Section A  PORTLAND PERSONALITY
A 1 INTEGRATE THE RIVER

BACKGROUND

The Willamette River is the Central City’s most significant geographic feature. The bridges that cross the river reinforce the river’s role as the binding element of the Central City. The river occupies 13 percent of the Central City Plan area and has four miles of shoreline. All but one of the Central City’s subdistricts front on the river’s edge.

The city’s commitment to the creation of physical and visual connections to the Willamette River and greenway is evident in Portland’s downtown riverfront. Buildings that orient design elements to the river and greenway reflect the importance of these vital open spaces. Building elements including, but not limited to, lobbies, windows, balconies, rooftop terraces, and common outdoor spaces that are oriented to the river and greenway, create view and physical connection opportunities that enhance the overall quality of the project. Visual links to the river are expressed through the placement of entryways, window openings, terraces, and balconies. Well-marked crossings and the consistent application of paving materials to the public and private rights-of-way enhance physical connections to the river and greenway.

Pedestrian access to the river and greenway is of primary importance to the success of riverfront development. Incorporating public connections to the river and greenway through or along riverfront sites strengthens the pedestrian network and enhances the overall connectivity of the Central City. Access connections to the river and greenway should be clearly marked and provide safe and convenient passage. Creating new pedestrian connections, and improving the existing connections between the east and west sides of the river, strengthens the city’s system of bridges and further binds the two sides of the Central City.
1. Taking advantage of the river’s linear quality. The orientation of balconies, windows, and rooftop terraces at the McCormick Pier apartment complex provide the majority of residents with visual connections to the Willamette River and Greenway Trail.

**This guideline may be accomplished by:**

1. Orient architectural and landscape elements including, but not limited to, lobbies, entries, balconies, terraces, and outdoor areas to the Willamette River and greenway.

2. Develop accessways for pedestrians that provide connections to the Willamette River and greenway.
This guideline may be accomplished by:

2. Connecting the urban fabric to the water’s edge. The RiverPlace community, in the foreground, is positioned between the Willamette River and the southern part of downtown. The development has built itself around an extended Central City street grid that ends at the foot of SW Montgomery Street, adjacent to South Waterfront Park.

3. Incorporating integrated water access points. This stepped series of platforms is located at the westside landing of the Burnside Bridge and provides different river viewpoints as well as access to Willamette River boat traffic.
This guideline may be accomplished by:

4. Restoring or enhancing riverbank ecology. Sections of riverbank through the Central City provide opportunities for the restoration and/or enhancement of riverbank, floodplain, and in-water habitats for fish and native wildlife. This can be accomplished by a variety of methods including, but not limited to, laying the bank back to create a gentler slope, incorporating large woody debris such as fallen trees, and planting trees close to the water’s edge that provide shaded shallow water environments.

5. Enhancing pedestrian access to and along the Willamette greenway. The waterfront esplanade that serves as the Greenway Trail at the eastern edge of RiverPlace is well connected to the Greenway Trail segments to the north and south. The buildings along this stretch of trail feature retail shops, restaurants, and other services at the ground level.
A 2 EMPHASIZE PORTLAND THEMES

BACKGROUND

There are many themes unique to Portland’s culture and geography that promote the city’s identity and image. Examples of elements that identify Portland include the rose (the city flower), the great blue heron (the city bird), water features, bridges, trees, mountain views, rain, and the natural environment. Development proposals that integrate roses as part of the overall design help to reinforce the rose as Portland’s most recognizable theme.

Several distinctive water fountains and sculptures have been built in Portland over the past century. The Salmon Street Springs, Lovejoy, Ira Keller, O’Bryant Square, and Skidmore fountains, among others, reflect Portland’s tradition of philanthropy and design excellence. Unique to these water features is the manner in which they allow the user to participate and become a part of the fountain as an event.

The Simon Benson and Nellie Robinson drinking fountains provide a consistent historic theme throughout the downtown area. Water features are located along the bus and light rail transit malls and are part of the city’s palette of unifying elements. In addition, smaller-scale and/or non interactive water features included as part of new development can identify the transition from public to private areas. Water features have the opportunity to reflect the significance of the Willamette River through Portland and the general importance of water to the natural environment.

GUIDELINE

When provided, integrate Portland-related themes with the development’s overall design concept.
This guideline may be accomplished by:

1. Incorporating themes at building access points. This leaping salmon fountain is located at the south entrance of the Lloyd Center Shopping Mall.

2. Using themes to enhance the character of the downtown. This salmon sculpture represents a continuation of the bronze statue theme present in the Park Blocks, and is located at SW Salmon and 9th.

3. Emphasizing Portland’s commitment to healthy river corridors. This painted great blue heron can be found on the front facade of the Sullivan Pumping Station in the Lloyd District.
This guideline may be accomplished by:

4. Integrating themes into building details. The rose-inspired light fixture, on the left, is located on the facade of the Westin Hotel at SW Alder and Park. The rose standards, on the right, sit atop the Pioneer Place shopping mall.

5. Incorporating one of Portland’s historic water fountains. The water fountain on the left was designed by Nellie Robinson while the fountain on the right is the more common Simon Benson design.
This guideline may be accomplished by:

6. Using fountains to celebrate building access points. On the left is the fountain at the Fountain Place Apartments in the downtown; the fountain helps to separate the public sidewalk from the semiprivate space of the court and building entry beyond. On the right is the fountain at the Village at Lovejoy Fountain apartment complex, effectively providing a related, but different form of entry celebration and sequence.

7. Integrating themes with the local context. The roses at the top of the columns ringing Pioneer Courthouse Square (inset image) are carved out of terra cotta, a building material common in the nearby buildings, such as the Meier and Frank Building (to the right) and the American Bank Building (to the left).
A 3 RESPECT THE PORTLAND BLOCK STRUCTURES

BACKGROUND

Within the Central City, Portland’s block structures are a combination of the historic 200-foot block grid, the larger superblock system, and unique block patterns developed by special locations. Downtown Portland’s 200-foot block length is small in comparison to other cities; typical block lengths range from 280 feet in Seattle to 800 feet in New York City. Portland’s pattern of small blocks with frequent intersections results in a high ratio of open space to built space and emphasizes the city’s human-scale and visual structure. The 200-foot block pattern is a critical part of Portland’s urban personality and setting.

The 200-foot block structure maximizes natural light to buildings and open spaces, produces frequent intersections, and contributes to the creation of a vibrant pedestrian experience. It also frames the city’s architecture, helps to disperse traffic, and elevates the status of the pedestrian as the primary actor in the urban drama. Portland’s 200-foot block pattern encourages the creation and maintenance of a human-scale urban environment and produces a rich urban fabric.

Superblocks and other larger block sizes offer the potential to contribute to an area’s special character and the Central City’s overall urban diversity. Consideration should be given to interweaving the urban fabric where superblocks or other larger blocks meet the traditional 200-foot blocks.

GUIDELINE

Maintain and extend the traditional 200-foot block pattern to preserve the Central City’s ratio of open space to built space.

Where superblocks exist, locate public and/or private rights-of-way in a manner that reflects the 200-foot block pattern, and include landscaping and seating to enhance the pedestrian environment.
Figure 3. The 200-foot Block Structure

Downtown Portland’s frequent streets and small blocks have produced a city with a high proportion of open space, light and air to built space.
This guideline may be accomplished by:

1. Providing connections that enhance the space between buildings. This sculpture garden between the Portland Art Museum and the Masonic Temple has incorporated a pedestrian access path that connects SW 10th with 9th Avenue and the South Park Blocks.

2. Connecting through superblocks. This landscaped accessway through the Oregon Square office complex in the Lloyd District connects a light rail stop with nearby office buildings and integrated open spaces within the complex.
3. Reestablishing rights-of-way through superblock development. This right-of-way uses concrete paving with brick accents at the pedestrian crossing to both visually and physically connect the Liberty Centre office tower to its accessory parking garage at the left.

4. Developing flexible designs for accessways that maintain the 200-foot block structure. These images are examples of pedestrian accessways between housing complexes in the River District’s Hoyt Street Yards neighborhood. The upper example allows automobiles to access parking while the lower model is designed to accommodate pedestrians and bicycles only.
A USE UNIFYING ELEMENTS

BACKGROUND

Within the Central City, individual buildings and areas are linked by unifying elements. The Simon Benson and Nellie Robinson fountains, sidewalk and street paving materials, street lighting, street furniture, street trees, awnings, exterior building materials, and color form threads that unite different areas of the Central City.

Portland’s rich history of architecture has employed different unifying design elements over time. For example, many buildings in the downtown office core used terra cotta tiles as exterior cladding or decorative highlights.

Portland’s equally rich history of transportation systems has also used (and still uses) different combinations of unifying elements throughout the different networks. The transit mall, the MAX corridor, the Portland Streetcar loop, the Willamette Greenway Trail, the 40-mile Loop, and the string of Park Blocks are some examples of the Central City’s public transportation systems. Unified sets of design elements such as street furniture, trees, and paving materials are used along these transportation facilities to help identify them throughout the Central City.

Development that fronts onto these routes has special opportunities to develop unifying design expressions. Architectural elements on buildings should enhance street furniture, paving materials, or other right-of-way improvements to strengthen bonds between the different parts of the Central City. Unifying elements on buildings function as a system that binds Central City architecture and districts across historic periods of time, while transportation facilities thread the different buildings and districts together across geography.

Sidewalk furniture along the transit mall
GUIDELINE

Integrate unifying elements and/or develop new features that help unify and connect individual buildings and different areas.

This guideline may be accomplished by:

1. Using the street as a unifying element. The part of SW Main between the Portland Center for the Performing Arts and the Arlene Schnitzer Concert Hall has a unique brick paving pattern that is used on both adjacent sidewalks and the street itself. On event occasions, this part of SW Main is closed off and the bollards are removed to create an outdoor space for intermissions or other related gatherings.
This guideline may be accomplished by:

2. Identifying unifying elements of Portland. The Tanner Creek route through the Central City has been marked by a series of sidewalk stones such as this one at the Mackenzie Lofts development in the River District.

3. Linking areas of the Central City with similar elements. The fence design, in the upper image, can be found on the majority of the I-405 overpasses. The bus shelters, in the lower image, are just one of the unifying elements employed in the transit mall street design. These particular shelters are located at SW 6th and Burnside, adjacent to the US Bankcorp Tower.
This guideline may be accomplished by:

4. Maintaining a consistent streetscape through the use of established downtown street elements. The historic light standards and street trees have been integrated with the awnings and other ground-level building elements of the ODS Tower along SW 3rd Avenue.

5. Integrating elements from existing buildings in new development. The Yamhill Market Building, at SW 2nd and Taylor, complements the Mann Building, to the left, by incorporating similar window styles.
A 5 ENHANCE, EMBELLISH, AND IDENTIFY AREAS

BACKGROUND

Areas of the Central City are enhanced, embellished, and/or identified through the integration of distinct landmarks or special features with new development. Visual focal points inspire the observer and enrich the design context that gives identity to an area.

Unique elements in the right-of-way, such as street lights and special paving materials, enhance the character of an area and can help to orient pedestrians. Building elements such as roof forms, awnings, attached exterior lighting or signs that have been designed to reflect the local character of an area, embellish that area. The integration of local features such as heritage trees, historic structures, or other unique elements helps to identify them as important to the area’s character. Public art, as well as water sculptures or fountains can also help to identify an area when successfully integrated with new development.

In addition, unique sign districts, such as Broadway or New China / Japantown, draw their identities from a collection of similarly-styled elements such as signs, streetlights, banners, or roof forms.

GUIDELine

Enhance an area by reflecting the local character within the right-of-way.

Embellish an area by integrating elements in new development that build on the area’s character.

Identify an area’s special features or qualities by integrating them into new development.
This guideline may be accomplished by:

1. Enhancing the character of an area by integrating the right-of-way with new development. This image shows an adaptively reused warehouse building that faces the Portland Streetcar alignment on SW 10th Avenue. Maintaining the existing warehouse building’s orientation to the street and streetcar line enhances the area’s industrial railyard character.

2. Embellishing areas with markers to commemorate significant landmarks, individuals, events, or establishments. Clockwise from upper left: a plaque along SW 9th Avenue commemorating the planting of a heritage tree by Sylvester Farrel in 1880; engraved quotations along SW Yamhill on the MAX mall; carved title of the Imperial Building at SW Washington and Broadway; and the carved title of the Dekum Building at SW 3rd and Washington.
This guideline may be accomplished by:

3. Identifying and integrating important area features. Heritage trees are significant reminders of communities’ past histories. The image on the left shows a heritage tree which has been maintained as a central feature of a retail complex in the Lloyd District. The image on the right shows the heritage tree that the Millar Library has incorporated on the Portland State University campus in the South Park Blocks.

4. Embellishing building elements. This doorway in the Central Eastside Industrial District has been highlighted with ornate classical decoration, marking the main entry to the building and adding to the area’s character.

5. Celebrating and/or remembering historic downtown features. This wrought-iron entry gate to the historic Portland Hotel was incorporated into the design of Pioneer Courthouse Square.
This guideline may be accomplished by:

6. Using established downtown features. The incorporation of hanging flower baskets is a common sight in the Central City. These examples of flower baskets can be found at (clockwise from upper left): the First Congregational Church on the South Park Blocks; SW 9th and Taylor; Starbucks coffee house on Pioneer Courthouse Square; and the main entrance to Union Station.

7. Using ornamentation to reflect the functions of adjacent buildings. This sculpted bollard cap is part of a series that celebrate the entertainment/cultural area around the Portland Center for the Performing Arts.

8. Using imaginative designs for necessary building features or functions. This downspout at a Goose Hollow District housing complex has been cleverly developed as a rosebud-style water sculpture.
This guideline may be accomplished by:

9. Integrating materials characteristic of the area into new projects. The 24-Hour Fitness Center in the River District was an adaptive reuse project that has integrated a metal canopy reflecting the industrial history of the area.

10. Maintaining, replacing, or renewing identifying elements of the district. The covered loading docks along NW 13th Avenue are important symbols of the area’s industrial past.
This guideline may be accomplished by:

11. Recognizing important historic buildings of the neighborhood. The Mackenzie Lofts building, on the right, reflects the facade treatment of projecting balconies utilized by the Oregon Transfer Company building, on the left, now the Chown Pella Condominiums.

12. Integrating important historic themes. In the Old Town/Skidmore Historic District, remnants of the cast-iron architecture were applied to the wall that encloses the parking area for the Fire Hall.
BACKGROUND

Conservation and preservation have been significant forces in the revitalization of Portland’s Central City. The Central City currently includes five historic districts listed on the National Register of Historic Places, one conservation district, and numerous historic landmarks. Various financial incentives at the local, state, and federal levels are available for the redevelopment of older buildings. Though these incentives have helped to make some projects economically viable, they are not solely responsible for the conservation and preservation ethic of Portland’s developers and designers.

Even though an existing building is not a designated historic landmark, or located within a historic district, it may still be a good candidate for upgrading and/or adaptive reuse. Incorporating building elements from existing structures in new development, such as construction materials, windows, doors, or facade ornamentation, is one way to respect the craftsmanship of the past when using contemporary design and construction techniques. In some cases, it may be feasible for some development projects to reuse even entire building facades. These approaches are valuable for preserving buildings or building elements that contribute to an area’s character.

GUIDELINE

Where practical, reuse, rehabilitate, and restore buildings and/or building elements.
This guideline may be accomplished by:

1. Respecting the original building while adapting it for a new use. The Metro Regional Center in the Lloyd District is an effective reuse of a former Sears retail building.

2. Adding new components while maintaining the original building. The North Park Lofts project, a renovation of an old warehouse building in the River District, was structurally upgraded to include four new floors.
This guideline may be accomplished by:

3. Emphasizing the character of a historic area by adaptively reusing existing buildings. The NW 13th Avenue Historic District maintains its unique character because many developers and property owners have reused the existing buildings for new office, retail, and housing opportunities.

4. Renovating or restoring existing neighborhood buildings. This historic warehouse in the Central Eastside Industrial District, which has become a fixture within the community, was renovated to become a Rejuvination Hardware store.
This guideline may be accomplished by:

5. Rehabilitating the existing building to add a penthouse level. The Morton, Cole, and Weber Building in the downtown area has been upgraded and remodeled to include a penthouse level of additional office space.

6. Maintaining important historic buildings. City Hall at SW 5th and Madison underwent a significant seismic renovation that also included the restoration of many interior spaces. The renovation process successfully maintained the structure’s important character in downtown Portland.
A 7 ESTABLISH AND MAINTAIN A SENSE OF URBAN ENCLOSURE

BACKGROUND

Public rights-of-way, “the rooms of the city”, are defined by the buildings that enclose them. The articulation of building facades develops the character of the public rights-of-way. A consistent series of building facades creates a defined street wall that focuses attention on the street’s pedestrian activities.

Central City cafes, restaurants, and other sidewalk-level retail activities benefit from the enclosure created by buildings built to the sidewalk. Successful enclosure creates an urban space for residents, shoppers, and workers alike to bask in the sun, window shop, promenade, picnic, and celebrate. This enclosure contrasts with Central City open spaces and contributes to the city’s diverse pedestrian experience.

GUIDELINE

Define public rights-of-way by creating and maintaining a sense of urban enclosure.
This guideline may be accomplished by:

1. Responding to the scale of the surrounding context. This is a view looking south on SW Park Avenue. The buildings on either side of the street have recognized a common scale and proportion, creating a balanced street volume.

2. Emphasizing the urban qualities of the Central City’s parks and plazas. This is a view looking southeast across Pioneer Courthouse Square that shows the buildings along SW Yamhill and the colonnade on the southern edge of the square. The colonnade serves as an urban edge that lowers the scale of the adjacent buildings to the human scale of the square.
This guideline may be accomplished by:

4. Designing new additions to reinforce Portland’s urban character. The addition to Powell’s World of Books at NW 11th and Couch is built out to the property lines on both streets to provide a strong built edge.

5. Articulating the urban edge. The RiverPlace condominiums in the South Waterfront Area provide an urban edge to the Greenway Trail that incorporates a variety of projecting and recessed elements including balconies, bay windows, awnings, and terraces.
This guideline may be accomplished by:

6. Reinforcing the urban character of the Central City. This screening system along NE Martin Luther King Jr. Boulevard separates the surface parking lot of the Courtyard Marriott Hotel from the sidewalk. The system works through a combination of design elements, including: a change in elevation, a low seating wall, a planting strip, and the trellis itself.

7. Adaptively reusing or developing new building components to maintain a sense of enclosure. These images are (clockwise from upper left): the facade of the Simon Building; the integrated low wall at the Chamber of Commerce; enclosure shielding a substation in the Lloyd District; and a wall developed from adaptively reused materials at the Fire Hall in Old Town.
A 8 CONTRIBUTE TO A VIBRANT STREETSCAPE

BACKGROUND

Portland’s Central City is a place of concentrated human activity and social interaction. It is the regional center of commercial and cultural activities, incorporating residential, recreational, educational, governmental, and commercial uses. Historically, settings that accommodate diverse activities such as working, playing, meeting, living, shopping, and celebrating are thriving urban centers.

The integration of residential and commercial uses in the Central City’s core is a fundamental component of the ideal 24-hour city. This mix of uses ensures human activity in the Central City throughout the day and into the night. Office workers and downtown visitors provide a regular market for Central City commercial/retail establishments. Local residents provide an economic incentive for Central City retailers to extend their hours of operation. Commercial businesses such as markets, restaurants, cafes, galleries, and theaters are more attractive to patrons when they develop interesting window displays, large sidewalk-level openings onto public-rights-of-way, outdoor seating opportunities, and eye-catching night-lighting systems.

Sidewalk-level areas that include public artwork, a variety of seating options, or space for sidewalk vending and outdoor cafes promote the gathering of pedestrians. Buildings that integrate public works of art, visible from the sidewalk, attract pedestrian interest and encourage movement into the interior spaces of buildings. Concentrations of diverse activities create vital and interesting pedestrian streetscapes.
**GUIDELINE**

Integrate building setbacks with adjacent sidewalks to increase the space for potential public use.

Develop visual and physical connections into buildings’ active interior spaces from adjacent sidewalks.

Use architectural elements such as atriums, grand entries and large ground-level windows to reveal important interior spaces and activities.

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**This guideline may be accomplished by:**

1. Developing the sidewalk level of the project to encourage the use of adjacent public space. The restaurants in the background along SW Morrison Street, between 10th and 11th Avenues, take advantage of the heavy pedestrian use of this corridor. The restaurants provide direct visual and physical connections to the adjacent sidewalk by incorporating large windows and doors on their storefronts.
This guideline may be accomplished by:

2. Integrating building setbacks with adjacent sidewalks to create stopping and viewing places. This coffee shop on Grand Avenue in the Lloyd District has developed the ground level by pulling back from the property line to create protected places for tables and chairs.

3. Capitalizing on sidewalk opportunities. This florist’s shop, in the ground level of the Rosefriend Apartments building, has taken advantage of the building frontage zone of the sidewalk to display flowers and place umbrellas.
This guideline may be accomplished by:

4. Orienting residential development to the sidewalk. The Johnson Street Townhomes in the River District have developed good connections to the sidewalk by creating outdoor transition areas, placing large windows to face the street and developing a vertical change in grade so that the houses are above the sidewalk level.

5. Incorporating flexible seating space at the sidewalk level. The sidewalk level of the 200 Market Building, in the South Auditorium District area, provides a variety of staging spaces that together act as an effective transition from the street into the building.
BACKGROUND

Gateways provide a sense of transition to or from different parts of the Central City. The Central City Plan identifies a series of gateways into the Central City and among its subdistricts. Formal gateways such as the Chinatown gateway and the Ankeny Park cast iron arches create expressive portals that reflect the each area’s unique atmosphere. Gateway locations also provide adjacent buildings with opportunities for architectural statements that emphasize the character of the area.

The size and placement of traditional building elements such as arches, arcades, columns, fountains, or sculptural art contribute to the development of gateways. Other building elements such as signs or marquees can be utilized to emphasize gateways. Augmenting building elements with landscape features such as clustered street trees provide another opportunity to strengthen gateways. New or reused buildings developed at gateway locations that influence, enhance, or work in concert with adjacent development, rights-of-way, and open spaces strengthen the area’s character.

The City of Portland has been referred to as the “City of Bridges”. Portland’s Central City has eight bridges within its boundaries that span the Willamette River and connect the east and west sides of the city. In addition to these formal bridges, there are also numerous overpasses, viaducts, or other types of smaller bridges that span various freeways, industrial areas or natural sanctuaries. Development sites located at or adjacent to the landings of these features often possess gateway characteristics. Special consideration of the specific site, gateway, and bridge qualities in the design of new buildings is encouraged at these locations.
GUIDELINE

Develop and/or strengthen gateway locations.

This guideline may be accomplished by:

1. Using new projects at area boundaries to create gateways with older buildings. Both of these buildings at the foot of N Russell Street are part of the Widmer Brothers Brewing Company complex. The Smithson Block, on the left, is a historic building and was built in 1893, while the newer structure, on the right, has responded to the character of the Smithson Block to develop a distinctive gateway into the Russell Street Conservation District.
This guideline may be accomplished by:

2. Developing gateway buildings at intersections. The Ritzdorf housing complex is at an identified Central Eastside Industrial District gateway location, SE 12th and Belmont. The building’s forms rise from the lower volume to the higher, projecting corner piece, creating a transition that is expressive of the different scales of development on either side of the gateway.

3. Developing gateways for large project sites. This image shows one of the gateways into the Oregon Square commercial complex in the Lloyd District. The gateway is marked by a speed table, decorative flower pedestals that serve as unifying elements for the complex, and matching signs attached to the gateway buildings.
This guideline may be accomplished by:

4. Using historic markers to highlight important areas. These sidewalk markers from two historic districts add character and strengthen the sense of entry and/or exit.

5. Developing formal neighborhood or community gateways within the right-of-way. This is one of the many formal gateways (this one is at SE 39th and Stark) for the Laurelhurst residential community located in southeast Portland.
This guideline may be accomplished by:

6. Recognizing significant structures as contributing gateway elements. This is a view looking east under the Vista Bridge from the western edge of the Goose Hollow District. The bridge structure itself creates a formal gateway to the Central City, and development on nearby sites has the opportunity to take advantage of this impressive feature.

7. Taking advantage of overpasses such as these over the Interstate 405 Freeway as gateway opportunities. The buildings framing the landings of each one of these bridges have the potential to serve as gateways to either the Goose Hollow or West End neighborhoods.
This guideline may be accomplished by:

8. Designing buildings at bridgeheads to highlight entry or exit. The Justice Center, on the left, and One Main Place, on the right, provide a powerful sense of entry to Portland’s downtown office core at the western foot of the Hawthorne Bridge.

9. Emphasizing the bridges of the Central City as important gateway elements. The Steel Bridge connects the River District, the Skidmore / Old Town Historic District, and the greater west side of the river with the east side and the Lloyd District. Union Station is adjacent to the westside landing of this bridge and presents westbound traffic with a handsome symbol of Portland’s history. The Rose Garden sports arena greets eastbound traffic and symbolizes the vitality of the Lloyd District.