



City of Portland, Oregon
Bureau of Development Services
Land Use Services

FROM CONCEPT TO CONSTRUCTION

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MEMORANDUM

Date: October 17, 2016
To: Portland Design Commission
From: Tanya Paglia, Development Review
Re: 16-258120 DA – SW 16th and Burnside (1638 W Burnside Street)
Design Advice Request Summary Memo – Hearing Date: November 10, 2016

Attached is a drawing set for the Design Advice Request (DAR) for a proposed 7-8 story mixed-use building in the Goose Hollow Subdistrict of the Central City Plan District with 138 residential units, 5,791 SF of ground floor commercial space, and 83 below-grade parking spaces. The ground floor commercial is proposed as 2 spaces with frontage on W Burnside St and 1 space at the corner of SW 16th Ave and SW Alder St. The garage entrance is located on SW 16th, and residential lobby and loading bay access are located on SW Alder. The site is currently developed with a 2 story auto dealership. A modification to the required building line standard and an exception to the oriel window standards are requested.

DEVELOPMENT TEAM BIO

Architect Paul Jeffreys | Ankrom Moisan Architects – Portland, OR
Owner/Developer Michael Nagy | Wood Partners
Robert Palmer | Shelton Properties – Portland, OR
Project Valuation \$22m

PROPOSAL

Consisting of the following primary program components (approximate):

- Height – approximately 89' to top-of-parapet proposed (Max 225' which includes 150' per map 510-3 plus up to 75' bonus allowed).
- 8 stories on north elevation facing W Burnside; 7 stories on south elevation facing SW Alder.
- Floor Area Ratio – approximately 6.9:1 proposed (Max 7:1 which includes 4:1 plus up to 3:1 bonus allowed).
- Site area will be 18,925 SF after PBOT 7' dedication (currently 19,625 SF).
- Proposed FAR floor area = 130,314sf (Max 132,475 SF)
- 138 units – 2-bed, 1-bed, and studio apartments.
- Ground floor and rooftop amenities.
- Material palette – Brick is primary material, black vinyl windows, black metal spandrels in large brick openings, black metal structure and spandrels to oriels, black aluminum storefront.
- Zoning. CXd – Central Commercial with Design Overlay.

- Required Building Line – on W Burnside between 10th and 21st Avenues, a special building standard applies – 10' from the street lot line should be “designed as an extension of the sidewalk and committed to active uses such as sidewalk cafes, vendor’s stands, or developed as ‘stopping places.’”
 - Existing sidewalk is 8’;
 - PBOT requires a 7’ dedication which will create a 15’ sidewalk;
 - Required building line standard adds an additional 10’ zone;
 - If not modified, **total sidewalk and bonus public space required will equal 25’** between the new building and the curb.
- 5,791 SF of retail occupying 2 spaces on W Burnside and 1 space at the corner of SW Alder and SW 16th Streets.
- Residential lobby on SW Alder Street.
- Level 8 south facing roof terrace and club room on the corner of SW Alder and SW 16th Ave.
- 83 parking spots proposed; none required.
- Loading on SW Alder St. – Required: 1 Std A or 2 Std B. Proposed: 2 Std B.
- Podium level (L3) stormwater landscaped space.
- Bike Parking. Required: 209 long-term, 9 short-term. Proposed: The DAR Drawing Set indicates ground floor area dedicated to long-term bike storage and a bike lounge. No indication is given as to quantity of proposed spaces however.
- Projecting building mass of oriel bays (non-compliant with Oriel Window Std G on window separation with 10’ proposed and 12’ required) proposed on W Burnside.

The approval criteria are the *Central City Fundamental Design Guidelines* and the *Goose Hollow Design Guidelines* (guideline matrix included at the end of this memo).

MODIFICATIONS

- Modification to Required Building Lines (33.510.215)

Required: On West Burnside between 10th and 21st Avenues, the special building line is a 10’ required setback from the street lot line along W Burnside.

Proposed: Allow the proposed building to be constructed within the required 10’ setback of the special building line along W Burnside.
- Exception to Oriel Window Standards

Minimum: 12’ minimum separation allowed of projecting elements.

Proposed: 10’ separation between 6 projecting bays on W Burnside.

DAR TOPICS

Staff advises you consider the following among your discussion items on November 10, 2016:

1. Response to the Burnside Special Building Line Condition

Under code section 33.510.215 *Required Building Lines*, Per 33.510.215.C *Special building lines* and Map 510-6, on W Burnside between 10th and 21st Avenues, the special building line is a 10' setback from the street lot line along W Burnside. During the Goose Hollow Community planning processes, this 10' setback for all new development on both sides of Burnside (between 10th and 21st Avenues) was established in order to accommodate pedestrian-friendly amenities.

Meeting this requirement in full would create an additional challenge for this already relatively small site and could create a condition lacking the street wall needed to create a sense of urban enclosure and definition for the pedestrian realm along Burnside. **Thus Staff is supportive of a modification to some extent of this standard**, although the request to modify away the full 10' setback **would not meet the approval criteria** (that the proposal be consistent with the purpose of the standard for which a modification is requested, and will better meet the applicable design guidelines).

The proposal currently does not set the primary wall plane back at all beyond PBOT's required 7' dedication, and at the same time includes oriel projections over the sidewalk by 3'. In an effort to respond to the purpose of the special building line standard and better meet the design guidelines, the proposal does cut out some ground level space at the intersection of W Burnside and SW 16th to create an outdoor terrace in the northeast corner of the site.

Given the standard's intention of expanding public space along Burnside by an additional 10' Staff suggests the commission weigh several options on how this standard should be modified in a way that is context sensitive to this challenging site:

- a. Keep the present proposal as is. The current design does not set the building back at all, but does cut out a small terrace at the ground level with building mass above. Staff does not recommend support for this option as it does not meet the approval criteria for a modification.
- b. Request the building to be set back by at least an additional 3' which when combined with the 7' PBOT dedication would be an overall 10' increase in public space from current conditions. This would also pull the oriel projections back so that they would no longer project beyond the property line and over the public right-of-way.
- c. Allow the building at the proposed zero setback, but request a larger terrace space either by ceding more square footage at the ground level or by making the terrace a double height space to allow in more light and increase visibility.
- d. Leave the building in the proposed location, but allow it to anchor the corner in a stronger way by not cutting out the corner terrace. Instead request a cut-out elsewhere along the Burnside frontage for a small plaza space, perhaps including a water feature.

In a fairly recent case where this building line standard was applicable – a new Fred Meyer on W Burnside approved in 2011 – the Design Commission indicated it was supportive of projections into the special building line **that benefit the public realm**. In that case the projection was a fully public terraced colonnade that was considered conducive to an active streetscape (more information on this case is provided along with another W Burnside case in the appendix). The colonnade filled the 10' setback between the primary building wall and the property line (this was the post-PBOT dedication property line so there was a 7' sidewalk widening in addition to the 10' colonnade). It

should be noted that the Fred Meyer site is significantly larger and this was a vastly different proposal in various ways. **In the present case, granting a modification to allow the primary building wall itself to project into the special building line setback by some extent may be the best way to benefit the streetscape.**

33.510.215 Purpose Statement: “Required building lines are intended to enhance the urban quality of the Central City plan district.”

Applicable Design Guidelines:

- CCFDG A5. Enhance, Embellish, and Identify Areas.
- CCFDG A7. Establish and Maintain a Sense of Urban Enclosure.
- CCFDG A8. Contribute to a Vibrant Streetscape.
- CCFDG B1. Reinforce and Enhance the Pedestrian System.
- CCFDG B2. Protect the Pedestrian.
- CCFDG B4. Provide Stopping and Viewing Places.
- CCFDG B5. Make Plazas, Parks and Open Space Successful.
- CCFDG C6. Develop Transitions between Buildings and Public Spaces.
- CCFDG C7. Design Corners that Build Active Intersections.
- CCFDG C9. Develop Flexible Sidewalk-Level Spaces.
- GHDG A5-5. Incorporate water features or water design themes that enhance the quality, character, and image of the Goose Hollow District.
- GHDG A5-6. Incorporate works of art or other special design features that increase the public enjoyment of the District.
- GHDG A9-1. Provide a Distinct Sense of Entry and Exit. When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.
- GHDG B5-1. Enhance the Design of Pocket Parks.
- GHDG A5-3. Enhance West Burnside Street as a boulevard – This guideline offers a great deal of very specific guidance:
 - Enhance West Burnside Street as a boulevard by extending and improving its boulevard treatment and its environment for pedestrians west of the Park Blocks. This guideline may be accomplished by any or all of the following:
 - a. Buffering and separating the sidewalk from vehicular traffic by introducing street trees, plantings and protective bollards;
 - b. Enhancing the pedestrian promenade along Burnside and making it a linear focus for safe pedestrian activity by widening the space used by pedestrians and locating sidewalk cafes and food vendors in the wider pedestrian space;
 - c. Maintaining visual contact and surveillance between the inside of buildings and the adjacent public right-of-way space of West Burnside Street;
 - d. Punctuating ground floors of buildings with many destination points such as entries for pedestrians and display windows;
 - e. Locating driveways and garage entrances on side streets where feasible, rather than crossing sidewalks along West Burnside; or
 - f. Providing pedestrian scale to buildings fronting the street by using awnings and/or balconies along the street.

2. Ground Floor

The proposed building has two ground floors due to the site's topography with a steep slope from SW Alder down to W Burnside.

- a. The upper ground floor along SW Alder St contains leasing, mail, recycling and fitness spaces, a residential lobby, a bike lounge, a loading area, and a retail space at the corner of SW Alder and SW 16th.
- b. The lower ground floor along W Burnside is occupied by 2 retail spaces, a secondary building entry, and an open air terrace with cantilevered building above in the site's northeast corner at W Burnside and SW 16th Ave.

Discussion items:

Active uses – Overall the ground floor has a good amount of active, pedestrian friendly uses, including commercial along most of the Burnside frontage as well as at the corner of SW Alder and SW 16th Ave. This southeast corner is very visible from the MAX lines on both SW Morrison St and SW Yamhill St, thus an ideal location for retail activity to create an interesting and active frontage conducive to attracting even more activity to the area. Locating the main residential entrance on SW Alder Street, the street frontage closest to the nearby Providence Park Max station, is an ideal placement and in line with the guidelines.

Loading – Applicant should consider requesting an adjustment to reduce loading spaces from 2 to 1 and relocating loading to the parking area. This would reduce pedestrian unfriendly ground floor frontage dedicated to vehicle access to just one location, and improve the urban vitality of the site, especially on SW Alder. At a minimum, contracting the length of the proposed loading zone frontage would improve the condition.

Canopies – Canopies are shown in renderings but it's hard to discern depth. As an important component of the pedestrian experience both visually and for weather protection, maximizing canopy coverage is encouraged.

Terrace area – Consider whether the proposed corner terrace area is large enough to be a usable plaza space and a successful extension of the public realm. Does it create a condition where the building is not anchoring the corner? Could there be a better location for a public plaza space serving as mitigation for the special building line modification?

Applicable Design Guidelines:

- o CCFDG A5. Enhance, Embellish and Identify Areas.
- o CCFDG A7. Establish and Maintain a Sense of Urban Enclosure.
- o CCFDG A8. Contribute to a Vibrant Streetscape.
- o CCFDG B1. Reinforce and Enhance the Pedestrian System.
- o CCFDG B2. Protect the Pedestrian.
- o CCFDG B4. Provide Stopping and Viewing Places.
- o CCFDG B5. Make Plazas, Parks and Open Space Successful.
- o CCFDG B6. Develop Weather Protection.
- o CCFDG C6. Develop Transitions between Buildings and Public Spaces.
- o CCFDG C7. Design Corners that Build Active Intersections.
- o CCFDG C8. Differentiate the Sidewalk-Level of Buildings.
- o CCFDG C9. Develop Flexible Sidewalk-Level Spaces.
- o GHDG A5-3. Enhance West Burnside Street as a boulevard.
- o GHDG A5-5. Incorporate water features or water design themes that enhance the quality, character, and image of the Goose Hollow District.
- o GHDG A5-6. Incorporate works of art or other special design features that increase the public enjoyment of the District.

- GHDG A9-1. Provide a Distinct Sense of Entry and Exit. When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.
- GHDG B1-2. Orient primary building entries at pedestrian circulation points which conveniently and effectively connect pedestrians with transit services.
- GHDG B5-1. Enhance the Design of Pocket Parks.
- GHDG C1-1. Integrate Parking.

3. Building Scale and Articulation on W Burnside

The building façade along Burnside is not characterized by the same delicate breakdown into separate volumes expressed on SW Alder and SW 16th. The Burnside façade has a more monolithic articulation which lends itself to a feeling of massiveness from the pedestrian vantage point. The use of oriels is a logical response to the offset in wall plane created by the existing adjacent building's more forward placement, but perhaps a finer-grained façade overall should be considered.

Applicable Design Guidelines:

- CCFDG A8. Contribute to a Vibrant Streetscape.
- CCFDG C5. Design for Coherency.
- CCFDG C6. Develop Transitions between Buildings and Public Spaces.
- CCFDG C7. Design Corners that Build Active Intersections.
- GHDG B1-1. Provide human scale and interest to buildings along sidewalks and walkways.
- GHDG A5-3. Enhance West Burnside Street as a boulevard.
- GHDG A9-1. Provide a Distinct Sense of Entry and Exit. When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.

4. End Wall Condition

Four stories of end wall will be visible above the three story building to the west of- and abutting- the proposed building. As an indefinite context for the new building, the visible end wall should be considered as part of the design and should contribute to a vibrant urban environment.

Applicable Design Guidelines:

- CCFDG A4. Use Unifying Elements.
- CCFDG A8. Contribute to a Vibrant Streetscape.
- CCFDG C4. Complement the Context of Existing Buildings.
- CCFDG C5. Design for Coherency.

5. Highlight Corners

The building's two corners should be emphasized, as both occupy key locations.

- a. The **northeast** corner of the site situated at the intersection of W Burnside and SW 16th is in close proximity to one of the City's designated gateways, an important location in connecting the eastern edge of the Goose Hollow District with Downtown along the Burnside corridor across the 405 overpass. The new building will have the opportunity to contribute to a sense of entry and exit into the Goose Hollow neighborhood. The proposed corner ground floor terrace discussed in the sections above should be considered within the context of the role this corner plays as part of the Goose Hollow gateway area.

- b. The **southeast** corner at Alder and 16th is a highly visible corner located less than 300 feet from the Max westbound line. Riders passing by can clearly see the subject site, and the southeast corner in particular. For the retail use currently proposed, incorporating large storefront windows, weather protection and lighting will draw attention to the corner. The Urban Design Vision for Goose Hollow District in the GH Design Guidelines, states that "the Goose Hollow District is pictured as a place for people to not only live, but also work and play" and this prominent corner needs to go beyond a residential feel and create a vibrant, active area. The penthouse level amenity lounge and roof terrace also located in this corner are an excellent way to further highlight and bring additional activation to this corner.

Applicable Design Guidelines:

- CCFDG A5. Enhance, embellish & Identify Areas.
- CCFDG A8. Contribute to a Vibrant Streetscape.
- CCFDG A9. Strengthen Gateways.
- CCFDG C7. Design Corners that Build Active Intersections.
- GHDG A5-3. Enhance West Burnside Street as a boulevard.
- GHDG A9-1. Provide a Distinct Sense of Entry and Exit. When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.
- GHDG B1-2. Orient Building Entries to Facilitate Transit Connections.

Please contact me with any questions or concerns.

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APPENDIX - SPECIAL BUILDING LINE CASE PRECEDENTS

To date there have been only a few cases in locations where the Special Building Line standard applies. As looking to those examples could help to inform this proposal, a brief description of two such cases is provided below.

1. Fred Meyer Case (Stadium Fred Meyer), LU 12-134885 DZM, Site Address: 100 NW 20th Ave

Design review approval was given for a major renovation and expansion to the existing Stadium Fred Meyer on Burnside. The project included the demolition of structured parking (two levels) and the construction of a 2-4 level store expansion of a one-story Fred Meyer store. The expansion was comprised of retail on the ground level with community rooms, offices, and retail with balconies on the upper levels plus an ecoroof and roof deck. A modification was granted to allow the building wall of the proposal's W Burnside frontage to extend out between the special building line and property line for the full 10'-0" in the form of a colonnade.

In the October 2012 decision, the Design Commission approved the following modification:

33.510.215.D.2 Required Building Lines – To allow the fully public colonnade along W Burnside to project 10 feet beyond the Special Building Line of a 10 foot setback along West Burnside.

In the findings, the decision stated that “the intent of the building line requirement will be better served by the proposal for an arcade along the special building line. This allows the pedestrian realm to be expanded onto the subject property as an extension of the sidewalk but also creates an urban edge that anchors this section of the street edge. To fully comply with the special building line requirement would create an anomalous urban condition along this section of Burnside: a 25-foot setback for this frontage along West Burnside. The development's addition of the pedestrian walkway to the urban environment will also enhance the pedestrian experience, resulting in a safe and conflict-free environment, which is the underlining goal of this regulation.

The proposed configuration will better meet the design review guidelines A5-3 Enhance West Burnside Street; A7 Establish and Maintain a Sense of Urban Enclosure; A8 Contribute to a Vibrant Streetscape; B1 Reinforce and Enhance the Pedestrian System; C6 Develop Transitions between Buildings and Public Spaces; and C8 Differentiate the Sidewalk-Level of Buildings, and will, on balance, be consistent with the purpose of the applicable standards. *This Modification therefore merits approval.*”

As a result, the arcade walkway created a wider pedestrian area along this congested right-of-way that enhanced the streetscape by providing areas for outdoor seating, viewing, and gathering. The sidewalk was widened to incorporate street trees and other urban furnishings, and the arcaded walkway created an even wider public area along West Burnside Street.

For more information, refer to the Digital Archives for this case (LU 12-134885 DZM; Address: 100 NW 20th Ave) for further information: <http://efiles.portlandoregon.gov/Record?q=12-134885>.

2. **Brewery Block Case**, LUR 00-00115 DZM, Site Address: 1133 W Burnside

The Brewery Blocks Project included the redevelopment of five adjoining city blocks formerly occupied by the Blitz Weinhard Brewery. Of these, two blocks had frontages along West Burnside (“Block 1” and “Block 2”) and the special building line was modified to accommodate their development.

Block 1 is bounded by W Burnside to the south, NW Couch to the north, NW 11th to the west and NW 12th to the east. This block contained the former art deco A.B. Smith Automotive building, built in 1929 which occupied three-quarters of the block. The proposal was to stabilize, restore, and incorporate the historic facades and also construct a single building, to house 40,000 square feet of new retail space, 78,000 square feet of office space, and a 25,000 square foot rooftop central chiller plant.

Block 2 is bounded by W Burnside to the south, NW Couch to the north, NW 12th to the west and NW 11th to the east. The West half of Block 2 consisted of the historic Henry Weinhard’s Brew house built in 1908 on the southwest portion of the block, the Cellar building on the northwest corner (also built in 1908), the “Malt Tank Building” (built in the 1920s). The East half consisted of a fermentation plant in the northeast and a low rise office structure on the southeast corner. The historic brew house structures on the west half of the block were redeveloped, while the eastern structures were demolished and a new 10-story office building with retail space at the ground level was constructed adjacent to and connected with the historic brew house. A centrally located elevator core and ‘seismic bridge’ provides access to both the new office building and the upper floors of the brew house. The ‘seismic bridge’ also serves to brace the existing historic building.

In the July 2000 decision, the Design Commission approved the following modification:

33.510.215.C to modify on Project Block 1 and Project Block 2 a requirement for a 10’ setback from the street lot line along West Burnside.

For both blocks, the modification was granted because there were existing buildings of historic significance already located on the blocks forward of the special building line. The new building constructed on Block 1 was largely within the existing walls of the historic automotive building, and thus maintained its building line across the entire block. On Block 2, a new building was constructed adjacent- and connected- to a landmark and a 10’ setback would have created an awkward condition between the two adjoining buildings. To create a step back in an effort to respond to the special building line, while also maintaining a cohesive frontage with its historic neighbor, the new building presented an arcaded space along W Burnside as a compromise. This ground level, two-story arcade space is wholly dedicated to public use. The arcade supports provided ground level continuity by lining up with the front wall of the neighboring building, while the upper stories of the new building were completely in line with the historic landmark.

APPROVAL CRITERIA

[Central City Fundamental Design Guidelines](#) and the [Goose Hollow Design Guidelines](#)

GUIDELINE	APPROVABLE	MORE INFO	NOT APPROVABLE
<p>A1. Integrate the River. Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway. Develop accessways for pedestrians that provide connections to the Willamette River and greenway.</p> <p>A2-1. Recognize the Historic Tanner Creek Theme. Recognize the course of the historic Tanner Creek and emphasize the District's connection with the Creek on site developments of 20,000 square feet or more, including and immediately adjacent to the historic course of the Creek. This guideline may be accomplished by any or all of the following:</p> <ul style="list-style-type: none"> a. Exposing the Creek using water features and fountains; or b. Incorporating interpretive trails, artwork, murals or sculptures that describe and symbolize the relation between the district and the history of Tanner Creek. 			
<p>A2. Emphasize Portland Themes. When provided, integrate Portland-related themes with the development's overall design concept.</p>			
<p>A3. Respect the Portland Block Structures. Maintain and extend the traditional 200-foot block pattern to preserve the Central City's ratio of open space to built space. Where superblock exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.</p>			
<p>A4. Use Unifying Elements. Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.</p>			
<p>A5. Enhance, Embellish, and Identify Areas. Enhance an area by reflecting the local character within the right-of-way. Embellish an area by integrating elements in new development that build on the area's character. Identify an area's special features or qualities by integrating them into new development.</p> <p>A5-1. Strengthen the Identity of the Civic Stadium Station Area. This guideline may be accomplished by any or all of the following:</p> <ul style="list-style-type: none"> a. Integrating the Civic Stadium and Multnomah Athletic Club into the station area. This can be done by making their ground level street walls more pedestrian-friendly. b. Incorporating the history of the Stadium and Tanner Creek in the form of art work, murals, and other design features; 			

<p>c. Strengthening the neighborhood focal point located within the station area. Street trees, awnings, lighting and other amenities can emphasize pedestrian connections to the focal point (the Park, Plaza/Station). Buildings can orient their openings and entries towards the focal point to create a sense of enclosure and enhance the sense of entry into the District; or</p> <p>d. Using architectural vocabulary and materials that maintain continuity with the existing developments and add to the character of the station area.</p> <p>A5-2. Strengthen the Identity of the Jefferson Street Station Area. This guideline may be accomplished by any or all of the following:</p> <p>a. Integrating Lincoln High School and the First United Methodist Church into the Jefferson Street Station area by providing pedestrian-friendly treatment along the surrounding streets. Streets lacking the pedestrian-friendly treatment of the light rail alignment can use elements such as street trees, landscaping, street furniture, art work, awnings, seating, special lighting and textured paving to improve the pedestrian environment;</p> <p>b. Recognizing the historic “Goose” theme and incorporating it in projects within the station area, where appropriate, in the form of art work, symbols or other design features;</p> <p>c. Strengthening the neighborhood focal point located in the station area. Arcades, awnings and/or balconies can provide pedestrian scale along all developments facing the Circle and can enhance pedestrian access to the Circle. To emphasize the Circle’s importance as a focal point adjacent development can orient their entrances and ground level windows towards the Circle and garage entries can be avoided on the streets fronting it where feasible;</p> <p>d. Orienting buildings around the public plaza to create an enclosed public place and providing seating and other amenities to ensure safety and convenient pedestrian access; or</p> <p>e. Using architectural vocabulary and materials that maintain continuity with existing developments and add to the character of the station area.</p> <p>A5-3. Enhance West Burnside Street. Enhance West Burnside Street as a boulevard by extending and improving its boulevard treatment and its environment for pedestrians west of the Park Blocks. This guideline may be accomplished by any or all of the following:</p> <p>a. Buffering and separating the sidewalk from vehicular traffic by introducing street trees, plantings and protective bollards;</p> <p>b. Enhancing the pedestrian promenade along Burnside and making it a linear focus for safe pedestrian activity by widening the space used by pedestrians and locating sidewalk cafes and food vendors in the wider pedestrian space;</p> <p>c. Maintaining visual contact and surveillance between the inside of buildings and the adjacent public right-of-way space of West Burnside Street;</p> <p>d. Punctuating ground floors of buildings with</p>			
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<p>many destination points such as entries for pedestrians and display windows;</p> <ul style="list-style-type: none"> e. Locating driveways and garage entrances on side streets where feasible, rather than crossing sidewalks along West Burnside; or f. Providing pedestrian scale to buildings fronting the street by using awnings and/or balconies along the street. <p>A5-4. Enhance SW Jefferson Street. Enhance SW Jefferson Street as a boulevard connecting Washington Park on the west to the Park Blocks in downtown. This guideline may be accomplished by any or all of the following:</p> <ul style="list-style-type: none"> a. Enhancing the pedestrian environment using street furniture, art work and other amenities to make it a pleasant walkway; b. Orienting buildings to have the front entrances facing the street, and punctuating the ground floors with stopping places and display windows; c. Locating driveways and garage entrances on side streets where feasible, rather than across the sidewalks along SW Jefferson Street; or d. Buffering the pedestrian from the traffic on the street by separating the sidewalk from the street, using street trees, plantings or street furniture. <p>A5-5. Incorporate Water Features. Incorporate water features or water design themes that enhance the quality, character, and image of the Goose Hollow District.</p> <p>A5-6. Incorporate Works of Art. Incorporate works of art or other special design features that increase the public enjoyment of the District.</p>			
<p>A6. Reuse/Rehabilitate/Restore Buildings. Where practical, reuse, rehabilitate, and restore buildings and/or building elements.</p>			
<p>A7. Establish and Maintain a Sense of Urban Enclosure. Define public rights-of-way by creating and maintaining a sense of urban enclosure.</p>			
<p>A8. Contribute to a Vibrant Streetscape. Integrate building setbacks with adjacent sidewalks to increase the space for potential public use. Develop visual and physical connections into buildings' active interior spaces from adjacent sidewalks. Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.</p>			
<p>A9. Strengthen Gateways. Develop and/or strengthen gateway locations.</p> <p>A9-1. Provide a Distinct Sense of Entry and Exit. When developing at gateway locations, provide a distinct sense of entry and exit that relates to the special qualities of an area.</p>			
<p>B1. Reinforce and Enhance the Pedestrian System. Maintain a convenient access route for pedestrian travel where a public right-of-way exists or has existed. Develop and define the different zones of a sidewalk: building frontage</p>			

<p>zone, street furniture zone, movement zone, and the curb. Develop pedestrian access routes to supplement the public right-of-way system through superblocks or other large blocks.</p> <p>B1-1. Provide Human Scale to Buildings Along Walkways. Provide human scale and interest to buildings, along sidewalks and walkways.</p> <p>B1-2. Orient Building Entries to Facilitate Transit Connections. Orient primary building entries at pedestrian circulation points which conveniently and effectively connect pedestrians with transit services.</p>			
<p>B2. Protect the Pedestrian. Protect the pedestrian environment from vehicular movement. Develop integrated identification, sign, and sidewalk-oriented night-lighting systems that offer safety, interest, and diversity to the pedestrian. Incorporate building equipment, mechanical exhaust routing systems, and/or service areas in a manner that does not detract from the pedestrian environment.</p>			
<p>B3. Bridge Pedestrian Obstacles. Bridge across barriers and obstacles to pedestrian movement by connecting the pedestrian system with innovative, well-marked crossings and consistent sidewalk designs.</p>			
<p>B4. Provide Stopping and Viewing Places. Provide safe, comfortable places where people can stop, view, socialize and rest. Ensure that these places do not conflict with other sidewalk uses.</p>			
<p>B5. Make Plazas, Parks and Open Space Successful. Orient building elements such as main entries, lobbies, windows, and balconies to face public parks, plazas, and open spaces. Where provided, integrate water features and/or public art to enhance the public open space. Develop locally oriented pocket parks that incorporate amenities for nearby patrons.</p> <p>B5-1. Enhance the Design of Pocket Parks. Design pocket parks in residential areas with a variety of experiences that encourage their use all year round. This guideline may be accomplished by any or all of the following:</p> <ul style="list-style-type: none"> a. Providing some shaded places protected from the wind and rain as well as generous sunny areas that will allow its use during different times of the day and year; b. Providing seating, trees, grass, flowering plants, paved or textured areas and/or water features; or c. Providing for children’s play equipment with protected soft surfaces, seating and water fountains. 			
<p>B6. Develop Weather Protection. Develop integrated weather protection systems at the sidewalk-level of buildings to mitigate the effects of rain, wind, glare, shadow, reflection, and sunlight on the pedestrian</p>			

<p>environment.</p> <p>B6-1. Provide Outdoor Lighting at Human Scale. Provide outdoor lighting at a human scale to encourage evening pedestrian activity.</p>			
<p>B7. Integrate Barrier-Free Design. Integrate access systems for all people with the building's overall design concept.</p>			
<p>C1. Enhance View Opportunities. Orient windows, entrances, balconies and other building elements to surrounding points of interest and activity. Size and place new buildings to protect existing views and view corridors. Develop building façades that create visual connections to adjacent public spaces.</p> <p>C1-1. Integrate Parking. Design surface parking and parking garage exteriors to visually integrate with their surroundings. This guideline may be accomplished by any or all of the following:</p> <ul style="list-style-type: none"> a. Designing street facing parking garages to not express the sloping floors of the interior parking; b. Designing the sidewalk level of parking structures to accommodate active uses, display windows, public art or other features which enhance the structure's relationship to pedestrians; or c. Accommodating vending booths along sidewalks adjacent to parking facilities when active ground level uses are not possible. <p>C1-2. Integrate Signs and Awnings. Integrate signs and awnings to be complementary and respectful of a building's architecture. This guideline may be accomplished by any or all of the following:</p> <ul style="list-style-type: none"> a. Placing signs and awnings to fit with and respect a building's architecture. b. Avoiding large, excessively illuminated or freestanding signs that contribute to visual clutter; or c. Integrating with a building's design an exterior sign program/system for flexible sidewalk level space that accommodates changing tenants. 			
<p>C2. Promote Quality and Permanence in Development. Use design principles and building materials that promote quality and permanence.</p>			
<p>C3. Respect Architectural Integrity. Respect the original character of an existing building when modifying its exterior. Develop vertical and horizontal additions that are compatible with the existing building, to enhance the overall proposal's architectural integrity.</p> <p>C3-1. Locate Buildings to Provide for Future Infill on Surface Parking Areas. Locate and shape buildings to provide for future infill development on surface parking areas.</p>			
<p>C4. Complement the Context of Existing Buildings. Complement the context of existing buildings by using and adding to the local design vocabulary.</p>			

<p>C5. Design for Coherency. Integrate the different building and design elements including, but not limited to, construction materials, roofs, entrances, as well as window, door, sign, and lighting systems, to achieve a coherent composition.</p>			
<p>C6. Develop Transitions between Buildings and Public Spaces. Develop transitions between private development and public open space. Use site design features such as movement zones, landscape element, gathering places, and seating opportunities to develop transition areas where private development directly abuts a dedicated public open space.</p>			
<p>C7. Design Corners that Build Active Intersections. Use design elements including, but not limited to, varying building heights, changes in façade plane, large windows, awnings, canopies, marquees, signs and pedestrian entrances to highlight building corners. Locate flexible sidewalk-level retail opportunities at building corners. Locate stairs, elevators, and other upper floor building access points toward the middle of the block.</p> <p>C7-1. Reduce the Impact of Residential Unit Garages on Pedestrians. Reduce the impact on pedestrians from cars entering and exiting residential unit garages by locating garage access on alleys, wherever possible, and active spaces on ground floors that abut streets.</p>			
<p>C8. Differentiate the Sidewalk-Level of Buildings. Differentiate the sidewalk-level of the building from the middle and top by using elements including, but not limited to, different exterior materials, awnings, signs, and large windows.</p>			
<p>C9. Develop Flexible Sidewalk-Level Spaces. Develop flexible spaces at the sidewalk-level of buildings to accommodate a variety of active uses.</p>			
<p>C10. Integrate Encroachments. Size and place encroachments in the public right-of-way to visually and physically enhance the pedestrian environment. Locate permitted skybridges toward the middle of the block, and where they will be physically unobtrusive. Design skybridges to be visually level and transparent.</p>			
<p>C11. Integrate Roofs and Use Rooftops. Integrate roof function, shape, surface materials, and colors with the building's overall design concept. Size and place rooftop mechanical equipment, penthouses, other components, and related screening elements to enhance views of the Central City's skyline, as well as views from other buildings or vantage points. Develop rooftop terraces, gardens, and associated landscaped areas to be effective stormwater management tools.</p>			

<p>C12. Integrate Exterior Lighting. Integrate exterior lighting and its staging or structural components with the building's overall design concept. Use exterior lighting to highlight the building's architecture, being sensitive to its impacts on the skyline at night.</p>			
<p>C13. Integrate Signs. Integrate signs and their associated structural components with the building's overall design concept. Size, place, design, and light signs to not dominate the skyline. Signs should have only a minimal presence in the Portland skyline.</p>			
<p>D1. Park Blocks. Orient building entrances, lobbies, balconies, terraces, windows, and active use areas to the Park Blocks. In the South Park Blocks, strengthen the area's emphasis on history, education, and the arts by integrating special building elements, such as water features or public art. In the Midtown Park Blocks, strengthen the connection between the North and South Park Blocks by using a related system of right-of-way elements, materials, and patterns. In the North Park Blocks, strengthen the area's role as a binding element between New China/Japantown and the Pearl District.</p>			
<p>D3. Broadway Unique Sign District. Provide opportunities for the development of large, vertically-oriented, bright, and flamboyant signs that add to the unique character of this Broadway environment. Size and place signs and their structural support systems so that significant architectural or historic features of the building are not concealed or disfigured. Ensure that all signs receive proper maintenance.</p>			