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, stepbacks, 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 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 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, transparent 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 50years. 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 above 60% which looks clear. Any value below 60% 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).