



SELLWOOD- MORELAND MAIN STREET DESIGN GUIDELINES

FORUM ON
DESIGN, DEVELOPMENT +
PRESERVATION
May 30, 2019

Presented by:
PDX Main St. Design Initiative

Laurence Qamar, AIA Architect
Qamar Architecture + Town Planning

Heather Flint Chatto, Urban Planner
Forage Design + Planning

Linda Nettekoven, Civic Advocate
PDX Main St. Design Initiative



SELLWOOD- MORELAND MAIN STREET DESIGN

AGENDA TOPICS

- What is the Main St. Design Initiative for Sellwood-Moreland?
- Purpose
- People-Process-Product
- Why Now?
- Next Steps

AGENDA

6:00-6:15 – Registration + Sign In

6:15-6:30 – Welcome + Introductions

6:30-7:15 – What is the Main Street Design Initiative?

- What are Design Guidelines + why are they needed in Sellwood-Moreland
- What is the problem that they can help to address?
- What is the Process + Outcome?
- How do SMILE main street design guidelines fit with City policy?

7:15-7:30 – Q+A

7:30-8:15 – Community Discussion/Activities

- What is the Character + Identity of Sellwood-Moreland now?
- What is your Vision for the Future of Sellwood-Moreland?
- What are Special Buildings
- What are Important Sites?

8:15 – Wrap Up + Next Steps

8:30 – Meeting Close





THE CHALLENGE: Portland Is Growing

Are we guiding a Citywide vision with sufficient care + involvement?

- As we consider our role in contributing to the story of this place – are we being thoughtful about what is special that should remain and what we need to change?
- What are Portland's Design "Patterns"? How can this help us be responsive to context?
- How can communities gain a voice in shaping the redevelopment of their neighborhoods?
- How might we work together to help guide the vision?



Design + planning support for Portland communities experiencing growth and change.

PDX Main Streets is a collaborative of:

- Business Districts
- Neighborhood Associations
- Architects + Designers
- Urban Planners
- Main Street Advocates
- Community Leaders

INVOLVING COMMUNITY MEMBERS

COLLABORATING ACROSS NEIGHBORHOODS + DISTRICTS

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

DESIGN GUIDELINES

DESIGN INITIATIVE

tion of community and business leaders, architects, support Portland communities experiencing growth, hosting events, fundraising, fostering education and planning policy. Together our work helps advance ability and innovation, and improved design for better

SUPPORTING PARTNERS

Hawthorne Boulevard Business Association
Division Clinton Business Association
Seilwood Moreland Improvement League
Richmond Neighborhood Association
Hosford Abernethy Neighborhood District
South Tabor Neighborhood Association
Mount Tabor Neighborhood Association
Forge Design + Planning, LLC
Habitat Property Management
Gammar Architecture + Town Planning
City Love
Sustainable Southeast
Southeast Uplift

THANK YOU TO SUPPORTING COMMUNITY ORGANIZATIONS & BUSINESSES

Join PDX Main Streets!

Support our work as a design member or firm, an organization sponsor or collaborator. Donations are tax deductible through our fiscal sponsor's 501c3.

Learn More: divisiondesigninitiative.org
facebook.com/lovepdxmainstreets

Contact: lovepdxmainstreets@gmail.com

Follow us: instagram.com/lovepdxmainstreets

MAIN STREET DESIGN INITIATIVES

- Design Guidelines
- Research + Data Gathering
- Policy Advocacy
- Community Visioning
- Design Tours
- Design Awards

FUTURE OF HAWTHORNE Preservation + Development COMMUNITY WORKSHOP

Thursday, January 24, 6-8:30 PM

5511 SE Hawthorne Boulevard, Western Seminary Auditorium

*Sponsored by the Hawthorne Boulevard Business Association (HBBA),
Sustainable Southeast and the Division-Hawthorne Main Street Design Initiative*



Portland is Growing

How do we keep what we love about Hawthorne + add density with sensitivity?
How can we grow with affordable, cohesive, sustainable development?

Join the Conversation

Visioning Workshops



MAIN ST. DESIGN AWARDS 2019

MAIN ST DESIGN INITIATIVES

Policy Advocacy

- Comp Plan
- Mixed Use Zoning
- URM's
- Neighborhood Contact Code Update
- Residential Infill Project
- Better Housing By Design
- Historic Resource Code
- Design Standards + Guidelines (DOZA)

Division Design Initiative TOP TEN POLICY RECOMMENDATIONS FOR PORTLAND

The following are proactive solutions based on broad consensus input to fix current planning and zoning policies. The intent is a no net density loss approach to encourage additional infill density with fewer impacts.

Background: Recent development in Division is a sharp contrast to its traditional small-scale main street character and form. We have seen a great deal of new development that often feature flat facades and rooflines, large blank walls, inconsistency in quality of materials, as well as privacy, light, noise, parking, and traffic impacts that have caused significant community design concerns. Much of this development has occurred despite more than 2-years of community outcry expressed in the media, public testimony, letters, surveys and neighborhood meetings. As we plan our growth strategy in the Comprehensive Plan and new Mixed Use Zone changes proposed by the City's MUIZ Advisory Committee, we call - through more context sensitive design - encourage compact density and infill that meet our population goals within our urban corridors in a more unified, intentional manner that preserves what is special and character-defining while allowing us to grow into a more compact city.



1 Improve notification and enable constructive community engagement about growth Eight large buildings in 18-24 months is major redevelopment, yet the neighborhood had no meaningful opportunity for real input. (See [DDI Notification and Community Engagement Policy Recommendations](#))

2 Close the Residential Floor Area Ratio Code Gap Now - There is currently no Floor Area Ratio (FAR) requirement for the residential portion of mixed use buildings which results in overly boxy, bulky buildings as projects build to the maximum envelope allowed. The City (through their Mixed Use Zones Proposal) is recommending this be fixed as part of the Comprehensive Plan adoption but it would not take effect until 2017. We recommend this be a top priority for the City to take immediate action to fix now.



3 Add Permit Review Criteria for Assessing Compatibility with Neighborhood Context (see draft [Division Design guidelines Compatibility section 8](#) comment letter to the City of Portland Hearings Examiner re: land use appeal by Brentwood-Darlington Neighborhood). Request additional permit submittal requirements be added including:

- a. Elevations showing proposed development in context of adjacent building/block development.
- b. Solar shading analysis, privacy and view impact drawing
- c. Statement of features/approaches used to demonstrate alignment with community design goals and preferences if formal guidelines exist
- d. if no parking is required, provide a transportation demand management plan for mitigation of impacts (this could include annual bus passes for residents, shared/conjunctive use parking, on site car or bike-share options, etc.)



Older, smaller neighborhoods with more traditional main street character and buildings of one and two stories need better review requirements to assess compatibility with neighborhood context and adjacent residential. Good transitions in scale, screening, articulated massing and design features make the difference. The best projects are innovative in design, of durable quality materials, and show respect for the neighborhood by reflecting design preferences and desired features (note: "reflect" does not replicate), rather than replicating existing neighborhood architectural patterns.

The Context Challenge: Transitions in Scale & Compatibility vs. Larger Zoning Envelope Potential

Source: Mixed Use Zoning Committee Presentation <https://www.portlandoregon.gov/bps/article/494316>



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



ENTRIES + EDGES



DIVISION MAIN STREET DESIGN GUIDELINES

90% DRAFT | MAY 2018



RECOMMENDED UPDATE TO THE 2016 PROVISIONALLY ADOPTED DRAFT DIVISION DESIGN GUIDELINES



VALUE FOR SMILE'S NEIGHBORHOODS

Great Main Streets all have a lot in common...and each one is unique

- These guidelines serve as a model for many of our *street car era main streets* that are a critical part of our legacy, as well as a key asset in our efforts to advance sustainability and livability.
- Division and Hawthorne Business Associations have adopted these for their Main St. and encouraged these be adopted as SE main street design guidelines since many of our corridors have such similar "patterns".



Value of Design Guidelines:

- 1) Improve compatibility of new development with existing neighborhood business context;
- 2) Clearly communicate the area design goals and preferences;
- 3) Improve the process of engagement among the neighborhood, the city, and development applicants;
- 4) Provide the community with design tools, resources, and terminology to effectively advocate for appropriate neighborhood design; and
- 5) Strengthen the community voice in design decisions regarding future development.

VALUE FOR SMILE'S NEIGHBORHOOD

POLICY ADVOCACY

- The City is creating new citywide standards and guidelines with the Design Overlay Zone Amendment (DOZA).
- The citywide growth strategy supports housing infill, but simultaneously we can add "density with sensitivity" with our community identity and context.
- Design guidelines help advocate for new city policies to address community priorities.





Streetcar-era Main Streets shaped the development of Portland and most American 19-20th C. cities

These areas are vital to our economic health and vitality. NO proposal or conservation designation to address these unprotected historic areas



The Context Challenge: Transitions in Scale & Compatibility vs. Larger Zoning Envelope Potential
Source: Mixed Use Zoning Committee Presentation <https://www.portlandoregon.gov/bps/article/494316>

“MAIN ST” DESIGN STANDARDS + GUIDELINES ARE NEEDED FOR AREAS OF SPECIAL CHARACTER

Vintage Buildings Study City identified 13 “Areas of Special Character”



**HOW CAN WE FOSTER
DEVELOPMENT THAT FITS OUR
IDENTITY + DESIGN PRIORITIES?**

Sellwood Moreland Main Street Design Guidelines

Three Key Additions

1. Vision/Identity Statement for Sellwood-Moreland
2. List of Special Buildings
3. List of “Important Sites” + Goals



Sellwood-Moreland has great neighborhood main streets at its center and natural corridors at its edges Main Street.

Our project scope includes:

- SE 13th
- SE Milwaukie
- SE Bybee
- SE Tacoma



Main Street Design Guidelines

SPECIAL BUILDINGS & “IMPORTANT SITES”



WHAT ARE IMPORTANT SITES?

- Gateways, parking lots, underutilized properties, often low-scale buildings without distinct character
- Identifying these “Important Sites” in advance is an opportunity to establish community goals + vision BEFORE they redevelop



SPECIAL BUILDINGS

What are the most special buildings that make up Sellwood-Moreland's Main Streets?





**STEP 1: STUDY WHAT YOU HAVE,
WALK YOUR NEIGHBORHOOD +
DOCUMENT YOUR COMMON
CHARACTERISTICS, STYLES, PATTERNS
+ ID YOUR SPECIAL BUILDINGS**

**PROCESS:
IDENTIFYING YOUR
SPECIAL BUILDINGS**
These are buildings or
blocks of “Special
Character” that help
define your district’s
identity.

Historic Streetcar Era
Historic Buildings
Not important just because they
are old.
They are valuable as
Architecturally Significant or
Culturally Important Structures

KNOW YOUR MAIN STREET PATTERNS + PRECEDENTS

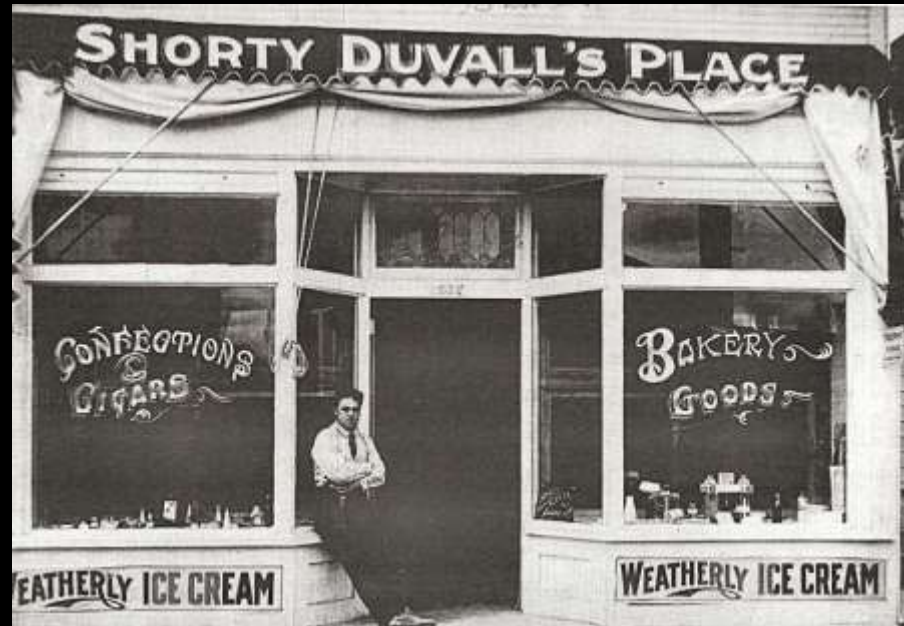
Historic Streetcar Era Commercial Corridors

- Broad Storefront windows
- Clerestory windows above
- Raised Sills
- Chamfered (45 degree) cut corners
- Awnings
- Wide Sidewalks
- Brick, stucco, wood siding



WHAT IS THE HISTORY + IDENTITY OF SELLWOOD-MORELAND?





Streetcar-era Main Streets shaped Sellwood-Moreland

Chamfered Corner entries





WHAT ARE THE NEW DESIGN PATTERNS IN SELLWOOD?

**HOW DO THEY FIT OR NOT WITH THE AREA'S
IDENTITY, VISION + DESIGN GOALS?**

New four story building on SE 13th



Bigger, flatter facades, misaligned and staggered windows, ...shows little connection to the context

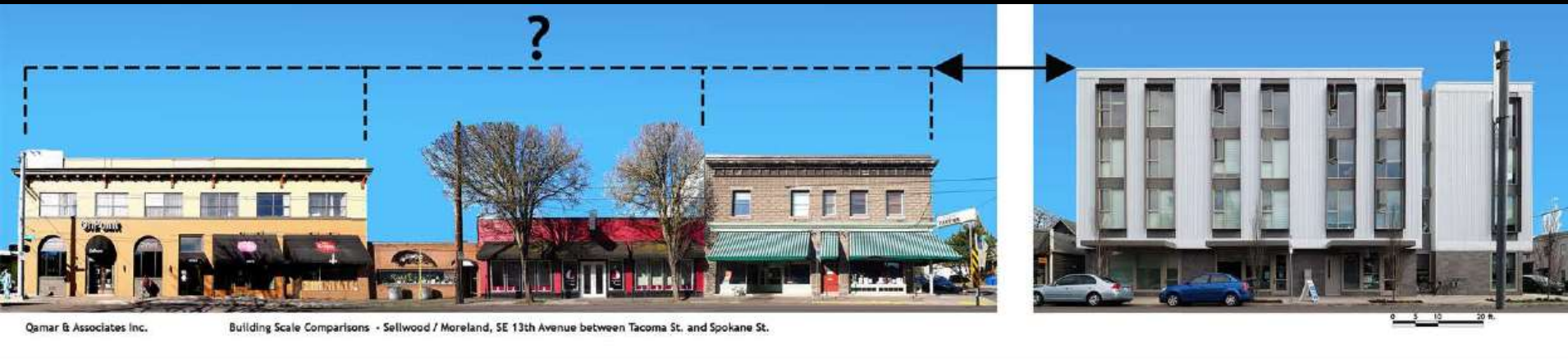
New four story building diagonal from Gino's



**SHINY METALIC PANELS AND OUT OF SCALE WINDOWS
SHOW LITTLE CONNECTION TO AREA CONTEXT**

Context elevations:

The city's building height allowances are taller than all the existing buildings along Sellwood -Moreland's main streets...by at least double the height.



Building heights can vary, but proportions and scale of windows, doors, and cornices could have a more harmonious and consistent design pattern

New four story building on former Boys and Girls Club site



Taller, longer, flatter, block-long buildings are having little in common with neighborhood context.

New
development
with alternating
colors and
mixed materials



What might today's developers and architects have in store for our neighborhood

There's a new architecture style that's sweeping the nation:



Source: Uncouth Reflections

Developer Modernism

(also known as "Beige Box Revival", "Earth Tones n' Rectangles", "Normcore")

The default style of pointless variety

ROBERT STEUTEVILLE NOV. 30, 2018

The new arbitrary, abstract, break-up-the-box fashion



Horizontal or vertical windows? Which one relates to the scale and proportions of regular people?



Innovative, but lacks context sensitivity to area at 28th + Burnside. Expensive Mixed Use – Cantilevered balconies, misaligned windows and balconies.



TV screen and checkerboard buildings





Structural gymnastics, cantilevering, complex geometries = cost...and lacks human scale + proportion

Excerpts from "Cost Efficient Design and Construction of Affordable Housing" (Walsh Construction Co.)

Reduce cost in mixed-use buildings by:

- Striving for simplicity at all times...
- Limiting excessive form articulation...
- Minimizing structural cantilevers...
- Avoiding steel whenever possible...
- Stacking walls and unit plans as much as possible,
- Aligning openings within walls from floor to floor.
- Providing continuous structural load paths to the foundation.
- Keeping building massing simple and compact...
- Using repetitive components such as windows, doors.
- Developing and utilizing standardized and reliable systems that are functional, and durable yet cost effective

The classic Western Storefront

- Early 20th C. wood storefront with cornice and clerestory windows



Two story mixed-use main street building type

- Vertical proportions and rhythm of upper story windows, and horizontal bands



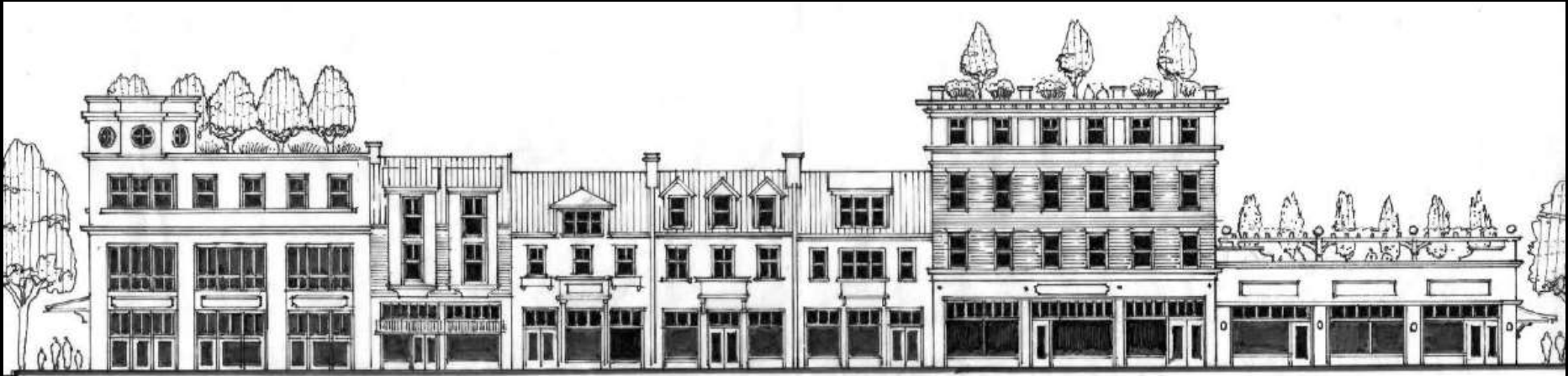
Three story mixed-use from early 20th Century
Cost efficient, aligned windows and load paths, simple...orderly



Mixed-use building scales:
neighborhoods to city center
- Timeless, cost-effective
structural patterns establish a
common proportional language



Windows and horizontal bands of similar size + shape have a appear harmonious, even if building heights and widths vary.



Corner three story residential with retail and mezzanine, 50' wide

Two and a half live/work townhouses, 25' wide

Four story apartments over retail, 50' wide

One story tall retail with roof terrace 50' wide

Many new buildings lack this human-scaled language that integrates new and old into a harmonious main street.



Four story mixed-use 120' wide

One story retail 100' wide





Two story mixed-use
buildings



Streetfront Stepbacks to
adjust building height in relation to street width



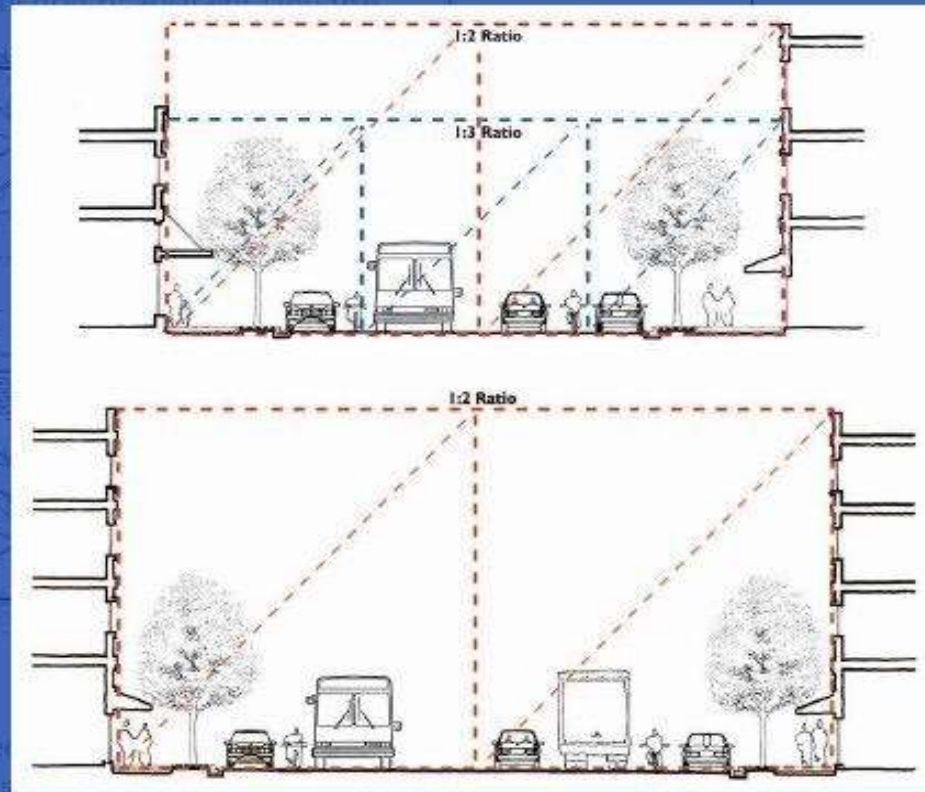
Street front sloped roofs and dormers
adjust building height in relation to street width



Sellwood Library, using an upper story step back, and first story reference to nearby neighbors relates to one-two story context

Street Enclosure

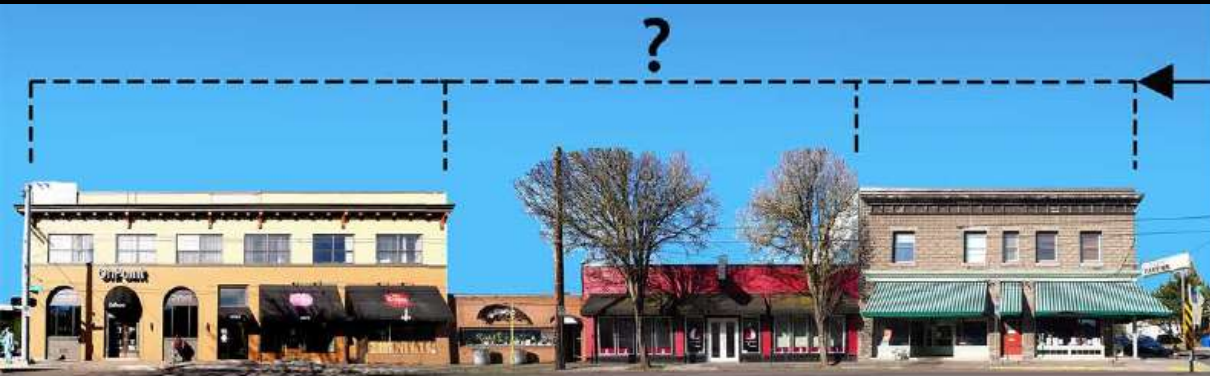
- Building height to thoroughfare width ratios:
 - 1:4 suburban
 - 1:2-1:3 urban
- Pedestrians first perceive enclosure at a 1:4 ratio



Context Sensitive Solutions in Designing Major Urban Thoroughfares for Walkable Communities



The sense of “street as outdoor room” depends on the ratio of the width of the street to the height of the building faces.



Qamar & Associates Inc.

Building Scale Comparisons - Sellwood / Moreland, SE 13th Avenue between Tacoma St. and Spokane St.

Context Elevations – Help community members, designers/developers and staff make better buildings by assessing at a glance what is in context or not. A picture says a thousand words.

New Portland mixed-use and apartment buildings

Harmonious with their local neighborhood and regional contexts



New Portland buildings reflecting time-tested techniques of Human-scaled Form Language.

Resilient, affordable, and harmonious with past and future

1. Resilient - Timeless design doesn't go out of fashion
2. Affordable - Simple construction with tall/narrow windows stacked and arrayed in orderly rhythms is more cost efficient



Modern Portland mixed-use and apartment buildings that fit in harmoniously with foundational building proportions



Horizontally and vertically aligned windows, base, cornices, bay windows - 3-4 story mixed-use.

Contemporary but compatible, contextual, and traditional within the neighborhood and region.

Burnside Arcades, Portland, Modern buildings can reflect traditional patterns + proportions



Modern Sellwood Moreland mixed-use and apartment buildings that fit in harmoniously with the context proportions



Horizontally and vertically aligned windows, base, cornices, bay windows. Contemporary but compatible, contextual, and traditional within the neighborhood



Different styles, similar patterns. All show vibrancy and life on the street, plus an opportunity for variety of living or commercial uses at ground floor that makes them more resilient to economic shift. Design impacts feeling, function, affordability, and lasting value.

Q+ A

WHY DOES DESIGN MATTER? FREQUENT QUESTIONS + MYTHS ABOUT DESIGN

ISN'T DESIGN JUST ABOUT AESTHETICS? OR STYLE? NO. It's about form, scale, mass, materials, and so much more...these impact compatibility, livability, quality, sustainability durability, operations, maintenance, and affordability.

I PREFER MODERN DESIGN – AREN'T YOU JUST TRYING TO MAKE NEW BUILDINGS LOOK OLD? No. To help new infill be compatible within our existing main streets, what is important is to relate to our long-established area patterns and precedents. Both modern and traditional design can work with the design guidelines.

I CARE ABOUT AFFORDABILITY. DOESN'T GOOD DESIGN COST MORE? No, good design does not NEED to cost more. Extravagant design moves are more expensive, good time-tested design strategies help make it affordable. (See Walsh Const. Slide)



SELLWOOD-MORELAND MAIN STREET DESIGN INITIATIVE

PROCESS

1. Vision, Important Sites + Special Places Lists, 3 Public Meetings
2. Compile a “Pattern Guide” with Sellwood-Moreland photos and illustrative sketches

WHAT IS YOUR VISION FOR SELLWOOD-MORELAND?

Do our new buildings reflect the vision of the people who live there?

Are neighborhoods and business districts given a voice or opportunity to establish a community
Vision from the grassroots up or top down only?

SPECIAL BUILDINGS

What are the most special buildings that make up Sellwood-Moreland's Main Streets?



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KNOW YOUR MAIN STREET PATTERNS + PRECEDENTS

Historic Streetcar Era Commercial Corridors

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- Raised Sills
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NEXT STEPS

1. **Tonight: Fill out the Vision/Advocacy form**
2. **Register for the July 25th next meeting/walking tour**
3. **Review + Use the [Main St Design Guidelines](#) now on coming projects** (adopted by SMILE in 2019 – supplement for Sellwood-Moreland in process as part of this project)
4. **Learn More + Advocate on City Design Standards proposed policy (DOZA - see SMILE Recs)**

DESIGN GUIDELINES

99% DRAFT | JUNE 2018



Learn more at:

www.pdxmainstreets.org | www.divisiondesigninitiative.org

Contact: ilovepdxmainstreets@gmail.com

Follow us: www.instagram.com/ilovepdxmainstreets | www.facebook.com/ilovepdxmainstreets

Laurence Qamar, AIA, Qamar Architecture + Town Planning, l.qamar@comcast.net

Heather Flint Chatto, Forage Design + Planning, foragedesigner@gmail.com