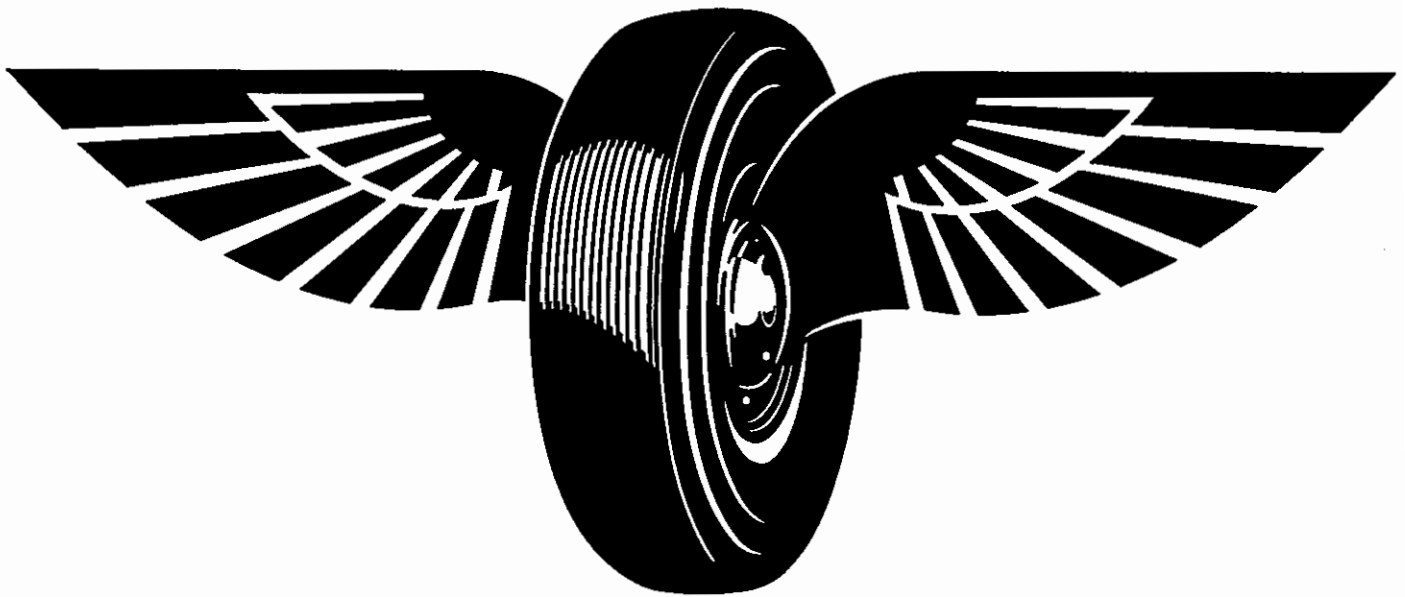


**SPECIAL DESIGN GUIDELINES  
for the  
DESIGN ZONE  
of the  
CENTRAL EASTSIDE DISTRICT  
of the  
CENTRAL CITY PLAN**



**ADOPTED BY THE PORTLAND CITY COUNCIL JULY 31, 1991**



**BUREAU OF PLANNING  
PORTLAND, OREGON**

**EXHIBIT A**

# **ACKNOWLEDGEMENTS**

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# DESIGN ZONE of the CENTRAL EASTSIDE DISTRICT of the CENTRAL CITY PLAN



## LEGEND

### Central City Base Zones

#### OPEN SPACE ZONE

OS Open Space

#### RESIDENTIAL ZONES

- R1 Residential 1000
- RH High Density Residential
- RX Central Residential

#### COMMERCIAL ZONE

CX Central Commercial

#### EMPLOYMENT ZONES

- EG1 General Employment 1
- EX Central Employment

#### INDUSTRIAL ZONES

- IG1 General Industrial 1
- IH Heavy Industrial

### Central City Overlay Zones

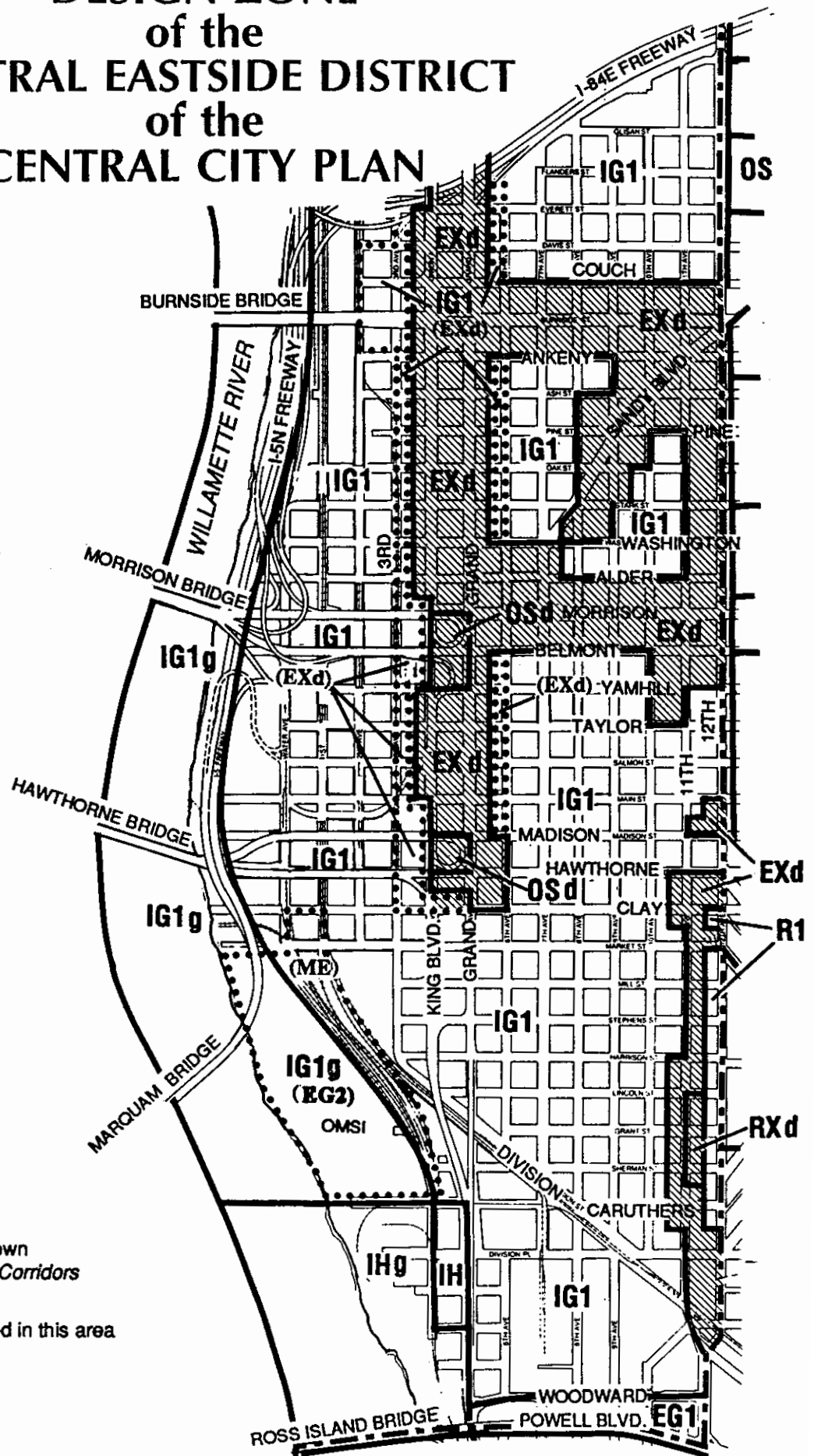
Design Zone

- River General
- River Industrial
- River Natural
- River Recreational

Scenic Resource overlay is shown on MAP J, *Established View Corridors*

### Possible zone change areas

- ..... Current zoning may be changed in this area if services are adequate:
- (EG2) General Employment
- (EX) Central Employment
- (CX) Central Commercial
- (RX) Central Residential



# CENTRAL EASTSIDE DISTRICT SPECIAL DESIGN GUIDELINES

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# I PROLOGUE

## THE RELATIONSHIP BETWEEN THE CENTRAL EASTSIDE DISTRICT SPECIAL DESIGN GUIDELINES AND THE CENTRAL CITY PLAN FUNDAMENTAL DESIGN GUIDELINES

This document contains the Central Eastside District Design Guidelines. These guidelines are intended to serve as a supplement to the Fundamental Design Guidelines of the Central City Plan. The "Fundamentals" provide a basic framework to guide and encourage development throughout the Central City. The Central Eastside District Guidelines build on the basic framework, addressing design issues and opportunities which are specific to the Central Eastside.

Projects must respond to both the fundamentals and the district guidelines. For convenience, the titles of the fundamentals are listed here with the district guidelines.

### DISTRICT POLICIES/GOALS/OBJECTIVES

#### Policies

The Central City Plan's overall policy for the Central Eastside calls for preserving the district as an industrial sanctuary while improving freeway access and expanding the area devoted to the Eastbank Esplanade. Only a portion of the entire Central Eastside District is subject to design guidelines and design review. Those areas that are subject to review are identified with a "d" designation on the zoning map. The following policies are directed to the design zone areas of the district.

- Allow mixed use developments, including housing, in areas committed to nonindustrial development;
- Preserve buildings which are of historic and/or architectural significance;
- Develop Martin Luther King and Grand Avenues as the principal north-south connection and commercial spine in the district for transit and pedestrians with the East Portland "Grand Avenue" Historic District as its focus;
- Allow closure and use of local streets for loading, employee parking and small plaza; and
- Allow temporary closure of local streets for special events.

## Goals/Objectives

The following goals and objectives define the urban design vision for new development and other improvements in the Central Eastside.

- **Encourage the special distinction and identity of the design review areas of the Central Eastside District by:**
  - Fostering development that preserves and enhances the historic fabric, characteristics, and significance of the particular area.
  - Emphasizing transportation as a district theme which acknowledges its importance to the city and region. The Sandy River Wagon Road (Sandy Boulevard), rail lines, and the advent of the combustion engine vehicle were important ingredients to the district's transportation evolution.
  - Reinforcing and continuing the effect of the unique arcading of building fronts along East Burnside Street.
  - Recognizing the historical characteristics and importance of warehouses and light industrial buildings.
  - Promoting the historical use of the public sidewalks to continue to serve as multifunctional, a personality trait of the district. Besides accommodating pedestrian passage, the Central Eastside sidewalks serve as staging areas for goods to move in and out of buildings, as well as displaying goods. They become "showrooms" to the public, an extension of internal services.
  - Giving emphasis to the gateways of the district in a manner that is relative and distinctive to district history and significance.
  - Retaining, re-establishing and adding four-bowled Simon Benson drinking fountains within the district.
  - Using neon and wall signs, and banners to attractively present commercial themes.
  - Recognizing and giving emphasis to significant geologic landforms underlying the district.
- **Provide continuity between the Central Eastside and the Lloyd District by:**
  - Extending the right-of-way improvement system from the Convention Center into the Central Eastside District along East Burnside Street, Martin Luther King Boulevard, and Grand Avenue, i.e., sidewalk design, street lighting, street trees, and other street furniture.
  - Establishing physical and visual linkages between areas that accommodate ease of access and circulation by pedestrians, vehicles, and transit.

- **Provide continuity between the Central Eastside and the river, downtown, and adjacent residential neighborhoods by:**
  - Enhancing the physical and visual linkages that improve pedestrian access and circulation.
  - Continuing, expanding, and supporting the bridge lighting program.
- **Enhance the safety, convenience, pleasure, and comfort of pedestrians by:**
  - Retaining and maintaining existing pedestrian orientation.
  - Reinforcing the presence of transit service which should contribute to the character, appearance, and vitality of the area.
  - Extending curbs/sidewalks at intersections to reduce long pedestrian crossings at streets, while accommodating for truck turning radii.
  - Creating a quality environment that is appealing in which to do business, live, and visit.
  - Incorporating public art in the rights-of-way.
  - Acknowledging and responding to the effects of weather.
  - Encouraging the sidewalk level of development to be active with multi-use opportunities.
  - Enriching the pedestrian environment with quality materials and design features that are respective of the district's urban character.
  - Making parking and access to and from it attractive and convenient.
  - Promoting the use of awnings to protect pedestrians and to enhance business appearance.
  - Promoting the use of roof tops for various housing and commercial activities.

### **DISTRICT CHARACTER/IDENTITY – AN URBAN DESIGN VISION**

The Central Eastside is a unique neighborhood. The property and business owners are proud of the district's heritage and service to the community and region. Light industry, distribution/ warehousing, and transportation are important components of the district's personality. To the general public, retail stores and commercial businesses provide the central focus within the district.



The underlying urban design objective for the Central Eastside is to capitalize on and emphasize its unique assets in a manner that is respectful, supportive, creative, and compatible with each area as a whole. Part of the charm and character of the Central Eastside District, which should be celebrated, is its eclectic mixture of building types and uses. An additional strength, which should be built on, is the pattern of pedestrian friendly retail uses on Grand Avenue, E. Burnside and Morrison Streets, as well as portions of 11th and 12th Avenues.

Attention to the above considerations will strengthen and enhance the interest, relationship, and connections to the Convention Center complex, downtown, and the adjacent residential neighborhoods.

The industrial and distribution functions of many of the buildings are recognized as important operational traits and must be accommodated and acknowledged in the design review process. Therefore, situations with individual projects may arise where it is determined that one or more Fundamental Design Guidelines are not applicable to the circumstances, and consequently should be waived. The objective is to encourage urban design excellence within the context of the Central Eastside environment, in a manner that allows for flexibility and change.

## **II CENTRAL EASTSIDE SPECIAL DESIGN GUIDELINES**

### **A. PORTLAND PERSONALITY (CENTRAL EASTSIDE DISTRICT)**

A1 INTEGRATE THE RIVER

A2 EMPHASIZE PORTLAND THEMES

#### **A2-1 RECOGNIZE TRANSPORTATION MODES, PRODUCE, AND COMMERCE AS PRIMARY THEMES OF EAST PORTLAND**

##### **BACKGROUND**

A primary theme in the establishment and growth of East Portland was the evolution of transportation modes. East Portland was the site of early ferry landings, operated by James Stephens starting c. 1846. East Portland was also a place where important pioneer trails met—the trails between Fort Vancouver and Oregon City, and the Sandy River Wagon Route.

East Portland won out over the West Side in the 1860's in the competition for Portland's first rail line. Greater growth was spurred by the construction of the Morrison Bridge and the first electric street cars in 1887. Grand Avenue and later the Grand/Union (Martin Luther King, Jr. Blvd.) couplet, became the major north-south corridor, first for street cars and then for automobiles and buses. By the 1920's, East Portland was home to a substantial number of auto related businesses, including showrooms and repair facilities. These businesses replaced the livery stables and carriage repair shops which had served the transportation needs of earlier generations.

In short, a variety of transportation modes contributed richly to the form and pace of development in the Central Eastside. However, transportation was not the only major theme in the growth of East Portland. Another major theme, for example, was the produce business.

Pioneer James Stephens, the founder of East Portland, was a very enterprising settler from the mid-west. He had a multitude of ventures ranging from making barrels, running ferries—to real estate, railroads, and banking. However, above all things Stephens wanted to own an orchard, which he eventually did. Later, he arranged the first cooperative farmers market. He was active in fruit growers' associations and other agricultural societies. "Uncle Jimmy", as he was known, introduced the evergreen blackberry to Oregon. These early beginnings set the stage for establishing Central Eastside as the center of the region's wholesale

produce business. This business still retains an important presence in the Central Eastside.

Transportation modes, produce, and commerce in general have created much of the distinctive district character. These influences should be respected as important aspects of the district's personality.

#### **GUIDELINE**

**Recognize and incorporate East Portland themes into a project design, when appropriate.**

A3 RESPECT THE PORTLAND BLOCK STRUCTURES

A4 USE UNIFYING ELEMENTS

A5 ENHANCE, EMBELLISH, & IDENTIFY AREAS

#### **A5-1 REINFORCE THE EFFECT OF ARCADED BUILDINGS FRONTING ON EAST BURNSIDE STREET**

##### **BACKGROUND**

A unique characteristic of the Central Eastside District is the series of arcaded buildings over the sidewalk along East Burnside to Sandy Boulevard. The arcades were necessitated by the widening of Burnside in the late 1920's. They provide protection to the pedestrian in an auto-oriented environment. In addition, they help narrow the width of East Burnside, which is a physical and psychological obstacle to pedestrian movement. The arcading of building fronts is a beneficial tradition for pedestrians along East Burnside, and should be a continued practice.

#### **GUIDELINE**

**Maintain, continue, and reinforce the effect of sidewalk arcaded buildings fronting on East Burnside Street.**

#### **A5-2 ACKNOWLEDGE THE SANDY RIVER WAGON ROAD (SANDY BOULEVARD)**

##### **BACKGROUND**

A short segment of Sandy Boulevard (East Burnside to 7th Avenue) marks the location of one of the region's earliest overland transportation routes. Ending at James Stephen's J (Oak) Street Ferry on the Willamette, the Sandy River Wagon Road played an important role to the growth of the city of East Portland and the region. Originating from an Indian trail, this

short, diagonal alignment represents a historical asset to the district. Consequently, there should be an upgrade of this segment of Sandy Boulevard to recognize its historical significance. The alignment should be more pedestrian accommodating, and more effectively utilize the odd shaped parcels caused by the 200-foot block grid cutting through diagonal Sandy Boulevard.

## **GUIDELINE**

**Acknowledge the historical significance of the Sandy River Wagon Road (Sandy Boulevard) from East Burnside to 7th Avenue with an upgrade of the public right-of-way to be more pedestrian accommodating and which is related to its historical context. New development located adjacent to this diagonal alignment also should acknowledge the historical significance in a creative way that is attractive, informative, and appropriate.**

### **A5-3 PLAN FOR OR INCORPORATE UNDERGROUND UTILITY SERVICE**

#### **BACKGROUND**

Many parts of East Portland suffer from the visual clutter and blight caused by utility poles and overhead lines. In order to upgrade the utility service and the image/attractiveness of the district as a whole, projects should plan to accommodate or incorporate underground utility service. In addition, transformer vaults, condensers, electrical and gas meters, etc. have detrimental effects on the public environment when they are placed in visible and audible locations. Such items should also be placed under-ground or away from public spaces and rights-of-way. In some cases, landscaping or architectural screening may be necessary to screen and buffer utility items.

## **GUIDELINE**

**Plan for or incorporate underground utility service to development projects.**

### **A5-4 INCORPORATE WORKS OF ART**

#### **BACKGROUND**

Portland has a long-standing commitment to public art. The prominence of public art demonstrates the City's cultural maturity and sophistication. Works of art integrated into buildings add a human dimension to functional structures and make them stimulating places to experience. Glass work, sculpture, banners, murals, etc. have increased the use and

enjoyment of Downtown. This tradition should continue in the Central Eastside District.

Works of art should be included in the development of major outdoor and indoor spaces accessible to the public. Gateways, passageways, plazas, parks, waiting places, the furniture zone, transit platforms, and other unique sites offer numerous opportunities to integrate artwork into the District.

The Metropolitan Arts Commission (MAC) is the steward of Portland's cultural environment. It oversees the City's and Multnomah County's Percent for Public Art Program. MAC also plays important roles in the FAR Bonus Program for private developers and the review of Blank Wall treatments. The Commission helps make aesthetic and material decisions, and assists in the selection process for suitable art. Public art can best be integrated into Central Eastside District development by including artists and arts professionals at the earliest possible opportunity. The Metropolitan Arts Commission can assist in identifying artists with appropriate expertise and in the selection process.

There should be representation from the Central Eastside District when there is a MAC review involving the Central Eastside District.

Art should be selected based on:

- artistic excellence
- appropriateness to site
- meaningfulness to community served
- scale
- location within the District
- form and materials
- relationship to other art
- safety of installation
- maintenance requirements

Developers are encouraged to review the "percent for art" bonus provisions of the Central City Plan District, Chapter 33.510.210 (Item C-6) Floor Area and Height Bonus provisions. These bonuses are offered to projects that commit to public art.

## **GUIDELINE**

**Incorporate works of art into development projects.**

## **A5-5 INCORPORATE WATER FEATURES**

### **BACKGROUND**

Water features are one of the trademarks of Portland. Several have garnered international recognition for their design excellence and people-involvement aspects. Water features such as pools, sprays, jets, fountains and sculpture are spread throughout the Downtown contributing to the quality of our outdoor spaces. People respond positively to such features. The attraction of running water is one of the most enjoyable elements in a dense pedestrian environment.

Introduction of this Portland tradition to the Central Eastside District is an ideal way to enhance the quality of the district's pedestrian spaces. Water features should be provided in outdoor public spaces where appropriate. These features should not be isolated elements in the urban landscape, but rather they should be functionally and visually integrated with the overall design of plazas and courtyards. This improvement and enhancement concept is especially appropriate and complementary to superblock development.

Developers are encouraged to review the water features of public fountains bonus provisions of the Central City Plan District, Chapter 33.510.210 (Item C-7) Floor Area and Height Bonus Provisions. These bonuses are offered for the construction of water features in private developments.

### **GUIDELINE**

**Enhance the quality of public spaces by incorporating water features.**

## **A6 REUSE/REHABILITATE/RESTORE BUILDINGS**

### **A6-1 USE SPECIAL EAST PORTLAND GRAND AVENUE HISTORIC DISTRICT DESIGN GUIDELINES**

#### **BACKGROUND**

In August of 1990, the Portland City Council designated approximately 20 blocks within the Central Eastside as the East Portland "Grand Avenue" Historic District. This district has also been listed on the National Register of Historic Places. The district contains a strong collection of buildings representing several periods of historic development—the period before 1891 when East Portland was a separate city; the street car era; and the early automobile era.

Special historic district design guidelines have been developed for this area. These guidelines shall be used in conjunction with the Central

Eastside Special Design Guidelines and the Central City Fundamental Design Guidelines. Should a historic district guideline conflict with any of these other guidelines, the historic guideline takes precedence.

## **GUIDELINE**

**Projects located within the East Portland Grand Avenue Historic District shall use the special historic design guidelines developed for the historic district.**

### **A7 ESTABLISH & MAINTAIN A SENSE OF URBAN ENCLOSURE**

#### **A7-1 MAINTAIN A SENSE OF URBAN ENCLOSURE WHEN SINGLE-STORY BUILDINGS ARE SET BACK**

##### **BACKGROUND**

In order to maintain human scale and to define and protect pedestrian passageways, buildings in the Central Eastside should normally locate next to the street's sidewalk. This supports the public right-of-way in a manner that creates a sense of urban enclosure. The pedestrian experience is enriched by allowing for direct viewing into display windows and interiors, and for easy access into buildings.

Generally, policy does not encourage off-street parking to be located between a building and the adjacent street. However, the district is well established as the city's central location for business services and distribution of goods, special accommodation of operational needs should be acknowledged.

Where the use of a new single-story building functions better with parking located between the building and the street, and where most nearby buildings sharing the same street frontage are set back, the new building can be similarly set back. A sense of urban enclosure should still be maintained by locating street trees, landscaping, low walls, pedestrian gateways and/or some portion of the building (L-shaped) at the property line and sidewalk. However, buildings should not be set back from the property line within the East Portland Grand Avenue Historic District.

##### **GUIDELINE**

**Maintain a sense of urban enclosure, through the use of landscaping and other means, when single-story buildings are set back from the property line.**

**Do not set buildings back from the property line within the East Portland Grand Avenue Historic District.**

A8 CONTRIBUTE TO THE CITYSCAPE, THE STAGE & THE ACTION

A9 STRENGTHEN GATEWAYS

**A9-1 ACKNOWLEDGE THE SANDY RIVER WAGON ROAD AT THE SANDY BOULEVARD/EAST BURNSIDE STREET CENTRAL CITY GATEWAY**

**BACKGROUND**

The Central City Plan identifies the intersection of Sandy Boulevard and East Burnside Street as a major Central City gateway. Guideline A5-2 acknowledges the historical significance that the Sandy River Wagon Road had in the development of East Portland and Portland. At this location on the south side of East Burnside and on each side of Sandy Boulevard, a special gateway design should be developed that commemorates the Sandy River Wagon Road which connected to the Willamette River.

**GUIDELINE**

**Design the Central City gateway located at East Burnside Street and Sandy Boulevard in a manner that celebrates the significance of the Sandy River Wagon Road.**



## **B. PEDESTRIAN EMPHASIS**

- B1 REINFORCE AND ENHANCE THE PEDESTRIAN SYSTEM
- B2 PROTECT THE PEDESTRIAN
- B3 BRIDGE PEDESTRIAN OBSTACLES

### **B3-1 REDUCE WIDTH OF PEDESTRIAN CROSSINGS**

#### **BACKGROUND**

Some Central Eastside streets are very wide and act as obstacles to comfortable and safe pedestrian crossing. Where possible, at street corners/intersections, the extension of the sidewalk equal to the adjacent parallel parking width would reduce the distance pedestrians have to cross streets with little impact on traffic flow. Where necessary, service vehicles with large turning radii must be accommodated.

#### **GUIDELINES**

**Where possible, extend sidewalk curbs at street intersections to narrow pedestrian crossings for a safer pedestrian environment.**

**Maintain large service vehicle turning radii where necessary.**

- B4 PROVIDE STOPPING AND VIEWING PLACES
- B5 MAKE PLAZAS, PARKS & OPEN SPACE SUCCESSFUL
- B6 CONSIDER SUNLIGHT, SHADOW, GLARE, REFLECTION, WIND & RAIN

### **B6-1 PROVIDE PEDESTRIAN RAIN PROTECTION**

#### **BACKGROUND**

For much of the year, exposure to rain can be a major deterrent to walking in Portland. This is an important factor in the design of pedestrianways in our dense urban areas. To encourage use of pedestrian routes during inclement weather, rain protection should be provided. Although rain protection can be intermittent, it should be generally continuous when related to building projects. Possible design solutions include awnings, exterior building arcades, galleries, and covered walkways.

## **GUIDELINE**

**Rain protection is encouraged at the ground level of all new and rehabilitated commercial buildings located adjacent to primary pedestrian routes. In required retail opportunity areas, rain protection is strongly recommended.**

### **B7 INTEGRATE BARRIER-FREE DESIGN**

## C. PROJECT DESIGN

### C1 RESPECT ARCHITECTURAL INTEGRITY

#### C1-1 INTEGRATE PARKING

##### BACKGROUND

Surface parking lots in many cases represent real estate in transition and should be acknowledged as such. Regardless, parking lot design should address the appearance from the surroundings, from street level, and from elevated vantage points. Appropriate and skillful landscape design can break the monotony of the parking surface of lots and soften the visual impact of parked cars.

The design of parking structures should acknowledge the design context provided by the adjacent buildings and surroundings. They should relate to the design integrity of the area. Exterior walls of parking structures should be designed with materials, colors, and architectural articulation in a manner that provides a visual fit with and respect for the adjacent buildings and environment.

##### GUIDELINES

**Integrate parking in a manner that is attractive and complementary to the site and its surroundings.**

**Design parking garage exteriors to visually respect and integrate with adjacent buildings and environment.**

#### C1-2 INTEGRATE SIGNS

##### BACKGROUND

Signs exist in a shared environment that competes for the attention of viewers. Unlike most other communication devices, a sign is influenced by its location in relation to and with buildings, traffic arteries, other rights-of-way and by its proximity to other signs. Signs share with architecture an ability to characterize entire sections of a city as well as single establishments. The Central Eastside Industrial District is a gallery of various forms of sign art from different eras. Where possible and appropriate, signage should be retained and restored. This includes, but is not limited to back-lit, neon, and signs painted on building walls.

Signing and identification should be considered as an integral design element of any improvement/development project. For visual harmony,

signs should be complementary to the visual integrity and architecture of buildings. However, signs that are bold and flamboyant are encouraged. Code-prescribed sign sizes will be permitted and new signs may also be allowed to exceed code limits on size, projection, location, and flashing/illumination, when these sign features reinforce the visual character of an area. When supporting structures of signs are exposed, they should be considered as important and integral elements of the sign design.

To achieve compatibility in the design of signs for a building's storefronts, developers and their architects are encouraged to establish a Master Signage Program. This program of signage criteria should be included in tenant leases. It should address design elements such as sign size, location, type, and illumination. Initial review and approval by the City of a building's sign system will facilitate sign additions and changes in the future for new and different tenants because individual signs which comply with an approved sign system would not require further design review.

## **GUIDELINES**

**Retain and restore existing signage which reinforces the history and themes of the district, and permit new signage which reinforces the history and themes of the East Portland Grand Avenue historic district.**

**Carefully place signs, sign supports, and sign structures to integrate with the scale, color and articulation of the building design, while honoring the dimensional provisions of the sign chapter of the zoning code.**

**Demonstrate how signage is one of the design elements of a new or rehabilitation project and has been coordinated by the project designer/architect. Submit a Master Signage Program as a part of the project's application for a design review.**

C2 CONSIDER VIEW OPPORTUNITIES

C3 DESIGN FOR COMPATIBILITY

### **C3-1 DESIGN TO ENHANCE EXISTING THEMES IN THE DISTRICT**

#### **BACKGROUND**

Many parts of the Central Eastside Design District are built in a variety of architectural styles. This is an area which has had, and will need, the flexibility to accommodate change. It is difficult to design for compatibility because the diversity of design existing in the immediate vicinity could justify disharmony and misfit as well as harmony and fit. Within the district, a context can be found in the siting, scale, material use and detailing of many of the older buildings. Project designers are

encouraged to consider buildings from throughout the district in order to identify elements that would create the compatibility and harmony that the fundamental guidelines seek to achieve.

The district is predominated by masonry buildings built to the sidewalk edge. Most are painted in off-whites, light greys and pastels, while some are clad in unpainted brick. Typically, they have many large windows which allow daylight to light interior work spaces. Ornamentation of the facades is understated. A larger quantity of architectural detailing is provided at the cornice lines, main entranceways, and on blank wall areas. Vertical elements and window openings are composed so as to create rhythm in the facades.

These common characteristics identify a context which accommodates a diversity of architectural style and a variety of building uses. This diversity should be acknowledged with fresh and creative design proposals which concurrently respect and support area context.

#### **GUIDELINE**

**Look to buildings from throughout the district for contextural precedent. Innovation and creativity are encouraged in design proposals which enhance overall district character.**

### **C3-2 RESPECT ADJACENT RESIDENTIAL NEIGHBORHOODS**

#### **BACKGROUND**

In the past, M3 zoning along 11th and 12th allowed a mix of uses—light manufacturing, commercial and residential. It functioned as a buffer between the heavy industrial zones to the west and the residential zones to the east.

While the EX zone allows residential uses, it is predominantly an industrial zone. New development should respect the architectural styles and development patterns of the adjacent residential neighborhoods.

Consideration should be given to building height and bulk, building orientation, pedestrian accessibility, amount and location of parking, architectural detailing and overall architectural style.

The 10th-12th Avenue area should provide a graceful transition from the residential uses to the east and the C.E.I.D. core to the west.

#### **GUIDELINE**

**Respect the architectural character and development patterns of adjacent residential neighborhoods.**

- C4 ESTABLISH A GRACEFUL TRANSITION BETWEEN BUILDINGS & PUBLIC SPACES
- C5 DESIGN CORNERS THAT BUILD ACTIVE INTERSECTIONS
- C6 DIFFERENTIATE THE SIDEWALK LEVEL OF BUILDINGS
- C7 CREATE FLEXIBLE SIDEWALK-LEVEL SPACES
- C8 GIVE SPECIAL DESIGN ATTENTION TO ENCROACHMENTS

**C8-1 ALLOW FOR LOADING AND STAGING AREAS ON SIDEWALKS**

**BACKGROUND**

The multifunctional use of sidewalks is a long standing tradition of the Central Eastside. This district trait is encouraged to continue. Accommodate pedestrian passage, while using the sidewalks to serve as display areas and as staging areas for goods to move in and out of buildings. They become "showrooms" to the public, an extension of internal services, and contribute to the cityscape, stage, and action.

**GUIDELINE**

**On local service streets, adjacent businesses may use the sidewalk area for temporary loading and staging as long as pedestrian access through it is maintained.**

- C9 INTEGRATE ROOFS & USE ROOF TOPS
- C10 PROMOTE PERMANENCE & QUALITY IN DEVELOPMENT

### III OTHER CONSIDERATIONS

- A. **CONDUCT A SPECIAL URBAN DESIGN STUDY TO CREATE A PLAN FOR THE SANDY RIVER WAGON ROAD** that would address its gateway into the district, landscaping, geologic landforms, traffic and pedestrian circulation, open space, parking, adjacent revitalization and new development, and building placement and frontage.
- B. **PREPARE A LANDSCAPE MASTER PLAN FOR SULLIVAN'S GULCH** between the 20th Avenue bridge and the Willamette River that accentuates this area as the primary portal into the Central City. Particular attention should be given to make it pedestrian safe, ecologically and visually open and cohesive with good visual access for motorists and physical access for residents of the adjoining district.  
Note: This is a shared guideline with the Lloyd district.
- C. **PREPARE DESIGN DISTRICT RIGHT-OF-WAY DESIGN CRITERIA FOR GUIDING CAPITAL IMPROVEMENTS.**
- D. **PROPERTY OWNERS INVESTIGATE PARTICIPATION POSSIBILITY FOR ESTABLISHING LOCAL IMPROVEMENT DISTRICTS AND SET DISTRICT AREA PRIORITIES.**
- E. **CONDUCT A FEASIBILITY STUDY TO EXTEND SATURDAY MARKET ON AND ACROSS THE BURNSIDE BRIDGE ON WEEKENDS.**
- F. **PREPARE AN INVENTORY OF HISTORIC FEATURES** located within the design review area of Central Eastside District. Such features may include cobblestone streets, horse tethering rings at curbs, metal curb protectors for buggy wheels, sidewalk imprints, historic signage, historic street lights, public utility features, and other historic features that contribute to the special character and history of the Central Eastside.

## **IV DESIGN REVIEW THRESHOLDS AND PROCEDURES**

### **A. DESIGN REVIEW THRESHOLDS**

The decision as to whether an application for design review requires a major review or a minor review is based on the concept of thresholds. Projects below the prescribed thresholds are considered minor and are processed through a Type II procedure. Projects above the thresholds are considered major and are processed through a Type III procedure.

The Zoning Code identifies three primary thresholds which are assigned to design review areas. The three sets of thresholds have different points at which a major review is required. The thresholds are stated in 33.825.030 of the Design Review Chapter of the Zoning Code.

For the Central Eastside District, threshold 2 applies. Threshold 2 states: New development or exterior alterations, either of which exceed \$1,000,000 in 1990 dollars require major design review. All other items are minor design reviews.

### **B. DESIGN REVIEW PROCEDURES**

Design review applications are either processed as a Type II procedure (minor) or as a Type III procedure (major).

The Type II procedure is an administrative process, with the opportunity to appeal the Planning Director's decision to the Design Review Commission. The procedure is described in 33.720.020 of the Administration and Procedures Chapter of the Zoning Code.

The Type III procedure requires a public hearing before the Design Commission. This procedure is described in 33.720.030.

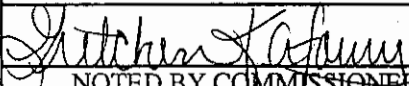

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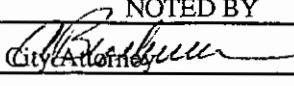


**ORDINANCE NO. 164516**

Title

Adopt special design guidelines for the design zone area of the Central Eastside District of the Central City Plan and direct the Design and Landmarks Commissions to use the guidelines. (Ordinance)

INTRODUCED BY Commissioner Gretchen Kafoury  NOTED BY COMMISSIONER	Filed: <b>JUL 19 1991</b> Barbara Clark Auditor of the City of Portland
Affairs Finance and Administration Safety Utilities <i>CONF/MPB</i> Works	By: <u><i>Cay Kuschner</i></u> Deputy
BUREAU APPROVAL Bureau: Planning	For Meeting of:
Prepared by: Leo Dean Williams:mch Date: 7-2-91	Action Taken: <input type="checkbox"/> Amended <input checked="" type="checkbox"/> <b>JUL 24 1991</b> Passed to 2nd Reading <b>JUL 31 1991 2 P.M.</b>
Budget Impact Review: <input type="checkbox"/> Completed <input checked="" type="checkbox"/> Not Required	Continued to: _____
Bureau Head:  Robert E. Stacey, Jr. Planning Director	

AGENDA		FOUR-FIFTHS AGENDA	COMMISSIONERS VOTED AS FOLLOWS:		
			YEAS	NAYS	
Consent	Regular X	Blumenauer	Blumenauer	✓	
NOTED BY		Bogle	Bogle	✓	
		Kafoury	Kafoury	✓	
City Auditor		Lindberg	Lindberg	✓	
City Engineer		Clark	Clark	✓	

## ORDINANCE No. 164516

Adopt special design guidelines for the design zone area of the Central Eastside District of the Central City Plan and direct the Design and Landmarks Commissions to use the guidelines. (Ordinance)

The City of Portland ordains:

Section 1. The Council finds:

1. The City Council adopted the Central City Plan (CCP) and made the CCP a part of the City's acknowledged comprehensive plan. The City submitted the CCP to the Oregon Department of Land Conservation and Development (DLCD) in compliance with the post-acknowledgement review procedures. DLCD acknowledged the CCP as in compliance with the Statewide planning goals and as part of the City's Comprehensive Plan. The City also submitted to DLCD implementation measures for the CCP, including the establishment of new "d" (Design) zones in the Central City and a directive calling for the development of design guidelines for each design zone.
2. The City Council adopted a design guidelines system for the Central City which utilizes a fundamental set of guidelines for the Central City as a whole and special guidelines that are specific to districts within the Central City.
3. The City Council adopted Fundamental Design Guidelines which provide a constitutional framework for all of the design review area in the Central City.
4. The City Council acknowledged that Design Advisory Committees for each of the eight major districts of the Central City Plan should be established to formulate special design guidelines for each district.
5. A special Central Eastside Design Advisory Committee was formed to develop special design guidelines for the design zone area of the Central Eastside District of the Central City Plan.
6. The special Central Eastside Design Advisory Committee used a process that engaged many groups and individuals in a partnership that developed recommended special design guidelines for the district.
7. Notice of a joint Design and Landmarks Commissions public hearing on proposed special design guidelines for the Central Eastside design zones was sent to all property owners of record

in the design zones on February 28, 1991. Additionally, adjacent neighborhood associations, interested groups, and individuals were notified. The notice clearly identified the date, time and place of the hearing. Also the notice informed recipients of two public forum/workshops to present and discuss a discussion draft of the proposed special design guidelines. The workshops were designed to solicit ideas, create a consensus-building partnership, and to get response/recommendations regarding the committee's work.

8. The public forums/workshops were conducted on March 20 and March 28, 1991.
9. A public hearing on this matter was held by the Design and Landmarks Commissions on June 20, 1991.
10. The Landmarks Commission, acting in an advisory role, recommended to the Design Commission approval of the proposed special design guidelines except that Special Design Guideline A7-1, regarding building setback, should not be applied in the East Portland Grand Avenue Historic District.
11. On June 20, 1991, the Design Commission voted unanimously to adopt the attached recommended *Special Design Guidelines for the Design Zones of the Central Eastside District of the Central City Plan* (Exhibit A). The Design Commission agreed with the Landmarks Commission that Guideline A7-1 should not be applied in the East Portland Grand Avenue Historic District. The Design Commission recommends that City Council adopt them for use.
12. These special guidelines are to be used in conjunction with the *Fundamental Design Guidelines* and supersede the Fundamental Guidelines when there is a conflict.
13. The special design guidelines support and enhance the special qualities and characteristics of the Central Eastside, and are coordinated with the adopted *Fundamental Design Guidelines*.
14. The use of the special guidelines in the design zones of the Central Eastside District meets the intent of findings in Ordinance No. 163325 (adopting fundamental design guidelines) and furthers implementation of the Central City Plan, an acknowledged portion of the Comprehensive Plan, because they help stimulate and support a successful fulfillment of the Plan's Design Goals and Objectives.
15. It is in the public interest and critical to successful implementation of the Central City Plan that design review in the Central Eastside District use special design guidelines specific to the design zones of the district.

**ORDINANCE No.**

NOW, THEREFORE, the Council directs:

- a. The *Special Design Guidelines for the Design Zone Area of the Central Eastside District of the Central City Plan*, attached as Exhibit A, are hereby approved and adopted for use in the Central Eastside District.
- b. The Design Commission, the Historical Landmarks Commission, in case of design review in historic districts or of historical landmarks, and the City Council on appeal, shall conduct design review in design zones in the Central Eastside District using the Special Central Eastside District Design Guidelines.
- c. These review bodies identified in directive "b" above shall apply the Special Design Guidelines with flexibility that assures the design review process is focused and effective.
- d. The review body conducting design review is authorized to waive individual guidelines for specific projects based on findings that such waiver will better accomplish the goals and objectives for Central Eastside design review. Should the review body find that one or more special design guidelines are not applicable to the circumstances of the particular project being reviewed, the guideline or guidelines may be waived by the review body.
- e. The review body may also address aspects of a project's design which are not covered in the guidelines where the review body finds that such action is necessary to better achieve the goals and objectives of design review in the Central Eastside.
- f. The Design Commission may modify, delete or add to these design guidelines where such a change will aid in the accomplishment of the goals and objectives for Central Eastside design; provided, however, that the specific modification, addition or deletion may not take effect until approved by the Portland City Council.

Passed by the Council, JUL 31 1991  
Commissioner Gretchen Kafoury  
Leo Dean Williams:mch  
July 2, 1991

