

1164

PEARL DISTRICT DEVELOPMENT PLAN

IF YOU WISH TO SPEAK TO CITY COUNCIL, **PRINT** YOUR NAME & ADDRESS

NAME

ADDRESS & ZIP CODE

✓ Grant Goyer	1009 NW Hoyt St #201, 97209
✓ KRISTY EDMUNDS	219 NW 12 th #100 97209
✓ NEILSON ABEELE	1325 NW Flanders St. 97209
✓ Sue Pritzker	105 NW Park P- 97209
✓ John CARROLL	
✓ Al Golham	1231 NW Hoyt #201 97209
✓ Pat Rumer	800 NW 6 th Ave. 97209

*because the market's
so good I will take
care of itself...*

36032

From Wieden + Kennedy:

Hello – Madeline Kokes here – sorry I couldn't be there in person but trust that Kristy or Al or Neilson will deliver my/our sentiments just fine.

I served on the Pearl District Development Plan Steering committee in a limited capacity and was really inspired to see so many folks working so hard to preserve this community.

Wieden + Kennedy has a lot of history in the Pearl District. Yes, we moved into the neighborhood just 1½ years ago but our people have been hanging out here for years. Back in the late 1980s and early 1990s, all of our young single people moved right into the Irving Street Lofts when they first came into town. I bet we inhabited at least 75% of the available space. It was the place to be. And then of course, all our books came from Powells. Our screwdrivers from Winks. And then there were the late night beer fests at the Low Brow Lounge. And always, checking out the art scene on First Thursdays.

When, in 1997, we started looking for a new space to move the agency, the Pearl District was a natural fit for us. We liked the eclectic nature and the authenticity of the neighborhood. We loved the character of the buildings, in particular the rawness of the warehouses. We wanted to collaborate with the artists. And, from a practical standpoint, it was accessible – close to downtown and the freeways but offering up a more interesting/surprising mix of people and environment than you would find in your typical downtown neighborhood, at least here in Portland.

So, we moved in and the experience has been awesome. We want to keep it that way and that is why we are so interested in helping out with the Development Plan and seeing it approved. Our being in this neighborhood provides great stimulus to our people and helps us attract new people but it won't work that way if the neighborhood becomes homogenized. What is the most important aspect to preserve for us is the art. There was a whole spiritual side of our move and that was that Dan wanted to create a place where people in business, the arts and the community could come together. That is why we have PICA in the building. That is why we hire people who've gone to PNCA. We need to keep art alive in the Pearl. Things like providing affordable live/work spaces for artists. Supporting PICA and PNCA. Attracting other authentic bodies that are making art happen.

That's the spiritual side of things. From a more practical standpoint, it would be great to have more of our people living in the Pearl but frankly most of them can't afford it. So, we need affordable housing. And affordable Daycare. All those single people who came and lived in

the Irving Street Lofts are now married and having babies. And, we work so hard that there could be nothing better than knowing that your child is safe and sound and just a minute away at the local neighborhood daycare.

Lastly, we have really worked hard to create an interesting destination in our building with tenants like PICA, Full Upright Position, Bluehour, Christianne Millinger, and The Widney Moore Gallery. I hope we can do that throughout the Pearl. Our people travel the world and are exposed to so many neat shops, restaurants, bars, galleries. But, they would love to spend their money right here at home if only there were more of them. And, I'm not talking necessarily expensive. I'm talking interesting. Fun. Surprising. Cheap. I'll go to my grave pursuing Rudy's Barbershop for our last remaining open space in our building. Let's keep that same standard for the entire neighborhood. No GAP!

Thanks for your time –
Madeline

BUDGET/FINANCIAL COUNCIL ACTION IMPACT STATEMENT

INITIATOR=S SUMMARY OF COUNCIL ACTION (Deliver original to Financial Planning Division. Retain copy.)

1. Name of Initiator Sarah Heinicke		2. Interoffice Mail Address 299/7000	3. Telephone No. 823-3358	4. Bureau/Office/Dept. PDC
5a. To be filed (date) October, 3 2001	5b. Calendar (Check One) Regular Consent 4/5ths Γ x Γ Γ	5. Date Submitted to OFA Budget Analyst: n/a		6. Fund Name & Number n/a

Please check appropriate box and list dollar amount.
If using electronic MS Word version; underline appropriate category and type and list dollar amount after.

Category 1 No financial Impact [X]

Category 2 Routine Budgeted Items []

- | | |
|--|--|
| Γ Contracts | Γ Annual supply contracts |
| Γ Grants | Γ Claims payment under \$15,000 |
| Γ Call for bids on purchasing contracts | Γ Creation of a Local Improvement |
| Γ Reports to Council regarding completion of projects | Γ Other |

Category 3 Non-Routine or Unbudgeted Item []

SUMMARY OF ACTION: In concise terms, describe what is to take place through the enactment of this council action. Where applicable, narrative should include answers to the following questions. Add space as necessary below each question. Multiple page responses are acceptable if necessary to answer all relevant questions.

- A. **What action(s) is proposed?** Recommend endorsement of the Pearl District Development Plan
- B. **Who will be affected by the proposed action?** (List other City bureaus? Citizens? The business community?) Developers, residents, citizens, PDOT, PDC, Parks, Planning.
- C. **What will the action cost? In this fiscal year? Subsequent year(s)? How much revenue will it generate? In this fiscal year? In subsequent year(s)? If there are indirect costs or future commitments implied as a necessary accompaniment or result of this action, include an estimate of these costs even if the action does not formally authorize any expenditure.**

There are no direct costs as a result of endorsing this plan. The Plan is intended to be a guide for development, a list of preferred types of uses and built form in the neighborhood, and preservation of employment uses, arts, buildings. The plan does suggest that the area will require additional resources from the city to maintain its desired high density and livability, although that amount has not been quantified.

- D. **Is the cost included in the current year's budget? If so, which Fund or AU? If not, identify funding sources and amounts - i.e. interagency, contingency/unforeseen, grants, administrative transfer, etc.**

The costs identified in the plan to come out of this effort are a mixture of tax increment financed projects and general fund projects. At the time when the projects are put forward by the neighborhood to be implemented, the bureaus in question will

- E. **What alternatives to this action been explored?** The alternative to this action was to do nothing and hope that development that responds to the market develops in a way that responds to the needs of the Central City and the people who live there. We chose to take a proactive approach.

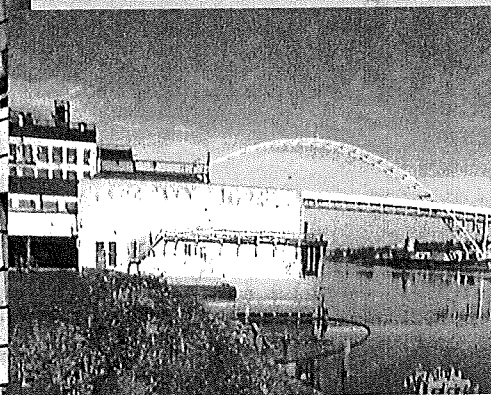
Donald F. Mazziotti, Executive Director: _____

APPROPRIATION UNIT HEAD (Typed name and signature)

Pearl District

A Future Vision for a Neighborhood in Transition

Development Plan



ACKNOWLEDGMENTS

Pearl District Development Plan Steering Committee

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TABLE OF CONTENTS

EXECUTIVE SUMMARY	5	HOUSING	24
		Action Item Matrix	26
INTRODUCTION	8	ARTS AND CULTURE	27
CONTEXT	8	Action Item Matrix	30
FUTURE VISION	10	ECONOMIC OPPORTUNITIES	31
CALL TO ACTION	10	Action Item Matrix	41
BUILT ENVIRONMENT	11	EDGES AND GATEWAYS	30
Action Item Matrix	18	Action Item Matrix	37
NEIGHBORHOOD AMENITIES	20	TRANSPORTATION/PARKING	43
Action Item Matrix	23	Action Item Matrix	48

An Appendix containing information describing the planning process, a glossary of terms, buildout analysis, background information, policy conflicts, and a summaries of the open houses is available as a separate document.

EXECUTIVE SUMMARY

The Pearl District Development Plan has been drafted by a 26-member steering committee, representing a wide range of viewpoints. The steering committee met over the course of a year to discuss the future of the Pearl District, to re-evaluate current plans and policies, and to focus on the development priorities for the neighborhood. The committee's initial ideas and concepts were reviewed at a public open house before undergoing further refinement through an intensive subcommittee process. The steering committee then created a draft plan that was reviewed at a second public open house before the steering committee made final recommendations. This effort was funded by the Portland Development Commission.

The draft Development Plan has two elements: a vision statement and an action plan. The vision is a broad statement about the future of the neighborhood. The action plan includes supporting goals and objectives and identifies specific policies, guidelines, strategies, and projects that will be implemented in order to achieve the vision.

Vision Statement

Three key themes have emerged from this process:

- The Pearl District is undergoing an enormous amount of change, and special efforts will be needed to support elements that add character to the neighborhood that might otherwise be unable to remain in the face of escalating property values and rents. These efforts will focus on preserving historic buildings, supporting or providing opportunities for artists, and investigating ways to lessen the impacts of the changing neighborhood on established, independent businesses.
- Density adds to the neighborhood's vibrancy and will attract businesses, residents, and visitors who come to enjoy the variety of services and activities that make up the Pearl. At the same time, this area will require a significant degree of public and private investment to provide the amenities and services necessary to create a livable neighborhood.

- Finally, realization of the high expectations embodied in this Development Plan will require ongoing commitments and active involvement by everyone who cares about the Pearl District.

Action Plan

The Action Plan is organized by broad topics or section (i.e., Built Environment, Edges and Gateways, Transportation/Parking, etc.). For each broad topic, there are goals and objectives that identify a wide range of projects, programs and policies to realize the vision. Each section ends with a summary matrix that identifies specific actions with priorities and responsible parties. The priority scale (high, medium, and low) roughly indicates either importance for timing or funding, and was set by the steering committee with consideration of the public open house comments. The following have been identified as highest priority actions, not in order of preference:

- Acquire remaining parcels along the waterfront
- Adopt code changes and incentives to encourage innovative design, preserve historic buildings, and create smaller affordable retail spaces
- Continue to implement the River District Housing Implementation Strategy
- Create additional public parking in the central/north area
- Create affordable studio space for artists
- Develop an incubator building to provide affordable space for small businesses and start-up companies
- Establish a community center or space for the neighborhood
- Locate a public market or other active public use at the 511 Broadway Building
- Re-install Lovejoy Columns as a gateway at Naito Parkway and NW Ninth Avenue
- Support existing arts and cultural institutions

BUILT ENVIRONMENT

Action Items ¹	Priority			Responsible Party ²
	High	Med	Low	
Projects				
Re-establish a full-service Post Office substation within the Pearl District				U.S. Postal Service
Programs				
Update historic resources inventory				Planning PDNA
Establish loan/grant program for seismic improvements and other historic renovations				PDC
Create education program to promote historic designations				Planning PDNA SHPO
Promote Storefront Improvement Program to enhance historic buildings				PDC
Prepare Development Guidelines Handbook				PDNA
Establish a design competition for a major new development				PDC Private
Study appropriate locations for sidewalk vending carts				Planning PDNA Merchants Assoc.
Encourage AIA, PSU or U of O to undertake an urban design study				PDNA Planning, PDC
Create a program to assist with alternative forms of ownership (co-op, land trust, condo) for commercial space				PDC Merchants Assoc.
Undertake community planning process to re-design Post Office site to create opportunities for infill development				PDC U.S. Postal Service PDNA Planning

1. The Portland City Council and Development Commission approved this plan by resolution. The actions listed are a starting place. Actions are adopted with the understanding that some will need to be adjusted and others replaced with more feasible proposals.

2. All actions must have at least one identified implementor. Identified implementors have expressed interest and support with the understanding that circumstances may affect their ability to take action. Some implementors are entities that actually carry out one or more elements of the action, while other implementors advocate for the action.

BUILT ENVIRONMENT CONTINUED

Action Items	Priority			Responsible Party
	High	Med	Low	
Policies				
Review and revise development standards to require high density and active uses in the vicinity of major public investments (i.e., Portland Streetcar, Jamison Square)				Planning
Study and make recommendations to encourage historic preservation through transfer of development rights				Planning
Review and revise River District Design Guidelines to promote mixed use development in a dense urban environment				Planning PDC PDNA OPDR
Review and revise building height and FAR standards for area north of Lovejoy to allow for more flexible designs				Planning
Study market and regulatory obstacles to creating small-scale retail space and create appropriate incentives such as FAR bonuses				Planning
Adjust active ground floor use requirements to focus on retail activities into major corridors				Planning
Study market and regulatory obstacles to smaller, partial block developments and create appropriate incentives such as FAR bonuses				Planning
Review solar access standards to ensure consistency with building height and FAR changes				Planning Transportation
Explore appropriateness of allowing building setbacks for wider sidewalks, plazas, and outdoor seating				Planning

NEIGHBORHOOD AMENITIES

Action Items	Priority			Responsible Party
	High	Med	Low	
Projects				
Provide incentives or financial assistance to locate daycare facilities in publicly financed projects				PDC
Implement Tanner Creek Park Blocks design, including "Boardwalk"				PDC Parks and Recreation Transportation Hoyt Street Prop.
Build a playground on northernmost Pearl District Park Block				PDC Parks and Recreation
Acquire waterfront property for use as open space and other public uses				PDC Parks and Recreation Planning Env. Services
Create additional community space				PDC Parks and Recreation
Build a community/recreation center in a portion of Centennial Mills site				PDC Parks and Recreation
Programs				
Explore opportunities to locate a school in the Pearl District				PDC Portland Public Schools Private
Provide incentives to create more "pocket parks" and small open spaces				PDC Planning Parks and Recreation

HOUSING

Action Items	Priority			Responsible Party
	High	Med	Low	
Projects				
Continue to implement the River District Housing Implementation Strategy				PDC
Develop an ownership housing project using shared appreciation mortgages or land trust ownership models				PDC
Provide incentives or financial assistance to housing projects with two- and three-bedroom units dedicated to households with children				PDC
Programs				
Target financial assistance to projects that mix income levels, especially for middle income households				PDC Housing Authority of Portland
Study design innovations, such as passive solar or ventilation, to increase livability in affordable housing projects				PDC PDNA
Explore design options to create flexible space that allows for future conversion or reconfiguration to add bedrooms				PDC PDNA
Conduct a survey to identify factors that would encourage families to locate in the downtown area				APP PDC
Create a strategy to address the needs of families in the Pearl District				PDC PDNA
Create a marketing program to attract families				APP PDC PDNA

ARTS AND CULTURE

GOAL: Artists, galleries and art institutions will continue to play an essential role in the identity and character of the Pearl District.

Objective 1: Support the Pearl District's identity as an artistic and creative community.

The artistic character of the Pearl District is what draws many people to this neighborhood. It also faces a tremendous amount of pressure from market forces and escalating property values. The Pearl District as a whole, including property owners, businesses, residents and the Neighborhood Association will need to work together to ensure that artists, galleries and art institutions continue to thrive in the neighborhood.

1. Ensure affordable studios and live/work space for artists.

Other communities have been successful in creating affordable studio space. PDC and private developers should explore opportunities to preserve and create affordable studio and exhibit space. PDC should assist a local, nonprofit organization to finance the acquisition of a building and/or space. Projects such as the Everett Station Lofts in Portland or the Torpedo Factory in Alexandria, Virginia could serve as models. An alternative is for a nonprofit to secure master leases on available space that can then be sublet to artists.

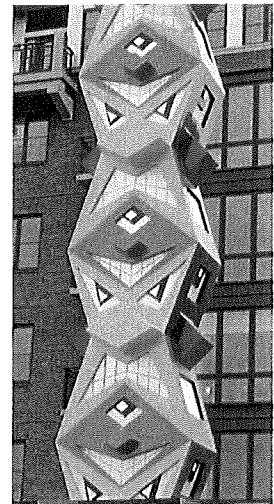


2. Reinstall the Lovejoy Columns/Murals at NW Ninth and Naito Parkway.

The Lovejoy Columns reinstatement is the highest priority public art project in the neighborhood. A tremendous amount of thought and energy has been devoted to the design of a gateway at NW Ninth and Naito Parkway (see the RIGGA design on the following page). PDC and other public programs, such as the Percent for Art or the Regional Arts and Culture Council, should give this project priority for public art funding.

3. Encourage commissions to artists.

The neighborhood association, cultural institutions and other civic groups should work together to encourage developers and others to commission work from artists to incorporate into development projects. There should be a special emphasis on local and regional artists. These works should be placed in public view and be of lasting value and the highest quality.



PUBLIC ART ON
STREETCAR LINE
(NW 11TH AVENUE)

**ORIGINAL
IN COLOR**

Objective 2: Foster partnerships within the community to create and support cultural spaces and activities.

In addition to the current activities and facilities, there are additional needs and opportunities to reinforce and enhance the artistic identity of the Pearl.

1. Create space for performing arts, theatre, and movies.

As the neighborhood grows, there will be increasing demand for public venues and spaces for performing arts events. The neighborhood association should work with other civic groups and developers to incorporate these uses into future development projects or a future community center.

2. Enhance arts activities for the public, especially children.

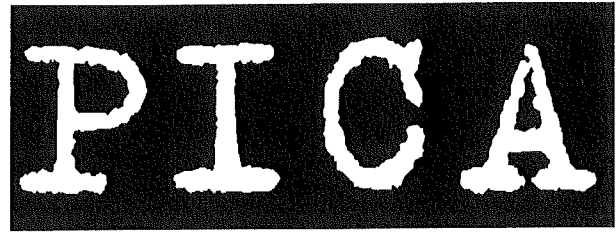
Art activities for the public should build on and expand the programs created by PNCA and PICA. Any future school or community center proposal should incorporate an arts element to take advantage of the resources in the neighborhood.

Objective 3: Support cultural institutions in the neighborhood.

Cultural institutions, such as the Pacific Northwest College of Art (PNCA) and the Portland Institute for Contemporary Art (PICA), provide an important framework for supporting the arts in the Pearl. These institutions provide valuable programs, facilities and activities. They are an integral part of the neighborhood and need the full support of the community to ensure that they thrive and enjoy continued success.



PNCA INTERIOR



1. Create a permanent presence for PNCA and PICA in the neighborhood.

Currently, both of these institutions occupy their buildings under long-term leases. PDC, the Neighborhood Association, and others in the community should work to support their continued presence in the Pearl District. One strategy is to increase awareness of these important cultural institutions by providing assistance in marketing their programs and activities.

2. Explore the need, opportunity and feasibility of adding dormitories to PNCA.

Many of the students cannot afford to live in the Pearl. A dormitory would enable artists to remain in the Pearl, allow some students to reduce or eliminate their need for a car, and reduce traffic parking demand in the neighborhood.

3. Encourage other cultural institutions to locate in the Pearl District.

Additional cultural institutions will create a broader foundation and reinforce the neighborhood's artistic identity. Possible institutions could include a historical society with an emphasis on the Pearl, a performing arts theater, and/or a school with a performing or fine arts focus.

4. Support and promote the continuation of First Thursday.

First Thursday brings thousands of people into to the Pearl to create a monthly street party that adds to the vitality of the neighborhood.

ARTS AND CULTURE

Action Items	Priority			Responsible Party
	High	Med	Low	
Projects				
Re-install Lovejoy Columns at NW Ninth Avenue and Naito Parkway gateway				PDC RACC
Provide incentives or financial assistance to create affordable artist studios or space				PDC Private
Provide incentives or financial assistance to create space for performing arts or theater				PDC Private
Programs				
Encourage development projects to incorporate public art from local artists				PDNA
Create a non-profit organization to support art activities				PDNA
Study feasibility of adding dormitories at PNCA				PDC PNCA
Encourage other cultural institutions to locate in the Pearl District				PDNA
Establish a permanent presence for PICA, PNCA and other institutions				PDC PDNA Private

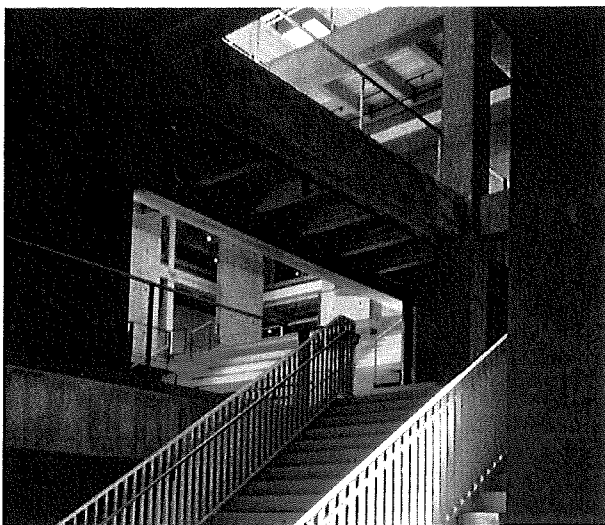
ECONOMIC OPPORTUNITIES

GOAL: The Pearl District will offer a wide range of employment opportunities through a diversity of businesses that enable people to live, work, shop, and play within the neighborhood.

The Pearl District's proximity to downtown has always influenced the types of businesses that locate here. Recently, there has been a shift from industrial uses to more professional office uses. While the industrial uses should not be forced out, other employment opportunities are encouraged to create a community with a balance of employment, residential and retail uses.

The Pearl District has experienced and is expected to see significant growth in the number of businesses and employment opportunities. The growth is expected primarily in the professional office, especially creative services, and retail sectors. This employment growth and new investment is driving market forces and rising property values that have different impacts on the Pearl's eclectic mix of businesses. Some are able to withstand these forces and reap financial windfalls, while others are struggling to survive.

Those businesses that own their own buildings have or will benefit from the revitalization of the Pearl. Some industrial users may experience problems with a shifting customer base as the area shifts away from light industrial uses, but the increased property values are a way to finance relocation.



WIEDEN & KENNEDY INTERIOR



METROPOLITAN PRESORT (NW 10TH AVE./GLISAN ST.)

Some light industrial businesses, especially those that lease their buildings, are leaving the Pearl. Others are experiencing more complaints from their new neighbors over truck access or noise. As a nearby option, the City is strengthening the Guilds Lake area as a long-term industrial sanctuary to provide a location for businesses that want to be near the central city.

The Pearl has a number of specialized, destination retailers that could locate anywhere in Portland, but originally chose the area for its affordable rents and readily available parking. But increasing rents and increased competition for parking are changing the business environment. Some businesses are relocating, while others are benefiting from the neighborhood's revitalization.

Many of the Pearl's smaller retail businesses, including art galleries, have been major contributors to the neighborhood's renaissance. However, they can be among the hardest hit by increasing rents. As leases expire, some businesses are finding it difficult to survive. Other businesses are struggling with the various disruptions caused by construction, which can result in the loss of on-street parking, temporary street closures, or increased noise and dirt.

Everyone is concerned about the displacement and turnover of businesses, which can threaten the character that makes the Pearl District unique. However, because these challenges are mainly the result of larger market forces, effective solutions and assistance can be difficult.

ORIGINAL
IN COLOR

Objective 1: Encourage new employment opportunities that capitalize on the Pearl District's location within the Central City.

1. Encourage uses that fit into the fabric of the neighborhood.

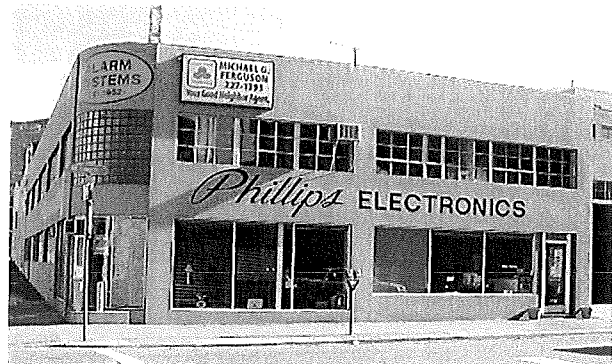
Ideally, new developments or uses should preserve existing buildings and provide opportunities for a wide range of uses, including artistic and other start-up companies.

2. Establish an incubator building with smaller, affordable (Class B or C) space for small businesses and start-up companies.

An important characteristic of the Pearl is the smaller, independent businesses. In the past, these businesses have sought out the Pearl as an affordable location in the Central City. As the area develops, these affordable spaces are being rehabilitated and remodeled into space that is more expensive. PDC should assist property owners in maintaining or creating space that may have fewer amenities and is affordable to smaller or start-up businesses.

Objective 2: Support existing businesses that are an important part of the character and diversity of the neighborhood.

The mix of existing businesses, especially the industrial uses, adds to the character of the Pearl District. These businesses need to be supported and steps taken to ensure that they are not unnecessarily being forced out of the neighborhood. Market economics and escalating property values are an important factor, but there are other policies and practices that can be initiated to ensure the future success of businesses in the Pearl. For example, industrial uses may need truck loading areas or may need to use a traffic lane in the street. The City and the neighborhood should ensure these uses are supported and are not being forced out for reasons other than economics.



NW 10TH AVENUE/FLANDERS STREET

1. Pursue the use of good neighbor agreements with new development projects.

The City, Neighborhood Association and adjacent businesses should work with developers and construction contractors to create good neighbor agreements or construction mitigation plans to address impacts, such as street closures, parking blockages and cleanliness, to reduce the impact of large scale construction projects on nearby property owners and businesses.

2. Create a program to promote the use of condominium, co-operative or community land trust ownership models for small businesses and retailers.

PDC should work with local businesses and property owners to create programs that would allow businesses to establish an equity interest in their building to better protect the businesses against rising property values and rents.

3. Build partnerships between new businesses/users and existing businesses and institutions that capitalize on the unique qualities that make up the Pearl District.

The Merchants Association and the Neighborhood Association should work together to promote local businesses.

**ORIGINAL
IN COLOR**

4. Recognize and acknowledge adjacent industrial uses.

New owners and tenants do not always fully consider that the Pearl District is an industrial area, which can sometimes lead to conflicts with long-standing businesses. The Neighborhood Association should work with property owners and developers to create an awareness of these conditions.



NW 10TH AVENUE/COUCH STREET)

ECONOMIC OPPORTUNITIES

Action Items	Priority			Responsible Party
	High	Med	Low	
Projects				
Create an incubator building with affordable space for start-ups and small businesses				PDC Private
Programs				
Use good neighbor agreements with new development projects to minimize construction impacts to surrounding businesses				PDNA Merchants Assoc. Private
Promote the use of condominium, co-operative, or community land trust ownership models for small businesses or retailers				PDC Merchants Assoc.
Increase awareness of the industrial uses and reduce conflicts and complaints from newcomers				PDNA Merchants Assoc. Private

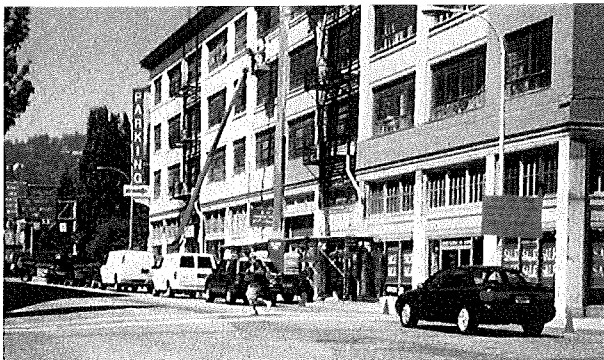
**ORIGINAL
IN COLOR**

6. Integrate the redevelopment of Terminal 1 South into the surrounding area.

Terminal 1 South has significant redevelopment potential. Special effort will be required to provide connections and integrate new development into the surrounding area. New development should connect to the Willamette Greenway Trail. The inlet at the north end of the site should allow for public access to the river. Transit service along Naito Parkway to the Portland Streetcar or Transit Mall should be explored.

Objective 2: Improve connections across Burnside Street to the West End and Downtown.

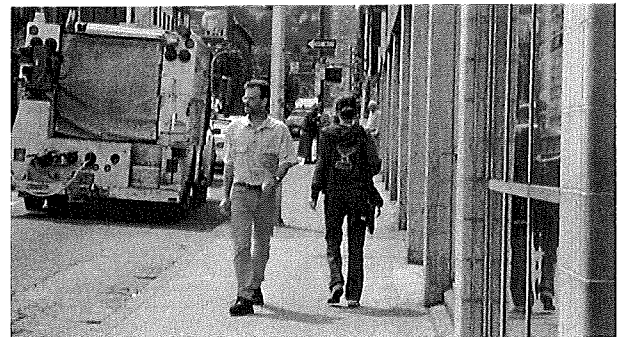
Broadway, 10th Avenue, 11th Avenue, and 14th Avenue provide good vehicle connections north and south of Burnside. Signalized left turn lanes for eastbound traffic on Burnside are not needed.



NW 13TH AVENUE/BURNSIDE STREET

Therefore the focus is the Burnside corridor as a pedestrian barrier. The three major factors for pedestrians are: 1) the distance between signalized intersections; 2) narrow sidewalks that make walking along Burnside unpleasant; and 3) the disparity in signal timing that causes long waits to get across Burnside. In general, greater emphasis should be given to pedestrians over the automobile.

1. Enhance pedestrian connections by completing the Burnside Corridor Transportation and Urban Design Plan.



UNFRIENDLY PEDESTRIAN ENVIRONMENT

The Burnside Corridor Transportation and Urban Design Plan is seen as the appropriate forum to resolve many of the pedestrian issues along Burnside. As part of this project, the installation of traffic signals at unsignalized intersections should be evaluated to provide better connections for pedestrian routes, including: Eighth Avenue and/or Park Avenue to provide access to the North Park Blocks and Ninth Avenue as a through route to the riverfront.

2. Increase width of sidewalks along Burnside through building setbacks or arcades.

The Burnside Corridor Transportation and Urban Design Plan should review and revise development codes to allow for increased building setbacks or arcades facing Burnside. Burnside is narrow to begin with and it is expected that it will be difficult to adjust the right-of-way to create wider sidewalks. Therefore, new development should be set back or arcades should be used to create additional space. The project also should consider the use of bollards along the curb to provide additional protection for pedestrians.

Objective 3: Encourage redevelopment of NW Broadway Avenue as a connection between the Pearl District and Old Town/Chinatown.

As a major gateway to the River District and the Central City, NW Broadway should be more than it is. Broadway should have a strong presence and serve as a key edge or transition between the Pearl District and Old Town/Chinatown.

1. Conduct a revitalization study.

A study should consider urban design treatments, streetscape improvements, and other actions to revitalize and activate NW Broadway as an important street in the River District. A key opportunity site should be the redevelopment of the surface parking lot at NW Couch Street.



NW BROADWAY

2. Undertake a master plan for the six publicly-owned blocks on either side of NW Broadway.

Currently, PDC owns the historic Union Station as well as three blocks immediately to the south. The federal government owns the old Post Office (the 511 Building) with the parking lot to the west. PDC should work with the Pearl District and the Old Town/Chinatown neighborhood associations to undertake a master plan and urban design study to outline land use, transportation, and parking concepts for this area.

3. Enhance the pedestrian environment.

Streetscape improvements and landscaping will create a friendlier pedestrian environment. In conjunction with these improvements, PDC's Storefront Improvement Program should target buildings along NW Broadway.

4. Locate the proposed public market or another active public use in the 511 Federal Building.

The City is exploring the feasibility of a new public market to showcase local foods and agricultural products. The Federal Building at 511 NW Broadway is considered one of the prime locations. Redevelopment of the 511 Building could allow for the public market or some other active use on the ground floor with supportive housing or offices on the upper floors. (See *conceptual design on facing page.*) The adjacent parking lot should be redeveloped as an extension of the North Park Blocks. This building is listed on the National Register of Historic Places and is a potential gateway into the neighborhood and Central City. The U.S. Post Office, with about 1,200 employees, and surrounding businesses and residents create a substantial customer base for the market.

5. Enhance pedestrian connections across Broadway.

NW Flanders Street should be a key pedestrian and bicycle route. It has lower traffic levels and offers a parallel route between the NW Everett and Glisan couplet. A traffic signal at NW Broadway and Flanders also is needed to improve this connection.

6. Encourage more activities along the North Park Blocks.

The North Park Blocks are an under-utilized asset in the neighborhood and represent an opportunity for more active uses to locate along and within the area.

Objective 4: Enhance local street connections over and under I-405.

Interstate 405 has created a barrier along the western edge of the neighborhood. It changes character and presents different challenges and opportunities. As it comes off the Fremont Bridge, it is an overpass, leaving streets and usable space underneath. Through a transition zone, it becomes a wall, then as it travels below grade, it presents new opportunities for connections and development of the air rights above it.



UNDER INTERSTATE 405

1. Explore opportunities to better utilize the space under I-405.

Streetscape improvements, especially lighting, will improve connections to Northwest Portland. Encourage redevelopment of the space under I-405 to include more active uses, such as recreation (basketball hoops and tennis courts), an open air market, parking and/or affordable space for uses that are being displaced from the Pearl District. (See conceptual plan on facing page.)

2. Improve the pedestrian access across I-405 at NW Everett and NW Glisan.

Sidewalks and street lighting should be installed on both sides of the street (currently just on one-side). The City should work with ODOT to manage the overpasses and on-ramps to I-405 in order to calm traffic exiting the freeway and to slow speeds on the adjacent local streets.

The City should consider taking control or ownership of these facilities, if needed. A pedestrian/bicycle bridge should be constructed across I-405 at NW Flanders to create a parallel pedestrian/bicycle route to the NW Everett and NW Glisan couplet.

3. Improve NW 15th Avenue as a pedestrian/bicycle route.

NW 15th Avenue can serve as a pedestrian/bicycle route from NW Everett and Glisan couplet to Naito Parkway and Terminal 1.

4. Explore the feasibility of capping the I-405 freeway as a long range opportunity.

The proposal to cap the below-grade portions of I-405 is a great opportunity, especially in creating a gateway to the neighborhood at I-405 and Burnside. But, capping is a long range opportunity and should be undertaken after other needs in the neighborhood have been addressed.



NW 15th AVENUE/JOHNSON STREET

**ORIGINAL
IN COLOR**

EDGES AND GATEWAYS

Action Items	Priority			Responsible Party
	High	Med	Low	
Projects				
Install streetscape improvements along Naito Parkway, between NW Ninth Avenue and Terminal 1 South				PDC Transportation
Extend "Boardwalk" from Jamison Square to Centennial Mills				PDC Parks and Recreation Hoyt Street Prop.
Commission a design competition for a public art project to create an attractive public safety fence along railroad				PDC Hoyt Street Prop.
Redevelop surface parking lot at NW Couch and Broadway				PDC Private
Install streetscape improvements along NW Broadway				PDC Transportation
If selected, locate a Public Market in the Federal Building at 511 NW Broadway				Private PDC
Install streetscape improvements under I-405 along NW Lovejoy, Marshall, and Northrup streets				PDC Transportation ODOT
Install sidewalks on both sides on NW Everett and Glisan streets as they cross over I-405				Transportation ODOT
Install a pedestrian/bicycle bridge over I-405 at NW Flanders				Transportation ODOT
Improve NW 15th Avenue as a pedestrian/bicycle route				Transportation
Create a gateway at NW 11th Avenue and Hoyt Street				PDC PDNA Private

EDGES AND GATEWAYS CONTINUED

Action Items	Priority			Responsible Party
	High	Med	Low	
Projects				
Create a gateway on the riverfront at Centennial Mills site				PDC Parks and Recreation
Programs				
Study pedestrian crossing options for railroad and NW Naito Parkway between Ninth Avenue and Thurman Street				Transportation PDC Hoyt Street Prop.
Conduct a targeted revitalization study along NW Broadway				PDC
Conduct a master plan for the six publicly-owned blocks around NW Glisan and Broadway				PDC Planning
Study NW Flanders as an alternative pedestrian and bicycle route				Transportation
Study redevelopment options for space underneath I-405				PDC Planning ODOT
Explore capping I-405 as a long-term opportunity				PDC
Study traffic calming options for I-405 ramps and adjacent streets				ODOT Transportation
Commission public art for each of the gateways				PDNA Private
Policies				
Ensure public access to and along the Willamette River				PDC Planning Parks and Recreation
Prohibit surface parking lots along waterfront				Planning Transportation
Review and revise development standards to allow for building setbacks and arcades to widen the sidewalks along Burnside				Planning Transportation

TRANSPORTATION/PARKING

Action Items	Priority			Responsible Party
	High	Med	Low	
Projects				
Install traffic signals at unsignalized intersections along the NW Everett and Glisan couplet				Transportation
Install a traffic signal at NW Flanders and Broadway				Transportation
Replace non-conforming streetlights with "Portland Traditional" style				Transportation
Install additional streetscape improvements and amenities at each streetcar stop and selected bus stops				PDC Transportation
Widen sidewalks and install curb extensions along major pedestrian routes				PDC Transportation
Increase on-street parking by restriping or other means				Transportation
Develop a parking structure in the north end of the District				PDC
Programs				
Improve signal timing and synchronization along Everett/Glisan and 10th/11th couplets				Transportation
Study locations for traffic signals to improve safety of pedestrian crossings				Transportation PDNA

TRANSPORTATION/PARKING CONTINUED

Action Items	Priority			Responsible Party
	High	Med	Low	
Programs				
Study alternative truck routes for Post Office to minimize impacts to the neighborhood				Transportation U.S. Postal Service PDNA
Expand fareless square to include the entire Pearl District				Transportation Tri-Met
Provide incentives or financial assistance to create trip end facilities for bicycle commuters (Bike Central)				PDC Transportation Planning
Explore feasibility of river taxi, with stop at Centennial Mills				Transportation
Update River District right -of-way standards				Transportation PDC
Minimize cuts and pavement overlays on cobblestone streets				Transportation Planning
Preserve loading docks, horse rings, and other historic features in the public right-of-way				Transportation
Create shared parking management program to increase effectiveness of shared or condominium parking facilities				Transportation Planning
Policies				
Encourage the use of cobblestone as design feature in streetscape improvements				PDC Planning Transportation
Adjust maximum parking ratios to be consistent for both growth and preservation categories				Planning Transportation
Review and revise policies and standards to discourage surface parking lots and encourage more condominium or shared parking facilities				Planning Transportation PDNA

RESOLUTION NO. 36032

Recommend Approval of the Pearl District Development Plan. (Resolution)

WHEREAS, the Pearl District is undergoing a tremendous amount of change and special efforts will be needed protect the character and attractiveness of the district; and

WHEREAS, these efforts will focus on preserving historic buildings, supporting or providing opportunities for the arts, independent retail and small business, ensuring adequate open space, cultural and recreational opportunities and a wide mix of types of housing; and

WHEREAS, the density of new development in the district also requires carefully thought out standards, regulations and guidelines to foster innovative architecture, planning and urban design to maintain the Pearl's vibrancy and to continue to attract visitors, businesses and residents; and

WHEREAS, in response to these concerns, representatives from all aspects of the community have come together to produce a common vision for the future of the Pearl District; and

WHEREAS, this effort has resulted in the Pearl District Development Plan, which defines that vision and sets forth a series of recommendations for public and private actions that will guide the future of the neighborhood; and

WHEREAS, the Pearl District Development Plan has been endorsed by the Pearl District Development Plan Steering Committee, the River District Steering Committee and the Pearl District Neighborhood Association and the Planning Commission; and

WHEREAS, it is Council's hope and expectation that the Development Plan will set in motion the actions that will allow the Pearl District to fulfill its potential as a rich, diverse part of Portland's Central City.

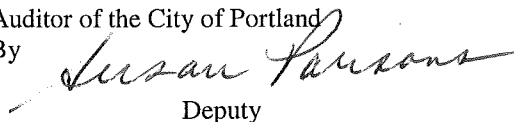
NOW THEREFORE, BE IT RESOLVED, that the City Council hereby approves the Pearl District Development Plan.

Adopted by the Council, **OCT 03 2001**

Mayor Vera Katz
Sarah Heinicke, PDC
October 3, 2001

GARY BLACKMER
Auditor of the City of Portland

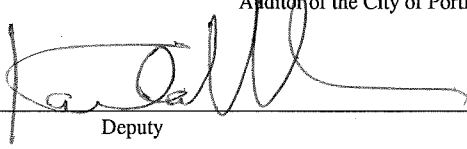

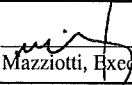
By


Deputy

RESOLUTION NO. 36032

Title

Recommend Approval of the Pearl District Development Plan. (Resolution)

INTRODUCED BY	DATE FILED: SEP 28 2001
Mayor Vera Katz	<p style="text-align: center;">Gary Blackmer Auditor of the City of Portland</p> <p>By:  Deputy</p> <p>For Meeting of: _____</p> <p>ACTION TAKEN:</p>
NOTED BY COMMISSIONER	
Affairs	
Finance and Administration 	
Safety	
Utilities	
Works	
BUREAU APPROVAL	
Bureau: Portland Development Commission	
Prepared by Date Sarah Heinicke October 3, 2001	
Budget Impact Review: <input checked="" type="checkbox"/> Completed <input type="checkbox"/> Not Required	
Bureau Head:  Donald F. Mazziotti, Executive Director	

AGENDA		FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
				YEAS	NAYS
Consent	Regular <input checked="" type="checkbox"/>	Francesconi	Francesconi	✓	
NOTED BY		Hales	Hales	✓	
City Attorney		Saltzman	Saltzman	✓	
City Auditor		Sten	Sten	✓	
City Engineer		Katz	Katz	✓	