



# GUIDE TO DESIGN GUIDELINES



## ABOUT THE SOLUTION CENTER

The Main Street Solution Center is a free access portal to resources for communities and organizations working to revitalize and strengthen their local economies. The Solution Center's curated resources are designed to help guide and inspire local leaders and advocates as they navigate the complexities of downtown and neighborhood business district revitalization and economic growth.

## ABOUT THE PARTNERSHIP

This Main Street Solution Center publication was underwritten by Michigan Main Street and Main Street Iowa. Their generous support demonstrates a shared vision and ongoing commitment to freely share knowledge, experience, tools, and best practices to fuel revitalization and economic growth in their own communities, and in locales spanning the nation.



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# DESIGN GUIDELINES CONTENT

Creating a design guidelines document for a downtown or district is crucial to preserving its character while allowing for modern development. Here are key contents that should be included in such a document:

**Introduction and Purpose:** Explain the significance of the downtown or district, the need for guidelines, and the purpose of the document. Include the document's scope and whom it applies to (e.g., property owners, developers, architects).

**Historical Context:** Provide an overview of the district's history, including architectural styles, significant periods of development, and cultural significance. This context helps stakeholders understand the value of preservation efforts.

**Design Principles:** Outline the core principles that guide the preservation and development efforts. These principles should reflect a commitment to maintaining the area's character, enhancing its historical integrity, and ensuring that new developments are compatible with the historic context.

**Architectural Standards:** Detail specific standards for architectural elements, including façades, roofing, materials, colors, signage, and lighting. These standards should ensure that renovations and new constructions respect the historic fabric and contribute positively to the area's aesthetics.

**Public Spaces and Streetscapes:** Include guidelines for the design and maintenance of public spaces, sidewalks, street furniture, landscaping, and public art. The goal is to create cohesive and inviting public areas that reflect the area's historic character.

**Sustainability and Resilience:** Address how sustainability and resilience to climate change can be integrated into preservation and development practices. This might include guidelines for energy efficiency, sustainable materials, and adaptation to environmental challenges.

**Regulatory and Compliance Information:** Provide information on relevant local, state, and federal regulations, including historic preservation laws and standards (such as the Secretary of the Interior Standards for the Treatment of Historic Properties). Include any necessary processes for review and approval of proposed changes or developments.

**Incentives and Resources:** Outline available incentives for preservation and rehabilitation, such as tax credits, grants, or technical assistance programs. Also, include resources for property owners and developers, such as lists of local craftsmen skilled in historic preservation techniques.

**Implementation and Enforcement:** Describe the mechanisms for implementing and enforcing the guidelines, including the roles and responsibilities of different stakeholders (e.g., historic preservation commission, city planning department).

**Case Studies and Examples:** Provide photos or illustrative examples of successfully completed projects that illustrate how the guidelines can be applied in practice. This can help stakeholders visualize potential outcomes and understand the guidelines' flexibility.

**Glossary and Appendices:** Include a glossary of terms used in the document for clarity. Appendices might contain additional resources, contact information for relevant departments or organizations, and any supplementary materials that support the guidelines.

This document should be accessible and clearly written to ensure that all stakeholders can understand and follow the guidelines. Regular updates may be necessary to reflect changing circumstances, new technologies, or evolving community values.



# DESIGN GUIDELINES PROCESS

Creating design guidelines for a downtown area, especially one with historic significance, is a comprehensive process that involves research, community engagement, expert consultation, and careful planning. Here's a step-by-step overview of how a community might go through this process:

## 1. Initiate the Project

**Form a Steering Committee:** Establish a committee that includes stakeholders such as city planners, local business owners, residents, historians, architects, and preservationists. This committee will oversee the guideline development process.

**Define Objectives:** Clearly outline what the guidelines aim to achieve, including preserving historical character, encouraging economic development, and improving the public realm.

## 2. Research and Assessment

**Historical Research:** Conduct thorough research to understand the area's historical significance, architectural styles, and urban development patterns.

**Current Conditions Assessment:** Evaluate the current state of buildings, public spaces, infrastructure, and any existing regulations affecting the downtown area.

**Best Practices Review:** Look into design guidelines from other communities with similar characteristics to identify best practices and potential pitfalls.

## 3. Community Engagement

**Public Workshops and Meetings:** Organize sessions to gather input from the broader community on what they value about the district and want to preserve, and what improvements are desired.

**Surveys and Feedback Forms:** Use surveys to reach a wider audience and collect quantitative and qualitative data on community preferences related to the design of buildings and public spaces.

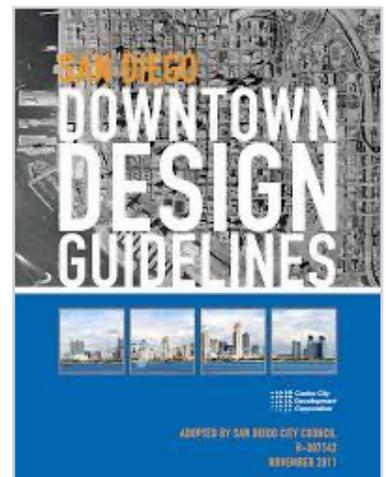
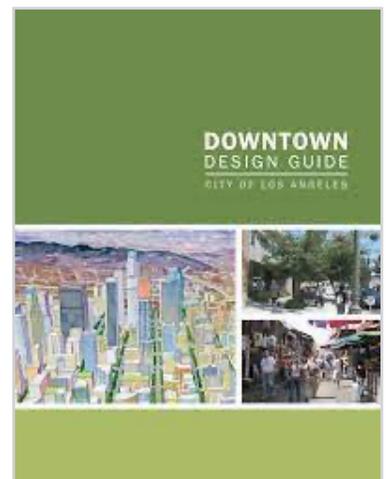
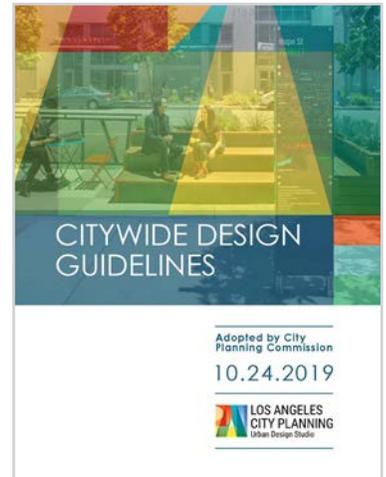
**Stakeholder Interviews:** Conduct interviews with key stakeholders for in-depth insights into specific issues or opportunities.

## 4. Drafting the Guidelines

**Outline Key Themes:** Based on research and community feedback, identify key themes or principles that will guide the design guidelines, such as preserving historic character, enhancing pedestrian experiences, or supporting sustainable development.

**Develop Guidelines:** Create detailed guidelines covering aspects such as architectural design, materials, signage, public spaces, landscaping, and sustainability. These should include both mandatory requirements and recommended practices.

**Visuals and Examples:** Include diagrams, photographs, and drawings to illustrate design principles and expected outcomes clearly.



## 5. Review and Refinement

**Internal Review:** Have the steering committee and experts review the draft guidelines for comprehensiveness, clarity, and feasibility.

**Public Review:** Share the draft guidelines with the community for feedback. This may involve public meetings, online forums, or targeted workshops with specific stakeholder groups.

**Incorporate Feedback:** Revise the guidelines based on feedback received to ensure they reflect community values and practical realities.

## 6. Adoption and Implementation

**Formal Adoption:** Present the final guidelines to the local government or relevant authority for formal adoption. This may require presentations, public hearings, and approval from city council or planning commissions.

**Implementation Tools:** Develop tools and processes for implementing the guidelines, such as review procedures, application forms, and compliance checklists.

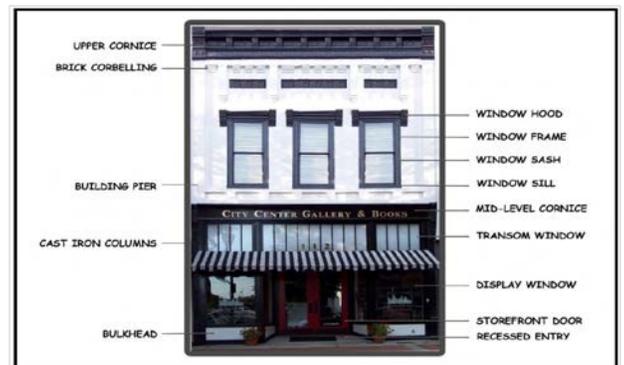
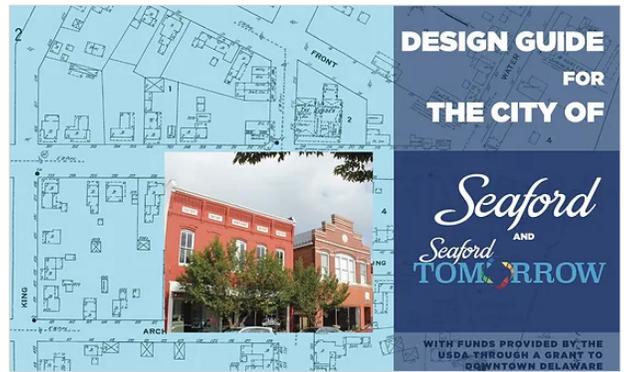
**Education and Outreach:** Organize workshops, seminars, and materials to educate property owners, developers, architects, and the public about the guidelines and how to apply them.

## 7. Monitoring and Revisions

**Monitor Outcomes:** After implementation, regularly assess how well the guidelines are working. This can involve reviewing completed projects, gathering stakeholder feedback, and monitoring economic and social impacts.

**Update as Necessary:** Be prepared to revise and update the guidelines as needed to respond to new challenges, opportunities, or changes in community priorities.

Throughout this process, transparency, inclusivity, and adaptability are crucial to developing guidelines that are widely supported and effective in achieving their objectives.



# PDX MAIN STREETS DESIGN GUIDELINES

(ORIGINALLY ADOPTED AS THE DIVISION GUIDELINES)

ADOPTED JUNE 2016, UPDATED 12.2020



ADOPTED FOR: DIVISION, HAWTHORNE, WOODSTOCK, & MAIN STREETS IN SELLWOOD-MORELAND & HOSFORD ABERNETHY BY THE FOLLOWING NEIGHBORHOOD & BUSINESS ASSOCIATIONS: RICHMOND (RNA 2018), HOSFORD ABERNETHY (HAND 2018, 2020), SOUTH TABOR (STNA 2018), MT. TABOR (MTNA 2016), WOODSTOCK (WNA 2019), AND SELLWOOD-MORELAND (SMILE 2019), DIVISION-CLINTON (DCBA 2018) & HAWTHORNE BLVD (HBBA 2018)



## TABLE OF CONTENTS



### INTRODUCTION

- Purpose, Scope & Applicability ..... 5
- About the Guidelines ..... 7
- How to use the Guidelines ..... 9
- Neighborhood Engagement & Notification ..... 10
- Design Review + The Design Overlay ..... 11
- Key Concerns & Mitigating Strategies ..... 12

### MAIN ST. CONTEXT + VISION

- Main Street Context + Vision ..... 15
- Overarching Goals & Considerations ..... 16
- Division Main St. Identity ..... 17

### COMPATIBILITY + CONTEXT

- Compatibility ..... 19
- Building Form & Mass ..... 21
- Scale, Massing & Stepbacks ..... 23
- Site Design ..... 25
- Transitions - Shading, Privacy, Screening ..... 26

### ARCHITECTURAL CHARACTER

- Architectural Character & Style ..... 28
- Storefront & Facades ..... 30
- Commercial Diversity + Affordability ..... 32

- Exterior Materials ..... 36
- Residential Character & Diversity ..... 37

### SUSTAINABILITY + LIVABILITY

- Sustainable Design ..... 40
- Historic Preservation ..... 2

### STREETSCAPE DESIGN

- Signage ..... 44
- Lighting ..... 44
- Landscape ..... 45
- Public Space ..... 45
- Streetscape & Pedestrian Amenities ..... 46

### APPENDIX

- Special Buildings on SE Division Street ..... 49
- Key Sites ..... 51
- Encouraged Main St Patterns ..... 50
- Foundational Architectural Styles ..... 54
- The Process of Creating the Guidelines ..... 63
- Division Green St. Plan Resources ..... 64
- Glossary of Useful Design Terms ..... 70
- Bibliography ..... 79



## ABOUT THE GUIDELINES

**A COMMUNITY-BASED PLANNING PROCESS** | Creating the Main Street Design Guidelines for Division Street was a unique interneighborhood collaborative process started by the Richmond Neighborhood Association in partnership with the Hosford Abernethy Neighborhood District, South Tabor and Mount Tabor Neighborhood Associations, the Division Clinton Business Association, Sustainable Southeast, and Southeast Uplift. Over the course of two years, a Design Committee held over 20 public meetings with leaders from these organizations to provide input and represent various goals and priorities of each neighborhood. Technical planning and design assistance was provided by Urbeworks and Design+ Culture Lab. The overall process was facilitated with leadership by the Division Design Initiative which led a diverse and creative community engagement process involving extensive stakeholder engagement and community education to help community members shape a vision for the future of design on Division.

**A VISION SHAPED BY THE VOICES OF MANY** | Over the course of this multiyear project, it is estimated that this Design Initiative engaged more than 1,000 community members across neighborhoods and districts, across professional disciplines (architecture, planning, real estate, affordable housing, environmental nonprofits, etc) and across constituents of owners, renters, businesses, visitors, developers, city staff, university students, and community coalitions. (Page \_\_\_ of the Appendix describes these activities and events in detail). The process provided an opportunity to empower community members with increased design literacy and a diverse set of tools that many neighborhoods could use to help be involved in planning for growth and change now and into the future.

**DESIGN GROUNDED IN LONG-TERM PLANNING POLICY** | The design guidelines process drew upon extensive background research and precedents looking at past local community plans and design guidelines in Portland and across the country, and integrated efforts with concurrent citywide Comprehensive planning and zoning updates. Working with the Design Committee, task forces and professional technical consultants, the Division Design Committee developed draft guidelines in 2016 that was extensively disseminated through list serves, at community meetings and other events to the public, city staff and decisionmakers. By the end of 2016, the guidelines were adopted by four neighborhood association and both the Division and Hawthorne Boulevard Business Associations. This document is a recommended update to the 2016 adopted draft. It is a hybrid of the 2016 draft, community comments and the consultants recommended draft. Neighborhoods, business associations, city staff, developers and designers are encouraged to consider the extensive research, outreach, design and policy tools that have all informed the creation of the Division Design Guidelines.



INVOLVING COMMUNITY MEMBERS



COLLABORATING ACROSS NEIGHBORHOODS + DISTRICTS



ENGAGING DEVELOPERS, DESIGNERS, OWNERS, BUSINESSES, & CITY STAFF

## HOW TO USE THE GUIDELINES

When using the guidelines, it can be helpful to consider the needs, design priorities and concerns of different audiences. At a minimum, the guidelines are intended to be a required reading item for future development applicants determining "compatibility" and relationship to context.

**KEY STRATEGIES FOR USING THE GUIDELINES**

- 1. COLLABORATE** | Meet with neighborhoods and business associations EARLY in the process to identify potential issues or opportunities, key site goals, and priorities. (see *Notification & Community Engagement sidebar*) Highlight elements where you have drawn inspiration from the area's historic/cultural context and architectural patterns as well as strategies used to minimize potential impacts.
- 2. DRAW FROM CONTEXT** | Study existing main street patterns, and draw from adjacent or nearby exemplary foundational architecture, materials and design details as inspiration.
- 3. FOSTER COMPATIBILITY** | Draw your building elevation in context with adjacent architecture to evaluate compatibility. Is your building starkly different from the foundational character of the street and the district? Does it help create harmony or disunity with the main street character and identity? Does it call excessive attention to itself?
- 4. MINIMIZE IMPACTS** | Consider relationships to adjacent buildings, sites and neighbors by minimizing excessive shading and privacy impacts, light overspill, noise, traffic and loading, loss of public views, blank walls, etc.
- 5. BREAK UP BUILDING MASS** | Use design strategies and features to break up the volume of larger buildings and relate to surrounding Street-Car Era Main Street context and character such as roofline articulation, traditional window and storefront patterns, stepbacks, balconies, plazas, art, and landscaping.

**IF YOU'RE BUILDING SOMETHING NEW**

New building design on Division Street should consider preserving and relating to foundational main street character and identity by careful design of building massing and facades, encouraging affordable and diverse housing, and careful attention to minimizing impacts to adjacent properties regarding privacy, light overspill and shading.

An important strategy is a context elevation, and early community involvement (ideally at both the conceptual stage and the pre-permit stage). See Notification & Engagement Policy in sidebar for reference.

**Key sections of note include:** Form/Massing, Architectural Character, Compatibility and Context, Storefronts/Facades, Materials, Architectural Character, and Relating to Neighborhood Patterns, Site Design.

**IF YOU'RE ADAPTING OR REMODELING AN EXISTING BUILDING**

Structures remaining from the street car main street era form the basis of the architectural character of the neighborhood and their features express an "architectural vocabulary" which can be used in designing new buildings which will be compatible within the district. The guidelines are intended to ensure maximum compatibility of new buildings with historic buildings, not to build "new old buildings" or exact duplicates of older styles. Rehabilitation work should acknowledge the original character of the building.

**Key sections include** Historic Preservation, façade design, architectural styles, list of buildings and special places, compatibility and context.



**HELPFUL RESOURCES:** There is a glossary of useful terms for community members, a useful "cheat sheet" of Key Concerns & Strategies for Mitigation for designers and developers as well as Foundational Architectural Styles, Special Buildings on Division, Key Sites list, and other resources.



DESIGN REVIEW + THE DESIGN OVERLAY

The Design Overlay zone is applied to certain geographic areas of the city and shown on the Official Zoning Maps with a letter 'd.' The Design Overlay zone provides two options for review of development proposals:

- 1) the Objective Track (design plan check by staff); and
- 2) the Discretionary Track (design review by the Design Commission).

Currently, discretionary design review is required for development in the Central City and Gateway plan districts. Outside of these regional centers, Oregon law requires local governments to provide an objective design plan check track for housing development. In most cases, applicants for all projects outside of regional centers may choose to go through the discretionary process if they do not want to meet, or cannot meet, the "clear and objective standards".

1. IF THE OBJECTIVE (DESIGN PLAN CHECK) TRACK IS USED:

The proposal is reviewed by planners in the Bureau of Development Services as part of an application for a building permit. The proposal must meet objective design standards, and the review process is the same as for a building permit. There is no opportunity for public comment.

2. IF THE DISCRETIONARY (DESIGN REVIEW) TRACK IS USED:

Design review is conducted by the planners on the Design Team of the Bureau of Development Services and sometimes the Portland Design Commission. The review process varies with the type of proposal, the size of the project and the location. Neighbors will be notified and a hearing may be required.

Source: Design Overlay Zone Amendments, DOZA Tools Concept Report Handout, May 2018, p. 3

NEIGHBORHOOD ENGAGEMENT & NOTIFICATION

The Richmond Neighborhood Association has adopted a Community Notification and Engagement Policy which outlines key actions required when a new development process is proposed. The process includes:

- "Conceptual Design" Phase: A Voluntary visit to the Neighborhood Association at the early stages of the project design is strongly encouraged
- Design Development Phase: A visit to the Neighborhood Association is required prior to permit submittal so the project can be discussed and any community priorities, special synergies, or concerns can be identified
- What to Bring to the Neighborhood Association Meetings: The following should be provided at meetings by the designer or developer:
  - (1) copies of the proposed site plan,
  - (2) context elevation showing new and existing adjacent development,
  - (3) solar shading analysis and privacy and
  - (4) view impact analysis/drawing.
- Follow-up Process: A "Response to Comments" form is available to assist the developer in providing written responses to neighborhood comments

**Follow up: Applicant Comment & Response Form**  
 An applicant should document and submit a list of comments received from the Neighborhood Association Meeting to the Neighborhood Association with a responding statement for each comment as to how each are being considered.

Neighborhood Association	Comments
<b>SAMPLE NEIGHBORHOOD COMMENTS</b>	<b>SAMPLE APPLICANT RESPONSE</b>
1. General concern over the project.	1. We're excited to have this project.
2. Project location at street.	2. New location on SE 10th Ave.
3. Will provide parking - especially with weather.	3. Incorporated into neighborhood patterns for adjacent business district.
4. Will provide street lighting.	4. Added new lighting poles.
5. They looking high up and down.	5. Will consider this to maintain better solar access.
6. The building.	6. Will discuss with architect.
7. Comments at the first time, another alternative commented before requested.	7. Contact with the architect to discuss alternative design.
8. More family friendly with trees and amenities.	8. Neighborhood meeting to discuss the project and provide feedback.

10 | DIVISION DESIGN GUIDELINES

HOW TO USE THE GUIDELINES FOR DIFFERENT AUDIENCES

AUDIENCES	COMMUNITY PRIORITIES & CONCERNS	HOW TO USE THE GUIDELINES
<b>New residents</b>	Affordability, livability, cost, quality construction, access to air and light, noise issues, access to amenities/transit/services, safety, community identity, information on current and proposed zoning	<b>Community members</b> can use the guidelines to help find the common language that designers, developers and city staff understand when advocating for specific design approaches to improve compatibility of new development. This can help community members better communicate what they do and don't want using design terminology that proposed development and design teams can better understand.
<b>Existing Residents</b>	Mitigating impacts to privacy, retention of community character and identity, parking, solar access, views (blank walls), noise, trash, congestion, design.	
<b>Developers</b>	Clear design direction, minimizing project delays and costs	<b>Designers and Developers</b> should use the guidelines to help better understand the community's goals, desires and design preferences for the look, feel and style of new developments and for how a project should help integrate with the larger vision for the Division corridor. 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.
<b>Designers</b>	Clear design direction, minimizing project delays and costs, leverage to advocate for good design practice and quality	
<b>CityPlanners Policymakers</b>	Consistency with policy frameworks/goals/other design tools, address concerns of all constituents, clarity of community goals and preferences	<b>City Staff and Policymakers</b> 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.
<b>Neighborhood Associations</b>	Clarity of community goals and preferences, community identity, assistance with mitigating neighborhood conflicts, providing leverage, anticipating concerns of all parties, safety.	<b>Neighborhood and Business Associations</b> should use the guidelines to help educate property owners, community members and developers/designers about neighborhood goals, help reduce or mitigate impacts of new development, and provide leverage with City staff and project applicants/designers to advocate for specific community design goals.
<b>Business Associations</b>	Clarity of business community goals and preferences, business district identity, safety and graffiti prevention, parking management, trash and street cleanliness, assistance with mitigating neighbor/business conflicts, providing leverage, anticipating concerns of all parties	

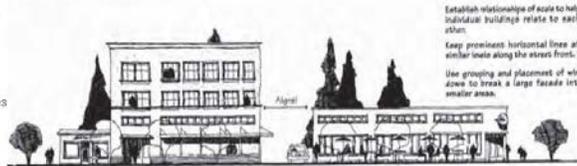


**BUILDING FORM & MASS GUIDELINES**

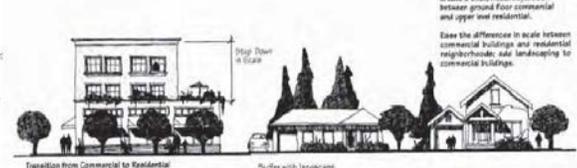
1. Mitigate the appearance of building size, bulk and scale.
2. Design building massing to create a human/pedestrian scale.
3. Large buildings may have impacts to sunlight exposure - provide solar shading analysis and creative site design to reduce impacts and maintain access to sun, air, and light for building occupants, adjacent residents and businesses. (Overarching Guidelines Goal #9)
4. 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:
  - a) Provide setbacks on upper floors on the main street to preserve more solar access to the street and minimize a "canyon" effect.
  - b) 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.
  - c) 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.
  - d) Preserve views of nearby landmarks and important viewsheds.
5. New buildings above three stories should provide streetscape amenities to help offset negative impacts of loss of skyline and sunlight.
6. Mitigate the visual appearance of building size, bulk and scale (especially in larger new developments), through the following design treatments:
  - a) Provide subtle variation in grouping of window patterns - ideal is repetition with variation, and generally vertical orientation that relates to neighborhood patterns. Upper windows with rounded tops are encouraged.
  - b) Articulated roofline patterns - Division and SE neighborhood corridors have many deco rooflines and subtly detailed parapets
  - c) Include balconies that project beyond the building edge
  - d) Entry overhangs/awnings and projecting window shades
  - e) Exterior projecting facade details such as oriel windows
  - f) Use distinct bottom, middle, top approaches to relate to foundational main street architecture pattern (See Architectural Character "Base, Body, Top" section, p. 29)



*Main Street Design Challenge - Existing small scale buildings have larger zoning potential for new development often resulting in buildings with massing and design that creates discontinuity or dominates or existing context, street and district*  
 Source: Mixed Use Zoning Committee Presentation <https://www.portlandoregon.gov/bps/article/424316>



*Commercial Street Front*

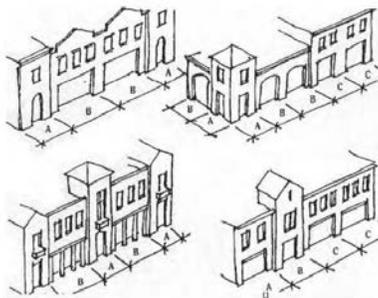


*Transition from Commercial to Residential*

*The Context Challenge - Existing small scale buildings with larger zoning envelope for new development make the design of character, facades, and massing critical to creating new development that is consistent with community priorities compatibility. Incorporating adjacent or nearby design details and patterns as well as setbacks and stepbacks can help ease these transitions. Images above from "Building Blocks for Outer SE Portland" illustrate methods to have better context sensitive infill for newer bigger buildings along small main streets.*

**SITE PLANNING**

When developing a specific site on the Division Main Street, it is a priority to balance emerging 20th century patterns of development as well as historic streetcar main street plat patterns. Historic Portland streetcar lots 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.



*Break Up Building Massing - create ordered facades and regular rhythm of recessed building entries*

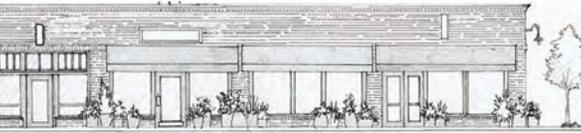
**SITE PLANNING + DESIGN GUIDELINES**

1. Maintain "Solar Equity" for adjacent uses to the extent feasible
2. Minimize surface parking and use existing paved spaces for active outdoor uses such as cafe seating or pop-up retail.
3. Plan for adequate loading and service access
4. Maintain the fine-grained storefront character of Division that is the result of historic streetcar street platting pattern. If erasing historic lot patterns, incorporate visual and spatial cues that provide community continuity and acknowledge and make note of an earlier time.
5. 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.
6. The placement and design of buildings should take into consideration the privacy of adjacent properties. Structures should be designed to avoid placing windows, decks or balconies that look directly onto neighboring properties. Spillovers of noise and light into these sites should also be minimized. (See Privacy section under Transitions, p26).
7. 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.
8. Encourage construction of inner courtyards allowing windows and balconies that face inward rather than outward. Include walkways, passeros and passthroughs to enhance pedestrian oriented design.
9. 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.
10. 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 (Source: Sunnyside Neighborhood Plan, Appendix D - SNP).
11. Driveway curb cuts on Division are discouraged
12. Landscape should screen and/or buffer views of parking, loading, trash areas and service yards
13. Minimize the visibility of utility connections from the public street. Utility screening and enclosures should be unobtrusive and conveniently located for trash disposal by tenants and collection by service vehicles.





Oregon Theater: Illustration by Patrick Hilton

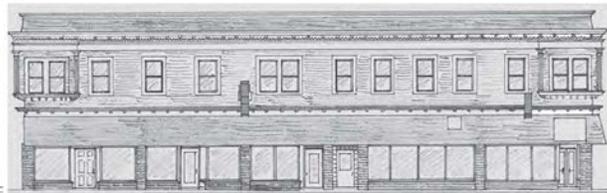


Stumptown Coffee & The Woodsman, 45th and SE Division, Illustration by Patrick Hilton

37th and SE Division, Illustration by Patrick Hilton



3630 SE Division, Illustration by Patrick Hilton



3612 SE Division, Illustration by Patrick Hilton

50 | DIVISION DESIGN GUIDELINES

ARCHITECTURAL CHARACTER New section from Urhworks Planning Consultants

GUIDELINES FOR ARCHITECTURE

- New buildings should acknowledge and respect the historic context of existing buildings, in addition to the massing, scale, and the features that help preserve 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.

HUMAN SCALE

- 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 features that provide articulation and design interest in the design of all sides of buildings.
- **Recess windows by at least four inches from the building façade;**
- Add elements such as window and door frames and details that demonstrate craftsmanship
- Articulate 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.
- 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.
- Use canopies, awnings, or other elements that provide pedestrian protection to reinforce the division between building base and body.
- Avoid using too many materials or colors which may clutter the building facade appearance. Relate to older foundational buildings through the use of more consistent materials.
- 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.

*Positive examples of larger new buildings reflecting Portland's foundational character (Photo Credit: L. Qamar)*



ROOF FORMS & 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 should use 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 should 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 an overly flat appearance of buildings. This may be accomplished by slight changes in roof height, offsets, change in direction of roof slope, dormers, parapets, towers, etc.

# ADDITIONAL RESOURCES

Several cities and towns have developed comprehensive and effective downtown design guideline documents that serve as excellent examples for communities looking to preserve their historic downtown areas while accommodating modern development. Here are a few notable examples:

## **Charleston, South Carolina - Design Guidelines for Historic Districts:**

Charleston is renowned for its well-preserved historic districts. The city's design guidelines focus on maintaining the architectural integrity of buildings, landscapes, and public spaces within its historic districts. These guidelines cover aspects such as appropriate materials, new construction, additions, signage, and landscaping, emphasizing compatibility with the historic character.

## **Savannah, Georgia - Historic District Design Guidelines:**

Savannah's guidelines are tailored to protect and enhance its famous historic district, known for its unique urban plan and wealth of historic buildings. The document provides detailed guidance on restoration, new construction, and streetscapes, ensuring that changes contribute positively to the district's historical and cultural significance.

## **Santa Fe, New Mexico - Historic Districts Design Guidelines:**

Reflecting its unique Pueblo-style architecture and rich cultural heritage, Santa Fe's guidelines focus on preserving the distinctive architectural style and cultural landscapes of its historic districts. The guidelines address building materials, colors, forms, and the relationship between buildings and the landscape, promoting design that respects traditional practices and materials.

## **Alexandria, Virginia - Old Town Historic District Design Guidelines:**

These guidelines are designed to protect the character of Alexandria's Old Town Historic District, emphasizing the importance of preserving historic materials, architectural features, and the overall streetscape. The document provides clear guidance on renovations, new construction, and the treatment of public spaces.

## **San Francisco, California - Historic Preservation Design Guidelines:**

San Francisco's guidelines address a wide range of topics relevant to its diverse historic districts, including architectural styles, materials, windows, storefronts, and signage. The guidelines are intended to help property owners, designers, and developers navigate the process of making changes within historic districts in a way that respects the city's architectural heritage.

## **Boston, Massachusetts - Back Bay Architectural District Guidelines:**

These guidelines focus on preserving the architectural and historical integrity of Boston's Back Bay, an area known for its Victorian brownstones. The document provides detailed standards for façade treatments, roofing, windows, doors, and other architectural elements to ensure compatibility with the historic character of the district.

## **Boulder, Colorado - Downtown Urban Design Guidelines:**

Boulder's guidelines emphasize the enhancement of its downtown area's pedestrian experience, sustainability, and integration of modern design within a historic context. They cover building design, public spaces, landscaping, and environmental sustainability practices.

These documents serve as models for how to balance the preservation of historical and cultural values with the needs of contemporary urban development. They are publicly accessible and can often be found on the respective cities' official websites or through a search for the city name followed by "historic district design guidelines."

