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Spring 2005

# A Comprehensive Study of the 4th & 5th Avenue Corridor from SW Market Street to I-405 in Downtown Portland

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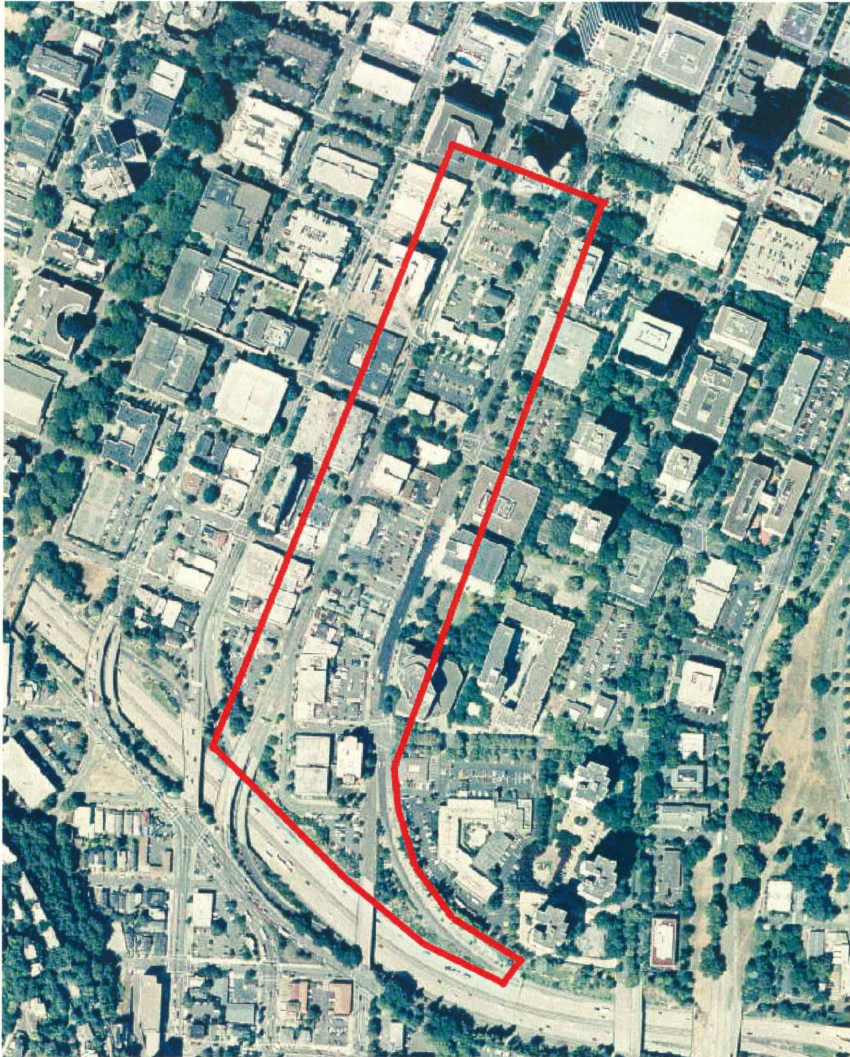
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# URBAN DESIGN WORKSHOP

## FINAL REPORT

*A Comprehensive Study  
of the 4th & 5th Avenue Corridor  
from SW Market Street to I-405  
in Downtown Portland*

By the members of the course USP 410/510 - "Urban Design Workshop"  
Instructor: Donald J. Stastny FAIA FAICP  
Spring 2005

School of Urban Studies and Planning  
College of Urban and Public Affairs  
Portland State University

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# THE CHALLENGE AND THE VISION

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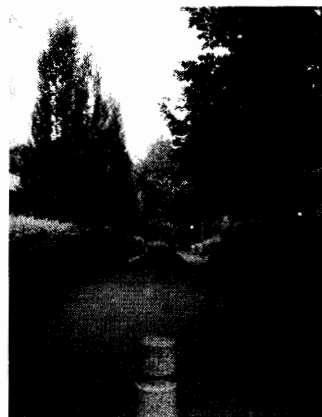
## An Edge. A Seam. The Forgotten Blocks.

These words speak to the condition of the blocks bounded by SW 4<sup>th</sup> and SW 5<sup>th</sup> Avenues, I-405 and Market Street in the south end of Downtown Portland, Oregon. Yet, this corridor holds the potential for knitting the east boundary of Portland State University with the South Auditorium Urban Renewal Area, providing critical east-west linkages between the campus and the waterfront, and accommodating a confluence of current and planned transit lines. These blocks contain the development energy to build upon existing and evolving “pulse points”, initiate activity areas that would add to the vitality and variety of the University District, and provide a unique “gateway” for the Central City and downtown Portland.

The challenge for the Design Team, consisting of graduate and undergraduate students of the School of Urban Studies and Planning and the Department of Architecture, was to collect data, catalog the systems and form of the area; envision urban constructs that are innovative and inventive; and establish “Big Ideas” describing key initiatives as well as “Design and Development Guidelines” that could be used to strategically bring a new fabric to the area of study. Based on their collective work, three independent Teams interpreted the Big Ideas and Principles into alternative design and development proposals.

What is recommended herein is not an academic exercise, but a studied and rigorous analysis of conditions, interpretations of “what could be”, and development of ideas that illustrate the potential of the area. As an example of the personal and professional commitment of the Design Team, we offer this compendium of ideas as our recommendations for the further development and redevelopment of this area. Some of our ideas build upon concepts originally espoused by others, some of our ideas capitalize on improvements existing and proposed in the public realm, and some of our ideas identify new initiatives that could create focal points for the PSU campus and the City of Portland.

We offer this report to Portland State University and the City of Portland as our contribution to the continuing dialogue of what this sector of the city is and could be.



# THE BIG IDEAS

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These predominant ideas were derived from our collective work. We believe these ideas are major structuring concepts for the area and represent both physical, as well as policy-oriented, initiatives.

1. Complete the Montgomery Street Corridor as a predominantly green pedestrian parkway, connecting the South Park Blocks to the pedestrian way system of the South Auditorium Renewal Area.
2. Create an “Arts Quarter” focused on College Street from 4<sup>th</sup> Avenue to Broadway, incorporating “homes” for the College of Fine and Performing Arts, performance and exhibit venues, retail and commercial space, innovative student housing and sustainable public space.
3. Build a Gateway or Portal to downtown Portland and the Portland State University campus by utilizing public and private assets and adjacent to College Street and 4<sup>th</sup> Avenue.
4. Guide the evolution of the Urban Center area as a “University Town Center” focused around the intersection of Montgomery Street and 5<sup>th</sup> Avenue with key development initiatives tied to existing and proposed public transit improvements, providing student and faculty oriented activities and housing.
5. Promote a public/private partnership to deliver a unique mixed-use “anchor” development consisting of a specialty grocery, underground parking and air-rights residential at the “crossroads” between Campus and Renewal Area. The block at Montgomery Street and 4<sup>th</sup> Avenue provides this key opportunity to become the focus of a “merged” university and Renewal Area neighborhood and provide needed services to both.
6. Continue the study and planning of University Place (formerly Double Tree Inn) as a combination of university flex space including housing, research space, classrooms, open space, environmental laboratory, and potential linkage to the established Corbett Terwilliger Lair Hill neighborhood south of I-405.
7. Initiate a student-based Campus Planning process and organization that insures student involvement and participation in campus planning initiatives with the intent of:
  - Improving a perceived dysfunctional campus by establishing a rational distribution of activities and locations;
  - Capitalizing on resident “experts”—people who are affected by, and can affect, campus activity patterns;
  - Create “champions” for campus development—both with the current student body and with present and future alumni;
  - Celebrating the diversity of the student body of Portland State University—age, gender and ethnicity; and
  - Continue a dialogue with existing surrounding neighborhoods to create a campus that is both a part of and serves the greater community.



# DESIGN AND DEVELOPMENT PRINCIPLES

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We have identified these Principles as guidelines for any and all design and development actions that could and will occur in the corridor.

## BUILD ON ASSETS

1. Explore opportunities for current and proposed transit
2. Connect and use existing open space both on and off campus
3. Use existing and potential art resources and facilities
4. Explore contiguous development opportunities

## STRENGTHEN SOCIAL/CULTURAL SYSTEMS

1. Maintain a human scale, walkable networks, and abundant open space
2. Celebrate the diversity of users
  - Students
  - Families
  - Seniors
3. Promote the University District as a cultural hub for the City
4. Involve the community in development decisions regarding the campus
5. Encourage 24-hour activity
  - Residential
  - Basic services
  - Retail
  - University Activities

## REQUIRE ARCHITECTURAL DESIGN EXCELLENCE

1. Promote rooftop uses
2. Explore hierarchy of heights
3. Create open space linking interiors of blocks (pedestrian corridors)
4. Encourage gathering spaces
5. Demand transparency at the base of buildings
6. Maintain parking numbers and integrate parking into development

## INITIATE STRATEGIC INITIATIVES

1. Build on "pulse points"
  - 5<sup>th</sup> and Montgomery
  - 4<sup>th</sup> and College/Hall
2. Create a gateway at 4<sup>th</sup> Avenue and I-405
3. Stitch together the South Auditorium Renewal Area and University
4. Make interior and exterior spaces flexible and multi-use



# University District Plan Team A

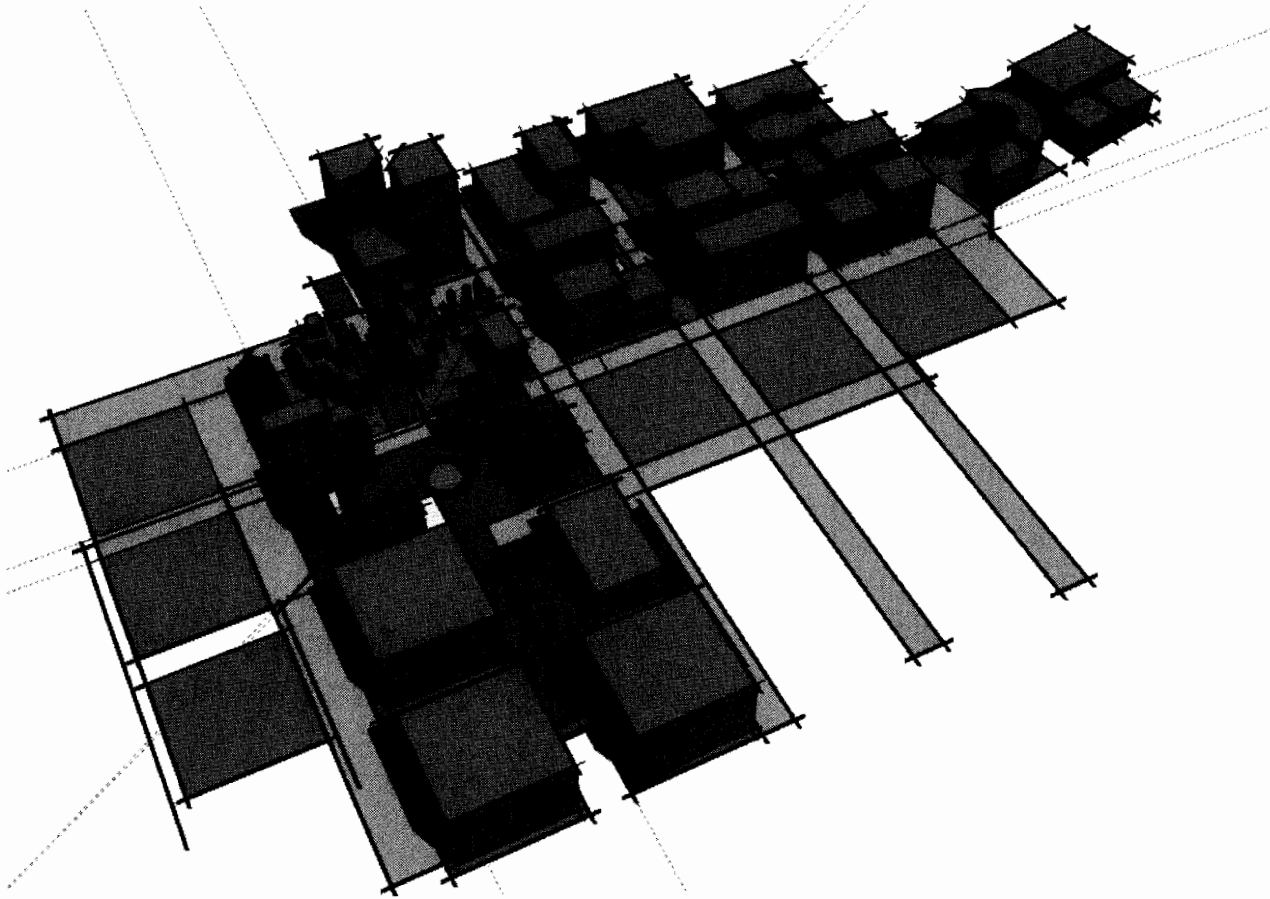
Urban Design Workshop  
June 6, 2005

Adrien Allred, Ellie Fiore, Tiffanie Furlong, Eli Haworth



# University District Plan

PSU Urban Design Workshop



June 6, 2005

TEAM A  
INTERPRETATION  
Compiled by:

Adrien Allred  
Ellie Fiore  
Tiffanie Furlong  
Eli Haworth

## **Narrative**

The study area will be transformed into an active, mixed-use district linking the Portland State campus with the South Auditorium district. This is achieved through the development and design of pedestrian paths along Montgomery and College streets that will connect new and existing open spaces, from the Park Blocks to Pettygrove Park and Keller Fountain. New services, transit access points, and destinations within the district will also draw new residents and users to this currently under-utilized neighborhood.

Activity and retail outlets will be centered around two “pulse points” or nodes. These are located at the Urban Plaza on Montgomery between 5<sup>th</sup> and 6<sup>th</sup> Avenues, and at the intersection of 4<sup>th</sup> Avenue and College Street, at the site of the new engineering building and public plaza.

The study area will become a hub of educational and cultural uses. The Portland State arts center at the south end of the district and adjacent live-work space will activate the space, bring round-the-clock activity to the neighborhood, and build district identity.

A demographically diverse residential neighborhood will develop as new housing and services will accommodate students, families, seniors and those seeking affordable live-work spaces. Grocery stores, restaurants and cafes, a school, community center, and child care will attract new residents.

New buildings will bring much high-quality and diverse types of architecture to the area. . Common design elements (including lighting, streetscaping and architectural features) will create a sense of district identity. Ground floors will be dedicated to active uses whenever possible, and transparency into buildings will provide a sense of activity. Building materials such as basalt stone and local timber will draw upon regional resources and reflect local character. New construction will respect existing structures and not overwhelm them. Buildings will be tall built to maximum capacity to create density and ensure financial return for investors. Upper floors will be stepped back to preserve some light and views.

The interior pedestrian corridor is intended to accommodate pedestrians and create a sense of shelter and reprieve in a busy area with significant auto traffic and transit use. The stormwater feature is functional and aesthetic and reflects the university's and region's commitment to sustainable development.

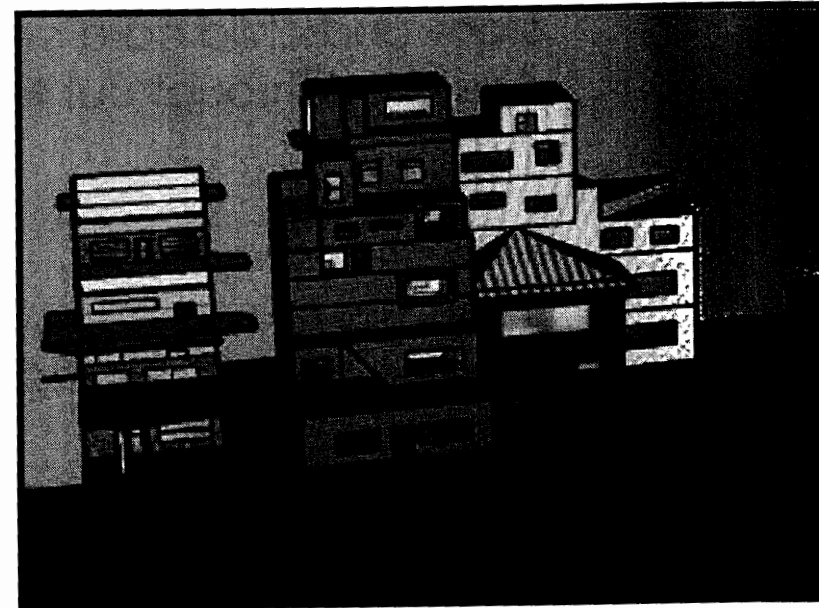
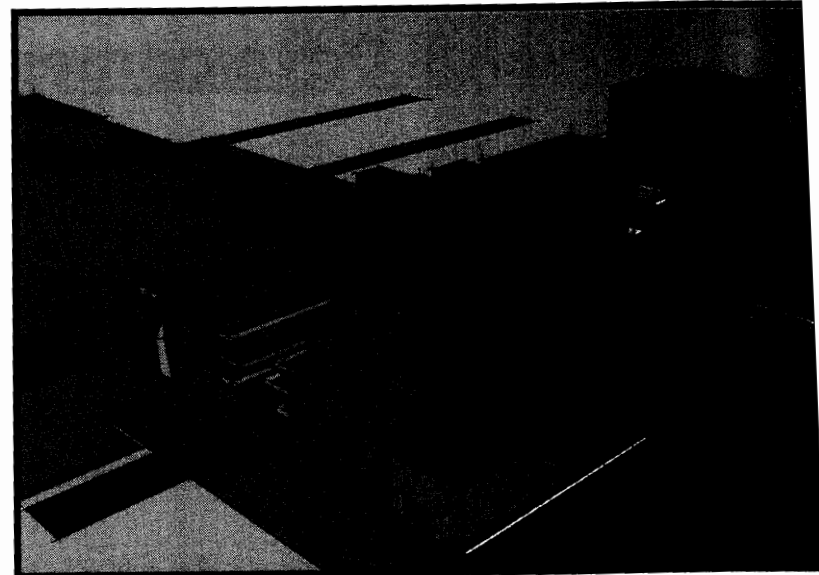


## **Overall Development Plan**

- 1,333 new Housing Units, including one, two and three-bedroom units, apartments, condos, and live-work space
- 58,000 square feet of new retail. Most of this includes a grocery store and child care center, with smaller retail and flex units clustered throughout the study area
- 1,081 new parking spaces, including underground parking and parking in liner buildings

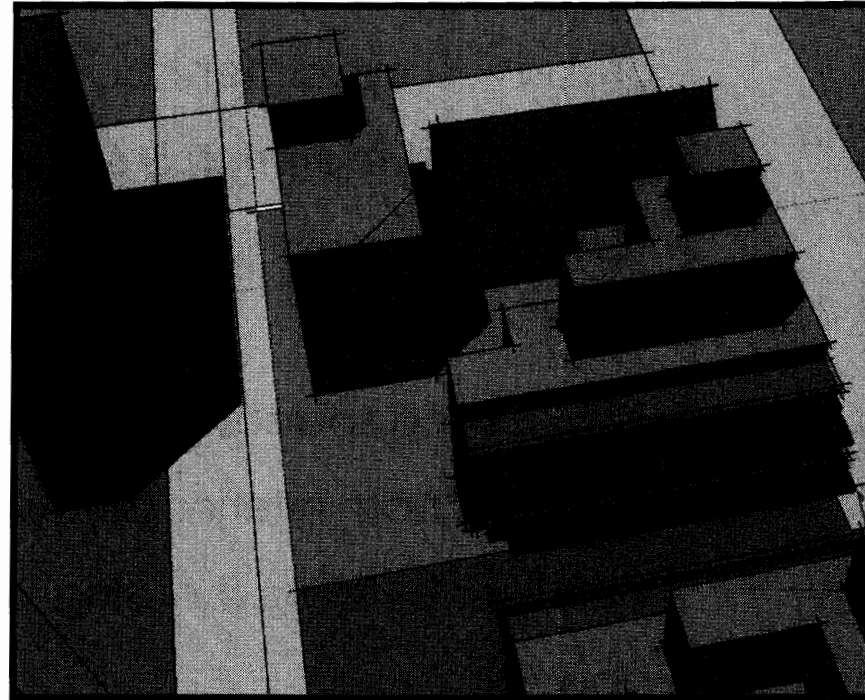
## • Jasmine Block

- New mixed-use housing & retail building
- Streetcar tracks travel diagonally through the block
- 12,000 sq ft footprint; 9 – 10 Stories
- 138 student housing units (average 800 sq ft)
- 12,000 sq ft retail/flex space on first floor
- Landscaping and bioswale feature on Southeast Corner of the block



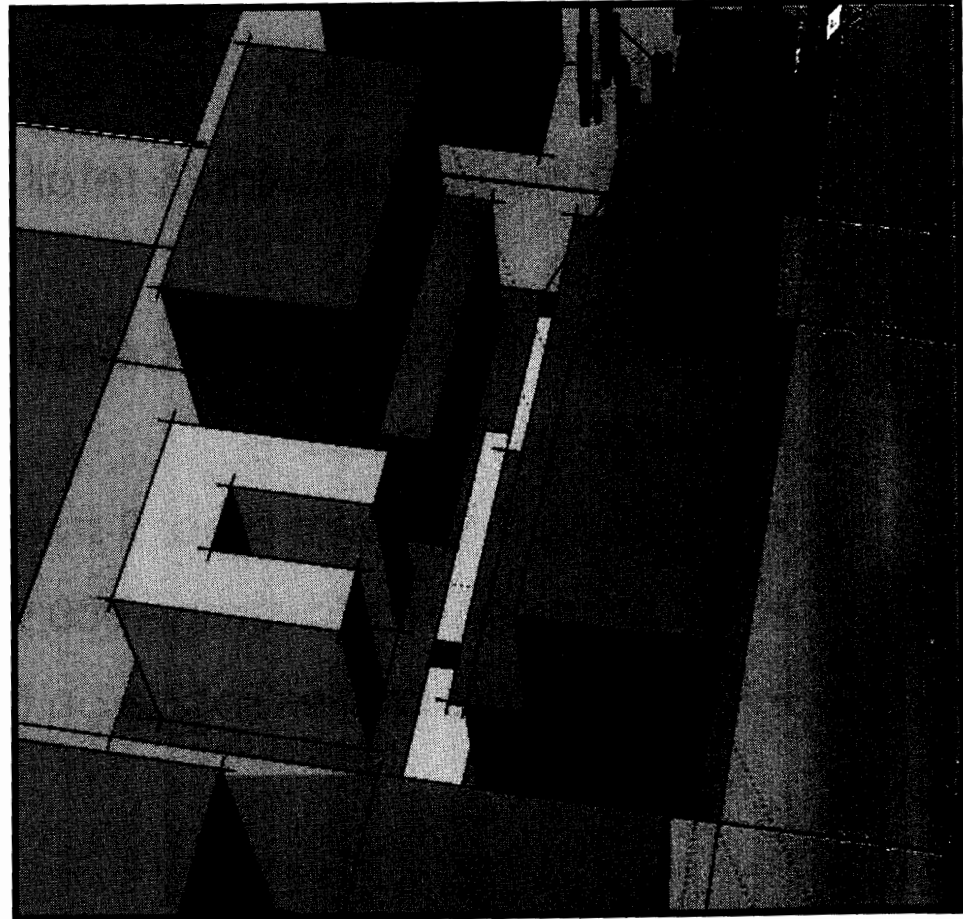
## **St Michaels Block**

- One mixed-use housing & retail building
- One new housing development
- Interior open space
- 12,000 sq ft footprint area; 9 stories
- 138 housing units (average 800 sq ft)
- 12,000 sq ft retail/flex space on first floor



## Westfall Block

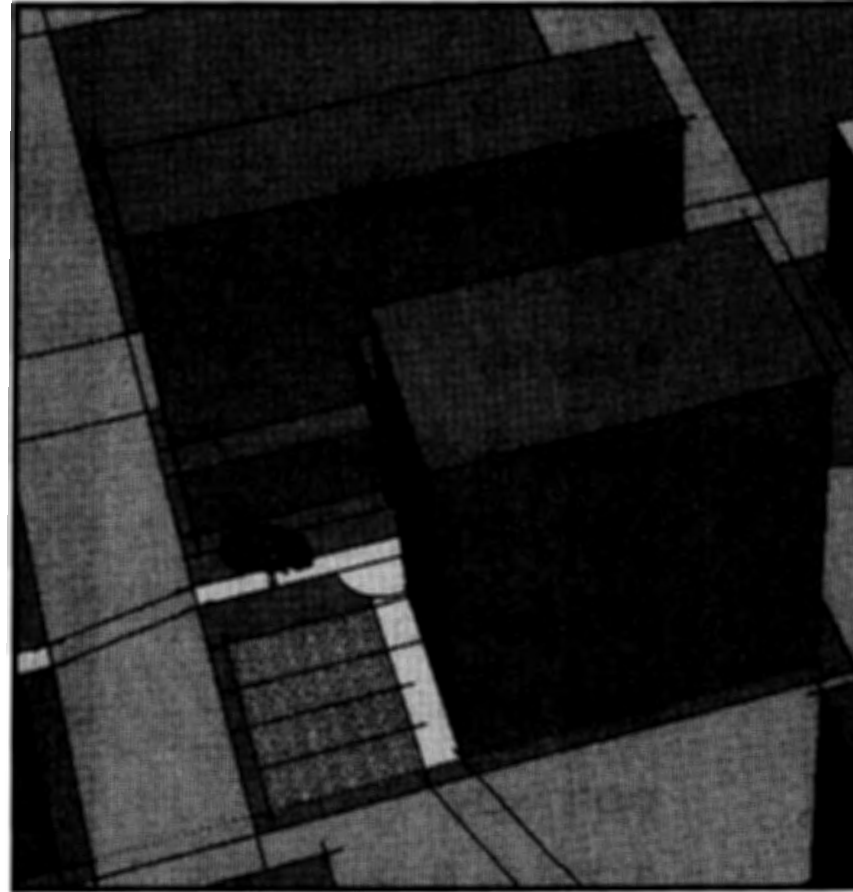
- New housing on  $\frac{3}{4}$  block around preserved apartment building
- 26,000 sq ft footprint; 5-6 stories
- 188 housing units (average 1000 sq ft)
- 129 parking spaces in 3 levels buffered from interior pathway with liner building (housing above).





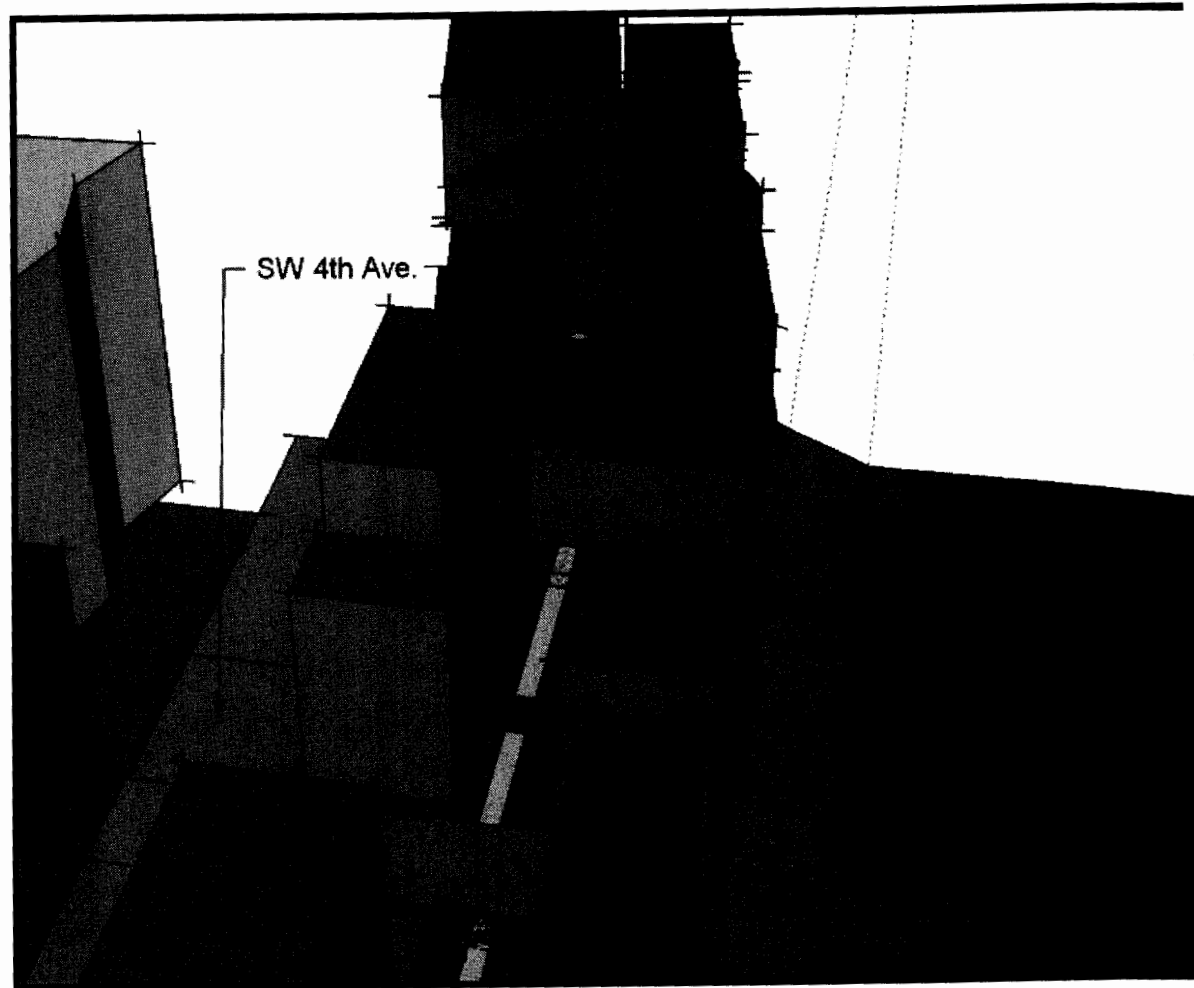
## Wells Fargo Block

- New housing and parking with small ground floor retail unit
- 26,000 sq ft footprint: 6-7 stories
- 150 new housing units (average 800 sq ft)
- 240 parking units in 2 underground levels
- 2,000 sq ft new retail facing interior
- Small retail-oriented square on southeast corner of the block includes a stormwater runoff swale feature that will send water into The South Auditorium blocks



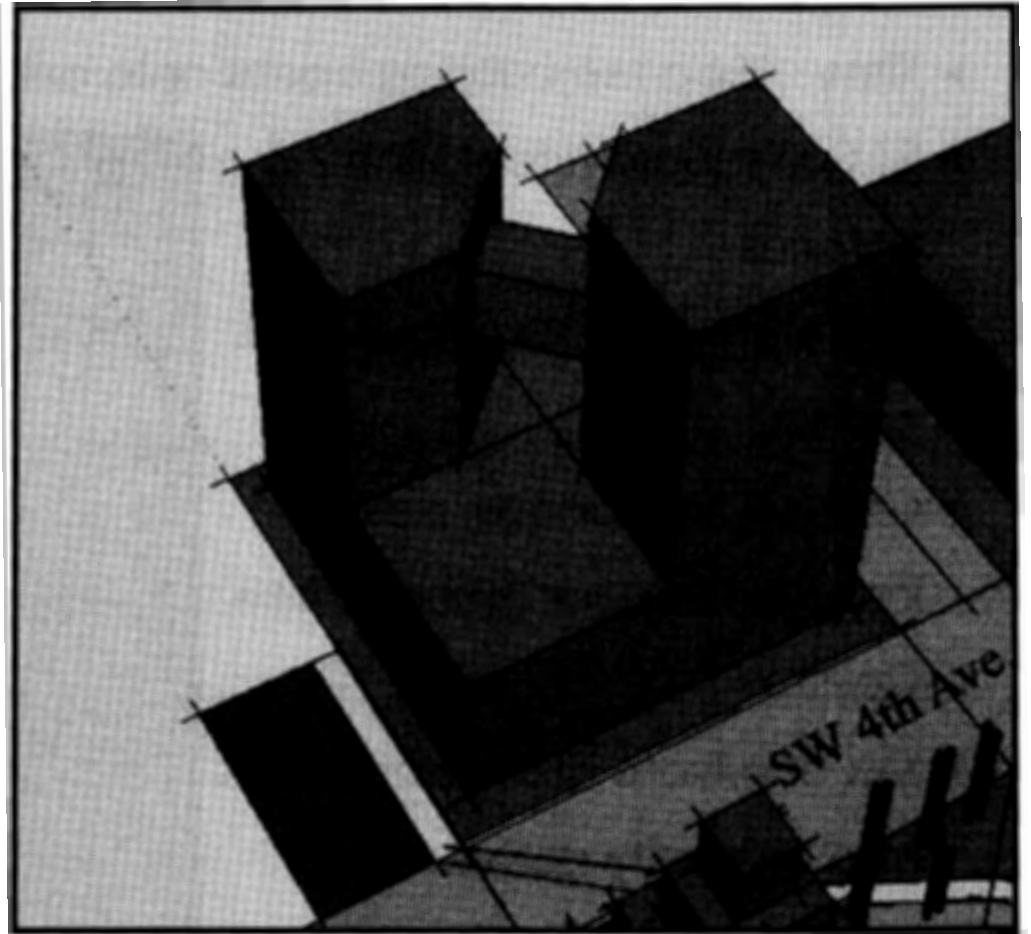
## College Block

- New mixed-used building: live-work/ parking/ retail
- 36,000 sq ft footprint; 7-8 stories
- 200 live-work spaces (avg. 1,000 sq ft)
- 112 parking units with liner to interior pathway
- 2,000 sq ft new retail facing interior



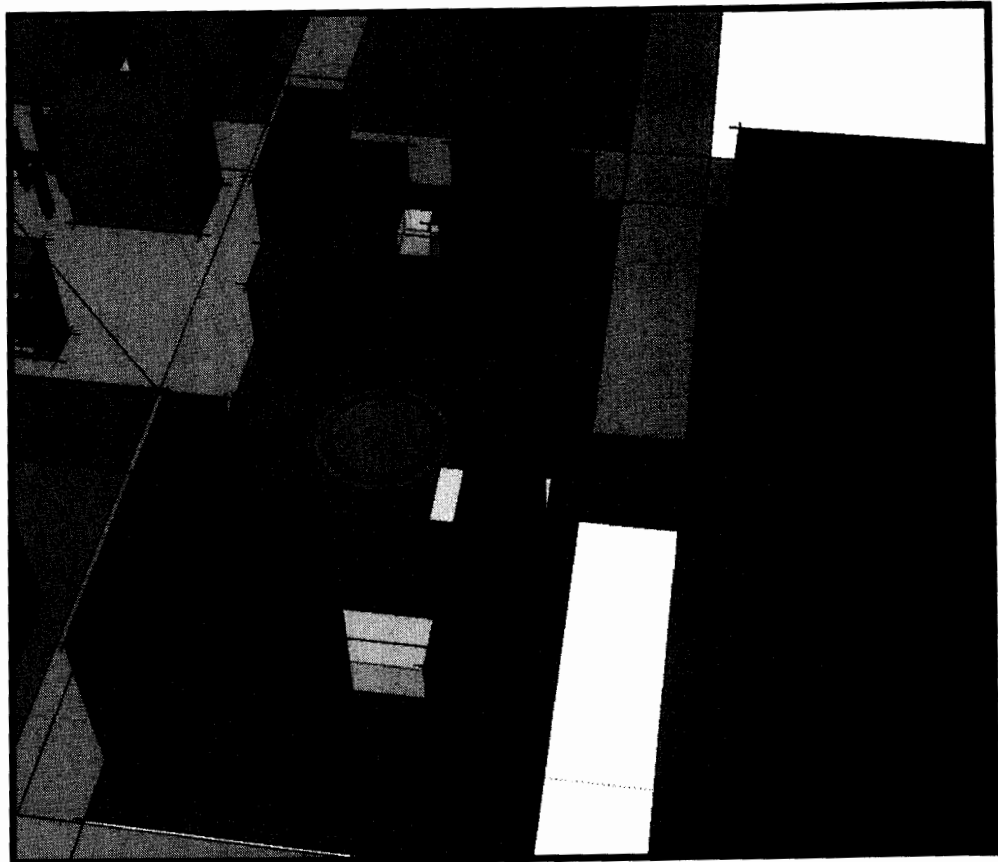
## Montgomery Block

- New mixed-use building:  
housing/ parking/retail
- 40,000 sq ft new footprint  
area; 10 stories
- 327 market-rate housing  
units
- 360 parking units in 3  
underground levels. 30  
dedicated to grocery  
store
- 30,000 sq ft new retail  
(20,000 trader Joes, 10,000 child care)



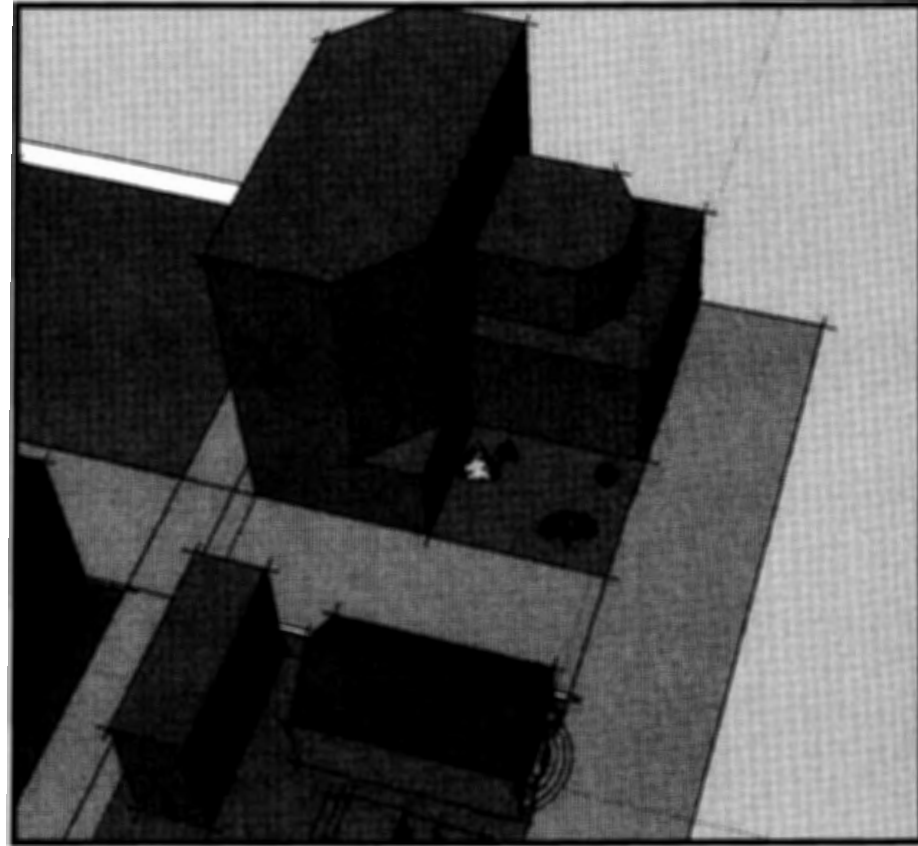
## PCAT Block

- New mixed-use building opens onto extended of urban plaza.
- 26,000 square ft footprint; 7 & 5 stories
- Three levels for PSU recreation center
- Ground floor active uses include Food for Thought; Bike Co-Op
- Mix of private office and retail and university above.



## St. Mary's Parking Block

- New housing with underground parking
- 18,000 sq ft footprint area;  
9 stories
- 144 new housing units (avg. 1000 sq ft) in 260' height limit zone
- 48 new housing units (avg. 1000 sq ft) in 150' height limit zone
- 240 new parking units in 2 underground levels
- Greenspace on the southeast corner retained, majority of trees on lot preserved



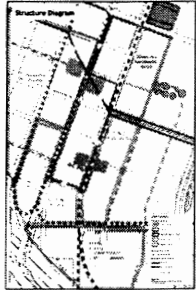
University District Plan  
Team B

Urban Design Workshop  
June 6, 2005

Heather Kaplinger, Anne Kawasaki, Kate Marcello, Grant Morehead

# Team B University District Concept Plan

In the following documents, we present our proposal for redevelopment of the University District:

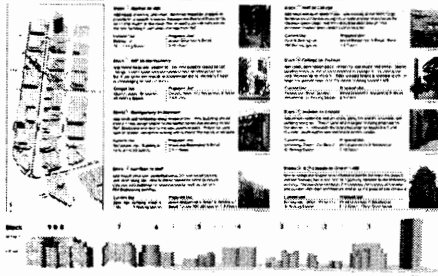


This diagram shows the proposed structural elements of the district, such as activity nodes, open spaces, transportation paths (including green streets on Montgomery and College), and subdistricts.



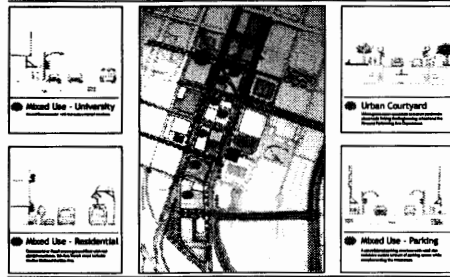
This diagram presents our proposed zoning and concept elements. It communicates well the mixed-use nature of proposed buildings and subdistricts.

## Study Area Massing & Use Concept



This diagram depicts the district's new massing and uses as proposed by Team B. With regards to massing, the diagram emphasizes that we should pay special attention to existing uses such as St. Michael's Church. It also depicts important massing and use changes around the proposed arts quarter and plaza at the district's southern end.

## Outdoor Room & Streetscape Prototypes



This shows the district as an outdoor room, depicting streetscape elements such as trees and special paving at activity nodes. The prototypes provide a cross-section view of four kinds of streetscapes.



# Structure Diagram

University District

Mixed Use Residential Retail

Office Commercial

University Housing






University Arts District / Gateway

## STUDY BLOCKS

### Concept Districts:

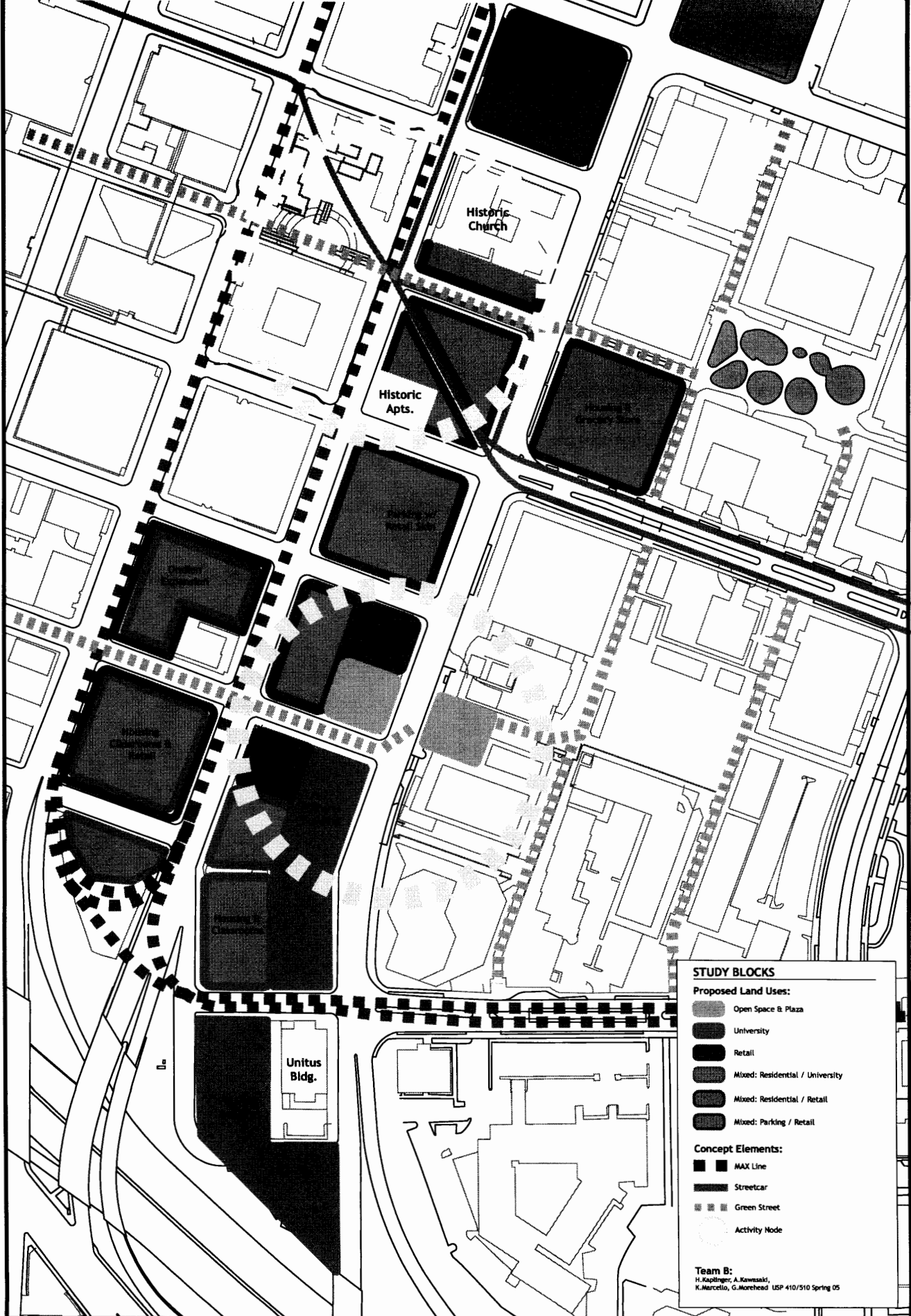
-  Open Space & Plaza
-  University
-  Mixed: Residential / Retail
-  Mixed: University / Residential / Retail
-  Office / Commercial

### Concept Elements:

-  Green Street
-  Proposed Max Line
-  Streetcar
-  Main Vehicle Path
-  Activity Node

Team B:  
 H. Hines, A. Kamm, K. Lott, G. Northrup  
 UTP 00/000 Spring 00

# Proposed Land Uses & Concept Elements



**STUDY BLOCKS**

**Proposed Land Uses:**

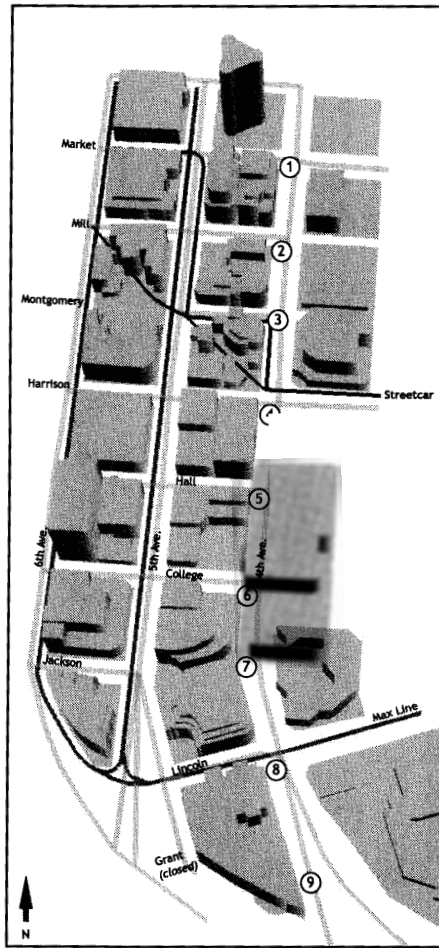
- Open Space & Plaza
- University
- Retail
- Mixed: Residential / University
- Mixed: Residential / Retail
- Mixed: Parking / Retail

**Concept Elements:**

- MAX Line
- Streetcar
- Green Street
- Activity Node

**Team B:**  
 H. Kaplinger, A. Kawasaki,  
 K. Marcello, G. Morehead USP 410/510 Spring 05

# Study Area Massing & Use Concept



## Block ① Market to Mill

Add mixed university and retail. Rooflines should be stepped to provide for a smooth transition between the Portland Plaza to the north and church to the south. The university use will help ensure the new building is well under the maximum FAR.

Current Use:	Proposed Use:
Parking Lot 120 Parking Spaces	Mixed University & Retail 5-10 Floors



## Block ② Mill to Montgomery

Add mixed retail and residential. The new building should be tall enough to correspond with the Urban Center directly across 5th, but it should be low enough to accommodate the St. Michael's Church acknowledging its historic status.

Current Use:	Proposed Use:
Church, Motel, Restaurant 60 Parking Spaces	Church, Mixed Use Residential & Retail 3-6 Floors



## Block ③ Montgomery to Harrison

Add retail and residential along streetcar line. New buildings should have a tiered design similar to the Market Street Pub building on the Park Blocks and oriented to the new streetcar path. Pedestrian uses such as outdoor restaurant seating will reinforce the transit orientation.

Current Use:	Proposed Use:
Restaurant, Apt. Building & Parking Lot 65 Spaces	Mixed Use Residential & Retail 3.5-7 Floors



## Block ④ Harrison to Hall

Add mixed retail and residential along 5th and mixed parking and retail along 4th. New buildings should be taller to ensure cohesion with buildings on adjacent blocks, such as the new PSU Engineering building.

Current Use:	Proposed Use:
Bank, Apt. Building, Motel & Cafe 29 Parking Spaces	Mixed Residential & Retail & Parking w/ Retail Facade 300-400 spaces/5-8 Floors



## Block ⑤ Hall to College

Add retail and open space/plaza. Add housing above Wells Fargo. Buildings should be tall enough to provide a sense of enclosure for the open space/plaza, but they should be short enough that excessive shadows don't create a cavernous feel.

Current Use:	Proposed Use:
Bank & Parking Lot 107 Parking Spaces	Mixed Residential & Retail, Plaza 3-6 Floors



## Block ⑥ College to Jackson

Add retail, open space/plaza, university, and mixed residential. Shorter building height on the block is oriented to College St., to correspond with the massing on block 5. Taller building height is oriented south, to begin the gradual step-up to the tallest building toward I-405.

Current Use:	Proposed Use:
Parking Lot, Retail Service, Residential 32 Parking Spaces	Mixed University, Residential & Retail 6-9 Floors



## Block ⑦ Jackson to Lincoln

Add mixed residential and university along 5th and the university arts building along 4th. This is some of the largest massing proposed for the district. It will match the larger buildings on blocks 8 & 9 and the taller South Auditorium residential towers nearby.

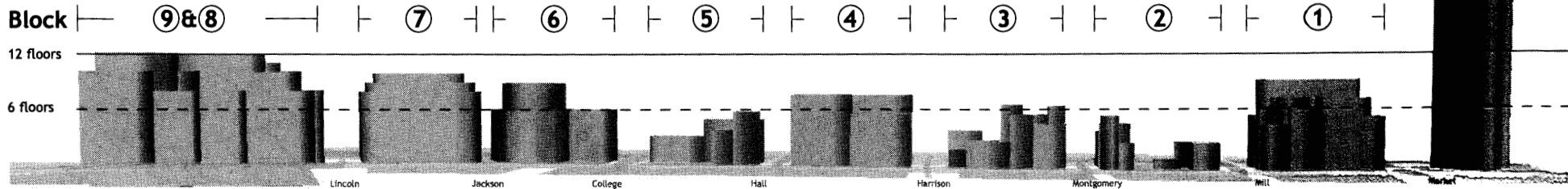
Current Use:	Proposed Use:
University, Tavern, Car Rental 82 Parking Spaces	Mixed University & Residential 7-10 Floors



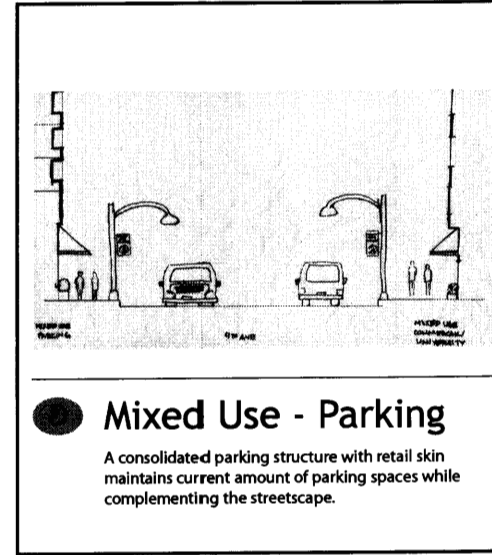
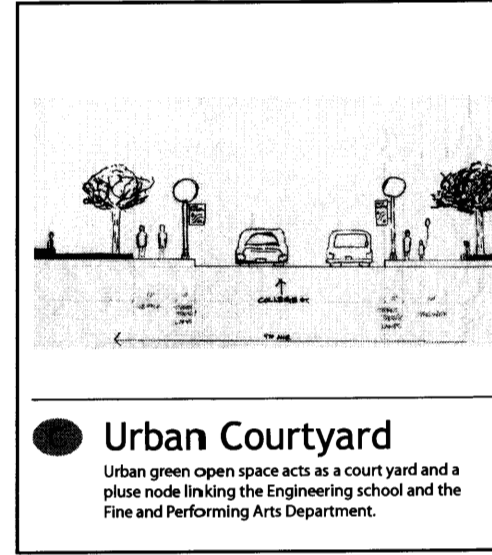
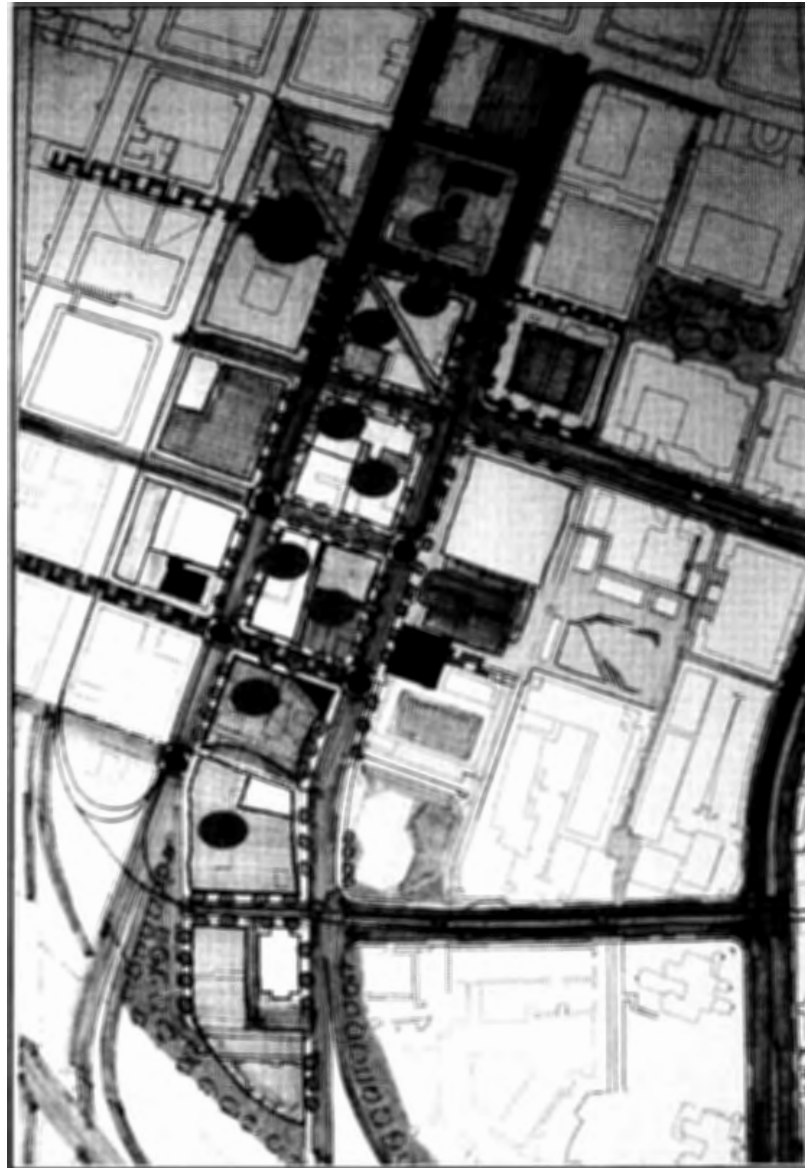
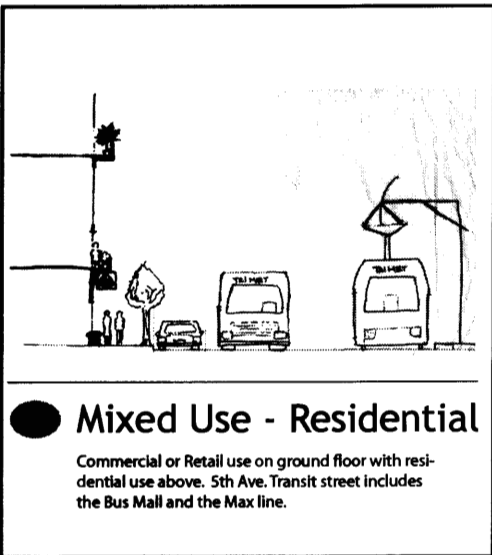
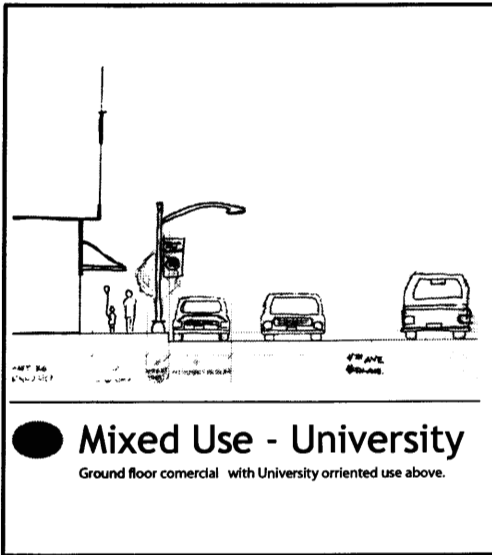
## Blocks ⑧ & ⑨ Lincoln to Grant/ I-405

New buildings are shaped as an attractive barrier between the district and the freeway, but it also acts as a gateway element to the University and city. The buildings on blocks 7-9 comprise the nucleus of the new arts quarter with their architecture similar as if a piece of one structure.

Current Use:	Proposed Use:
Parking Lot, Office, University 36 Parking Spaces	Mixed University & Residential 8-12 Floors - Close Grant Street

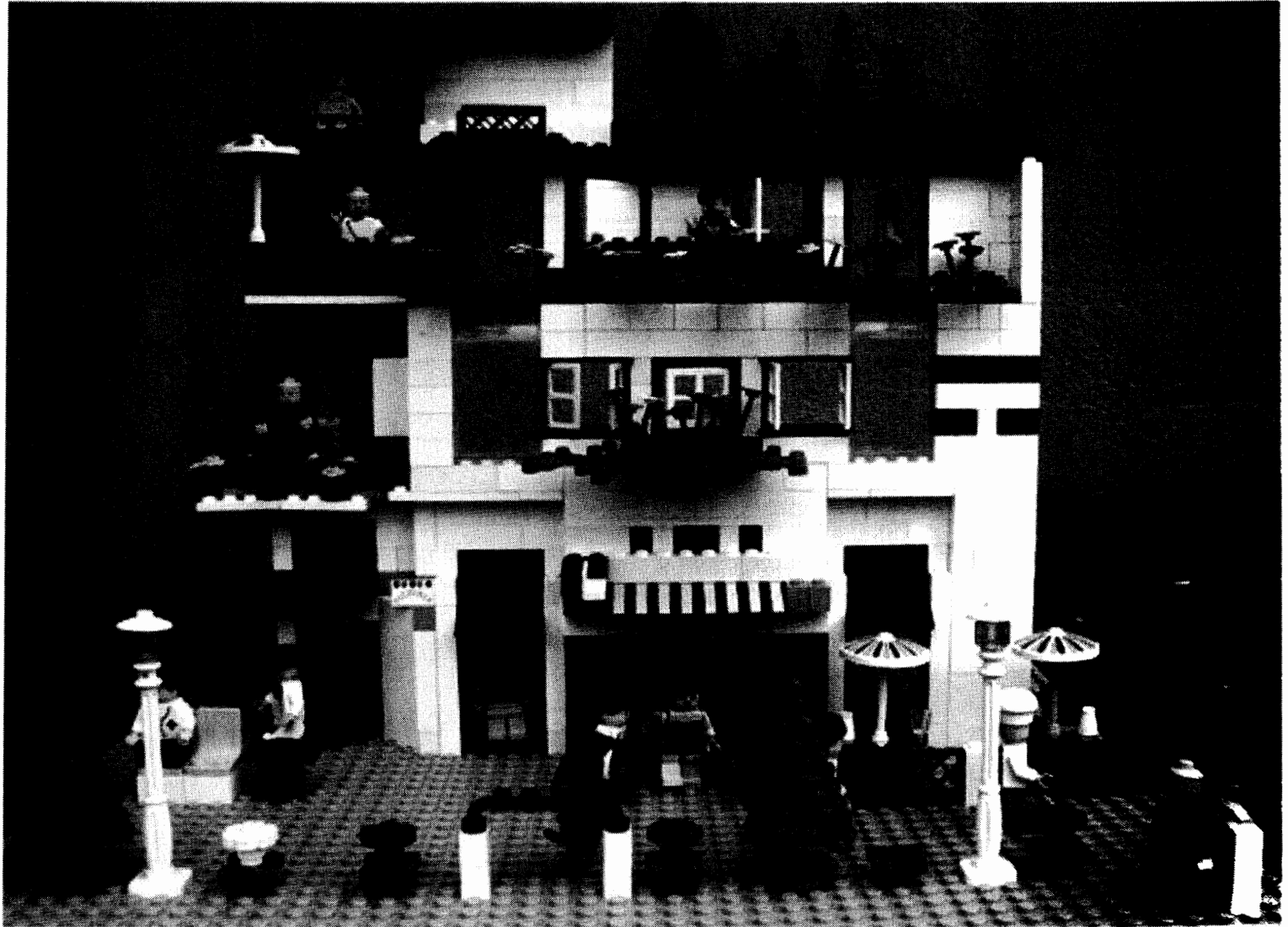


# Outdoor Room & Streetscape Prototypes





**3-D Model:** This model, made entirely of Lego building pieces, provides a fun, surprisingly helpful illustration of many Big Ideas and Design and Development Principles.



The model shows the Montgomery edge of block #2 after redevelopment of the street as a green pedestrian pathway.



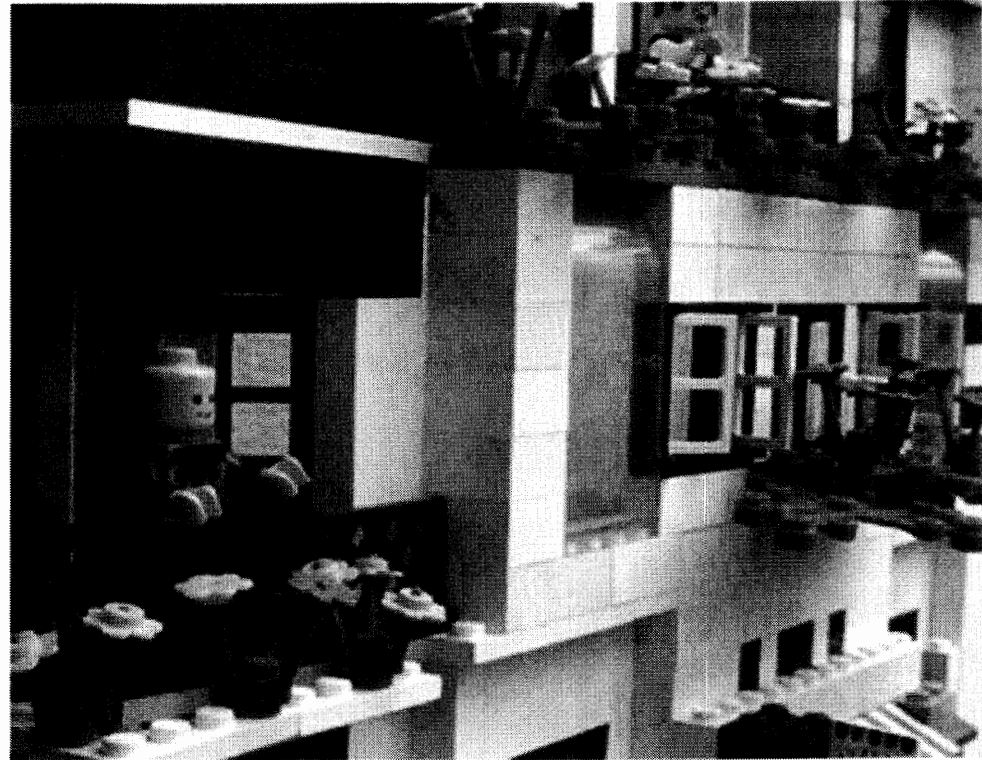
- Windows for transparency
- Mixed uses
- Respectful building height
- Horizontal *and* vertical green elements
- Places to walk with leisure

Montgomery should exhibit the key qualities of any good pedestrian street. This model shows many such qualities: Continuous street trees, bicycle parking, outdoor dining, places to sit and relax, and ground-floor active uses.



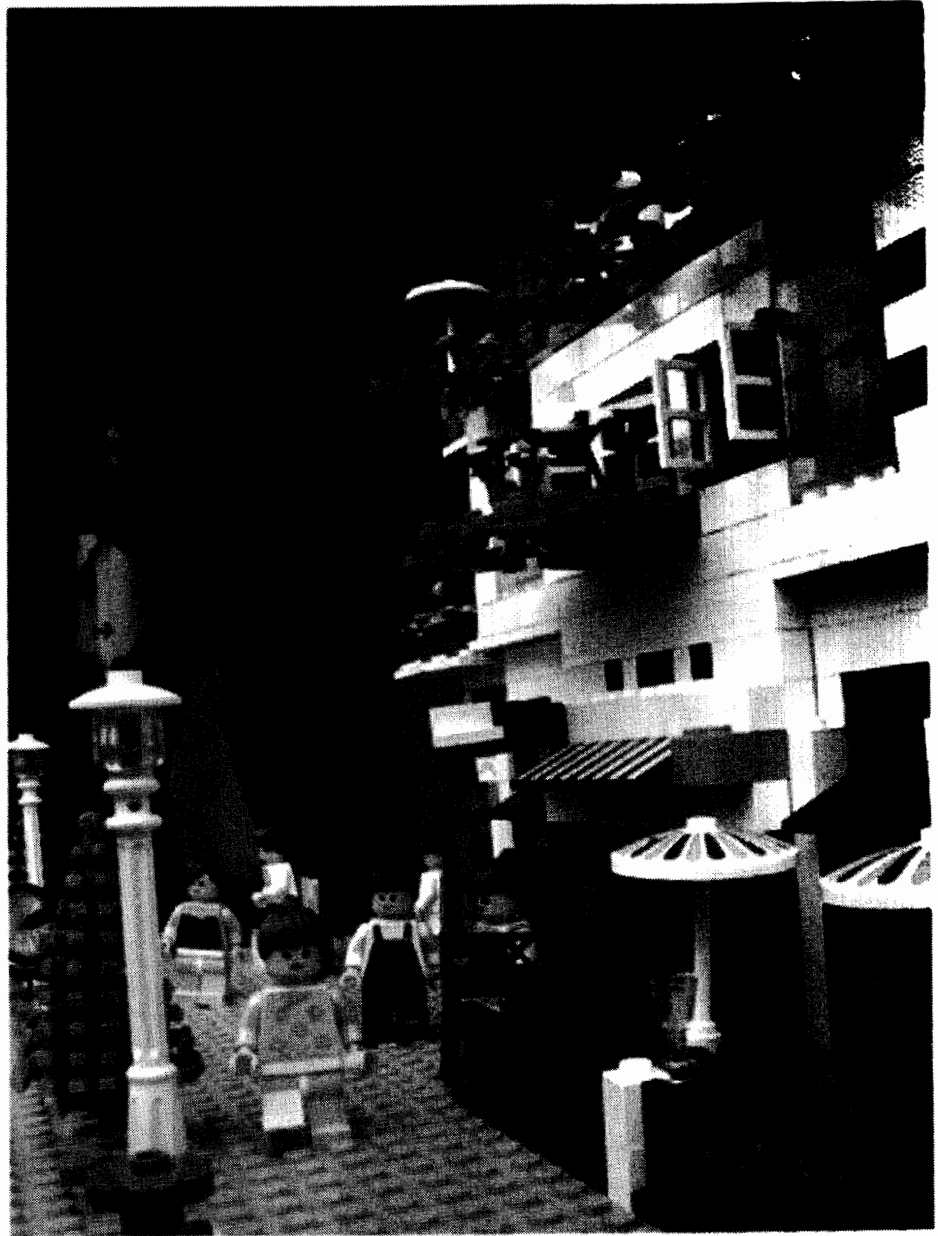


**The design of the building and streetscape provide space for lots of activity and interaction among various users of the University District.**



- Ground-floor retail
- Corner entrance
- Residential floors
- Balconies and lots of windows

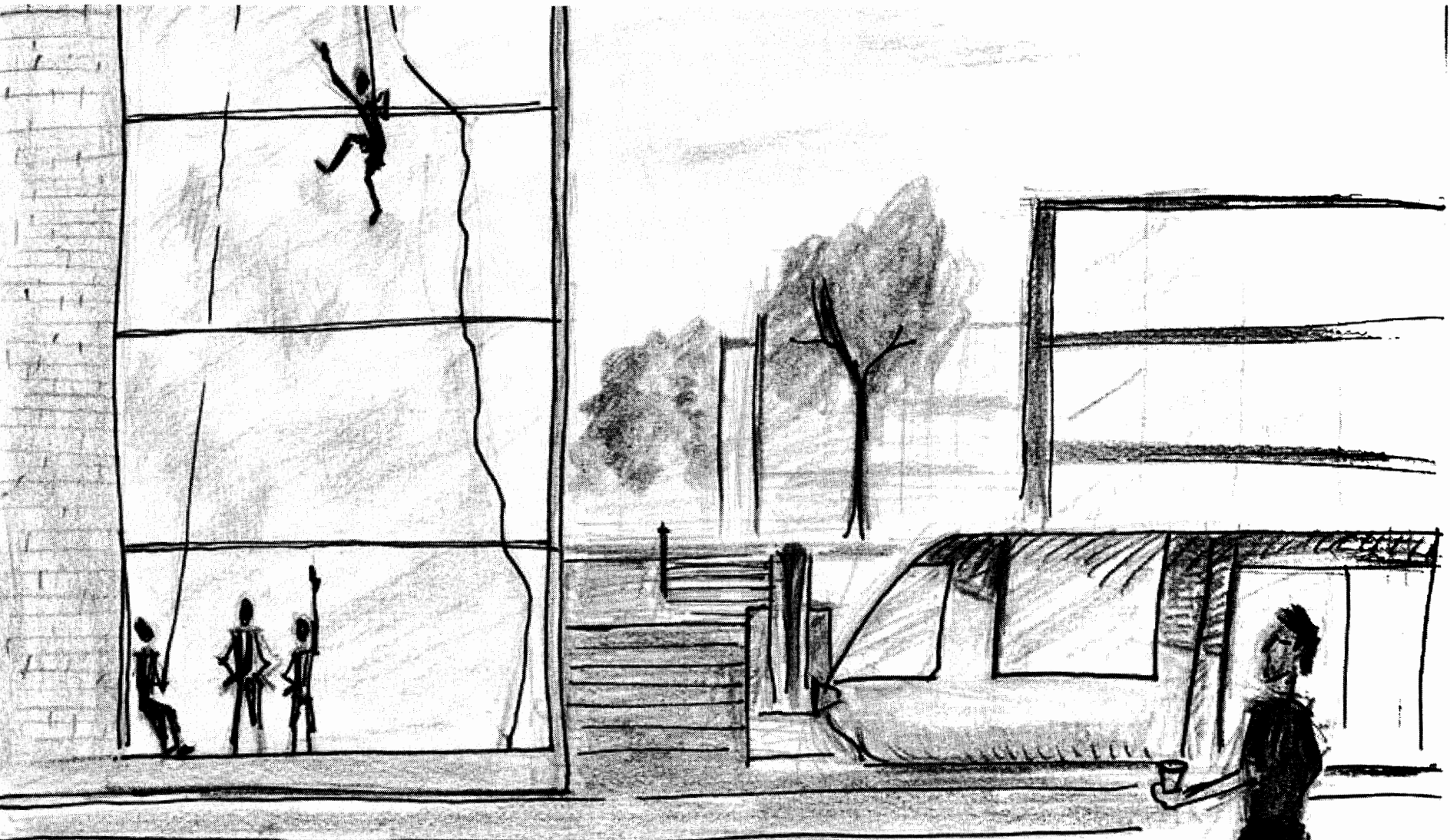
Montgomery will become a key pathway for pedestrians, connecting the old and new centers of PSU campus. However, it should provide more than a transportation corridor; it should also be an inviting, pleasant place to spend time within the District.



University District Plan  
Team C

Urban Design Workshop  
June 6, 2005

Justin Wells, Brett Schenk, Sarah Shelden, Alex White, Brian Vanneman



# The East University Transition Zone

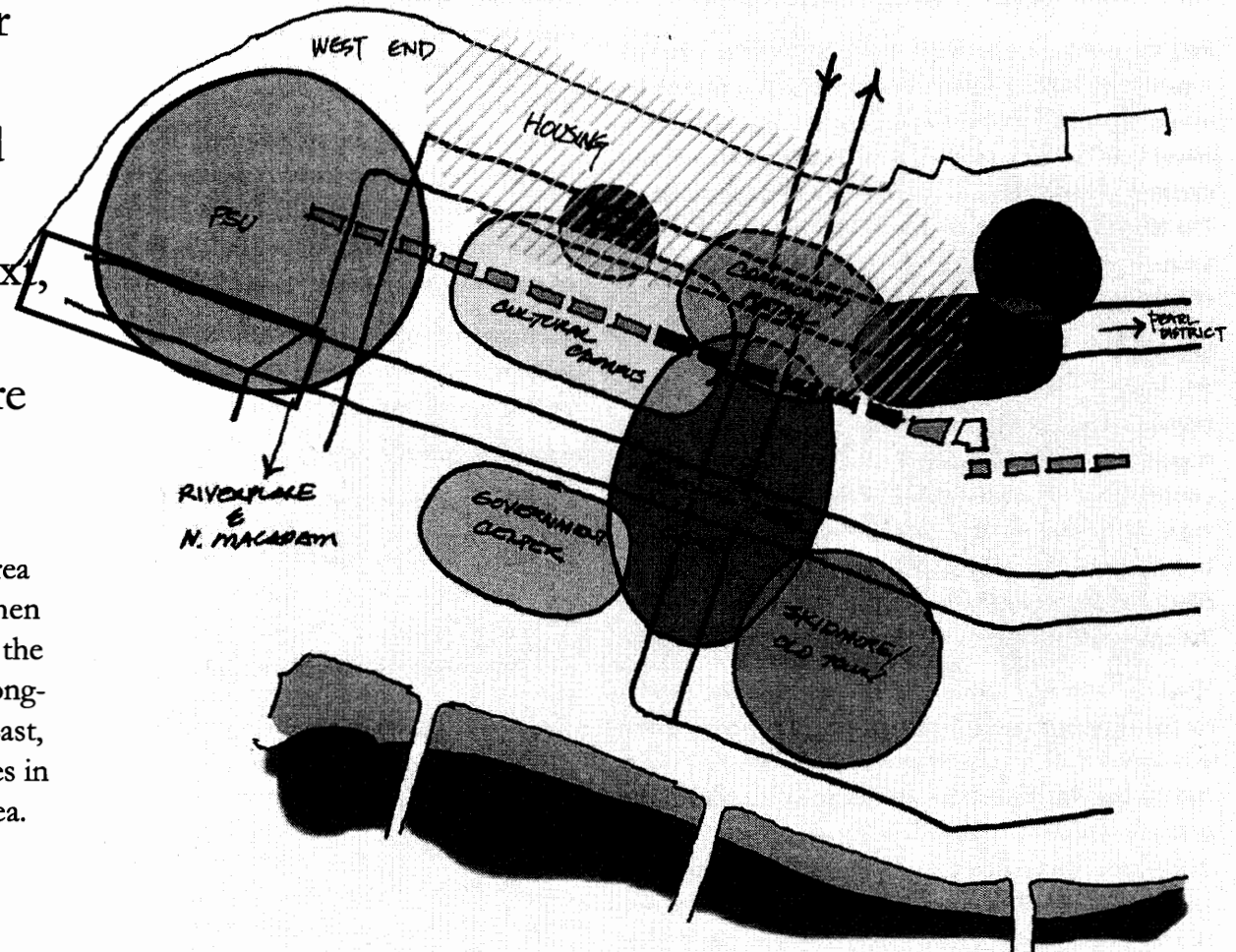
An Urban Design Study

By Group C: Justin Wells, Brett Schenk,  
Sarah Selden, Alex White, & Brian Vanneman

# The Study Area in Context

In order to understand our development strategy for our study area (highlighted in red), one must see the area within its larger context, because connections to districts outside the area are as easily as important as relationships within.

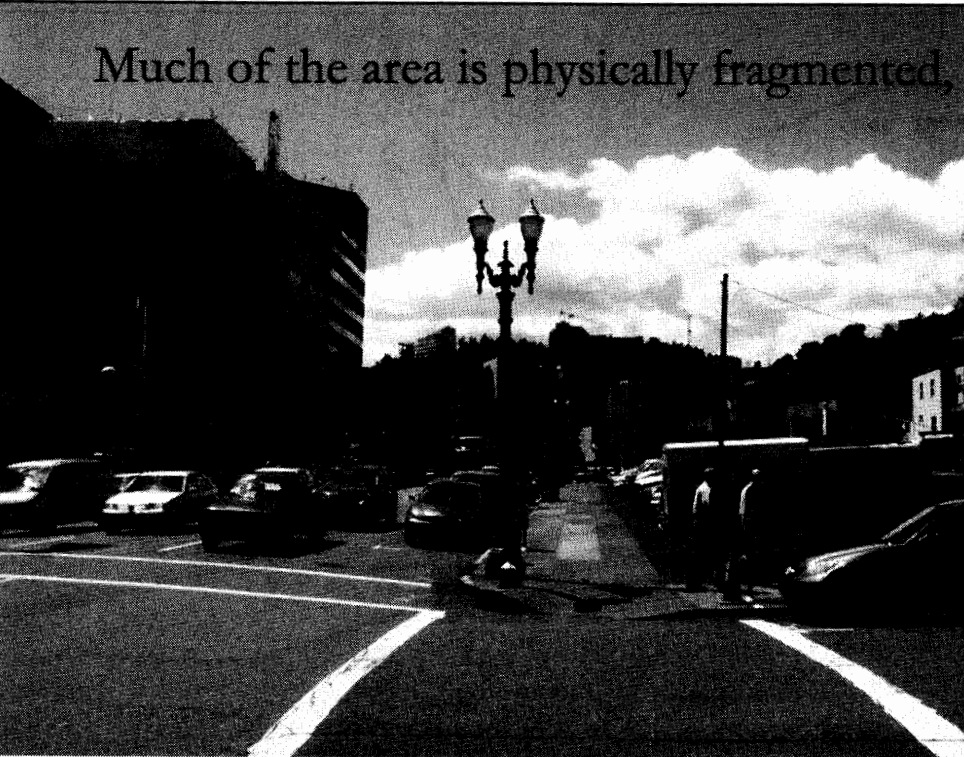
For example, many students and other area users enter from downtown via transit, then walk down Montgomery Street to access the heart of campus. An equally important long-term corridor will be movement to the East, towards the river, and the developing uses in RiverPlace and the South Waterfront Area.



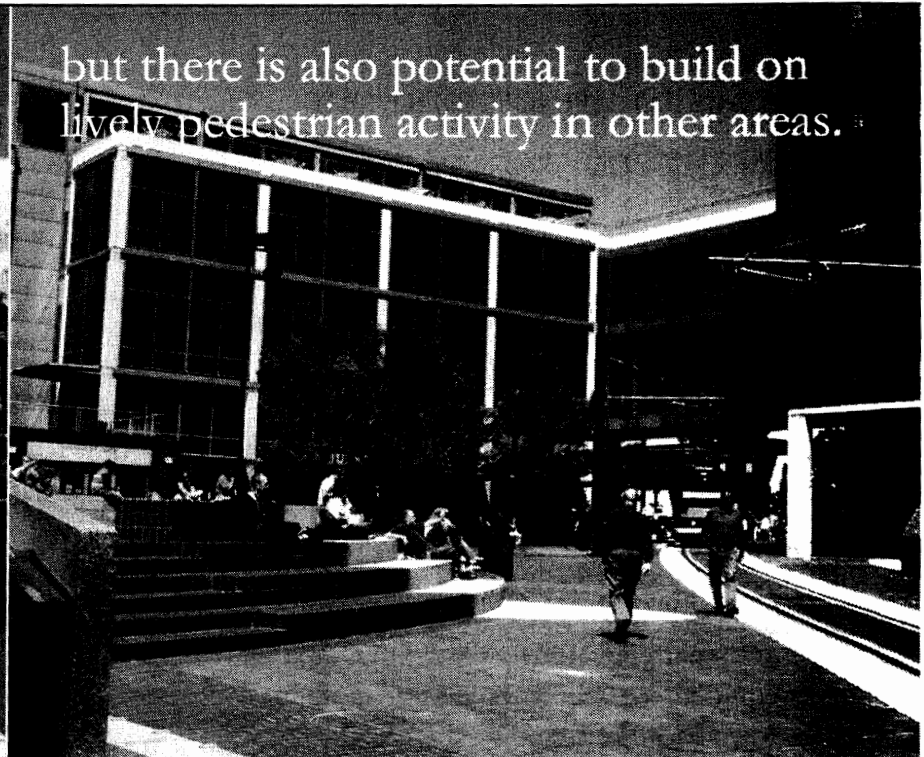


# Existing Conditions

Much of the area is physically fragmented,



but there is also potential to build on lively pedestrian activity in other areas.



Our study area is uniquely situated--between the PSU campus, the South Auditorium area, and the Willamette River.

# Existing Conditions

- The boundaries of our study area are: Market Street on the North; I-405 on the South; and SW 5th and 4th Avenues respectively on the West and East.
- Auto-oriented uses dominate, including surface parking and full block garages
- Buildings along 4th Avenue create barrier to South Auditorium greenway and the river
- 4th Avenue is a main entry point into the district and downtown, and carries the highest volume vehicular traffic
- The district is well connected to bus service and is served by the streetcar
- District lacks evening and weekend activity

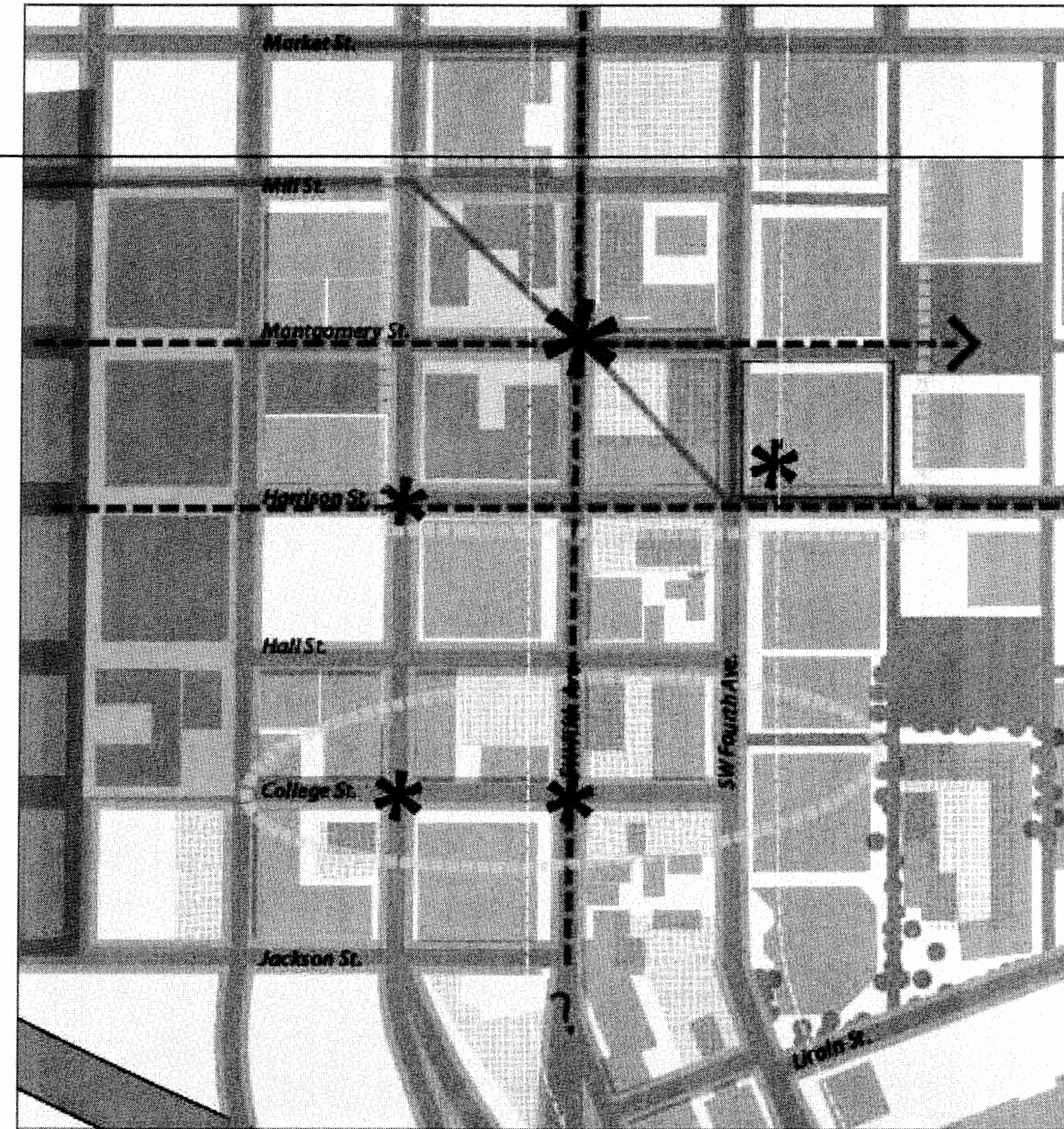
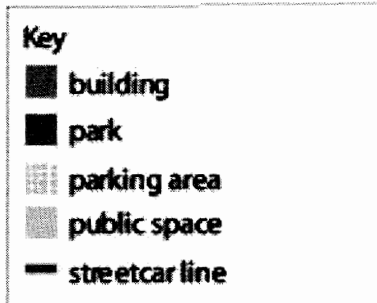




# Our Plan:

## Base Map & Big Ideas

1. New campus center at Urban Plaza
2. Montgomery as pedestrian corridor
3. Arts and Engineering area focused on College
4. Work towards East-West connectivity--from the traditional campus center in the Park Blocks, to the East Transition Area, to the South Auditorium area, and Willamette.



# Group C Design Directions

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## Big Ideas

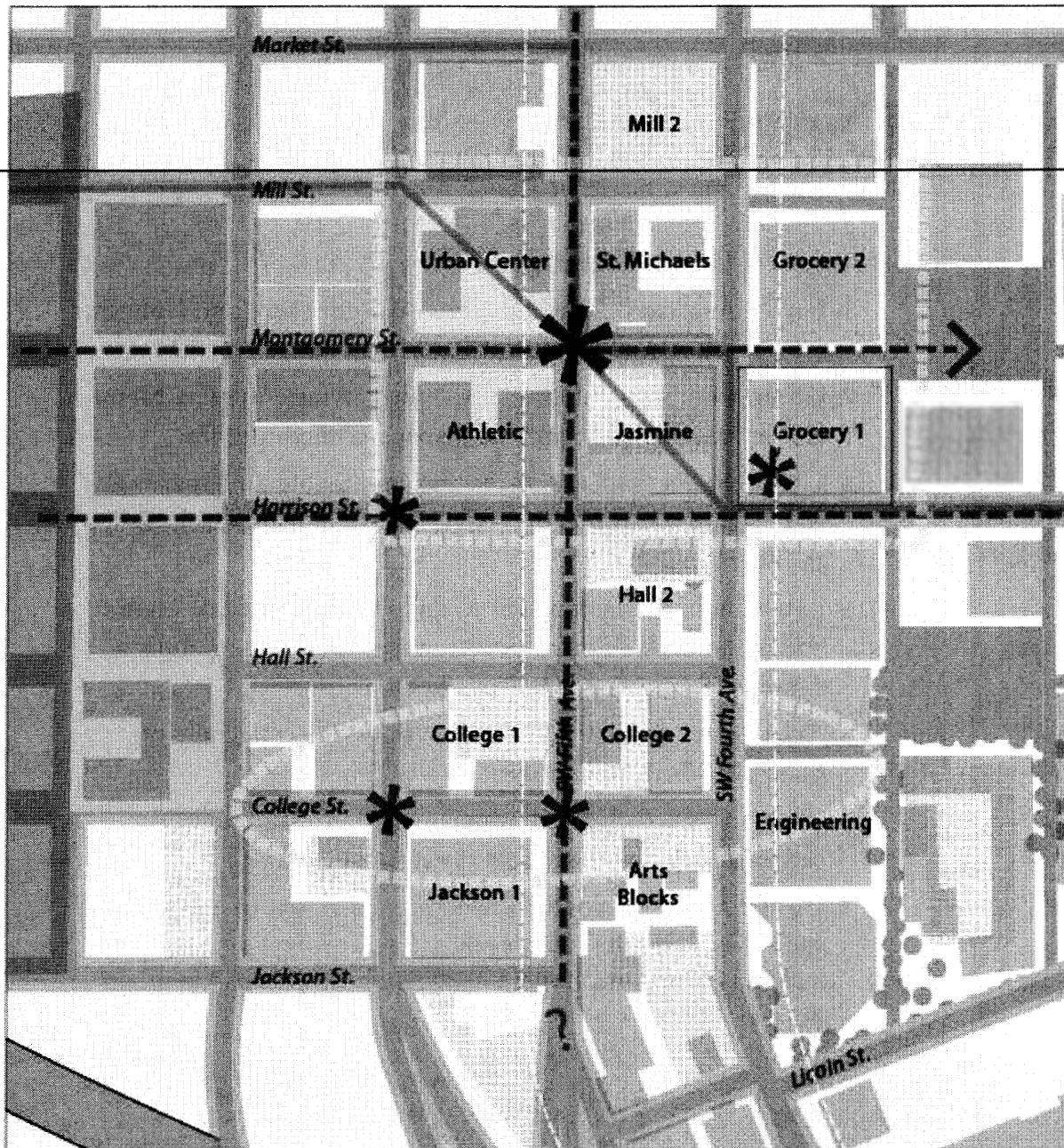
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## Group C Design Directions

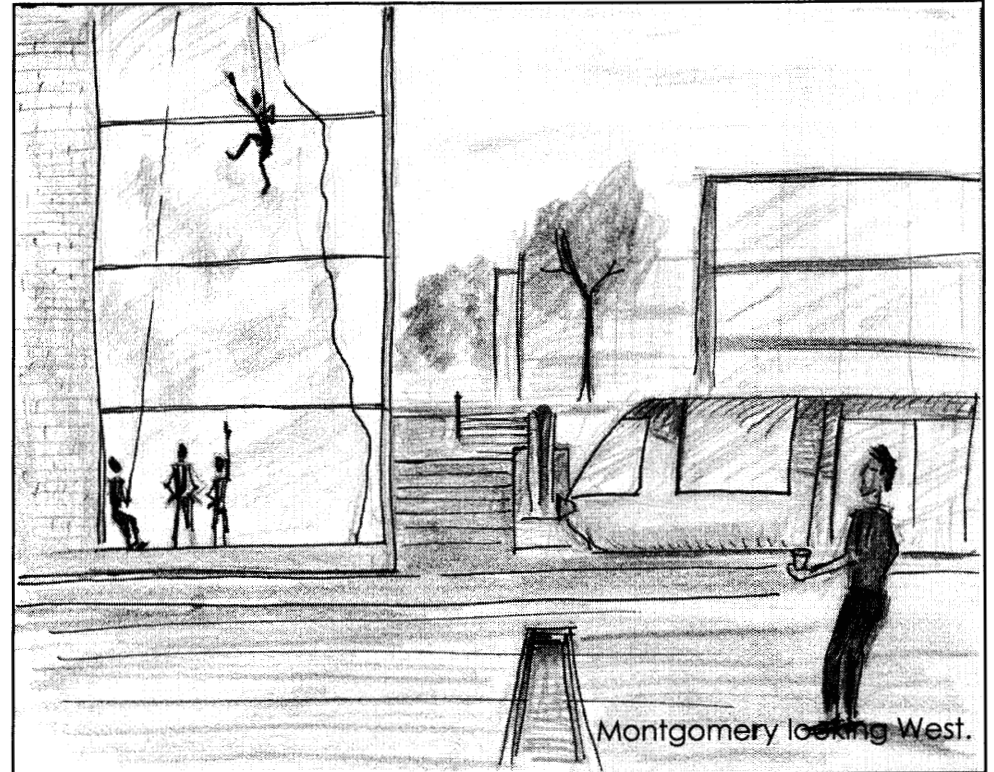
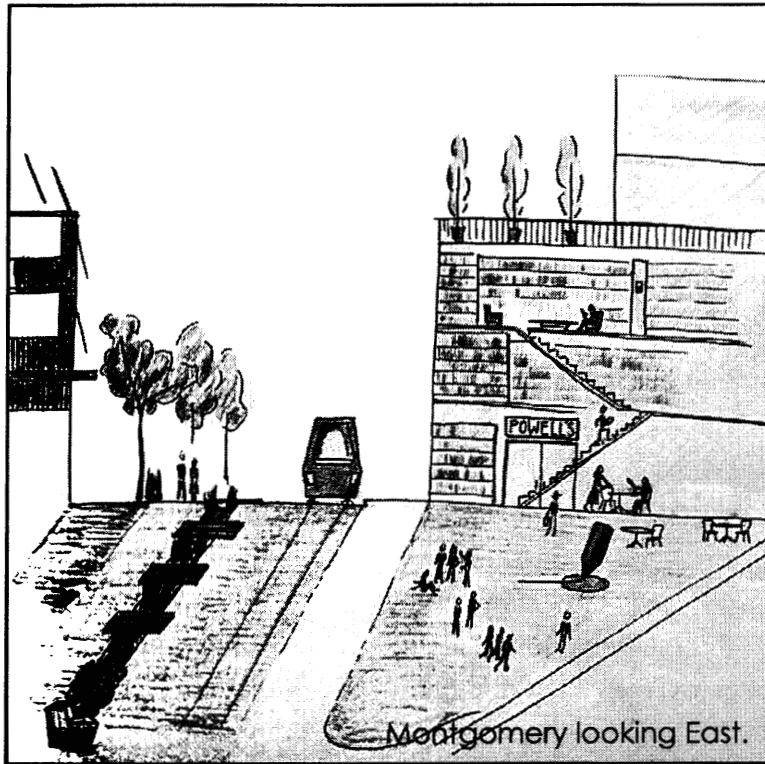
1. Focus initial development along Montgomery and College; *allow blocks in between to develop as market grows.*
2. Urban Center as exciting, active hub, where retail, athletic center, mass transit, and class space come together.
3. Green streets features, including permeable pavements and water feature, on Montgomery; Harrison as parallel multi-modal corridor
4. Arts/Engineering corridor to anchor south end of district and create hub of cultural activity; attract visitors during evening hours
5. Active streetscapes: retail where possible, especially on main corridors and centers.
6. Create a mixed-demographic area, where students, professionals, families, and seniors can all live.
7. Design building blocks: Encourage a diversity of architectural styles; Transparency, permeability; Pacific Northwest materials including wood and stone; Use the motion of transit in urban design.

# Plan Map

This map shows the names we have assigned to each block for which we have specified a development program.



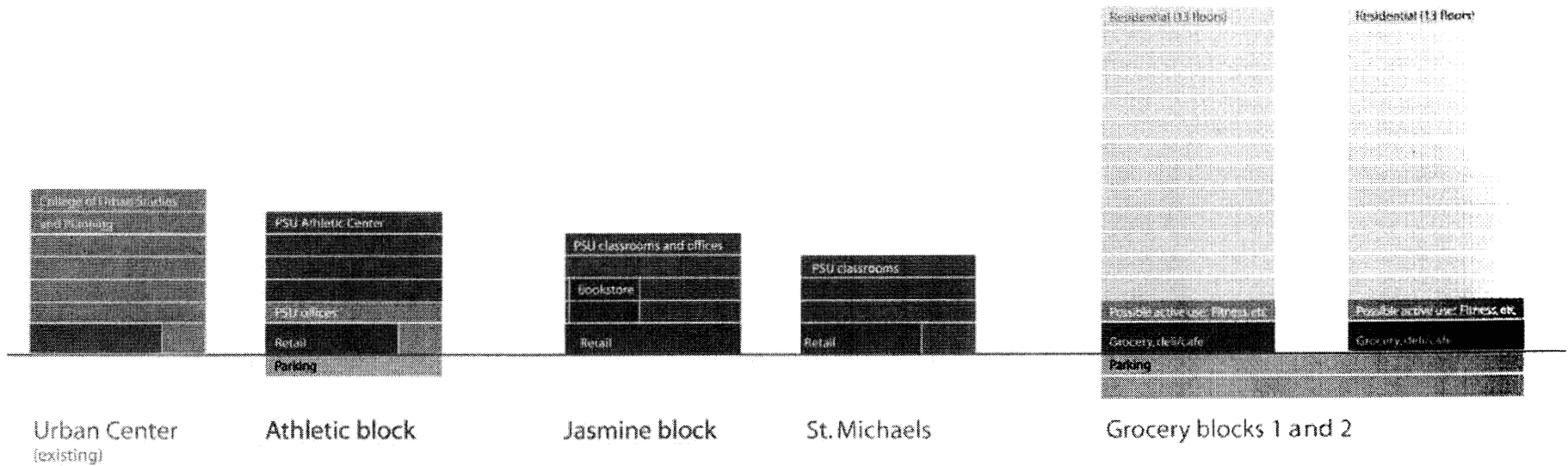
# New Campus Center at the Urban Plaza



- A gateway to the University: MAX, Streetcar, and bus access.
- Transparency: visitors are engaged by athletic center, bookstore, plaza.
- Mixed-use center: retail, restaurants, classrooms, pedestrian traffic.



# New Campus Center at the Urban Plaza



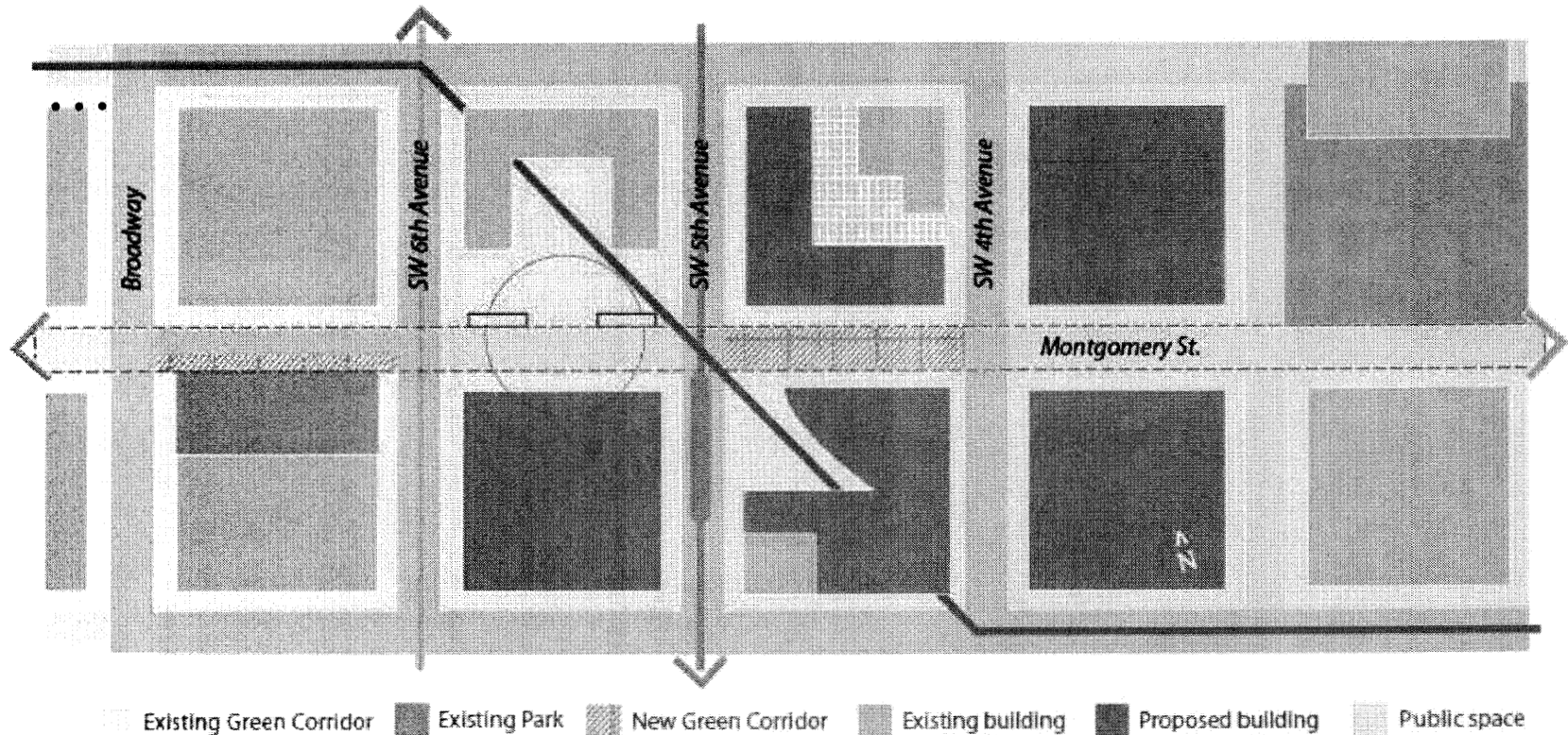
A diverse, campus-centered mix of uses will create a lively 24-hour community. MAX, Streetcar, and bus stops at the heart of the center will make it a place of constant arrival and departure.

Key uses include PSU’s new athletic center; retail and a three-floor bookstore at the Jasmine Block; an environmental education center in the St. Michaels

Block; and a grocery, store, high-density residential and underground parking in the two Grocery Blocks. All this will be tied together with outside destinations by the Montgomery Green Corridor, and top-quality transit.

We have altered our final plan to decrease the height of the Jasmine Block and increase the heights of the Grocery Blocks. This will allow all six blocks above to be visually connected: students in the Urban Center Plaza will be able to see past the exciting goings-on in the Jasmine Block to the residential towers beyond. Also, all the buildings will “step up” to the 20-plus story Portland Center towers on Harrison.

# The Montgomery Green Corridor



The Montgomery Green Corridor runs from the heart of the South Park Blocks through the East University Transition Area, to Pettygrove Park in the South Auditorium area. Ultimately, after further phases of development, we see the corridor reaching all the way to the Willamette riverfront, one of the defining elements

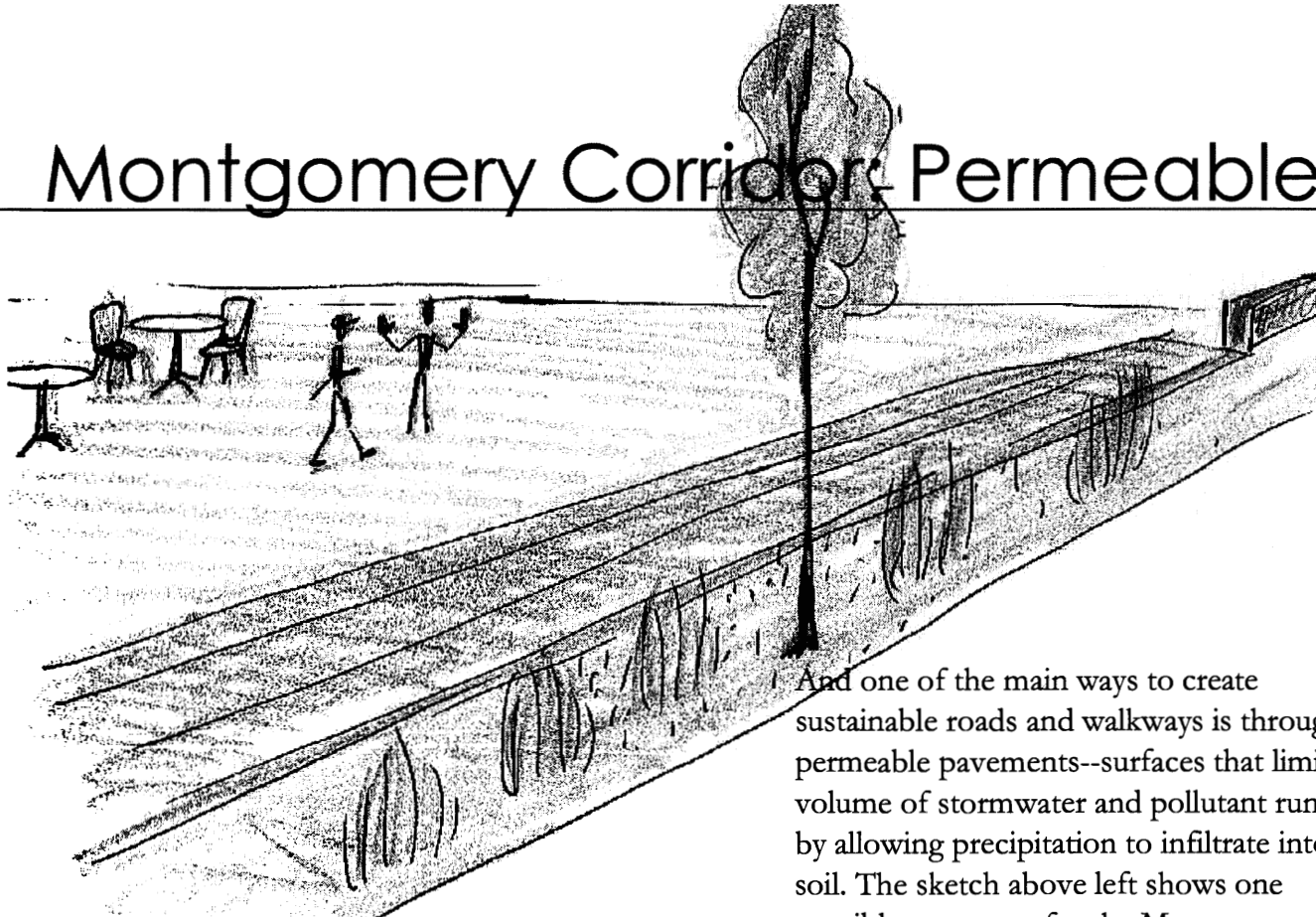
that all urban design in Portland should relate to. For decades, Portland's planners have realized that this street has strong potential as a pedestrian-oriented corridor. It is quiet and little-used by autos compared to nearby Harrison and Market Street.s. Pettygrove park is also a pleasant park space that is underutilized by students and other downtown residents.

# Montgomery Corridor: Water feature



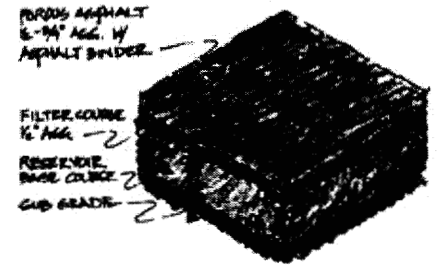
*At left:* Fountains in the existing Urban Center plaza. We recommend extending a string of water features along Montgomery that may vary in design and style. *Above:* Lunchtime diners enjoying Ira Keller fountain. The constant motion of landscaped streams provides interesting scenery; the pleasant sounds can hide the din of the city.

# Montgomery Corridor Permeable pavement

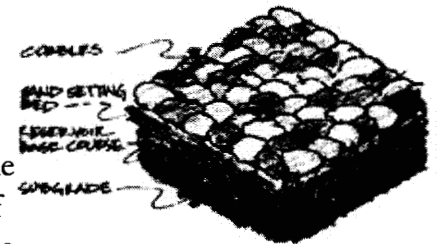


PSU is regularly cited as one of the most “sustainable” universities and campuses in the county.

And one of the main ways to create sustainable roads and walkways is through permeable pavements--surfaces that limit the volume of stormwater and pollutant run off by allowing precipitation to infiltrate into the soil. The sketch above left shows one possible treatment for the Montgomery Green Corridor. Details at right show two different types of permeable pavements suggested by Metro. The wide variety of such pavements available, combined with a creatively-landscaped water feature, could make for an interesting and unusual pathway, and one that could be an educational tool for the school’s environmental departments.



(b) Porous asphalt



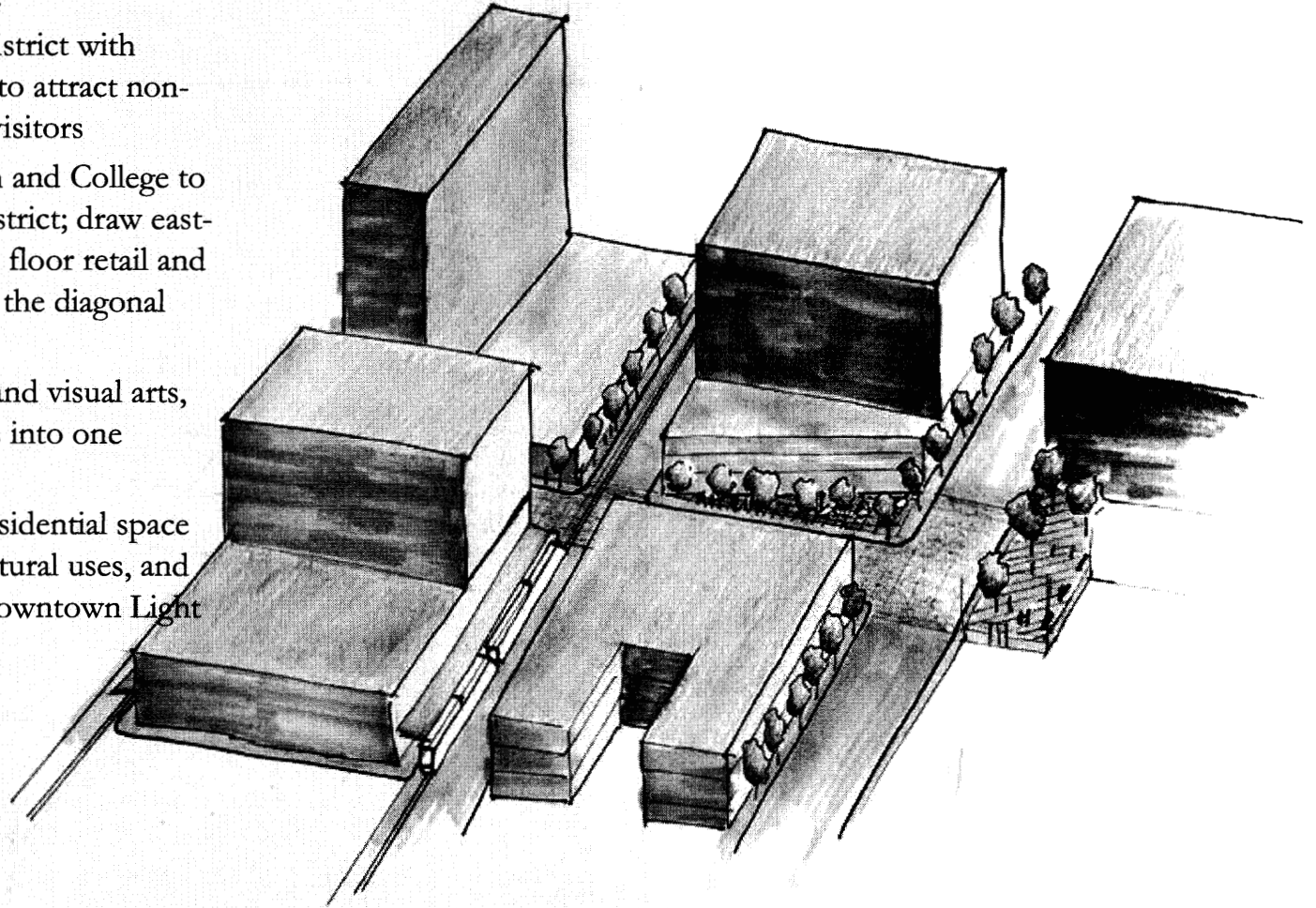
(f) Cobbles



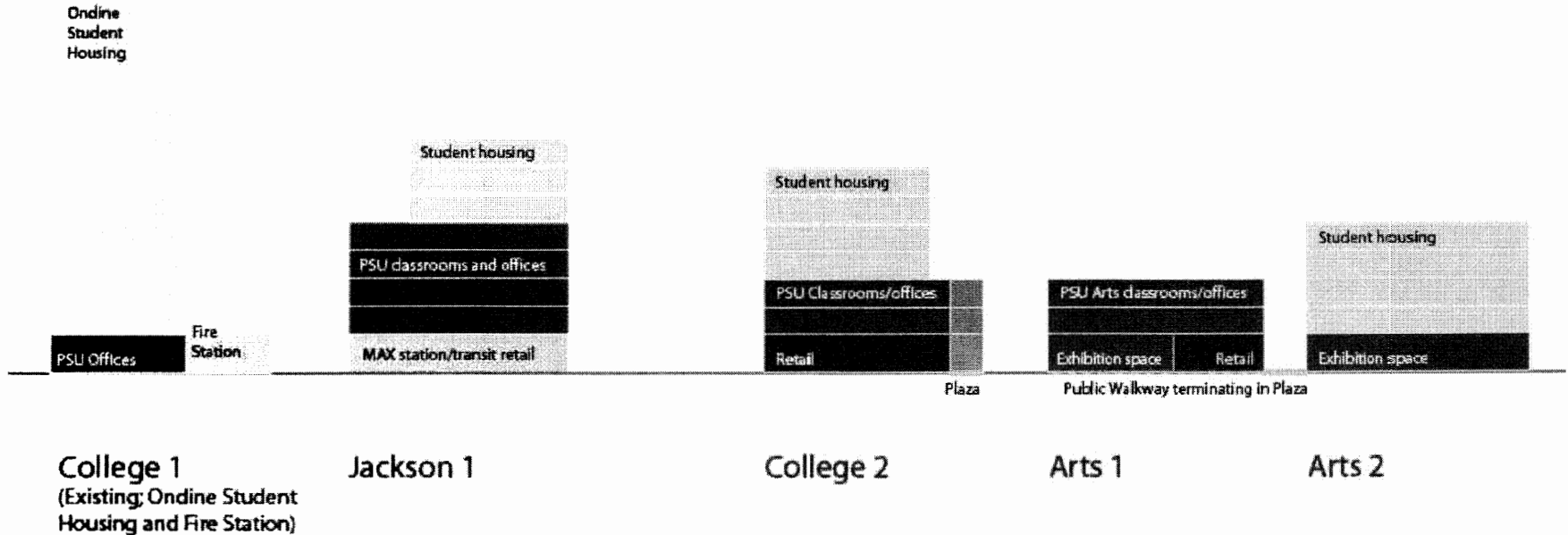
# Arts/Engineering Corridor

Our goals for this area are:

- Anchor south end of district with showcase development to attract non-university and evening visitors
- Create open plaza at 4th and College to serve as gateway into district; draw east-west traffic with ground floor retail and outdoor café seating on the diagonal plaza
- Bring PSU performing and visual arts, and architecture schools into one complex
- Develop high density residential space to support retail and cultural uses, and be served by the new Downtown Light Rail



# Arts/Engineering Area



These elevation diagrams further explain our plan for the Arts/Engineering Area. The College 2, and Arts 1 and 2 blocks, especially, are a centerpiece.

The north most block, College 2, will accommodate space for a small plaza that will enhance the quality of the College St. walking experience, draw MAX riders in, and reflect the plaza at PSU's Engineering Building across the street. The two-block Arts complex will contain an interior walkway leading to a second plaza. Classroom space, art student exhibition areas, performance space, and retail will occupy the bottom floors, making for an complex that will be alive with creativity.

# Arts Block: Visual Transparency

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## *Design recommendations:*

- Utilize tall expanses of glass on ground floor to highlight interior activity and provide visual interest for street traffic

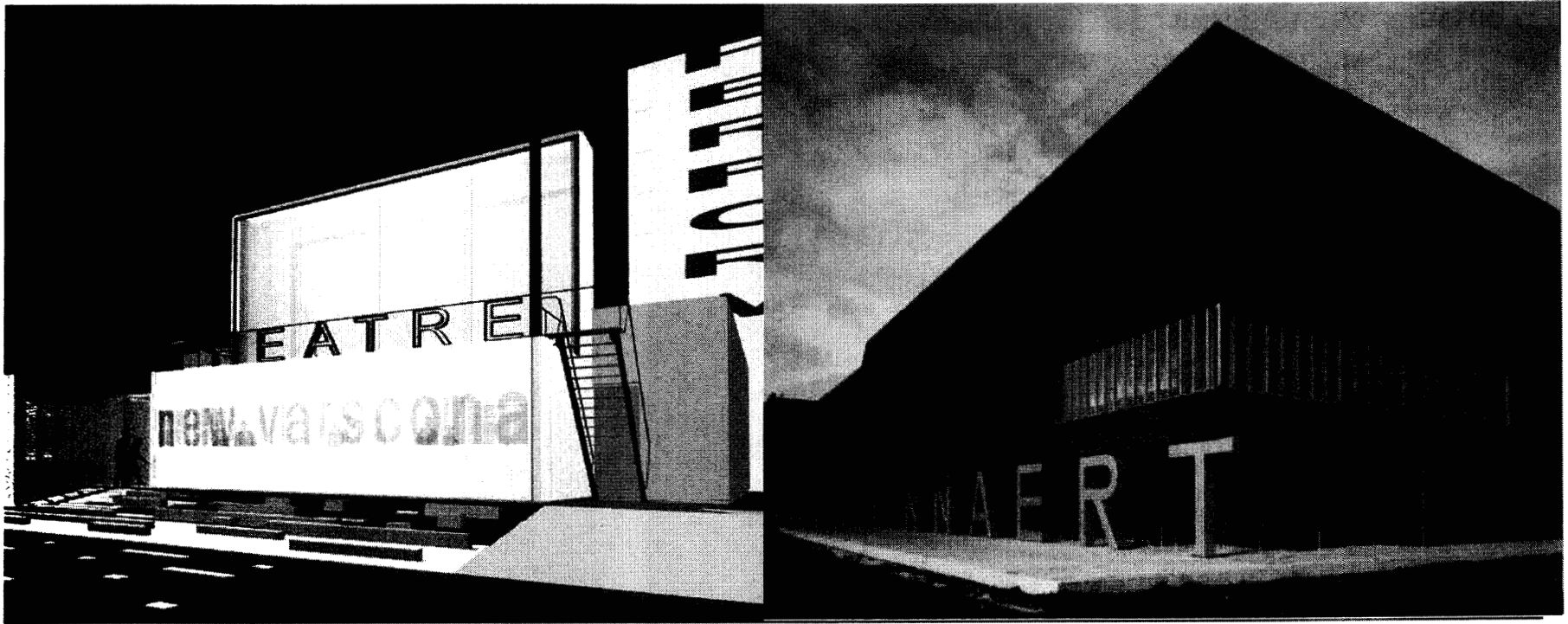


# Arts Block: Bold Visuals

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## *Design recommendation:*

- Identify the Portland State University district through a bold visual along 4th Avenue to help orient and welcome visitors as they arrive across I-405



# Arts Block: Inviting Architecture

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## *Design recommendations:*

- Orient the building around an interior courtyard; use as a gathering space for performance & exhibitions, a public art venue, and a sanctuary for students
- Utilize interior and exterior lighting to create inviting evening space



# Active Streetscapes

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We recommend creating interesting pedestrian experiences wherever possible through ground floor retail and other active uses, coupled with large windows to view inside

Active streetscapes along College and Montgomery will draw pedestrians, and active streetscapes along 4th and 5th have potential to capture automobile traffic



# Mixed-Demographic Area

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## *Development recommendation:*

- Support PSU's transition from a commuter to residential campus.
- Create an urban neighborhood through the addition of non-student housing
  - Include residential space to meet the housing needs of students, professionals, families and seniors.
- Serve and attract new residents through shops, restaurants and services in the district and support Portland's growing population.

## *Development components:*

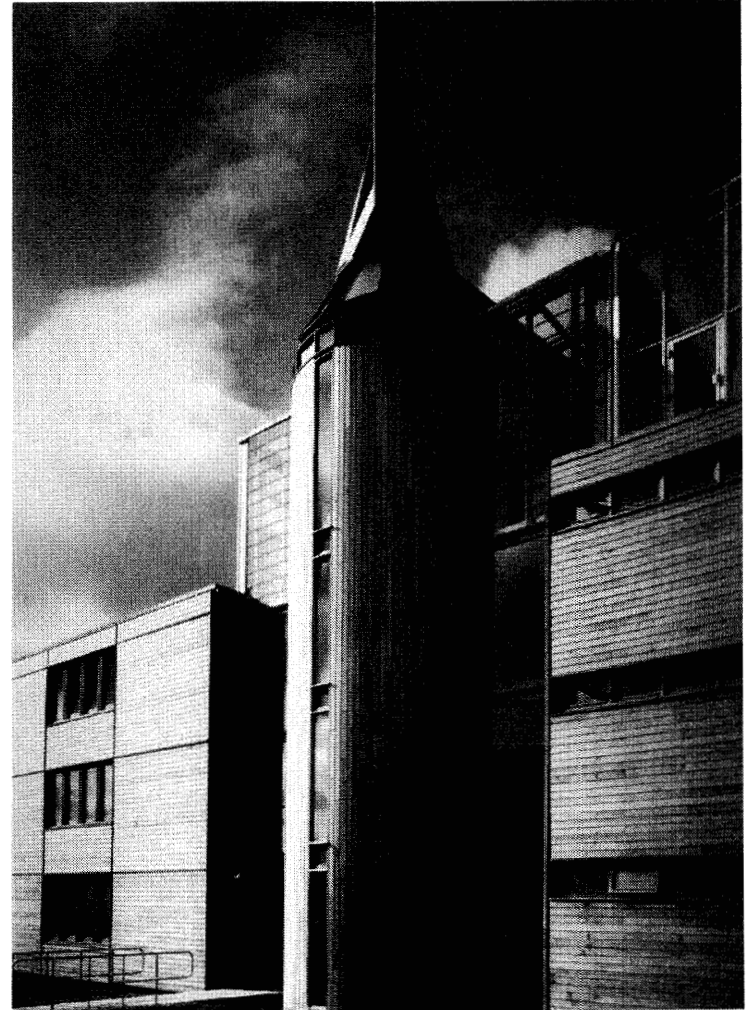
- Diversity of housing type, including apartments and condos, studio to 3 bedrooms, market and below market rates, and PSU-run student housing
- Neighborhood services, including grocery, day care, laundry and senior services
- Parks and open spaces to enhance livability



# Design Building Blocks

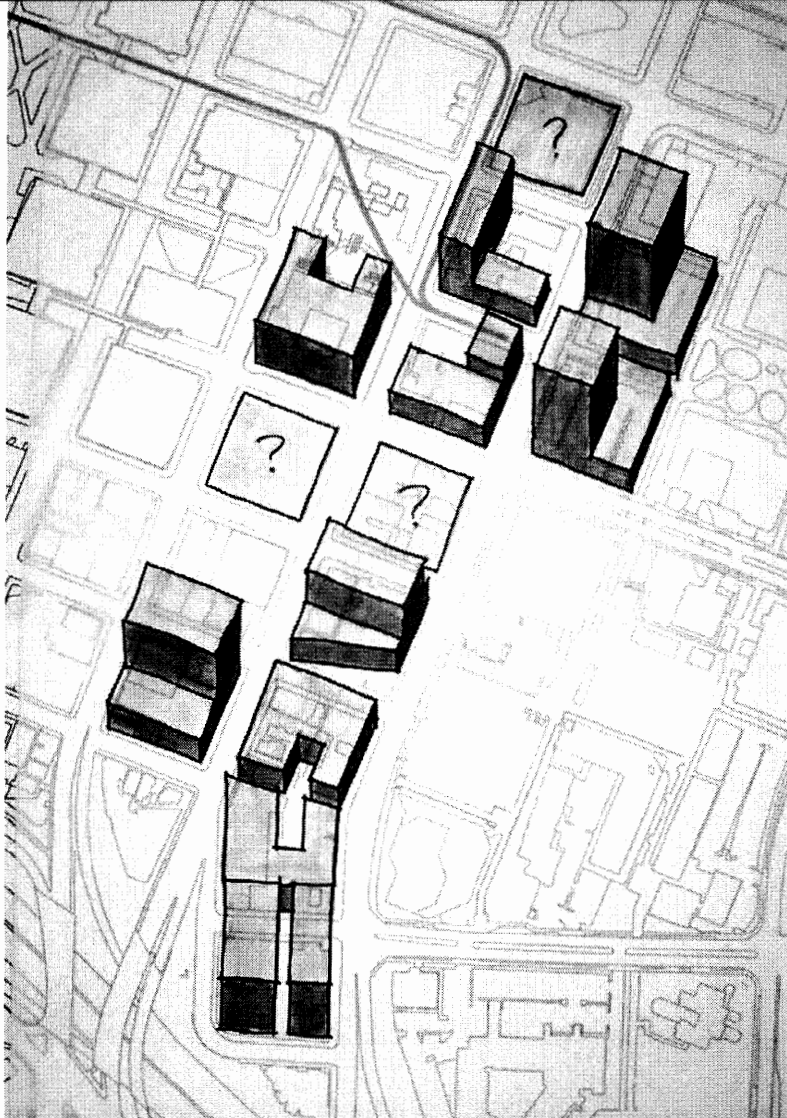
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- Encourage a diversity of architectural styles, including:
  - Transparency and permeability
  - Pacific Northwest materials including wood and stone
  - Creative and organic building forms
- Highlight and support the motion of transit in urban design
- Provide openings over the street, including rooftop gardens and balconies
- Use sustainable building practices whenever possible





# Site Massing



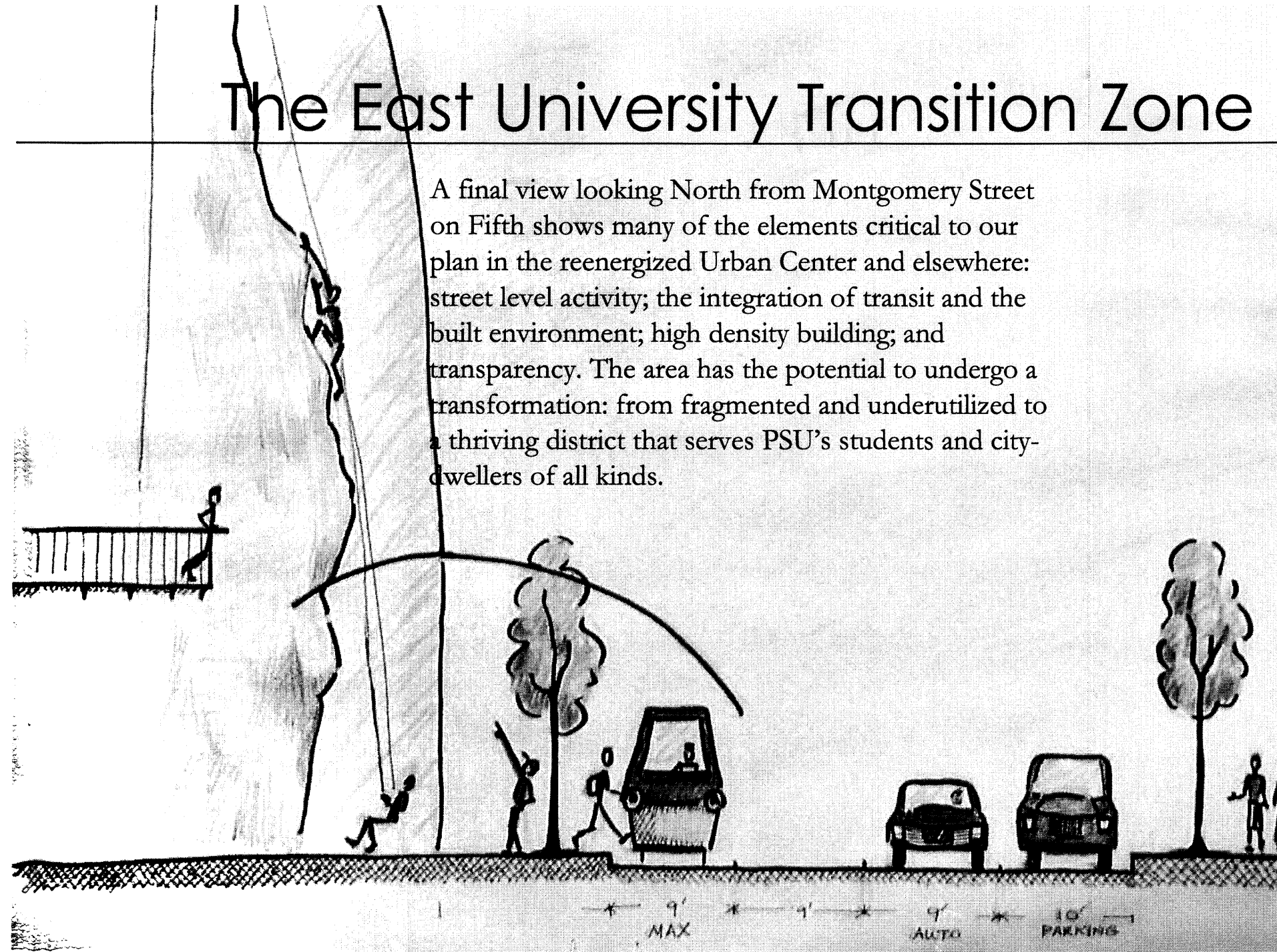
This massing diagram shows the high-density building we expect to occur near the Urban Center in the North and medium-density building in the Arts/Engineering Area in the South.

Note that we have avoided specific programs for the blocks between the Montgomery and Arts/Engineering corridor. This is because we expect that the greatest success can be found by focusing energy and foresight in the areas where property ownership and current conditions favor new development

Conversely, we have chosen to refrain from creating detailed plans for those areas where site ownership is divided or there is no simple, compelling reason for development. Our strategy here differs from that of other groups, but we believe that a two-tiered strategy, of focusing on the immediately important, while letting the market decide the rest, will best serve this district.

# The East University Transition Zone

A final view looking North from Montgomery Street on Fifth shows many of the elements critical to our plan in the reenergized Urban Center and elsewhere: street level activity; the integration of transit and the built environment; high density building; and transparency. The area has the potential to undergo a transformation: from fragmented and underutilized to a thriving district that serves PSU's students and city-dwellers of all kinds.



# SUMMARY OF FINDINGS

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Resulting from the final discussion of the work, the Design Team identified those “Big Ideas” that are mandatory in the future, planning and development of the study areas. Mandatory actions are as follows:

1. Completion of the Montgomery Street Corridor as a predominantly green pedestrian parkway, connecting the South Park Blocks to the pedestrian way system of the South Auditorium Renewal Area.
2. Guide the evolution of the Urban Center area as a “University Town Center” focused around the intersection of Montgomery Street and 5<sup>th</sup> Avenue with key development initiatives tied to existing and proposed public transit improvement, providing student and faculty oriented activities as well as housing.
3. Promote a public/private partnership to deliver a unique mixed-use “anchor” development consisting of specialty grocery, underground parking and air-rights residential. Located at the “crossroads” between Campus and Renewal Area and providing needed services to both, the block at Montgomery Street and 4<sup>th</sup> Avenue provides a focused opportunity that can become the focus of a “merged” university and Renewal Area neighborhood.

By singling out these three actions, the Design Team is not, in any way, minimizing or negating the need and value of the remaining Big Ideas and Design and Development Principles. The work of the Design Team is intended to provide a platform for discussion and action for this critical area of the University and the Central City of Portland. It is our intent that the sharing of our work and ideas will have a strong and continuous impact on this evolving area of the city.

# THE COLLECTIVE DESIGN TEAM

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Ellie Fiore  
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