



# Rose Quarter Development Project Vision and Urban Design Principles

Building on the 2001 Rose Quarter Urban Design Plan and  
Development Strategy

## Project Vision

Create a pedestrian-oriented mixed use district with 24/7 vibrancy that complements the community-supported future of the Memorial Coliseum, showcases leading edge sustainability practices, creates jobs, and is well integrated and connected with the surrounding neighborhood and adjacent Lloyd District.

## Urban Design Principles

1. Streets – re-establish the city grid
2. Parks and Open space – connect the Rose Quarter to the Willamette River and greenway system
3. Physical Barriers – eliminate or mitigate physical barriers (such as I-5 and the railroad)
4. Development Blocks – create flexible development blocks which can support mixed-use including entertainment, office, retail, education, recreation and mixed-income housing
5. Parking – develop a shared parking supply for event users, daily users, residents and visitors
6. Connect to Neighborhoods - connect the Rose Quarter to adjacent neighborhoods and districts on both sides of the Willamette River
7. Public Transportation – create a pedestrian-friendly, transit-friendly and bike-friendly neighborhood
8. Public Spaces – design public spaces and parks which create memorable addresses and animate the Rose Quarter
9. Gateways – create gateways to the Rose Quarter
10. Heritage – celebrate the architectural, social and cultural heritage of the East side and the historic role of the working Willamette River edge
11. Existing Uses – protect, enhance and complement the existing positive uses in the Rose Quarter and adjacent neighborhoods