



# COMMUNITY DESIGN INITIATIVES

- 1) Development Notification & Community Engagement Policy
- 2) Main St. Design Guidelines
- 3) Top 10 Recs for PDX
- 4) Policy Advocacy
- 5) Data Gathering
- 6) Public Engagement
- 7) Design Literacy

## Division Design Initiative TOP TEN POLICY RECOMMENDATIONS FOR PORTLAND

The following are proactive solutions based on broad community 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 on 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 MUZ Advisory Committee, we can - through more context sensitive design - encourage compact density and infill that meet our population goals within our urban corridors in a more unifying, 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 & comment letter to the City of Portland Hearings Examiner re: land use appeal by Brentwood Redington Neighborhood) Request additional permit submittal requirements to be added including:

**DIVISION MAIN STREET DESIGN GUIDELINES**  
99% DRAFT | JUNE 2016

RECOMMENDED UPDATE TO THE 2016 PROVISIONALLY ADOPTED DRAFT DIVISION DESIGN GUIDELINES



Need better review requirements to articulated massing and design footprint for the neighborhood by reflect neighborhood architectural patterns.



# Top Ten Policy Recommendations for PDX

## Division Design Initiative

### TOP TEN POLICY RECOMMENDATIONS FOR PORTLAND

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# Neighborhood Contact Code

Refer to Adopted RNA Policy for comparison:

<https://richmondpx.org/s/RNA-Notification-Community-Engagement-Policy-FINAL.pdf>

Development + Community Engagement Policy adopted in 2016 by RNA, STNA, HAND, etc.

**Richmond Neighborhood Association**  
**3-Step Notification & Community Engagement Process**

The following 3-step notification policy was approved by the Richmond Neighborhood Association (RNA) Board on March 14, 2016 in response to extensive neighborhood input about a desire for more notification and ability to have more meaningful and timely input about the future growth of the Richmond Neighborhood. For questions about meetings and notification contact the Richmond Neighborhood Association.

**Notification for Proposed Projects**

a) **Projects  $\geq 5,000$  SF or  $\geq 5$  units proposed within the Richmond neighborhood should provide notice to the following potentially affected nearby stakeholders:** Business Association, Neighborhood Association, local historical society [if impacting any permanent structure built prior to 1940], and adjacent neighboring properties and residents (including rental apartments) within a 500 foot radius.

\*This date is defined as a threshold established because of the traditional quality building stock that exists in the Richmond neighborhood from this time period and earlier including Victorian, art deco, craftswoman, early 20th century commercial main street historic site architecture etc.

**Neighborhood Association Visit(s)**

**When to Come to the Neighborhood Association:** A minimum of one visit to the neighborhood association is encouraged (and is required if on Division Street per City policy) to present an overview of the project to area residents, businesses, and property owners. However two visits to the project's neighborhood association (NA) are encouraged as follows:

- Suggested Courtesy Visit to the NA at the "Conceptual Design" stage:** Visit to the NA to gather general feedback and give early notice. Timeframe: ideally within 90-180-days prior to submittal.
- Pre-Permit Visit:** Building applicants should make a presentation visit the Neighborhood Association not less than 60 days prior to building permit submittal.

**What Project Materials to bring to NA meeting:**

- Site Plan & Proposed Building footprint/plan** - Minimum of 25 - 8x11 copies denoted with scale, north arrow, existing trees (and size of DBH - depth at breast height), and showing adjacent surrounding development.
- Building Facade Elevation Drawings** showing proposed building in context with existing adjacent building and block development.
- Solar Shading Analysis** - illustration of solar shading impacts to adjacent development
- Privacy & View Impact Analysis Drawing** - showing how the placement of windows and balconies may or may not impact adjacent neighboring properties privacy and may impact any important public views.

**Follow up: Applicant Comment & Response Form**

An applicant should document and submit a list of comments received from the Neighborhood Association Meeting to the Neighborhood Association with a responding statement for each comment as to how each are being considered.

Neighborhood Association Visit #/Year	Applicant Owner
<b>SAMPLE NEIGHBORHOOD COMMENTS</b>	<b>SAMPLE APPLICANT RESPONSE</b>
1. Preserve mature tree at NE corner	1. Will relocate on-site to preserve
2. Prefer balconies at street	2. Now included on SE facade
3. Vary window patterns - continuity with variation	3. Incorporated exist. neighborhood patterns for storefront window design
4. More street entries desired	4. Added more frequent entries
5. Step building height up and down	5. Will consider this to maintain better solar access
6. Vary rooflines	6. Will discuss with architect
7. Commercial at the first floor, small affordable commercial spaces requested	7. Cannot make this work with program without amenities bonus
8. More family friendly unit sizes and amenities	8. Redesigning midblock of building to include shared courtyard with more green space, street art, and several 28-32 bedroom units

# Neighborhood Contact Code Update

## Key Issues + Discussion Questions:

1. *Building size thresholds for notification - are they at the right level? RNA Policy is stronger*
2. *Submittal Requirements – is the city requiring the right information? RNA Policy is stronger*
3. *Follow up – are the requirements sufficient? RNA Policy is stronger*

*(see extra slides at end for overview of RNA Policy)*

# Neighborhood Contact Code

## *SUPPORT*

1. New onsite large signs prior to permit submittal
2. Responsibility shifted to developer to host project info meetings instead of Neighborhood

**Development Notice**

3447 SE Main Street

45 feet  
4 Stories

45 units  
300 feet<sup>2</sup> retail

0 off-street parking  
10 bicycle parking

Check [www.PortlandInfo.com](http://www.PortlandInfo.com) for latest permit status

**AN APPLICATION WILL BE SUBMITTED TO THE CITY FOR FUTURE CHANGES ON THIS SITE.**

**Public Hearing**  
3447 SE Main Street  
January 10, 2018 6:00 PM

**Applicant:** OEF Development  
**Contact:** Jane Doe 503-436-8810 - applicant@oef.com

Learn how to manage the design through the zoning and land use process:  
[www.PortlandInfo.com/gov/003/neighborhoodfeatures](http://www.PortlandInfo.com/gov/003/neighborhoodfeatures)

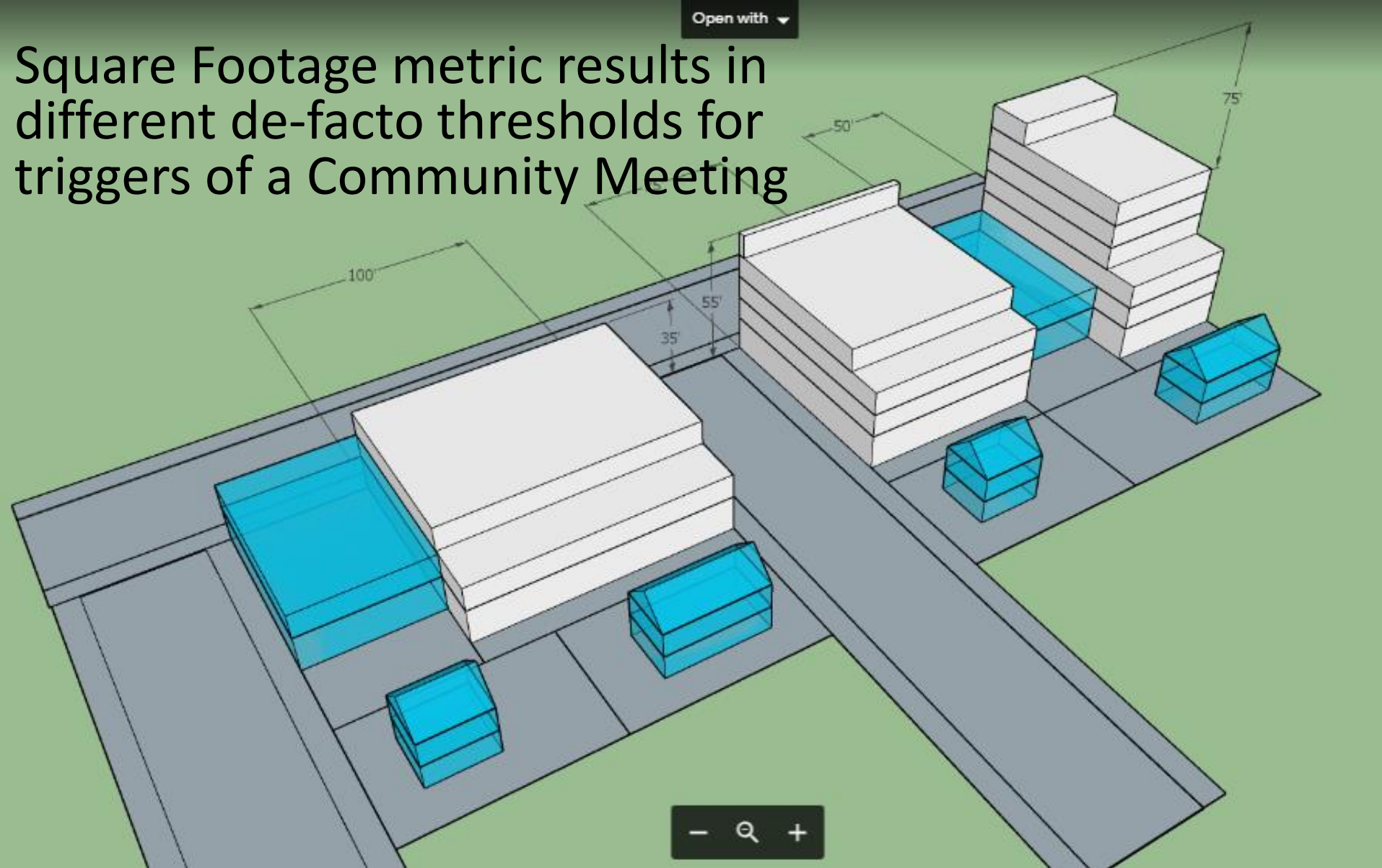
General Inquiries: Bureau of Development Services - 503.553.7529  
District Location: SE 50th - 503.233.8800 - info@se50thneighborhood.org  
Neighborhood Association: Seaford Neighbors - [landuse@seaford.org](mailto:landuse@seaford.org)

## *SUPPORT WITH CHANGES*

3. *Early Timeline is good but 45-60 days is BETTER to actually have meaningful and timely input on the quality, livability, and affordability of the density as most decisions are already made at 35 days.*



Square Footage metric results in different de-facto thresholds for triggers of a Community Meeting

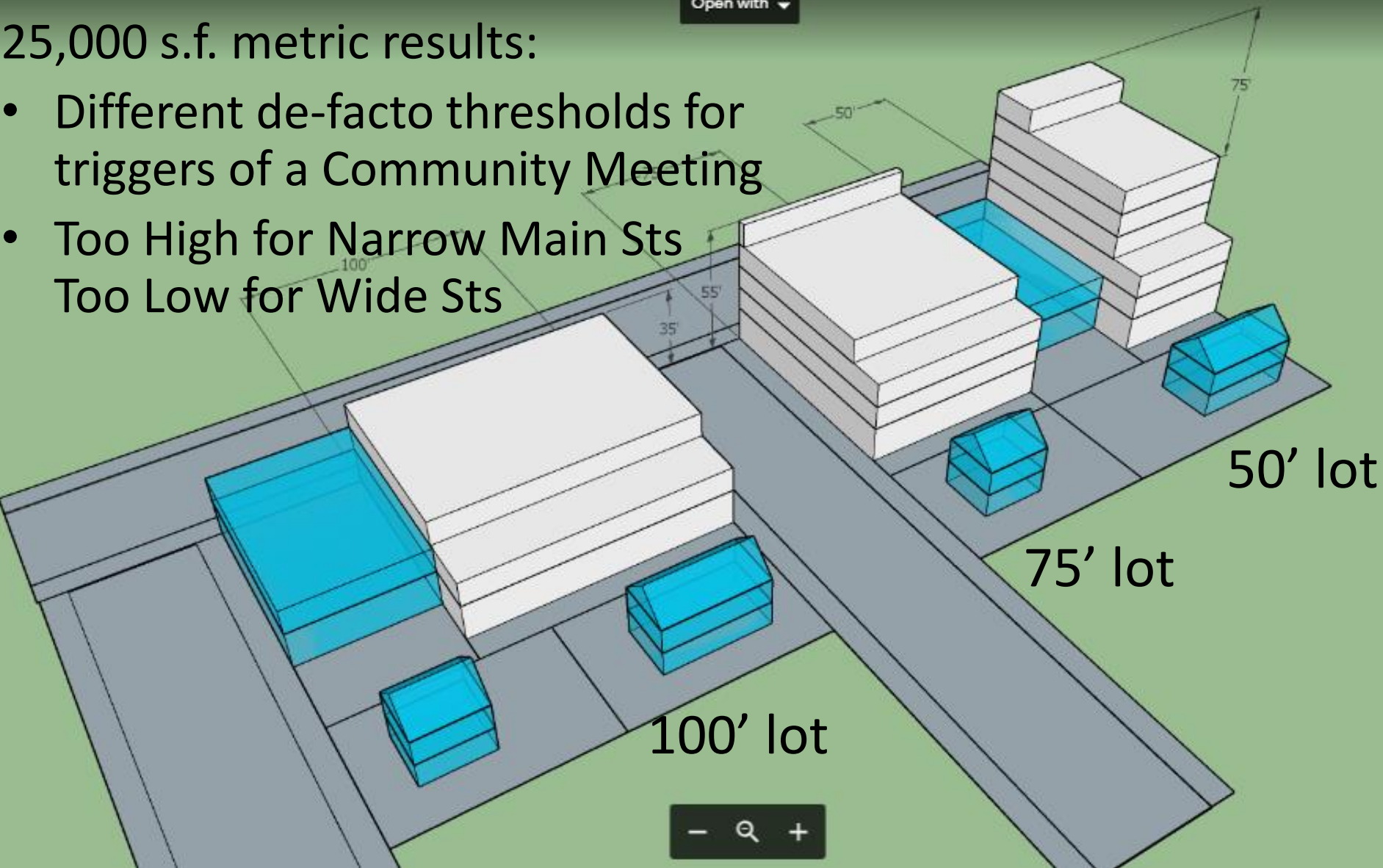


**Square footage is not the right metric** – not consistently addressing degree of impact, nor form, scale, or context

Open with ▾

# 25,000 s.f. metric results:

- Different de-facto thresholds for triggers of a Community Meeting
- Too High for Narrow Main Sts  
Too Low for Wide Sts



**Square footage is not the right metric** – not consistently addressing degree of impact, nor form, scale, or context



## Suggested Metric

**4-stories gives equal treatment to all**

## Alternative Code Language

### **1. Neighborhood contact I requirements.**

The neighborhood contact steps of 33.705.020.A., Neighborhood contact I, are required when proposed development will add at least 10,000 square feet and is less than four-stories tall on a site.

### **2. Neighborhood contact II requirements.**

When the proposed development will be 4-stories or greater, the neighborhood contact steps of 33.705.020.B., Neighborhood contact II, are required.



## 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>







# WHY IT MATTERS: CONTEXT + VALUE OF DESIGN GOALS



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>



Poor Compatibility + Context  
*It's not about density, it's about design*

# KEY POLICY RECOMMENDATIONS

## 3 Add Permit Review Criteria for Assessing Compatibility with Neighborhood Context

- a) **Building Elevations** showing proposed development in context of adjacent building/block development to assess **compatibility with adjacent development and site**, including Scale, Form, Design, etc.
- b) **Solar shading analysis**
- c) **privacy and view impact drawing**
- d) **Statement of alignment with community design goals** and preferences if formal guidelines exist.







**CONTEXT ELEVATION** helps assess at a glance what is in context or not. A picture says a thousand words.

**We can engender better support for density if we do it well, but turn people off of density when we do it badly.**



Establish relationships of scale to help individual buildings relate to each other.

Keep prominent horizontal lines at similar levels along the street front.

Use grouping and placement of windows to break a large facade into smaller areas.



Commercial Street Front

Create a clear, visual separation between ground floor commercial and upper level residential.

Ease the differences in scale between commercial buildings and residential neighborhoods; add landscaping to commercial buildings.



Transition from Commercial to Residential

Buffer with landscape.

**Context Elevation – How it helps community members and designers/developers and staff make better buildings**

# Better Compatibility + Context



*Use appropriate scale and detail.*

**INTEREST & COMPATIBILITY**

Establish relationships of scale to help individual buildings relate to each other.

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Commercial Street Front





## **GOOD CASE STUDY EXAMPLE**

**New four story modern building on lower SE Hawthorne with X # of units**

- **Good example of early dialogue with business association and Neighborhood Associations**
- **Good example of using the Division-Hawthorne Main Street Guidelines for better fit with context.**
  - Building uses common materials from corridor, Bottom-Middle-Top Foundational Portland building “pattern”, and storefront pattern at street level
  - Design uses “Stepbacks at upper level” to reduce perception of building bulk (without wedding cake effect) while still providing significant density.
  - A good example of old meets new



# Portland Main St. Design Initiative

- **Main Streets are a shared resource, one of our great civic assets** and our place to come together as a community
- **EVERYONE deserves good design**, most especially those who are underserved, and unable or challenged to advocate for themselves
- Good design does NOT need to cost more
- **Opportunities for early discourse fosters increased stakeholder input**
- **Meetings can lead to less conflicts, better affordable design, a smoother and faster process for developers and better fit of old with new.**

# Portland Main St. Design Initiative

- **“A city is not an accident but a result of a coherent vision and aims” – Leon Crier**
- **Do our buildings reflect the vision of the people who live there?** Are they given a voice or opportunity to establish a community Vision from the grassroots up or top down only?
- **“We shape our buildings and our buildings shape us” – Winston Churchill**
- Psychology of Place matters



New Burnside Bridgehead buildings relate to nothing around them...not even themselves. Anything goes!



- **Excessive form articulation, not stacking units, and cantilevers... introduces complexity and cost.**



Interesting but lacks context sensitivity to area at 28<sup>th</sup> + Burnside  
Expensive Mixed Use – Cantilevered balconies, not stacking elements

# Critical need for affordable housing... and the best architects achieve it with time-tested design!





# KEY POLICY RECOMMENDATIONS

## 10 The City should employ broader tracking of and accountability for development impacts

Portland does not require documentation of impacts analysis resulting from a new development beyond fee impacts to traffic, sewer and parks. However most states require this. Critical issues could and should be documented during permit submittal and review. Recommended issues to be tracked should include impacts to:

- **Health** (e.g., noise, air quality, safety)
- **Environment** (e.g., loss of habitat, mature trees/heat island effect, climate change)
- **Community** (e.g., loss of historic resources, important public viewsheds)
- **Economy** (e.g., loss of affordable residential and commercial spaces, loss of solar access for energy generation, food production, etc.)





# Tools & Resources to Manage Neighborhood Growth & Change

## Sustainability Scorecard

*Because you can't manage what you don't measure*

No impact      Some impact      Major Impact      Notes/Mitigation or Benefit

### Social Sustainability

Affordability  
 Access to Shelter  
 Access to Food  
 Heath (Noise, Air & Light)  
 Universal Accessibility  
 Cultural & Historic Resources  
 Safety  
 Diversity  
 Walkability

Create a one-page

"Sustainability Scorecard"

### Environmental Sustainability

Materials (includes embodied energy of materials)  
 Energy  
 Water  
 Air Quality  
 Habitat  
 Climate: Urban Heat/Cooling

for all development projects  
 to better track and manage

### Economic Sustainability

Access to Services  
 Access to Natural Resources  
 Diversity of Business Types  
 Support for Energy Independence

both pos/neg. impacts (example:  
 e.g. gain in housing capacity (+), loss of heritage tree (-))



- Opportunities for early discourse ensures fosters increased stakeholder input and can lead to less conflicts, and a smoother and faster process for developers.

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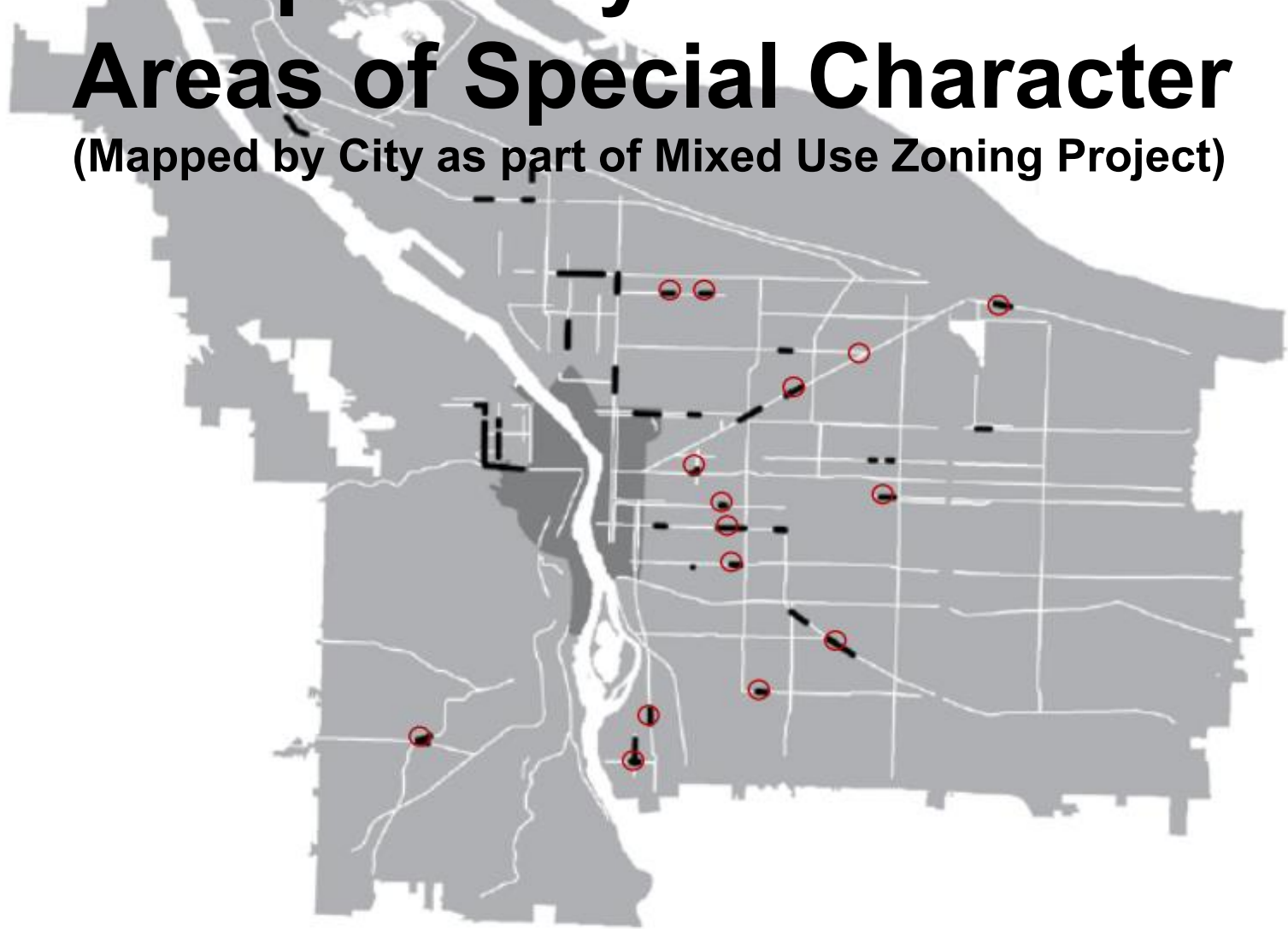
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**Context Elevation – How it helps community members and designers/developers and staff make better buildings**



# Compatibility & Context for Areas of Special Character

(Mapped by City as part of Mixed Use Zoning Project)



Low-rise Storefront Commercial – Analysis Areas 

# **RNA Notification & Community Engagement 3-Step Process**

*Developed based on comments and survey input  
collected from community members during  
significant 2013-2015 Division Street re-development*

- RNA adopted this policy in Spring 2016, HAND +  
STNA adopted this policy in 2018*

# Richmond Notification & Community Engagement Policy

## STEP 1 | Notify your Neighborhood:

- a) Surrounding Neighbors (within two blocks or 500')
- b) Neighborhood Association
- c) Local Business Association
- d) Architectural Historic Society (if in a pre-1940's building)



# Richmond Notification & Community Engagement Policy

## STEP 2 | Share/present your proposed project with the Neighborhood Association

### A) Required Visit to RNA

(Not less than 60 days prior to permit submittal is RNA Policy)

### B) Suggested Courtesy Visit during conceptual design

(Strongly Recommended: 90-180 days before permit submittal)

# Richmond Notification & Community Engagement Policy

## STEP 2 – Share/Present your Proposed Project

- What to Bring:
  - (25) 8.5”x11” copies of proposed site plan
  - (25) copies of Proposed building elevation in context of adjacent buildings and block
  - Solar Shading Analysis
  - Privacy & View Impact drawing

Consider including:

- a) Add Statement of alignment with community design goals and priorities?

# Richmond Notification & Community Engagement Policy

## STEP 3 | Follow Up to Comments

**How:** Take notes during meetings and then send the RNA a simple follow up letter with a two-column list summarizing comments heard and responses to each key topic, as follows:

<b>COLUMN 1</b>	<b>COLUMN 2</b>
Comments you heard from community	How each key topic is addressed/ or not addressed (use specifics)
<i>Example:</i> <i>Community concern for preservation of large mature tree</i>	<i>Example Response:</i> <i>Relocating tree to SE corner of property</i>



# DESIGN GUIDELINES

99% DRAFT | JUNE 2018



## Learn more at:

[www.divisiondesigninitiative.org](http://www.divisiondesigninitiative.org) | [www.facebook.com/ilovepdxmainstreets](https://www.facebook.com/ilovepdxmainstreets)

Contact: [ilovepdxmainstreets@gmail.com](mailto:ilovepdxmainstreets@gmail.com)

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