



CENTRAL CITY FUNDAMENTAL DESIGN GUIDELINES



City of Portland
Bureau of Planning
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*View looking north on SW 5th Avenue, c. 1915
(Image courtesy of the Oregon Historical Society)*

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Many of the concepts and guidelines presented in this document are based on the original *Downtown Design Guidelines* (adopted 1980) and *The Identity of Place* (copyright 1977) both by Michael S. Harrison, FAICP.

This document is based upon the discussion draft of the *Central City Plan Design Guidelines* (dated October 1989) produced by Leo Dean Williams, AIA, Senior Planner.

THE WHOLE IS GREATER THAN THE SUM OF ITS PARTS

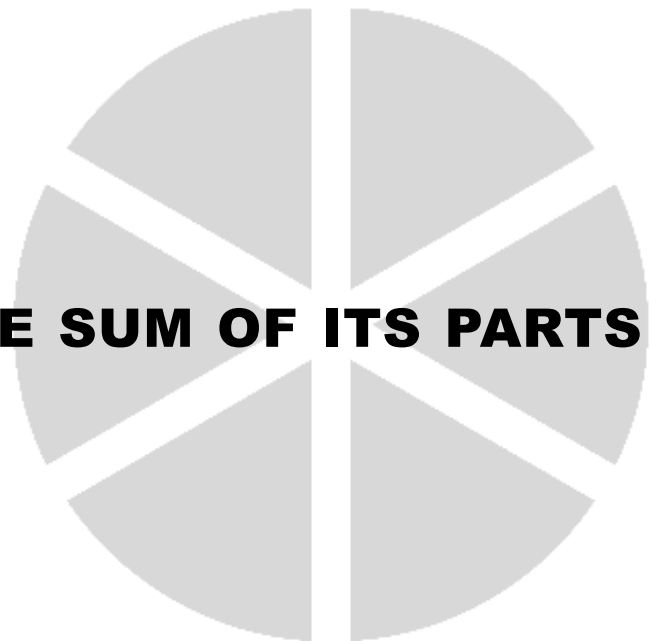


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ABOUT THIS DOCUMENT

This document presents the *Central City Fundamental Design Guidelines* as updated in 2001. These design guidelines were originally adopted as the *Central City Plan Fundamental Design Guidelines* on August 1, 1990.

The 2001 update made five changes to the 1990 document. It:

1. Illustrated the guidelines and presented them in a format similar to that used in the *Downtown Design Guidelines* and the *Community Design Guidelines*;
2. Incorporated content from the *Downtown Design Guidelines* document, (adopted November 1980), and retired the *Downtown Design Guidelines*;
3. Developed design guideline applicability charts to reduce the application and findings burden for some smaller projects;
4. Addressed long-standing concerns of the Portland Design Commission about rooftop elements and exterior lighting; and
5. Improved the overall language of the document.

The Portland Design Commission approved the many photographic examples as accurate representations of the city's urban design intentions for each design guideline. These illustrations provide applicants with several different examples of how the urban design character desired for the Central City may be achieved.

This document has three parts:

Part I, Introduction, explains the city's design review process and design guideline system.

Part II, Central City Fundamental Design Guidelines, lists the *Central City Fundamental Design Guidelines*.

Part III, Appendix, contains enlarged maps and the adopting ordinance.

PORTLAND'S CENTRAL CITY

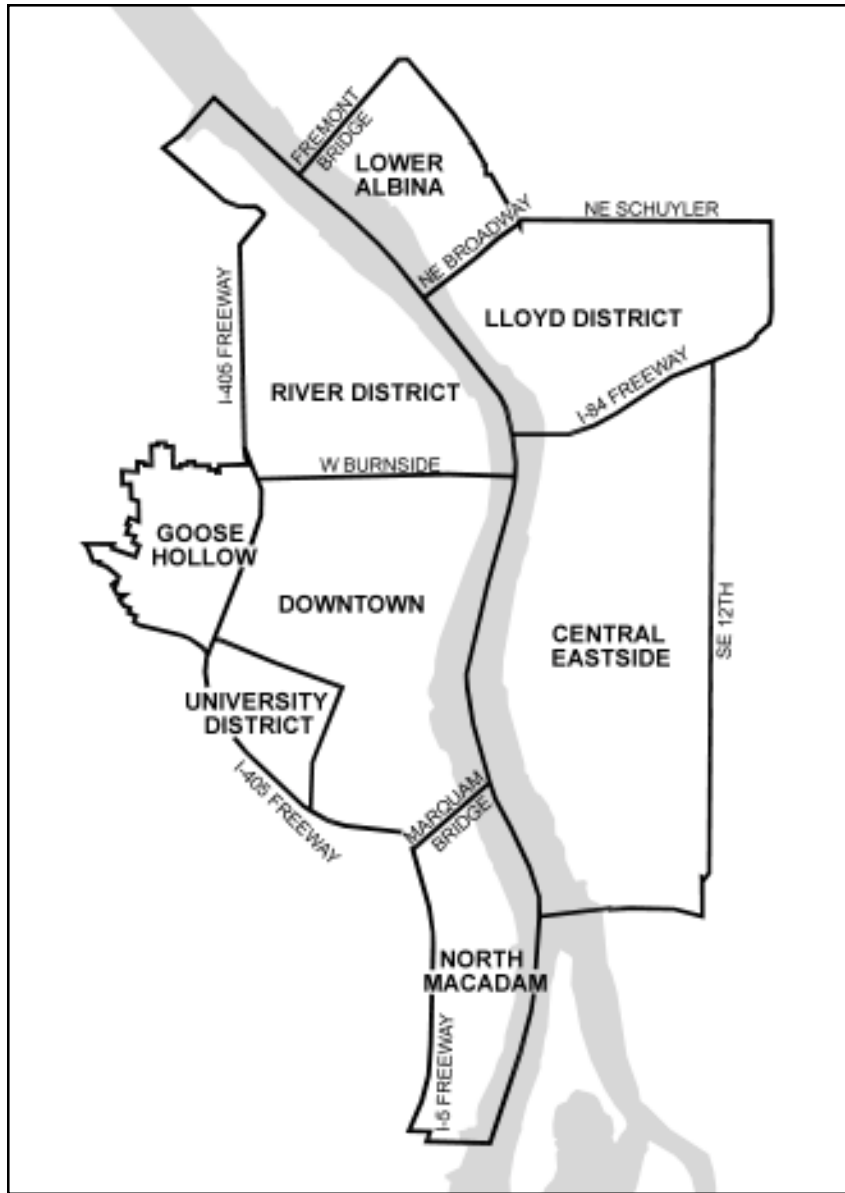


Figure 1. Portland's Central City Plan District and Subdistricts

Portland's Central City encompasses 4.3 square miles, bisected by the Willamette River. The river is the Central City's most significant geographic feature and acts as the binding element that links its east and west bank communities. The Willamette occupies 13 percent of the Central City's area and has approximately seven miles of shoreline (on two sides) within the Central City's boundary. Six of the eight Central City subdistricts include Willamette riverfront area.

The boundaries of the eight subdistricts follow previously adopted planning study boundaries, neighborhood boundaries, arterials, or geographic features. The eight subdistricts are: Downtown, University District, Goose Hollow, River District, Lower Albina, Lloyd District, Central Eastside and North Macadam. Other subdistricts are expected to emerge as the Central City evolves over time.

Portland's Central City has been shaped by a history of successful planning efforts. From the vision of the Olmsted brothers at the turn of the century, who foresaw the need for Washington Park, Terwilliger Parkway, and the 40-mile Loop, to the 1972 *Downtown Plan* and 1981 *Comprehensive Plan*, the Central City's growth has been nurtured and developed through thoughtful planning. The 1988 *Central City Plan* continued the tradition of implementing a long-range vision, reinforcing the Central City's role as the region's commercial and cultural center. The *Central City Plan* encourages vigorous, balanced growth, building on the city's strengths, and maintaining Portland's cherished livability and human scale.