



# *Goose Hollow District Design Guidelines*

Adopted by the Portland City Council on February 21, 1996



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PORTLAND, OREGON

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# Goose Hollow District Design Guidelines

February 1996

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# I. GOOSE HOLLOW DISTRICT DESIGN GUIDELINES FRAMEWORK

## Design Review in Goose Hollow

The Portland metropolitan area is expected to grow by over half million people over the next 20 years. While a significant amount of growth will be accommodated within the Central City, one of the growth strategies involves concentrating development with a mix of housing, retail and office uses around light rail stations.

As part of the Westside Light rail alignment, three light rail stations are located in the Goose Hollow District of the Central City Plan area. Extensive public investments have been made to introduce light rail to the Goose Hollow District and the plans for the light rail alignment have gone through a careful process of design review. This public investment will promote private investments in the form of new mixed-use, residential, retail and office developments. The concentration of development at the light rail stations will encourage increased use of transit, reduce auto traffic and promote pedestrian-friendly environments around the stations. Goose Hollow has great opportunities for infill and the potential to become a transit-oriented residential community. It is also a gateway to the Central City and has special historic significance.

The Goose Hollow Station Community Plan's adopted zoning (January 1996) promotes a high intensity of development at the light rail stations. The neighborhood, Tri-Met, interested property owners and the City are working to ensure the success of private investments, as well as to define the quality of expected development. The principal tool for ensuring this quality is design review, which is applicable to all properties within the design (d) overlay zone. The design (d) overlay zone in Goose Hollow extends throughout the District. The City requires that all projects within the design overlay (d) zone be approved through the design review process before a building or other development permit is granted.

## Design Guidelines and Design Review

Design guidelines are provided for each of Portland's design zones to inform prospective applicants, and the community, of the issues that will be addressed during the design review process. This set of design guidelines is specifically for projects located in the Goose Hollow District. These guidelines, along with the **Central City Fundamental Design Guidelines**, are the approval criteria that will be used when conducting design review within the Goose Hollow District.

During the design review process the review body must find that the project being reviewed meets each of the design guidelines. Projects that meet all the guidelines will be approved. Projects that fail to meet one or more of the applicable guidelines may not be approved except as provided in "Waiver of Design Guidelines" on page 3. The review body may approve the design, approve the design with conditions, or deny the project a development and/or building permit. When conditions are attached to a project's approval the conditions will require modifications to the proposed design that are necessary to ensure the project's compliance with the design guidelines. Generally, the review body would rather the applicant revise their design to address design deficiencies rather than have the City impose a specific solution through conditions.

The design review process is intended to be flexible, encouraging builders to propose innovative designs. For this reason guidelines are qualitative statements rather than quantitative standards. Quantitative approval criteria have been avoided to help ensure that the guidelines do not dictate design. There are many acceptable ways to meet each of the guidelines. Examples of alternative ways to meet the guideline are provided to stimulate the designer's search for a design that meets both the client's program and the guidelines. Designers are urged to consider the examples as explanatory information about the guideline. The examples are not an exclusive list and are not intended to be used as recommended solutions.

While the design guidelines are qualitative, they nevertheless are mandatory and have legal effect as approval criteria. They are applied in a design review proceeding that is a land use review under Oregon law. The qualitative language in which the guidelines are stated is intended to provide designers flexibility in achieving the guidelines intent. It does not imply that the guidelines are not requirements, they are. This flexibility shall not be construed as rendering the guidelines merely advisory or otherwise diminish their legal effect. Guidelines must be addressed, or specifically waived. The applicant is responsible for explaining, in their application, how their design meets each of the guidelines.

### **Tiers of Design Guidelines**

There are potentially three tiers of design guidelines applied as approval criteria to a given development project in the Goose Hollow District. First, the Central City Fundamental Design Guidelines must be met by every project within the Central City, including those within the Goose Hollow District. Second, all projects within the Goose Hollow District must meet the Goose Hollow District's design guidelines (contained within this document). The Goose Hollow District Design Guidelines, are specific to the Goose Hollow District policy area of the Central City. The Goose Hollow District includes two station areas as shown in the map on page 13. All projects within these two station areas must meet the guidelines as indicated in the applicability chart on page 14 of this document. Third, design review of historical landmarks may include application of approval criteria that are applied to landmarks throughout Portland. These historic design review approval criteria for historic landmarks are listed in Portland's Zoning Code.



This document includes a listing of the Central City Fundamental Design Guidelines, which apply throughout the Central City, and the specific and detailed text for the Goose Hollow District Design Guidelines, which are applicable to the Goose Hollow District area only. Some Goose Hollow District Design Guidelines are followed by “This guideline may be accomplished by any or all of the following: a..., b..., c..., or ...” statements. These statements are provided as ideas and examples of how a guideline may be met. They are not a part of the guideline. The Goose Hollow District Design Guidelines take precedence should there be a conflict with a Central City Fundamental Design Guideline. The Goose Hollow District and Central City Fundamental Design Guidelines are intended to be used together. The Goose Hollow District Guidelines are located in sequence with the fundamental guideline titles to aid the reader and reviewer in understanding how the two sets of guidelines relate to each other.

The titles of the Fundamental Design Guidelines are in normal text while the **Goose Hollow District Design Guidelines** are in bold text. Copies of the complete text of the Central City Fundamental Design Guidelines are available at the Bureau of Planning (Room 1002, 1120 S.W. Fifth Avenue, Portland, Oregon, 97204-1966). The City charges a fee for design review.

In general these tiers of guidelines build on each other. The Goose Hollow District Design Guidelines elaborate on themes established in the Central City fundamentals guidelines and provide guidance about how the fundamentals should be applied to sites within the Goose Hollow District. The guidelines for the two station areas also elaborate on the Central City fundamentals. All three tiers of guidelines have been drafted with an eye to avoiding conflicts. However, should a conflict be identified it will be resolved in favor of the more local or area specific guideline. Goose Hollow District Design Guidelines take precedence over Central City Fundamental Design Guidelines. Historic Landmark approval criteria take precedence over the Goose Hollow Design Guidelines.

### Waiver of Design Guidelines

Review bodies conducting design review look forward to the designers proposing innovative solutions that respond to the project's program as well as the guidelines. Allowing the waiver of one or more guidelines during the design review process reflects the City's concern that the guidelines not become a rigid cookie cutter set of requirements that stifle innovation.

The review body conducting design review may waive one or more guidelines for a specific project. A guideline may be waived when the review body finds that the proposed development will better meet the Goals for Central City and Goose Hollow District design review than would a project that complied with the guideline. Should the applicant wish a guideline waived they must explain, in their application, how the design will better meet the Goals for Central City and Goose Hollow District design review than would a design that met the guideline. The Goals for Central City and Goose Hollow District design review are listed in Chapter II of this document.

## **Adjustments to Zoning Code Standards**

During the design review process the review body may grant adjustments to some of the zoning code's site related development standards. These modifications are considered as part of the design review process and are not required to go through a separate adjustment process. To obtain approval of these adjustments the applicant must show that the proposal better meets the design guidelines and will, on balance, be consistent with the purpose of the regulation for which the adjustment is sought. The design guidelines in conjunction with the purpose statement for the provision that an adjustment is requested, are also approval criteria for consideration of the requested adjustment.

Any change to use related standards is subject to a separate process. Use related standards are those that govern the intensity of the use. Adjustments to parking standards must also include consideration of the Central City Transportation Management Policy (CCTMP). The policies adopted with the CCTMP are also approval criteria that must be considered in weighing approval of adjustment to parking standards within the Goose Hollow District. Adjustment may not be considered or granted for standards that prohibit adjustments, such as height and bulk regulations within the Central City.

## **Who Conducts Design Review**

Generally design review is conducted by the Design Commission or the design review staff. Projects located in Historic Districts, Historic Conservation Districts or that affect a City designated landmark are reviewed by the City's Historic Landmarks Commission or the design review staff. Minor projects are reviewed by the design staff. The Design and Landmarks Commissions review major cases and appeals of staff decisions on minor cases. The Landmarks Commission uses these guidelines as their approval criteria when they have the responsibility for design review of a project located within the Goose Hollow District. The distinction between major and minor cases is made based on established thresholds.

## **Thresholds for Design Review**

Determining whether a specific development project is major or minor is based on objective standards called thresholds. Minor projects are processed administratively through the City's Type II procedure. Appeals of administrative decisions are made to the Design or Historic Landmarks Commissions. When a minor case decision is appealed the Commission's decision is the final local decision. Major cases are processed through a Type III procedure. Type III procedures include a hearing before either the Design or the Historic Landmarks Commission. The Commission's decision may be appealed to the City Council who, in an appealed case, makes the final local decision.

**Thresholds:** In the Goose Hollow District new development or exterior alterations, either of which exceed \$1,000,000 in 1990 dollars are major projects. All other projects, except historic resources, are minor, unless the project is exempt from design review. However, historic design review varies depending on the type of proposal. The review procedures for the various types of historic reviews are stated in the City's Zoning Code.

### **Pre-application Conference**

Before making formal application for a Type III design review procedure a pre-application conference is required. A pre-application conference is suggested but not required for Type II procedures. Project designers are encouraged to request an early briefing with the design review staff prior to formal application for design review.

Pre-application conference and/or informal meeting with staff provides an opportunity to informally discuss issues related to the project's design. This information allows the designer and project developer to prepare their design and application for design review with a better understanding of the process and the guidelines, or approval criteria. Representatives from other City Bureau's and citizen groups, such as neighborhood and business associations are invited to attend pre-application conferences.

### **Projects Exempt From Design Review**

Some projects are exempt from design review. These tend to be changes that do not significantly alter an existing building's or structure's character. Projects exempt from design review are those which are exempted by the provisions of the City's Zoning Code.

### **Goose Hollow District Station Areas & Design Guidelines Applicability**

On page 13 of this document is a map that delineates the station areas within Goose Hollow District. On page 14 is a design guideline applicability chart that illustrates which guidelines apply to the two station areas. Additionally, the chart identifies minor project types that are subject to only a few of the Goose Hollow District design guidelines. The applicability chart clarifies where each guideline applies. An applicant need only address those guidelines that are identified as applicable on this chart.

## II. GOOSE HOLLOW DISTRICT URBAN DESIGN VISION AND GOALS

### Introduction

The Goose Hollow District lies to the west of the downtown core of the Central City Plan area of Portland. The Westside light rail alignment runs through the Goose Hollow District and has three stations: the Civic Stadium Station, Kings Hill/SW Salmon Street Station and the Jefferson Street Station. The design overlay (d) in Goose Hollow extends over the entire District as shown in the map on page 13. The City's Goose Hollow station community planning team and the neighborhood have prepared a Vision and an Urban Design Plan as shown on page 9, for this District. The Vision is based on certain transit-oriented principles described in Tri-Met's Planning and Design for Transit Handbook (1993).

These fundamental principles of transit supportive development are as follows:

- Place moderate and high density housing and employment within walking distance of transit;
- Mix residential and employment uses with shopping opportunities and public facilities;
- Provide multiple and direct street connections to transit stops and shopping areas; and
- Design for pedestrians, without excluding the auto.

In the following section, the Urban Design Vision for Goose Hollow is outlined. Following the Vision is the Urban Design Plan map (page 9) and two sets of design goals. The first set of goals presented are those that exist today (in the Central City Fundamental Design Guidelines document) for the Central City as a whole. This is followed by goals developed from the Vision, specifically for Goose Hollow District. Both sets of goals are considered and weighed when reference to the goals is required. There are two circumstances in which these goals will need to be considered.

When changes are considered to the design guidelines these changes must enhance understanding of, or implementation of the goals. The second, and most common instance that will require reference to the goals occurs when an applicant requests waiver of one or more of the design guidelines. Requests for waiver of a design guideline will be granted when the applicant has demonstrated to the review body, in their application, that granting the waiver will better implement the goals than would a design that meets the specific guideline for which the waiver is sought. In cases where a waiver is requested the goals act as the approval criteria for consideration of the requested waiver. If the design does not accomplish each of the goals, waiver of the design guideline will not be approved. Both the Central City and Goose Hollow District Goals must be addressed when considering a request for waiver of a design guideline.

## Urban Design Vision for Goose Hollow District

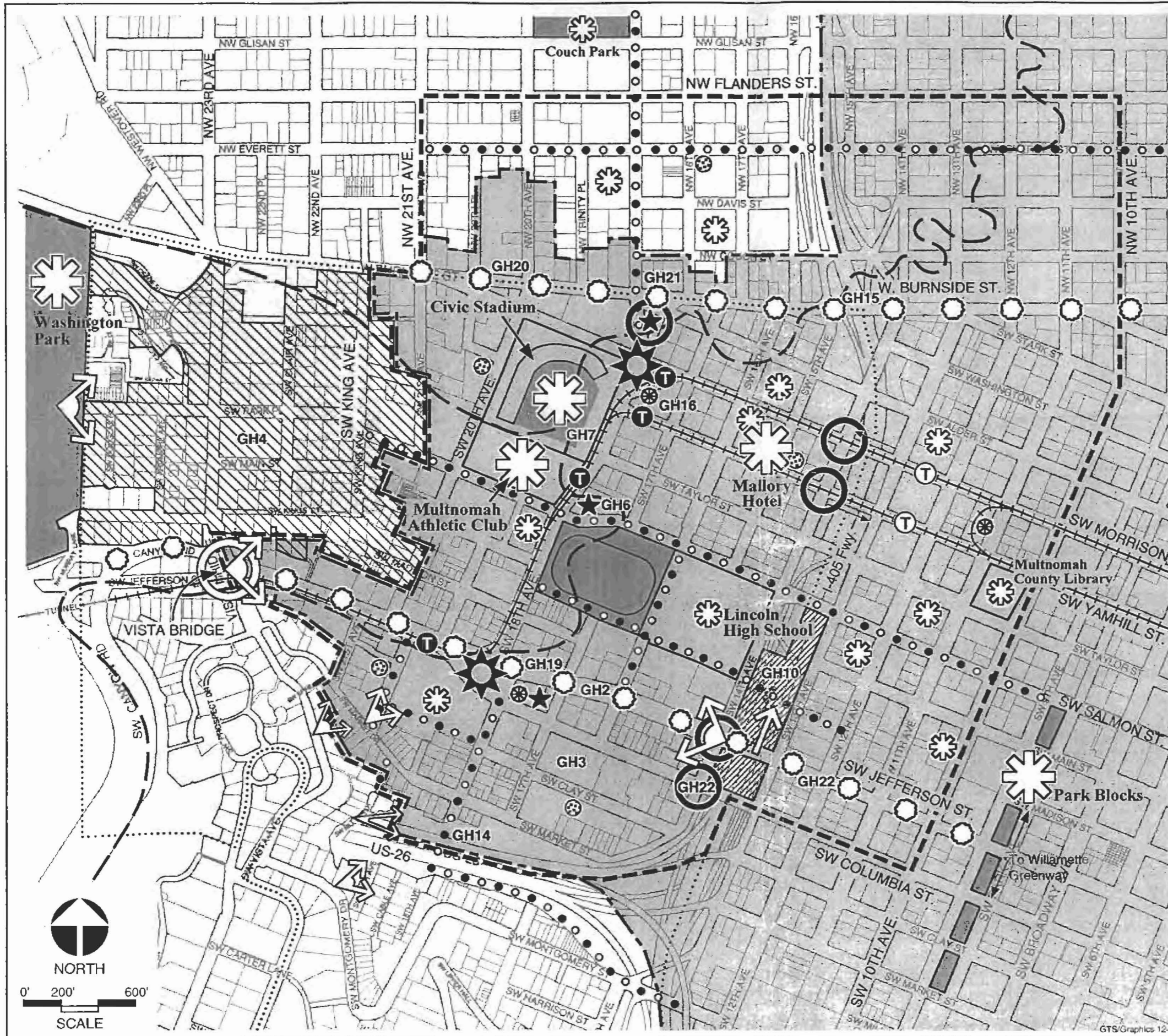
The Goose Hollow District is envisioned to be a predominantly urban residential, transit-oriented community located on the western edge of the Central City between Washington Park and downtown Portland. When riding light rail through the West Hills tunnel to the Central City, it is the first neighborhood experienced before entering downtown Portland. The Urban Design Vision celebrates the sense of arrival from the west at the Jefferson Street Station and Collins Circle, and from the north at the Civic Stadium Station and Fire Fighter's Park. This is done by integrating the history of the community with its special natural and formal (man-made) characteristics.

Seen as a relatively dense urban residential community, Goose Hollow has three stations: the Civic Stadium station; Kings Hill/Salmon Street station; and Jefferson Street/Goose Hollow station. All three stations have areas of mixed use developments around them, with pedestrian amenities. Each station has its own identity, and together they create a transit-oriented station community. The Civic Stadium and Jefferson Street stations are two main neighborhood focal points. They are characterized by urban plazas and special Tanner Creek daylighting features, making them important and active centers. SW Jefferson Street is seen as a boulevard, connecting Washington Park in the west to the Park blocks in downtown. West Burnside Street is a linear edge and a focus that attracts people from both the Goose Hollow community as well as the adjacent Northwest neighborhood. Pockets of green parks nestle into the dense mid and high-rise residential developments that surround the stations, providing for the much needed neighborhood play spaces.

The Goose Hollow community is unique because of its diversity in population, land uses and building character. It supports a diverse resident population with various family structures. The District is interspersed with large activity centers such as the Civic Stadium, Lincoln High School, churches, and retail/entertainment nodes that draw people from the outside and make it a lively, active place. The Vision for this area also conserves or reuses historically significant buildings and emphasizes the community's special architectural character through compatible infill developments.

Light rail integrates the distinct activity centers and retail/commercial cores of the community with its residential parts, to make it an active pedestrian-friendly whole. Therefore, the Goose Hollow District is pictured as a place for people to not only live, but also work and play.

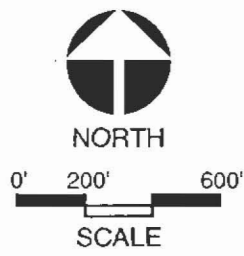
# Goose Hollow Station Community Urban Design Plan



## Legend

- Central City Plan District
- Goose Hollow Station Community Plan Boundary
- Goose Hollow Neighborhood Boundary
- Major District Gateways\*
- Minor District Gateways\*
- Parkways/Boulevards\*
- Existing Historic Kings Hill District\*
- Major Attractions\*
- Minor Attractions\*
- Historic Course of Tanner Creek\*
- Tanner Creek Daylighting Water Feature\*
- Public Plazas\*
- Neighborhood Focal Points\*
- Light Rail Transit Stations (Future T)\*
- Light Rail Transit Corridor\*
- Pocket Parks\*
- Open Spaces\*
- Deck Over Freeway\*
- GH3 Number Reference to Action Chart
- Pedestrianway and Bikeway\*
- Scenic Viewpoint\*

\* Refer to Urban Design Plan Terms Glossary on page 33.



## **Central City Plan Design Goals**

The following set of goals exist today (in the Central City Fundamental Design Guidelines document) and were developed to guide development throughout the Central City. These goals are applicable in the Goose Hollow District as well as the other seven Central City Plan Districts and are outlined below.

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

## **Goose Hollow District Design Goals**

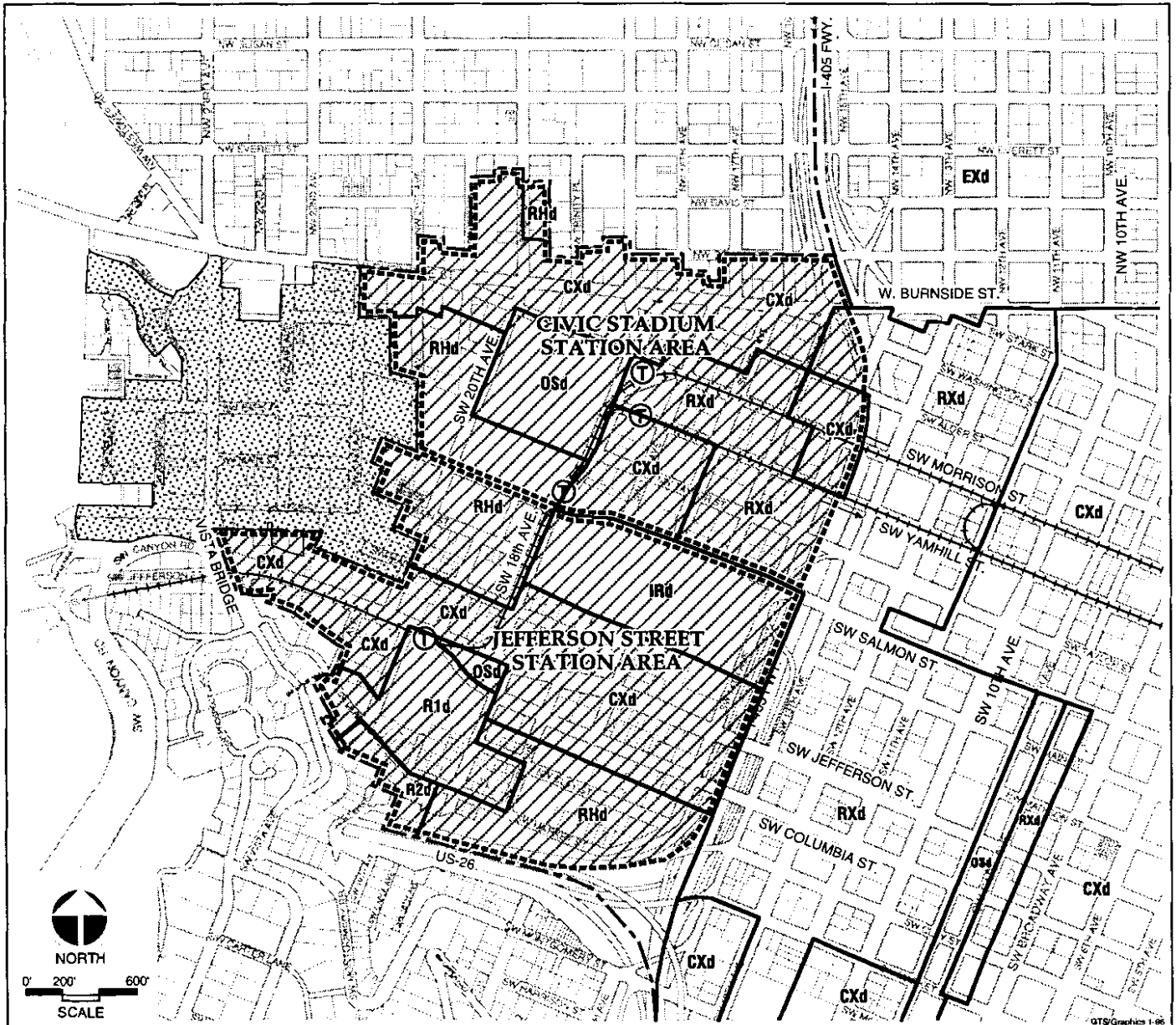
The Goose Hollow Foothills League, the Goose Hollow Design Guidelines Committee and the Neighborhood Development Committee have assisted the City in promoting certain urban design concepts as described in the Vision. These concepts concern the design of housing, mixed-use centers, neighborhood retail, main attractions and activity centers, urban plazas and pocket parks, and pedestrian and bike connections to adjacent neighborhoods. The Goose Hollow District design guidelines are directed to address the following urban design goals and objectives specific to the Goose Hollow District.

- 1. Enhance mixed-use, transit-oriented development around the light rail stations to make it a pedestrian-friendly station community.**
  - Consider each station's unique qualities in design and its role in the region.
  - Achieve appropriate density while ensuring good design of mixed-use buildings at each station area core.
  - Promote pedestrian-friendly neighborhood retail at the Civic Stadium and Jefferson Street station areas to make them active neighborhood focal points.

- 2. Provide open spaces to accommodate active public life.**
  - Consider incentive programs for designing neighborhood-scale pocket parks in the residential areas to provide for play areas.
  - Design urban plazas with art work and pedestrian-friendly amenities at the two neighborhood focal points of the Civic Stadium Station and Jefferson Street stations.
  - Maintain a well designed transition between open spaces and built-up areas.
  
- 3. Strengthen connections to adjacent neighborhoods through light rail, bike and pedestrian access and assure a safe and pleasant bike/pedestrian environment.**
  - Maintain pedestrian-friendly treatment along the light rail alignment.
  - Maintain safe and easy connections between housing, station area cores and major activity centers.
  - Strengthen connections between Washington Park and downtown Park Blocks by developing a pleasant boulevard with active uses along SW Jefferson Street.
  - Promote additional building setbacks and active retail along West Burnside to make it a corridor attracting people from both the Northwest neighborhoods and Goose Hollow District.
  
- 4. Preserve and enhance the community's history and architectural character.**
  - Integrate the history of the Community, symbolically, with its natural and formal (man-made) features.
  - Consider using % for art funds for promoting art work related to the community's history and special design elements to emphasize gateways to the district and important centers and landmarks.



# III. GOOSE HOLLOW DISTRICT DESIGN GUIDELINES



**Goose Hollow District Design Overlay**

- |  |                              |
|--|------------------------------|
| ----- Central City Plan District                 | ⊕ Light Rail Transit Station |
| Design overlay (d) zone in Goose Hollow District | ----- Light Rail Alignment   |
| Kings Hill Historic District                     | Station Areas                |

## Goose Hollow District Design Guidelines Applicability Chart

<b>GOOSE HOLLOW DISTRICT SPECIAL DESIGN GUIDELINES</b>	<b>STATION AREAS /PROJECT TYPE</b>		<b>AREAS (1)</b>		<b>Project Type</b>	
	Civic Stadium Station Area	Jefferson Street Station Area	Signs and Awnings	Storefront Remodels		
<b>PORTLAND PERSONALITY</b>						
A2-1	Recognize the historic Tanner Creek theme...	●	●			
A5-1	Strengthen the identity of the Civic Stadium Station Area...	●		●	●	
A5-2	Strengthen the identity of the Jefferson Street Station Area...		●	●	●	
A5-3	Enhance West Burnside Street...	●		●	●	
A5-4	Enhance SW Jefferson Street...		●	●	●	
*A5-5	Incorporate water features...	●	●		●	
*A5-6	Incorporate works of art...	●	●		●	
*A9-1	Provide a distinct sense of entry and exit...	●	●			
<b>PEDESTRIAN EMPHASIS</b>						
*B1-1	Provide human scale to buildings...	●	●		●	
*B1-2	Orient building entries...	●	●		●	
B5-1	Enhance the design of pocket parks...	●	●			
*B6-1	Provide outdoor lighting at a human scale...	●	●		●	
<b>PROJECT DESIGN</b>						
*C1-1	Integrate parking...	●	●			
*C1-2	Integrate signs and awnings...	●	●	●	●	
*C3-1	Locate buildings to provide for future infill...	●	●			
*C7-1	Reduce the impact of residential unit garages...	●	●			

(1): Areas are shown on the Goose Hollow District Design Overlay map on page 8.

\*: Recommended for future conversion as a Fundamental Design Guideline. Refer to Appendix A.

## A. PORTLAND PERSONALITY (GOOSE HOLLOW)

A1 INTEGRATE THE RIVER {This is a Central City Fundamental Design Guideline}.

A2 EMPHASIZE PORTLAND THEMES {This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guideline that follows is linked to this Fundamental Design Guideline. The Goose Hollow Guideline elaborates, expands and clarifies the meaning of the Fundamental Guideline as it applies within the Goose Hollow District}.

### RECOGNIZE THE HISTORIC TANNER CREEK THEME

#### BACKGROUND

*Historically, Tanner Creek started from the West Hills, followed SW Canyon Road into the hollow near Collins Circle and ran farther along the site of the present Civic Stadium. It then meandered along the flatlands in the northern part of the District and ran towards the Willamette River. This historic course of the Creek is shown in the Urban Design Plan map on page 9. The creek was named "Tanner" Creek because it flowed along a tannery, the first to be built west of the Mississippi River, by Daniel H. Lowndale in 1845. Lowndale selected the north end of the site of the present Civic Stadium to build his tannery because of the dense growth of Hemlock trees along the Creek. He ground the Hemlock bark and mixed it with water from the Creek to produce the compound for tanning hides. Tanner Creek continued to serve as a source of water for the activities at the tannery till mid-1880's under the ownership of Amos N. King. In the early 1900's along Salmon Street, at the site of the present Multnomah Athletic Club, Chinese immigrants who worked on the rail roads built a row of houses and had vegetable gardens. The Creek provided water for the Chinese gardens and their produce was a major source of Portland's vegetable supply.*

*Today Tanner Creek flows underground in sewer pipes up to the Willamette River. The City's Bureau of Environmental Services has a Plan for daylighting the Creek, i.e. exposing it and letting it run briefly on the surface in the form of special water features or fountains. This Plan will use special water features accompanied by interpretive trails, murals and art work to recognize the Creek's course. To emphasize and strengthen the connections between the district and its history these special water features should be incorporated in the design of public places or sites of 20,000 square feet or more that include or are immediately adjacent to the historic course of the Creek. As indicated in the Urban Design Plan map on page 9, water features may be designed close to the Civic Stadium, Salmon Street and Jefferson Street light rail stations. This will contribute to the identity and character of the station areas and enhance public participation.*

**A2-1 GUIDELINE: Recognize the course of the historic Tanner Creek and emphasize the District's connection with the Creek on site developments of 20,000 square feet or more, including and immediately adjacent to the historic course of the Creek.**

This guideline may be accomplished by any or all of the following:

- a. Exposing the Creek using water features and fountains; or
- b. Incorporating interpretive trails, art work, murals or sculptures that describe and symbolize the relation between the district and the history of Tanner Creek.

- A3 RESPECT THE PORTLAND BLOCK STRUCTURES (This is a Central City Fundamental Design Guideline).
- A4 USE UNIFYING ELEMENTS (This is a Central City Fundamental Design Guideline).
- A5 ENHANCE, EMBELLISH AND IDENTIFY AREAS (This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guidelines that follow are linked to this Fundamental Design Guideline. The Goose Hollow Guidelines elaborate, expand and clarify the meaning of the Fundamental Guideline as it applies within the Goose Hollow District).

## STRENGTHEN THE IDENTITY OF THE CIVIC STADIUM STATION AREA

### BACKGROUND

*The Civic Stadium station area includes the portion of the District west of I-405 and north of SW Salmon Street as indicated in the map on page 13. The Civic Stadium, Multnomah Athletic Club, the light rail station, Civic Plaza, Fire Fighter’s Monument and Park, West Burnside Street, important buildings such as the Mallory Hotel and the Scottish Rites building and the surrounding residential buildings contribute to the identity and character of this station area.*

*The Civic Stadium and Multnomah Athletic Club sites have been historically significant locations. They occupy about eight city blocks next to the light rail station and are regional attractions. Light rail encourages pedestrian and bicycle access to these superblocks. The streets surrounding these regional attractions should be pedestrian-friendly. For example, the blank wall of the Civic Stadium on 18th Avenue can be improved by introducing art or interpretive murals depicting the history of the Stadium and Tanner Creek, or landscape elements.*

*The Civic Plaza/Station, and the Fire Fighter’s Park together form a neighborhood focal point as shown in the Urban Design map on page 9. The Civic Plaza, with its thematic design elements emphasizing the idea of a “speaker’s corner,” provides for a much needed neighborhood gathering place. The Fire Fighter’s Park is a symbolic gateway into the District. Both the Plaza and Park do not have convenient pedestrian access, especially from the north across Burnside Street. To create a sense of enclosure around the Park and the Plaza and to enhance the sense of entry and exit into the District, adjoining buildings should orient towards them. They should maintain pedestrian scale design and maximum possible ground floor windows. Tanner Creek water features can enhance the pedestrian environment and contribute to the character of the focal point.*

*The scale and character of new mixed-use and residential development should respect the mid to high rise scale of the existing buildings within the station area. New development adjoining the Kings Hill Historic District should provide a transition to the scale and character of its rich collection of 1890’s and turn of the century residences, mostly of the Queen Anne and Colonial Revival styles. New buildings must also enhance certain existing features that lend to the character and identity of the Civic Stadium station area. Several existing apartment buildings, have a U-shaped plan typology that provide a transition between the entrance and the street. Other buildings display distinct bases, which are made distinct by use of color, materials, awnings or expression of floor lines, and strong cornice lines. Where plaster-type materials are used, relief and scored lines help to express floor levels and create interest in the facade. Often, masonry is used especially for the lower level of buildings and brick and stone are common facing materials.*

**A5-1 GUIDELINE: Strengthen the identity of the Civic Stadium station area.**

This guideline may be accomplished by any or all of the following:

- a. Integrating the Civic Stadium and Multnomah Athletic Club into the station area. This can be done by making their ground level street walls more pedestrian-friendly;
- b. Incorporating the history of the Stadium and Tanner Creek in the form of art work, murals, and other design features;
- c. Strengthening the neighborhood focal point located within the station area. Street trees, awnings, lighting and other amenities can emphasize pedestrian connections to the focal point (the Park, Plaza/Station). Buildings can orient their openings and entries towards the focal point to create a sense of enclosure and enhance the sense of entry into the District; or
- d. Using architectural vocabulary and materials that maintain continuity with the existing developments and add to the character of the station area.

## STRENGTHEN THE IDENTITY OF THE JEFFERSON STREET STATION AREA

### BACKGROUND

*The Jefferson Street station area includes the Hollow and the portion of the District west of I-405 and south of SW Salmon Street as indicated in the map on page 13. The character of this station area is collectively shaped by the SW 18th Avenue and Jefferson Street with light rail, Collins Circle, Vista Bridge on Jefferson Street, Lincoln High School, several churches and the low to mid-rise residential buildings surrounding the station.*

*The First United Methodist Church and Lincoln High School occupy large areas that interrupt the regular street grid. It is important to integrate these structures into the station area by providing pedestrian connections across their superblocks, wherever possible, and making the streets surrounding them pedestrian-friendly. A good example is the Lincoln High School fence project on SW 18th Avenue. The fence incorporates architectural window elements found in the neighborhood and the history of the School in its design and enhances pedestrian interest.*

*Collins Circle with the Jefferson Street Station located to its west forms a neighborhood focal point in the Hollow area, as shown in the Urban Design map on page 9. The Goose Hollow District derived its name from its geographic condition and a historic incident which took place in the late 1870's. The depression in the land around Collins Circle area was named the "Hollow." It was here that flocks of geese were gathered and raised by the women of the Hollow. Once, a quarrel over the ownership of the geese occurred, after which the police chief, James Lappeus named the area "Goose Hollow." Ever since, the "goose" has become a popular symbol and theme which has been represented either as signs, or design elements in structures and public spaces within the Hollow. Although this "Goose" theme lends identity to the Circle as a focal point, the relationship between the light rail station and adjoining areas should be further strengthened. The surrounding development should contribute to the sense of arrival from the west through the Vista Bridge gateway and enhance the vitality of the focal point at the Circle. The buildings should orient their openings and entries towards the focal point. The Circle can be made accessible by providing pedestrian crossings to it. This could also be done by providing design solutions that physically connect the Circle to the adjoining developments.*

*The focal point can also include a public plaza, as indicated on the Urban Design map on page 9. The plaza should be intimate in scale and enclosed by buildings with ground floor windows for retail. The plaza and retail should serve as a neighborhood oriented shopping area and meeting place, thus providing clear identity as an intimate neighborhood center. To encourage activities in the plaza, sidewalk cafe's, awnings, street furniture, kiosks and Tanner Creek water features should be provided.*

*The scale and character of new mixed use and residential developments should respect the low to mid-rise (4-5 stories) scale and character of other existing buildings within the station area. New development adjoining the Kings Hill Historic District should provide a transition to the scale and character of the rich collection of 1890's and turn of the century residences, mostly of the Queen-Anne and Colonial Revival styles. Special features of existing buildings should be enhanced to strengthen the identity of the station area. Mid-rise apartment-type buildings display strong cornice lines at the top and bases made distinct by use of color, materials, or expression of floor lines. Single family residences, town houses and duplexes have transitional elements such as porches. Other formal elements such as sloped roofs, chimneys, bay windows and windows in the roof are common. Both mid and high rise existing buildings have openings that maximize opportunities for viewing and bringing in light, such as bay windows and balconies.*

**A5-2 GUIDELINE: Strengthen the identity of the Jefferson Street station area.**

This guideline may be accomplished by any or all of the following:

- a. Integrating Lincoln High School and the First United Methodist Church into the Jefferson Street Station area by providing pedestrian-friendly treatment along the surrounding streets. Streets lacking the pedestrian-friendly treatment of the light rail alignment can use elements such as street trees, landscaping, street furniture, art work, awnings, seating, special lighting and textured paving to improve the pedestrian environment;
- b. Recognizing the historic "Goose" theme and incorporating it in projects within the station area, where appropriate, in the form of art work, symbols or other design features;
- c. Strengthening the neighborhood focal point located in the station area. Arcades, awnings and/or balconies can provide pedestrian scale along all developments facing the Circle and can enhance pedestrian access to the Circle. To emphasize the Circle's importance as a focal point adjacent development can orient their entrances and ground level windows towards the Circle and garage entries can be avoided on the streets fronting it where feasible;
- d. Orienting buildings around the public plaza to create an enclosed public place and providing seating and other amenities to ensure safety and convenient pedestrian access; or
- e. Using architectural vocabulary and materials that maintain continuity with existing developments and add to the character of the station area.

## ENHANCE WEST BURNSIDE STREET

### BACKGROUND

*West Burnside Street forms a boundary between the Goose Hollow and Northwest Districts. Early in the century, Burnside was envisioned by planners of the "City Beautiful" movement as a wide, gracious boulevard, a "jeweled showpiece." The street was widened to accommodate more automobile traffic. Today, pedestrians are too close to the noise and danger of cars and trucks rushing through a series of synchronized signals. Crossing Burnside to and from the Civic Stadium light rail station is hazardous. West of the Park blocks, the sidewalks are narrow and inconvenient for pedestrian use.*

*The Goose Hollow Plan proposes a setback of 10 feet for all new development on both sides of Burnside Street. The widened pedestrian space can be designed to accommodate pedestrian-friendly amenities. With thoughtful, comprehensive planning, the vision of a pedestrian-friendly commercial boulevard may be achieved by use of design elements that create a sense of community and presence on the street. It could become a focus drawing people from the Goose Hollow district as well as the Northwest and Pearl Districts.*

### **A5-3 GUIDELINE: Enhance West Burnside Street as a boulevard by extending and improving its boulevard treatment and its environment for pedestrians west of the Park Blocks.\***

This guideline may be accomplished by any or all of the following:

- a. Buffering and separating the sidewalk from vehicular traffic by introducing street trees, plantings and protective bollards;
- b. Enhancing the pedestrian promenade along Burnside and making it a linear focus for safe pedestrian activity by widening the space used by pedestrians and locating sidewalk cafes and food vendors in the wider pedestrian space;
- c. Maintaining visual contact and surveillance between the inside of buildings and the adjacent public right-of-way space of West Burnside Street;
- d. Punctuating ground floors of buildings with many destination points such as entries for pedestrians and display windows;
- e. Locating driveways and garage entrances on side streets where feasible, rather than crossing sidewalks along West Burnside; or
- f. Providing pedestrian scale to buildings fronting the street by using awnings and/or balconies along the street.

- The A5-3 guideline is to be applied to projects on sites located adjacent to or within 100 feet of Burnside. Projects at other locations need not address this guideline.



## ENHANCE SW JEFFERSON STREET

### BACKGROUND

*The Westside light rail alignment runs along SW Jefferson Street to Collins Circle, realizing an old dream fulfilled by the cable car that once stormed through Goose Hollow and up Portland Heights in the late 1800's. In the mid 1900's SW Jefferson was a state highway, dominated by auto-oriented commercial development along it. Today, the light rail alignment will enhance its importance as an access route to the Central City from the west.*

*Running east-west through Goose Hollow, SW Jefferson Street is an important traffic, transit and pedestrian street, connecting Washington Park with the Park Blocks in downtown. Washington Park was formed in the 1870's from 40.78 acres of land donated as a civic gesture by Amos N. King to the City of Portland. In 1903, the Park was developed by the renowned landscape architect, Frederick L. Olmstead and today it is a system of smaller parks consisting of the Rose Garden, Japanese Garden, Zoo, Vietnam Memorial, and the Hoyt Arboretum and its trails. It is an important regional attraction and has gained international acclaim. SW Jefferson Street has a wide right-of-way that can be designed as a boulevard with a pedestrian connection to Washington Park and downtown.*

*The Goose Hollow Station Community Plan has designated SW Jefferson Street as a significant boulevard in the City's Beautification map. It can be designed as an important gathering place and a continuous promenade by providing an orderly row of street trees, lighting, seating or seat-height surfaces, art work and street furniture. The required building line standard on this street allows buildings to come up to the sidewalk and contribute to the public life along the corridor. Buildings should orient their front entrances to the boulevard, have retail with maximum ground floor windows, awnings and balconies to contribute to the pedestrian scale of the boulevard. Since Jefferson is designated as a major traffic access, a minor truck as well as a transit, bike and pedestrian street in the Transportation Element of the Comprehensive Plan, curb cuts along the street should be minimized. By doing so, on-street parking which helps to buffer pedestrians from the traffic can be increased. The on-street parking can be designed with special paving and trees to enhance the character of the Street.*

### **A5-4 GUIDELINE: Enhance SW Jefferson Street as a boulevard connecting Washington Park on the west to the Park Blocks in downtown.**

This guideline may be accomplished by any or all of the following:

- a. **Enhancing the pedestrian environment using street furniture, art work and other amenities to make it a pleasant walkway;**
- b. **Orienting buildings to have the front entrances facing the street, and punctuating the ground floors with stopping places and display windows;**
- c. **Locating driveways and garage entrances on side streets where feasible, rather than across the sidewalks along SW Jefferson Street; or**
- d. **Buffering the pedestrian from the traffic on the street by separating the sidewalk from the street using street trees, plantings or street furniture.**

## 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.*

*Extending this Portland tradition to the Central City Districts is an ideal way to enhance the quality of the Districts' 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 waterways, plazas, parks, and courtyards. This improvement and enhancement concept is especially appropriate and complementary to superblock development. Water features should be designed to be attractive with or without water.*

*In the Goose Hollow District, the Tanner Creek daylighting project provides a unique opportunity to provide for water features. Guideline A2-1 outlines the vision for integrating water features into the design of plazas and open spaces within the station areas.*

*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.*

**\*A5-5 GUIDELINE: Incorporate water features or water design themes that enhance the quality, character, and image of the Goose Hollow District.**

\* Refer to Appendix A

## INCORPORATE WORKS OF ART

### BACKGROUND

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

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

*The Regional Arts & Culture Council (RACC) is the steward of Portland's cultural environment. It oversees the City's and Multnomah County's Percent for Public Art Program. Additionally, RACC is a resource to communities throughout the region. RACC also plays important roles in Portland's FAR Bonus Program for private developers and the review of Blank Wall treatments. The Council helps make aesthetic and material decisions, and assists in the selection process for suitable art. Public art can best be integrated into Goose Hollow District development by including artists and arts professionals at the earliest possible opportunity. The Regional Arts & Culture Council can assist in identifying artists with appropriate expertise and in the selection process.*

*There should be representation from Goose Hollow when there is a RACC review in the 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. Due to the significant contribution that gateway elements can make to the definition of area character, developers are especially encouraged to dedicate percent for art funds to the development of district and sub district gateways.*

*Guideline A2-1 outlines ideas for incorporating art work within the District.*

**\*A5-6 GUIDELINE: Incorporate works of art or other special design features that increase the public enjoyment of the District.**

\* Refer to Appendix A

- A6 RE-USE / REHABILITATE AND RESTORE BUILDINGS (This is a Central City Fundamental Design Guideline).
- A7 ESTABLISH AND MAINTAIN A SENSE OF URBAN ENCLOSURE (This is a Central City Fundamental Design Guideline).
- A8 CONTRIBUTE TO THE CITYSCAPE, THE STAGE AND THE ACTION (This is a Central City Fundamental Design Guideline).
- A9 STRENGTHEN GATEWAYS (This is a Central City Fundamental Design Guideline). The Goose Hollow District Design Guideline that follows is linked to this Fundamental Design Guideline. The Goose Hollow Guideline elaborates, expands and clarifies the meaning of the Fundamental Guideline as it applies within the Goose Hollow District).

## PROVIDE A DISTINCT SENSE OF ENTRY AND EXIT

### BACKGROUND

*Key entry points to the Central City and its Districts should be celebrated with gateway designs that are appropriate and related to significant District characteristics. In addition to the gateways identified in the Central City Plan, gateways to Goose Hollow District should emphasize the special importance and character of the District. The Vista Bridge serving as a symbolic entrance into the Goose Hollow District and the Central City is a good example. Gateways should provide a distinct sense of entry and exit and relate to the special qualities of districts and sub districts.*

**\*A9-1 GUIDELINE: When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.**

\* Refer to Appendix A

## **B. PEDESTRIAN EMPHASIS**

**B1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM** ((This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guidelines that follow are linked to this Fundamental Design Guideline. The Goose Hollow Guidelines elaborate, expand and clarify the meaning of the Fundamental Guideline as it applies within the Goose Hollow District).

### **PROVIDE HUMAN SCALE TO BUILDINGS ALONG WALKWAYS**

#### **BACKGROUND**

*In order to reinforce and enhance the pedestrian system in the Goose Hollow District, buildings have a responsibility to contribute to pedestrian comfort and enjoyment. Buildings adjacent to walkways should provide human scale and relationships which support pedestrian needs and interests. This can be accomplished with appropriate building configuration, details, proportions, materials, and activities.*

*In particular, door, window and wall treatments adjacent to pedestrian ways should relate and contribute to pedestrian interest and enjoyment. Large expanses of mirrored glazing and blank flat walls are discouraged due to their impersonal character. Variation and sensitive detailing, related to the pedestrian environment, is especially encouraged within building bases. Porches and balconies are particularly encouraged. These elements provide human scale, allow for interaction between residents and passers-by, and allow for informal surveillance of the street.*

**\*B1-1 GUIDELINE: Provide human scale and interest to buildings along sidewalks and walkways.**

### **ORIENT BUILDING ENTRIES TO FACILITATE TRANSIT CONNECTIONS**

#### **BACKGROUND**

*Transit corridors and services within all the Central City Districts are established to minimize distances and obstacles between different areas of the District and the Metro area. Transit is a critical component for a successful district circulation system. In facilitating easy pedestrian movement, it is important to have direct, convenient, and active pedestrian linkages. Sensitive and supportive placement of the main entries of buildings can significantly improve pedestrian accessibility to transit, making it easy and enjoyable. It is an important urban design accommodation.*

**\*B1-2 GUIDELINE: Orient primary building entries at pedestrian circulation points which conveniently and effectively connect pedestrians with transit services.**

\* Refer to Appendix A

- B2 PROTECT THE PEDESTRIAN {This is a Central City Fundamental Design Guideline}.
- B3 BRIDGE PEDESTRIAN OBSTACLES {This is a Central City Fundamental Design Guideline}.
- B4 PROVIDE STOPPING AND VIEWING PLACES {This is a Central City Fundamental Design Guideline}.
- B5 MAKE PLAZAS, PARKS AND OPEN SPACES SUCCESSFUL {This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guideline that follows is linked to this Fundamental Design Guideline. The Goose Hollow Guideline elaborates, expands and clarifies the meaning of the Fundamental Guideline as it applies within the Goose Hollow District}.

## ENHANCE THE DESIGN OF POCKET PARKS

### BACKGROUND

*Goose Hollow is seen as a relatively dense residential District. Pocket parks with greenery or play amenities will provide respite from the urban environment as well as provide for the much needed neighborhood play areas. The Goose Hollow Station Community Plan calls for pocket parks at or near designated locations, as shown in the urban design plan map on page 9. They can be created by park development, incentives for private open space or partial street closures.*

*Where pocket parks occur, they should be designed for the average person as well as children, seniors and the handicapped. The parks should offer a variety of experiences using trees and shrubs having different foliage and colors, flowering plants, grass, paved areas with textures and water fountains. They should provide for a shaded areas as well as generous sunny areas that will allow its use during different times of the day and year. Parks should be well lit and safe. They should not be located adjacent to major traffic arterials.*

### **B5-1 GUIDELINE Design pocket parks in residential areas with a variety of experiences that encourage their use all year round.**

**This guideline may be accomplished by any or all of the following:**

- a. **Providing some shaded places protected from the wind and rain as well as generous sunny areas that will allow its use during different times of the day and year;**
- b. **Providing seating, trees, grass, flowering plants, paved or textured areas and/or water features; or**
- c. **Providing for children's play equipment with protected soft surfaces, seating and water fountains.**

**B6 CONSIDER SUNLIGHT, SHADOW, GLARE REFLECTION, WIND AND RAIN** (This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guideline that follows is linked to this Fundamental Design Guideline. The Goose Hollow Guideline elaborates, expands and clarifies the meaning of the Fundamental Guideline as it applies within the Goose Hollow District).

## **PROVIDE OUTDOOR LIGHTING AT HUMAN SCALE**

### *BACKGROUND*

*Outdoor lighting of public areas is encouraged to provide a sense of community, activity, and security and thus stimulate pedestrian use of the Goose Hollow District during the evening hours throughout the year. Human scale light fixtures should be used that direct light to buildings, landscape, and ground surfaces enhancing city street lighting. Care should be taken to use light fixtures that minimize glare and light trespass to adjacent private property and public right-of-way.*

**\*B6-1 GUIDELINE: Provide outdoor lighting at a human scale to encourage evening pedestrian activity.**

**B7 INTEGRATE BARRIER FREE DESIGN** (This is a Central City Fundamental Design Guideline).

\* Refer to Appendix A

## C. PROJECT DESIGN

- C1 RESPECT ARCHITECTURAL INTEGRITY {This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guidelines that follow are linked to this Fundamental Design Guideline. The Goose Hollow Guidelines elaborate, expand and clarify the meaning of the Fundamental Guideline as it applies within the Goose Hollow District}.

### INTEGRATE PARKING

#### BACKGROUND

*Surface parking lots in many cases represent real estate in transition. Parking lot design should address the appearance from the surroundings, from both street level, and elevated vantage points. Yet surface parking has a responsibility to contribute to the quality of the place as does every other activity. Therefore, it should present itself with an art and accommodation that complements its neighbors and that rationalizes its presence . . . no matter how temporary.*

*The design of parking structures should relate to the design context of the area as expressed in the design of nearby buildings and other features. Exterior walls of parking structures should be designed with materials, colors, and architectural articulation in a manner that provides visual compatibility with the adjacent buildings and environment.*

*Active uses in the sidewalk level of parking structures are encouraged. 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. However, if active uses cannot be initially incorporated, the design of the sidewalk level of parking structures should be done to allow for future conversion for active uses.*

*Portions of the street edge of surface parking lots can be pedestrian activated with vending stalls. This is particularly appropriate in proximity to other retail and office uses.*

*The siting and location of parking should minimize traffic movement and circulation throughout Goose Hollow to lessen pedestrian conflict.*

#### **\*C1-1 GUIDELINE: Design surface parking and parking garage exteriors to visually integrate with their surroundings.**

This guideline may be accomplished by any or all of the following:

- a. Designing street facing parking garages to not express the sloping floors of the interior parking;
- b. Designing the sidewalk level of parking structures to accommodate active uses, display windows, public art or other features which enhance the structure's relationship to pedestrians; or
- c. Accommodating vending booths along sidewalks adjacent to parking facilities when active ground level uses are not possible.

\* Refer to Appendix A



## INTEGRATE SIGNS AND AWNINGS

### BACKGROUND

*Signs exist in a shared environment that compete 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 signs can defeat the purposes of other design considerations or detract from the land uses within an area. On the other hand, signs that respect and enhance an area can be a powerful tool for achieving the results intended by the land use and design process.*

*Signing and identification should be considered as integral design elements 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.*

### **\*C1-2 GUIDELINE: Integrate signs and awnings to be complementary and respectful of a building's architecture.**

**This guideline may be accomplished by any or all of the following:**

- a. Placing signs and awnings to fit with and respect a building's architecture;**
- b. Avoiding large, excessively illuminated or freestanding signs that contribute to visual clutter; or**
- c. Integrating with a building's design an exterior sign program/system for flexible sidewalk level space that accommodates changing tenants.**

\* Refer to Appendix A

C2 **CONSIDER VIEW OPPORTUNITIES** (This is a Central City Fundamental Design Guideline).

C3 **DESIGN FOR COMPATIBILITY** (This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guideline that follows is linked to this Fundamental Design Guideline. The Goose Hollow Guideline elaborates, expands and clarifies the meaning of the Fundamental Guideline as it applies within the Goose Hollow District).

## **LOCATE BUILDINGS TO PROVIDE FOR FUTURE INFILL ON SURFACE PARKING AREAS**

### **BACKGROUND**

*The Goose Hollow District will witness significant changes in the character of development in the near future. Most of Goose Hollow District is served by light rail transit. Transit will largely influence the infill and redevelopment potentials of this area. New surface parking lots are not allowed within 100 feet of a light rail station. Some existing surface parking lots and Tri-Met's replacement parking sites are opportunities for future infill or expansion. To maximize this future opportunity it is important to carefully locate new buildings in a manner that will encourage infill development on the surface parking areas. This should be done in order to facilitate the overall development compatibility of the District in the future.*

**\*C3-1 GUIDELINE: Locate and shape buildings to provide for future infill development on surface parking areas.**

\* Refer to Appendix A

- C4 ESTABLISH A GRACEFUL TRANSITION BETWEEN BUILDINGS AND PUBLIC SPACES (This is a Central City Fundamental Design Guideline).
- C5 DESIGN CORNERS THAT BUILD ACTIVE INTERSECTIONS (This is a Central City Fundamental Design Guideline).
- C6 DIFFERENTIATE BUILDINGS AT THE SIDEWALK LEVEL (This is a Central City Fundamental Design Guideline).
- C7 CREATE FLEXIBLE SIDEWALK LEVEL SPACES (This is a Central City Fundamental Design Guideline. The Goose Hollow District Design Guideline that follows is linked to this Fundamental Design Guideline. The Goose Hollow Guideline elaborates, expands and clarifies the meaning of the Fundamental Guideline as it applies within the Goose Hollow District).

## REDUCE THE IMPACT OF RESIDENTIAL UNIT GARAGES ON PEDESTRIANS

### BACKGROUND

*Residential units with garages fronting on the pedestrian environment can have a negative impact. Garage doors create "blank wall" area, and multiple accesses exacerbate conflict between pedestrians and vehicles. In contrast, residential character is enhanced when living spaces, home-offices, studios, workshops, etc. are located at the ground-floor level. Providing garage access from alleys, permits active uses to be located along the street edge.*

*Wherever possible, garage entries should be avoided along main streets. In case of any exceptions, human scale should be maintained by locating windows in the garage doors and by employing pedestrian-scaled features at the ground floor level.*

**\*C7-1 GUIDELINE: Reduce the impact on pedestrians from cars entering and exiting residential unit garages by locating garage access on alleys, wherever possible, and active spaces on ground floors that abut streets.**

- C8 GIVE SPECIAL DESIGN ATTENTION TO ENCROACHMENTS (This is a Central City Fundamental Design Guideline).
- C9 INTEGRATE ROOFS AND USE ROOF TOPS (This is a Central City Fundamental Design Guideline).
- C10 PROMOTE PERMANENCE AND QUALITY IN DEVELOPMENT (This is a Central City Fundamental Design Guideline).

\* Refer to Appendix A

## IV. APPENDIX

### A. Special District Design Guidelines that are recommended for conversion to the Central City Plan Fundamental Design Guidelines

Guidelines that are marked with an asterisk (\*) indicate a consistent trend of similar use by other District Design Guidelines within the Central City Plan (Lloyd District, Central Eastside, North Macadam). It is felt that these identified guideline concepts may now be more appropriately placed in the Fundamental Design Guidelines and stated only once, rather than several times in the various Special District Guideline documents. Some are new concepts since the Fundamental Guidelines were adopted while others were originally considered during the development of the Fundamentals, but were not adopted.

Regardless, it is recommended that at some point the Fundamentals need to be revisited for amendments and updating. At that point, these new guideline concepts should be considered for removal from the different Central City Districts and incorporated in the Fundamentals. However, until they are adopted as Fundamentals, they should remain within the individual District Design Guidelines.

### B. Urban Design Plan Terms Glossary

Urban design terms and their symbols are used in the City's neighborhood and community plans. They have been used to describe urban design elements of the Central City Plan as well as the Transportation Element of the City's Comprehensive Plan. The Goose Hollow District Urban Design Plan is shown on page 9 of this document. The urban design plan terms and symbols establish a common vocabulary for Portland's neighborhood and community plans. They represent proposals that, when implemented, would enhance the City's character, appearance and livability.



#### Open Spaces

Open spaces are shown on urban design plans because of the significant role they play in creating the area's character. Sites shown as open spaces are publicly owned or have been committed by their owner to open space use. These sites may include parks, golf courses and cemeteries. All the locations in the Goose Hollow Urban Design Plan are designated as open spaces by the City's Comprehensive Plan, except the Lincoln High School grounds. The Plan does not intend to prevent the owner from promoting the land use permitted by the site's zoning and the Comprehensive Plan designation.

## **Public Plazas**

These are locations where development of additional public open space is proposed in the form of a plaza. The Plan calls for future development of open space at these or nearby locations. They may be developed by creating incentives for private open space/plaza developments. Identification of a location as a proposed open space is not a part of the City's Comprehensive Plan. These sites are zoned for other uses and the Plan does not intend to prevent the owner from promoting the land use permitted by the site's zoning and the Comprehensive Plan designation.

## **Pocket Parks**

These are locations where development of additional pocket parks or public open spaces are proposed. The Plan calls for future development of pocket parks at these or nearby locations. Methods other than park development may be used to provide these pocket parks including partial street closures and incentives for private open space and private play areas. Identification of a location as a proposed pocket park is not a part of the City's Comprehensive Plan. These sites are zoned for uses other than open space and the Plan does not intend to prevent the owner from promoting the land uses permitted by the site's zoning and the Comprehensive Plan designation.

## **Light Rail Transit Corridor**

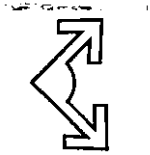
The Eastside MAX (Metropolitan Area Express) links the Central City with east Portland and Gresham. The Westside MAX light rail alignment passes through the Goose Hollow District of the Central City and links it to Washington County, and the cities of Beaverton and Hillsboro. In Goose Hollow the light rail transit corridor is considered a pedestrian and bicycle-friendly street. It is identified in the Transportation Element of Portland's Comprehensive Plan as a "regional transitway" and as an existing light rail transit corridor in Metro's 2040 Plan.

## **Light Rail Transit Stations (Future Transit Stations )**

Light rail transit stations (and future stations) along the Westside alignment of MAX are identified in the Transportation Element of Portland's Comprehensive Plan.

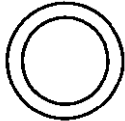
## **Pedestrianways And Bikeways**

These are priority routes for pedestrians and bicyclists. Improvements in paving, planting of street trees, placement of street furniture, street crossing signals, sidewalk widening and street closure, where appropriate, should be made to enhance their safety and attractiveness. Pedestrianways and bikeways shown are some of those designated by the Transportation Element of Portland's Comprehensive Plan.



## Scenic Viewpoints

Scenic viewpoints are identified and protected by Portland's Scenic Resources Protection Plan. Protection and enhancement of scenic resources is intended to enhance the appearance of Portland; create attractive entrances to the City and sub-areas within the City; and make Portland a better place to live, work and visit. Scenic viewpoints identified are part of the city's inventory of significant scenic resources and are reflected in zoning code regulations used to implement the City's Scenic Resources Protection Plan. The Scenic Resources protection plan is part of the City's Comprehensive Plan.



## Major District Gateways

These are entrance points which have a high degree of visibility and a distinct sense of transition. The plans propose to reinforce their role as entrances to a large district and, in some cases, to the City of Portland. Improvements may include landscaping, public art, gateway structures, special lighting and signs. District gateways shown on urban design plans are not part of the City's Comprehensive Plan.



## Minor Or Neighborhood Gateways

These are entrance points to a neighborhood, historic design zone or other sub-areas within a plan area. These locations have a high degree of visibility and are intended to provide a distinct sense of transition. Improvements may include landscaping, public art, gateway structures, special lighting and signs. Minor gateways shown on urban design plans are not part of the City's Comprehensive Plan.



## Historic Course of Tanner Creek

Tanner Creek runs through the Goose Hollow District, the Northwest District and the River District. Historically, it started from the West Hills, followed SW Canyon Road into the hollow near Collins Circle and ran farther along the site of the present Civic Stadium. It then meandered along the flatlands in the northern part of the Goose Hollow District and ran towards the Willamette River. Today Tanner Creek flows underground in sewer pipes up to the Willamette River and the City's Bureau of Environmental Services is planning to daylight the Creek along its course. The historic course shown in the Urban Design Plan is not part of the City's Comprehensive Plan.



## Tanner Creek Daylighting Water Features

These are water pools or fountains located at major public plazas or near light rail transit stations. They signify points of daylighting the historic course of Tanner Creek and are often represented symbolically by art work at the sites. The daylighting of the Creek is part of the City's combined sewer overflow abatement program. Water features shown are not part of the City's Comprehensive Plan.



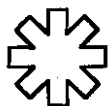
## Neighborhood Focal Points

Neighborhood focal points are highly visible locations that serve as meeting places for the residents of one or more neighborhoods or have a clear identity as landmark locations for the residents of one or more neighborhoods. They may serve as a kind of village square; locations where people go to meet informally with others, to shop and/or recreate. Neighborhood focal points may include small parks or plazas, both providing good locations for public art and enhancing the environment for pedestrians. They are close to neighborhood oriented shopping areas and/or schools. The area they include may be designated as a pedestrian district in the Comprehensive Plan's Transportation Element. Neighborhood focal points are not a part of the City's Comprehensive Plan.



## Existing Historic District

Historic Districts are areas where the concentration of historically and/or architecturally significant structures and sites may justify public action aimed at preserving and enhancing the area's character. Within historic design zones, new development and exterior remodeling of structures are subject to additional design scrutiny aimed at ensuring that the development will be compatible with and enhance the area's character. Historic districts shown on urban design plans are areas where consideration of designation as a historic design zone will occur. Such consideration may occur at the time the plan is developed or it may occur at a later date, based on the City's periodic review schedule. Protection of these historic areas is a potential implementation action for Portland's Comprehensive Plan. Some historic districts shown on urban design plans are already protected as City design zones.



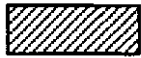
## Major Attractions

Major attractions are those which are expected to draw patrons and participants from throughout the City, Region or State. The attractions identified on the Plan Map include existing and proposed facilities. Selection of new facility locations need to be based on detailed studies of facility needs and siting opportunities. Location within a few hundred feet of the site identified on the map may also be appropriate. The major attractions shown on the urban design plans are not a part of Portland's Comprehensive plan.



## Minor Attractions

Minor attractions are those which are expected to attract patrons from an area smaller than the entire City. The attractions identified on the urban design plans include existing and proposed facilities such as churches, libraries and other community centers. Selection of new facility locations need to be based on detailed studies of facility needs and siting opportunities. Location within a few hundred feet of the site identified on the map may also be appropriate. The minor attractions shown on the urban design plans are not a part of Portland's Comprehensive Plan.



## Decks Over Freeway

Decks built over freeways provide for both public open space and development opportunities. These structures may include institutional or other buildings, parking, or other facilities of public attraction. Within the Goose Hollow District the location of the deck over I-405 may be changed depending on the feasibility of its construction or locations of development proposals. Designation as a location for a deck over a freeway is not a part of Portland's Comprehensive Plan.



## Boulevards

Boulevards are arterials provided with large street trees and a continuous and consistent landscape treatment. The landscape treatment often emphasizes a formal design pattern. Overhead utilities are eliminated or their visual impact is reduced along a boulevard. These arterials may be further enhanced through the use of special sidewalk treatment, crosswalk paving materials, on-street parking to serve as a buffer between pedestrians and traffic, and wide sidewalk spaces to accommodate pedestrian amenities. They may have building line requirements along them to emphasize a continuous pedestrian space.

Some existing examples of boulevards include Macadam Avenue, Powell Boulevard, Killingsworth Street, Portland Boulevard, and Barbur Boulevard. In the Goose Hollow District, SW Jefferson Street and West Burnside Street are two proposed boulevards. Boulevards are part of the City's Comprehensive Plan if identified as part of the beautification policy of the Transportation Element of the Comprehensive Plan. SW Jefferson Street is an example of this.



290-253

Agenda No.

**ORDINANCE NO. 169824**

Title

Adopt special design guidelines for the design zone of the Goose Hollow District of the Central City Plan and direct the Portland Design Commission to use the guidelines.  
(Ordinance)

<p><b>INTRODUCED BY</b> Commissioner Charlie Hales</p>	<p>Filed: <b>FEB 09 1996</b></p>
<p><b>NOTED BY COMMISSIONER</b></p>	<p>Barbara Clark Auditor of the City of Portland</p>
<p>Affairs</p>	<p>By: <u>Gay Kershner</u> Deputy</p>
<p>Finance and Administration</p>	
<p>Safety <u>Charlie Hales</u></p>	
<p>Utilities</p>	<p>For Meeting of:</p>
<p>Works</p>	
<p><b>BUREAU APPROVAL</b></p>	
<p>Bureau: Planning</p>	
<p>Prepared by: Brinda Sastry      Date: 2-9-96</p>	<p>Action Taken:</p>
<p>Budget Impact Review:</p>	<p><del>Amended</del> <b>FEB 15 1996</b></p>
<p><input checked="" type="checkbox"/> Completed <input type="checkbox"/> Not Required</p>	<p>Passed to 2nd Reading <b>FEB 21 1996 2 P.M.</b></p>
<p>Bureau Head: David C. Knowles Planning Director</p>	<p>Continued to: _____</p>

AGENDA		FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
				YEAS	NAYS
Consent	Regular X	Blumenauer	Blumenauer	✓	
<b>NOTED BY</b>		Hales	Hales	✓	
City Attorney	<u>W. A. K.</u>	Kafoury	Kafoury	—	
City Auditor		Lindberg	Lindberg	✓	
City Engineer		Katz	Katz	✓	

ORDINANCE No. **169824**

Adopt special design guidelines for the design zone of the Goose Hollow District of the Central City Plan and direct the Portland Design Commission 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-acknowledgment 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. Council adopted as part of the Central City Plan, the designation of light rail transit corridor for the Downtown to Goose Hollow Line Segment.
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. On August 1, 1990, the City Council adopted Ordinance No. 163325, Central City Plan Fundamental Design Guidelines which provide approval criteria for all of the design review procedures conducted in the Central City.
4. The City Council acknowledged that Design Advisory Committees for each of the major districts of the Central City Plan should be established to formulate special design guidelines for each district.
5. On October 14, 1992, the City Council adopted Resolution No. 35055 which approved the conceptual design report for the Westside Light Rail Project - Downtown/Goose Hollow Line Segment, with a series of conditions largely reflecting the recommendations by the Design Commission and the Goose Hollow Foothills League (GHFL).
6. The preliminary design for this Line Segment was presented to the Design Commission on December 17, 1992 to ascertain the Design Commission's and GHFL's comments and suggestions before proceeding with the final design.

- 7 The Goose Hollow Foothills League, interested citizens and property owners came together to work with Tri-Met to make decisions on what they would like to see in their community. They worked with Tri-Met on the design features, art work and construction details for the light rail stations and the alignment.
- 8 In June 1993, the designs for the Civic Stadium Station were approved by the Design Commission.
9. Two public workshops (Feb. '94 and April '95) were conducted as part of the Goose Hollow Station Community Planning Project, to solicit ideas and make recommendations related to the design of station areas within the Goose Hollow District and other amendments to the Central City Plan.
10. All interested citizens and property owners were notified of the proposed amendments to the Central City Plan and the application of the design overlay zone (d) within the amended Central City Plan boundary of the Goose Hollow District.
11. A special Goose Hollow Design Advisory Committee was formed to develop the guidelines for the design zone of the District.
12. A Design Commission briefing session on the Goose Hollow District Design Guidelines was held on September 7, 1995 and a public hearing on October 5, 1995, during which written and oral testimony were received.
13. Two working sessions were held with the Design Commission on November 2 and December 7, 1995 to revise the proposed guidelines.
14. A Neighborhood Development Committee was formed to prepare a design and development strategy for the Howard's Way Site in Goose Hollow. Design workshops were held on March 28, 1995 and June 27, 1995. Ideas for design guidelines were presented to and discussed at the Goose Hollow Foothills League's meetings.
15. On January 10, 1996, the City Council adopted Ordinance 169699, Goose Hollow Station Community Planning Project, which directed amendments to the Portland Comprehensive Plan, Central City Plan and Goose Hollow District, Zoning Code and Zoning maps. One of the amendments was to apply the design overlay to the adopted Goose Hollow District.
16. A Goose Hollow Station Community Urban Design map was adopted by Resolution No. 35483 on January 10, 1996. The map illustrates a vision for future development in Goose Hollow. It emphasizes a concept of mixed use, transit-oriented development around light rail stations.

17. A public hearing on the Goose Hollow District Design Guidelines was held on February 1, 1996. All testimony was supportive of the proposed Goose Hollow District Design Guidelines. The Design Commission unanimously voted to adopt the attached Goose Hollow District Design Guidelines for the design zones of the Goose Hollow District of the Central City Plan (Exhibit A). The Design Commission recommends that City Council adopt them for use.
18. These special guidelines are to be used in conjunction with the Fundamental Design Guidelines and supersede the Fundamental Guidelines when there is a conflict.
19. The Goose Hollow District Design Guidelines support and enhance the special qualities and characteristics related to light rail in the Goose Hollow District. The Design Guidelines support the Goose Hollow Station Community Plan's Policies, Further Statements, Urban Design Plan, Action Charts and amendments to the City's Zoning Code, and the Central City Plan. They are coordinated with the adopted Fundamental Design Guidelines.
20. The use of the special guidelines in the design zone of the Goose Hollow 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.
21. It is in the public interest and critical to successful implementation of the Central City Plan that design review in the Goose Hollow District use special design guidelines specific to the design zone of the District.

NOW, THEREFORE, the Council directs:

- a. The Goals for design review and special Design Guidelines for the Design Zone of the Goose Hollow District of the Central City Plan, attached as **Exhibit A**, are hereby approved and adopted for use as the approval criteria for design review within the Goose Hollow District.
- b. The Design Commission and the City Council, on appeal, shall conduct design review in the design zone in the Goose Hollow District using the Special Goose Hollow District Design Guidelines.
- c. 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 the Goose Hollow District design review.

- d. The review body may find that one or more special design guidelines are not applicable to the circumstances of the particular project being reviewed.
- e. The Design Commission may propose changes to these design guidelines where such a change will aid in the accomplishment of the goals and objectives for the Goose Hollow District design; provided, the proposed changes may not take effect until approved by the Portland City Council.

Passed by the Council, **FEB 21 1996**

Commissioner Charlie Hales  
Brinda Sastry  
February 9, 1996

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

By

*Britta Olson*

Deputy