

## Part II THE CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES

**“Unless heart and idea are attuned, there can indeed be no good results.... From the deepest recesses of the heart should come the power that propels the brush to action.”**

*The Mustard Seed Manual, Book of the Bamboo*

The *Central City Fundamental Design Guidelines* implement urban design policies contained in the *Central City Plan*. The cumulative effect of these design guidelines emphasizes the participation of the public and private sectors in a cooperative urban design partnership. This partnership is an essential component to the successful realization of the design intentions embodied in the design guidelines.

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## Part II

# THE CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES



*View looking south from the US Bancorp Tower*

### **THE FRAMEWORK OF THE GUIDELINES**

Section A, **PORTLAND PERSONALITY**, addresses design issues and elements that reinforce and enhance Portland's character.

Section B, **PEDESTRIAN EMPHASIS**, addresses design issues and elements that contribute to a successful pedestrian environment.

Section C, **PROJECT DESIGN**, addresses specific building characteristics and their relationships to the public environment.

Section D, **SPECIAL AREAS**, provides design guidelines for the four special areas of the Central City.

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## USING THE GUIDELINES

Design guidelines are qualitative statements that address the desired character of development. Their qualitative nature is intended to provide flexibility for designers and developers in achieving the city's urban design goals. This flexibility must not be construed as rendering the guidelines merely advisory or otherwise diminish their legal effect as mandatory approval criteria.

Each design guideline has a title, background statement, guideline language, and examples of projects that have successfully met the guideline or exhibit qualities that the guideline addresses. Only the guideline language is adopted by ordinance.

**The title** is in ALL CAPS and uses an alpha-numeric prefix that relates to the three-section framework described on the preceding pages. For example, guideline A 4 USE UNIFYING ELEMENTS is the fourth guideline of Section A, PORTLAND PERSONALITY.

**The background statement** outlines the reasons for the design guideline and the goals that the City wishes to achieve. The background statement also provides clarification among related or similar design guidelines or adds more detail to the guideline language. The background text is not adopted and can be adjusted and/or updated as new design issues arise.

**The guideline language** is presented in **bold** type following the word, "**GUIDELINE**". As previously mentioned, this language is adopted and represents the approval criteria against which the review staff make findings.

**The examples** are provided to illustrate each guideline. They are preceded by captions that describe the way the guideline is, or could be, met as shown by the example. The examples must **not** be considered as the **only** possible design solutions. They are intended to stimulate new ideas and provide direction for designers and developers. The captions and examples are not adopted and can be easily updated as new proposals get built.

## DESIGN GUIDELINE APPLICABILITY

**Not all proposals must meet all the guidelines.** Development proposals vary in size, scale and complexity. Large proposals, such as multi-building developments on multiple blocks face different design considerations than smaller proposals, such as changing the sign system on a commercial storefront. The set of applicable design guidelines is tailored to the size, scale and complexity of the proposal.

Table 2 on the facing page identifies which guidelines apply to different proposal types.

The proposal types used in Table 2 are defined in the *Portland Zoning Code* except for 'Storefront Remodel'. A Storefront Remodel is an exterior alteration that affects an area of a building facade that is no more than 50 feet wide and 25 feet high, measured from grade.

**Table 2.**

**DESIGN GUIDELINE  
APPLICABILITY  
BASED ON  
PROPOSAL TYPE**

Indicates applicable design guideline

DESIGN GUIDELINE	PROPOSAL TYPE	New Development	Exterior Alterations	Storefront Remodel	Parks and Open Areas	Sign and/or Awning
<b>A PORTLAND PERSONALITY</b>						
A 1 Integrate the River						
A 2 Emphasize Portland Themes						
A 3 Respect the Portland Block Structures						
A 4 Use Unifying Elements						
A 5 Enhance, Embellish and Identify Areas						
A 6 Re-Use / Rehabilitate / Restore Buildings						
A 7 Establish and Maintain a Sense of Urban Enclosure						
A 8 Contribute to a Vibrant Streetscape						
A 9 Strengthen Gateways						
<b>B PEDESTRIAN EMPHASIS</b>						
B 1 Reinforce and Enhance the Pedestrian System						
B 2 Protect the Pedestrian						
B 3 Bridge Pedestrian Obstacles						
B 4 Provide Stopping and Viewing Places						
B 5 Make Plazas, Parks and Open Space Successful						
B 6 Develop Weather Protection						
B 7 Integrate Barrier-Free Design						
<b>C PROJECT DESIGN</b>						
C 1 Enhance View Opportunities						
C 2 Promote Permanence and Quality in Development						
C 3 Respect Architectural Integrity						
C 4 Complement the Context of Existing Buildings						
C 5 Design for Coherency						
C 6 Develop Transitions Between Buildings and Public Spaces						
C 7 Design Corners that Build Active Intersections						
C 8 Differentiate the Sidewalk-Level of Buildings						
C 9 Develop Flexible Sidewalk-Level Spaces						
C 10 Integrate Encroachments						
C 11 Integrate Roofs and Use Rooftops						
C 12 Integrate Exterior Lighting						
C 13 Integrate Signs						