

SELLWOOD-MORELAND MAIN STREET DESIGN INITIATIVE



PROJECT OVERVIEW | The Sellwood-Moreland Main Streets Design Initiative is a community project to create a vision and design guidelines that can better shape anticipated development along our core main street areas with greater sensitivity to local character.

Main Street Design Guidelines for Sellwood-Moreland | SMILE recently adopted the [PDX Main St. Guidelines](#) for application to Sellwood-Moreland core commercial Main Streets. These are voluntary design guidelines and provide helpful community tools for new development. SMILE is working now with PDX Main Streets, Qamar Architecture + Planning, and Forage Design to customize these guidelines for our community and to proactively set our goals for new development.

Many neighborhoods are experiencing significant growth pressures but often are missing the tools to clarify their goals and vision that fits with their desired character and identity.

Design Guidelines are a valuable proactive tool for guiding new development.

- Step 1 Understand local context**, character + identity
- Step 2 Identify goals + priorities** for existing + new development
- Step 3 Create a Design Guide** for Sellwood-Moreland to illustrate local design priorities, and design characteristics

Who's involved and how? Working with PDX Main Streets, SMILE, the business district, the community and our design consulting team, we are engaging the community to identify our design priorities and goals. Clarifying the community vision is a key part in the process, as well as identifying our desired character and identity, our special buildings and important sites for special planning consideration.

How are these guidelines different from what the City is doing? The **PDX Main Street Design Guidelines** were initiated at the grassroots level to empower communities with a greater voice in how we grow to better fit local identity. These are different from the standards and guidelines being created by the City through the "DOZA" Design Overlay Zoning Amendments policy process. The PDX Main Street Guidelines are more community based and specific to main street areas of special character.

Where do the Design Guidelines apply? The focus of the guidelines are SE Milwaukie Avenue, SE 13th Avenue, Tacoma Street, and SE Bybee Boulevard.



THE CHALLENGE: We're Growing

The question is not "if" we grow but how

Portland is growing.

Are we being thoughtful about what is special that should remain and what we need to change?



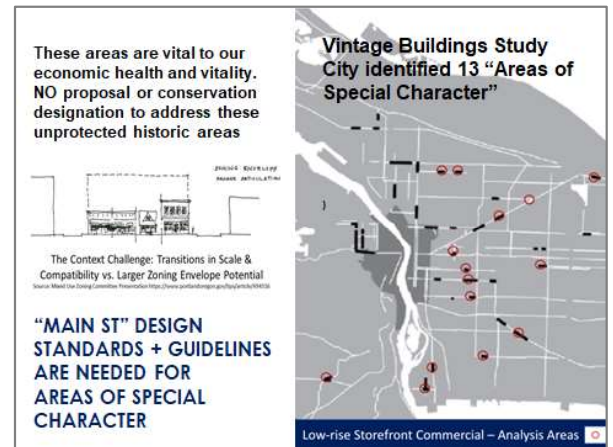
Many Portland Main Streets have vibrant historic areas with common streetcar-era architectural characteristics that are well recognized and valued as part of our Citywide identity. Unfortunately, the majority of these important areas have no historic or conservation district designations. These areas have a unique and fragile fabric that can be easily overwhelmed or fragmented as larger new infill comes, unless done with design that is responsive to context, compatibility, and sensitivity to and local character and identity goals.

Many Historic Areas are not in Conservation Districts

13 undesignated heritage districts are at risk without tools + sufficient planning

New Citywide Design Guidelines + Standards (DOZA Tools) are proposed that will guide how all new development will be designed and reviewed or not. 13 areas of special historic character were identified by the City in the Low-Rise Commercial Storefront Analysis (aka Vintage Buildings Study) (see map). However, these areas lack any conservation, historic designations or preservation mechanisms for districts, and **no action is proposed by City to address these important and valuable cultural resources.**

One-size fits all approach to development and design is not a good fit for these historic areas.



COLLABORATIVE SOLUTIONS

In response to major growth and change, a grassroots coalition of dedicated leaders across neighborhoods formed the PDX Main Street Design Initiative to create design guidelines and support neighborhoods experiencing significant growth and change with tools, research and visioning.

Because many main streets across Portland have similar design "patterns" and character, these guidelines are now being adopted by more and more neighborhoods as a tool any neighborhood to use.

TAKE ACTION!

1. Get involved in the SMILE Design Guidelines – participate in this important community process! Give input at community planning events. To volunteer, contact: Vikki Degaa, vdegaa@comcast.net
2. Advocate with the City! Main Street Design Standards area needed for these historic areas to ensure greater care to add density in respectful ways that match local identity. Send your comments and support to: doza@portlandoregon.gov.
3. Support SMILE fundraising for the Main Street Design Guidelines local effort. To donate – contribute to the cause, visit: www.paypal.me/SMILEPDX.
4. Support the Portland Main Streets Design Initiative - volunteer, donate, and follow us. Learn more at: divisiondesigninitiative.org; facebook.com/ilovepdxmainstreets, ilovepdxmainstreets@gmail.com