Resource Guide for Creating Main Street DESIGN GUIDELINES

DIVISION DESIGN INITIATIVE WORKING DRAFT
1.25.16, Updated 12.20.17

This draft document was developed as background research and draft content for developing the Division design guidelines. It was prepared by Division Design Initiative consultants and project leaders for use by the Division Design Committee. This resource draws from other design guidelines in Portland, Seattle and other cities around the country. Although still draft, by providing this background working document as a resource to the community, the intent is to offer language that may inform other main street design guidelines across Portland.

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ACKNOWLEDGEMENTS

Division Design Committee (list)
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Project Partners & Collaborators
Neighborhood Associations

This draft document was prepared by the Division Design Initiative drawing upon existing guidelines and historic resources from Portland and elsewhere. Significant written contributions are included from Marcy McInnelly and Joseph Readdy from Urbworks, Heather Flint Chatto and Linda Netekoven from the Division Design Initiative as well as contributions by Joy Davis and the many dedicated members on the Division Design Committee and subcommittee task forces between 2014-2015.

Although a shorter version of the Design Guidelines was ultimately developed by the Division Design Committee for adoption by the neighborhoods, the Division Design Committee strongly encouraged these more detailed guidelines and relevant sections to be considered as possible additions to the Division guidelines or future main street design standards, to inform further design guidelines and standards for other Portland Main Streets across the city, and ultimately to be available as part of a future Toolkit for Neighborhood Design.

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I. Introduction & Context

Background & Need

With the creation of the Division Vision Coalition in 2001 came an infusion of energy from nearby neighborhood associations and the Division/Clinton Business Association intent on breathing new life into the Division Corridor. This Coalition helped shape what later became the Division Green Street/Main Street Plan (The Division Plan), which was adopted by the City of Portland in 2006. **Goals from the Division Plan remain highly relevant today: a green, main street that is vibrant and economically, environmentally and socially sustainable.** The group hoped to work toward an evolving corridor filled with a mix of new and existing buildings, sustainable, well designed and well crafted, public and private spaces to meet and greet, and an environment designed to support local businesses, both new and old.

The redevelopment of Division, began prior to the recession in 2008, following the Division Green/Main Street zoning update. With the end of the recession came a rapid surge in growth partly due to the return of the multi-family housing market, significantly changing the look, feel and character of the street and neighborhood in both positive and negative ways. The surrounding community and adjacent neighbors expressed a number of concerns with the changes this development brought about. These concerns broadly include, but are not limited to the following issues:

1) New buildings were not consistent with the existing main street identity in terms of scale, quality, context and architectural character,
2) the loss of privacy and solar access for neighbors adjacent and behind the new buildings,
3) the loss of affordability brought about by gentrification/increased property values and the extremely tight rental market,
4) the potential loss of local neighborhood serving businesses, and
5) increased congestion and parking impacts along and adjacent to Division.

In response to rising concerns about lack of community input, the Division Design Initiative was launched in December 2013 to give the surrounding Division neighborhood more of a voice in the future planning and design of SE Division. Building on the work of the Division Vision Coalition and the 2006 Division Plan, a Division Design Committee was formed with elected and appointed representatives from more than seven different community organizations to first to help make recommendations for how to address design issues and concerns; and second, to make recommendations for further implementation of the Division Green Street/Main Street Plan. After 18 months of research, community engagement and monthly public meetings, the Division Design Committee and consultants Urbsworks and Design+Culture Lab developed the following **DRAFT** design guidelines.
These guidelines are heavily informed by the Division Green Street/Main Street Plan which provides many of the overarching goals and long-standing priorities.

A. Scope, Purpose & Goals
The Division Design Guidelines address the SE Division Street area from SE 11th-60th Avenues.

1. Purpose & Intent of the Guidelines
The Division Design Guidelines address the SE Division Street area from SE 11th-60th Avenues.
The purpose of the Division Design Guidelines is to inform future development patterns along Street
- Clearly articulate the neighborhood design goals and community design preferences for Division
- Improve compatibility of new development with existing neighborhood/business context
- Improve processes for neighborhood/business engagement with developers working on or near Division Street
- Provide the Division community and adjacent neighborhoods with design tools, resources and terminology to more effectively advocate for community design priorities and preferences
- Reduce neighborhood and/or business association conflicts and improve overall planning and community process with architects, developers and project applicants by providing clear direction on community goals and design preferences
- Create design guidelines that can be used not only for the Division corridor but also as model example for other neighborhoods in the city and other communities that are facing similar issues

2. Green Street Vision
Division Green St/Main St Plan Vision
Over the next twenty years, Division Street between 11th and 60th will become a more pedestrian-friendly, economically vibrant, and environmentally sustainable corridor. The street will evolve into a series of bustling commercial nodes – which will showcase energy efficient building design, innovative rainwater facilities, and a vibrant local business spirit—while providing easy movement by all modes of transportation to, from, across, and along Division.

This following Vision builds upon the community’s priorities for the future evolution of a growing Division.

DRAFT DIVISION DESIGN GUIDELINES VISION STATEMENT (from Design+Culture Lab)

With a vision for an inclusive neighborhood rather than just a destination, the division street corridor has fostered a community with a unique character and strong community history. The character of the division neighborhood can be defined by its diversity of age groups, art and crafts oriented businesses, pedestrian friendly environment and collaborative spirit. Since the Division Street adopted the Green Street/Main Street Plan (2006), the corridor has been dedicated to creating a pedestrian friendly, mix of commercial and residential with a focus on sustainable and green development.

Division strives to be a livable, 20-minute neighborhood where its residents can live, work, and walk to locally serving neighborhood businesses.

A revitalized commercial core on Division Street, with many food establishments, retail and new housing has brought a significant increase in the property value of the area. Nonetheless, it is highly desirable to maintain affordability and keep the local neighborhood economic
activities alive. It is of great interest to the community members to balance new commercial and residential development with the existing neighborhood character and history without the loss to the quality of life.

Division Street consists of local businesses and community members who have mutual respect and are ready to unite in face of change. It is the hope of the community to work toward an evolving corridor filled with a mix of new and existing buildings that are sustainable, well designed and well crafted, with many gathering spaces to meet and greet, and an environment designed to support a vibrant mix of local businesses.

3. Community Planning & Design Goals
   (Insert “making a place” graphic p.7)

Existing Division Green St./Main St. Plan Goals
   ◆ Focus commercial activity as the basis of a busy and diverse street life.
   ◆ Support a healthy local economy.
   ◆ Integrate green infrastructure/building into the urban landscape.
   ◆ Encourage walking and bicycling for individual and community health.
   ◆ Create a community that is safe for all.
   ◆ Forge a unique identity that unites the Division corridor.

New Division Design Guideline Goals (DDC Goals & Priority Issues 8.28.2014)
(1) Mitigate the appearance of building size, bulk and scale.
(2) Maintain sun, air, light for building occupants, adjacent residents and businesses.
(3) Increase visual continuity of the main street corridor including building character, streetscape, and neighborhood identity, overall building quality.
(4) Encourage new developments to better match or relate to existing neighborhood and main street character.
(5) Create places for lingering and contemplation, provide weather protection and visual buffers for new development.
(6) Preserve important neighborhood qualities such as a connection to local history and culture, affordability, historic streetcar-era building character; and sense of place.
(7) Support a diversity of housing types, sizes, and price ranges to serve all segments of the population, including an emphasis on 1-3 bedroom unit configurations and amenities.
(8) In commercial and mixed use developments, promote active streetscape and storefronts.

B. Use of the Guidelines

Design Guidelines can help communities and business “preserve the authenticity of the districts by protecting, maintaining and energizing their existing resources; strengthen the continuity of the street by infilling missing buildings with new structures that are sensitive to the neighborhood identity; and understand the key components of successful storefronts so that each business improvement will contribute to the whole District’s economy.”

1. How & Why to Use the Guidelines

Why to use the guidelines
- Gain critical understanding and background for existing context, design patterns and community priorities. Designers and Developers should use the guidelines to help better understand the community’s design preferences for the look, feel and style of new developments.
- Foster smoother integration of new buildings with the larger vision and identity of the main street corridor. The guidelines provide key strategies and goals that can help foster more compatible infill development that fits with neighborhood identity, goals and priorities.
- Facilitate a faster process by ensuring more compatible design with neighborhood priorities. A project that complies with the design guidelines is likely to encounter less opposition and delays and is likely to engender better community support and overall compatibility.

Using the Guidelines for Different Audiences

When using the guidelines, it can be helpful to consider the needs, priorities and concerns of different audiences. Refer to the table below when communicating about design and development plans and desires.

<table>
<thead>
<tr>
<th>Audiences for Guidelines</th>
<th>Audience Needs/Priorities/Concerns</th>
</tr>
</thead>
<tbody>
<tr>
<td>New residents:</td>
<td>• Affordability, livability, cost, quality construction, access to air and light, noise, access to amenities/transit/services</td>
</tr>
<tr>
<td>Existing Resident’s concerns:</td>
<td>• Mitigating impacts to privacy, community character, parking, solar access, views (blank walls), noise, trash, congestion, design</td>
</tr>
<tr>
<td>Developers:</td>
<td>• Clear design direction, minimizing project delays and costs</td>
</tr>
<tr>
<td>Designers:</td>
<td>• Clear design direction, minimizing project delays and costs, leverage to advocate for good design practice and quality</td>
</tr>
<tr>
<td>City Planners/ Policymakers</td>
<td>• Consistency with policy frameworks/goals/other design tools, address concerns of all constituents, clarity of community goals and preferences</td>
</tr>
<tr>
<td>Neighborhood Associations</td>
<td>• Clarity of community goals and preferences, assistance with mitigating neighborhood conflicts, providing leverage, anticipating concerns of all parties</td>
</tr>
</tbody>
</table>

City Staff and Policymakers should review the Division Design guidelines when evaluating new development proposals for consistency with community plans and policies especially when determining “compatibility” and relationship to context. While the guidelines may be voluntary in nature, they are still a strong expression of community priorities expressed today and throughout the 2006 Division Green St./Main St. Plan.
2. Neighborhood Engagement & Notification
At a minimum, the guidelines are intended to be a required reading item for future development applicants determining "compatibility" and relationship to context. While the guidelines may be voluntary in nature, they are still a strong expression of community priorities.

3. If You’re Building Something New
The goals for new building design on Division Street include: preservation of the sense of time and place property values and investment; minimizing negative impacts on adjacent properties from inappropriate development. The intent of these guidelines is to offer an abundance of design information to business and property owners making improvements. The emphasis of the guidelines is protecting the authentic character of the Division Street neighborhood. The Division Green Street Design Guidelines encourage good design while also acknowledging the issues that business and property owners confront in planning new commercial development. The guidelines offer design advice on how to plan for new buildings that are compatible with the unique physical environment of the Division Street neighborhood.

4. If You’re Adapting or Remodeling an Existing Building
Rehabilitation work should acknowledge the original character of the building.

7. Community Leverage

Strategies & Opportunities
In the context of Division Green Street Main Street and the Division Design Initiative, community leverage might take the following forms:

· Providing policy and planning tools that are useful to the community, developers and others in negotiating for community goals, such as amenity bonuses, transfers of Development Credits, project appeals, and generally helping to bring together partners, programs and projects to ask for and implement these strategies.

· Providing neighborhood and community process as leverage, by brokering Good Neighbor Agreements, providing letters of support, facilitating Neighborhood Association public meetings, land use meetings and notification requirements.

· Effectively engaging with architects and/or developers, by providing strategies to achieve constructive agreement on new projects. Such engagement might include convening and facilitating meetings with architects and/or developers and adjacent neighbors to identify possible modifications or impacts as well as creative solutions or amenities that could be included.

Leverage Tools

❖ Incentives/Density Bonuses – height and/or S.F., design review
❖ Transfer of Development Credits (including transfer of solar development credits): Allows a developer to transfer the ability to develop a property in a certain way to another comparable
property. While there are many reasons why development rights may be transferred some of the common ones include transferring development to a more acceptable spot, protecting a historic site, historic structure, open space, or other sensitive area.

❖ Development Agreements

ADD Other Strategies & Best Practices from other communities...Floor Area Ratios, design review, etc.

C. Context

1. Division Corridor Background and History
The physical character of SE Division St. has changed tremendously over time, beginning with the more pedestrian- and streetcar-oriented commercial street of the turn of the century, and ending mostly automobile-oriented, residential, and commercial corridor we see today.

With the rapid redevelopment of Division from both public investments in the Division Streetcape project and extensive new private large development projects over the span of 18-24 months, the long-standing neighborhood character and identity as well as social fabric of the neighborhood has been significantly altered. This has left many residents without either the policy or political framework to have a voice in the evolution of their neighborhood. This has caused a crisis within the local Division community that some may paint as growth/no growth, density/anti-density. We see this same crisis reflected citywide and we hope to help shift the dialogue away from complexities that polarize communities when discussing issues of density to the fundamental importance of DESIGN, ideally focusing on what we can agree upon as shared goals. By creating design guidelines that help us connect to our history, sense of place, and unique identity we hope to help heal some of these impacts and collectively shape a common vision for the future evolution of Division.

2. Current Conditions

Since 2012, the Division corridor has undergone a rapid transformation unparalleled in the history of Eastside development and well beyond what was envisioned in the Green Street Main Plan. The area has seen the arrival of close to 600 new residential units with accompanying commercial spaces. On one hand, the street has become a vibrant commercial corridor attracting visitors from other parts of the city and the region. However, for many long-residents, the dramatic transformation of the corridor represents a tsunami of growth that has been quite traumatic, causing a deep sense of loss for the small, locally-serving, “village-like” atmosphere, special streetcar/main street character, eclectic street identity that has shifted seemingly overnight to serve a higher-end level of business and rental market, making it less affordable to local businesses. This loss of affordability has also impacted the housing rental prices, making the new developments out of reach for many renters and causing concerns about gentrification, increased traffic congestion on traditionally quiet residential streets, parking problems and other impacts such as loss of solar access, privacy and displacement of residents. Of great concern is that the majority of this private development of more than eight blocks of the Division corridor in direct contradiction to broad community concern expressed in the media, in public testimony and in neighborhood surveys responses. With few avenues to help shape the changes occurring all around them, there is a good deal of anger and frustration in the Division community, some of it perhaps masking a sense of grief and loss, even of despair at having very little opportunity to be involved in the direction and redevelopment of the corridor during a significant building boom.
The guidelines are a tool to help clarify what is important, and give the community a larger voice in shaping the future of their neighborhood.

2. Main Street Character & Defining Features

“The present commercial streets of Hawthorne and Belmont [and Division] are remnants of linear streetcar era commercial districts. These traditional main streets support neighborhood movie theaters, restaurants, taverns, and professional offices that are a focus for the surrounding neighborhoods. Both of these streets have mixed use buildings that are usually two to three stories high, with housing units located above retail uses. The buildings are built in brick, wood or stucco, and with a few exceptions, they do not have on-site parking garages or basements. They often help define the edges of the street, and the storefronts contribute to the pedestrian-friendly character of the street.”

3. Lower, Middle & Upper Segments

Division has distinct lower, middle, and upper sections. The main street character, and corresponding commercial land use, is focused between roughly SE 19th and SE 50th Avenues. The lower and upper sections are predominantly residential in character with some locally serving retail uses.

Lower Division (11th - 21st) This segment is characterized by less active uses, mostly single family housing and the St. Philip Neri Church and school complex. Due to Ladd’s Additions unique block pattern and larger uses on the north side of the street, Division feels “one-sided”.

Middle Division (21st-50th) This segment has the greatest concentration of commercial activity with many longtime established business. Permanent on-street parking exist along the majority of its length. There is a fairly consistent mixture of new and old residential, commercial and industrial buildings typical of other Portland main streets, and many larger parcels. The commercial areas are connected by pockets of single and multifamily housing.

Upper Division (50th-60th) Similar to Lower Division, this area is characterized by less active uses, single family housing and a “one-sided” character due to the large frontages of Franklin and Atkinson schools. New and existing businesses, as well as future redevelopment sites, offer potential strengthening activity near the 60th Street intersection.

As a major Eastside transportation corridor, Southeast Division is a 60-foot right-of-way with 36 feet of pavement between curbs. Each weekday, approximately 12,000 vehicles (in 2011) (15,000 in 2005) travel on the lower part of Division (west of 30th) and more than (13,500?) vehicles travel on the eastern part of the corridor. Congestion occurs at all the major intersections – the 11th/12th couplet, 7 Corners (Division/Ladd/20th/21st), 39th, 50th, and 52nd. TriMet provides frequent bus service to the corridor and a new light rail station is located two blocks south of Division at 12th.

D. Programmatic Considerations

1. Diversity
2. Affordability
4. Historic Preservation
5. Sustainability & Green Building Design
6. Context-sensitive design
7. Compatibility with character & district identity
II. Design Guidelines

A. Division Street Image and Identity

Purpose & Intent
Division is often described as eclectic and “funky” with a diverse array of retail, housing, and other employment uses. This diversity is what has traditionally attracted many residents and businesses to the area.

During the development of the Division Main Street Plan the community also expressed a desire to see new commercial development focused at certain intersections, or nodes.

Goals
- Preserve areas of special character
- Retain and relate to Division’s Historic streetcar-era architecture.
- Integrate preservation of our heritage into new development in creative ways.

Neighborhood Identity Guidelines
Reinforce a strong corridor identity through the following unifying approaches:

1.1.1 Provide continuity of façade design, street furnishings, lighting and paving treatments. (DDC Goal 10)
1.1.2 Encourage building façade designs and streetscape improvements that contribute to the overall quality of the district, streetscape, and long term sustainability. (DDC Goal 11)

1.3 Emphasize water, sustainability, art and education along the corridor
1.3.1 Integrate art into buildings, street furnishings, gateways, public space, blank walls (DDI Arts Task Force Goal)

1.4. Preserve important neighborhood qualities such as a connection to local history and culture, historic streetcar-era building character; and sense of place. (DDC Goal 8)

1.5 Develop gateways and connections that celebrate special places. (DCSMSP Goals p 7)
1.4.1 Create a gateway and welcome feature at SE 29th and at other boundaries at each neighborhood. (DDC Goals, Task Force Notes 7 April 2015)

B. Building Design

“A city is not an accident but the result of coherent vision and aims”
- Leon Krier

1. Compatibility

Purpose and intent
The desire for compatible new development is not about preventing development. There are acknowledged benefits that have come from increasing the supply of new retail and residential development along Portland’s main streets. It is acknowledged that Division has been the beneficiary of new development, which has increased Division’s housing supply, retail options and social and economic vitality.
The desire for compatible new development is about maintaining and enriching—not losing—the details and character that made Division a special place to begin with. Some new developments have missed the character cues and have rejected rather than embraced the unique patterns of Division. As a result, the special qualities of Division Main Street are in jeopardy of being erased. If that were to happen, Division Main Street would lose its identity and look and feel like most other places.

**Goals**

1. New and remodeled structures should improve the neighborhood by sensitive interpretation of the context.

2. New buildings on Division Main Street should relate to, rather than detract from, the ensemble of buildings, past, present and future.

3. New main street-facing buildings that are bigger and taller than previous buildings on the same site, and/or adjacent buildings, should not detract from the unity of the main street or district.

4. New main street-facing development that is of a greater scale than previous buildings on the same site should carefully consider the quality of life of residents on abutting rear yard lots including minimizing residents’ privacy impacts and maintaining residents’ solar access. (Draft Design Guidelines 28 August 2014).

**Compatibility Guidelines**

1.1 Preserve the form and integrity of the historic Division streetcar-era main street corridor and surrounding traditional neighborhood patterns.¹

1.1.1 New construction should be designed to be compatible with the existing pattern, scale, style and massing found in the neighborhood.

1.1.2 It is The design of new construction or improvements should be generally consistent in size and style to original pattern of structures in the neighborhood and surrounding blocks. Consistency in size and style should use the following strategies:

- Maintain the traditional small-scale regular rhythm of building widths
- Stepped scale transitions of not greater than 2x the adjacent development height,
- Integration of building features and façade elements from the adjacent and surrounding block developments.
- Considerate use and reuse of building materials commonly found in the neighborhood.
- Use of elevation features that match exemplary neighborhood buildings in design, style, color, texture, and other visual qualities and, where practical, in materials. Where possible, demonstrate the

¹ Adapted from the Historic Design Review Compatibility Criteria, City of Portland, OR.
compatibility of elevation features through documentary, physical or pictorial evidence.

1.1.3 Architectural design of large buildings should not create a sharp contrast with neighborhood patterns and styles.

1.2 Transition New Bigger Buildings to Neighborhood Scale

1.2.1 When new development on the main street is dramatically different in height and bulk to adjoining main street buildings, achieve compatibility through the following methods:

- Stepped upper floors
- Roof types that minimize building mass at the perimeter
- Architectural treatments such as varying building materials, window sizes and color.

1.3 Relate to Neighborhood Architectural Patterns

1.3.1 On main street façades, visually connect to architectural details of the existing main street building character and context, including surrounding and adjacent buildings through the following strategies:

- Incorporate existing storefront patterns into new storefront design, such as recessed entries, storefront windows with bulkheads (raised sills, clerestory windows, and chamfered (angled) entries and edges at corners;
- Reflect in new massing and façades the established Division patterns of angle cut corners and articulated rooflines

1.4 Minimize Development Impacts to Neighborhood

1.4.1 Design new development to minimize potential adverse impacts upon surrounding residences and to reduce conflicts with residential uses. Consider the following factors: traffic generation, deliveries, parking, noise, lighting, crime prevention, visual effects and buffering.  

1.4.2 The placement of buildings should take into consideration [and limit impacts to] the privacy [and solar access] of adjacent sites. The following are recommended strategies to limit impacts to privacy and solar access of adjacent residential parcels:

- Adjust site layout, building height and roof pitch.
- Buildings should be located in such a way as to minimize the disruption of privacy and outdoor activities of residents on adjacent sites.
- Structures should be designed to avoid placing windows, decks or balconies that look directly onto neighboring properties.

1.4.3 Include windows on all sides of a building to maintain access to air and light.

14.3.1 Use side setbacks to both reduce blank walls and allow increased access to light and air for occupants. This will allow placement of windows and decks where they are less likely to impact adjacent residential on the north and south and can provide views where they will be less likely to impact privacy.  

1.4.3.2 For multi-story buildings, consider creative strategies such as lot line easement procurement to allow windows and balconies on the east and west sides of buildings and support giving value to adjacent owners through the sale of the easement as partial compensation and incentive for not developing a historic or special building.

1.4.4 Where multi-story buildings are designed to be flush with side lot

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3 Sunnyside Design Guidelines. Commercial Design Section, Development Impacts, Guidelines 1a. Sunnyside Neighborhood Plan, Appendix D.

5 [Workbook for Creating Heritage District Design Guidelines. P. 19]
lines, consider including spaces for light wells, and design side facades to mitigate the appearance of large blank wall areas.

2. Form and Massing

“New development should complement the character of the neighborhood in terms of scale, storefront pattern and design details”

Purpose and intent
To maintain compatibility (in the sense of new development co-existing together with current development in harmony), relate to site and neighborhood conditions, patterns and character. By “relate”, we mean that a building does not necessarily need to mimic historic building form and massing, but it should not reject the neighborhood form. “The intent is to build a district that is more than the sum of the parts, with each element making an important contribution.” (PDC Main Street Handbook, New Development Principles, p. 59).

A positive, recognizable urban form pattern for Division street is buildings with active ground floor uses placed at the front property lines to create a rhythm of regular storefront entries and continuity in facades that help frame each side of the street and lead pedestrians through the commercial nodes. New development should strengthen this continuity of facade patterns near the commercial nodes but should not dominate the often small scale mix of residential and older streetcar era buildings that contribute to the character and identity of the neighborhood.

Division's existing character is special as part of Portland’s Eastside fabric of streetcar-era main streets. It is also special because of its narrow street width which supports a very walkable human scale, and the many small pedestrian-oriented buildings with locally serving businesses. Overly bulky and “boxy” buildings that loom above the narrow street threaten to eliminate the positive effect of enclosure. Without carefully designed architecture, large building walls may instead create a stark, canyon-like effect. Attention and sensitivity to transitions in scale and adjacent uses/zones, breaking up building bulk and mass and preserving access to light and sun, can help create better compatibility and relationship between existing and new developments in the neighborhood.

Goals
1. Design building massing to create a human/pedestrian scale.
2. Mitigate the appearance of building size, bulk and scale.
3. Maintain access to sun, air, and light for building occupants, adjacent residents and businesses.

Form & Massing Guidelines
2.1 Maintain the building wall-to-street width enclosure and avoid or mitigate overly tall walls directly on the front property lines through the following methods:
• Provide stepbacks on upper floors on the main street to preserve more solar access to the street and minimize a “canyon” effect.
• Occasionally set buildings back from the front property lines to disrupt the continuous wall of buildings and form (or preserve) courtyards, forecourts or landscaped yards.

Within the City’s zoning code, establish an FAR (floor area ratio) to building height regulatory system that encourages variety in height, stepbacks and setbacks. A significant differential between FAR and height limit allows for more variation of building form.

2.2 Strengthen the positive urban form pattern for Division street of buildings with active ground floor uses placed at the front property lines to create a continuity of facades that frame each side of the street.

2.3 Mitigate the visual appearance of large buildings through the following design treatments:
• Varied window patterns - ideal is repetition with variation
• Articulated roofline patterns - Division and SE neighborhood corridors have many deco rooflines
• No more than three stories without givebacks
• Balconies that project beyond the building edge
• Entry overhangs and projecting window shades
• Exterior projecting facade details such as oriel windows
• Emphasizing horizontal rather than vertical elements (e.g. distinct bottom, middle, top clear delineation
• Stepping up and down rooflines (Illustrate with good building example image: Sunshine Tavern building’s two and three-story rooflines).

3. **Green Building Design**

*Purpose & Intent*

Energy efficiency and green building practices enhance the public health and welfare by promoting the environmental and economic health of the City through the design, construction, maintenance, operation, and deconstruction of buildings and sites by incorporating green practices into all development.

*Goals*

1. **Integrate green infrastructure/building into the urban landscape.**

   (DGSMSP Goals, p.7)

The provisions in this section are designed to achieve the following goals:

(a) Increase energy efficiency in buildings;
(b) Increase resource conservation;
(c) Provide durable buildings that are efficient and economical to own and operate;
(e) Recognize and conserve the energy embodied in existing buildings;
and
(f) Reduce disturbance of natural ecosystems.

*Green Building Design Guidelines*

3.1 **Energy-Efficient & High Performance Building Design**

3.1.1 As the street corridor is upgraded over time, include innovative sustainable building techniques and infrastructure, such as efficient lighting options, into the corridor. (DGSMSP Goals, p.7)

3.2 **Stormwater Management - Reintroduce water into the landscape in functional and symbolic ways.**

   (DGSMSP Goals, p.7)

3.2.1 Incorporate best management practices for stormwater management per City of Portland’s Stormwater Management Manual.

3.2.2 Design landscaped areas to serve as stormwater treatment facilities where possible. For example, landscaped areas adjacent to impervious surfaces such as parking lots should be designed as “stormwater planters” to collect and treat stormwater runoff.

3.2.3 Natural treatment of stormwater (soil and vegetation) should be utilized wherever possible and is preferred over the use of mechanical stormwater treatment. The use of mechanical stormwater treatment systems is generally not allowed.

3.2.4 Determine infiltration rate of soil on site. In most cases soils with permeabilities > 0.2 in/hr can be effective as soils to infiltrate stormwater.

3.2.5 When stormwater planter space is limited on the ground plane, utilize green roofs and green walls when possible to absorb/treat stormwater and reduce peak flow.

3.2.6 Utilize permeable paving when soil infiltration rates allow. If infiltration rates are poor, direct stormwater runoff to adjacent stormwater planters or underground dry wells.

3.2.8 Cisterns should be considered to store rainwater for toilet flushing or irrigation.

3.3 **Green Walls & Green Roofs** - Encourage eco-roofs and other rainwater management methods. (DGSMSP Goals, p.7)
3.3.1 Utilize green roof and green walls to absorb stormwater and reduce peak flow runoff.

3.3.2 Where building coverage exceeds 75% of the site, a green roof is strongly recommended to help alleviate peak flow runoff and provide habitat.

3.3.3 Reduce Heat Island Effect. Provide 50% or more vegetated coverage on rooftop.

3.3.4 Amenity. Utilize roof space for occupants of the building. Provide areas for people to work with the soil and to grow vegetables.

3.3.5 Aesthetics. Provide views from the upper floors to the vegetated roof. Especially helpful when adjacent buildings have a clear view of the roof as well. If the building rooftop will be visible from many adjacent buildings and conventional roofing would cause severe light deflection, it’s strongly recommended to utilize a green roof.

3.3.6 If buildings have blank walls larger than 2,500 square feet in size, it’s strongly recommended to utilize a green wall or trellis system to create interest and provide an aesthetically pleasing view.

The urban form of SE Division Street has traditionally been created from a collection of small-scale simple background buildings that deflected attention from themselves to the true realm of social, cultural, and economic exchange: the public realm.

Neighborhoods change and their new buildings have to respond to the market-driven economics of contemporary finance. However, the architectural design of new buildings must be sensitive to surrounding urban form, and the architectural design and character of new buildings should contribute to the sense of Division Street as an authentic place with a rich history.

B. Architectural Style and Character

Quote: “Style is time’s fool. Form is time’s student.” Stewart Brand

**Purpose and intent**

New buildings must acknowledge and respect the historic context of existing buildings. In addition to the massing, scale, and the features that help preserves its unique sense of place. New buildings should ideally relate to the features that make the district or nearby buildings building notable or historically identifiable.

**Goals**

All buildings are expected to be designed with respect to scale, proportion, massing and balance. They shall be human scaled and designed to serve both the needs of the buildings' intended users, to create a positive contribution to the street. The goal is to raise the design quality of development on the street to an urbane, community-oriented and pedestrian-friendly pattern. The guidelines promote variety and creativity within the historic framework of the neighborhood with the expectation of high-quality buildings that make a positive contribution to the streetscape, the public realm, and the community. The design guidelines do not require new buildings to emulate the design of existing buildings. However, nor should they reject the foundational character.

Support active streetscape and storefronts. [From Document: Division Design Goals Priorities from 8 28 – updated 12.3.14]

Use the elements of architectural style and character to make new buildings relate to the human scale of Division Street.
Guidelines for Architectural Style and Character

Human Scale
Human scale should be the primary consideration for the design of all new buildings or additions to existing buildings. Recess windows and doorways and use piers, columns, trim, overhangs, and other architectural elements to create a sense of substantial depth, cast shadows, and provide architectural interest. Consider the following features that provide articulation and design interest in the design of all sides of buildings: recessing windows by at least four inches from the building façade; adding elements such as window and door frames and details; providing variety in use of materials and finishes, especially at building entrances; articulation of the building to incorporate projections and recesses that add architectural interest and allow a visual play of light and shadow.

Base, Body, and Top
Every building on SE Division Street should have a clearly expressed and well-articulated building base, building body, and building top. A clearly expressed and well-articulated building base visually “grounds” a building to the context of its site. Use design elements that reinforce the details of the human scale both vertically – from building base to building body or roof, and horizontally – along the length of the building to break-down the visual mass of long elevations and to add interest to the street.

The Storefront Zone
The commercial retail zone along Division Street should make a substantial contribution to defining the base of a building. Storefront design should reflect a building’s overall architectural style. A successful storefront with inviting display windows will attract passersby and contribute to the overall quality of the streetscape. A well-designed storefront facade is comprised of: an inviting recessed entry door; transparent display windows or doors that allow shoppers to look into the retail or commercial space; bulkheads beneath the windows that reflect traditional patterns of storefront development; piers that frame the windows and door openings; transom windows; a canopy that protects the pedestrian; and a decorative cornice that distinguishes the pedestrian zone of the ground floor from the upper floors.

Individual shop or tenant spaces should be expressed on the building exterior by creating a rhythm of openings. Where possible, at least one building entrance should be provided every 25.0-feet to encourage a high level of pedestrian activity on the street.

The design guidelines strongly encourage application of the traditional principles of maintaining a regular rhythm of building divisions and recessed entries that invite pedestrian interest and provide a place to stop; generous shop-front glazing raised up on a bulkhead with clerestory windows that allow natural light to penetrate deeply into the retail space.

At least 70 percent of the ground floor facade of a commercial/retail use shall be devoted to transparent windows and/or doors. Windows shall be large glazed panels, possibly with small upper transoms. Window patterns shall have a slight inset and not appear flat. Glass shall be clear (88% light transmission) and not heavily tinted.

The ground floor height of storefronts should be generous – at least 15.0-feet, clear from floor to finished ceiling.

Facades that incorporate building integrated seating spaces (e.g. using wide ledges similar to the Roman Candle building) are encouraged as part of the storefront design.

Encourage using high-quality materials with textures and details that enrich the pedestrian experience.
Use the larger scale of intersections as opportunities to showcase unique and interesting storefront façades.

**Building Body** Make the division between the building base and building body clear. Consider changes in material and building plane. Use canopies, awnings, or other elements that provide pedestrian protection to reinforce the division between building base and body.

For the building body, avoid large multi-story expanses of uniform material across the length of the building elevation. Design the body of new buildings to simply express the interior building program. Articulate the building elevation with projecting elements like bay windows or balconies and/or recessed elements like terraces that create strong shadow lines, bring the activity of the interior to the street at upper floor levels, and add visual interest.

**Roof Forms and Cornices**

Use strong roof forms to visually distinguish the building roof at the skyline. Design roof elements with a functional integrity consistent with the overall design of the building. Rooflines, cornices, and parapets should not run unbroken for more than 75 feet without vertical or horizontal articulation.

Use architectural features such as towers and other roof elements to call visual attention to corners and entries.

The visible portion of sloped roofs shall be sheathed with a roofing material complementary to the architectural style of the building.

Rooftops can provide usable outdoor space in both residential and commercial developments. Roof-mounted services, utilities, and communication equipment shall be screened from view by structural features that are an integral part of the building’s architectural design.

Incorporate variable roof forms into the building designs, to the extent necessary to avoid a boxy appearance of buildings. This may be accomplished by changes in roof height, offsets, change in direction of roof slope, dormers, parapets, etc.

**Façades**

The intention of the guidelines for all building façades is to promote a level of development quality that will: provide the resident living in upper floors of a mixed-use project with a high quality environment; protect the pedestrian and enhance the pedestrian environment and scale.

**Street-facing Façades**

Buildings with more than 50-feet of frontage should be designed to appear as two or more smaller individual buildings or two or more smaller but related parts of one larger structure.

While all façades of a building should visually and architecturally relate to each other, the street-facing façades are the public face of a building. Design of street-facing façades are encouraged to be more formal, regular, and ordered in their architectural expression of individual elements. Balconies, for example, that project into the public realm should be designed to minimize visual clutter.

Good examples are: (show with graphics)

Poor examples are: (show with graphics)
Corner buildings are considered to have two street-front façades.

**Façades Facing Residential Zones**

Architectural design character should be consistent over the entire building. Finish materials and architectural details should be consistent on all elevations.

Use building setbacks, step-backs, terraces, and recesses to breakdown the visual scale and massing of façades facing residential zones.

**Other Façades**

Walls without openings are strongly discouraged on all building elevations.

The design guidelines strongly discourage large extents of blank walls on all elevations, including where a building abuts a side property line at the interior of a block. Where building code determinants prohibit the interior side wall of a building from being articulated by recesses or penetrated by windows, design the elevation consistent with the building’s established street-front design.

Relieve the expanse of blank wall areas with design elements such as murals, mosaics, decorative patterns of the building materials, green walls, or other elements that visually diminish the extent of large continuous wall planes. [Goleta Design Guidelines]

**4.4 Use of Exterior Building Materials and Color**

**Purpose and intent**

Main Street buildings have historically been constructed from long-lasting, commercial-grade materials that convey an established sense of permanence. New buildings, building expansions, and building renovations must be constructed from durable, maintainable, commercial-grade materials whose form, scale, color, and quality acknowledge the historic context of SE Division Street.

While mixed-use buildings may have both residential and commercial uses, their urban form and architectural expression should be primarily commercial in nature. Materials selected for mixed-use buildings should express the commercial nature of this building type.

The design guidelines for architectural design strive for buildings with clearly-articulated buildings bases, buildings bodies, and building tops. Use exterior building materials to clearly express these architectural distinctions of urban form.

**Goals**

- All building materials shall be commercial- or architectural-grade, selected for durability and long-lasting performance, and readily maintainable.

**Guidelines**

4.4.1 Each building material has an inherent nature. Design, detail, and install all exterior materials thoughtfully with attention to transitions from one material to another.

4.4.2 Windows and window systems should also be treated as a transparent exterior building material whose composition contributes to the overall design of a building. When designing window systems:

- Set individual windows into the body of buildings to reflect a traditional pattern of recessed windows.
- Provide transparent windows; avoid reflective or tinted glass.
- Provide operable windows that promote a connection between indoors and outdoors.
- Avoid combining heating, ventilating, and air-conditioning units in building windows.
4.4.6 Choose materials that are commercial- or architectural-grade materials that are durable and maintainable. Examples of durable materials include cast-in-place concrete and brick. (Examples of materials that are not compatible include vinyl windows or wood siding substitutes like Hardi-Plank or plastic wood).

- Choose materials that acknowledge and respect their existing context. (Example: Works Partnership Building side wall. The materials are fine, but the scale and articulation are not ideal).
- Choose materials that are durable and maintainable. Design and detail exterior materials for periodic maintenance, repair, and replacement.
- Use the best material that meets the budget for the project in the simplest way possible, for example use stucco rather than “thin” brick.

4.4.7 Make changes from one exterior building material to another carefully.

- Consider the historic patterns for architectural detailing or combining these primary materials. Use appropriate material selections to reinforce the hierarchy and character of the building form. For example, use stone as a base, with brick or stucco as the body, and brick, stucco, terra cotta, tile, or metal as a cornice.

4.4.8 The natural color of exterior building materials is preferred whenever possible for new buildings. Such materials should not be painted;

- Use exterior paint schemes for that are compatible or harmonious with other colors within any particular business district;
- Choose colors that are generally light in tone as the predominant colors for buildings. Use muted colors for large areas such as building walls; and

- Use color that complements and embellishes principal design features, materials, and architectural details.

OTHER SECTIONS TO BE ADDED

4.3 Upper Floors Design

- The purpose of these guidelines is to ensure adequate setbacks for residential units in the project and ensure the project respects the residential units in adjoining buildings.
- Provide adequate light, air, and privacy for residential units in the project, as well as for residential units on adjoining properties.
- Provide distance between buildings on the same project site that is adequate to ensure light, air and privacy for adjacent residential units and to minimize shadows on open space.
- Use design strategies to protect privacy, such as: offsetting windows of adjacent units.

4.5 Historic Design

“There are numerous Streetcar Era commercial buildings in the [Main street] study area. Generally one to four stories high, many are of masonry buildings with a rectangular plan. Characteristic elements include large storefront windows, articulated bays, entrances at the sidewalk level, and flat roofs with cornices or ornamented parapets.

Beginning shortly after the turn of the 20th century, buildings were being constructed of brick. As technology improved, brick veneer was applied over a wood, and later metal frame. Later, commercial buildings constructed during the Motor Age feature steel, glass, and concrete construction and little ornamentation. The commercial buildings in the study area are generally constructed up to the front property line, against the sidewalks. Many buildings have ground floor storefronts with offices or apartment units above. Stylistically, the commercial buildings
represent the Streetcar Era Commercial style, the Mission/Spanish Colonial Revival style, and the Modern Commercial style.”

From Appendix D, Sunnyside Neighborhood Design Guidelines,

“Historic Architecture (20)

The present commercial streets of Hawthorne and Belmont are remnants of linear streetcar era commercial districts. These traditional main streets support neighborhood movie theaters, restaurants, taverns, and professional offices that are a focus for the surrounding neighborhoods. Both of these streets have mixed use buildings that are usually two to three stories high, with housing units located above retail uses. The buildings are built in brick, wood or stucco, and with a few exceptions, they do not have on-site parking garages or basements. They often help define the edges of the street, and the storefronts contribute to the pedestrian-friendly character of the street.

The predominant types of streetcar era multidwelling buildings are:

- Quadruplexes: These are typically two stories high, each having about four units. They often have basements and attics and are mostly built of wood. They have no garages.
- Rowhouse apartments: These are typically one to two stories high with about four to six units each. Most have on-site garages and may have basements. They are mostly built in wood, stucco or brick.
- Courtyard apartments: These are usually single storied buildings having anywhere between eight to 20 units. They are built in brick or wood; masonry is an exception. They often have basements and garages on site.
- Block apartments: These cover a whole 200 x 200 foot block and are typically two to four stories in height. Wood, brick, stucco, and masonry are the common forms of construction. They often do not have basements. The number of units ranges from four to 60 and, except in some cases, garages don’t exist.

Building Addition Guidelines:
- “Building additions should be in keeping with the original architectural character, color, mass, scale, and materials. Additions should be designed to have the least impact upon character-defining features and [where possible] should be located inconspicuously when viewed from the street. (From Ladd’s Historic Resources Additions)

Facades Oriented To A Street:
- “In rehabilitating existing buildings, the architectural integrity of street-oriented facades should be maintained. [Where possible] additions and structural alterations should be limited to the rear and side facades and be minimally visible from the street.”

(Add further guidelines)

5. Lighting

Purpose and Intent
The experience of Division Street at night is very different from daytime. The vibrant quality and character of Division at night is in large part the result of those lights mounted on the building façades that cast a soft light onto the sidewalk and focus attention on building entrances and architectural details. The light from within building storefront windows also contributes to the general illumination. This combination of lighting sources and techniques creates an ambiance that is the character of Division Street, while at the same time ensuring security. The combination of storefront lighting and building mounted lighting that is

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6 Liza Mickel’s historic resource review required at the time the Hawthorne Transportation Plan was being implemented.

both functional and architecturally compatible is strongly encouraged for all new projects.

While lighting enhances the architecture of buildings and contributes to the urban design and character of Division by highlighting important design features, such as entrances and storefronts, it is primarily intended to make the pedestrian realm of the sidewalk safe and secure.

**Goals**

Use building-integrated lighting to illuminate the sidewalks, plazas, public, and semi-public spaces along Division Street. Provide street level lighting that enhances the pedestrian environment;

Use building-integrated lighting to selectively highlight architectural elements and details – especially those elements such as towers and corners that emphasize key urban nodes. Lighting should direct attention to signs, store information, or building details and not attract attention to itself.

Use efficient storefront lighting to add interest to the public realm, support commerce, highlight the architectural elements that form the base of buildings, and provide a sense of security and safety.

**Guidelines**

The lighting of landscape elements such as trees and garden walls is effective and attractive. Conceal light sources for wall washing and tree lighting.

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### 6. Signage

**Purpose and Intent**

In the context of the commercial streetscape of Division Street, the storefronts are themselves a sign that effectively communicates the character of the individual business.

Sign graphics are a powerful tools for communication. The primary audience for signs on Division Street is the pedestrian.

Blade signs underneath canopies are effective for pedestrians on the sidewalk. Wall mounted signs are best seen from across the street.

**Goals**

- Signs support the character and sense of place.
- Signs on Division Street will be well-designed and scaled in proportion to their visual relationship to the storefronts, buildings, and blocks that are their context.

**Sign Guidelines**

- **Overall Sign Design:** Consider the context of neighboring buildings, the scale of the building, and the design of the storefront when designing new commercial signs.
- **Placement:** Use architecturally defined areas of the architecture of buildings, such as the sign band above transom windows; on storefront windows and transoms; on awnings; or underneath canopies as the locations for signs.
- **Iconic, graphic, or three-dimensional signs are appropriate sign types for Division Street.
- **Signage should not obscure more than ___% the storefront façade.
- **Signage should be primarily designed, installed, and maintained to be pedestrian-oriented and not auto-oriented.**
C. Site Design

1. Site Planning and Building Siting

**Purpose and intent**

Historic Portland streetcar plat patterns follow a certain pattern on all Portland main streets and Division is no exception. Portland main street-facing lot widths were typically 25-, 40-, or 50- feet wide, and the buildings lining the main street followed the rhythm of lot division in their width, structural bay division and massing. Even when new construction consolidates and spans the historic lot division, new buildings should recognize and maintain this characteristic rhythm.

**Goals (general)**

1. When developing a specific site on the Division Main Street, look to emerging 20th century patterns of development as well as historic streetcar main street plat patterns. Be aware of the relationship of your site to the surrounding context when determining building siting and orientation.
2. Plan for site circulation, building siting and orientation with an awareness of the larger neighborhood context.
3. Maintain the fine-grained storefront character of Division that is the result of historic streetcar street platting pattern.
4. Even while erasing historic lot patterns, incorporate visual and spatial cues that provide community continuity and acknowledge and make note of an earlier time.

**Guidelines**

- On larger consolidated sites, alternate portions of the building that are located on the front property line with street facing courtyards, to form entry courts, forecourts, landscaped yards, public squares, seating areas and public plazas. This both minimizes the bulk of buildings and creates public gathering spaces.
- The placement and design of buildings should take into consideration the privacy of adjacent properties.
- Spillovers of noise and light into these sites also be minimized.
- Structures should be designed to avoid placing windows, decks or balconies that look directly onto neighboring properties.
- Use side setbacks to allow for more window openings, create design interest, break up the massing, reduce blank walls, and foster greater daylighting and natural ventilation for building occupants.
- Encourage construction of inner courtyards allowing windows and balconies that face inward rather than outward.
- Require landscaping and a vegetation buffer specifying minimum tree height that increases with the building height and shields adjacent residential properties from windows and balconies.

1.1 Site Planning and Building Siting in a Commercial Node

**Purpose and intent**

Division has distinct lower, middle, and upper sections. The main street character, and corresponding commercial land use, is focused between roughly SE 19th and SE 50th Avenues. The lower and upper sections are predominantly residential in
character with some locally serving retail uses. (GSMSP, pages 10-11)

New commercial development should be focused at certain intersections, or nodes (these are identified on GSMSP, page 6, as red circles representing existing or potential commercial nodes).

**Goals**

- Within commercial nodes, infuse the corridor with energy and vitality by encouraging strings of two- to six-block commercial nodes. Commercial nodes are well-lighted and connected by landscaping, housing, and other unifying elements. Between the commercial nodes are mostly residential areas that are quiet and less active spaces.

- Focus commercial activity in a series of villages (GSMSP, page 34)

- Design new development to minimize potential adverse impacts upon surrounding residences and to reduce conflicts with residential uses. Consider the following factors: traffic generation, deliveries, parking, noise, lighting, crime prevention, visual effects and buffering (Sunnyside Neighborhood Plan, Appendix D – SNP).

- Ensure compatible development where commercial and residential zones abut (SNP).

- Construct building to the edge of the sidewalk, with a zero front yard setback. (SNP)

- Punctuate ground floors of buildings with many destination points, such as entries for pedestrians and display windows (SNP).

- Site commercial buildings so that they are accessible to pedestrians directly from the sidewalk(SNP).

- Locate prominent entrances to face the street or, at an angle, the intersection of two streets. Orient primary building entries at pedestrian circulation points that conveniently and effectively connect pedestrians with transit services (SNP).

**Guidelines**

- Orient redevelopment to block corners to help create meeting places (GSMSP, page 34).

**2. Green Site Design**

**Purpose and intent**

The selection of landscape materials has a significant impact on water consumption and maintenance requirements, and the location and type of planting can aid the energy efficiency of buildings. Carefully designed landscaping can manage stormwater, support passive heating and cooling, improve air quality, provide an attractive visual outlook for residences, and beautify neighborhoods and communities. When landscaping is treated as an integral part of site design it can promote quality of life and the environment.

Development should relate to the natural surroundings and minimize grading by following the natural contours as much as possible.

**Goals**

- Plant selection and location should maximize daylighting and energy efficiency (e.g. deciduous trees at the south side near windows, trees with limited height where solar panels may be installed). For small lots where limited space is available, use raised planters, window boxes, pergolas, or trellises to incorporate landscaping into the built environment.
· Respect the natural contours of the land when developing on sloped properties.

Guidelines
· Use permeable paving (e.g., pavers, porous asphalt, bricks, stone, turfblocks) in appropriate locations, such as sidewalks, pedestrian passageways, parking spaces, and driveways, to allow water to infiltrate the ground where it lands and help to mitigate new development impacts.

3. Landscaping and Stormwater Management

Purpose and intent
On top of buildings, on-site stormwater systems can take the form of a roof garden, in which a flat, waterproof membrane, drainage layer and a thick layer of soil is built on a roof, providing vegetation and hardscape for garden access. Or it can take the form of an ecoroof, a lightweight vegetated roof system typically made of a waterproof membrane, drainage material, a lightweight layer of soil, and a cover of small plants. Ecoroofs (or green roof) are not intended to be accessed except for maintenance.

On the ground, in parking lots, stormwater treatments can take the form of pervious paving, which is made of materials that allow water to permeate through them. Another way of handling stormwater is through planted swales, which are particularly useful in parking lots but also anywhere plant materials is needed for screening or softening. A swale is gently sloping depression planted with dense vegetation, often grass, that treats stormwater runoff from rooftops, streets and parking lots. As the runoff flows along the length of the swale, the vegetation slows and filters it and allows it to infiltrate into the ground. Where soils do not drain well, swales are lined and convey the runoff to a dry-well or soakage trench. A swale can look like a typically landscaped area.

Planting trees and native plants instead of constructing impervious surfaces is a smart and simple way to handle stormwater on-site. A single tree with a 30-foot crown can intercept over 700 gallons of rainfall annually. Evergreen trees will capture more rainfall in winter months (adapted from PMSDHB, page 52-54).

Purpose and intent
The transition from public space to private space is a necessity as well as a design opportunity. It is what allows residents who live on main street to enjoy privacy and dignity while still engaged in the activity of main street and helping monitor its safety. In the older residential zones of Division (Known as the "string" between the "pearls"), the transition is ensured by a deeper front setback and landscaped yard; horizontal distance between the sidewalk and street and front separates public from private spaces. In the "pearl" segments of Division, where buildings typically sit close to the street, separation between public and private spaces must be created through vertical separation and carefully designed and landscaped thresholds, or zones. This is especially critical for ground floor residential within the commercial zones.

Careful design of site edges and boundaries is about visually and physically separating the intimate residential spaces from the active public main street spaces. It is also about providing residents’ easy access to open space and landscaped areas, such as semi-private courtyards, or completely private areas, such as roof decks.
Guidelines

- Visually and physically separate intimate residential spaces from public main street spaces through the following means:
  - Provide horizontal distance through setbacks;
  - Provide vertical distance by raising the height of residential units from the level of the street;
  - Provide a series of thresholds, steps, or terraces that create a gradual transition from public to semi-public to private spaces;
  - Provide landscape or architectural screening.

- Provide amenities that support the diverse needs of residents, e.g. rooftop spaces and courtyards.

6. Access, Circulation and Parking

Purpose and Intent

Parking is an essential part of attracting visitors to the commercial district. It should be easy to locate, simple and safe to use, and within close walking distance to businesses. Parking is the problem most often cited by merchants and business owners as the reason for a commercial district’s decline.

A significant portion of Portland visitors and business employees will come to your commercial district on their bikes. There should be both short-term and long-term bike parking options to fulfill the variety of user needs. Bike racks make a commercial district more attractive by reducing the clutter of bikes attached to poles, parking meters, or railings. The bike rack is the most common type of bike parking, typically the hitching post type located in the furnishing zone of the sidewalk. If your location fits the City requirements, the City of Portland will install a bike rack free of charge. Art racks are non-standard bike rack with an artistic flair. They are privately installed, owned, and maintained. Portland also offers on-street bike corral parking if neighboring businesses are interested. On-street bike corral parking replaces existing on-street parking space(s) and provides room for many bikes, keeping the sidewalk and furnishing zone free. It presents a highly visible bike presence and creates a concentrated activity zone. (PMSDHB, page 37-40).

Design Guidelines

- Locate parking to reduce visual impacts and minimize the percentage of lot area devoted to parking and driveways.
- Minimize the size of the driveway apron, driveway, and paved areas, while complying with City of Portland emergency access requirements.
- Make car and bike parking, and access to and from it, attractive and convenient (SNP, Appendix D).
- When they are properly located, bike parking racks keep the pedestrian zone free of obstructions and keep bikes and bikers safely separated from moving traffic. Contact the City of Portland to take advantage of resources and programs to help with a successful design and installation (PMSDHB, page 37).
- Locate on-site car parking at the rear or side of the building (SNP, Appendix D).
- Design surface car parking and parking garage exteriors to visually integrate with their surroundings (SNP, Appendix D).
7. Service and Storage

Purpose and intent
Locate service areas so that they do not detract from the overall quality of the common areas within projects. Additionally, ensure that pedestrian connections are not disrupted by service or loading areas.

Goals
- Landscape should screen and/or buffer views of parking, loading, trash areas and service yards (GOT, page 25).
- Enclosures should be unobtrusive and conveniently located for trash disposal by tenants and collection by service vehicles.
- Minimize the visibility of utilities connections from the public street.

F. Public Space Design

“Our streets and squares make up what we call the public realm, which is the physical manifestation of the common good. When you degrade the public realm, the common good suffers.” —James Howard Kunstler

1. Public Realm Design

“The public realm is primarily the street and its streetscape - trees, landscaping, sidewalks, building frontage, restaurant tables and chairs, essentially anything that you see and feel as you walk down a street or look at it from a crosswalk.” (Sunnyside Neighborhood Plan (1999), Appendix D).
**Purpose and Intent**

Building façades and street space work together to create an urban room. How well that space looks and feels is a function of private development character, street width and streetscape design. The dramatic enclosure created by the tall buildings within the “pearls” segments of Division, as contrasted with the spread-out, open-to-the-sky segments of the residential zones (the “string”), is part of what makes Division Street memorable.

- When curb repairs are made, original horse rings should be reset in place. When badly damaged or missing, they should be replaced (SNP).

- Encourage the sidewalk level of development to be active with multi-use opportunities (SNP, Appendix D).

- Provide flower baskets and planters, appropriate sidewalk furniture (where space permits), public art, community bulletin boards, and other amenities that make the street a pleasant place to walk (SNP, Appendix D).

- Provide outdoor lighting at a human scale to encourage evening pedestrian activity (SNP, Appendix D).

- Locate sidewalk cafes and food vendors in wider pedestrian spaces (SNP, Appendix D).

- Use awning, window openings, balconies or other features that makes the street accessible to pedestrians, whatever the weather (SNP, Appendix D).

- Plant street trees consistent with the character, height, canopy and spacing of a street’s original plantings, the width of the parking strip, and the scale and function of the street within the neighborhood (SNP, Appendix D).

- Preserve original street trees if at all possible (SNP, Appendix D).

- Avoid cutting tree roots when repairing sidewalks, excavating or constructing near trees (SNP, Appendix D).

- Plant parking strips with designated street trees, grass or other appropriate plants (SNP, Appendix D).

- Buffer and separate sidewalks from vehicular traffic by introducing street trees, plants and protective bollards (SNP, Appendix D).

**2. Green Public Realm**

Other forms of transport besides the auto are more appropriate for moving about within local shopping hubs. It is important for a district to create a plan to accommodate users, and can be a big part of sustainability program the main street.

**Goals**


- Establish district–wide green programs to welcome and prioritize non-auto transportation modes, and amenities for non-auto users.

- Provide district–wide energy-sharing opportunities.

**Guidelines**

- Make sure pedestrian crossings are clearly marked and frequent enough to be convenient for walkers to visit businesses on both sides of the street (PMSDHB, page 56).

- Provide crossing signals and ADA corner ramps to stop car traffic and make pedestrians feel safe while crossing (PMSDHB, page 55).

- Provide pedestrian shelter through awnings and recessed openings above business storefronts (PMSDHB, page 55).
· Provide convenient food and drink, way-finding signage, garbage receptacles and shelter near transit stops. Transit stops can be a dedicated structure, a nearby awning, or a street tree (PMSDHB, page 56).

· When possible, provide artwork at transit locations, and use it as an opportunity for Division district to build a memorable identity (PMSDHB, page 56).

· Identify pathways for bicyclists within a district, providing navigational and wayfinding markers to direct them to nearby scenic parks, waterways or wetlands (PMSDHB, page 56).

· Provide bike parking. See more in the Section about Parking.

5. Street Furniture – Benches, Trash Cans, Lighting, etc.

Purpose and Intent

The goal of any streetscape should be to increase the vitality of the street by making it inviting. One of the best ways to create activity on the street is to give people places to interact comfortably or just to sit and watch the world go by. Many people consider shopping a social and recreational experience, shared with family or friends. The design of outdoor seating areas should be given careful consideration. Benches randomly placed along the sidewalk may not be comfortable or visually appealing. You can wrap benches around a tree pit or planter to give people a sense of shelter while they rest. Trees and planters can also be used to perceptually break up a large paved area into a series of “rooms,” making the space feel friendlier and more human in scale. These small spaces offer places of respite for extended district stays, or can be used for outdoor dining (PMSDHB, page 30).

Street trees are important. The design of a commercial district that uses landscaping and trees can strengthen Division’s competitive edge. Trees influence consumer responses and behaviors. Survey participants from all regions of the United States favor trees in retail settings; this preference is further reflected in positive perceptions, customer behavior, and product pricing. The highest ratings were granted to places having full, mature tree canopy, the result of careful maintenance across decades. People report that they will stay longer, which could mean greater sales revenue (PMSDHB, page 33).

Goals

· Provide street furniture including lamp posts, trash receptacles, benches, tables, kiosks and way-finding signage.

4. Plazas, Parks and Play Lots

Purpose and Intent

Spaces that promote social interaction are essential to a sustainable main street. One of the best ways to create activity on the street is to give people places to interact comfortably or just to sit and watch the world go by. (Portland Main Street Design
Vacant lots are opportunities for new development as well as social gathering spaces. When left uninhabited, *Vacant lots disrupting the continuity of a street edge and left in disrepair can drain a main street of its vitality. It creates a fragmented commercial core that prevents patrons from continuing their shopping stroll.* (Portland Main Street Design Handbook, pages 27-30) In an attempt to activate vacant lots and bring continuity to the main street, this design guideline will promote temporary or semi-permanent use for a variety of public functions.

**Goals**

- To provide an active gathering place for the neighborhood so they should feel safe. (Portland Main Street Design Handbook, pages 27-30)
- To support neighborhood character by activating open space, plazas and play lots.
- To provide gathering spaces for a variety of functions; music performances, festivals, relaxation, socializing, sidewalk sales, playing, and a myriad of other uses. (Portland Main Street Design Handbook, pages 27-30)
- To avoid fragmented main street core that prevents patrons and community members from continuing their stroll. (Portland Main Street Design Handbook, pages 27-30)
- To increase the vitality of the street by making it inviting. (Portland Main Street Design Handbook, pages 27-30)
- To provide entry points for commercial businesses through outdoor eating spaces (Goleta Design Guidelines, *F. Building Setback*)
- To design an open space that feels like an outdoor room with some area providing protection from the elements, while also allowing open areas for sunlight. (Portland Main Street Design Handbook, pages 27-30)

**Guidelines**

**General**

Create minor and major gateways using art, small plazas, or buildings to create the sense of entering a place.

Where the street frontage is defined by a continuous building facade infill construction should maintain the facade by building from side lot line to side lot line. Where entry alleys between adjacent properties exist, pedestrian-oriented spaces that provide access and promote interaction.

If private space is accessible to the public, then the Public Space guidelines are applicable (Goleta Old Town)

**Open Space and Vacant Lot Design Guidelines**

- Based on the location of the lot, determine functions that will best support the activities in that part of the district. Central lots should host the most active events.
- Vacant lots need to communicate a pleasing aesthetic at all times. Cleanliness and well-maintained vegetation go a long way.
- Keep open spaces open and allow them to be flexible for many activities.
- Plan events that are frequently engaging this space: weekly farmer’s market, seasonal events, community social events, district events and sales, develop facilities (utility hook-ups) for temporary-use food carts.
- Develop edges that are rich and varied. Think Italian piazzas: places to sit, sheltering elements (temporary or semi-permanent), vegetated planters.
● Keep these lots safe by removing litter, minimizing obstructions where people can hide from public view, adding area lighting and removing all graffiti and vandalism.
● Community gardens can be an active use for a vacant lot. Consider the layout and screening for winter months.

Open Space and Vacant Lot Design (from Portland Main Street Design Handbook) all the text below is from the Portland Main Street Design Handbook, or PMSDHB unless otherwise noted.

Open Spaces –Open spaces are a vital part of your main street. They provide gathering spaces for a variety of functions; music performances, festivals, relaxation, and socializing

Create social spaces –The goal of any streetscape improvement should be to increase the vitality of the street by making it inviting. One of the best ways to create activity on the street is to give people places to interact comfortably or just to sit and watch the world go by.

6. Gateways and Public Art

Purpose and intent

The intent of integrating art into the Division corridor is to foster greater integration of the community identity, overall aesthetics and visual continuity. It is also a wonderful way to treat areas that may be less appealing (e.g. decorating blank walls, screening trash or other service areas). It can also be an opportunity to mark a special community location like a gateway, or node, or a public gathering spot. “Good examples include: Tanner Springs Park in NW Portland, the High Line elevated pedestrian corridor in New York City, and Clay Street art installations of rustic logging tools embedded with glass maps.

Goals

- Inject new spaces with art and an aesthetic flair” is one of the Division Green Street Main Street Plan goals.

Other community goals (Division Arts Task Force Draft Goals – ATF Mtg Notes 4.14.15):

- Encourage approaches that help art connect us more to our places - both history and our physical, social and natural environment.
- Signage as art
- Functional art [e.g. art bike racks, structural art like canopies or railings, fencing, signage etc.]
- Integrate water, education, and nature inspired art
- Reveal and celebrate the history and environment of the area.
- Integrated art within buildings (e.g. murals, door handles, balconies, seating, etc)
- Bike art. Bike Art examples from Division street and other nearby locations include Powell underpass at 17th, art bike racks near 21st & division, green street telephone post on Clinton as wayfinding art features.

Draft Art Guidelines

6.1 General Guidelines

1. Encourage art that is structural to support other features (e.g. support for a “living” green wall or a canopy), or is embedded in facades or landscapes (e.g. wrought iron art fencing at 30th & Division which builds around a series of rocks).
6.2 Blank walls should be minimized and avoided wherever possible. Where they do exist, every effort shall be made to minimize negative visual appearance of large building bulk, glare, or compatibility conflicts.

- Windowless building facades (e.g. firewalls) that are greater than __ feet in width, should include art and/or landscaping to minimize appearance of large walls. (Arts Task Force Notes 4.14.15)

- The use of screens for green walls or to display art upon is encouraged to minimize blank walls. However, screens that cover large portions of a front facade or is not blank wall are generally strongly discouraged.

NOTE: - may need to recess the façade 18” to allow for greenscaping. (tie into landscape section & Site design)

6.2.1 Murals
Murala should relate to the community, including history, environment and neighborhood. They should contribute to a sense of place, a connected community, and the creative identity of Division.

6.4 Artistic Pedestrian Amenities
6.4.2 When possible, provide artwork at transit locations, and use it as an opportunity for Division district to build a memorable identity. (PMSDHB, page 56).

6.5 Landscape integrated art: IN PROGRESS….
- Fencing (e.g. 30th & Division)
- Stormwater management (e.g. active sculptures)
- Hardscape - Integrate paving markers into new development projects

5. Safety / Defensible Space Design

Purpose and intent
of existing buildings and in changing the appearance of a neighborhood business district. Neglect such as peeling paint, torn awnings or broken window panes contributes to a look of overall deterioration.

Guidelines
- Remove graffiti immediately to discourage repeat vandalism and promote a positive image of the district (PMSDHB, page 25).
- Provide adequate night lighting and minimize dark hiding places (PMSDHB, page 31).

D. Special Uses / Building Types

Guidelines
1.1 Ground floor commercial building spaces are encouraged to provide a range of storefront sizes to support a diversity of smaller businesses and encourage retention of active storefronts, and increased frequency of entries. (DDC Goals & Draft Guidelines 12/15)

2. Multi-Unit Residential
**Goals**

- Support a diversity of housing including more family oriented housing
- Support a mix of affordable housing options to meet a variety of income levels and family sizes
- Maintain privacy and solar access of adjacent residential
- Provide for good access to air and light for occupants
- Minimize noise, light overspill and privacy impacts

**Multi-Unit Residential Guidelines**

2.1 Provide a diversity of unit types and sizes that can support many life transitions and family sizes.

2.2 Provide amenities that support a diversity of residents needs, especially families – rooftop spaces, courtyards, gardens, and indoor/outdoor gathering spaces.

2.3 Bicycle Rooms are strongly encouraged to help provide a safe and secure storage location, especially for new buildings seeking to limit parking. **Bicycle storage should not be allowed on any street facing balconies.**

2.4 Screening Requirements should be emphasized to reduce visual impacts. These should include consideration of:
   - decorative or hidden grouped mailboxes
   - consolidating and utilities,
   - parking lot buffers with landscaping,
   - enclosures for trash and recycling
   - Balconies with screening where to prevent privacy impacts.
   - Screening of windows to spillover of light and glare into adjacent sites.

2.5 Mixed Use buildings over ___ number of units or within 200 feet of a commercial node should include commercial uses at the ground floor.

**E. Special Guidelines for nodes/key sites** (refer to TGM Division document map)

**III. Appendix**

A. Glossary of Terms
B. List of Historic Buildings & Special Places
C. Foundational Architectural Styles
D. Key Sites
E. Template for Letter to Developers
BIBLIOGRAPHY


“Developing Downtown Design Guidelines” [ADDAUTHOR]


*City of Portland Main Street Design Handbook
*City of Portland, “Chinatown Design Guidelines”