



CONCEPT DESIGN

THE MIDTOWN BLOCKS

PDC
PLANNING
DESIGN
& CONSTRUCTION

May 18, 1999

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The Midtown Blocks Executive Summary

INTRODUCTION

A plan that is a vision for the future, which establishes the Central City as the center of commerce and cultural activities in the community, recognizes the unique environmental setting and historic precedence of the area, incorporates the residential and business characteristics of individual districts within the area, preserves the integrity of adjacent neighborhoods, and improves the livability of the area for all citizens.

Central City Plan, March 24, 1988

The first phase of the Midtown Blocks project is one small contribution to the Mission of the Central City. The “Urban Garden Blocks” on Park and 9th Avenues between Morrison and Washington provide an active retail and dining destination in the heart of downtown. These blocks will be easily recognized by their ornamental containers with low level colorful plantings of annuals, perennials, small shrubs, and ornamental trees. This concept has been extended south from Morrison to Salmon, to capture the energy from the new Fox Tower and Paramount Hotel.

Project implementation will occur in two phases, beginning early summer, 1999. Building improvements, street lights, street trees and planted containers will comprise the first phase. A later phase will include street lights on additional blocks and curb extensions at designated mid-block and corner locations.

In April 1999 the Portland Development Commission designated funds for implementation of the first phase of improvement projects on Park and 9th Avenues between Salmon and Burnside. Single Ornamental streetlights will be installed at three fixtures per block face from SW Morrison to Burnside. Street trees and planted concrete containers will be installed from Salmon to Washington on Park and 9th as shown on the attached drawings. Hanging baskets will be installed at two per light pole in conjunction with the street light phasing. The second phase of street lighting should occur within the next two years between Morrison and Salmon on Park and 9th Avenues.

PROJECT PACKAGE

1. *Capitol Improvements*

- A. Street Lights
 - Single Ornamental streetlights (3 per block face)
 - Installation by PDC/PDOT
- B. Street Trees
 - Zelkova or Ash
 - Installation by PDC
- C. Planted Containers and Installation
 - Cast Stone: Round and Rectangular
 - Installation by PDC
- D. Hanging Baskets on Single Ornamental Light Poles
 - Installation by PDC

2. *Maintenance*

- A. Private Contribution
 - Maintenance – Flower change out, pruning and watering

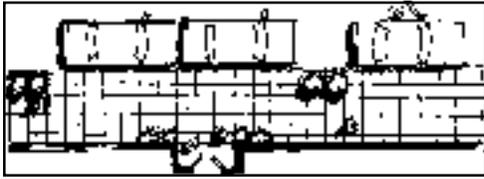
3. *Opportunities*

- A. Public/Private Funding Opportunities for Eligible Properties
 - Store Front Improvement Matching Grants - PDC
 - Building Lighting Matching Grants - PDC
- B. Additional Private Improvement Opportunities
 - Additional planters
 - Façade Improvements
 - Awnings
 - Building lighting
 - Signage

4. *Future Street Improvements*

- A. Corner Curb Extensions
- B. Mid Block Curb Extensions
- C. Street Improvement & Furnishings: sidewalks, intersections, street paving, bike racks

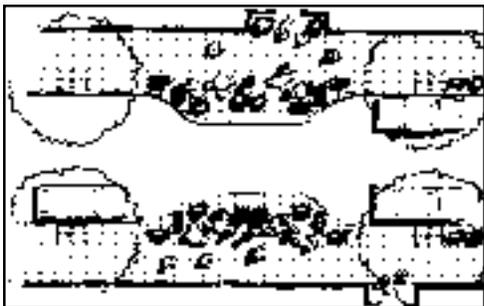
URBAN GARDEN BLOCKS DESIGN GUIDELINES



Typical building entrance with planted containers flanking both sides of the entry.



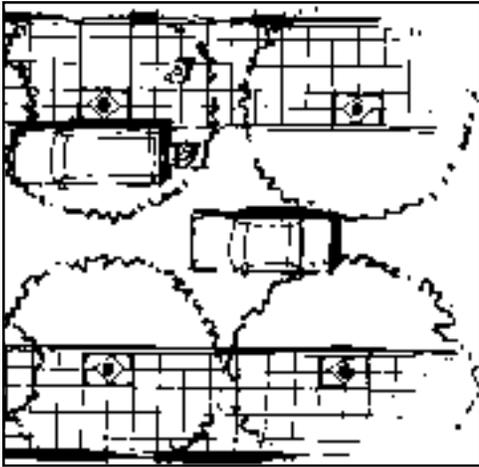
Planted containers flanking a building entrance with tall foundation evergreen shrubs, annuals and perennials.



Typical mid-block sidewalk extension with a single ornamental street light, hanging baskets and planted containers that define a dining space.



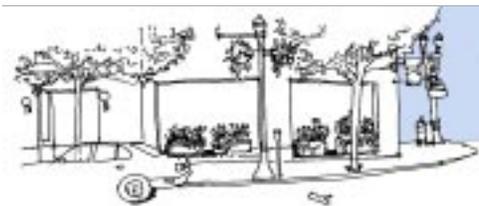
Rectangular containers that help define a dining space.



Typical street tree planting. Four trees per intersection are planned, however, in some cases only two or three trees may be installed because of underground conflicts.



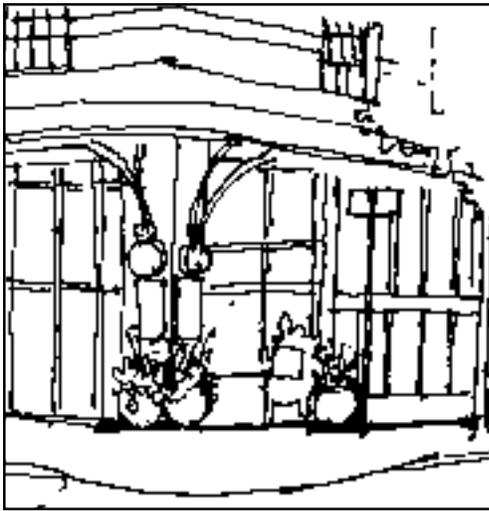
Patmore Ash or Zelkova will grow more narrow and tall in 9th and Park because of the narrow street, shady conditions and limited planting area.



The Coffee People window boxes can be replaced with the concrete rectangular planted containers.



Planted containers in the furnishing zone with either rectangular containers or sidewalk cut outs for trellis plantings.



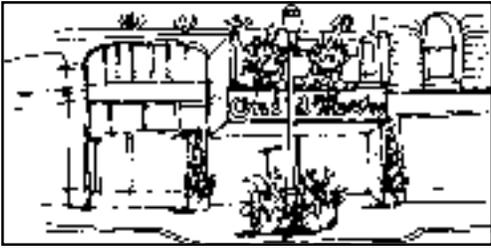
Planted containers flanking a corner building entrance and column.



Planted containers flanking a corner building entrance.



Planted containers framing a building corner reinforces continuity from block to block. Foundation plantings, in-ground or in containers, enliven blank walls.



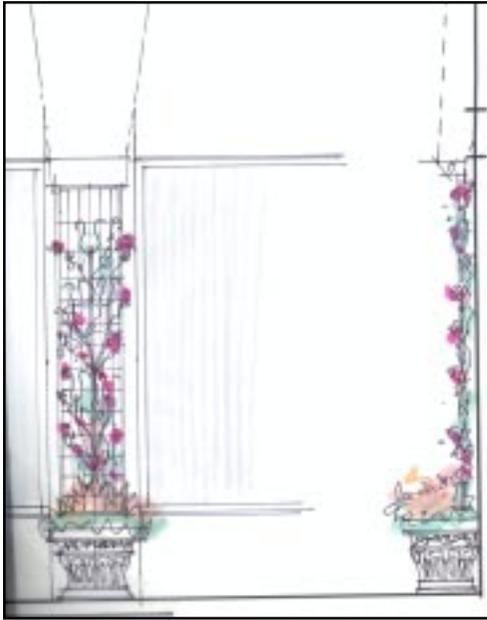
Hanging baskets on ornamental light poles add color, continuity and help frame views of architectural features. Planted containers at the base of the light poles help define the mid-block sidewalk extensions.



Hanging baskets on ornamental light poles would be mounted parallel with the curbline. Black painted brackets for hanging would complement the ornamental poles.



Hanging baskets on ornamental light poles would be installed in May and removed in October. Maintenance would be weekly to preserve the vibrance and health of the plantings.



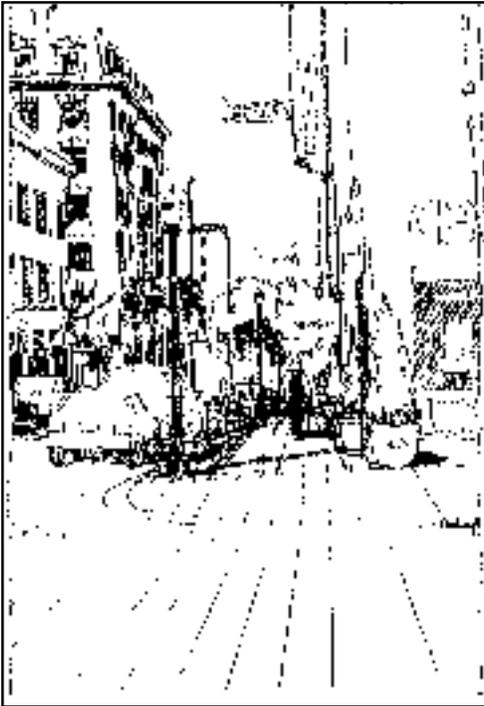
Trellises add another dimension to the Garden Blocks by providing vertical color and texture on pilasters and blank wall sections. They can also support building lights.



Trellises would help soften the base of parking structures and other buildings that lack active ground floor uses. The plantings could be in rectangular planters or in sidewalk cut-outs. Virginia Creeper or Boston Ivy planted in the ground would cover the entire facade of Morrison Park West.



Trellises would soften the blank building lines at Carl Greves and the Eaton Hotel.



Awnings should emphasize building entrances and corners. Bracketed signage, flags and banners should also complement the architecture of Park and 9th Avenues. Encourage special bike racks that relate to the retail and commercial character and function of the street. Bike racks should be located at street corners between the streetlight pole and first street tree.



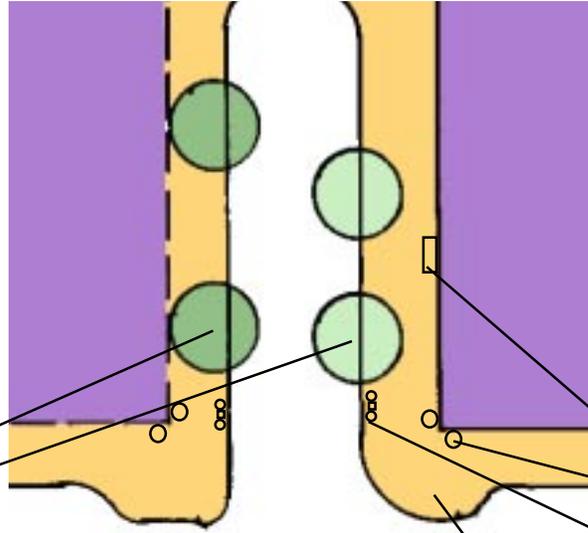
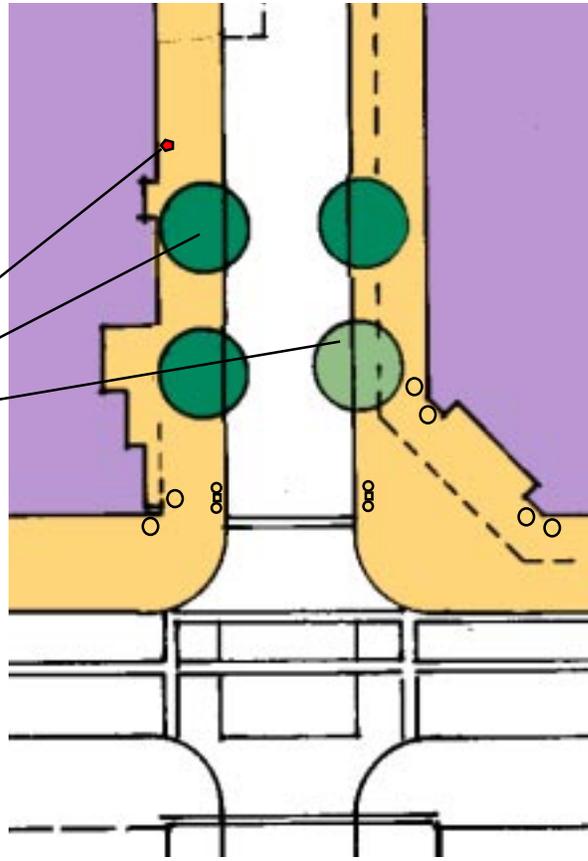
Legend

Proposed Cutout for Planting

Proposed New Street Tree

Existing Street Tree to Remain

Potential Street Tree Location
 1. Block 5 locations to be determined during design phase.
 2. Install trees when existing blocks are redeveloped.
 Existing Street Tree to Remain



Curb Extension

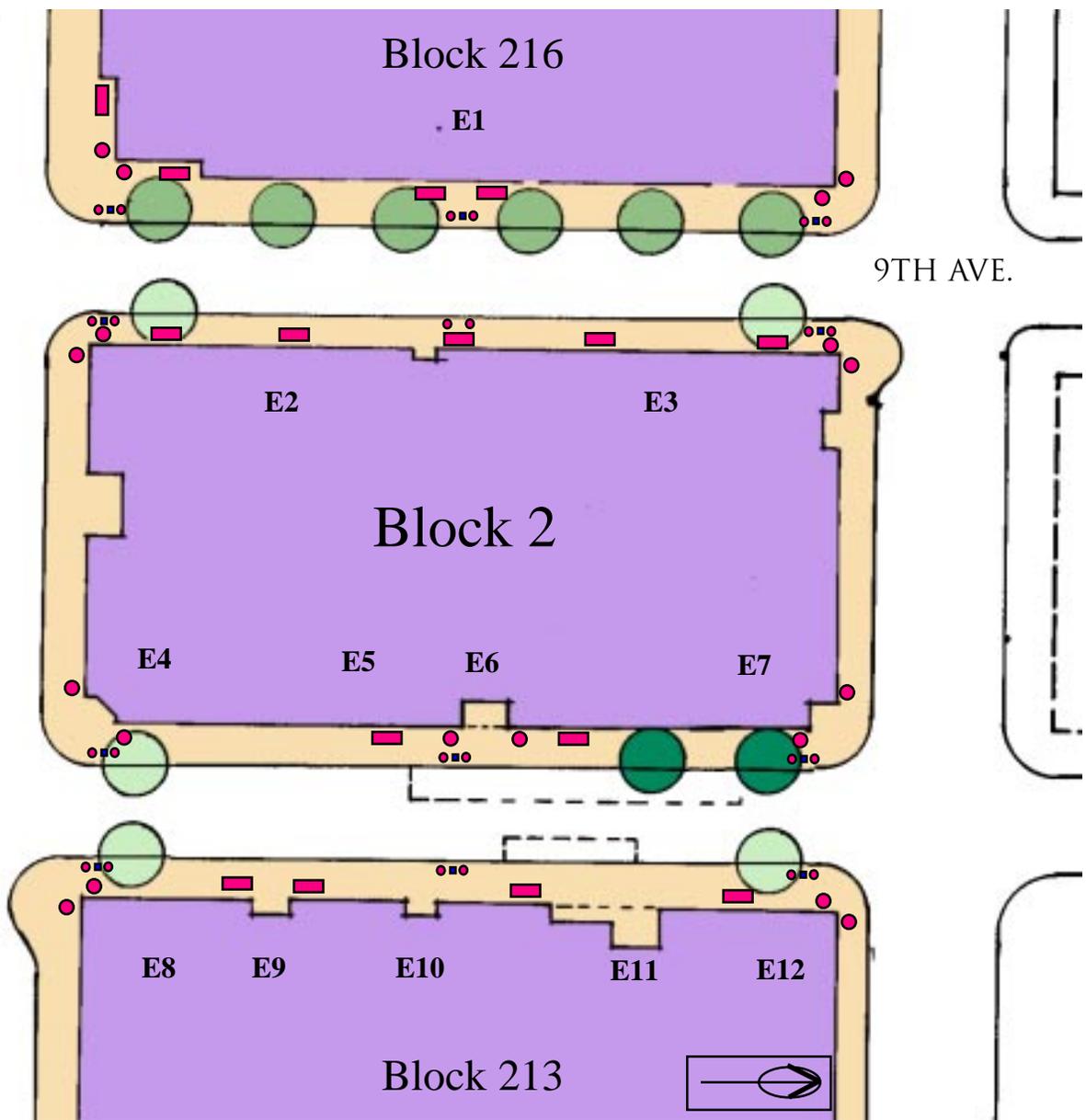
Rectangular Container
 Round or Half Round Container
 Single Ornamental Street Light with Hanging Baskets

CONCEPT DESIGN

Lloyd D. Lindley, ASLA

May 6, 1999

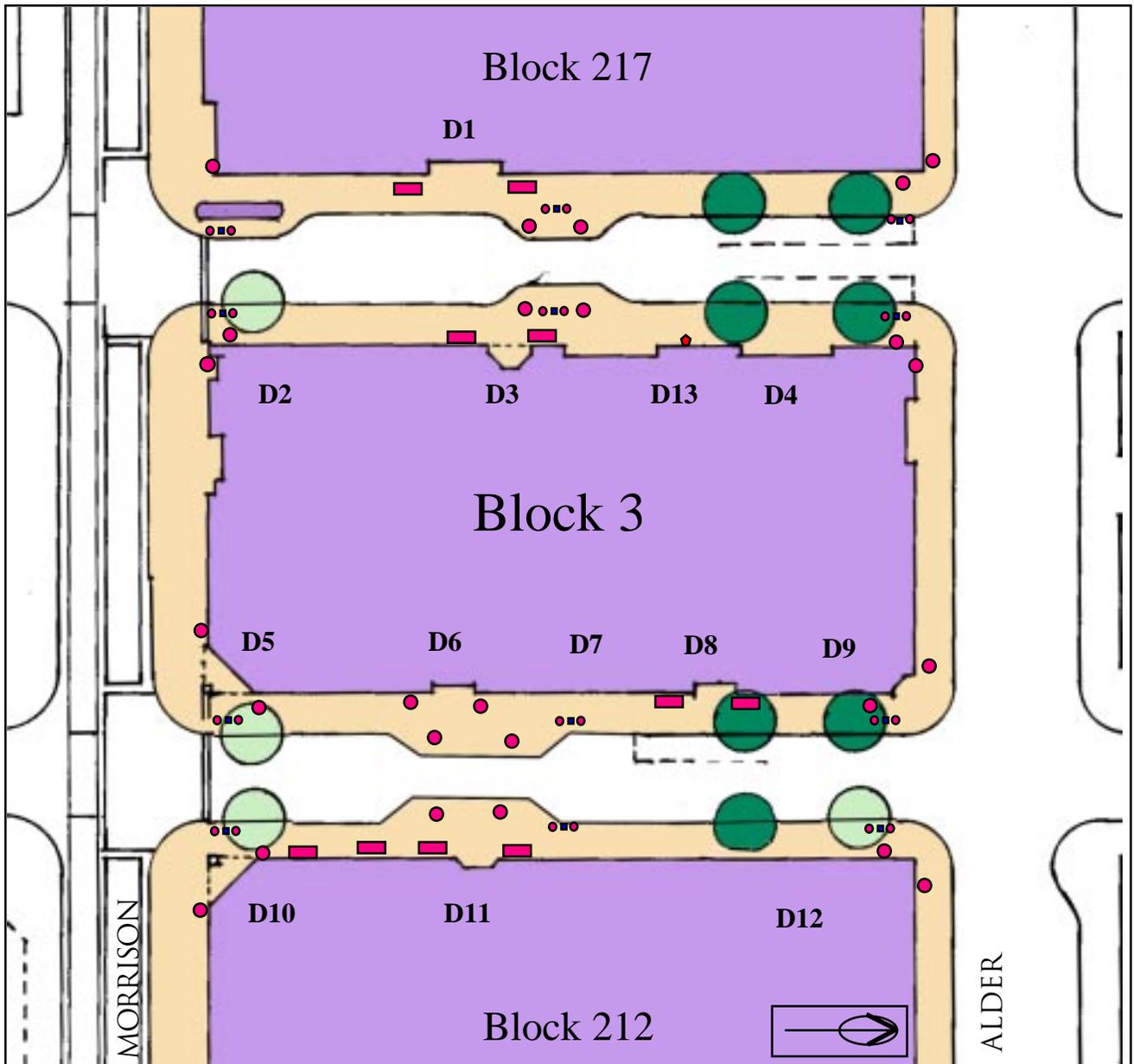
THE MIDTOWN BLOCKS



- | | | | |
|----|------------------|-----|------------------|
| E1 | Parking Lot | E7 | Atiyeh Bros. |
| E2 | Vacant | E8 | Broadway Bagels |
| E3 | Class Academy | E9 | 550 SW Park |
| E4 | Johnny Sole | E10 | Europa |
| E5 | Vacant | E11 | Hunan Restaurant |
| E6 | Washington Bldg. | E12 | Hong Kong Tailor |

THE MIDTOWN BLOCKS
URBAN GARDEN

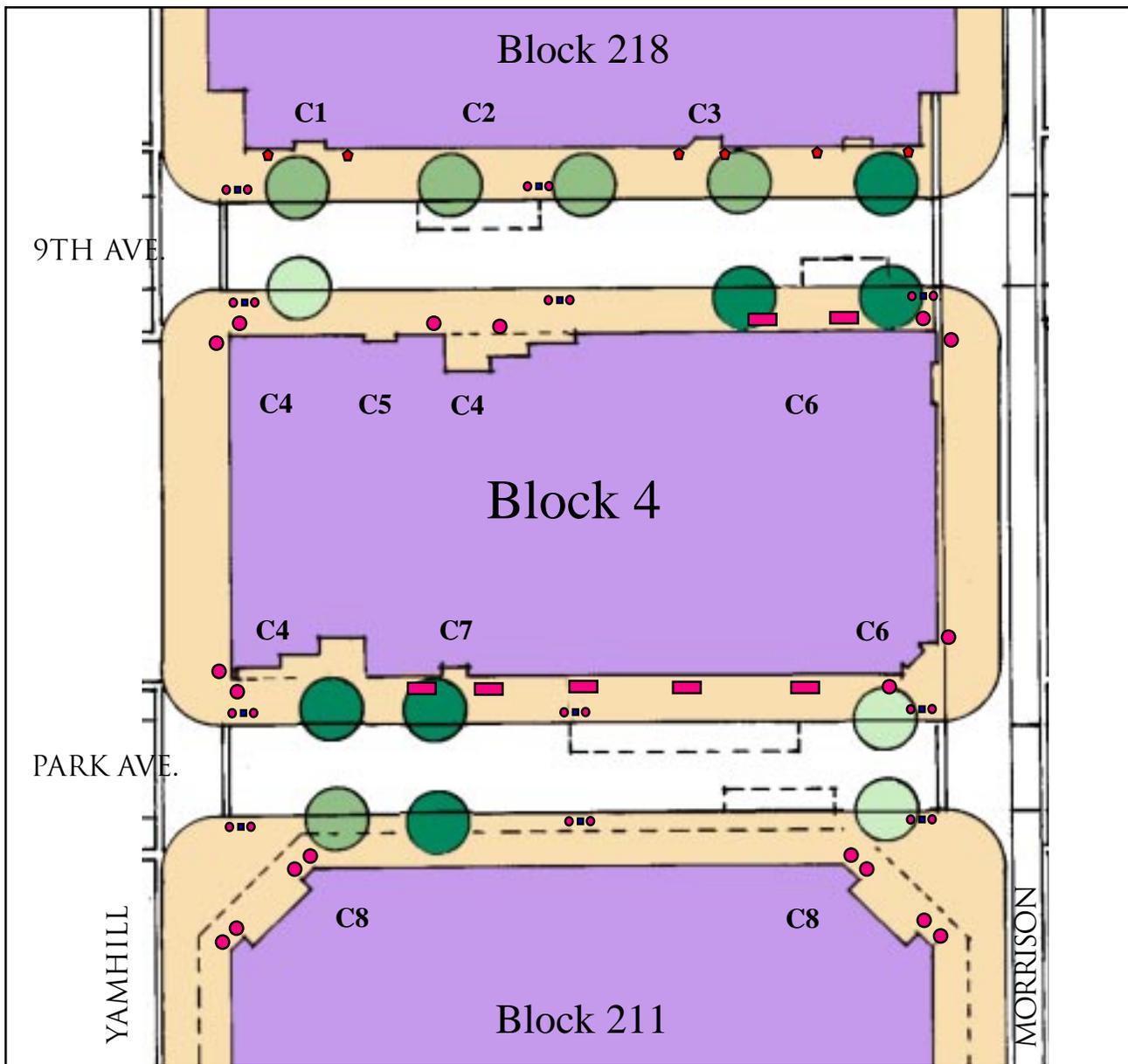
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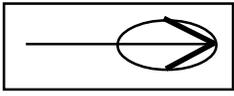
- | | | | |
|----|------------------------------|-----|----------------------|
| D1 | Galleria | D7 | Gourmet Grocery |
| D2 | Mario's | D8 | Moda |
| D3 | Eaton Hotel/
Rice Junkies | D9 | Reynolds Optical |
| D4 | Rich's Cigar Store | D10 | Carl Greve |
| D5 | Binyons Optical | D11 | Brasserie Montmartre |
| D6 | Morrison Park Apts. | D12 | Westin Hotel |
| | | D13 | Vacant |

THE MIDTOWN BLOCKS
URBAN GARDEN

October 1, 1999

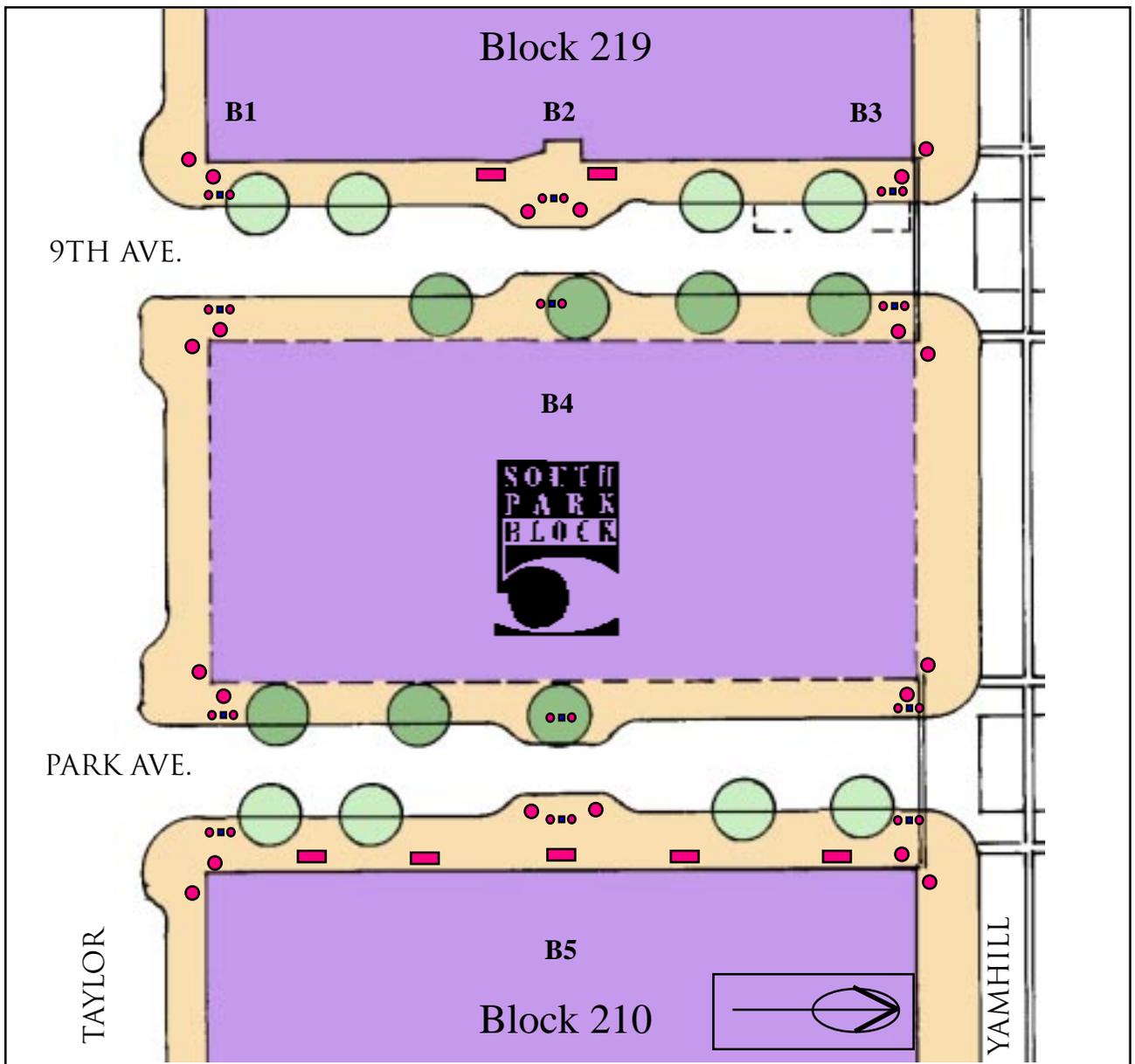


- C1 Real Mother Goose
- C2 Parking Garage
- C3 Bush Garden
- C4 Mercantile
- C5 Dental Arts Building
- C6 Zell Bros.
- C7 Virginia Cafe
- C8 Nordstrom



THE MIDTOWN BLOCKS
URBAN GARDEN

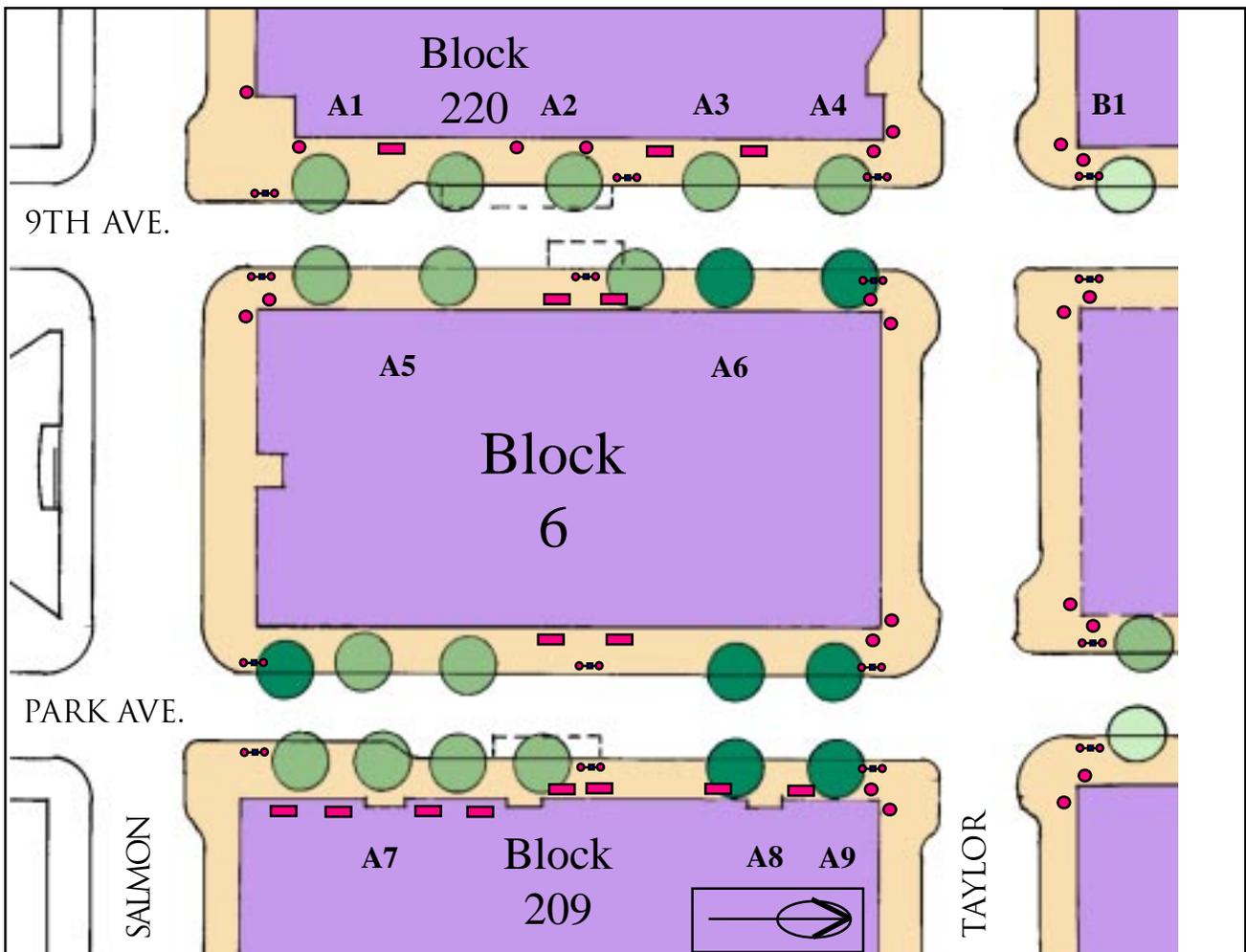
May 18, 1999



- B1 Prestige Jewelry Consultant
- B2 Guild Theatre
- B3 Art Media
- B4 Block 5 Project
- B5 Fox Tower

THE MIDDTOWN BLOCKS
URBAN GARDEN

May 18, 1999



-
- A1 South Park
 - A2 Michael Allen's
 - A3 Taylor Guitar
 - A4 Art Ala Carte
 - A5 Arlington Club
 - A6 Paramount Hotel
 - A7 Coffee People
 - A8 Admiral Apartments

THE MIDTOWN BLOCKS URBAN GARDEN

May 18, 1999