

**CITY OF MILWAUKIE
PLANNING COMMISSION
MINUTES
Milwaukie City Hall
10722 SE Main Street
TUESDAY, MARCH 28, 2017
6:30 PM**

COMMISSIONERS PRESENT

Greg Hemer, Chair
Adam Argo, Vice Chair
Shannah Anderson
Scott Barbur
John Burns
Sherry Grau

STAFF PRESENT

Denny Egner, Planning Director
Amy Koski, Economic Dev. Coordinator
Brett Kelter, Associate Planner

COMMISSIONERS ABSENT

Kim Travis

1.0 Call to Order – Procedural Matters*

Chair Hemer called the meeting to order at 6:30 p.m. and read the conduct of meeting format into the record.

***Note:** The information presented constitutes summarized minutes only. The meeting video is available by clicking the Video link at <http://www.milwaukieoregon.gov/meetings>.*

2.0 Planning Commission Minutes – There were none.

3.0 Information Items

Denny Egner, Planning Director, reminded the Commissioners of the April 6th Volunteer Dinner to be held at Bob's Red Mill.

4.0 Audience Participation – This is an opportunity for the public to comment on any item not on the agenda. There was none.

5.0 Public Hearings – None

6.0 Worksession Items

- 6.1 Summary: North Milwaukie Industrial Area (NMIA) update
Staff: Amy Koski

Amy Koski, Economic Development Coordinator, presented the staff report on the NMIA Framework Plan via PowerPoint, and noted the progress made on the Plan since last fall, the input received through public engagement, as well as the existing economic conditions, benefits, and challenges in the NMIA. Staff sought input on the five goal areas to provide direction as the draft Framework Plan was developed. The Commission would review the draft Plan in April and hold a public hearing in May to make a recommendation to Council.

Mr. Egner added the zoning would be addressed following the Plan's adoption, but a zoning concept would be presented for discussion. Applying the M-TSA Subarea 4 zoning of the Tacoma Station Area Plan to the areas on either side of that district was being considered rather than adding new zoning to the area.

Ms. Koski addressed questions about the ownership of property in the NMIA and why the Plan and subsequent zoning were needed to attract other uses and higher density, while still allowing warehouse and other traditional industrial uses, and the eco-district concept.

Commissioner Grau appreciated how consistent the Advisory Committee's vision was with the larger visioning process for Milwaukie.

Commissioner Burns suggested the eco-district concept might be too big to be an objective, but components, like eco roofs, could be added as a development incentive, especially considering how visible roofs in the NMIA were when driving by.

6.2 Summary: Downtown Design Guidelines Update
Staff: Brett Kelter

Mr. Egner briefly highlighted the history and purpose of the Downtown Design Guidelines (Guidelines) and the Development Design Standard amendments adopted in 2015. He invited the three Design and Landmarks Committee (DLC) members present to join the discussion. He noted that over the past year, the DLC had been reviewing and revising the Guidelines, and specifically, the Milwaukie Character Section, to better align the Guidelines with the Development Design Standards since the Guidelines had not been revised in conjunction with the Code amendments. With at least two downtown development proposals expected by the end of the year, staff wanted to review how the development code and Guidelines worked together, and work to better align the two code documents to facilitate development downtown that reflected the desired "Milwaukie Character."

Brett Kelter, Associate Planner, distributed two handouts for use as a reference as he described how the Guidelines and current development code worked for reviewing projects downtown, noting how some developers would never need to address the design guidelines given how the current code and review processes were structured. Although some "Milwaukie Character" guidelines were already codified, the DLC needed to identify which design guidelines were not captured and determine how to codify those into the downtown development standards. The concern was that a developer might meet all the development standards but not need to consider the Guidelines. The original hope was that the code requirements would provide what the Guidelines envisioned, but there had never been a systematic comparison.

Key discussion items and responses to Commissioners' questions were as follows:

- To better align the documents, the Guidelines could be pulled into the downtown development standards; or the Guidelines could be retained and the Code language adjusted, such as by adopting some specific design standards to better tie the documents together. Another option was to provide for stronger enforcement of the Guidelines document; however the guidelines were subjective.
- The Guidelines provided an easy reference for potential developers to get a 'feel' for the desired look for a building downtown, but the project would still need to adhere to the code. The Guidelines were originally written to make the review process semi-flexible, to encourage interesting and innovative designs.
 - "Milwaukie Character" was a catch-all phrase to give the DLC some discretion as to what the community's character was, but it was hard to capture the desired design in words.
 - The key word was 'feel.' The Guidelines could not be used to design a façade that met code requirements, and they had no regulatory backing to ensure developers followed through.

- The Guidelines were qualitative, and the code was quantitative. If the code could be made robust enough to carry both, the Guidelines would no longer be necessary. Parts of the Guidelines were outdated, no longer adequate, or not progressive enough, and portions of the preface were no longer valid. Some topics discussed in Visioning Town Hall meetings were not fully captured in the Guidelines.
- Identifying additional standards that captured the quality desired and that could be met in a clear and objective way would be challenging. It might not be possible to capture all the objective “Milwaukie Character” guidelines as standards.
- The City needed to provide flexible design guidelines to ensure certain architectural features and distinct characteristics were included in projects downtown, but enforcement of the Guidelines to achieve the “Milwaukie Character” was difficult.
- The design review process and code amendments were done to provide developers with more certainty in meeting the code standards, but now a simple building could be approved that did not fit the vision for downtown. Certain requirements, like fences, trash barrels, and street furniture, were also removed from the design review process so developers could avoid an extensive process for minor site improvements.
 - The Code could define the dimensions for a bench and then refer to the Guidelines for street furniture suggestions, but suggestions were not enforceable because the process did not provide for a Type II review.
 - Requiring applicants to apply a certain number of design options from a menu was suggested. If the recommended designs were used, it would be a Type II review, but if a different design was proposed, the review would follow a qualitative Type III review process. Unfortunately, the Guidelines did not have that much specificity.
- Currently, even with Type III, the most discretionary review, if an applicant could not meet one of the seven elements of the downtown design standards, only the Guideline(s) specifically related to that element would be discussed; there was no requirement to address all of them. To provide a clear and objective track for review, the City must be able to identify which standards and Guidelines were not met by a particular proposal. The challenge was creating “Milwaukie Character” standards.
 - Changing the Type III approval criteria so applicants must show how a project was consistent with all of the Guidelines was an option. However, to maintain the more clear and objective track, the code needed to be more robust. Currently, if the Type II standards were met, the applicant did not have to address the Guidelines.
- A nexus was needed between Type I, II, and III reviews, the code, and the application of the Guidelines, respective to the processes. The nexus could be adopted into a matrix-type document to be used by staff and applied by the City’s advisory bodies.
- A consultant could help with aligning the current Guidelines and development standards by adding any qualitative elements missing in the code and doing the detailed wordsmithing, which would shift the DLC from a writing to a reviewing mode and would move the process forward more quickly.
 - The consultant could also help update the Guidelines document and create a more distinctive break between the Type II clear and objective standards and the more discretionary Type III process. The tricky part was creating a flexible process so an applicant would not be pushed into the entire Guideline process simply because one specific requirement could not be met.
 - Further work by the consultant and DLC could result in the Guidelines document being obsolete; however, the document might take another form. The intent was to build a discretionary track that provided more freedom of design and allowed for alternative design features other than what was codified.

- Nothing could be applied to those application submittals expected before the matrix was solidified or the revised Guidelines fully implemented. Those applications would adhere to the existing code; the first was expected in May.
- Focusing more carefully on the matrix comparing the 19.304 Downtown Development Standards with the 19.508 Downtown Design Standards was suggested to help determine where there were gaps. The DLC had not been looking at the downtown development standards, but such a comparison might help alleviate some concerns about projects being approved in the interim.
- Milwaukie's downtown area was very viable, so the City was not in desperate straits to allow someone to build whatever they wanted. Having high standards was not necessarily bad, and the code was not necessarily holding development back, it was market-driven.

Mr. Egner assured staff would keep both the DLC and Planning Commission informed about any next steps as the process moved forward.

7.0 Planning Department Other Business/Updates

7.1 Planning Commission Group Photo

The Planning Commission group photo was taken for the City's website.

8.0 Planning Commission Committee Updates and Discussion Items – This is an opportunity for comment or discussion for items not on the agenda.

Commissioner Anderson reported on the last Vision Advisory Committee meeting where input received from the Town Hall and surveys had been assigned to the four areas: people, place, prosperity, planet. The Committee was now working through those Strategies, which would be posted as a draft to the Visioning website soon.

Chair Hemer thanked Commissioner Barbur for his four years of service on the Planning Commission.

9.0 Forecast for Future Meetings:

April 11, 2017 1. Worksession: Land Use Approval Criteria Discussion

April 25, 2017 1. Worksession: NMIA Review of Framework Plan and Implementation

Mr. Egner highlighted several development applications in for completeness reviews and expected before the Planning Commission soon. He addressed clarifying questions.

Meeting adjourned at approximately 8:34 pm.

Respectfully submitted,

Alicia Martin, Administrative Specialist II



Greg Hemer, Chair



AGENDA

MILWAUKIE PLANNING COMMISSION Tuesday, March 28, 2017, 6:30 PM

**MILWAUKIE CITY HALL
10722 SE MAIN STREET**

- 1.0 Call to Order - Procedural Matters**
- 2.0 Planning Commission Minutes** – Motion Needed
- 3.0 Information Items**
- 4.0 Audience Participation** – This is an opportunity for the public to comment on any item not on the agenda
- 5.0 Public Hearings** – Public hearings will follow the procedure listed on reverse
- 6.0 Worksession Items**
 - 6.1 Summary: North Milwaukie Industrial Area (NMIA) update
Staff: Amy Koski
 - 6.2 Summary: Downtown Design Guidelines Update
Staff: Brett Kelter
- 7.0 Planning Department Other Business/Updates**
 - 7.1 Planning Commission Group Photo
- 8.0 Planning Commission Committee Updates and Discussion Items** – This is an opportunity for comment or discussion for items not on the agenda.
- 9.0 Forecast for Future Meetings:**
 - April 11, 2017 1. Worksession: Land Use Approval Criteria Discussion
 - April 25, 2017 1. Worksession: NMIA Review of Framework Plan and Implementation Strategy

Milwaukie Planning Commission Statement

The Planning Commission serves as an advisory body to, and a resource for, the City Council in land use matters. In this capacity, the mission of the Planning Commission is to articulate the Community's values and commitment to socially and environmentally responsible uses of its resources as reflected in the Comprehensive Plan

1. **PROCEDURAL MATTERS.** If you wish to speak at this meeting, please fill out a yellow card and give to planning staff. Please turn off all personal communication devices during meeting. For background information on agenda items, call the Planning Department at 503-786-7600 or email planning@ci.milwaukie.or.us. Thank You.
2. **PLANNING COMMISSION MINUTES.** Approved PC Minutes can be found on the City website at www.cityofmilwaukie.org
3. **CITY COUNCIL MINUTES** City Council Minutes can be found on the City website at www.cityofmilwaukie.org
4. **FORECAST FOR FUTURE MEETING.** These items are tentatively scheduled, but may be rescheduled prior to the meeting date. Please contact staff with any questions you may have.
5. **TIME LIMIT POLICY.** The Commission intends to end each meeting by 10:00pm. The Planning Commission will pause discussion of agenda items at 9:45pm to discuss whether to continue the agenda item to a future date or finish the agenda item.

Public Hearing Procedure

Those who wish to testify should come to the front podium, state his or her name and address for the record, and remain at the podium until the Chairperson has asked if there are any questions from the Commissioners.

1. **STAFF REPORT.** Each hearing starts with a brief review of the staff report by staff. The report lists the criteria for the land use action being considered, as well as a recommended decision with reasons for that recommendation.
2. **CORRESPONDENCE.** Staff will report any verbal or written correspondence that has been received since the Commission was presented with its meeting packet.
3. **APPLICANT'S PRESENTATION.**
4. **PUBLIC TESTIMONY IN SUPPORT.** Testimony from those in favor of the application.
5. **NEUTRAL PUBLIC TESTIMONY.** Comments or questions from interested persons who are neither in favor of nor opposed to the application.
6. **PUBLIC TESTIMONY IN OPPOSITION.** Testimony from those in opposition to the application.
7. **QUESTIONS FROM COMMISSIONERS.** The commission will have the opportunity to ask for clarification from staff, the applicant, or those who have already testified.
8. **REBUTTAL TESTIMONY FROM APPLICANT.** After all public testimony, the commission will take rebuttal testimony from the applicant.
9. **CLOSING OF PUBLIC HEARING.** The Chairperson will close the public portion of the hearing. The Commission will then enter into deliberation. From this point in the hearing the Commission will not receive any additional testimony from the audience, but may ask questions of anyone who has testified.
10. **COMMISSION DISCUSSION AND ACTION.** It is the Commission's intention to make a decision this evening on each issue on the agenda. Planning Commission decisions may be appealed to the City Council. If you wish to appeal a decision, please contact the Planning Department for information on the procedures and fees involved.
11. **MEETING CONTINUANCE.** Prior to the close of the first public hearing, *any person* may request an opportunity to present additional information at another time. If there is such a request, the Planning Commission will either continue the public hearing to a date certain, or leave the record open for at least seven days for additional written evidence, argument, or testimony. The Planning Commission may ask the applicant to consider granting an extension of the 120-day time period for making a decision if a delay in making a decision could impact the ability of the City to take final action on the application, including resolution of all local appeals.

The City of Milwaukie will make reasonable accommodation for people with disabilities. Please notify us no less than five (5) business days prior to the meeting.

Milwaukie Planning Commission:

Greg Hemer, Chair
Adam Argo, Vice Chair
Shannah Anderson
Scott Barbur
John Henry Burns
Sherry Grau
Kim Travis

Planning Department Staff:

Denny Egner, Planning Director
David Levitan, Senior Planner
Brett Kelter, Associate Planner
Vera Kolias, Associate Planner
Mary Heberling, Assistant Planner
Alicia Martin, Administrative Specialist II
Avery Pickard, Administrative Specialist II



MILWAUKIE

Dogwood City of the West

To: Planning Commission

From: Dennis Egner, Planning Director

Date: March 21, 2017, for March 28, 2017, Worksession

Subject: North Milwaukie Industrial Area

ACTION REQUESTED

None. This is a briefing for discussion only.

Amy Koski will provide an update on the North Milwaukie Industrial Area (NMIA) planning process. Ms. Koski is the City's Economic Development Coordinator and is managing the NMIA project. A worksession is scheduled for late April regarding the draft NMIA Framework Plan that is expected to be adopted as an ancillary document to the Comprehensive Plan. A public hearing on the plan is expected to occur in late May or June. The March 28 worksession will serve as an introduction to plan and the work done to date.

Attached are draft Chapters 1 and 2 of the Framework Plan. Chapter 2 includes the draft vision and goals for the district. For additional information and background reports, visit the project website: <http://northmilwaukie.com/document-library/>

ATTACHMENTS

Attachments are provided as indicated by the checked boxes. All material is available for viewing upon request.

	PC Packet	Public Copies	E- Packet
1. Draft NMIA Framework Plan, Chapters 1 & 2	☒	☒	☒

Key:

PC Packet = paper materials provided to Planning Commission 7 days prior to the meeting.

Public Copies = paper copies of the packet available for review at City facilities and at the Planning Commission meeting.

E-Packet = packet materials available online at <http://www.milwaukieoregon.gov/planning/planning-commission-167>.

Chapter 1: Introduction

Purpose

The North Milwaukie Industrial Area Framework Plan (Plan) positions the North Milwaukie Industrial Area (NMIA) to leverage its strategic location and attractiveness as an employment center as well as an innovative, dynamic location for the next generation of entrepreneurs. The Plan provides recommendations and strategies to increase employment opportunities and support existing businesses, through in-depth technical analysis related to land use, development feasibility, open space, transportation and infrastructure. The Plan is founded on extensive public input, from vision and concept development to project prioritization.

“Maker space” is in demand in many parts of the Portland metropolitan area and the NMIA already demonstrates its ideal location for providing options to meet these needs. The NMIA also has good access to transportation routes that have made it a desirable location for many years. So why focus on a district that is already successful? Location is only one factor that makes an area desirable – industry and industrial needs are rapidly changing, tenant needs and desires are evolving and the NMIA is well positioned to identify these opportunities and adapt to emerging trends.

Major Opportunities of NMIA

- Proximity to Downtown Milwaukie, which is quickly emerging as a community hub with a mix of housing, retail and restaurants, including the new Willamette Riverfront Park
- Proximity to the Innovation Quadrant (the South Waterfront and the area around OMSI), an area emerging as a major concentration of knowledge and research
- Access to the Orange Line that provides direct access to the Innovation Quadrant and Downtown Portland
- Access to Springwater Corridor Trail – a regionally significant amenity – and Johnson Creek, that if restored has the potential to attract significant new private investment
- A consortium of public agencies committed to the NMIA, including the City of Milwaukie, Clackamas County, Metro, TriMet and the State of Oregon, prepared to commit significant resources to leverage private investment
- Location along the McLoughlin/99 Corridor, connecting to the Willamette Falls Legacy Site in Oregon City, a new catalytic development leveraged by a significant public investment

North Milwaukie Industrial Area Plan

With this premise, the Plan establishes a vision and a set of implementation strategies that:

- Identify connections and development potential created by the Tacoma/Johnson Creek MAX light rail station for both sides of McLoughlin Boulevard;
- Integrate the adopted Tacoma Station Area Plan findings and projects, as applicable;
- Identify and analyze sites that can catalyze development within the NMIA;
- Capitalize on Johnson Creek as a character defining amenity that attracts new investments covering a mix of uses;
- Integrate McLoughlin Boulevard as both a transportation hub and gateway opportunity into Milwaukie that supports employment growth in the NMIA;
- Develop an identity and brand for the NMIA that supports the district as a unique place;
- Incorporate existing development, infrastructure and transportation systems, identifying expansion or modification of those systems, as needed, to attract the next generation of employers; and
- Identify phasing, funding and prioritization of projects to implement the vision.

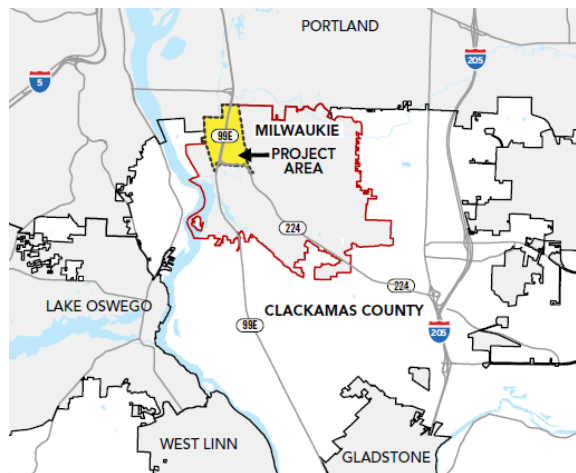
Project Area

The NMIA (Map 1) is one of the City of Milwaukie's three major industrial centers. It has a long history of industrial uses with good access to the regional transportation network.

The NMIA is a distinctive district with clearly defined political and physical boundaries include:

- Portland City Limits to the north;
- 17th Avenue to the west;
- Highway 224 to the south; and
- Union Pacific railroad and MAX Orange Line to the east.

McLoughlin Boulevard (OR 99E) and Johnson Creek are also major defining characteristics in the center of the area.



that

Chapter 2: Project Vision and Goals

The future success of the NMIA depends on a shared long-term vision as a diverse employment area that is inspiring in its aspirations and supported by the community. This vision sets forth specific goals and objectives that lead to short and long-term actions. The District's vision furthers the desire to expand employment opportunities:

Vision

The North Milwaukie Industrial Area capitalizes on the District's strategic location to attract innovative and entrepreneurial businesses to create a strong regional center for next-generation traded sector employment, manufacturing, makers and doers. The area supports existing and future businesses that provide family-wage jobs accessible by all modes of travel, respects the natural environment and incorporates sustainable design to reduce demand on citywide infrastructure.

Anticipated to be implemented over the next 20 years, the NMIA Vision provides the foundation for creating a district identity that builds upon its central location in the region, constantly evolving industrial and manufacturing technology and business needs, and the desire to maximize future public and private investment.

Goals and Objectives

The goals, objectives and implementation strategies of this Plan will support the vision, guiding future development and infrastructure improvements in the NMIA. In turn, these strategic decisions will ultimately create an employment district that provides economic opportunities for residents and businesses, with an emphasis on attracting and retaining businesses that strive to address sustainability goals.

The following five goals and related objectives provide a comprehensive approach to achieve the envisioned future, providing implementable actions that can be completed as single projects or phased over time. Specific actions to implement the goals and objectives are outlined in the Implementation Strategy that accompanies the Plan.

Goal 1: Economic Development and Employment. Encourage a balance of employment-focused land uses, programs and resources that increase private capital investment and family-wage jobs.

Objective 1.1. Support existing businesses as the district evolves over time.

North Milwaukie Industrial Area Plan

- Objective 1.2. Build upon the locational advantages and its role within the region of the NMIA to increase employment density.
- Objective 1.3. Support catalytic development of identified opportunity sites by incentivizing cluster-style development for multiple businesses to locate and grow.
- Objective 1.4. Support creative re-use of existing buildings that permit flex-space uses.
- Objective 1.5. Attract development and users that will take advantage of existing transit and non-motorized travel options and maximize use of land.
- Objective 1.6. Create an environment where a variety of small, medium and large businesses thrive and co-exist.
- Objective 1.7. Support emerging small businesses, including small-scale manufacturing and “maker” spaces.
- Objective 1.8. Actively recruit target industries while also assisting existing businesses that want to expand employment.
- Objective 1.9. Develop a parking management plan for the district.

Goal 2: Infrastructure. Identify infrastructure improvements necessary to meet existing and future planned development needs.

- Objective 2.1. Create a phased infrastructure improvement program that upgrades existing infrastructure to meet current and future demand, including facilities for electric vehicle charging, leverages private investment that embodies the vision for the area and provides a positive return on investment.
- Objective 2.2. Identify strategies to fund public improvements through a combination of public and private sources.
- Objective 2.3. Explore strategies for infrastructure that reduce demand on citywide systems, such as on-site or district-wide stormwater and wastewater treatment.
- Objective 2.4. Extend high speed fiber optic service to the NMIA.
- Objective 2.5. Increase the use of solar energy and related infrastructure that reduces energy/resource use for existing building retrofits and new building construction.
- Objective 2.6. Identify landscape and streetscape enhancements that help address flooding, enhances, key gateways to the NMIA District and near significant public use areas such as the Johnson Creek corridor.
- Objective 2.7. Coordinate infrastructure improvements, including parking management, across agencies to implement infrastructure goals.

Objective 2.8. Increase and protect tree canopy along Johnson Creek, parking areas and streets where right-of-way is available.

Goal 3: Land Use and Urban Design. Provide for a diverse array of land uses that create an active employment center and facilitate commercial and mixed-use development that supports the employment focus of the district.

Objective 3.1. Provide a development and infrastructure framework that meets the urban design prerequisite for a walkable employment district.

Objective 3.2. Identify land use strategies that increase employment densities and encourage cluster uses, while also prohibiting inappropriate uses such as large format retail.

Objective 3.3. Enhance Johnson Creek as an open space amenity and important natural resource that helps attract new and more intensive development, through measures such as riparian restoration and possible creation of a linear park in the open area on the west side of the creek consistent with the City's designated Habitat Conservation Area requirements.

Objective 3.4. Ensure that land use and urban design requirements permit multi-story buildings to accommodate "vertical industrial" and manufacturing uses.

Objective 3.5. Focus on branding, public art and wayfinding to create distinct, identifiable features of the NMIA as a true district.

Objective 3.6. Help mitigate residential encroachment into existing and new employment areas.

Goal 4: Transportation and Mobility. Create a transportation system that provides safe and direct connections for bicycles and pedestrians while also providing for efficient truck access and circulation.

Objective 4.1. Create safer and more efficient transportation connections within the district, to Downtown and the neighborhoods and across busy corridors, especially McLoughlin Boulevard.

Objective 4.2. Maintain access to heavy rail service where appropriate.

Objective 4.3. Develop a street grid that provides options for transit, vehicles, pedestrians and bicyclists to connect to and through the District where appropriate.

Objective 4.4. Provide safe, direct connections to the Tacoma/Johnson Creek light rail station and Springwater Corridor from both the east and west sides of McLoughlin Boulevard.

Goal 5: Community Supported Vision. Create opportunities for NMIA businesses, landowners and the greater community to stay informed and involved in the ongoing development of the District.

North Milwaukie Industrial Area Plan

- Objective 5.1. Continue to engage businesses and employees in the NMIA and the Milwaukie community in a conversation about the NMIA and its role as an employment and mixed use district.
- Objective 5.2. Maintain ongoing communications with existing businesses and landowners to identify potential opportunities and issues in implementing the NMIA Framework Plan.



To: Planning Commission

Through: Dennis Egner, Planning Director

From: Brett Kever, Associate Planner

Date: March 21, 2017, for March 28, 2017, Worksession

Subject: Updates to Downtown Design Guidelines

ACTION REQUESTED

None. This is a briefing for discussion only but will inform a decision about how to proceed with updates to the Downtown Design Guidelines.

BACKGROUND INFORMATION

The Downtown Design Guidelines (DDG) document was adopted in 2003 as part of the City's system of downtown design review (see Attachment 1). Previously, major exterior alterations and new development were subject to Type III review, which involved a public hearing by the Design and Landmarks Committee (DLC) and a recommendation to the Planning Commission for a final decision at a subsequent hearing by the Commission. The review was very discretionary, with the primary standard being "substantial consistency" with the applicable guidelines of the DDG, as well as compliance with the applicable design standards established in the zoning code.

In 2015, as a result of the "Moving Forward Milwaukie" project, the downtown design review process was amended to establish a more clear and objective track. A new code section was established with downtown site and building design standards (Milwaukie Municipal Code (MMC) Section 19.508), and the downtown zone and downtown design review sections (MMC Sections 19.304 and 19.907, respectively) were amended to clarify the process. Essentially, if a project can meet the design standards of MMC 19.508 it can now be processed with Type I or II review and the DDG do not come into play at all.

The design standards established in MMC Subsection 19.508.4 address the following seven areas:

- A. Building Façade Details
- B. Corners
- C. Weather Protection
- D. Exterior Building Materials
- E. Windows and Doors

- F. Roofs and Rooftop Equipment
- G. Open Space/Plazas

Each standard includes a statement of purpose or intent. If a project cannot meet a specific standard, it must go through the Type III review process and demonstrate “substantial consistency” with the purpose statement of that standard, as well as with any applicable downtown design guideline from the DDG.

The guidelines in the DDG are grouped into five elements: Milwaukie Character, Pedestrian Emphasis, Architecture, Lighting, and Signs. Given that the DDG was not revised in conjunction with the 2015 code amendments, it appears that many of the existing design guidelines may no longer be relevant to the current design standards. The City has not processed a downtown design review application since adoption of the 2015 code amendments, so there has been no practical experience with the new process and no clear understanding of whether or how the current DDG would relate to MMC 19.508 and 19.907.

Regardless, there is a longstanding sense that the DDG is somewhat outdated, certainly with respect to the photos. The DLC has spent the past year drafting changes to the document, starting with the guidelines of the “Milwaukie Character” element (see Attachment 2 for a strikeout version). In light of the current understanding of the downtown design review process, however, it may now be more useful to step back and determine how best to reconcile the DDG with the current code.

Key Questions

Staff has invited the DLC members to join in the discussion of this worksession item, with the following key questions in mind:

1. What are the potential conflicts between the DDG and MMC Sections 19.304, 19.508, and 19.907?
2. What are some options for ensuring that key elements of the DDG are not lost in the current downtown design review process?
3. What does the Planning Commission think of the DLC’s proposed amendments to the DDG regarding “Milwaukie Character”?

ATTACHMENTS

Attachments are provided as indicated by the checked boxes. All material is available for viewing upon request.

	PC Packet	Public Copies	E- Packet
1. Downtown Design Guidelines (complete document)	☒	☒	☒
2. Compilation of Revisions to Milwaukie Character element (strikeout version)	☒	☒	☒

Key:

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E-Packet = packet materials available online at <http://www.milwaukieoregon.gov/planning/planning-commission-167>.



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	☐	☐
• Define the Pedestrian Environment	☐	☐
• Protect the Pedestrian from the Elements	☐	☐
• Provide Places for Stopping and Viewing	☐	☐
• Create Successful Outdoor Spaces	☐	☐
• Integrate Barrier-Free Design	☐	☐
3). Architecture		
• Corner Doors	☐	☐
• Retail and Commercial Doors	☐	☐
• Residential Doors	☐	☐
• Wall Materials	☐	☐
• Wall Structure	☐	☐
• Retail Windows	☐	☐
• Residential Bay Windows	☐	☐
• Silhouette and Roofline	☐	☐
• Rooftops	☐	☐
• Green Architecture	☐	☐
• Building Security	☐	☐
• Parking Structures	☐	☐
4). Lighting		
• Exterior Building Lighting	☐	☐
• Parking Lot Lighting	☐	☐
• Landscape Lighting	☐	☐
• Sign Lighting	☐	☐
5). Signs		
• Wall Signs	☐	☐
• Hanging or Projecting Signs	☐	☐
• Window Signs	☐	☐
• Awning Signs	☐	☐
• Information and Guide Signs	☐	☐
• Kiosk Monument Signs	☐	☐
• Temporary Signs	☐	☐

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

Brent Carter, Vice Chair
Barbara Cartmill
Kevin McNally
Patty Wisner
Carlotta Collette
Paul Klein (former Chair)

Milwaukie Planning Commission

Donald Hammang, Chair
Judith Borden, Vice Chair
Mick Miller
Howard Steward
Rosemary Crites
Teresa Bresaw
Brent Carter
Barbara Cartmill (former)

Staff

Alice Rouyer, Community Development and
Public Works Director
John Gessner, Planning Director
Jeanne Garst, Office Manager
Marcia Hamley, Office Assistant
Kenneth Kent, Associate Planner (former)

Consultants

Crandall Arambula PC

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Introduction

Milwaukie Downtown Design Guidelines

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

Milwaukie Downtown Design Guidelines

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.

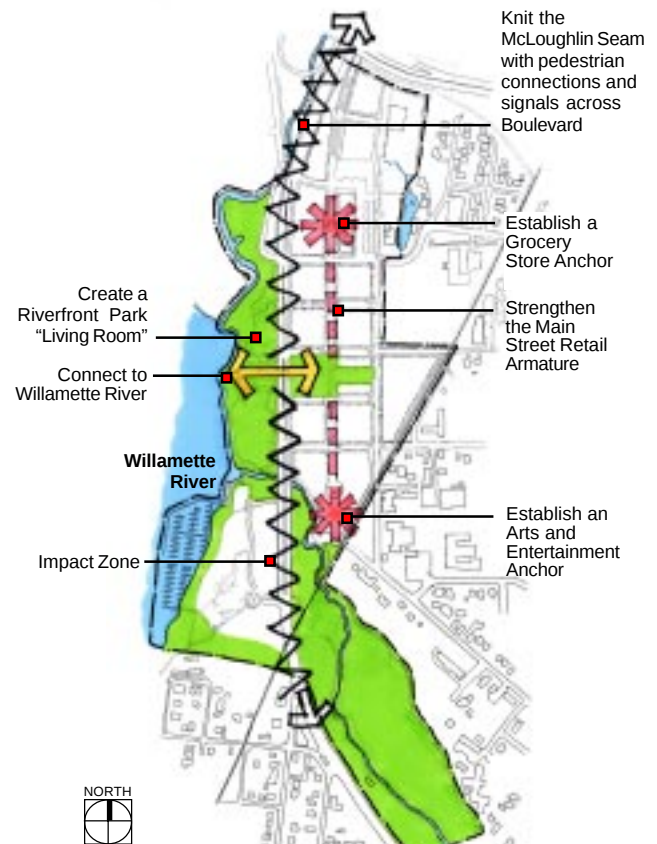
The Main Street “Retail Armature.”

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

1.13 Storefront Main Street Area



Land Use Framework

1.18 Amenities and Open Space Framework Map



Development must be consistent with the adopted Land Use Framework.

Milwaukie Downtown Design Guidelines

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

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:

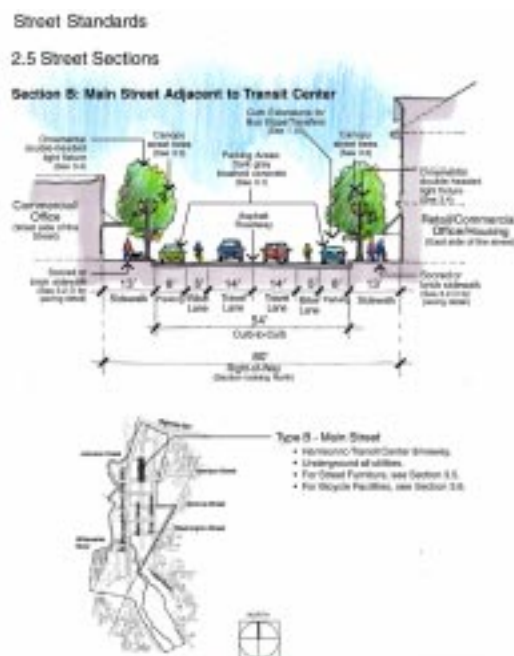
- Downtown Storefront (DS)
- Downtown Commercial (DC)
- Downtown Office (DO)
- Downtown Residential (DR)
- Downtown Open Space (DOS)

- 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

Milwaukie Downtown Design Guidelines

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

Milwaukie Downtown Design Guidelines

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.



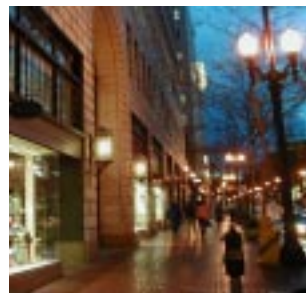
Milwaukie Character



Pedestrian Emphasis



Architecture



Lighting



Signs

Introduction

Milwaukie Downtown Design Guidelines

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

Milwaukie Downtown Design Guidelines

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

Milwaukie Downtown Design Guidelines

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.

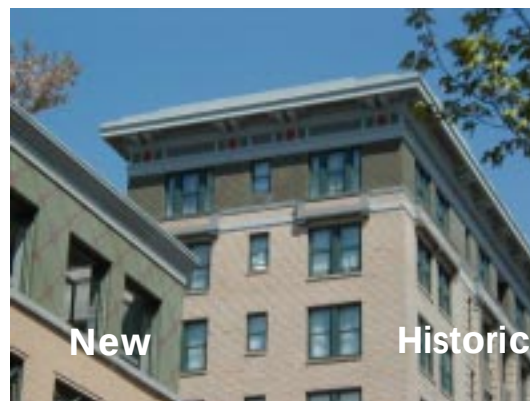
Design features such as wall texture, materials, color, medallions, columns, pilasters, window proportions and facade articulation may all still be used to acknowledge the characteristics of surrounding buildings - and ought to be considered.

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.



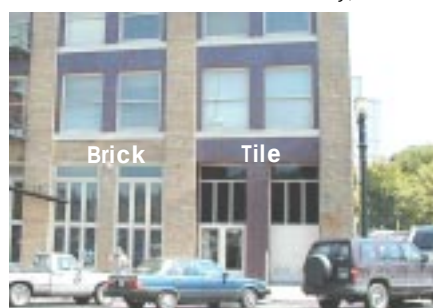
Recommended: Contemporary additions on rooftops can be compatible with the historic building if the historic facades are left intact (NW 8th and Everett, Portland)



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

Milwaukee 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

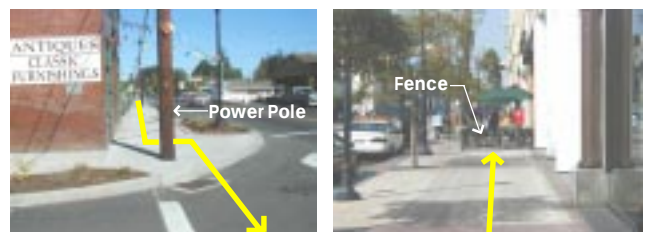
- Mid-block landscaped pedestrian walkways.
- Parking lot walkways.
- Trash dumpster enclosures.
- Utility/substation enclosures.

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

Milwaukee 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

Milwaukee 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

Milwaukee 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

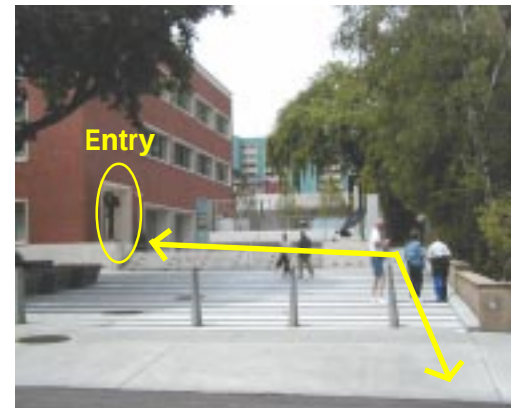
- Ramps that provide direct access but are screened and/or integrated into the stairway design.
- Ramps constructed of similar or compatible materials as the building, stairs and walkways.

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

Milwaukee 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)*



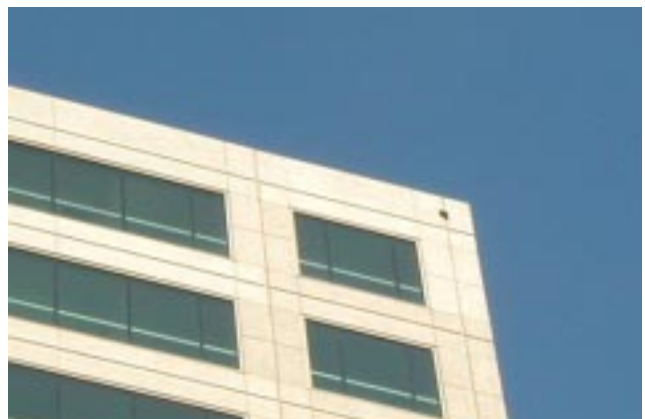
Recommended: Simple tower elements at corners
(Boston, MA)



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

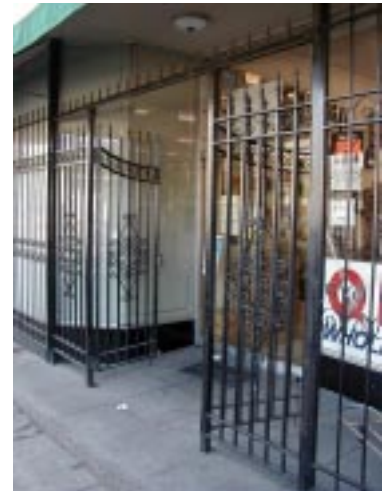
- Interior or exterior roll-up or sliding security gates that are not visible from the public right-of-way.
- Secured loading bays or service areas.
- Gated private courtyards or plazas.
- Security cameras or surveillance devices screened from view or integrated into building design.

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

Milwaukie Downtown Design 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

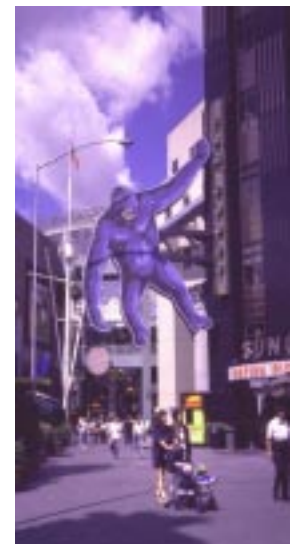
- Any required sign lighting should be integrated into the facade of the building. (See lighting guidelines.)
- Signs should be very graphic and constructed of high quality materials and finishes.
- Signs should be attached to the building with durability in mind.

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

Milwaukie Downtown Design 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

Milwaukie 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

Milwaukie Downtown Design 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)

Milwaukie Character

Milwaukie Downtown Design Guidelines

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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.

History

Milwaukie life has always been oriented toward the Willamette River. Originally, the 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.

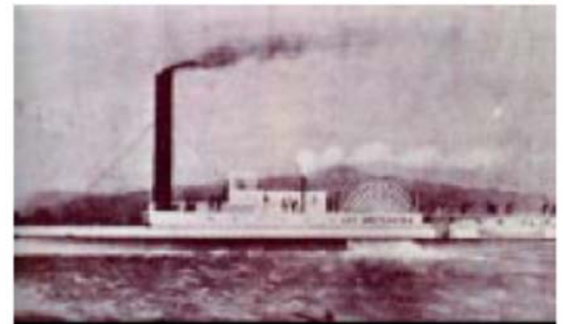
During that period, Milwaukians created its vibrant shipping, shipbuilding, timber, flour milling, and horticulture industries. Lot Whitcomb built one of the earliest steamer ships in Oregon, a sidewheel steamer which he named after himself. The ship began its Milwaukie to Astoria run along the Willamette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

From the beginning, Downtown has been the heart of Milwaukie, and the city's rich heritage should inspire the character of redevelopment in Downtown. 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's waterfront in the 19th century.



Lot Whitcomb on the Willamette River in Milwaukie, 1850.



Milwaukie's waterfront in the 19th century



Main Street parade in the 1950s

Milwaukie Character

Milwaukie Downtown Design Guidelines

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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.

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Milwaukie is defined in part by its relationship to Portland. The city takes pride in being an entity that is distinct from its larger neighbor to the north—it is not just another Portland neighborhood. It has its own character, its own local government, and its own neighborhoods.



(Current images to be deleted and replaced with new.)

In particular, Downtown is a place where a variety of core community activities take place within a relatively compact footprint—commerce, education, recreation, worship, and transportation, to name a few key functions. Downtown reflects the nature of Milwaukie as a whole; it is a place that is friendly, safe, open, inviting, and genuine.

At the same time, Milwaukie's proximity to Portland, with the variety of transportation connections that have developed over time, is one of the features that make it a particularly attractive community for long-time residents and newcomers alike. Milwaukians can be close to the bigger city and take advantage of its amenities while enjoying the advantages of life in a smaller community.

These existing qualities are important ones that future development can build upon to maintain a unique sense of place.

Recommended

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

Not Recommended

- o Downtown development that has a "themed historic" appearance-
- o Overscaled, monotonous, and non-descript development projects.
- o Security or privatization measures that physically segregate community members through high-security gates and fences or window bars-
- o 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

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Integrate the Environment**Guideline**

Building design should build upon environmental assets.

Description

All new development should ~~capitalize upon~~ reflect its proximity to the Willamette River, Scott Lake, Kellogg and Spring Creeks, and other natural assets that make Downtown Milwaukie unique. Building designs should ~~feature~~ respect and acknowledge 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

- o Active and passive gathering areas and walkways oriented toward ~~water elements~~ natural assets;
- o Consider integration of semi-public access, such as greenways, courtyards, and seating areas;
- o Use natural and/or man-made elements to engage water edges;
- o Create places where that allow people to can directly see, touch, and hear the water;
- o Utilize the environment to improve transitions between commercial areas and natural areas
- o Strengthen or emphasize environmental features and context
- o Consider utilizing thoughtful and creative stormwater features
- o Promote wildlife habitat; consider bird- and bee-friendly plantings

Not Recommended

- o Elements that may adversely affect water quality, wildlife habitat, or visual quality of natural waterways or vegetation;
- o Parking, loading or service areas adjacent to water elements or open space;
- o ~~Brightly colored buildings and site elements that clash with the natural colors of the environment that surrounds 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

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Promote Linkages to Horticultural Heritage**Guideline**

Celebrate Milwaukie's horticultural heritage ~~of beautiful green spaces~~ through the inclusion of flowering, ornamental trees and native plantings, while preserving existing and promoting new public and semi-public landscaped areas.

Description

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

Recommended

- o Use of dogwoods, cherry, and other flowering, ornamental trees-
- o ~~Formally-Intentionally~~ planted, manicured courtyards and squares green spaces that promote the connections and extensions of adjacent existing green spaces and pathways-
- o Integrate native and drought-tolerant plantings, with a variety of deciduous and evergreens

Not Recommended

- o Large expanses of paved plazas, parking lots, or other paved areas-
- o Expansive monocultural plantings of turf, groundcover, bark dust, or other mulching material-
- o Plants or plantings that require intensive watering



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



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

Milwaukie Character

Milwaukie Downtown Design Guidelines

Recommendation: Delete this guideline. Gateways in general are not Page 7
common aspect or feature of downtown Milwaukie, and visibly marking
transitions between public and private or semi-public areas is not a defining
aspect of the city of Milwaukie. The point opposed to creating a gated
compound appearance has been incorporated into the "Define the Pedestrian
Element" or "Integrate Barrier-Free Design" Guideline.

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

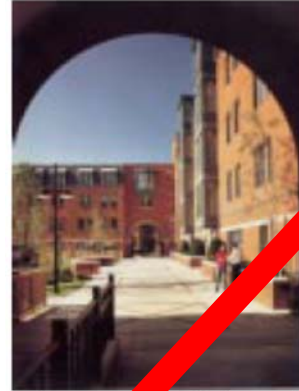
Gateways may be used to celebrate access points into private development parcels while clearly indicating the transition between the public and private realm. Gateways should be neither fortress-like nor intimidating. They may occur at entries to courtyards, along walkways, stairs, or pedestrian pathways.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

Recommended

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

Not Recommended

- o Gated private residential development compounds (including buildings, open space and parking).
- o 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

Milwaukie Downtown Design Guidelines

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Consider View Opportunities**Guideline**

~~Develop Building designs and siting to should maximize views of the visual connections to surrounding natural features or and public spaces at the pedestrian scale.~~

Description

Create new and preserve existing view corridors ~~viewing opportunities by situating windows,~~ with entrances, and adjacent exterior spaces ~~so they that~~ relate to surrounding points of interest and activity.

Buildings should be designed to consider views with glass areas that face toward important and appealing ~~visual features~~ natural features and public spaces, both nearby and ~~in the at~~ at a distance. For example, views from buildings in ~~downtown Milwaukie~~ might highlight the Main Street Plaza, ~~Willamette Riverfront Park, Scott Park, and 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, garbage/recycling areas, etc.
- Views of blank walls
- ~~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)

Page 16 (combo)

Milwaukie Character

Milwaukie Downtown Design Guidelines

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Consider Architectural Context (p. 16) + Promote Architectural Compatibility (p. 17) + Use Architectural and Contrast Wisely (p. 19)

Guideline

(Page 16) ~~A Buildings should strengthen and enhance the characteristics of its their settings, or at least maintain key unifying patterns.~~

(Page 17) ~~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.~~

(Page 19) ~~Contrast is essential to creating an interesting urban environment. Used wisely, contrast can provide focus and drama interest, announce promote a socially significant use, and help define an public areas and clarify how the downtown is organized.~~

Description

(Page 16) A common ~~dDowntown Milwaukie~~ architectural vocabulary can be established by addressing and responding to the ~~basic fundamental~~ features of existing or future high quality well designed buildings and outdoor spaces. Proportions of windows, placement of entries, ~~decorative elements, style, materials, and silhouette profile~~ 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.~~

(Page 17) ~~Compatibility~~ Responsive design can be viewed in terms of a fit or misfit between the design “vocabulary” of the project and that of its maintaining a compatible design vocabulary with surrounding valued architecture. A design that “fits”—i.e. is compatible relates to the nearby buildings by using architectural elements such as scale, color, rhythm, and proportion, and balance in a similar way, similar to that of the earlier buildings—will while contributing to and enhancing the area’s character. A design that ignores its neighbors context may ~~damage~~ negatively impact the special qualities and identity of ~~dDowntown~~.

(Page 19) ~~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.~~

A building should seek to fit within its surroundings while also developing upon the character and uniqueness of Downtown in a creative and visually pleasing way.

Thoughtful building contrast provides a unique interest to an area and builds upon the cultural fabric within Downtown. However, contrast should be thoughtfully applied to avoid visual chaos.

Recommended

- Building elements similar that respond to adjacent ~~historic or significant high quality existing or future well designed~~ buildings. (Page 16)
- Buildings that repeat and strengthen established district colors, forms and massing and height rhythm, proportion, and balance. (Page 17)
- ~~Building contrast created by a~~ Acknowledge unique site characteristics to create contrast. (Page 19)
- ~~Civic building contrast on a large scale.~~ (Page 19)
- ~~Selectively, highlighted elements that to create interest in the dDowntown.~~ (Page 19)

Not Recommended

- ~~Building elements that do not respect the scale, materials, or proportions of adjacent historic or significant high quality buildings.~~ (Page 16)
- ~~Literal interpretations of existing buildings are discouraged. P—poorly executed recreations of historic architectural elements, typologies, and materials often result in a “stage-set” appearance, and as a result weaken the importance of original existing buildings.~~ (Page 17)
- ~~Building projects that differ radically in material use, form, color, or massing than their neighbors do not thoughtfully consider the character and uniqueness of Downtown when applying contrast as a design concept.~~ (Page 19)

Milwaukie Character

Milwaukie Downtown Design Guidelines

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Preserve Historic Buildings Landmarks**Guideline**

~~Historic building~~ Renovations, restorations, or additions to historic landmarks, such as structures and site features, should respect the original structure character of the landmark and its contribution to the fabric of Downtown.

Description

Not all historic landmarks are officially ranked or designated with a special status. Some are valued by the community for their aesthetics or for their contributions to Downtown's heritage. Such landmarks, whether or not officially designated as historic, should be preserved where possible.

Although ~~Total~~ preservation of an 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, there may be specific building elements that should be prioritized for preservation.

Recommended

- o ~~Buildings~~ Partial renovations or additions to existing landmarks should retain significant original characteristics of scale, massing, and building material along street facades.
- o Additions to buildings should not deform or adversely affect the composition of the facade or be out of scale with the original building.
- o 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. Buildings that represent significant themes of their time should be respected and preserved when possible.~~

Not Recommended

- o Incompatible additions or building alterations using contemporary materials, forms, or colors on building facades.
- o Preservation of existing buildings that are not visually desirable

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~~ Committee.



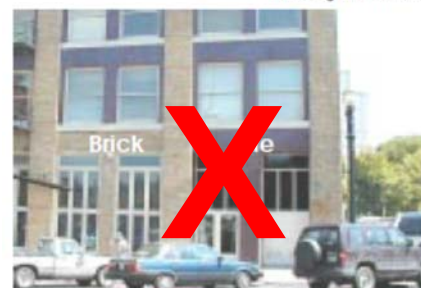
Recommended: Contemporary additions on rooftops can be compatible with the historic building if the historic facades are left intact (NW 8th and Everett, Portland)



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

Strikeout

Text proposed for deletion is ~~struck out~~.
Text proposed for insertion is underlined.

(*Note: All existing photos are currently under review for potential replacement.*)

Integrate Art**Guideline**

The City of Milwaukie encourages public art. Public art should be used sparingly. It should not overwhelm outdoor spaces or render buildings 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

- o Artwork designed specifically for and integrated into the building or site-
- o ~~Professionally designed~~ Designed by a qualified artist-
- o Durable, safe, low maintenance materials that are vandal-resistant-

Not Recommended

- o ~~Amateur art projects-~~
- o Artwork used as brand advertising-
- o 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)