



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 vibrant, pedestrian-oriented, mixed use district with 24/7 active public uses that support the future of the Rose Quarter district, showcase leading edge sustainability practices, create jobs, provide visitor amenities, and integrate and connect with neighboring portions of the Lloyd District and Oregon Convention Center area, as well as the Willamette River and surrounding neighborhoods.

Urban Design Principles

1. **Connectivity** - connect and enhance adjacent neighborhoods and districts on both sides of the Willamette River
2. **Transportation** – create a neighborhood that is accessible by all modes of travel (transit, pedestrian, bicycle, vehicle) and maximizes existing parking resources
3. **Parks and Public Open Spaces** – design public open spaces that create memorable addresses and animate the Rose Quarter as well as connect the Rose Quarter to the Willamette River and greenway system
4. **Gateways** – create inviting gateways at the Rose Quarter that also serve as gateways to downtown and inner eastside neighborhoods
5. **Heritage** – celebrate the architectural, social, and African American heritage of Portland's east side and the historic role of the working Willamette River edge
6. **Existing Uses** – protect, enhance and complement the existing positive uses in the Rose Quarter, including the Rose Garden Arena and adjacent neighborhoods
7. **Sustainability** – promote energy efficiency, green design, recycling, natural resource protection, and other environment-friendly facility and operations features
8. **Physical Barriers** –mitigate barriers to improve Rose Quarter access (such as I-5, Broadway, Interstate Avenue, public transit and the railroad)
9. **Development Blocks** – create flexible development blocks that can support a mix of potential uses including entertainment, hotel, office, retail, education, recreation and mixed-income housing