



DOWNTOWN URBAN DESIGN

CONSIDERATIONS FOR DESIGN & DEVELOPMENT STANDARDS

23 September 2014

SERA

Design buildings, façades, and streetscape features to a “**human scale**” – with details, materials, and workmanship that is aesthetically appealing as well as comfortable to pedestrians.



A: PEDESTRIAN-ORIENTED RETAIL STOREFRONTS

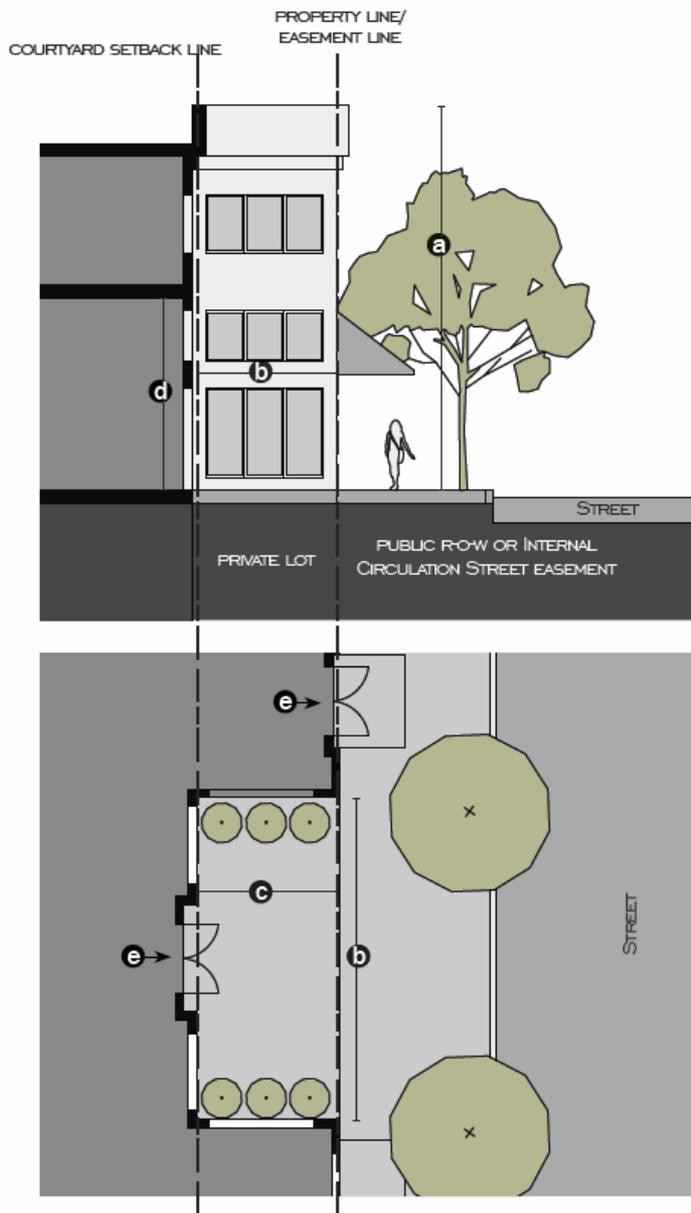


STREET WALL



GRANTS PASS, OR

STREET WALL



- a** building height = 20 ft min
- b** courtyard length = 20 ft min/50% of building frontage max
- c** courtyard setback = 10 ft min/30 ft max
- d** ground floor height = 15 ft min floor-to-ceiling
- e** primary entry

STREET WALL



PORTLAND, OR

STREET WALL



MAIN STREET RHYTHM

PORTLAND, OR



MAIN STREET RHYTHM

PORTLAND, OR



Incorporate cohesive and repetitive architectural elements into the design of street-facing facades as a way of giving meaning to the building and enhancing the pedestrian realm



- a** Primary entry door oriented to street or public space
- b** Entrance is covered and/or recessed behind facade
- c** Min 3'; Max 6' projection
- d** Max 6' balcony/deck projection
- e** Min 10' clearance
- f** Min 60% windows
- g** Min 30% windows
- h** Upper windows vertically oriented

ARCHITECTURAL BAYS & FENESTRATION

PEDESTRIAN-ORIENTED GROUND FLOOR

Design street and sidewalk-facing storefronts and entries to be inviting, visible (transparent), and easily accessible to passing pedestrians, bicyclists, and motorists



PEDESTRIAN- ORIENTED GROUND FLOOR



LAWRENCE, KS

ENTRANCE LOCATION



REINFORCE THE CORNER



MONTREAL, QUE.

CHAMFERED CORNER ENTRANCE



PORTLAND, OR

CHAMFERED CORNER ENTRANCE





1030

PORTLAND, OR



**WEATHER
PROTECTION VS.
ARCHITECTURE**

URBAN Fondue



PORTLAND, OR



**WEATHER
PROTECTION**



**WEATHER
PROTECTION**

WEATHER PROTECTION



Integrate **lighting & signage** into the overall composition of the façade and streetscape



PORTLAND, OR



PORTLAND, OR

GROUND-FLOOR COMMERCIAL STOREFRONTS

B: MIXED USE AND DOWNTOWN RESIDENTIAL DESIGN



PORTLAND, OR

VERTICAL MIXED-USE



PORTLAND, OR

VERTICAL MIXED-USE



PORTLAND, OR

ROWHOUSE



LIVE / WORK

BEND, OR



PORTLAND, OR

ADAPTIVE RE-USE



PORTLAND, OR

ADAPTIVE RE-USE

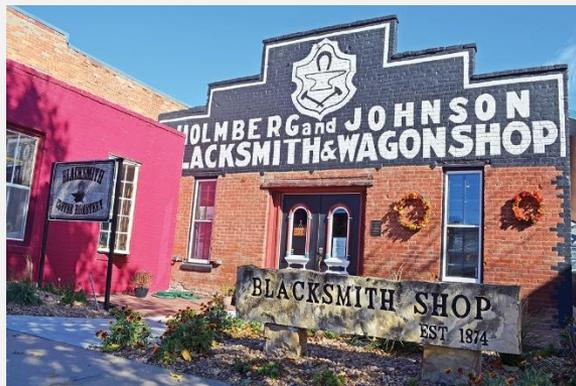
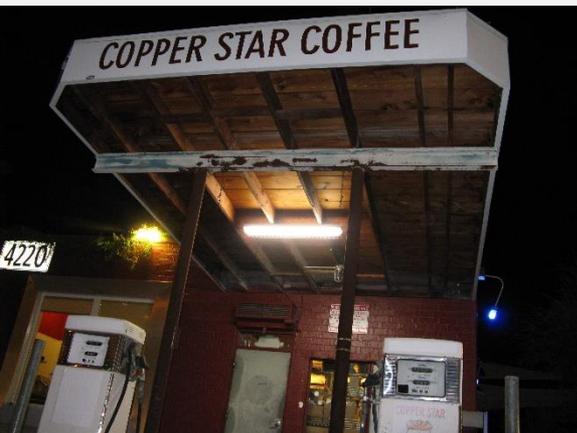


ADAPTIVE RE-USE

PORTLAND, OR



ADAPTIVE RE-USE



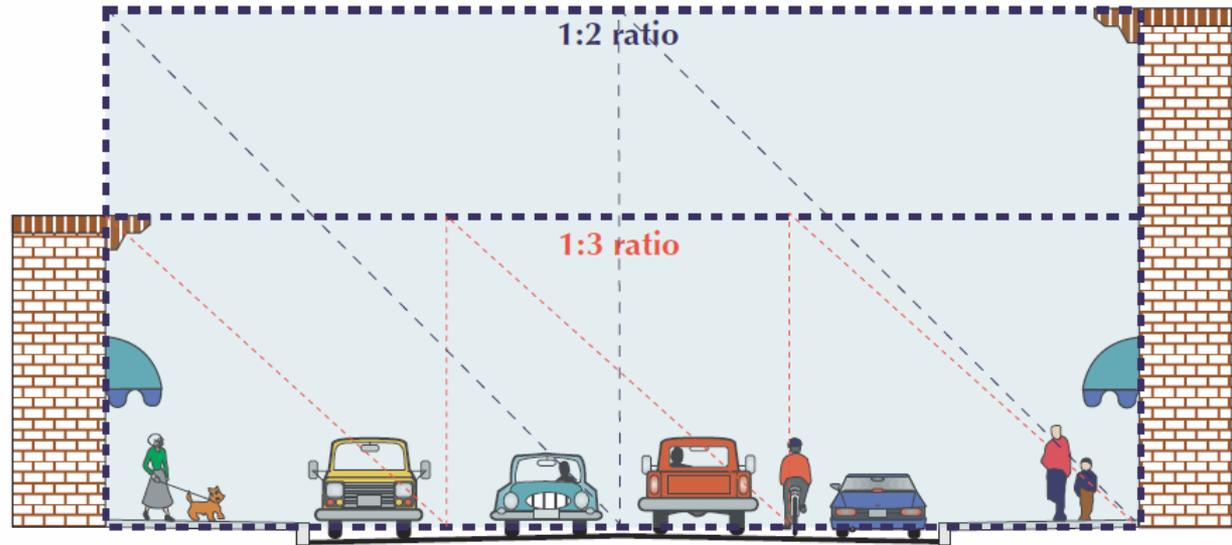
**ADAPTIVE
RE-USE**



PORTLAND, OR

ADAPTIVE RE-USE

Human scale height-to-width ratios fall between 1:3 and 1:2 as measured from the building fronts or large trees if present.



1:3 height-to-width ratio creates a human scale Main Street



1:7 height-to-width ratio creates a scale uncomfortable for pedestrians



SCALE



DUPONT, WA

SCALE



REDMOND, OR

SCALE



PORTLAND, OR

OPEN SPACE



OPEN SPACE

PORTLAND, OR



PORTLAND, OR

OUTDOOR DINING

LANDSCAPE / STREETSCAPE



PORTLAND, OR

C: BUILDING DESIGN



- A** “Base”
- B** “Middle”
- C** “Top”
- D** Belt course / string course
- E** Building entrance is covered and/or recessed behind facade
- F** Architectural bay (maximum 30 ft. on center)
- G** Ground floor windowsill / base
- H** Column / pilaster / post
- I** Minimum 60% windows for ground floor commercial
- J** Minimum 30% vertically-oriented windows
- K** Projecting cornice / parapet

ARCHITECTURAL ELEMENTS



Cornice

Quoin

Lintel

Sill

Storefront

Chamfered
Corner

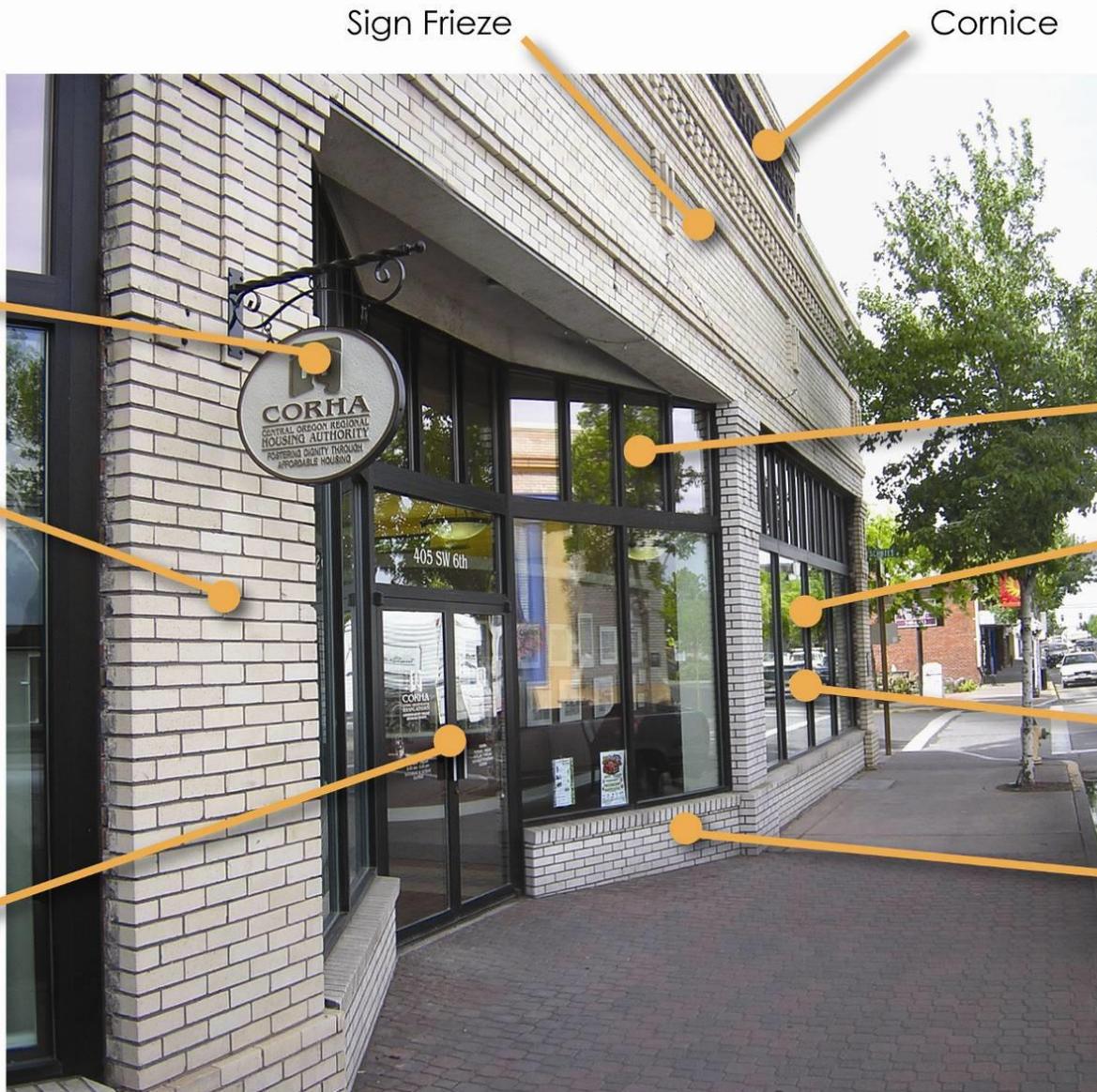
Pronounced
Entrance

Transom
Windows

Engaged
Column

Architectural
Bay

ARCHITECTURAL ELEMENTS



Sign Frieze

Cornice

Blade Sign

Engaged Column

Transom Windows

Window Mullions

Architectural Bay

Strong Base /
Raised Window Sill

Pronounced Entrance



MONMOUTH, OR

TRI-PARTITE FACADE



PORT TOWNSEND, WA

CORNICE

CORNICE



PORTLAND, OR

CORNICE



PORTLAND, OR

CORNICE?



PORTLAND, OR

MATERIALS

Use building materials and construction practices that evoke a sense of permanence and are compatible with existing and/or historic buildings





MATERIALS

Where possible use materials in a manner that reflects the surrounding region

MATERIALS



MATERIALS



PORTLAND, OR

MATERIALS

- Brick
- Metal
- Terra Cotta
- Stone
- Concrete (& CMU)
- Stucco
- Horizontal Wood
- Wood Shingles
- Board & Batten
- Ceramic Detail



Wood siding



Wood siding



Stone



Terra cotta and brick



Brick



Granite



CMU



Stucco and brick

COLORS





COLORS

- Compatibility w/ Existing Urban Fabric
- Limit Multiple Colors on a Single Building
- Warm, muted colors with low reflectivity for primary facades

Canopy / Awning Colors



Burgundy



Blue



Gray



Bisque



Green



Black

ROSEVILLE, CA





PORTLAND, OR

COMPLEMENTARY BUILDING DESIGN



LAWRENCE, KS

COMPLEMENTARY BUILDING DESIGN



SISTERS, OR

COMPLEMENTARY BUILDING DESIGN



PORTLAND, OR



COMPLEMENTARY BUILDING DESIGN

NEW YORK, NY

D: PEDESTRIAN-ORIENTED STREETSCAPES



SKI TOWN

The Ski Town streetscape is modeled on the character of ski towns and mountain resorts throughout the West. This streetscape design celebrates Sisters as a gateway to Central Oregon and as a hub for year-round outdoor recreation. It demonstrates the City's commitment to high-quality development and sense of place.

The Ski Town streetscape design uses an earthy, textural palette of stone, timber, and metal for custom street furniture (light poles, benches, and recycling cans) to reflect the town's character. ADA-compliant pavers with 1.2-inch concrete banding in the sidewalk and colored ramp grooves along each block face further accentuate Sisters' unique character but are also practical: the pavers are easier to maintain in snowy conditions and the clustered open grooves provide pedestrians respite from the brilliant summer sun.

CASCADE AVENUE STREETSCAPE PROJECT (SISTERS, OR)
MARCH 2011

Crowlgray Design - Subject to Change
Draft Version 2011_0115



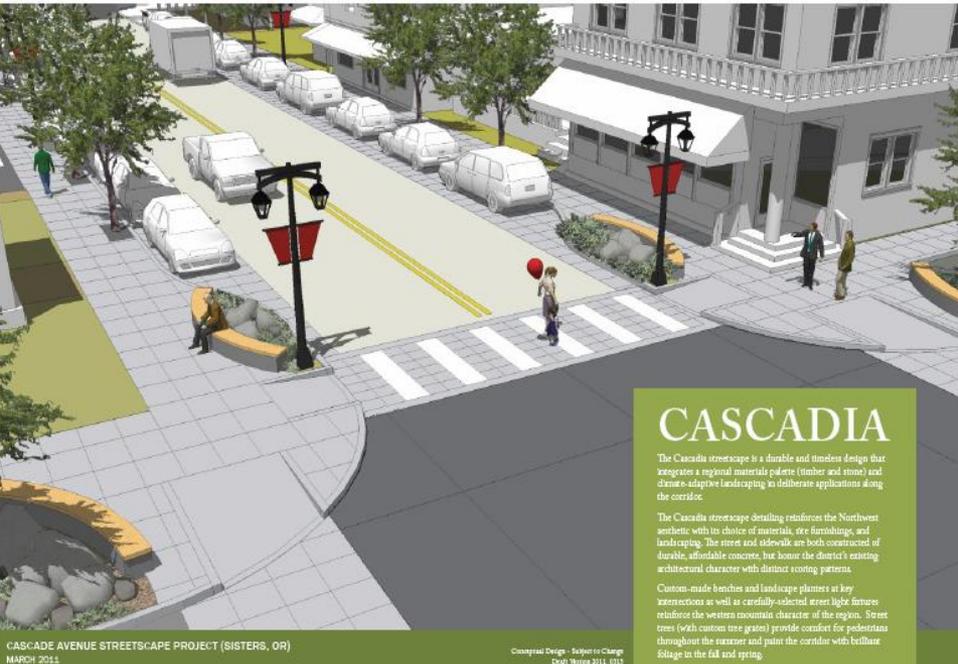
MAIN ST

The Main Street streetscape is a regional favorite. Elements of this classic traditional design provide the foundation for Main Streets in Madras, Maupin, Redmond, and Bend. This streetscape design evokes hometown pride by providing a place for people to come together in the community.

The Main Street streetscape design uses a concrete sidewalk with a custom paver band to gently knit all of the different hardscape conditions within the corridor together. Study pockets of street trees at the intersections provide a cool place for pedestrians to rest along the streetscape without further narrowing the sidewalk. Traditional site furnishings are durable and economical, yet beautifully complement the city's western architectural character.

CASCADE AVENUE STREETSCAPE PROJECT (SISTERS, OR)
MARCH 2011

Crowlgray Design - Subject to Change
Draft Version 2011_0115



CASCADEIA

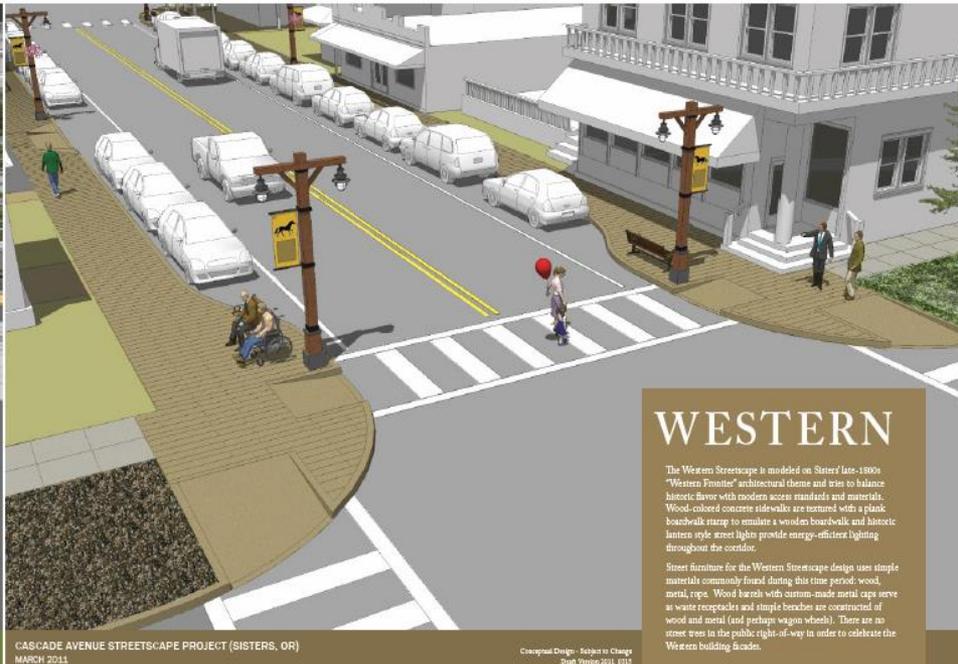
The Cascadia streetscape is a durable and timeless design that integrates a regional materials palette (timber and stone) and climate-adaptive landscaping in deliberate applications along the corridor.

The Cascadia streetscape detailing reinforces the Northwest aesthetic with its choice of materials, site furnishings, and landscaping. The street and sidewalk are both constructed of durable, affordable concrete, but honor the district's existing architectural character with distinct staining patterns.

Custom-made benches and landscape planters at key intersections as well as carefully-selected street light fixtures reinforce the western mountain character of the region. Street trees (with custom tree grates) provide comfort for pedestrians throughout the summer and paint the corridor with brilliant foliage in the fall and spring.

CASCADE AVENUE STREETSCAPE PROJECT (SISTERS, OR)
MARCH 2011

Crowlgray Design - Subject to Change
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WESTERN

The Western Streetscape is modeled on Sisters' late-1800s "Western Frontier" architectural theme and tries to balance historic flavor with modern access standards and materials. Wood-colored concrete sidewalks are textured with a plank boardwalk stamp to emulate a wooden boardwalk and historic lantern style street lights provide energy-efficient lighting throughout the corridor.

Street furniture for the Western Streetscape design uses simple materials commonly found during this time period: wood, metal, rope. Wood barrels with custom-made metal caps serve as waste receptacles and simple benches are constructed of wood and metal (and perhaps wagon wheels). There are no street trees in the public right-of-way in order to celebrate the Western building facade.

CASCADE AVENUE STREETSCAPE PROJECT (SISTERS, OR)
MARCH 2011

Crowlgray Design - Subject to Change
Draft Version 2011_0115



sidewalk	furnishing zone	parking and loading	bike lane	travel lane	travel lane	bike lane	parking and loading	furnishing zone	sidewalk
8'	7'	8'	6'	11'	11'	6'	8'	7'	8'
15'				34'				15'	
pedestrian zone		parking		travel zone			parking	pedestrian zone	



LAKE OSWEGO, OR





Welcome to Redmond!

GREEN AVE

REDMOND, OR

CAC: RECOMMENDED



Maglin Site Furniture Inc.
MLB 300M



Maglin Site Furniture Inc.
MLB 300M



Built-in-Place Stone Bench



Maglin Site Furniture Inc.
MLWR 250-32



Welle Flat Top
PALMER GROUP

CAC: RECOMMENDED



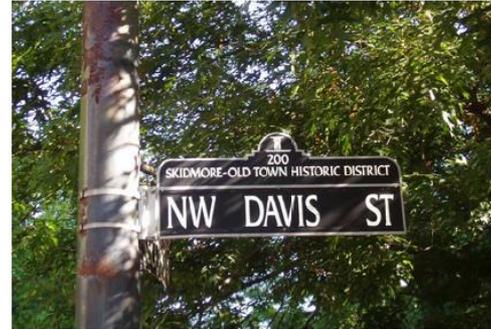
ZED Zenith Z15 Fixture
LUMEC

(City Standard)



Wave Trench Grate
URBAN ACCESSORIES

CAC: Recommended
Additional Elements



BLACK HISTORIC STREET SIGNS
W/ HISTORIC DISTRICT SIGN CAP



BENSON BUBBLER

Potential Future
Enhancements



PORTLAND CITY CTR.
WAYFINDING SIGNAGE



ARTISTIC BLADE SIGN



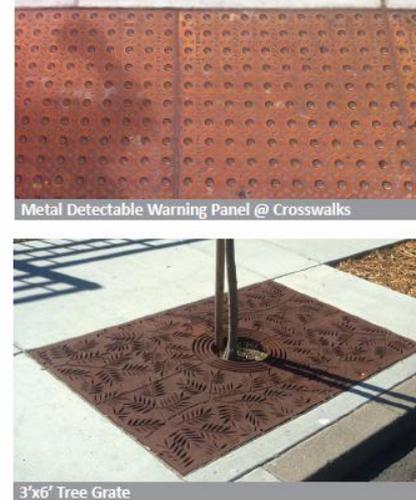
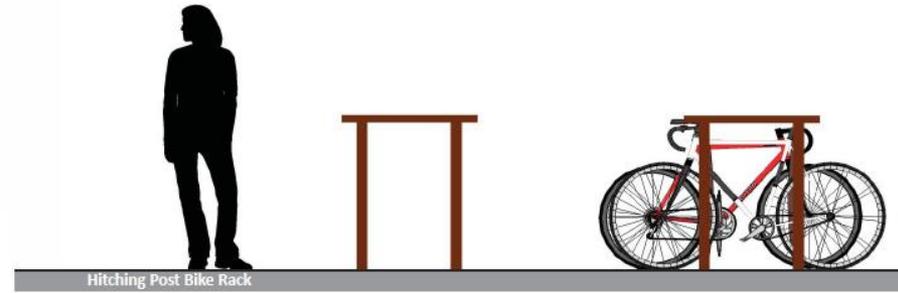
HANGING FLOWER BASKET



BANNERS ON LIGHT POLES

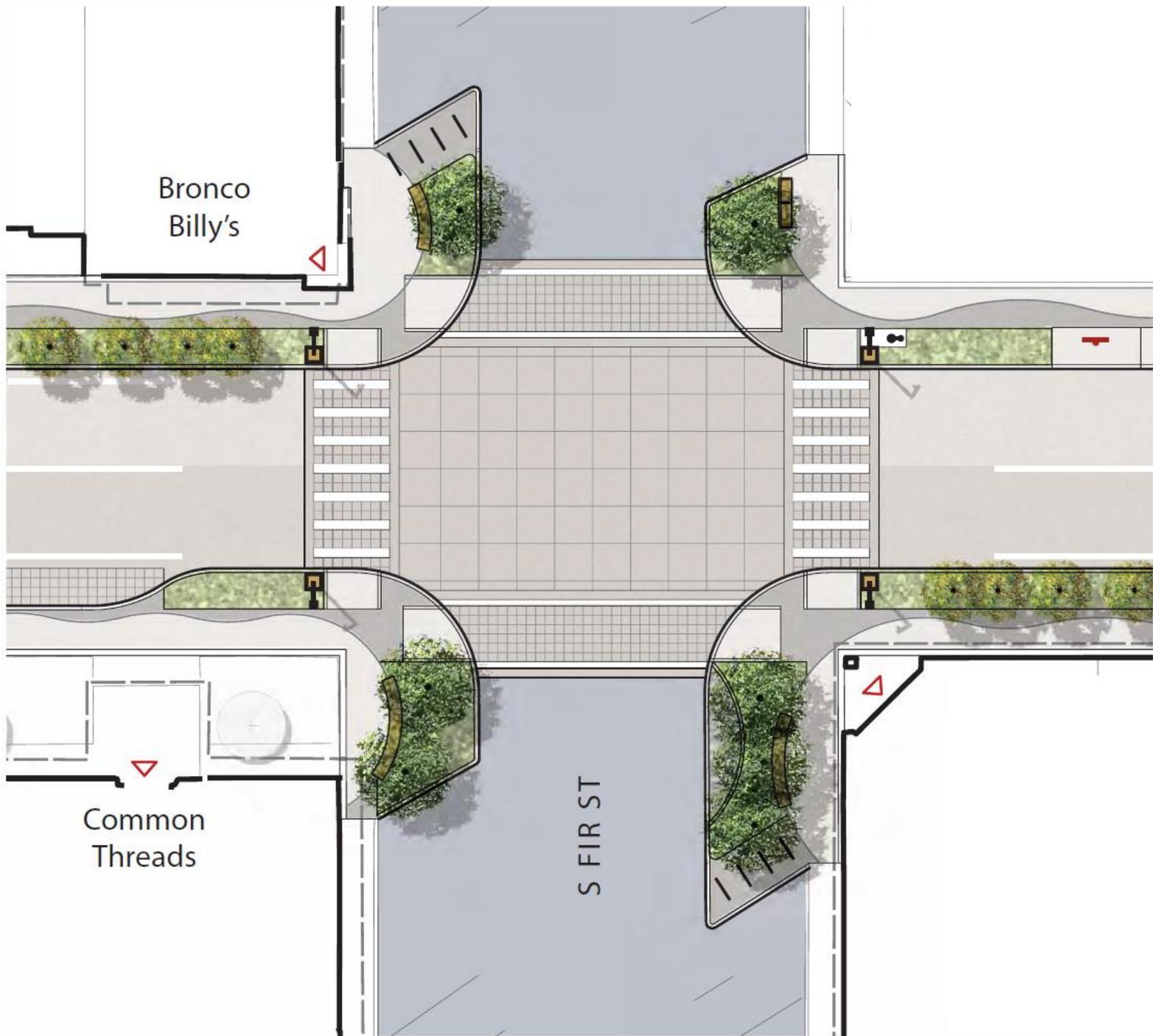


OUTDOOR CAFE SEATING





PORTLAND, OR



Bronco
Billy's

Common
Threads

S FIR ST



PORTLAND, OR



SAN DIEGO, CA

GATEWAY



NEWPORT, OR

GATEWAY



PENDLETON, OR

GATEWAY

GATEWAY



CORVALLIS, OR

E: ENHANCING IDENTITY THROUGH DESIGN



LEAVENWORTH, WA



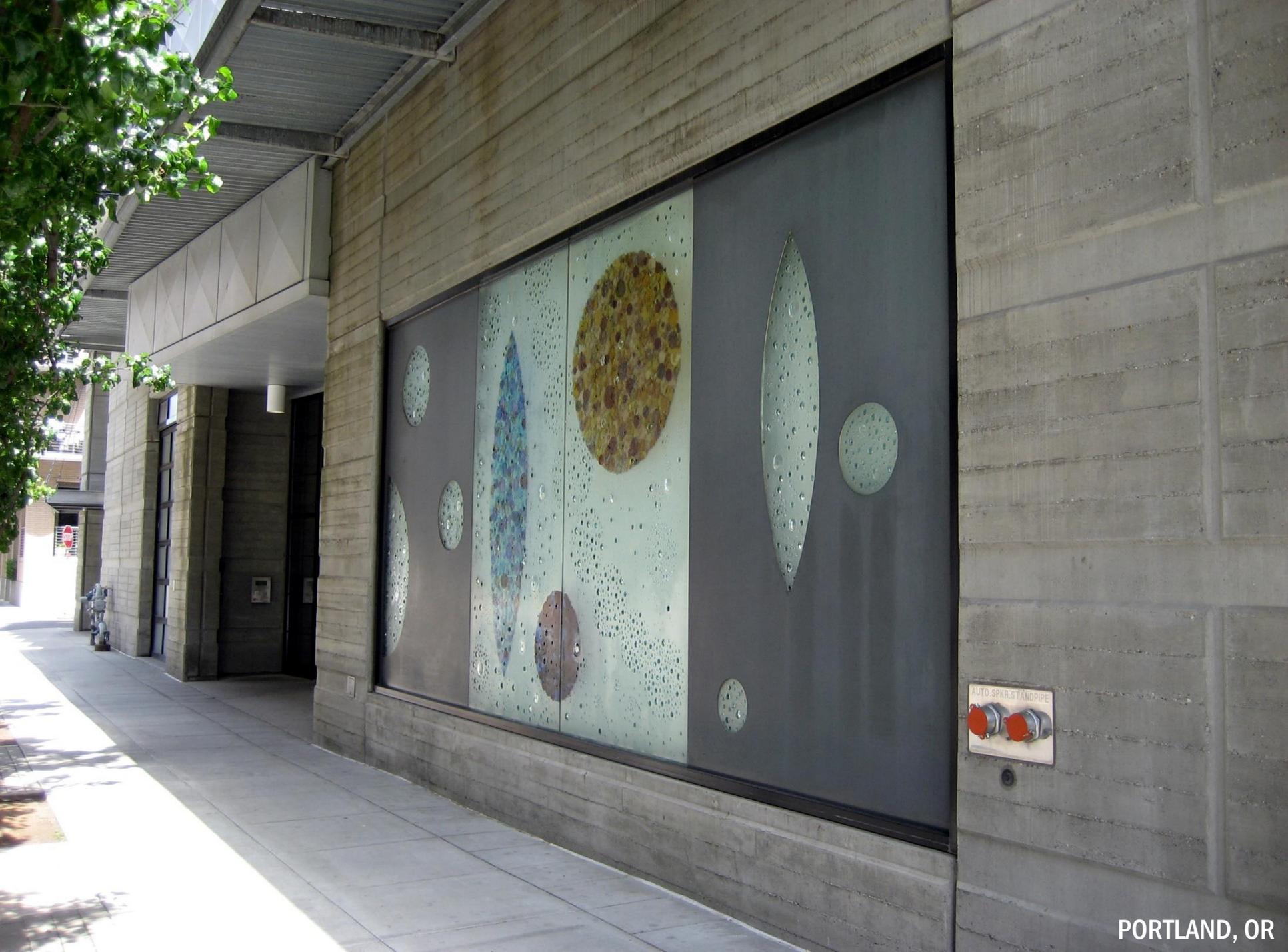
CHARLESTON, SC



PORTLAND, OR



THE DALLES, OR



AUTO SPKR. STANDPIPE



PLEASE CHECK ALL
BOOKS & LARGE BAGS
SHIRTS & SHOES REQUIRED
NO ROLLERBLADES
RESTROOMS FOR
CUSTOMER USE ONLY
SERVICE ANIMALS ONLY

STORE HOURS
9am - 11pm
Every Day
SELL US YOUR
USED BOOKS
9am - 8:30pm
Every Day

VENDE
LIBRUM

MM

CARPE
LIBRUM

MM



PORTLAND, OR



PORTLAND, OR



PORTLAND, OR



PORTLAND, OR



PORTLAND, OR



PORTLAND, OR



ROCKLAND, ME



HOLLAND, MI



SILOAM SPRINGS, AR



Matthew Arnold, AICP – Director of Urban Design & Planning – matthewa@serapdx.com
Eric Ridenour, NCARB – Project Architect / Lead Campus Planner – ericr@serapdx.com

