



Urban Design & Development Charrette Summary



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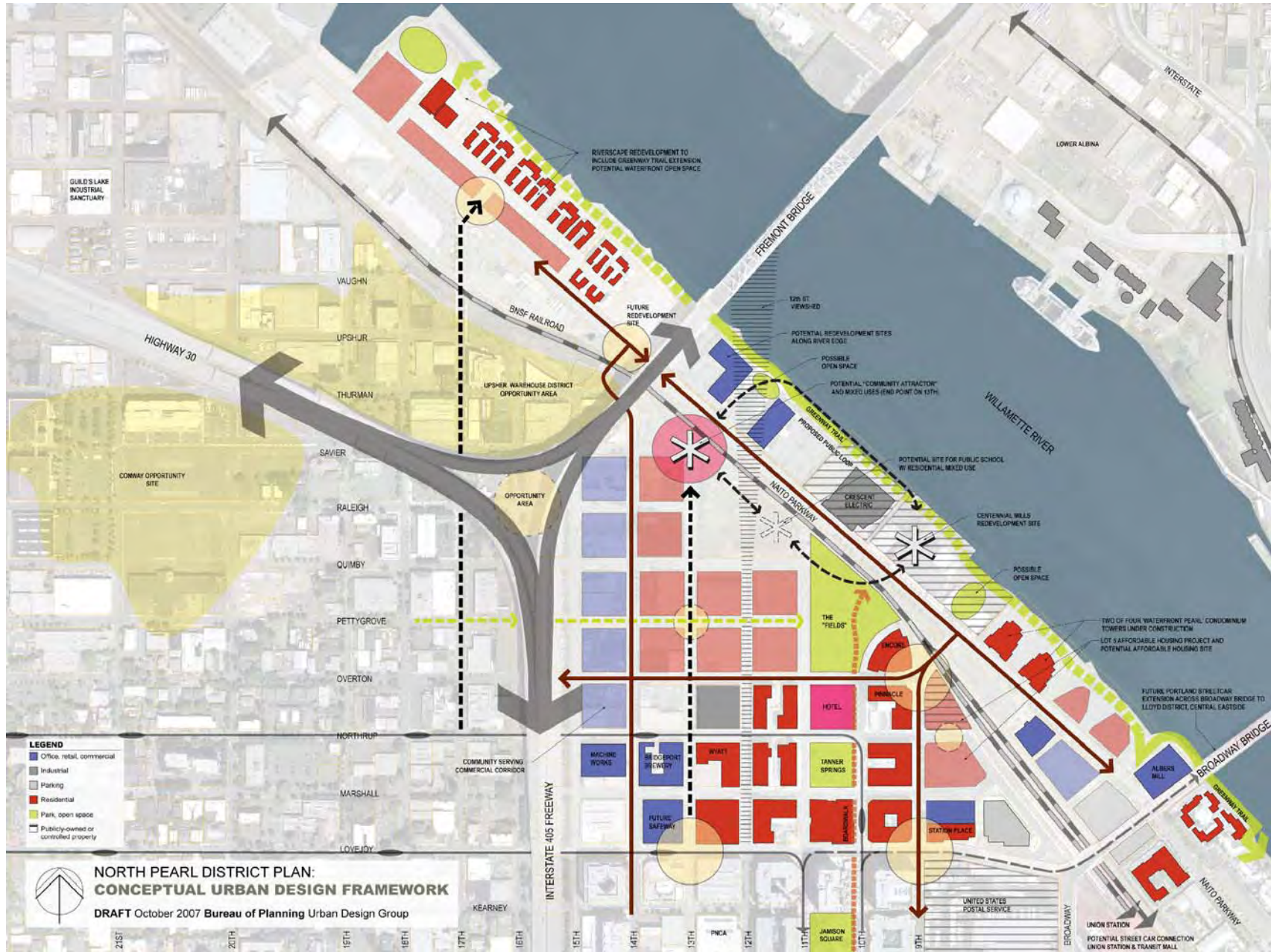
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Introduction

On September 27 and 28, 2007, the Bureau of Planning (Planning) conducted an urban design and development charrette for the North Pearl District Plan (NPDP) and associated plan area. The event was facilitated by Paddy Tillett of Zimmer Gunsul Frasca Partnership (ZGF) and was attended by a broad cross-section of stakeholders, including members of the NPDP Project Advisory Group (PAG), local residents, members of the Portland Design Commission, and City staff including representatives from Mayor Potter and Commissioner Sten's offices.

The intent of the charrette was to seek stakeholder input into the creation of an urban design framework plan and preferred alternative for zoning amendments regulating the use of height and FAR in the plan area.

By the end of the charrette there was general agreement from participants about a number of key issues. This report attempts to summarize the charrette proceedings, identify areas of agreement, and note areas where the City believes more than one alternative either still exists or should be explored.

Charrette Agenda & Methodology

Basis for Conducting a Charrette

In 2005 the Bureau of Planning conducted a charrette to explore development opportunities largely for the portions of the Hoyt Street Properties adjacent to Tanner Springs and The Fields parks. This charrette focused on issues such as:

- Connections between buildings and open spaces
- Mix of uses and of residential types
- Street-level focus and experience
- Building scale; and retail and community uses necessary to support a varied residential neighborhood

Following this earlier charrette some zoning amendments were made that allowed greater building heights in combination with building setbacks that would allow sunlight to penetrate into these parks. The charrette resulted in a range of recommendations about how this limited area could develop and eventually connect with other development opportunity sites to the west and along the riverfront.

Following this exercise Hoyt Street Properties completed a master plan for their remaining holdings north of Lovejoy, and other development interests began similar efforts to plan sections of the north end of the Pearl and the waterfront. There are elements of each of these plans that would require zoning amendments with regard to height and FAR before the plans could be fully realized. Additionally, there has been an ongoing desire on behalf of the City, Portland Development Commission (PDC), and the Pearl District Neighborhood Association (PDNA) to explore how to integrate the basic aspirations of these plans with current City policies as well as with the desires that various stakeholders have expressed for the plan area and the larger Pearl District as a whole. It was hoped that through this most recent charrette we could collectively

consider these various plans, goals, and aspirations and identify options that can then be refined into a single preferred plan for this area.

Charrette Products

Planning designed the September 2007 charrette with the intent of producing two primary products:

- A focused urban design diagram of desired street hierarchies; connections to other districts and development opportunities; relationships between land uses within the plan area; enhancements to the public realm; and other guidance influencing public and private investment in the plan area.
- Proposals for new maximum building heights (base and bonus height) and building massing requirements tailored to different sections of the plan area to respond to different desires, needs, and conditions.

What was Covered in the Charrette

On the first day of the charrette, the group was to review our basic assumptions and desires for the plan area and to begin to develop design and development scenarios that would allow us to realize these concepts. The second day was to be spent refining these scenarios into alternatives to be used to assign FAR and height ratios. There was some deviation from the exact agenda, but all of the tasks and issues were covered to one extent or another.

The charrette also explored ideas for what public goals should be met in return for bonus height and FAR for new development; and to help City and stakeholders clarify ideas about short- and long-term changes to development regulations that may be needed to ensure continued development and design quality in this district. Since we spent more time during the charrette focusing on built form and urban design, we plan to have a broader discussion about bonus and code “fixes” at a follow-up meeting of the PAG.

The following broad topics and related questions were also discussed to varying degrees during the charrette:

Sustainability

Is sustainable development at the site or subdistrict level possible? What would the essential elements to ensure this be? Are there some new and specific urban design considerations (i.e., street and public realm design aspects, building orientation, stormwater retention areas, pervious pavements, shared parking, etc.) necessary to encourage desired outcomes? How could these be staged across various ownerships and the public realm?

Community Assets & Public Amenities

What are the elements of a good social and community environment in the Pearl? Are the traditional public amenities like a community center, library, post office, religious, or educational institution still relevant? If so, which ones should be thought of as valid activity anchors? Should allowances be made for any desired amenity (in or outside the study area)? How should public development and private infrastructure help define or articulate such desired community places? Should paths, spaces, and uses be oriented around or lead to or from such amenities?

Complementary Mixed Uses and Development Clusters

Are there any particular development mixes of land use and type that should be encouraged or capitalized upon? How would such clusters influence other considerations (built form, street hierarchy, sustainable development, public realm and open space amenities, etc). How should ground floor uses and retail concentrations be oriented?

Street Hierarchy

Is a clear street hierarchy emerging north of Lovejoy Street? Does such a hierarchy matter and how explicit should it be? If so, how should circulation, public spaces and private development compliment and reinforce each other? What are the trade-offs between public and private streets? Should different street standards be considered or developed to address any desired hierarchies?

Built Form

How does building height help or hurt development in this district? What are the urban design trade-offs related to any strategic changes? Are there any key view or functional corridors that should be recognized, developed, or enhanced? What is a desired relationship of building massing to solar orientation, views to and from the river, and historic icons like Centennial Mills? How can the public realm be enhanced (place-making opportunities) through careful articulation of building mass? Do they allow or integrate public/private amenities in unique and distinctive ways?

Open Space Amenities and the Public Realm

What is the role of open space in this district? Who should such space serve? Should streets also be considered part of the open space network? What role do private streets play? Should they become a deliberate part of and bridge between a circulation and open space network? How should community and public amenities integrate? What are the opportunities and constraints to creating desired amenities? To what extent can private development integrate with the public realm in this area? Are there unique opportunities to create public/private partnerships to realize particular outcomes?

The discussion of these issues was to clarify shared assumptions for the goals for the district and to help the City prioritize what is of greatest importance. These same questions will be asked as part of the Central Portland Plan. Some of the ideas generated in the charrette in response to these questions will be better addressed in the Central Portland Plan due to its breadth and scope.

Preliminary Alternatives & Conclusions

I. General Concepts

Over the two days of the charrette a number of development concepts and scenarios were discussed. There was general agreement that there is nothing fundamentally wrong with the urban design character of the Pearl and that overall the district is pretty successful in a number of areas. Furthermore, there was agreement that the unique character of the Pearl should be retained and built upon. However, there was also general agreement that some lost opportunities have occurred and that more could be done to promote, encourage, and require great architectural and urban design solutions.

A. Waterfront

Participants would like to see better and stronger connections to the waterfront as well as a denser and more vibrant development along most of the waterfront. Also, not all portions of the waterfront were viewed as needing the same design and development approach.

1. Concepts to create large open space areas on the waterfront were not well supported nor were concepts to create large building setbacks from the river.
2. There was general support for the creation of a master plan zoning along the waterfront to allow flexible design and bonus height and FAR when appropriate.
3. The area between the Broadway Bridge and Centennial Mills was viewed as a transition to lower-density residential development south of the Broadway Bridge. This area was also viewed as having limited redevelopment potential since most of it is built out or already planned for development. Participants felt that the existing regulations for this area were likely appropriate.
4. The waterfront from and including Centennial Mills to the Fremont Bridge was viewed as the area having great redevelopment potential, as well as the best and last opportunity to create a strong connection to the Pearl District. One idea was to have a pedestrian bridge near or at the terminus of NW 13th Avenue in addition to the bridge planned for The Fields site with Centennial Mills. Two bridges would allow a loop connection to the waterfront and open up numerous development opportunities along the waterfront and adjacent to the 13th Avenue terminus.
5. North of the Fremont Bridge, charrette participants felt that the existing potential scale of development was appropriate for this area. There was little support for raising building heights and increasing greenway setbacks at key opportunity sites. Most felt that this area was an appropriate transition between the Central City and the industrial waterfront and that the Fremont Bridge rather than development should serve as the primary gateway to the Central City. There was concern that having only residential development on the site immediately adjacent to the Fremont Bridge was not likely to succeed, so it was proposed that a zoning designation that allows a great mix of uses be considered by the City.

B. NW 13th Avenue Character

Of all the streets discussed, NW 13th Avenue emerged as a street with major significance in that it has redevelopment potential and the ability to serve as a “main street” that provides continuity for the northward expansion of the Pearl and ability to link the Pearl with the waterfront.

1. There was interest in maintaining the pedestrian scale of the street by creating building setbacks for the tallest portions of projects fronting the street, and an interest in seeing the ground floor activated with uses including public uses, townhouses, live-work facilities and uses other than just retail.
2. There was also a recognition that north of NW Northrup there probably existed limited opportunities for retail other than small and infrequent neighborhood-serving uses.
3. There was concern that if the northern terminus of 13th Avenue was developed with a singular land use or uses that were active at only certain times of day that the area could become an inactive dead space much of the time. After much discussion, a concept was considered to locate a mixed-use project in this space, potentially incorporating public uses such as a community center mixed with a public school and private development, for instance housing that incorporates family amenities or commercial/office development. This could create a successful space with a mix of uses that produces enough activity at all times of day to become a catalyst for development on adjacent sites and an area that is active 18 hours a day. There was also a strong interest in making this area the successful end of 13th Ave as well as a highly used connection to the riverfront through the creation of an additional pedestrian bridge.
4. The opportunity to make stronger connections with the Northwest neighborhood and opportunity sites within—such as the Conway properties—was also considered by participants. Participants noted that NW Pettygrove could serve as an important bicycle/pedestrian green street linking The Fields Park with the Conway site and Wallace Park. Additionally, NW Raleigh was identified as a street with the potential to serve as an enhanced design street linking the far north end of the plan area with the Conway properties in a similar way to that envisioned for NW Pettygrove. In both these cases there was some discussion regarding how the streetscape needs to be developed to emphasize the role as a connector and development fronting these streets needs to respond to the special design and pedestrian characteristics envisioned for the right-of-way.

C. 12th Avenue View Corridor

Participants noted that the view corridor north on 12th Avenue to the Fremont Bridge is important and needs to be protected. The bridge superstructure was identified as an iconic image commonly associated with and celebrated by the Pearl that is best viewed down 12th Avenue. Thus, staff was asked to consider a way to allow increased height in the north end and along the waterfront while insuring that views of the structure were protected from 12th Avenue.

D. 14th Avenue Commercial Corridor

The western edge of the plan area between NW 14th and 15th Avenues was identified as an area not well suited for residential development and one that might better serve the Pearl and Central City if it contained a mix of office and community-serving mid to large format retail uses.

For instance the concept of developing an urban, two-story Target (or similar retailer) with a combination of office uses and public parking was discussed. It was noted that downtown residents would not have to travel from the Central City to go to these types of retailers and that 14th Avenue is well suited to these uses, and that 15th Avenue is already set up to serve as a loading and service entrance if such uses were to locate here. The concept of creating a development bonus to encourage such uses was called for by some participants.

E. Public Amenities

Throughout the development of the North Pearl District Plan there has been an active discussion about how to encourage the development of public amenities identified by the 2001 Pearl District Plan. Also, there have been discussions regarding a block adjacent to The Fields Park as being a potential site for a K-8 public school with daycare facilities and after-hour community space. The charrette participants were asked to identify and explain which amenities they believed to be most important in the study area and within the Pearl as a whole. The following were identified (not in order of priority):

- Public school serving kindergarten through middle school-aged children
- Community Center
- Daycare
- Family-affordable and market-rate housing projects with efficient unit design (800–1,000 sq. ft., 2–3 bedroom units)
- Branch Library
- Portland Community College Adjunct Facilities – Adult and Continuing Education
- Protection of Historic Properties
- Transportation Improvements, such as:
 - Transit
 - Green (amenities) streets
 - Bike/ped amenities
 - Cobblestone enhanced streets
 - Public parking facilities
- Places of worship
- Public rest rooms

It was agreed that not all of these amenities necessarily should be placed within the plan area, or even the Pearl. Future opportunity sites such as the Post Office site and Conway properties in the adjacent NW District were identified as places where some of these amenities might be better suited. As for sites in the plan area, there was general agreement that the northern terminus of 13th Avenue, a vacant parcel on the northwest corner of The Fields park, and Lot 5 at the southeast portion of the plan area (a site to be redeveloped as an affordable family housing project) were good potential sites for some of these amenities. That said, it was once again recognized that not all of these sites should necessarily be targeted for these types of uses.

F. Enhancement of the Public Realm

The group consistently expressed the desire that individual development projects be encouraged or required to have great architecture and to make a significant contribution to the public realm. Opportunities for joint master planning between private and public sector entities should be encouraged. The qualities desired for the public realm included:

- Well designed improvements
- A thoughtful mix of public and semi-public private uses that enrich the district and become an extension of the home
- Thoughtfully consider ground-level development
- More creative use and activation of public and private right-of-way areas, plazas and courtyards, and accessways
- The activation of the streetscape with townhouses, live-work space, and public amenities such as play areas, a school, or a library.

G. Opportunity Sites outside the Plan Area

Charrette participants discussed a number of sites outside the study area where they believe there is the potential for significant development and/or uses that would benefit Pearl District residents. They concluded that in the long run the study area will benefit from better connections to these areas, and they consider them part of the larger community. These sites include the Conway and Post Office sites as well as the Upshur Warehouse District.

The Conway site, as noted in the Northwest Neighborhood Plan, has long been viewed as a site where additional residential and employment uses could be successfully integrated into the neighborhood through a comprehensive master plan that also incorporates public amenities such as a park or community center. This vision for Conway was reiterated by participants, and the stakeholders working on a conceptual master plan for the site added that these concepts and numerous others were being considered. The Upshur Warehouse District was also specifically called out for the historic character of its streets and older buildings, its potential for live-work use by the “creative class”, and its potential as an entertainment quarter where clubs and restaurants might inhabit and activate the ground floors of buildings.

H. Buildings of Special Character

Various charrette participants expressed concern regarding the potential loss of older buildings in the Pearl that reflect the district’s earlier development and architectural periods. Specifically, participants from the Pearl District Neighborhood Association (PDNA) have identified a number of “buildings of character” located throughout the Pearl that the PDNA feels significantly contribute to the architectural and urban design fabric of the district. Many other participants agreed with this point. In all, 47 buildings of character were identified, 7 of which are located in the plan area for the North Pearl District Plan.

It was suggested that a transfer of development rights incentive be created that allows height and/or FAR to be transferred from these properties to development

sites elsewhere in the Pearl, where greater density is allowable/desired. Such an incentive could encourage preservation of these buildings while allowing overall density objectives to be met. This incentive would likely be very similar to an existing provision that allows the transfer of FAR from historic properties that have landmark status.

Although there are numerous details to work out, the concept was largely embraced by charrette participants who noted that these buildings contribute greatly to the feel of the Pearl and that their loss would diminish the architectural heritage of the district and the overall character of the Pearl. Additionally, it was noted that these buildings provide a sense of openness in the dense urban environment of the Pearl which could become more and more important if development in the Pearl is allowed to grow denser and taller.

II. Street Hierarchy Concepts

See Appendix for Street Character/Plan Concepts

III. Height & FAR Concepts

Charrette participants explored their general attitude toward FAR and height, and what base and bonus allowance would be necessary to implement the urban design and development concepts that were envisioned. Regulations to implement building massing concepts were also discussed. The following is a summary of this discussion and its tentative conclusions:

A. Height

1. For the portions of the plan area located south of the railroad right-of-way:
 - a. The existing base height of 100 feet should be retained, but that taller heights could be allowed through bonuses.
 - b. For buildings up to 175 feet in height there should be no floor plate limitations.
 - c. For buildings taller than 175 feet, the portion of the building above the 100 foot level can have a floor plate size no larger than 10,000 sq. ft.*
2. It was agreed that the limited development parcels located between Naito Parkway and the railroad right-of-way between the Broadway Bridge and NW Overton should also be subject to these provisions.
3. There was not unanimous agreement regarding maximum height through bonuses. However, the majority of participants suggested that no maximum height limit be established for these areas and that FAR maximums and floor plate restrictions be the only limiting factors. Based on the current concepts for both height and FAR, under full utilization of base and bonus provisions, it appears that buildings upwards of 300 feet could be achievable, but these likely would not occur in all situations not would these building forms be appropriate for all potential use being considered.

4. Areas along the waterfront north of the Fremont Bridge should retain both the existing height limit of 100 feet and the current prohibition on bonus height.
5. Areas along the waterfront south of the Fremont Bridge to the southern boundary of the Centennial Mill site should also maintain a 100 foot height limit, but bonus provisions allowing heights up to 175 feet should be created. However, much like the portions of the district south of the railroad, it was determined that portions of the building taller than 100 feet should be limited to a 10,000 sq. ft. maximum floor plate size.
6. The waterfront south of Centennial Mills should be maintained at 100 feet with no bonus provisions for additional height.

* Following the design charrette the concept of limiting floor plate to no more than 10,000 sq. ft. was discussed with various stakeholders how have built similar development in the Pearl and South Waterfront and their conclusion was that the 10,000 sq. ft. maximum floor plate size would be probably too small if the City is seeking diversity in unit type and price. The basis for this is as follows:

- Construction costs for high rise residential development is fairly high and these costs are reflected in the purchase price of individual units.
- The more units that can be created the greater the ability to spread the cost of construction throughout a project.
- Smaller floor plates result in less overall unit production per floor, and as buildings grow taller so do overall construction costs.

Thus, setting a maximum floor plate size that is larger than 10,000 sq. ft., perhaps in the 15,000 sq. ft. maximum range, would result in buildings that can provide a greater mix of unit types and range of prices. It is feared that setting the maximum at 10,000 sq. ft. will result in buildings that may offer units at only the upper end of what the market will bear.

An example of this can be found in South Waterfront District where there was an earlier provision that required buildings taller than 250' to maintain a floor plate of no larger than 10,000 sq. ft. once the building rises above the 75 feet in height. These buildings proved to be very expensive to development and their construction was likely to result in units too expensive for most potential buyers, including working professionals in the district for who was target market for much of this housing. As a result the 10,000 sq. ft. maximum was increased to a maximum of 12,500 sq. ft. The first building to be built after this change is the John Ross which offers a range of units including studios, and 1, 2, and 3 bedroom units at a range of prices.

Based on this previous experience City staff recommends that the maximum floor plate size for buildings in the plan area be set between 12,500 sq. ft. and 15,000 sq. ft. to ensure that buildings have the ability to provide a diverse range of unit type and pricing. Additional analysis, including modeling scenarios, will be conducted to determine what types of building massings would likely result when these floor plate limitations are applied in conjunction with the proposed FAR allowances for the plan area.

Illustration of Height Concepts



B. FAR

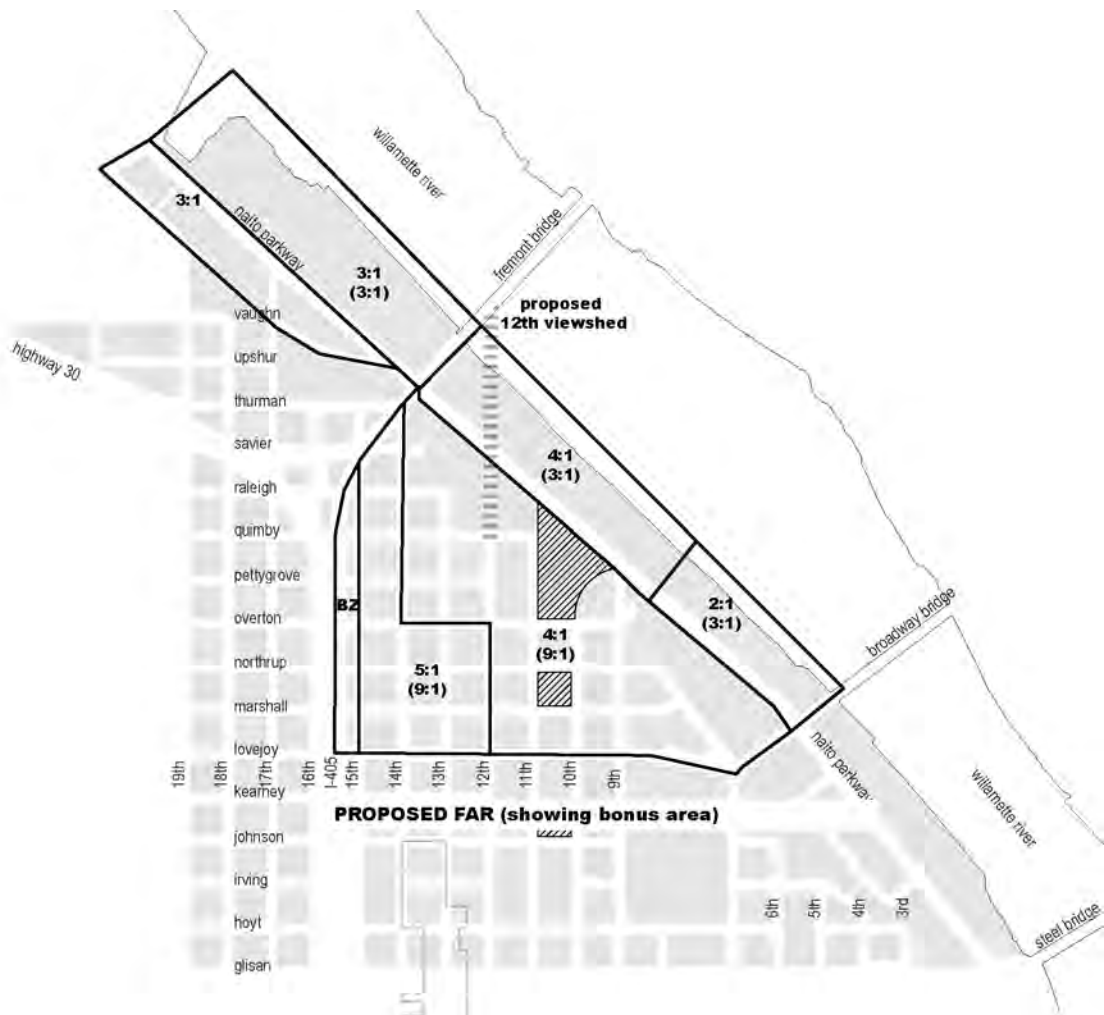
Charrette participants were generally open to the concept of increasing FAR on properties in the plan area that currently have a maximum FAR of 2:1. There was also general acceptance to increasing the amount of bonus FAR that could be earned on some sites. It should be noted that transportation modeling still needs to occur to determine if addition FAR can be supported by the transportation network.

1. It was agreed that all properties located south of the railroad right-of-way that currently have a base entitlement of 2:1 should be increased to a base of 4:1 and that transfer and bonus provisions allowing additional FAR not to exceed 9:1 maximum should be granted.
2. As with height, it was agreed that the limited development parcels located between Naito Parkway and the railroad right-of-way between the Broadway Bridge and NW Overton should also be subject to these provisions.
3. For the area between the Fremont Bridge and southern boundary of the Centennial Mills property it was proposed that the base FAR should be

raised from 2:1 to 4:1 and that the current ability to bonus an additional 3:1 (to a 7:1 maximum) should be retained to ensure the development of a dense and vibrant urban waterfront.

4. For the area between Centennial Mills and the Broadway Bridge the group proposed that the existing base entitlement (2:1) and bonus potential (3:1) should be left in place so as to ensure that this area serves as a transition between the more dense area proposed to the north and the existing lower density waterfront development located south of the Broadway Bridge.
5. It was determined that for the waterfront properties north of the Fremont Bridge the base FAR should be raised from 2:1 to 3:1 and that the existing potential to bonus an additional 3:1 be retained.
6. There was no desire to amend the existing regulations for height and FAR affecting the properties west of Front Avenue and north of the Fremont Bridge.

Illustration of FAR Concepts



C. Building Setbacks

1. It was generally agreed that the pedestrian scale associated with the already developed portions of NW 13th Avenue should be continued as redevelopment occurs along the northern stretch of this street. To achieve this, a building setback requirement would be adopted that requires that when buildings taller than 75 feet in height are developed along the corridor, the portion of the building above the 75 foot level must be set back at least 50 feet from the centerline of 13th Avenue.
2. Although not explored in detail, there was recognition that the existing height step down regulations along the west side of The Fields park should be extended to also address the development site at the park's northwest corner (a block identified as Block 24 on the Hoyt Street Master plan). These regulations require that development that fronts the west and south sides of the parks be no higher than 100 feet on the half of the block that faces the park. However, heights up to 225 feet are allowed along the back half of the development sites.
3. There was broad consensus that a significant view corridor exists looking north along NW 12th Avenue to the Fremont Bridge and that views of the bridge should be preserved. To ensure that this happens, a view corridor will need to be created down the 12th Avenue alignment that extends across parcels outside of the right-of-way between this street and the bridge. To ensure continued views of the iconic Fremont Bridge superstructure, buildings developed within the corridor, which could be as wide as 100 feet, would need to be no taller than 100 feet, or more depending on a view corridor analysis that is still to be conducted.

Additional Consideration and Next Steps

Following the design charrette, the PAG for the North Pearl District Plan was asked to review the draft findings from the charrette and add additional comments for consideration in the development of a final framework plan and set of recommended zone changes for the plan area. The following is a summary of the comments provided by the PAG as well as other stakeholders including City staff:

Waterfront Considerations

Although there was limited interest in increasing the building potential of the waterfront properties located north of the Fremont Bridge, the owners of these properties and City staff believe that development alternatives that retain the current FAR and height and that increased height and FAR should be explored further. Additionally, for the properties located between Centennial Mills and the Fremont bridge participants noted a desire to see increased density but not increased open space. Staff would like to consider alternatives that increase density while also increasing urban open space areas (such as expanded setbacks from the water's edge and potentially urban plazas and urban park spaces) to ensure that any increased density is supported by an adequate open space network.

Development Bonus Considerations

A number of suggestions have emerged to modify or replace the existing development bonus provisions applicable in the plan area. Staff will evaluate these concepts to assess the degree to which the existing system should be modified as part of this plan, as opposed to the forthcoming Central Portland Plan. If modifications are proposed, staff will consider which are most appropriate to address the current needs and desires for the plan area.

Pearl Heritage and Historic Resource Protections

City staff has begun to investigate the feasibility of pursuing a development bonus or amending the current transfer of development rights provisions that could provide incentives to preserve some or all of the buildings identified by the PDNA as "buildings of special character." Part of this investigation will also identify other potential tools to preserve these types of buildings. Regardless of what tool is eventually identified, staff agree with the PDNA that these buildings are a special asset to the Pearl Districts design character and urban form, and that steps should be taken to preserve the Pearl District's (and Portland's) rich architectural heritage.

Incorporating Sustainable Development

Although the topic of sustainable development practices was not fully explored during the design charrette, a working group assembled as part of the North Pearl District Plan has been considering this important issue. Staff will work to integrate the products of this group with the framework plan coming together for the area.

Transportation System Considerations

The capacity of the existing transportation system is being modeled to ensure that proposed increases in FAR (development capacity) within the plan area can be adequately supported by the street network. Additionally, concepts emerging from the charrette regarding street hierarchy, design character, transit improvements, and green streets will be further analyzed to determine those that can or should be addressed in

the North Pearl District Plan rather than through future, more comprehensive, efforts such as the Central Portland Plan.

Design Considerations

As part of the North Pearl District Plan, the River District Design Guidelines are being updated to reflect regulatory/zoning changes that have been implemented in the plan area since the original adoption of these guidelines in 1996. This work is largely an administrative project, updating the document's maps, charts and system information. It also will also reformat and fully illustrate the document to make it more compatible with other recently adopted design guideline documents.

As part of this update, the Design Commission will consider if additional design criteria for the plan area is necessary to implement the framework plan or to address urban design and development concepts emerging from the design charrette. Issues that could potentially be address include but are not limited to: enhancements to the public realm; ground floor active uses, character, and orientation; the interface between development and the Willamette Greenway and public open space areas; and relationship of building massing and the public/pedestrian realm.

Next Steps

The various concepts identified above will be refined into a preferred urban design and development framework for the plan area. This diagram will also be used as part of the City's design review process and as the basis for the final Zoning Map and Zoning Code amendments addressing height and FAR. Planning will also work with stakeholders to finalize proposed regulations for base and bonus height and FAR. The Portland Office of Transportation (PDOT) will begin the task of modeling the land use and transportation assumptions associated with the FAR and land use concepts to ensure that an adequate level of service can be provided.

Appendix A

Summary of Additional Ideas Raised During Discussion

Charrette participants' discussion was wide ranging across concerns, and desires about the plan area and what they thought were the urban design and development implications of increasing the development potential in the plan area. The following is a general summary of their comments:

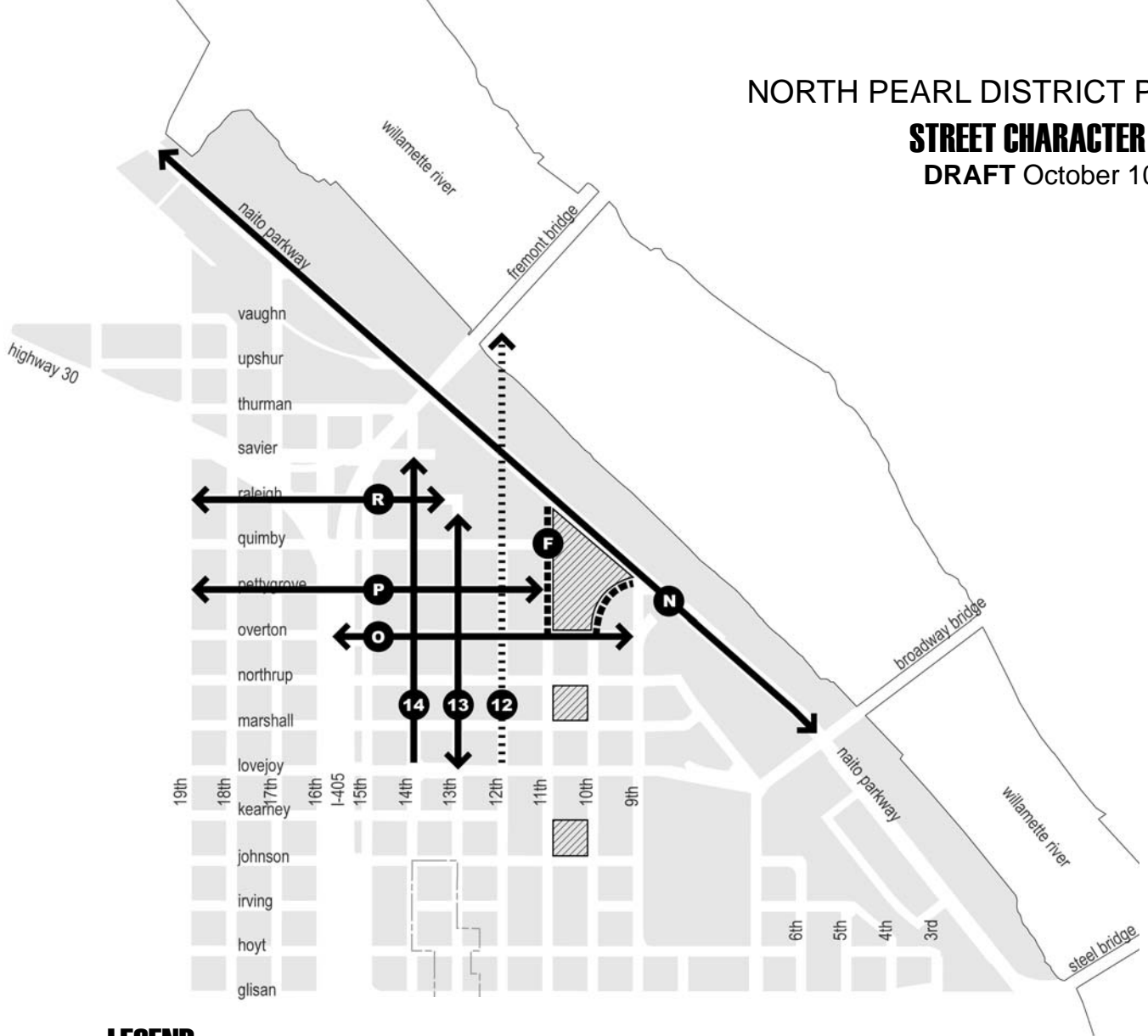
- District Land Use, Height and FAR:
 - The current regulations do not provide for enough height, potentially crowding the skyline and limiting a fuller spectrum of building designs and massing.
 - Building height and FAR are not as important as what a building contributes in terms of design quality, programming, and in how it enhances and relates to the area where it is located.
 - Design scenarios should be developed that treat the plan area as the northern gateway into the Central City, unite the skyline of the Pearl District with the rest of the Central City, and build upon the successful aspects and character of developed portions of the larger Pearl District.
 - Incentives should be considered to encourage commercial development such as community-serving retail and office/employment uses in the plan area.
- Street and Public Realm:
 - Lack of clarity about street hierarchy can result in retail being placed in inappropriate locations and confusion about where to focus pedestrian enhancements; it also impacts the creation of well-designed public realm.
 - More attention should be focused on how building massing and design affect the environment at the street level affect.
 - NW Pettygrove should be developed to be a strong connection for pedestrians and cyclists between The Fields Park and the adjacent NW District.
 - The unique character of NW 15th Ave should be preserved and strengthened.
 - Design and development along Naito Street need to enhance the street's character, pedestrian activity, and access to the greenway while maintaining good vehicular access. Opportunities to expand transit to Naito should be considered.
 - We should explore alternatives to the traditional 200' by 200' street grid pattern to allow larger blocks to see if this could create more efficient development and stronger connections to the waterfront.
 - We should consider opportunities to use the public right-of-way and private streets as part-time play areas and gathering spaces for public events.

- Building Design:
 - Current design guidelines for the River District do not provide enough guidance for design review staff or the Design Commission to ensure that all buildings find the best design solutions possible.
 - In the design for individual buildings, we should consider how the buildings impact and enhance the district as a whole. We should not consider individual sites in isolation.
 - Buildings and streets should be designed to enhance their relationship to each other and strengthen the public realm.
 - Tools and incentives need to be created that ensure the development of truly
 - great architecture and urban design.
- Community Building and Public Amenities:
 - A range of public amenities are believed to be needed to serve the Pearl District. In addition to looking for ways to provide those amenities in the district, we should also consider how their provision in adjacent neighborhoods and other parts of the Central City may also meet the need.
 - A dense residential district such as the Pearl should include a mix of public and private amenities to allow the neighborhood to serve as an extension of the home to compensate for the smaller amount of space in the individual housing unit.
 - Charrette participants believe that the Pearl District has the potential to be a home for families with children, but they identified a number of missing ingredients including the following:
 - Housing projects designed for flexibility in building and unit configuration to allow growing families to remain in the district.
 - Housing projects that provide family-sized units and amenities which families with children would rely on such as secure on-site play and gathering spaces.
 - Family-oriented retail and services such as grocers, restaurants, and daycare.
 - Family-oriented public amenities that serve residents or district employees such as schools, community center, daycare, and play grounds.

Appendix B

Street Character/Plan Drafts

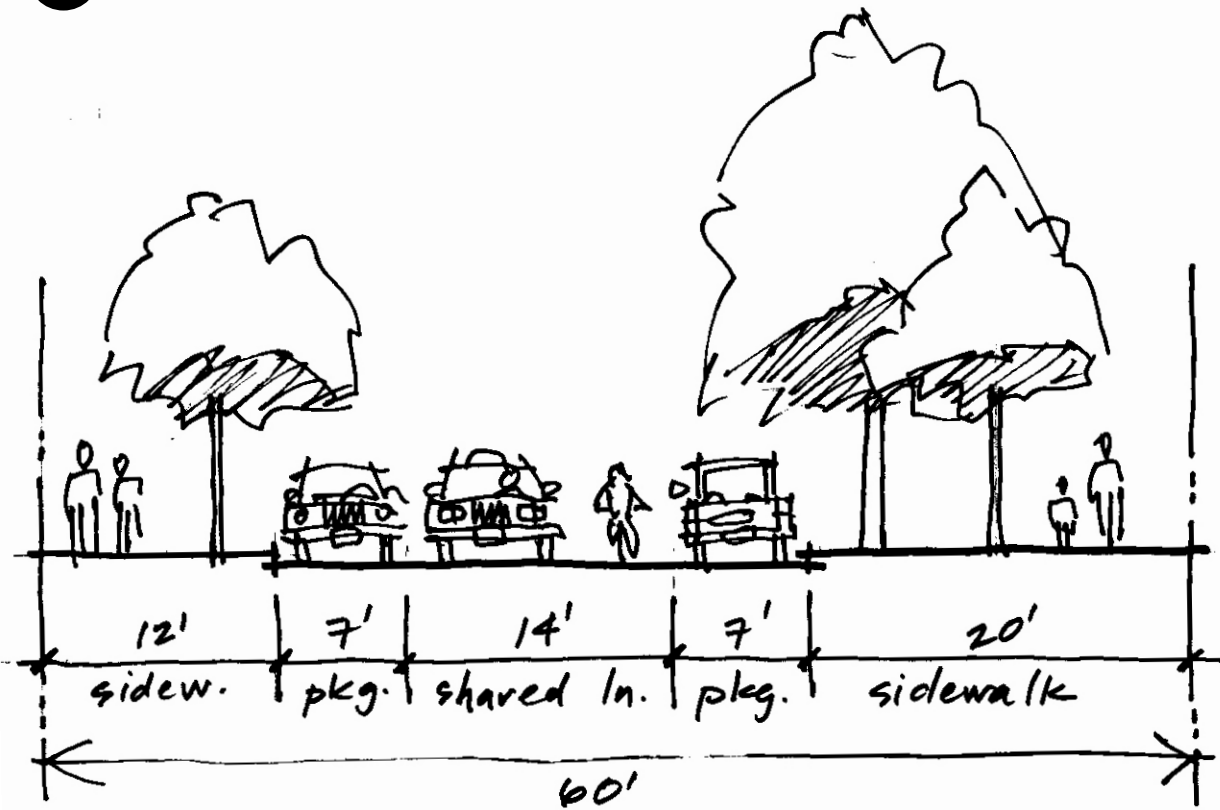
NORTH PEARL DISTRICT PLAN:
STREET CHARACTER / Plan
 DRAFT October 10 2007



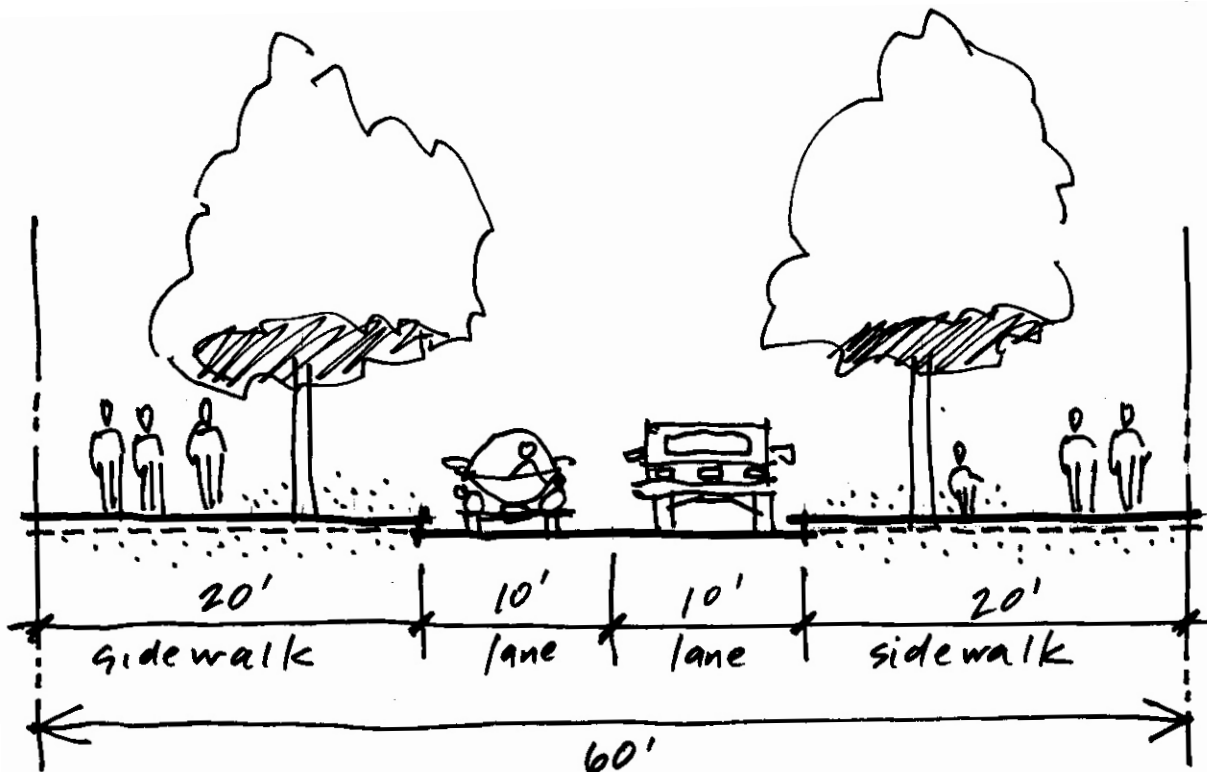
LEGEND

- R** **RALEIGH:** "Lagoon Street" -- Green (Blue?) street link to Conway site; bicycle enhancements
- P** **PETTYGROVE:** "Green Street" -- surface stormwater management; quieter with less on-street parking and active retail uses; larger trees and pedestrian / bicycle enhancements
- O** **VERTON:** "Minor Main Street" -- more on-street parking and active retail uses
- N** **NAITO:** "Multimodal Boulevard " -- active intersections at 9th, 14th and 17th; extension of boulevard street design south of Braodway Bridge; less active between intersections; one-sided street between 9th and 14th
- F** **FIELDS PARK FRONTAGE:** "Active Edges" -- may include active retail storefronts, but could be residential stoops, building lobbies, daycares, etc.
- 12** **12TH AVENUE:** Street with the best view of the Fremont Bridge
- 13** **13TH AVENUE:** "Historic Heart Street" -- neighborhood's main street with active retail edges and an entertainment emphasis; little landscaping and some loading dock-like structures
- 14** **14TH AVENUE:** "Regional Shopping Street" -- more attractive to larger-format retailers (REI, Safeway;) less landscaping; special lighting and signage

P PETTYGROVE



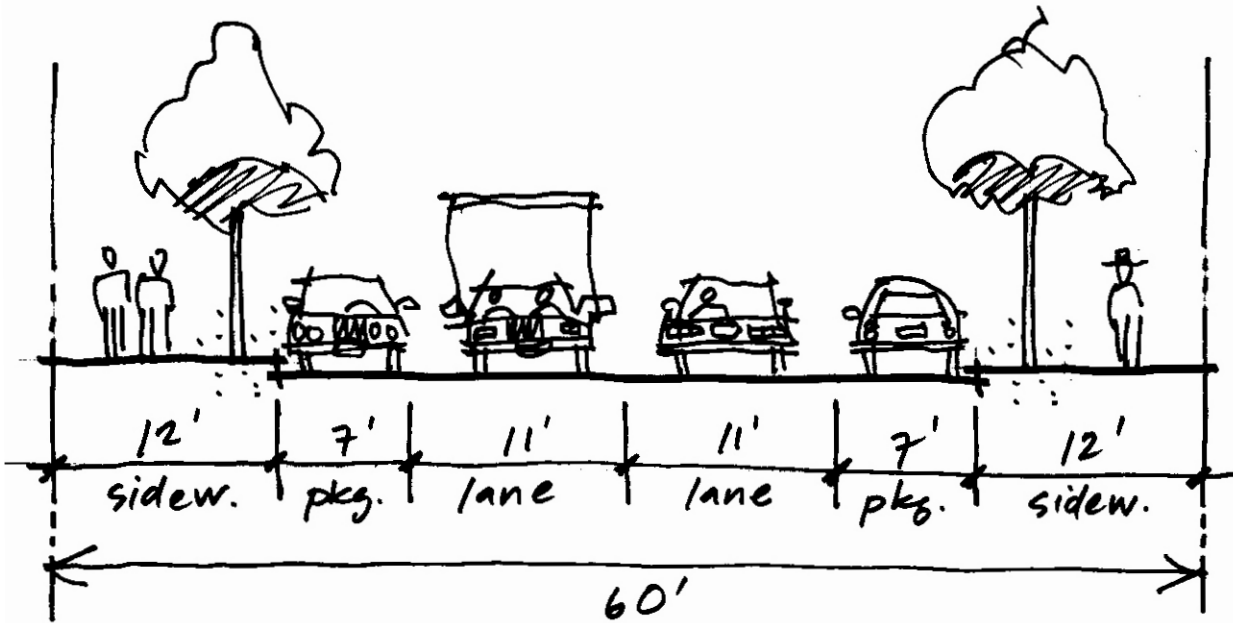
Alternative A (Northwest District Association)



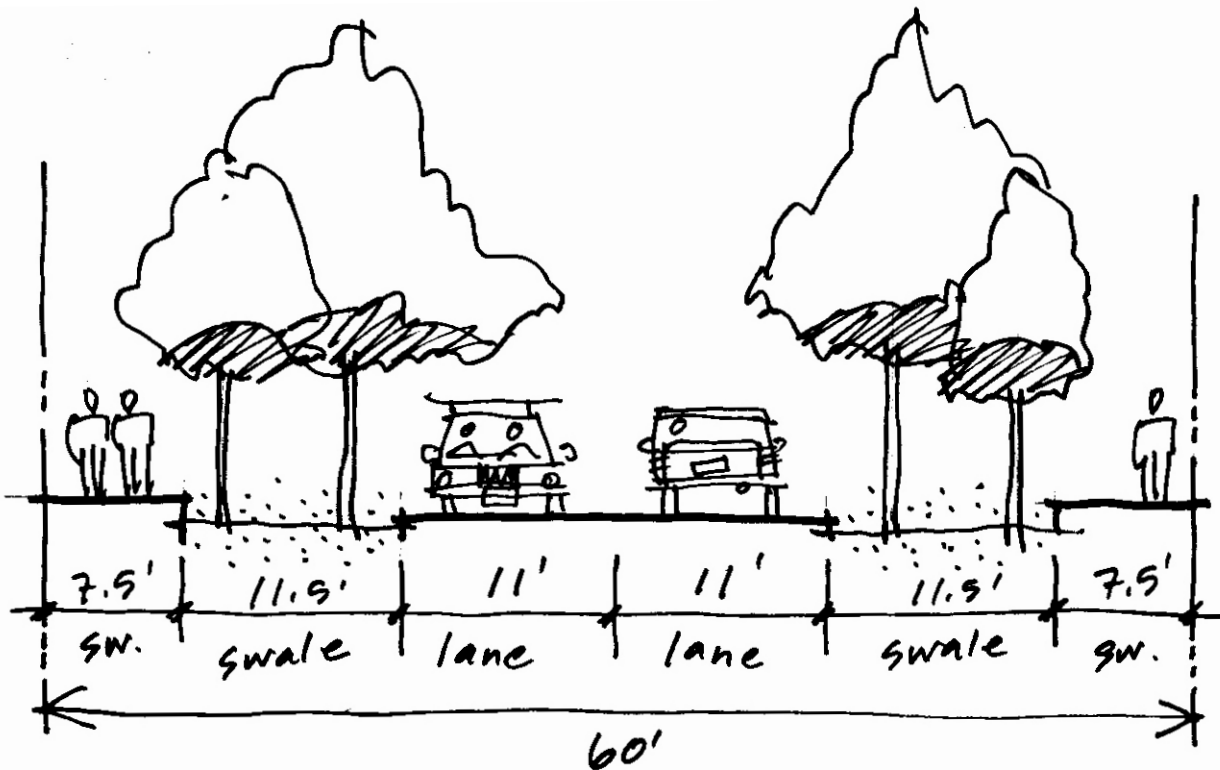
Alternative B (Pearl District Neighborhood Association)

NORTH PEARL DISTRICT PLAN:
STREET CHARACTER / Conceptual Sections
DRAFT October 10 2007

P PETTYGROVE

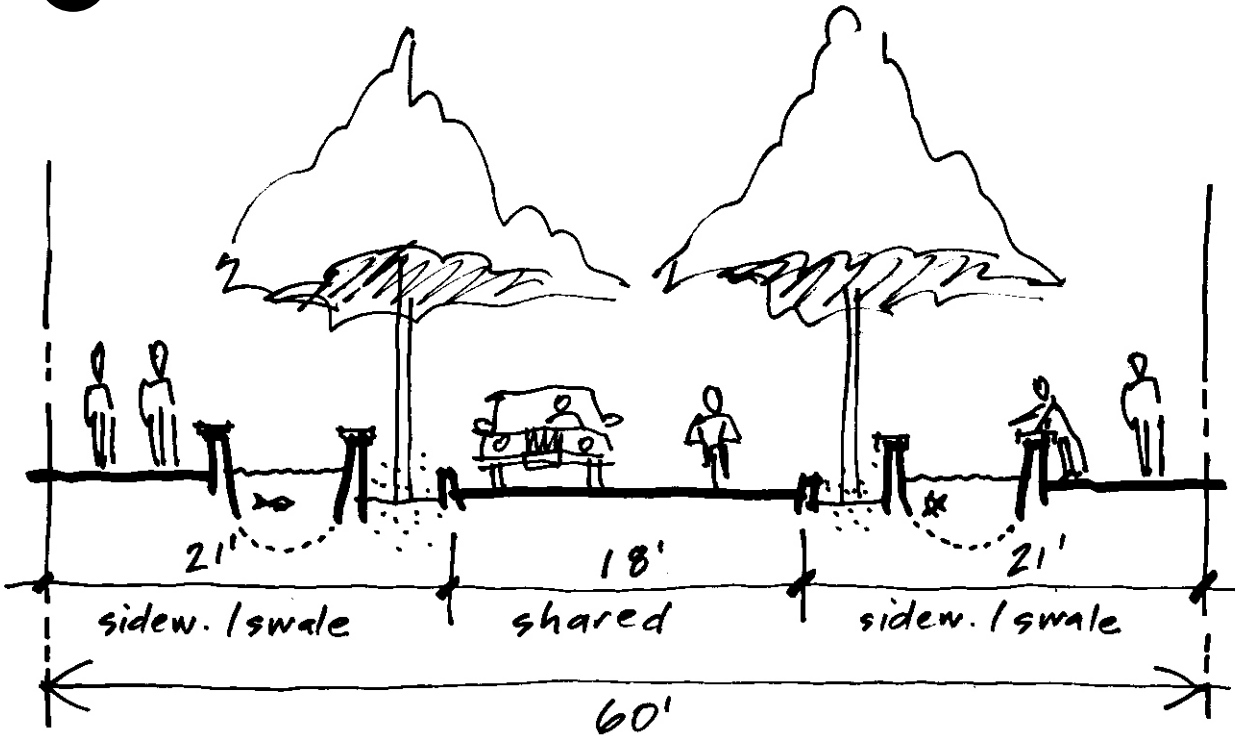


Alternative C



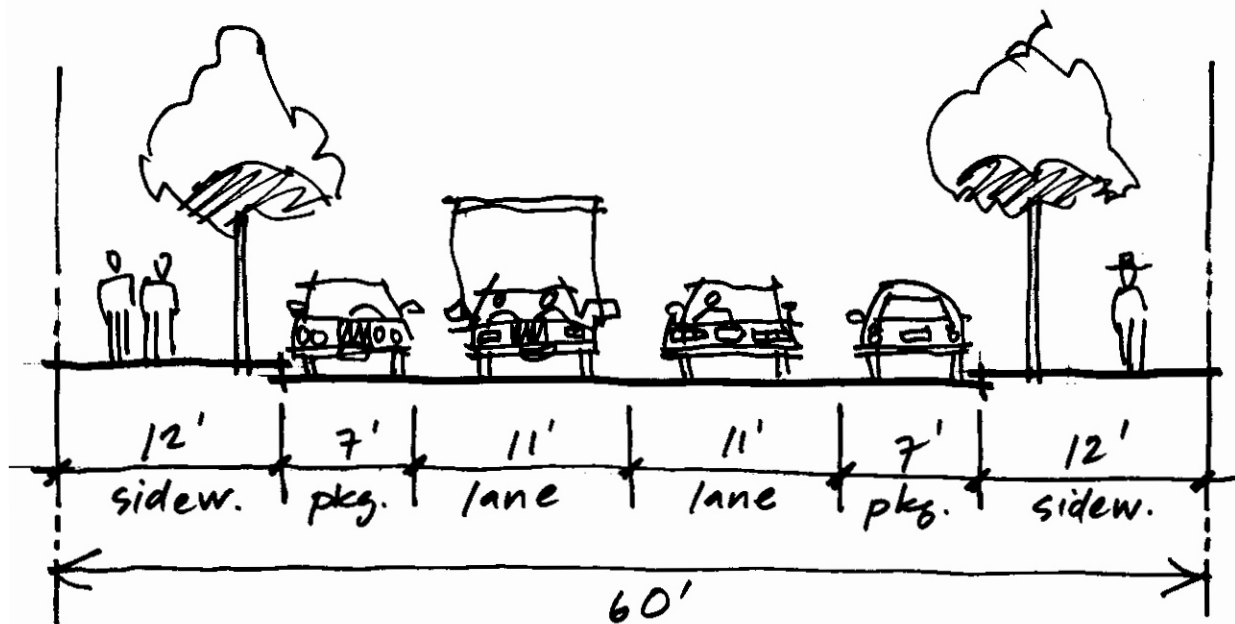
Alternative C (mid-block and/or intersection)

R RALEIGH



"Canal Street" section (mid-block and/or intersection)

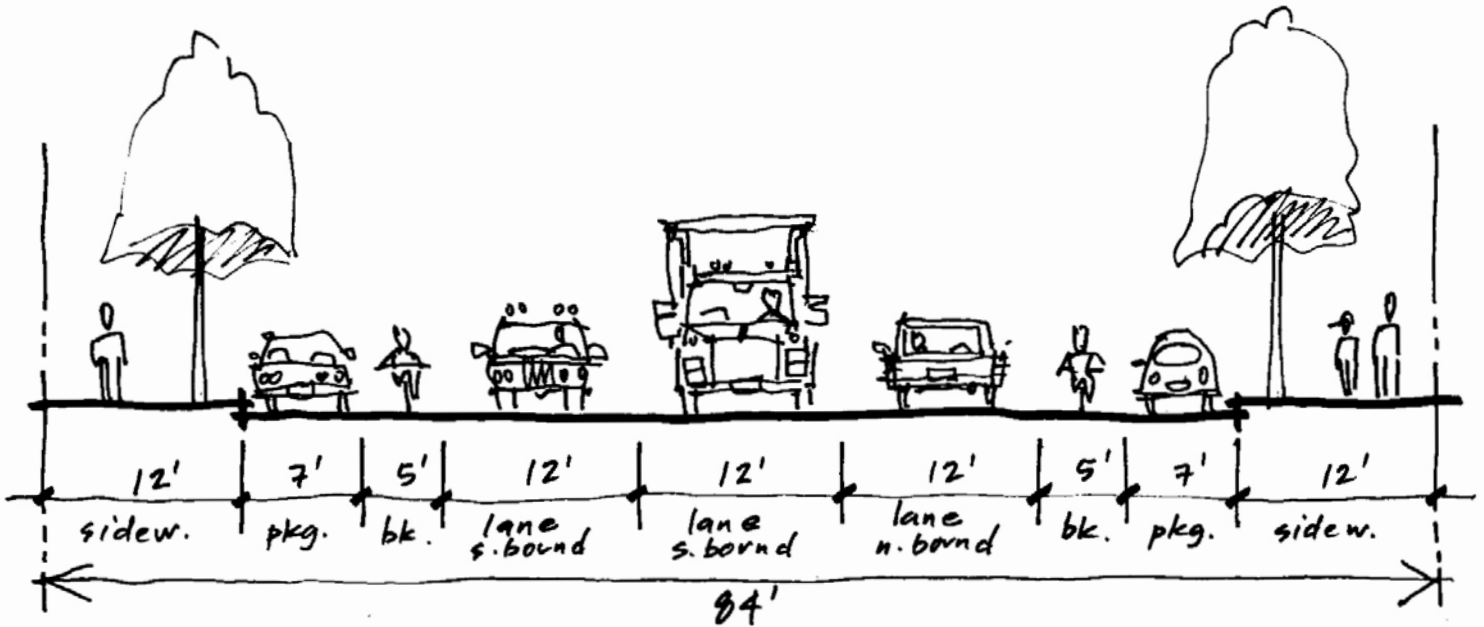
O OVERTON



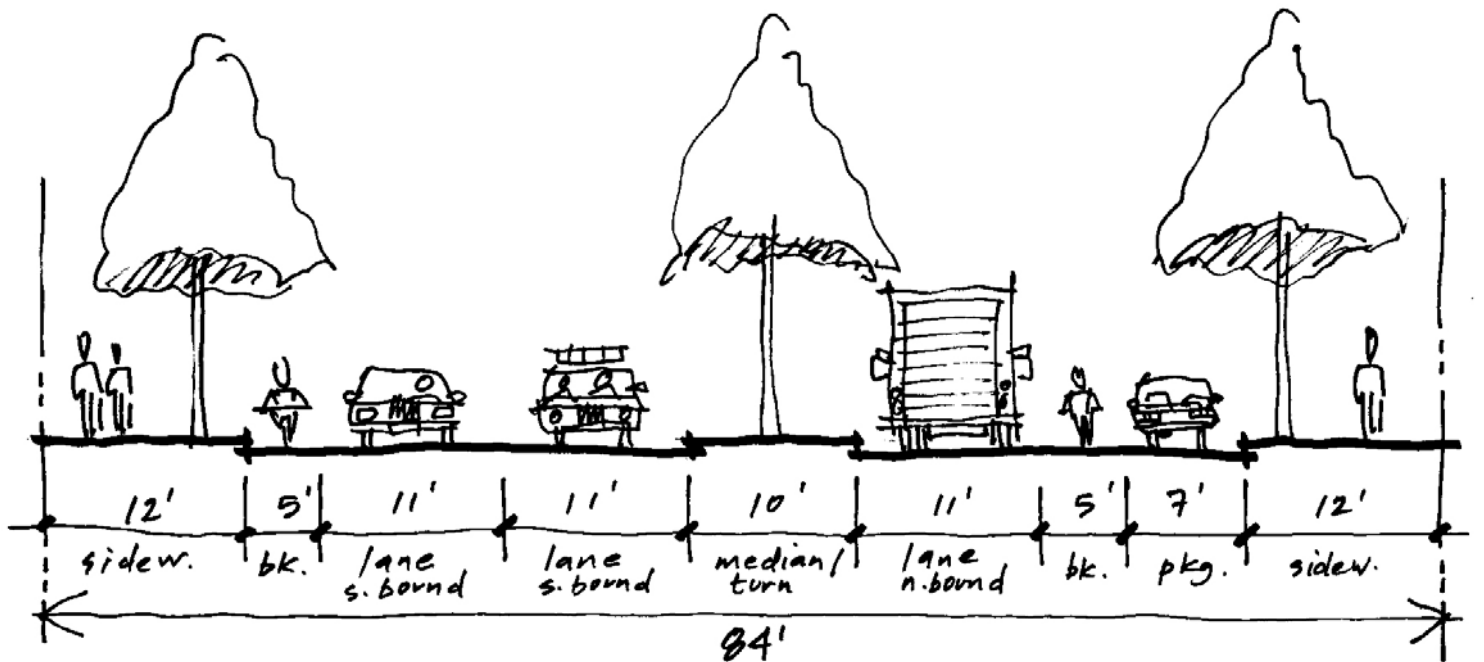
Alternative A (River District Street Standards)

NORTH PEARL DISTRICT PLAN:
STREET CHARACTER / Conceptual Sections
DRAFT October 10 2007

N NAITO PARKWAY

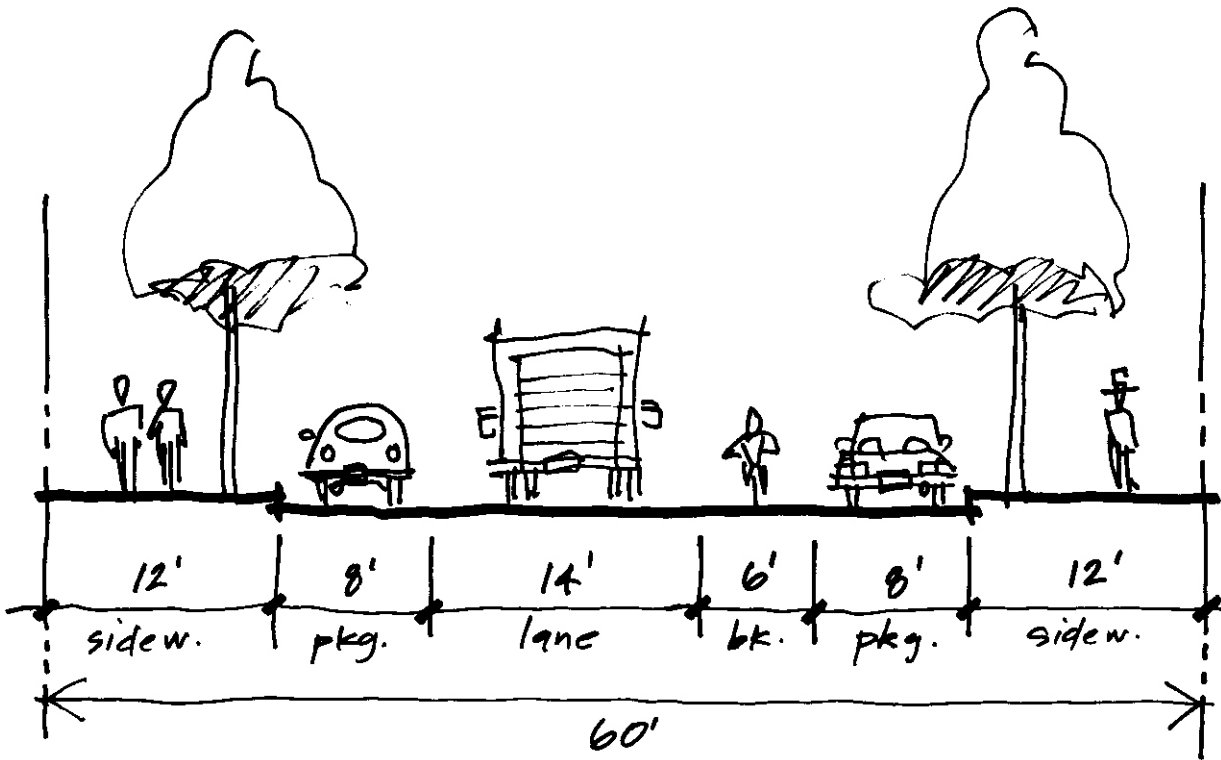


Alternative A

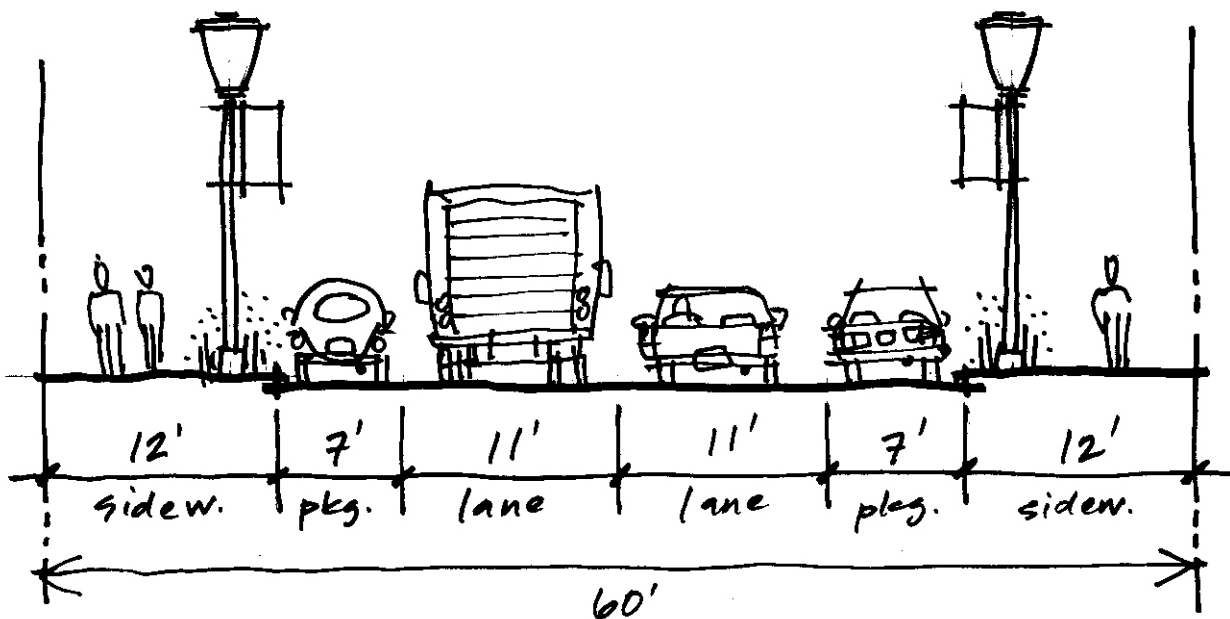


Alternative B

14 14TH AVENUE

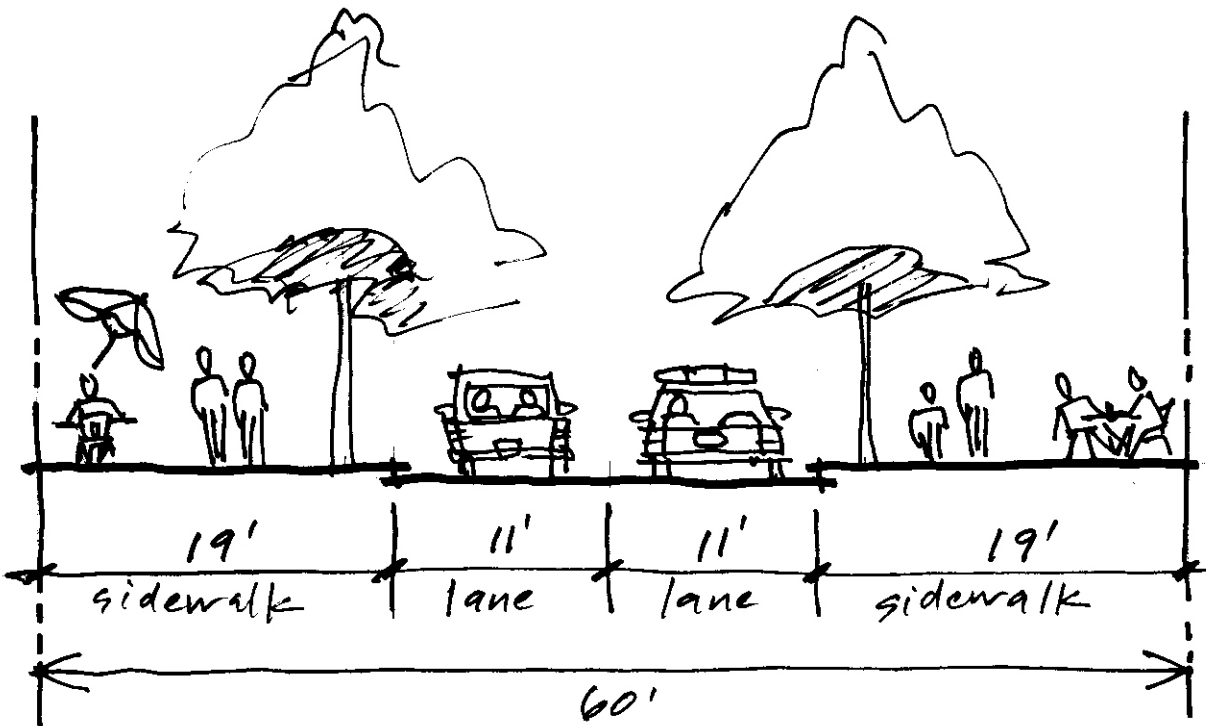


Current Section



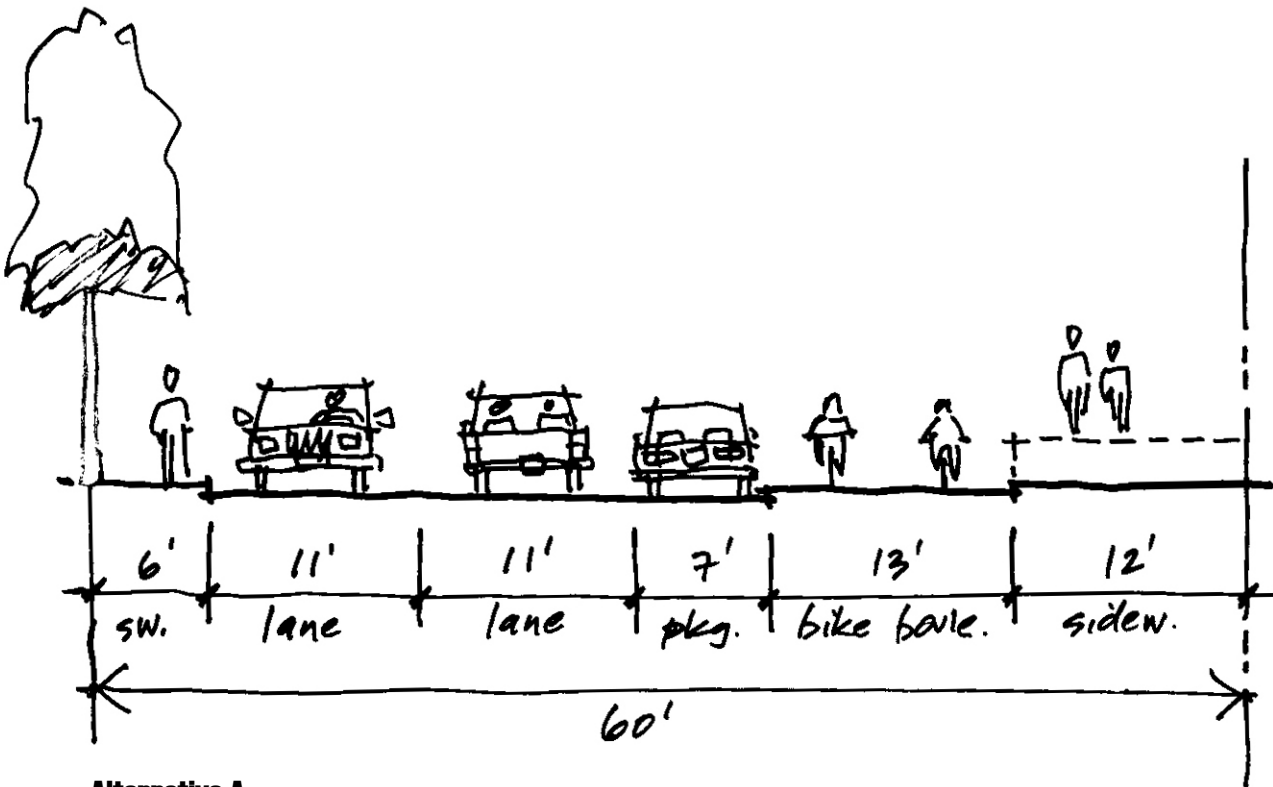
Alternative A

14 14TH AVENUE

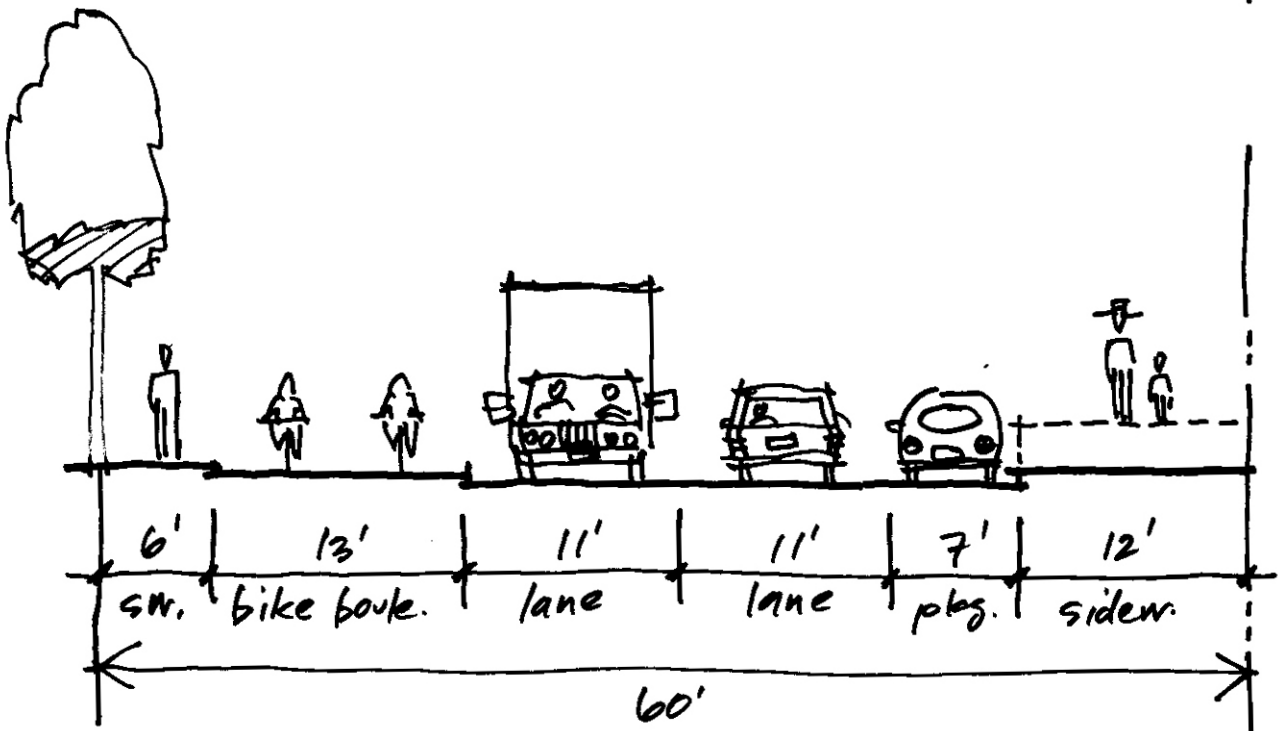


Alternative A (mid-block and/or intersection)

15 15TH AVENUE

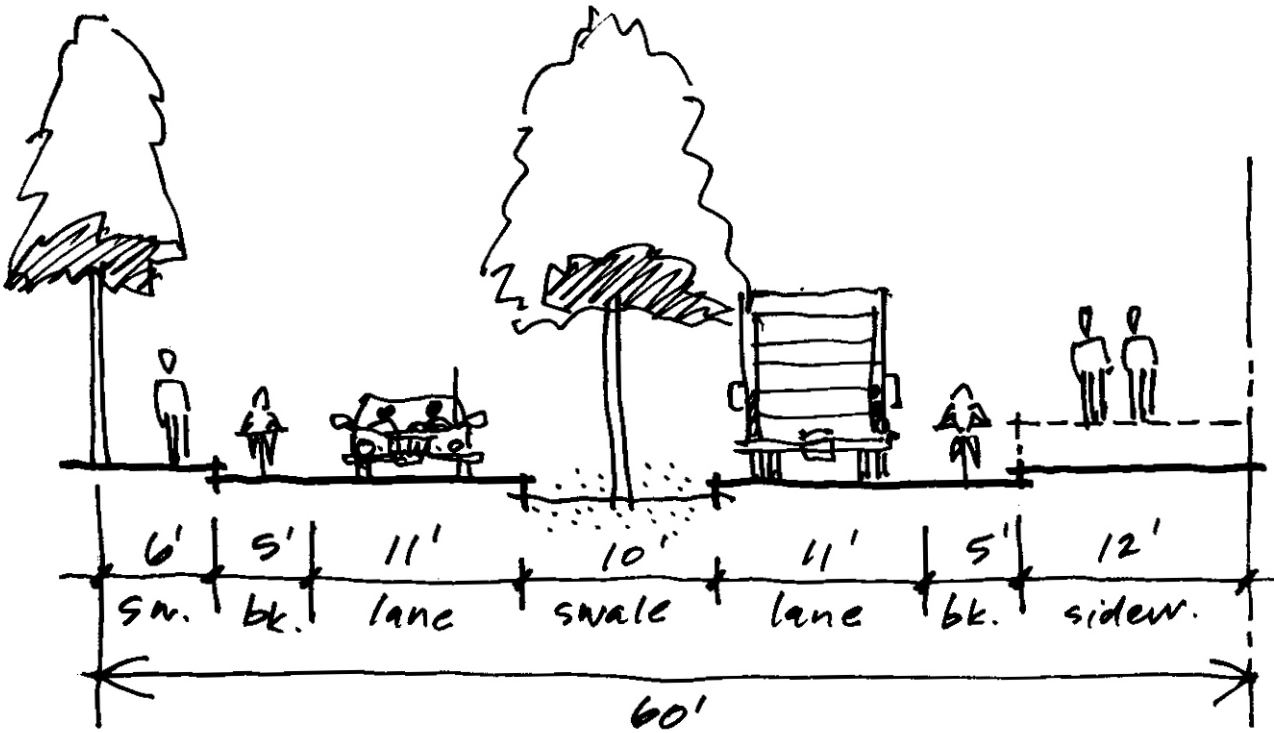


Alternative A

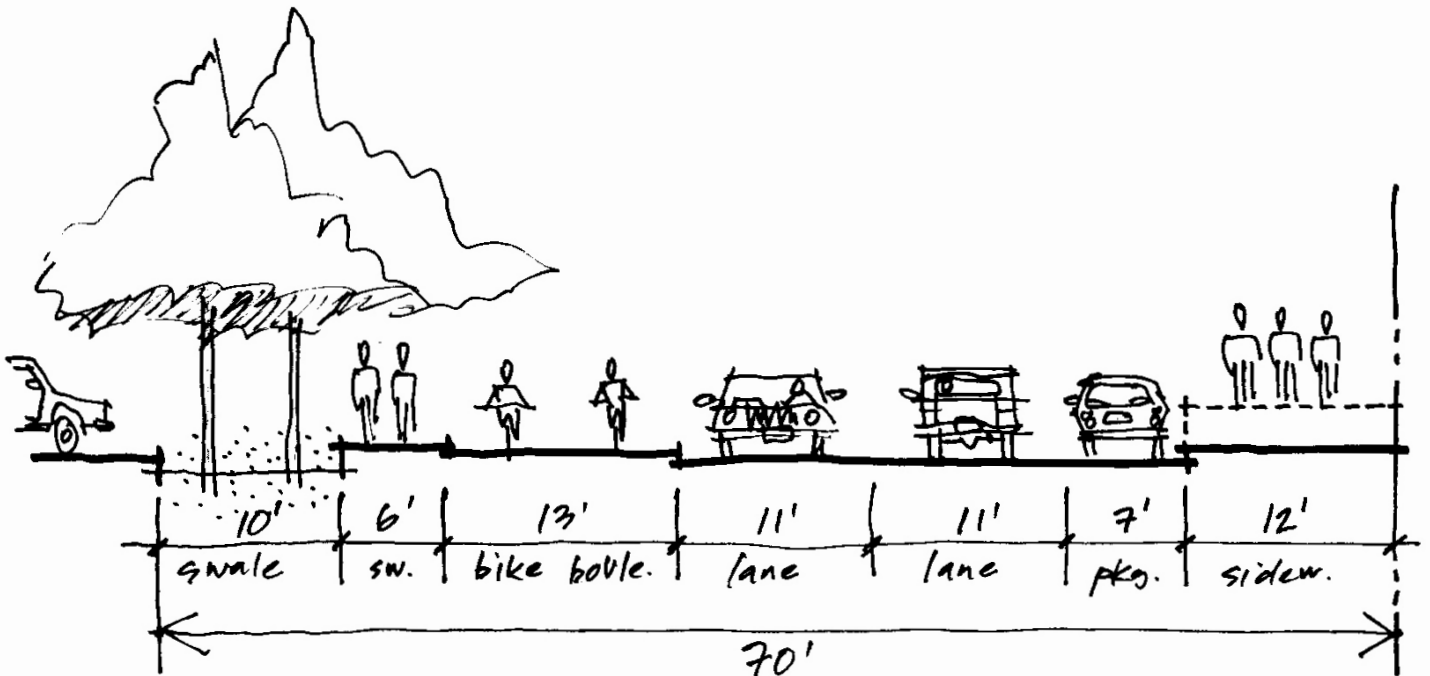


Alternative B

15 15TH AVENUE



Alternative C



Alternative D