

DOZA – Purpose of Design Overlay Zone – PROPOSED LANGUAGE

Working draft for discussion at the Design Commission and PSC in July 2017

What makes a good purpose statement?

- It is succinct and clear.
- It addresses What, Why, and How.
- It aligns with the City's foundational goals.
- It saves the details for the code/guidelines.

Select Comprehensive Plan Goals:

GOAL 3.A: A city designed for people. Portland's built environment is designed to serve the needs and aspirations of all Portlanders, promoting prosperity, health, equity, and resiliency. New development, redevelopment, and public investments reduce disparities and encourage social interaction to create a healthy connected city.

Goal 4.A: Context-sensitive design and development.

New development is designed to respond to and enhance the distinctive physical, historic, and cultural qualities of its location, while accommodating growth and change.

Goal 4.D: Urban resilience Buildings, streets, and open spaces are designed to ensure long-term resilience and to adjust to changing demographics, climate, and economy, and withstand and recover from natural disasters.

PROPOSED PURPOSE STATEMENT – WORKING DRAFT

(underlined verbs, highlighted three tenets)

The design overlay zone strengthens Portland as a city designed for people. It supports the city's evolution within current and emerging centers of civic life, aspiring to achieve design excellence in people's daily experience.

It does this by fostering new development and redevelopment to:

- **Build on the context** by enhancing the distinctive physical, natural, historic and cultural qualities of its location while accommodating growth and change
- **Contribute to a public realm** that encourages social interaction and fosters inclusivity in the human experience
- **Ensure high quality and long-term resilience** in the face of changing demographics, climate and economy

PARAGRAPH BREAK-DOWN

Current Purpose Statement

WHAT	The Design Overlay Zone promotes the conservation, enhancement, and continued vitality of
WHERE	areas of the City with special scenic, architectural, or cultural value.
WHAT	The Design Overlay Zone also promotes quality high-density development
WHERE	adjacent to transit facilities.
HOW	This is achieved through the creation of design districts and applying the Design Overlay Zone as part of community planning projects, development of design guidelines for each district, and by requiring design review or compliance with the Community Design Standards. In addition, design review or compliance with the Community Design Standards
WHAT	ensures that certain types of infill development will be compatible with the neighborhood and enhance the area.

Proposed Purpose Statement

WHAT	The design overlay zone strengthens Portland as a city designed for people. It supports the city's evolution
WHERE	within current and emerging centers of civic life,
WHAT	aspiring to achieve design excellence in people's daily experience.
HOW	It does this by fostering new development and redevelopment to: <ul style="list-style-type: none">• Build on the context by enhancing the distinctive physical, natural, historic and cultural qualities of its location while accommodating growth and change• Contribute to a public realm that encourages social interaction and fosters inclusivity in the human experience• Ensure high quality and long-term resilience in the face of changing demographics, climate and economy