

Principles, Goals, and Objectives for Development in Civic Neighborhood

Development Principles

The following Development Principles provide the fundamental direction to guide future development in the Civic Neighborhood. Based on the Neighborhood Vision, the principles establish comprehensive direction for future design and development and set the tone for more specific goals and objectives. Accompanying photos and visualizations provide illustrated examples to convey the intent of each principle.

- 1. Design at a Human Scale


- 2. Support a Mixed-Use Community


- 3. Enhance Connectivity and Create Active Streetscapes


- 4. Integrate Public Amenities and Green Spaces


- 5. Utilize Sustainable Development Practices


- 6. Promote Excellence in Design and Architectural Expression



1. Design at a Human Scale



Promote development that is welcoming to pedestrians, creates a strong relationship between the building and the street, and creates enjoyable spaces for people to occupy. Designs should result in development that is oriented towards pedestrians, with the right level of detail and interest, and at a scale to draw people and provide a reason to stay and explore.



2. Support a Mixed-Use Community



Land uses should allow for a convenient, urban lifestyle, with a rich mixture of complementary uses including a variety of commercial, residential, and institutional uses. Development intensity should support a neighborhood that is attractive, stimulating, active, safe, and accessible. An inviting mix of uses and variety of housing types will support a diverse population, generate 18-hour activity, and provide options for jobs, housing, shopping, and services.



3. Enhance Connectivity and Create Active Streetscapes



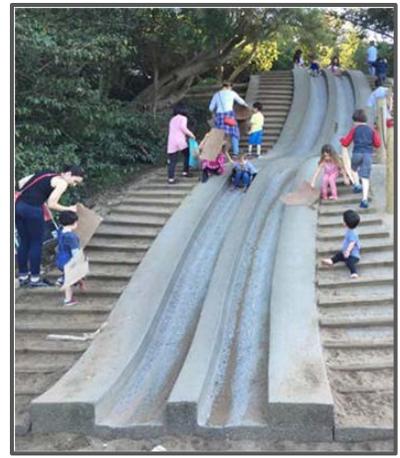
Provide convenient and logical transportation connections within Civic and to surrounding neighborhoods. The design of these connections should promote a pedestrian-friendly environment, supported by active uses and designs, lighting, views, and surveillance. Pedestrian-oriented designs should support and encourage multi-modal transportation including walking, biking, transit, and other modes in a functional, safe, and attractive manner.



4. Integrate Public Amenities and Green Spaces



Integrate public areas, green spaces, and landscaping within and adjacent to developments which connect to streets and trails, create a sense of identity, and serve as centers of activity and social interaction. Designs range from places for families to play, to smaller-scale seating areas, to extensive landscaping and natural areas. Building and site designs will promote fun and healthy public spaces at a comfortable pedestrian scale, encourage interaction between neighbors, and increase opportunities to gather, play, and experience nature.



5. Utilize Sustainable Development Practices



Promote dense and efficient use of land and resources while taking advantage of trees, water, topography, and other natural features to enhance site and building design. A project's design approach should result in development that makes great places by incorporating environmentally and socially sustainable components into an economically successful project. These strategies can enhance sense of place, support residents' health, and have a positive impact on the neighborhood's sustainability and marketability.



6. Promote Excellence in Design and Architectural Expression



Create aesthetically pleasing, durable architecture with diverse, innovative designs that enliven the public realm and contribute to sense of place, neighborhood character, and pride in the city. Use building materials that are high quality, durable, visually attractive, and exhibit the permanence and quality appropriate to an urban district.

Development Goals and Objectives

The following goals and objectives inform future policies, projects, and programs to fulfill the neighborhood vision. They provide more specific direction based on the Development Principles.

Neighborhood Identity

Natural features, public spaces, active streetscapes, and high-quality developments create a strong neighborhood identity and sense of place.



1. Highlight major and minor gateways to convey a sense of arrival to the neighborhood through varied building scales, massing, details, and articulation, as well as landmarks, public art, and signage.
2. Connected parks, plaza, open spaces, and natural areas are located throughout the neighborhood, providing active and iconic spaces for people to gather.
3. Celebrate key views from within the neighborhood to Mt. Hood and the surrounding buttes. Encourage context-sensitive design which minimizes the impact of new development on these views.
4. Promote high-quality mixed-use developments within the neighborhood to catalyze new investment and strengthen the district's identity.

Connectivity

Interconnected streets, sidewalks, transit routes, and trails form a transportation network to and within the neighborhood, which is convenient, safe, and accessible by multiple modes of travel.



1. Create clear and easy-to-access multi-modal connections between activity centers in Civic as well as to Downtown Gresham and the regional system of streets, trails, and transit.
2. Provide walkable site and building designs which place the pedestrian first.
3. Encourage walking, biking and transit use with reduced travel distances within the neighborhood by limiting block lengths and unbroken building façades and creating safe and frequent street and rail crossings.
4. New streets are located to provide clear and convenient access throughout the neighborhood. Updates to proposed future streets follow a simple process similar to that for other areas of the city, and maintain connectivity and performance goals for the neighborhood.
5. Provide clearly identifiable wayfinding systems through the designs of streets, public spaces, and buildings and the use of public art and directional signage.



Streetscape Design

Streets support multi-modal users, are scaled appropriately for their location, and include frontage designs which support active and engaging public spaces at the pedestrian level.



1. A hierarchy of street types support a range of uses and intensities, from primary vehicle routes across the neighborhood to local multi-modal routes and connections unique within the neighborhood.
2. Flexible streetscape designs maximize accessibility and safety for all users and allow for alternative uses such as outdoor dining, public plazas, storefront displays, and residential stoops.
3. Enhanced sidewalk spaces provide pedestrian amenities which blend the public and private realm to create active, vibrant streetscapes.
4. Establish a strong connection between primary building facades and the streetscape through strategies such as locating buildings close to the street edge, orienting primary building entrances to streets, and providing pedestrian scaled details and transparency at the sidewalk level.



Natural Features and Sustainability

Best practices for sustainable urban development are thoroughly integrated throughout the neighborhood, with the area's natural features preserved and highlighted as part of its character and identity.



1. Develop buildings and sites with innovative and best practices for green building and sustainable urban design. Utilize climate responsive design strategies such as solar access and orientation, transit access, east-wind protection, rain protection, etc.
2. Protect, enhance, and celebrate natural features unique to Civic, such as slopes, mature trees, and habitat areas, and integrate them with new developments.
3. Use natural features and man-made elements, such as landscaping and stormwater facilities, to enhance sites and create passive and active green spaces which encourage social interaction on site.

Public Spaces, Green Spaces, and Landscaping

Parks, plazas, open spaces, paths, and other landscaping features form interconnected public spaces and support an urban tree canopy, enhance recreation opportunities, community health, and social interaction throughout the neighborhood.



1. A series of connected plazas, open spaces, and paths are integrated throughout the neighborhood, providing opportunities for social interaction and encouraging visitors to stay and explore.
2. Public gathering spaces at a variety of scales are provided, which support a range of social and recreational opportunities for residents and visitors.
3. Well-defined gathering spaces provide high levels of visibility within programmed spaces, creating a safe and welcoming environment.
4. Landscaping is prominently incorporated into the design of sites and pedestrian areas, with spaces sized to support passive and active outdoor recreation opportunities for the uses on site.

Mixed Uses and Density

Commercial, residential, institutional, and office uses all fit together at different scales and development intensities to support a diverse population and provide multiple options for jobs, housing, shopping, and services.



1. Develop both vertical and horizontal mixed-use projects with the most active uses located at the street to support an engaging public realm.
2. Provide an active, pedestrian-scaled first floor capable of supporting a wide variety of uses and which allows for transitions between public and private spaces.
3. Include building floor plates at a variety of complementary sizes and scales to support varied functions including residential, commercial, office, entertainment, food, education, medical, institutional, civic and mixed-uses.
4. Support convenient urban living opportunities by providing multiple housing types with a variety of scales, intensities, and ownership structures to encourage a mix of residents, including attached townhomes, live-work units, condominiums, and multi-family apartments. Housing is provided as both multi-family developments and integrated as part of mixed-use projects.
5. Welcome a mix of office uses including start-ups, co-working environments, information services, traditional term-lease office tenants, and business headquarters.
6. Provide family and community-oriented uses which include urban service amenities such as micro food production and brewing or distilling venues with dining and entertainment.

High-Quality Design

Site and building designs create aesthetically pleasing, durable architecture with diverse, timeless designs that enliven the public realm and contribute to a sense of place, neighborhood character, and pride in the city.



1. Provide high-quality urban architecture which promotes a unique sense of place in the neighborhood.
2. Provide rhythm and depth in building massing and articulated facade details which are designed at a pedestrian scale.
3. Include pedestrian-oriented features on street-level facades such as large areas of transparency, weather protection, canopies, and architectural elements that increase visual interest, safety, and activate the public realm.
4. Utilize materials that are high-quality, durable, timeless, and attractive and create a sense of authenticity in the building design.
5. Locate and design signs such that their materials and detailing complement the design of the building and the use to which they relate.

Building Height and Setbacks

Building heights and setbacks support a wide variety of building types, reinforce the urban character of the neighborhood, and provide for active, pedestrian- scaled streetscapes.



1. Minimum height requirements support desired development patterns and uses while maintaining the urban character and human scale of the neighborhood.
2. Allow for greater height in new development to support desired uses, functional building designs, and urban amenities. Taller building heights are transitioned when adjacent to existing lower-scale residential neighbors.
3. Setback requirements are related to adjacent street classifications and street-level building uses, and are designed to establish active commercial streetscapes while also allowing for transitions to first floor residential uses.
4. Building frontage and location is sufficient to activate streetscapes and corners while also allowing for building articulation and active outdoor amenity spaces at the street level.
5. Allow for flexibility in building location where public spaces are provided and/or natural features are protected.

Parking

The presence of parking is visually minimized, with its location secondary to that of buildings and public spaces. Parking area designs are focused on pedestrian safety, connectivity, and landscaping.



1. Support innovative and shared parking strategies to maximize access to parking and reduce site area dedicated to parking.
2. Locate parking behind buildings and minimize the presence of parking near public spaces and streets.
3. Prioritize pedestrian connectivity and safety in the design of new parking lots and structures.
4. Provide landscaping and green infrastructure design in parking lots to minimize the impacts of paved areas.