RIVER DISTRICT DESIGN GUIDELINES



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Chapter 1 Introduction





Introduction

The River District is a remarkable place within the region. The area is rich with special and diverse qualities that are characteristic of Portland. Further, the River District accommodates a significant portion of the region's population growth. This area emphasizes the joy of the river, connections to it, and creates a strong sense of community. The goals frame the urban design direction for Central City and River District development.

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 meet 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 River District Goals must be addressed when considering a request for waiver of a design guideline.

Central City Design Goals

The Goals for Central City Design Review are located within the Central City Fundamental Design Guidelines, which are to be used in conjunction with this document. They apply within the River District as well as to the other Central City policy areas.

River District Design Goals

An additional set of goals for the design review process augment the Central City Fundamental Goals. These goals for design review are specific to the River District. River District Goals design goals are:

1. **Extend the river into the community to develop a functional and symbolic relationship with the Willamette River.**
2. **Create a community of distinct neighborhoods that accommodates a significant part of the region's residential growth.**
3. **Enhance the District's character and livability by fostering attractive design and activities that give comfort, convenience, safety and pleasure to all its residents and visitors.**
4. **Strengthen connections within the River District, and to adjacent areas.**



Introduction

Tiers of Design Guidelines

CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES

Because the River District is a subdistrict of Portland's Central City Plan District, the *Central City Fundamental Design Guidelines* apply throughout the River District. The fundamentals serve as the base set of design guidelines for all subdistricts of the Central City and address basic issues about the design of buildings in an urban environment. The Introduction chapter of the *Central City Fundamental Design Guidelines* contains a detailed description of the Central City's design guideline system and design review process.

RIVER DISTRICT DESIGN GUIDELINES

This document contains the *River District Design Guidelines*, a supplement to the *Central City Fundamental Design Guidelines*. These guidelines add specificity to the fundamentals, addressing design issues unique to the River District.

Compliance with the design guidelines in this document can take many different forms for different proposals - discussion of proposed designs among the applicant(s), design review staff, and the Portland Design Commission is encouraged. Design guidelines are intended to state broad design objectives and to provide guidance; they should not be construed as prescriptive standards.

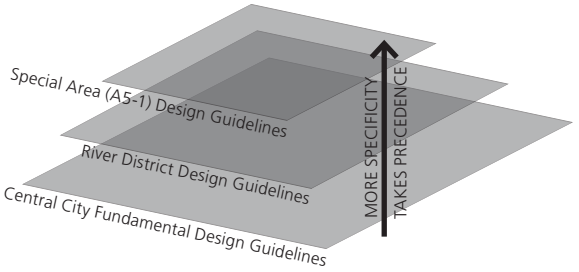
Special Area Design Guidelines. The River District is divided into several special areas (see map on page 7). For each of these special areas, additional guidelines have been created. Special area design guidelines are applied within the special area only, and are listed within A5-1 in this document.

In general, these tiers of guidelines build on each other. The *River District Design Guidelines* elaborate on themes established in the fundamental guidelines and provide guidance about how the fundamentals should be applied to sites within the River District. The special area guidelines also elaborate on the fundamentals, and to some extent the *River District Design Guidelines*. If there is a conflict between any of the *Central City Fundamental Design Guidelines*, *River District Design Guidelines*, or special area design guidelines, it will be resolved in favor of the more local or area-specific guideline. *River District Design Guidelines* take precedence over *Central City Fundamental Design Guidelines*. Special area guidelines take precedence over River District guidelines.





Introduction



Layering of Design Guidelines. *This diagram shows tiers of guidelines within this document, and how they relate to the Central City Fundamental Design Guidelines. Special Area guidelines are more specific than River District guidelines, which are more specific than the fundamentals. Guidelines with higher degrees of specificity take greater precedence for approval.*



HISTORIC DISTRICTS

There are historic districts within the River District (see map on page 7). *River District Design Guidelines* will not be applied to design review within historic districts if the historic district contains its own set of design guidelines. Historic design review will use the *Central City Fundamental Design Guidelines* and the historic district design guidelines specifically adopted for each historic district. Guidelines for historic districts are listed in separate documents. The review of proposals that include historic landmarks may require the application of additional approval criteria that are listed in Title 33 of Portland's Zoning Code.



Copies of the *Central City Fundamental Design Guidelines*, historic district design guideline documents, and Title 33 of the Portland Zoning Code are available at the Bureau of Planning.

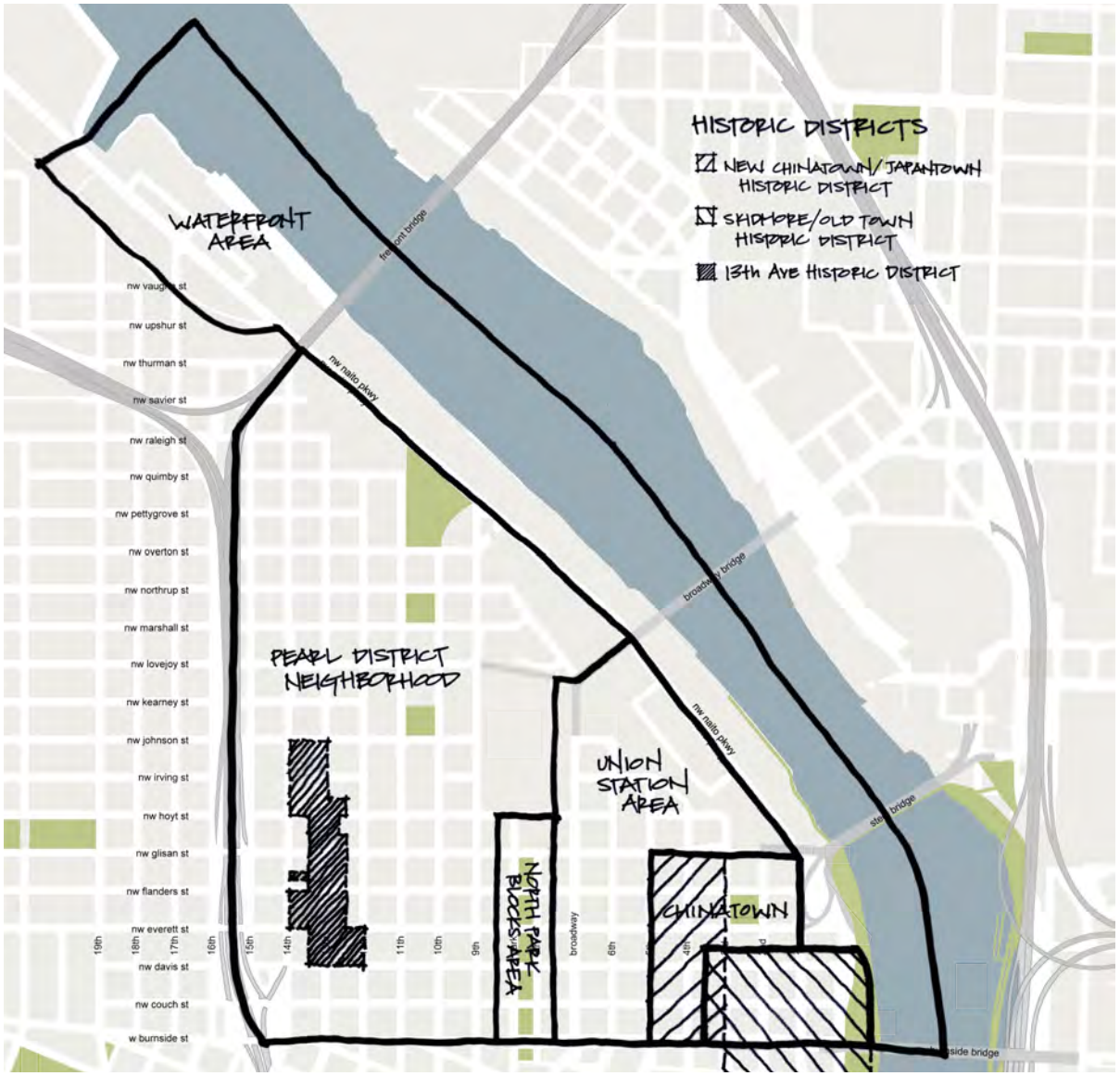
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Copies of the documents can also be obtained from the City's Development Services Center, at 503-823-7526.

Introduction



Special Areas Within the River District



























Introduction

Right-of-Way Standards

The *River District Design Guidelines* make reference to and describe the desired character of the various streets in the River District in a way that supports private development. However, specific design treatment and use of the public right-of-way is found in the *River District Right-of-Way Standards*.

The criteria, developed by the Office of Transportation with guidance and recommendations from the Design Commission, establish specific design parameters which provide for design consistency, coordination of public improvements and support for adjacent private development. Their intent is to establish a distinct urban character, expand and enhance the transportation system and provide an enjoyable and active pedestrian and bike environment. These Right-of-Way standards must be met by all new proposals.

The criteria are organized by functions of the streets and detail use and materials to enhance circulation, transit, the pedestrian and bike environment, street furniture, street trees, lighting and underground facilities. The document may be obtained from the Portland Office of Transportation.

Other Relevant Documents

Other documents which may provide useful information and insight to the applicant are listed below. These documents are a resource only, and will not be used as approval criteria:

- ***North Pearl District Plan*, 2008**
- ***North Pearl District Plan Policy Framework Analysis*, 2007**
- ***North Pearl District Plan Urban Design & Development Charrette Summary*, 2007**
- ***Pearl District Development Plan and Appendix*, 2001 (PDC)**
- ***River District Park System Urban Design Framework Study* (also known as *Peter Walker Master Plan*), 2001 (PDC)**

Copies of these documents are available at the Bureau of Planning, unless otherwise noted.

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How To Use This Document

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

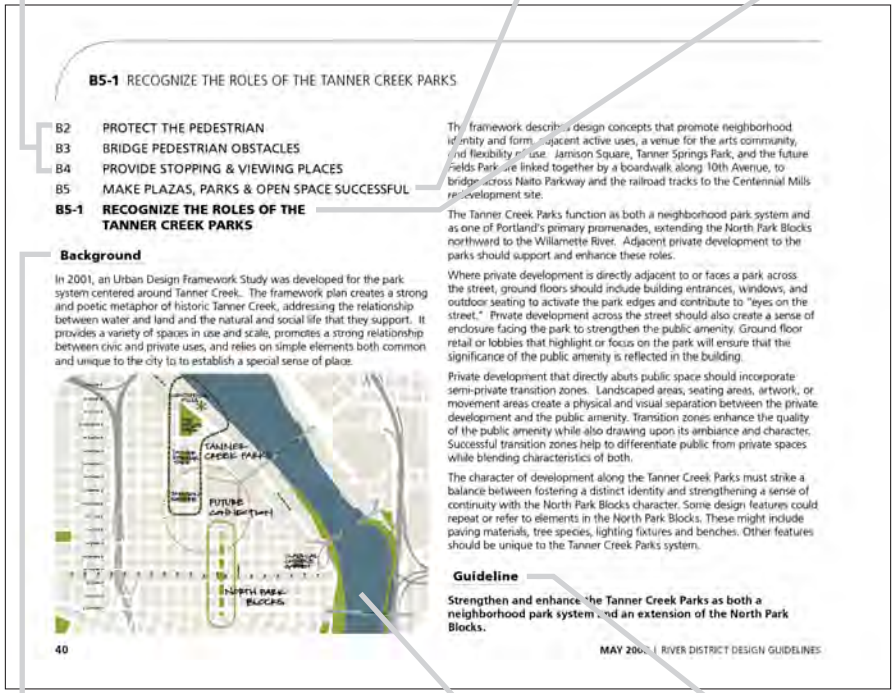
Where a River District Design Guideline has not been identified, the Fundamental Design guideline will serve as the approval criteria.

The Central City Fundamental Design Guideline states the broad objective.

The River District Guideline builds on the fundamental guideline.

Guideline may be accomplished by: Examples of some of the various methods that can be used to address the intent of each guideline.

Heading identifies the guideline within the page



B5-1 RECOGNIZE THE ROLES OF THE TANNER CREEK PARKS

B2 PROTECT THE PEDESTRIAN
B3 BRIDGE PEDESTRIAN OBSTACLES
B4 PROVIDE STOPPING & VIEWING PLACES
B5 MAKE PLAZAS, PARKS & OPEN SPACE SUCCESSFUL
B5-1 RECOGNIZE THE ROLES OF THE TANNER CREEK PARKS

Background

In 2001, an Urban Design Framework Study was developed for the park system centered around Tanner Creek. The framework plan creates a strong and poetic metaphor of historic Tanner Creek, addressing the relationship between water and land and the natural and social life that they support. It provides a variety of spaces in use and scale, promotes a strong relationship between civic and private uses, and relies on simple elements both common and unique to the city to to establish a special sense of place.

The framework describes design concepts that promote neighborhood identity and form, adjacent active uses, a venue for the arts community, and flexibility of use. Jamison Square, Tanner Springs Park, and the future Fields Park are linked together by a boardwalk along 10th Avenue, to bridge across Naito Parkway and the railroad tracks to the Centennial Mills redevelopment site.

The Tanner Creek Parks function as both a neighborhood park system and as one of Portland's primary promenades, extending the North Park Blocks northward to the Willamette River. Adjacent private development to the parks should support and enhance these roles.

Where private development is directly adjacent to or faces a park across the street, ground floors should include building entrances, windows, and outdoor seating to activate the park edges and contribute to "eyes on the street." Private development across the street should also create a sense of enclosure facing the park to strengthen the public amenity. Ground floor retail or lobbies that highlight or focus on the park will ensure that the significance of the public amenity is reflected in the building.

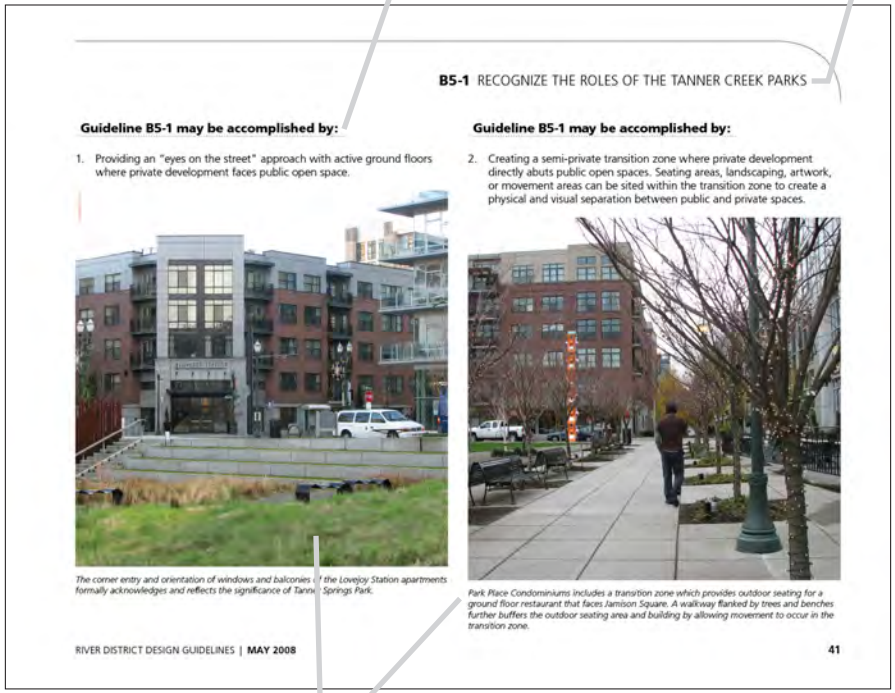
Private development that directly abuts public space should incorporate semi-private transition zones. Landscaped areas, seating areas, artwork, or movement areas create a physical and visual separation between the private development and the public amenity. Transition zones enhance the quality of the public amenity while also drawing upon its ambiance and character. Successful transition zones help to differentiate public from private spaces while blending characteristics of both.

The character of development along the Tanner Creek Parks must strike a balance between fostering a distinct identity and strengthening a sense of continuity with the North Park Blocks character. Some design features could repeat or refer to elements in the North Park Blocks. These might include paving materials, tree species, lighting fixtures and benches. Other features should be unique to the Tanner Creek Parks system.

Guideline

Strengthen and enhance the Tanner Creek Parks as both a neighborhood park system and an extension of the North Park Blocks.

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B5-1 RECOGNIZE THE ROLES OF THE TANNER CREEK PARKS

Guideline B5-1 may be accomplished by:

1. Providing an "eyes on the street" approach with active ground floors where private development faces public open space.

The corner entry and orientation of windows and balconies of the Lovejoy Station apartments formally acknowledges and reflects the significance of Tanner Springs Park.

Guideline B5-1 may be accomplished by:

2. Creating a semi-private transition zone where private development directly abuts public open spaces. Seating areas, landscaping, artwork, or movement areas can be sited within the transition zone to create a physical and visual separation between public and private spaces.

Park Place Condominiums includes a transition zone which provides outdoor seating for a ground floor restaurant that faces Jamison Square. A walkway flanked by trees and benches further buffers the outdoor seating area and building by allowing movement to occur in the transition zone.

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Background: The background statement describes the design problem or issue necessitating the design guideline.

Images which support the background statement

Guideline: The design guideline language serves as the approval criteria. It is the only part of the design guideline that is adopted by ordinance.

Graphic and written descriptions of the examples. The images provided are intended to illustrate a possible solution for each example, but should not be seen as the *only* solution.



Chapter 2

Design Guidelines

A PORTLAND PERSONALITY

A1 INTEGRATE THE RIVER

A1-1 LINK THE RIVER TO THE COMMUNITY

Background

Since the days of the first settlers, the Willamette River has provided Portland with pleasure, passage, and profit. Its connection to the Pacific Ocean allowed Portland to become an international port which nourished the growth of the city. The river has always been the focus for Portland. It is the central feature and reason for Portland's existence.



As new development in the River District pushes north towards the Willamette River, the opportunity arises to reflect the nearby presence of the river within the district. Although the river gets quite close to many sites, it is effectively cut off from most areas by Naito Parkway and the railroad. In addition, as the river is not easily visible, linking the river to the community visually and physically will lean heavily on the expression and orientation of streets and pedestrianways, buildings, and open spaces in order to celebrate the river's importance to the community.

Orienting buildings and towers perpendicular to the river signals a shift in the landscape that will foster an awareness of the river's presence for residents, commuters, workers, and visitors. Private pedestrianways and streets arranged perpendicular to the river and the greenway will create strong connections that orient people toward it. Open spaces that enhance views of the Willamette River or features associated with it, such as the greenway, bridges, or water-related uses will strengthen the river's significance within the district.

Guideline

Link the Willamette River to the community reinforcing the river's significance.

Guideline A1-1 may be accomplished by:

1. Organizing land areas and groupings of buildings to visually define the river's linkage to the community.





(Top) The massing of the Strand development (larger group of buildings in the background) frame South Waterfront Park and the Willamette River while the RiverPlace development in the foreground aligns its Esplanade to the river's edge. (Bottom) The facades of buildings along the waterfront in Copenhagen focus on the activity below and the water beyond.

Guideline A1-1 may be accomplished by:

2. Focusing and articulating roadways and pedestrianways to emphasize the river.

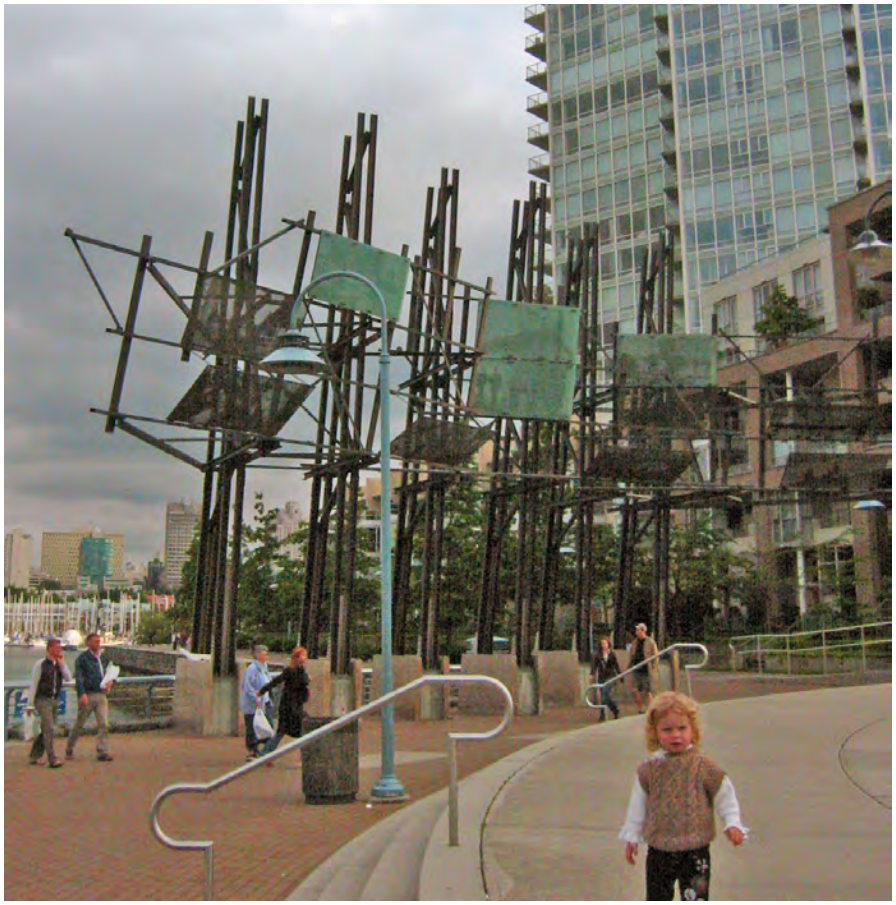




People gravitate towards the water for resting, viewing, and gathering along Amsterdam's canal-focused pedestrian network. In Copenhagen, pedestrianways follow the waterfront, leading to docks along its edges.

Guideline A1-1 may be accomplished by:

3. Developing projects that celebrate the river and contribute to creating centers of interest and activity that focus on the Willamette.



Development along the water in Vancouver, British Columbia contribute to celebrating and enhancing the water through art, gathering spaces, public viewpoints, and seating.

Guideline A1-1 may be accomplished by:

4. Connecting the internal areas of the District to the Willamette Greenway Trail.





The Strand's residential towers (top) physically connect to the greenway trail directly and through the gardens of South Waterfront Park. In Vancouver, British Columbia (bottom), pedestrian and bicycle connections to the waterfront trail cut through blocks with active ground floors and views of the water.

A2 EMPHASIZE PORTLAND THEMES

A3 RESPECT THE PORTLAND BLOCK STRUCTURES

A3-1 PROVIDE CONVENIENT PEDESTRIAN LINKAGES

Background

Incorporating pedestrian connections to the waterfront is critical to the River District as a mixed use residential community that successfully facilitates and accommodates the pedestrian. In order to improve the safety, convenience, pleasure, and comfort of pedestrians, development should support and enhance a pedestrian network throughout the District which provides easy connections with the adjacent neighborhoods and the waterfront.

These pedestrianways should be designed to be active, visible, and well lit, providing a safe and secure environment. Reusing or retaining cobblestone that was imported at the turn of the century to line the district's streets recognizes the historic character of the industrial area within pedestrianways while providing a level of texture that reinforces the pedestrian scale (Refer to Appendix for information about Cobblestones).



Interstate 405 and West Burnside Street form barriers between the River District and the adjacent neighborhoods to the west and south. Design should strengthen the pedestrian character of the street connections located under raised portions of the interstate. Active building fronts should line Burnside. Orientation of buildings along Burnside and stronger connections across and along Burnside will better accommodate pedestrian life.

Creating physical and visual links across NW Front/ Naito Parkway is also key in strengthening the connection to the Willamette River. Buildings should orient to NW Front/ Naito with ground floor windows and entries located along the street to enhance the pedestrian environment and identify a more strengthened connection.

Development should also find ways to integrate open spaces and trails which further link the river and surrounding neighborhoods. Kearney and Irving provide dense pedestrianway networks throughout the district. Development along these streets should strengthen this network through the orientation of windows, entries, stoops, and other building elements which emphasize these linkages.

In addition to creating a dense pedestrian network, many streets in the River District provide a unique and historic or cultural role. Two festival streets located in Chinatown, Davis and Flanders, are curbless streets with bollards delineating the roadway from the pedestrian-only sidewalk. These streets allow space for the district to gather and celebrate during community events. NW 13th Avenue features hundred-year-old loft warehouses and also serves as an active, mixed-use pedestrian corridor, stretching beyond its historic district boundaries. NW 13th Avenue hosts a lively street fair on First Thursdays, populated with artists and musicians as well as patrons and residents. Development along these streets should encourage flexibility and creativity, reinforcing the sense of place that the streets embody.

Guideline

Provide convenient linkages throughout the River District that facilitate movement for pedestrians to and from the river, and to and from adjacent neighborhoods.

A3-1 PROVIDE CONVENIENT PEDESTRIAN LINKAGES

Guideline A3-1 may be accomplished by:

1. Using visual and physical cues within the design of the building and building entries to express connections to the river and to adjacent neighborhoods.



The condominiums of Tanner Place (right) express the east-west connection along Irving through the orientation and relationship of windows, balconies, private patios, and stoops to the pedestrianway.

Guideline A3-1 may be accomplished by:

2. Orienting integrated open spaces and trails that physically and visually link the river and/or surrounding neighborhoods.

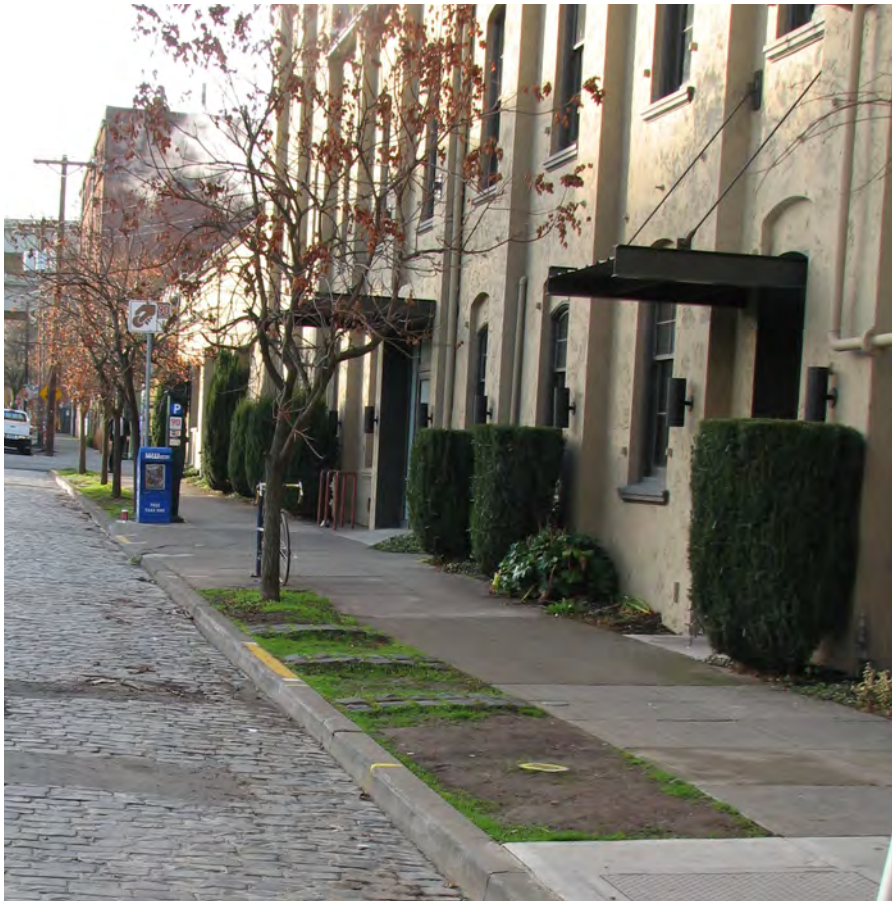




A pedestrianway behind the Elizabeth Tower provides storefront opportunities and convenient cross-block access to adjacent areas. The courtyard at the Sitka Apartment building is accessible to the public and offers another connection toward the river from the south, both physically and visually through glimpses of the Fremont Bridge.

Guideline A3-1 may be accomplished by:

3. Reusing or retaining cobblestone within the design of new development.



Cobblestone along the Bridgeport Brew Pub and Bakery on Marshall serves as a reminder of the district's history.

Guideline A3-1 may be accomplished by:

4. Encouraging flexibility and creativity along streets enhancing their historic or cultural role.



Portland State University's Urban Center serves a major transportation function – with streetcar running through it – but also is designed as a seamless public plaza flexible for people on foot through its provision of seating and open gathering space.

Guideline A3-1 may be accomplished by:

5. Creating visual and physical links across major corridors such as I-405, Burnside, and Front/Naito to strengthen connections to the river and other neighborhoods..



The Civic features an active ground floor along Burnside, while creating a visual and physical connection from Burnside across the site to PGE Park using articulation in scale and ground floor elements, such as awnings, lighting, seating, and plantings.

A4 USE UNIFYING ELEMENTS

A5 ENHANCE, EMBELLISH AND IDENTIFY AREAS

A5-1 REINFORCE SPECIAL AREAS

Background

The River District is composed of many distinct special areas (see map on page 7). Each of these areas is characterized by unique features, opportunities, or a special history. New development should enhance the qualities that make each area distinctive. Design should acknowledge the context of its surroundings, with an approach that responds to the character and identity of three blocks in every direction. While it is important to create stronger linkages between the various parts of the River District, it is also important that project designs capitalize on and enrich the qualities and opportunities which are unique to the "communities" within the River District.

Guideline

Enhance the qualities that make each area distinctive within the River District, using the following "Special Area Design Guidelines" (A5-1-1 – A5-1-5).

A5-1-1 REINFORCE THE IDENTITY OF THE PEARL DISTRICT NEIGHBORHOOD

Background

The Pearl District is a vibrant urban neighborhood of mixed commercial and residential uses. Originally accommodating warehousing activities, many of the Pearl District's older, multistory buildings have been converted to mixed residential and retail use.



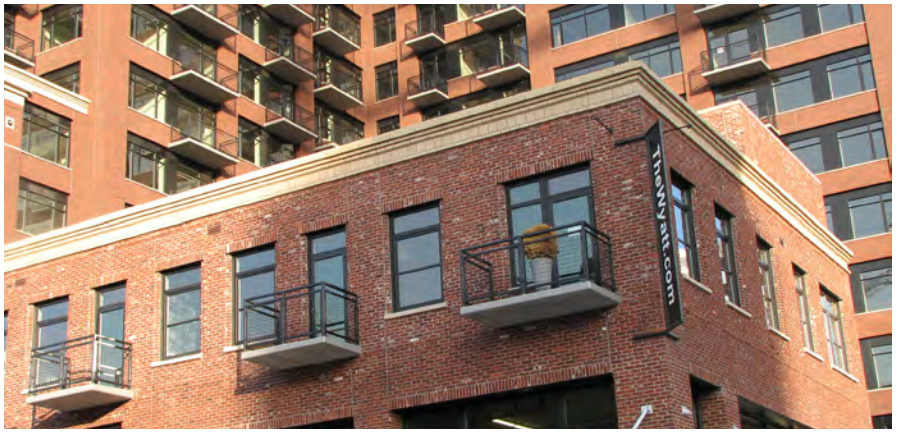
The area is an urban mix of old and new buildings and structures juxtaposed, with visual and physical references to its warehousing past. Many of the restored and newer buildings have achieved LEED certification, and many use recycled historic materials within the design of the site or the building itself. The Pearl District is characterized by views of the Fremont Bridge, a rich fabric of historic buildings, the presence of streetcar, and the city's greatest concentration of art galleries. The Pearl District hosts a lively monthly "First Thursday" art walk featuring dozens of gallery openings. Design studios, interior showrooms and rehearsal lofts, along with loft living units, add to the arts population and warehouse feel.

Guideline

Reinforce the identity of the Pearl District Neighborhood.

Guideline A5-1-1 may be accomplished by:

1. Recognizing the urban warehouse character of the Pearl District when altering existing buildings and when designing new ones.





The Wyatt (top) recycles original red brick from the old Merchant Marine Warehouse which once stood on the Wyatt site. The Streetcar Lofts (bottom) incorporates external metal trusses, a nod to the former rail yard and warehousing past.

Guideline A5-1-1 may be accomplished by:

2. Recognizing the urban warehouse character of the Pearl District within the design of the site and open spaces.





The Avenue Lofts (top) incorporates cobblestone into the pedestrian path where several residential entries front. Bay 13 (bottom), a restaurant located in the historic Crane Warehouse building, has maintained the old warehouse dock, incorporating it into a front entrance.

Guideline A5-1-1 may be accomplished by:

3. Designing buildings which provide a unified, monolithic tripartite composition (base/middle/top), with distinct cornice lines to acknowledge the historic building fabric.





The Old Town Lofts in Chinatown (left), a building constructed from the ground up, and the Marshall Wells Lofts (right), a reconstructed warehouse, each are characterized by a traditional tripartite composition.

Guideline A5-1-1 may be accomplished by:

4. Adding buildings which diversify the architectural language and palette of materials.

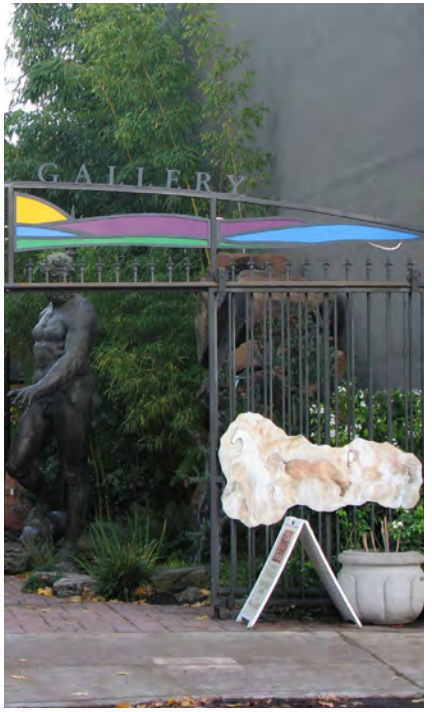


The Edge, a LEED Gold building, defined by the use of concrete and glass, adds a different character to an area dominated by brick.

Guideline A5-1-1 may be accomplished by:

5. Celebrating and encouraging the concentration of art and art galleries and studios with design features that contribute to the Pearl District's "arts" ambiance. Consider features that provide connectivity and continuity such as awnings, street banners, special graphics, and streetscape color coordination, which link shops, galleries, entrances, display windows and buildings. Active ground level retail that opens onto and/or uses the sidewalk can contribute to the attraction of the "arts" concentration.





Tikitotemoniki, a permanent art installation, features 30-foot aluminum totems. The totems reinforce a sense of creativity and whimsy that celebrates the Pearl District's art ambiance. The courtyard at the Lawrence Gallery presents an opportunity to showcase sculpture and other permanent works, strengthening the neighborhood's art presence.

A5-1-2 REINFORCE THE IDENTITY OF THE NORTH PARK BLOCKS AREA

Background



The North Park Blocks were rehabilitated in 1992–93 to a standard comparable to the South Park Blocks. They include a children's playground, basketball courts, horseshoe pits, and art. The extension of the North Park Blocks to the north is important in realizing a long-standing goal of connecting Downtown and the River District area to the Willamette River.

The area surrounding the North Park Blocks features a mixture of buildings – size, type, and style – as well as uses. Many of these buildings are characterized by brick and concrete, generous glass facades, decorative signs with painted exterior walls or neon, and contemporary glass and stucco additions to older structures. Signature architectural standouts include the Custom House, the 511 Federal Building, and the 8NW8 Housing Tower.

Sidewalks on blocks facing the adjacent Park Blocks are envisioned as patios surrounding the park, a place for sidewalk cafes and other activities which enhance the pedestrian atmosphere.

The city encourages a greater diversity of architectural styles, rooftops, materials, and colors among adjacent building facades within a block than what is found in other neighborhoods to reflect the variety which is evolving along the blocks framing the Park Blocks.

Guideline

Reinforce the identity of the North Park Blocks Area.

Guideline A5-1-2 may be accomplished by:

1. Creating a sense of enclosure for the North Parks Blocks with buildings which are at least two or preferably more stories in height.



Buildings facing the North Park Blocks south of NW Everett establish a diversified street wall and a sense of enclosure.

Guideline A5-1-2 may be accomplished by:

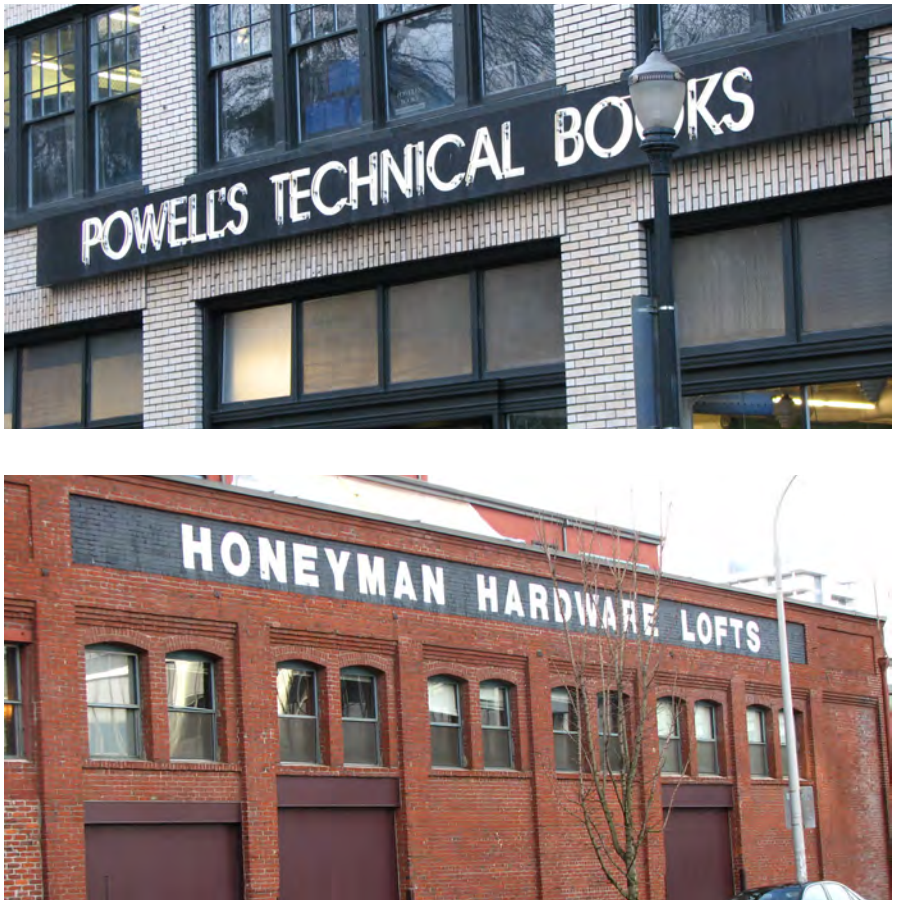
2. Locating garage entrances and driveways away from Park Block facades.



The Flanders Lofts' garage entrance is located along NW Flanders, away from the Park Blocks.

Guideline A5-1-2 may be accomplished by:

3. Using neon, or indirectly-lit signs, rather than internally-lit signs.



The neon sign for Powell's Technical Books (top) along the North Park Blocks and the painted Honeyman Hardware sign (bottom) embody the signage character for the North Park Blocks.

A5-1-3 REINFORCE THE IDENTITY OF CHINATOWN

Background

The Central City's only visible ethnic district is identified by a people whose roots are in Portland's earliest history and by atmosphere rather than a specific architectural form or style. The district is on the National Register of Historic Places identified as "Portland New Chinatown/Japantown Historic District." Since the Asian appearance of the District is primarily the result of applied detail, streetscape appointments and graphics, it is important to maintain and enhance the District with this tradition of visual identity.

The Chinatown Gate at N.W. Fourth Avenue and Burnside marks the entry to the district. Located along Fourth Avenue between Burnside and Glisan, Chinatown has been the center of Portland's Asian community since the 1890s (at one time, it was second only to San Francisco as the largest Chinese community in the United States).



It is the home of dozens of Chinese restaurants, groceries, pharmacies, and cultural and family associations. Brightly animated signs make this one of the city's most visually cohesive and liveliest districts at night. Signs which contribute to the festive Chinatown atmosphere should be encouraged even though they may be at variance with Zoning Code sign regulations. *(Refer to Appendix for information on Signage in Chinatown.)*

Several public investments have been made in the District to strengthen its special identity. Ornamental street lights have been painted red and gold and they display special district banners. Specially designed street signs are in both Chinese and English. The CCBA Building (Chinese Consolidated Benevolent Association) has been restored and is now the District's center for cultural activities. The Classical Chinese Garden has become a new visual and physical icon, as well as a place for quiet repose. In addition, 3rd and 4th Avenues were rebuilt with new street trees, artwork, paving materials, and festival spaces along Flanders and Davis. To strengthen Chinatown as a special area in the Central City, and to maintain it as Portland's pre-eminent ethnic district, special care should be taken to develop and enhance design features that are appropriate to the area's ethnic history and character.

Guideline

Reinforce the identity of Chinatown.

Guideline A5-1-3 may be accomplished by:

1. Emphasizing the Asian ambiance of Chinatown with visual and cultural design features that relate to, and are appropriate to, the District's ethnic history and character.





The roof tiles and the formal stone gate entrance of the Classical Chinese Garden contribute to the District's ethnic history and character.

Guideline A5-1-3 may be accomplished by:

2. Using ornate signs that enhance the ethnic character of the District.





The neon signs outside of the Republic Cafe and the House of Louie restaurant project the character and identity of Chinatown.

A5-1-4 REINFORCE THE IDENTITY OF THE UNION STATION AREA

Background

The River District has a rich railroad history. It once housed expansive rail yards, with Union Station as the centerpiece. Union Station's distinguishing element is the 50-foot tall Romanesque clock tower, which, since the postwar era, has featured the signature "Go by Train" neon sign. Poised to be served by light rail, the Union Station Area is a symbolic link between the past and future of the River District.



As the River District transforms, recognition should be given to the railroad era and the significance it has had in Portland's transportation and industrial development. This may be accomplished in a variety of ways. For example, the station tower could be outlined and articulated at night with appropriately scaled lighting. In addition, new development should reflect a high quality of materials, architectural detail, and texture. Primary building massing of new development should be oriented away from the station.

Although the railroad heritage provides a focus and theme for the area, the existing main rail creates a linear barrier. In addition to the need for track crossings, the visual connection between the areas located on each side of the railway is important to the area's realization. Design solutions for development in the Union Station neighborhood should allow for future crossings of the tracks and should protect important views across the tracks of key district elements such as Union Station and other features. Appropriate buffering of the tracks should employ solutions that relate to the surrounding structures and maintain visual access across the tracks, such as wrought iron fencing, low masonry walls with open railings, and deciduous trees. In addition, setting buildings back from the rail corridor will also provide a degree of separation as well as create an area for other uses such as landscaping, open space, parking, and circulation.

Buildings located adjacent to the railroad corridor will be visible from Union Station and other neighboring properties. Architectural attention should be paid to these facades as well as the other building facades to avoid the sense that these buildings are turning their back on the railway.

Guideline

Reinforce the identity of the Union Station Area.

Guideline A5-1-4 may be accomplished by:

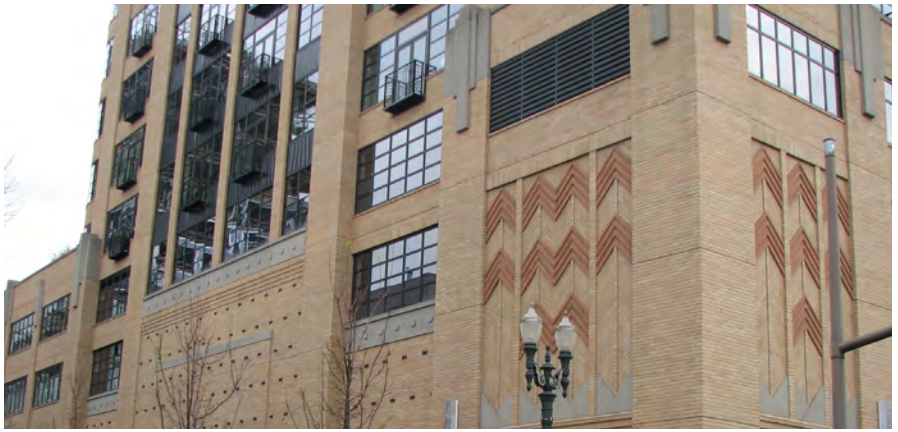
1. Designing the massing of new development surrounding the station to highlight it as the area's centerpiece.



The building massing of this residential development in Vancouver, British Columbia highlights the adjacent park and pedestrianway by pushing back the highest massing to the edge furthest away orienting the smaller scaled buildings toward the park. This massing allows air and light into the park but also does not crowd it, giving the whole block some physical and visual "breathing room".

Guideline A5-1-4 may be accomplished by:

2. Reflecting a high quality of materials, architectural detail, and texture in new development.





Though the Gregory (top) and Metropolitan (bottom) residential towers differ stylistically, both reflect a high level of quality in materials and details.

A5-1-5 REINFORCE THE IDENTITY OF THE WATERFRONT AREA

Background

Portland's waterfront is a rich evolving environment. The original shoreline of thickets and marsh flora supported a diverse ecology. The original settlers were drawn here, where a cut through the West Hills provided farmers with access to a deep-water harbor. A jumble of wooden buildings soon lined the shore, streets ended in skid roads and ferry landings, cranes reached out—accumulating, then diminishing great piles of lumber and imported goods. All manner of craft plied the river and the sky filled with plumes of steam and smoke. The waterfront was a crowded citizenry of workers.



Today's waterfront is quieter, but change is envisioned. The area is evolving into an urban greenway with adjacent housing and commercial ventures. These developments will again create a vital urban community; its vitality enhanced by the publicness of the greenway trail; its character enhanced through reference to the area's maritime, industrial and natural history.

The Waterfront area will serve as the face of the River District. This area offers the potential to recognize the maritime heritage of the District and the Central City by promoting waterfront uses and activities that contribute to its maritime character. This segment of Portland's waterfront is still a "working" harbor. New potential exists for maintaining this tradition, such as docking facilities for a cruise line.

In order to integrate the new public and private uses, development must be open and accessible. Buildings should orient towards the waterfront and adjacent parks. In addition, properties along NW Front/ Naito Parkway should face both the street as well as the greenway and river with generous fenestration and building entries facing onto these public spaces. Porches, decks, balconies and other transitional elements are encouraged. In addition, pedestrian and visual connections should be provided into and through larger developments, maintaining the greenway's publicness, and care should be taken to avoid undue shading of the greenway trail.

Although new development will transform the waterfront, the area should be viewed as a place with its own history and artifacts. There are many opportunities to create a diverse urban waterfront, accommodate a variety of compatible water and land uses, and make reference to its rich heritage.

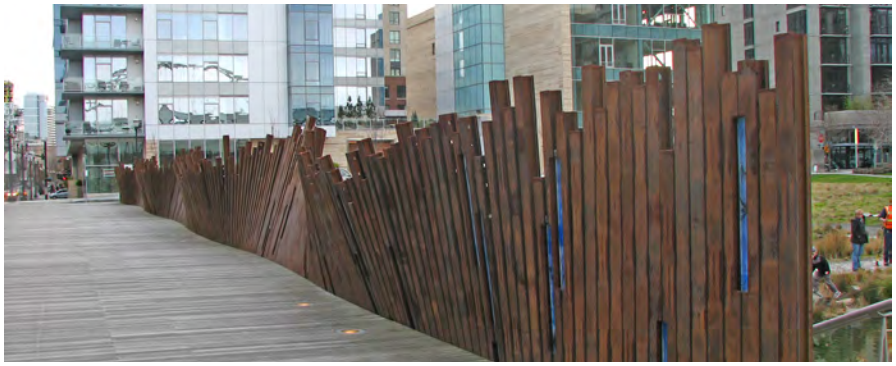
Guideline

Reinforce the identity of the Waterfront Area with design solutions that contribute to the character of the waterfront and acknowledge its heritage.

Guideline A5-1-5 may be accomplished by:

1. Recognizing the area's industrial history by incorporating remnants of maritime and rail infrastructure and/or providing docking facilities for a cruise line.





Albers Mill, a former grain mill converted into an office center, features restored painted signs and a remnant of the water tower. Tanner Springs Park incorporates a series of railroad tracks along its edge.

Guideline A5-1-5 may be accomplished by:

2. Orienting buildings toward the waterfront and adjacent parks and trails.





Active ground floors of RiverPlace (top) are oriented towards the Esplanade and Willamette River. Towers along the waterfront in Vancouver, British Columbia (bottom) are oriented to maximize views of the river, while lower-level platforms face open space and trails that lead to the water.

Guideline A5-1-5 may be accomplished by:

3. Integrating an active mix of uses along the waterfront and making development open and accessible in order to maintain the publicness of the greenway.





In Amsterdam (top), restaurants and cafes line the waterway, creating a lively and well-populated waterfront. Cafes facing the waterfront in Buenos Aires (bottom) incorporate glass windows that can be opened, creating an active edge to the promenade and water beyond. Opportunities to sit and gather maintain the waterfront's publicness.

A5-2 EMPHASIZE N.W. BROADWAY'S BRIGHT LIGHTS

Background

Broadway is the city's premier "bright lights" avenue. North of Burnside, it functions as a primary gateway to the Central City and a lively and meaningful boundary between the Old Town/Chinatown Neighborhood and the Pearl District Neighborhood. There are many residential hotels, lofts and apartments on N.W. Broadway. South of Burnside, it features a concentration of theaters, restaurants and hotels. The special qualities of "Broadway" on both sides of Burnside should be emphasized.

For exceptional signs that are well integrated with building design, the City will allow greater latitude in sign area, lighting and materials, in keeping with the concept of a "Bright Light District" extending from an illuminated Broadway Bridge to Burnside and connecting to S.W. Broadway.

Guideline

Emphasize N.W. Broadway's bright lights.*

**The A5-2 guideline is to be applied to projects on sites located adjacent to or within 100 feet of Broadway. Projects at other locations need not address this guideline.*

Guideline A5-2 may be accomplished by:

1. Making use of theatrical, exuberant, and flamboyant architectural forms, details, lights, and signs.





The Kreielsheimer Promenade, a public plaza entry into McCaw Hall in Seattle, integrates theater, lighting, landscape, and architecture. A series of transparent scrims hang overhead, reminiscent of theater backdrop panels, which reflect theatrical lighting at night. Three large, thin reflecting pools within the entry promenade echo the theatrical setting.

Guideline A5-2 may be accomplished by:

2. Incorporating innovative lighting of buildings and signs that highlight the character and ambiance of Broadway, including signature vertically-oriented and vibrantly illuminated signs.





The Arlene Schnitzer Concert Hall features a 65-foot "Portland" sign that has approximately 6,000 theatrical lights, a visual icon of the last surviving historic theater on Broadway. Two newer signs, the animated neon Saucebox sign and Pop Art's bold LED lights incorporate innovative lighting that embody the active bright lights district.

A5-3 INCORPORATE WATER FEATURES

Background

Water features are one of the trademarks of Portland. Several have garnered international recognition for their design excellence and interactivity. Water features such as pools, sprays, jets, fountains and sculpture are spread throughout the Downtown contributing to the quality of the city's outdoor spaces. People respond positively to such features. Running water offers both visual and auditory relief from the busy activity of a dense urban environment.

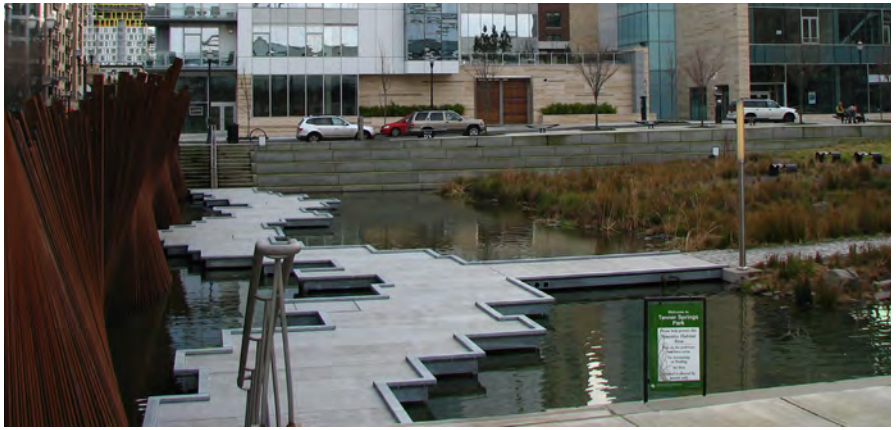
Extending this Portland tradition to the River District has enhanced the quality of the District's pedestrian spaces. Water features should be provided in outdoor public spaces where appropriate. These features should not be isolated elements in the urban landscape, but rather they should be functionally and visually integrated with the overall design of waterways, plazas, parks, and courtyards. Water features should be designed to be attractive with or without water.

Guideline

Incorporate water features or water design themes that enhance the quality, character, and image of the River District.

Guideline A5-3 may be accomplished by:

1. Using water features as a focal point for integrated open spaces.



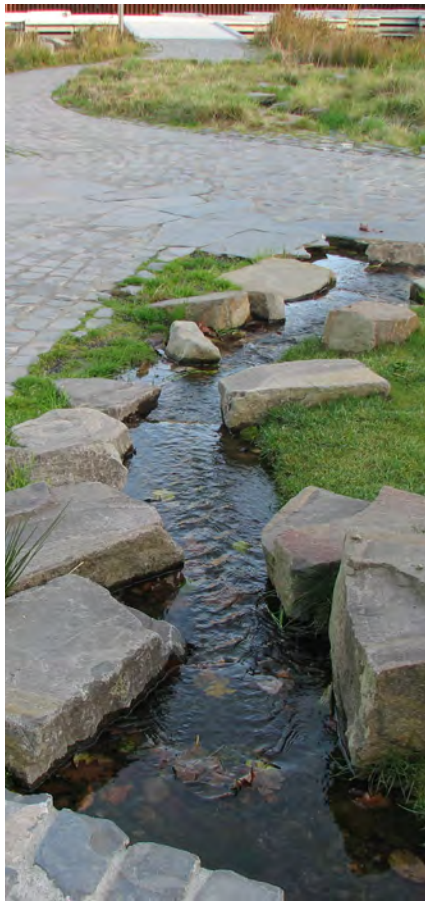


Water serves as a centerpiece for both Tanner Springs Park and Jamison Square. The water features within these open spaces provide a symbolic connection to the Willamette River, opportunities for gathering or contemplation, and the sound and tranquility of water in a vibrant urban environment.

Guideline A5-3 may be accomplished by:

2. Taking cues from the river, bridges, and historic industrial character in the design of structures and/or open space.





A rooftop rainwater collection system on SE Division Street features salmon swimming upstream on an arching metal water body. The water feature of Tanner Springs Park alludes to Tanner Creek, making its way to a larger pool of water at the eastern end of the park.

Guideline A5-3 may be accomplished by:

3. Integrating stormwater management into the development.





Both the Meriwether (top) and Atwater Place (bottom) include stormwater catchment areas along Pennoyer Street. The design of the landscape allows the areas to serve as both a water feature, landscaped buffer, and critical stormwater function that is attractive with or without water.

A5-4 INTEGRATE 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 and make them stimulating places to experience. Glass work, sculpture, banners, murals, etc., increase the use and enjoyment of urban neighborhoods.



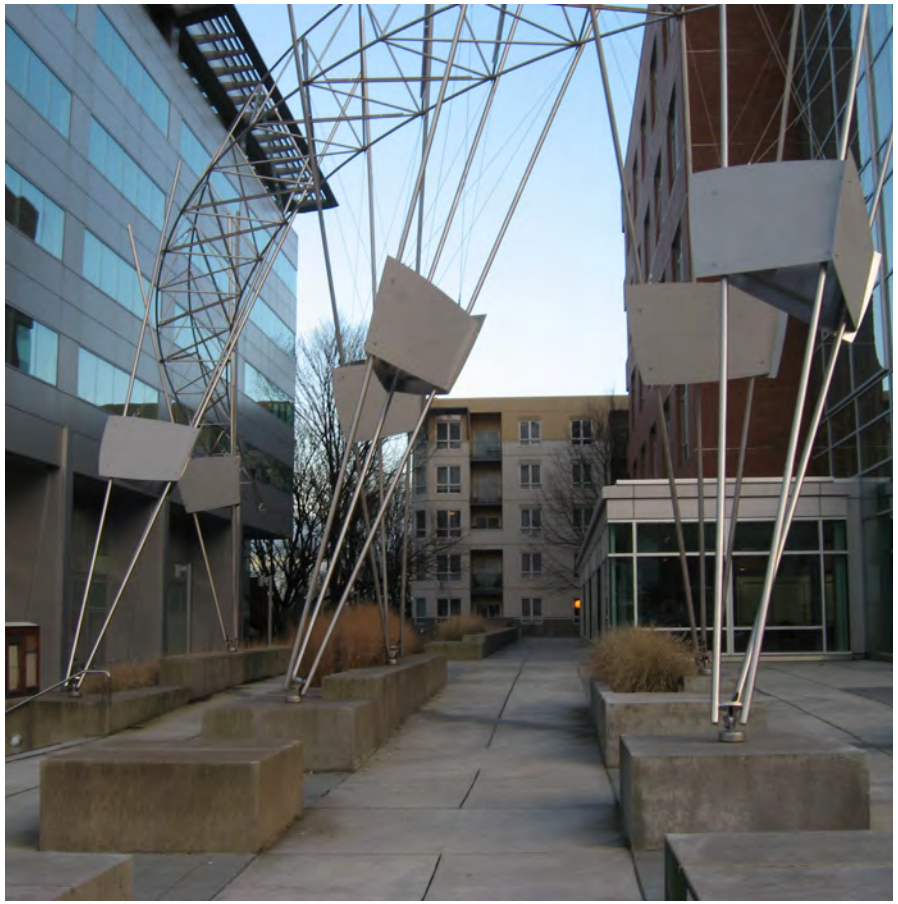
Works of art should be included in the development of outdoor and indoor spaces accessible to the public. Gateways, passageways, plazas, parks, waiting places, the street furniture zone, transit platforms, and other unique sites offer numerous opportunities to integrate artwork into the District. *(Refer to Appendix for information on Public Art.)*

Guideline

Integrate works of art or other special design features that increase the public enjoyment of the District.

Guideline A5-4 may be accomplished by:

1. Integrating art into open spaces or along pathways.



"Tecotosh", a stainless steel sculpture, illustrates four engineering principles, a gesture to Portland State University's Maseeh School of Engineering and Computer Science. It curves between the school and the 1900 Building on SW 4th, leading visually towards Lovejoy Fountain behind the two buildings.

Guideline A5-4 may be accomplished by:

2. Incorporating art within the structure of the building.





The Rocket Building on East Burnside features window coverings (top) that function as both operable window shades and art that adds interest to passersby. Parking garage screening for Chown Pella (bottom) provides art and a creative solution for masking the garage at the ground floor.

Guideline A5-4 may be accomplished by:

3. Using "found objects" that are remnants from the area's history.





Rail yard remnants (top) are placed along the sidewalk as a nod to the area's former industrial days. The plaza of the Elizabeth Tower (bottom) features the Lovejoy columns, a series of paintings on pillars of the old Lovejoy Ramp, created from 1948 to 1952 by a watchman for the SP&S Railroad. The artwork celebrates a period in the district's history, showcasing the art for a broader audience.

A6 REUSE/REHABILITATE/RESTORE BUILDINGS

A7 ESTABLISH & MAINTAIN A SENSE OF URBAN ENCLOSURE

A8 CONTRIBUTE TO THE CITYSCAPE, STAGE AND THE ACTION

A8-1 DESIGN FENCES, WALLS AND GATEWAYS TO BE SEEN OVER

Background

Where buildings are set back from the sidewalk edge, low fences, walls and gateways can provide a threshold between public and private space. A low fence furnishes comfortable separation while encouraging interaction between residents and passersby. In contrast, taller separations evoke a sense of fortification and create isolated enclosures.

Guideline

Design fences, walls and gateways located between a building and the sidewalk to be seen over to allow for social interaction.

Guideline A8-1 may be accomplished by:

1. Elevating building entries higher than the public sidewalk or path.





Johnson Street Townhomes (top) and this condominium building in Vancouver, British Columbia (bottom) feature residential entries along the street which are elevated higher to create a comfortable separation between residents and passersby.

Guideline A8-1 may be accomplished by:

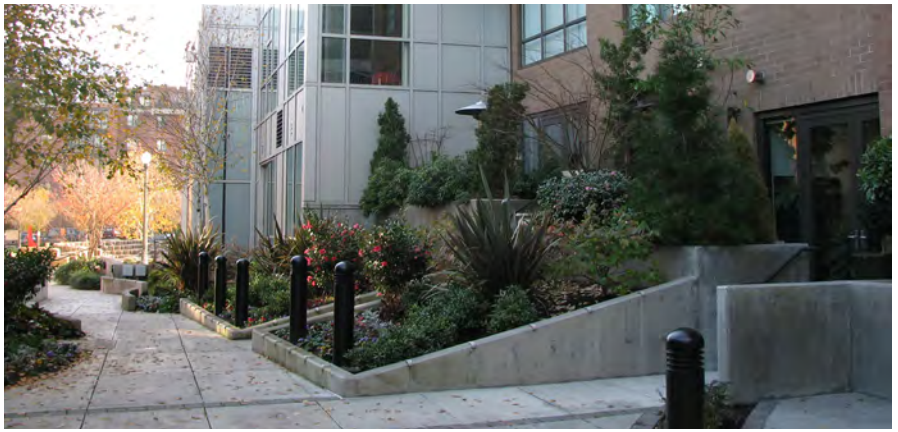
2. Creating a low fence or wall to visually separate but not hide semi-private spaces.

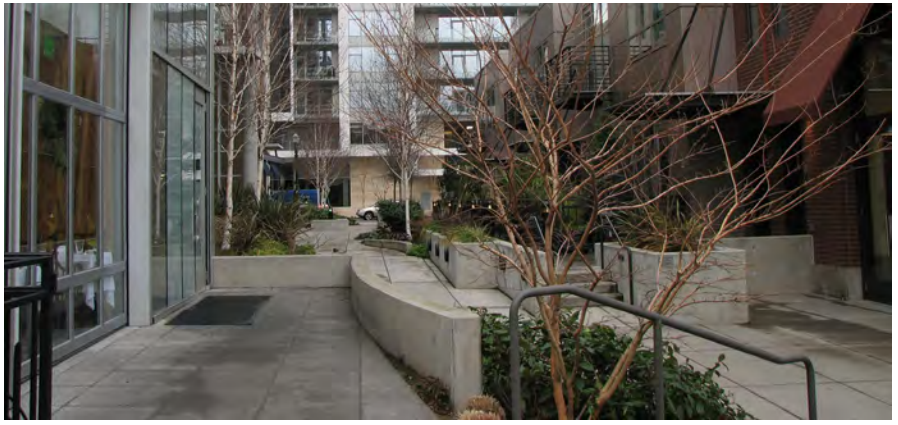


The Pearl Townhouses incorporate railing between private patios and landings which physically separates the public sidewalk and roadway but allows for social interaction.

Guideline A8-1 may be accomplished by:

3. Using a low or stepped-down planting area or terraces to separate private development from a public sidewalk.





Park Place Condominiums uses heavily planted areas and terraced walls both as a buffer to screen certain ground floor functions (top) and to separate building entries and private patios from public sidewalks leading to Jamison Square (bottom).





A9 STRENGTHEN GATEWAYS

A9-1 PROVIDE A DISTINCT SENSE OF ENTRY AND EXIT

Background

Key entry points to the Central City and River District should be celebrated with gateway designs that are appropriate and related to significant District characteristics. Gateways should provide a distinct sense of entry and exit and relate to the special qualities of districts and sub-districts. Gateways to and between special areas of the River District should emphasize the special importance and character of these areas. Orienting the building massing towards the street and integrating art or structures at a particular intersection can provide a sense of entry and exit from distinct areas.

Guideline

When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.

Guideline A9-1 may be accomplished by:

1. Orienting building massing and form towards the intersection of a major district entrance.

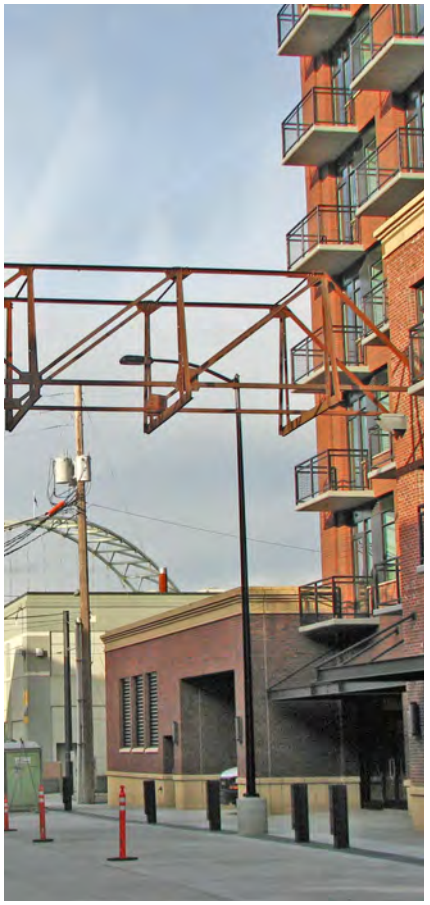


The corner entry of the Pinnacle as well as its building massing reinforce its location as a significant entry point into the district.

Guideline A9-1 may be accomplished by:

2. Creating structures or art or using special historic structures to frame a key district or special area entry.





The arches marking the entrance to Laurelhurst, constructed in 1910, serve as a symbolic and physical portal for the neighborhood. The historic truss reconnected between the Wyatt and the Bridgeport Pub and Bakery arches over the street, creating a sense of arrival into the district.





B PEDESTRIAN EMPHASIS

B1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM

B1-1 PROVIDE HUMAN SCALE TO BUILDINGS ALONG WALKWAYS

Background

In order to reinforce and enhance the pedestrian system in the River 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 pedestrianways 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. Ground floors should be prominent at the street level, with ceiling heights that are taller than the floors above. 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.

Guideline

Provide human scale and interest to buildings along sidewalks and walkways.

Guideline B-1-1 may be accomplished by:

1. Providing street furniture outside of ground floor retail, such as tables and chairs, signage and lighting, as well as large windows and balconies to encourage social interaction.



The Bridgeport Condominium Building on NW 11th creates a fine-grained pedestrian environment by providing outdoor seating and large windows to its ground floor retail. Tall ground floor ceiling heights as well as a differentiated brick color add prominence to the ground level. Residential balconies offer some weather protection and articulation.

Guideline B-1-1 may be accomplished by:

2. Providing stoops, windows, and balconies within the ground floors of residential buildings.





Large windows, ceiling heights, balconies, private porches, and stoops along ground floor residential units in the Johnston Street Townhomes (top) and the Avenue Lofts (bottom) allow social interaction between residents and passersby.

B2 PROTECT THE PEDESTRIAN

B3 BRIDGE PEDESTRIAN OBSTACLES

B4 PROVIDE STOPPING & VIEWING PLACES

B5 MAKE PLAZAS, PARKS & OPEN SPACE SUCCESSFUL

B5-1 RECOGNIZE THE ROLES OF THE TANNER CREEK PARKS

Background

In 2001, an Urban Design Framework Study was developed for the park system centered around Tanner Creek. The framework plan creates a strong and poetic metaphor of historic Tanner Creek, addressing the relationship between water and land and the natural and social life that they support. It provides a variety of spaces in use and scale, promotes a strong relationship between civic and private uses, and relies on simple elements both common and unique to the city to to establish a special sense of place.



The framework describes design concepts that promote neighborhood identity and form, adjacent active uses, a venue for the arts community, and flexibility of use. Jamison Square, Tanner Springs Park, and the future Fields Park are linked together by a boardwalk along 10th Avenue, to bridge across Naito Parkway and the railroad tracks to the Centennial Mills redevelopment site.

The Tanner Creek Parks function as both a neighborhood park system and as one of Portland's primary promenades, extending the North Park Blocks northward to the Willamette River. Adjacent private development to the parks should support and enhance these roles.

Where private development is directly adjacent to or faces a park across the street, ground floors should include building entrances, windows, and outdoor seating to activate the park edges and contribute to "eyes on the street." Private development across the street should also create a sense of enclosure facing the park to strengthen the public amenity. Ground floor retail or lobbies that highlight or focus on the park will ensure that the significance of the public amenity is reflected in the building.

Private development that directly abuts public space should incorporate semi-private transition zones. Landscaped areas, seating areas, artwork, or movement areas create a physical and visual separation between the private development and the public amenity. Transition zones enhance the quality of the public amenity while also drawing upon its ambiance and character. Successful transition zones help to differentiate public from private spaces while blending characteristics of both.

The character of development along the Tanner Creek Parks must strike a balance between fostering a distinct identity and strengthening a sense of continuity with the North Park Blocks character. Some design features could repeat or refer to elements in the North Park Blocks. These might include paving materials, tree species, lighting fixtures and benches. Other features should be unique to the Tanner Creek Parks system.

Guideline

Strengthen and enhance the Tanner Creek Parks as both a neighborhood park system and an extension of the North Park Blocks.

Guideline B5-1 may be accomplished by:

1. Providing an "eyes on the street" approach with active ground floors where private development faces public open space.



The corner entry and orientation of windows and balconies of the Lovejoy Station apartments formally acknowledges and reflects the significance of Tanner Springs Park.

Guideline B5-1 may be accomplished by:

2. Creating a semi-private transition zone where private development directly abuts public open spaces. Seating areas, landscaping, artwork, or movement areas can be sited within the transition zone to create a physical and visual separation between public and private spaces.



Park Place Condominiums includes a transition zone which provides outdoor seating for a ground floor restaurant that faces Jamison Square. A walkway flanked by trees and benches further buffers the outdoor seating area and building by allowing movement to occur in the transition zone.

Guideline B5-1 may be accomplished by:

3. Repeating or referring to design elements in the North Park Blocks.





Design features of the North Park Blocks include strong cross-block views, use of large deciduous and evergreen tree canopies, wide planting strips abutting the street, and square pavers. Art, play areas, and pedestrian furniture are also included in the North Park Blocks design vocabulary.

Guideline B5-1 may be accomplished by:

4. Fostering an identity along the edges of the Tanner Creek Parks that celebrates the distinct character of the River District.





Edges surrounding the Tanner Creek Parks afford opportunities to celebrate the area's unique character, industrial history, water, and art. The Park Place Condominiums, for example, feature a boardwalk along 10th Avenue connecting Jamison Square to Tanner Springs (top), and a pedestrianway through the site which leads physically and visually to Jamison Square (bottom).

B5-2 STRENGTHEN THE SIGNIFICANCE OF THE CLASSICAL CHINESE GARDEN

Background

The Classical Chinese Garden is a unique open space asset within the River District. This introverted downtown open space provides opportunities for contemplative passive recreation, while promoting the understanding and appreciation of Chinese culture.



The Classical Chinese Garden entry courtyard at NW 3rd and Everett, physically and visually accessible to the public, features a large stone gate which marks the formal entrance. A large planting bed exhibits a Lake Tai rock that symbolically represents Portland's relationship with Suzhou, our sister city, as well as "three friends of winter," a pine tree, a clump of bamboo, and a plum tree. Outer walls enclose the rest of the garden, blocking the sight of surrounding streets and nearby buildings from inside. "Leak windows," filled with decorative patterns, shed some of the view and light from the city. "Borrowed views" of the outside incorporate the sky and the tops of trees and other corner plantings outside the garden walls.

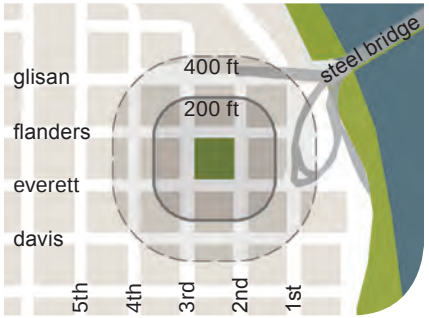
New development on the blocks surrounding the Classical Chinese Garden should strengthen the park's importance within Chinatown and the River District. Building elements, such as entrances, lobbies, balconies, terraces, windows, and active use areas should be oriented toward the Classical Chinese Garden. Special treatment should be garnered toward the exterior public faces of the garden, such as the corner planting areas, the entrance at NW 3rd and Everett, and the Tower of Cosmic Reflections façade on NW Flanders.

The palette of materials and colors of surrounding buildings should be light and muted, to deemphasize the height and mass of the buildings surrounding the garden. Primary building masses should be oriented away from the garden, allowing light and air in, as well as views outside from the garden.

The blocks surrounding the Classical Chinese Garden should strive to reflect the level of fine articulation and architectural detail of the garden. Attention to material quality, craftsmanship, and texture will also enhance the relationship of new development to the garden.

Guideline

Strengthen the significance of the Classical Chinese Garden.



**The B5-2 guideline is to be applied to projects on sites located adjacent to or within 200 feet of the garden and visible from the garden within 400 feet. Projects at other locations need not address this guideline.*

B5-2 STRENGTHEN THE SIGNIFICANCE OF THE CLASSICAL CHINESE GARDEN

Guideline B5-2 may be accomplished by:

1. Orienting surrounding building entrances, lobbies, terraces, windows, and active use areas to the Classical Chinese Garden.



The Bridgeport Condominiums' entrance, windows, balconies, and storefronts face Tanner Springs Park, clearly reflecting the significance of the adjacent public amenity and its relationship to the building.

Guideline B5-2 may be accomplished by:

2. Using muted, light, or reflective building materials.





The muted colors of Pacific Tower (top) allow the roof forms of the Classical Chinese Garden's Tower of Cosmic Reflections to stand out and become the defining feature of the block face. Reflective building materials allow buildings like the Edge (bottom) to blend, reflecting the sky.

Guideline B5-2 may be accomplished by:

3. Orienting primary building masses away from the garden.



The massing of Park Place Condominiums steps away from Jamison Square, allowing light and air to filter into the open space.

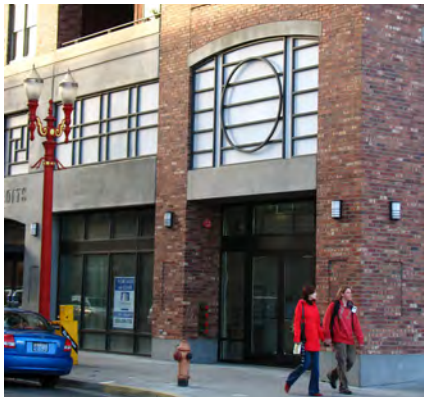
Guideline B5-2 may be accomplished by:

4. Reflecting an Asian-influenced level of articulation and architectural texture and detail in new development surrounding the Classical Chinese Garden.









The Classical Chinese Garden features many layers of design to draw from. A paving detail (top left) shows an intricate assembly of stone pieces to create a beautiful complex walking surface. The garden's surrounding walls feature "leak windows" (top right), allowing air and light into the space, as well as providing a delicate lens from which to view the garden. Pacific Tower (bottom left) and Old Town Lofts (bottom right) each feature Asian-inspired details in the ground level of their buildings.

B6 DEVELOP WEATHER PROTECTION

B7 INTEGRATE BARRIER-FREE DESIGN

C PROJECT DESIGN

C1 ENHANCE VIEW OPPORTUNITIES

C1-1 INCREASE RIVER VIEW OPPORTUNITIES

Background

The renewed focus for the District is the Willamette River and its associated components and activities. It provides an image and orientation for the District's future. Each development opportunity should, in its initial conceptual design phase, determine how the project will acknowledge the Willamette River. One of the ways is to maximize river view opportunities. Designers of projects are encouraged to innovate and capitalize on view opportunities in order to emphasize and focus the overall ambiance for the entire District. They should consider project orientation and the use of plazas, terraces, balconies, roof gardens, and other vantage points. Landscape design can help accent view corridors and maximize views. Designs should be thorough and creative, and maximize the opportunities to view the Willamette River. Projects should also consider means to enhance their neighbor's views of the river.

Urban centers achieve urbanity when they provide coherent order which is understandable to both the visitor and resident. It is important when designing viewing and stopping places that the solution is helpful in orienting and informing those who use these places.

Guideline

Increase river view opportunities to emphasize the River District ambiance.

Guideline C1-1 may be accomplished by:

1. Designing and locating development projects to visually link their views to the river.



The planters in front of the John Ross building in South Waterfront point directly through the buildings along Pennoyer, visually linking the Willamette River.

Guideline C1-1 may be accomplished by:

2. Providing public stopping and viewing places which take advantage of views of River District activities and features.



Back-to-back seating north of the Marquam Bridge provides an opportunity for viewing activity along the greenway trail as well as quiet contemplation of the Willamette River.

Guideline C1-1 may be accomplished by:

3. Designing and orienting open space and landscape areas to emphasize views of the river.



South Waterfront Park, which is visually and physically accessible from the Strand residential towers and RiverPlace, emphasizes views to the Ross Island Bridge and ultimately to the Willamette River.

C2 PROMOTE QUALITY AND PERMANENCE IN DEVELOPMENT

C3 RESPECT ARCHITECTURAL INTEGRITY

C3-1 INTEGRATE PARKING

Background

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 at 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 of active uses.

Portions of the street edge of parking facilities can be pedestrian activated with vending booths. 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 the River District to lessen pedestrian conflict.

Guideline

Design parking garage exteriors to visually integrate with their surroundings.

Guideline C3-1 may be accomplished by:

1. Designing street facing parking garages to not express the sloping floors of the interior parking.



The sloping floors of the parking garage for the Hilton Expansion are masked with the building facade's use of regularly spaced windows that mimic the hotel windows of the floors above.

Guideline C3-1 may be accomplished by:

2. 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.



Retail and facade ornamentation on the lower levels of the Elizabeth mask a parking structure, effectively screening views of parked cars and providing an active street environment for the pedestrian.

C4 COMPLEMENT THE CONTEXT OF EXISTING BUILDINGS

C5 DESIGN FOR COHERENCY

C6 DEVELOP TRANSITIONS BETWEEN BUILDINGS AND PUBLIC SPACES

C7 DESIGN CORNERS THAT BUILD ACTIVE INTERSECTIONS

C8 DIFFERENTIATE THE SIDEWALK-LEVEL OF BUILDINGS

C9 DEVELOP FLEXIBLE SIDEWALK-LEVEL SPACES

C9-1 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" areas, and multiple accesses exacerbate pedestrian/vehicle conflict. 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.

In order to allow for flexibility in accommodating townhouse development, exceptions should be allowed where a street hierarchy is employed. Multiple garage entries can be allowed on less trafficked streets which are located interior to the development site. Human scale should be maintained by locating windows in the garage doors and by employing pedestrian-scaled features at the ground floor level. Where extensive areas are developed in this manner, a respite from vehicle activity should be provided through the provision of pedestrian-only spaces, such as courtyards and galleries.

Guideline

Reduce the impact on pedestrians from cars entering and exiting residential unit garages by locating garage access on alleys, and active spaces on ground floors that abut streets.

Guideline C9-1 may be accomplished by:

1. Locating residential unit garage access on alleys.



Residential garages for Pearl Lofts and Pearl Townhouses are located within a shared alley on NW Hoyt.

2. Locating garage access on less trafficked streets.



The parking garage for the Edge Building is accessed by its entries on Kearney and Johnson, which are within physical and visual proximity to the freeway, rather than on 14th, the building's pedestrian entrance.

C10 INTEGRATE ENCROACHMENTS

C11 INTEGRATE ROOFS & USE ROOF TOPS

C12 INTEGRATE EXTERIOR LIGHTING

C13 INTEGRATE SIGNS

Appendix



APPENDIX—OTHER CONSIDERATIONS

1. Signage in Chinatown

Lighted signs may be approved which exceed maximum area, number, projection, height and lighting regulations, or which flash or include exposed incandescent lamps, provided they constructively add to the festive atmosphere of the District. Traditional sign lighting methods, such as incandescent lamps and neon tubing are preferred. If internal lighting is used, letter forms should be illuminated brighter than the sign background. The background should use a predominance of deep toned color.

Signs that are not lighted, and which conform with regulations governing projection but exceed maximum number, area, and height regulations, may be approved. Signs made of impermanent materials which can be moved by the wind, such as banners, flags, and ornaments, may be permitted if found to be consistent with Chinatown's character.

2. Public Art

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. The Council helps make aesthetic and material decisions, and assists in the selection process for suitable art. Public art can best be integrated into River 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 the River District when there is a RACC review involving the River 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**

3. Cobblestones

Ordinance No. 139670, passed in 1975, required that the Bureau of Parks pick up, clean, and store cobblestones as they were excavated from city streets. The Ordinance further required that "The deployment of stored cobblestones shall be determined by the Portland Historical Landmarks Commission. Criteria for deployment shall be established by the Commission."

The two deployment criteria developed by the Commission in 1975, which remain the criteria today are:

- **Cobblestones should be reused primarily in districts or areas of the City where they were originally used.** Historic Districts and Historic Landmarks where cobblestones were originally used as the paving material should receive first priority.
- As a general policy, **cobblestones should be used for large paving areas, primarily in public pedestrian spaces where the special character of cobblestone texture would be meaningful.** The use of cobblestones as small decorative elements in unrelated or isolated projects should be discouraged, as these uses are usually insignificant or inappropriate.

