

ROSE QUARTER REDEVELOPMENT CHARRETTE

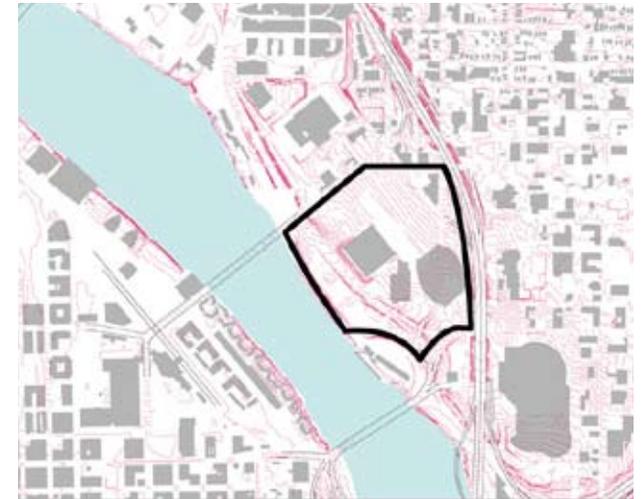
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The Rose Quarter has a substantial history of public planning that has set policy and defined community goals for the area. Prior plans most relevant to the question of Rose Quarter revitalization are listed in the table at right.

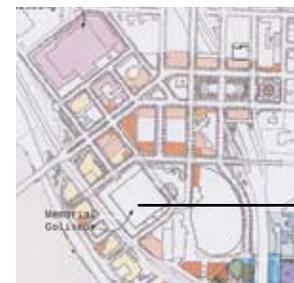
The Central City Plan of 1988 identified the Lloyd Center/Coliseum area as one of eight Central City subdistricts. The Memorial Coliseum and Lloyd Center mall were the major features of the district, both having opened in 1960. Lloyd Center mall was, in the Central City Plan, intended to be the "eastern anchor of Central City retailing." Pedestrian improvements were highlighted in several of the 14 action items for the district, including enhanced connections on Broadway, and between the Coliseum and the Convention Center area.

The initial goals of the Central City Plan have generally been carried forward in subsequent plans; the area has continued as an entertainment and commercially-oriented district. However, while the 1988 plan proposed "foster(ing) superblock formation throughout the district, south of Weidler Street," community planning efforts since then have specifically discouraged superblocks, and instead recommended creating more circulation options and pedestrian-scaled, finer-textured development.

Plan	Year
Central City Plan	1988
Oregon Convention Center Urban Renewal Plan	1989
Special Design Guidelines for the Design Zone of the Lloyd District	1991
Lloyd District Development Strategy	2001
Rose Quarter Urban Design Plan and Development Strategy	2001
Memorial Coliseum Reuse Study - Phases 1 & 2	2002-3
Development Vision for the Convention Center Blocks	2006



Rose Quarter Study Area



Planning efforts for the Rose Quarter, Oregon Convention Center, Lloyd District and East Burnside areas are shown together in the illustration; inset shows a secondary alternative proposed in the Rose Quarter Urban Design Plan and Development Strategy, keeping the Memorial Coliseum building.

Established Public Goals

The basic goals for this area, as culled from the prior planning done by the community, can be summarized as follows:

- Create a **"vital 24-hour community"**
- Ensure vitality by providing a **lively mix of activities** - including entertainment, housing, hospitality, and retail businesses
- Create **good pedestrian connections** to surrounding areas (the Lloyd District, Convention Center area, Central Eastside, Waterfront, Broadway Bridge into downtown, Lower Albina subdistrict, Eliot and Irvington neighborhoods)
- Create **pedestrian friendly streetscapes and ground-floor** building frontages

Urban Design Criteria

Many of the established public goals for the Rose Quarter district will (or will not) be achieved through urban design. Some of the key urban design criteria by which to achieve the goals are:

1. STRENGTHEN CONNECTIONS TO THE RIVER AND GREENWAY

The Rose Quarter is situated on a bluff above the Willamette River. Currently, physical access to the water is severely limited by lack of streets, large building footprints, and multiple rail corridors. New, stronger connections—both visual and physical—to the river and greenway would help realize the significant potential of this unique district overlooking the rest of the Central Portland.

Rose Quarter Facts and Figures

- **Ownership:** The *City owns the land* for most of what is being considered the Rose Quarter study area, thus the City of Portland is the client for any redevelopment project, literally and figuratively. (See PDC ownership map.)
- **Zoning:** Currently zoned *CX, Central Commercial*. This zone is the most intense and dense in the city, and connects in an arc from Lloyd Center Mall in northeast across the river to the River District and Downtown core
- **Height** maximum *100'* (west part of site), *150'* (east part of site)
- **FAR** maximum *4:1*

2. ENHANCE VIEWS OF THE SITE FROM THE RIVER AND DOWNTOWN

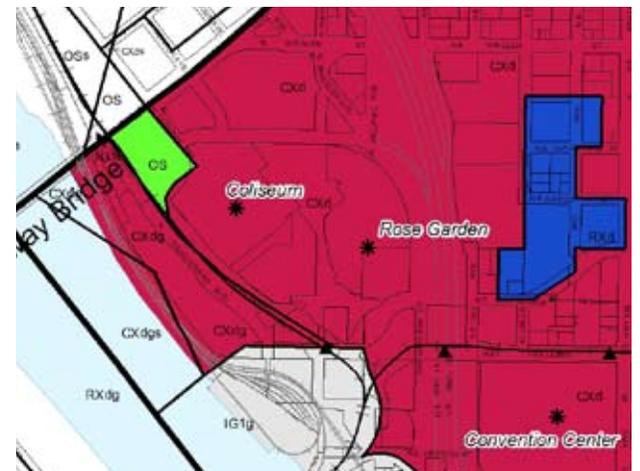
The Rose Quarter is one of the most prominent and visible parts of Central Portland. Because the complex can be seen from multiple locations on the west side of the river, new development has the unique opportunity to enhance the eastside skyline, as well as to offer unparalleled views of the bridges and downtown core.

3. IMPROVE CONNECTIVITY TO AND THROUGH SITE

The complex of event buildings that includes the Memorial Coliseum and Rose Garden Arena sits on a largely contiguous site ringed by busy arterials and the I-5 Freeway. Few public streets penetrate the site, and pedestrian and bicycle connectivity are confusing. Redevelopment on the site could improve connectivity for all modes to and through the site, especially between the light rail station areas and future streetcar stops on Broadway.



Memorial Coliseum, designed by Skidmore, Owings and Merrill, was built in 1960 with financing from a bond passed by voters in 1954.



Zoning is mostly Central Commercial; between Broadway and Larabee is zoned Open Space. The nearest residential zoning is east of the I-5 freeway.

4. CREATE MORE BLOCK STRUCTURE AND DEVELOPMENT TEXTURE

The historic block pattern of the Rose Quarter neighborhood featured distinctively skewed blocks and an atypical variety of block sizes, built up with a fine grain fabric of pedestrian-scaled apartment houses, single-family homes and larger mixed use buildings and structures. Early urban renewal and freeway infrastructure projects have erased all but three of the original blocks and the fine grain fabric. Incorporating a finer degree of urban block patterns and a higher level of building texture would make the area more attractive for a mix of uses (including retail) and more human in scale.

5. DEVELOP ORGANIZING PUBLIC OPEN SPACES

Today, the site features two substantial open spaces: the memorial plaza on the east side of the Memorial Coliseum and the fountain at the southern end of the Rose Garden. The plaza is hidden behind the Coliseum and faces a loading area for the Rose Garden, while the fountain is elevated above and removed from the sidewalk along NE Multnomah. In addition, there are many “leftover” spaces in between buildings which are neither programmed nor integrated with one another in any meaningful way. New development on the site can reconfigure open spaces to help organize new buildings and/or structures.

6. INTEGRATE MORE NON-EVENT USES AND ACTIVITY

More than anything else, the Rose Quarter is known for major events, from the multiple sports teams’ games, to music concerts, to many other high-attendance events in either or both of the two facilities. These events bring thousands of people into the site, but for limited periods of time. A much broader symbiotic mix of uses would address the severe “on-off” episodic character of the district. Compelling new mixtures of high density office, residential and hotel uses would add much needed vitality and activity to those already created by the existing signature event spaces.

7. DEVELOP NORTH BROADWAY AS THE AREA’S ‘MAIN STREET’

North Broadway serves as the spine of the Rose Quarter, making critical connections between the Broadway Bridge and the Lloyd District via the Broadway/Weidler couplet to the east. Further emphasizing the street’s primary role for the district, two streetcar stops are planned for this stretch of Broadway as part of the Eastside Streetcar Loop project. Today, this stretch of Broadway is defined by a combination of structured and surface parking lots, low density development, and high vehicle volumes and speeds. Broadway’s visibility and centrality offer a singular opportunity for new high density employment and residential development which could define an active main street for the Rose Quarter.

8. ORIENT NEW DEVELOPMENT TOWARD TRANSIT STATIONS/STOPS

While the Memorial Coliseum predates light rail transit investments, the Rose Garden Arena was built after the light rail, and is oriented somewhat to the Rose Quarter Transit Center. And yet the arena’s scale, setback and elevation above the road separate it from the transit center. Furthermore, the long processional path up ramps and stairs to the arena plaza demands commitment from pedestrians at non-event times. In-fill development closer to the light rail stations would dramatically reduce the perceived distances and scale of the complex. Similarly, new development along the northern edge of the site must orient active uses and primary building entries to Broadway and the planned streetcar stops.