

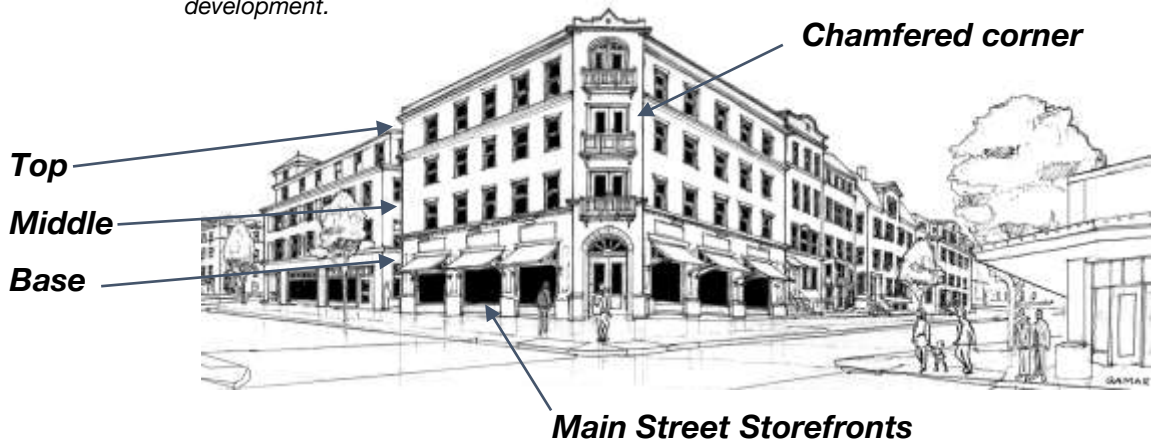
SELLWOOD-MORELAND “GUIDELINES AT A GLANCE”

Encouraged Mixed Use Design Patterns + Building Form

- **Upper Level Stepbacks** (maintain density and minimize scale contrasts)
- **Base-Middle-Top**
Articulated rooflines
Horizontal bands/cornices
Storefronts
- **Main Street Storefronts**
Recessed Entries, raised sills, display windows with clerestory windows above
- **Cost Efficient Design**
Stacked floorplates (no cantilevers)
Vertically + horizontally aligned windows/doors
Avoid arbitrary and abstract Form articulation
- **Windows**
Human-scale proportioning
Tall vertical inset windows
Divided panes in larger windows
Symmetrical window patterns
Avoid excessive material framing
- **Harmonious Design on All Sides**
No blank walls, consistent materials
- **Corner Treatments**
Chamfers, Entries, Arches, Balconies,
Simple Ornament or Artistic Details
- **Balconies + Bays**



Images above and below demonstrate main street patterns, harmonious design on all sides, and tall vertical inset windows that reflect human scale proportions. (Illustrations by Laurence Qamar) These illustrations are intended to show all the features described on this page. It is not expected that all features would be included in one new development.

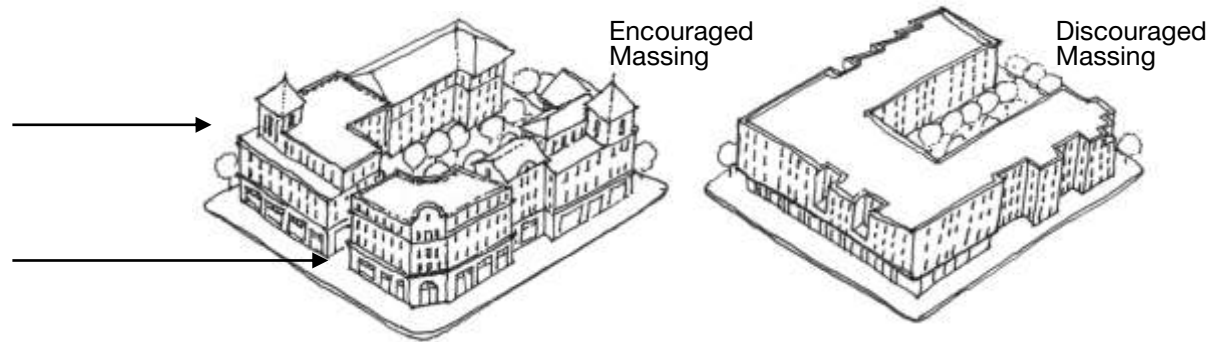


SELLWOOD-MORELAND “GUIDELINES AT A GLANCE”

Encouraged Mixed Use Design Patterns + Building Form

- **Building Massing/Building Form**

Divide large building projects into smaller multiple buildings



- **Create Mid-block Passthroughs, Courtyards + Gathering Spaces**

where possible

- **Relate to Neighborhood Patterns**

Minimize appearance of scale contrasts with newer larger buildings through main street base-middle-top, storefront design, etc

- **Materials & Craftsmanship**

Limit number of materials and use natural materials (brick, stucco, concrete, wood, clapboard)

- **Arches at Entries, Upper Windows & Ground Level**

- **Streetscape Design & Pedestrian Amenities**

Landscaping, street seats and benches, public art, bike racks, tree grates, sidewalk awnings.

- **Pedestrian Oriented Signage**

Neon and Portland marquee blade signs

- **Facade Lighting**

- **Utilities Screening**



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