

THE ZIDELL YARDS . . .

A Vision & Framework Plan for the Redevelopment of Zidell Property in Portland's South Waterfront

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OVERVIEW

Vision: Creating a New Kind of Place

Over the past several decades, we have patiently observed the remarkable transformation of South Waterfront. Once the heart of industrial and a working waterfront, it now lies at the convergence of a \$2 billion residential development, a brand new medical campus, a world class transit system, and the Willamette River. Our 33-acre property represents an opportunity rarely seen in urban America; to design, build, and operate an entire piece of a city from the ground up. What lies ahead of us is Portland's most exciting real estate opportunity in a generation.

The Zidell family has deep roots in this land, and we see the Yards as an opportunity to create something distinct, bold, and of lasting value for the City of Portland. The Yards will embrace the values that make Portland a great place to live: commitment to sustainability, great restaurants, access to transit, and a walkable, urban lifestyle.

The most striking opportunity for our property is to embrace the Willamette and to deliver a truly iconic destination on the waterfront. We are inspired by places like Chicago, Copenhagen, and Oslo that have been successful in creating special places on the water. The river is a major amenity in Portland, but when it comes to actually dining, playing, and living on the river, we fall short. Our property offers a chance to change that. The river is a universal draw and the Zidell family believes it should be celebrated and shared as a citywide gathering place.

Over the next decade, Portland will expand to the Southwest. The market will demand growth in office, residential, retail and hospitality, and much of this will be on our property. Our property offers an exceptional opportunity for corporate headquarters. We are finding that small, creative firms to major employers are demanding buildings with character and soul, centered around collaborative open floor plans, and sustainable features that respond to a new way of working. Buildings at the Yards, as well as the natural and urban environments that surround them, will resonate with the forward-thinking companies that share these values. With a balanced mix of uses and dynamic urban spaces, the Yards is perfectly positioned to become a vibrant waterfront neighborhood, not so unlike the bustling postwar days of Emery Zidell.

The following document is an outline of our values, goals, and how they match up with the City's guidelines and ambitions for our district. As you will see, we are inviting design review into this process early, before the details of the full master plan are developed. Our intent is to have a discussion about the major ideas of our property and invite collaboration and participation. Together, we have an opportunity to build a neighborhood that leaves a lasting legacy that the family can be proud of and one that advances Portland to become an even better city than it already is.



OVERVIEW

Site Info & Urban Context

The Zidell Yards is a 33-acre parcel of land on the Willamette River, bordered to the west by Interstate 5, to the north by the new multi-modal transit station on Porter Street, to the south by Gibbs Street and the lower Portland Aerial Tram station. The site is within the Central City Plan District and the South Waterfront subdistrict, providing a rare opportunity for urban waterfront development in the heart of the city.

CONNECTIONS

The Zidell site is at the intersection of regional and local transportation arteries, including auto routes, transit lines, bike/pedestrian paths – and a river.

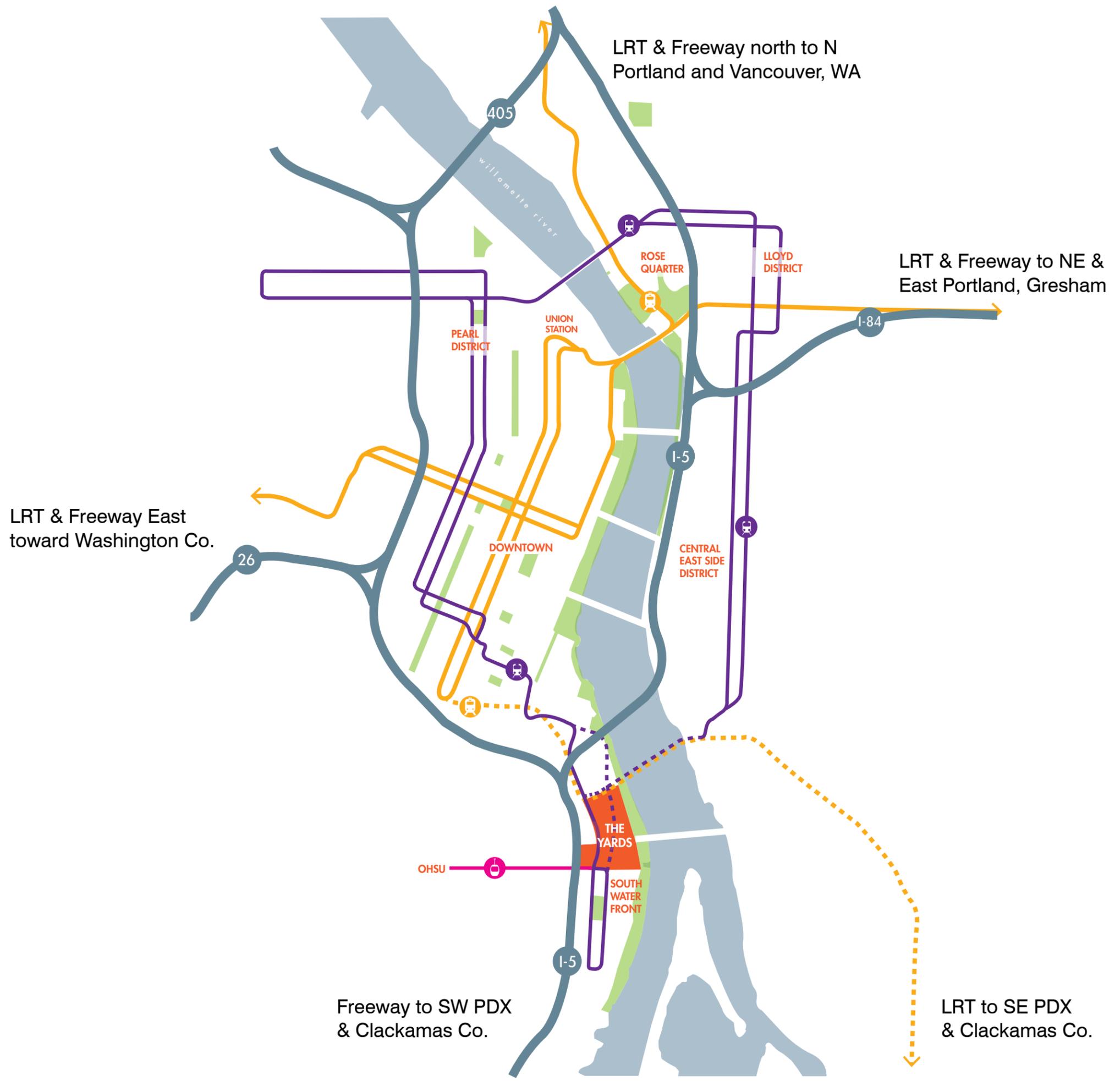
Today, the district is well-served by access to the I-5 and I-405 freeway loop, the Portland Streetcar, and the Portland Aerial Tram, connecting South Waterfront to the OHSU Marquam campus. These links will be complemented by projects planned, recently completed, or currently under construction, including the following:

The Gibbs Street Pedestrian Bridge was completed in July, improving connections to the Corbett-Terwilliger-Lair Hill neighborhoods previously disconnected by I-5.

Starting in 2014, the new Willamette River transit bridge - the first across the river in 46 years—will carry light rail, streetcar, and world-class pedestrian and bicycle commuter lanes. Its western bridgehead is located directly north of the Zidell site.

The bridge will help to complete the Portland Streetcar Eastside Loop Project, in 2015, providing direct access to the Central Eastside, the Oregon Convention Center, the Lloyd District, and the Rose Quarter.

A major segment of the Willamette River Greenway Trail will be completed, building on the existing 318-mile trail system along the east and west banks of the Willamette.



LRT & Freeway north to N
Portland and Vancouver, WA

LRT & Freeway to NE &
East Portland, Gresham

LRT & Freeway East
toward Washington Co.

Freeway to SW PDX
& Clackamas Co.

LRT to SE PDX
& Clackamas Co.

OVERVIEW

Site Info & Urban Context

SOUTH WATERFRONT DISTRICT

Over the past decade, we have witnessed a remarkable transformation around us in South Waterfront, as a result of more than \$2 billion having been invested adjacent to the Zidell site. Our site is now flanked by 2,100 new residential units, with 200 more underway. The residential buildings include affordable housing and luxury housing, condominiums and apartments, and mid-to-high rise construction.

The residential buildings are joined by a growing number of commercial and institutional buildings. All buildings to date incorporate some retail or ground floor active uses, including restaurants, banks, dry cleaners, cafes and other neighborhood amenities. Together, the mix of uses and the design of the street frontages contribute to life in the district.

The urban design of the district emphasizes multi-modal transportation and access to the Willamette River. One method of achieving both is the system of pedestrian ways that run east-to-west throughout the district.

OHSU

The Zidell site is surrounded by a dynamic neighbor in Oregon Health & Science University (OHSU), Portland's largest employer with almost 14,000 people. On our south border is OHSU's 400,000 SF Center for Health and Healing, housing many of their medical practices and services; 2,000 faculty, students and staff move through this building each day.

The Portland Aerial Tram, carries 5,000 passengers daily between the South Waterfront and OHSU's Marquam Hill campus and the VA Hospital.

On our northern border, the first building is under construction on OHSU's 20-acre Schnitzer Campus. That building, the Collaborative Life Sciences Building and Skourtes Tower, will allow OHSU to expand its education and research functions into a new 650,000 SF facility, which will open in 2014, serving 3000 students and 700 employees daily.

DESIGN GUIDELINES & PROJECT GOALS

The Design Guidelines and their Relation to Our Framework Plan Goals

Early in the creation of the Zidell Yards Framework Plan, the Zidell family and its development team established goals for the phased build-out of this new neighborhood. These goals reflect the family's values and their awareness of the magnitude that this opportunity represents for the City of Portland:

- Create an Active Waterfront Neighborhood
- Build a Distinctive Place of High Quality
- Create Destinations
- Develop a Unique Neighborhood, Rooted in the Zidell History and Identity
- Leverage World Class Transportation Options
- Focus on the Public Realm, Street Life, and Human Experience

These goals, together with the Central City Fundamental Design Guidelines and the South Waterfront Design Guidelines, provided inspiration and direction for the conceptual design of the framework plan for The Yards.

DESIGN GUIDELINES & PROJECT GOALS

Applicable Guidelines

CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES

- A1 Integrate the River
- A2 Emphasize Portland Themes
- A3 Respect the Portland Block Structures
- A4 Use Unifying Elements
- A5 Enhance, Embellish and Identify Areas
- A7 Establish and Maintain a Sense of Urban Enclosure
- A8 Contribute to a Vibrant Streetscape
- A9 Strengthen Gateways

- B1 Reinforce and Enhance the Pedestrian System
- B2 Protect the Pedestrian
- B3 Bridge Pedestrian Obstacles
- B4 Provide Stopping and Viewing Places
- B5 Make Plazas, Parks and Open Space Successful
- B6 Develop Weather Protection
- B7 Integrate Barrier-Free Design

- C1 Enhance View Opportunities
- C2 Promote Quality and Permanence in Development
- C3 Respect Architectural Integrity
- 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
- C10 Integrate Encroachments
- C11 Integrate Roofs and Use Rooftops
- C12 Integrate Exterior Lighting
- C13 Integrate Signs

SOUTH WATERFRONT DESIGN GUIDELINES

- A1-1 Develop River Edge Variety
- A1-2 Incorporate Active Uses along the River
- A4-1 Integrate Ecological Concepts in Site and Development Design
- A4-2 Integrate Stormwater Management Systems in Development
- A5-1 Consider South Waterfront's History and Special Qualities

- B1-1 Facilitate Transit Connections
- B1-2 Enhance Accessway Transitions
- B2-1 Incorporate Outdoor Lighting that Responds to Different Uses

- C4-1 Develop Complementary Structured Parking
- C13-1 Coordinate District Signs

SOUTH WATERFRONT GREENWAY DESIGN GUIDELINES

- 1 Design a Cohesive Greenway Trail System
- 2 Address Greenway Edges
 - 2-1 Address Streets and Accessways
 - 2-2 Address Adjacent Open Space
 - 2-3 Address Bridges
- 3 Incorporate a Diverse Set of Gathering Places
- 4 Integrate Materials, Structures, and Art
- 5 Enhance the Riverbank
- 6 Design Diverse Plant Communities
- 7 Define and Strengthen the Reaches
 - 7-2 Define and Strengthen the Central Greenway Reach
- 8 Create and Enhance Habitat

Guidelines in Gray text are not yet applicable to the framework plan at this stage of design

DESIGN GUIDELINES & PROJECT GOALS

Goal 1: Create an Active Waterfront Neighborhood

The Willamette River is Portland's greatest treasure. The Zidell Yards will embrace the Willamette River as a vital element of our livable city, a place with dynamic waterfront interaction and activity. We are inspired by cities such as Oslo, Vancouver BC, Chicago, Venice, Copenhagen and Baltimore... not warm-water "beach cities," but cities that are successful in creating special places on the water.

Engaging the river will require creating destinations within the Yards that invite people to the waterfront experience. Buildings will be designed with an accessible and dynamic greenway environment in mind, providing active uses around key public spaces. We will create places to walk down and touch the water. Imagine a waterfront park with docks for kayaking and swimming, a restaurant on a barge, or an urban beach. We aim to create an unprecedented waterfront experience in Portland.

RELEVANT CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES:

A1 Integrate the River

The Yards will consist of buildings, open spaces and streets that emphasize access to and views of the river. Green fingers will point to and from the greenway, bringing the influence of the river into the district and the energy of the city to the river.

RELEVANT SOUTH WATERFRONT DESIGN GUIDELINES:

A1-1 Develop River Edge Variety

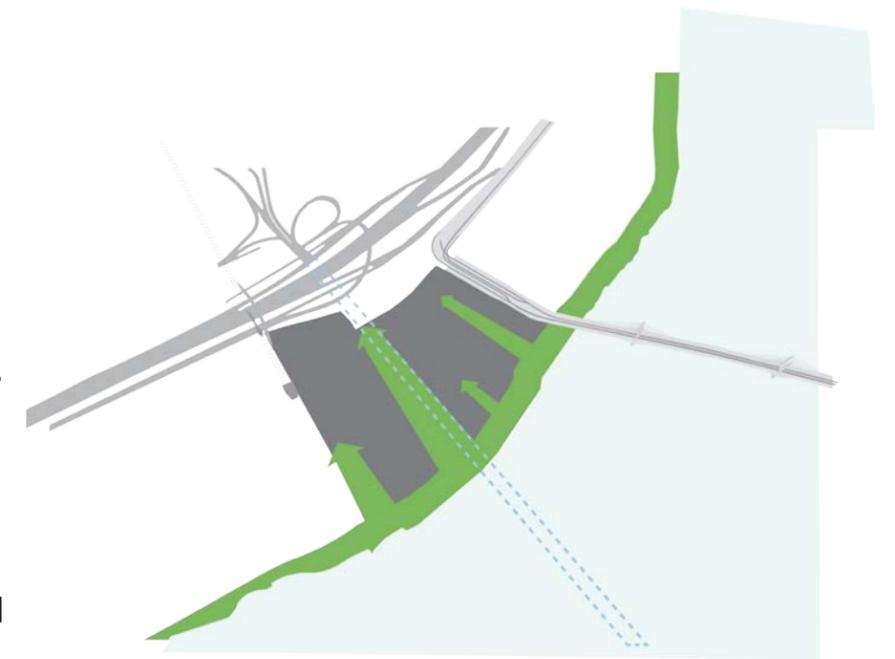
The ZRZ site provides opportunities for flexibility and diversity of building types along the river's edge. Activity will range from passive south of the transit bridge to active around the Ross Island Bridge, to recreational at the Slipway.

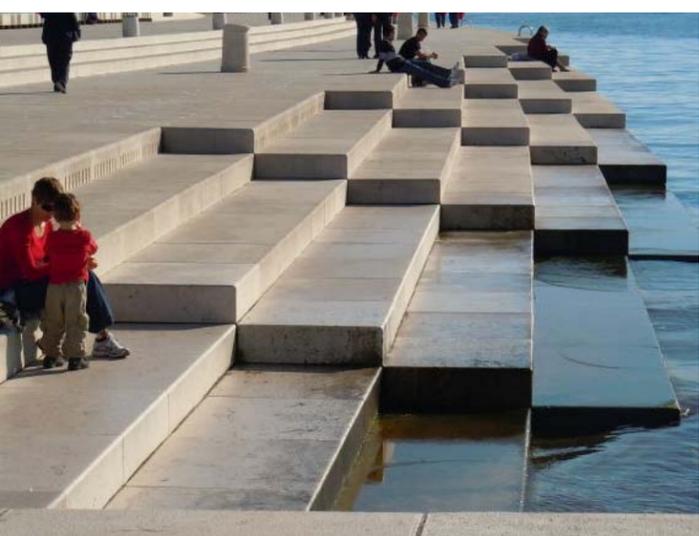
A1-2 Incorporate Active Uses Along the River

Several buildings will be lined with active uses at the river's edge, providing an opportunity for cafes, restaurants or retail with river views. Buildings at the top of the Slipway will also have active uses facing the greenway.

B1-1 Enhance Accessway Transitions

Gibbs Street between the Tram Plaza and the Slipway is designated as an Accessway in the City's plan for South Waterfront; along with other major east-west streets, Gibbs will be designed to emphasize access to the river.





DESIGN GUIDELINES & PROJECT GOALS

Goal 2: Build a Distinctive Place of High Quality

Core values of the Zidell Yards development are authenticity, craft, permanence, and environmental stewardship. Streets and buildings will be built with sensitivity to the human experience, accessibility for all users, and materials that convey texture and richness. Public spaces will promote active community interaction and rich commercial life in public realm. Seamless interaction between public and private spaces will be encouraged to build a thriving, healthy urban living environment. Sustainability will serve as an engine for efficiency, economy and conservation, as well as a meaningful experiential component of the Place.

RELEVANT CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES:

A3 Respect the Portland Block Structure

To respond to the curvature of the river, and divergent grids to the north and south of the Yards, the development team has employed a strategy of street spacing that maintains a walkable urban scale, but which also creates irregular and unique blocks and spaces between buildings.

A4 Use Unifying Elements

Street design, greenway design, and the materiality of infrastructure will serve as strong elements through the district. Zidell Yards will also use the site's history and branding to unify the neighborhood.

C2 Promote Quality and Permanence in Development

Development will be designed with the intent to create lasting, memorable places of value to current and future inhabitants.

C3 Respect Architectural Integrity

Development will accommodate a variety of architecture, with an emphasis on authenticity of place.

C11 Integrate Roofs and Rooftops

Roofs will be designed to capture stormwater and provide gathering places with views of the Willamette River. Views onto roofs from the Ross Island Bridge will be considered.





DESIGN GUIDELINES & PROJECT GOALS

Goal 2: Build a Distinctive Place of High Quality

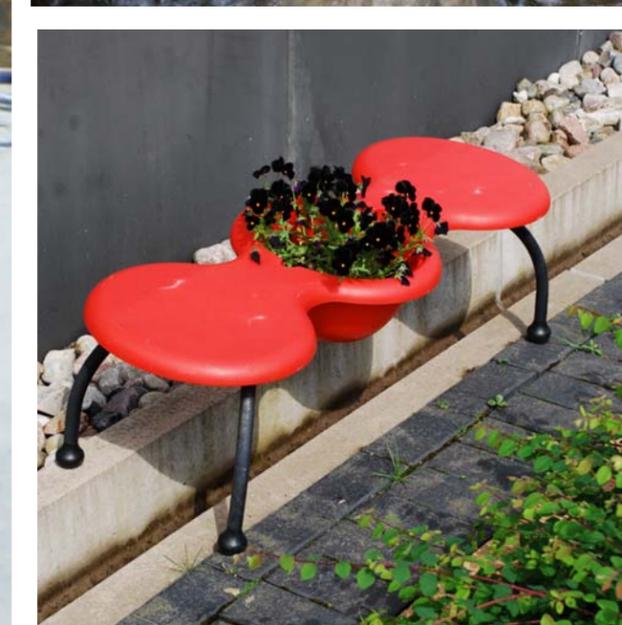
RELEVANT SOUTH WATERFRONT DESIGN GUIDELINES

A4-1 Integrate Ecological Concepts in Site and Development Design

In addition to the design of the Greenway, the Yards will employ a biophilic approach that emphasizes the extended ecology of the river.

A4-2 Integrate Stormwater Management Systems in Development

Stormwater management will be planned as part of an ecodistrict network to accommodate future development of buildings and open spaces.



DESIGN GUIDELINES & PROJECT GOALS

Goal 3: Create Destinations

Our goal is to create a network of moments and experiences that contribute to the identity of the whole. The series of spaces vary in size, scale, texture and activity, which promotes a rich and memorable experiences. It is our hope that the diversity will invite the broadest of communities, who will adopt and become stewards of these places.

To do this requires careful and intentional programming, composing and curating public spaces and activities. Public art will help to establish the identity of these spaces and the district as a whole, shaping and reflecting life in the Yards.

RELEVANT CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES:

A5 Enhance, Embellish, and Identify Areas

The development team has identified several important places within the Yards, including the Slipway, the Barge Building, RIB Park, the Greenway, and several plazas. Additionally, development will be clustered into three subareas defined by grades and building scales: the Hill, the Village, and the Flats.

A9 Strengthen Gateways

Architecture and street treatments will emphasize the gateway into the South Waterfront via the new multi-modal bridge at Porter Street. Distinctive buildings adjacent to the Ross Island Bridge will mark entry into SW Portland via that structure. Below, Ross Island Bridge Park will mark a gateway from the city to the river. Architecture and landscape elements will mark a river-to-hill gateway between the Tram Plaza and Slipway.

B4 Provide Stopping and Viewing Places

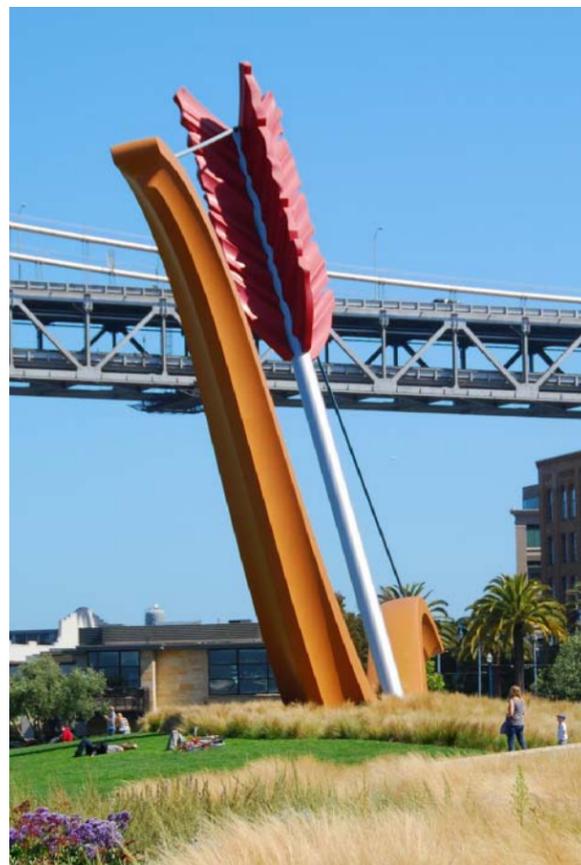
Several points along the Greenway will encourage stopping and viewing, including a major viewpoint south of the RIB. The Slipway, RIB Park, small plazas, and floating barges will also be designed for pausing to read, rest or socialize.

B5 Make Plazas, Parks and Open Spaces Successful

Open Spaces within the Yards will be designed to accommodate a variety of temporary and permanent activities and experiences. Management and programming of key spaces will ensure active use and energy.

C1 Enhance View Opportunities

Buildings and public spaces will be composed to maximize grand views as well as unexpected peeks toward the Greenway, river, and significant structures.



DESIGN GUIDELINES & PROJECT GOALS

Goal 4: Establish a Unique Neighborhood, Rooted in the Zidell History and Identity

The art and practice of making underlie our attitude toward materials, craft and authenticity. The streets, public spaces and buildings will reflect this ethic. In some cases the relationship between the Zidell industrial heritage will be explicit, and in other cases, subtle. Keeping and repurposing unique artifacts from the site will help to root the future neighborhood, and reinforce its identity.

RELEVANT CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES:

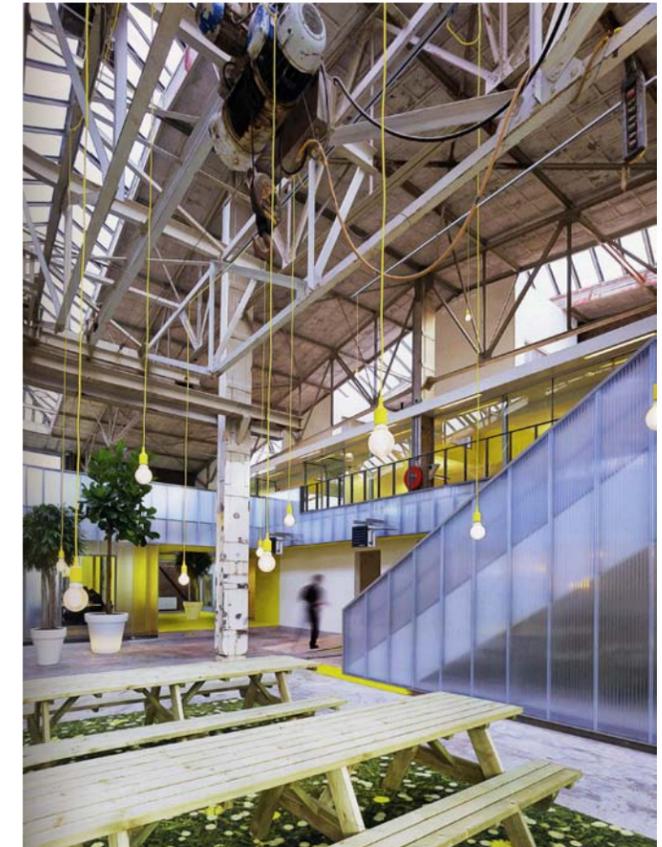
C4 Complement the Context of Existing Buildings

The Zidell Yards is planned and named with inspiration from the site's industrial heritage, rooted in the tradition of making. Building materials and form will complement the remaining barge building structure while also accommodating more contemporary buildings in the South Waterfront. Long, thin bar buildings are planned for the area south of the Ross Island Bridge to highlight the bridge, allow light into the park below it, and to honor the adjacent barge building.

RELEVANT SOUTH WATERFRONT DESIGN GUIDELINES

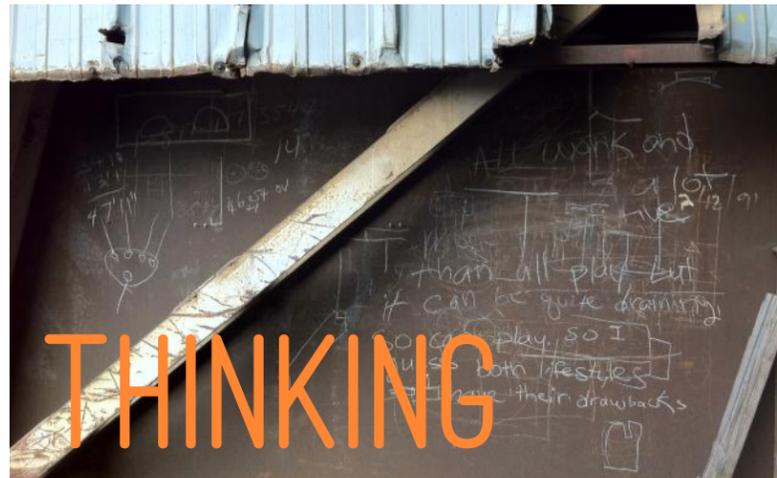
A5-1 Consider South Waterfront's History and Special Qualities

The framework plan for the Yards calls for incorporating the construct of the Barge building beyond its operational life. In addition, industrial and maritime elements such as cranes may be preserved as artifacts or for use as part of public art installations. With a relative lack of historic buildings, the Ross Island Bridge carries special responsibility; as such many parts of the district will be designed with views of the bridge in mind.





GROUNDED



THINKING



CREATING



MATERIALITY



MAKING



REAL



CRAFT

DESIGN GUIDELINES & PROJECT GOALS

Goal 5: Leverage World Class Transportation Options

The level of access to the regional transportation network found on the Zidell site is unparalleled for any development site outside of Portland's Central Business District. The framework plan calls for strategies that reinforce and leverage this asset, including higher densities and job sites close to the major transit node on Porter Street, and a coordination of active uses and public spaces along Bond near streetcar stops.

RELEVANT CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES:

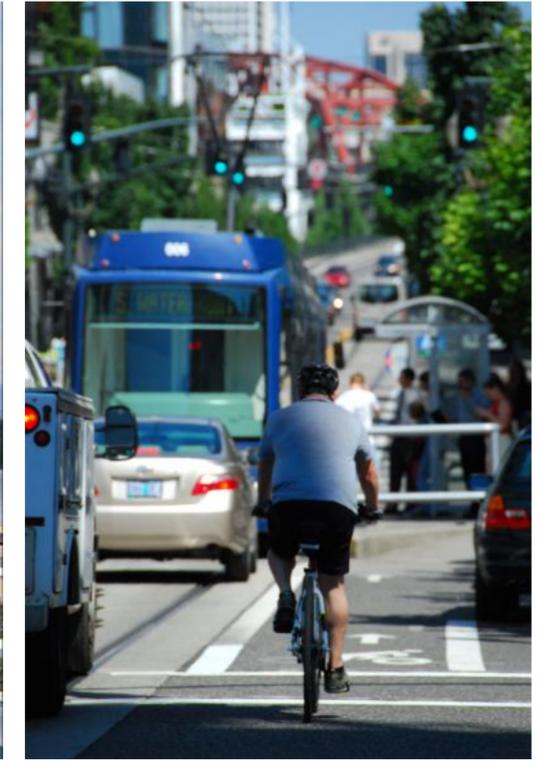
B1-1 Facilitate Transit Connections

The framework plan for the Yards envisions streetcar stations at major nodes: the Tram Plaza, Ross Island Bridge Park, and at Porter Street. With the multi-modal Bus, LRT and Streetcar station on Porter Street, most of the district will be within easy walking distance of several modes in the regional transit network. Buildings will orient toward and where possible, integrate transit station elements.

RELEVANT SOUTH WATERFRONT DESIGN GUIDELINES

C4-1 Develop Complementary Structured Parking

Structured parking will be situated to minimize visual impact and designed to complement surrounding development. Access to parking garages will be located away from main streets (Gibbs, Bond and Moody). Districtwide parking strategies will be implemented in structured parking to serve multiple blocks of development.



DESIGN GUIDELINES & PROJECT GOALS

Goal 6: Focus on the Public Realm, Street Life and Human Experience

The Zidell Yards approach to a rich and vibrant human experience begins with the premise that a strong public realm seamlessly marries interior and exterior spaces, striving to recognize and create a continuous theater of activity. In this sense, the life of the district will exist at scales from the district to the doorknob, park to patio, or even kayak to kitchen. This approach follows the footsteps of residents, visitors, employees, employers and institutions, considering how we work, play, eat, and move between our daily events. The implications for design favor permeability of the urban form, active land uses, ease of access to transit, and elements of discovery and surprise even for the routine inhabitant.

RELEVANT CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES:

A2 Emphasize Portland Themes

The Yards will cluster around two major Portland Themes: the Willamette River and our bridge-city identity, represented by the Ross Island Bridge. Directing activity and views toward these two elements is a key objective. Maximizing the pedestrian accessibility and vitality of the district also reinforces Portland's distinctive livable character.

A8 Contribute to a Vibrant Streetscape

Active uses along Porter, Bond, Gibbs and RIB Park will contribute to vibrancy at nodes and corridors. Activity around the Tram station and plaza will also infuse the district with energy. Design of buildings and streets that obscure edges between public and private spaces will also encourage dynamic urban life in the public realm.

B1 Reinforce and Enhance the Pedestrian System

All streets and buildings will be designed to facilitate walking in the district. Buildings, plazas and pathways will be located to maximize permeability and activity at the street level, especially along and between the primary pedestrian ways of Bond through the middle of the district, and the Greenway at the eastern edge.

B3 Bridge Pedestrian Obstacles

Accessibility to all parts of the district is essential. As a district that is almost completely being designed and built anew, there are few man-made obstacles that will remain. However, the Slipway constitutes a physical barrier for pedestrians on the Greenway. The Greenway trails will be designed to navigate around the Slipway in a way that limits out-of-direction travel, and integrates well with adjacent building and landscape elements.



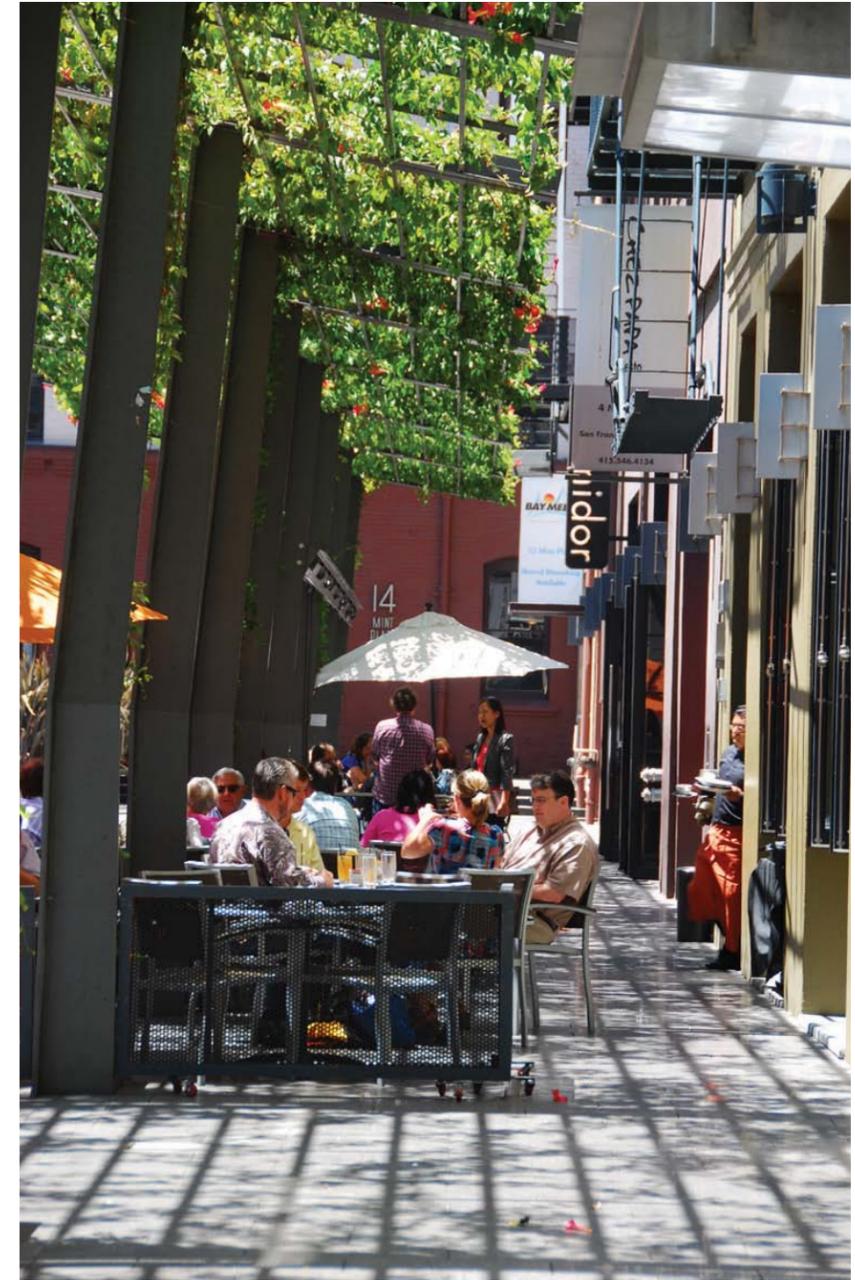
C6 Develop Transitions Between Buildings and Public Spaces

Site and building design will complement the design of adjacent sidewalks and public spaces, and where appropriate, share material palettes, with a goal of creating the appearance of seamless transitions.

C8 Differentiate the Sidewalk Level of Buildings

C9 Develop Flexible Sidewalk-Level Spaces

Seamless transitions between buildings and exterior spaces will be a defining feature of the Yards. This ethos will be manifest spatially, materially and operationally. Facades will accommodate permeability and accessibility that will promote dialogue between the street and interior spaces.



RELEVANT SOUTH WATERFRONT DESIGN GUIDELINES

A1-2 Incorporate Active Uses Along the River

Bringing people to the waterfront through recreation and commerce is critical to the success of the Yards. Areas on the greenway north and south of the Ross Island Bridge will have ground level active uses. Active uses will also run along Gibbs toward the Slipway.

C4-1 Develop Complementary Structured Parking

Structured parking will be situated to minimize visual impact and designed to complement surrounding development. Access to parking garages will be located away from main streets (Gibbs, Bond and Moody).

FRAMEWORK PLAN
Site Plan



NTS