



Milwaukie Downtown Design Guidelines

Milwaukie, Oregon

Adopted by Milwaukie City Council
April 1, 2003
Resolution 11-2003

Downtown Milwaukie DESIGN REVIEW CHECKLIST

Project and Applicant Name: _____

Zoning: _____

Building Use: _____

Other: _____

Submission Date: _____

STANDARDS AND GUIDELINES

A. Development and Design Standards Complies Yes No

1). Development Standards

- Permitted Use
- Minimum Lot Size
- Floor Area Ratio
- Building Height
- Residential Density
- Street Setbacks
- Side and Rear Setbacks
- Ground-floor Retail
- Ground-floor Windows/Doors
- Drive-through Facilities
- Off-street Parking Requirements
- Landscaping

2). Design Standards

- Residential Entries and Porches
- Garages and Parking Areas
- Courtyards
- Walls
- Windows
- Roofs

B. Design Guidelines

1). Milwaukie Character

- Reinforce Milwaukie's Sense of Place
- Integrate the Environment
- Promote Linkages to Horticultural Heritage
- Establish or Strengthen Gateways
- Consider View Opportunities
- Consider Context
- Promote Architectural Compatibility
- Preserve Historic Buildings
- Use Architectural Contrast Wisely
- Integrate Art

Downtown Milwaukie DESIGN REVIEW CHECKLIST

		Complies	
		Yes	No
2). Pedestrian Emphasis			
• Reinforce and Enhance the Pedestrian System		<input type="checkbox"/>	<input type="checkbox"/>
• Define the Pedestrian Environment		<input type="checkbox"/>	<input type="checkbox"/>
• Protect the Pedestrian from the Elements		<input type="checkbox"/>	<input type="checkbox"/>
• Provide Places for Stopping and Viewing		<input type="checkbox"/>	<input type="checkbox"/>
• Create Successful Outdoor Spaces		<input type="checkbox"/>	<input type="checkbox"/>
• Integrate Barrier-Free Design		<input type="checkbox"/>	<input type="checkbox"/>
 3). Architecture			
• Corner Doors		<input type="checkbox"/>	<input type="checkbox"/>
• Retail and Commercial Doors		<input type="checkbox"/>	<input type="checkbox"/>
• Residential Doors		<input type="checkbox"/>	<input type="checkbox"/>
• Wall Materials		<input type="checkbox"/>	<input type="checkbox"/>
• Wall Structure		<input type="checkbox"/>	<input type="checkbox"/>
• Retail Windows		<input type="checkbox"/>	<input type="checkbox"/>
• Residential Bay Windows		<input type="checkbox"/>	<input type="checkbox"/>
• Silhouette and Roofline		<input type="checkbox"/>	<input type="checkbox"/>
• Rooftops		<input type="checkbox"/>	<input type="checkbox"/>
• Green Architecture		<input type="checkbox"/>	<input type="checkbox"/>
• Building Security		<input type="checkbox"/>	<input type="checkbox"/>
• Parking Structures		<input type="checkbox"/>	<input type="checkbox"/>
 4). Lighting			
• Exterior Building Lighting		<input type="checkbox"/>	<input type="checkbox"/>
• Parking Lot Lighting		<input type="checkbox"/>	<input type="checkbox"/>
• Landscape Lighting		<input type="checkbox"/>	<input type="checkbox"/>
• Sign Lighting		<input type="checkbox"/>	<input type="checkbox"/>
 5). Signs			
• Wall Signs		<input type="checkbox"/>	<input type="checkbox"/>
• Hanging or Projecting Signs		<input type="checkbox"/>	<input type="checkbox"/>
• Window Signs		<input type="checkbox"/>	<input type="checkbox"/>
• Awning Signs		<input type="checkbox"/>	<input type="checkbox"/>
• Information and Guide Signs		<input type="checkbox"/>	<input type="checkbox"/>
• Kiosk Monument Signs		<input type="checkbox"/>	<input type="checkbox"/>
• Temporary Signs		<input type="checkbox"/>	<input type="checkbox"/>

Notes:

Credits

Milwaukie City Council

James Bernard, Mayor
Larry Lancaster, Council President
Joe Loomis
Susan Stone
Deborah Barnes
Mary King (former)
Jeff Marshall (former)

Design and Landmarks Commission

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Barbara Cartmill
Kevin McNally
Patty Wisner
Carlotta Collette
Paul Klein (former Chair)

Milwaukie Planning Commission

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Mick Miller
Howard Steward
Rosemary Crites
Teresa Bresaw
Brent Carter
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Introduction

Why Do We Need Design Guidelines?

The Design Guidelines provide a framework within which to review projects in downtown, aiding designers and developers in understanding the City's urban design expectations. The guidelines ensure a degree of order, harmony and quality within the built environment; they allow the development of buildings and projects that are attractive individually yet contribute to a downtown that is unified and distinctive as a whole.

Milwaukie's Design Guidelines support and complement the adopted Milwaukie Downtown and Riverfront Plan.

The guidelines help carry out the Plan's guiding principles, fundamental concepts and land use districts.

1. Guiding Principles

The two guiding principles of Milwaukie's Downtown and Riverfront Plan are the touchstone for the entire plan; as such they are the essence of what is to be supported by the Design Guidelines. Guiding Principles are as follows:

Creating a livable community.

- Provide for residents, workers and visitors alike.
- Provide for people of all ages, cultures, ethnic groups and incomes.
- Provide cultural arts and entertainment facilities.
- Provide significant open spaces and connections to the riverfront.
- Provide for specific "programmatic" requirements, such as parking or visibility from major roadways.

Ensuring economic success.

- Efficiently maximize current investment in infrastructure.
- Spur further private investment.
- Recognize and respond to the current marketplace.
- Establish a strategy for capturing unrealized market niches.
- Complement, protect and promote the continued growth and vitality of current businesses.



Milwaukie Downtown and Riverfront Plan

Introduction

2. Fundamental Concepts

The guiding principles are carried out in the form of three Fundamental Concepts:

Anchors and Attractors.

The keystone to building a successful downtown is to build upon existing resources - the quality stores and offices that Milwaukie already has - and supplement these with anchors and attractors - places used by hundreds of people on a daily basis. A grocery store, for example, will generate considerable foot traffic, which will in turn provide additional customers for downtown businesses.

The framework includes key elements which will be necessary to achieve these goals. New “anchor” uses include:

- Grocery store at the northern end of Main Street.
- Arts, entertainment and office “campus” of buildings at the southern end of Main Street, including a graphics-oriented higher education facility.

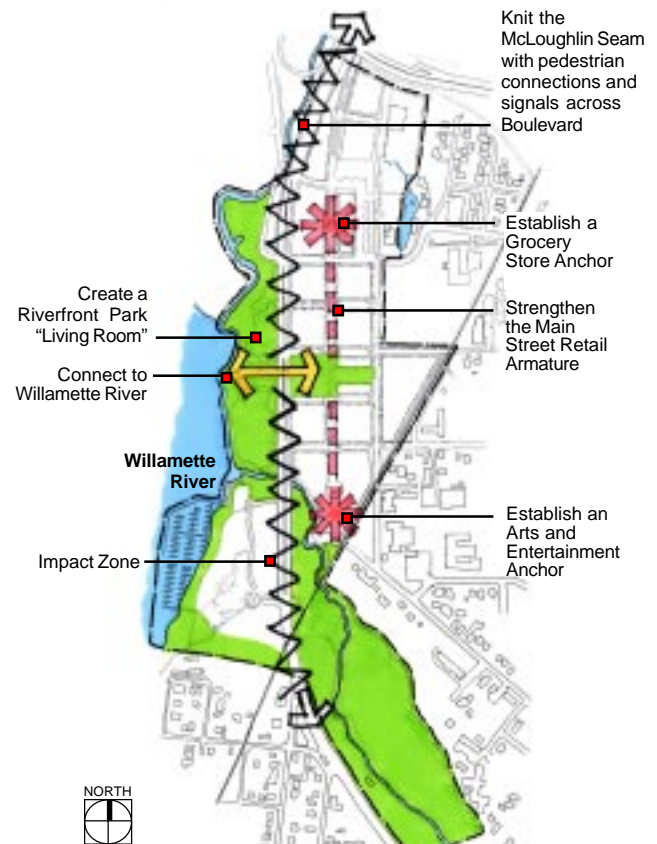
The Main Street “Retail Armature.”

Reactivation of Main Street is a major focus by re-establishing and strengthening a lively storefront retail character with a pedestrian emphasis and 24-hour use.

The framework establishes an environment in which people can shop, work, live and socialize along Main Street. It addresses and repairs the fundamental problems that have drained downtown of its vitality. The framework suggests adding to or filling in blocks with new uses and in some instances tearing down buildings and starting over again.

In the four blocks between the two anchors, the fabric of ground-floor retail establishments will create a lively flow of pedestrian activity. The Main Street retail armature ensures that a healthy retail street includes:

- Retail on both sides of the street.
- Continuous retail facades with no interruptions.
- On-street parking in front of retail.
- Anchor retail at both ends of Main Street.
- A pedestrian loop.
- Safe, signalized pedestrian crossings.
- Pedestrian-friendly amenities - wide sidewalks, landscaping, benches.



Fundamental Concepts Diagram

Introduction

Milwaukie Downtown Design Guidelines

This north-south flow of activity will be further enlivened where it intersects with the new Main Street Plaza - in the block between Monroe and Jefferson Streets and leading directly to the Willamette River and the new Riverfront Park.

Connecting to the River.

The new Riverfront Park will be the location for special events such as “Festival Daze,” holiday celebrations and community assemblies. The northern end will feature riparian habitat where Johnson Creek joins the Willamette. At its southern end will be a new hotel, adjacent to the new public marina and rowing facility.

3. Land Use Districts

The Land Use Framework consists of six land use districts:

- Commercial
- Housing
- Storefront Main Street
- Arts/Entertainment/Office
- Public Park
- Hotel

The Land Use Framework additionally consists of four Land Use Features:

A. Revitalizing Main Street and downtown

- Main Street improvements - shops, services, and family-wage jobs
- Save Landmarks - to preserve history and heritage
- New Grocery Store - to anchor Main Street
- New Tri-Met Bus Transit Center
- New Arts and Entertainment Campus

B. Reconnecting to the River

- New McLoughlin Bridge - to knit the seam between the downtown and the river
- New Riverfront Park - the City’s living room
- New Public Marina and restaurant
- New Riverfront hotel - to replace the water treatment plant

C. Restoring Natural Areas and Parks

- Downtown stream - divert a portion of Spring Creek into downtown park
- Restore Spring Creek
- Restore Johnson Creek
- Restore Kellogg Creek

D. Providing Quality Housing

- To the North, townhomes and apartments engaging



Land Use Framework

1.18 Amenities and Open Space Framework Map



Development must be consistent with the adopted Land Use Framework.

Introduction

Milwaukie Downtown Design Guidelines

new parks, near Spring Creek and trail to Springwater Corridor

- To the South, townhomes and apartments along landscaped creek and Rail Trail.

Design Guidelines support, supplement and should be used in conjunction with the following Downtown and Riverfront regulatory documents:

Zoning Ordinance. Section 312 of the Milwaukie Zoning Ordinance (Zoning Ordinance Revisions September 19, 2000), provides the primary regulatory framework for implementing the Downtown and Riverfront Land Use Framework Plan. The ordinance includes 1) specific development standards, 2) public area requirements, and 3) design standards adopted for the Downtown Zones to assure an active, attractive, and accessible environment for shoppers, employees, and residents.

Downtown Zones. The Downtown Zones described in Section 312 establish complementary yet distinctive subareas of downtown Milwaukie. The Land Use Framework Plan includes five Downtown Zones:

- Downtown Storefront (DS)
- Downtown Commercial (DC)
- Downtown Office (DO)
- Downtown Residential (DR)
- Downtown Open Space (DOS)

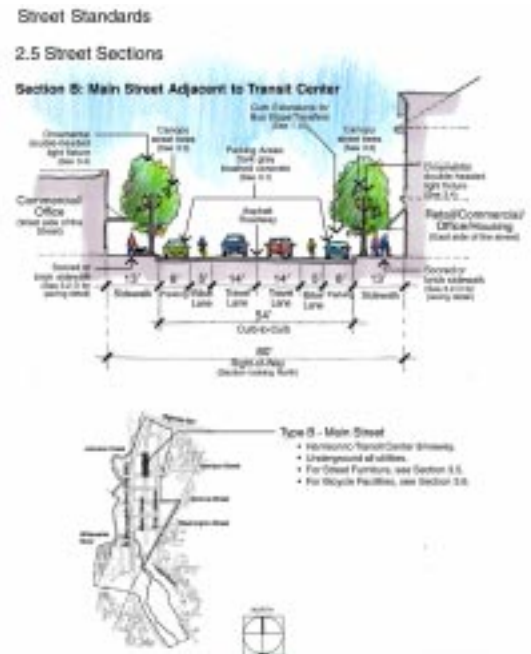
Development Standards. Development Standards are intended to establish and maintain the appropriate building character for the Downtown Zones. They address minimum and maximum:

- Floor-area ratios
- Building heights
- Residential densities
- Street setbacks
- Ground-floor uses

Design Standards. Design standards are intended to encourage building design and construction with durable, high-quality materials. Together with the public area requirements, the design standards will support the development of a cohesive, attractive and safe downtown area. The design standards do not prescribe a particular building or architectural style. The standards are intended to be clear and objective, and compliance with the standards is checked as part of building plan review.



Specific Downtown Zoning Ordinance provides the regulatory framework.



Adopted Public Area Requirements ensure design consistency throughout downtown.

Introduction

Public Area Requirements. Public Area Requirements prescribe specific details and design criteria for improvements within the public right-of-way, and establish a common urban design thread to link the different land uses and architectural styles of the Downtown Zones.

4. Role of Design Guidelines

The design guidelines coordinate and enhance the diverse activities taking place in downtown Milwaukie. There will always be many ways of meeting a particular guideline.

The guidelines do not prescribe specific design solutions, nor are they rigid requirements without flexibility.

Rather, the design guidelines provide a descriptive template for maintaining and improving the urban character of downtown, without dictating or prescribing a specific *style or theme*.

The guidelines also recognize Downtown Milwaukie to be a “town center” (designated in the City Comprehensive Plan) where buildings in most cases are built edge-to-edge and engage the streets; this town center image of Milwaukie is maintained and strengthened by the guidelines.

Moreover, the Design Guidelines ensure that new development does not treat existing older buildings as urban leftovers, lost and unattached fragments of the past. Rather, new construction and rehabilitation should respect the few remaining unique qualities of Milwaukie’s existing historic downtown.

It is important to emphasize that design guidelines should be viewed as an opportunity for applicants to propose new and innovative designs.

The mission of the guidelines is to be a tool for designers to understand the City’s design concerns for downtown development.



Quality affordable housing will be accessible to transit and downtown amenities.

Introduction

Design Review Process

All new development, additions, remodels and renovations within the Downtown Zones are subject to design review for determination of consistency with these design guidelines.¹

The process for design review is based on the extent of work proposed and whether it falls under one of three categories as follows:²

1. Exterior Maintenance and Repair (Type I Administrative for all work requiring a building permit);
2. Minor Exterior Modifications (Type I Administrative, with option for Type II and Minor Quasi-Judicial);
and
3. Major Exterior Modifications (Minor Quasi-Judicial Review before the Design and Landmarks Commission).

Projects will be evaluated for consistency with the Downtown and Riverfront Framework Plan, the Milwaukie Zoning Ordinance and these design guidelines. The design guidelines are applied during city review of development applications. City staff will review development proposals in the Downtown Zones and determine the appropriate review procedures. Decisions will be made by staff or the Design and Landmarks Commission, approving, approving with conditions or denying a proposal. Development projects are reviewed to determine consistency with development and design standards of the Downtown Zones and substantial consistency with the design guidelines. Where a project is not found consistent with the design guidelines, staff or the Design and Landmarks Commission may impose conditions of approval requiring the project to be modified to be consistent, or it can be established that design details or other site factors warrant finding for approval of the project without meeting the particular design guidelines. For those applications that are substantially inconsistent with the guidelines, staff or the Design and Landmarks Commission also have the option to deny the development request.

¹ Zoning Ordinance Section 19.312.7 for Design Review Procedures.

² Exterior Maintenance and Repair and Minor and Major Exterior Alterations are defined in Section 19.312.6 of the Zoning Ordinance. See also Section 19.1000 for procedures for Type I, II and Minor Quasi-Judicial Review.

Introduction

How to Use This Document

This document guides the design review process for any new project that occurs in the Downtown Milwaukie plan area. It is divided into five sections or “Guideline Elements,” each of which addresses a particular set of design concerns that affect the downtown environment. These guideline elements are as follows:

- Milwaukie Character
- Pedestrian Emphasis
- Architecture
- Lighting
- Signs

For each of these guideline elements, there is an introductory page describing the *intent* of that section of guidelines, followed by the specific guidelines. Each specific guideline contains a descriptive statement of the guideline itself as well as examples of recommended and not recommended applications, both listed in text form and illustrated in photo examples.

Visual Examples

Visual examples are included in each guideline element, as models for design and review purposes. They are intended to provide designers, developers and the Design Commission a means to effectively judge a building relative to appropriate and inappropriate design criteria.

Regulatory Reference

The guidelines are intended to supplement regulatory ordinances. For clarification, ordinance reference is provided for guidelines where key development and design standards or sign ordinances should be reviewed.



Milwaukie Character



Pedestrian Emphasis



Architecture



Lighting



Signs

Introduction

Guideline Elements

Where applicable, development must respond to the following categories of guidelines:

1. Milwaukie Character Guidelines

These guidelines address Milwaukie’s unique “sense of place,” its special quality and personality. People’s image of Milwaukie is that of an All-American riverfront town which is hospitable and family oriented. The guidelines address what gives Milwaukie this feeling, this “character” as a unique collection of spaces and buildings, not simply a group of individual projects that could be anywhere.

The Milwaukie Character Guidelines consist of the following sections:

- Reinforce Milwaukie’s Sense of Place
- Integrate the Environment
- Promote Linkages to Horticultural Heritage
- Establish or Strengthen Gateways
- Consider View Opportunities
- Promote Compatibility
- Preserve Historic Buildings
- Use Architectural Contrast Wisely
- Integrate Art



2. Pedestrian Emphasis Guidelines

In Downtown Milwaukie, the pedestrian is the priority. These guidelines address the ways in which buildings and spaces may be designed to create a convenient, comfortable, human-scaled environment that people will want to be in.

The Pedestrian Emphasis Guidelines include the following:

- Reinforce and Enhance the Pedestrian System
- Define the Pedestrian Environment
- Protect the Pedestrian from the Elements
- Provide Places for Stopping and Viewing
- Create Successful Outdoor Spaces
- Integrate Barrier-Free Design



Introduction

3. Architecture Guidelines

The Architecture Guidelines promote quality development while reinforcing the individuality and spirit of Milwaukie. The guidelines promote architectural types indigenous to Milwaukie and/or the Northwest. Buildings in Milwaukie should seem to be “at home” there, reflecting its character and heritage, suiting its climate, landscape and downtown street grid.

Within each downtown planning area, building proposals must consider and respond to selected requirements from the following architectural criteria:

- Doors
- Walls
- Windows
- Silhouette and Roofline
- Green Architecture
- Building Security
- Parking Structures



4. Lighting Guidelines

Lighting should not only provide nighttime security, but also encourage nighttime patronage of businesses and restaurants. Lighting should create an atmosphere of festivity and activity - especially where special elements or places are concerned. Utilitarian application of glaring, offensively colored lights is not appropriate for downtown. Each development proposal must consider and respond to selected requirements from the following lighting criteria:

- Exterior Building Lighting
- Parking Lot Lighting
- Landscape Lighting
- Sign Lighting



5. Sign Guidelines

Signs should make it easy to locate and identify businesses as well as providing other information relevant to getting around and doing business in downtown; however, signs should never overwhelm either buildings or landscape. Moreover, signs should provide information in a highly graphic format that is complementary to downtown architecture. Tasteful logos, symbols and graphics are encouraged. A strong pedestrian orientation should be encouraged for all signs.

Development proposals must consider and respond to selected requirements from the following sign criteria:

- Wall Signs
- Hanging or Projecting Signs
- Window Signs
- Awning Signs
- Information and Guide Signs
- Kiosks and Monument Signs
- Temporary Signs





Milwaukie Character Guidelines

The Milwaukie Personality is divided into the following elements:

- Reinforce Milwaukie's Sense of Place
- Integrate the Environment
- Promote Linkages to Horticultural Heritage
- Establish or Strengthen Gateways
- Consider View Opportunities
- Promote Compatibility
- Preserve Historic Buildings
- Use Architectural Contrast Wisely
- Integrate Art

Visual examples are included as models for design and review purposes. They are intended to provide designers and Design and Landmarks Commissioners a means to identify recommended and not recommended character elements. They are not intended to be specific examples that should be replicated.

Milwaukie Character

Milwaukie Downtown Design Guidelines

Intent

These guidelines address Milwaukie’s unique “sense of place” - that is, the qualities that make it special and give it personality. They consider what makes Milwaukie a unique collection of spaces and buildings, not simply a group of individual projects.



Milwaukie’s waterfront in the 19th century



Main Street parade in the 1950s

Milwaukie Character

Milwaukie Downtown Design Guidelines

Reinforce Milwaukie's Sense of Place

Guideline

Strengthen the qualities and characteristics that make Milwaukie a unique place.

Description

From the beginning, downtown has been the heart of Milwaukie. Its historic Main Street and riverfront should be a place for celebrations and festivities, for the community to gather, and should continue to be an important destination for all who live in Milwaukie.

Milwaukie was a leader in the mid-19th century in the shipping and fruit industries, and this rich heritage should inspire the character of redevelopment in downtown; the Design Guidelines encourage development that authentically reflects Milwaukie's unique history and thus genuinely reinforces its sense of place.

For instance, the adopted Milwaukie Downtown and Riverfront Plan strengthens the town's sense of place by reconnecting downtown to the River, recognizing that Milwaukie life has always been oriented to the Willamette. Originally, Clackamas Indians lived in villages along the banks of the River; Milwaukie was officially founded in 1847 by Lot Whitcomb, and its downtown grew along the river in the mid-19th Century.

During that period, Milwaukians created its vibrant shipping, shipbuilding, timber, flour milling, and horticulture industries. Lot Whitcomb built one of the earliest steamer ships in Oregon, a sidewheel steamer which he named after himself. The ship began its Milwaukie to Astoria run along the Willamette and Columbia Rivers in 1850.

At the same time Milwaukie's rich heritage of horticulture was born. Settlers from the Midwest, including the Luelling family, moved out to Oregon with an ox-drawn "travelling nursery," carrying 700 fruit trees of all sorts and settling in Milwaukie. They and others continued to create new varieties of fruit, including the Bing cherry. The efforts of these early Milwaukie residents led to the great nursery and orchard business that still thrives in Oregon today.



Milwaukie's waterfront in the 19th century.



Lot Whitcomb on the Willamette River in Milwaukie, 1850.

Recommended

- Emphasize special relationships at pedestrian level first and foremost.
- Riverfront or marine design references.
- Small-town urban character.
- Colorful flowering trees and shrubs.

Not Recommended

- Downtown development that has a "themed historic" appearance.
- Overscaled, monotonous and non-descript development projects.
- Security or privatization measures that physically segregate community members through high-security gates and fences or window bars.
- Development that is universal or generic, which could apply anywhere, whether in downtown Milwaukie, an airport terminal or a shopping mall.

Milwaukie Character

Milwaukie Downtown Design Guidelines

Integrate the Environment

Guideline

Building design should build upon environmental assets.

Description

All new development should capitalize upon its proximity to the Willamette River, Scott Lake, Kellogg and Spring Creek, and other natural assets that make downtown Milwaukie unique. Building designs should feature these environmental assets. Adjacent development should provide graceful transitions and use compatible materials, forms and colors that are harmonious and complementary with these assets.

Recommended

- Active and passive gathering areas and walkways oriented toward water elements.
- Public access.
- Natural and/or man-made elements engaging water edges.
- Places where people can directly see, touch and hear the water.

Not Recommended

- Elements that may adversely affect water quality, wildlife habitat or visual quality of natural waterways or vegetation.
- Parking, loading or service areas adjacent to water elements or open space.
- Brightly-colored buildings that clash with the natural colors of the environment that surround them.



Recommended: Public gathering areas engaging streams and ponds
(Denver, CO)



Recommended: Development facing waterways (Boulder, CO)



Recommended: Public access oriented to natural features
(Boulder, CO)

Milwaukie Character

Milwaukie Downtown Design Guidelines

Promote Linkages to Horticultural Heritage

Guideline

Celebrate Milwaukie's heritage of beautiful green spaces.

Description

Milwaukie, the “Dogwood City,” has a celebrated history of horticultural innovation and beauty. Development that includes courts, plazas, or other open spaces should include gardens, planting areas, and specimen plantings that promote the City's horticultural heritage.

Recommended

- Use of dogwoods, cherry, and other flowering, ornamental trees.
- Formally planted, manicured courtyards and squares.

Not Recommended

- Large expanses of paved plazas, parking lots or other paved areas.
- Expansive monocultural plantings of turf, groundcover, bark dust or other mulching material.



Recommended: Ornamental flowering trees (*McCall Waterfront Park, Portland*)



Recommended: Manicured, landscaped gardens and courtyards (*Washington Park, Portland*)

Milwaukie Character

Milwaukie Downtown Design Guidelines

Establish or Strengthen Gateways

Guideline

Projects should use arches, pylons, arbors or other transitions to mark special or primary entries and/or borders between public and private spaces.

Description

Gateways may be used to celebrate access points into private development parcels while clearly indicating the transition between the public and private realm. Gateways should be neither fortress-like nor intimidating. They may occur at entries to courtyards, along walkways, stairs, or pedestrian pathways. Safety should also be a concern.

Recommended

- Gated internal courtyards on high-density residential projects.
- Gateways used to separate and indicate transitions from public to private spaces.
- Gateways used to indicate change or separation of transportation modes (i.e., auto areas from pedestrian areas).
- Gateways used to indicate change in land use (i.e., retail mixed use from residential area).
- Ornamental or decorative elements combined with lighting or signs.

Not Recommended

- Gated private residential development compounds (including buildings, open space and parking).
- Utilitarian gateway materials (i.e., chain link gate/fence combinations).



Recommended: Gateways into courtyards, squares or entries to pedestrian walkways (Boston, MA and Boulder, CO)



Recommended: Residential or open space gateways (Denver, CO and Dallas, TX)



Not Recommended: Private compounds (NW Westover, Portland)

Milwaukie Character

Consider View Opportunities

Guideline

Building designs should maximize views of natural features or public spaces.

Description

Create new viewing opportunities by situating windows, entrances, and adjacent exterior spaces so they relate to surrounding points of interest and activity.

Buildings should be designed with glass areas that face important and appealing visual features both nearby and in the distance. For example, views from buildings in downtown Milwaukie might highlight the Main Street Plaza, Willamette Riverfront Park, Scott Park, Spring Creek - all of which can be taken advantage of and incorporated into a building's design, in a sense, by being visible from within the building.

Recommended

- Views of streets and interior courtyards.
- Views of parks.
- Views of natural features such as streams, lakes, ponds or specimen landscape plantings.

Not Recommended

- Views of large expanses of parking.
- Views of service bays, loading docks, storage areas.
- Views of adjacent residential interiors.



Recommended: Building featuring a significant tree (Portland State University Campus)



Recommended: Views oriented toward natural features, parks and courtyards (Boston, MA, Whistler, Canada, and Orenco Station)



Not Recommended: Views featuring parking lots and loading or service areas (Beaverton Creek Station Area)

Milwaukie Character

Milwaukie Downtown Design Guidelines

Consider Context

Guideline

A building should strengthen and enhance the characteristics of its setting, or at least maintain key unifying patterns.

Description

A common downtown Milwaukie architectural vocabulary can be established by addressing and responding to the basic features of existing or future high quality buildings. Proportions of windows, placement of entries, decorative elements, style, materials and silhouette are examples of features that may be used to establish a sense of unity in Downtown Milwaukie.

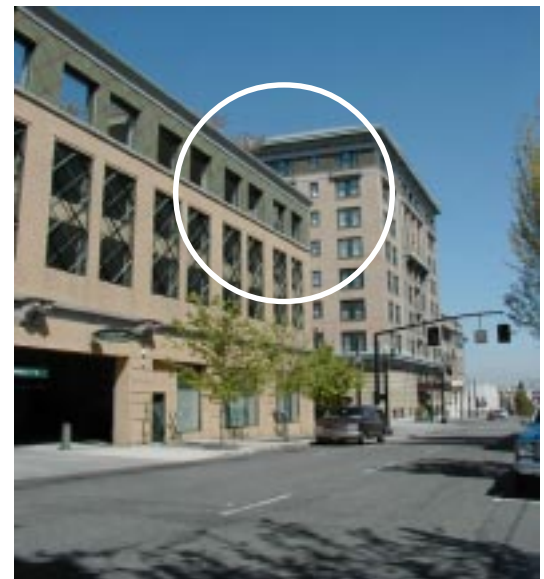
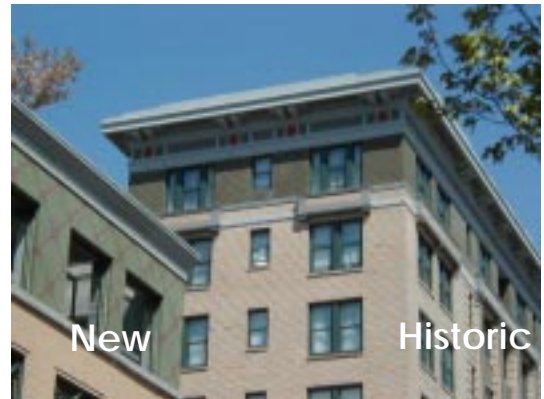
Design features such as wall texture, materials, color, medallions, columns, pilasters, window proportions and facade articulation may all still be used to acknowledge the characteristics of surrounding buildings - and ought to be considered.

Recommended

- Building elements similar to adjacent historic or significant high quality buildings.

Not Recommended

- Building elements that do not respect the scale, materials, or proportions of adjacent historic or significant high-quality buildings.



Recommended: Basic proportions, silhouette and distinctive elements of the historic hotel were repeated in new adjacent parking structure (SW 16th and Yamhill, Portland)



Not Recommended: New building makes no acknowledgement of the historic building's facade configuration or materials (Seattle, WA)

Milwaukie Character

Milwaukie Downtown Design Guidelines

Promote Architectural Compatibility

Guideline

Buildings should be “good neighbors.” They should be compatible with surrounding buildings by avoiding disruptive excesses. New buildings should not attempt to be the center of attention.

Description

Compatibility can be viewed in terms of a fit or misfit between the design “vocabulary” of the project and that of its surrounding architecture. A design that “fits” - i.e. relates to the nearby buildings by using architectural elements such as scale, color, rhythm and proportion in a way similar to that of the earlier buildings - will contribute to and enhance the area’s character. A design that ignores its neighbors may damage the special qualities and identity of downtown.

Recommended

- Buildings that repeat and strengthen established district colors, forms and massing and height.

Not Recommended

- Literal interpretations of existing buildings are discouraged. Poorly executed recreations of historic architectural elements and materials often result in a “stage-set” appearance and as a result weaken the importance of original buildings.



Recommended: The new building is visually linked to the adjacent historic building through the use of a similar design vocabulary (*Pioneer Place, Portland*)



Not Recommended: The smaller brick building on the left is not a “good neighbor.” Neither its architectural vocabulary nor its color, massing, rhythm or height relate to the adjacent historic buildings (*Pioneer Square, Portland*)

Milwaukie Character

Milwaukie Downtown Design Guidelines

Preserve Historic Buildings

Guideline

Historic building renovation, restoration, or additions should respect the original structure.

Description

Total preservation of existing buildings may not always be a financially viable option, especially where buildings are not “landmarks.” Compromised rehabilitation solutions may be necessary to maintain the health and economic viability of Downtown Milwaukie.

Recommended

- Buildings should retain significant original characteristics of scale, massing, and building material along street facades.
- Additions to buildings should not deform or adversely affect the composition of the facade or be out of scale with the building.
- Distinctive stylistic features or examples of skilled craftsmanship should be treated with sensitivity. All buildings should be respected and recognized as products of their time.

Not Recommended

- Incompatible additions or building alterations using contemporary materials, forms or colors on building facades.

Note: In the case of buildings listed on the local historic inventory, before being renovated or demolished they must go through a separate review process with the Milwaukie Design and Landmarks Commission.



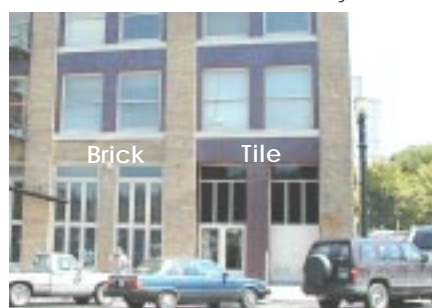
Recommended: Contemporary additions on rooftops can be compatible with the historic building if the historic facades are left intact (NW 8th and Everett, Portland)



Recommended: Addition of second story building is set back from the historic facade (Boulder, CO)



Not Recommended: Addition does not relate well in form, massing or materials (SW 2nd and Ankeny, Portland)



Not Recommended: Facade of historic building is marred by addition of a brightly colored contemporary tile cladding (SW Salmon and 11th, Portland)

Milwaukie Character

Milwaukie Downtown Design Guidelines

Use Architectural Contrast Wisely

Guideline

Contrast is essential to creating an interesting urban environment. Used wisely, contrast can provide focus and drama, announce a socially significant use, help define an area and clarify how the downtown is organized.

Description

The use of contrast should not create a building which is at war with its surroundings. Instead it should be a comfortable part of its setting.

A downtown with buildings that contrast greatly can cause visual chaos if widespread. Contrast employed at large scale should be reserved exclusively for civic buildings. However, a limited amount of contrast in small-scale projects can create delight and interest in the overall building composition and be an integral part of a building's design.

Buildings that contrast with their neighbors are most successful if they are offset themselves using green spaces, plazas or other elements that provide a visual separation.

Recommended

- Building contrast created by a unique site.
- Civic building contrast on a large scale.
- Selective, highlighted elements that create interest in the downtown.

Not Recommended

- Building projects that differ radically in material use, form, color, or massing than their neighbors.



Recommended: Architectural contrast in building form, as a result of unique site conditions (Vancouver, Canada)



Recommended: Selective contrast can be achieved using unique design elements (SW 6th and Salmon, Portland)



Not Recommended: Contemporary addition on top of historic building contrasts too greatly in form, color and materials with the existing building below. (NW 8th and Flanders, Portland)



Not Recommended: Main Street commercial building that differs radically from its neighbors in form and mass (Downtown Milwaukie)

Milwaukie Character

Milwaukie Downtown Design Guidelines

Integrate Art

Guideline

Public art should be used sparingly. It should not overwhelm outdoor spaces or render building mere backdrops. When used, public art should be integrated into the design of the building or public open space.

Description

Public art pieces can both be large scale and bring focus to an outdoor space or can be of a small scale and bring detail and delight to the ground floor of a building or low wall. Three dimensional sculpture, murals or other art forms are appropriate only when well-designed.

Surface art work painted or attached to a wall, if executed well, can add interest, whimsy and spice to large blank walls. Sometimes murals created as community art projects to promote a special use or activity can be executed poorly, are not durable, and can compete with buildings and the streetscape. Art work, to be deemed appropriate, should be permanent and designed to age well.

Recommended

- Artwork designed specifically for and integrated into the building or site.
- Professionally designed.
- Durable, low maintenance materials that are vandal-resistant.

Not Recommended

- Amateur art projects.
- Artwork used as advertising.
- Subjects and themes that may offend, incite, or embarrass the community or individuals of Milwaukie.



Recommended: Public art that adds interest to otherwise blank walls at pedestrian level (SW Yamhill and 5th, Portland)



Recommended: Murals that enhance blank walls (SW Alder and 10th, Portland)



Recommended: Environmental art (Ann Arbor, MI)



Pedestrian Emphasis Guidelines

The Pedestrian Emphasis section is divided into the following elements:

- Reinforce and Enhance the Pedestrian System
- Define the Pedestrian Environment
- Protect the Pedestrian from the Elements
- Provide Places for Stopping and Viewing
- Create Successful Outdoor Spaces
- Integrate Barrier-Free Design

Visual examples are included as models for design and review purposes. They are intended to provide designers and Design and Landmarks Commissioners a means to identify recommended and not recommended pedestrian emphasis elements. They are not intended to be specific examples that should be replicated.

Pedestrian Emphasis

Milwaukie Downtown Design Guidelines

Intent

The intent of the pedestrian emphasis guidelines is to provide an environment where the pedestrian is the priority. Simply stated, downtown must maintain a clear and comfortable separation between pedestrian and vehicle areas.

Where unavoidable intersections occur, pedestrian comfort, safety and interest must not be compromised. The pedestrian should be safe and comfortable in all seasons and hours of the day, in all parts of downtown.



Pedestrian Emphasis

Milwaukee Downtown Design Guidelines

Reinforce and Enhance the Pedestrian System

Guideline

Barriers to pedestrian movement and visual and other nuisances should be avoided or eliminated, so that the pedestrian is the priority in all development projects.

Description

Develop pedestrian routes that are attractive and convenient. Sidewalks should be continuous. Interruptions such as vehicle curb cuts or change of grade are strongly discouraged. Walkways should be direct and free of barriers such as utility poles or other obstructions.

Separating and protecting pedestrians from other nuisances such as noise and odors is also important. Mitigation of these nuisances by screening or enclosing loading docks, mechanical equipment, garbage dumpsters and other unsightly items is encouraged. These components should be located away from where pedestrians may congregate and instead kept to service areas or alleys whenever possible.

Recommended

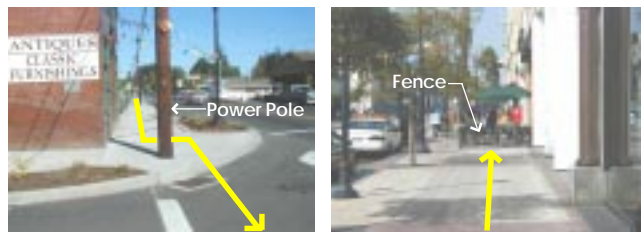
- Mid-block landscaped pedestrian walkways.
- Parking lot walkways.
- Trash dumpster enclosures.
- Utility/substation enclosures.

Not Recommended

- Indirect or circuitous pedestrian routes.
- Permanent pedestrian route obstructions.



Recommended: Direct pedestrian routes free of obstructions



Not Recommended: Indirect pedestrian routes with obstructions



Recommended: Pedestrian routes screened from nuisances



Not Recommended: Visible trash storage areas

Pedestrian Emphasis

Milwaukie Downtown Design Guidelines

Define the Pedestrian Environment

Guideline

Provide human scale to the pedestrian environment, with variety and visual richness that enhance the public realm.

Description

The most important part of a building is its lowest 15' where the pedestrian experiences the building the most. Within this zone, building facades should contribute positively to the street environment by creating an enclosed and comfortable street edge. Along public areas, building transparency should foster interaction between the public and private realm.

Recommended

- Windows - transparent or displays at street level.
- Walls that create visual interest by providing a variety of forms, colors and compatible cladding materials.
- Walls that have a comfortable rhythm of bays, columns, pilasters or other articulation.

Not Recommended

- Nondescript, flat, blank walls at street level.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- See Figures 19.312-5 and 19.313-2
- Ground-floor Retail/Restaurants Section 19.312.4(B)(7)
- Ground-floor Windows/Doors Section 19.312.4(B)(8)
- Design Standards for Walls Section 19.312.6(C)(2)
- Design Standards for Windows Section 19.312.6 (C)(3)



Recommended: Transparency of facade fosters interaction between the public and private realm (NE Broadway and 15th, Portland)



Recommended: Comfortable street edge is created by providing interesting elements along the base of the building (Santa Cruz, CA)



Not Recommended: "Dead edge" created by providing no window openings or building articulation along the lower 15' of the building (N Denver and Schofield, Portland)

Pedestrian Emphasis

Milwaukie Downtown Design Guidelines

Protect the Pedestrian from the Elements

Guideline

Protect pedestrians from wind, sun and rain.

Description

Awnings and canopies are encouraged along the ground floor of buildings to protect pedestrians from rain during inclement weather and provide shade in the summer. Overhead protection encourages window shopping and lingering.

Awnings and canopies can provide interest and detail to a facade. They also create outdoor sidewalk seating areas for restaurants and cafes. The design of awnings and canopies should be an integral component of the building facade. Awnings should be well proportioned with the building and sidewalks. Awnings should not be so large as to impact street trees, light fixtures or other street furniture.

Recommended

- Canvas fixed or retractable awnings.
- Horizontal metal canopies, especially if transom or clerestory windows are above storefront glazing.

Not Recommended

- Vinyl or other synthetic fabrics.
- Backlit awnings.
- Oversized advertising or tenant signs on awnings.
- Oddly-shaped forms.



Recommended: Retractable fabric awnings create a shady outdoor seating area (NW 21st and Glisan, Portland)



Recommended: Glass and metal canopies integrated into building facade (NE Broadway and 15th, Portland)



Not Recommended: Vinyl awnings (SW 6th and Alder, Portland)

Pedestrian Emphasis

Milwaukie Downtown Design Guidelines

Provide Places for Stopping and Viewing

Guideline

Provide safe, comfortable places where people can stop to sit and rest, meet and visit with each other, and otherwise enjoy the downtown surroundings.

Description

Seating can bring humanity to the urban environment only if pedestrians can pause or stop in a safe and comfortable environment. People like to sit and watch other people and most prefer to sit where others are sitting, rather than in a secluded spot.

People-watching, socializing and eating are restful and pleasurable activities for the pedestrian. Stopping places increase both a sense of security as well as actual security. Seating tends to be used more frequently at major destination points where people can rest before going on to their next destination. Seating is also desirable outside food and drink establishments and near food vendors. While benches provide the simplest way to provide seating, wide steps, the edges of landscaped planters, low walls, and widened window sills can also be appropriate.

Recommended

- Formal or informal seating areas near active retail establishments.
- Places for stopping and viewing adjacent to parks and plazas.

Not Recommended

- Seating areas more than three feet above or below street grade.
- Seating areas adjacent to loading, service bays or storage areas.
- Seating areas that are hidden, secluded, dark or unsecured spaces behind or to the side of buildings.



Recommended: Provide opportunities for stopping, resting and watching.



Not Recommended: Seating areas that are depressed or raised from street grade (SW 6th and Main, Portland)

Pedestrian Emphasis

Milwaukie Downtown Design Guidelines

Create Successful Outdoor Spaces

Guideline

Spaces should be designed for a variety of activities during all hours and seasons.

Description

Outdoor spaces should be inviting and maximize opportunities for use. These spaces should be well defined, friendly, accommodating and secure. All areas should work well for pedestrians and be able in some cases to accommodate special events.

- Areas intended for public gathering should avoid separation from the street by visual barriers or change of grade.
- Outdoor spaces should be human-scaled, easy to maintain, and “alive” - whether they are intimate and quiet spaces or more active and boisterous.
- Trees, shrubs, and plants should help define walkways, create appropriate transitions from the park to the street and provide visual interest.
- Structures, pavilions and sitting areas should be easily accessible. They should also be secure and feel safe during both day and evening hours.
- Buildings surrounding green spaces should provide visual definition to the space and should surround it with active ground-floor uses.
- Rooftops should be considered for garden terraces.

Recommended

- Courtyards, squares, forecourts, and plazas with active adjacent ground-floor uses.
- Greenways or pedestrian walkways in residential area. If used, front doors should engage these spaces.

Not Recommended

- Pocket parks without active enclosing uses.
- Forecourt plazas without active ground-floor uses.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards for required ground-floor use areas.

- See Figures 19.312-5 and 19.313-2
- Ground-floor Retail/Restaurants Section 19.312.4(B)(7)
- Ground-floor Windows/Doors Section 19.312.4(B)(8)
- Design Standards for Residential Courtyards Section 19.312.6(C)(1c)



Recommended: Provide comfortable and attractive outdoor spaces that are enclosed, are surrounded by active ground-floor uses and are easily accessible (Portland Art Museum, SW 5th and Main, and NW Irving Pedestrian Mall, Portland)



Not Recommended: Parks and plaza that are neither enclosed nor active (MLK and NE Alberta, SW 3rd and Jefferson, Portland, and Orenco Station)

Pedestrian Emphasis

Milwaukie Downtown Design Guidelines

Integrate Barrier-free Design

Guideline

Accommodate handicap access in a manner that is integral to the building and public right-of-way and not designed merely to meet minimum building code standards.

Description

Ramps, lifts and elevators should be integrated gracefully into the design of projects, rather than just meeting the requirements in an awkward and/or minimal manner.

Recommended

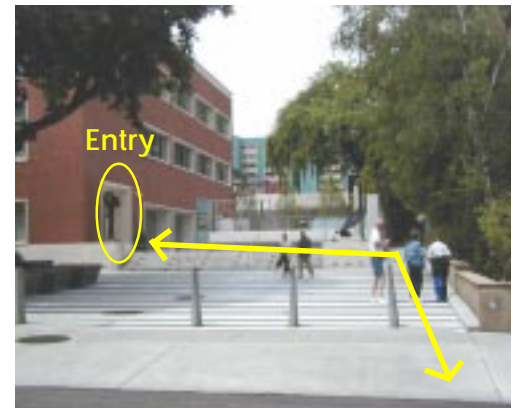
- Ramps that provide direct access but are screened and/or integrated into the stairway design.
- Ramps constructed of similar or compatible materials as the building, stairs and walkways.

Not Recommended

- Ramps that obstruct or limit pedestrian access from stairs or walkways.
- Ramps that do not provide safe and convenient access to building entries.



Recommended: Ramp design integrated into the design of the entrance and the character of the building (SW 10th and Taylor, Portland)



Recommended: Ramp design providing easy access to building entrance without negatively impacting the character of the building (Portland Art Museum)



Architecture Guidelines

Specific architectural elements of a building are grouped together as the “Architecture Guidelines” portion of the Milwaukie Downtown Design Guidelines. The specific building elements are:

- Doors
- Walls
- Windows
- Silhouette and Roofline
- Green Architecture
- Building Security
- Parking Structures

Visual examples are included as models for design and review purposes. They are intended to provide designers and Design and Landmarks Commissioners a means to identify recommended and not recommended building elements. They are not intended to be specific examples that should be replicated.

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Intent

The Architecture Guidelines promote architectural elements that unify downtown and reinforce the individuality and spirit of Milwaukie. The guidelines promote architectural types that reinforce the City's heritage by being indigenous to Milwaukie and/or the Northwest. New buildings which are appropriate in Milwaukie will be those that seem "at home" there, reflecting its character and heritage, suiting its climate and landscape.



Architecture Guidelines

Milwaukie Downtown Design Guidelines

Corner Doors

Guideline

Locate entry doors on corners of commercial and retail buildings wherever possible.

Description

Corner entries reinforce intersections as important places for pedestrian interaction and activity. Transparent doors and windows are strongly encouraged. Entries at 45 degree angles, free of visual obstructions, are also encouraged.

Recommended

- Doors with large glass areas.
- Primary building entrance should be at corners.
- Combined doors with roof or facade architectural elements such as bays or towers.
- Building wall lighting emphasizing entrance.

Not Recommended

- Blank walls at corners of public streets.
- Visual and physical obstructions such as large columns.
- Primary entry doors made of unpainted aluminum, wood or metal, or in a residential style.
- Primary entry doors that are solid and windowless.
- Utility boxes, meters or mechanical units near the entrance door.
- Glass areas with simulated divisions (internal or applied synthetic materials).
- Reflective, opaque or tinted glazing in the door.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- See Figures 19.312-5
- Street Setbacks Section 19.312.4(B)(5)(c)(ii)
- Ground-floor Windows and Doors Section 19.312.4(B)(8)(a)(ii)



Recommended: Corner entry (Boulder, CO)



Recommended: Corner entry (Orenco Station)



Not Recommended: Unwelcoming blank walls at building corner (Salem)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Retail and Commercial Doors

Guideline

Doors should create an open and inviting atmosphere.

Description

Primary business entry doors for retail and commercial establishments should be transparent so that passersby may see the activity within the building - allowing the building to add life and vitality to the street. Doors with extra-large openings blending the activity of the street and the interior are appropriate for restaurants and cafes.

Recommended

- Large cafe or restaurant doors that open street to interior by pivoting, sliding, or rolling up overhead.
- Doors comprised of a minimum 50% window area.
- Building lighting emphasizing entrances.
- Transom, side lites or other window combinations.
- Doors combined with special architectural detailing.
- Double or multiple door entries.
- Well-detailed or ornate door hardware.

Not Recommended

- Solid metal or wood doors with small or no windows.
- Primary entry doors raised more than three feet above sidewalk level.
- Doors flush with building facade.
- Clear anodized aluminum frames.
- Glazing with simulated divisions.
- Reflective, opaque or tinted glazing.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- See Figures 19.312-5
- Street Setbacks Section 19.312.4(B)(5)(c)(ii)
- Ground-floor Windows/doors Section 19.312.4(B)(8)(a)(ii)



Recommended: Public access doors should be inviting (SW Ankeny and 4th and SW 5th and Alder, Portland)



Recommended: Public access doors should be inviting (NW Hoyt and 12th and SW Broadway and Taylor, Portland)



Not Recommended: Unpainted aluminum door frame (SW 3rd and Stark, Portland)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Residential Doors

Guideline

Residential front doors should define a friendly transition between the public and private realm.

Description

Doors should be substantial enough to suggest privacy yet still express a welcoming sense of friendly contact for those who approach and enter. The design of a door should respond to its context - to the amount of street activity that surrounds it, for example. Where a door faces a very active street, it is appropriate to separate the door from the street by a comfortable change of grade, perhaps two or three feet above street level. For less active areas, transition areas may include porches.

Recommended

- Multi-panel painted doors.
- Doors combined with transom windows or side lites.
- Durable, high quality metal door hardware.
- Wood solid core doors.
- Doors accessed from porches, terraces, stoops or canopy-covered entries.

Not Recommended

- Sliding glass doors.
- Unarticulated, flush doors.
- Doors raised more than three feet above sidewalk level for townhome/rowhouse type housing.
- Doors not directly accessed from the street or courtyard.
- Doors accessed directly from parking lots.
- Door glazing with simulated divided lites.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- Residential Entries and Porches Section 19.312.6(C)(1)(a)
- Garages and Parking Areas Section 19.312.6(C)(1)(b)



Recommended: Recessed entry and high quality door and trim materials, set comfortably above the sidewalk (NW 11th and Hoyt and NW Lovejoy and 20th, Portland)



Not Recommended: Colorless and unarticulated entry doors do not convey a welcoming appearance (NW Northrup and 23rd, Portland)



Not Recommended: Entry doors too high above street level (East Burnside and 104th, Portland)

Architecture Guidelines

Milwaukee Downtown Design Guidelines

Wall Materials

Guideline

Use materials that create a sense of permanence.

Description

Quality wall materials can provide a sense of permanence in a building, and bring life and warmth to downtown. Articulation of wall materials should be bold, with materials used in a way that shows their depth. It should be apparent that the materials have substance and mass, and are not artificial, thin “stage sets” applied only to the building surface.

Recommended

- Boldly articulated window and storefront trim.
- Natural or subdued building colors.
- Limited use of bright accent trim colors.
- Varied yet compatible cladding materials.
- Belt courses and medallions.

Not Recommended

- Bright or primary wall colors for the entire wall surface.
- Flagstone, simulated river rock or other similar veneer cladding.
- Painted brick.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- *Design Standards for Walls Section 19.312.6(C)(2)*



Recommended: Boldly articulated facades benefit from the inclusion of medallions, belt courses, varied cladding materials or other surface articulation (SW Yamhill and 4th, NW Hoyt and 12th, Oakland, CA, Boston, MA)



Not Recommended: Walls appear “thin,” lack sense of permanence or have a stage set appearance due to awkward proportions, lack of articulation, use of non-durable materials and bright wall colors (SW Alder and 15th, NW 18th and Lovejoy, NE Skidmore and MLK Blvd., and NW Pettygrove and 23rd, Portland)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Wall Structure

Guideline

Use scale-defining devices to break up the longitudinal dimensions of buildings, creating a comfortable sense of enclosure by establishing an uninterrupted street edge.

Description

Building walls should provide a sense of continuity and enclosure to the street, creating a “street wall.” They should also include vertical and horizontal divisions to provide a human scale to the space of the street. Such vertical and horizontal architectural elements should create a coherent pattern and visual interest, and will tend to make large buildings appear inviting.

Recommended

- Tripartite facade division - base, middle, top for taller buildings (over three stories).
- Vertical articulation of windows, columns and bays.

Not Recommended

- Smooth, undifferentiated facade.
- Suburban-styled horizontal orientation of building elements - walls, doors and windows.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- Design Standards for Walls Section 19.312.6(C)(3)(b)



Recommended: This building creates a comfortable sense of enclosure by providing an uninterrupted street wall (Orenco Station)



Recommended: Tripartite facade - clearly marked base, middle and top (NW 13th and Johnson, Portland)



Not Recommended: Horizontal wall character exaggerated by the lack of wall definition and the oddly sized and shaped windows (N Lombard and N Denver, Portland)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Retail Windows

Guideline

Use windows that create an open and inviting atmosphere.

Description

Retail and commercial uses should provide windows that add activity and variety at the street level, inviting pedestrians in and providing views both in and out.

Transparency beckons people inside - whether it be into a shop, gallery, restaurant or office. Restaurants and cafes can benefit from having windows that actually open to let passersby see, hear and smell the activity of the place. Views into stores should not be blocked.

Recommended

- Windows that open by pivoting, sliding, or shuttering.
- Painted wood panels or tile clad panels below windows.

Not Recommended

- Residential-styled window bays, multi-paned divided lites, half-round or other similar forms.
- Clear anodized aluminum windows.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- See Figures 19.312-5
- Design Standards for Windows Section 19.312.6(C)(3)
- Design Standards for Ground-floor Windows/Doors Section 19.312.4(B)(8)



Recommended: Cafe windows that open, blending the activity of the interior with that of the street (NW 23rd and Kearney, Portland)



Recommended: Active display windows (SW Yamhill and 5th, Portland)



Not Recommended: Storefront windows without panels below (Teufel Village, Wilsonville)

Architecture Guidelines

Milwaukee Downtown Design Guidelines

Residential Bay Windows

Guideline

Provide bays to add variety and visual interest to facade and interesting views and outdoor spaces from the interiors.

Description

Bays provide variation and relief to a facade; their sculptural form can add interest to building walls. Contrasting color and materials are encouraged. Exuberant visual ornamentation may be added as further accent to window lintels or panels.

Recommended

- Bays on second story or higher floor levels.
- Contrasting but compatible wall cladding materials and colors.

Not Recommended

- Cladding materials such as corrugated metal panels or spandrel glass.
- Poorly detailed panels or those without detailing.
- Projecting wall-mounted mechanical units.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address ground-floor windows and openings.

- See Figures 19.312-5
- Design Standards for Walls Section 19.312.6(C)(2)
- Design Standards for Windows Section 19.312.6(C)(3)



Recommended: Bays on upper stories provide relief (Boston, MA)



Not Recommended: Bays that are poorly detailed, clad with corrugated metal, or include projecting mechanical units (Salem Transit Center, Union Station Housing, NE Weidler and 15th, Union Station Housing)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Silhouette and Roofline

Guideline

Create interest and detail in silhouette and roofline.

Description

Building rooflines should enliven the pedestrian experience and be of visual interest, with detail that will create a skyline composed of interesting forms and shadows. Building silhouette should be compatible with those of other buildings along the existing streetscape.

In some cases, it may be appropriate to mark an entryway with a distinct form - a tower for example- to emphasize the significance of the building entry.

For residential buildings, roof massing should be simple yet not dull or unarticulated. For example, flat roofs may be appropriate if they have a cornice, designed with depth and detail expressing the top of the building wall. Dormers set into sloped roofs may be appropriate. These forms provide visual interest, and bring additional living space, light and ventilation to upper floor and attic spaces.

Recommended

- Dormer windows.
- Towers or similar vertical architectural expressions of important building functions such as entries.
- Varied roofline heights.
- If cornices are used they should be well-detailed. They should have significant proportions (height and depth) that create visual interest and shadow lines.

Not Recommended

- Unarticulated rooflines.
- Poorly detailed decorative roof forms.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address roofs.

- *Design Standards for Roofs Section 19.312.6(C)(4)*



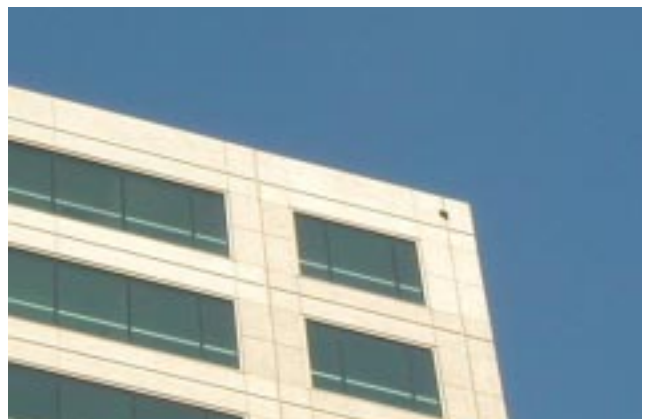
Recommended: Simple tower elements at corners
(Boston, MA)



Recommended: Well articulated, deep cornices on flat-roofed buildings
(SW Yamhill and 3rd, Portland)



Recommended: Complex roofline that breaks down the scale of the residential development and provides visual interest
(Riverplace, Portland)



Not Recommended: Unarticulated roofline
(SW 3rd and Alder, Portland)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Rooftops

Guideline

Integrate rooftop elements into building design.

Description

Roof shape, surface materials, colors, mechanical equipment and other penthouse functions should all be integrated into the overall building design.

Roof mounted mechanical equipment should be hidden from view by parapets. If building parapets do not provide adequate screening, screening walls or enclosures installed as an integral part of the architectural design should be used.

Roof terraces and gardens are encouraged.

Recommended

- Screened mechanical units.
- Rooftop penthouse occupied residential or office spaces.
- Rooftop gardens.
- “Green” roofs that reduce stormwater runoff.

Not Recommended

- Exposed rooftop mechanical or electrical units.
- Exposed telecommunications equipment including satellite dishes, cell-phone towers or antennae.

Code Requirement:

This guideline supplements the Downtown Zoning Ordinance and Development Standards which address roofs.

- *Design Standards for Roofs Section 19.312.6(C)(4)*



Recommended: Roof parapet that screens penthouse office beyond (SW Morrison and 10th, Portland)



Not Recommended: Rooftop equipment visible and not integrated into building design (SW 2nd and Stark, Portland)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Green Architecture

Guideline

New construction or building renovation should include sustainable materials and design.

Description

Buildings in Downtown Milwaukie should use materials that are safe for the environment not only during their use in the building, but also during their manufacture or disposal. Buildings should be designed to increase energy efficiency through advanced design of the building envelope and mechanical systems.

Recommended

- Use salvaged materials or reuse existing products wherever possible.
- Use products made from recycled materials when appropriate.
- Maximize natural light.
- Include measures to maximize indoor air quality.
- Include landscaping strategies to minimize polluted water runoff from building roofs and parking lots.

Not Recommended

- Use of building products from non-renewable resources that may emit pollutants or the use of imported and domestic forest products that are not certified as being produced using sustainable forestry methods.
- Construction techniques that do not minimize construction waste.



Recommended: Use of salvaged and recycled materials (NW 10th and Irving, Portland)



Recommended: Roof that includes landscaping to filter rainwater (SW 12th and Clay, Portland)



Recommended: Polluted water runoff from parking lot is mitigated by a landscaped swale (NW 10th and Irving, Portland)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Building Security

Guideline

Buildings and site planning should consider and employ techniques that create a safe environment.

Description

Downtown should be a place in which people of all ages should feel safe day or night and during all seasons. However, downtown should not become a “secured fortress” in which all public and private areas are segregated. Instead, new development should create “eyes on the street” - active uses in which residents, employees and visitors can deter criminal activity, providing self-policing through observation. Where buildings employ security measures such as gates, screens or fencing, these measures should be designed as integral components of the building or site.

Recommended

- Interior or exterior roll-up or sliding security gates that are not visible from the public right-of-way.
- Secured loading bays or service areas.
- Gated private courtyards or plazas.
- Security cameras or surveillance devices screened from view or integrated into building design.

Not Recommended

- Fixed exterior security gates on building edges that are visible from the public right-of-way.
- Fixed exterior security screened windows along public streets or gathering areas.
- Gated residential development.



Recommended: Interior, roll-up security gates (SW Yamhill and 5th, Portland)



Not Recommended: Fixed security bars on windows and storefronts and security gates in front of the entrances (N Denver and Kilpatrick and NW Couch and 4th, Portland)

Architecture Guidelines

Milwaukie Downtown Design Guidelines

Parking Structures

Guideline

Parking structures should be designed so that they appear like most other buildings in the downtown.

Description

Parking garages play an important role in the success of any downtown. However, too often they are incompatible with nearby buildings because they look like vertically-stacked parking lots. This frequently occurs when the dominant architectural features of the garage are long dark horizontals created by the alternation of large openings and structure at each parking level.

Parking garages should instead be designed to appear more like other occupied buildings in the downtown. To achieve this, their horizontality must be broken down - for instance, adding more wall surface while reducing openings, providing adequate ventilation through a series of punched openings rather than the long horizontal gaps, and using detailing at cornices or on window trim. Active retail uses on the ground floor also help garages fit in with the rest of downtown.

Recommended

- Ground-floor retail or other active uses.
- Small openings that are glazed to function as windows.
- Stairways, elevators and parking entries and exits that occur at mid-block.

Not Recommended

- Parapets at each parking level forming long, dark horizontal ribbons and lacking wall surface.
- Parked cars on the ground-floor that are visible from adjacent sidewalks.
- Exposed sloped floors visible from the street.
- Stairways, elevators and parking entries and exits occurring at the building's corners, where retail is a more appropriate use.



Recommended: Parking garage with ground-floor retail and window-scaled openings (SW Yamhill and 4th, Portland)



Recommended: Parking garage in scale with nearby buildings (Dallas, TX)



Not Recommended: Long dark horizontal openings dominate facade (NW Hoyt and 9th, Portland)



Not Recommended: Exposed sloped parking structure (SW Morrison and 1st, Portland)



Lighting Guidelines

Lighting guidelines include specific descriptive requirements for recommended and not recommended lighting. The guidelines are organized by lighting types. Lighting types include:

- Exterior Building Lighting
- Parking Lot Lighting
- Landscape Lighting
- Sign Lighting

Visual examples are included as models for design and review purposes. They are intended to provide designers and the DLC a means with which to recognize recommended and not recommended lighting types.

Lighting Guidelines

Milwaukie Downtown Design Guidelines

Intent

The lighting of buildings and open spaces should not only provide security at night but also contribute to the overall sense that downtown is an active and vital place, both day and night.

Lighting should be designed to be not simply utilitarian but also to encourage nighttime patronage of downtown businesses and restaurants. Effective and appropriate lighting should create a pleasant, festive atmosphere. Use of glaring, offensively colored lights should be discouraged.



Recommended: A variety of lighting treatments contribute to an atmosphere of festivity and activity (SW Yamhill and 5th, Portland)

Lighting Guidelines

Milwaukie Downtown Design Guidelines

Exterior Building Lighting

Guideline

Architectural lighting should be an integral component of the facade composition.

Description

Architectural lighting may be used to articulate the particular building design. Lighting of cornices, uplighting, and other effects may be used.

Lighting should not cast glare onto adjacent lots or streets in any way that decreases the safety of pedestrians and vehicles. Lights may, however, be used to create effects of shadow, relief and outline that add visual interest and highlight aspects of the building.

Recommended

- Metal halide lights.
- Wall-washing lighting fixtures.
- Decorative wall sconce and similar architectural lighting fixtures.
- Screened uplight fixtures on buildings or integrated with landscape.

Not Recommended

- Neon silhouette accent lighting.
- Bulb or flashing lighting.
- Fluorescent tube lighting.
- Security spotlight.



Recommended: Decorative wall sconce designed as part of overall building facade composition (SW Yamhill and 5th, Portland)



Recommended: Wall-washing light fixtures can add drama to buildings at night (SW 10th and Yamhill, Portland)

Lighting Guidelines

Milwaukie Downtown Design Guidelines

Parking Lot Lighting

Guideline

Ornamental street lights should be used to be compatible with downtown streetlight standards identified in the Public Area Requirements.

Description

Parking lot lighting should be provided for retail and office uses. Driveways, parking bays and parking lot pedestrian circulation routes should be lighted.

Recommended

- Historic street lights in a parking lot setting.
- Pole standards should be black or a very dark green in color.
- Standards may accommodate banners and hanging flower pots. Automatic drip irrigation for the pots should be considered.
- Light standards should be located in landscaped areas wherever possible to protect fixtures from automobile damage.

Not Recommended

- Concrete light fixture bases should be no taller than 8 feet.
- Parking lot lighting should be designed to avoid unnecessary illumination of residential areas.
- Ornamental or contemporary light fixtures which are incompatible with downtown street light fixtures.
- Parking lot fixtures taller than 15'.

Code Required Public Area Requirements:

3.4 Street Lights



Recommended: Historic-style standards (Salem Capitol Mall)



Not Recommended: Overscaled, utilitarian lights in parking lots (SW 2nd and Alder, Portland)



Not Recommended: Contemporary-style standards (NW 23rd and Flanders, Portland)

Lighting Guidelines

Milwaukie Downtown Design Guidelines

Landscape Lighting

Guideline

Lighting should be used to highlight sidewalks, street trees and other landscape features. Landscape lighting is especially appropriate as a way to provide pedestrian safety during holiday periods.

Description

Lights may be used to highlight trees and similar features within public and private plazas, courtyards, walkways and other similar outdoor areas at night to create excitement and a festive ambiance.

Recommended

- Seasonal string lights on buildings and trees.
- Footlighting that illuminates walkways and stairs. Fixtures concealed and integrated into the design of buildings or landscape walls and stairways.
- Bollard lighting that is directed downward toward surfaces people walk on.

Not Recommended

- Flashing or colored lights.
- Exposed cords, outlets or other electrical devices that may provide safety hazards and are unsightly.
- Lights such as “icicle” style lights that affect the appearance of facades or landscaping during the daytime.
- Contemporary fixtures, or overscaled, utilitarian fixtures such as “cobra-head” lights.



Recommended: String lights create excitement and festive ambiance. (NW Hoyt and 23rd, Portland)



Recommended: Foot lighting (Portland Art Museum)



Recommended: Ornamental light fixture (Eastbank Esplanade, Portland)



Not Recommended: Contemporary-style standards (Eastbank Esplanade, Portland)

Lighting Guidelines

Milwaukie Downtown Design Guidelines

Sign Lighting

Guideline

Sign lighting should be designed as an integral component of the building and sign composition.

Description

Sign lighting may provide interest not only during nighttime but also daytime. Sign lighting should be oriented toward pedestrians along adjacent streets and open spaces.

Recommended

- “Gooseneck” lighting that illuminates wall-applied signs.
- Sign silhouette backlighting.
- Incandescent or fluorescent bulb or low-voltage lighting.

Not Recommended

- Backlight vinyl awning sign lighting.
- Interior plastic sign lighting.
- Metal halide, neon or fluorescent tube sign lighting.
- Signs lit by lights containing exposed electrical conduit, junction boxes or other electrical infrastructure.



Recommended: Gooseneck lighting that illuminates a wall sign (SW 5th and Alder, Portland)



Not Recommended: Exposed utilitarian lighting (SW Salmon and 9th, Portland)



Sign Guidelines

Sign guidelines are organized by sign type. Sign guidelines include specific descriptive requirements of recommended and not recommended signs. Sign types include:

- Wall Signs
- Hanging or Projecting Signs
- Window Signs
- Awning Signs
- Information and Guide Signs
- Kiosks and Monument Signs
- Temporary Signs

Visual examples are included as models for design and review purposes. They are intended to provide designers and the Design and Landmarks Commission a means to recognize recommended and not recommended sign types.

Sign Guidelines

Intent

Each development or building represents only a small portion of the downtown as a whole, but contributes significantly to the overall visual image of downtown. The uniform application of sign guidelines addressing type, location, size and quality will ensure a visually pleasing downtown environment.

Signs may provide an address, identify a place of business, locate tenants, or generally provide directions and information. Appropriately designed, signs can also reinforce the downtown's character and provide visual interest. Regardless of function, signs should be architecturally compatible and contribute to the character of the area. Signs should be good neighbors - they should not compete with each other or dominate the setting due to inconsistent height, size, shape, number, color, lighting or movement.

Code Requirement:

The following guidelines do not supersede sign codes. They are instead intended to supplement the City's sign code. All required permits can be obtained through the Milwaukie Planning Department. Please refer to the City of Milwaukie's Sign Ordinance for complete requirements and approval procedures.



Recommended: Signs that are highly graphic and oriented toward the pedestrian. (Vancouver, BC)

Sign Guidelines

Milwaukie Downtown Design Guidelines

Wall Signs

Guideline

Signs should be sized and placed so that they are compatible with the building's architectural design.

Description

Signs should not overwhelm the building or its special architectural features. Signs should not render the building a mere backdrop for advertising or building identification.

Recommended

- Wall signs should be located along the top, middle or at the pedestrian level of buildings.
- Signs should be incorporated into the building architecture as embossing, low relief casting, or application to wall surfaces.
- Signs may be painted or made with applied metal lettering and graphics.
- Signs should be durable and long lasting.
- Signs may incorporate lighting as part of their design.
- Signs should be located as panels above storefronts, on columns, or on walls flanking doorways.

Not Recommended

- The material, size and shape of signs that overwhelm, contrast greatly or adversely impact the architectural quality of the building.



Recommended: Signs incorporated into architectural design (NW 23rd and Everett, Portland)



Not Recommended: Oversized sign (NW 10th and Burnside, Portland)



Not Recommended: Building facades designed primarily to serve as a sign (NW 20th and Burnside, Portland)

Sign Guidelines

Milwaukie Downtown Design Guidelines

Hanging or Projecting Signs

Guideline

Hanging signs should be oriented to the pedestrian, and highly visible from the sidewalk.

Description

Signs should not overwhelm the streetscape, and should be compatible with and complementary to the building architecture and any awnings, canopies, lighting, and street furniture.

Recommended

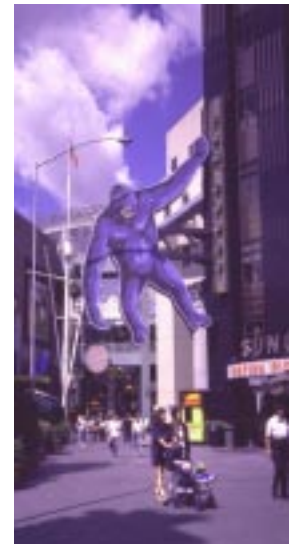
- Any required sign lighting should be integrated into the facade of the building. (See lighting guidelines.)
- Signs should be very graphic and constructed of high quality materials and finishes.
- Signs should be attached to the building with durability in mind.

Not Recommended

- Signs interfering with sight lines that may create a safety hazard, obstruct or block views.



Recommended: Hanging signs (Oak Street, Hood River, Colorado Blvd., Pasadena, CA, False Creek Waterfront, Vancouver, BC, NW 23rd and Glisan, Portland)



Not Recommended: Overscaled Hanging signs that block, obstruct or dominate views (City Walk, Los Angeles, CA)

Sign Guidelines

Milwaukie Downtown Design Guidelines

Window Signs

Guideline

Window signs should not obstruct views through windows.

Description

Window signs should be oriented to pedestrians rather than motorists. They should be an integral component of the storefront design.

Recommended

- Neon or other illumination is only appropriate if installed as interior signs.
- Interior applied lettering or graphics.

Not Recommended

- Painted window signs.



Recommended: Interior neon sign indicates retail use only (NW 23rd and Irving, Portland)



Not Recommended: Window advertising sign (SW Broadway and Washington, Portland)

Sign Guidelines

Milwaukie Downtown Design Guidelines

Awning Signs

Guideline

Awning signs should be used as alternatives to building or wall signs. They should be designed as a means to attract attention to a shop, office or residential entrance.

Description

Awning signs should not dominate or overwhelm the building; rather, the awning should serve as mere backdrop for building or tenant identification.

Recommended

- Awning signs generally should occur at only one location on a single building.
- Signs painted on fabric awning valances.
- Signs applied to, embossed on or attached to canopy edges.

Not Recommended

- Signs located on second or upper story awnings.
- Lighting of awning signs either externally or internally.



Recommended: Sign compatible with and integrated into architecture of building (SW 10th and Alder, Portland)



Not Recommended: Vinyl awning sign (N Lombard and N Denver, Portland)

Sign Guidelines

Information and Guide Signs

Guideline

Directional signs should be small scale and of consistent dimensions, and located in a visually logical order. These signs also should provide on-site directional information.

Description

Directional signs - those intended to identify and direct vehicular and pedestrian traffic to various on-site destinations - may be provided along roadways and within all multi-parcel developments, consistent with the City's Sign Code.

Directional signs should be designed consistently throughout a project. All signs shall be fabricated from the same materials, with a consistent color palette and common graphic theme. The use of materials compatible with adjacent architectural design is encouraged.

Recommended

- Location at entries to parking lots or service areas.
- Signs in internal courtyards, along walkways, or at plazas.



Recommended: Pedestrian scaled directional signs (Portland Art Museum, Saturday Market, Portland)



Recommended: Low scaled auto-oriented directional sign (N Interstate and N Denver, Portland)

Sign Guidelines

Milwaukee Downtown Design Guidelines

Kiosks and Monument Signs

Guideline

Directory monument information signs should illustrate the layout of a development, and list and locate uses or tenants within.

Description

These signs should be highly graphic, constructed of durable materials and consistent with architectural and landscape themes. They should be scaled to and easily approached by pedestrians rather than passing motorists.

Recommended

- Kiosks that provide directional information and additional space for public announcements or flyers.
- Vandal-resistant painted or cast metal sign monuments.
- Compatibility with adjacent architecture and established downtown streetscape elements.

Not Recommended

- Freestanding monuments at primary building entries, forecourts or plazas.
- Wood construction, glass, plastic or other non-durable materials.
- Internal illumination.
- Wildly contrasting colors or graphics that are highly distracting.



Recommended: Information kiosk oriented to pedestrians (Pearl Street Mall, Boulder, CO)



Not Recommended: "Suburban-styled" monument signs at building entries (Second and Morrison, Portland)

Sign Guidelines

Temporary Signs

Guideline

Signs identifying short-term uses or activities should be allowed on a temporary basis if consistent with the design character of the surrounding area.

Description

Temporary signs should not obstruct pedestrian access or disrupt the visual quality of downtown. Sandwich board signs should be located within close proximity of the use identified. Temporary signs should be used only during hours in which businesses are open.

Recommended

- Easels and chalkboards.
- High quality professionally-painted and -designed sandwich boards.

Not Recommended

- Signs which impede or obstruct pedestrian access.
- Poor quality “homemade”-looking sign construction, painting, graphics or lettering.
- Attachments of balloons, banners or flags.
- Advertisements for products or services.



Recommended: Temporary signs constructed of durable materials (Broadway and Morrison, Portland)



Recommended: Small chalkboard as temporary sign (NW 21st and Johnson, Portland)



Not Recommended: Poorly executed and maintained temporary signs (NW 6th and Everett, and SW 3rd and Ankeny, Portland)