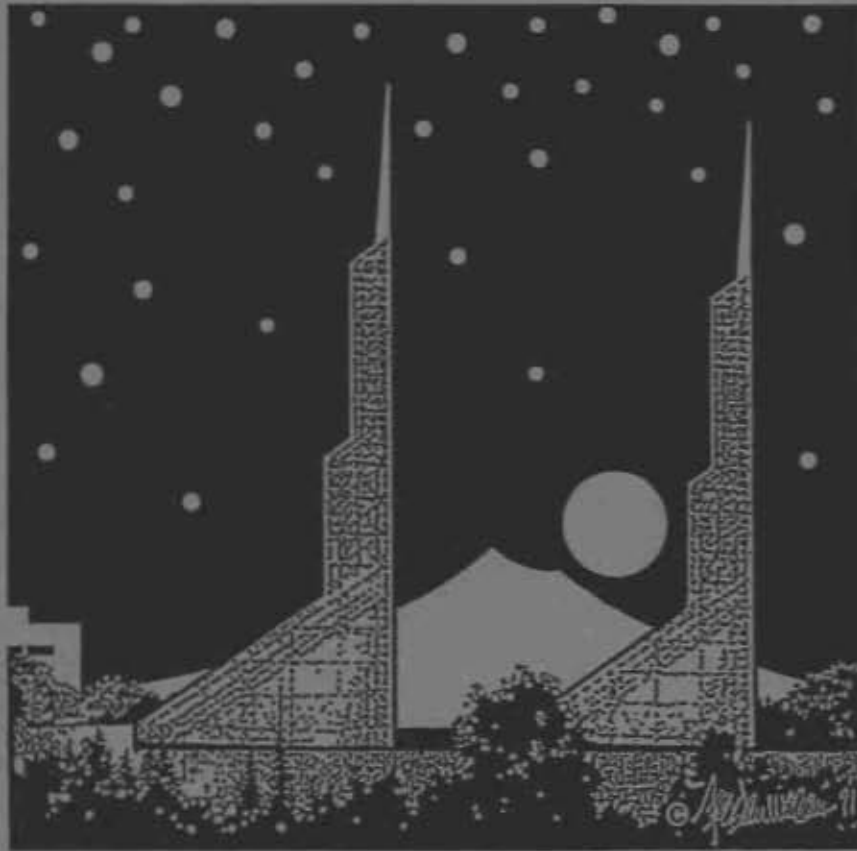


SPECIAL DESIGN GUIDELINES  
for the  
DESIGN ZONE  
of the  
LLOYD DISTRICT  
of the  
CENTRAL CITY PLAN



ADOPTED BY THE PORTLAND CITY COUNCIL SEPTEMBER 11, 1991



BUREAU OF PLANNING  
PORTLAND, OREGON

EXHIBIT A

# **ACKNOWLEDGEMENTS**

## **CITY COUNCIL**

**Mayor J.E. Bud Clark  
Commissioner Earl Blumenauer  
Commissioner Dick Bogle  
Commissioner Gretchen Kafoury  
Commissioner Mike Lindberg**

## **PORTLAND DESIGN COMMISSION**

**Wayne Stewart, Chairman  
Dorothy Piacentini, Vice Chairman  
Thomas Hacker  
Phillipa Harrison  
Rick Michaelson  
Charlie Sax  
Harriet Sherburne  
John Spencer**

## **PORTLAND HISTORICAL LANDMARKS COMMISSION**

**George Sheldon, Chairman  
John Warner, Vice Chairman  
Debbie Gruenfeld  
Rick Harmon  
Deborah Novack  
Chet Orloff  
Sharr Prohaska  
Richard Ritz**

## **LLOYD DISTRICT DESIGN ADVISORY COMMITTEE**

**Brian McCarl, Chairman  
Reuel Fish  
Larry Hill  
Neil McFarland  
Les Prentice  
Dean Smith  
Larry Troyer**

## **BUREAU OF PLANNING**

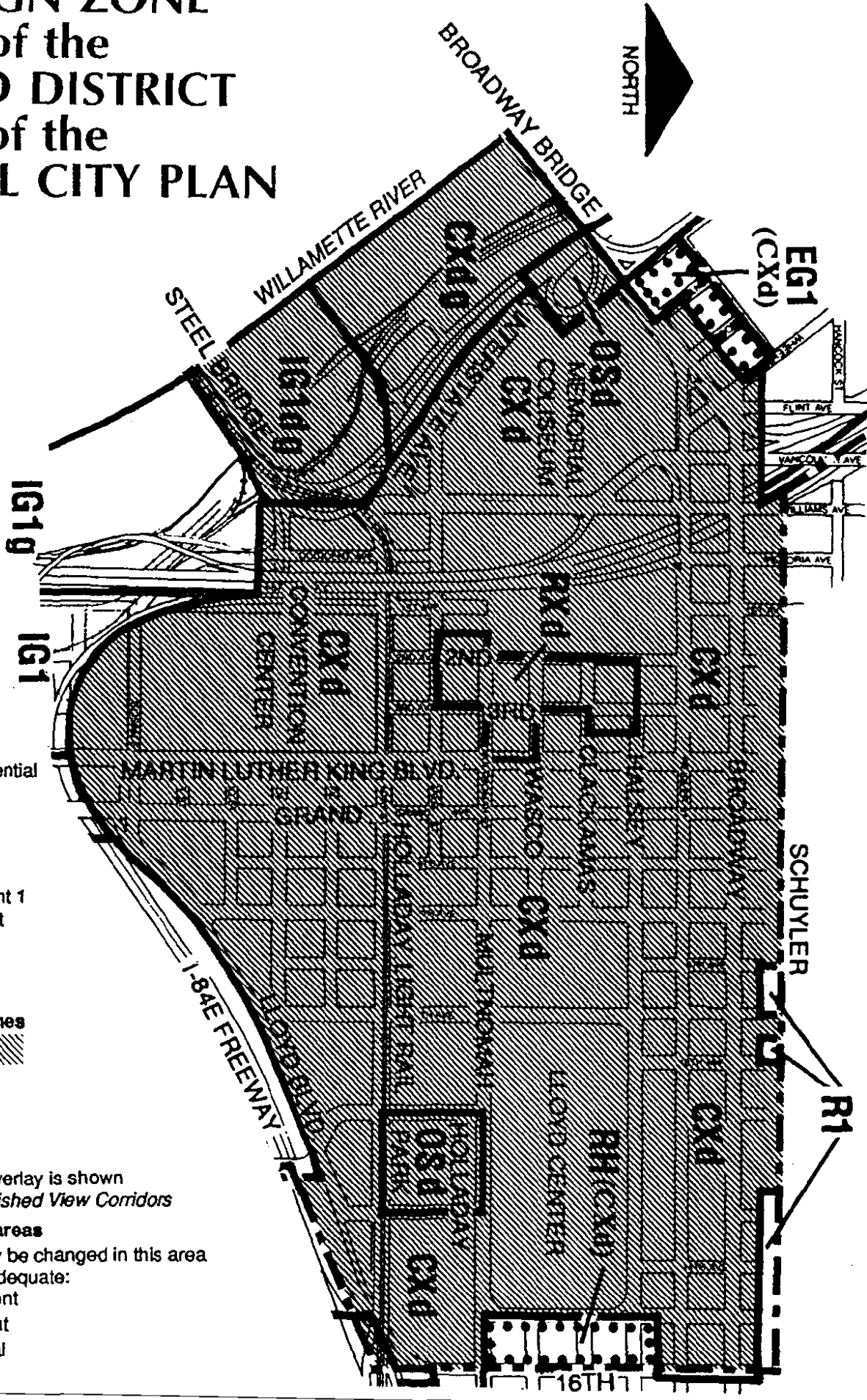
**Gretchen Kafoury, Commissioner-in-Charge  
Robert E. Stacey, Jr., Planning Director  
Robert E. Clay, Chief Planner, Long Range Planning and Urban Design**

## **PROJECT STAFF**

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

# DESIGN ZONE of the LLOYD DISTRICT of the CENTRAL CITY PLAN

NORTH



## LEGEND

### Central City Base Zones

OPEN SPACE ZONE  
OS Open Space

### RESIDENTIAL ZONES

R1 Residential 1000  
RH High Density Residential  
RX Central Residential

### COMMERCIAL ZONE

CX Central Commercial

### EMPLOYMENT ZONES

EG1 General Employment 1  
EX Central Employment

### INDUSTRIAL ZONES

IG1 General Industrial 1  
IH Heavy Industrial

### Central City Overlay Zones

- ▨ Design Zone
- g River General
- I River Industrial
- n River Natural
- r River Recreational
- s Scenic Resource overlay is shown on MAP J, Established View Corridors

### Possible zone change areas

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

- (EG2) General Employment
- (EX) Central Employment
- (CX) Central Commercial
- (RX) Central Residential

# LLOYD DISTRICT SPECIAL DESIGN GUIDELINES

## TABLE OF CONTENTS

### I. PROLOGUE

- The relationship between the Lloyd District Special Design Guidelines and the Central City Plan Fundamental Design Guidelines..... 1
- District Policies/Goals/Objectives..... 1
- District Character/Identity—An Urban Design Vision ..... 3

### II. SPECIAL DESIGN GUIDELINES

#### A. PORTLAND PERSONALITY (LLOYD DISTRICT)

- A1 Integrate the River
  - A1-1 Connect Public Facilities to the River ..... 4**
- A2 Emphasize Portland Themes
- A3 Respect the Portland Block Structures
  - A3-1 Support a Convenient Pedestrian Linkage Through the Superblocks Between the Convention Center and Lloyd Center ..... 4**
  - A3-2 Make Superblock Plazas Inviting and Easily Accessible From Holladay Street ..... 4**
- A4 Use Unifying Elements
- A5 Enhance, Embellish, and Identify Areas
  - A5-1 Develop Identifying Features ..... 5**
  - A5-2 Accommodate or Incorporate Underground Utility Service ..... 5**
  - A5-3 Incorporate Works of Art..... 6**
  - A5-4 Incorporate Water Features..... 7**
  - A5-5 Use Public Right-of-Way Design Criteria Established for the Lloyd District..... 7**
  - A5-6 Incorporate Landscaping as an Integral Element of Design ..... 8**
  - A5-7 Integrate the Civic Campus into the Lloyd District..... 8**
  - A5-8 Integrate the Lloyd Shopping Center into the Lloyd District..... 9**
- A6 Re-use/Rehabilitate/Restore Buildings
- A7 Establish and Maintain a Sense of Urban Enclosure
- A8 Contribute to the Cityscape, the Stage and the Action
  - A8-1 Incorporate Active Ground Level Uses in Parking Structures ..... 10**
- A9 Strengthen Gateways
  - A9-1 Provide a Distinct Sense of Entry and Exit..... 10**

#### B. PEDESTRIAN EMPHASIS

- B1 Reinforce and Enhance the Pedestrian System
  - B1-1 Protect Pedestrian Areas from Mechanical Exhaust ..... 12**
  - B1-2 Incorporate Additional Lighting ..... 12**
  - B1-3 Design Projects to Attract Pedestrians to the Broadway/Weidler Corridor..... 12**
- B2 Protect the Pedestrian
- B3 Bridge Pedestrian Obstacles

<b>B3-1 Provide Pedestrian Crossings Spaced at Traditional One-Block Intervals</b> .....	13
<b>B3-2 Improve Pedestrian Crossings on N.E. Broadway</b> .....	13
B4 Provide Stopping and Viewing Places	
B5 Make Plazas, Parks and Open Space Successful	
B6 Consider Sunlight, Shadow, Glare, Reflection, Wind and Rain	
<b>B6-1 Provide Pedestrian Rain Protection</b> .....	14
B7 Integrate Barrier-Free Design	
<b>C. PROJECT DESIGN</b>	
C1 Respect Architectural Integrity	
<b>C1-1 Integrate Parking</b> .....	15
<b>C1-2 Integrate Signs</b> .....	15
C2 Consider View Opportunities	
<b>C2-1 Maximize View Opportunities</b> .....	16
C3 Design for Compatibility	
<b>C3-1 Design to Enhance Existing Themes in the Broadway/Weidler Corridor</b> .....	17
<b>C3-2 Orient Developments Along the Lloyd District's Eastern Edge Toward Adjacent Neighborhoods</b> .....	17
C4 Establish a Graceful Transition Between Buildings and Open Spaces	
C5 Design Corners that Build Active Intersections	
C6 Differentiate the Sidewalk Level of Buildings	
<b>C6-1 Step-Back Upper Building Floors Along Holladay Street</b> .....	18
C7 Create Flexible Sidewalk-Level Spaces	
C8 Give Special Design Attention to Encroachments	
C9 Integrate Roofs and Use Roof Tops	
C10 Promote Permanence and Quality in Development	
<b>C10-1 Use Masonry Materials</b> .....	18
<b>C10-2 Design Exterior Building Walls That Are Transparent in Glazed Areas and Sculptural in Surface</b> .....	19
<b>C10-3 Use Light Colors</b> .....	19

### III. OTHER CONSIDERATIONS

A. Suggestions for Urban Design Studies in the District.....	20
--	----

### IV. DESIGN REVIEW THRESHOLDS AND PROCEDURES

A. Design Review Thresholds .....	21
B. Design Review Procedures.....	21

## I PROLOGUE

### **THE RELATIONSHIP BETWEEN THE LLOYD DISTRICT SPECIAL DESIGN GUIDELINES AND THE CENTRAL CITY PLAN FUNDAMENTAL DESIGN GUIDELINES**

This document contains the Lloyd District Design Guidelines. These guidelines are intended to serve as a supplement to the Fundamental Design Guidelines of the Central City Plan. The "Fundamentals" provide a basic framework to guide and encourage development throughout the Central City. The Lloyd District guidelines build on the basic framework, addressing design issues and opportunities which are specific to the Lloyd District.

Projects must respond to both the fundamentals and the district guidelines. For convenience, the titles of the fundamentals are listed here with the district guidelines.

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

The district guidelines are not intended to change the traditional relationship between public and private funding of such design elements as works of art and water features, or increase the amount of private land provided for public purposes under established provisions of the Zoning Code such as the Superblock regulations.

### **DISTRICT POLICIES/GOALS/OBJECTIVES**

#### **Policies**

The Central City Plan's policy for the Lloyd District calls for reinforcing Lloyd Center as the eastern anchor of Central City retailing and for concentrating the highest density of new development particularly in areas served by light rail. Additional policies call for recognizing the District's role as a major entrance to the Central City; improving the environment for pedestrians throughout the District; creation of a regional civic facilities campus that brings together the Convention Center and Coliseum; and promotion of the development of uses which support the Convention Center and Coliseum.

The Central City Plan also identifies the need for preparation of a development plan for the area around the Convention Center. This has been accomplished by the OCC Area Development Strategy and the OCC Area Policies and Procedures Guide, which contains specific policy directions for economic development, urban design and land use, and transportation and circulation systems.

The policy for the Broadway/Weidler Corridor is to blend old and new development to create a pedestrian oriented subdistrict with special appeal. A character and identity of its own is to evolve which is supportive of and compatible with both the residential areas to the north and high density commercial development to the south.

## Goals/Objectives

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

### •Encourage the special distinction and identity of the Lloyd District by:

- Fostering superblock formation throughout the District south of Weidler Street.
- Enhancing its strength and desirability as a crossroads for local, regional, and national activity/service.
- Designing new development in a manner that will accommodate intensive use which emphasizes the District's urban character and position as a center of culture and commerce.
- Incorporating appropriate international and multi-cultural references and elements that support and accommodate international visitors, businesses and tenants.
- Recognizing and emphasizing in sensitive and appropriate ways the different characteristics and opportunities of the sub-areas within the Lloyd District (e.g., the Civic campus, the Lloyd Center area, and the Broadway/Weidler Corridor).
- Emphasizing light rail transit services and facilities as an urban design feature in the District.

### •Integrate the sub-areas of the District for a visual and functional coherence of the whole by:

- Providing continuity of street furniture and landscape design in the public right-of-way.
- Creating visual compatibility between new development and existing architectural characteristics and historical vernacular.
- Establishing physical and visual links between new and existing centers of activity.
- Developing a comprehensive circulation system—for pedestrians, bicyclists, motorists and transit services—that is logical, easily understandable, and distinguishes the intended functions of streets in the District.
- Reinforcing the Broadway-Weidler Corridor as a retail district which attracts patronage from the Lloyd District, nearby neighborhoods and the entire city.
- Unifying the north and south sides of Broadway and Weidler to make it a safe and accessible pedestrian environment.
- Improving the pedestrian linkages between the river, the residential neighborhoods, Broadway/Weidler Corridor, Lloyd Center, Convention Center, and the Coliseum.

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

- Maximizing the potential of transit services—LRT, bus, vintage trolley—to provide access to the District and reinforcing its presence through urban design.
- Reducing conflicts between vehicles, bicycles, and pedestrians through comprehensive transportation planning which considers the basic design requirements of all modes.
- Assuring the ease of access and safe circulation in and between all areas of the District for pedestrians, bicyclists, transit and traffic.
- Making parking and access to and from the District attractive and convenient.
- Acknowledging and responding to the effects of weather.
- Encouraging the sidewalk level of development to be active with multi-use opportunities.
- Enriching the pedestrian environment with quality materials and design features that are urban in character.
- Enhancing the pedestrian linkages to the river, surrounding neighborhoods, i.e., the residential areas to the north and east, the Central Eastside to the south, and the Downtown to the west via the Broadway, Steel, and Burnside Bridges.

**DISTRICT CHARACTER/IDENTITY – AN URBAN DESIGN VISION**

The Lloyd District is a unique, multi-dimensional neighborhood in the Central City, with special features and assets found nowhere else in Oregon. The preceding Policies/Goals/Objectives frame the basic urban design vision for the District's development and improvement.

With the recent completion of the Oregon Convention Center, the District now serves as the "front door for Oregon and our city." The District as a whole is emerging as a special area in the state and the region, and the way it is developed will determine its comfort and continued use.

The purpose of design review is to carry out the urban design vision for the District by emphasizing unique district assets in a manner that is respectful, creative, supportive, and compatible with all its areas. Although the District is a complex urban environment, it can become a cohesive whole with the use of these design principles. They represent a design ethic that is creative but mannerly.



## II SPECIAL DESIGN GUIDELINES

### A. PORTLAND PERSONALITY (LLOYD DISTRICT)

#### A1 INTEGRATE THE RIVER

##### A1-1 CONNECT PUBLIC FACILITIES TO THE RIVER

###### BACKGROUND

Several public use facilities dominate areas of the Lloyd Center District in the proximity of the Willamette River – the Memorial Coliseum, Oregon Convention Center, and light rail transit center/station. It is important, in fulfilling one of the foremost objectives of the Central City Plan, that these public facilities be as well connected to the river as possible. Appropriate connections to the riverfront can accentuate the sense of a campus of public facilities in the area, and offer a dramatic opportunity to bring the public to the riverfront.

###### GUIDELINE

**Provide public access to, from, and along the river in a manner that connects major public use facilities in the District to the river which stimulate year-around enjoyment.**

#### A2 EMPHASIZE PORTLAND THEMES

#### A3 RESPECT THE PORTLAND BLOCK STRUCTURES

##### A3-1 SUPPORT A CONVENIENT PEDESTRIAN LINKAGE THROUGH THE SUPERBLOCKS BETWEEN THE CONVENTION CENTER AND LLOYD CENTER

###### BACKGROUND

The environment surrounding the Oregon Convention Center and its connection to major destinations is essential to its success. Important pedestrian linkages between major destinations should accommodate visitors and residents alike. Mutual benefit and convenience may be achieved especially for both the Lloyd Center and Convention Center if a pedestrian linkage, generally diagonal, is created within the superblock structure between these two major attractors. This connection should be intensively activated with ground level retail activities, landscaping, and be designed as an interesting sequence of spaces for pedestrian experiences and views.

###### GUIDELINE

**Provide and support a convenient pedestrian linkage through the superblocks between the Oregon Convention Center at N.E. Martin Luther King Blvd. and N.E. Oregon to the Lloyd Center at N.E. Multnomah and 9th.**

##### A3-2 MAKE SUPERBLOCK PLAZAS INVITING AND EASILY ACCESSIBLE FROM HOLLADAY STREET

## BACKGROUND

The addition of more public spaces between the Oregon Convention Center Plaza and Holladay Park will help define Holladay Street as a very special place for pedestrians. These spaces should be accommodating, inviting, and easily accessible by pedestrians. Such public spaces and plazas in this dense urban area should have seating, landscaping, and be designed for pedestrian comfort and enjoyment. They should provide visual and physical continuity as they connect to the special public right-of-way design of Holladay Street.

## GUIDELINE

**Make superblock plazas and public spaces in superblocks fronting on Holladay Street inviting and easily accessible from Holladay Street. Public spaces should be visually connected to Holladay Street. Public/private spaces are also encouraged to be visually connected with adjacent public improvements.**

A4 USE UNIFYING ELEMENTS

A5 ENHANCE, EMBELLISH, AND IDENTIFY AREAS

### **A5-1 DEVELOP IDENTIFYING FEATURES**

## BACKGROUND

The relative size and significance of many future developments in the District, such as those occurring on superblocks, suggest that special features, both large and small, that help identify the project as well as integrate it into its surroundings should be encouraged. These might include statues or other works of art, special landscaping, design of roof lines, orientation of the project on the site, or freestanding features. In addition to the small scale features encouraged in the Fundamental Guideline, this guideline serves to encourage the creation of significant and creative expressions that help define and unify the District.

## GUIDELINE

**Encourage the inclusion of features in the design of projects that give projects identity and a sense of place or significance within the District.**

### **A5-2 ACCOMMODATE OR INCORPORATE UNDERGROUND UTILITY SERVICE**

## BACKGROUND

Many parts of the Lloyd District suffer from visual clutter and blight caused by utility poles and overhead lines. In order to upgrade the utility service and the image/attractiveness of the district as a whole, projects should plan to accommodate or incorporate underground utility service. In addition, transformer vaults, condensers, electrical and gas meters, etc., have detrimental effects on the public environment when they are placed in visible and audible locations. Such items should also be placed underground or away from public spaces and rights-of-

way. In some cases, landscaping or architectural screening may be necessary to screen and buffer utility items.

## **GUIDELINE**

**Accommodate or incorporate underground utility service to development projects.**

### **A5-3 INCORPORATE WORKS OF ART**

#### **BACKGROUND**

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

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

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

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

Art should be selected based on:

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

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

## **GUIDELINE**

**Incorporate works of art into development projects.**

### **A5-4 INCORPORATE WATER FEATURES**

#### **BACKGROUND**

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

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

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

## **GUIDELINE**

**Enhance the quality of major public spaces by incorporating water features.**

### **A5-5 USE PUBLIC RIGHT-OF-WAY DESIGN CRITERIA ESTABLISHED FOR THE LLOYD DISTRICT**

#### **BACKGROUND**

District-wide design criteria and typical standards for the public rights-of-way have been developed for the district by the City Engineer, with guidance and recommendations from the Design Commission. These criteria established specific and detailed design parameters which provide for design consistency, coordination of public improvements and guidance to private development on public rights-of-way. Their intent is to establish a distinctive urban character, expand and enhance the transportation system and facilities, and provide an enjoyable and active pedestrian environment. The criteria are organized by the functions of roadways, transit, pedestrian circulation, street furniture and transit patron elements, landscape, lighting and underground utilities. The criteria may be obtained from the Office of the City Engineer.

## **GUIDELINE**

**Use the public right-of-way design criteria as established and administered by the City Engineer especially for the Lloyd District from the adopted Lloyd District Transportation Capital Improvements – District-Wide Design Criteria.**

### **A5-6 INCORPORATE LANDSCAPING AS AN INTEGRAL ELEMENT OF DESIGN**

#### **BACKGROUND**

In high-density urban areas, such as the Lloyd District, it is especially important that careful attention be given to landscaping as an integral element of project design. Landscaped areas not only reflect the natural beauty of the Northwest and enhance the environment for residents and visitors to the District, they help integrate the District.

The multi-purpose character of the District is what makes it attractive to business, tourists and residents of surrounding neighborhoods. To maintain pedestrian comfort and continued use in a densely developed urban environment, this area requires extraordinary attention to its natural environment and landscaping. The use of trees, shrubbery and flowers to soften the impact of building structures is an important consideration. Designed spaces which receive sunlight and which maximize landscaping, including open spaces and plazas within superblocks, will enhance buildings, sidewalks, plazas and will support pedestrian circulation. In addition, carefully integrated landscaping brings color and diversity to the district.

Landscaping can provide supporting habitat for songbirds, as well as serve to connect one area or development to another, and connect adjacent neighborhoods to the District's core.

## **GUIDELINE**

**Incorporate landscaping as an integral element of design which is supportive of both the built and natural environment.**

### **A5-7 INTEGRATE THE CIVIC CAMPUS INTO THE LLOYD DISTRICT**

#### **BACKGROUND**

The Civic Campus includes several important public centers of activity and resources, including the Memorial Coliseum, Tri-Met's Bus Transfer Facility, the Steel Bridge and Broadway Bridgeheads, the River Overlook, the MAX-Light Rail Station, the Oregon Convention Center, and the Willamette Riverfront. However, the campus is fragmented and isolated from other portions of the Lloyd District, due to severe edges created by the I-5 Freeway, N.E. Broadway, N.E. Interstate and other elements. The historic development pattern, block structure and street grid has been eliminated to accommodate superblock development such as the Memorial Coliseum and related surface parking. The current environment is in many cases unsafe for pedestrians and frustrating for motorists and patrons attending campus events. The district is acknowledged in the Central City Plan as park deficient. The Civic Campus should respond to that deficiency by incorporating ample green space and landscaping.

A primary urban design goal for the campus is to successfully integrate it with the development and circulation patterns established for the Lloyd District. Clear visual and physical connections should be established. New development should respond to:

- The Holladay Street transit and pedestrian spine, including the bus transfer facility and Steel Bridge gateway.
- The Riverfront, including the integration of current and future waterfront uses with upland development and facilities.
- N.E. Broadway, including safe pedestrian crossings and pedestrian improvements between the Broadway Bridge and N.E. 7th Avenue.
- I-5 Freeway, including careful attention to pedestrian environment at all existing and potential over and under crossings.

## **GUIDELINES**

**Integrate the Civic Campus into the Lloyd District in a manner that provides a cohesive link westerly to the river and easterly to the core of the Lloyd District.**

**Extend the Holladay Street pedestrian project to an active terminus overlooking the Willamette River.**

**Link river overlooks, open spaces and trails into a unified system to and along the riverfront wherever possible; create clear pedestrian connections to the riverfront; and encourage and enhance visual and physical corridors to river viewpoints and amenities.**

**Provide safe and attractive vehicular/pedestrian access through the area that connects with development patterns in surrounding sub-districts.**

**Integrate bridge and freeway access ramps into the arterial streets circulation pattern.**

## **A5-8 INTEGRATE THE LLOYD CENTER SHOPPING CENTER INTO THE LLOYD DISTRICT**

### **BACKGROUND**

The Lloyd Shopping Center is a destination retail center occupying 22 blocks in the heart of the Lloyd District. Because of its substantial size, its inward orientation and its reliance on automobile transportation, the shopping center requires special attention for successful integration into the development and circulation patterns established for the District as a whole. The Center will continue to evolve and grow, creating additional opportunity for beneficial improvements that enhance the Lloyd District.

The Lloyd Shopping Center should continue to create well-defined pedestrian linkage to the surrounding area, enhancing existing pedestrian entrances and street

crossings, and creating new ones where none currently exist. New development should respond to adjacent residential, office and smaller scale commercial areas.

## **GUIDELINES**

**Through inviting pedestrian access and clear visual connections for both vehicles and people, integrate by linking the Lloyd Center with residential areas to the east and west, office areas along Multnomah Street, Holladay Park and Holladay Street transit stops.**

**Improve and extend the Center's pedestrian access to the north.**

**Establish pedestrian access through the shopping center that connects with development in surrounding subdistricts.**

A6 REUSE/REHABILITATE/RESTORE BUILDINGS

A7 ESTABLISH AND MAINTAIN A SENSE OF URBAN ENCLOSURE

A8 CONTRIBUTE TO THE CITYSCAPE, THE STAGE AND THE ACTION

### **A8-1 INCORPORATE ACTIVE GROUND-LEVEL USES IN PARKING STRUCTURES**

#### **BACKGROUND**

The Lloyd District has developed with a strong automobile orientation. However, more recent development such as the Convention Center and light rail along Holladay Street has stimulated a need for a more pedestrian-oriented environment. The incorporation and enhancement of active ground-level uses in parking structures helps create a more interesting and attractive environment for pedestrians. Such incorporation in new and modified parking structures near active retail and pedestrian areas will substantially improve pedestrian linkages and enrich the district's cityscape.

#### **GUIDELINE**

**Incorporate active ground-level uses in new and modified parking structures that are near active retail and pedestrian areas.**

A9 STRENGTHEN GATEWAYS

### **A9-1 PROVIDE A DISTINCT SENSE OF ENTRY AND EXIT**

#### **BACKGROUND**

Key entry points to the Central City and Lloyd District should be celebrated with gateway design that is appropriate and related to the district character and personality. Gateways should speak to appropriate historical, geographic, and multicultural themes that relate to this district and to Portland. In addition to the Central City and District gateways identified in the Central City Plan, gateways to and between subdistricts of the Lloyd District should emphasize the special

importance and character of the subdistricts. The definition of gateway should recognize a variety of features. For example, the entire Broadway/Weidler retail subdistrict corridor can act as a gateway.

#### **GUIDELINE**

**Design and develop gateways into and within the Lloyd District that are appropriate and relate to the district's and subdistricts' emerging characteristics.**



## **B. PEDESTRIAN EMPHASIS**

### **B1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM**

#### **B1-1 PROTECT PEDESTRIAN AREAS FROM MECHANICAL EXHAUST**

##### **BACKGROUND**

Mechanical exhausting that creates offensive odors, noise, and air movement is detrimental to pedestrian pathways and areas. Mechanical exhausting should be routed and discharged at locations that do not detract from the quality of the pedestrian environment.

##### **GUIDELINE**

**Incorporate mechanical exhausting systems in a manner that does not detract from the quality of the pedestrian environment.**

#### **B1-2 INCORPORATE ADDITIONAL LIGHTING**

##### **BACKGROUND**

In addition to the district's lighting of streets, sidewalks, and public spaces, additional project lighting is encouraged to highlight and illuminate building entrances, landscaping, parks and special features. Additional illumination promotes pedestrian safety and evening activity. It also enhances the presence and drama of the architecture and special district features.

##### **GUIDELINE**

**Incorporate project lighting in a manner that reinforces the pedestrian environment and which provides design continuity to an area by enhancing the drama and presence of architectural features.**

#### **B1-3 DESIGN PROJECTS TO ATTRACT PEDESTRIANS TO THE BROADWAY/WEIDLER CORRIDOR**

##### **BACKGROUND**

The Broadway/Weidler Corridor is a unique retail district separating the high density development to the south from the low density residential neighborhoods to the north. Functioning as more than a buffer between types and densities of land use, the Broadway/Weidler Corridor is a successful retail district that attracts patronage from the entire city as well as nearby neighborhoods. Adding to its importance is the fact that the Corridor is a gateway to the Lloyd District and Central City.

The Broadway/Weidler Corridor will function best as a pedestrian district and retail center if pedestrians are given supporting amenities, and if the design of projects—internally and externally—welcomes them. Consequently, project designers are encouraged to consider how the new or rehabilitated project will invite pedestrian

traffic and flow. Interior courtyards (covered or uncovered), small plazas, landscaping or special corner treatments, use of water features, public art, and other inducements to entry and participation are to be encouraged in the Broadway/Weidler subdistrict. In addition, the relationship of one project to the next, to those across the street, and to parking should be considered so as to facilitate and encourage pedestrian flow and movement throughout the Broadway/Weidler Corridor.

The Broadway/Weidler Corridor should continue its evolution as a unique, special retail area with a strong pedestrian emphasis. It should be enhanced with architectural features and public amenities that reinforce this uniqueness. This evolution should build upon and be derived from its historic architectural characteristics and relationship to the neighborhoods. Over time, this blending of old and new development will create a sub-district with a special appeal, a character and identity of its own and which is compatible with both the residential areas to the north and high density commercial development to the south.

#### **GUIDELINE**

**Incorporate design features in new projects or building renovation which attract pedestrians and encourage their safe and enjoyable movement throughout the Broadway/Weidler Corridor and which support the corridor as a neighborhood retail area.**

B2 PROTECT THE PEDESTRIAN

B3 BRIDGE PEDESTRIAN OBSTACLES

#### **B3-1 PROVIDE PEDESTRIAN CROSSINGS SPACED AT TRADITIONAL ONE-BLOCK INTERVALS**

##### **BACKGROUND**

The creation of superblocks has the potential of disrupting convenient pedestrian passage. Consequently, pedestrian access across streets at the midpoint of superblocks, where deemed safe and appropriate by the City Engineer, is encouraged in order to avoid the creation of pedestrian obstacles.

#### **GUIDELINE**

**Provide and design for pedestrian crossings spaced at traditional one-block intervals where deemed safe and appropriate by the City Engineer.**

#### **B3-2 IMPROVE PEDESTRIAN CROSSINGS ON N.E. BROADWAY**

##### **BACKGROUND**

The distance of pedestrian crossings across N.E. Broadway serve as barriers to convenient neighborhood access and inhibit pedestrian circulation within the retail subdistrict. Design standards should be adopted in the Lloyd District Transportation Capital Improvements—District-Wide Design Criteria that mitigate this problem. Pedestrian crossing curb extensions should be considered—

particularly at 7th, 9th, 12th, 15th and 16th Avenues—where appropriate, taking into account pedestrian connections, parking, traffic, and bus stop impacts.

#### **GUIDELINE**

**Provide pedestrian crossing amenities along N.E. Broadway that improve pedestrian safety and convenience.**

B4 PROVIDE STOPPING AND VIEWING PLACES

B5 MAKE PLAZAS, PARKS AND OPEN SPACE SUCCESSFUL

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

#### **B6-1 PROVIDE PEDESTRIAN RAIN PROTECTION**

##### **BACKGROUND**

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

#### **GUIDELINE**

**Rain protection is encouraged at the ground level of all new and rehabilitated commercial buildings located adjacent to primary pedestrian routes. In required retail opportunity areas, rain protection is strongly recommended.**

B7 INTEGRATE BARRIER-FREE DESIGN

## C. PROJECT DESIGN

### C1 RESPECT ARCHITECTURAL INTEGRITY

#### C1-1 INTEGRATE PARKING

##### BACKGROUND

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

The design of parking structures should acknowledge the design context provided by the adjacent buildings and surroundings. They should relate to the design integrity of the area. Exterior walls of parking structures should be designed with materials, colors, and architectural articulation in a manner that provides a visual fit with the adjacent buildings and environment. Exterior design solutions which expose or express the sloping floors of the interior parking are discouraged.

##### GUIDELINES

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

**Design parking garage exteriors to visually respect and integrate with adjacent buildings and environment.**

#### C1-2 INTEGRATE SIGNS

##### BACKGROUND

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

In the Broadway/Weidler Corridor and along Holladay Street, an emphasis on pedestrian use and scale is encouraged to support the special retail and commercial uses currently in and desired for the area. Signs should be appropriately scaled and articulated to support that character. Signs should be oriented toward both pedestrians and vehicles, and be integrated into the ground level of the project. While recognizing that the Code establishes the permissible dimensional range for

signs, the size and scale of signs in these pedestrian areas should be moderated so long as readability from moving vehicles is maintained. Freestanding signs, except for monument type signs, should be avoided, except where they are a proper architectural solution. View corridors to the east and west should be protected to preserve views of the West Hills and Mt. Hood.

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

## **GUIDELINES**

**Carefully place signs and sign supports on and for buildings to integrate with the scale, color and articulation of the building design. Avoid large, excessively illuminated or freestanding signs that contribute to visual clutter.**

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

**Incorporate signage that compliments and supports the pedestrian scale and use of the Broadway/Weidler Corridor and Holladay Street. While recognizing the dimensional provisions in the Code, size and scale of signs should be moderated in these pedestrian-oriented areas.**

## **C2 CONSIDER VIEW OPPORTUNITIES**

### **C2-1 MAXIMIZE VIEW OPPORTUNITIES**

#### **BACKGROUND**

The Lloyd District offers unique new opportunities for views to Downtown and to the west. More familiar views to the mountains are also available. Therefore, designers of projects are encouraged to capitalize on view opportunities in order to enrich the special location of the Lloyd District. They should consider the use of balconies, terraces, and roof gardens.

#### **GUIDELINE**

**Maximize view opportunities.**

### C3 DESIGN FOR COMPATIBILITY

#### **C3-1 DESIGN TO ENHANCE EXISTING THEMES IN THE BROADWAY/ WEIDLER CORRIDOR**

##### BACKGROUND

Many parts of the Broadway/Weidler Corridor have a variety of architectural styles. It is difficult to design for compatibility because the diversity of design already existing could justify disharmony and misfit as well as harmony and fit. In such a situation, project designers are encouraged to look beyond adjacent buildings to identify elements that would create the compatibility and harmony the fundamental guidelines seek to achieve.

In the Broadway/Weidler Corridor, there are certain architectural elements already existing that could be used in new or renovated construction to enhance the special pedestrian and retail character of the Corridor. These include roof features such as turrets or pavilions, highlighted corner entries, flags and banners, and facade variation, lighting, and height. Project designers are encouraged to design for compatibility within the context of the entire Corridor in addition to considering a project's fit with adjacent buildings. Project designers should demonstrate how their project reinforces existing themes by using elements found within the Corridor.

##### GUIDELINE

**Use special design features which reinforce architectural themes and elements within the Broadway/Weidler Corridor. Look to buildings from throughout the corridor for architectural precedent.**

#### **C3-2 ORIENT DEVELOPMENT ALONG THE LLOYD DISTRICT'S EASTERN EDGE TOWARD ADJACENT NEIGHBORHOODS**

##### BACKGROUND

In addition to enhancing the relationship of the Lloyd District with the neighborhoods to the north, attention should be given to how developments on the eastern edge of the District, along N.E. 15th and 16th Avenues, relate to the bordering residential areas. Many residents, some of whom live in high rise apartments that cater to the elderly, currently walk to the Lloyd Center and other retail locations in the District, and view the District and developments on the eastern edge from their residences. Develop along the eastern edge of the District so that development is positive, attractive and inviting to the adjacent neighborhoods.

##### GUIDELINE

**Design new projects along the eastern edge of the District so that they relate to the neighborhood through building orientation, building design and opportunities for public access.**

- C4 ESTABLISH A GRACEFUL TRANSITION BETWEEN BUILDINGS AND PUBLIC SPACES
- C5 DESIGN CORNERS THAT BUILD ACTIVE INTERSECTIONS
- C6 DIFFERENTIATE THE SIDEWALK LEVEL OF BUILDINGS

**C6-1 STEP BACK UPPER BUILDING FLOORS ALONG HOLLADAY STREET**

**BACKGROUND**

While Holladay Street is seen as a vital pedestrian “spine” running through the District, it is also the future site of some of the District’s most dense development and tall buildings. In order to give a strong sense of urban enclosure to the street and create a human scale, building bases are required to locate at the build-to line. At the same time, tall buildings which rise above the horizontal street wall created by the building bases should be stepped back, to minimize their impact on the pedestrian environment, and let as much sunlight reach the street as possible. Street wall height should be at least two stories high, along the length of Holladay Street from 1st to 13th Avenues.

**GUIDELINE**

**Along Holladay Street from 1st to 13th Avenues, locate building bases along the build-to lines while setting upper floors of tall buildings back from the street.**

- C7 CREATE FLEXIBLE SIDEWALK-LEVEL SPACES
- C8 GIVE SPECIAL DESIGN ATTENTION TO ENCROACHMENTS
- C9 INTEGRATE ROOFS AND USE ROOF TOPS
- C10 PROMOTE PERMANENCE AND QUALITY IN DEVELOPMENT

**C10-1 USE MASONRY MATERIALS**

**BACKGROUND**

Most of the buildings in the Lloyd District that have a sense of quality and permanence have used various forms of masonry and stone as their predominant facade-facing material. A continuation of this tradition is encouraged. The use of masonry, precast concrete with exposed aggregate, modular stone, tile, brick, etc., is preferred as a building’s dominant building material in order to provide continuity and compatibility among existing and planned buildings. A variety of other materials can be used to highlight and/or articulate a building’s design.

**GUIDELINE**

**Except for window glazing, use masonry types of materials as the predominant exterior material for building walls. Use modular stone or masonry materials on the building base or first floor of buildings whenever possible.**

## **C10-2 DESIGN EXTERIOR BUILDING WALLS THAT ARE TRANSPARENT IN GLAZED AREAS AND SCULPTURAL IN SURFACE**

### **BACKGROUND**

Large expanses of mirrored glazing and curtain walls are discouraged due to their monotonous characteristics. Special glass which does not provide the ability to see into buildings should be avoided. Window setbacks and other variations in the upper floor facades are preferred over a flush wall expression. A variety of window types and sizes is encouraged to add visual interest to the street walls. Variation from the overall building wall design is especially encouraged within the building bases.

### **GUIDELINE**

**Design exterior building walls that are transparent or translucent in the glazed areas and which are textural, sculptural, and articulated in surface character.**

## **C10-3 USE LIGHT COLORS**

### **BACKGROUND**

The Lloyd District, as a whole, has a predominance of light colored buildings. This distinguishing characteristic adds to the open, light and airy feeling of the area. This special quality of the district should be reinforced with future development. Additional accent features, window frames, and elements of individual buildings should be designed so that their finishes and color relate and give scale to and continuity between buildings. Color, contrast, and material combinations are encouraged for decorative purposes.

### **GUIDELINE**

**The use of light color values is preferred for the predominant exterior building materials. Darker value materials should be used to accent or articulate the design.**



### III OTHER CONSIDERATIONS

#### A. SUGGESTIONS FOR URBAN DESIGN STUDIES IN THE DISTRICT

- **Prepare a landscape master plan for Sullivan's Gulch between the 28th Avenue bridge and the Willamette River that accentuates this area as the primary portal into the Central City. Particular attention should be given to make it pedestrian safe, ecologically and visually cohesive with good visual access for motorists and physical access for residents of the adjoining districts. Note: This is a shared desire with the Central Eastside District.**
- **Prepare a special Broadway/Weidler Corridor design and master plan involving pedestrian, auto, and bicycle circulation; parking; property development/revitalization; land use; public improvements; and landscape design.**
- **Prepare a master street tree plan, open space plan, and landscaping guidance system for the District. Investigate the manner in which ecological landscaping can be incorporated in the District.**
- **Prepare an updated urban design plan for the Civic campus area.**

## **IV DESIGN REVIEW THRESHOLDS AND PROCEDURES**

### **A. DESIGN REVIEW THRESHOLDS**

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

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

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

### **B. DESIGN REVIEW PROCEDURES**

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

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

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

LDW:mch:lb:ls  
9-9-91

**TIME CERTAIN**

**ORDINANCE NO. 164634**

Title

Adopt special design guidelines for the design zone area of the Lloyd District of the Central City Plan and direct the Design and Landmarks Commissions to use the guidelines. (Ordinance)

INTRODUCED BY Commissioner Gretchen Kafoury	Filed: <b>AUG 28 1991</b>
<i>GMS/MS</i> NOTED BY COMMISSIONER	Barbara Clark Auditor of the City of Portland
Affairs	By: <i>Coy Kershner</i> Deputy
Finance and Administration	
Safety	
Utilities <i>Gretchen Kafoury/MS</i>	For Meeting of:
Works	
BUREAU APPROVAL	
Bureau: Planning	
Prepared by: Leo Dean Williams:mch Date: 8-16-91	Action Taken: <input type="checkbox"/> Amended <input checked="" type="checkbox"/> Passed to 2nd Reading <b>SEP 11 1991 As Amended</b> <input type="checkbox"/> Continued to:
Budget Impact Review: <input type="checkbox"/> Completed <input checked="" type="checkbox"/> Not Required	
Bureau Head: <i>RS</i> Robert E. Stacey, Jr. Planning Director	

AGENDA	FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
		YEAS	NAYS	
Consent Regular X	Blumenauer	Blumenauer	✓	
NOTED BY <i>Robert Stacey</i> City Attorney	Bogle	Bogle	✓	
	Kafoury	Kafoury	✓	
City Auditor	Lindberg	Lindberg	—	
City Engineer	Clark	Clark	✓	

**ORDINANCE No. 164634**

Adopt special design guidelines for the design zone area of the Lloyd District of the Central City Plan and direct the Design and Landmarks Commissions to use the guidelines. (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. 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 Land 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 "d" (Design) zones in the Central City and a directive calling for the development of design guidelines for each design zone.
2. The City Council adopted a design guidelines system for the Central City which utilizes a fundamental set of guidelines for the Central City as a whole and special guidelines that are specific to districts within the Central City.
3. The City Council adopted Fundamental Design Guidelines which provide a constitutional framework for all of the design review area in the Central City.
4. The City Council acknowledged that Design Advisory Committees for each of the eight major districts of the Central City Plan should be established to formulate special design guidelines for each district.
5. A special Lloyd District Design Advisory Committee was formed to develop special design guidelines for the design zone area of the Lloyd District of the Central City Plan.
6. The special Lloyd District Design Advisory Committee used a process that engaged many groups and individuals in a partnership that developed recommended special design guidelines for the district.
7. Notice of a joint Design and Landmarks Commissions public hearing on proposed special design guidelines for the Lloyd District design zone was sent to all property owners of record in the design zone on February 28, 1991. Additionally, adjacent neighborhood associations, interested groups, and individuals were notified. The notice clearly identified the date, time and place of the hearing. Also the notice informed recipients of two public forum/workshops to present and

discuss a discussion draft of the proposed special design guidelines. The workshops were designed to solicit ideas, create a consensus-building partnership, and to get response/ recommendations regarding the committee's work.

8. The public forums/workshops were conducted on March 19 and March 27, 1991.
9. A public hearing on this matter was held by the Design and Landmarks Commissions on June 6, 1991.
10. The Landmarks Commission, acting in an advisory role, made no recommendations to the Design Commission.
11. The Design Commission continued the hearing on this matter on June 27, August 1, and August 15 to allow more time for exchange of information and ideas.
12. On August 15, 1991, the Design Commission voted unanimously to adopt the attached recommended *Special Design Guidelines for the Design Zone of the Lloyd District of the Central City Plan* (Exhibit A). The Design Commission recommends that City Council adopt them for use.
13. These special guidelines are to be used in conjunction with the *Fundamental Design Guidelines* and supersede the Fundamental Guidelines when there is a conflict.
14. The special design guidelines support and enhance the special qualities and characteristics of the Lloyd District, and are coordinated with the adopted *Fundamental Design Guidelines*.
15. The use of the special guidelines in the design zone of the Lloyd District meets the intent of findings in Ordinance No. 163325 (adopting fundamental design guidelines) and furthers implementation of the Central City Plan, an acknowledged portion of the Comprehensive Plan, because they help stimulate and support a successful fulfillment of the Plan's Design Goals and Objectives.
16. It is in the public interest and critical to successful implementation of the Central City Plan that design review in the Lloyd District use special design guidelines specific to the design zone of the district.

**ORDINANCE No.**


NOW, THEREFORE, the Council directs:

- a. The *Special Design Guidelines for the Design Zone Area of the Lloyd District of the Central City Plan*, attached as Exhibit A, are hereby approved and adopted for use in the Lloyd District.
- b. The Design Commission, the Historical Landmarks Commission, in case of design review in historic districts or of historical landmarks, and the City Council on appeal, shall conduct design review in the design zone in the Lloyd District using the Special Lloyd District Design Guidelines.
- c. These review bodies identified in directive "b" above shall apply the Special Design Guidelines with flexibility that assures the design review process is focused and effective.
- d. The review body conducting design review is authorized to waive individual guidelines for specific projects based on findings that such waiver will better accomplish the goals and objectives for Lloyd District design review. Should the review body find that one or more special design guidelines are not applicable to the circumstances of the particular project being reviewed, the guideline or guidelines may be waived by the review body.
- e. The review body may also address aspects of a project's design which are not covered in the guidelines where the review body finds that such action is necessary to better achieve the goals and objectives of design review in the Lloyd District.
- f. The Design Commission may modify, delete or add to these design guidelines where such a change will aid in the accomplishment of the goals and objectives for Lloyd District design; provided, however, that the specific modification, addition or deletion may not take effect until approved by the Portland City Council.

Passed by the Council, **SEP 11 1991**

Commissioner Gretchen Kafoury  
Leo Dean Williams:mch  
August 16, 1991

**BARBARA CLARK**  
Auditor of the City of Portland

By  Deputy