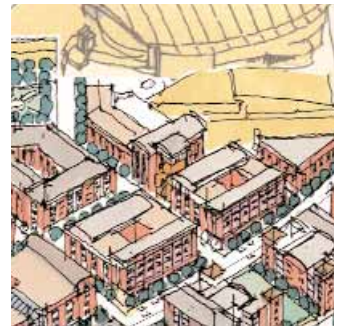


Context



I Context

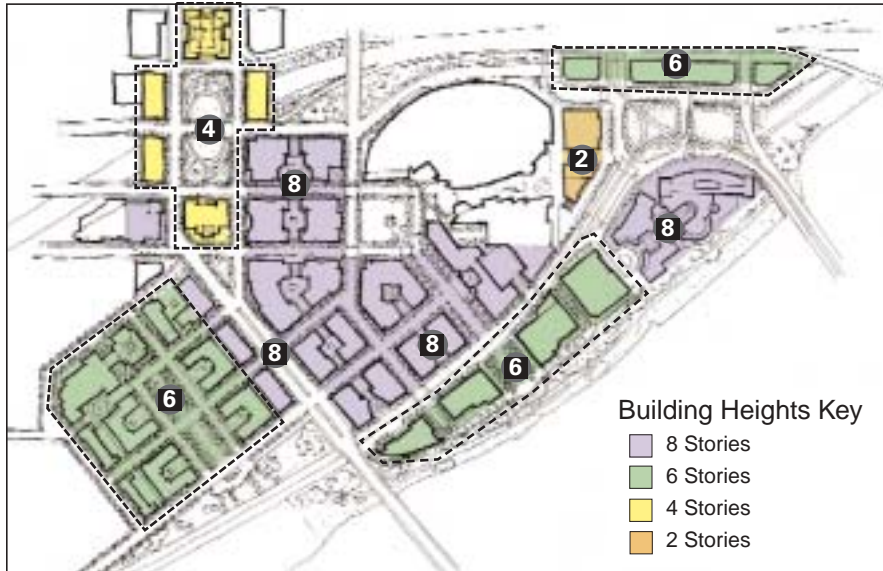
THE CITY OF PORTLAND has design guidelines in place to help ensure that the essential character of the city and its architecture contribute to a human-scale, eminently livable environment. In preparing this plan, these guidelines have been reviewed and, where necessary, modified to reflect the unique characteristics of the Rose Quarter as a development site. 55

Building Design

The Rose Quarter could potentially be one of the most dynamic and exciting new districts in the city of Portland. The architecture of the new buildings should be designed to enliven the new area by forming a rich texture of building types containing visual surprises, intriguing contrasts, and varied profiles. Taking cues from the thriving Pearl District across the Broadway Bridge, as well as the nearby Lower Albina neighborhood, the new Rose Quarter buildings should recall the design of traditional industrial buildings, while introducing new updated elements, to give the area its own identity. The buildings should maintain a pedestrian scale at street level, and emphasis should be placed on first-floor uses, keeping in mind the street-level pedestrian views. In general, these buildings need to become a seamless part of the layered architectural history of Portland.

Eye-level view of the proposed character of new development





Massing

Buildings should be dynamic, well-proportioned volumes of varying but substantial heights, which will hold the street and provide good frontage along all public spaces. All building massing should provide for at least a 15-foot, first-floor height to accommodate retail at the street level. Building walls facing public streets and parks shall be terminated at the top floor with a rich and varied roofscape including deep cornices, roof-top gardens and overlooks. Flat roofs shall be enclosed by parapets no less than 42 inches high or as required to conceal equipment. Tower elements could be utilized to denote important public spaces and provide landmarks.



Top

Plan indicating maximum building heights

Middle

Aerial view of the Campus Concept

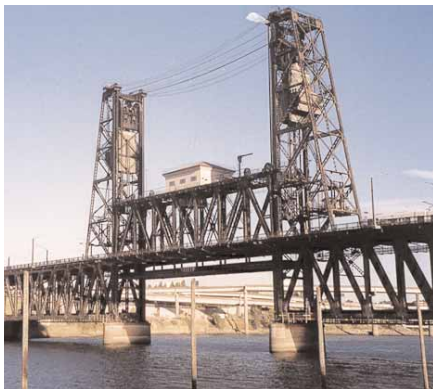
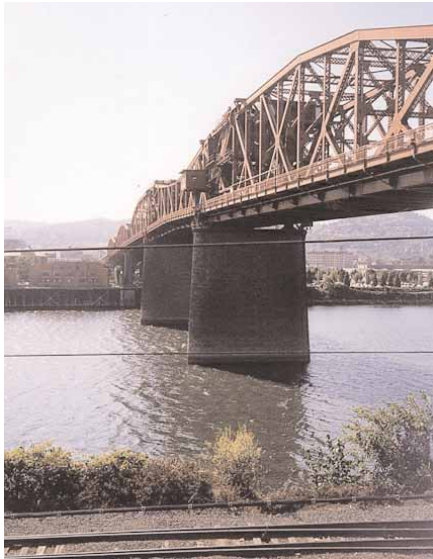
Building Heights

The new buildings in the Rose Quarter will have a series of varying heights and tower elements to create a dynamic skyline. Massing heights will build up from the river with permitted building heights ranging from 6 to 8 stories. The development south of Interstate Avenue will have a height restriction of 6 stories above the bluff to protect view corridors.

Bottom

Section through Coliseum site showing the proposed building heights





The Dreyfus grain facility (top), the Steel Bridge (middle) and the Broadway Bridge (bottom) are all examples of structures which define the Rose Quarter and its historic connection to the Willamette River.



Top & Middle

The Rose Garden (top right) and the Portland Convention Center (middle right) are examples of icon buildings which hold important city events such as conventions, concerts and ballgames.

Bottom

The Go-By Train Tower on Union Station, visible from the Rose Quarter side of the Willamette.

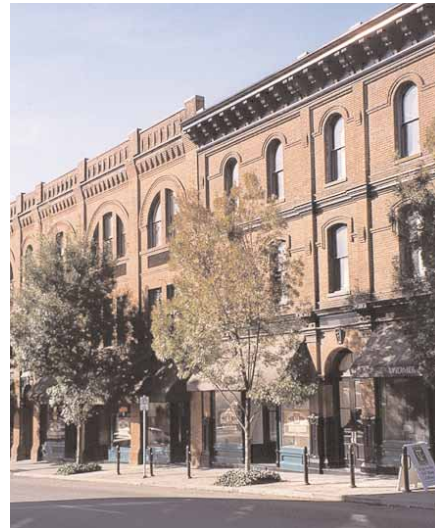
Icon Buildings

New buildings in the Rose Quarter should continue to be stylistically compatible with the existing dynamic mixture of iconic and context structures. Icon buildings represent singular images that

define the Rose Quarter and its surroundings. Iconic structures are symbolic, visually significant buildings set in key locations which draw public attention and create the identity of a place.

Context Buildings:

In order to properly frame the iconic buildings in the Rose Quarter, the context buildings have the important role of creating the blocks, streets and squares to add character to the pedestrian streetscape, while allowing pedestrians to focus their attention on the icon buildings. Context buildings do not compete with the iconic structures, but visually support them.



Top
*The Beacons Building
in the Rose Quarter.*

Middle
*Examples of context
buildings in Lower
Albina.*

Bottom
*Newly designed and
remodeled warehouse
apartment buildings in
the popular Pearl
District.*