

Community Planning
Follow-Up Proposals
Section II:
Community Design Guidelines

Proposed Draft
Planning Bureau Proposals to the Design Commission
and the Historic Landmarks Commission



October 1996
Bureau of Planning
Portland, Oregon

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Section II: Community Design Guidelines

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Introduction

The Proposed Draft of the Community Planning Follow-Up Proposals have three sections; each under separate cover. This is the second of the three sections.

1. Community Planning Zoning Code Amendments (*Gray Cover*)
2. The Community Design Guidelines (*Salmon Cover*)
3. Reorganization of Zoning Code Design and Historic Regulations (*Buff Cover*)

The Design Commission and Historic Landmark Commission will hold a joint public hearing on these proposals on **October 17th at 4:00 p.m. in Room C of the Portland Building**. At this hearing, the Commissions will make recommendations on all three sections.

Section I: Community Planning Zoning Code Amendments. The Commissions will make recommendations to the Planning Commission on Chapter 3, Amendments to the Supplemental Compatibility Standards.

Section II: The Community Design Guidelines. The Commissions will make recommendations directly to the City Council on the Community Design Guidelines.

Section III: Reorganization of Zoning Code Design and Historic Regulations. The Commissions will make recommendations to the Planning Commission on these zoning code amendments.

Public testimony may be oral or written. Written testimony may be submitted before or during the public hearing. Written comments should be addressed to: Design/Landmarks Commissions, c/o Bureau of Planning, 1120 SW 5th Avenue, Rm. 1002, Portland, OR 97204.

For more information about the process see *How to Participate in the Review of the Proposals* page v. of Section I. If you have questions about the Community Planning Follow-Up Proposals please call Julia Gisler at 823-7624.

This document contains no content changes from the Second Discussion Draft. The Second Discussion Draft of the Community Design Guidelines was under a yellow cover.

Summary and Recommendations

The Community Design Guidelines are part of the Community Planning Follow-Up Proposals to improve the implementation of community plans. These proposals includes zoning code amendments that resolve impediments to the implementation of the community planning program and modifications to the two-track system of design and historic design review used in community plan areas. See Section I: Community Planning Zoning Code Amendments for more information on this project.

Community Design Guidelines and the Community Planning Program

The Community Design Guidelines will be the mandatory approval criteria for most design and historic design reviews in community planning areas, outside of the Central City. As community plans are adopted throughout the City the areas subject to design and historic reviews will use the two-track system. This system gives most projects two "tracks," or options, for meeting the design review requirement. One track is the regular design review process. An additional, second track allows the applicant the alternative of complying with objective standards that are evaluated as part of a plan check. The two-track system is only intended for community planning areas and cannot be used in the Central City. This system has been in place in the Albina Community Plan area since 1993 and has been available in the Outer Southeast Plan area since March 1996.

The Community Design Guidelines streamline the practice of developing a set of design guidelines for each community plan area. Currently, only the Albina Community has adopted design guidelines. The Community Design Guidelines will incorporate the Albina Community Plan Guidelines and create one set of design guidelines for use in each of the City's seven community plan areas.

Other areas with adopted design guidelines include Terwilliger Design Zone, Macadam Design Zone, Lair Hill Conservation District, and Ladds Addition Historic District. As part of the community planning process these areas will have the option of keeping their current guidelines or changing to the two-track system and using the Community Design Guidelines. The structure of the guidelines will address the unique and special characteristics of different areas.

How the Community Design Guidelines Work

See Page 5, Chapter 1: The Community Design Guidelines Framework.

Issues that affect Community Plan Implementation

In an effort to streamline the community planning process and simplify design and historic design review, the Community Design Guidelines have been created.

The past practice of developing a set of design guidelines for each new design zone could result in seven sets of community design guidelines. This will be complex and may be confusing to staff and the public. Community plan areas have similar development goals allowing one set of guidelines to address these issues as long as the structure of the guidelines allows each project to respond to the surrounding area.

As the process for developing Portland's seven community plans accelerates it is increasingly complex to create individual design guidelines for each area. Rather than have a separate set of design guidelines for each community plan the guidelines can be consolidated into a single set. Like the Central City Design Guidelines used throughout the Central City, the Community Design Guidelines will be the "fundamental design guidelines" for community plan areas.

Staff Recommendations

Adopt the Community Design Guidelines to be used for most design and historic design review cases outside of the Central City.

Amend Ordinance No. 166787 that adopted the Albina Community Plan Design Guidelines and replace them with the Community Design Guidelines.

Amend Ordinance No. 169763 that incorporated by reference the Albina Community Design Guidelines to be applied to all design zones in the Outer Southeast Community Plan area until the Community Design Guidelines are adopted.

The purpose of this document is to provide information on the community design guidelines and to explain the reasons for their development. The guidelines are intended to provide a framework for the development of community design proposals and to ensure that they are consistent with the community's needs and interests. The guidelines are based on the findings of a series of studies and consultations with the community. They are intended to be flexible and to be updated as the community's needs and interests change over time. The guidelines are intended to be used by all members of the community and to be applied to all community design proposals. They are intended to be a guide to the development of community design proposals and to ensure that they are consistent with the community's needs and interests. The guidelines are intended to be a framework for the development of community design proposals and to ensure that they are consistent with the community's needs and interests. The guidelines are based on the findings of a series of studies and consultations with the community. They are intended to be flexible and to be updated as the community's needs and interests change over time. The guidelines are intended to be used by all members of the community and to be applied to all community design proposals. They are intended to be a guide to the development of community design proposals and to ensure that they are consistent with the community's needs and interests.

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Chapter 1

Community Design Guidelines Framework

Design and Historic Design Review in Community Plan Areas

The City of Portland updates its Comprehensive Plan through the community planning program. The city is divided into eight planning areas. Community plans are comprehensive documents addressing land use, urban design, transportation, economic development, environmental, public safety, educational, and social issues. The plans recognize the interrelationship of these elements in affecting community livability and vitality. The plans provide a policy framework and implementation program for long-term financial and personal investment that balances the history and spirit of each area.

Community plans update and implement Portland's Comprehensive Plan providing a coordinated set of policies and objectives that guide future growth and development. Comprehensive Plan Goal 12: Urban Design calls for establishing design review in areas that are important to Portland's identity, setting, history, and the enhancement of its character.

Design review is a land use review that gives an opportunity for public evaluation of new construction and exterior modifications to buildings and sites. The review ensures that special historical, cultural, and architectural features of a site or area are protected and enhanced. It also ensures that new development enhances neighborhood character and the environment for pedestrians, and that buildings and sites are compatible with nearby development. The design review process evaluates architectural compatibility, building placement, and massing of new construction and exterior alterations. Building materials, landscaping, and location of parking areas may also be reviewed.

Design and historic design review can help implement goals of the community planning program that call for:

- Enhancing the character of special areas,
- Protecting historically significant landmarks and districts,
- Allowing increased density in established areas that is compatible and enhances the surrounding neighborhood,
- Creating pedestrian-oriented environments,
- Ensuring quality development in CX and EX zones, and
- Ensuring that development in institutional campuses complement the surrounding community.

The Two-Track System on Design Review in Community Plan Areas

Before the adoption of the Albina Community Plan design review was limited to a land use review procedure. The Albina Community Plan created a different process for design and historic review. This new process is called the "two-track system". This system gives most projects two tracks, or options, for meeting the design review requirement. One track is the regular design review process. An additional, second track allows the applicant to comply with objective standards that are evaluated as part of a plan check as an alternative to the uncertainty of the design review process. The two-track system is only intended for Community Planning areas and cannot be used in the Central City.

(Figure 1 below outlines the process.)

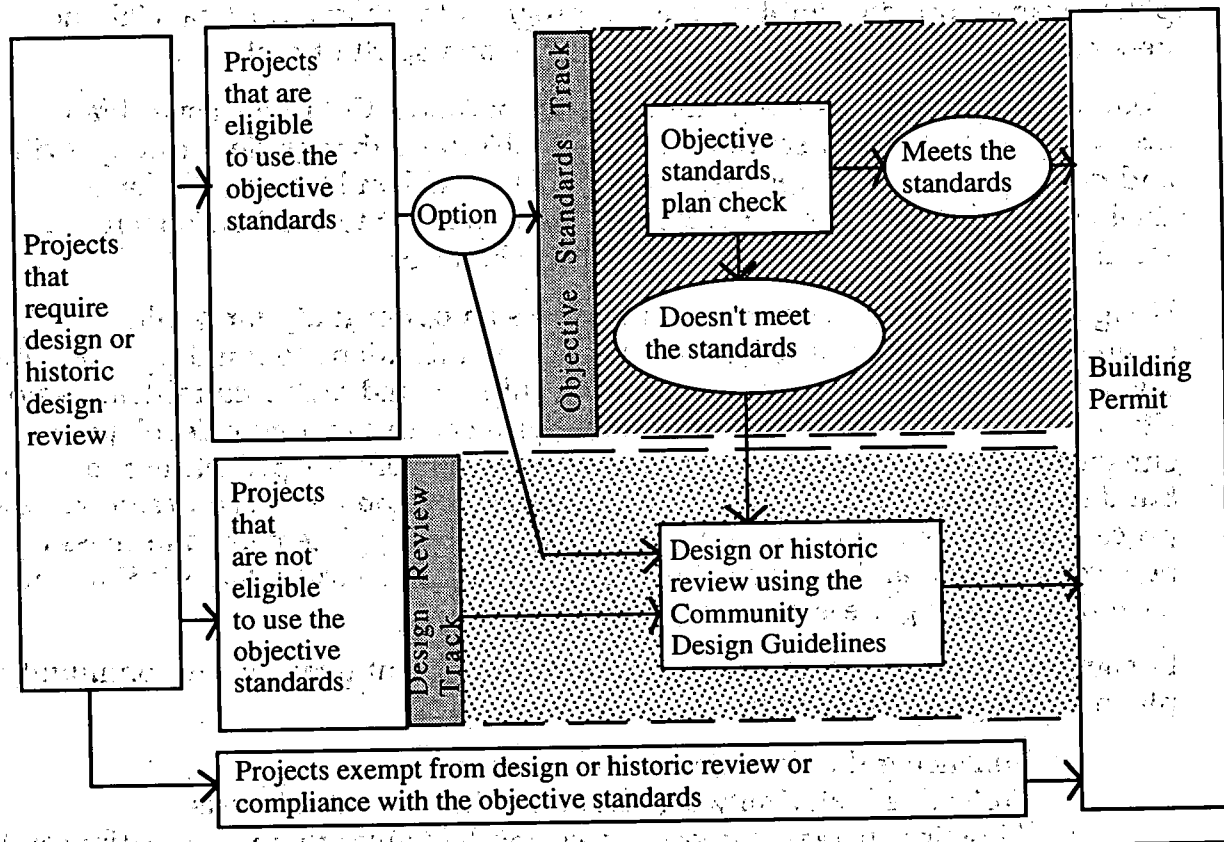


Figure 1: The Two Track System: Objective standards as an option to design and historic review

Proposed amendments to the objective standards (supplemental compatibility standards) are discussed in Section I: Community Planning Zoning Code Amendments.

Projects Eligible to Use the Objective Standards

Not all projects that require design or historic design review are eligible to use the objective standards track. Some projects are considered too big or the integrity of the building too important to use the streamlined process. Eligibility depends on the base zoning and the historical status of the site. National Register Properties, Portland Historic Landmarks, and Rank I resource listed on the Portland Historic Resources Inventory must be reviewed through the design review track. The table below shows by zone the upper limits that projects can use the objective standards.

**Table 420-1
Maximum Size or Value Limits**

Zones	Maximum Size or Value Limit
Single Dwelling Zones	5 dwelling units
R2 & R3 Zones	10 dwelling units
R1 Zone	40 dwelling units
RH, RX, C, E & I Zones	\$4,000,000 in 1990 dollars adjusted for inflation. The threshold value is the sum of all construction costs shown on all building permits associated with the proposal, including site preparation.
IR Zone	See institution's Impact Mitigation Plan.

When using the objective standards track, projects must meet all of the standards that apply to a project. There are no adjustments to the standards. If a project cannot meet the applicable standards, it must go through the design review track. However, design review is not an adjustment for the objective standards. Design review is a different process that will use the Community Design Guidelines, not the objective standards, as mandatory approval criteria.

Design Guidelines and Design Review

Design guidelines are provided for Portland's design zones to inform prospective applicants, and the community, of the issues which will be addressed during the design review process. Guidelines are mandatory approval criteria used when conducting design and historic review.

During the design review process the review body must find that the reviewed project meets each design guideline. Projects that meet all the guidelines will be approved. Projects that fail to meet one or more of the guidelines will not be approved. The review body may approve the design, approve the design with conditions, or deny the project a development and/or building permit. When conditions are attached to a project's approval, the conditions will require design modifications that are necessary to ensure the project's compliance with the guidelines. Generally, the review body would rather that applicants revise their designs to address design deficiencies rather than have the City impose a specific solution through conditions.

The design review process is intended to be flexible, encouraging builders to propose innovative designs. For this reason guidelines are qualitative statements. Quantitative approval criteria have been avoided to help ensure that guidelines do not dictate design. There are many acceptable ways to meet each guideline. Examples of alternative ways to meet the guidelines are provided to stimulate the designer's search for a design that meets both the client's program and the guidelines. Designers are urged to consider the examples as explanatory information about the guidelines. They are not intended to be used as the recommended solutions.

While the design guidelines are qualitative, they nevertheless are mandatory and have legal effect as approval criteria. They are applied in a design review proceeding that is a land use review under Oregon law. The qualitative language in which the guidelines are stated is intended to provide designers with flexibility in achieving the guidelines' intent. It does not imply that the guidelines are not requirements; they are. This flexibility shall not be construed as rendering the guidelines merely advisory or otherwise diminish their legal effect. Guidelines must be addressed or specifically waived. The applicant is responsible for explaining, in their application, how their design meets each of the guidelines.

Structure of Portland's Design Guideline System

The Community Planning Follow-Up Proposals consolidate most of the guidelines outside of the Central City into one set called the Community Design Guidelines.

- **Central City Fundamental Design Guidelines.** Design review in the Central City uses the Central City Plan Fundamental Design Guidelines. These guidelines provide the framework for all design review areas in the Central City. There are also special district design guidelines that apply to particular areas of the Central City such as the Central Eastside Industrial, Macadam, and historic districts. These sub-area guidelines are used in conjunction with the Fundamental Design Guidelines and take precedence where there is a conflict with a fundamental.
- **The Community Design Guidelines.** The proposed Community Design Guidelines consist of a set of guidelines for design and historic design cases in community planning areas outside of the Central City. In these guidelines the community plan area character and historic and conservation districts guidelines address the unique and special characteristics of the different areas.

Both sets of guidelines are divided into three general categories:

Portland Personality- establishes the urban design framework,

Pedestrian Emphasis- states that Portland is a city for people as well as cars and other movement systems, and

Project Design- assures that each development is sensitive to both the area's urban design framework and the users of the city.

Waiver of Design Guidelines

Review bodies conducting design review look forward to designers proposing innovative solutions that respond to the project's program as well as the guidelines. Waiver of one or more guidelines is an option available to the review body during the design review process to reflect the City's concern that the guidelines not become a rigid cookie cutter set of requirements that stifle innovation.

A guideline may be waived when the review body finds that the proposed development will better meet the policies and objectives of Portland's Comprehensive Plan Urban Design Goal than would a project that complied with the guideline. Should applicants wish that a guideline be waived, they must explain in their application how the design will better meet Portland's Urban Design Goal than would a design that met the guideline.

Adjustments to Zoning Code Standards

During the design review process, the review body may grant adjustments to certain zoning code's site-related development standards. These modifications are considered part of the design review process and are not required to go through a separate adjustment process. To obtain approval of these adjustments the applicant must show that the proposal better meets the design guidelines and will, on balance, be consistent with the purpose of the regulation for which the adjustment is sought. The design guidelines are also mandatory approval criteria for consideration of the requested adjustment.

Adjustments to use-related standards may not be approved through the design review process. Use-related standards are those that govern the intensity of the use. Adjustments may not be considered or granted for standards that prohibit adjustments, such as height and bulk regulations.

Who Conducts Design and Historic Review

Generally design and historic design review is conducted by the Design Commission, Landmarks Commission or the design review staff. The zoning code provides three kinds of land-use procedures in reviewing a design and historic design review application. Smaller projects are processed administratively through Type I and Type II procedures, which are reviewed by the design staff. The Type III procedure, which requires a public hearing, is reviewed by the Design and Landmarks Commissions. The distinction between the procedures is made based on established thresholds.

Type II and Type III procedures have opportunities for appeal. A Type II decision may be appealed to the Design or Landmarks Commission. A Type III case and a Type II case that has been appealed to the Design or Landmarks Commission may be appealed to the City Council. In the Type I procedure the decision of the director is the final local decision.

Thresholds for Design Review

In community planning areas all design and historic design projects are processed through a **Type II** procedure, with the following exceptions:

Type I: Certain projects located within an IR zone that are in accordance with an approved impact mitigation plan;

Installation of mechanical equipment on the exterior of a historic resource;

Installation of new or replacement awnings on historic resources; and

For historic resources in C, E, I, and RX zones:

signs less than 150 square feet in area; or

alterations of a facade when 500 square feet or less of the structure's facade is being altered.

Type III: Modifications to designated historic landmarks valued over \$200,000 in 1990 dollars;

Applications using the bonus density provision of the Alternative Design Density Zone (33.405.050);

Proposals in the Terwilliger Parkway Design District that will be visible from Terwilliger Boulevard, other than single dwelling development;

Proposals in Macadam Corridor Design District valued over \$1,000,000 in 1990 dollars; and

Proposals in design zones not included in a design district that has its own design guidelines that are valued over \$10,000 in 1990 dollars.

Neighborhood Contact Requirement

The two-track system has an additional neighborhood contact requirement for larger projects going through design review or using the objective standards. The neighborhood contact requirement is intended to foster discussion between developers and neighbors on the issue of design compatibility.

Projects exempt for the neighborhood contact requirement. Projects that include the development of three or less residential dwelling units and/or those that include the development of less than 10,000 square feet of new interior space for business use are exempt from this requirement.

Prior to applying for design review or a building permit using the objective standards, an applicant must complete the following steps listed below.

- 1. Contact the neighborhood association.** The applicant must contact the local neighborhood association in writing, by registered or certified mail, and request a meeting. The neighborhood association should reply to the contact within 14 days and set a meeting date within 30 days of the date of the initial contact. The neighborhood may schedule the meeting with its board, its general membership, or one of its committees. Names and addresses of contact people for Portland's neighborhood associations are available at Portland's Permit Center, 1120 SW Fifth Avenue. (Sample contact letters are included in Appendix A.)
- 2. Neighborhood association meeting.** The meeting is to provide an opportunity for neighborhood residents and the developer to discuss concerns about the compatibility of the proposed development with the neighborhood. The focus of the meeting should be to discuss the design of the project and not whether the project should be built. The discussion at the meeting is advisory only and is not binding on the applicant.
- 3. Follow-Up letter.** After the meeting the applicant must send a letter to the neighborhood association and explain any design changes the applicant is making. (Sample contact letters are included in Appendix A.)
- 4. Application for design review.** The applicant must submit this letter with their application for design review or if using the objective standards when they submit their plans for a building permit.

If the neighborhood does not reply to the applicant's contact letter within 14 days or does not schedule a meeting within 30 days, the remaining neighborhood contact requirements are waived.

Pre-application Conference

Before making formal application for a Type III design review procedure, a pre-application conference is required. A pre-application conference is suggested but not required for Type II procedures. Project designers are encouraged to request an early briefing with the design review staff prior to formal application for design review.

Pre-application conference and/or informal meeting with staff provides an opportunity to informally discuss issues related to the project's design. This information allows the designer and project developer to prepare their design and application for design review with a better understanding of the process and the guidelines or approval criteria. Representatives from other City bureaus and citizen groups, such as neighborhood and business associations, are invited to attend pre-application conferences.

Projects Exempt from Design or Historic Review

Some projects are exempt from design review. These tend to be changes that do not significantly alter an existing building or structure's character. Projects exempt from design review are those which are exempted by the provisions of the City's zoning code.

Design Guideline Applicability

Page 16 of this document provides a design guideline applicability chart that states which guidelines apply to different types of projects. An applicant need address only those guidelines that are identified as applicable on this chart.

Projects That Will Use the Community Design Guidelines as Approval Criteria

The Community Design Guidelines will be the approval criteria for most design and historic design reviews in community planning areas, outside of the Central City. As community plans are adopted throughout the City, new areas subject to design and historic reviews will use the two-track system. The design review track will use the Community Design Guidelines.

The following projects may be required to have design review:

- Projects in a design zone
- Projects in historic and conservation districts
- Alterations to a historic and conservation landmarks
- Projects taking advantage of a provision in the alternative design density overlay zone

Projects using the two-track system that are not eligible to use the objective standards, do not meet the objective standards, or choose not to use the objective standards will use the Community Design Guidelines in design or historic design review.

Historic Design Review Approval Criteria

There are two sets of guidelines for historic properties. The guidelines in Section 33.846.140D specifically list the approval criteria for individual landmarks or historic districts which have no guidelines. These guidelines are based on the Secretary of the Interior's standards for the preservation of historic buildings. National Register Landmarks, historic landmarks, and conservation landmarks, outside of historic or conservation districts, must comply with the Approval Criteria for Historic Landmarks 33.846.140. and will not use the Community Design Guidelines. (See Appendix B)

Any new historic or conservation districts created as part of the community planning program will use the Community Design Guidelines for the design review in the two-track system. However, areas with adopted design guidelines, Lair Hill Conservation District, and Ladds Addition Historic District will have the option of keeping their current guidelines or changing to the two-track system and using the Community Design Guidelines as part of the community planning process.

The following chart shows which approval criteria apply to historic design review of landmarks and properties within historic and conservation districts. The applicable set of approval criteria are dependent upon the landmark designation and the zoning of the historic resource.

Location Status	National Historic Districts and Historic Districts	Conservation District	Design Zone	Outside district or Design Zone
National Landmarks and Historic Landmarks	ONE TRACK: *Adopted Guidelines or 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines.	ONE TRACK: *Adopted Guidelines or 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines	ONE TRACK: *Adopted Guidelines or 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines	ONE TRACK: 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines.
Conservation Landmarks	ONE TRACK: *Adopted Guidelines or 33.846D, Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines	TWO TRACKS: 33.295 Community Design Standards or *Adopted Guidelines or 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines	TWO TRACKS: 33.295 Community Design Standards or *Adopted Guidelines or 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines	TWO TRACKS: 33.295 Community Design Standards or 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines.
Properties in districts without individual landmark status	ONE TRACK: *Adopted Guidelines or 33.846D, Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines	TWO TRACKS: 33.295 Community Design Standards or *Adopted Guidelines or 33.846D Approval Criteria for Historic Landmarks, and Historic Districts without adopted design guidelines		

*With the exception of Lair Hill Conservation District, Kings Hill Historic District, and Ladds Addition Historic District, the adopted guidelines will be the Community Design Guidelines.

Design Review Approval Criteria

Any new design zones created as part of the community planning program will use the Community Design Guidelines for the design review in the two-track system. areas with adopted design guidelines; Macadam Design Zone and Terwilliger Design Zone have the option of keeping their current guidelines or changing to the two-track system and using the Community Design Guidelines as part of the community planning process in these areas.

The following chart indicates which approval criteria apply for design review of projects located in a design zone or taking advantage of a zoning provision that requires design review. The following chart outlines what projects must go through design review and which of these projects are eligible to use the objective standards track of the two-track system:

Project Zoning Provisions	Single Dwelling Zone over 5 units	R2, R3 Zone over 10 units	R1-zone over 40 units	RH, RX, C, E, and I zones valued over \$4,000,000 in 1990 dollars	All other projects
Design Zone	ONE TRACK: Design Review using the Community Design Guidelines	ONE TRACK: Design Review using the Community Design Guidelines	ONE TRACK: Design Review using the Community Design Guidelines	ONE TRACK: Design Review using the Community Design Guidelines	TWO TRACKS: 33.295 Community Design Standards or Design Review using the Community Design Guidelines
The "a" overlay or the Albina Community Plan District provisions that require design review	ONE TRACK: Design Review using the Community Design Guidelines	ONE TRACK: Design Review using the Community Design Guidelines			TWO TRACKS: 33.295 Community Design Standards or Design Review using the Community Design Guidelines

Chapter 2

Community Design Guidelines

Portland Personality

- P1: Community Plan Area Character
- P2: Historic and Conservation Districts
- P3: Gateways

Pedestrian Emphasis

- E1: Pedestrian Networks
- E2: Stopping Places
- E3: The Sidewalk Level of Buildings
- E4: Corners that Build Active Intersections
- E5: Light, Wind, and Rain

Project Design

- D1: Outdoor Areas
- D2: Main Entrances
- D3: Landscape Features
- D4: Parking Areas and Garages
- D5: Crime Prevention
- D6: Architectural Integrity
- D8: Blending into the Neighborhood
- D9: Interest, Quality, and Composition

Design Guidelines Categories

Portland Personality

The Portland Personality guidelines recognize the unique characteristics of each community planning area and implement urban design goals of each area. Community plans adopted by the City identify urban design features such as locations of gateways, attractions, focal points, viewpoints, open space, and historic districts. Many neighborhood plans also have urban design goals. Design review, on a project by project basis, can implement some of these goals.

The guidelines of this section encourage new development that enhances community urban design and builds upon the unique characteristics of individual areas of the city.

Pedestrian Emphasis

The transportation element of the Comprehensive Plan calls for reducing reliance on the automobile and providing for a pedestrian network that will increase the share of pedestrian travel to 10% of total trips over the next 20 years. The more convenient it is for people to walk or bicycle to destinations, the less they will drive. Individuals and the metropolitan region as a whole will benefit from the decreased traffic congestion, energy consumption, and noise and air pollution that results from fewer automobile trips.

Everyone is a pedestrian at some point. After you park your car, your bike, or get off public transit you must get to your destination. The pedestrian network must provide safe, attractive, and convenient connections from pedestrian ways to building entrances and local destination points, such as commercial and neighborhood activity centers, parks, schools, and transit stops. Special attention must be given to children, the elderly, and people with physical limitations. Site layout and building design should make pedestrians feel safe and welcome. Street trees, landscaping, street furniture, bollards, and other design elements can create a buffer between people and cars.

Interaction and activity on pedestrian paths result in a more interesting and safer place. Stopping places along the paths allow people to rest and socialize. The potential for interaction increases where intersections are unified spaces that encourage activities and buildings reinforce the street edge. The first level of a building has a great impact on the pedestrian environment. Buildings should be designed to integrate with activities on the sidewalk level, provide architectural details of interest to the pedestrian, and protect the pedestrian from adverse natural elements, such as wind, rain, and the hot sun.

The guidelines of this section are intended to provide a pedestrian circulation system that connects major destination points with safe and pleasant pedestrian ways.

Project Design

The entire site should be designed to complement its buildings and uses, as well as uses of abutting buildings and the surrounding neighborhood. The placement of buildings, outdoor areas and landscape features, front entrances, parking areas, and walkways should create a functional and aesthetically pleasing environment that facilitates efficient, safe, and pleasant movement of pedestrians, bicyclists, and motorists.

Buildings should be placed to create outdoor spaces that are accessible, pleasant, and safe. Landscape features, such as trees, shrubs, planters, and retaining walls are an integral component of site design. Landscape elements can spatially structure outdoor spaces and help create a more human scale environment. Plants add interest, texture, and color. Parking areas and garages should be sited to reduce the negative impact to the surrounding area and its pedestrians.

New construction and alterations of existing buildings should be designed to respect adjacent development, be compatible with the existing building's form and pattern, and provide an overall standard of quality. Building additions, sign placement, and special features for the disabled should be designed to create a cohesive building composition. New development should blend into the neighborhood by reducing the impact of large scale or more intense development on established neighborhoods and incorporating architectural details found in nearby buildings such as siding treatments, roof pitch, and decorative features.

The guidelines of this section support project design that encourages quality development that functions efficiently and enhances the surrounding area.

Community Design Guidelines Applicability Chart

Project Types Design Guidelines	Mixed Use, Commercial, Industrial, Institutional	Multi-Dwelling	New Single and Attached Dwelling	Residential Exterior Alterations, Single and Attached	Open Space	Signs and Awnings	Storefront Remodel	Alternative Design Density Proposal
Portland Personality								
Community Plan Area Character	•	•	•	•	•	•	•	•
Historic and Conservation Districts	•	•	•	•	•	•	•	•
Gateways	•	•	•	•	•	•	•	•
Pedestrian Emphasis								
The Pedestrian Network	•	•	•	•	•	•	•	•
Stopping Places	•	•	•	•	•	•	•	•
The Sidewalk-Level of Buildings	•	•	•	•	•	•	•	•
Corners that Build Active Intersections	•	•	•	•	•	•	•	•
Light, Wind, Rain	•	•	•	•	•	•	•	•
Project Design								
Outdoor Areas	•	•	•	•	•	•	•	•
Main Entrances	•	•	•	•	•	•	•	•
Landscape Features	•	•	•	•	•	•	•	•
Parking Areas and Garages	•	•	•	•	•	•	•	•
Crime Prevention	•	•	•	•	•	•	•	•
Architectural Integrity	•	•	•	•	•	•	•	•
Blending into the Neighborhood	•	•	•	•	•	•	•	•
Interest, Quality, and Composition	•	•	•	•	•	•	•	•

Portland Personality Guidelines

The Portland Personality Guidelines are a set of standards that define the characteristics of a person who is a resident of the City of Portland. These guidelines are intended to provide a framework for the development of a strong and vibrant community. The guidelines are based on the values and traditions of the City of Portland and are designed to be inclusive and welcoming to all residents.

The guidelines are organized into several key areas, including community involvement, environmental stewardship, and cultural appreciation. Each area contains specific guidelines that residents are encouraged to follow. These guidelines are not meant to be restrictive, but rather to provide a positive and aspirational vision for the City of Portland.

The Portland Personality Guidelines are a living document that will evolve over time as the City of Portland continues to grow and change. We encourage all residents to provide feedback and suggestions for improvements to these guidelines.

Community Plan Area Character

Background

There are seven community plan areas outside of the Central City; Albina, Outer Southeast, Southwest, Inner Southeast Portland, Northwest, North, and Outer Northeast. Each of these areas has unique historic, cultural, and geographic characteristics that should be taken into consideration when developing in the area. New development blends into established areas by reflecting the architectural styles and site design of the surrounding buildings and responding to views, topography, and nearby amenities such as parks, schools, and community centers.

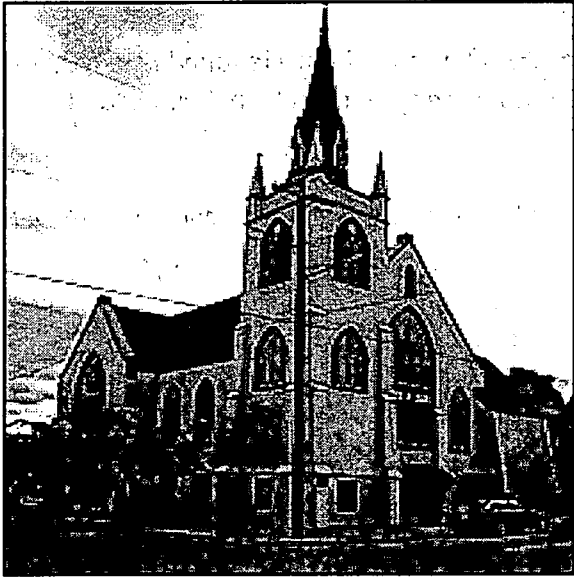
Guideline P1:

Enhance the sense of place and identity of community plan areas by incorporating site and building design features that respond to the area's unique characteristics and neighborhood traditions.

The illustrations and examples for this section are not complete. If you have ideas for the next draft please contact Julia Gisler at 823-7624.

Community Plan Area Character

This guideline may be accomplished in the Albina Community Plan Area by:



A. Respecting the pattern of small corner churches that exists in Albina. Albina was the home to many turn-of-the-century immigrants who built churches in their neighborhoods.



B. Respecting the remaining buildings that have association with Albina's cultural heritage. This is the Northeast YWCA founded by African-American women.



C. Orienting new development to Albina's parks and open spaces. This is Peninsula Park, Portland's first rose garden.

D. Taking advantage of views to downtown, rivers, hills, and the surrounding mountains.

E. Using architectural details in new development that are found in the surrounding buildings.

Community Plan Area Character

This guideline may be accomplished in the Outer Southeast Community Plan Area by:

- A. Enhancing character and interest through the use of architectural details found in surrounding buildings. Outer Southeast is a mixture of housing styles ranging from farm houses and bungalows to more recent ranch style infill housing.
- B. Continuing the alignment of the roof ridge parallel to the street with a front dormer. This is a predominant roof form in many areas.
- C. Taking advantage of views to buttes, water bodies, and surrounding mountains.

Community Plan Area Character

This guideline may be accomplished in the Southwest Community Plan Area by:

- A. Respecting the topography of the hills and ravines of Southwest.
- B. Continuing the informal, largely native vegetation that is essential to the structural integrity of the hills and ravines and critical to the viability of stream corridors.
- C. Keeping streams above ground and not in culverts.
- D. Considering how roof tops will look from above and from afar on the hillside.
- E. Taking advantage of views to downtown, water bodies, and the surrounding mountains. Hillside development is visible to much of the city. Consider the impact new development has on this view.
- F. Connecting buildings to the ground on sloping sites sensitively with consideration of neighboring buildings, solar access, and environmental impacts.
- G. Enhancing character and interest through the use of architectural details found in surrounding buildings. The architectural style of much of Southwest is post World War II.

Historic and Conservation Districts

Background

Within the community planning areas there are two historic districts; Ladd's Addition and King's Hill; and eight conservation districts; Eliot, Irvington, Kenton, Lair Hill, Mississippi Avenue, Piedmont, Russell Street, and Woodlawn. These areas are recognized for their historical and cultural significance. New development in these areas should protect the integrity of individual historic resources and reinforce the historic character that defines the district. New development near districts should reinforce the historic character of the area.

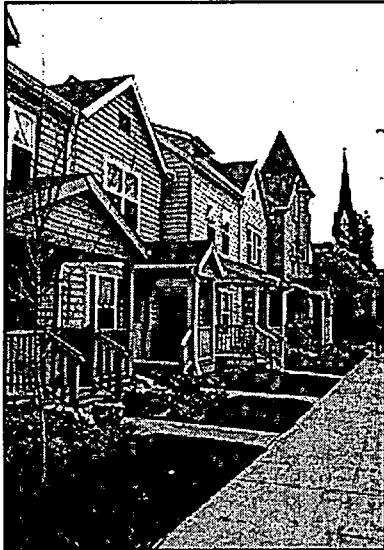
Guideline P2:

Enhance the identity of historic and conservation districts by incorporating site and building design features that reinforce the area's historic significance. Near historic and conservation districts use such features to reinforce and complement the historic areas.

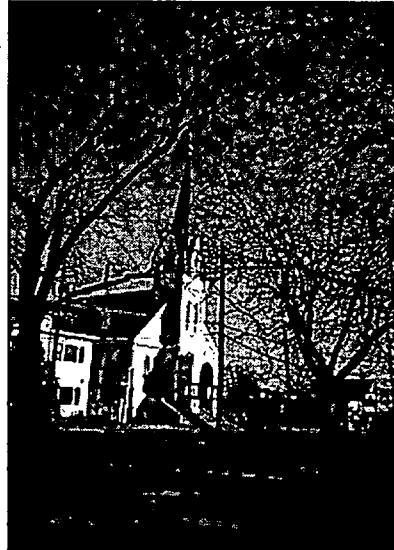
The illustrations and examples for this section are not complete. If you have ideas for the next draft please contact Julia Gisler at 823-7624.

Historic and Conservation Districts

This guideline may be accomplished in the Eliot Conservation District by:



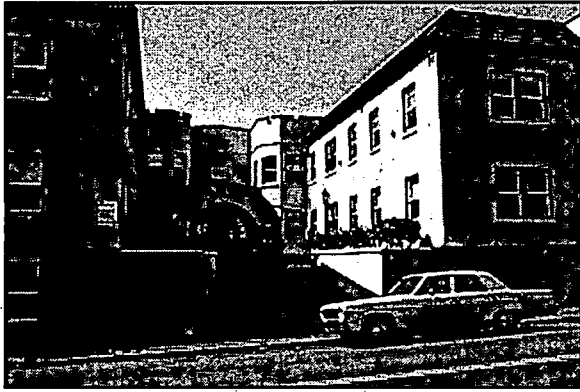
A. Incorporating architectural details of the surrounding historic buildings. These new attached houses on Williams Avenue have similar style and proportions as other housing in the district.



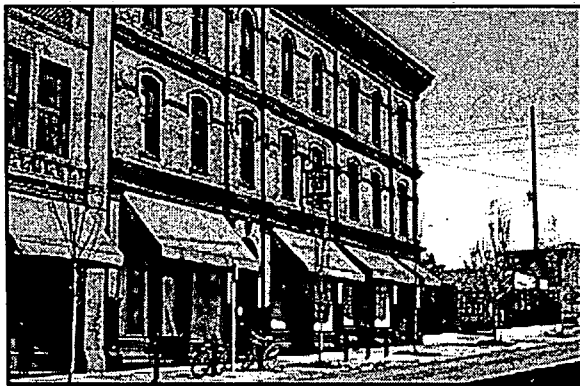
B. Taking advantage of views to points of interest in the district such as neighborhood churches. This is a view of Immaculate Heart Catholic Church, built in 1890, from Dawson Park.

Historic and Conservation Districts

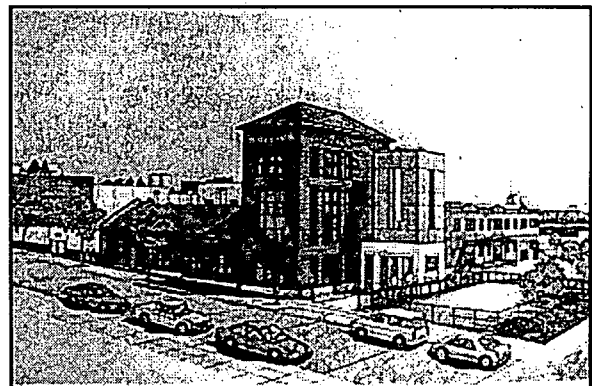
This guideline may be accomplished in the Russell Street Conservation District by:



A. Rehabilitating buildings with attention to restoring and enhancing historic features. As part of the recent renovation of the Mississippi Court Apartments the courtyard was brought closer to its original design.



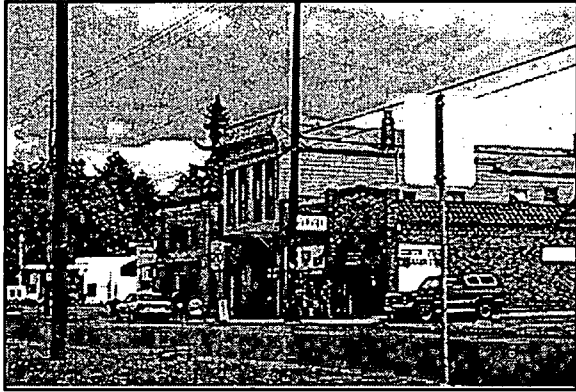
B. Making exterior alterations that are compatible with the historic characteristics of existing buildings. The recent renovations to the McKay Brothers Block respected the integrity of the historic building.



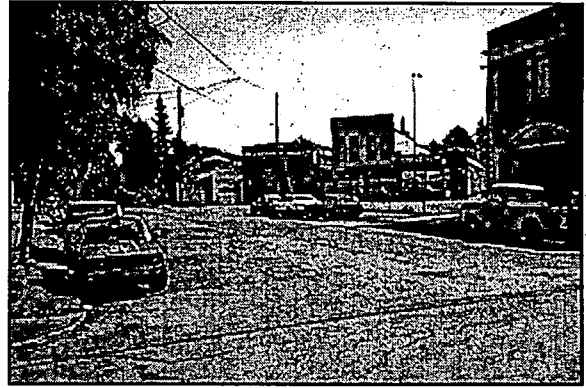
C. Enhancing the district with new development that reflects the historic qualities of buildings in the district. The new Widmer Brewing Co. building reinforces the historic development pattern along Russell Street by its massing and placement close to the street.

Historic and Conservation Districts

This guideline may be accomplished in the Woodlawn Conservation District by:



A. Rehabilitating buildings with attention to restoring and enhancing their historic features. Any exterior alterations to these commercial buildings at the heart of the Woodlawn District should strive to restore their architectural integrity.



B. Taking advantage of the views that result from the unique diagonal street pattern.

Historic and Conservation Districts

This guideline may be accomplished in the Irvington Conservation District by:



A. Using historic architectural details of buildings in the district when making exterior alterations. This house shows such details as decorative brackets, cast stone foundations and railings, large ornamental columns, balcony above the porch, and multi-paned windows.



B. Ensuring that exterior alterations to historic buildings protect and enhance the significant historic features of the resource.

Historic and Conservation Districts

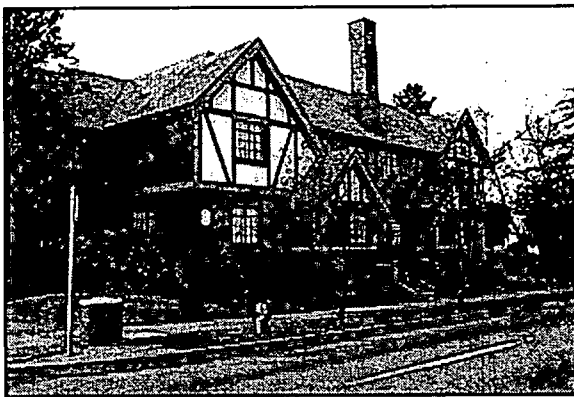
This guideline may be accomplished in the Piedmont Conservation District by:



A. Ensuring that exterior alterations to historic buildings protect and enhance the significant historic features of the resource. Any changes to Peninsula Park must respect the integrity of the historic open space.



B. Using historic architectural details of buildings in the district when making exterior alterations. This house shows such details as extra wide eaves, decorative brackets, cast stone foundations and railings, ornamental columns, and porch pediments.



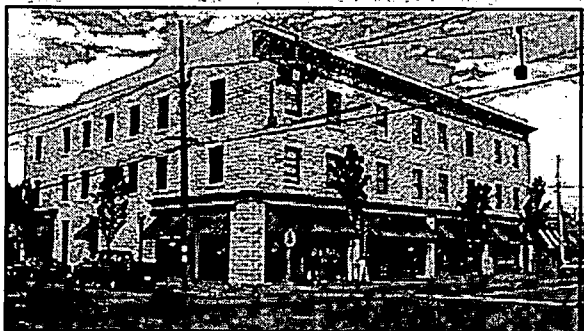
C. Ensuring that exterior alterations to historic buildings protect and enhance the significant historic features of the resource. The Holman Garden Apartments on MLK are the only multidwelling structure in the district.



D. Continuing the historic pattern of street trees. Street trees were planted with the original development. Protect the mature trees and plant new street trees in places where the pattern is incomplete.

Historic and Conservation Districts

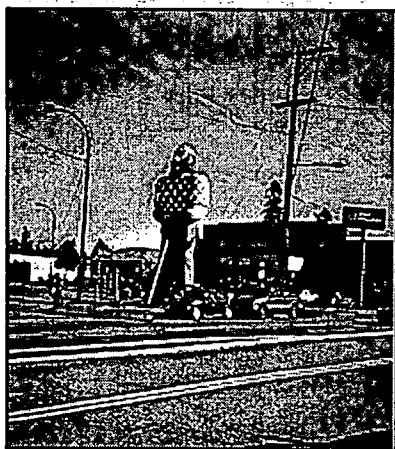
This guideline may be accomplished in the Kenton Conservation District by:



A. Ensuring that exterior alterations to historic buildings protect and enhance the significant historic features of the resource. The Kenton Hotel on Denver Avenue has a strong association with the Swift Meat Packing Company and the company town of Kenton.

B. Incorporating cast stone in new development. Cast stone is used frequently in the Kenton District in commercial and apartment buildings as well as in many of the foundations of single family houses.

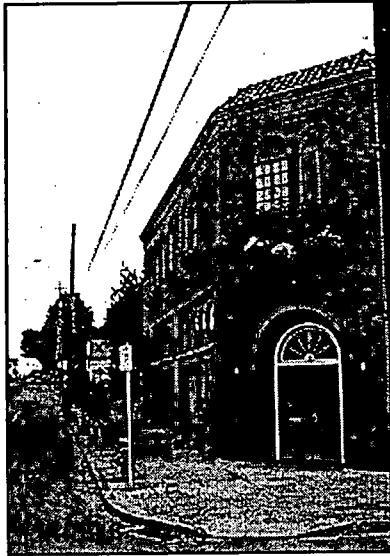
C. Protecting the integrity of the small cottages of the stockyard workers. Kenton has a great collection of worker cottages that have association with the Swift Meat Packing Company.



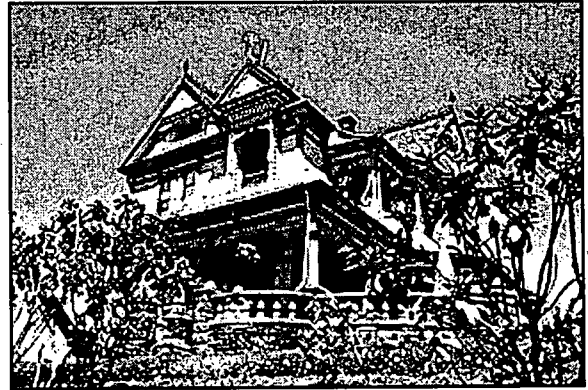
D. Protecting development that has occurred after the original period of development that has cultural or architectural significance. The statue of Paul Bunyan at Interstate and Denver Avenues was erected as a signpost pointing towards the 1959 Oregon Centennial Exposition which was held in Delta Park.

Historic and Conservation Districts

This guideline may be accomplished in the Mississippi Avenue Conservation District by:



A. Using historic architectural details of buildings in the district when making exterior alterations. Any new commercial buildings along Mississippi Avenue should have the architectural style and building placement of the remaining streetcar era commercial buildings.



B. Ensuring that exterior alterations to historic buildings protect and enhance the significant historic features of the resource. Any changes to the John Palmer House must respect the integrity of the historic building.

Portland Personality Guidelines

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Historic and Conservation Districts

This guideline may be accomplished in the
Lair Hill Conservation District by:

- A. Building new structures that are compatible with adjacent buildings and enhance the pedestrian vitality of the street. Add architectural details such as dormers, bays, bracketing, cornices, and trim to all new development.
- B. Minimizing the impact of automobiles in the district.
- C. Building new structures and additions that are no higher than three stories. Lair Hill's buildings are between one and two stories.
- D. Avoiding buildings with long, flat facades. Historic buildings in Lair Hill are built on the original grid pattern that created buildings 50, 35, or 25 ft. wide.
- E. Maintaining a roof character of steeply pitched roofs with elaborate junctions or flat roofs with distinct edges. Generally, the roof pitches in Lair Hill range between 6/12 and 12/12.
- F. Providing covered areas over main entrances and orienting them towards the street.
- G. Incorporating windows that are compatible with the historic character of the surrounding windows. Preferably windows should be wood sash with trim that is at least 5-1/2' wide and no pane of glass is any larger than 30" wide by 84" high. Glass should be clear or stained.
- H. Using horizontal wood siding, brick, or stucco for exterior finish.

Portland Personality Guidelines

Gateways

Background

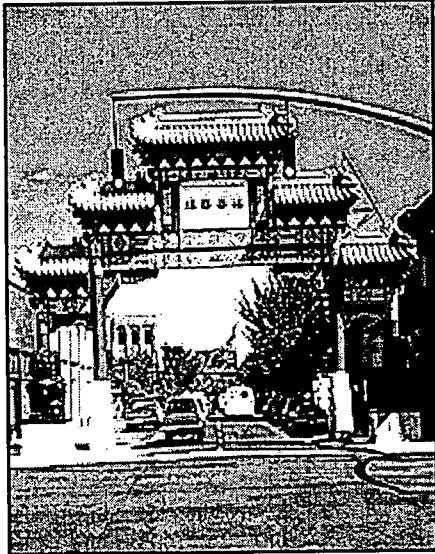
In community plan areas there are points of entry to distinct residential, commercial, and historic areas. These gateways can be welcoming, express community identity, and display civic pride. Gateways can be created through the placement of buildings, landscaping, arches, artwork, changes in topography or a combination of these elements. Many community and neighborhood plan vision or urban design maps identify where gateways are or should be developed.

Guideline P3:

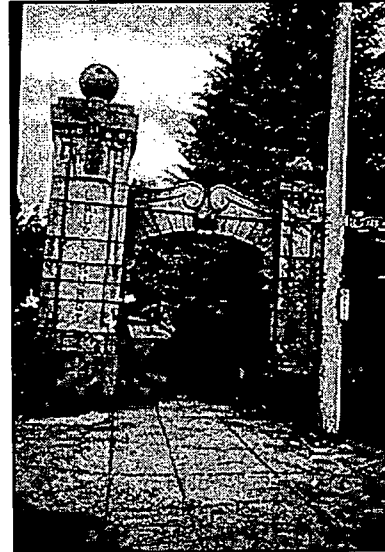
Develop or strengthen the transitional role of gateways identified in adopted community and neighborhood plans.

Gateways

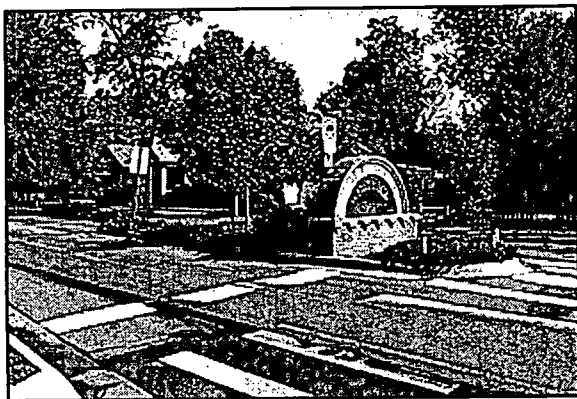
This guideline may be accomplished by:



A. Using a gate across the street. The new Chinatown/Japantown gate is the city's most ornate and literal use of a gate to create entry into a special area.



B. Placing a gateway over pedestrian paths. The Laurelhurst gates create a special entry for pedestrians and are visible to drivers as they pass by.



C. Using landscape features, such as planters, large trees, shrubs, flowers, retaining walls, and special paving materials. This brick entry monument located in a landscaped medium creates a sense of entry. (Boulder, CO)

D. Placing art or sculpture in a manner that enhances the sense of entry and exit.

E. Highlighting the gateway through variation in elevation, building scale, building facade, and street width.

Portland Personality Guidelines

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Pedestrian Emphasis Guidelines

The purpose of these guidelines is to provide a framework for the design of pedestrian facilities. The guidelines are intended to be used as a reference for the design of pedestrian facilities in urban and suburban areas. The guidelines are intended to be used as a reference for the design of pedestrian facilities in urban and suburban areas.

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The Pedestrian Network

Background

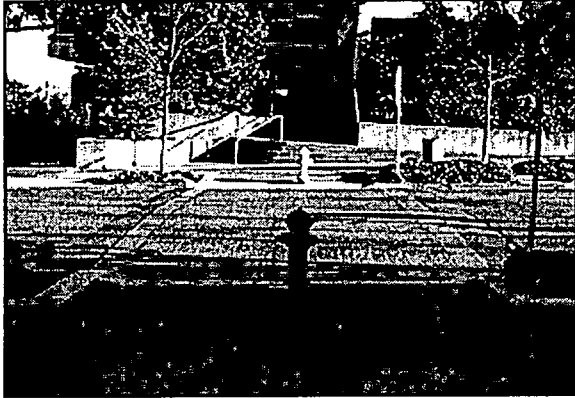
The pedestrian network is the system of private and public ways that pedestrians use to move through the outdoor environment. These routes should take people efficiently and comfortably from one destination point to another. They should be safe from moving vehicles and enjoyable to walk along. The pedestrian paths should be designed to safely accommodate pedestrians, bicyclists, and motorists.

Guideline E1:

Create an efficient, pleasant, and safe network of sidewalks and paths for pedestrians that link destination points and nearby residential areas while visually and physically buffering pedestrians from vehicle areas.

The Pedestrian Network

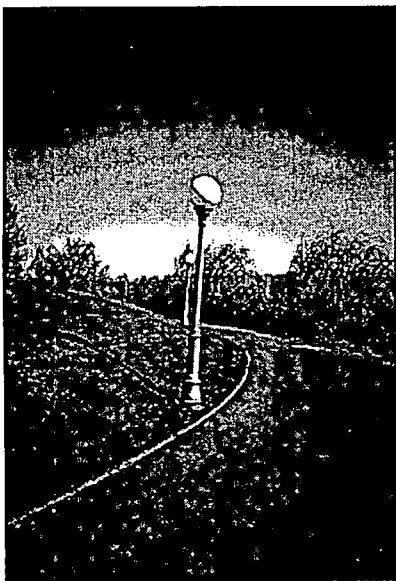
This guideline may be accomplished by:



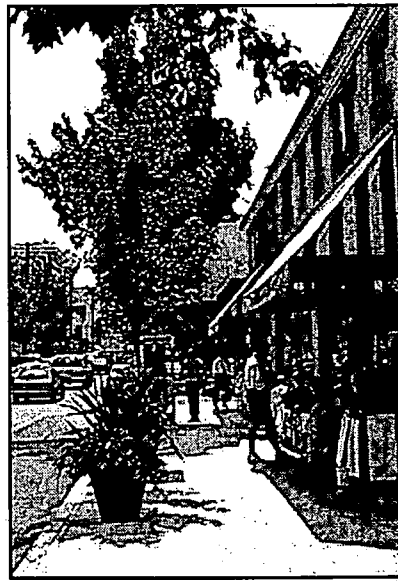
A. Providing safe, attractive, and convenient pedestrian connections and transitions from sidewalks to building entrances.



B. Constructing pedestrian paths in campus developments that connect open spaces with major building entrances and other destination points.



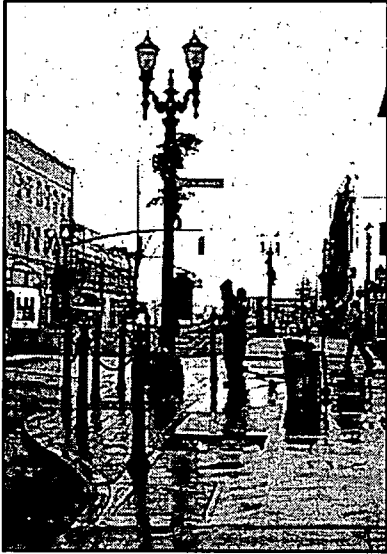
C. Integrating a lighting system that enhances safety.



D. Providing space for the different activities that take place along sidewalks and walkways. There is plenty of room for outdoor dining and other activities to occur on this sidewalk.

The Pedestrian Network

This guideline may be accomplished by:



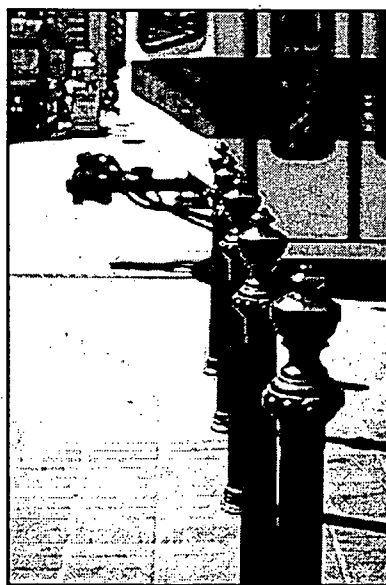
E. Providing curb extensions at key intersections.



F. Placing street furniture between pedestrian paths and streets. These fountains separate pedestrians from moving vehicles and add interest to the sidewalk.



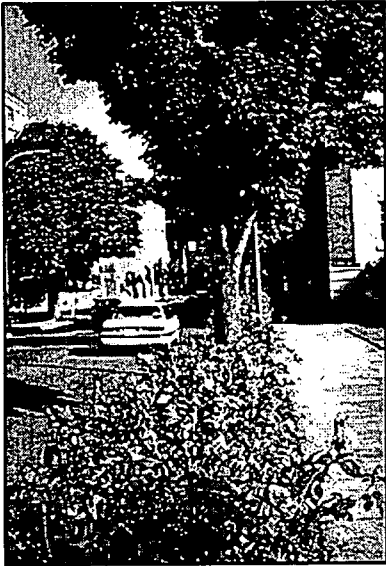
G. Placing landscape features such as planters and street trees between pedestrian paths and streets.



H. Installing bollards along pedestrian paths and streets to protect pedestrians from moving vehicles.

The Pedestrian Network

This guideline may be accomplished by:



I. Planting parking strips with shrubs and trees. This sidewalk is buffered from the street by plantings in the parking strip.



J. Using a variety of paving textures and patterns to separate motor vehicles, pedestrians, and bicycles. (Amsterdam, Holland)

K. Using signage to help pedestrians understand the site layout.

L. Developing pedestrian connections in areas with constrained topography. It is particularly important to connect residential areas to commercial areas and transit service.

Stopping Places

Background

A successful pedestrian network not only moves people through the outdoor environment but also provides places for pedestrians to stop along the path to rest and socialize. More interaction and activity on the streets results in more interesting and safer places. Features along sidewalks such as display windows, entry lobbies, kiosks, public art, and cafes contribute to safe, attractive, and successful pedestrian environments.

Guideline E2:

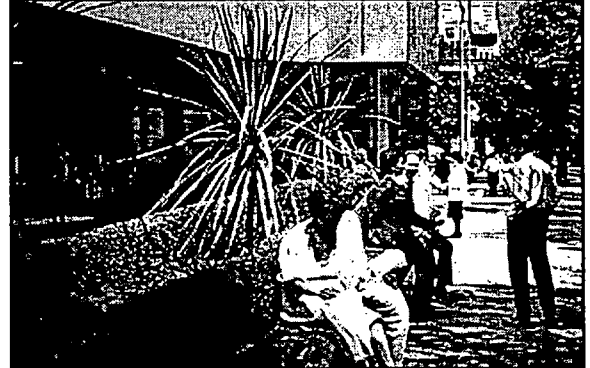
New large scale projects should provide comfortable places along pedestrian circulation routes where people may stop, visit, meet, and rest.

Stopping Places

This guideline may be accomplished by:



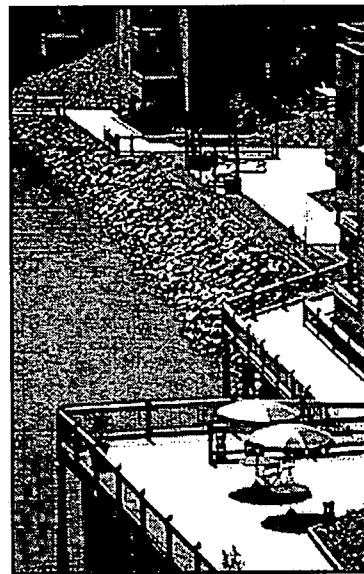
A. Providing outdoor seating adjacent to restaurants and near takeout food places and sidewalk vendors. (Paris, France)



B. Incorporating seating opportunities in the design of planters and walls.



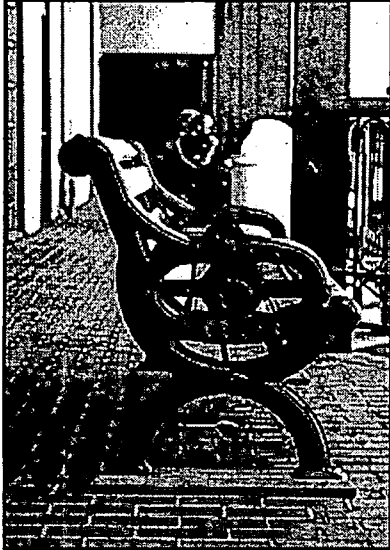
C. Incorporating seating opportunities in the design of planters and walls.



D. Providing informal seating opportunities along pedestrian paths. Along the riverfront walk of McCormick Pier Apartments there are small areas of seating that provide views of the Willamette River.

Stopping Places

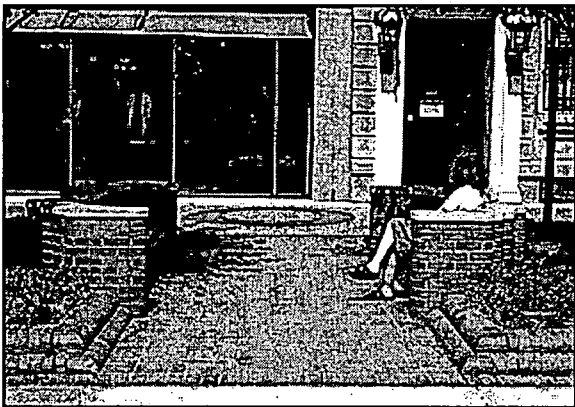
This guideline may be accomplished by:



E. Providing benches that are durable and impart a sense of permanence.



F. Providing seating near kiosks and other points of interest along pedestrian paths. (Boulder, CO)



G. Providing seating opportunities along pedestrian paths. (Boulder, CO)



H. Incorporating seating opportunities in the design of planters and walls. (Washington, D.C.)

The Sidewalk Level of Buildings

Background

The design of buildings and their relationship to pedestrian space is key to achieving a successful pedestrian network. The sidewalk level of a building is the one most directly experienced by pedestrians. Consequently, the building should be designed to enhance this experience by incorporating windows, interesting details, and other architectural elements. Building walls, columns, and trees can be used to create a sense of enclosure and provide human scale. Awnings over entrances and windows define the space while making it more intimate and inviting.

Guideline E3:

Create a sense of enclosure and visual interest to buildings along sidewalks and pedestrian areas by incorporating small scale building design features, creating effective gathering places, and differentiating street level facades.

The Sidewalk Level of Buildings

This guideline may be accomplished by:



A. Differentiating between the building facade at the sidewalk level and the floors above in nonresidential and mixed use developments. This acknowledges the varying uses in a building and also provides for a treatment that is more human in scale. (Vancouver, B.C.)



B. Incorporating interesting details in residential buildings. These attached houses with porches and large street-facing windows contribute to the activity of the street. (Lake Oswego, OR)



C. Placing building walls, columns, and trees to create a sense of enclosure within the pedestrian path. This commercial area also has porches and balconies adjacent to the sidewalk.



D. Locating active indoor uses in areas with ground floor windows adjacent to sidewalks and public places. This indoor eating area complements the activity of the adjacent plaza.

Pedestrian Emphasis Guidelines

SECTION 1: GENERAL PRINCIPLES

The primary goal of these guidelines is to ensure the safety and comfort of pedestrians in all urban environments. This is achieved through a combination of clear signage, well-maintained infrastructure, and a focus on human-scale design. Key elements include: 1. Clear and legible signage that provides necessary information without being distracting. 2. Safe and accessible crossing facilities, such as crosswalks and pedestrian bridges. 3. Adequate lighting to ensure visibility during low-light conditions. 4. Consistent and high-quality materials used in signage and infrastructure. 5. A commitment to regular maintenance and inspection to ensure all elements remain functional and safe.

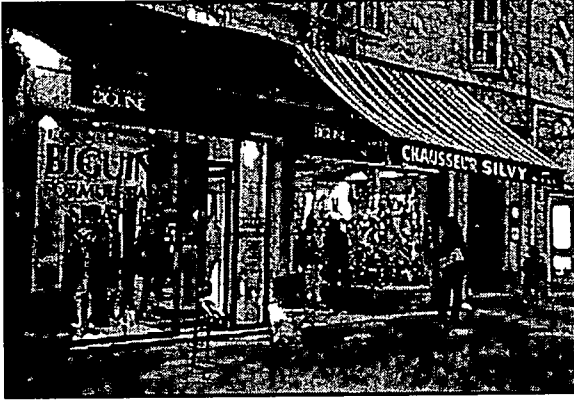
These guidelines are intended to provide a framework for decision-making in the design and implementation of pedestrian infrastructure. They are not meant to be rigid, but rather to serve as a guide that can be adapted to specific local conditions and needs. The ultimate goal is to create a pedestrian-friendly environment that encourages walking and cycling, thereby promoting public health and community vitality. All projects should be evaluated based on their ability to meet these core principles and provide a high-quality pedestrian experience.

When implementing these guidelines, it is essential to consider the context of the project. Different urban settings, such as downtown areas, residential neighborhoods, and parkways, may require specific adaptations. For example, downtown areas may benefit from more frequent crosswalks and shorter crossing distances, while residential areas may prioritize quieter streets and more frequent transit stops. The design should always aim to be context-sensitive and responsive to the needs of the local community. Additionally, public consultation and stakeholder input are crucial in the planning process to ensure that the final design reflects the values and preferences of the people who will be using the infrastructure.

Regular evaluation and feedback loops are also important to the success of these guidelines. This involves monitoring the performance of the implemented infrastructure and gathering input from users and stakeholders. If any issues are identified, such as unclear signage or damaged infrastructure, prompt action should be taken to address them. The guidelines should be reviewed and updated periodically to incorporate new research, technologies, and best practices in the field of pedestrian infrastructure. By following these guidelines, we can create a safer, more accessible, and more enjoyable environment for all pedestrians.

The Sidewalk Level of Buildings

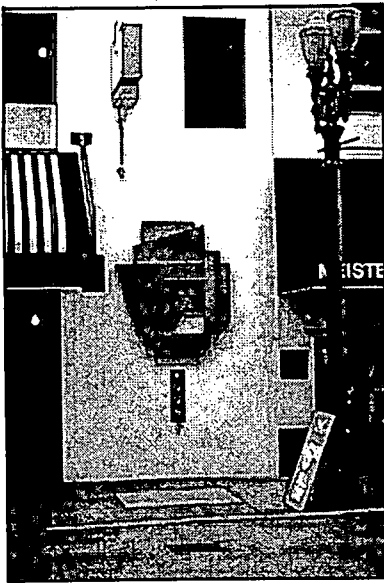
This guideline may be accomplished by:



E. Placing display windows along pedestrian paths. These large display windows invite pedestrians to window shop as they walk along this street. (Paris, France)



F. Incorporating interesting displays that are visible from the pedestrian path. These fruit and vegetable stands add interest to the sidewalk.



G. Incorporating interesting building details and art features on the sidewalk level of buildings. This metal sculpture is visible from the adjacent pedestrian path.



H. Providing awnings at building entrances and over sidewalks adjacent to storefront windows that enclose the sidewalk space and create a transition between public and private space.

Corners that Build Active Intersections

Background

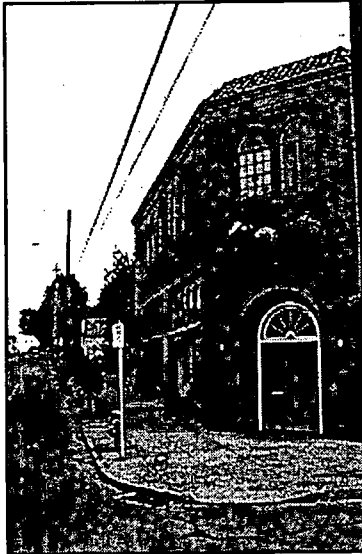
Pedestrian networks cross at intersections where options for travel routes increase and views open down the streets. The design of the intersection, the orientation and placement of buildings, and the treatment of building corners can strengthen an intersection and contain and support increased activity. Sidewalk and street treatments as well as street furnishings also contribute to the success of the space.

Guideline E4:

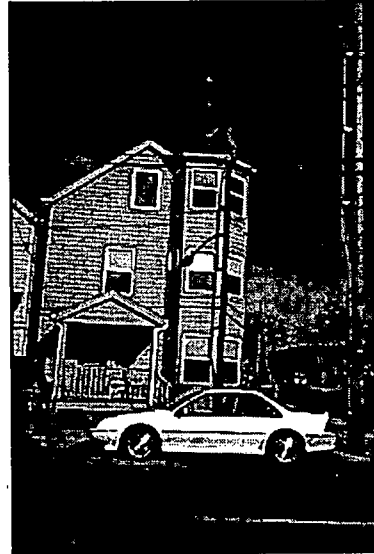
Create intersections that are active, unified, and have a clear identity through careful scaling detail and location of buildings, outdoor areas, and entrances.

Corners that Build Active Intersections

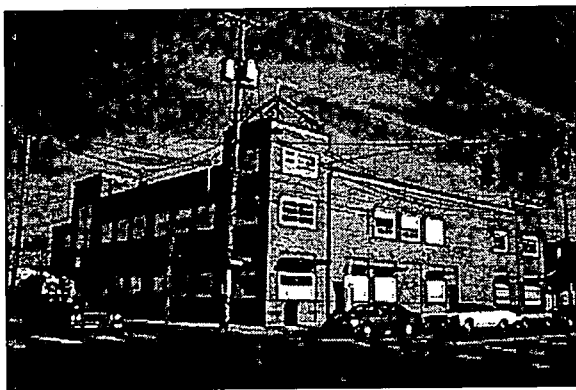
This guideline may be accomplished by:



A. Providing access to the interior of the building at the corner.



B. Placing building walls close to the sidewalk and reinforcing the intersection by placing the highest or most interesting portion of the building near the corner. The tower of this attached house emphasizes the corner.

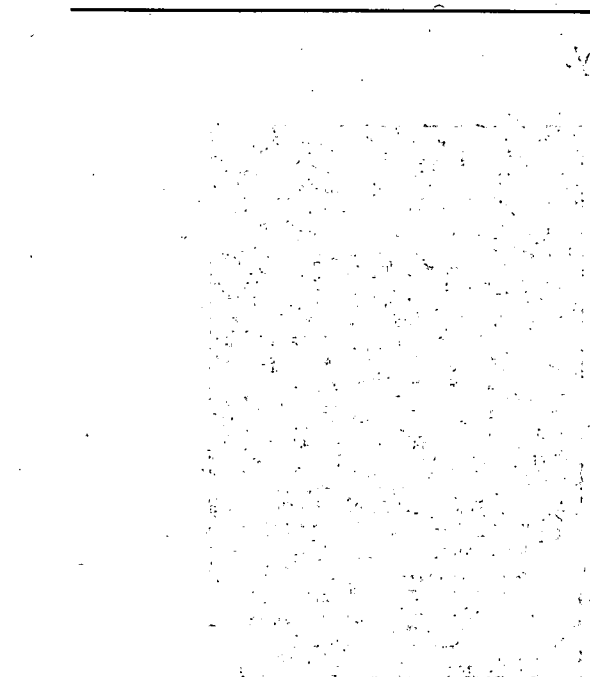


C. Placing building walls close to the sidewalk and reinforcing the intersection by placing the highest or most interesting portion of the building near the corner.



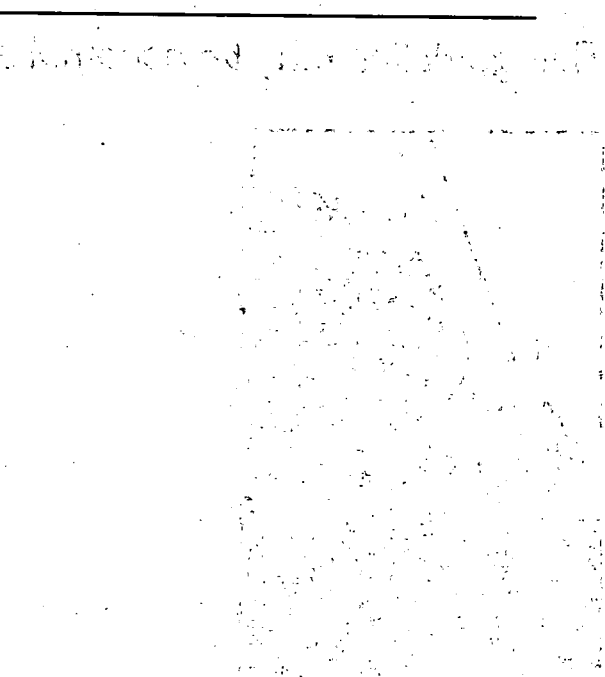
D. Orienting the most interesting part of the building to the corner. This commercial building also displays its products around the corner entrance.

Pedestrian Emphasis Guidelines



The image shows a street scene with a pedestrian crossing. The pedestrian is in the middle of the crosswalk, and the car is stopped. The scene is captured from a high angle, showing the layout of the street and the crosswalk.

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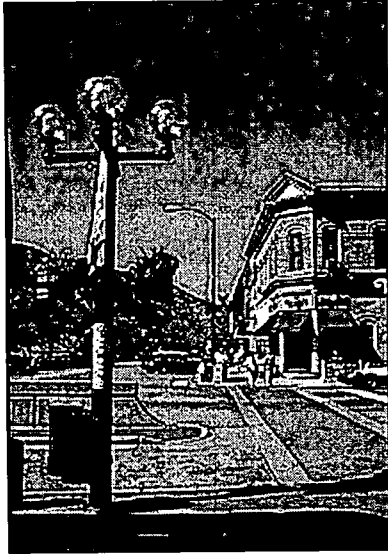


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Corners that Build Active Intersections

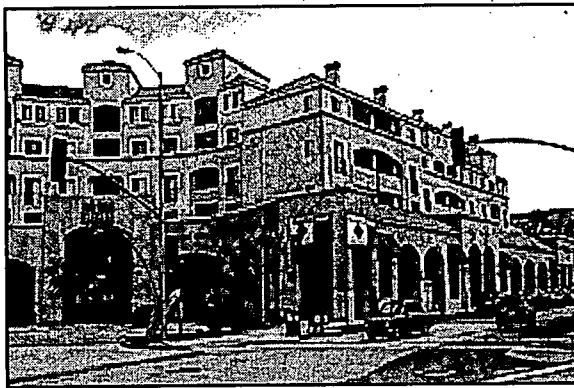
This guideline may be accomplished by:



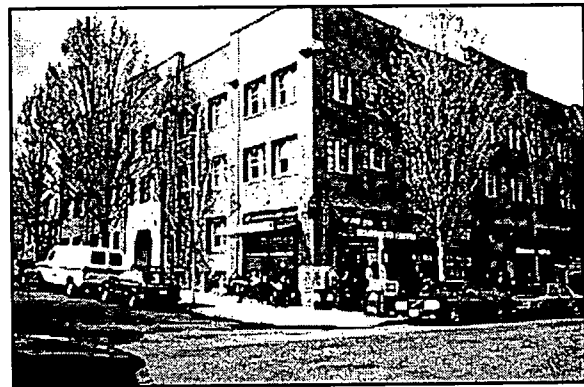
E. Connecting the corners of an intersection with special paving material. (Boulder, CO)



F. Extending curbs to create a larger sidewalk area.



G. Creating spaces that promote sidewalk activities, such as small corner plazas oriented to receive maximum sunlight with places to sit and room for kiosks and street vendors. (Pasadena, CA)



H. Providing seating, newspaper stands, and other amenities near the corner.

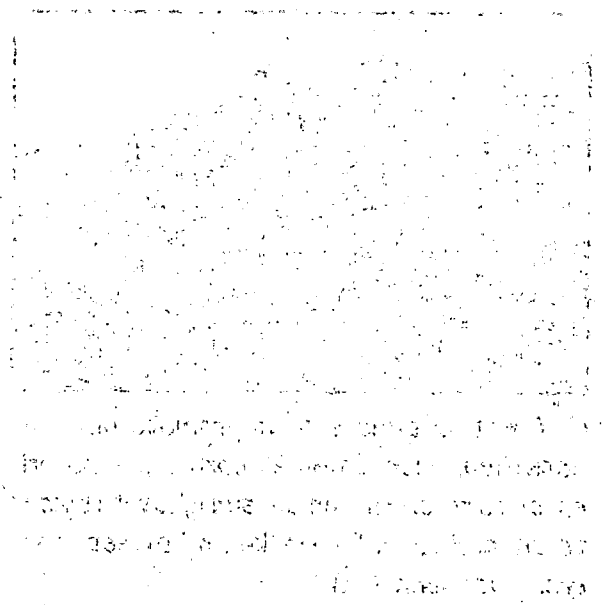
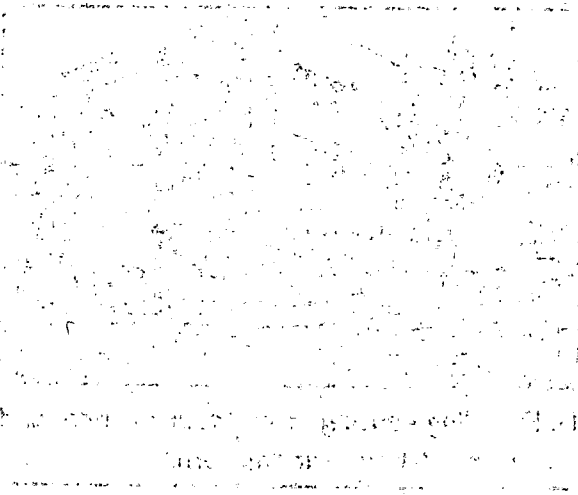
Light, Wind, and Rain

Background

Successful pedestrian networks should reduce the adverse effects of the sun, shadow, glare, reflections, wind, and rain. Pedestrians will more likely use and be comfortable in public spaces where they can be protected from these elements.

Guideline E5:

Enhance the comfort of pedestrians by locating and designing buildings and outdoor areas to control the adverse effects of sun, shadow, glare, reflection, wind, and rain.



Light, Wind, and Rain

This guideline may be accomplished by:



A. Providing weather protection for pedestrians at building entrances and over pedestrian paths such as arcades, awnings, canopies, porches, and overhangs.

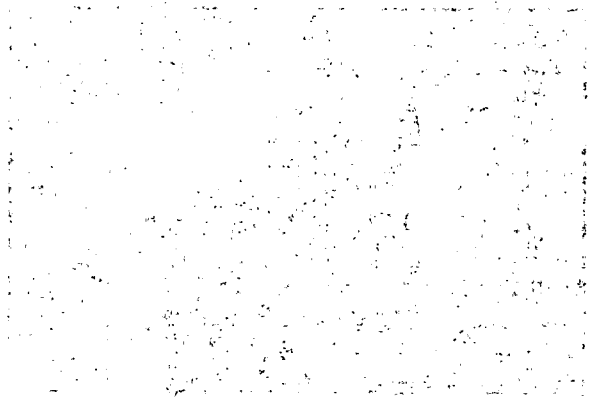


B. Planting large trees along and near pedestrian paths to provide shade and reduce wind and rain. (Vancouver, B.C.)

C. Using exterior materials that prevent glare.

Pedestrian Emphasis Guidelines

With a focus on safety and pedestrian emphasis



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Project Design Guidelines

The first step in the design process is to define the problem. This involves understanding the requirements and constraints of the project. It is essential to communicate clearly with the client and stakeholders to ensure that everyone is on the same page. Once the problem is defined, the next step is to develop a plan. This plan should outline the scope of the project, the resources needed, and the timeline. It is important to be realistic and flexible when developing the plan, as changes are often necessary during the project.

After the plan is developed, the next step is to execute the project. This involves implementing the plan and monitoring progress. It is important to communicate regularly with the client and stakeholders to provide updates and address any concerns. Once the project is completed, the final step is to evaluate the results. This involves reviewing the project outcomes against the original requirements and identifying areas for improvement. It is important to document the lessons learned from the project to inform future projects.

Effective project management is essential for the success of any project. This involves setting clear goals, defining roles and responsibilities, and communicating effectively. It is important to be organized and to manage time effectively. Regular communication and reporting are key to keeping the project on track. By following these guidelines, you can increase the likelihood of a successful project outcome.

Outdoor Areas

Background

Project design is improved by thoughtful placement of buildings to maximize usable outdoor areas. These areas should be accessible, pleasant, and safe. In residential areas front and backyard areas can be an extension of the living area by making them visible and easily accessible from inside.

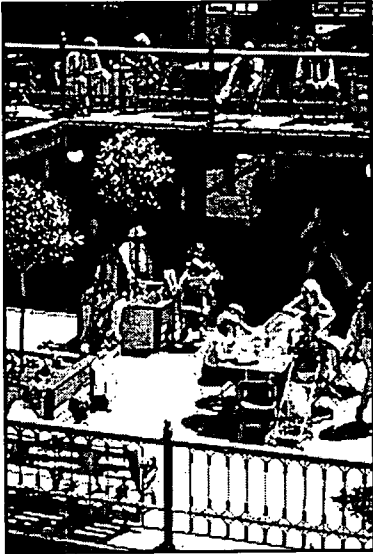
In nonresidential developments public and private squares, plazas, parks, and open space are significant amenities for a community. When developing these outdoor areas it is important that they are accessible, inviting, and receive adequate sunlight. Some large sites will be developed as a separate campus and the structures on the site should be placed to define distinct outdoor areas. The campus pedestrian system should link major building entrances with the surrounding neighborhood and points of interest on the campus, such as plazas, views, and water bodies.

Guideline D1:

When sites are not fully built on, place buildings to create sizable, usable outdoor areas. Design these areas to be accessible, pleasant, and safe. Connect outdoor areas to the circulation system used by pedestrians.

Outdoor Areas

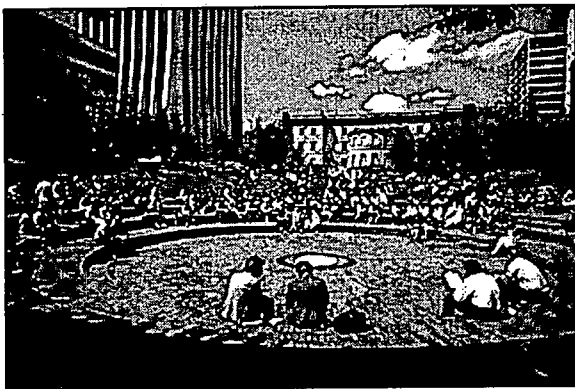
This guideline may be accomplished by:



A. Providing seating near active areas.
(Eugene, OR)



B. Incorporating landscaping that enhances the user's experience, such as shade trees, blooming flowers, and interesting fall color. This outdoor area has a variety of plantings.



C. Orienting outdoor areas to take advantage of sun and views. This plaza offers both shady and sunny seating as well as views of the historic Portland City Hall.



D. Grouping structures in campus developments to define distinct exterior outdoor areas.

Project Design Guidelines

1. The following are the guidelines for the design of the project.

The design of the project should be based on the following principles:

- 1. The design should be based on the needs of the user.
- 2. The design should be based on the requirements of the project.
- 3. The design should be based on the available resources.
- 4. The design should be based on the time available.
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Outdoor Areas

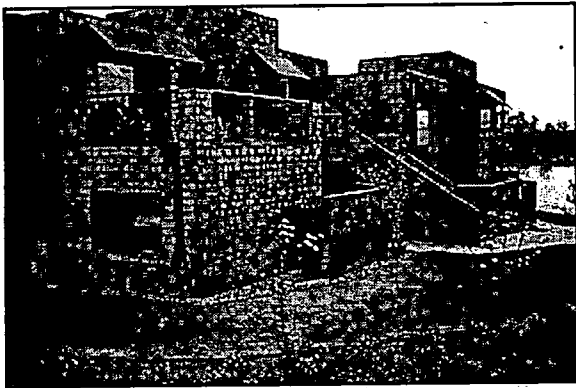
This guideline may be accomplished by:



E. Providing a terrace, private garden, or balcony for each dwelling unit. This multidwelling building has second and third story balconies that tenants can use as outdoor areas.



F. Providing common courtyards. These apartments are enhanced by the shared courtyard that is accessible to all the tenants.



G. Providing a terrace, private garden, or balcony for each dwelling unit. These attached dwellings have a sizable outdoor area with views to the river.

H. Creating usable outdoor areas for gardens and recreation activities by the careful placement of porches, fences, and detached structures.

I. Making the access to adjacent buildings convenient.

J. Placing and screening mechanical equipment and garbage/recycle areas away from outdoor areas.

K. Using a variety of materials and textures to define open spaces and create interesting walking surfaces.

Main Entrances

Background

Entrances often establish the character for an entire building or complex. In successful project design the main entrance should be visible and inviting from the street. In pedestrian-friendly environments the best location for the front entry is directly off the street sidewalk and clearly visible from the street. Entrances set back from the sidewalk should have a well demarcated walkway leading to them.

In residential areas porches are ideal entries because they add interest and detail to the front facade of buildings and provide an outdoor area for people to use as an extension of their house. Porches also allow people to interact with their neighbors and watch the neighborhood for criminal activity.

Guideline D2:

Make the main entrances to houses and buildings prominent, interesting, pedestrian accessible, and transit-oriented.

Main Entrances

This guideline may be accomplished by:



A. Providing a porch to shelter the front entrance and provide a transition from outdoor to indoor space.



B. Emphasizing the front entrance of a multi-dwelling complex with an architectural element such as a portico, trellis, or arch. This portico marks the entrance to this complex and provides a sheltered place for seating.



C. Using elevation changes to make a more prominent entrance. This apartment entrance is very visible from the street because it is set above the street.



D. Emphasizing the front entrance of a multi-dwelling complex with an architectural element such as a portico, trellis, or arch.

Project Design Guidelines

1. The design should be functional and user-friendly.

2. It should be visually appealing and consistent with the brand identity.

3. The layout should be clear and easy to navigate.

4. The content should be concise and to the point.

5. The design should be responsive and work well on all devices.

6. The design should be scalable and able to handle future growth.

7. It should be easy to update and maintain.

8. The design should be secure and protect user data.

9. The design should be accessible to all users.

10. The design should be tested and validated before launch.

11. The design should be optimized for performance.

12. It should be easy to integrate with other systems.

13. The design should be flexible and adaptable to change.

14. The design should be cost-effective.

15. The design should be supported by a strong team.

16. The design should be based on user research and feedback.

17. It should be tested with real users.

18. The design should be documented and version controlled.

19. The design should be reviewed and approved by stakeholders.

20. The design should be launched and monitored closely.

21. The design should be updated regularly.

22. It should be kept up-to-date with the latest technology.

23. The design should be reviewed and improved over time.

24. The design should be supported by a strong team.

25. The design should be successful in meeting its goals.

26. The design should be a key differentiator for the business.

27. It should be a source of competitive advantage.

28. The design should be a reflection of the company's values.

29. The design should be a source of pride for the team.

30. The design should be a source of inspiration for the future.

Main Entrances

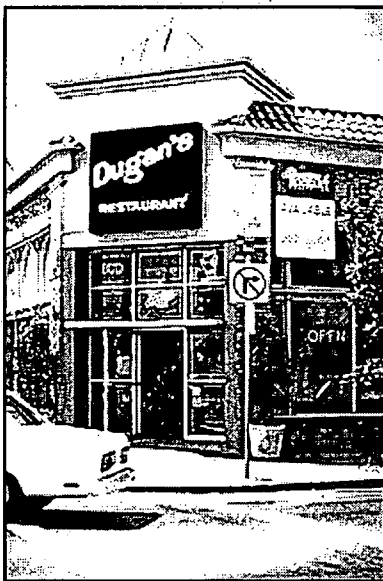
This guideline may be accomplished by:



E. Providing a plaza or open area adjacent to the front entrance. These areas mark the entrance and allow activities to happen in the transition area from outdoors to indoors.



F. Using architectural details, color, and landscaping to accentuate the front entry.



G. Orienting the main entrance toward the corner increases visibility and access.

H. Connecting the building's main entrance to the sidewalk with a well-defined pedestrian walkway.

I. Providing canopies, overhangs, and awnings over the entrance.

J. Providing access to individual dwelling units to assure privacy of each unit.

Landscape Features

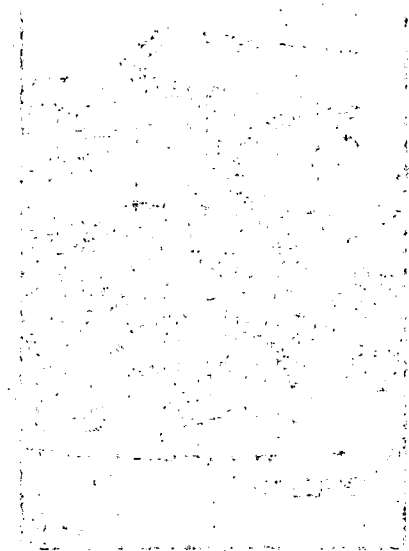
Background

Landscaping features include plant materials, walls, outdoor paving materials, planters, and other street features. Successful project design incorporates these features to reinforce site and building design and add human scale to the outdoor environment. Plants can alter adverse microclimates, making the environment more pleasant. Deciduous trees screen the hot sun in summer and in winter allow warm rays to pass between bare branches. Plants may be used to control erosion, provide shade and privacy, and block wind.

Landscaping can screen undesirable views as well as frame views or objects of interest. In median strips or along streets, landscaping softens the effects of traffic on the surrounding area and pedestrian ways. Plant materials can soften or muffle sound and help clean the air by absorbing noxious gases, and acting as receptors of dust and dirt particles.

Guideline D3:

Enhance site and building design through appropriate placement, scale, and variety of landscape features.

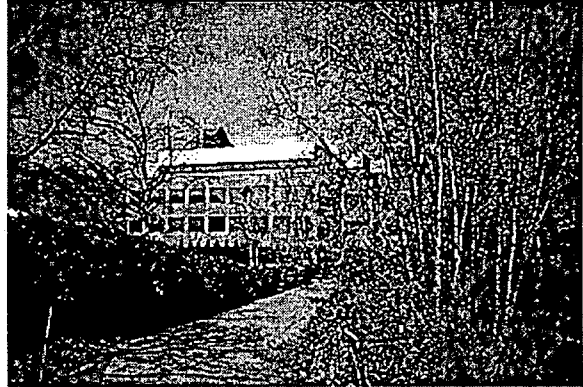


Landscape Features

This guideline may be accomplished by:



A. Using plant materials to buffer pedestrians from moving vehicles.



B. Using plant materials to create transitions between urban development and adjacent natural areas and open spaces.



C. Planting street trees to provide shade, interest, and enclose the street and sidewalks.



D. Using plant materials along sidewalks and walkways to define routes, create gateways, and provide interest, color, and texture.
(San Francisco, CA)

Project Design Guidelines

and the following are the design guidelines for the project.

The design guidelines for the project are as follows:

- 1. The design should be functional and user-friendly.
- 2. The design should be aesthetically pleasing.
- 3. The design should be consistent with the overall branding of the organization.
- 4. The design should be scalable and adaptable to different devices and screen sizes.
- 5. The design should be easy to maintain and update.

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Landscape Features

This guideline may be accomplished by:



E. Using plant materials to define and soften edges of buildings. This row of flowering trees screens the parking from the building and provides shade and interest.



F. Using a variety of plant materials in areas visible to the public. This front yard is highly visible located on a corner lot elevated above the street.

G. Using plant materials to frame views to buttes, water bodies, downtown, and other points of interest.

H. Preserving existing trees and incorporating them into the project design.

I. Maintaining existing grades or using grading treatments such as retaining walls and rolled front contours at the edge of the lot.

Parking Areas and Garages

Background

Vehicular access and parking areas should not be the dominant visual element in any development. This can be done by not locating parking areas in front of buildings or on corner lots where they are highly visible, limiting vehicular access across pedestrian paths and using landscaping to screen and visually break up large parking areas. Building elements, such as kiosks or vending stands at edges and corners, soften the impact of parking areas.

Parking needs to be within reasonable proximity of main entrances for convenience and to allow for informal surveillance. Parking garages should complement adjacent buildings and enhance the pedestrian environment.

Guideline D4:

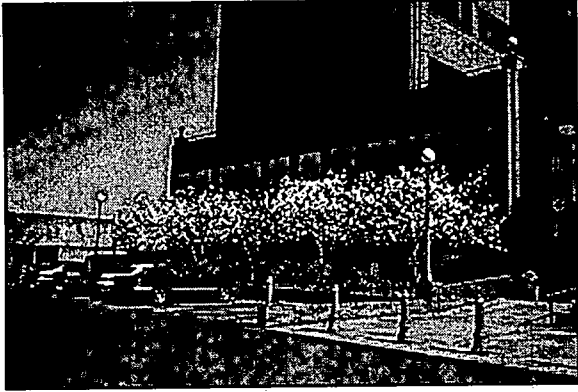
Integrate parking in a manner that is attractive and complementary to the site and its surroundings.

Locate parking in a manner that minimizes negative impacts on the community and its pedestrians.

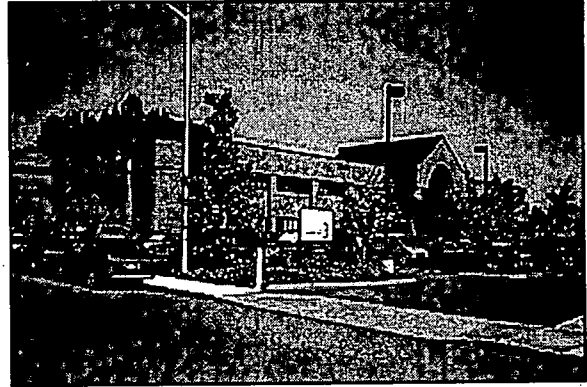
Design parking garage exteriors to visually respect and integrate with adjacent buildings and environment.

Parking Areas and Garages

This guideline may be accomplished by:



A. Using broad-spreading trees in parking lots. Install an adequate irrigation system to minimize the damage to parking surface caused by shallow roots.



B. Screening parking areas with landscaping, fences, walls or a combination.



C. Using plant materials to break up large areas of parking.



D. Providing a clear pedestrian path that connects parking areas with destination points.

Project Design Guidelines

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Parking Areas and Garages

This guideline may be accomplished by:



E. Using alleys when they are available to bring the vehicle access to the back of the site.



F. Locating parking to the sides and rear of sites. Breaking up large driveways with special paving patterns. (Boulder, CO)

G. Limiting access to parking lots from residential areas.

H. Locating parking where it has the least amount of impact on an area. Parking can be behind and to the sides of buildings. Avoid parking lots on corners where they weaken the continuity of intersections.

I. Designing garage doors and entrances to parking areas under buildings in a sensitive manner and using single curb cuts when possible.

J. Placing buildings so that the front yard is not dominated by the automobile and the resulting space allows people to participate with activities on the street.

K. Reducing the visual impact of off-street parking through the use of landscaping, walls, fences, and trellises.

L. Discouraging double car garage doors.

M. Encouraging shared driveways to individual garages or parking pads.

Crime Prevention

Background

Successful project design can reduce the opportunity for crime. Design and site features that lower crime levels include giving residents surveillance opportunities by avoiding visual barriers such as high fences, tall hedges, or a garage in the front of the house, and strategically placing windows, balconies, and entries. Parking areas, entry areas, outdoor private and shared spaces, play areas, and walkways need to be designed and located in a manner that considers safety.

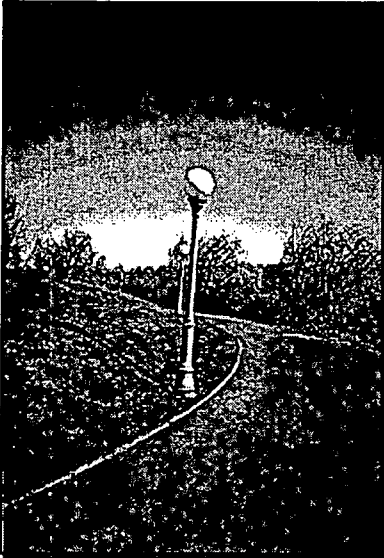
The areas surrounding a building that are perceived by residents as outdoor extensions of their dwellings should be delineated. Residents should have direct visual and physical access to these areas. Entries that are directly accessible and visible from the public street are the safest.

Guideline D5:

Use site design and building orientation to reduce the likelihood of crime through the design and placement of windows, entries, active ground level uses, and outdoor areas.

Crime Prevention

This guideline may be accomplished by:



A. Providing a lighting system that includes pedestrian scale lights along walkways, energy efficient porch and backyard lights that can be left on over time, and motion sensor lights that do not shine light in rooms.



B. Locating windows in active rooms and entrances to promote "watchful eyes" on the street, plazas, and other shared outdoor areas.

C. Keeping front yard fences low and transparent and eliminating barriers to visibility, such as high opaque fences, hedges, or protruding attached garages.

D. Orienting entrances to public streets or to shared courtyards.

E. Locating children's play areas where they are visible from kitchens and living room windows and providing benches for adults to sit within or at the edges of play areas.

F. Providing individual outdoor areas with direct access to the interior of the dwelling.

G. Avoiding dense landscaping, particularly around entrances and isolated walkways.

H. Locating retail and office uses on the ground floor along the perimeter of the building with access directly onto surrounding public areas.

Architectural Integrity

Background

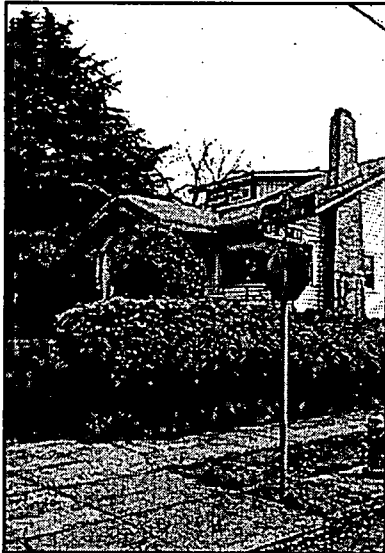
Successful additions and exterior alterations respect the materials, scale, proportion, and architectural style of the original building. Although all elevations are important, the street-facing elevations are the building's most important contribution to the character of the area. Modifications should have the least impact on the character-defining features that are visible from the street. Rehabilitation work should not destroy distinguishing qualities of the original character of a structure. All buildings should be recognized and valued as products of their time.

Guideline D6:

Respect the original character of buildings when making modifications that affect the exterior. Make additions compatible in scale, color, details, material, proportion, and character with the existing building.

Architectural Integrity

This guideline may be accomplished by:



A. Repairing and altering roofs so that the original shape, pitch, materials, and decorative features are preserved. The new shed roof dormer on this house compliments the original roof-lines and materials.



B. Designing additions to be compatible in size, scale, materials, and color with the original building. The bay window addition on the side of this house matches the character of the existing building.



C. Reducing the impact skylights have on the front elevation by setting them flat into the roof rather than projecting, reducing their size and number, and locating them on the side or back of buildings.

D. Retaining or restoring original entrances to buildings, front porches, and projecting features, such as balconies, bay windows, and dormers.

E. Using wall signs, window signs, canopy and projecting signs attached to the building in older commercial buildings and discouraging the use of free-standing signs, backlit signs, and plastic sign faces.

F. Integrating special features for the disabled in a manner that is consistent with the building's character.

Blending into the Neighborhood

Background

It is to Portland's advantage to accommodate growth in a manner that has the least negative impact on its existing neighborhoods. Compatibly designed buildings can be achieved by incorporating nearby building details and elements that contribute to the area. Successful project design may also relate to the surrounding buildings in terms of scale, color, rhythm, and proportion. Where departures in form and scale are unavoidable or desirable, other design features, such as wall texture, materials, color, medallions, columns, pilasters, window proportions, and facade articulation, may be used to maintain compatibility with surrounding buildings.

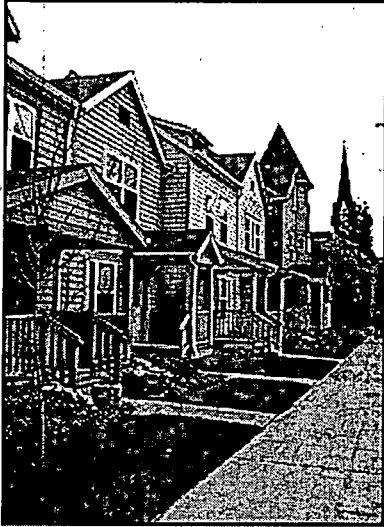
Large buildings can be designed to reduce negative impacts on the neighborhood by orienting windows away from the private areas of nearby houses, stepping back building bulk from property lines to allow more sunlight to surrounding lots, and using building forms and materials that respect the character of the surrounding area. Site design considerations, such as screening and landscaping, can also help these developments blend into the neighborhood.

Guideline D7:

Reduce the impact of new development on established neighborhoods by incorporating elements of nearby, quality buildings such as building details, massing, proportions, and materials.

Blending into the Neighborhood

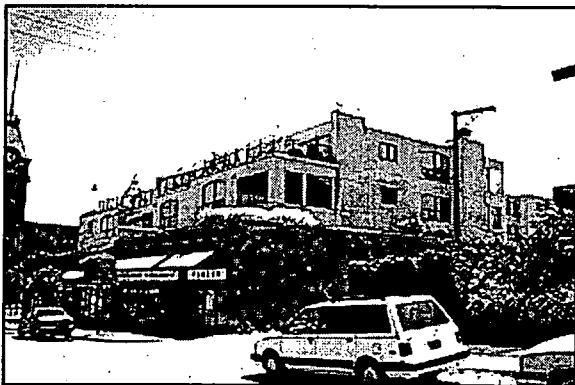
This guideline may be accomplished by:



A. Incorporating elements and details found in nearby structures. The tower on the corner unit of these attached houses reflects the tower of the church down the street.



B. Divide large wall areas into distinct smaller planes that are more in keeping with the scale of surrounding development. The facade of these attached houses is broken up by setting back a portion of the building.



C. Encouraging the building form to step back from the base of the building in situations where the height of the new building exceeds the height of abutting structures. (Vancouver, B.C.)



D. Creating buildings that follow the topography of the site. This housing development is close to the ground and steps up the slope. When buildings are set on stilts, make efforts to reduce their impact on the surrounding area.

Project Design Guidelines

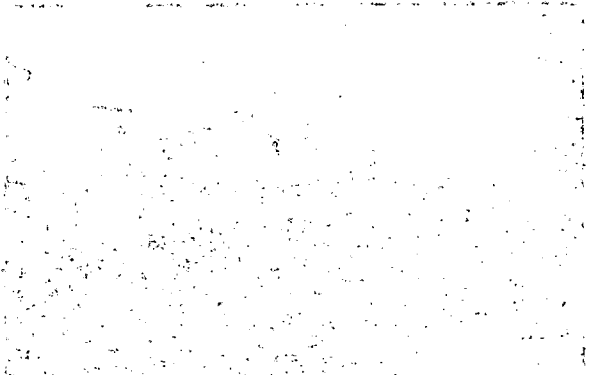
The first step in the design process is to define the problem. This involves identifying the user requirements and the constraints of the system. It is important to gather as much information as possible about the user and their needs. This can be done through interviews, surveys, and observations. Once the requirements are defined, the next step is to create a conceptual design. This is a high-level overview of the system and its components. It should show how the system will be organized and how the different parts will interact. This is often done using a flowchart or a similar diagram. The conceptual design is then refined into a more detailed design. This involves specifying the exact details of the system, such as the data structures, the algorithms, and the user interface. This is often done using a UML diagram or a similar tool. Finally, the design is implemented and tested. This involves writing the code for the system and running it to see if it meets the requirements. Testing is an important part of the design process, as it allows you to identify any problems and fix them before the system is released.

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The third step in the design process is to create a detailed design. This involves specifying the exact details of the system, such as the data structures, the algorithms, and the user interface. This is often done using a UML diagram or a similar tool. Finally, the design is implemented and tested. This involves writing the code for the system and running it to see if it meets the requirements. Testing is an important part of the design process, as it allows you to identify any problems and fix them before the system is released.



The fourth step in the design process is to implement the design. This involves writing the code for the system and running it to see if it meets the requirements. Testing is an important part of the design process, as it allows you to identify any problems and fix them before the system is released.



The fifth step in the design process is to test the design. This involves running the system to see if it meets the requirements. Testing is an important part of the design process, as it allows you to identify any problems and fix them before the system is released.

Blending into the Neighborhood

This guideline may be accomplished by:



E. Encouraging infill to compliment the scale and proportions of surrounding buildings. This new single dwelling house has the same scale as the older house to the left.



F. Incorporating architectural details found in nearby structures. This house has many details that could be incorporated into new development: interesting window proportions, ornamental porch columns, stone foundation and railing, decorative brackets, and window boxes.

G. Designing new additions and alterations so that the relationship of height to width, walls to windows, and sub-elements, such as windows and doors, correspond to the character of the structures in the surrounding area.

H. Using plant materials, fences, and walls to separate new higher density development from lower density residential area.

I. Designing detached accessory units that reflect the design of the primary structure and are placed to ensure privacy to adjacent neighbors.

J. Locating and orienting windows, doors, terraces, balconies, and porches in a manner that ensures privacy between residences.

Interest, Quality, and Composition

Background

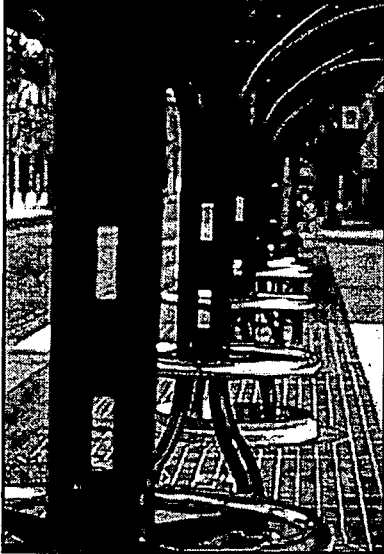
New development should have a level of interest beyond pure function. Character and interest should be enhanced at all scales. Changes in wall planes, pitched roofs, and eaves create variety in building form. Bays, dormers, and porches can be added as special features. Details such as siding and trim create shadow lines that further enhance interest. Building materials should be not only long lasting, but may have interesting textures and patterns. All parts of any building should be thoughtfully designed to relate together as a cohesive composition.

Guideline D8:

All parts of a building should be interesting to view, of long lasting quality, and designed to form a cohesive composition.

Interest, Quality and Composition

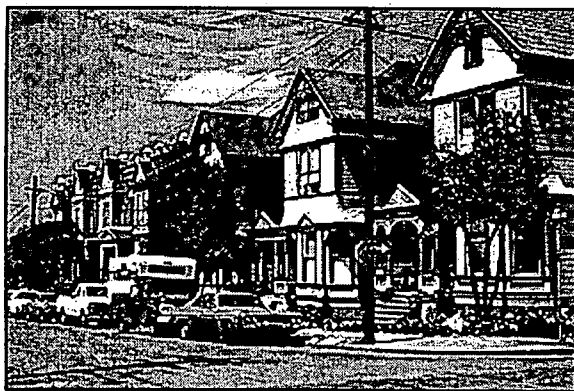
This guideline may be accomplished by:



A. Using materials that improve with age such as brass or copper.



B. Using cast stone, brick, terracotta, and other forms of masonry and other long lasting quality materials.



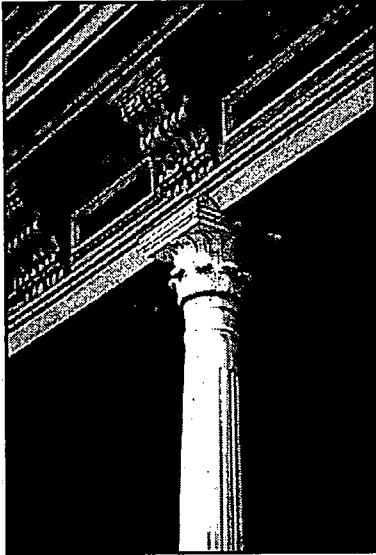
C. Building on the repetitive elements of surrounding buildings. Details from surrounding buildings should be incorporated in the design.



D. Using architectural details that embellish the design of buildings. This house has wide eaves with exposed rafters and decorative brackets, a front porch and balcony, and multi-paned windows that all add to its character.

Interest, Quality and Composition

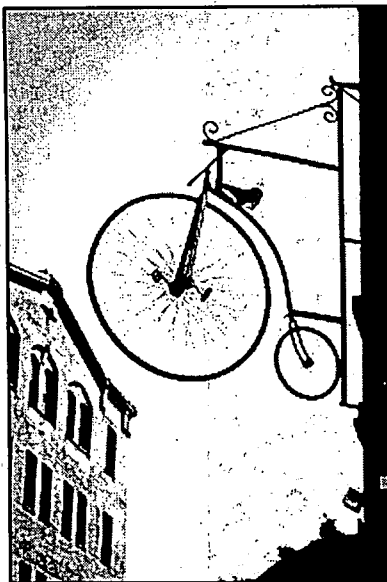
This guideline may be accomplished by:



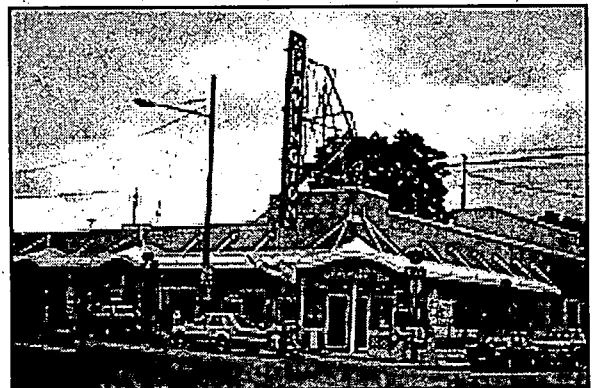
E. Using architectural details that embellish the design of buildings. Elements that add interest include ornamental columns, decorative brackets, and extensive use of trim to mark building edges.



F. Using windows that embellish the character of buildings. These multi-paned vertical windows add interest to the building. It is also important to have generous trim around the windows.



G. Using materials and design features that promote quality and interest. This sculpture on a bike shop creates visual delight.



H. Placing signs that integrate with the scale, color, and style of the building. The historic Irvington sign is a neighborhood landmark that compliments street and sidewalk activity.

Appendices

THE UNIVERSITY OF CHICAGO

Appendix A: Neighborhood Contact Sample Letters

Sample Neighborhood Contact Letter

John Falstaff, Chair
Windsor Neighborhood Association
1000 N.E. Duke of Windsor Road
Portland, Oregon 972XX

RE: Development proposal for the vacant lot at 1205 N.E. Henry Street.
The Lot's legal description is: Lots 1 and 2, Block 23, Ford-Page Addition.

I am planning to develop four rowhouses on the vacant lot with the address listed above. The location is within the area designated as the Windsor Neighborhood. Design Review for this project is required. Before proceeding with this development I request an opportunity to meet with members of the Windsor Neighborhood Association to discuss compatibility issues associated with this development. I wish to meet with the appropriate association members within the next 30 days. Please contact me with the time and location of the meeting within 14 days.

I will bring preliminary development plans to the meeting. Based on what we learn from your members we anticipate that we may make changes to the project's design before submitting a development application to the City.

I look forward to discussing our development with the members of the Windsor Neighborhood Association. Please call me if you have any questions.

Sincerely,

Hank Plantagenet, Owner, Windsor Homes

Sample Neighborhood Meeting Follow-up Letter

John Falstaff, Chair
Windsor Neighborhood Association
1000 N.E. Duke of Windsor Road
Portland, Oregon 972XX

RE: Results of meeting to discuss development of four rowhouses on the vacant lot at 1205 N.E. Henry Street.
The Lot's legal description is: Lots 1 and 2, Block 23, Ford-Page Addition.

I met with members of the Windsor Neighborhood Association yesterday and discussed our project at the above location. I appreciated the opportunity to hear your member's concerns regarding our project. We recognize that the residents of the Windsor Neighborhood are uniquely qualified to aid us in ensuring that our project contributes to the neighborhood's attractiveness. Based on our meeting we are making the following changes in the project's design:

1. Street trees planted will be English Oaks to match those on the lots adjacent to our project's site;
2. The front of the building will be brought forward toward the street to match the front setback for the structure to the west of our site;
3. The roof design will be modified to increase the building's roof pitch to better reflect the roof characteristic of the Windsor Neighborhood;
4. Driveways provided will consist of two paved strips for motor vehicle tires with ground cover planted between the two tire strips; and
5. The large maple tree located in the northwest corner of the site will be retained.

I thank you for the opportunity to review our development with the members of the Windsor Neighborhood Association. I am confident that these changes will improve our project. Other design changes suggested which I will not be making were not practical given cost and other realities of our project.

Sincerely,

Hank Plantagenet, Owner, Windsor Homes

Appendix B: (33.846.140) Approval Criteria for Historic Design Review.

33.846.140 Historic Design Review

The approval criteria for historic design review are:

- A. **Historic District approval criteria.** In a Historic District with adopted design guidelines, proposals will be approved if the applicable design guidelines are met. In a district where the City has not adopted design guidelines, the approval criteria are listed in Subsection D., below;
- B. **Conservation District approval criteria.** In Conservation Districts, proposals are reviewed as follows:
 - 1. In the Lair Hill Conservation District, the proposal is evaluated using the district's adopted design guidelines. The proposal will be approved if all Conservation District design guidelines are met;
 - 2. In all other Conservation Districts, the review uses the Supplemental Compatibility Standards, Chapter 33.295. Projects which exceed the thresholds for use of the Supplemental Compatibility Standards, or when the applicant chooses not to meet the standards of Chapter 33.295, or which are for institutional uses, or do not meet the standards of Chapter 33.295, will be approved if the design guidelines applicable to the Conservation District are met;
- C. **Conservation Landmark approval criteria.** Proposals for Conservation Landmarks are reviewed using the Supplemental Compatibility Standards, Chapter 33.295. Proposals which exceed the thresholds for use of the Supplemental Compatibility Standards, or when the applicant chooses not to meet the standards of Chapter 33.295, will be approved if all the criteria of Subsection D, below, are met;
- D. **Approval criteria for Historic Landmarks, and Historic Districts without adopted design guidelines.** The approval criteria for Historic Landmarks and proposals in a Historic District which does not have adopted design guidelines are:
 - 1. Historic character. The historic character of the property will be retained and preserved. Removal of historic materials or alteration of features and spaces that contribute to the property's historic significance will be avoided;
 - 2. Record of its time. The historic resource will remain a physical record of its time, place, and use. Changes that create a false sense of historic development, such as adding conjectural features or architectural elements from other buildings will be avoided;

3. **Historic changes.** Most properties change over time, those changes that have acquired historic significance will be preserved;
4. **Historic features.** Generally, deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement, the new feature will match the old in design, color, texture, and other visual qualities and, where practical, in materials. Replacement of missing features must be substantiated by documentary, physical, or pictorial evidence;
5. **Historic materials.** Historic materials will be protected. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials will not be used;
6. **Archaeological resources.** Significant archaeological resources affected by a proposal will be protected and preserved to the extent practical. When such resources are disturbed, mitigation measures will be undertaken;
7. **Differentiate new from old.** New additions, exterior alterations, or related new construction will not destroy historic materials that characterize a property. New work will be differentiated from the old;
8. **Architectural compatibility.** New additions, exterior alterations, or related new construction will be compatible with the resource's massing, size, scale and architectural features. When retro-fitting buildings or sites to improve accessibility for persons with disabilities, design solutions will not compromise the architectural integrity of the historic resource;
9. **Preserve the form and integrity of historic resources.** New additions and adjacent or related new construction will be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic resource and its environment would be unimpaired; and
10. **Hierarchy of compatibility.** Exterior alterations and additions will be designed to be compatible primarily with the original resource, secondarily with adjacent properties, and finally, if located within a Historic or Conservation district, with the rest of the district. Where practical, compatibility will be pursued on all three levels.

