations Project was mailed to individuals who testified at the

APPENDIX

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Planning Commission and Design Commission hearings and other interested individuals on March 25, 2004.

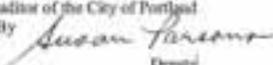
16. It is in the public interest that the recommendations contained in the Gateway Planning Regulations Project be adopted to direct change in the study area. These recommendations are consistent with Statewide Planning Goals, Metro's Functional Plan and the City's Comprehensive Plan for the reasons stated in the findings in Exhibit D.

NOW, THEREFORE, the Council directs:

- a. The Planning Commission Recommended Gateway Planning Regulations Project, dated April 2004 and contained in the attached Exhibit A, is hereby adopted.
- b. The Design Commission Recommended Gateway Regional Center Design Guidelines, dated April 2004 and contained in the attached Exhibit B, are hereby adopted.
- c. The Outer Southeast Community Plan is amended to revise the objectives of the Gateway Regional Center Subarea Policy, as shown in Exhibit A.
- d. The Portland Comprehensive Plan is amended to incorporate revisions to the Outer Southeast Community Plan and to the Comprehensive Plan and Zoning Map, as shown in Exhibit A.
- e. Title 33, Planning and Zoning of the Code of the City of Portland, Oregon, is amended as shown in Exhibit A.
- f. The commentary in Exhibit A is adopted as legislative intent and as further findings.
- g. The Gateway Plan District Boundary is the Gateway Regional Center Boundary for all purposes related to the Region 2040 Growth Concept, the Regional Framework Plan, and the Regional Urban Growth Management Functional Plan, as depicted in Exhibit A.
- h. Exhibit D, Recommended Gateway Planning Regulations Project: Findings Report, which contains findings on applicable statewide planning goals, the Metro Functional Plan, and Portland Comprehensive Plan, is adopted as findings of fact in support of this ordinance.

Passed by the Council, **MAY 19 2004**

Mayor Vera Katz
Ellen Ryker
April 21, 2004

GARY BLACKMER
Auditor of the City of Portland
By 
Deputy