

Letter to New Development Applicants/Designers (Template for Neighborhood & Business Associations)

Dear Applicant,

This letter is intended to provide guidance to new infill development and design proposals on Portland's historic street car era main street commercial corridors. There are several key policies and documents that are useful guiding resources to help you when working with the neighborhood and to ensure that your project addresses community priorities and concerns. These include: Design Guidelines, Key Sites List, a List of Frequently Asked Community Questions, and Guidelines for Notification & Presentations to Neighborhood/Business Associations.

1. **Division Design Guidelines** We encourage you to refer to the guidelines as this was developed to help guide more compatible infill development that fits with neighborhood identity, goals and 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 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.

The Guidelines are located online here: <https://divisiondesigninitiative.org/designguidelines/>

2. **Key Sites** (where applicable) – A community process was led to identify goals and priorities for key sites that are likely to develop on Division. If your proposed project is located on one of these “Key Sites”, please refer to this list for ideas and community goals.
3. **Frequently Asked Questions** - In advance, here is a list of questions we commonly hear from community members that we encourage you to complete and both return to the land use chair and bring copies to the meeting....(attach list of questions)
4. **Guidelines for Presentations at Neighborhood & Business Association Meetings:** The Richmond Neighborhood Association adopted a Community Notification and Engagement Policy (attached) which outlines key actions required when a new development process is proposed.
 - A. **When to Present your Project Proposal:** The process includes: a) an encouraged visit in the “Conceptual design” phase at the early stages of the project, and b) a “Design Development” phase required visit prior to permit submittal so the project can be discussed and any community priorities, special synergies, or concerns can be identified. See below for what to bring to the meetings and a follow up process after meetings.
 - B. **What to Bring to the Neighborhood & Business Association Meetings:** Please provide twenty-five 8.5x11 copies of the following:
 - (1) Proposed site plan showing both existing structures and existing trees, as well as adjacent lots and building footprints,
 - (2) Context elevation showing the proposed project façade in context with adjacent existing development
 - (3) Solar shading analysis (ideally as measured on Winter Solstice similar to Ashland's guidelines)
 - (4) Privacy and view impact analysis/drawing to ensure important public views of landmarks are not obscured, nor significant privacy impacts incurred.Additionally, a statement about design approaches and features being used in response to neighborhood design guidelines is encouraged to ensure new development helps achieve compatibility and maintains the desired character and unique main street identity.
 - C. **Neighborhood Meeting Follow-up Process:** A “Response to Comments” form is available to assist the developer in both documenting community feedback at meetings and should be included in a follow up letter to provide written responses to neighborhood comments. See attached RNA Policy for a completed example.

We recognize that any new development project must balance economic priorities as well as timing with community goals and design priorities. Therefore, early involvement of the community at the conceptual phase as well as considerate use of the main street guidelines and key sites resources will both encourage a faster and smoother process. These will ultimately contribute to making the district stronger and more vibrant, while preserving community identity and character and encourage new projects to support Portland's goals for greater livability, sustainability, economic vitality and diversity.

We look forward to hearing about your new project(s) and fostering a collaborative process.

Sincerely,

Neighborhood/Business Association Chair

Attachments:

List of Frequently Asked Questions
Neighborhood Notification & Community Engagement Policy