

City of Portland Design Manual



PREAMBLE

This Design Manual contained has been promulgated by the Planning Authority pursuant to Sections 14-498 of the City of Portland’s Land Use Code following a public hearing of the Planning Board on May 11, 2010.

The Design Standards and Guidelines contained herein may be periodically modified following a Planning Board Public Hearing pursuant to Section 14-529 of the City of Portland Land Use Code.

The Design Standards and Guidelines and maps contained as appendices to this Design Manual were individually adopted by the Planning Board or City Council following public hearings, as listed below:

Document Title	Adopting Entity	Date of Adoption
Downtown Urban Design Guidelines	Planning Board	January 18, 1991
Pedestrian Activity District Map	City Council	March 11, 2001 Revisions: December, 2005
Downtown View Corridor Protection Map	City Council	April 10, 2001
Downtown Height Overlay Map	City Council	March 11, 2001 Revisions: December, 2005
B1, B1b, B2, B2b Business Zone Design Guidelines	Planning Board	February 22, 2000
University of Southern Maine (USM) Design Standards	Planning Board	May 23, 2006
Bayside (B7) Design Standards	Planning Board	March 26, 2008
R5 Small Residential Lot Development and Multiplex Design Standards	Planning Board	May 11, 2010
R6 Infill Development Principles and Standards	Planning Board	April 13, 2004 Revisions: February 23, 2007

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Introduction:

Authority:

The City of Portland has promulgated design standards and guidelines for developments within certain zones and/or of a certain development type. The *City of Portland Design Manual* is a compilation of these design standards and guidelines, pursuant to specific provisions contained in Article V, Site Plan. Each section contained herein includes the specific provisions of Article V, Site Plan. Corresponding design standards and guidelines for each section, as applicable, are included in the appendices contained herein and include a reference to the applicable site plan ordinance provision to which it applies.

Note to Applicants:

Design review under the site plan ordinance is intended to achieve development that contributes to and enhances the goals, policies and vision for specific districts of Portland, and ensures design that is responsive to the overall context of its established neighborhood. The design standards and guidelines and the design review process are intended to be responsive to developer program objectives and ordinance requirements. We advise that the development team enter the design process from the outset with a clear understanding of the applicable standards and design the development accordingly.

Submissions:

Submissions for design review shall include the following:

- Context drawings, perspective renderings, photographic montages, or computer generated graphics depicting the proposed development within the surrounding building and environmental context.
- Building elevation drawings and color renderings including the following:
 - Illustrations of all sides of all structures.
 - Detail views of major entries or prominent building features.
 - Notes and illustrations on all materials for wall finishes, doors and windows, canopies, awnings, and other building elements.
 - Color and building finish composition.
 - Physical material samples and catalogue specifications of major building finish materials.

Major Site Plans only:

A shadow study may be required for major site plans if the district or zone in which the development is proposed is subject to shadow standards contained herein and/or in Article V, Section 14-526 of the City Code. Submittal requirements for shadow analysis are listed in the City of Portland Technical Manual. For complex projects, the Planning Board may request that the applicant submit a study model in order to understand the proposed building complex and surrounding context.

Please also refer to the individual design standards contained herein for any additional details and special submission requirements for each zoning district or development type.

Review and Determination of Compliance:

To be approved, site plans must adhere to the applicable design standards taken as a whole, and present the best design response to the standards achievable for the overall design program. A project shall be rejected as not meeting the applicable design standards if the project, taken as a whole, fails to meet or address applicable design criteria.

Applicability:

Zones and development types subject to the City of Portland Design Standards and Guidelines and addressed in this manual include the following:

Commercial

All major or minor development proposed in the following commercial zones:

- RP- Residential Professional Zone
- B3 Downtown Business Zone
- B7 Urban Commercial Business Zone
- B5 and B5-b Urban Commercial Business Zones
- B1 and B1-b Neighborhood Business Zones
- B2 and B2-b Community Business Zones
- EWPZ Eastern Waterfront Port Zone and B6 Eastern Waterfront Mixed Use Zone

Residential

The following development types proposed in the following residential zones:

- All major or minor development in the RP- Residential Professional Zone
- Planned Residential Unit Developments (PRUDs) in the R3, R5, and R5-A Zones and/or manufactured housing parks proposed in any zone.
- Two-family, special needs independent living units, multiple-family and multiplex developments, small residential lot developments, lodging houses, bed and breakfasts, and emergency shelters proposed in any zone.
- Small residential lot development proposed in the R6 Zone
- Multiplexes and small residential lot development in the R5 Zone

Institutional

All major or minor developments proposed in the following institutional zone:

- University of Southern Maine (USM) Overlay Zone

(a) **R-P RESIDENTIAL PROFESSIONAL ZONE**

(1) **STANDARD.** For development within the R-P zone where there is a consistent established architectural style or character to the existing structures in the immediate vicinity in which the development is proposed, that the concurrently visible architectural style or character of the proposed development would not be incongruous to that established style or character.

(b) **B-3 DOWNTOWN BUSINESS ZONE**

(1) **STANDARDS.**

- a. In addition to applicable standards of Section 14-526 of the Land Use Code, development located within the B-3 zone shall also meet the following standards. Adequacy in meeting these standards will be evaluated on the basis of descriptions and illustrations in the Downtown Urban Design Guidelines included as Appendix 1 of this manual. Nothing in this section is intended to discourage creative and responsive design or to mandate similarity or mimicry of design in order to achieve the standards herein:
1. Relationship to the pedestrian environment:
 - i. General: The exterior design of portions of buildings within the first thirty-five (35) feet of height shall enhance the character, attractiveness, comfort, security, and usability of the street level pedestrian environment. Factors to be considered include the design, placement, character and quality of the following:
 - 1) Storefronts and building facades, including such factors as relationship to adjacent or nearby structures or open space, pedestrian character, materials and detailing, transparency (having a visible transmittance (VT) of .7 or higher) and contemporary design;
 - 2) Building entrances, including such factors as compatibility with the building's façade, prominence along the street, access to the street, and accessibility for physically handicapped or for those with special needs;
 - 3) Blank facades; and
 - 4) Special features, such as selective use of such features as building arcades and skywalks or elevated walkways.
 - b. Pedestrian Activities District (PAD): In addition to subsection 1 of this section, proposed development located within the pedestrian activities district (PAD) overlay zone, as shown on the pedestrian activities district map, a copy of which is on file in the department of planning and urban development, shall be designed and constructed to accommodate pedestrian-oriented uses at the street level. In determining such design, the following factors should be considered:
 1. The exterior design of the street level building facade, including the placement of

- entrances, potential entrances, and window openings;
 - 2. The design and placement of impenetrable exterior building features such as columns, piers, bearing walls and retaining walls;
 - 3. The orientation of proposed street level uses to the street and the accessibility of floor area to the street by virtue of grade elevations and access;
 - 4. The adequacy of the interior layout of the first twenty (20) feet in depth of the building along specified streets to accommodate viable pedestrian-oriented uses;
 - 5. The continuity of street level uses as impacted by service entrances to parking structures or lots, drive-through facilities or other interruptions.
- c. Pedestrian activities district (PAD) encouragement areas: In addition to subsection 1 of this section, proposed development located within the pedestrian activities district (PAD) encouragement areas, as shown on the pedestrian activities district map, a copy of which is on file in the Planning and Urban Development Department, shall be designed and constructed to be reasonably capable of being converted to accommodate uses permitted in the PAD overlay zone in accordance with the factors set forth in subsection b. of this section.
- d. Sidewalk areas and open space: The design of publicly accessible sidewalk areas and open space shall complement the general pattern of the downtown pedestrian environment, conform to special City of Portland streetscape programs described in the Technical Manual, and enhance the attractiveness, comfort, security, and usability of the pedestrian environment. Factors to be considered include the design, placement, character, durability, and quality of the following:
- 1. Sidewalk, crosswalk, and street paving materials;
 - 2. Landscaping, planters, irrigation, and tree guards and grates;
 - 3. Lighting;
 - 4. Pedestrian amenities such as benches and other seating, trash receptacles, kiosks, bus shelters, artwork, directional and informational signage, fountains, and other special features; and
 - 5. Sidewalk vendors and sidewalk cafes.
- e. Relationship to existing development:
- 1. General: Proposed development shall respect, enhance, and be integrated with the existing character of the general pattern of development in the downtown, surrounding building environment and streetscape, as described and illustrated in the *Downtown Urban Design Guidelines* (Appendix 1). Factors to be considered include the relationship to the following existing patterns:
 - i. Street walls and building setbacks;
 - ii. Open space;
 - iii. Building form, scale and massing;

- iv. Facade proportion and composition;
 - v. Pedestrian circulation and building entrances;
 - vi. Parking.
2. Standards for increasing setback beyond street build-to line: A proposed development may exceed maximum setbacks as required in section 14-220(c) only where the applicant demonstrates to the Planning Board that the introduction of increased building setbacks at the street level:
- i. Provides substantial and viable publicly accessible open space or other amenity at the street level that supports and reinforces pedestrian activity and interest. Such amenities may include without limitation plazas, outdoor eating spaces and cafes, or wider sidewalk circulation areas in locations of substantial pedestrian congestion;
 - ii. Does not substantially detract from the prevailing street wall character by introducing such additional setback at critical building locations such as prominent form-defining corners, or create a sense of discontinuity in particularly consistent or continuous settings;
 - iii. Does not detract from existing publicly accessible open space by creating an excessive amount of open space in one (1) area or by diminishing the viability or liveliness of that existing open space; and
 - iv. The area of setback is of high quality and character of design and of acceptable orientation to solar access and wind impacts as to be attractive to pedestrian activity.
 - v. Roof top appurtenances: All mechanical equipment, ventilating and air conditioning and other building systems, elevators, stairways, radio or television masts or equipment, or other rooftop elements not intended for human occupancy shall be fully enclosed in a manner consistent with the character, shape and materials of the principal building, as described and illustrated in the *Downtown Urban Design Guidelines* (Appendix 1);
- f. Shadow impact on open space: The location, massing and orientation of portions of buildings in excess of sixty-five (65) feet in height shall be such that substantial shadow impacts on public plazas, parks, and other publicly accessible open space are avoided. In determining the impact of shadows, the following factors shall be taken into account: the amount of area shadowed, the time and duration of the shadow, and the importance of sunlight to the utility of the type of open space being shadowed, as described and illustrated in the *Downtown Urban Design Guidelines* (Appendix 1);
- g. Wind impacts: The location, massing, orientation and architectural design of a new building or a building addition shall be such that no significant adverse wind impacts are created. In determining the impact of winds, the following factors shall be taken into account: the pre-development and projected post-development wind speeds and their impact on pedestrian movement, comfort and safety; and the impact of projected wind speed on the use

of and comfort within existing and proposed pedestrian seating areas and other adverse impacts upon the surrounding area;

- h. Setbacks from existing structures: The location and design of proposed structures shall not create a detrimental impact on the structural integrity or the safety of adjacent structures or the occupants thereof;
- i. Building tops: Buildings or structures which exceed one hundred fifty (150) feet in height shall be designed so as to provide a distinctive top to the building which visually conveys a sense of interest and vertical termination to the building, as described and illustrated in the *Downtown Urban Design Guidelines* (Appendix 1);

GUIDELINES.

Please refer to Appendix 1 of this manual, the Downtown Urban Design Guidelines, for applicable guidelines relating to how development in the B3 Downtown Business Zone may adequately comply with the above listed standards.

(c) B-5 AND B5-B URBAN COMMERCIAL BUSINESS ZONES:

(1) **STANDARDS.** Development located in the B-5 and B-5b zones shall meet the following additional standards:

- a. Shared infrastructure: Shared circulation, parking, and transportation infrastructure shall be provided to the extent practicable, with utilization of joint curb cuts, walkways, service alleys, bus pull-out areas, and related infrastructure shared with abutting lots and roadways. Easements for access for abutting properties and shared internal access points at property lines shall be provided where possible to facilitate present or future sharing of access and infrastructure.
- b. Buildings and uses shall be located close to the street where practicable. Corner lots shall fill into the corner and shall provide an architectural presence and focus to mark the corner.
- c. Buildings shall be oriented toward the street and shall include prominent facades with windows and entrances oriented toward the street. Uses that include public access to a building or commercial/office uses in mixed-use developments shall be oriented toward major streets whenever possible.
- d. Parking lots shall be located to the maximum extent practicable toward the rear of the property and shall be located along property lines where joint use or combined parking areas with abutting properties are proposed or anticipated.

(d) B-1 AND B-1B NEIGHBORHOOD BUSINESS AND B-2 AND B-2B COMMERCIAL BUSINESS ZONES:

(1) **STANDARDS.** Development located in the B-1, B-1b, B-2, and B-2b zones shall meet the

following additional standards.

- a. Urban Street Wall: In the B-1, B-1b, and B-2b zone it shall be required that buildings shall be located to create and preserve an urban street wall.
- b. Mixed Uses: In B-1b zone buildings shall be multi-storied with mixed uses.
- c. Building Entrances: In the B-1 and B-2b zone building entrances shall be oriented toward, located adjacent to, and directly accessible from, a sidewalk in a public right-of-way.
- d. Windows: In the B-1, B-1b, B-2, and B-2b zones windows shall be required along the street frontage of a building. Windows shall be transparent (with a visible transmittance (VT) of .7 or greater) and installed at a height to allow views into the building by passersby.
- e. Facade Character: In the B-1, B-1b, B-2, B-2b zones, active and public portions of buildings (e.g. doors, windows, entries, retail displays) shall be oriented to and, where possible, be located adjacent to the public sidewalk to create an active presence along the sidewalk.
 1. Where building facades situated along a public way have no interactive use or function, such facades shall be designed to provide sufficient architectural and graphic amenities to provide visual interest along the street and relate the building, and its use, to passersby.
- f. Building Design: B-1, B-1b, B-2, and B-2b commercial buildings shall be designed to be compatible with their residential and commercial neighbors. In the B-1 and B-1b zones building scale, roof pitch, and fenestration shall be designed to complement surrounding residential structures.
- g. Building Materials: Facade materials of buildings located in the B-1, B-1b, B-2, and B-2b zones shall be compatible with those materials of surrounding residential and commercial uses.
- h. Building Scale: In the B-1 and B-1b zones building scale must relate and be compatible with surrounding residential structures.
- i. Landscaping and buffers: In the B-1, B-1b, B-2 and B-2b zones buildings and associated parking areas must be screened to buffer abutting properties. A densely planted landscape buffer and/or fencing will be required to protect neighboring properties from the impacts associated with the development, including lighting, parking, traffic, noise, odor, smoke, or other incompatible uses. Where buildings are setback from the street, a landscaped area must be planted along the front yard street line.

GUIDELINES.

Please refer to [Appendix 2](#) of this manual, The B-1, B-1b, B-2, B-2b Design Guidelines, for applicable design guidelines for the B-1 and B-2 zones. In addition, the following design guidelines shall also apply:

- 1) Buildings located in the B-2 zone are specifically encouraged to adhere to the design guidelines contained in *the B-1, B-1b, B-2, B-2b Design Guidelines (Appendix 2)* of this section concerning the creation and preservation of an urban street wall.
- 2) In the B-1b and B-2 zones, buildings are specifically encouraged to adhere to the guidelines contained in *the B-1, B-1b, B-2, B-2b Design Guidelines (Appendix 2)* of this section concerning building entrances.

(e) UNIVERSITY OF SOUTHERN MAINE OVERLAY ZONE:

(1) **STANDARDS.** All major and minor development reviewed under the provisions of the University of Southern Maine Overlay zone shall be designed to create a quality and cohesive campus environment while integrating with and respecting the residential character of surrounding neighborhoods as demonstrated by compliance with the principles and standards of the University of Southern Maine Design Standards, included as Appendix 3 of this manual.

(f) B-7 BAYSIDE MIXED USE URBAN DISTRICT ZONE:

(1) **STANDARDS.** Bayside mixed use urban district zone (B-7 zone) design standards:

- a. Transportation Demand Management: All major development in the B-7 shall submit and implement a Transportation Demand Management (TDM) Plan, subject to the review and approval of the Planning Board. The TDM plan shall employ elements such as public transit incentives, parking cash-out, car sharing, car and van pooling incentives, provision of bicycle and pedestrian commuting accommodations, guaranteed ride home programs, employee surveys, newsletters and alternative transportation information sharing and other such strategies that reduce single occupancy vehicle trips to and from the development. The development shall follow the standards and guidelines for developing a TDM plan found in the TDM section of the City of Portland Technical Manual. The development may also participate in any City recognized TDM consortia (as may be developed).
- b. Design standards: All major and minor development reviewed under the provisions of the Bayside B-7 zone shall be designed to support the development of this urban neighborhood as a dense, mixed-use, pedestrian friendly neighborhood in accordance with the standards contained in the *Bayside (B-7) Design Standards*, promulgated by the Planning Board, and contained in the Appendix 4 of this section.

(g) EWPZ EASTERN WATERFRONT PORT ZONE AND B6 EASTERN WATERFRONT MIXED USE ZONE:

(1) **STANDARD.** Eastern Waterfront design standards: All major and minor development reviewed under the provisions of the eastern waterfront zones shall be designed to support the development of this urban neighborhood as a dense, mixed-use, pedestrian friendly neighborhood.

(h) PLANNED RESIDENTIAL UNIT DEVELOPMENTS (PRUDS) IN THE R-3, R-5, AND R5-A RESIDENTIAL ZONES AND MANUFACTURED HOUSING PARKS IN ANY ZONE:

(1) **STANDARDS.** Planned residential unit developments (PRUDS) in the R-3, R-5 or R-5A residential zones and manufactured housing parks in any zone shall meet the following standards:

- a. Design relationship to site: The layout and design of buildings, roadways, parking areas, open space, recreation amenities, landscaping, drainage facilities and control mechanisms and other site improvements are organized to complement and accentuate the natural topography, vegetation,

streams, water features, and other existing features of the site, and the solar orientation provides natural light within dwelling units, in outdoor open space and in recreation areas.

- b. Internal design character and relationship to surrounding neighborhood: The design and layout of the development and buildings exhibit a cohesive design character and complement existing development in the surrounding neighborhood by virtue of such features as architectural style, height, scale and massing, character of exterior facades and roofs, circulation, open space, landscaping, and the transition of scale and massing with the surrounding neighborhood. Buildings with more than two (2) dwelling units or greater than forty (40) feet in length shall provide variation in roof and facade character through changes in facade setback, roof configuration, and projecting or recessed building elements.
- c. Recreation and open space: All open spaces on the site shall be integrated into the development and designated on the site plan. Each development shall have the following features:
 - 1. External buffers: An effective and permanent screening from neighboring properties and roadways;
 - 2. Internal buffers: Areas planted, maintained and located in such a manner as to provide privacy between units and buildings and paved areas and screening of parking, utilities, roadways, waste collection facilities and storage facilities;
 - 3. Passive recreational open space: Open spaces, designated and improved with such features as gardens, picnic areas, walking trails; benches and lawn and seating areas;
 - 4. Active recreational open space: Open spaces designated and improved for active recreational use with facilities such as tennis courts, basketball courts, multipurpose game fields, swimming pools, and children's playgrounds; and
 - 5. Private open spaces: Open spaces designated for the individualized use of unit owners such as yards, decks and patios;

(i) TWO-FAMILY, SPECIAL NEEDS INDEPENDENT LIVING UNITS, MULTIPLE-FAMILY, LODGING HOUSES, BED AND BREAKFASTS, AND EMERGENCY SHELTERS:

(1) **STANDARDS.** Two-family, special needs independent living units, multiple-family, lodging houses, bed and breakfasts, and emergency shelters shall meet the following standards:

- a. Proposed structures and related site improvements shall meet the following standards:
 - 1. The exterior design of the proposed structures, including architectural style, facade materials, roof pitch, building form and height, window pattern and spacing, porches and entryways, cornerboard and trim details, and facade variation in projecting or recessed building elements, shall be designed to complement and enhance the nearest residential neighborhood. The design of exterior facades shall provide positive visual interest by incorporating appropriate architectural elements;
 - 2. The proposed development shall respect the existing relationship of buildings to public streets. New development shall be integrated with the existing city fabric and streetscape including building placement, landscaping, lawn areas, porch and entrance areas, fencing, and other

streetscape elements;

3. Open space on the site for all two-family, special needs independent living unit, bed and breakfast and multiple-family development shall be integrated into the development site. Such open space in a special needs independent living unit or a multiple-family development shall be designed to complement and enhance the building form and development proposed on the site. Open space functions may include but are not limited to buffers and screening from streets and neighboring properties, yard space for residents, play areas, and planting strips along the perimeter of proposed buildings;
4. The design of proposed dwellings shall provide ample windows to enhance opportunities for sunlight and air in each dwelling in principal living areas and shall also provide sufficient storage areas;
5. The scale and surface area of parking, driveways and paved areas are arranged and landscaped to properly screen vehicles from adjacent properties and streets;
6. Two-family or multiple-family dwellings shall not be converted to lodging houses unless all units in the building have been vacant for at least one (1) year prior to the date conversion is sought or unless the individual multiple-family units are less than one thousand (1,000) square feet in size. In no event shall any single-family dwelling in the R-5 or R-6 zone be converted in whole or in part to a lodging house.

(j) MULTIPLEX AND SMALL RESIDENTIAL LOT DEVELOPMENT LOCATED IN THE R-5 ZONE

(1) **STANDARDS.** Multiplexes and small residential lot development in the R-5 zone shall be designed to be architecturally compatible with the residential buildings in the surrounding neighborhood, as demonstrated by compliance with the R-5 Small Residential Lot Development and Multiplex Design Standards contained in Appendix 6 of this manual.

(k) SMALL RESIDENTIAL LOT DEVELOPMENT LOCATED IN THE R-6 ZONE

(1) **STANDARDS.** Small residential lot development located in the R-6 zone on lots of ten thousand (10,000) square feet or less shall provide a high degree of architectural quality and compatibility with the surrounding neighborhood as demonstrated by compliance with the principles and standards of the R-6 Infill Development Principles and Standards, promulgated by the Planning Board and contained in Appendix 7 of this manual. Any proposal required to obtain a certificate of appropriateness under Portland's historic preservation ordinance is exempt from the R-6 design review standards.

DOWNTOWN URBAN DESIGN GUIDELINES

These Downtown Urban Design Guidelines are a component of the City of Portland's Downtown Plan entitled *Downtown Vision: A Celebration of Urban Living and a Plan for Portland's Future* and of the City's Comprehensive Plan. They are supporting reference documents for the City's B-3 Downtown Business District Zoning Ordinance and Site Plan Standards, and a companion to the Technical and Design Standards and Guidelines for the City of Portland.

The **Signage, Awnings and Canopies** section contained herein supercede the Signage requirements of the Urban Renewal Plan for Maine Way (pages 9-11 of Planning Report #29-76: Urban Renewal Plan for Maine Way, amended May 1976.)

Introduction

Downtown Portland is the center of the region's business, governmental, cultural, and residential communities. It is also a physical environment comprised of a variety of individual buildings, streetscapes, parks, and districts in which people carry on with day-to-day interactions. As a physical environment, it should be designed to facilitate these uses in a setting that has beauty, is comfortable and secure, which provides amenity and interest for the pedestrian, and which celebrates the coming together of people in a concentrated pedestrian world. It is important that incremental changes to the physical environment through development or rehabilitation proposals continue to enhance the physical environment.

These guidelines are provided for the use of individual property owners and the development community in understanding the expectations of the greater community for the development of the Downtown. This represents a documentation of concerns which have been central issues within project reviews of proposed development in the past, and is an attempt to make the review process more understandable and predictable for the development community. These Guidelines are also intended to provide guidance and consistency for City staff and Planning Board development review. Finally, these Guidelines are intended to provide the public with a clearer presentation of important design issues to assure they reflect public concerns while providing a framework for public comment and involvement in the development process.

These Urban Design Guidelines are not intended to restrict the creativity of developers or designers in responding to the challenges of a given site. Rather they provide a framework of issues with which to be concerned in assuring that a creative design solution is compatible with the character of Portland's Downtown environment and is sensitive to pedestrian needs. These Guidelines are presented as a discussion of issues that specific site plan standards are intended to address. Unless otherwise provided for within the City Ordinances, these are guidelines only, a framework not to be ignored but flexible enough in intent, interpretation, and application to allow and encourage the developer and associated designers to come forward with creative and distinctive design solutions.

Purposes

The underlying purposes of the Urban Design Guidelines are as follows:

1. Aesthetic - To respect and build upon the human-scaled and historic building fabric of the Downtown while creating a more attractive, desirable, high quality, rich and diverse environment.
2. Pedestrian Use - To increase pedestrian activity through the enhanced character, comfort, and interest of the pedestrian environment.
3. Accessibility - To assure accessibility to all.
4. Culture - To increase and support the integration of arts and culture throughout the Downtown environment.
5. Economic - To recognize the fundamental relationships between property values, livability, and the character and quality of the physical environment; to protect and enhance public and private investments throughout the Downtown by assuring respectful and compatible new development; and to minimize development costs by providing specific guidelines at the outset of the development process.

**DOWNTOWN URBAN DESIGN GUIDELINES
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I. RELATIONSHIP TO PEDESTRIAN ENVIRONMENT

A. Distinguish the lower 35 feet of building facades

Standard: “The exterior design of portions of buildings within the first thirty-five (35) feet of height shall enhance the character, attractiveness, comfort, security, and usability of the street level pedestrian environment . . .”

The most significant features of a building which are perceived at street level by the typical pedestrian moving through the Downtown are storefronts and building facades within immediate view and reach. While one’s peripheral view encompasses considerably more of a given façade and in fact draws in the context of other nearby buildings and open spaces, the focus of attention for each building is usually the first approximately thirty-five feet of building height. This portion of each building is readily perceived as an individual composition but allow more broadly as a component of the series of street facades and elements of a continuing streetscape involving all such facades along a given block or street. Throughout Downtown Portland, it is typically this first thirty-five feet or so, or the first two to three stories of buildings which are the most heavily articulated, create and sustain the greatest pedestrian interest, and in fact present themselves as the base of larger buildings.

Building entrances and display windows are typically the predominant elements of this Downtown street-level environment. The character and design of these elements are vital in assuring that frequent pedestrian access to and from buildings is provided or maintained, and that the excitement of walking about the Downtown is supported by a rich, varied and interesting environment.

1. Storefronts and building facades

- Relationship to Context: In general, the design of storefronts and the facades of lower portions of buildings should relate to the architecture of the rest of the building and should demonstrate a unified overall building design.

Where alterations are made to existing buildings facades and storefronts, such alterations should respect and be compatible with the specific features and characteristics of the building of which it is a part. Characteristic elements of traditional storefront design relating to specific styles of building, including such prominent features as entrances (generally recessed) and display windows, the storefront bulkhead, piers and framing, transom windows corresponding to typically tall interior first floor space, and a sign panel often topped by a cornice, are common points of reference for both rehabilitations and for contemporary design solutions.

Where alterations to designated historic structures and within designated historic districts are involved, standards and guidelines found in the City's Historic Preservation Ordinance will be the basis for review. For other existing structures, existing original or significant features or evidence of such that might be found through historical research or physical evidence can provide a basis for storefront restoration or for contemporary design which is compatible with the rest of the building.

Where signage is provided on or adjacent to a storefront, the signage should generally be incidental to the storefront and should not overwhelm the building façade. Specific signage, awning and canopy guidelines are provided elsewhere for proposed installations in the Pedestrian Activities District (PAD) and PAD encouragement areas, as well as where such installations involve historic properties.

- Pedestrian-character: The design of storefronts should complement the pedestrian activity being accessible and visible from the public sidewalk.
- Materials and detailing: The design of storefronts and lower building facades should include the selection of high quality materials and detailing which relate to the rest of the building and to the surrounding context, and which convey a sense of permanence, durability, and richness in character. Ease of maintenance and a commitment to continuing upkeep are important considerations.
- Transparency: A predominance of glass which assures transparency between interior activities or products and pedestrian activity on the streets and sidewalks is very important to the vitality of the pedestrian environment. Glass should be used on the street level which assures visibility for pedestrian interest and, to the extent feasible, assures that there are obvious "eyes on the street" or a sense of security as a result of indoor and outdoor activity being readily visible. The placement of landscaping or other exterior features immediately adjacent to entrances and window openings can enhance the attractiveness of a property but should be careful not to substantially diminish visibility into or out of such openings.
- Contemporary design: Where creating a new façade through construction of an infill building within an existing building context, storefront design and building facades should respect the general pattern of storefront and façade design found in that surrounding context. Such design should draw from those surrounding buildings which themselves meet the guidelines presented herein. Contemporary design is encouraged where it reflects an understanding and respect for traditional patterns of storefront composition and design.

2. Building entrances

The traditional pattern of development in Downtown Portland resulted for the most part in incremental construction of individual buildings over extended periods of time. Typically, these buildings each had individual building entrances providing immediate access to street-fronting shops and businesses. Street level access also was provided to upper story activities through a separate entry. This pattern of frequent building entrances serving a large number of street-level businesses provided for considerable street-level pedestrian activity and encouraged pedestrian circulation. New development in the Downtown and rehabilitation or alterations of existing buildings should continue this pattern of frequent access.

- Compatibility with the building façade: Entrances are one of several building components which collectively comprise the overall base of a building. The design of building entrances should be considered as an integral component of a building's façade and should relate to the overall façade in terms of its style and scale, quality of design, and selection of materials and detailing.

- Prominence along the street: The placement and design of entrances to buildings and businesses should be readily identifiable and have a prominence on the building's street façade. Such entrances should not overpower the façade but should be designed so to complement the character and features of the building façade and storefront while clearly announcing the point of entry. The traditional method of recessing entrances, of utilizing signage, canopies and awnings, and of thoughtful and directed lighting can all help to define an entrance's prominence.

- Access to the street: Access to each street-level business should be maintained directly from the street wherever possible. Where buildings may contain multiple street-level tenants which are served by interior access or circulation, prominent access directly from the street should be provided as well to the extent feasible. In addition, building facades fronting on publicly accessible open space should provide access in the same manner as street-fronting facades. Consideration in satisfying this guideline will be given to situations where changing topography may make direct access (particularly accessible for special needs) difficult or impractical. Every effort should be made to make these portions of buildings accessible, as well as attractive and of interest to the pedestrian.

- Accessibility: All buildings should be barrier-free and accessible to the physically handicapped and to others who find themselves with special needs. The range of special needs typically encountered in the Downtown includes such situations a negotiating a baby carriage or stroller, ushering small children, accommodating physical and visual limitations of the elderly or handicapped, and others. Access for everyone should be provided in a manner which provides an interesting and positive pedestrian experience and which preserves human dignity.

3. Blank facades

The placement of street-level building facades which contain expanses of wall area with no windows, no entrances, and no other elements or features providing pedestrian interest and supporting pedestrian circulation and activity represent a serious detriment to the vitality and viability of a pedestrian-oriented street environment. The continuity of lively, inviting and visually appealing street-level facades is extremely important in encouraging pedestrian movement. When blank facades are located in mid-block areas, they tend to create gaps in this continuity which the average shopper or tourist will find at least disheartening and at most a deterrent to proceeding further along a particular street. When such facades are located at corners of blocks, they effectively can isolate entire blocks or areas of the Downtown from lively and frequent pedestrian circulation.

Blank facades located along pedestrian-oriented streets or along publicly accessible open space are discouraged. The maximum length of blank or undifferentiated facades should not exceed thirty feet generally throughout the Downtown, and should not exceed 15 feet within the Pedestrian Activities District. The preferred manner for differentiating a façade is to incorporate additional storefronts or with display windows and entrances as frequently as possible. For interior uses which require large volumes of windowless space, every effort should be made to contain these uses within the central portion of a site away from street fronting facades of the building. Having such uses on the interior of a site allows the perimeter of the property to retain pedestrian-oriented use.

In some cases, due to topographic change or windowless interior uses which cannot be located in any other portion of a site, building entrances and large windows may not be feasible. In such situations, it is important that the design of such facades incorporate significant features of visual

interest which will maintain the interest of the pedestrian. Such features might include relatively shallow display cases or display windows, substantial three-dimensional architectural ornamentation or artistic treatment, the incorporation of some special water or landscape feature, or some combination of thereof. Any such special feature should relate positively to the character of the remainder of the building, and to surrounding buildings.

4. Special features

A variety of special building and street features have been explored in cities across the country in attempts to address sometimes adverse climatic conditions while providing enhanced pedestrian comfort. Incorporation of any of these features requires extreme care first in understanding the impact such a feature might have on the character and quality of street-level pedestrian activity, and second on the relationship such features have to a historic building context and to special qualities such as view corridors and prominent gateway entrances to the City.

- Arcades: Arcades are roofed passages with shops on one or both sides. The most common situations find arcades placed along a street frontage, with the first floor retail space set back beneath an overhang created by the upper floors of the rest of the building. Arcades, by virtue of the overhang, provide protection from rain, snow, and direct sunlight. Such arcades are not generally found today in Downtown Portland, although historically such protection from the elements was often found as a result of an extensive use of retractable awnings placed on many commercial buildings. Issues which should be considered when incorporating such features include: preserving existing street walls while comfortably integrating these features into an existing streetscape; assuring that active uses are placed along the recessed street level; assuring that an adequate but not excessive pedestrian circulation area is provided; and assuring that ample lighting and pedestrian interest is maintained. Arcade lighting should thoroughly light the interior of the arcade, with no dark areas or shadowy corners within the arcade. Any attempts to incorporate arcades on existing buildings should take care not to detract from the existing building's character nor remove or obscure significant features of historic properties.

A second type of arcade is the through-block connection, where a passageway is created linking one street typically with another parallel street. Particularly in long blocks, such connections should encourage pedestrian circulation between active pedestrian-oriented streets and between such streets and specific activity generators such as hotels, major office or retail buildings, and convention or cultural facilities. In a few selective instances, there may be an opportunity to expand such a through-block connection into a galleria, or larger pedestrian open space which becomes a major pedestrian destination in itself. Dead-end arcades, or arcades which may make a connection to a single destination anchor, such as an art museum, must be carefully considered to assure that the pedestrian connection can remain safe, pleasant, and viable at times when activity at the anchor is low or non-existent.

For this second type of arcade to be successful, the level of activity anticipated must be carefully examined and the character and quality of design must be exceptional. Special care must be taken in the siting of all such interior connections to provide active uses along the arcade while assuring that existing street-fronting pedestrian uses are not diminished in their attractiveness to pedestrian circulation and activity.

Where all of the above issues have been carefully addressed, these various types of arcades can be a positive contribution to the pedestrian streetscape.

- Skywalks and elevated walkways: The introduction of covered or fully enclosed walkways bridging over streets and connecting the second stories of buildings have been implemented in a variety of cities and situations around this country and in Canada. The extent of such systems can range substantially, from a relatively simple connection between a hotel or office building to a parking garage, to an extensive system tying together large portions of downtowns through interior climate-controlled passageways. Studies of those skywalk systems reveal a number of critical issues which must be addressed before any such program, large or small, is undertaken in Downtown Portland. Consideration must be given to the following:

- i. the impact of such an upper level system on existing street-level activity and businesses, respecting the principle that the character and liveliness of the street-level pedestrian environment is of utmost importance and should be reinforced at every opportunity;

- ii. the potential segregation of users who might frequent the walkway system versus the street, respecting the principle of *Downtown Vision* that for Portland to take the greatest advantage of its urban character, all people regardless of social or economic status must come together to share in a common experience;
- iii. the potential impact of such a system on the visual character of Downtown Portland, with concerns over the integration of such construction with a largely historic building environment and the potential visual obstructions which could detract from the character of the Downtown or eliminate significant views to natural or building landmarks; and
- iv. the need for a coordinate program of provision and maintenance of any such system, assuring universal participation of property owners along a particular route, common levels of maintenance and hours of access, and adequate levels of pedestrian activity, supporting pedestrian-oriented uses, and pedestrian interest and amenity.

Downtown Vision, the Plan for Portland's Downtown, does not incorporate a comprehensive network of skywalks due to the numerous critical issues cited above. In special circumstances, however, the provision of skywalks may be desirable. The provision of any such system should not be approved until the Planning Board and the City Council determine that all issues are suitably addressed and resolved in favor of an enhanced pedestrian environment. Easements and site plans should not be approved until these issues are suitably resolved.

- Street closings and pedestrian malls: The closure of public streets to create pedestrian malls has been tried with mixed success in a variety of situations around the country and abroad. The range of possibilities intended to encourage pedestrian activity on key streets runs from total prohibition of vehicles, to access for public transit and high ridership vehicles only, to closure only on special occasions (i.e. street fairs or carnivals) or for weekend shopping and entertainment (at a time when deliveries and service access demands are at a minimum). The trend in recent years has been to re-open those streets once completely closed to vehicular traffic. In any of the possible scenarios, consideration must be given to the following:

- i. the relationship of vehicular traffic, visibility from vehicles, on-street parking, and drop-off areas to the businesses and institutions along the streets that would be closed or restricted;
- ii. the effect of closure on maintaining necessary access for service and deliveries; and
- iii. the design and dimensions of the street, focusing on the scale and character of the space to be devoted to pedestrian circulation. The expected number of pedestrians must be related to the amount of space to be provided to assure that adequate space is provided. Interaction and face-to-face contacts are important to lively pedestrian space therefore it is also important that excessive space does not create a sense of low activity or diminish the interpersonal contacts. The quality, quantity, and character of pedestrian amenities, including such features as paving materials, lighting, benches and other seating, public art, landscaping, and street entertainment are all important design and programming issues vital to a lively pedestrian environment.

In general, the permanent closure of streets in the Downtown is discouraged. A proposal for any such pedestrian mall should not be approved until the Planning Board and City Council have determined that all such issues have been suitably addressed and resolved in favor of a viable business and cultural economy and an enhanced pedestrian environment. For proposals for extensive closures or for closure of significant streets, a trial period or portion of closure should be instituted prior to committing permanent alterations and improvements.

B. Pedestrian Activities District (PAD)

Standard: "In addition to subsection 1 (a through d), proposed development and substantial building alterations located within the Pedestrian Activities District (PAD) overlay zone . . . shall be designed and constructed to accommodate pedestrian-oriented uses at the street level. Proposed development located within the PAD encouragement areas which is not initially constructed to accommodate pedestrian-oriented activities at the street-level shall be designed to have the capability of accommodating pedestrian-oriented uses through non-structural building alterations."

Factors that should be considered include:

1. Exterior design of street level building façade

The design of the exterior street-level façade should consider the visual relationship of proposed or potential entrances, window, and display openings to the overall design of the building. The introduction of new window or door openings or the shifting of openings should be considered in the initial façade design to assure that what may initially be a balanced and appropriate design for a façade is flexible over time and that future changes might be anticipated to assure future compatibility.

2. Design and placement of impenetrable exterior building features

In portions of buildings where street-level pedestrian-oriented uses are required or encouraged, it is important to locate impenetrable features (i.e. columns, piers, bearing walls, retaining walls, and mechanical/h.v.a.c. equipment) in such locations that do not create obstacles to accessible and viable pedestrian uses. Such features, by their very presence and by the difficulty and associated expense with which they might be modified, can become impediments to street-level uses or to future renovation which will accommodate such uses.

3. Orientation and accessibility to the street

The design and construction of street-level facades along pedestrian oriented streets should assure that street-fronting uses would be oriented to and accessible from the street wherever feasible. Orientation to the street should involve significant and prominent entrance opportunities, significant visibility of interior uses from the street, and prominent signage, awnings, or other identification of interior uses. Such orientation should not have the appearance of a service entrance or “back door”, but rather should appear as a primary, inviting pedestrian entrance to the building.

Accessibility from the street should be provided wherever feasible. Finished floor elevations and entrance elevations relative to sidewalk topographic elevations should be established with the intention of maximizing opportunities for building entrances along street

4. Adequacy of interior layout

Just as impenetrable exterior building features can be an obstacle to use of street-level building floor area, the interior layout of such space can impact its viability for pedestrian uses. The first forty (40) feet of floor area along specified street frontages in the Pedestrian Activities District should be laid out to accommodate retail or other pedestrian oriented uses. An approximately comparable portion of floor areas along PAD encouragement areas should be designed and constructed

to accommodate the broadest possible variety of floor layouts, or be able to be modified at reasonable cost to accommodate future pedestrian oriented uses. Placement of exterior building features as in (b) above, as well as the placement of interior features such as columns, bearing walls, stairs, elevators, and mechanical systems should support the layout of pedestrian oriented uses rather than divide a space into areas which can be difficult to utilize effectively or with flexibility.

5. Continuity of street level uses

Continuity of pedestrian-oriented uses along designated street frontages is important to encourage pedestrian interest, movement and safety. Wherever possible, service entrances and vehicular entrances to parking lots, parking garages, drive-thru services, or other similar uses which interrupt the continuity of street-level uses should not be located along pedestrian oriented streets. Where such uses are unavoidable, extraordinary care should be taken to assure that the pedestrian environment remains both attractive and safe, and such interruptions should be kept to a minimum in both numbers and lengths. In such instances, the pedestrian should clearly have priority. Pedestrian paving patterns should continue across driveway entrances and should remain flush, with no steps or significant ramping introduced in order to accommodate vehicular access. Vehicular speeds should be kept to an absolute minimum. Lighting should assure both pedestrian comfort and safety.

C. Sidewalk Areas and Open Space

Standard: "The design of publicly accessible sidewalk areas and open space shall complement the general pattern of the Downtown pedestrian environment, conform with special City of Portland streetscape programs described in the Technical and Design Standards and Guidelines, and enhance the attractiveness, comfort, security, and usability of the pedestrian environment."

1. Sidewalk, crosswalk, and street paving materials

- Sidewalk: The design and construction of sidewalks and open space paving are important components of the pedestrian environment. Historically, the Downtown has been characterized by brick sidewalks and the City's general sidewalk maintenance and reconstruction program calls for brick sidewalks. Important factors which must be of concern in the installation and maintenance of brick sidewalks include the compatibility with adjoining or nearby paving surfaces, the appropriateness of the paving material in relation to proposed or existing buildings which are adjacent to the sidewalk, appropriateness during all seasons, and the character, durability, and ease of maintenance of the proposed material.

Prevalent problems found on many existing sidewalks are the uneven surfaces and excessive joints between bricks, both of which create hazardous walking conditions. These problems usually result from improper installation techniques or design including an inadequate base on which the brick is set or excessive spacing of pavers and inadequate maintenance (repointing). These issues can be addressed through careful design and installation of new surfaces, and a program of rehabilitation directed toward existing sidewalks.

Concern must also focus on Portland as a winter city, with frequent snow and ice conditions through an extended season each year. Maintenance of sidewalks becomes an imperative for assuring safe and comfortable pedestrian circulation throughout the Downtown. The use of brick as a surface material can result in a surface more slippery than alternative surfaces such as concrete pavers or poured concrete with a rough surface. Adequate sloping and drainage can aid in avoiding some problems. The use of concrete pavers in patterns and colors that replicate brick, and the combination of poured concrete and brick in attractive and practical paving patterns can also serve to address concerns over the potentially slippery nature of brick while retaining the historic character of brick sidewalks.

There is growing interest both in this country and in northern cities abroad in the use of heated sidewalks to maintain a clear and comfortable walking surface during colder months. The consideration of heating elements within the sidewalk construction is encouraged. The relation of such a system to underground utilities, the impact of such a system on the appearance of paving surfaces, the energy efficiency of providing and maintaining such a system relative to more conventional sidewalk maintenance, and the benefits such systems present in preserving street trees and other landscaping relative to other snow melting or snow clearing techniques should all be considered.

Open spaces such as parks and plazas offer special opportunities for creative and specialized paving patterns. The introduction of alternative patterns, colors and materials such as granite, brick, and concrete can create distinctive elements within these open spaces and are encouraged. Where such open spaces meet the public sidewalk, the specialized paving pattern should transition to the prevailing pattern of the public sidewalk so that sidewalk paving within the street right-of-way retains a consistent

unifying pattern along an entire street frontage and to assure that sidewalk paving forms a layer of commonality throughout an area. As a related issue, the design of publicly accessible open spaces should balance the provision of pedestrian paving surfaces with ample soft surfaces including landscaping and grass. Where pedestrian circulation will occur on such surfaces, these areas should be designed to prevent compaction and should be stabilized against erosion due to weather or use.

The provision of all sidewalks shall conform to the specifications and details contained within the City's *Technical and Design Standards and Guidelines*.

- Crosswalk: The design of street crosswalks which provide distinctive and clearly visible patterns on the walking surface offer both visual amenity and safety to the pedestrian. The use of painted crosswalks and thermally applied markings are techniques commonly endorsed by the City. In a few special instances, the City has permitted the installation of carefully designed crosswalks comprised of granite borders with a brick walking surface. While alternative crosswalk designs add amenity to the pedestrian environment and are encouraged under special situations or for special effect, the design and construction of any such special alternative must be carefully considered. Issues of durability, particularly as impacted by snow plowing, visibility, and ease of walking should be addressed. The provision of crosswalks across all City streets shall conform with the specifications and details contained within the City's *Technical and Design Standards and Guidelines*.

- Street: The design and construction of City streets shall conform to the specifications and details contained within the City's *Technical and Design Standards and Guidelines*. Where driveway surfaces on private property serve dual purpose as pedestrian circulation paths, the applicant or property owner is encouraged to explore creative alternative finish surfaces which provide greater pedestrian interest and amenity.

2. Landscaping, planters, irrigation, and tree guards and grates

- Landscaping: The use of landscaping, including overhead/canopy trees, ornamental trees, shrubs, ground cover, and flowers, is encouraged to enhance the character and livability of the Downtown. The use of plants with attractive flowers, colorful and changing foliage, distinctive bark, and prominent or unusual shape all serve to enrich the visual environment. The environmental benefits of providing shade, filtering noise, and cleansing the air are all vital properties of an attractive and healthy urban landscape.

- Compatibility: The coordinated use of landscaping serves as one method for providing distinctive character to different streets and areas of the Downtown. The selection of the primary plant materials (in particular the larger materials such as street and ornamental trees) and their location on a particular site, should be considered in coordination with public streetscape improvements which occur or are planned for the immediate area. Private improvements also should be compatible with other adjacent or nearby private improvements.

- Use and placement: The use of landscaping to provide visual interest, color, variety, and an ever changing and growing environment is an important element in support of an active pedestrian streetscape. The placement of street trees and planters within the public right-of-way should complement and enhance the pattern of similar features on adjacent and nearby properties and be consistent with planting programs established by the City. The use of landscaping also can be incorporated with or in place of fencing to screen or buffer otherwise objectionable or unsightly uses or building features such as building service areas, mechanical equipment, and surface parking lots.

- Plant selection: Consideration during the selection of all plant material should be given to the plant's tolerance to urban conditions which include poor drainage, litter and salt problems, vandalism and abuse, shade conditions, and disease and insects. Plant materials recommended for use within the Downtown are identified, along with appropriate sizes and installation specifications, within the *Technical and Design Standards of the City of Portland*. Where a developer or property owner wishes to deviate from this recommended plant list, such substitutions should be reviewed for approval by the City Arborist.

- Lighting: The illumination of plant materials can have a very pronounced impact on the character of the evening street environment. Whether providing accent lighting for individual specimen plant materials, general lighting for an area with distinctive plant materials, or illumination for special displays, celebrations or seasonal decoration, the added color and life provided by such lighting is encouraged. Wherever such illumination is proposed, care should be taken to assure that such lighting is complementary of existing City programs for street and sidewalk lighting, and that such proposed lighting enhances the pedestrian environment. Such special illumination, whether on private or public property, should generally be maintained by the owner of the proposed development, and the failure to maintain or a decision to remove such illumination should not result in an unattractive landscape.

- Planters, irrigation, and drainage: The manner in which landscaping is provided, watered, and drained is important to the viability and durability of the plant materials. In general, the larger the area in which plant material is located, the healthier it will be and the longer it will remain vigorous. Where individual tree wells are located along streets, the wells should be as large as possible to allow adequate water and air to the soil and root system. Where the dimensions of the sidewalk area permit, planting strips or portions of brick sidewalk set on sand should be considered to allow even greater area of permeable surface.

The provision of planters raised above the sidewalk surface provides plant material additional protection from compaction due to foot traffic, as well as providing some protection from salts and de-icers placed on icy sidewalks during the winter months. The introduction of such raised planters, particularly in situations where increased area of plant materials is viable, are encouraged. Care must be taken to assure that there is consistency in the style and character of planters provided within distinctive areas of the Downtown.

The adequate provision of a water source and method of drainage for planted areas is important to the continued viability of plant material. In areas such as small parks and plazas, the provision of an irrigation system is encouraged to assure adequate moisture. Such areas should also have drainage systems designed to prevent excess water accumulation or runoff onto pedestrian walk areas. Individual tree wells should be designed to allow adequate drainage, tying into curb line drainage systems wherever possible.

Specific planters, irrigation devices, and drainage methods recommended for use within the Downtown are identified within the *Technical and Design Standards of the City of Portland*. Where a developer or property owner wishes to deviate from these recommended specifications, such substitutions should be reviewed for approval by the City Arborist.

- Tree grates and guards: Generally throughout the Downtown, the provision of tree grates and guards are encouraged in order to assure adequate air and water access and to provide protection for trees located within pedestrian activity areas. In certain areas, where wide sidewalks exist and ample pedestrian circulation area is available, the use of granite pavers as a substitute for tree grates may be acceptable where such use

complements the character of the general area and is consistent with a City program for existing or proposed tree wells. Specific tree grates and guards recommended for use within the Downtown are identified, along with appropriate sizes and installation specifications, within the *Technical and Design Standards of the City of Portland*. Where a developer or property owner wishes to deviate from these recommended products, such substitutions should be reviewed for approval by the City Arborist.

- Maintenance: Continued maintenance of landscaping is an important ongoing effort vital to assuring the continued health of plant material and the continued effectiveness of landscaping as an attractive part of the pedestrian environment. A regular program of feeding, watering, pruning, damage repair, pest and weed control, and replacement of declining plant material should be established at the time of initial design and installation, and maintained thereafter.

3. Lighting

Downtown lighting by design should not only serve its functional purposes but also contribute to the attractiveness and aesthetic quality of the streetscape. Illumination of the sidewalks, storefronts and building facades improves the attractiveness and security of the downtown at night.

- Sidewalk lighting: Sidewalks should be amply lit with attractive and warm white light, using a combination of pole mounted, building mounted, soffit, and window lights. Care shall be taken to provide proper illumination levels, avoid glare from lighting sources, and avoid excess lighting spilling onto private property or skyward.

Frequent placement of lower wattage lights achieving a relatively uniform level of lighting is preferable to fewer brighter lights. The placement of lighting fixtures should be in relation to the scale of the pedestrian, downwardly directed, and shielded or reflected so as to avoid direct line of sight from pedestrians to the light source unless the light source is very low wattage and issues of glare do not exist.

- Building lighting: Lighting from store windows, entryways, marquis, canopies, awnings, soffits, and other integral building features is encouraged to integrate with and enhance sidewalk lighting.

- Building Facades: Prominent building facades should be lighted by carefully designed downwash systems of appropriate color and intensity. Generally only historic landmarks and civic buildings should be fully illuminated as well as buildings which substantially contribute to the character of the street and have sufficient ornamental detail to provide visual interest.

- Street Lighting: Street lighting shall comply with the *Technical and Design Standards and Guidelines*. Where street and sidewalk lighting are intended to be provided by the same luminaire, the guidelines presented herein are applicable as well.

- Luminaire: Lighting fixtures for both pedestrian and street lighting conditions should be selected for their visual interest as well as illumination qualities. The selection of lighting fixtures, or luminaries, represents an important decision in establishing a sense of identity and orientation within the pedestrian environment. Just as different areas within the Downtown vary in general activities, land uses, and architectural character which result in their own identities, selection of luminaries should contribute to the identity of those distinct areas within the Downtown. The selection of luminaries should provide an attractive addition to the streetscape in both daylight and evening hours.

Specifications for luminaries along sidewalks and within plazas adjoining sidewalks should conform to the luminaire standard designated in the *Technical and Design Standards and Guidelines*. A lighting program has been established for the following general areas within the Downtown:

- i. Old Port Generally;
- ii. Old Port Wharf Street;
- iii. Waterfront;
- iv. Congress Street;
- v. Gateway entrance routes to the Downtown; and
- vi. Other public streets.

Areas not designated, such as privately owned publicly accessible plazas and public open space, may select a different luminaire style which complements the standard for the area in the above schedule if the design of the space commands a special, unique, and equally distinctive luminaire feature. Consideration should be given, however, in the design of such spaces to coordination with the surrounding area by incorporating the standard luminaire.

- Special Lighting: The introduction of special lighting can provide an especially festive Downtown environment. Seasonal decorative lighting, most notably for the holiday season from Thanksgiving to New Year's Day, greatly contributes to the festive spirit by including decorative lights on buildings, in windows, and on trees and other landscape features. Such seasonal special lighting efforts are encouraged and should be coordinated with both City and privately-based community seasonal lighting programs wherever feasible.

In some additional circumstances, special lighting might be designed and installed either on a temporary or permanent basis as a decorative feature or object in and of itself. Other special lighting features might be proposed for illuminating sculpture, murals, fountains, extraordinary landscape features, or other such features. Special lighting such as these are encouraged, subject to careful design and installation consistent to the general guidelines for lighting described elsewhere in this section.

In all instances, selection of luminaries should consider durability and ease of replacement and maintenance. Desired lighting intensities should be achieved without glare, generally with downwardly directed luminaries, with design features and intensity levels which assure comfortable pedestrian line of sight to the luminaire.

D. Pedestrian Amenities

The character and comfort of pedestrian open spaces such as parks, plazas, and sidewalk areas is greatly affected by the quality, character, and quantity of amenities provided for the use of people who visit those spaces. Specific requirements and specifications for each of the following amenities (except where noted) can be found in the City's *Technical and Design Standards and Guidelines*.

1. Benches and other seating

Pedestrians enjoy opportunities for pausing and resting, watching other people and activities, and eating lunch. Regular and frequent placement of benches or other seating along heavily used pedestrian routes is encouraged to accommodate these activities and thereby make the street environment more comfortable and inviting. Placement of seating should not interrupt or obstruct pedestrian circulation, and should assure maintenance and appropriate use. A variety of seating elements are encouraged, including benches, planter and retaining walls, steps or broad stairways, and individual fixed or moveable seats.

Within publicly accessible open space, adequate seating is a critical element which affects the use and success of that space. A general rule of thumb for the provision of seating applicable to a typical Downtown plaza is to provide one linear foot of seating for each thirty (30) square feet of open space. A balanced combination of seating types is usually encouraged.

2. Bus shelters and bus stops

The provision of clearly designated bus stops and comfortable amenities serving bus patrons are important elements of a successful public transit system. For development and public improvements along designated bus routes, the placement of standard bus shelters or the incorporation of sheltered waiting areas along building frontages is encouraged. The placement of shelters should not obstruct pedestrian circulation. Wherever feasible, shelters should provide a heated waiting area. All bus stops and shelters should be adequately illuminated and provide adequate seating, signage, and schedule/route information. Their design should complement the character of surrounding buildings and of the sidewalk or open space in which they are located.

3. Trash receptacles, mailboxes, newspaper boxes, public telephones

The provision of these traditional elements of the pedestrian environment serve very important needs and are encouraged. Their placement should avoid a visual appearance of clutter, should not obstruct pedestrian circulation, and should effectively support pedestrian activity. Their design should complement the character of surrounding buildings and of the sidewalk or open space in which they are located.

4. Directional and informational signage

In order to assure the greatest possible use of the Downtown by pedestrians, it is important that adequate orientation be provided. Carefully designed and sensitively sited directional and informational signage can enhance the accessibility of different districts, cultural facilities, special amenities or activities, and historic resources found within the Downtown. All such signage should be consistent with guidelines for signage established within this document, with signage requirements of the City Land Use Code, and with other applicable City signage programs.

5. Kiosks, fountains, and other special features

The introduction of informational kiosks and special features such as water fountains can provide informational amenity, excitement, or variety in the pedestrian environment and are encouraged. The location of such features should not obstruct pedestrian circulation and should complement the character of surrounding buildings and open space.

6. Artwork

The provision of artwork in publicly visible locations on private property, along pedestrian paths and sidewalks, and within publicly accessible open space is encouraged. The provision of artwork adds visual interest, a sense of creativity; and elements of discovery and surprise that greatly enhance the pedestrian experience. The provision of art also provides visible support to the local arts community. Artwork may be of a temporary or changing nature or permanent. The location of artwork should not obstruct pedestrian circulation nor interfere with normal Downtown maintenance efforts. The provision of artwork should be coordinated with applicable Public Arts programs.

7. Walls and fences

The use of walls and fences in the Downtown should enhance, rather than detract from, the character of the pedestrian environment. Ornamental fencing and creatively designed walls can add visual amenity while fulfilling often utilitarian functions. Such features should be kept as low as possible and integrated wherever adequate space allows with plant materials or other pedestrian amenity. Where the purpose is to screen views, care should be taken to retain pedestrian interest and not create, in effect, blank facades as discouraged elsewhere in this document. Exposed chain link fencing and fencing which suggests a rustic or rural setting are discouraged. Such features should complement the character of surrounding buildings and open space.

E. Sidewalk Vendors and Sidewalk Cafes

The character and sense of liveliness of the pedestrian environment along sidewalks and within public open spaces can be greatly enriched by a diversity of activities. In addition to encouraging the use of street-level building frontages for retail and other pedestrian-oriented uses, an opportunity exists for activities which spill into the public right-of-way or which occur outside of buildings on private property immediately adjacent to pedestrian areas.

The provision of opportunities for a diversity of sidewalk vendors offering perishable wares such as food or flowers is encouraged. Such vendors should not obstruct pedestrian circulation, therefore the design of pedestrian paths and publicly accessible open space should assure that there are ample opportunities for the location of sidewalk vendors. The creative design and continual upkeep of vending carts and adequate maintenance of surrounding areas are encouraged. Such features are subject to City licensing provisions.

The establishment of outdoor sidewalk cafes is encouraged. The design, location, and construction or installation of such features must be carefully considered to assure that the proposed café does not obstruct pedestrian circulation, is appropriate in character with the surrounding buildings and open space, is comprised of durable and attractive materials, and is consistent with any related City streetscape programs.

F. Urban Open Space

The design of publicly accessible open space is extremely important to the future desirability and use of that space. Variety in the size and character of Downtown open space offers opportunities for varying activities and uses, and accommodates differing preferences and needs of the Downtown population. Opportunities should be created wherever possible for varied activities ranging from sitting quietly reading a book to joining together with large numbers of people engaged in or observing some performance.

Publicly-accessible parks, plazas, and other open space should be readily accessible from both sidewalks and surrounding buildings to assure maximum pedestrian circulation. Further, open space should be so located and designed to readily allow views from the sidewalk, street, and surrounding buildings into the open space as well as outward views from within the space. Such viewing should not create the impression of being under a spotlight, but rather should be adequate to allow casual people watching, create visual interest, and maintain a sense of personal safety.

The provision of varied, high quality, creatively designed, and comfortable pedestrian amenities including seating, lighting, artwork, trash receptacles, and more as described elsewhere must be carefully considered and be compatible with the overall program of amenities both within the open space and along adjoining streets. Solar access, wind protection, and landscaping should combine to enhance pedestrian comfort and provide a variety of sunny and shaded areas.

II. RELATIONSHIP TO EXISTING DEVELOPMENT

The physical development of the Downtown has been incremental over the last century. For much of this period, a fairly limited palette of available building technology and materials combined with a generally consistent approach to architectural character and building form. This has resulted in an existing building fabric noteworthy for its comfortable and consistent scale and compatibility of building materials. A closer look at buildings throughout the Downtown supports this consistency of general character while also revealing an extremely rich diversity in architectural styles and detailing which collectively provide a rich visual experience and a sense of the evolving history of the City. Where markedly different buildings deviated from the prevalent character, those that remain today tend to be noteworthy public buildings such as the Customs House and City Hall, or buildings that introduced a new era of design such as the Fidelity Trust Company Building.

Any development within this context, whether an infill or an individual building lot at mid-block or the redevelopment of an entire vacant block, should look to the character and prevailing pattern of development as an important frame of reference for new construction or substantial alteration.

In recognition of the intimate, pedestrian scale of the Downtown area, a premise of these guidelines is that large buildings (either exceptionally tall or massive) should be built differently in a small-scaled city than they might be built in a City of larger size or different character. Care must be taken to assure that new buildings be so composed and sited to reinforce and respect the scale and composition of existing building fabric while striving to meet the evolving functional needs and aesthetic interests of contemporary society. Care must also be taken to encourage diversity, an essential quality in creating an interesting and lively Downtown.

A. Integrate with, respect and enhance:

Standard: "Proposed development shall respect, enhance, and be integrated with the existing character of the general pattern of development in the Downtown, surrounding building environment and streetscape."

The development of new buildings, building additions, and other improvements such as publicly accessible open space should be responsive to the character of existing buildings and open space, achieving a creative integration of past, present and future building design and construction. Throughout this discussion, it is important not only to respect and integrate with the existing fabric of the City, but also to enhance that fabric. Where existing structures are of high quality and in themselves positive examples of the concerns identified in these guidelines, they provide an important reference for nearby new construction. Where existing buildings are not responsive to the concerns described herein, proposals for new construction in their vicinity have the opportunity to creatively enhance that portion of the Downtown. Factors to be considered in meeting this standard include:

1. Street walls and building setbacks

Downtown Portland is characterized by a very consistent pattern of buildings located at the street line that provide very clear definition and character to the street. The street is the counterpoint to the built environment, and can be perceived as rooms and corridors in the fabric of the City. Buildings give spatial definition to the street, and the street provides relief in the form of light, air, and a viewing vantage for the buildings. A continuous street wall gives emphasis and meaning to open plazas and squares. Street walls assisting reinforcing the unique and irregular street pattern, maintaining the density of the urban fabric, and through contrast, enhancing the significance of open spaces. The most obvious examples are Congress and Exchange Streets, where very little variation in street wall occurs.

Along the Downtown's principle streets, it is particularly important to maintain this continuity by assuring that new development maintains the street wall condition by building to the street line. Subsection 2 of this Section II provides for some flexibility in this regard for special situations.

2. Open Space

The Downtown open space network is comprised of a variety of publicly-accessible parks and plazas, and the many public sidewalks and private interior corridors and arcades which tie these open spaces together.

The design of buildings adjacent to these various types of open space should strive to complement and reinforce the vitality of these areas for pedestrian activity. At the ground level, frequent points of access into the open space, pedestrian-oriented uses, and ample visibility between interior and exterior enhances and supports the viability of the open space. At upper stories, the generous provision of window area supports the security of the open space through increased supervision and visibility, while also providing substantial visual amenity for those surrounding buildings.

The massing of new buildings or building additions around open space should provide a sense of definition and enclosure to the open space, while not overwhelming the space either in scale or in impact on solar access or comfort within the park. The character of the exterior facades of buildings developed adjacent to open space should be of significant interest and detail to enhance the experience of park users. Unarticulated, blank facades are discouraged.

Proposals for the introduction of additional open space should look to the prevailing pattern of open space as it relates to building form and density throughout the Downtown. For example, Congress Street is characterized by a very consistent building wall established along the street, punctuated at only a limited number of locations by setbacks which provide for publicly accessible open space (i.e. City Hall and Maine Savings Plaza). Any proposal to introduce additional open space along Congress Street should consider any detrimental visual or pedestrian use impacts a break in the street wall might have, and should assure an enhanced pedestrian environment and not duplicate or detract from existing open space. Each street environment should be similarly considered as the placement of open space relative to each individual street or sub-area differs from one street or area to the next.

Other open spaces in the Downtown have occurred at points where significant changes in the street pattern occur (or once occurred). Congress Square, Monument Square, and Boothby Square each are at a point where the streets bend or streets merge or intersect at abrupt angles. Opportunities for future open space may present themselves at other similar kinds of locations Downtown.

3. Building form, scale and massing

Portland is a small-scaled city. Yet as a dynamic and growing City, the Downtown needs to accommodate a variety of changing uses and building tenants have requirements for interior floor areas that exceed, sometimes considerably, the prevailing supply of existing or available space. In some cases, tenants have outgrown their current space. In other instances, new tenants or new uses require larger space. If such needs are to be accommodated within the Downtown, larger buildings must be integrated into the fabric of the Downtown.

- Structure of the City: The character of the built environment results from incremental growth, development and redevelopment over an extended period of time. This incremental growth accommodated individual buildings of relatively small and discreet interior space demands while responding to the Downtown's changing topography by stepping buildings and entrances along sloping streets. The resulting pattern of building form and massing along the street is characterized by multiple, relatively narrow and discreet building facades.

Continued development Downtown should recognize and reinforce this character and pattern. The design of infill buildings as well as the design of larger buildings should provide a massing which is visually broken into both horizontal and vertical elements that reflect the scale and massing of buildings within the surrounding context.

The prevailing pattern of streets running parallel and perpendicular to the waterfront is expressed in relatively short blocks, reasonable walking distances between blocks, and frequent opportunities to turn corners or move from one street to parallel streets. This street and block pattern reinforces the preceding discussion of the historical development of the Downtown involving multiple buildings with relatively small footprints and relatively narrow building facades. Even blocks where larger buildings have been created, such as the 500 block of Congress Street, frequent opportunities exist to pass through the interiors of street-level businesses to reach paralleling streets. This important aspect of the structure of the Downtown is important to the liveliness and accessibility of retail businesses and cultural amenities.

The development of redevelopment of larger sites, and the potential assembly of more than one block or parcel through the discontinuance of intervening streets, should carefully consider this characteristic pattern of pedestrian circulation. Such development is encouraged to reinforce this pattern of pedestrian circulation by development of relatively small building footprints or by incorporating regular opportunities for building access and through-block connections.

- Skyline of the City: Building height and form contribute to a sense of order and image of the Downtown. Historically, the skyline was characterized by a regular pattern of commercial and residential structures punctuated by landmark structures such as church steeples or the cupolas and towers of prominent civic buildings. Over time, larger commercial buildings were constructed initially at the lower elevations of the waterfront and then more prominently throughout the Downtown. Most recently, the development of office buildings reaching a somewhat uniform maximum height of between 125 and 150 feet is creating a skyline dominated not by individually distinguishable landmark structures but progressively by less individually distinctive, box-like background buildings. At the same time, because of the scale of these office structures, previous visual landmarks are becoming less visible on the skyline. Collectively, the resulting skyline toward which the current pattern leads will diminish a sense of order and orientation presented on the Downtown skyline.

The pattern of building heights established through the zoning ordinance is intended to reinforce the changing topography of the peninsula, recognize the characteristic scale of historic areas and residential neighborhoods, and provide a clear sense of visual orientation with the tallest buildings along the central high spine of the peninsula. Moreover, tall buildings within the Downtown, those which exceed the prevailing height of the most recent office construction, are encouraged once again to provide distinctive elements on the skyline, to reinforce opportunities for establishing points of reference for visual orientation, and to create a more interesting and distinguishable city skyline.

- Massing: The overall volumetric relationships, or massing, of major architectural elements contributes to the building's overall appearance and sense of scale. Buildings, particularly larger buildings, should be designed to lessen the appearance of excessive bulk in order to maintain a scale and pattern comfortable to the pedestrian and to integrate with the prevailing pattern of existing buildings throughout the Downtown. While encouraging original design responses and distinguished architecture, the appearance and visual impact of a building's mass and bulk can be diminished in a variety of ways, such as the following:

- i. varying the planes of exterior walls through setbacks, recesses, or changes in direction;
- ii. varying building height so that the upper portions of larger buildings appear divided into distinct massing elements;
and

- iii. articulating different components of a building, such as the overall building composition (base, middle, and top), the arrangement of façade elements and openings, and the choice and variation of building façade materials.

Generally, dimensional requirements of the Zoning Ordinance stipulate setbacks to prevent taller structures from overwhelming the pedestrian scale of the street-level environment and to prevent canyon-like impressions at the street edge. Location and massing of larger and taller structures within the central portions of a building lot make for a graduated transition from street wall to tower, and from the modest scale of existing buildings to the larger scale of such new buildings.

These techniques also can be used to relate the scale and massing of proposed buildings to existing buildings. The perception of scale from the pedestrian level is of primary interest. Further, the use of compatibly scaled building elements can establish relationships between new and existing buildings while allowing considerable latitude for distinctive and creative architectural design solutions. Where the prevailing context is dominated or distinguished by prominent horizontal building elements, the incorporation of significant horizontal elements such as window treatment, belt coursing, cornices and building setbacks can demonstrate a sensitivity to the surrounding context.

4. Building façade proportion and composition

The design of new buildings, in particular the proportion and composition of the building's façade, should be responsive to the architectural context of buildings that surround the particular development site. These two aspects of a building's design relate closely to the manner in which scale and massing are perceived. A respectful integration of contemporary design within the existing context is encouraged and should complement, reinforce, and enhance the prevailing patterns and proportions of adjacent buildings without requiring imitation or repetition.

- Composition: The composition of a proposed building façade, that is the organization of its parts, should be carefully considered. Traditionally throughout the Downtown, buildings have been designed and constructed with a clearly identifiable three-part composition including a base, middle, and top. The base provides a portion of the building with a scale and level of ornamentation and articulation that is related directly to the pedestrian. The middle portion of the building generally provides a pattern of fenestration and detail that lends a sense of rhythm and scale to a building both horizontally and vertically. The top portion of the façade typically receives special treatment that terminates the building in an ornamental or distinctive manner.

Further, buildings Downtown frequently have a horizontal composition characterized by regular window openings set within distinctive bay spacings (often incorporating such elements as piers or pilasters). In some cases, the end bays of larger buildings are distinguishable from interior bays through additional ornamentation or a change in window pattern or some other feature expressed along the building's façade.

It is important that these different overall components of a façade relate to one another on each building to assure an integrated composition. It is equally important that these elements respect corresponding elements of adjacent buildings to assure that abrupt differences do not overwhelm existing buildings but rather reinforce prevailing patterns. In the design of larger buildings, it is particularly important to examine opportunities to compose the building both horizontally and vertically, respecting the character of buildings nearby through a contextually sensitive design while creating an interesting and creative individual building.

- Proportion: The proportion of building facades including the overall relationship between height and width of the complete façade and of components of the façade are related aspects of building composition and significant in assuring a contextual design response. Dramatic changes in proportion from one building to the next or in the character or proportion of façade elements along a given street often result in an inconsistent or ambiguous street character. The design of new buildings and substantial façade rehabilitations should strive to respect the character of building and façade proportions of surrounding development. Departure from prevailing patterns should be carefully considered to assure that the order and cohesiveness of a given street environment is not disrupted. The careful integration of the building into its surroundings, whether very similar or where creatively related but dissimilar, help to form "layers of commonality" which provide distinctiveness to different areas of the Downtown.

5. Pedestrian circulation and building entrances

There are strong patterns of pedestrian circulation and frequent building entrances that characterize the Downtown. The Downtown Open Space Plan identifies primary pedestrian circulation paths. Proposed development throughout the Downtown, and especially along these routes, should maintain and enhance these areas. Frequent building entrances, which have resulted in part from incremental development over time, are characteristic of the Downtown and support an active pedestrian environment. Proposed development should reinforce this pattern of providing frequent building access.

Section I, Relationship to Pedestrian Environment, provides further discussion.

6. Parking garages and surface lots

The provision of parking within the Downtown for the foreseeable future will be a continuing component of new development. It is important that the placement and design of new parking garages and surface parking lots be compatible with and enhances the character of the pedestrian environment Downtown while providing as well for the functional needs of such utilitarian facilities.

While it is of significant benefit to have parking, particularly turnover parking, in close proximity to retail storefronts and cultural activities parking areas should not create significant breaks in the continuity of businesses and activities which support pedestrian circulation and interest. Wherever feasible, priority should be given to maintaining pedestrian uses along street frontages and placement of parking should be shifted away from those street frontages and placed at the interior of sites and at upper stories in parking garages. Similarly, parking should be discouraged along the frontage of publicly accessible open space where pedestrian uses are important to the function of that open space.

- Parking Garages: Where parking garages are located along streets with significant pedestrian activity, the street-level uses of such parking facilities should be dedicated to pedestrian-oriented uses wherever feasible. Where initial conditions preclude the establishment of pedestrian-oriented uses along the street, parking garages should be designed and constructed so as to readily accommodate conversion to such ground floor uses at a later date. In addition, parking garages often have frontages or provide access from more than one street. In such situations, every effort is encouraged to incorporate through-block pedestrian connections which are clearly designated and which allow convenient pedestrian circulation along paths separate and distinct from vehicle travel lanes.

The design of parking garage facades should attempt to create a positive aesthetic solution that supports the interest of pedestrians nearby. While it may not be necessary to go to the extreme of masquerading the garage façade as some other type of use, the façade should fit comfortably with the other guidelines described throughout this document. Thoughtful detailing and screening of direct line of sight to vehicles and lighting contained within the garage is important, as well as providing additional landscaping or other site amenities at the facility's edges near public sidewalks.

- Surface parking lots: In general, surface parking areas within the dense Downtown setting are discouraged except on a temporary or interim basis. Where such facilities are proposed, care should be taken to assure that the character of these surface areas are attractive to the pedestrian walking nearby. The provision of adequate landscaping and/or ornamental fencing to help screen one's view of large areas of vehicular parking, the provision of appropriate lighting for pedestrian safety and comfort adjacent to such facilities, and the introduction of artwork or other pedestrian amenities along the pedestrian path can make such a facility more attractive.

Vehicular access such as driveway entrances or curb cuts to parking facilities should balance the needs for vehicular convenience with the priority for maintaining a safe and attractive pedestrian environment. The placement of such access should strive not to disrupt the continuity of pedestrian circulation. The design of these areas should give a clear indication to drivers that they are crossing a pedestrian area and that the pedestrian has the right-of-way. Pedestrian sidewalk materials should not be interrupted to accommodate an asphalt driveway, but rather the pattern of pedestrian paving material might change only to the degree that a clear indication is made to both driver and pedestrian that vehicles are present.

For example, where sidewalks are brick, the driveway entrance might be characterized by the placement of brick in a soldier coursing pattern or in some substantially distinctive brick pattern than is clearly part of the pedestrian sidewalk, but also recognizable as a vehicular path. Just as the sidewalk surface should not be interrupted to accommodate a driveway entrance, nor should sidewalk tilt-downs be the preferred solution to allowing smooth pedestrian circulation, but wherever possible the vehicular surface should be raised to meet the sidewalk. All such details must comply with the *Technical and Design Standards and Guidelines*.

- Signage: Adequate signage to attract and direct the motorist must be so designed, constructed and located so as not to overwhelm the pedestrian environment nor obstruct pedestrian vision or circulation. The design of signage for parking available to the general public should be consistent with a Downtown-wide program of signage for parking described in the *Technical and Design Standards and Guidelines*.

- Shared use: The design and management of Downtown parking facilities should consider opportunities for shared-use. Parking facilities are encouraged to consider extended use including day-time parking for office, retail, and cultural needs and “after-hours” (evening, weekend, and overnight) parking supporting retail, cultural and residential parking needs. Participation in the City’s clearinghouse program for residential parking is encouraged as well. Participation in a shared-use policy suggests a few issues that should be considered in the design and layout of parking facilities. In developing pedestrian and vehicular access patterns serving the parking facility, the presence of nearby residential units and adequate accessibility become important. The placement and design of street-level retail or other pedestrian-oriented uses should consider off-hour activities as well. Lighting and signage which support extended hours of use and possibly different pedestrian circulation patterns should be considered.

7. Areas within the downtown

Within distinctive areas of the Downtown, dissimilar buildings or greatly varying architectural designs can be linked by common elements that recur at regular intervals. Similarity of such things as paving materials, lighting standards, and exterior building materials or distinctive building features form layers of commonality that help to establish the identity of a particular area. Multiple layers within an area provide a richer and more identifiable character. When a new building is constructed without regard to existing layers within an area, the sense of identity of the area is lessened.

Areas within the Downtown which exhibit to some significant degree these layers of commonality include the Old Port Exchange, Commercial Street, Congress Street, and the area surrounding Lincoln Park identifiable as the Civic area. Development within each of these areas should enhance and reinforce those common features.

B. Standards for increasing setback beyond street build-to-line:

There are special exceptions to the predominant street wall condition described in the preceding guideline. The most notable of these are the public open spaces that have been created along the length of Congress Street. Congress Square Plaza, Maine Savings Plaza, and the City Hall Plaza are clearly exceptions to the pattern where public open space created in the heart of the Downtown provide welcome stops along an otherwise consistent street frontage. Monument Square and Longfellow Square represent other special and unusual situations where a change in the street grid or pattern have created opportunities for publicly accessible open space that reinforce prevailing street walls.

In order for proposed exceptions to this pattern of predominant street wall to be acceptable, the applicant must demonstrate to the Planning Board that the introduction of additional setbacks at the street level satisfies the following:

1. Open space and amenity

Provide substantial and viable publicly accessible open space or other amenity at the street level that supports and reinforces pedestrian activity and interest (such amenities might include plazas, outdoor eating spaces and cafes, or similar public amenity);

2. Prevailing character and continuity

Does not substantially detract from the prevailing street wall character by introducing such additional setback at critical building locations such as prominent form-defining corners, nor create a sense of discontinuity in particularly consistent or continuous settings;

3. Support for existing open space

Does not detract from existing publicly accessible open space by creating an excessive amount of open space in one area or by diminishing the viability or liveliness of that existing open space; and

4. Quality and orientation

The area of setback is of superior quality and character of design and of acceptable orientation to solar access and wind impact as to be attractive to pedestrian activity.

In addition to meeting the above exception criteria, such an additional setback may be appropriate where such setback provides a special setting for prominent civic buildings.

III. ROOF-TOP APPURTENANCES

Standard: "All mechanical equipment, ventilating and air conditioning and other building systems, elevators, stairways, radio or television masts or equipment, or other roof top elements not intended for human occupancy shall be fully enclosed in a manner consistent with the character, shape and materials of the principal building."

The character of the skyline of the Downtown is defined in part by the character and profile of the tops of buildings. Evolutionary in nature, this skyline is rich with a diversity of steeples, towers and ornamental parapets that have been constructed as integral architectural components of individual buildings. At issue here are the various roof-top appurtenances such as mechanical, ventilating, or air conditioning systems, or

television or radio masts or equipment which have been located atop both recent and historic structures typically in order to provide contemporary conveniences or accommodate up-dated systems to those structures. Many of these appurtenances are seen as intrusions on the skyline where no attempt has been made to make an otherwise foreign and visually incongruous element fit comfortably within the architectural composition of individual buildings.

In addition, as building heights in part of the Downtown are increased, substantial numbers of Downtown employees and visitors will be experiencing views of the Downtown from upper stories of buildings. Such views, in a relatively small and pedestrian-scaled City, typically include a considerable number of rooftops and are impacted by the character and clutter of such rooftop appurtenances.

Wherever feasible, rooftop appurtenances should be located and designed so to appear as an integral part of the architectural character of the building on which they are located. The exterior appearance of these features should incorporate a scale, shape and choice of materials that is consistent with the principle building. In many cases, the simple placement of such features can go a long way toward making them indiscernible from pedestrian vantage points. The use of exaggerated parapet walls or architectural ornamentation can serve a similar function. Enclosing such features within a skin of materials which complement other materials on the building can help to integrate the feature with the rest of the building.

IV. SHADOW IMPACT ON OPEN SPACE

Standard: "The location, massing and orientation of portions of buildings in excess of sixty-five (65) feet in height shall be such that substantial shadow impacts on public plazas, parks, and other publicly accessible open space are avoided."

In a City with an extended period of cool autumn and spring seasons and a cold winter season, the availability of direct sunlight to areas of pedestrian activity plays an extremely important role in extending the use of those pedestrian areas. Frequently during these seasons, the availability of the sun's warmth makes sitting or standing within a park or plaza quite tolerable and often inviting whereas a shaded portion of the same park may be uncomfortable.

Of permanent and continuous impact on the availability of direct sunlight within an open space is the shadowing caused by the placement particularly of tall and massive structures immediately adjacent to publicly accessible open space. Even relatively short structures adjacent to a pedestrian open space can have a significant shadowing impact during the colder months when the sun is relatively low in the sky. In an effort to balance the needs for development opportunity, the importance of enclosing and defining open space with the building fabric adjacent to that open space, and the importance of maintaining sunlight in a given open space, substantial shadow impacts created by new construction or building additions which exceed 65 feet in height should be avoided.

Placing building height and mass at the center of sites or generally away from any such open space is encouraged.

Factors which should be considered and carefully evaluated in determining whether a shadow impact is substantial include:

1. the amount of area of publicly-accessible open space that is shadowed;
2. the time and duration of the shadow impact within the open space; and
3. the importance of sunlight to the utility of the type of open space being shadowed.

As a general reference, new development should not increase the area in shadow by more than 10 percent during the period from March 21 to September 21 during the critical hours of use for the following open spaces:

Longfellow Square	9 am to 3 pm	Congress Square	10 am to 3 pm
Monument Square	10 am to 3 pm	Lincoln Park	10 am to 2 pm
Lobsterman Plaza	9 am to 2 pm	City Hall Plaza	10 am to 2 pm
Tommy's Park	10 am to 2 pm	Post Office Park	10 am to 2 pm

A particularly important and somewhat unique condition can be found on certain streets within the Downtown. Key pedestrian streets that run the length of the peninsula, such as Congress Street, enjoy direct sunlight on sidewalks along the northern side of the street for much of their length during the mid-day hours of heaviest pedestrian activity. Design and massing of new development along these streets should strive wherever feasible to minimize any shadow impacts on these sidewalks particularly during the mid-day hours.

V. WIND IMPACTS

Standard: "The location, massing, orientation and architectural design of a new building or a building addition shall be such that no significant adverse wind impacts are created."

Portland is a coastal city with gusty wind patterns and winds coming primarily from the northwest (winter), west, and southwest (summer). The average wind speed at pedestrian level is approximately 4.5 miles per hour.

The location, massing, height, and design of buildings and the placement of site features can all have a dramatic effect on the comfort level of pedestrian space as it is impacted by wind. In general, the taller the building, the stronger the wind potential is at the building's base. Monolithic buildings, those that do not change shape with height, almost invariably will be windy at their base when they are significantly taller than most of the surrounding buildings. When there are a lot of buildings of similar height in an area, the buildings tend to shelter one another.

The introduction of building setbacks, and pronounced architectural features such as projecting cornices, awnings and canopies, or other elements which give a three-dimensional relief to a structure all tend to help mitigate the potential impact of increased winds. The placement of site features such as walls, berms, and landscaping similarly can help to mitigate the wind impact by reducing speed or creating sheltered areas that might be most appropriate as seating or standing areas.

Consideration of wind impact as relating to new construction should have as its objective the establishment and maintenance of a comfortable pedestrian environment. Comfort levels for pedestrian use are related to wind speed, reflect the type of pedestrian activity that might be acceptable, and can be categorized (Melbourne's Criteria) as:

1. unacceptable and dangerous
2. uncomfortable for walking
3. acceptable for walking
4. acceptable for short periods of standing or sitting
5. acceptable for long periods of standing or sitting

In evaluating whether adverse wind impacts are created, the following factors should be considered:

1. Pre-development and projected post-development wind speeds and their impact on pedestrian movement; and
2. Impact of projected wind speed on the use of and comfort within existing and proposed pedestrian seating areas and other adverse impacts on the surrounding area.

VI. SETBACK FROM EXISTING STRUCTURES

Standard: "The location and design of proposed structures shall not create a detrimental impact on the structural integrity or safety of adjacent structures or the safety of occupants thereof."

In general, the Downtown zoning ordinance does not require specific minimum setbacks from existing structures. The intention is to recognize that this is the most intensive urban environment where buildings sharing party wall conditions and property lines represent a positive and traditional development pattern encouraging a dense and vital urban fabric.

It is important, however, to assure that the location or design of proposed structures does not create a detrimental impact on either the structural integrity of adjacent existing structures or on the safety of occupants within those adjacent structures. The following examples are illustrative of the possible situations where the location and design of proposed structures might result in such a detrimental impact and which should be avoided.

1. The design of a proposed structure should not create a situation where resulting snow loading might occur on an adjacent structure that would threaten the structural stability of that structure. Alternative approaches to the design and location of the proposed structure might avoid such a snow-loading condition by introducing a setback or step-back from the existing structure or by modifying the design of the proposed structure to avoid a snow-loading condition. With agreement from all parties concerned, another alternative could involve the structural reinforcement of the existing structure or some design modification to the existing structure that would mitigate any potential problem.
2. The design or placement of a proposed structure should not render floor area in an existing adjacent structure unsafe by virtue of eliminating or obstructing means of egress which is required under fire or life safety codes. Alternative approaches for such possible situations might include the creation of suitable alternative means of egress for the existing structure either within or adjacent to the new structure or, with agreement of all parties concerned, on the premises of the existing structure.

It is important to assure that developers of new structures Downtown and owners of existing structures understand that buildings constructed at the property line are susceptible to development on adjacent properties without a minimum yard requirement or setback. New structures should be so designed and constructed wherever feasible so as not to burden adjacent properties with conditions where any such subsequent development would be restricted due to potential structural or safety problems.

VII. BUILDING TOPS

Standard: "Buildings or structures which exceed one hundred fifty (150) feet in height shall be designed so as to provide a distinctive top to the building which visually conveys a sense of interest and vertical termination to the building."

Historically, Portland has been a relatively small-scaled City with a fairly consistent pattern of building height punctuated by landmark structures such as church steeples, turrets or slender towers which provided visual interest and a sense of orientation. Over the last several decades, the character of recent development has been such that the pattern has evolved into a fairly consistent building height of approximately 125 to 150 feet in height, with fairly consistent and box-like building profiles becoming the norm. With the introduction of opportunities for significant increases in building height, there is an opportunity once again to provide a distinctive and exciting skyline composed of lower "background" buildings punctuated by taller landmark structures.

For taller buildings, those that exceed 150 feet in height, the design of the building top should visually convey a sense of slenderness and vertical termination while creating visual interest on the skyline. The introduction of sloped, conical, stepping, or otherwise distinctive and ornamental tops can generally make squat buildings seem more slender, provide a distinctive skyline to the City, and emphasize the height of landmark structures.

VIII. VIEW CORRIDORS, VISUAL LANDMARKS, AND GATEWAYS

A. View Corridors

Standard: “The placement and massing of proposed development shall not substantially obstruct public views to landmarks and natural features from those locations identified on the View Corridor Protection Plan.”

View corridors play a large role in determining the visual character of the City by revealing destinations and assisting pedestrians and motorists to orient themselves to the layout of streets and to the Downtown. Distant views provide visual and psychological connections to the world surrounding the City. Views may also make connections to the past by juxtaposing the old and the new. Portland’s relationship to the water is an important part of its unique character and identity. Key views to the harbor, Back Cove, and landmark buildings are a community resource to be preserved and protected. They create the sense of place that defines Downtown Portland as well as providing orientation to the public moving about Downtown.

The View Corridor Protection Plan identifies significant view corridors in the Downtown. The Plan also identifies the portions of those view corridors from which views along the corridor are important. Generally, the width of the view corridor is established by the width of the particular public right-of-way that is the principal component of the corridor, and the focus of the view is identified. Because of the substantial variation in topography on the peninsula, some level of development may be acceptable within the right-of-way width that does not effectively obstruct views from higher elevations.

With the pre-development view as a basis for reference, the placement and massing of new structure or other development along or within the designated view corridors should not substantially obstruct views to the water or landmark. To accommodate these view corridors, development on individual parcels may need to step taller portions of structures back out of the view corridor or so plan the layout of a development proposal so to site structures on other portions of a site. In some situations, low buildings could be constructed which would not block the particular view corridor. In other cases, parking or site amenities such as open space might be so placed to relate to the view corridor.

B. Visual Landmarks

Landmark buildings in Downtown Portland help give the Downtown a sense of identity and history, and are important elements for providing orientation to both pedestrian and motor vehicle. The most recognizable landmarks, important symbols of the City and its institutions, are:

- Portland City Hall
- Custom House
- Cathedral of the Immaculate Conception
- Munjoy Hill Observatory
- First Parish Church

The spirit of this policy could be extended to a variety of other important buildings in the peninsula area. Elements such as church spires, towers on schools and fire stations, and unique architectural roof features should be respected and viewed against the sky.

Presently, the distinctive profile of each of the five identified landmarks can be seen against the sky from important streets and squares. This quality contributes to their visual prominence. Typically, they are surrounded by structures of similar or lower height, so they seem an integral part of the areas in which they are located. When landmark buildings are dwarfed by structures of considerably larger scale, they appear as remnants of some bygone era. Development adjacent to these visual landmark structures is encouraged to be considerable of their importance and should assure wherever feasible that the landmarks be read against the sky from important streets and view corridors, and that they be surrounded by structures of similar scale.

To accommodate the protection of views to these landmark structures, it may be encouraged on individual sites to limit building heights or reconfigure building massing through setbacks or stepbacks to ensure that landmark structures can be seen and are not overwhelmed.

C. Gateways

Downtown Portland today has a diverse set of gateway entrances characterized by water, air, and land approaches. The 1983 **Gateways to Portland** study provided an overview of the opportunities presented by gateways in general, including:

- a. Create a newcomer's *first impression* of the city;
- b. Provide a clear *orientation and guiding symbol*;
- c. Opportunity as a *pass-by-route* (such as I-295) where the passing view of Portland may be one's only impression of the City;
- d. Provide unique areas for residents and commuters to observe and relate to their city, *broadening an understanding of their city*.
- e. Provide pleasure of experiencing an attractive and more livable urban environment.

f. Image and potential *economic impact*.

The following list identifies existing significant Gateways:

I-295: From the Portland Jetport to Tukey's Bridge, I-295 offers a succession of dramatic and changing panorama views of the Downtown as one passes by the Downtown along the interstate highway system.

Franklin Street Arterial: The northernmost of two immediate Downtown exits from I-295, the Arterial provides perhaps the most dramatic opportunity to sense the changing topography of the saddle area of the peninsula and reveals the dramatic views to both the Back Cove and Portland Harbor that flank the Downtown.

Forest Avenue from I-295 to Congress Street: Forest Avenue provides the southernmost of two immediate Downtown exits from I-295 and is a major artery serving northwestern Portland neighborhoods and as Route 302 serving western communities. Forest Avenue brings the motorist into the heart of the Downtown near Congress Square. Both the Portland Performing Arts Center and the YMCA are major cultural facilities immediately found on this street.

State Street/High Street: This one-way pair provides access from the northern (Forest Avenue and I-295) along State Street through Longfellow Square, and from the south (primarily the Million Dollar Bridge) along High Street to Congress Square.

Preble/Elm Streets, Baxter Boulevard: Preble and Elm Streets comprise another one-way pair connecting Marginal Way, Forest Avenue, and Baxter Boulevard/Route 1 to the Downtown in the vicinity of Monument Square.

Portland Street: The approach to Downtown along Park Avenue, past historic Deering Oaks Park, and along Portland Street to Preble Street and Cumberland Avenue offers an opportunity for creating a more attractive Gateway entrance through an area that has potential for continued redevelopment. A dramatic view of the landmark City Hall Tower, particularly as illuminated at night offers visual amenity to this corridor.

Washington Avenue to Cumberland Avenue and Congress Street from the east: Washington Avenue serves as an entry for traffic approaching Downtown from the north with an exit from I-295 and a connection as an arterial along Washington Avenue from Falmouth, and from Munjoy Hill. This approach, bringing traffic through a portion of Munjoy Hill, has the potential to be substantially enhanced and to provide a sense of the mixed-use character of Portland's East End.

Congress Street from the west: This approach ties the Portland jetport, the Stroudwater neighborhood, and areas westerly to the Downtown connecting at Longfellow Square. This area has undergone considerable change over the last thirty years, and presents an important approach that would benefit greatly by gateway improvements.

Commercial Street: This approach ties I-295, across the Fore River at Veterans Memorial Bridge to West Commercial Street, along the industrial and marine-related mixed use waterfront, connecting to the Downtown in the vicinity of the Old Port.

The Million Dollar Bridge to York Street: After excellent views of the Portland waterfront and Downtown skyline as one crosses the bridge, this entry to the Downtown provides an opportunity to get a sense of the residential and evolving commercial districts which surround and are so important to the Downtown. This path has two branches, one leading up High Streets to Congress Square and the other continuing along York Street to Gorham's Corner and the Old Port.

Harbor Approach: With the islands of Casco Bay serving as residential communities of the City, and with a considerable summer population based on the islands or approaching the City by water, the approach to the Downtown from the water side is quite important. The dramatic views of the waterfront and the City's skyline are important and quite unique opportunities for Portland. The Casco Bay Ferry Terminal, International Ferry Terminal and public or private landings and docking facilities all serve as entry points for residents and visitors alike.

Air approach to Jetport over Harbor: The dramatic air approach over Casco Bay, the Portland Harbor and Downtown Portland offer a spectacular and ever changing introduction to the City.

While each of these entrances to the Downtown is unique, collectively there are opportunities to enhance these entrances by preserving view corridors and panoramic skyline views along or from these corridors, reinforcing and enhancing the scale, character and placement of buildings along these entrance routes, and by encouraging development which reinforces the unique positive aspects and opportunities for each particular Gateway.

At the scale of the streetscape, consistent street tree planting and landscape improvements, consistent sidewalk paving patterns, distinctive informational and directional signage, and lighting programs can reinforce the character and positive impression of each Gateway entrance. The provision of landscaping, paving materials, and other pedestrian amenities should all be of the highest quality and be compatible with and enhance the Gateway experience for both vehicle and pedestrian. Service yards, storage areas, and parking lots should be suitably screened from view along all designated Gateway entrances to the City.

Proposals for development along Gateway entrances to the Downtown are encouraged to examine and reinforce the unique character and opportunity of that gateway entrance to the Downtown in terms of the design and siting of buildings, land uses, and streetscape improvements.

IX. SIGNAGE/AWNINGS/CANOPIES

A. General

Signs, awnings, canopies and other similar devices are among the most noticeable visual elements of the urban environment. These devices are not only a practical business requirement for a property owner or tenant but also can significantly enhance a storefront, building façade and street environment. Signage designed, constructed, and installed throughout the Downtown should be executed and placed in a manner which is respectful of the character of the building on which it will be located and the character establishing the appropriateness of a proposed sign will be the character and design of those other existing signs which would meet the guidelines presented herein.

Signs, as components of a building façade, are relatively temporary as businesses or tenants change with some frequency over time. The design and installation of signage should recognize this temporary nature of signage and should always be approached with an attitude of reversibility. All signs should be designed and installed in a manner that upon their removal, the character defining features of the building remain intact and that the exterior materials of the building are not permanently or irreparably damaged.

B. Design

1. General

- The design of signage should be respectful of the building on which it is located, carefully designed to fit a given façade complementing the building's architectural features. Signage inconsistent with the architectural style of a building, such as providing "colonialized" signs on a Victorian storefront, is not appropriate.
- The design of signage should be oriented and scaled to reflect the scale and character of movement of people around the building, with an emphasis primarily on the pedestrian and slow-moving traffic.
- Design, selection of materials, and workmanship shall be of high quality in appearance and character, complementary to the materials and character of the building, and convey a sense of permanence and durability.
- In addition, the design of signage on historic structures should consider historic signage that was previously or is currently incorporated on the building. Where clear documentation exists as to the character and design of original or historically significant signage found on that building, every effort should be made to meet contemporary signage needs with a sign designed in keeping with the building's historic signage.

2. Size

- The size of proposed signs should be compatible with the scale of the overall building, with the scale and character of the building's architectural features, and with the character of the specific sign location.
- The size of the sign should relate comfortably in size and scale to pedestrians moving about in the vicinity of the sign.
- No sign shall extend greater than four feet into any public right-of-way or beyond a vertical plane two (2) feet inside the curb line (face of curb).

3. Communication

- Signage is most effective when it is simple and limited in subject matter to the name of the business or property, a street address, and the incorporation of a logo, symbol, or other graphic display that is central to the primary tenant or use of the property. Signage should clearly be incidental to the tenant or use of the property. General commercial advertising unrelated to the principal use is discouraged. Signs advertising businesses or products not found on the property (off-premises signs) are not permitted.
- Lettering typefaces and words should be selected which are simple, easy to read, and scaled appropriately for both the sign and building. Logos or symbols are encouraged where integrated with the proposed sign. Pictographs (such as the creation of a projecting sign in the shape of a key for a lock shop) should be carefully considered and can be an interesting and appropriate feature in some situations.
- Colors on signage should be selected which complement the character and color pattern of the building. A sign should not, by virtue of its color, be distracting from the design and character of the building on which it is located. Signs tend to be most effective when there is a contrast in color between the lettering/symbols and the background of the sign.

4.. Illumination

- Generally, flashing or moving lights are not appropriate. Special situations, such as the design of marquees or features relating to special uses such as cultural events or public activities may be appropriate exceptions where sensitively designed and where no safety hazard is created.

- Illumination of signage should be compatible with the character of illumination already existing on the building and on surrounding buildings, on existing appropriate signs in the vicinity, and the character of illumination along the pedestrian areas adjacent to the building. Where internal illumination of a sign causes the scale of the sign to become excessive in relation to architectural features of the building due to the sign thickness necessary to accommodate internal devices, alternative lighting should be considered. Backlighting of individual letters may be an acceptable alternative.
- External illumination of signage should be concentrated evenly on the sign itself, with no significant glare or spillover onto adjacent buildings. The light source should be concealed from the direct view of the pedestrian.
- All electrical conduit, transformers, raceways, and wires must be concealed within or behind the sign or face of the building, or be designed as an integral element of the building façade, or be substantially disguised or hidden so as to be unobtrusive to the appearance of the building and sign. The attachment of such devices to the structure should not permanently damage any significant architectural features or the architectural fabric of the building.

C. Placement and Location

1. The placement of signage on all buildings should be carefully considered, taking into account the scale, character and design of the building, the traditional location of signage on Downtown buildings, the location of existing or designed sign boards, lower cornices, lintels, and piers, and the opportunity to use signage as an element to reinforce building entrances.
2. The placement of signage should not visually obscure architecturally significant features of the building. The method of attachment for new signs should not permanently alter or destroy significant features or materials of the building.
3. Where signage is proposed on window surfaces, such signage should not substantially obscure visibility through the window.

4. Generally, the placement of signage should occur below the sill of the second story windows. Where the design of the base portion of the building establishes some higher location as an appropriate location and where such location complements the character of appropriate signage on adjacent buildings or architectural features of adjacent buildings, alternative locations should be considered. Where unusual site characteristics exist or where exceptionally well-designed and integrated signage is proposed, placement elsewhere on a building will be considered. Painted signs on upper story windows, such as stenciled names of professional firms, are acceptable provided they do not detract from the character of window design.
5. In addition to placement criteria above, the minimum height of projecting signs, awnings, canopies, and marquees above the sidewalk shall conform to the current BOCA National Building Code. Further, projecting signs should be placed high enough to prevent vandalism.
6. No signs should extend or be placed above the roof or parapet line of any building. The development of taller buildings Downtown provides an opportunity for significant impact on the character and attractiveness of the City's skyline. Through other design guidelines dealing with rooftop appurtenances and ornamental building tops, the design of taller structures is encouraged to create architectural design rather than through a corporate logo or name emblazoned at the top of tall structures. Therefore, no signage should be placed on portions of buildings or structures exceeding 125 feet in height.
7. No private signs should be placed in the public way without specific license by the City.
8. Freestanding signs, excluding public information signs, are discouraged. Signage should be incorporated with building features or with integral site features such as planter walls.
9. The placement of signs shall not disrupt or obstruct the vision of drivers or pedestrians so as to create a hazardous situation. No signs should be so located as to significantly obstruct pedestrian circulation.

D. Number of Signs

1. The proliferation of signs within a dense urban environment can lead to visual confusion and a sense of clutter. The number of signs for each tenant or building should be kept to a minimum while recognizing the need for identification and visibility. Building signs and projecting signs should be limited to one per building street frontage for each business or tenant.

2. Where multiple signs occur on a single building, there should be a common pattern and character between such signs. Signs need not all be identical, but there should be a common pattern of placement, general design, and illumination.
3. Where multiple tenants are served by one sign or a grouping of signs, the signs should be treated as a building directory with the building name and/or address most prominent and the names of individual businesses or tenants subservient in the directory design. Such directories should be located at or near building entrances and should be scaled so that individual names are visible to the pedestrian.

E. Guidelines for Special Categories of Signs

In addition to the guidelines described above, certain types of signs require special guidelines that relate to their special character or purpose.

1. Awnings, Canopies and Marquees

These signs serve both as decorative and multi-functional devices. In addition to the color and character they can add to the visual environment, these features serve to protect pedestrians from adverse weather conditions, entice pedestrians to pause and view merchandise on display in storefronts, can protect displays from intense sunlight and can provide visual relief to otherwise flat or unarticulated facades. The shape and size of these devices should correspond to the shape, character, and size of the opening over which they will be installed, and should fully fill the width of the individual window or door opening. These devices should be designed and located to be compatible with other appropriate and similar features on the same building or on buildings in the vicinity. These devices should not obscure architecturally significant elements of the building.

2. Public Information Signs

This category of signage includes informational signage such as traffic regulations, transit information, public announcements or community activity information, and historic markers, as well as directional signage such as street signs and directions to major civic, arts or cultural facilities. Wherever possible, these signs should be designed and located so that they complement the character of the environment in which they are placed. Such signs may be free-standing as necessary to effectively serve their purpose. These signs may be located off the premises to which they refer.

3. Painted Wall Signs

Painted wall signs such as murals should be used only to enhance the environment or streetscape. They should not be developed for advertising purposes. Such wall signs should not disrupt the setting of an historic building or of an otherwise distinctive environment. Painted wall signs such as business names may be appropriate and should be reviewed according to other applicable guidelines. Where painted wall signs are appropriately located, the surface of walls used for such wall signs should be properly prepared so to reduce the need for maintenance and to assure long-term attractiveness. In a few instances, old painted wall signs of a commercial nature still are discernable on the facades of some buildings and serve as reminders of former businesses and activities found therein. These signs should be examined on an individual basis and, where they reflect a significant period of the Downtown's history, restoration of the most significant of these should be encouraged.

4. Address Signs

Address signs indicate the street address of a business or building. The location of these signs generally should occur above or on the entrance, and should be coordinated with adjacent establishments with the objective of making building identification easier.

5. Portable/Movable Signs

Portable sandwich board signs commonly found throughout the Downtown are the only portable freestanding signs (other than special temporary signs and public information signs) which are encouraged Downtown. All portable signs placed within the public way require special permitting through the City. In addition to requirements of that process, all such signs should be designed and located in a manner that does not detract from the character of the pedestrian environment, nor create obstacles to pedestrian circulation or visibility.

6. Temporary Signs

This category of sign is exhibited for a limited time to advertise special events or sales and is removed following the event. Included within this category are "For Sale or Lease" signs, construction signs, sale or promotional signs, and special events signs.

7. Banners, Flags and Pennants

Colorful flags, pennants and banners add color and movement into the streetscape. The incorporation of such elements into the streetscape or the placement on buildings should complement the character of the building fabric. While the flag or banner is relatively temporary in nature, the brackets or poles from which these elements hang tend to remain for extended periods. Attachment of such support devices to buildings or other structures should not cause irreversible damage to significant architectural features or fabric.

8. On-Site Service Signs

On-site service signs for such needs as identifying parking entrances and exits, handicapped parking spaces or handicapped access, drive-thru teller signs, and other similar directional signs should be considered as a whole system, coordinated in size, materials, design, and character within a single property and with adjacent properties.

F. Maintenance

All signage should be maintained in good visual and structural condition.

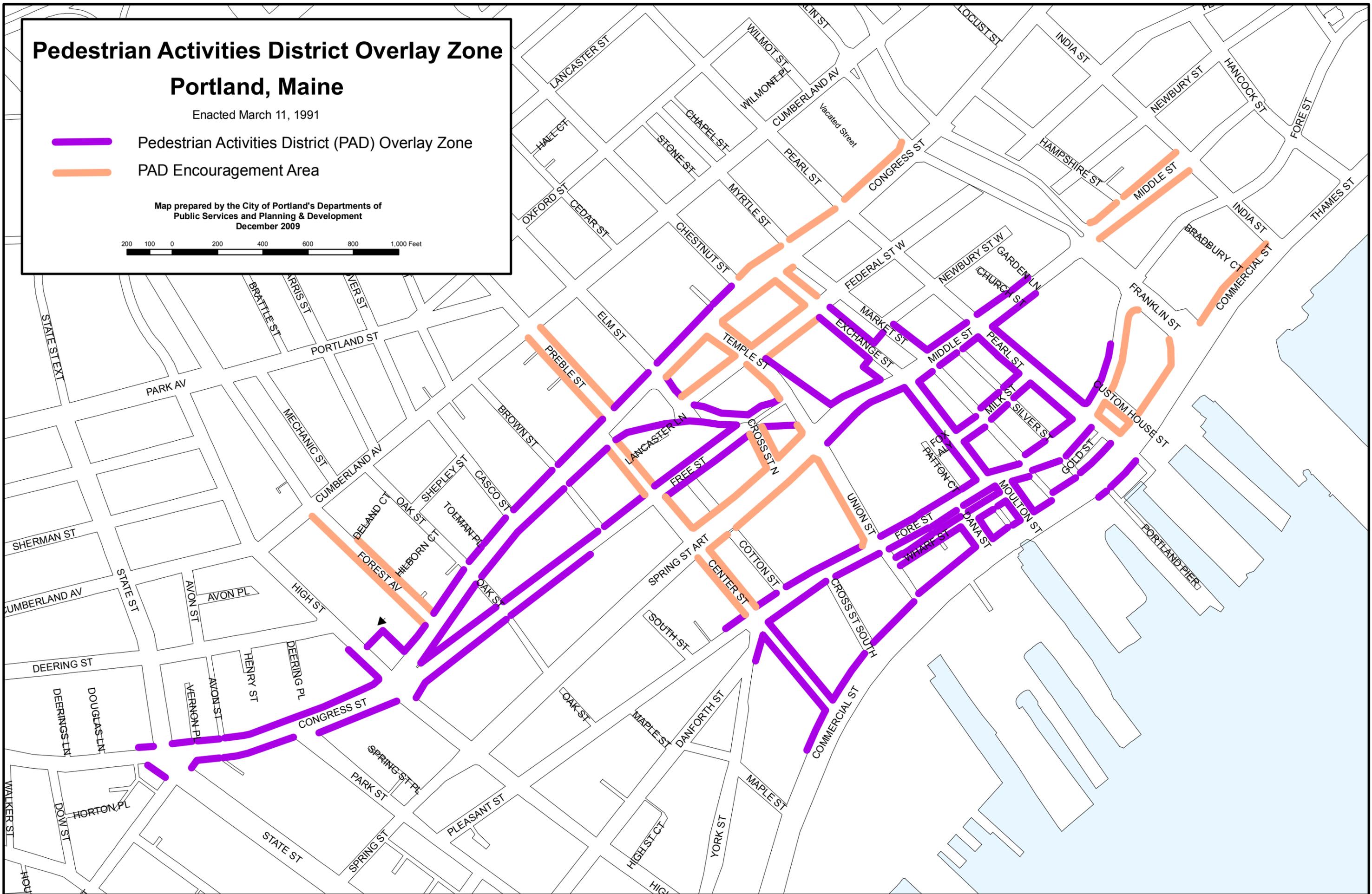
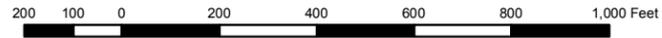
Pedestrian Activities District Overlay Zone

Portland, Maine

Enacted March 11, 1991

-  Pedestrian Activities District (PAD) Overlay Zone
-  PAD Encouragement Area

Map prepared by the City of Portland's Departments of
Public Services and Planning & Development
December 2009

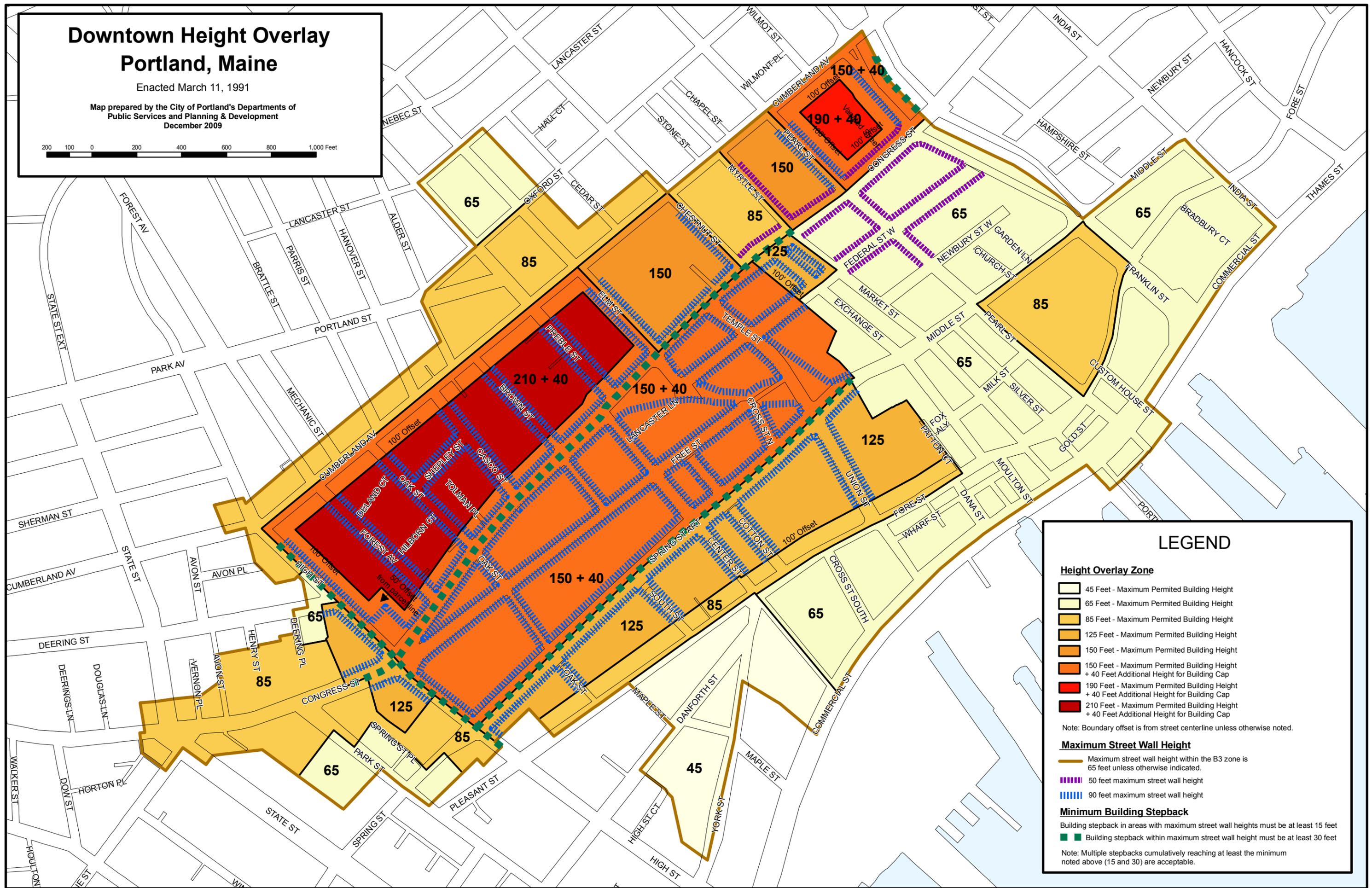


Downtown Height Overlay Portland, Maine

Enacted March 11, 1991

Map prepared by the City of Portland's Departments of
Public Services and Planning & Development
December 2009

200 100 0 200 400 600 800 1,000 Feet



LEGEND

Height Overlay Zone

- 45 Feet - Maximum Permitted Building Height
- 65 Feet - Maximum Permitted Building Height
- 85 Feet - Maximum Permitted Building Height
- 125 Feet - Maximum Permitted Building Height
- 150 Feet - Maximum Permitted Building Height
- 150 Feet - Maximum Permitted Building Height + 40 Feet Additional Height for Building Cap
- 190 Feet - Maximum Permitted Building Height + 40 Feet Additional Height for Building Cap
- 210 Feet - Maximum Permitted Building Height + 40 Feet Additional Height for Building Cap

Note: Boundary offset is from street centerline unless otherwise noted.

Maximum Street Wall Height

- Maximum street wall height within the B3 zone is 65 feet unless otherwise indicated.
- 50 feet maximum street wall height
- 90 feet maximum street wall height

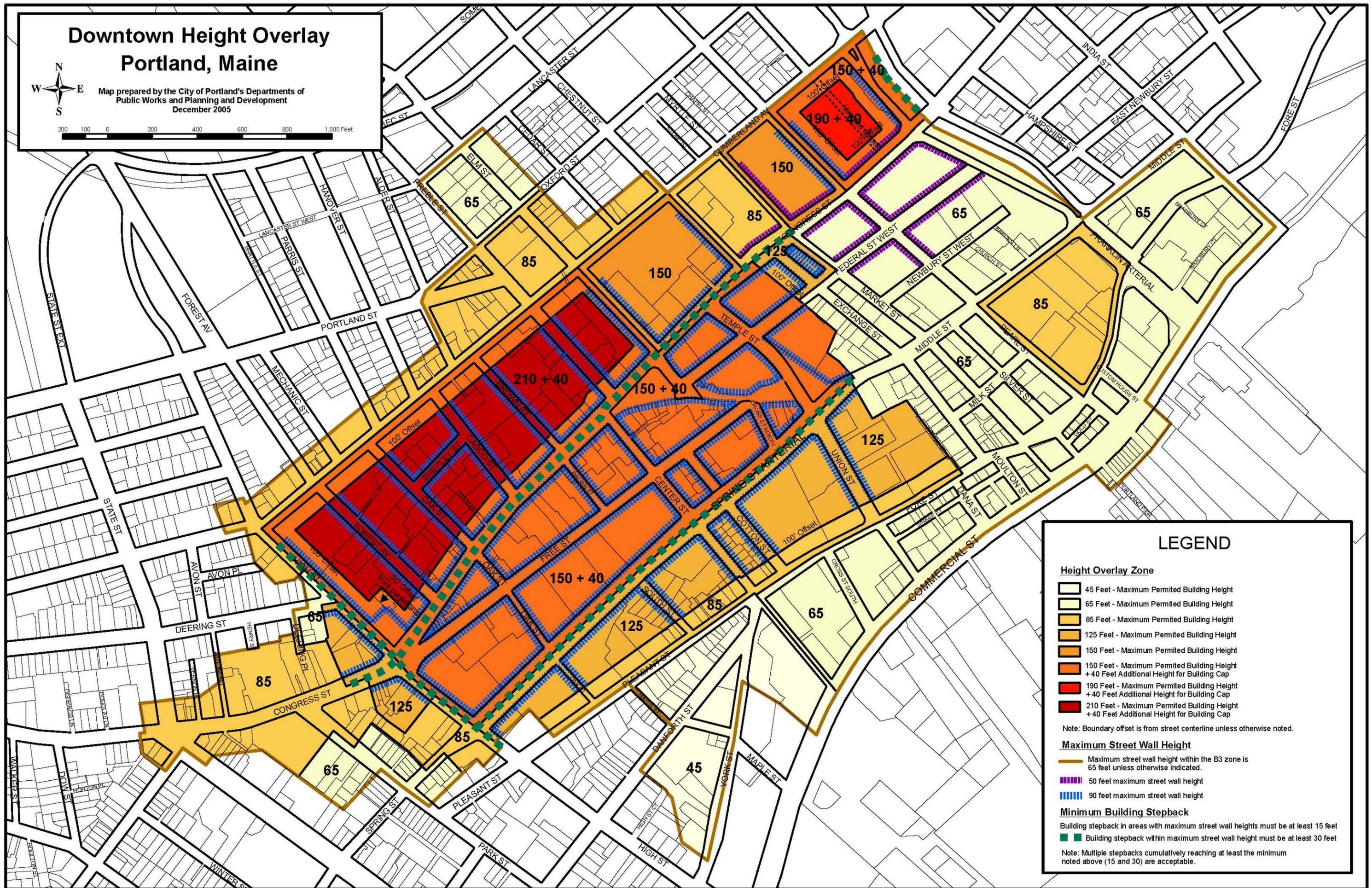
Minimum Building Setback

- Building setback in areas with maximum street wall heights must be at least 15 feet
 - Building setback within maximum street wall height must be at least 30 feet
- Note: Multiple setbacks cumulatively reaching at least the minimum noted above (15 and 30) are acceptable.

Downtown Height Overlay Portland, Maine



Map prepared by the City of Portland's Departments of
Public Works and Planning and Development
December 2005



LEGEND

Height Overlay Zone

- 45 Feet - Maximum Permitted Building Height
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- Note: Multiple stepbacks cumulatively reaching at least the minimum noted above (15 and 30) are acceptable.

Appendix 2

City of Portland Technical Standards and Design Guidelines

Development in the B-1, B-1b, B-2, B-2b shall meet the following guidelines in order to meet the Site Plan Standards

1. Building Location and Form

Buildings shall be located near the street so as to create an urban street wall.

An urban street wall is created by a pattern of buildings which line the street in a consistent manner, thereby establishing a desirable spatial relationship between the building in the commercial district and the major object. Location is one of several related factors defining the street environment.

Building Form, including height, bulk, and massing, contribute to the development of a street wall.

The desired condition is to have the building frame and enclose the street, which is achieved by providing building height that is proportionate to the width of the adjoining major street. A ratio of building height to street width of one-to-two creates a strong "room-like" street, while a one-to-three ratio provides good street definition and proportion. Shorter buildings of one story facing broad streets will not achieve the desired relationship.

In the B-2b zone, buildings adjacent to streets should approach 1:2 height to street width, with a minimum of 1:3.

For a fifty-foot street right-of-way, therefore, a minimum height of 15' is required, with 25' height preferred. An eighty-foot right-of-way requires about 27' to achieve the 1:3 proportion., with 40'-height preferred. Obviously, buildings located as close as possible to the street right-of-way will provide better definition and proportion than buildings set further back.

2. Building Function

An urban street and business district requires a substantial intensity and variety of uses.

It is beneficial to have mixed uses within portions of buildings situated near the street. For example, a retail first floor might have office or residential on the second or third floors. This provides both the scale of building height desired, as well as the economic vitality of the business district.

3. Orientation of Buildings and their Entrances to the Street

Major building entries shall be designed and located to provide the primary building access oriented to the public street and sidewalk.

Doorways should be prominent and obvious in appearance, so as to attract the users toward the entry. Major entry features should primarily address the street, with entry courts, display windows, signage, lights, walkways, and vestibules, as appropriate. Major entries should be adjacent to, or very close to, the street and public sidewalk.

4. Windows

Windows shall be located in all building facades visible from the public way, especially on building facades along the major public street.

Retail uses with store fronts are the most desirable feature for locations adjacent to the public sidewalk; and active, transparent (minimum visible transmittance (VT) of .7 or greater), and interesting windows contribute the maximum value. Limitations on transparency, such as dark or reflective glass, or interior coverings, should be avoided. Where uses (such as office) are not conducive to transparent viewing from the public way, windows can still convey a sense of activity and presence along the street. Even these more private windows can convey occupancy and habitation when lighted from within, as during evening hours, even if the interior is screened from view.

5. Building Character, Detail, Scale, and Graphic Qualities

Building design will include various architectural and graphic amenities to provide a strong presence along a street and relate a building to its community.

Awnings, canopies, and flags may be utilized to highlight entryways and to further identify the activity and identity of a use.

Facade lighting may be used to highlight entryways or to provide visual interest along an otherwise blank facade

Building scale, roof pitch, architectural detail, and fenestration shall be designed to complement and be compatible with surrounding residential and commercial buildings.

6. Signage and Building Entrances

Building entrances and building signage in the B-1, B-1b, and B-2b zones will be designed and constructed at the pedestrian scale.

*We may need to revise the Sign Ordinance for allowed height and dimension of signs.

7. Development Relationship to Street

Building facades and site amenities shall form a cohesive wall of enclosure along a street.

Where buildings are not located at the street line, site amenities, including masonry walls, fences, and landscaping, shall be placed along the street to provide a sense of enclosure or definition.

8. Parking Lots

Parking Lots shall be screened from view of the public way.

Landscaping or fencing shall be used to screen parking lots from public ways and residential neighbors. Where parking is located within the front yard (or side yard of a corner lot), a landscaped buffer or fence shall be placed along the street line to distinguish the private space from the public space and to help define the street wall.

Parking lots shall be screened from neighboring properties.

A densely planted landscape buffer or fencing shall be installed to protect neighboring properties from the impacts associated with the parking lot and the use it serves.

Crosswalks shall be provided within parking lots and across entrance driveways, directing pedestrians to building entrances.

Street trees shall be planted along property street frontage 25ft. on center.

9. Transit Connections

Development proposed along established transit corridors must design uninterrupted access from the proposed development to the transit stop.

An easement to place a transit shelter may be requested for development located along a transit corridor.

Appendix 3

University of Southern Maine Campus Design Principles and Standards

Adopted May 23, 2006

1. PURPOSE

The *University of Southern Maine Campus Design Principles and Standards* have been created in recognition of the need of the university to grow in a vibrant, aesthetic, and sustainable manner that provides a strong sense of place, and conveys an identity as a high-quality institution of learning.

All new buildings shall be designed to create a visual connection with existing campus buildings with a goal of achieving a cohesive campus appearance. New development shall be characterized by excellence in architectural design, craftsmanship, materials, streetscape and landscape improvements, signage and lighting appropriate for a university in an urban setting in the Northeast.

These principles and standards are intended to regulate the future build out of the institution while ensuring that new development is sensitive to adjacent residential neighborhoods and commercial areas, and is successfully integrated with the City as a whole.

2. APPLICABILITY

The following principles and standards shall apply to all development on the University of Southern Maine Portland campus.

3. PRINCIPLES AND STANDARDS

PRINCIPLE A *Campus Design*

The campus design shall create a strong identity and sense of place. New development may be contemporary in architectural style, but shall be organized according to time-tested and traditional principles of urban and landscape design in order to integrate these buildings into a coherent whole. These principles shall serve to strengthen the overall image of the campus, establish defined boundaries, ensure a sensitive interface with surrounding neighborhoods and the city, enhance the physical amenities of the campus, create a pedestrian oriented environment with safe and vital streets, and provide a series of significant open spaces.

STANDARD A-1: Campus Edges. New development along the edges of the campus shall be designed to coordinate with the surrounding neighborhood, and provide a transition between institutional and smaller-scale uses through mitigation of height, setbacks and materials. Parking lots and structures, blank walls, or backs of buildings shall not be sited in a manner that forms a boundary to neighborhoods and the city. Dormitories shall be sited in a manner that is sensitive to private residential neighborhoods. Campus facilities that are available for use by the public shall be sited so that they are accessible to the surrounding neighborhoods.

STANDARD A-2: Building Orientation. Development shall be oriented to streets, major pedestrian access routes, and large scale open spaces in order to create a cohesive pedestrian-oriented environment. Buildings shall not be oriented toward parking lots. Large-scale open spaces shall be partially bordered by buildings in order to form defined courtyards or quadrangles. Structures shall be sited to create safe pedestrian spaces that maximize exposure to sun and block winds.

STANDARD A-3: Pedestrian Environment. Development along public streets shall be designed to enhance the pedestrian environment through such means as fully-functioning building entries oriented to the street; traffic calming, visible crosswalks and adequately sized sidewalks; pedestrian scaled street lights; exterior gathering spaces; trees and landscaping; street furniture; and public art and other visual amenities. To the extent that the campus includes a mix of campus-related uses that serve students and neighborhood residents (e.g., cafes, bookstores, day care facilities, health facilities, libraries, and meeting spaces), the University shall endeavor to locate such uses at the public street level in order to enhance the neighborhood and create a vital pedestrian environment.

STANDARD A-4: Gateways. Gateways to the campus shall be designed to signify the arrival to a distinct place and shall be clearly articulated through the use of elements such as distinguishing architecture, landscaping, signage, lighting, and other amenities. The key campus gateways are at Deering Avenue and Falmouth Street, Deering Avenue and Bedford Street, Durham Street and Falmouth Street, and Forest Avenue and Bedford Street.

STANDARD A-5: Views and Landmarks. View corridors and terminations to landmarks such as campus buildings, city buildings and natural resources, shall be highlighted with design elements such as significant architectural features, quality materials, landscaping, public art or other visual amenities. View corridors and termination points shall include the view up Bedford Street and west across Deering Ave., and other important views as may be identified during campus planning and the City's development review process.

PRINCIPLE B Access and Circulation

Campus streets and sidewalks shall be scaled for expected traffic; encourage pedestrian, bicycle, and transit activity; and connect to neighborhood streets and sidewalks.

STANDARD B-1: Connectivity. An internal campus circulation system shall coordinate and intersect with neighborhood streets and sidewalks at multiple access points.

STANDARD B-2: Circulation. A primary circulation system shall be developed through the creation of streets, sidewalks and walkways at ground level. A secondary circulation system shall be provided internally within non-residential buildings through the use of fully functioning entrances on every side of a building, and internal corridors that permeate through buildings unless the building program precludes such design for security reasons (See Standard D-5). Skywalks shall be utilized only when a compelling case can be made for the need from a pedestrian safety or traffic management perspective.

STANDARD B-3: Multi-modality. New development shall relate to a campus circulation system that serves pedestrians/bicyclists, autos, public transportation, service vehicles, and emergency vehicles. New development along transit corridors shall provide convenient and accessible routes from the building to the nearest transit stop.

STANDARD B-4: Traffic-calming. Circulation improvements internal to the campus shall be designed to create a pedestrian-oriented environment and to discourage speed. Appropriate traffic calming measures may include gateway treatments that signal arrival in to the campus environment, corner neck-downs, narrowed travel lanes, roundabouts, speed tables, and other devices. Development along public streets shall be designed with traffic calming measures to the extent allowed by City and State policies and requirements at a minimum.

STANDARD B-5: Sidewalks. Clay brick sidewalks shall be provided on both sides of all public streets. New sidewalks along public streets shall be at least 8 feet wide, except where it can be demonstrated that site constraints preclude such width.

STANDARD B-6: Street lights. Streetlights along public streets shall be pedestrian in scale and distinctive in design in order to help establish an identity for the neighborhood.

PRINCIPLE C Parking, Loading and Service Areas

Parking structures shall be designed and located so as to present an attractive façade to neighboring uses in order to minimize the impact along streets and residential areas. Surface parking lots shall be sited and designed to minimize their visual presence on the campus.

STANDARDS C-1: Structures. Parking structures shall be compatible with adjacent uses and architecture in form, bulk, massing, articulation, and materials. Parking structures shall incorporate architectural design elements in order to achieve visual interest on street frontage facades, and along major pedestrian ways, for the full height of the structure, that serve to enhance the pedestrian experience.

STANDARD C-2: Active Uses: Parking structures shall incorporate liner buildings or enclosed active uses on the first floor along all primary frontages (excluding frontage dedicated to entrances, lobbies, and stair towers). Such space shall be provided with a minimum of 9 foot floor to ceiling clearance height and a 25 foot depth (measured from the exterior building wall). Alternatively, the parking structures may be set back at least 35 feet from the primary street right of way and that space shall not be occupied by surface parking or access lanes, and shall be designated for future development. The set back space shall be provided with all stubbed utilities and other provisions needed to accommodate further development.

STANDARD C-3: Decks and Ramps. Parking structures shall have horizontal decks on all levels where the decks are visible from the public rights of way. Ramps and non-horizontal parking decks shall be screened from all visible angles and shall not be permitted

on facades located along or within 45 feet of a public street (Note: such space would allow for the construction of a liner building and a ten foot separation).

STANDARD C-4: Surface Lots. Parking lots shall be located behind buildings or to the side of existing or future buildings, but shall not occupy more than 64 feet of public street frontage within 45 feet of the street right of way (to allow for a future building). The areas devoted to surface parking shall be screened from streets, walkways, and significant views through the use of design elements such as plantings, fencing, grade changes, and/or walls.

STANDARD C-5: Loading and Service Areas. Wherever possible, loading ramps and service entrances shall be located near industrial uses, such as along Durham Street. Loading ramps and service entrances shall be located at the rear or side of structures. If visible from the public right of way, the garage doors shall be minimized and the loading shall be screened from view and with materials, colors and finishes that are consistent with the exterior elevations of the overall building. Buildings that face more than one public street shall have loading and service entrances oriented to the more secondary street.

STANDARD C-6: Utility Services. Service and utility infrastructure such as power generators, HVAC, fuel tanks and similar campus or building services shall be located unobtrusively and shall be visually screened from adjacent residences and shall not result in adverse visual and audible or other impacts on adjacent residential properties.

PRINCIPLE D Architectural Design

All new buildings shall be designed to create a visual connection with existing campus buildings with a goal of achieving a cohesive campus appearance. Buildings shall be characterized by excellence in architectural design, craftsmanship, materials, signage and lighting appropriate for a university in an urban setting in the Northeast.

STANDARD D-1: Height. Building heights along campus edges shall transition to the scale of adjacent off campus development through design elements such as stepbacks, variations in massing, and through the use of design details and materials.

STANDARD D-2: Setbacks. Buildings along public streets shall have a front yard setback that does not exceed ten (10) feet from the street right of way, except where existing campus buildings create a consistent street wall, in which instance the setback may conform to that existing street wall. An alternative would be to create a landscaped design feature such as a boulevard for vehicles, or a promenade for pedestrian access, and to set the building back along the line of this feature.

STANDARD D-3: Stepbacks. The street wall heights of campus buildings on Falmouth Street shall be stepped back 15 feet minimum once they exceed 50% more height than the average height of the buildings in close proximity, across the street.

STANDARD D-4: Massing. Facades visible from public streets shall incorporate design elements that break the facades into components scaled to the context of buildings on

the street. Buildings shall include features such as expression of the building's base, middle and top, vertical fenestration, variation in the planes of the façade, and architectural details such as trim, entries, balconies, cornices, etc. No more than 20 consecutive linear feet of blank wall shall be allowed at the first floor level along public streets. Windows and functional doors shall be used to break up blank walls. Design elements such as pilasters, materials, permanent artwork, distinctive lighting and/or landscaping may be used to mitigate blank walls if it can be demonstrated that the purposes of the building interior preclude the use of windows or functional doors every 20 feet at the first floor level.

STANDARD D-5: Entrances. Buildings along public streets shall have the primary entrances oriented to the street. Buildings that are internal to the campus shall have primary entrances oriented to major pedestrian corridors. Primary entrances may not be oriented to a parking lot. Academic buildings shall be permeable and accessible on all sides unless the building program precludes such design for reasonably necessary security purposes. Dormitory buildings are only required to have one entrance for security purposes. All building entrances should be fully functional in design and use and shall provide access to lobbies, elevators, stairs and common areas. Primary entrances shall be emphasized and integrated into the design of the building through features such as expressed or recessed entries, trim detailing, lighting, and landscaping. Entrances shall be scaled to the overall massing of the building.

STANDARD D-6: Windows. Windows with a visible transmittance of .7 or greater shall be located on all facades visible from public ways in order to provide light and views internally, and to provide security and vitality to external spaces. Window style shall be appropriate to the overall building style and scaled to the overall massing. The first floor transparency along public streets shall be equal to at least 50% of the wall area between the height of 2 and 9 feet. Upper floors of all new buildings shall have at least 15% to 40% transparency of wall surface along public street facades, with the range depending on program requirements. If it can be demonstrated that the building program precludes transparent windows along first floor street frontages, then other surface details shall be used (See Standard D-4).

STANDARD D-7: Materials. Facades visible from public rights of way shall use natural building materials that are considered to be permanent for 100 years. Predominant materials shall be brick, stone, precast concrete and other masonry products, wood, glass and high quality metals such as titanium and copper. Renewable and recyclable materials approved for use by LEED Standards (Leadership in Environmental Design) may be used. Low grade materials such as enamel metal panels and exterior insulation and finish systems (EIFS), panelized "thin brick", fiber-cement or cementitious panel siding, vinyl siding or vinyl dimensional stock, or stucco shall not be used on facades visible from public rights of way. Fiber-cement clapboard and shingles may be used but shall be installed with a reveal commonly found on the street.

First floor windows shall use untinted or lightly tinted glass, or the minimum tint needed to meet LEED Standards. Upper windows shall use untinted, lightly tinted, or the minimum tint needed to meet LEED Standards, or spandrel glass. Heavily tinted or reflective glass shall

not be allowed on facades that are visible from public rights of way. The selection of façade materials shall be consistent with the façade design (e.g. brick facing should not appear to be thin layers on the façade, or to overhang without apparent support). Loading and service areas and rooftop appurtenances that are visible from public rights of way shall be screened with materials, colors and finishes that are consistent with the overall building. Public spaces shall be constructed of permanent, durable materials such as concrete, brick or stone.

STANDARD D-8: Signage. New buildings shall have a building name and street address mounted in a location that is highly visible from public rights of way by both pedestrians and motorists. The size of the lettering shall be proportional to the size of the building. Building signage shall be made of high-quality permanent materials such as fabricated dimensional lettering or cut or cast metal lettering that is pinned to the building, carved stone or concrete, or painted wood or glass. Internally illuminated or screen printed plastic signage shall not be allowed on facades visible from public rights of way.

STANDARD D-9: Historic Structures. Historic structures shall be rehabilitated in a way that is consistent with their original architectural intent. New additions to historic buildings shall be designed to be compatible with the original structure in size, style, and material, and should result in the minimum necessary loss of original architectural material.

STANDARD D-10: Original Residential Structures The architectural and structural integrity of buildings that were originally residential uses shall be preserved when such buildings are renovated or enlarged. If a common treatment is utilized (i.e. the same siding is used for all university structures that were originally residential structures), the treatment must reflect the original residential character of the building and of other buildings on the street (e.g. contrasting paint between the trim and body of the structure, and building details which are expressed). Original siding shall be preserved, repaired or replaced with like material as needed. Vinyl siding and vinyl dimensional stock shall not be allowed. Fiber-cement clapboard and shingles may be used but shall be installed with a reveal commonly found on the street. Windows, doors and other features shall be preserved, repaired or replaced in a manner consistent with the original residential character of the building. Signage on buildings that were originally residential structures shall be subdued, and in scale with the building. This Standard D-10 does not apply to replacement buildings.

GLOSSARY [To be defined]

Active uses
Auto-oriented
Building Orientation
Campus Edges
Circulation system
Cohesive
Connectivity
Contemporary
Contextual
Defensible Space
Gateways
Institutional
Landmarks
Liner Buildings
Massing
Multi-modality
Pedestrian oriented environment
Proportion
Scale
Setbacks
Stepbacks
Traffic calming
View Corridors
View Terminations

**B-7 Mixed Use Urban District Zone
Design Principles and Standards**

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I. PURPOSE

The *B-7 Design Principles and Standards* are intended to guide Bayside neighborhood residents, developers, designers, City officials and staff and others in the creation of a vibrant, aesthetic and sustainable neighborhood which is dense, mixed-use, and pedestrian-friendly. The B-7 Design Standards support excellence in urban and architectural design which contributes to a strong sense of place, encourages 24-hour activity, promotes multi-modal transportation, provides public spaces and protects scenic views. The B-7 Design Standards meet the following goals:

1. Support and reinforce the goals of *A New Vision for Bayside*.
2. Accentuate Bayside as a gateway to the city by highlighting major corridors and corners.
3. Preserve the neighborhood building scale that is typical of the small blocks of Portland.
4. Extend the existing street grid and create mid-block permeability, in order to provide opportunities for multi-modal access, service alleys, public spaces, view corridors, and access to light and air. Design pedestrian oriented streets with significant landscaping.
5. Preserve view corridors toward Back Cove and the White Mountains, as well as views looking toward the spine of the Portland peninsula, as shown in the *Bayside Height Map*.
6. Create dense, mixed-use, multi-modal development that is adjacent to infrastructure, highways, jobs and educational opportunities.
7. Create spaces of various scales that are attractive to creative industries, such as art, architecture, design, film, media, music, performing arts, publishing and software design
8. Allow building heights that create space for a critical mass of people needed to make a new urban neighborhood successful. Ensure that development is human in scale at the pedestrian level.
9. Encourage architecture which expresses the aesthetic of the time in which it was built, that respects local urban design patterns, and that is compatible with adjacent traditional residential neighborhoods. The Portland Peninsula has been Maine's most urban area for several centuries and new architectural styles and materials are often introduced here. It is expected that this will continue to be the case as sites in the B-7 Zone are redeveloped.
10. Incorporate "green" design, smart growth policies, and sustainable technology into the urban design, site plan design, and architectural designs of the Bayside neighborhood.
11. Create a variety of mixed-use commercial opportunities that serve the neighborhood, city and region. Ensure that commercial development which is regional in scale, is compatible in design and massing to the adjacent traditional residential neighborhoods.

12. Provide a hierarchy of green spaces on public and private land with parks, playgrounds, plazas and trails. Ensure that the streetscape design enhances the pedestrian experience.
13. Use authentic building materials and construction methods that are of the highest quality and appropriate to an urban environment and expected to last at least 50 years.
14. Adaptively reuse existing buildings.

II. APPLICABILITY

The *Design Principles and Standards* shall apply to all development in the *B-7 Mixed Use Urban District Zone* which is subject to the review of the City of Portland

Unless otherwise indicated, the *B-7 Design Principles and Standards* shall apply to portions of the building and sites visible from the public rights of way.

When referenced, the context of a site refers to a two-block radius with special attention given to the existing streetscape on both side of the street within the block of the proposed site (unless a different range is identified during development review).

The *B-7 Mixed Use Urban District Zone Design Principles and Standards* will be evaluated by the Planning Board five years from the date of the approval of March 26, 2008.

III. PRINCIPLES AND STANDARDS

PRINCIPLE A *Urban Design*

All development in Bayside shall be designed to create a strong urban identity and sense of place. Buildings may be a variety of architectural styles, particularly those that are innovative and express the aesthetic of the time in which they were built, and shall be organized according to principles of urban design that integrate with the urban fabric of surrounding neighborhoods and Portland as a whole. These principles shall strengthen the overall sense of place, accentuate views, gateways and landmarks, establish defined boundaries and ensure sensitive transitions to surrounding neighborhoods, enhance the physical amenities of the neighborhood, and create a pedestrian oriented environment with safe and vital streets.

STANDARD A-1: Sense of Place. The identity and “sense of place” of Bayside is based on design elements that contribute to the character of the district. New development shall respond to unique characteristics such as: existing patterns of design and development; opportunities to extend the street grid; changes in topography; proximity and views to significant buildings, amenities or natural features; access to light and air; connection to the pedestrian and bicycle network and public spaces; access to the regional transportation system, and opportunity for innovative design.

All development shall meet the goals of *A New Vision for Bayside*. The City's Bayside Streetscape Subcommittee further identified characteristics which will strengthen the identity of the district such as building on the industrial heritage of the past; enhancing the artistic personality of Bayside in the future; respecting the vernacular of existing buildings; encouraging innovative architectural design that expresses the aesthetic of the time in which it was built; encouraging adaptive reuse; respecting the "patina" of age and maintaining historic materials; strengthening the connections to adjacent neighborhoods of Bayside, Downtown, Back Cove, Deering Oaks, and the East End; preserving views; mitigating the widths of the major arterials such as Marginal Way and Franklin Arterial which border the neighborhood; highlighting Portland and Cumberland Streets as "Main Streets" to the traditional residential portions of the neighborhood; mitigating traffic/pedestrian concerns across major streets, creating mixed uses that have a neighborhood scale; creating neighborhood green spaces as places to gather; and utilizing native plant materials in landscaping.

STANDARD A-2: Edges and Transitions. Transitions between larger scale, mixed use buildings and smaller-scale residential uses shall be designed so that there is a seamless connection to adjacent residential neighborhoods to ensure that these zones remain stable, quiet, and secure. This shall be achieved through the mitigation of height, massing, setbacks, materials, and details and design of the façade at the pedestrian level. Potentially nuisance features or uses, such as dumpsters and air handlers, parking, service areas, blank walls, or backs of buildings shall not be sited or designed in a manner that forms a boundary to the residential neighborhood. Larger scale developments may use public open spaces to provide transitions to lower scale uses. [See Standard C-8 Service, Utility and Mechanical Infrastructure, and Standard E-9 Back Sides of Buildings].

STANDARD A-3: Gateways. Gateways serve as landmarks, signal arrival into neighborhood and the city and help to promote the distinct identity of Bayside. The designated gateways in Bayside are shown on the *Bayside Street Hierarchy Map*. These gateways shall be visible to and oriented to vehicular, bicycle, and pedestrian traffic; and shall be of the highest quality materials appropriate to an urban environment. Development at designated gateways shall include elements such as dramatic architectural forms and details, public space, distinctive paving patterns and landscaping, public art, historical markers, water features, unique accent lighting, wayfinding or "welcome" signage, and crosswalks.

STANDARD A-4: Views and Landmarks. View corridors to buildings and natural resources help to define the character of Bayside. New development shall be designed with consideration for its impact on significant views and view corridors as shown on the *Downtown Height Study* and the *Bayside Height Overlay Map*, as well as other important views as may be identified during the City's development review process. View corridors shall be highlighted with significant architecture and quality materials. New development shall be sited so that it does not block view corridors. Taller portions of structures shall step back out of the view corridor. Roof top appurtenances shall not to be visible from view corridors, nor shall they obscure important landmarks. Additionally, development along corridors on the east-west axis

through Bayside shall be evaluated to maximize sun and light. [Also see Standard E-10 Rooftop Appurtenances].

STANDARD A-5: Pedestrian Environment. Development on public streets or public spaces shall be human scale at the pedestrian level and enhance the pedestrian environment through the use of elements at the first floor such as a mix of uses; detailed facades; building materials and signage of the highest quality; fully-functioning entries oriented to the street; active windows and storefronts; awnings and weather protection; outdoor seating and sales displays; traffic calming; adequately sized sidewalks; appropriately scaled streetlights; gathering spaces; trees and landscaping; street furniture; and amenities such as public art, water features, and historical markers. [See Principle B Access and Circulation, Principle D Open Space and the Public Realm, and Principle E Architectural Design].

STANDARD A-6: Mix of Uses. New development in Bayside shall incorporate a mix of residential, retail, commercial and open space uses of various types and scales in order to serve the neighborhood, city and the region. All new development shall be designed to allow a flexibility of use over time [See Standard E-5 Flexibility of Interior Layout].

STANDARD A-7: Building Orientation. Buildings shall be located at or near the property street line in order to provide very clear definition and character to the street. This will compliment and complete the established streetwall pattern that is predominant on the Portland peninsula. The primary facades and entrances of buildings shall be oriented to streets, major pedestrian routes, or open spaces in order to enhance the pedestrian-oriented environment. The primary facades and entrances of buildings shall not be oriented toward parking lots.

PRINCIPLE B *Access and Circulation*

Streets and sidewalks in Bayside shall be designed to encourage a pedestrian friendly, walkable environment. The goal is to create streets that are scaled and designed for pedestrian and bicycle use; are well landscaped; promote traffic calming; allow for mid-block permeability, and extend the pattern and scale of Portland's traditional street grid and blocks in accordance with the 1914 Atlas of the City of Portland.

[NOTE: Insert the 1914 City Atlas section for Bayside]

STANDARD B-1: Streets and Alleys. Streets and alleys shall be scaled for expected vehicle, pedestrian, bicycle, and transit activity; support mixed use development; be well landscaped; promote traffic calming; allow for on-street parking; and follow the existing scale and pattern of Portland's street grid and blocks. All development shall extend the grid as feasible. The *Bayside Street Hierarchy Map* details the hierarchy of streets.

1. A Streets - Marginal, Forest, Franklin

2. B Streets - Cumberland, Lancaster, Kennebec, Somerset, Preble, Elm
3. C Streets - Parris, Hanover, Chestnut, Pearl, Portland, Oxford
4. D Streets - Mechanic, Brattle, Upper Parris, Upper Hanover, Alder, Wilmot, Cedar
5. Alleys – mid-block permeability between future buildings

Development along all streets, public rights of ways and open space shall incorporate the City's streetscape standards for Bayside which include specifications for sidewalks, streetlights, street furniture, fencing and walls, landscaping and signage. This information is provided in Appendix ____.

STANDARD B-2: Street Connectivity. The prevailing pattern of streets on the Portland peninsula runs parallel and perpendicular to the waterfront. This pattern is expressed in relatively short blocks, buildings with small footprints and narrow facades, reasonable walking distances between blocks, and frequent opportunities to turn corners or move from one street to parallel streets. Extension of the street grid pattern will ensure that the massing of new development is consistent with the traditional scale and urban patterns of Portland, protect view corridors, provide opportunities for sun and airflow, enable efficient and flexible vehicular and pedestrian circulation, and provide opportunities for service alleys. New development shall coordinate with, intersect, and extend existing streets and sidewalks at multiple access points. See the *Downtown Height Study* and the *Bayside Height Overlay Map* for key view corridors and potential street extensions. As land use and development opportunity allow, Somerset Street shall be extended west towards Forest Avenue.

STANDARD B-3: Mid-Block Permeability. Development shall incorporate mid-block permeability that is perpendicular to Marginal Way, and where feasible that is parallel to Marginal Way, in order to encourage building footprints that are in scale with the existing traditional pattern of development in Portland. These corridors shall be developed as street extensions, service alleys with public access, pedestrian corridors, trail access, plazas and pocket parks. These corridors shall be designed for the pedestrian first, with limited vehicular accessibility. These corridors shall not be designed solely as access to parking or loading areas, and shall be designed to be handicap accessible, well lit, paved in concrete, brick or stone, and appropriately landscaped. Asphalt surfaces shall not be allowed. (Wharf Street in the Old Port is an example of a desired level of design for this type of public way).

A primary circulation system shall be developed through streets, alleys, sidewalks and trails. A secondary circulation system shall be provided internally within buildings for public use through the use of fully functioning entrances on all street sides of a building, and internal lobbies and corridors that permeate through the ground floor of a building, unless the building program precludes such design and cannot be modified to meet this requirement due to small scale or security reasons.

Many larger buildings in Downtown Portland have incorporated frequent opportunities to pass through the interiors of street-level spaces. This element is important to the liveliness and accessibility of retail businesses and cultural amenities. The development

or redevelopment of larger sites, and the potential assembly of more than one block or parcel through the discontinuance of intervening streets, shall carefully consider this characteristic pattern of pedestrian circulation.

[NOTE: Insert photos Wharf Street]

STANDARD B-4: Sidewalks and Crosswalks. The provision of all sidewalks and crosswalks shall conform to the specifications and details contained within the City's *Technical and Design Standards and Guidelines*, and the City's Crosswalk Standards at a minimum. New sidewalks along public streets shall be at least 10 feet wide measured from curb to property line where feasible, except where it can be demonstrated that site constraints preclude such width. Sidewalks that are 12-15 feet wide and bump-outs shall be provided along A and B Streets where feasible, in order to allow for amenities such as larger tree wells, landscaping, café seating, shop displays and public art. Where appropriate, crosswalks shall be transversely striped and at a minimum as wide as the sidewalk to which it connects.

STANDARD B-5: Green Streets. Frederick Law Olmsted created networks of "Green Streets" in many cities in which major streets were landscaped to enhance the connection between parks and open spaces throughout a city, and were designed for both pedestrian and vehicular use. The Olmsted firm created a plan for Marginal Way as a green boulevard that would have connected Deering Oaks to the Eastern Prom. As feasible, new development shall support the opportunity to realize this historic plan, and to shall apply the principles of Green Streets to streets in Bayside. This will reinforce connections to Back Cove, Deering Oaks and the Eastern Prom.

[Note: Include the graphic of the historic Marginal Way plan].

STANDARD B-6: Multi-modality. *A New Vision for Bayside* designates all of Bayside as a transit-oriented development. All new development in Bayside shall accommodate a full range of multi-modal transportation options. New development shall create a functional and safe environment that provides a continuous travel corridor for pedestrians and bicycles which serves the same major destinations as automobiles. New development along transit corridors shall incorporate facilities for transit users. A future train station is proposed at the end of Chestnut Street at I-295. Development along Marginal Way shall be designed to address the potential for rail service.

STANDARD B-7: Continuity of Street Level Uses. Continuity of pedestrian-oriented uses along street frontages, particularly A and B streets, is important to encourage pedestrian interest, movement and safety. Service entrances and vehicular entrances which interrupt the continuity of street-level uses shall not be located along A or B streets, or areas of high pedestrian activity. Where such uses are unavoidable, extraordinary care shall be taken to assure that the pedestrian environment remains both attractive and safe, and such interruptions shall be kept to a minimum in both numbers and lengths. In such instances, the pedestrian shall clearly have priority.

STANDARD B-8: Traffic-calming. Development on public streets shall support traffic calming measures to the extent allowed by City and State policies and requirements at a minimum. Particular attention shall be paid to the traffic calming measures taken where the Bike Trail will cross Chestnut Street. Potential traffic calming measures include gateway treatments, corner neck-downs, narrowed travel lanes, speed tables, trees and landscaping, and transversely striped crosswalks. Crosswalks shall be at a minimum as wide as the sidewalk to which they connect.

STANDARD B-9: Streetscape Design. New development in the public realm shall utilize the City's streetscape standards for Bayside which include specifications for sidewalks, streetlights, street furniture, fencing and walls, landscaping and signage in order to create a unified image of the neighborhood. This information is provided in the appendix. Privately owned, publicly accessible open spaces shall be designed to coordinate with the surrounding area by incorporating the City's standards for streetscape design elements. Streetscape design on privately owned, publicly accessible open spaces may select a different style which complements the City's standard for the area if the design of the space commands a special, unique, and equally distinctive feature.

[NOTE: insert details of fencing at Whole Foods parking lot, brick sidewalks etc]

STANDARD B-10: Encroachments. Encroachments on the sidewalk shall be sited and designed to encourage pedestrian activity. The design, location, and construction or installation of such features shall be human scale, shall be appropriate in character with the surrounding buildings and open space, shall be comprised of durable and attractive materials, and shall be consistent with the City's streetscape standards. The encroachment shall not impede the visual transparency or the perceived physical interaction with the internal uses of the building.

STANDARD B-11: Lighting. Street lights along public streets shall be scaled to the size, traffic volume and use that is typical for that street, as defined in the street hierarchy in Standard B-1 Streets and Alleys. Street lighting shall comply with the *Technical and Design Standards and Guidelines* at a minimum and may also be required to meet The Illuminating Engineering Society of North America Standards (IESNA), and the Leadership in Energy and Environmental Design (LEED) standards for light pollution.

Street Lighting:

“A Streets” lighting shall be the City's selected Holophane model for Bayside, at the 24'3” foot height in the Silver Metallic Aluminum color #F264H.

“B Streets” shall be the City's selected Holophane model for Bayside, at the 19'3” foot height in the Silver Metallic Aluminum color #F264H.

“C Streets” shall be the Holophane model for Bayside, at the 19' 3” foot height in the Tribo color.

“D Streets” shall be the Holophane model for Bayside, at the 12’9” foot height in the Tribo color.

Sidewalk Lighting: Sidewalks shall be lit with a combination of pole mounted, building mounted, or bollard lighting, as well as light from store windows, entries and other building features. The placement of lighting fixtures shall be pedestrian scaled, downwardly directed, and shielded or reflected so as to prevent glare and excess lighting spilling onto private property or skyward.

[NOTE: Insert photo of bollard lights from Lowell or other examples].

Open Space: Lighting along public open spaces shall be of a height in scale with the space, as determined by City staff. Privately owned, publicly accessible open spaces may select a different luminaire style which complements the City’s standard for the area if the design of the space commands a special, unique, and equally distinctive feature.

PRINCIPLE C *Parking, Loading and Service Areas*

Parking, loading and service areas shall be designed and located so as to present an attractive façade to neighboring use, to minimize their visual presence in the neighborhood, and to minimize the impact along pedestrian oriented streets and residential areas.

STANDARD C-1: Parking Structures. Parking structures shall be designed to be compatible with adjacent uses and architecture in form, bulk, massing, articulation, and materials. These structures shall incorporate architectural design elements that provide visual interest on all sides visible from public rights of way, for the full height of the structure. The visual impact of parking garages along primary and secondary streets shall be mitigated through the use of features such as the site topography and façade articulation such as decorative metal grills, green screens with plant materials or artwork. The parking garage may incorporate “green roof” technologies. Internal lighting shall not include bare overhead lighting. The glare of headlights shall be screened from view of adjacent structures. Pedestrian level lighting shall be provided on the exterior.

STANDARD C-2: Parking Entrances. The entrance to parking garages shall respect the pedestrian realm and minimize the visual impact of the garage through provision of design elements such as: enhancement of the pedestrian entries; physical separation of entrances and exits; recessing the entry or extending portions of the structure over the entry; and incorporation of landscaping or artwork. The exits from parking garages shall be designed to inform the driver that s/he is entering in to a pedestrian realm. Gates shall be located interior to the building at a distance that allows cars to stack internal to the structure rather than on the street.

STANDARD C-3: Active Uses. Parking structures shall incorporate liner buildings along the full front façade, or enclosed active uses on the first floors along all A and B streets (excluding frontage dedicated to entrances, lobbies, and stair towers). Such space

shall be provided with a minimum of 10 foot floor to ceiling clearance height, a 25 foot depth (measured from the exterior building wall), and a column spacing that would allow commercial uses to be developed in the structure, shall the structure be adapted for such uses in the future. [See also Standard E-5 Flexibility of Interior Layout].

STANDARD C-4: Back of Parking Structures. Parking structures that have a rear or side elevation along a right of way, pedestrian access route, trail, open space, or which can be viewed from the public right of way, must incorporate design considerations noted in Standard E-9: Back Sides of Buildings

STANDARD C-5: Decks and Ramps. Parking structures shall have horizontal decks on all levels where the decks are visible from the public rights of way. Ramps and non-horizontal parking decks shall be screened from all visible angles and shall not be permitted on facades located along or within 45 feet of a public right of way. (Note: such space would allow for the construction of a liner building and a ten foot separation).

STANDARD C-6: Surface Lots. Areas devoted to surface parking shall be screened from public rights of way and significant views through the use of design elements such as plantings, fencing, grade changes, and/or walls. A landscaped border shall be created around all surface parking lots. Any parking lot containing ten (10) or more parking spaces shall include one (1) or more landscaped islands within the interior of the lot. There shall be at least one (1) island for every twenty (20) spaces.

STANDARD C-7: Bike Racks. Bike racks shall be provided in a convenient location, proximate to the entry or entries of the building(s), either immediately adjacent to or no further than the associated motor vehicle parking, and shall be visible from the street or provided with prominent directional signage visible from the street as detailed in the Technical and Design Standards and Guidelines Manual and in compliance with the City's Off-street bicycle parking standards - Chapter 14-332.1

STANDARD C-8: Service, Utility and Mechanical Infrastructure. Service, utility and mechanical infrastructure (such as loading docks, delivery areas, truck parking, outdoor storage, utility meters, HVAC equipment, visible rooftop mechanicals, pipes, ducts, vents, access doors, meters, transformers and other building systems equipment, trash collection, trash compaction, power generators, fuel tanks and similar services) shall be located at the rear or side of buildings, along service alleys, or in the interior of parking garages. Such uses shall not result in adverse visual and audible or other noxious impacts on adjacent properties and public streets and spaces. Areas for outdoor storage and trash collection or compaction shall not be visible from public rights of way, or located within 20 feet of any public street, sidewalk, or open space. Mechanical equipment shall be located away from pedestrian ways and seating areas to minimize noise, exhaust or visual impacts. Mechanical equipment shall not be located in the front setbacks between building and public rights-of-way.

All service, utility and mechanical infrastructure shall be visually screened from adjacent uses, adjoining properties and public rights of way. Screening materials, landscaping,

colors, and design shall conform to those used on the building. Roof equipment shall be fully screened from street level and all view corridors by parapets, roof screens or equipment wells. Wherever possible, roof equipment shall be clustered and included in one screen. New buildings and new additions shall plan for roof equipment screens and include them in the design of the building. Garage doors and loading areas shall be screened from view of public rights of way with materials, colors and finishes that are consistent with the exterior elevations of the overall building. Loading docks shall be screened from residential uses by a minimum 8 foot high masonry wall with 10 foot wide landscaped strip. Loading ramps and service entrances with garage doors visible from primary and secondary streets shall be recessed behind the front façade of the main structure. The garage door width may be no more than 10% of the width of the building's overall façade width, except that no garage door need be reduced to less than 9 feet in width. Outdoor storage and trash collection areas visible from public streets and spaces shall be screened, recessed or enclosed with solid fences or walls. Materials, colors, and design of screening walls and fences shall conform to those used on the building.

PRINCIPLE D *Open Space and the Public Realm*

Public and privately owned open spaces shall be designed to promote a visually pleasing, safe, and active environment. Opportunities to extend the City's bike and pedestrian trail system shall be maximized. Landscaping throughout the neighborhood shall be designed to complement the architecture, enhance the human scale, add seasonal interest, reinforce pedestrian circulation paths, and provide a more comfortable urban environment.

NOTE: The *Bayside Open Space Priorities and Principles* document was adopted by the Bayside Trail and Open Space Committee on 7/24/06 and was used as a reference document in the drafting of these guidelines. This document shall be considered in the provision and design of open space in the B-7 Zone of Bayside. All new development shall consider this document for specifications on desired locations, components, and design of open space.

STANDARD D-1: **Open Space Design.** Publicly-accessible parks, plazas, and other open space shall be accessible from sidewalks and surrounding buildings. Further, publicly accessible open space shall be located and designed to allow views from the sidewalk, street, and surrounding buildings into the open space as well as outward from within the space. Pedestrian amenities such as seating, lighting, artwork, trash receptacles, etc. shall be compatible with the City's Streetscape Standards for Bayside. Streetscape design on privately owned, publicly accessible open spaces may select a different style which complements the City's standard for the area if the design of the space commands a special, unique, and equally distinctive feature. Solar access, wind protection, and landscaping shall be considered to enhance pedestrian comfort and provide a variety of sunny and shaded areas.

STANDARD D-2: **Bayside Trail.** A conceptual or final plan for the Bayside Trail from Franklin Arterial to Elm Street shall be considered in the review of all new

development. Buildings adjacent to the Bayside Trail shall be designed so that the façades along the trail incorporate design elements that enhance the trail use such as active doors into the building, plazas, outdoor seating, and food service. The design of retail or restaurant uses shall incorporate a means of ingress and egress that is oriented to the trail. Businesses that complement the use of the trail, such as sporting goods stores, equipment rentals, coffee and ice cream shops, etc. shall orient entrances to the trail where feasible.

STANDARD D-3: Landscaping and Street Furniture. Landscaping for public property, and private property that is accessible to the public shall comply with the *Technical and Design Standards and Guidelines* at a minimum, and with the standards below. Substitutions shall be reviewed for approval by the City Arborist.

Landscaping: Landscaping such as overhead/canopy trees, ornamental trees, shrubs, ground cover, and flowers, as well as the use of plants with attractive flowers, colorful and changing foliage, distinctive bark, and prominent or unusual shape enrich the visual environment and shall be used to enhance the character and livability of Bayside

Plant selection: The selection of all plant material shall consider native plant materials wherever feasible, and the plant's tolerance to urban conditions which include poor drainage, litter and salt problems, vandalism and abuse, shade conditions, and disease and insects.

Compatibility: The selection of the primary plant materials (in particular the larger materials such as street and ornamental trees) and their location on a particular site, and other site improvements shall be considered in coordination with public streetscape improvements which occur or are planned for the immediate area.

Use and placement: The placement of street trees and planters within the public right-of-way shall complement and enhance the pattern of similar features on adjacent and nearby properties and be consistent with planting programs established by the City.

Planters, wells and tree grates : Raised planters shall be used wherever possible to increase the viability of plant materials. Such planters shall be consistent in style and character throughout Bayside. Where individual tree wells are located along streets, the wells shall be as large as possible to allow adequate water and air to the soil and root system. Where the dimensions of the sidewalk area permit, planting strips or portions of brick sidewalk set on sand shall be considered to allow an even greater area of permeable surface. Tree grates and guards shall be provided in order to assure adequate air and water access and to provide protection for trees located within pedestrian activity areas. In certain areas, where wide sidewalks exist and ample pedestrian circulation area is available, the use of granite pavers may be substituted for tree grates

Irrigation and Drainage: An adequate provision of a water source, irrigation system and method of drainage shall be provided for planted areas. Such areas shall also have drainage systems designed to prevent excess water accumulation or runoff onto

pedestrian walk areas. Individual tree wells shall be designed to allow adequate drainage, tying into curb line drainage systems wherever possible.

Lighting: Lighting of plant materials shall complement existing City programs for street and sidewalk lighting, and shall enhance the pedestrian environment. Such illumination shall generally be maintained by the owner of the proposed development, and the failure to maintain or a decision to remove such illumination shall not result in an unattractive landscape. Special lighting design may be proposed to highlight significant trees.

Maintenance: A regular program of feeding, watering, pruning, damage repair, pest and weed control, and replacement of declining plant material shall be established at the time of initial design and installation, and maintained thereafter.

STANDARD D-4: **Pedestrian Amenities.**

Pedestrian amenities shall comply with the City's *Technical and Design Standards and Guidelines* at a minimum, and also with the streetscape standards selected for Bayside.

1. **Seating.** Seating along heavily used pedestrian routes shall be provided to accommodate pedestrian related activities. Placement of seating shall not obstruct pedestrian circulation, and shall assure maintenance and appropriate use. One linear foot of seating for each thirty (30) square feet of open space, or 30 linear feet of pedestrian route shall be provided within publicly accessible open space.

2. **Bus shelters.** Bus shelters or sheltered waiting areas along building frontages shall be provided along designate bus routes. The placement and design of shelters shall not obstruct pedestrian circulation and shall ensure maintenance and proper use. Shelters shall provide a heated waiting area wherever feasible and shall be adequately illuminated and provide seating, signage, and schedule/route information.

3. **Streetscape Amenities.** Streetscape amenities such as trash receptacles, mailboxes, and newspaper boxes shall not create a visual appearance of clutter, shall not obstruct pedestrian circulation, shall be designed to ensure maintenance and proper use, and shall complement the character of surrounding buildings, streets and open space. Streetscape amenities shall be designed and sited so as to prevent vehicles from parking on the sidewalk.

4. **Directional and Informational Signage.** It is important that adequate orientation be provided in order to assure the greatest possible use of the area by pedestrians,. Directional and Informational Signage shall be consistent with guidelines established within STANDARD E-16: Signage, with signage requirements of the City Land Use Code, and with other applicable City signage plans such as the results of the City's Wayfinding Study (underway in 2008), as identified during review.

STANDARD D-5: Public Art and other special features. The provision of art and other special features such as fountains and kiosks adds visual interest, a sense of creativity; and elements of discovery that enhance the pedestrian experience. All public art shall be designed and implemented in accordance with the *Guidelines for the City of Portland's Public Art Program*. The location of such features shall not obstruct pedestrian circulation and shall complement the character of surrounding buildings, streets and open space.

PRINCIPLE E Architectural Design

New development shall contribute positively to a new identity for the neighborhood as outlined in A New Vision for Bayside. New development shall create a mixed-use, pedestrian-friendly setting that contributes to the context of the surrounding urban fabric and provides a sensitive transition to adjacent residential neighborhoods. The Portland peninsula has a coherent urban fabric of traditional building forms, street grid, and streetscape design that contributes to the legibility of the city. New development in Bayside may be a variety of architectural styles, particularly those that are innovative and express the aesthetic of the time in which it was built, and shall be organized according to principles of urban design that integrate with the urban fabric of surrounding neighborhoods and Portland as a whole. The scale, massing and fenestration of new development shall reflect its context, include the highest quality design, materials and construction systems expected to last at least 50 years; flexible and adaptable floor plates; functional and aesthetic architectural details; sustainable and green design; and excellence in streetscape, landscape, signage and lighting which is appropriate for an urban setting in the northeastern United States.

STANDARD E-1: Architectural Design. New development in Bayside may be a variety of architectural styles, particularly that which is innovative and expresses the aesthetic of the time in which it was built, and shall be organized according to principles of urban design that integrate with the urban fabric of surrounding neighborhoods and Portland as a whole. A respectful integration of contemporary design within the existing context shall complement, reinforce and enhance the prevailing patterns and proportions of adjacent buildings without requiring imitation or repetition.

[NOTE: Insert Bayside Height Overlay Map]

STANDARD E-2: Height. In general, building heights shall meet the heights approved on the *Bayside Height Overlay Map*. Heights along the edges of the B-7 Zone shall transition to the scale of adjacent neighborhood development through design elements such as variations in massing; articulation of the facades in intervals that reflect existing structures or platting pattern, stepping the architecture to adjacent buildings and/or contextual proportions of building elements, use of architectural style and details such as roof lines, belt courses, cornices, or fenestration, and color or materials that derive from the less intensive zone.

The street wall heights of buildings shall be stepped back 15 feet minimum once they exceed by 50% the average height of the buildings 4 stories or taller on both side of the street within the block of the proposed site.

The design of the building top, roofline or vertical termination shall be designed to create visual interest on the skyline.

STANDARD E-3: Massing. Large expanses of undifferentiated facade or uniform cladding is not allowed along public rights of way. The composition of a proposed building façade shall be defined by horizontal and vertical articulation, with vertical articulation being predominant, in keeping with the local context of the urban form.

New buildings that are four stories or higher shall have three components: base; middle; and top. The base provides a portion of the building with a scale and articulation that is related directly to the pedestrian. The middle portion of the building provides a pattern of fenestration and detail that lends a sense of rhythm and scale to a building both horizontally and vertically. The top portion of the façade typically receives special treatment that terminates the building in a distinctive manner. Exceptions shall be permitted, as determined by the City's planning staff, only when a specific architectural style offers other types of facade articulation that are consistent with that style.

STANDARD E-4: Articulation. Blank, flat, unadorned, or repetitive facades shall not be allowed on facades visible from public rights of way. Facades visible from public rights of way shall incorporate design elements that break the facades into components scaled to the pedestrian, and to the context of other buildings on the street. This may be accomplished through an expression of the building's base, middle and top, vertical fenestration, variation in the planes of the façade, architectural details such as windows, doors, bays, balconies, cornices, reveals, expansion joints, trim, changes in color, texture, and material, permanent artwork, etc. The maximum length of blank or undifferentiated facades shall not exceed thirty feet horizontally or vertically and shall not exceed 15 feet horizontally or vertically along streets, primarily A and B Streets. The design elements listed above may be used to mitigate blank walls if it can be demonstrated that the program of the building precludes the use of windows or functional doors every 30 feet at the pedestrian level.

The base of the building which relates to the pedestrian realm, shall be designed with a high level of detailing and material quality utilizing the options listed above. Buildings which are less than four stories must meet this standard on the entire height of the façade. Buildings that are four or five stories shall meet this standard on the first 14 feet, or the first floor at a minimum. Buildings which are six and seven stories shall meet this standard on the first 24 feet, or the first two floors at a minimum. Buildings which are eight stories or higher shall meet this standard on the first 35 feet of the building façade, or the first three levels at a minimum. A deviation shall be made from this standard only to the closest natural breaking point in the building.

All buildings shall maintain a pedestrian scale through the use of building elements at the street level such as windows, entries, commercial displays, building entries, a variety of materials, colors, ornamentation, texture, elements indicating floor-to-floor heights, appropriately scaled building materials, cornice lines, signage, awnings and canopies. Ground floor facades that face public streets shall actively engage pedestrians through such features listed above along no less than 60 percent of their horizontal length.

For interior uses which require large volumes of windowless space, every effort shall be made to contain these uses within the central portion of a site away from street fronting facades of the building. Building entrances and large windows may not be feasible in some cases, due to topographic change or windowless interior uses which cannot be located in any other portion of a site. In such situations, it is important that the design of the facades incorporate features such as those listed above..

STANDARD E-5: Flexibility of Interior Layout. The interior layout of a space can impact its viability for pedestrian oriented uses. The first forty (40) feet of depth of floor area along street frontages shall be laid out to be able to accommodate retail or other pedestrian oriented uses. Placement of exterior and interior building features at the first floor level (such as columns, bearing walls, stairs, elevators, and mechanical systems) shall be designed and constructed to be flexible over time and to accommodate the broadest possible variety of layouts, or be able to be modified at reasonable cost to accommodate future pedestrian oriented uses. New commercial development shall incorporate floor plates that can accommodate different sized spaces, storefront windows with the ability to provide separate entrances from the sidewalk, and floor to ceiling heights of 14' on the ground floor. Parking garages shall be designed to be convertible to future uses through the provision of a minimum of a 10 floor to ceiling height, if feasible.

STANDARD E-6: Entrances. Buildings along public streets shall have the primary entrances oriented to the street. Primary entrances shall not be oriented to a parking lot or structure. If a building sits at a corner of two streets that are defined as A or B Streets, the primary building entrance shall orient to the corner unless the building program precludes such design. An exception to a corner entrance may be considered where an alternative orientation achieves a superior relationship of the building to the adjacent streets. Primary building entrances shall be fully functional in design and use and shall provide access to lobbies, elevators, stairs and common areas. Entrances shall be scaled to the overall massing of the building. Commercial and mixed use buildings shall be permeable and accessible on all sides from the public way, unless the building program precludes such design due to building scale or for reasonably necessary security purposes. Residential buildings are only required to have one entrance for security purposes.

STANDARD E-7: Windows. Windows shall be located on all facades visible from public rights of way. Window style shall be appropriate to the overall building style and scaled to the overall massing. The first floor transparency (minimum visible transmittance (VT) of .7 or greater) along public streets and the trail shall be equal to at least 50% of the wall area between the height of 2 and 9 feet. The first floor windows

and storefronts shall be transparent with active uses visible behind them. Opaque glass shall not be allowed at the first floor level [See Standard E-13 Transparency]. Upper floors of all new buildings shall have at least 15% to 40% transparency of wall surface (VT of .7 or greater) along public rights of way, with the range depending on program requirements. If it can be demonstrated that the building program precludes windows along first floor street frontages, then other surface details shall be used in accordance with Standard E-4Articulation].

STANDARD E-8: Storefronts. Storefronts shall be designed to accommodate doors at regular intervals, so that doors may be installed in the future as the building program changes over time. Storefront glass shall be transparent in accordance with Standard E-13: Transparency, and shall not be blocked with opaque glass, or other means. Fixed, collapsible and rolling security grills and gates shall not be allowed on display windows and doors visible from public rights of way.

STANDARD E-9: Back Sides of Buildings. The back sides of buildings, particularly along streets, the trail, alleys, or other pedestrian access ways, or which face an adjacent residential neighborhood, shall be designed in a manner that incorporates high quality facade materials, transparency (visible transmittance of .7 or greater), parent windows, operable building entrances, and other design features that are consistent with the primary facades of the building. Exterior fire escapes, ladders, standpipes, vents, etc. shall be well maintained and painted to blend with the color of the building, or painted a dark recessive color. Utility meters, exhaust vents, etc. shall be unobtrusive and located at the side or rear of the building. See also Standard C-8: Service, Utility and Mechanical Infrastructure.

STANDARD E-10: Rooftop Appurtenances. Rooftop appurtenances shall not be visible along or block view corridors, or views to specific landmark features such as the City Hall Clock Tower, Portland Observatory, the Cathedral of the Immaculate Conception or important views as may be identified during the City's development review process. Rooftop appurtenances shall be consolidated physically or visually through unified screening. Rooftop appurtenances shall be located and designed so to appear as an integral part of the architectural character of the building on which they are located. The exterior appearance of these features shall incorporate a scale, shape and choice of materials that is consistent with the principal building.

STANDARD E-11: Fences and Walls. Fences and walls along public streets, trails, alleys, or public spaces shall be made of high quality, durable and weather resistant materials such as brick, stone, wood, and high grade metals. The Bayside parking lot fence detail consists of granite posts with pipe rails. This design shall be used at parking lots edges and other appropriate locations. An alternate fence design of equal or higher quality may be presented for consideration during the development review process. Ornamental fencing and walls shall be as low as possible and integrated with plant materials or other amenity wherever adequate space allows. Chain link fences, plastic fences, or fences which are rustic or rural in character, shall not be allowed anywhere that is visible from the public right of way. Chain link fences used on areas internal to a

property shall be black vinyl coated. The fence design shall not create a blank façade at the pedestrian level.

STANDARD E-12: Materials. Facades visible from public rights of way shall use natural and authentic building materials that are expected to last at least 50 years. Predominant materials shall be brick, stone, precast concrete and other masonry products, wood, glass and high quality metals such as steel, titanium and copper. Traditional stucco on wire lath or masonry may be used. Renewable and recyclable materials approved for use by LEED Standards (Leadership in Energy and Environmental Design) may be used. Cellular PVC trim and dimensional stock shall be allowed.

Materials such as thin gauge metal panels, exterior insulation and finish systems (EIFS), panelized “thin brick”, vinyl siding, or stucco on Styrofoam or a similar backing shall not be used on facades visible from public rights of way. Fiber-cement clapboard and shingles may be used. Fiber cement panels shall only be used on portions of the building not visible from public rights of way. Public spaces shall be constructed of permanent, durable materials such as concrete, brick or stone.

STANDARD E-13: Transparency. Windows shall use untinted, lightly tinted, or the minimum tint needed to meet LEED Standards. Windows that have daylighting application on all levels of the façade shall use glass with a visible transmittance (VT) value of .7 or greater, which looks clear. Any value below .7 shall not be allowed as it looks dark and/or reflective. The VT rating shall apply to the glass only, not the frame components.

Opaque, heavily tinted or reflective glass shall not be used at the pedestrian level unless it can be demonstrated that the building program precludes the use of transparent glass. Opaque, heavily tinted or reflective glass shall not be allowed on facades that are visible from public rights of way, except as a design accent covering no more than 10% of upper story fenestration areas.

If window film is used, it shall be an energy efficient film with little or no color, that is virtually invisible and neutral in appearance.

STANDARD E-14: Illumination. Prominent building facades shall be lit by carefully designed downwash systems of appropriate color and intensity. Only historic landmarks and civic buildings shall be fully illuminated, as well as buildings which substantially contribute to the character of the street, and have sufficient ornamental detail to provide visual interest. See also STANDARD B-12 Lighting. Also see the City’s Revised Lighting Standards for Architectural Up-lighting.

STANDARD E-15: Weather Protection. Pedestrian sidewalks and walkways shall include weather protection features such as awnings or arcades a minimum of 30 feet at all entrances along A and B streets parallel to the building façade, or along at least 60% of that frontage. Canopies shall be constructed of permanent, durable materials, with glass and steel preferred.

STANDARD E-16: Signage. New styles of architecture frequently use signage with new materials, lighting techniques, and graphic images. Such signage shall be allowed on new construction within the B-7 Zone, where it will not have a detrimental effect on the pedestrian environment and character of surrounding buildings. Such signage shall relate to, and be an integral part of, the design of the building while still allowing adaptability for changing tenants and uses over time. Standard internally illuminated plastic signs shall not be considered as “architectural usage of new materials, lighting techniques, and graphic images for signage”.

The signage standards described for the City’s Pedestrian Activities District (PAD) in the Downtown shall apply to signage in the B-7 Zone. Signage shall also conform with the following standards:

- A master signage plan shall be required for all new construction as part of the site plan review process. Signage on new buildings shall be related to, and an integral part of, the design of the building. The master sign plan shall allow adaptability for changing tenants and uses over time.
- Each building may have a total of two signs at the upper level (defined as the area between the top of the first floor and the roofline), one sign per storefront tenant at the pedestrian level, one sign board at each entrance with a tenant roster, and a street number sign at entrances as necessary. Signs at the rooftop or cornice line shall be the name or number of the building, the owner of the building, or the major tenant. Signs for minor tenants (except retail storefront uses) are not allowed on the exterior of the building, except on the tenant roster.
- Trademarked corporate signage shall, in some instances, be required to be reinterpreted to ensure compatibility with its surrounding context. Such reinterpretation may include, but not be limited to, use of alternative materials or lighting solutions, adjustments in the scale of trademark logos or graphics, etc.
- Standard internally-illuminated signs—including plastic faced, box-type signs and individual plastic letters shall be prohibited. Acceptable forms of internal illumination may include halo-lit signs and die-cut metal sign panels that illuminate individual letters and symbols only.
- Permanent signs placed inside windows and/or doors visible from the public right of way shall be subject to review for conformance with these standards.
 - Rooftop signs, or signs along the cornice line, shall be allowed on a maximum of two faces of the building for a total of two upper story signs.
- Signage materials within the pedestrian scale (as defined in Standard E-3 Articulation) shall be glass, wood, or high quality metals such as copper or steel. Signage may creatively incorporate artwork or lighting such as artistic neon.

STANDARD E-17: Historic Buildings. The City of Portland's Historic Preservation staff shall be consulted on proposed changes to historic structures in the B-7 Zone. Historic structures shall be rehabilitated in a way that is consistent with their original architectural intent. Past alterations that have acquired historical significance in their own right (as defined in the City's Historic Preservation Design Standards) shall be retained. New additions to historic buildings shall be designed to be compatible with the original structure in size, style, and material, and shall result in the minimum necessary loss of original architectural material.

STANDARD E-18: Sustainable Design. Property that is controlled or conveyed by the City shall be developed at a minimum in a manner that is certifiable within the standards for building and neighborhood design in accordance with the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED).

STANDARD E-19: Shadows. All new development along the Bayside Trail, and all buildings in excess of 65 feet in height, shall be designed so that substantial shadow impacts on accessible open space are avoided. All development along the Trail and buildings in excess of 65 feet in height shall conduct a shadow study during the equinoxes and solstices of the year, at 9:00 am, noon, and 3:00pm. New development shall not increase the area in shadow by more than 10 percent during the period from March 21 to September 21. Shadow impacts which shall be evaluated include:

1. the amount of area of publicly-accessible open space that is shadowed;
2. the time and duration of the shadow impact within the open space; and
3. the importance of sunlight to the utility of the type of open space being shadowed.

STANDARD E-20: Wind. Consideration of wind impact relating to new construction shall establish and maintain a comfortable pedestrian environment. Comfort levels for pedestrian use are related to wind speed, reflect the type of pedestrian activity that might be acceptable, and can be categorized (Melbourne's Criteria) as: 1. unacceptable and dangerous; 2. uncomfortable for walking; 3. acceptable for walking; 4. acceptable for short periods of standing or sitting; and 5. acceptable for long periods of standing or sitting.

The following factors shall be considered in evaluating whether adverse wind impacts are created: 1. Pre-development and projected post-development wind speeds and their impact on pedestrian movement; and 2. Impact of projected wind speed on the use of and comfort within existing and proposed pedestrian seating areas and other adverse impacts on the surrounding area.

GLOSSARY [To be defined]

Active uses

Authentic Materials

Auto-oriented

Building Orientation

Neighborhood Edges

Circulation system

Cohesive

Connectivity

Contextual - the context of a site refers to a two-block radius with special attention given to the existing streetscape on both side of the street within the block of the proposed site (unless a different range is identified during development review).

Defensible Space

Gateways

Green Roofs

Historic Building

Human Scale

Institutional

Landmarks

Liner Buildings

Massing

Multi-modality

Pedestrian oriented environment

Proportion

Public Rights of Way

Scale

Setbacks

Stepbacks

Traffic calming

View Corridors

View Terminations

APPENDICES / REFERENCES

A New Vision for Bayside
1914 Atlas of the City of Portland (Bayside references)
B-7 Mixed Development District Zone
Bayside Height Overlay Map
Bayside Street Hierarchy Map
Bayside Open Space Priorities and Principles
Bayside Streetscape Subcommittee Standards
Bayside Trail Plan
Bicycle parking standards - Chapter 14-332.1
City's Transportation Plan (Bayside references)
Downtown Height Study (Bayside references)
Frederick Law Olmstead's firm – Plan for Marginal Way
Marginal Way Street Concept Design Study
Revised Lighting Standards for Architectural Up-lighting (under revision)
Sustainable Portland Report
PAD Signage Requirements
Peninsula Traffic Study (Bayside references)
Peninsula Transit Study (as applicable)
Portland Public Art Guidelines and Ordinance
Technical and Design Standards and Guidelines (lighting, crosswalks, etc).

Height Districts

A. Gateway Urban Height District

min. 4 floors, max. ht. 125' except as a conditional use [Sec. 14-296 (a)(5)] buildings may have a maximum height of 165'

B. Intermediate Urban Height District

min. 3 floors, max. ht. 105'

C. Transitional Neighborhood Height District

min. 3 floors, max. ht. 85'

D. Traditional Neighborhood Height District

min. 2 floors, max ht. 55'



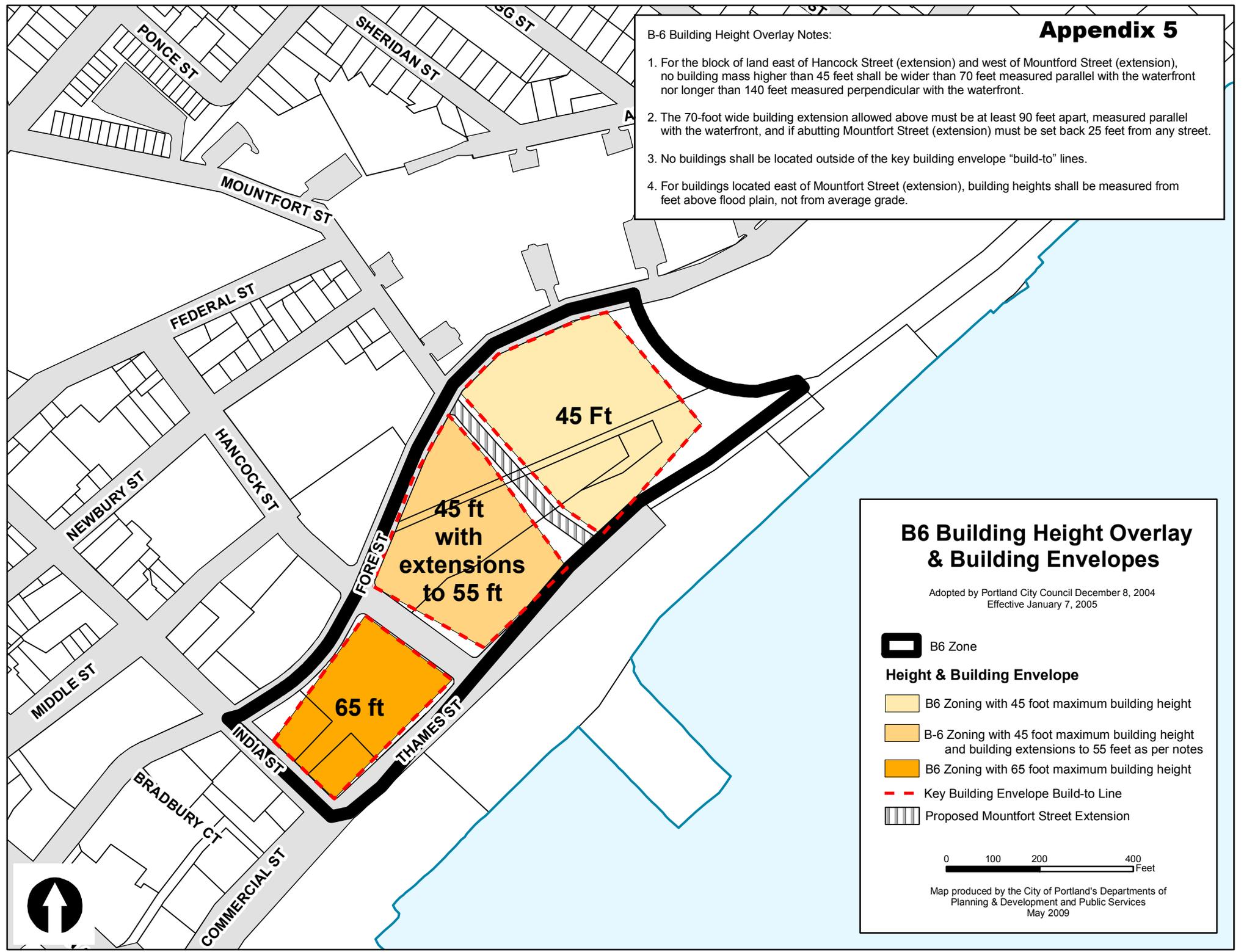
Enacted by Portland City Council, 4.19.06 Revision 08.04.06

BAYSIDE
Height Overlay Map

Appendix 5

B-6 Building Height Overlay Notes:

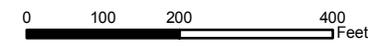
1. For the block of land east of Hancock Street (extension) and west of Mountford Street (extension), no building mass higher than 45 feet shall be wider than 70 feet measured parallel with the waterfront nor longer than 140 feet measured perpendicular with the waterfront.
2. The 70-foot wide building extension allowed above must be at least 90 feet apart, measured parallel with the waterfront, and if abutting Mountford Street (extension) must be set back 25 feet from any street.
3. No buildings shall be located outside of the key building envelope "build-to" lines.
4. For buildings located east of Mountford Street (extension), building heights shall be measured from feet above flood plain, not from average grade.



B6 Building Height Overlay & Building Envelopes

Adopted by Portland City Council December 8, 2004
Effective January 7, 2005

- B6 Zone
- Height & Building Envelope**
- B6 Zoning with 45 foot maximum building height
- B-6 Zoning with 45 foot maximum building height and building extensions to 55 feet as per notes
- B6 Zoning with 65 foot maximum building height
- Key Building Envelope Build-to Line
- Proposed Mountford Street Extension



Map produced by the City of Portland's Departments of Planning & Development and Public Services
May 2009

Planning and Development Design Manual R-5 Small Residential Lot Development Design Standards

May 11, 2010

Small Residential Lot development in the R-5 zone shall comply with the following standards. The intent of these standards is to assure that the siting and public aspects of new structures in the zone are compatible with those of the surrounding structures and that they contribute to an attractive and comfortable neighborhood. For the purposes of this section, the term ‘compatible’ shall be defined as consistent, congruous and harmonious in character. These standards shall apply to the front façade and those portions of the building that are visible from the public way.

1. **Context:** Residential development shall be designed, sited and oriented in ways that reinforce the context and existing character of the neighborhood, and enhance the streetscape. Neighborhood context refers to the existing residential development within a two block radius of the site.
2. **Public Realm:** The transition space between the street and the primary building entrance shall include features such as porches, stoops, covered entries, glazing and architectural details, landscaping or other measures to delineate the space.
3. **Orientation:** Principal facades, primary entrances, porches and bays shall orient to the street, not to interior blocks or parking lots. The primary entrance shall either face the street, or be located on the side with a covered porch (minimum six feet wide) that extends to the front of the building.
4. **Articulation:** Facades shall be articulated with architectural details that create visual interest. The area of glazing shall be a minimum of 15% of the total area of street facing façades. The rhythm, size and proportion of door, window and other openings shall be considered in relation to the overall massing of the building’s façade.
5. **Garages.** Attached and detached garages shall be oriented to the side, or oriented to the street as long as the garage is set back from the primary façade by a minimum of four feet. In such case, the total width of the garage door(s) or carports shall be less than 40% of the overall building width (however, the opening shall not be required to be reduced to less than 9 feet wide).
6. **Materials:** Exterior building materials, their trims and attachments shall be of a high quality, durability and composition capable of withstanding the climate and customary use.

Appendix 7

Enacted 04-13-04
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Design Certification Program R-6 Infill Development Design Principles & Standards

I. PURPOSE

All developers, no matter how small their project, have a responsibility beyond simply meeting the needs of their end users. They have a public responsibility to add to and enhance the neighborhoods in which their projects are built.

New residential construction within Portland's compact R-6 zones should relate to the predominant character defining features of the neighborhood. The design of new development is critical, particularly elements such as the orientation and placement of a building on a site; relationship to the street; and mass, form and materials.

The *Design Certification Program* aims to insure that infill housing development makes a positive contribution to the City's neighborhoods. The intent is to ensure that infill housing is compatible with the neighborhood and meets a high standard of building design, while allowing for diversity of design.

Projects will be reviewed for consistency with *R-6 Infill Development Design Principles and Standards*. These principles and standards are interdependent and should be considered holistically. The applicant must demonstrate that a proposal is consistent with the Design Principles. The standards are time-honored ways of achieving the Principles. The City's Design Manual contains examples of buildings that are consistent with the aims of the Design Certification Program.

Unless otherwise indicated, the R-6 Design Principles and Standards shall apply to the front façade and those portions of the building that are readily visible from the public way.

Unless otherwise indicated, the R-6 Design Principles and Standards shall define "Neighborhood" as the buildings within a two block radius of the site. Special attention shall be given to the existing buildings on both sides of the street within the block of the proposed site. If the building is proposed on a corner lot, then buildings on the adjoining block shall also be considered. The Planning Authority may determine other considerations that shall be made of the proposed building in relation to the neighborhood, due to unique characteristics of a given site.

II. SUBMITTAL REQUIREMENTS

The applicant shall submit a site plan and building elevations in accordance with final application requirements of the Site Plan Ordinance (Sec. 14-525). In order to illustrate neighborhood context for a proposal, the applicant shall submit photographs or other visual tools to depict the buildings within a two block radius of the site in order to determine the building elements that contribute to and are compatible with the predominant character defining architectural features of the neighborhood.

Special attention shall be given to the existing buildings on both sides of the street within the block of the proposed site. If the building is proposed on a corner lot, then depictions of buildings on the adjoining block shall also be required.

The Planning Authority may request that consideration be made of buildings in the neighborhood that are comparable in size, scale and use to that which is being proposed, or that consideration be made of the characteristics of buildings which were originally designed for a similar use to that which is proposed. The Planning Authority may determine other considerations that shall be made of the proposed building in relation to the neighborhood, due to unique characteristics of a given site. The Planning Authority may determine the neighborhood to be greater than a two block radius, due to unique characteristics of a given site. In such case, the Planning Authority shall determine the scope of the neighborhood.

Samples of the proposed exterior materials may be requested by the Planning Authority.

II. DESIGN PRINCIPLES AND STANDARDS

PRINCIPLE A Overall Context

A building design shall contribute to and be compatible with the predominant character-defining architectural features of the neighborhood.

Explanatory Note: The central idea behind good design in an established neighborhood is to reinforce positive features of the surrounding area, which provide its unique identity. To a large degree, the scale, mass, orientation, and articulation of an infill building should be compatible with that of the buildings that surround it.

Compatibility refers to the recognition of patterns and characteristics which exist in a given setting and the responsiveness of a new design with respect to these established patterns and characteristics. While there is no one specific solution for a given setting, there are a number of building characteristics which can be used to gauge visual compatibility of new residential construction in an existing neighborhood. These characteristics include design elements such as:

1. **Scale and Form:** height, massing, proportion of principal facades, roof shapes and scale of the architectural features of the structure.

2. **Composition of Principal Facades:** proportion of facades; orientation of openings; ratio of solids to openings; rhythm of fenestration; entrance porches and other projections; and relations of materials, texture and color.
3. **Relationship to the Street:** walls of continuity; rhythm of spacing and structures on streets; and orientation of principal elevations and entrances to the street.

Each infill project will have a unique context of surrounding structures and sites with some strong, unifying characteristics, and some that are subtle and less obvious. The more definite and easily discernable traits within an established neighborhood should serve as a basis for a design solution, which can reinforce the positive characteristics of the surrounding development patterns. On corner properties, where the architecture has a greater visual impact upon adjacent public spaces, both public facades will be evaluated with equal care.

STANDARD A-1 Scale and Form Relate the scale and form of the new building to those found in residential buildings within a two-block radius of the site, that contribute to and are compatible with the predominant character-defining architectural features of the neighborhood. Special attention shall be given to the existing building forms on both sides of the street within the block of the proposed site.

STANDARD A-2 Composition of Principal Facades Relate the composition of the new building façade, including rhythm, size, orientation and proportion of window and door openings, to the facades of residential buildings within a two-block radius of the site that contribute to and are compatible with the predominant character-defining architectural features of the neighborhood. Special attention shall be given to the existing facades on both side of the street within the block of the proposed site.

STANDARD A-3 Relationship to the Street Respect the rhythm, spacing, and orientation of residential structures along a street within a two-block radius of the site that contribute to and are compatible with the predominant character-defining architectural features of the neighborhood. Special attention shall be given to the existing streetscape on both side of the street within the block of the proposed site.

PRINCIPLE B Massing

The massing of the building reflects and reinforces the traditional building character of the neighborhood through a well composed form, shape and volume.

Explanatory Note: Massing is a significant factor that contributes to the character of a building. The building's massing (as defined by its bulk, size, physical volume, scale, shape and form) should be harmonious with the massing of existing buildings in a two block radius. The massing of a building can be defined as the overall geometry (length, width, and height) of its perceived form. The overall height of the form (actual and perceived) as well as the geometry of its roof is of particular importance in defining the massing of a building.

STANDARD B-1 Massing The building's massing (as defined by its bulk, size, physical volume, scale, shape and form) should be harmonious with the massing of existing buildings in a two block radius.

STANDARD B -2 Roof Forms Roof forms shall refer to the architectural forms found within a two-block radius of the site that contribute to and are compatible with the predominant character-defining architectural features of the neighborhood. Special attention shall be given to the existing roof forms on both side of the street within the block of the proposed site.

STANDARD B -3 Main Roofs and Subsidiary Roofs The building shall have a clear main roof form. Subsidiary roof forms and dormers shall be clearly subordinate to the main form in size, space and number. Where a building has multiple rooflines (e.g., main roof, dormer roof, porch roof, etc.) there shall not be more that two roof pitches or outlines overall.

STANDARD B-4 Roof Pitch Gable roofs shall be symmetrical with a pitch of between 7:12 and 12:12. Hip roofs with a shallow pitch and flat roofs shall have a cornice of at least 12 inches in width. The slope of the roof may be either parallel or perpendicular to the street. Monopitch (shed) roofs are allowed only if they are attached to the wall of the main building. No mono pitch roofs shall be less than 7:12, except for porch roofs. There is no minimum pitch for porch roofs.

STANDARD B-5 Facade Articulation Provide variety in the massing by incorporating at least two or more of the following architectural elements. Such features shall be applied to the front façade and those portions of the building that are readily visible from the public way.

1. Gables or dormers.
2. Balconies.
3. Recessed entries.
4. Covered porches, covered entries or stoops.
5. Bay windows. In the case of horizontally attached dwelling units, at least one-half of the ground floor units shall have a bay window to receive credit as a design feature.

STANDARD B-6 Garages Attached and detached garages are allowed provided that the street-facing façade of the garage is recessed behind the façade of the main structure by a minimum of four feet. However, if the garage is integrated into the building form, the garage door may be included into the front façade of the dwelling providing that there are at least one story of living space over the garage. In this instance, the garage door width may be no more than 40% of the width of the building's overall façade width, except that no garage door need be reduced to less than 9 feet in width. Standard C-2 is not required if there is no living space on the ground level.

PRINCIPLE C **Orientation to the Street**

The building's façade shall reinforce a sense of the public realm of the sidewalk while providing a sense of transition into the private realm of the home.

Explanatory Note: An important component of the neighborhood's character is the relation of dwellings to the sidewalk and the street. Design of dwellings can enhance the pedestrian friendliness and sociability of the streetscape while protecting the privacy of the residents' internal home life.

STANDARD C-1 **Entrances** Emphasize and orient the main entrance to the street. The main entrance of the structure shall either face the street and be clearly articulated through the use of architectural detailing and massing features such as a porch, stoop, portico, arcade, recessed entry, covered entry, trim or be located on the side and be accessed by a covered porch that extends to the front of the building, at the primary street frontage.

STANDARD C-2 **Visual Privacy** Ensure the visual privacy of occupants of dwellings through such means as placing the window sill height at least 48" above the adjoining sidewalk grade; providing the finished floor elevation of a residence a minimum of 24" above sidewalk elevation; incorporating porches along the front side of the building façade design; or other measures.

STANDARD C-3 **Transition Spaces** Create a transition space between the street and the front door with the use of such features as porches, stoops, porticos, arcades, recessed entries, covered entries, trim, sidewalk gardens or similar elements.

PRINCIPLE D **Proportion and Scale**

Building proportions must be harmonious and individual building elements shall be human scaled.

Explanatory Note: Throughout the history of architecture certain proportions have become known as classical proportions which have endured as aesthetically pleasing regardless of the style of architecture or the culture of origin. Scale has to do with the size of the architectural components in relation to the overall building size, and also in relation to the predominant character defining architectural features of the neighborhood.

STANDARD D-1 **Windows** The majority of windows shall be rectangular and vertically proportioned. The use of classical proportions is encouraged. Special accent windows may be circular, square or regular polygons. Doorways, windows and other openings in the façade (fenestrations) shall have a proportional relationship to the overall massing of the building.

STANDARD D-2 **Fenestration** Doorways, windows and other openings (fenestration) shall be scaled appropriately to the overall massing of the building. The area of fenestration of the front façade (and for corner lots, both street-facing facades) shall be at least 12% of the total

façade area. Appropriately scaled windows or other building openings shall be included on all sides of a building.

STANDARD D-3 Porches When porches are attached to the front façade, [or for porches that are required as an open space amenity under Section 14-139(f)] the porches shall extend along a horizontal line at least 20% of the front façade. Porches and balconies must have a minimum depth of 6 feet and a minimum square footage of 48 square feet. The depth may be reduced to 5 feet provided that the square footage is increased to 60 square feet.

1. For porches and balconies that are required as open space amenities under Section 14-139(f), a porch or deck may have entries to two or more units provided that the required dimensions and square footage allocations are met.

PRINCIPLE E Balance

The building's façade elements must create a sense of balance by employing local or overall symmetry and by appropriate alignment of building forms, features and elements.

Explanatory Note: Balance refers to the composition of façade elements. Symmetry refers to the balanced distribution of equivalent forms and spaces about a common line (axis) or point (center). Overall symmetry refers to arrangements around an axis line that bisects the building façade equally. Local symmetry refers to arrangements around an axis line that focuses on a particular building element (e.g., a porch or bay window). A balanced façade composition generally employs overall or local symmetry.

Alignment refers to the position of building elements with each other and with the building form as determined by scale, mass, roofline, slopes, etc.

STANDARD E-1 Window and Door Height The majority of window's and door's head heights shall align along a common horizontal datum line.

STANDARD E-2: Window and Door Alignment The majority of windows shall stack so that centerlines of windows are in vertical alignment.

STANDARD E-3: Symmetricality Primary window compositions (the relationship of two or more windows) shall be arranged symmetrically around the building façade's centerline (overall symmetry) or around another discernable vertical axis line.

PRINCIPLE F Articulation

The design of the building is articulated to create a visually interesting and well composed residential façade.

Explanatory Note: Articulation refers to the manner in which the shapes, volumes, architectural elements and materials of a building’s surface are differentiated yet work together. A well-composed building articulation adds visual interest and individual identity to a home while maintaining an overall composition.

STANDARD F-1 Articulation Buildings shall provide surface articulation by employing such features such as dimensional trim, window reveals, or similar elements appropriate to the style of the building. Trim and details shall be designed and detailed consistently on the facades visible from the public right of way.

STANDARD F-2 Window Types Window patterns shall be composed of no more than two window types and sizes except where there is a design justification for alternate window forms..

STANDARD F-3 Visual Cohesion Excessive variations in siding material shall not be allowed if such changes disrupt the visual cohesion of the façade. Materials shall be arranged so that the visually heavier material, such as masonry or material resembling masonry, is installed below lighter material, such as wood cladding.

STANDARD F-4 Delineation between Floors Buildings shall delineate the boundary between each floor of the structure through such features as belt courses, cornice lines, porch roofs, window head trim or similar architectural features.

STANDARD F-5: Porches, etc. Porches, decks, balconies, stoops and entryways shall be architecturally integrated into the overall design of the building in a manner that compliments its massing, material, and details. Multilevel porches and balconies on front facades shall not obscure the architectural features of the façade. Use of rail/baluster systems with appropriate openings between rails, stepping back balconies from the front plane of the building face, or other appropriate design features shall be employed to achieve this standard.

STANDARD F-6: Main Entries Main entries shall be emphasized and shall be integrated architecturally into the design of the building, using such features as porch or stoop forms, porticos, recessed entries, trim or a combination of such features, so that the entry is oriented to the street.

STANDARD F-8: Articulation Provide articulation to the building by incorporating the following architectural elements. Such features shall be on all façades facing and adjacent to the street.

1. Eaves and rakes shall have a minimum projection of 6 inches.

2. All exterior façade trim such as that used for windows, doors, corner boards and other trim, shall have a minimum width of 4 inches except for buildings with masonry exteriors.
3. If there are off sets in building faces or roof forms, the off sets shall be a minimum of 12 inches.
4. Pronounced and decorative cornices.

PRINCIPLE G Materials

Building facades shall utilize appropriate building materials that are harmonious with the character defining materials and architectural features of the neighborhood.

STANDARD G-1 Materials Use materials and treatments for the exterior walls (including foundation walls) and roofing that are harmonious with those in buildings within a two-block radius of the site that contribute to and are compatible with the predominant character-defining architectural features of the neighborhood. Special attention shall be given to the existing building forms on both sides of the street within the block of the proposed site.

STANDARD G-2 Material and Façade Design The selection of façade materials shall be consistent with the façade design and appropriate to their nature. For example, brick facing should not appear to be thin layers on the façade, or to overhang without apparent support.

STANDARD G-3 Chimneys Chimneys shall be of brick, finished metal, stone or boxed-in and clad with materials to match the building.

STANDARD G-4 Window Types A variety of window treatments and skylights are acceptable. However, within a single building the types of windows shall be limited to two types, and window detailing shall be consistent throughout.

STANDARD G-5 Patios and Plazas Patios and plazas shall be constructed of permanent materials such as concrete, brick or stone.

IV. ALTERNATIVE DESIGN REVIEW

The Standards listed above are time-honored ways of achieving the Design Principles. With exceptional care, though, it is possible to apply a design approach that meets the Principles through alternatives that vary from the Standards, while maintaining and relating to the predominant character-defining architectural elements of the neighborhood, such as the building location on the site, its relationship to the street, and its mass, form, and materials. The guiding principle for new construction under the alternative design review is to be compatible with the surrounding buildings in a two block radius, in size, scale, materials and siting, as well as the general character of the established neighborhood.

Special attention shall be given to the existing building forms on both sides of the street within the block of the proposed site. If the building is proposed on a corner lot, then depictions of buildings on the adjoining block shall also be required. The Planning Authority may request that consideration be made of buildings in the neighborhood that are comparable in size, scale and use to that which is being proposed, or that consideration be made of the characteristics of buildings which were originally designed for a similar use to that which is proposed. The Planning Authority may determine other considerations that shall be made of the proposed building in relation to the neighborhood, due to unique characteristics of a given site.

The Planning Authority may determine the neighborhood to be greater than a two block radius, due to unique characteristics of a given site. In such case, the Planning Authority shall determine the scope of the neighborhood.

An applicant may propose an alternative design approach and request an Alternative Design Review. The Planning Authority under an Alternative Design Review may approve a design not meeting one or more of the individual standards provided that all of the conditions listed below are met. The Planning Authority or applicant may seek an advisory opinion from the Historic Preservation Board, prior to the Planning Authority issuing a Design Certificate.

- A. The proposed design is consistent with all of the Principle Statements.
- B. The majority of the Standards within each Principle are met.
- C. The guiding principle for new construction under the alternative design review is to be compatible with the surrounding buildings in a two block radius in terms of size, scale, materials and siting, as well as the general character of the established neighborhood, thus Standards A-1 through A-3 shall be met.
- D. The design plan is prepared by an architect registered in the State of Maine.