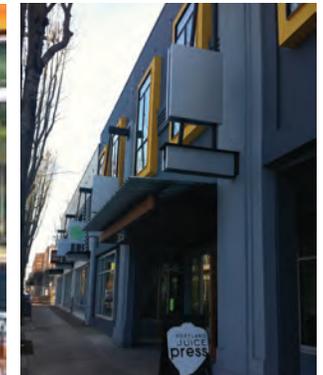
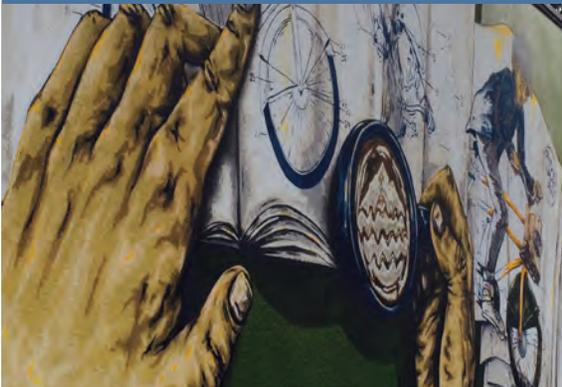


PDX MAIN STREETS DESIGN GUIDELINES

(ORIGINALLY ADOPTED AS THE DIVISION GUIDELINES)

ADOPTED JUNE 2018 , 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)



ACKNOWLEDGEMENTS

DESIGN COMMITTEE (2014-2016)

David Aulwes, Landscape Architect, HAND Representative
 Heather Flint Chatto, Urban Planner, Richmond Neighborhood Association (RNA) Board Member
 Sandra Hay Magdalena, Chair of the South Tabor Neighborhood Association (STNA)
 Debby Hochhalter, RNA Community Member Representative
 Sydney Mead, Chair of the Division Clinton Business Association (DCBA)
 Bob Kellett, SE Uplift Neighborhood Coalition Staff Member
 Cyd Manro, Richmond Neighborhood Association (RNA) Board Member
 Linda Nettekoven, Hosford Abernethy Neighborhood District (HAND Board Member)
 Jim Smith, Architect, Mt Tabor Neighborhood Association Board Member (MTNA)

Denise Hare, Economics Professor, RNA Board Member

TASK FORCE MEMBERS

Executive Committee: Heather Flint Chatto, Linda Nettekoven, Sydney Mead, David Aulwes, Cyd Manro

Arts Task Force: Bryan Bailey, Landscape Architect; Debby Hochhalter; Peggy Kendellen, Regional Arts & Culture Council (RACC); Linda Nettekoven, Heather Flint Chatto

Design Guidelines Task Force: Doug Klotz, RNA Board Member; Richard Lischner, Architect; Denise Hare; Ellen Burr, Sellwood Mooreland Land Use Committee; Jim Smith, MTNA.



CONSULTING TEAM

Urbsworks: Marcy McInnelly, Joseph Readdy
 Design+Culture Lab: Joy Davis, Nomin Lyons

PROJECT PARTNERS & COLLABORATORS

Southeast Uplift Neighborhood Coalition, Portland State University Urban Planning students, Architecture for Humanity, and Sustainable Southeast

NEIGHBORHOOD & BUSINESS ASSOCIATIONS

Division Clinton Business Association (DCBA), Richmond Neighborhood Association (RNA), Hosford Abernethy Neighborhood District (HAND), South Tabor Neighborhood Association (STNA), Mount Tabor Neighborhood Association (MTNA)

GRAPHICS

Graphic Design: Callie Jones, Claire Flint Last, Heather Flint Chatto | Sketches: Patrick Hilton and Laurence Qamar | Photography: Michael Molinaro

SPECIAL APPRECIATION

Thank you for above and beyond volunteer contributions: Heather Flint Chatto, Christopher Chatto, Linda Nettekoven, Michael Molinaro, Jeff Cole, Patrick Hilton, Laurence Qamar, Sydney Mead; Bryan Bailey; Santiago Mendez, John Dornoff, James Fain, Callie Jones, Allen Field, Bill Cunningham, Nicole Holt, Rebecca Grace, and Richard Lischner.

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INTRODUCTION

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

PURPOSE + APPLICABILITY

PURPOSE + INTENT

The Design Guidelines serve as a guide and a toolkit for developers and designers, neighborhoods and businesses, city staff and decisionmakers when considering changes to the built environment along SE Division Street. The intention is to raise the design quality of development on the street to an urban, community-oriented and pedestrian-friendly pattern.

The guidelines emphasize protection of the authentic character and identity of the Division Street neighborhood while also acknowledging the issues that business and property owners confront in planning new commercial development. While NOT requiring new buildings to emulate the design of existing buildings, the guidelines encourage developers to acknowledge the foundational character in their designs. (see Foundational Architecture, Appendix C). 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.

SCOPE & APPLICABILITY

The Division Design Guidelines address the SE Division Street area from SE 11th -60th Avenues, consistent with the City of Portland 2006 adopted Division Green Street/Main Street Plan. These voluntary guidelines build upon the Division Main St. Plan vision and goals. They apply to commercial, multifamily residential, and mixed-use buildings along the corridor, as well as public improvements for streetscape design, landscaping and amenities, and public gathering spaces. The guidelines offer design advice on how to plan for new buildings that are compatible with the foundational character and identity of the Division Street neighborhood. (see Compatibility Guidelines, p. __).



THE DIVISION GREEN ST./MAIN ST. PLAN

These guidelines are heavily informed by the Division Green Street/Main Street Plan which has shaped many of the overarching goals and long-standing priorities. (See Appendix p. 64). A Division Vision 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.

These guidelines are a further implementation of this plan.

WHAT IS “INFILL” DEVELOPMENT

“Infill development is the process of developing vacant or under-used parcels within existing urban areas that are already largely developed. Most communities have significant vacant land within city limits, which, for various reasons, has been passed over in the normal course of urbanization. Ideally, infill development involves more than the piecemeal development of individual lots. Instead, a successful infill development program should focus on the job of crafting complete, well-functioning neighborhoods. Successful infill development is characterized by overall residential densities high enough to support improved transportation choices as well as a wider variety of convenience services and amenities. It can return cultural, social, recreational and entertainment opportunities, gathering places, and vitality to older centers and neighborhoods. **Attention to design of infill development is essential to ensure that the new development fits the existing context, and gains neighborhood acceptance.**”¹

WHY IS THIS IMPORTANT?

As older neighborhoods evolve, **“A concern of many people is that the rate of growth overwhelms and erases the legacy of these areas as various older buildings are replaced.”** (City of Portland DOZA Tools Concept Report, May 2018).

Infill is an important part of the city’s growth strategy and its attempt to address climate change. However, “The current system doesn’t recognize the varied impacts of different scales of development. Much of Portland’s unique character and reputation derives from the abundance of small-scale, home-grown businesses that reflect the individual personalities of the people who own and operate them. Indeed, many Portland neighborhoods are filled with a fine-grained, exuberant mixture of shops, restaurants, food carts, galleries, pubs, and personal services. In the last decade, however, this diverse and distinctive character has been gradually replaced by new buildings with considerably less “hand-crafted” character at the street level.” (City of Portland, DOZA Findings Report, 2016)

¹ Source: *The Municipal Research and Services Center (MRSC). The MRSC is a nonprofit organization that helps local governments across Washington State better serve their citizens by providing legal and policy guidance (<http://mrsc.org/Home/Explore-Topics/Planning/Development-Types-and-Land-Uses/Infill-Development-Completing-the-Community-Fabric.aspx>)*

The quality and character of new buildings vary greatly as does the intensity of impact to neighborhoods, districts, and property values depending on HOW infill is designed. DESIGN MATTERS. The challenge and opportunity is to design it well and be sensitive to the context, character and identity of an area. Most of our neighborhoods will not have development reviewed by the design commission, and most of our neighborhoods do not have their own specific design guidelines that help reflect local area priorities for special buildings and places.

BACKGROUND + COMMUNITY CONCERNS

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 included concerns about scale, quality of materials, lack of consistency with main street character, as well as impacts to privacy, solar access, increased congestion, parking impacts, loss of affordability, gentrification, and loss of local businesses. Most significant, was the lack of ability to have meaningful and timely input, and a voice in the process of major redevelopment of the neighborhood. Many of these same concerns above were expressed in the Green Street Plan and the community hoped to:

- “Create guidelines to encourage creative infill that encompasses principles of sustainability, including diversity, green building, and design on the street, while leaving room for nonconformity
- Find tools to ensure neighborhood input in new development proposals
- Learn how the neighborhood can ensure that new development fits in with the context of existing neighborhoods and buildings
- Find tools to preserve structures important in the neighborhood
- Find tools to ensure quality of design in new development and to ensure new development is made of quality materials and is built to last”

The design guidelines help address these goals and provide the tools for community members to have a greater voice.

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 Urbsworks 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

KEY USES OF THE GUIDELINES

- **Enhance building and street design**
- **Clearly articulate the neighborhood design goals** and community design preferences for Division
- **Improve compatibility of new development** with existing neighborhood/business context
- **Provide design tools and resources to the Division community** and adjacent neighborhoods to more effectively advocate for community design priorities and preferences
- **Improve overall planning and community processes** with architects, developers and project applicants

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.

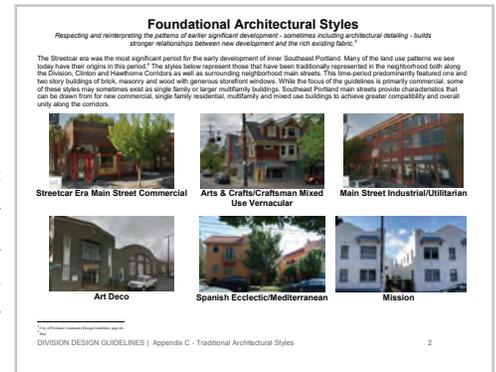
An important strategy is a context elevation, and early community involvement (ideally at both the conceptual stage and the pre-permit stage). See Notification & Engagement Policy in sidebar for reference.

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

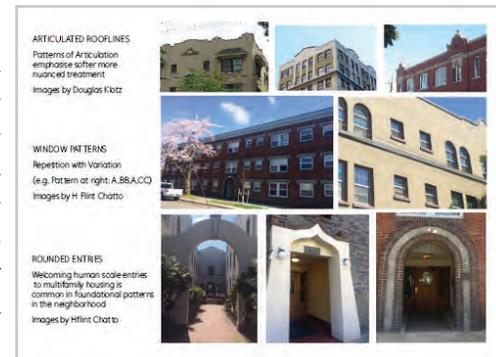
Structures remaining from the street car main street era form the basis of the architectural character of the neighborhood and their features express an “architectural vocabulary” which can be used in designing new buildings which will be compatible within the district. The guidelines are intended to 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.



CONCERN/STRATEGY		MITIGATING DESIGN APPROACH (THESE ARE GUIDELINES)
Light Overspill & Privacy Impacts		<ul style="list-style-type: none"> Lower windows and decks to those do not overlook neighboring residential properties or increase side-walks to maintain greater privacy Screening Use larger landscaping and trees, include large trees as buffers to screen view Orientation of windows away from residential
Large Blank Walls		<ul style="list-style-type: none"> Provide a primary and view impact analysis to highlight any areas for both adjacent neighboring owners as well as new occupants Provide window or light treatments to break up the large blank wall exposure, include thermal treatments on the same window treatment side and/or to make the panels USE IMAGES FROM JAZZ & STRAIN BEYOND EXAMPLE Integrate horizontal design lines to create movement such as window patterns, horizontal or vertical elements, narrow horizontal or vertical decorative elements Use landscaping and trees or other features to add interest (BUILDING AT 10th & DIVISION)
Scale & Massing (Create “Tiny Buildings” Refer to Detailed Main St. Design Guidelines pages 40-49)		<ul style="list-style-type: none"> Avoid creating a monolithic feeling by ensuring back upper stories. Top floor windows maximize the height presence of a and 2 story building above the street. Historic commercial structures on the neighborhood have typically not exceeded 3 stories, so windows help larger structures fit in. Break up large building massing and facade through the following: <ul style="list-style-type: none"> Staircase Decorative Divide building into smaller building increments that match historic neighborhood building heights Articulate windows (avoid using traditional neighborhood window patterns) Stepping up and down roof and building heights, etc. Use multiple color treatments (avoid large areas of uniform color) Entry treatments (porch/covered entries, overhangs and awnings) Avoid overly “boxy” building forms <ul style="list-style-type: none"> Use setbacks under “Break up Massing” above (balconies, overhangs, awnings, etc.) Use “Yonkers” or recessed windows (SEE 20) Articulate windows and/or design by varying window patterns - use repetition with variation (look to traditional patterns as inspiration to do this) Design corners with sufficient projection to “top” the building and help with window penetration of building facade materials Ornate entry treatments
Compatibility & Character		<ul style="list-style-type: none"> Inspiration for the design of new buildings should identify the design from traditional styles in the neighborhood, as well as patterns and features found in the district (eg. form and mass articulation, material composition, materials, regular recessed window elements, window arrangements and other patterns. See Art Deco and Light Factor) Use the level of compatibility (as to create building and design features that can help create compatibility with the traditional main street fabric and forms. See 20-22) Provide an overview of the project (see development) to ensure it aligns with local street development. This includes highlighting areas opportunities to enhance compatibility (eg. window patterns, awnings, overhangs, signage of building details).

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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 Date of Visit	Applicant: Owner
<p>SAMPLE NEIGHBORHOOD COMMENTS</p> <ol style="list-style-type: none"> 1. Preserve mature tree at NE corner 2. Prefer balconies at street 3. Vary window patterns - continuity with variation 4. More street entries desired 5. Step building height up and down 6. Vary rooflines 7. Commercial at the first floor, smaller affordable commercial spaces requested 8. More family-friendly unit sizes and amenities 	<p>SAMPLE APPLICANT RESPONSE</p> <ol style="list-style-type: none"> 1. Will relocate on-site to preserve 2. Now included on SE facade 3. Incorporated exist. neighborhood patterns for storefront window design 4. Added more frequent entries 5. Will consider this to maintain better solar access 6. Will discuss with architect 7. Cannot make this work with program without amenities bonus 8. Redesigning midblock of building to include shared courtyard with more green space and art; added several 2 & 3 bedroom units

HOW TO USE THE GUIDELINES FOR DIFFERENT AUDIENCES

AUDIENCES	COMMUNITY PRIORITIES & CONCERNS	HOW TO USE THE GUIDELINES
New residents	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	Community members 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 on new projects can better understand.
Existing Residents	Mitigating impacts to privacy, retention of community character and identity, parking, solar access, views (blank walls), noise, trash, congestion, design.	
Developers	Clear design direction, minimizing project delays and costs	Designers and Developers 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.
Designers	Clear design direction, minimizing project delays and costs, leverage to advocate for good design practice and quality	
CityPlanners Policymakers	Consistency with policy frameworks/goals/other design tools, address concerns of all constituents, clarity of community goals and preferences	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.
Neighborhood Associations	Clarity of community goals and preferences, community identity, assistance with mitigating neighborhood conflicts, providing leverage, anticipating concerns of all parties, safety.	Neighborhood and Business Associations 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.
Business Associations	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	

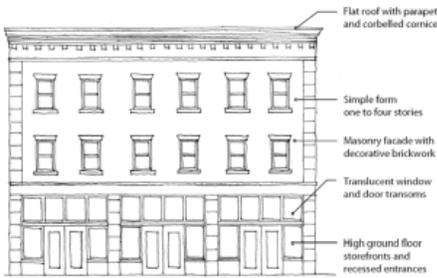
KEY CONCERNS AND MITIGATING STRATEGIES

CONCERN/IMPACT

MITIGATING DESIGN APPROACH (THESE ARE GUIDELINES)

Compatibility & Character

[See *Compatibility Section*, p. 19 and *Architectural Character*, p. 27]



- **Relate to Neighborhood Patterns.** Inspiration for the design of new buildings should ideally be drawn from traditional styles in the neighborhood, as well as patterns and features found in the district (e.g. form and mass, articulation, vertical composition, materials, regular recessed storefront entries, windows arrangements and other patterns. (see *Architectural Style Section*)
- **Use the "4 out of 7 compatibility list"** to consider building and design features that can help create compatibility with the traditional main street fabric and pattern (see page 20 4(b) and (c).
- **Provide an elevation of the proposed new development in context of adjacent block and street development.** This can help highlight areas opportunities to reinforce compatibility (e.g. win-dow patterns, step downs, rooflines, alignment of building details).

Large Blank Walls

[See *Transitions - Blank Walls Section*, p. 23]

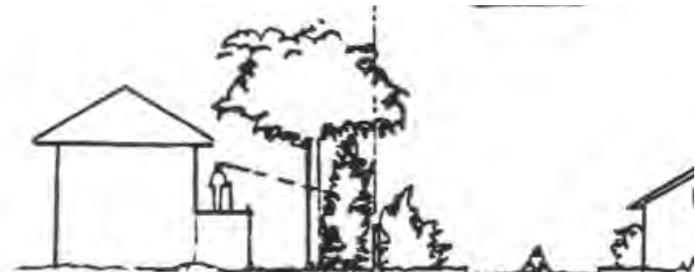
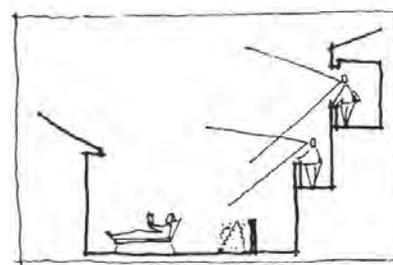
- Provide windows or lightwells to break up the large blank wall expanse, (where firewall restrictions are an issue, consider increased side setbacks to make this possible) (**SALT & STRAW BUILDING EXAMPLE**)
- Incorporate architectural details found in nearby structures such as window patterns, horizontal of vertical elements, narrow horizontal siding, decorative cornices,
- Use landscaping and art/murals or other features to add interest. [**BUILDING AT 10th & DIVISION**]

Light Overspill & Privacy Impacts

[See *Transitions - Privacy Section*, p. 26]



- Locate windows and decks so these do not overlook neighboring residential properties or increase side setbacks to maintain greater privacy
- Provide screening on balconies
- Use larger landscaping and retain/include large trees as buffers to screen view
- Avoid overconcentration of windows and balconies facing adjacent residential uses and zones
- Provide a privacy and view impact analysis to highlight any issues for both adjacent neighboring tenants as well as new occupants



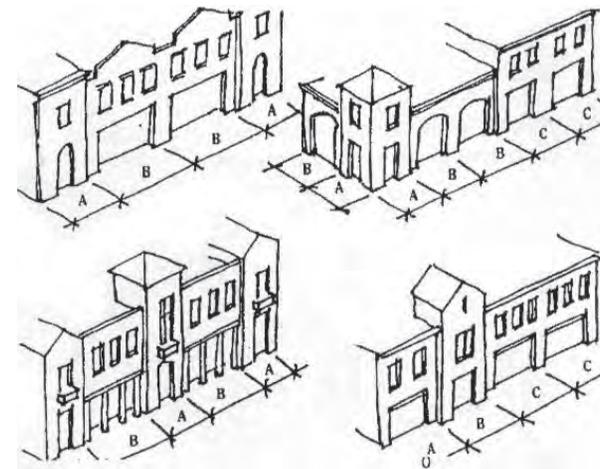
Minimize Privacy Impacts through proper placement of windows, balconies and landscape buffers

CONCERN/IMPACT

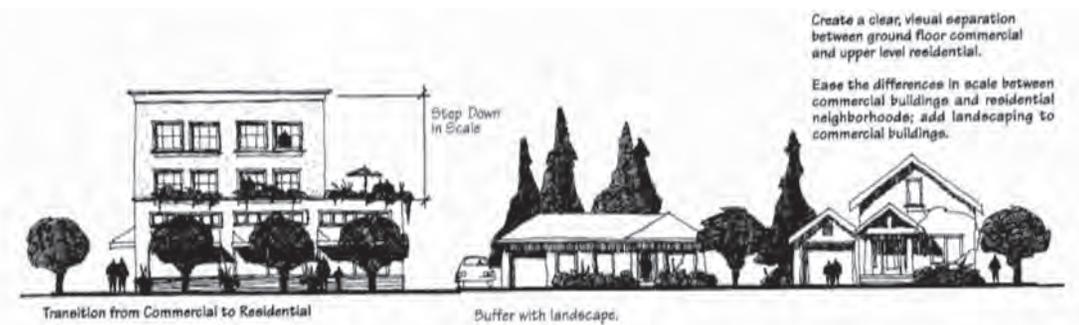
MITIGATING DESIGN APPROACH (THESE ARE GUIDELINES)

Scale & Massing (Overly “Boxy Buildings”)

[See *Building Form + Mass*, p. 21-24]



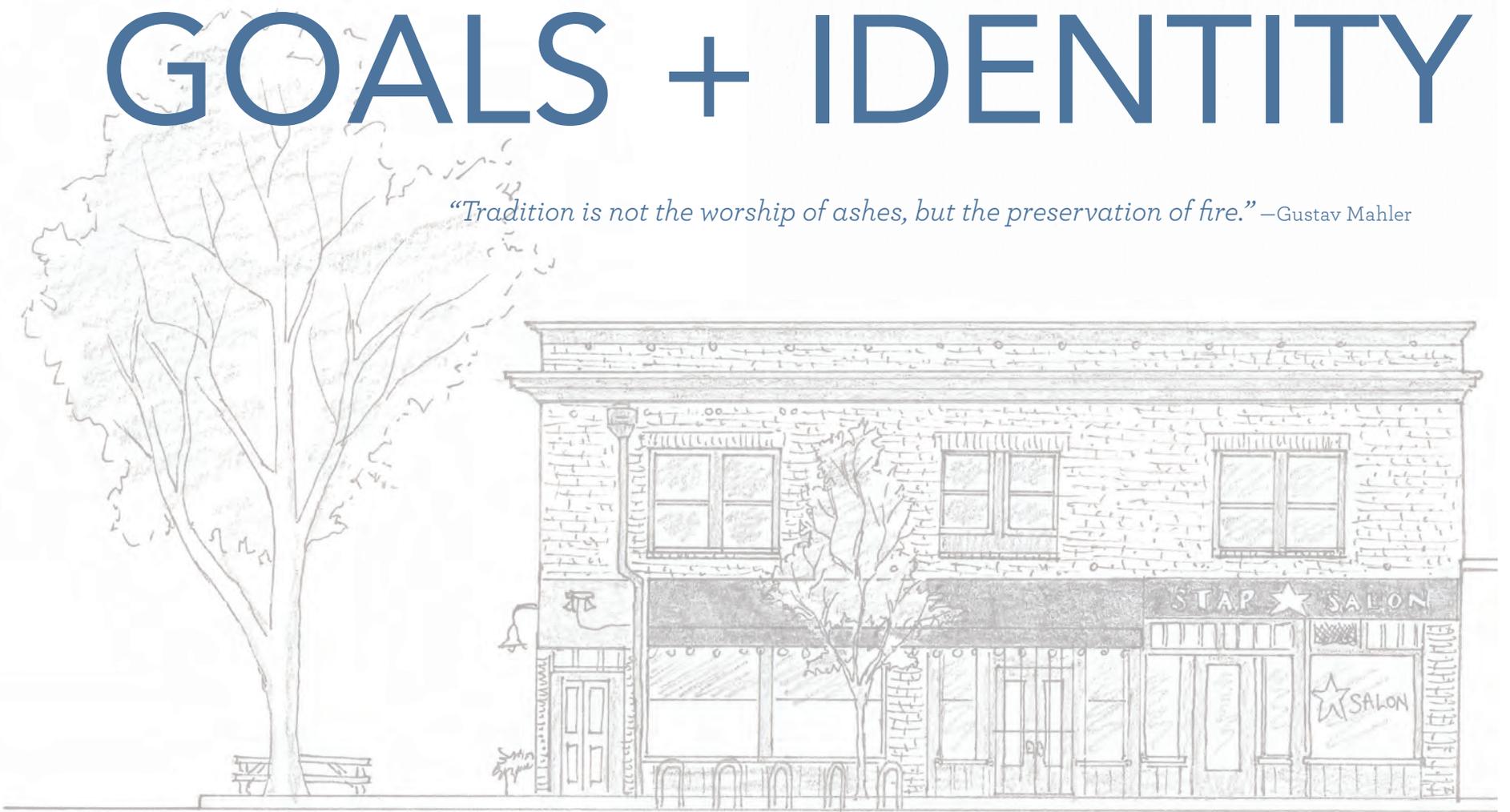
- Avoid creating a canyon-like feeling by stepping back upper stories. Top floor setbacks minimize the height presence of 4 and 5 story buildings along the street. Historic commercial structures in the neighborhood have typically not exceeded 3 stories, so setbacks help larger structures fit in.
- Break up larger building massing and facades through the following:
 - Balconies
 - Stepbacks
 - Divide building into visible building increments that match historic neighborhood lot widths of 50'
 - Articulate rooflines (ideally using traditional neighborhood roofline patterns)
 - Stepping up and down roofs and building heights, etc.
 - Step up/down to taller building heights
 - Entry treatments (recessed entries, overhangs and awnings)
- Avoid creating buildings with overly flat, “box-like” building forms
 - See strategies under “Break up Massing” above (balconies, stepbacks, rooflines, etc)
 - Use “punched” or recessed windows
 - Avoid monotonous window design by varying window patterns - use repetition with variation (look to traditional pattern arrangements in the area)
 - Simple cornices with sufficient projection to “cap” the building and help with weather protection of building façade materials
 - Oriel (Bay) windows



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

MAIN ST. VISION, GOALS + IDENTITY

“Tradition is not the worship of ashes, but the preservation of fire.” –Gustav Mahler



SUSTAINABILITY + CULTURAL IDENTITY: VALUING THE LEGACY OF OUR STREETCAR ERA MAIN STREETS

EASTSIDE DEVELOPMENT INFLUENCES

Some have described Portland as a city made up of many “villages”, most with a “main street” that contributes to the surrounding neighborhood’s sense of place and identity. These main streets are crucial to Portland’s past, present, and future identity.

The Rose City’s early settlement patterns were largely driven by the development of its streetcar system which created small town centers and pedestrian driven environments (spoke-and-hub plan). The limited transportation in the pre-automobile era resulted in natural main streets, each with independent identities and all the characteristics of the currently sought after walkable “20-minute neighborhood”.

FOSTERING RESILIENCY & SUSTAINABILITY

Now a core goal of Portland’s 2035 Comprehensive Plan, the walkable, bikeable, “20-Minute Neighborhood” is in the urban DNA of these early town centers and is a valuable asset when working towards more livable, sustainable communities.

A key aspect of this is not only expanding our diversity and affordable housing and commercial spaces, as well as access to transit, it also is critical to retain our small local businesses and neighborhood services that allow community members to meet daily needs on foot or by bike.

“When considering our community-wide goals for sustainability and vibrancy, it is also important to realize how the existing building stock of Portland’s main streets can help realize those goals.” Further, what it is “equally important to recognize is the incredible amount of embodied resources housed in these buildings and districts. With some investment and effort, it is possible to both preserve these treasures and make them perform to modern standards of efficiency and seismic resilience.” (PDC Main St. Handbook). See Sustainability Section for key strategies, p. 40)

MAIN ST. CHARACTER, CULTURE + IDENTITY

The Streetcar-era was the most significant period for the early development of inner Southeast Portland. Many of the land use patterns we see today have their origins in this period.

One legacy of this early 19th-century settlement on the East side is a wealth of historic buildings and entire districts that endure to this day. Main streets predominantly featured one, two, and three story buildings of brick, masonry and wood with generous storefront windows, recessed entries, chamfered corners, and articulated rooflines. The majority of the commercial buildings were not designed by architects, nor did they resemble any academically recognized architectural style. Although primarily vernacular rather than high style, the builders of Central Southeast Portland “showed an excellent skill in the use of their tools, and an intuitive understanding of the use of decorative elements that defined the styles” and through these structures the immigrant residents in Southeast Portland expressed their cultural identity. (add Chinatown footnote). The Streetcar-era character provides a foundational architecture which formed the identity of many neighborhoods.

These older Portland main streets provide a rich historic fabric, and a set of characteristics and design “patterns” that can and should be drawn from to retain our “fire” and cultural identity, and achieve greater compatibility and overall unity along the corridors as we grow.¹

¹ Portland Oregon’s East Side Historic & Architectural Resources 1850-1938. National Register of Historic Places, January 27, 1989



THE INFILL CHALLENGE

“The current system doesn’t recognize the varied impacts of different scales of development. Much of Portland’s unique character and reputation derives from the abundance of small-scale, home-grown businesses that reflect the individual personalities of the people who own and operate them. Indeed, many Portland neighborhoods are filled with a fine-grained, exuberant mixture of shops, restaurants, food carts, galleries, pubs, and personal services. In the last decade, however, this diverse and distinctive character has been gradually replaced by new buildings with considerably less “hand-crafted” character at the street level.” (DOZA Findings Report)

DESIGN GUIDELINES

OVERARCHING GOALS

COMPATIBILITY, CHARACTER + CONTINUITY

1. Preserve important neighborhood qualities such as a connection to local history and culture, historic streetcar-era building character, and sense of place.
2. Increase visual continuity of the main street corridor including building character, streetscape, neighborhood identity, and overall building quality.
3. Relate new developments to existing main street character and neighborhood patterns.
4. Minimize the appearance of building size, bulk and scale. Strategies should include the use of stepdowns, setbacks, building articulation, balconies, and landscape buffers.

RESIDENTIAL/COMMERCIAL DIVERSITY + AFFORDABILITY

5. Encourage a diversity of housing types, sizes, and price ranges to serve all segments of the population.
6. Encourage retention of existing affordable housing and commercial spaces and inclusion of these in new developments.
7. Encourage retention of local businesses

STREETScape DESIGN

8. Increase access to green space and public gathering spaces (e.g. plazas and courtyards) and create places and amenities for lingering and contemplation (e.g. building integrated seating), provide weather protection (e.g. awnings).
9. In commercial and mixed use developments, promote active streetscape and storefronts.

LIVABILITY, SUSTAINABILITY + ENDURING QUALITY

10. Maintain sun, air, light for building occupants, adjacent residents and businesses.
11. Promote sustainability, resiliency, and green building design practices, as well as quality design and materials to ensure new development is built to last.

“Livability is the sum of the factors that add up to a community’s quality of life – including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.”

—Partners for a Livable Future¹

PROGRAMMATIC CONSIDERATIONS

- Architecture that reflects Neighborhood Context, Character and Compatibility
- Creating a diversity of housing types and family sizes to serve a variety of incomes and abilities
- Affordability and Cost
- Historic Preservation
- Sustainability & Green Building Design

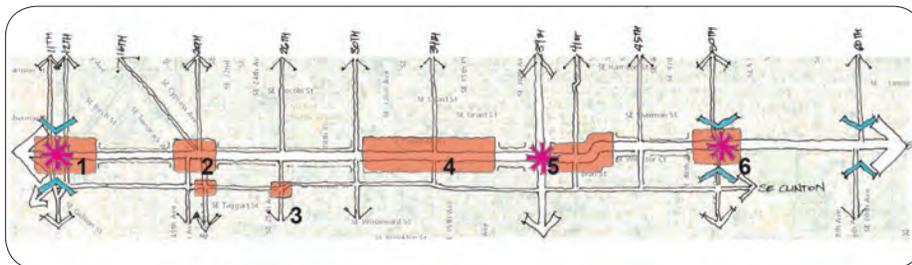


DIVISION'S MAIN STREET IDENTITY

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 attract-ed many residents and businesses to the area. There are distinct areas along Division that relate to significant buildings, commercial or specific uses which further inform the connection to the area. One important, aspect is the “Pearls on a String Concept” which was encouraged as a guide for the corridor from the 2006 Green Street Main Street Plan (GSP), emphasized a desire to see new commercial development fo-cused in a series of villages or nodes. (See image at right + Appendix for GSP Goals)

NEIGHBORHOOD IDENTITY GUIDELINES

- Reinforce a strong corridor identity through the following unifying approaches:
 - Provide continuity of façade design, street furnishings, lighting and paving treat-ments.
 - Encourage building façade designs and streetscape improvements that contrib-ute to the overall quality of the district, streetscape, and long term sustainability.
 - Emphasize water, sustainability, art and education along the corridor (see Green St. Plan themes at right)
 - Integrate art into buildings, street furnishings, gateways, public space, blank walls
 - Preserve important neighborhood qualities such as a connection to local histo-ry and culture, historic streetcar-era building character; and sense of placeoT achieve this, new development should retain and relate to foundational architec-ture, and integrate preservation of our heritage in creative ways. (See Overarching Goals 9-10, p. 16)
- Develop gateways and connections that celebrate special places.
- Create a gateway and welcome feature at SE 29th and at other boundaries of each neighborhood.



Illustrations: Analysis illustrating key nodes, districts, and opportunities for gateways. Portland State University Urban Design Students “Toolkit for Neighborhood Development Final Studio Report,” a community collaboration project between PSU and the Division Design Initiative.

Key themes expressed by citizens

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.

Art & Water
Create art and water features at the neighborhood centers to provide a continuous or thematic flow of water through the corridor.

Education Corridor
Embrace and integrate the five primary and secondary schools, as well as nearby Warner Pacific College and Portland Community College – SE Center, into the community fabric.

A – The community expressed a desire to see new commercial development focused at certain intersections, or nodes. The red circles represent existing or potential commercial nodes.
B, C, D – The community embraced the idea of using art and water features to help give Division a unique identity.
E, F – A neighborhood goal is to capture opportunities to better integrate the many schools along Division into the community.

Illustrations: at Right Excerpt from the Division Green Street Main Street Plan, noting goals and key themes for the corridor

KEY

- The **Ford District** at 11th/12th: Dining, Shopping, Activity hub for Ladd's Addition residences
- The **Seven Corners** around 20th: Transportation, Shopping, Night Life
- The **Clinton Theater District** around 26th: Bars, Cafes, Theatre, Night Life
- The **Central Division Commercial District** from 21st-36th: Dining, Shopping, Small Business, Studio Apartments
- The **Health Services** District from 39th to 43rd: OHSU, Pharmacy, walk-IN
- The **Residential** Neighborhood District: Homes, School, Green Space

KEY

- HUB**: Major point of transportation access to the area, activity generator.
- DISTRICT**: Area with unique character that sets it apart from other nearby areas or parts of the city.
- TRANSITION**: Area that acts as transitions between districts.
- GATEWAY**: Entrance to this area that separates a neighborhood, district, or part of the city from other areas.
- CONNECTION**: Pathway that connects one area to another (in this case, connects SE Division to other parts of the city).

CONTEXT + COMPATIBILITY

“New development should complement the character of the neighborhood in terms of scale, storefront pattern and design details” - Portland Main St. Design Handbook



KEY COMPONENTS OF MAINTAINING COMPATIBILITY.¹

(New from City of Portland DOZA Findings Report)

- **SCALE:** The building's overall size, proportion, and the related issues of privacy and solar access (see Massing & Transitions)
- **PATTERNS:** The building's adoption of local physical design patterns including overall proportions and massing, but also including wide range of patterns (see page 20), such as site orientation, roof forms, window design, ornamentation, materials and general architectural style. (See Compatibility + Neighborhood Patterns, p. 20, and 53)
- **IDENTITY:** The building's adoption of specific forms and features to celebrate the distinctiveness of its neighborhood or district, to reinforce a sense of place, and connect with the cultural and social qualities of the community (see Division Identity, Character + Style Sections)



The Context Elevation can be a useful community reference to highlight conflicts and opportunities for greater fit with street context

COMPATIBILITY & CONTEXTUAL DESIGN

The goals of the 2006 Division Green Street Main Street Plan highlighted several issues raised by the community related to infill development. Many of those earlier issues are still of great concern today, including as the Plan notes: “the contrast of scale and height in relation to existing development, privacy impacts, compatibility with existing neighborhood character, etc.”

The desire for compatible new development is not about preventing development. There are 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 - while exacerbating the pace of gentrification in the neighborhood.

The desire for compatible new development is about maintaining and enriching—not losing—the details and character that made these streetcar-era main streets special places. Some new developments have missed the character cues and rejected rather than embraced the unique patterns of these streets. As a result, the special qualities of these historic main streets are in jeopardy of being erased. If that were to happen, the City of Portland may lose important pieces of its identity and look and feel like many other places. Responding to neighborhood context is a key priority for the community. To maintain compatibility -- in the sense of new development co-existing in harmony together with current development -- a building should relate to site and neighborhood conditions, patterns and character. By “relate”, we mean that a building does not need to mimic a historic building style; however, new building should not reject the neighborhood form, or “pattern language”. “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).

There are endless definitions of what “context” or “contextual” means in terms of building design. There is some agreement on what contextual design **is not**: simply a prescriptive order to repeat or mimic what exists already.

Two main themes may be considered in terms of “context”:

- 1) How it works with the past, present, and future (this includes not ignoring that context is always evolving)
- 2) How it contributes as well as takes advantage of the surrounding area it joins in form and function (including the overall street car era main street context of Portland city-wide).



This development on Division shows excellent context & compatibility with neighborhood patterns - materials, window patterns, storefronts and details, cornices. Further, upper level stepbacks help minimize scale impacts

1 Walker Macy, Angelo Planning Group. “Interim Report: Design Overlay Zone Assessment: Findings, Preliminary Recommendations. November 10, 2016.

COMPATIBILITY GUIDELINES

1. **New construction should be designed to be consistent with the existing pattern, scale, style and massing, of structures in the neighborhood and surrounding blocks, as well as other streetcar-era main streets in Portland.**
2. **New main street-facing buildings that are bigger and taller than previous buildings on the same site, and/or nearby adjacent buildings, should not detract from the unity of the main street or district.** (See positive examples of larger new build-ings reflecting Portland’s foundational character, at right and p.29)
3. New main street-facing development that is of a greater scale than previous build-ings on the same site should **carefully consider the quality of life of residents on abutting rear yard lots** including minimizing residents’ privacy impacts and main-taining residents’ solar access. (See Transitions Guidelines, p. 17)
4. Compatibility approaches include:
 - a) Maintain the traditional small-scale regular rhythm of building widths
 - b) **New development should demonstrate compatibility with the adjacent archi-tecture by incorporating a minimum of four of the following seven features similar to the neighboring architecture:**
 - scale
 - roof forms
 - window proportion or patterns
 - materials
 - style
 - ornamentation elements
 - color
 - c) **Relate to neighborhood patterns.** Relate building form to existing context and established Division main street area patterns. (Also see Main Street Patterns, p.53) The following are typical area-specific neighborhood patterns found on Division, Hawthorne & Belmont and other street car-era main streets in Portland:
 - Angled front facade on corner buildings, i.e., 45-degree angle cut corners maintain visibility for vehicles & pedestrians and when cut out solely at first floor can create areas for pedestrians to pass safely or pause for conversations.
 - Raised sills or bulkheads
 - Large storefront windows with transom windows above
 - Visible building increments of 25’-50’
 - Regular rhythm of recessed entries every 20’
 - Include permanent awnings & overhangs for windows and entries
 - Window variation and patterns that relate to adjacent buildings
 - Articulated rooflines



Above: Positive examples of Newer Compatible Buildings - Three and four story larger new buildings that add housing capacity and reflect area context on Division and Belmont. At top, the “Move the House Project” on Division and 38th shows connection to adjacent development through similar horizontal siding patterns, color and articulation of the building mass with up-per setbacks on Division and balconies. (photo credit; H. Flint Chatto) The Belmont mixed use building at right, relates to the scale of nearby buildings, break up building massing with visible building increments that relate to neighborhood patterns for building widths. It also shows modern design yet includes a simple cornice, brick materials, windows on sidewalls and recessed entry patterns. (photo credit: Erik Matthews, building architect)

BUILDING FORM + MASS

Division's existing character is special as part of Portland's East-side fabric of streetcar-era main streets. (See Valuing our Main Street Legacy, p15). 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.

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. (see p. 20 (c) and Encouraged Main St. Patterns, p 53).

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.

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.** “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).



Illustrations: Examples Showing Poor Compatibility. Although recent development on Division and Hawthorne have added needed housing capacity, frequent community concerns note a lack of relationship to neighborhood architectural patterns and a form that dominates the small scale grain of the existing street calling attention away from the foundational character and identity of the neighborhood.

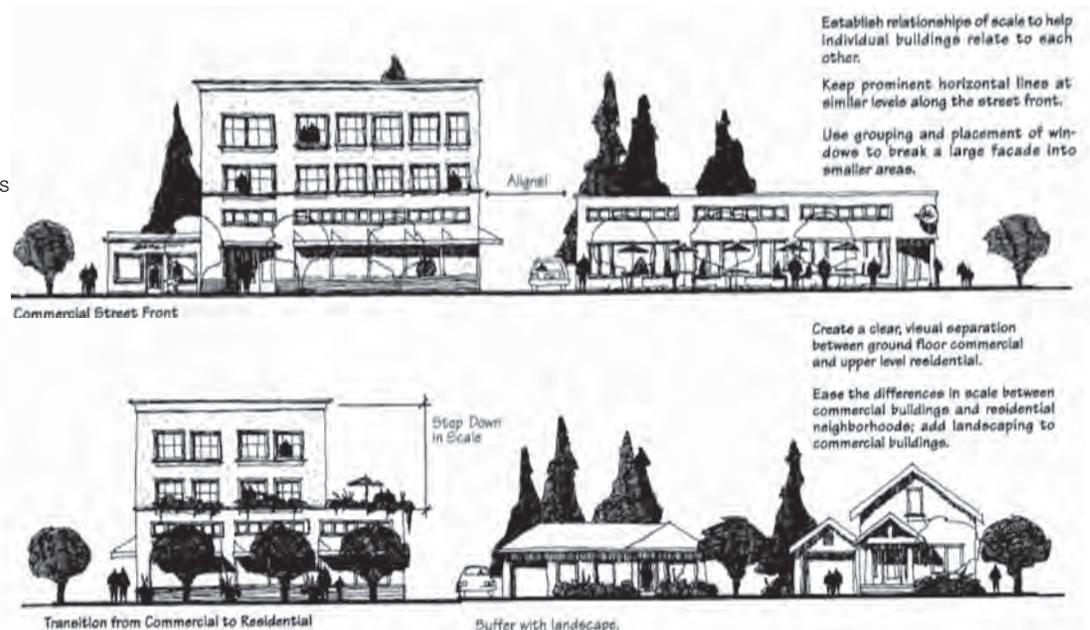
BUILDING FORM & MASS GUIDELINES

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/494316>



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 stepdown and setbacks 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.



SCALE, MASSING & STEPBACKS

1. Taller first floor heights of 14-18 are encouraged .
2. One-four story scale preferred.¹ If four stories or above, some neighborhood associations have expressed a preference to include stepbacks of the top stories on street-facing sides at a depth equal or greater to fourth story height (e.g. 12' story height would have a 12' stepback) to maintain a feeling of three stories. Top floor stepbacks minimize the height presence of four and five story buildings along the street. Historic commercial structures in the neighborhood have typically not exceeded three stories, so stepbacks help larger structures fit in.
3. Avoid overly flat, square, "boxy" building forms - by breaking up building mass through the use of balconies, stepbacks, articulated rooflines, facade articulation, step downs and varied building heights, etc.



MINIMIZE CREATING BLANK WALLS

1. Especially where a building side wall is likely to remain visible for an extended period of time (e.g. interior block property lines where the adjacent commercial property is already developed or adjacent to residential uses) that building elevation should reflect a design treatment of the whole building and the following should be considered:
 - a) Increase side setbacks on the full facade (or on upper stories) to allow windows to break up the large blank expanse.
 - b) An inset in the side facade for a lightwell (as described in other sections) could also serve to break up the facade.
 - c) Incorporate architectural details found in nearby structures such as window patterns, horizontal or vertical elements, narrow horizontal siding, patterned brick, decorative cornices, landscaping and art/murals or other features.



Illustrations: Treatment of blank walls, especially with larger buildings, significantly helps improve transitions and long term quality.

4. Minimize creating scale contrasts and blank walls.
5. Step down to lower building heights (see lower illustration on page 13). Avoid creating scale contrasts of more than a two-story scale transition with adjacent architecture (e.g. if adjacent to a two story building, then not more than four stories where buildings abut). If not feasible, then alternatives should include strategies to mitigate contrasts in scale and blank walls (e.g. landscaping, art, windows, balconies).
6. At side lot lines, new developments should consider the following to support greater compatibility, livability, light and air:
 - a) Upper level side stepbacks - Above the first story, use side stepbacks 10' from property line, maintain street wall, and encourage windows in stepback facades.
 - b) Light wells - Provide for interior daylighting if developing on side lot lines. Provide light wells not less than 12 feet wide parallel to the exterior wall and not less than 5 ft deep. At side lot lines anticipate future development by providing light wells for daylight and fresh air.

¹The 2016 Richmond Neighborhood Association Board voted for the following language change: from "1-3 stories preferred" to: "1-4 story scale preferred". Top floor setbacks minimize the height presence of 4 and 5 story buildings along the street. Historic commercial structures in the neighborhood have typically not exceeded 3 stories, so setbacks help larger structures fit in. For accuracy, "setback" term was replaced with "Stepback".

Right Stepbacks help blend with existing context. Bend OR-2016. Source: Hflint-Chatto

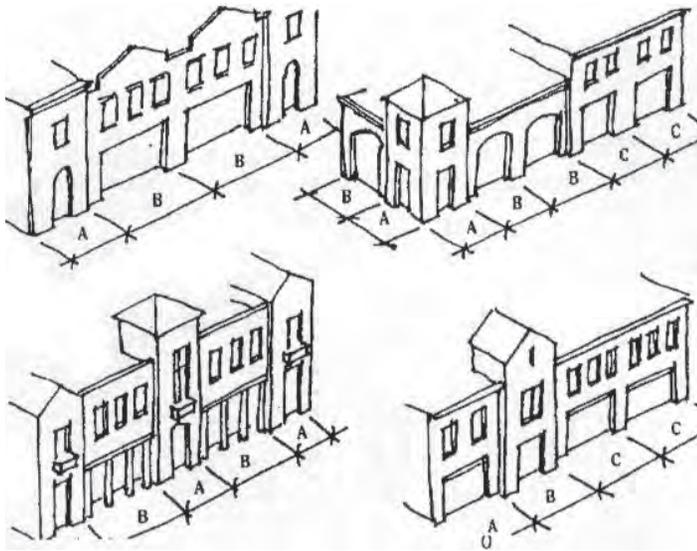
Below left: Two examples of moderate scale increases with positive facade articulation and storefront features that relates to neighborhood patterns



Right: Alternative upper design treatments for compatible development that relates to neighborhood patterns without creating overly bulky bulding form. (L. Qamar, Architect)

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, passeos 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.

TRANSITIONS - ATTENTION TO SHADING, PRIVACY, SCREENING + BLANK WALLS

1. Minimize privacy impacts to residentially zoned properties and residential uses.
2. Address transitions with mitigating design measures for new development, particularly in these locations:
 - On local streets intersecting Division
 - On Division Street between buildings
 - On building facades abutting residential uses

DISCOURAGED AT TRANSITIONS

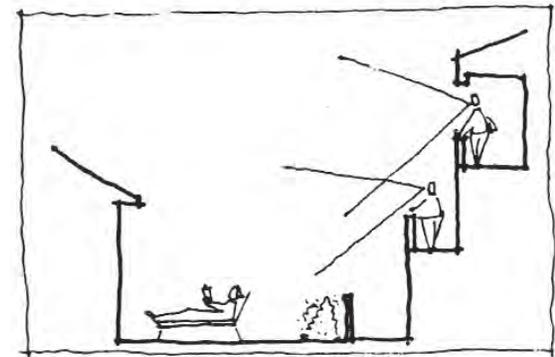
3. Minimize and where possible, avoid, creating impacts from new development including:
 - a) Excessive light overspill from unshielded exterior and interior lighting.
 - b) Overconcentration of windows facing residential uses.
 - c) Creating privacy impacts (e.g. ensure balconies and windows are located with care).
 - d) Blank walls above the second story. Creating multi-story large blank walls (e.g interior block commercial properties where the facade at side lot line becomes is designed as a firewall) is strongly discouraged.
 - e) Excessive shading (define excessive) of adjacent properties. (See Goal 9 “Maintain sun, air, light for building occupants, adjacent residents and businesses.” and Goal 10 “Promote sustain-ability, resiliency, and green building design”, p. 16) This is especially key for southern exposures, relationships next to food producing gardens, roofs with solar panels or structures that rely on passive or active heating/energy generation. The intent is to provide adequate sunlight, protection for existing property values and investments such as the use of solar energy systems without prohibiting the normal development of

property. New development should provide the neighborhood association with a shading analysis reflecting the location and shadow patterns of all buildings, walls, fences, and vegetation on the property and on the adjacent parcels to the west, south and east.

ENCOURAGED AT TRANSITIONS:

Minimize Privacy Impacts to residential uses: Privacy considerations for adjacent residential is a priority for community members and the following approaches should be integrated where possible:

- Design structures to avoid placing windows, decks or balconies that look directly onto neighboring properties. Locating windows and decks so these do not overlook neighboring residential properties or increase side setbacks to increase privacy
- Provide screening from balconies to maintain privacy of adjacent neighbors
- Create or maintain larger trees and landscape buffers to mitigate residential privacy impacts



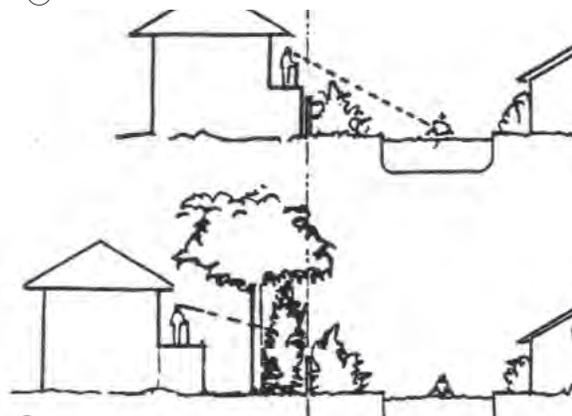
②

Figs below from left to right:

① *Improper placement of large buildings can reduce the privacy of adjacent homes. Source: Design Review Guidelines, City of Seattle, pg. 12.*

② *Reducing windows and decks overlooking neighboring residential property or increasing side setbacks can increase privacy.*

③ *Privacy Protection Method. Source: Montecito Architectural Guidelines & Development Standards, pg. 16.*



③

ARCHITECTURAL CHARACTER

There is a reason that architecture is—or at least traditionally was—the most conservative of the arts. Buildings last a long time—hundreds of years—and old buildings are the best evidence of what passes the test of time. Traditional building is not about nostalgia or sentimentality as its critics would have it, but rather about imitating what works.”

– Witold Rybczynski, Architect, Author, Professor, Architecture Critic

ARCHITECTURAL STYLE

As noted on page 15, the Streetcar era was the most significant period for the early development of inner Southeast Portland. This time-period predominantly featured one and two story buildings of brick, masonry and wood with generous storefront windows and features described in the Neighborhood Patterns, Storefront/Facades sections, and Foundational Styles Appendix. Encouraged styles that are traditionally represented in the Neighborhood include: Streetcar Era Main Street Commercial, Main Street Industrial, Art Deco, Art Moderne, Arts & Crafts/Craftsman Vernacular, Mission Revival, and Spanish Eclectic/Mediterranean. These styles represent those that have been traditionally represented in the neighborhood both along the Division, Clinton and Hawthorne Corridors as well as surrounding neighborhood main streets. For descriptions and further inspirational examples, see the Foundational Architectural Styles Appendix, p 54. Photos on the facing page show ways newer buildings have incorporated these patterns and styles in positive ways. These styles provide characteristics that can be drawn from for new commercial, single family residential, multifamily and mixed use buildings to achieve greater continuity along our smaller main street corridors.

EXEMPLARY SE EXAMPLES:

- Ford Building (11th & Division)
- Fumerie Parfumerie (36th & Division)
- Double Barrel (20th & Division)
- American Local (30th & Division)
- Roman Candle & Ava Gene’s (34th & Division)
- Oregon Theater (35th St & Division)
- Move the House Project (38th & Division-south side)
- Sunshine Tavern Building (31st & Division)
- Shanghai (28th Ave & Division)

A list of Special Buildings on Division for preservation are included in the Appendix.



Streetcar Era Main Street Commercial



Arts & Crafts/Craftsman Mixed Use Vernacular



Main Street Industrial/Utilitarian



Art Deco



Spanish Eclectic/Mediterranean



Mission



“Districts evolve over time and as a result, it is natural to see a variety of architectural styles and construction methods. A new building should be current, yet designed to respect the context of the existing structures around it. It is generally agreed that a new building should not pretend to be historic.... At the same time, a building that feels alien in its context and calls too much attention to itself takes away from the unity of the district. A better approach is to complement the character of its neighbors in terms of scale, storefront pattern and design details - these buildings will strengthen the district over time. The goal is to build a district that is more than the sum of the parts, with each element making an important contribution.”

—PDC Main Street Design Handbook, *New Development Principals*, p. 59

ARCHITECTURAL CHARACTER New section from Urbsworks 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.



FAÇADES *This section is written by Urbsworks Planning Consultants - added from the Resource Guide for Creating Division Design Guidelines*

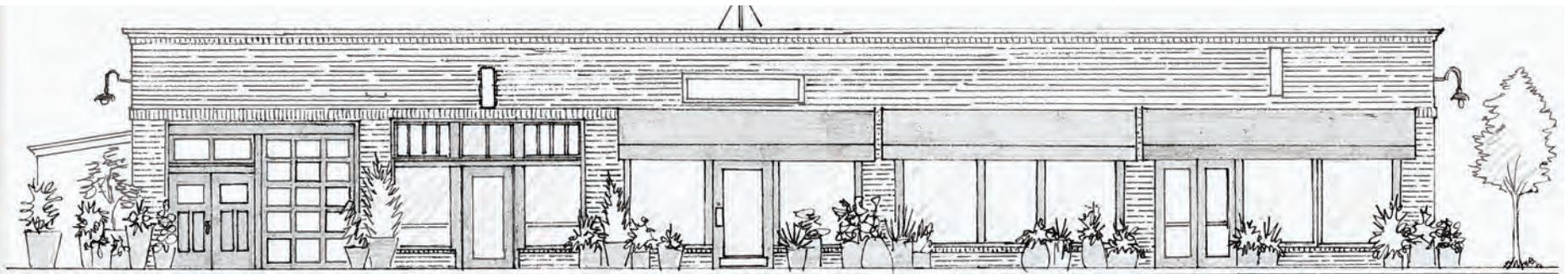
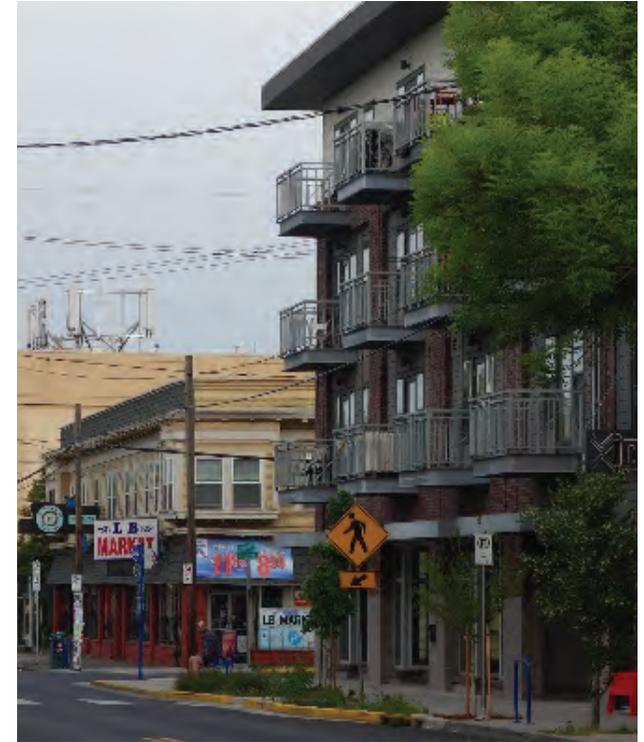
STREET-FACING FAÇADES

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.

1. 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.
2. Balconies that project into the public realm should be designed to minimize visual clutter. (see good examples on p. 20)
3. Architectural design should be consistent over the entire building.
4. Facades facing residential zones should use setbacks, step-backs, terraces, and recesses to breakdown the visual scale and massing. (See Building Form + Mass, + Transitions sections)
5. Corner buildings are considered to have two street-front façades.

OTHER FAÇADES

6. Walls with large expanses of blank walls are strongly discouraged. Where building codes 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.
7. 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. (See Blank Walls under Transition Section, p 26)



STOREFRONT WITH TRADITIONAL MATERIALS

A cornice can be constructed with wood framing, plywood and moldings with a sloping sheet metal cap to shed water. The cornice spans the top of the storefront, often covering a structural beam or unfinished brick.

Transoms are optional design elements that help to break up the massive effect of very large sheets of glass. Transom windows can be clear, tinted, or stained glass.

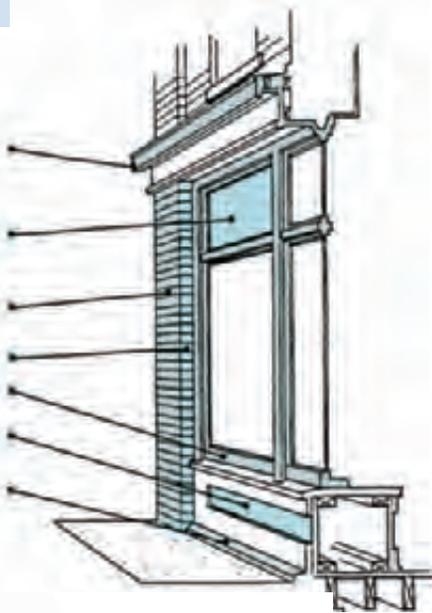
Masonry piers are uncovered and match the upper façade.

The storefront is recessed 6 inches into the opening.

The storefront and windows are framed in wood. The sill slopes forward from drainage.

The bulkheads are constructed with wood framing and a plywood back with trim applied to it.

The storefront rests on a masonry or concrete base to prevent water damage.



STOREFRONT WITH CONTEMPORARY MATERIALS

A cornice is made with sheet metal over a wooden frame.

Optional transoms can be stained glass, clear glass, or opaque.

Masonry piers are uncovered and match the upper façade.

The storefront is recessed 6 inches into the opening.

The storefront and window are framed with dark anodized aluminum or painted aluminum. Bulkheads are constructed of aluminum framing and a plywood panel clad with aluminum.

The storefront rests on a masonry or concrete base.



Common Main Street Design Patterns - Division, Street Southeast 12th, and Hawthorne. Boulevard

Illustrations: Main Street Patterns. (Source: Prosper Portland, Main Street Design Handbook)

COMMERCIAL STOREFRONTS

ENCOURAGED ELEMENTS

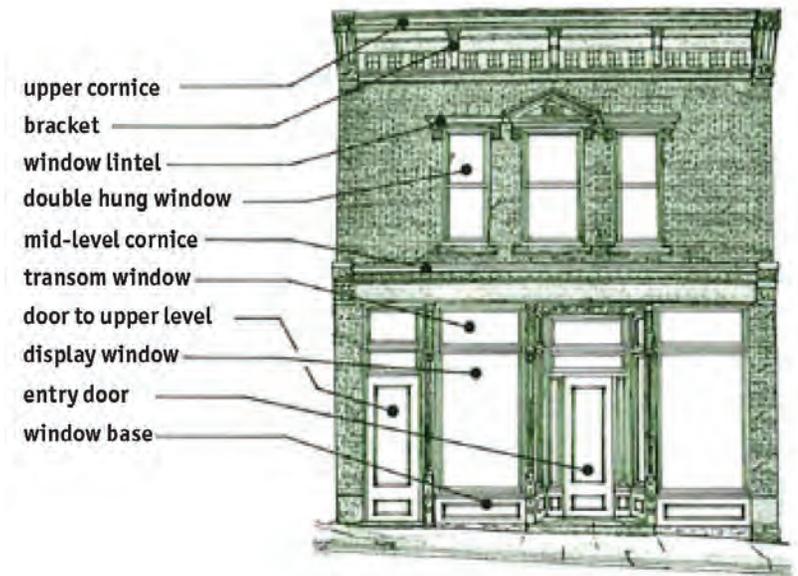
1. Relate to “neighborhood patterns” (see graphic at right and “Pattern” list on p. 20)
2. Raised sills should be included to relate to typical main street patterns and should be a minimum of 18” and 30” maximum from the sidewalk.
3. Generous storefront windows, with transom and/or clerestory windows above
4. Covered entries, and rain protections for the pedestrian along the sidewalk
5. Building-integrated awnings, canopies and overhangs
6. Operable windows and rollup doors with windows to open to street
7. Arcades
8. Building integrated seating (e.g. Roman Candle building on NE corner of 34th and Division)
9. Entry doors with transparent windows
10. Create corners that include building entrances and stopping places
11. Incorporate art – patterned brick, tiles, bike parts, etc., throughout the corridor

COMMERCIAL DIVERSITY + AFFORDABILITY

1. Encourage retention of existing affordable commercial spaces and inclusion of these in new developments.
2. Encourage retention of local businesses.
3. Where possible, consider commercial Land Trust models and other financial tools to create/maintain spaces for start ups and other legacy businesses.

COMMERCIAL/RETAIL SPACE CONFIGURATION

4. Buildings with commercial uses are strongly encouraged to provide retail-ready spaces on the first floor in both new and existing buildings
5. Encourage adaptive reuse of existing residential buildings for commercial uses
6. Design for flexible configurations of tenant spaces (e.g., moveable walls) to allow future expansion/realignment
7. Design spaces to be big enough for a diversity of uses and business types (especially for neighborhood services as well as retail).
8. Provide the option to convert commercial spaces to live/work



© Joe Lawiczak

The storefront, arguably the most important segment of a commercial building, is often the portion that pedestrians and drivers notice the most.



Above - Main Street Patterns. (Source: Prosper Portland, Main Street Design Handbook)



Awnings, Storefront Windows, and Pattern of Recessed Entries at 30th and Division (Image: H. Flint Chatto)

AWNING GUIDELINES

1. Should complement the rhythm of the storefront windows
2. Should be as transparent as possible, or incorporate lighting
3. At pedestrian level, should be of solid construction as opposed to brise soleil
4. Should be a minimum of 10' above the sidewalk
5. Should project a minimum of 5' from the face of the building
6. Should be self-cleaning
7. If possible contain solar panels



Awnings, balconies and storefront windows help break up larger facades and relate to a more human scale. NW Portland (Image: M. Molinaro)



ENTRIES + EDGES



Illustrations: Recessed Entries on Belmont, Division and Hawthorne. Chamfered (45 degree) cut corners are a common pattern on St. Car era corridors. Rounded entries and details add a human scale, pedestrian interest and softening of building facades



WINDOW PATTERNS - DIVIDED PANES + VERTICAL ORIENTATION, ROUNDED EDGES + REPETITION WITH VARIATION

EXTERIOR MATERIALS

The use of materials and a quality of finish work should reinforce the sense of this city as one that is built for beauty and meant to last.

ENCOURAGED MATERIALS

1. The use of natural and durable materials such as brick, wood, metal and steel are strongly encouraged. Stone and tile that add texture to a facade may also be considered.
2. Use of a graffiti barrier coating of street level building materials is encouraged (e.g. sacrificial or permanent coatings)
3. “Real” stucco is encouraged however this use should include a plan for maintenance
4. Reuse third-party materials where possible
5. Corrugated paneling may be considered if allowed by code
6. Consider “bird friendly” designs when selecting exterior materials, window designs, and special locations such as “high risk zones” (see *Bird Safe Materials section*)



Encouraged Materials: The use of brick, high quality “punched” (recessed) windows, metal awnings and cornices shown above both relate to traditional neighborhood materials and contribute to a feeling of lasting durability

DISCOURAGED MATERIALS

7. The glass area of storefront windows should not be obscured more than 25 % (e.g. frosted or fritted glass, excessive signage or advertising that overly obscures storefront is discouraged)
8. Composite panel siding should not be used for more than 25% of the facade
9. Plastic siding is strongly discouraged Metal screens on the street facing facade are strongly discouraged:
 - Vertical plane metal screens should not cover more than 25% of street facing façade
 - Metal screens should also not obscure windows
 - An exception may be when used in small areas to support vegetation on the facade for greening the street and for green walls to break up the appearance of a large facade or blank wall. If landscaping is the intent for the screen, a maintenance plan should be established.



Discouraged Materials: Plastic siding and metal screens were strongly discouraged by community members in public surveys about design preferences.



BIRD SAFE MATERIALS

a. The following High Risk Zones may warrant extra design attention to protect bird safety:

- Glass on first 40’ of a building
- Glass on first floor adjacent to an ecoroof or rooftop garden
- Windows at corners, on skybridges and in atria
- Freestanding glass around courtyards, ecoroofs, patios, and balconies

b. Encouraged Window Treatment Options for High Risk Zones:

- Exterior frits, sandblasting, translucence, etching or screenprinting
- Exterior branding on glass for retail
- Exterior window films
- Exterior shades or shutters

HOUSING DIVERSITY + AFFORDABILITY

Overarching Goal 5: Encourage a diversity of housing types, sizes, and price ranges to serve all segments of the population.

Overarching Goal 6: Encourage retention of existing affordable housing and inclusion in new developments.

1. Provide for a variety of housing types and sizes for a diversity of incomes, household types and life stages (see following housing images and illustrations as well as in the “Streetcar-era Apartments” section of the Foundational Architecture Appendix, p. 54).
2. Explore options for retention of existing more affordable housing. Consider strategies for inclusion of affordable units in new developments (e.g. MULTI programs and other incentives).
3. Encourage family oriented-housing models, including one-three bedroom unit configurations and amenities (e.g. courtyards and green spaces as play areas).
4. Encourage “Missing Middle” housing types (courtyards, plexes, townhouses, ADU’s). These housing types can add significant density, respond to neighborhood building massing and form preferences, and aid with smoother transitions along corridor and in adjacent residential neighborhoods.
5. Maintain and support the residential character of the neighborhoods surrounding Division through architecture that relates to the traditional neighborhood context, drawing inspiration from rooflines, materials, massing, architectural details and styles that represent the distinct historic, cultural and geographic characteristics of the area (See Architectural Styles Appendix).
6. Provide amenities that support a diversity of resident needs, especially families - rooftop spaces, courtyards, gardens, and indoor/outdoor gathering spaces.
7. 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.

8. Screening requirements should be emphasized to reduce visual impacts. These should include consideration of:
 - Decorative or hidden grouped mailboxes
 - Consolidation of utilities,
 - Parking lot buffers with landscaping,
 - Enclosures for trash and recycling.
 - Balconies with screening to prevent privacy impacts.
 - Screening of windows to avoid spillover of light and glare into adjacent sites.
9. Mixed Use buildings over ____ number of units or within 200 feet of a commercial node should include commercial uses at the ground floor.

RESIDENTIAL UNIT ORIENTATION & CONFIGURATION

10. Encourage unit sizes and configurations that support flexibility in furnishing arrangements)
11. Encourage unit orientation that is sensitive to relationship with other neighbors within and outside the building
12. Encourage option to convert units to live/work if on the first floor

Illustrations: Facing page -A variety of multifamily housing types. Courtyard housing in particular can provide high density residential, more air and light, and opportunities for community gathering and play. (Photo credits: Michael Molinaro, et al.)

Below: A range of “Missing Middle” housing types are encouraged as transitions both in the residential neighborhoods and along the commercial corridors (image credit: Opticos Design).



HousingModelHousing.com is powered by Opticos Design. Illustration © 2015 Opticos Design, Inc. OPTICOS

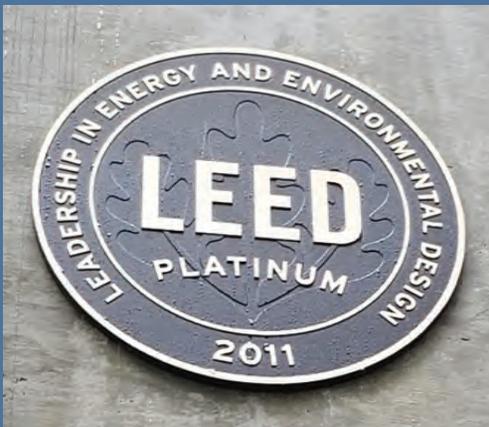


SUSTAINABILITY RESILIENCE + LIVABILITY

“Livability is the sum of the factors that add up to a community’s quality of life – including the built and natural environments, economic prosperity, social stability and equity, educational opportunity, and cultural, entertainment and recreation possibilities.”

—Partners for a Livable Future¹

“When considering our community wide goals for sustainability, it is also important to realize how existing building stock can help us realize those goals. Many of these buildings were designed before sophisticated artificial lighting and mechanical systems were available. Because of this, they relied on natural day lighting and ventilation strategies to provide the greatest level of comfort and efficiency available to them. These strategies helped give the unique look to the buildings we know and love today. Equally important to recognize is the incredible amount of embodied resources is housed in these buildings and districts. With a little investment and effort, we can both preserve these treasures and make them perform to modern standards of efficiency.”



SUSTAINABLE DESIGN

The Division Green Street/Main Plan reflects the community’s strong preference for sustainable design and green building strategies for both new and existing buildings. Along our older streetcar-era main streets with many vintage buildings, the Portland Main Street Design Handbook highlights the importance of existing building reuse is critical strategy for realizing our sustainability and climate protection goals.

SUSTAINABILITY GUIDELINES

- Promote sustainability, resiliency, and green building design practices..
- Employ adaptive reuse and retrofits where possible including relocating structures rather than demolition. (See examples on page 39)
- As much as possible, maintain sun, air, light for building occupants, adjacent residents and businesses.
- Use High Performance building design approaches for energy and water reductions (e.g. zero energy buildings, LEED, Passivehaus)
- Provide innovative stormwater management features that support green infrastructure functions (green roofs, living walls, etc)
- Reduce the amount of impervious surface and encourage the use of pervious paving options
- Encourage eco-roofs and other innovative stormwater management methods that enhance both the look and functionality of the corridor
- Upgrade walking and cycling amenities to support these modes
- Improve bus stop locations with benches, schedules and shelters



Illustrations (from top): Z-Homes Net Zero Energy Courtyard Development; Affordable Housing with green roofs, solar and courtyard design which allows for in-creased air and light, and common social spaces for children to play and community to gather; art and water with living plants at Pike Alley in Seattle



ENCOURAGE REUSE + ADAPTATION OF EXISTING BUILDINGS

Illustrations -Top: Retention of existing commercial buildings above with new additions on top. Middle: Signal Gas Station in North East Portland reused as a Pizza Restaurant, older houses on Division reused as cafes and restaurants, Below: Ford Building and adjacent Jimmy's Tire Annex, a former auto repair shop retrofitted with an interior court and multiple commercial uses.



HISTORIC PRESERVATION

As one of Portland’s streetcar era main streets, the Division Corridor’s architecture reflects the early 20th century history of Portland’s development on the Eastside of the Willamette. Structures from this era form the basis of the area’s “architectural vocabulary” which can be used in designing new buildings that will be compatible with their surrounding neighbors. These guidelines are designed to protect the architectural and cultural legacy of the street while accommodating growth and new development. They are intended to maintain and enhance those qualities which give Division Street its unique character. While encouraging compatibility of new buildings with existing structures, they do not advocate “new old buildings” or exact duplicates of older styles.

The guidelines exist in part to support residents, business and property owners and other community partners interested in designating, protecting or adaptively reusing historic places along the Division Street corridor. The City’s current, outdated Historic Resources Inventory (HRI) includes more than 30 properties along Division between SE 12th and SE 60th. Others are clearly eligible for listing when the HRI is updated. The north side of Division Street between SE 12th and 20th Avenues lies within the Ladd’s Addition Historic District and, therefore, development must meet the requirements of the Ladd’s Addition Conservation District Guidelines. (<https://www.portlandoregon.gov/bps/34250>)

Elsewhere in the Division guidelines are detailed descriptions and photographs of historic features found in the foundational architectural styles present on or near SE Division Street. They are provided to exemplify and illustrate how rehabilitation, including additions, or adaptive reuse can be done in ways that maintain the character of existing buildings and block faces. These building characteristics are also highlighted to assist designers and developers in referencing these patterns when planning new construction along the corridor. These are not the only possible design solutions, but rather are intended to provide guidance while stimulating new ideas for achieving compatibility in the midst of change.



Oregon Theater: Illustration by Patrick Hilton

HISTORIC PRESERVATION GUIDELINES

1. Encourage the preservation and adaptive reuse of older quality buildings from the street’s historic era to maintain the main street character of Division Street and achievement of corridor sustainability goals.
2. If updating an older historic building, use the Historic Design Review “hierarchy of compatibility” approach to first match the building, then the adjacent development, then the character of the surrounding context/street.

BUILDING ADDITIONS

3. 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 should be located inconspicuously when viewed from the street.

FACADES ORIENTED TO A STREET

4. In rehabilitating existing buildings, the architectural integrity of the street-oriented facades should be maintained. Additions and structural alterations should be limited to the rear and side yard facades and be minimally visible from the street.

STREETSCAPE DESIGN

SIGNAGE

Signage is encouraged to be oriented to pedestrians, not cars. Other signage preferences for Division:

- Artful and colorful signage
- Figurative signs (e.g. Scissors at right for local barber shop)
- Classic Portland shaped signs (e.g. Bagdad Theater at 36th and Hawthorne, and Stumptown Coffee at 47th & Division)
- Wayfinding signage is encouraged for pedestrian orientation (e.g. sandwich boards, entries, interior court/alley businesses)
- Neon signage is encouraged for business names
- Internally lit box signs are strongly discouraged
- Billboards are strongly discouraged

LIGHTING

The following approaches are recommended for humans and bird safety, and to help with night sky protection:

- Improve lighting along the corridor to improve visibility of and for pedestrians and cyclists
- Use Dark Sky Lighting and Bird Safe Lighting approaches to protect from over-lighting
- Properly design all outdoor lighting to be directed to minimize light spill from interior and exterior electric lighting. This is especially important for minimizing light overspill onto adjacent residential properties - consider built in screens or blinds, tinted glass, and limiting the size and placement of windows and balconies that face residential uses.
- Façade lighting in high pedestrian traffic areas is encouraged especially for signage, entries, address numbers and ambience, but should be shielded (full cut-off above 90 degrees) or at a minimum captured on façade..
- Eliminate up-directed architectural vanity lighting and minimize down-directed architectural vanity lighting unless light is captured on the facade.
- Install or design for motion sensor lighting
- Design all non-exempt interior and exterior lighting to be off overnight (minimum: midnight to 6 am)



Illustrations (from top left): Traditional Portland neon sign at Stumptown Coffee on Division (photo credit: Scott Peale, Flicker); Figurative sign Ford Building (photo credit: H. Flint Chatto), Jimmy's Alley shows wayfinding signage: St. Honore Boulangerie on Division illustrates multiple sign types including building wall ceramic colorful signage, window signs and a small blade sign oriented to pedestrians (photo credit: H. Flint Chatto). Lighting: common "hook" type facade lights, signage on building and awning, three type of lighting at 30th & Division (including building address, recessed entry light and signage illumination).



Illustrations (clockwise from top left): Vibrant gathering space uses color, lighting, artful landscaping and durable materials (Division and 30th); integrated public seating in building storefront area (34th and Division); sidewalk seating and extended "street seats" activate public right of way areas (Mississippi Avenue) landscape integrated with stormwater and engaging public art (Move the House Project at 38th and Division St.).

PUBLIC SPACE

- All developments are encouraged to provide shared indoor or outdoor space that will benefit the surrounding community. Strategies should include:
 - Building design that invites public interaction
 - Space for sidewalk cafes
 - Activation of alleyways for dining, seating, public access-ways, and art
 - Building integrated seating
 - Plazas and courtyards
 - Gateways and other connections that celebrate special spaces
- If including a public/private active use space, provide receptacles for trash and recycling as well as a noise mitigation approach (including landscape buffers, water features to provide white noise). Discourage outdoor uses after 10 pm (as required by code)

LANDSCAPE DESIGN

- Preserve trees and other landscaping of significant size
- Maintain existing, larger (define) plant materials
- Landscape screening abutting lessor zoned site
- Encourage native species, remove invasives
- Reintroduce water into the landscape in functional and symbolic ways
- Include electrical connections within treewell areas or other landscaping for exterior tree lights and other decorations
- Provide street trees that contribute to color, texture, habitat and protective canopy. Provide the largest-spreading street trees with each building project, trees that will provide the most shade over the sidewalk and the street, and will also shade intersections as much as possible.

STREETSCAPE + PEDESTRIAN AMENITIES

Encourage streetscape themes that connect and reflect the surrounding community through art, water features, education, environment, history and culture.

Unify the corridor through consistent design approaches that include the following in new public and private development:

- Decorative benches
- Trash, recycling and cigarette waste receptacles, artfully decorated where possible with a maintenance/management plan
- Bicycle Facilities: Provide bike racks that are easily recognizable, functional and with adequate clearance, as well as interesting and artful
- Kiosks
- Wayfinding: Use elements that help visitors navigate, reinforce neighborhood identity and sense of place (e.g. signage, sidewalk paving treatments, roundabouts/traffic circles, art)
- Ambient Lighting: Decorative, pedestrian-oriented lighting to increase safety and create a pleasing atmosphere
- Planters, hanging baskets and other landscaping that softens the pedestrian environment
- Unified news racks
- Street trees (see landscaping)
- Consider enhancing connectivity and nighttime visibility to Clinton Street nodes at 21st & 26th with lighting, wayfinding, banners, public art
- Transit Facilities: Extend design considerations to bus shelters and other public improvements. Where possible include space for local neighborhood business advertising and art at bus shelters.

- Historic Markers: Find ways to locate markers that tell the story of the corridor---things that have happened in the past and things that are happening now
- When locating new pedestrian amenities, refer to the Portland Pedestrian Design Guide for proper placement and careful design of streetscape elements.



Illustrations: Benches, trash can, art and other pedestrian amenities contribute are encouraged to be integrated into new development projects to enhance the streetscape function and vitality.



APPENDIX

APPENDICES A-F



LIST OF APPENDICES

A | SPECIAL BUILDINGS + KEY SITES LIKELY TO REDEVELOP

B | ILLUSTRATED MAIN STREET PATTERNS

C | FOUNDATIONAL ARCHITECTURAL STYLES

D | DIVISION MAIN ST./GREEN ST. PLAN RESOURCES

- VISION + GOALS
- URBAN DESIGN CHARACTER + CONCEPTS

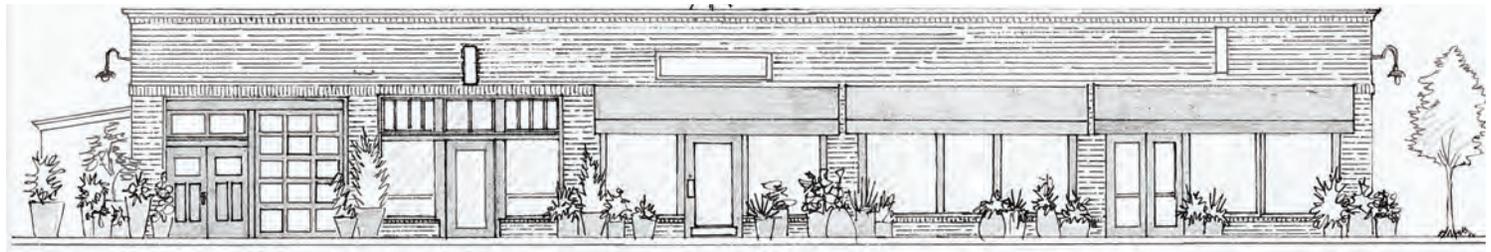
E | GLOSSARY OF TERMS

F | BIBLIOGRAPHY

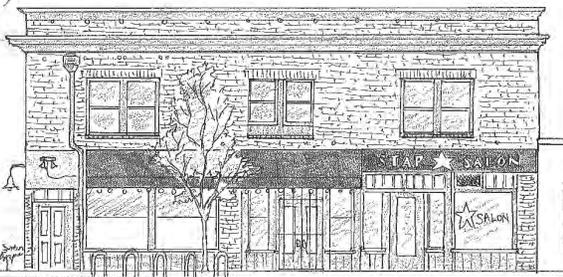
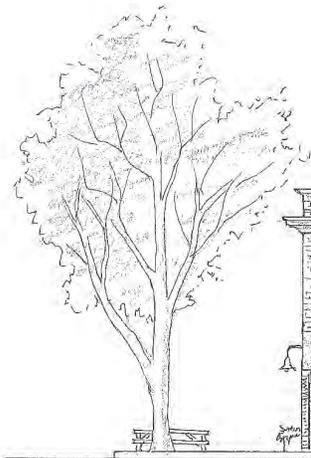
BUILDING NAME	DESCRIPTION	ADDRESS	YEAR BUILT
1 Fumerie Parfumerie	Single story, brick, traditional main street storefront with side-walk seating and landscape planters	3588 SE Division	1919
2 The Victory	2 story, brick, traditional main street storefront design	2509 SE 37th Ave	1924
3 Drawing Studio	Deco architecture	3621 SE Division	1936
4 Oregon Theater	Brick two story corner building with tower. architecture of merit.	3542 SE Division	1926
5 Ford Building	Prominent renovated brick warehouse building with offices above and ground floor commercial services.	2505 SE 11th Ave	1914
6 St Phillip Neri	Modernist brick church – significant architecturally, esigned by Pietro Belluschi, architect.	2408 SE 16th Ave	1927
	Original, old church, also on site, is brick classical.	Old church at SE 16th and Hickory	1914
7 Stumptown/Woodsman	Brick single story main street architecture	4525 SE Division	1927
8 Double Barrel Tavern	Streetcar era mainstreet architecture with articulated roofline	2002 SE Division	1925
9 35th Pl. Commercial strip	Streetcar era mainstreet architecture	3574 SE Division	1926
10 Division Hardware	Simple, single story building with Deco rooflines	3734 SE Division	1915
11 LB Market Mixed Use Corner Building	Wood board and batten siding, oriel window projection at corner, special character. Appearance indicates some needed restoration.	3612 SE Division	1909
12 Hedge House	Bungalow adapted to commercial restaurant.	3412 SE Division	1920
13 Roman Candle/Ava Gene's	Deco rooflines, vaulted ceilings, simple warehouse design – converted to bakery and restaurants	3377 SE Division	1920
14 Landmark Café	Bungalow adapted to commercial bar	4857 SE Division	1906
15 Longfellow's Books and Music	"Flat Iron" style corner building housing a used bookstore. Murals on sides of buildings drawn from Alice in Wonderland characters are of special note.	1401 SE Division	1927
16 Shanghai Trading Co.	Chamfered corner, stucco streetcar facade, tile roof, and decorative ornament Architecturally significant (HRI List)	2816 SE Division	1924
17 Rain or Shine Coffee	Two-story mixed use building, board and batten streetcar facade, Architecturally significant (HRI List)	5960 SE Division	1924



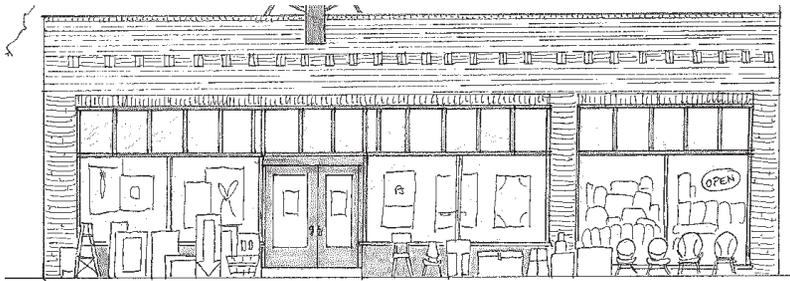
Oregon Theater: Illustration by Patrick Hilton



Stumptown Cofee & 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

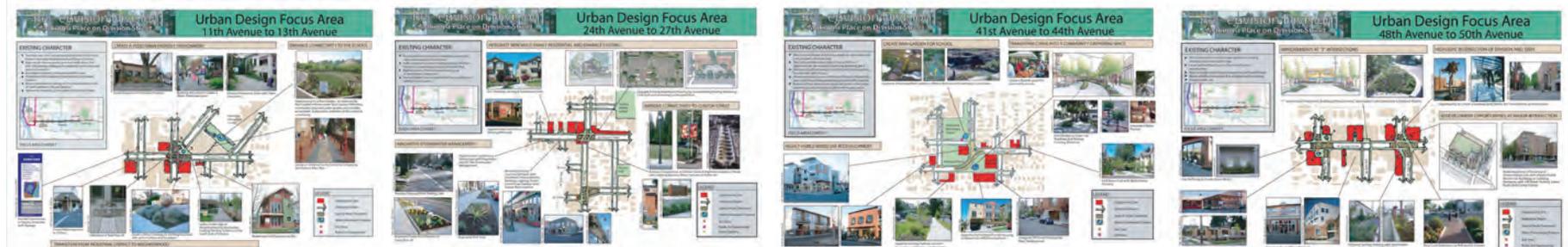
APPENDIX

KEY SITES & PROPERTIES LIKELY TO REDEVELOP AT IMPORTANT LOCATIONS ON DIVISION

KEY SITE NAME & LOCATION	SITE DESCRIPTION
1 Division Gateway - All four corner sites of Division & Cesar Chavez	NW Corner: Existing one story restaurant and tavern with tower architecture and angle cut corner surrounded by two large adjacent surface parking lots on Division and Cesar Chavez; NE Corner: Neighborhood drugstore with bus stop and two adjacent blocks of parking lots fronting Cesar Chavez; SW Corner: Gas station and bus stop; SE Corner: OHSU Richmond Clinic and adjacent large parking lot.
2 Blue Sky Motors - SW Corner of 33rd Place	Small corner lot, existing old service station building
3 St. Phillip Neri -- Parking Lot on N Side of Street between 15th & 16th & Division; Former convent on S Side of Street	Very large lot adjacent to historic, brick building complex of church and education buildings. One-story, brick, former convent at 1904 SE Division
4 Seven Corners – 20th/21st & Division	Intersection of 6 roads;several one-story buildings line the intersections and likely to redevelop. Includes two vintage buildings: the red, DHS building between Ladd and 20th and the Double Barrel Tavern. Parking lots dominate one corner of the intersection.
5 Hosford-Abernethy Gateway- 11th/12th & Division	<p>Opportunity for Gateway treatment --perhaps on surplus right-of-way at Elliot & Division. Ford District redevelopment has led to preservation of several existing buildings with new buildings planned for coming years. Surface parking lot on prominent corner parcel slated for mixed use redevelopment.</p> <p>Parking lot currently used by local vintage retailer and consignment shop.</p>
6 Village Merchants Parking Lot – NW Corner of 41st & Division 33rd Place	<p>Shared space with local food truck and outdoor seating</p> <p>Parking Lot on N. Side adjacent to yoga studio</p>
8 All Around Automotive & Hedge House - 35th& Division, SW Corner and midblock site	Older 1-story auto shop with parking lot in front and small bungalow converted to commercial restaurant with one of the few green spaces and larger trees on the street. (Owner plans to develop both sites)
9 50th & Division NE & SW Corners	Opportunity for Gateway Elements; major vehicular connection to Hawthorne, Powell; NE/SW corners with underutilized lots; emphasize corner entrances,
10 SE Richmond Gateway S-Curve at 43rd & Division	Excess right-of-way provides unique open space; possible community gathering space or additional median/planting space; nearby lots likely to redevelop; major green space/parking lot part of Cascade Behavioral Health

KEY SITE NAME & LOCATION		SITE DESCRIPTION
11	Warner Pacific College Campus 2219 SE 68th	College has a master plan in place
12	South Tabor Gateway at SE 81st/82nd	Working with Apano on collaboration for SW side of Division St in that area
13	SE 76th & Division	Site just to the west of dental office at 7600 SE Division
14	SE 72nd & Division - SW Corner	Also site of nearby PPS Pioneer School at 2600 SE 71st Ave
15	SE 67th & Division - SE Corner	Large gas station; bus stop on south side; 67th ends at Warner Pacific
16	62nd & Division - SE Corner Sunny's Mini Mart	Mini Mart and parking lot at 6204 SE Division
17	60th & Division - SE Corner	Southside of street opposite stone wall and Pump House, which are part of reservoir historic designation.
18	Cafe au Play/Dairy Queen - SE 57th & Division	Two adjacent sites on south side of Division Two adjacent sites on south side of Division

See Appendix, p. 64 for Location-Specific Design Plans, Goals & Inspiration pages from the Division Green Street/Main Street Plan



APPENDIX B | ENCOURAGED MAIN ST PATTERNS

BUILDING FORM

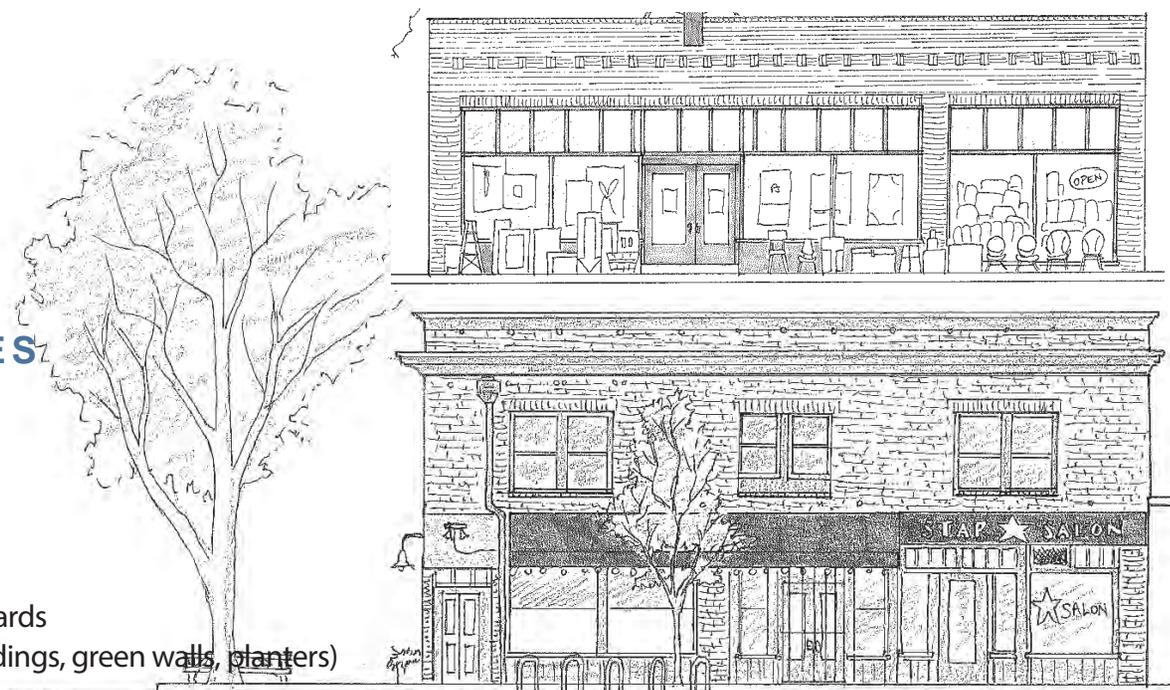
- Bottom, Middle, Top
- Balconies, Bumpouts & Bays
- Corner Treatments, Chamfers + Towers
- Stepdowns + Stepbacks
- Distinct Building Segments
- Rythm of Recessed Entries

MAIN STREET FACADES

- Articulated Rooflines and Cornices
- Clerestory Windows
- Raised Sills
- Large Storefront Windows
- Repeating Pattern of Windows
- Blank Wall Treatments

PEDESTRIAN AMENITIES

- Interactive Art + Water Features
- Facade + Amenity Lighting
- Awnings
- Public Seating
- Pedestrian Passthroughs, Plazas & Courtyards
- Landscaping (Bigger trees for bigger buildings, green walls, planters)



APPENDIX C | FOUNDATIONAL ARCHITECTURAL STYLES

Respecting and reinterpreting the patterns of earlier significant development - sometimes including architectural detailing - builds stronger relationships between new development and the rich existing fabric.³

The Streetcar era was the most significant period for the early development of inner Southeast Portland. Many of the land use patterns we see today have their origins in this period.⁴ The styles below represent those that have been traditionally represented in the neighborhood both along the Division, Clinton and Hawthorne Corridors as well as surrounding neighborhood main streets. This time-period predominantly featured one and two story buildings of brick, masonry and wood with generous storefront windows. While the focus of the guidelines is primarily commercial, some of these styles may sometimes exist as single family or larger multifamily buildings. Southeast Portland main streets provide characteristics that can be drawn from for new commercial, single family residential, multifamily and mixed use buildings to achieve greater compatibility and overall unity along the corridors.



Streetcar Era Main Street Commercial



Arts & Crafts/Craftsman Mixed Use Vernacular



Main Street Industrial/Utilitarian



Art Deco



Spanish Eclectic/Mediterranean



Mission

³ City of Portland, Community Design Guidelines, page 46.

⁴ Ibid

Streetcar Era Main Street Commercial

Characteristics & Identifying Features (Heritage District Gd, p. 37)

- Visible building increments of 25'-50'
- Brick facades
- Generous storefront windows
- Clerestory windows above the storefront
- Regular rhythm of recessed entries approximately every 20'
- 45-degree angle cut building corners or facades.
- Raised sills (i.e. bulkheads) below the storefronts
- Articulated rooflines and cornices

Occurrence

As described in the Portland Main Street Design Handbook: “Most traditional commercial buildings had a well-defined opening that the storefront filled. The storefront is defined by the vertical piers on each end, a storefront cornice (sometimes decorative, sometimes just a beam), and the sidewalk. The storefront is usually slightly recessed within this opening. The storefront bay is an area typically one story in height.”

Comments:

Many of the buildings in SE Portland reflect variations of the Street Car-Era Main Street Commercial style while still reflecting the similar pattern of storefronts (e.g. art deco cornices or Spanish Ecclectic rooflines as in the examples on the following pages). New construction and improvements which integrate the characteristics and typical patterns of storefront design helps achieve compatibility with the existing buildings and neighborhood character. This can be done in modern materials but help maintain a consistent streetscape and district cohesiveness.

Inner Southeast Portland Examples:

- Artifact - 3630 SE Division
- Stumptown Coffee & Woodsman Tavern - 4525 SE Division
- Southern block at 35th Place - 3574 SE Division
- Fumerie Parfumerie - 3584 SE Division
- 30's on Belmont and Hawthorne
- Lower Hawthorne and Belmont/Morrison (Buckman/HAND)



Images: a) Colorful Division storefront with arched entry, storefront windows and bulkhead; b) three-story, mixed use med-high density with commercial mixed use and courtyard design to add air/light and minimize building bulk, c) Recessed storefront entry with tile bulkhead, generous display windows and clerestory windows above.

Art Deco (1920—1930)

Characteristics & Identifying Features (Heritage District Gd, p. 37)

- Angular, vertical zig-zag forms, chevrons, and other stylized and geometric motifs occur as decorative elements on facade;
- Low-relief, highly stylized ornamental motifs
- Smooth wall surface, usually of stucco;
- Articulated roofs vertical metal sash window strips
- towers and other vertical projections of wall; small round windows are common.

Occurrence

The earlier form of the Modernistic Style, ... Art Deco was common in public buildings in the 1920's, but extremely rare in domestic architecture.

Comments:

Art Deco is encouraged as source of inspiration for both new modern buildings, and as a transitional approach between existing more modern buildings and older architecture. The articulated columns and rooflines, as well as small details lend themselves well to current architectural building approaches such as formed concrete and more clean lines of contemporary architecture.

Inner Southeast Portland Examples include:

- Division Hardware at 37th & Division
- D-Street Village at 30th & Division
- Many buildings in the Central East Side Industrial District such as at 7th and Clay, many warehouses, etc.
- Pioneer Millworks - 2609 SE 6th Ave
- Martin Luther King Viaduct bridge with many Art Deco influences



Mission (1890 - 1920)

Characteristics & Identifying Features⁵

- Plain stucco walls
- Arched openings
- Brackets
- Scalloped, parapeted gable ends
- Mission-shaped roof parapet (these may be on either main roof or porch roof)
- Commonly with red tile roof covering. Some examples have unusual visor roofs. These are narrow, tiled roof segments cantilevered out from a smooth wall surface. They most commonly occur beneath the parapets of flat roofs
- Quatrefoil windows are common
- Decorative detailing is generally absent, although patterned tiles or other wall surface ornament is occasionally used

Subtypes

Two principal subtypes can be distinguished: Symmetrical — balanced, symmetrical facades. These are most commonly of simple square or rectangular plan with hipped roofs. Asymmetrical — asymmetrical facades of widely varying form. Most typically the facade asymmetry is superimposed on a simple square or rectangular plan.

Occurrence

California was the birthplace of the Mission style with the earliest examples built in the 1890's. After World War I, architectural fashion shifted from free, simplified adaptations of earlier prototypes to more precise, correct copies. From this grew the Spanish Eclectic style which drew inspiration from a broader spectrum of both Old and New World Spanish buildings.

Inner Southeast Portland Examples:

- Many commercial and residential on lower SE Hawthorne
-



⁵ <http://www.ohiohistorycentral.org/ohc/entry.php?id=100>

Spanish Eclectic (1915-1940) (p. 417 -- Field Guide...)

Characteristics & Identifying Features

- Wall surface usually flat stucco
- Few, small openings
- Decorative ironwork
- Deep-set windows in vertical bands
- Cast concrete or terra cotta ornament
- Glazed and unglazed tile roof
- Low-pitched roof, usually with little or no eave overhang
- Red tile roof covering typically with one or more prominent arches placed above door or principal window, or beneath porch roof
- Facade normally asymmetrical

Subtypes, Variants & Details

Five principal subtypes can be distinguished: side-gabled roof; cross-gabled roof, combined hipped and gable roofs, hipped roofs, and flat roofs. The style uses decorative details borrowed from the entire history of Spanish architecture. These may be of Moorish, Byzantine, Gothic or Renaissance inspiration, an unusually rich and varied series of decorative precedents. The typical roof tiles are of two basic types: Mission tiles, which are shaped like half-cylinders, and Spanish tiles, which have an S-curve shape. Both types occur in many variations depending on the size of the tiles and patterns in which they are applied.

Occurrence

Domestic buildings of Spanish precedent built before about 1920 are generally free adaptations of the in the Mission style. After the Panama-California Exposition, held in San Diego in 1915, imitation of more elaborate Spanish prototypes received wide attention.... The style reached its apex during the 1920s and early 1930s.

Inner Southeast Portland Examples:

- Bagdad Theater, Hawthorne & 37th
- Multifamily Courtyard Apartments on 52nd & Division
- 16th & SE Hawthorne
- Grand Central Bowling Buidling on Morrison



Main Street Industrial / Utilitarian

Characteristics & Identifying Features

- Masonry construction of brick or concrete
- generous windows often with divided panes
- Storefront windows and bulkheads (raised sills)
- Relatively flat facades with details of brick or limestone
- Operable steel windows with multiple panes
- ADD OTHER CHARACTERISTICS

Comments

This industrial type warehouse is typical of many buildings that replaced the original wood structures in Portland's central eastside area in the early part of the twentieth century. The utilization of brick, concrete and steel allowed for larger multi-bayed buildings that were far more durable and fireproof than their vulnerable predecessors.⁶

Inner Southeast Portland Examples

- Ford Building, 12th & SE Division
- Building at 16th and SE Division
- Building at 26th & SE Division (recently built above retaining facade and first story)
- Many, many others in SE Industrial area



⁶ Oregon Historical Society plaque, Hawthorne Wells Fargo Branch Historic Buildings Exhibit, Utilitarian Style description plaque.

Arts & Crafts/Craftsman Mixed Use Vernacular (1905 - 1930)

Characteristics & Identifying Features

- Vernacular versions may include flat or gabled roofs (occasionally hipped)
- 45 degree corners at the street with a covered or open entry
- columns; columns or pedestals frequently extend to ground level (without a break at level of porch floor).
- Dormers
- The most common wall cladding is wood clapboard; wood shingles rank second. Stone, brick, concrete block, and stucco are also used. Secondary influences such as Tudor false half timbering, Swiss balustrades or Oriental roof forms are also sometimes seen.

Occurrence

This was the dominant style for smaller houses built throughout the country during the period from about 1905 until the early 1920's, similar to the character of much of the SE neighborhoods....Like vernacular examples of the contemporaneous Prairie style, it was quickly spread, from its southern California origins, throughout the country by pattern books and popular magazines. The style rapidly faded from favor after the mid-1920's; few were built after 1930.

Inner SE Examples

- NW corner of Lincoln & SE Cesar Chavez
- NW corner of Clinton & SE 21st
- SE corner of SE 50th & Hawthorne
- NW Corner of Division & SE 37th
- 50th & Harrison
- Rain or Shine Café Building at 60th & Division
- So many others....

Comments

This style is an interesting hybrid that incorporates commercial uses with Craftsman or other residential architectural styles found in abundance throughout Portland neighborhoods. This historic type of commercial mixed use with residential above a storefront is often seen in many older buildings throughout SE as locations that once housed corner markets.



Modernistic (1920-1940) / Art Moderne (1930-1945)

Characteristics & Identifying Features: (Heritage District Guidelines, p.38)

- Low, usually one or one and half stories
- Flat, unadorned surfaces
- Deep recessed centered entrance emphasizing showcase display windows (large scale buildings)
- Angled, asymmetrical entry (small scale)
- Smooth wall surface, usually of stucco: flat roof, usually with small ledge (coping) at roof line
- Horizontal grooves or lines in walls and horizontal balustrade elements give a horizontal emphasis
- Facade usually asymmetrical
- One or more corners of the building may be curved
- Windows frequently are continuous around corners
- Glass blocks are often used in windows, or as entire sections of wall
- Small round windows are common

Occurrence

The Modernistic styles were built from approximately 1920 to 1940 ... succeeding the Art Deco, common in public and commercial buildings in the 1920's and early 1930's....After about 1930, Art Moderne became the prevalent Modernistic form...Shortly after 1930 another influence affected the Modernistic Style — the beginning of streamlined industrial design for ships, airplanes, and automobiles. The smooth surfaces, curved corners, and horizontal emphasis of the Art Moderne style all give the feeling of that airstreams could move smoothly over them; thus they were streamlined. In most building types, both the horizontal, streamlined Art Moderne and the vertical, zigzagged Art Deco influences occur in combination.

Inner SE Portland Examples:

- St Philip Neri, 16th & SE Division
- Coca Cola Building on 20th
- Seven Up Building
- 2701 SE Clinton (new construction)



Images: Coca Cola and 7-up building images courtesy of Michael Molinaro, St Philip Neri and 2701 Clinton Apartments from Google Street View images.

Street Car Era Apartments

This category includes many styles but is valuable to consider as it is used commonly to classify the style of many diverse buildings in the existing Historic Resource Inventory

Characteristics & Identifying Features:

- Distinct bottom, middle, top
- Emphasized entries
- Window patterns show variation of a repeated pattern (e.g. wide, narrow, wide)
- Defined cornices
- Building materials and detailing is generally consistent across all facades
- Decorative ornamentation

Occurrence⁷:

The predominant types of streetcar era multi-dwelling buildings are: Quadplexes, Rowhouse Apartments, Courtyard apartments, and Block apartments.”

- **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.

Inner SE Examples:

- Numerous examples on Hawthorne, Belmont, and Clinton, a few examples on Division, many in Ladd's Addition, and a great frequency throughout Sunnyside and Buckman neighborhoods.

Comments: These multifamily housing forms are common throughout Portland main streets. With the emphasis on encouraging more “missing middle” housing types, these patterns are encouraged to be drawn from with new infill where possible to help maintain compatibility with street car era corridor patterns. Courtyard style apartments in particular provide positive design qualities that allow more air and light for residents, provide places for gathering or play, and can help reduce the bulkiness of larger buildings.



⁷ Sunnyside Community Plan, Appendix D -Design Guidelines Historic Section



Advocacy for a greater community voice in the future design on Division

Division Design Initiative

RESEARCH | COMMUNITY INPUT | DESIGN RECOMMENDATIONS | TOOLS
 www.DivisionDesignInitiative.org | ilovedivision@gmail.com



WANTED YOUR INPUT

DIVISION DESIGN OPEN HOUSE

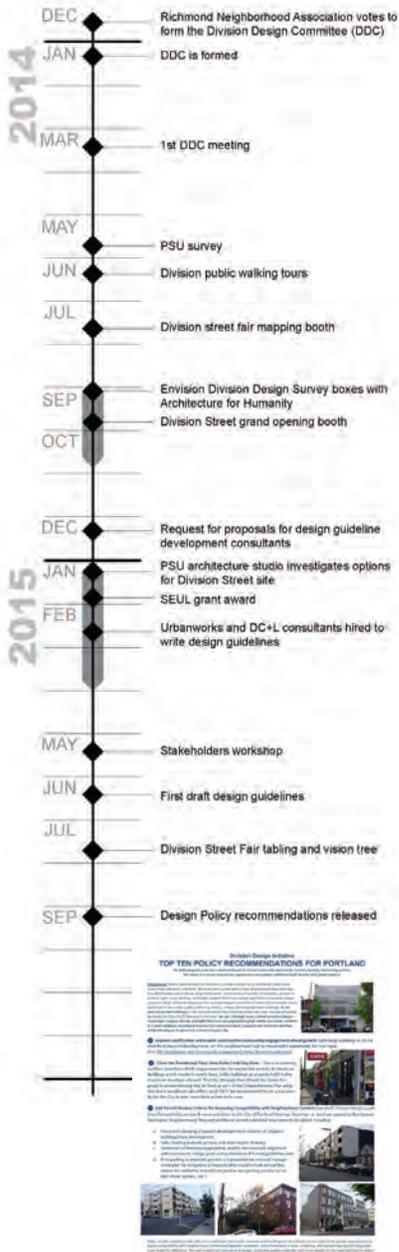
Division Clinton Street Fair: 35th Pl.

REWARD YOUR NEIGHBORHOOD

Presented in part by the Division Design Initiative

SE Oplift

www.divisiondesigninitiative.org
 ilovedivision@gmail.com



ABOUT THE GUIDELINES

In drafting design guidelines for Division Street, inspiration was drawn from other main street efforts in Portland, regionally, and nationally. Most notable was the Prosper Portland Main Street Design Handbook which calls for inclusion of “storefront design, streetscape improvements, sustainability considerations, and maintenance of buildings and the public way using a “preservation-based strategy for rebuilding the places and enterprises that make sustainable, vibrant, and unique communities”.

Development of the Division Main Street Design Guidelines was spearheaded by an all volunteer community group called the Division Design Initiative. This advocacy group helped form an inter-neighborhood coalition called the Division Design Committee with stakeholder representation by appointed and elected members from seven neighborhood and business associations including RNA, MTNA, STNA, HAND, DCBA, SEUL, and Sustainable Southeast. Between March 2014 and May 2016, this Design Committee held monthly public meetings to solicit feedback, define a vision and goals, and engaged the community in a series of information gathering events. **A goal was to create design guidelines for Division and a model example for other communities.**

During this two-year project, the Design Committee recommended creation of design guidelines that would match the scope of the Division Green Street/Main Street Plan. With support from all neighborhoods and business associations part of the coalition, the funds were raised to hire technical expertise to create both design guidelines and conduct policy research.

The process included a request for proposals for design guidelines, hiring a consulting team of Urbanworks and Design+Culture Lab and working with them to create a series of policy and design recommendations.

Over the course of the project, it is estimated that more than 1,000 community members were engaged including survey participants (~450 survey box respondents at art installations on Division, 300 online Division Perception Surveys), more than 300 contacts on our list serve, and hundreds of community members who have attended meetings, walking tours, and other public events.

Draft Division Design Guidelines were provisionally adopted in Fall 2016 by four neighborhood associations and two business associations as of Fall 2016. Comments and community edits from this process informed the final guidelines adopted in 2018 by Richmond, Hosford Abernethy, S.Tabor Neighborhood Associations and by the Division Clinton and Hawthorne Business Association. They were adopted by Sellwood-Morelandin and Woodstock Neighborhood Associations in 2019 and renamed the PDX Main Streets Design Guidelines when HAND adopted them for all 7 main streets within their district in 2020. Neighborhoods, city staff, business associations, developers and designers are encouraged to consider the extensive research, out-reach, design and policy tools that have informed the creation of the Division Design Guidelines for improved Design across many of our city's streetcar era main streets with similar patterns and character.

Goals

The following vision statement, goals, and objectives were developed by the Community Working Group in December 2004 and were embraced by the larger community at the January workshop. The project goals and objectives guided the development of the transportation and land use alternatives and are intended to guide future decisions in the study area.

Creating a Green Street/Main Street for the Division Community



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—connected by tree-lined walkways, multifamily residences, and thematic water features. The whole corridor 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.

SHARED ECONOMY

Focus commercial activity in a series of villages.

- Locate commercial areas in compact nodes of differing sizes and functions to serve the entire corridor.
- Build at pedestrian scale and orient buildings to the pedestrian realm. Support new mixed-use development.
- Provide places for small businesses to thrive. Integrate a variety of housing for all life stages.
- Include a mix of residential zoning along the corridor to reflect existing patterns and the opportunity for new housing.
- Support affordable housing alternatives to retain residents.
- Encourage work/live spaces in commercial and residential areas.

Support a healthy local economy.

- Support local businesses and a localized economy by buying local.
- Encourage wealth to circulate in the community.
- Provide a diverse range of goods and services.
- Let local entrepreneurs know what market opportunities are needed in the corridor.
- Develop a coordinated investment strategy for the community.

CLEAN AND GREEN ENVIRONMENT

Restore and maintain environmental health.

- Promote healthy streams by reducing the amount of impervious surface, adding landscaping and tree canopy, and encouraging the use of pervious paving options.
- Cultivate biodiversity and restore native plant communities.
- Improve air quality.

Integrate green infrastructure/building into the urban landscape.

- As the street corridor is upgraded over time, include innovative sustainable building techniques and infrastructure, such as efficient lighting options, into the corridor.
- Encourage eco-roofs and other rainwater management methods.
- Reintroduce water into the landscape in functional and symbolic ways.

Promote cleaner alternatives to driving.

- Upgrade walking and cycling amenities to support these modes.
- Improve bus stop locations with benches, schedules, and shelters.
- Long term, look at cleaner transit options in the corridor.
- Balance the needs of local circulation with the corridor's role as a collector.

HEALTHY COMMUNITY

Collaborate to achieve a connected community.

- Foster partnerships among the neighborhood, businesses, schools, and agencies to achieve community goals.
- Empower people to improve their community.
- Welcome diversity to enliven the community.
- Include the elderly, ethnic communities, religious institutions, and schools in community activities and celebrations.

Encourage walking and bicycling for individual and community health.

- Create safer crossing opportunities for pedestrians and bicycles.
- Enhance pedestrian access to open space, schools, commercial nodes.
- Upgrade sidewalks and create pedestrian stopping places.
- Improve bicycle parking opportunities along the corridor.

Create a community that is safe for all.

- Improve lighting along the corridor to improve visibility of and for pedestrians and bicyclists.
- Support traffic speeds that are consistent with high levels of pedestrian activities.

MAKING A PLACE

Embrace and foster the educational landscape.

- Create resources and educational materials for residents and businesses that can help people choose healthier ways of maintaining, restoring, and developing their properties.
- Connect the schools to the corridor both physically and socially.

Forge a unique identity that unites the Division corridor.

- Discover and create community gathering places for all ages.
- Develop a plaza where community activities can occur.
- Create corners that include building entrances and stopping places.
- Incorporate beauty and quality design into the fabric of the community.
- Inject new spaces with art and an aesthetic flair.

Take advantage of cultural and historic assets—buildings, places, and people.

- Develop gateways and connections that celebrate special spaces.
- Locate markers that tell the story of the corridor—things that have happened in the past and things that are happening now.
- Develop community activities that align with the seasons and the rhythms of nature.

APPENDIX D | DIVISION GREEN STREET/MAIN STREET PLAN RESOURCES

Development of the plan was guided by an urban design concept for the corridor. The intent of this concept is to explain the opportunities and challenges facing Division Street in terms of both transportation and land use.

Corridor Concept Plan Re - envision Division Making a Place on Division Street



Division Street: A String of Pearls

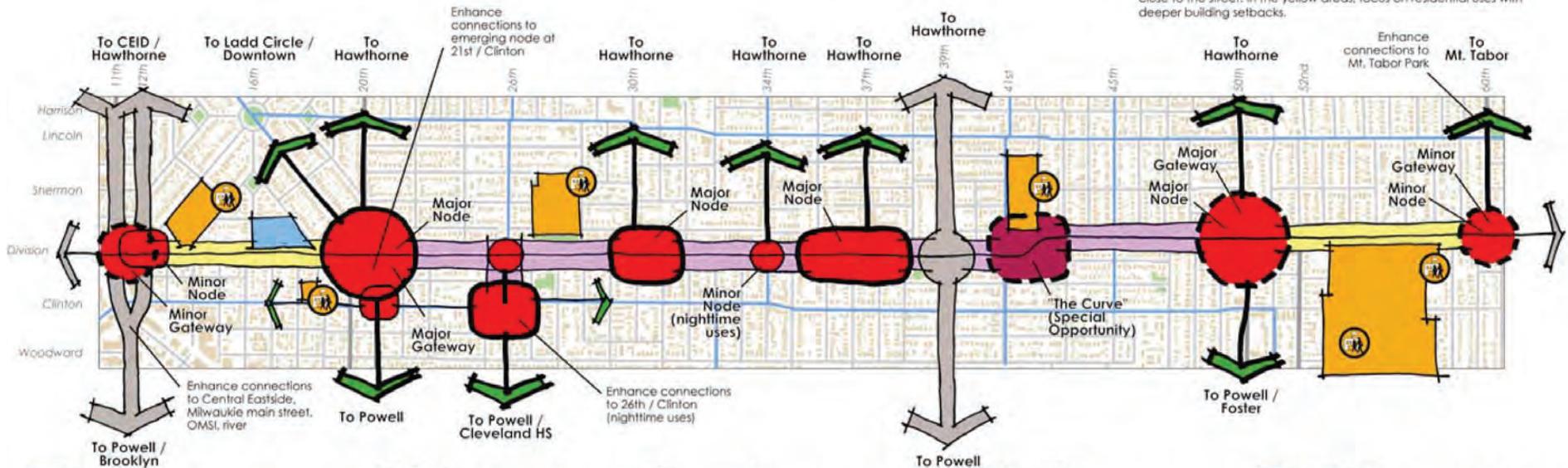
Vision Statement:

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—connected by tree-lined walkways, multi-family residences, and thematic water features. The whole corridor 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.



Project Goals

- Neighborhood Mixed-Use Centers**
A string of two- to six-block commercial nodes that infuse the corridor with energy and vitality. These are well-lit and connected by landscaping, housing, and other unifying design elements.
- Education Corridor**
Seven primary and secondary schools, as well as nearby PCC-SE Center and Warner Pacific, wholly embraced and integrated into the community fabric.
- Neighborhood Connections**
The corridor is a welcoming place for neighborhoods east to west, north to south. What was once "divided" becomes unified.
- Residential Uses**
Attractive multi-family residential buildings connect the neighborhood mixed-use centers. In the purple areas, encourage a more urban mixture of residential and commercial uses with buildings close to the street. In the yellow areas, focus on residential uses with deeper building setbacks.



Bus to/along Division
Frequent transit with enhanced bus amenities.



Walk to/along Division
Enhanced pedestrian crossings with marked crosswalks, along with curb extensions and landscaped sidewalks.



Drive to/along Division
Enhanced signal timing, permanent on-street parking wherever possible, and other improvements.



Streetscaping
Consistent line of street trees, efficient lighting, and water quality enhancing landscaping.



Bicycle to/along Division
Increase quality and quantity of bike parking, with high usage of the parallel and connecting bikeways.

Urban Design Focus Areas

Re - envision Division Making a Place on Division Street

Urban Design Focus Area 11th Avenue to 13th Avenue

EXISTING CHARACTER

- Transition area from Central Eastside Industrial District to the Hosford-Abermethy Neighborhood and Division Corridor
- High vehicle volumes, speeds, and truck traffic along 11th and 12th presents challenges for pedestrian environment and transit connections
- Mix of light industrial, commercial and office uses
- Proximate to OMSL Eastbank Esplanade and Springwater Corridor
- Recent redevelopment energy at 11th and southwest corner of Ladd's Addition (12th and Division)
- Adjacent to Abermethy School, visible from Division Street

FOCUS AREA CONTEXT

CREATE A PEDESTRIAN-FRIENDLY ENVIRONMENT

48th Hillside / 10th Ave / 10th Ave

Grade Separation for Outdoor Seating

10th Ave / 10th Ave / 10th Ave

Building Articulation Creates a Wider Pedestrian Zone

10th Ave / 10th Ave / 10th Ave

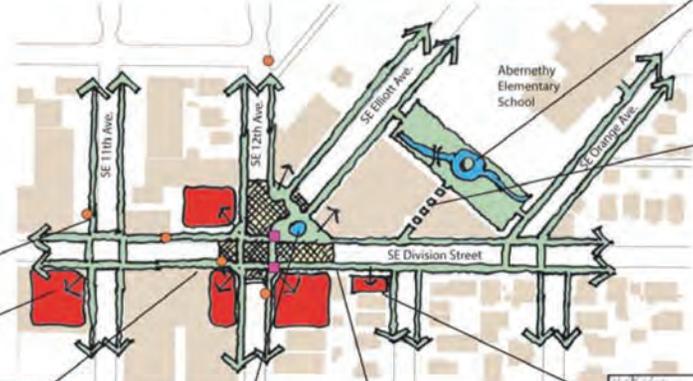
Enhance Pedestrian Zone with Green Courtyards

ENHANCE CONNECTIVITY TO THE SCHOOL

Division School Rain Garden, BES

Opportunity for a Rain Garden. At Glencoe, the Rain Garden relieves sewer back-ups by infiltrating stormwater, improves water quality, and provides an aesthetic & education amenity to the school & community

Create an Entrance to the School by Enhancing the Existing Alley-Way



Provide Connectivity to Nearby Amenities with Signage

NE Fremont St / NE 24th Ave

Orient Redevelopment to Corners

Esplanade Hill / PSU

Infiltration of Roof Run-off

NE Fremont / 46th Ave

Create a Minor Gateway to the Neighborhood with an Entry Plaza and Sculpture

SE Division / 72th Ave

Soften Street Edge in Neighborhood by Replicating Existing Planting Scheme on the South Side of Division

1420 SE 20th Ave

Residential Infill Opportunity Site

LEGEND	
	Opportunity Site
	Pedestrian Realm
	Special Node Treatment
	Water/Stormwater Feature
	Bus Stop
	Public Art Opportunity

TRANSITION FROM INDUSTRIAL DISTRICT TO NEIGHBORHOOD

APPENDIX D | GREEN STREET/MAIN STREET PLAN RESOURCES

Division Green Street/Main Street Plan

Urban Design Focus Areas

Land Use

Re - envision Division Making a Place on Division Street

Urban Design Focus Area 24th Avenue to 27th Avenue

EXISTING CHARACTER

- Access point from Division to established commercial node at intersection of 26th/Clinton
- Traffic movements heavier heading south on 26th from Division to Cleveland High School and Powell Blvd.
- Nighttime uses at Clinton increase evening use of 26th/Division intersection
- Hosford Middle School proximate but has no presence or visibility from this node

FOCUS AREA CONTEXT

INTEGRATE NEW MULTI-FAMILY RESIDENTIAL AND ENHANCE EXISTING

10.5' Driveway Serving 8 Townhouse Units

Upgrade Existing Apartment Housing by Consolidating Parking, Removing Curb Cuts and Increasing Landscaped Area

INNOVATIVE STORMWATER MANAGEMENT

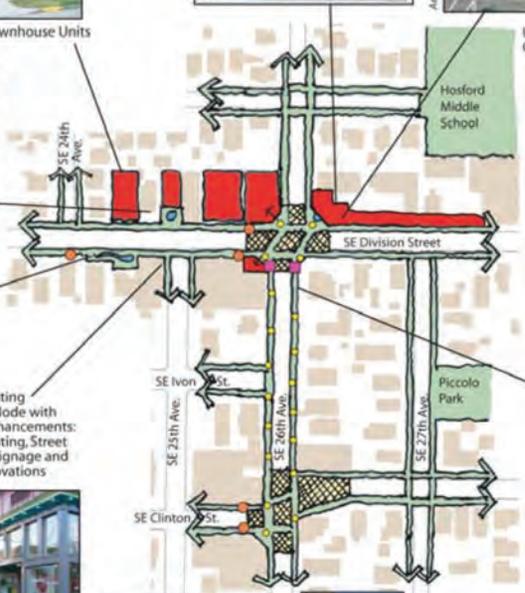
Pervious Paving Within Parking Lane

Vegetated Swale for Infiltration of Street Run-off

Vegetated Park Strip

Opportunities to Enhance Streetscape with Vegetation and On Site Stormwater Management

Revitalize Existing Commercial Node with Storefront Enhancements: Awnings, Lighting, Street Furnishings, Signage and Facade Renovations



IMPROVE CONNECTIVITY TO CLINTON STREET

Enhance Connectivity to Clinton Street & Nighttime Visibility of Node with Lighting, Banners, Water Features or Public Art

LEGEND	
	Opportunity Site
	Pedestrian Realm
	Special Node Treatment
	Water/Stormwater Feature
	Bus Stop
	Public Art Opportunity
	Street Lighting

APPENDIX D | GREEN STREET/MAIN STREET PLAN RESOURCES

Division Green Street/Main Street Plan

Land Use

Urban Design Focus Areas

Re - envision Division Making a Place on Division Street

Urban Design Focus Area 41st Avenue to 44th Avenue

EXISTING CHARACTER

- The Curve on Division at 42nd Ave. creates an open space that is the unique to the study area
- The Curve provides excess right-of-way which is an opportunity for developing a community gathering space
- Area has a significant amount of asphalt with surface parking lots and wide right-of-way
- Visual and physical access to Richmond School is hindered by poor sight lines, unclear pedestrian paths and traffic patterns
- Richmond Place serves as the mixed-use anchor to this node, providing ground-level retail & office with housing above



FOCUS AREA CONTEXT

HIGHLY VISIBLE MIXED USE REDEVELOPMENT



SE Hawthorne / SE 33rd Ave



2354 NE Roberts Street



4200 NE Fremont Street

Examples of New Mixed-Use Developments

CREATE RAIN GARDEN FOR SCHOOL



Japanese-Influenced Rain Garden to Reflect Richmond Elementary's Curriculum

TRANSFORM CURVE INTO A COMMUNITY GATHERING SPACE



Create a flexible space for community events



Add Median to Green Up Roadway and Reduce Crossing Distances



Integrate a Water Feature



Upgrade Existing Parking Lots with Screening and Stormwater Treatment



Opportunity for Multi-Family Housing or Mixed-Use Infill Development



Integrate Off-Street Parking into New Development

LEGEND	
	Opportunity Site
	Pedestrian Realm
	Special Node Treatment
	Water/Stormwater Feature
	Bus Stop
	Gateway

APPENDIX D | GREEN STREET/MAIN STREET PLAN RESOURCES

Division Green Street/Main Street Plan

Urban Design Focus Areas

Land Use

Re - envision Division Making a Place on Division Street

Urban Design Focus Area 48th Avenue to 50th Avenue

EXISTING CHARACTER

- Off-set intersection creates longer pedestrian crossing distances and excess right-of-way
- Larger underutilized parcels offer redevelopment opportunities
- Major vehicular connection to Hawthorne and Powell/Foster
- Higher visibility intersection, due to higher vehicle volumes
- Transit transfer site



FOCUS AREA CONTEXT

IMPROVEMENTS AT "T" INTERSECTIONS



"T" Intersection Treatments: Building Enhancements, Stormwater Curb Extensions & Outdoor Rooms

HIGHLIGHT INTERSECTION OF DIVISION AND 50TH



Opportunity to Create a Gateway and Shelter for Transit Riders at Intersection

REDEVELOPMENT OPPORTUNITIES AT MAJOR INTERSECTION



Redevelopment of Vacant and Underutilized Lots with Highly Visible Mixed-Use Buildings as Gateway Elements, with Off-Street Parking, Green Roofs and Corner Entries



Use Trellising to Create Green Walls



Adaptive Reuse of Auto-Oriented Business



Adaptive Reuse Where Practical



Enhance Surface Parking with Stormwater Infiltration and Street-Side Screening



New Curb Extensions at NW and SE Corners to Reduce Crossing Distances

LEGEND

- Opportunity Site
- ➔ Pedestrian Realm
- ▨ Special Node Treatment
- 🌿 Water/Stormwater Feature
- ⊙ Bus Stop
- Public Art Opportunity

GLOSSARY

Adaptive Re-Use: Remodeling and repurposing an existing building to meet new market conditions. Examples include turning old warehouses into lofts or offices, older motels into residences or offices, and old gas stations into coffee shops.

Arcade: A series of arches supported by columns or piers; a roofed passageway, especially one with shops on either side.

Art Deco: A subtype of the Modernist style, (see Modernist style definition). A style of decorative art developed originally in the 1920's with a revival in the 1960's, marked chiefly by geometric motifs, streamlined and curvilinear forms, sharply defined outlines and often bold colors.

Articulate: To give character or interest; to define. Articulation is the design of a building wall to provide visual interest, reduce perceived mass and establish a sense of human scale. This may include variations in wall surfaces, changes in materials, and differences in fenestration patterns. (Source: Chapel Hill)

Barrier Free Design: A building designed to be accessible to everyone regardless of age or disabilities.

Base: The lowermost portion of a wall, column, pier, or other structure, usually distinctively treated and considered as an architectural unit.

Bollard: A post or similar obstruction that prevents the passage of vehicles; the spacing of bollards usually allows the passage of bicycles and pedestrians; bollards may also incorporate lighting.

Building Height to Street Width Ratio: The ratio of the building height compared to the width of the street.

Bulkhead: A solid portion at the base of the storefront that frames and protects the store window above. A raised sill.

Bicycle-oriented development: See Development Types.

Capital: The top, decorated part of a column or pilaster crowning the shaft and supporting the entablature.

Casing: The finished, often decorative framework around a door or window opening, especially the portion parallel to the surrounding surface and at right angles to the jamb, the upright piece that forms the side of a door or window's frame.

Character: A distinguishing feature or attribute of a building or area.

Clerestory Window: A window set in a roof structure or high in a wall, used for daylighting.

Colonnade: A row of columns supporting arches or entablature, i.e., the upper level of a classical building between the columns and the eaves, usually composed of an architrave, a frieze, and cornice.

*Wherever appropriate, definitions are taken from Portland City Code: Chapter 33.910 Title 33, Planning and Zoning Definitions 3/31/17

Compatibility: Presentation of a harmonious character between new developments and adjacent structures and/or the surrounding neighborhood.

Cornice: A continuous, molded projection that crowns a wall or other construction, or divides it horizontally for compositional purposes.

Context-Sensitive Design: An approach that involves design of a building, place or streetscape so that it fits its physical setting and preserves scenic, aesthetic, historic and environmental resources. This approach considers the character and context of the adjacent buildings, block and district in which the project will exist, not just the site of the planned improvement.

Craftsman: Includes Bungalow and Cottage variations. Craftsman style homes have low gable or hip roofs with a wide overhand. Structural roof supports, such as knee braces and rafters, are exposed. Wide, deep front porches are supported by thick, square, simple columns, which often sit on brick or stone pedestals. Windows are frequently grouped in pairs or ribbons. One- or one-and-a-half story Craftsman homes are called bungalows.

Design Guidelines: A set of goals, objectives and policies established to guide development to meet certain criteria in such areas as quality, appearance or the architectural features of a project or defined planning area such as a design district, subdistrict, or overlay zone. The guidelines are adopted public statements of intent and are used to evaluate the acceptability of a project's design.

Design guidelines: ...the approval criteria used to review and approve a project that goes through discretionary design review. Some guidelines apply to a specific geographic area (e.g., Central City Fundamental Guidelines, Gateway Design Guidelines).The Community Design Guidelines apply to most remaining areas in the Design overlay zone subject to design review. *NOTE ***This DOZA Tools Concept Report is proposing a new set of discretionary design guidelines for the d-overlay zone outside of Central City plan district. This would include Division Street. (DOZA Tools Concept Report, May 2018, p 7)*

Design Review: ...the discretionary Land Use Review process before the Design Commission illustrated in Portland Zoning Code Chapter 33.825. This is the process that lists the discretionary design guidelines as the approval criteria used in design review. (DOZA Tools Concept Report, May 2018, p 7)

Design Standards:...additional development standards that apply to projects using the “clear and objective” standards track in the Design overlay zone. Zoning Code Chapter 33.218, Community Design Standards are the current standards.

***Note:The DOZA Tools Concept Report is proposing a new set of objective design standards for the d-overlay zone outside of the Central City plan district. This would include Division Street. (DOZA Tools Concept Report, May 2018, p 7)*

Design Overlay: A Design Overlay is a zoning tool that designates special design, planning or zoning requirements within the specific area. For example, new development of sites or areas within a design overlay may be required to meet specific design standards or special architectural design review.

Desired Character: The preferred and envisioned character (usually of an area) based on the purpose statement or character statement of the base zone, overlay zone, or plan district. It also includes the preferred and envisioned character based on any adopted area plans or design guidelines for an area.

*Wherever appropriate, definitions are taken from Portland City Code: Chapter 33.910 Title 33, Planning and Zoning Definitions 3/31/17

Detailing: The use of small architectural features or elements to give character or definition to a space or building.

Development Incentive: A bonus or supplemental encouragement to a developer, generally given by a governmental agency, to encourage certain types of development (e.g. affordable housing).

Early Design Conference (EDC): This is a new term for the current Design Advice Request or DAR. This conference is currently an optional session, but the DOZA Process project proposes to make these meetings mandatory for Type III Design and Historic Resource Review processes, while clarifying submittal requirements and procedures.

Development Types: *(Move these to Site Design section of guidelines where they might better inform various types of design and planning?)*

- a. **Auto-Accommodating Development:** Development which is designed with an emphasis on customers who use autos to travel to the site, rather than those which have an emphasis on pedestrian customers. This type of development usually has more than the minimum required number of parking spaces. The main entrance is oriented to the parking area. In many cases, the building will have parking between the street and the building. Other typical characteristics are blank walls along much of the facade, more than one driveway, and a low percentage of the site covered by buildings.
- b. **Bicycle-Oriented Development:** Development which is designed with an emphasis primarily on encouraging and supporting safe means of bicycle transportation within the Right of Way and on bicycle access to the site and building, rather than only on the street sidewalk as with pedestrians or on auto access and or on auto access and parking areas. In addition to secure on street bicycle parking spots, the development may include additional bicycle-oriented amenities such as both short and long-term bicycle parking, internal bicycle parking, showers and changing rooms for bicyclists. The building is generally placed close to the street and the main entrance is oriented to the street sidewalk and to nearby bicycle parking. There are generally windows or display cases along building facades which face the street. Typically, buildings cover a large portion of the site. Although auto parking areas may be provided, they are generally limited in size and they are not emphasized by the design of the site.
- c. **Pedestrian-Oriented Development:** Development which is designed with an emphasis primarily on the street sidewalk and on pedestrian access to the site and building, rather than on auto access and parking areas. The building is generally placed close to the street and the main entrance is oriented to the street sidewalk. There are generally windows or display cases along building facades which face the street. Typically, buildings cover a large portion of the site. Although auto parking areas may be provided, they are generally limited in size and they are not emphasized by the design of the site.

Eclectic style: Of or pertaining to works of architecture and the decorative arts that derive from a wide range of historic styles, the style in each instance being chosen for its appropriateness to local tradition, geography or culture.

Façade: The front of a building or any of its sides facing a public way or space, especially one distinguished by its architectural treatment. All the wall planes of a structure as seen from one side or view. For example, the front facade of a building would include all of the wall area that would be shown on the front elevation of the building plans. For information on how to measure facades, see Chapter 33.930, Measurements.

False Front: A form of 19th and early 20th century commercial architecture. Single story gabled buildings with the false front extending the façade vertically and horizontally so as to create a more interesting profile and convey the illusion of a larger size.

*Wherever appropriate, definitions are taken from Portland City Code: Chapter 33.910 Title 33, Planning and Zoning Definitions 3/31/17

FAR / Floor to Area Ratio: Floor Area Ratio (FAR) is the buildings total usable floor space compared to the size of the lot the building sits on. The amount of floor area in relation to the amount of site area, expressed in square feet. For example, a floor area ratio of 2 to 1 means two square feet of floor area for every one square foot of site area.

Flush-Mounted Sign: A sign that is mounted directly on the wall or slightly inset.

Frequent Transit Service: TriMet defines as “frequent service” those bus and MAX light rail lines that run every 15 minutes or better most of the day, every day. Access to frequent transit service has allowed the City to reduce parking requirements, encourage transit oriented development and make other land use adjustments that support the use of frequent transit.

Gabled Roof: A roof sloping downward in two parts from a central ridge, so as to form a gable at each end.

Green Infrastructure: Green infrastructure uses vegetation, soils, and other elements and practices to restore some of the natural processes required to manage water and create healthier urban environments. Examples are rain gardens, bioswales, permeable paving, green streets and alleys (EPA).

Gross Building Area: The total area of all floors of a building, both above and below ground. Gross building area is measured from the exterior faces of a building or structure. Gross building area includes structured parking but does not include the following: Roof area; Roof top mechanical equipment; and Roofed porches, exterior balconies, or other similar areas, unless they are enclosed by walls that are more than 42 inches in height, for 50 percent or more of their perimeter.

Hardscape: In landscape architecture, the non-living components of the design, especially walls, walkways, overhead structures, stones, benches, and similar objects.

Historic Resource: A place, structure, or object that has historic significance including Structures or objects that are included in the Historic Resources Inventory.

Historic Resources Inventory: The Historic Resources Inventory is a documentation and preliminary evaluation of the significance of historic resources. Information for each resource may include a photograph, the year the resource was constructed, the builder or architect, original owner, significant features, architectural style, and in most cases, a ranking of significance.

Historic Restoration: Actions undertaken to accurately depict the form, features, and character of a historic resource as it appeared at a particular period of time. This is done by removing features not from that time, and reconstructing missing features from that particular period.

Historic Value: A physical, aesthetic, scenic, educational, or characteristic which is a reminder of important events or developments in Portland's past.

Human Scale: The size of proportion of a building element or space relative to the structural or functional dimensions of the human body. This refers to using building mass and proportions that relate to the size of the human body to maintain a feeling of comfort and proportion at the street level.

*Wherever appropriate, definitions are taken from Portland City Code: Chapter 33.910 Title 33, Planning and Zoning Definitions 3/31/17

Intensity of Development: The amount or magnitude of a use on a site or allowed in a zone. Generally, it is measured by floor area. It may also be measured by such things as number of employees, amount of production, trip generation, or hours of operation. See also Density.

International: A functional architecture devoid of regional characteristics, developed in the 1920's and 1930's in Western Europe and the U.S. and applied throughout the world: characterized by simple geometric forms, large untextured, often white surfaces, large areas of glass, and general use of steel or reinforced concrete construction.

Italianate (Victorian era): Style that includes low pitched or flat roofs, wide eaves with details, smaller second floor windows, recessed porches, symmetrical window patterns, and a formal entry.

Kiosk: A small structure used as a newsstand, refreshment booth, etc

Land Use Review Process: Most common types of land use reviews are Type I, Type II or Type III.

Light Overspill: A form of light pollution. Light overspill is sometimes referred to as Light intrusion, Light trespass, or Light into windows. It refers to the flow of light spilling outside the location boundary of its source and into the windows of adjacent structures. With inadequate control Intrusive light may be sufficiently great as to provide a serious nuisance and disturbance to adjacent areas.

Live/Work Space: Property that serves both as a residence and as a business for a person/family. While offices with outside entrances are often thought of when it comes to live/work, the commercial aspect could also be small retail, workshop, or possibly as food service.

Loggia: A colonnaded or arcaded space within the body of a building but open to the air on one side, often at an upper story overlooking an open court.

Long-Term Bicycle Parking: Long-term bicycle parking serves employees, students, residents, commuters, and others who generally stay at a site for several hours or more. See also Short-Term Bicycle Parking.

Main Entrance: A main entrance is the entrance to a building that most pedestrians are expected to use. Generally, each building has one main entrance. Main entrances are the widest entrance of those provided for use by pedestrians. In multi-tenant buildings, main entrances open directly into the building's lobby or principal interior ground level circulation space. When a multi-tenant building does not have a lobby or common interior circulation space, each tenant's outside entrance is a main entrance. In single-tenant buildings, main entrances open directly into lobby, reception, or sales areas.

Main Street Overlay: The City of Portland's Main Street Overlay is a zoning designation that within the specified area encourages higher residential densities by allowing greater building heights, reduced required building coverage for residential developments, and more flexibility in site design. See Main Street Corridor Overlay Zone, Chapter 33.460 in Portland Zoning Code. The Main Street Overlay has specific provisions regarding development on SE Division Street, e.g., neighborhood notification, step downs, etc., which can be found in Chapter 33.460.300I

Main Street Program: The Main Street Program is part of the Trust for Historic Preservation and is designed to help preserve and improve commercial districts. The Portland Main Street Development Program is managed by the Portland Development Commission. For additional information see: <http://www.pdc.us/for-businesses/business-district-programs-support/neighborhood-prosperity.aspx>.

*Wherever appropriate, definitions are taken from Portland City Code: Chapter 33.910 Title 33, Planning and Zoning Definitions 3/31/17

Masonry: Building with units of various natural or manufactured products such as stone, brick, or concrete blocks, usually with the use of mortar as a bonding agent.

Mass: The overall volume or form of a building element.

Mediterranean (Spanish Eclectic): An architectural style found in moderate climates such as those along the Mediterranean Sea, in Mexico, and the coastal region of Southern California. Materials include stone, stucco surfaces for walls, terra cotta floor and roof tiles, and a limited use of milled lumber. Other features include low-keyed traditional colors, exposed stone and woodwork, Spanish/Mediterranean inspired ironwork, canvas, benches, fountains, arbors, signing, lighting, traditional paving and landscaping.

Missing Middle Housing: “A range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living.” (Daniel Parolek) Examples include: Row houses, Townhouses, Duplexes, Triplexes-Fourplexes, Courtyard housing, Auxiliary Dwelling Units.

Mission Revival (Spanish Eclectic): (1890-1920) The reintroduction of a style characterized by stucco walls, round arches supported by piers, hip roof with red tiles, and decorative stringcourse, i.e., a horizontal band on the exterior wall of a building outlining the arches, and overhanging eaves with exposed rafters. Such a band, either plain or molded, is usually formed of brick or stone.

Mixed-Use: The combination on a site of residential uses with commercial or industrial uses.

Mitigate: To rectify, repair, or compensate for impacts which result from other actions.

Modernist Style: Characterized by a plain, undecorated design with modern materials of concrete, metal, and glass.

Mosaics: A picture or decorative pattern made by inlaying small, usually colored pieces of tile, enamel, or glass in mortar.

MULTE — Under the Multiple-Unit Limited Tax Exemption (MULTE) Program, multiple-unit projects receive a ten-year property tax exemption on structural improvements to the property as long as program requirements are met for providing affordable housing. <https://www.portlandoregon.gov/phb/index.cfm?&c=74691>

Night Sky Protection: a series of policies and regulations designed to minimize wasted energy, and the obtrusive aspects of excessive and careless outdoor lighting usage while not compromising the safety, security, and well being of persons engaged in lawful, outdoor, night time activities.

Nonconforming Use: A use of a property that was allowed by right when established or a use that obtained a required land use approval when established, but that subsequently, due to a change in the zone or zoning regulations, the use or the amount of area devoted to the use is now prohibited in the zone. The existing use may be “grandfathered in”, i.e., allowed to continue because the use of the property already exists. An example of this would be a house on a commercial corridor that is now in a commercial use but is zoned residential. A non-conforming status can impact an owner’s ability to secure loans, remodel, rebuild or sell the structure.

Overlay: An overlay is a regulatory tool, which creates special provisions over the standard zoning in a specific area and is created to direct development in certain areas. The overlay area may or may not share the same boundaries as the standard zoning destinations. New developments within an overlay must follow design guidelines, requirements, and/or other restrictions established by the governmental agency.

*Wherever appropriate, definitions are taken from Portland City Code: Chapter 33.910 Title 33, Planning and Zoning Definitions 3/31/17

Parapet: A low, solid, protective wall or railing along the edge of a roof or balcony. Often seen as a decorative roof element on historic buildings.

Paseo: A connecting walkway that joins streets, open plazas, courtyards, cafes, and shops through the central portions of city blocks. A paseo sometimes serves as a connector between parking facilities, commercial street frontage, and other popular destinations. Paseos are intended for use by the general public and may be either publicly or privately owned and maintained.

Pattern Language — Architectural “pattern language codifies the interaction of human beings with their environment, and determines how and where we naturally prefer to walk, sit, sleep, enter and move through a building, enjoy a room or open space, and feel at ease or not in our garden. The pattern language is a set of inherited tried-and-true solutions that optimize how the built environment promotes human life and sense of wellbeing. It combines geometry and social behavior patterns into a set of useful relationships, summarizing how built form can accommodate human activities.” (A Theory of Architecture, Nikos A. Alingoras)

Pedestrian Amenities: The type of features along a street that make it a pleasing pedestrian environment. This can include the size of sidewalks, places to sit, a buffer between traffic and the pedestrian environment, trees to shade, canopies to protect from weather, public spaces, and public art

Pedestrian Connection: A pedestrian connection generally provides a through connection for bicyclists and pedestrians between two streets or two lots. It may be a sidewalk that is part of a street that also provides vehicle access, or it may be a self-contained street created solely for pedestrians and bicyclists. (Also see passageways and paseos).

Pedestrian Oriented: Describing an environment that is pleasant and inviting for people to experience on foot; specifically, offering sensory appeal, safety, street amenities such as plantings and furniture, good lighting, easy visual and physical access to buildings, and diverse activities. Also see Development Types.

Pedestrian Passageways: A type of pedestrian facility that is located on private property. Pathways can serve a variety of functions, including linking separate buildings on a single site, linking buildings on adjacent sites, and connecting private buildings to sidewalks or paseos.

Pergola: A structure of parallel colonnades supporting an open roof of beams and crossing rafters or trelliswork, over which climbing plants are trained to grow.

Plaza: An area generally open to the public on a controlled basis and used for passive recreational activities and relaxation. Plazas are paved areas typically provided with amenities, such as seating, drinking and ornamental fountains, art, trees, and landscaping.

Portico: A porch having a roof supported by columns, often leading to the entrance of a building.

Public Realm: Public space and public right of way such as streets, sidewalks, and alleyways formed by the architectural or landscape features of the area that is available to anyone.

Public Right-of-Way: Includes, but is not limited to, any street, avenue, boulevard, lane, mall, highway, sidewalk or other pedestrian pathway, bike path, trail, or similar place that is owned or controlled by a public entity.

Quality of Life: The general well-being of a person or society, defined in terms of health and happiness, rather than wealth. Factors that makes the area a good place to live might include a good physical environment, and access to air and light, neighborhood services, economic opportunities, transportation options, and places to experience the public realm.

(use of a bracket, located within a wall as opposed to being attached to it, such as a structural piece of stone, wood or metal jutting from a wall to carry a superincumbent weight).

Relief: The projection of a figure or form from the flat background on which it is formed.

Reveals: A recessed edge, especially the exposed masonry surface, between a window jamb and the main face of the wall.

Right-Of-Way: An area that allows for the passage of people or goods. Right-of-way includes passageways such as freeways, pedestrian connections, alleys, and all streets. A right-of-way may be dedicated or deeded to the public for public use and under the control of a public agency, or it may be privately owned. A right-of-way that is not dedicated or deeded to the public will be in a tract. Where allowed by Section 33.654.150, Ownership, Maintenance, and Public Use of Rights-Of-Way, the right-of-way may be in an easement.

Sense of Place: The characteristics of the area that make it recognizable as being unique or different from its surroundings and give a feeling of connection or belonging.

Site Plan: A plan prepared to scale that shows how a new development will use a piece of land including buildings, other structures, natural features, uses, and principal design.

Spanish Eclectic: (1915-1940) Architectural style characterized by low-pitched roof, usually with little or no eave overhang; red tile roof covering; typically with one or more prominent arches placed above door or principal window, or beneath porch roof; wall surface usually stucco; facade normally asymmetrical. Style uses decorative features borrowed from the entire history of Spanish architecture (Moorish, Byzantine, Gothic or Renaissance inspiration). See also Mission Revival and Mediterranean styles.

Setback: The minimum distance required between a specified object, such as a building and another point. Setbacks are usually measured from lot lines to a specified object. Unless otherwise indicated, an unspecified setback refers to a building setback. In addition, the following setbacks indicate where each setback is measured from. See Chapter 33.930, Measurements, for measurement information.

- Front Setback: A setback that is measured from a front lot line.
- Garage Entrance Setback: A setback that is measured from a street lot line to the entrance of a garage or carport. It is essentially a minimum driveway length. See Chapter 33.930, Measurements for more specific measurement information.
- Rear Setback: A setback that is measured from a rear lot line.
- Side Setback: A setback that is measured from a side lot line.
- Street Setback: A setback that is measured from a street lot line.

Stepback: A partial reduction in the height of a building along the street frontage in order to minimize visual impacts when the building is much larger than those around it. An upper floor stepback is similar to an increased setback, but it only occurs on an upper floor(s).

Stepdown: A reduction in the height of a building in steps or stages to provide a transition between the rear of a building and a sensitive area such as an adjacent residential area or outdoor amenity space. A side stepdown reduces the mass of a building to provide a transition to a neighboring building of smaller scale or a pedestrian connection.

Storefront: A front room on the ground floor of a building, designed for use as a retail store.

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Streamline/Art Moderne: A subtype of the Modernist style (see Modernist Style definition). Characterized by simplicity and economic style. Symbolic of dynamic twentieth century of speed and machine. Streamline Moderne relies on synthetics-plastics, plywood, black glass, and chrome strips.

Streetscape: The visual elements of a street, including the road, adjoining buildings, sidewalks, street furniture (benches, trash cans, kiosks, light posts), signage and art as well as trees and open spaces, etc, that combine to form the street's character.

Transfer of Development Rights: 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.

Transportation Parking Management Association: An organization, usually including representatives of affected business and/or neighborhood organizations, devoted to managing transportation or parking within a local community. A main goal for a Transit Management Association is to reduce reliance on the automobile for both work and non-work trips. A Transportation Management Association typically provides information, programs, and activities that encourage the use of carpooling, transit, cycling and other alternative modes of travel along with working toward a more efficient use of area parking resources.

Transportation Demand Management (TDM) Plan/ Transportation and Parking Management Plan (TPMP): Strategies for reducing transportation and parking impacts around a given area or development site. A TPMP may include strategies to lessen demand on the transportation system by reducing automobile trips and promoting alternative modes of transportation and/or making more efficient use of parking resources. "A "TDM Plan" is a written document that outlines targets, strategies, and evaluation measures to reduce vehicle miles traveled (VMT) and reduce single-occupancy vehicle (SOV) mode share to and from a specific site"...TDM strategies can be infrastructure-based (e.g., bicycle parking and shower facilities) or programmatic (e.g., subsidized transit passes). While infrastructure-based TDM measures can be implemented at the time of construction, a TDM Plan focuses on the programmatic elements that will be implemented by the building manager or employer throughout the lifetime of the building." Triggers for a TDM Plan might include number of residential units or square footage above a certain level. (e.g. 50+ number of residential units, or developments that exceed 50,000 square feet). See Angelo Planning ODOT report: "Transportation Demand Management Plans for Development": <http://www.oregon.gov/LCD/TGM/docs/TDM%20guide%20and%20model%20code%20final.pdf>

Type I, II, or III Land Use Review Procedure Types: These are different procedure types for discretionary Land Use Reviews. Each procedure has its own timeline and public involvement requirements. Generally, design review follows either a Type II or a Type III process.

- a) Type I and II procedures are staff level decisions with opportunities for public input.
- b) Type III Level Design Review: The Design Commission holds a hearing and is the deciding body for Type III design reviews.(DOZA Report 5/18)

View Corridor: A view corridor is a three-dimensional area extending out from a viewpoint. The width of the view corridor depends on the focus of the view. The focus of the view may be a single object, such as Mt. Hood, which would result in a narrow corridor, or a group of objects, such as the downtown skyline, which would result in a wide corridor. Panoramic views have very wide corridors and may include a 360-degree perspective. Although the view corridor extends from the viewpoint to the focus of the view, the mapped portion of the corridor extends from the viewpoint and is based on the area where base zone heights must be limited in order to protect the view. See also, Scenic Corridor.

— END —

*Wherever appropriate, definitions are taken from Portland City Code: Chapter 33.910 Title 33, Planning and Zoning Definitions 3/31/17

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