

# Activities & Accomplishments

- ❑ Grant to SEUL with DCBA
- ❑ DOZA Policy Education & Advocacy
- ❑ “Key Sites” process with neighborhoods
- ❑ St. Fair Booth
- ❑ Influenced new Concordia Design Initiative
- ❑ Sketches of Division special buildings
- ❑ Design Guidelines edits & design
- ❑ Developed draft pieces of proposed “Toolkit for Neighborhood Design”



# Division Design Process

**Inter-neighborhood Design Committee (DDC)**  
(7-Neighborhood Coalition formed, Spring 2014)



**Extensive surveys & policy research**  
through [background documents](#) of related plans and policies, [online and paper surveys](#), PSU student projects, extensive outreach at monthly meeting and events (Conducted from Summer 2014-Fall 2015)



**Grant to hire Technical Design & Policy support by design consultants** (See RFP Scope of Work Phase 1, November 2014)



**1st Draft –Division Design Guidelines**  
(Consultant and design committee, Fall 2015 )

**2<sup>nd</sup> Draft Guidelines Draft**  
(Design Task Force, Spring 2016 )



**Final Draft Division Street Design Guidelines Approved by the Division Design Committee**

(DDC Draft, Summer 2016)

## Division Design Initiative Activities




**Policy Recommendations to Neighborhood Orgs & City**

# Design Guidelines

- ❑ All community edits made, graphic design at 80%
- ❑ Now reviewing DDC & Urbworks consulting team's Design Resource Guide for final detail language to recommend for guidelines and possible standards
- ❑ Coordinating with city staff on DOZA implementation and revisions to Citywide Design Standards and updated Design Guidelines

**DIVISION DESIGN GUIDELINES**  
PRIORITIES + PATTERNS FOR MAIN STREET DESIGN, ARCHITECTURE, +  
STREETSCAPE PLANNING

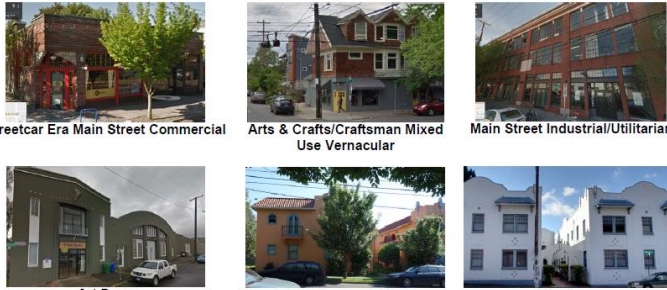
V2.1 DRAFT | DECEMBER 2017



2016 DRAFT GUIDELINES PROVISIONALLY ADOPTED BY THE FOLLOWING COMMUNITY ASSOCIATIONS:  
Division Clinton Business Association (DCBA) | Richmond Neighborhood Association (RNA) | Hosford Abernethy Neighborhood District (HAND) |  
South Tabor Neighborhood Association (STNA) | Mount Tabor Neighborhood Association (MTNA) | Hawthorne Boulevard Business Association (HBBA)

**Foundational Architectural Styles**  
*Respecting and reinterpreting the patterns of earlier significant development - sometimes including architectural detailing - builds stronger relationships between new development and the rich existing fabric.*

The Streetcar era was the most significant period for the early development of inner Southeast Portland. Many of the land use patterns we see today have their origins in this period.<sup>2</sup> The styles below represent those that have been traditionally represented in the neighborhood both along the Division, Clinton and Hawthorne Corridors as well as surrounding neighborhood main streets. This time-period predominantly featured one and two story buildings of brick, masonry and wood with generous storefront windows and features described in the main body of the guidelines particularly in the Neighborhood Patterns and Storefront/Facades sections. While the focus of the guidelines is primarily commercial, some of these styles may sometimes exist as single family or larger multifamily buildings on Southeast Portland main streets which also provide characteristics that can be drawn from for new commercial, single family residential, multifamily and mixed use buildings to achieve greater compatibility and overall unity along the corridors.



**Streetcar Era Main Street Commercial**   **Arts & Crafts/Craftsman Mixed Use Vernacular**   **Main Street Industrial/Utilitarian**

**Art Deco**   **Spanish Ecclectic/Mediterranean**   **Mission**

# **Toolkit for Neighborhood Design /Guidelines Implementation**

- Design Guidelines (90% Design)**
- Presentation Slides**
- Letter to Developers (Draft for review)**
- Q's for New Development Applicants**
- Website Language for NAs/Business Assoc**
- Key Sites Goals & Priorities**
- Foundational Arch. Styles Photos/Descriptions**
- Resource Guide for Design Guidelines**

# Updates on City Design Related Policy

- ❑ **State of Preservation Report – City Council Hearing - Listen online 11/29 pm session**
- ❑ **Housing By Design**
- ❑ **DOZA Implementation: Standards & Design Guidelines process is moving ahead – Draft postponed until Spring.**
- ❑ **Mixed Use Zones (MUZ) Policy will be effective with D-Overlay May 2018 .**